

THE EUPRIO ANNUAL CONFERENCE

SCIENCE COMMUNICATION. HOW TO ENGAGE NOWADAYS

ETH Zurich and University of Zurich (Switzerland)

August 28th – August 31st, 2022

PROGRAMME

Sunday, August 28th, 2022

15:45-17:30 **Small Tours in Zurich** – 4 options leaving from the Main Hall of ETH at Rämistrasse

15:00-19:00 **Registration of participants**

19:00-19:30 **Welcome Event in Zurich**
ETH Zurich, Hall and Polyterrasse

Dr. Silvia Steiner, Government Councillor Canton of Zurich
Prof. Michael Hengartner, President of the ETH Board
Prof. Michael Schaepman, President of University of Zurich
Prof. Vanessa Wood, Vice President for Knowledge Transfer
and Corporate Relations ETH Zurich

Moderation: Gian-Andri Casutt, President of Euprio and
Director of communication ETH Board

19:30-23:00 **Get-together**
ETH Zurich, Hall and Polyterrasse

Monday, August 29th, 2022 **University of Zurich**

09:00-17:00 **Information desk**
University of Zurich - Conference Info desk

08:30-09:00 **Conference Opening**
Euprio Executive Board members – joint appearance Local Committee

09:00-10:00 **Keynote Speech**
Communicating science in a “post-truth” world
Prof. Stephan Lewandowsky, University of Bristol
University of Zurich – Main Room

10:00-10:30 **Short presentation of the Awards**

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| 10:30-11:30 | Coffee break, guided poster session University of Zurich, Lichthof |
| 11:30-12:30 | Workshops (session 1 – round 1) University of Zurich – different rooms |
| 12:30-14:00 | Lunch University of Zurich - Lichthof |
| 14:00-15:15 | European Plaza (2 rounds) Group discussions at different tables - University of Zurich |
| 15:15-16:15 | Coffee break, guided poster session University of Zurich - Lichthof |
| 16:15-17:15 | Workshops (session 1 – round 2) University of Zurich - different rooms |
| 17:15 | Transfer to the hotels |
| 19:30-01:00 a.m. | Gala Dinner Kongresshaus Zürich, Zurich |
| Tuesday, 30th August 2022 | University of Zurich |
| 09:00-17:00 | Information desk University of Zurich - Conference Info desk |
| 09:30-10:30 | Workshops (session 2 – round 1) University of Zurich - different Rooms |
| 10:30-11:00 | Coffee break University of Zurich – Lichthof |
| 11:00-12:00 | Workshops (session 2 – round 2) University of Zurich – different rooms |
| 12.00-13:30 | Lunch University of Zurich - Lichthof |
| 13:30-15:30 | General Assembly University of Zurich |

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| 15:30-16:00 | Coffee break University of Zurich - Lichthof |
| 16:00-17:00 | Panel discussion: presentation and discussion about the results of the survey among the Euprio conference participants conducted by Prof. Mike Schäfer University of Zurich – Main Room |
| 17:00-17:15 | Conference closure University of Zurich |
| 19:00-02:00 a.m. | Farewell Party Samigo, at the lake of Zurich |

**Wednesday, August 31st,
2022**

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| 08:00-18:00 | Journey home |
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PARALLEL SESSIONS

Monday, August 29th, 2022

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| 11:30-12:30 | Workshops (session 1 – round 1) University of Zurich - different Rooms |
| 16:15-17:15 | Workshops (session 1 – round 2) University of Zurich - different Rooms |

1. **Scientifica – Switzerland’s biggest science festival**
Roland BAUMANN and Theo VON DÄNKEN, ETH Zurich & University of Zurich – Switzerland
2. **Let's develop our public engagement skills!**
Cecilia BILLGREN ASKWALL, VA (Public & Science) - Sweden
3. **Awards 2019 winner: How to organise the biggest indoor popular science festival in EUROPE? ŚFN KATOWICE – our success story**
Martyna FOLTA, University of Silesia in Katowice – Poland
4. **How to ask uncomfortable questions – and how guidelines can help**
Elisabeth HOFFMANN, Technische Universität Braunschweig – Germany
5. **TikTok – a tool for higher education to reach younger target groups?**
Elisabeth JURACK, University of Bonn – Germany
6. **Strategies to popularize science: thinking global, acting locally**
Elena LÁZARO REAL, University of Cordoba - Spain
7. **Two-way Communication of Science**
Arwin NIMIS, Drenthe College - The Netherlands
8. **Attracting students in a competitive environment**
Lotte FINCK, Aalborg Universiteit – Denmark

9. **A university's strategic plan and values as a communications challenge** (results from the Euprio Mobility Programme)
Hannamajja HELANDER, University of Helsinki – Finland
10. **Less crisis communication, please**
Sys Christina Mehlsen VESTERGAARD, Aarhus Universiteit - Denmark
11. **Communication strategy and plans for research infrastructures: the EPOS case**
Enrico Balli, EPOS-European Plate Observing System
12. **Please stop! Let's rethink together and build a new future for Science Communication**
Vera Novais, SciCom PT – Portugal

Tuesday, August 30th, 2022

09:30-10:30 Workshops (session 2 – round 1) University of Zurich - different Rooms

11:00-12:00 Workshops (session 2 – round 2) University of Zurich - different Rooms

1. **Evaluating Quality Research: how REF2021 kick-started a research communications revolution at The University of Manchester**
Lynda MCINTOSH, The University of Manchester - United Kingdom
2. **Public engagement with science: experiences from the European Research Council (ERC)**
Anthony LOCKETT, ERC-European Research Council Executive Agency – Belgium
3. **Overcoming polarisation and misinformation through data**
Fabiana ZOLLO, Ca' Foscari University of Venice – Italy
4. **Use (and abuse) of scientific output: current challenges and opportunities in researchers' training in science communication**
Marc VANHOLSLSBEECK, Université Libre de Bruxelles (ULB) and Higher Education and Research, Ministry of the Wallonia-Brussels Federation – Belgium
5. **Diversity in public engagement and science outreach**
Ellen GEERTS, University of Applied Sciences and Arts in Antwerp – Belgium
6. **University museums, heritage sites and collections: partners in science communication**
Margarida ALMEIDA, Universidade de Aveiro – Portugal
7. **EU-funded research projects: communication, dissemination, and valorisation of knowledge**
Alexandra CORNEA, Université de Côte d'Azur – France
8. **Student researchers to the limelight**
Annely ALLIK and Mare VAHTRE, Estonian Research Council – Estonia
9. **University podcasts: should we have one?**
Andrea COSTA, Bocconi University – Italy
10. **The dissemination of science in Iceland**
Jón Örn Guðbjartsson, University of Iceland – Iceland
11. **Reaching out far in research marketing: Generating new project ideas with jury- and voting-based competitions. The “Research in Germany” case study**
Gernot Gad, German Research Foundation – Germany
12. **The trouble with dialogue: how to force researchers to listen to the public**
Hanna Wick, President of the Agora funding scheme for science communication - Swiss National Science Foundation (SNSF) – Switzerland

Updated August 4th, 2022