



ERAIFT strengthens the ability of its regional Masters and PhD students to communicate science to a non-scientific audience.

On Wednesday 12 April 2023, ERAIFT organized a very interesting webinar on communicating science to a non-scientific audience. This forum was organized in hybrid mode and was moderated by Dr. Ana Delicado from the University of Lisbon.

A total of 49 Master's students, including 40 from the fourth cohort ("classroom") and 9 from the third cohort currently on research placement, as well as 3 PhD students, took part in the webinar.

The objective was to show to the different researchers the interest and the communication channels of the results from their different scientific research to a non-scientific audience. In fact, it was mentioned that communication to a non-scientific audience offers many advantages, including: the appropriation of results by several stakeholders including policy makers, the enhancement of the research institution's visibility, the enhancement of the economic and social impact of research as well as the capitalization of public funds.

Furthermore, to successfully organise this type of communication, the researcher must identify the target audience, select the appropriate communication channel, adapt the content and adjust the format and language according to the target audience.

Dr. Ana Delicado closed her presentation by presenting to the participants some useful channels of communication, such as: the press release, press conferences, radio, social media (twitter, facebook,), magazine, infographics, brief policy, storytelling, podcast, comics, etc. Therefore, researchers were advised to always consider the cultural context, available resources and expected impact before communicating.

ERAIFT sincerely thanks Dr. Ana Delicado and Teresa Vaz for this webinar which strengthens the communication skills of its learners. It expresses its gratitude to the European Union and AGRINATURA for their support to this regional training through the project "Capacity Building of Biodiversity Practitioners, Scientists and Policy Makers for the Sustainable Management of Protected Areas and Forest Ecosystems in Africa".

Science Communication

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