

Science communication and citizen science - strategies for successful stakeholder engagements

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Nowadays, science communication and interactions with non-scientists is widely recognized as an important responsibility of scientists. When successful, these interactions can be a powerful tool and have the potential to provide a better understanding of your field of research and its relevance to society - which is beneficial for all participating sides. Within environmental and ecotoxicological science and research this is of particular interest since our field is linked to many levels of everyday life. We should not rely on science journalism or the initiatives of a distinguished group of scientists to be solely responsible for the understanding of our research. However, acknowledging the importance of communication does not make us good communicators. So how do we learn skills and how do we choose the right communication strategy depending on our audience and the information we want to disseminate? How do we avoid misunderstanding and raising wrong concerns? Together with you we want to develop and demonstrate concepts of good communication for our community. Today, non-scientists may collaborate on establishing hypotheses, project design, interpreting data, and disseminating results. Citizen science has the potential to provide a wide range of benefits, not least of which is uniting and leveraging the expertise of multiple disciplines to further scientific investigations. This session will collect experiences and expertise on different strategies for the engagement with specific stakeholders, how to tackle risk and uncertainty communication and the inclusion of non-scientists in sampling campaigns and decision finding processes. The presentations include different case studies where the dissemination of scientific information was implemented via conceptual strategies. We seek to initiate a lively discussion between the presenters and the audience. Listeners are encouraged to report their own cases, issues or experiences.