

GOALS ACHIEVED

Published article:

“From Diverse Perspectives to Unified Strategies: European University Alliances and the Development of Adaptable Science Communication Concepts”

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<https://link.springer.com/article/10.1007/s00501-024-01430-2>



ABSTRACT:

Communicating scientific subjects to non-academic, non-specialist, or very young audiences using various event formats (lecture series, panel discussions, science slams, Project Weeks, Children’s and Citizens’ Universities) is a key aspect of science communication. In the EURECA-PRO University Alliance, the implementation of these kinds of formats will be given greater focus at all institutions to make significant topics accessible in ways that go beyond the institutional walls of the universities.

To this end, approaches are being developed and tested to identify and reduce existing hurdles for the public. At the same time, in an international structure such as EURECA-PRO, it is essential to know individual frameworks to ensure that measures promoting a uniform strategy can be implemented by everyone.



Strategy Concept for increasing citizen engagement



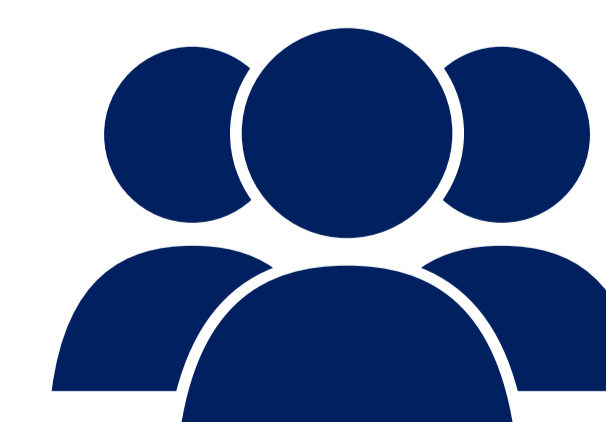
WHAT DO WE FOCUS ON?



Public accessibility and interaction



Low-threshold communication of sustainability topics



Supporting participation in social life