

TRAINING COURSE ON COMMUNICATION AND DISSEMINATION OF SCIENCE AND INNOVATION

Introduction:

The Descubre Foundation, in collaboration with the Plataforma Solar de Almería, has organized the *Training Course on Communication and Dissemination of Science and Innovation* with the aim of providing fundamental knowledge, techniques, and tools to effectively communicate scientific concepts and disseminate research project results.

The course has been developed in response to the identified need to improve the knowledge and practical skills in science communication and dissemination of the research staff involved in the European SOLARIZE project.

Specific objectives

- To understand the basic principles of social communication of innovation.
- To learn about the various strategies and channels available for communicating and disseminating science and innovation to society.
- To identify the essential elements for designing a communication plan for a research project.
- To acquire the skills necessary to prepare and structure a news article on research results.
- To identify key factors for effectively presenting a project to the media.
- To develop practical skills for engaging with the media.

Target Audience:

Researchers and staff participating in the European SOLARIZE project (<https://solarize-project.eu/>), within the framework of EU-SOLARIS (<https://eu-solaris.eu/>).

Language of instruction: English

Dates: 10 - 12 November.

Duration: 15 hours.

Modality: Online course with one in-person practical session.

Schedule: Three morning sessions.

Promueve:



Organiza:



Imparte:



Methodology: The course will adopt an interactive and participatory approach, combining theoretical instruction with practical exercises and live workshops. Participants will be encouraged to engage in dialogue and discussion throughout the sessions, promoting collaborative learning and knowledge exchange.

The course will be taught in Google Classroom and Google Meet. For this reason, it is important to provide a Google account at the time of registration and to use it to log in to these platforms.

Certification: At the end of the course, a joint certificate will be issued by the Descubre Foundation.

DAY 1 – 10th of November.

ONLINE

08:30 – Welcome and introductions.

Moderator: Plataforma Solar de Almería – CIEMAT

08:45 – Session 1: *Concepts, Strategies, and Tools for Science Communication.*

Overview of key concepts, tools, and best practices to enhance the communication and impact of research activities.

Speaker: Javier Armentia Fructuoso.

Astrophysicist and Science Communicator. Lecturer in the Master's Programme in Scientific, Technological, Medical, and Environmental Communication, Pompeu Fabra University. Former Director of the Pamplona Planetarium.

10:45 – Break

11:00 – Session 2: *Concepts, Channels, and Tools for Science Dissemination.*

Exploration of communication channels and tools for disseminating research results, considering target audiences, team composition, and available resources.

Speaker: Javier Armentia Fructuoso.

13:00 – Break

13:15 – Session 3: *Social Communication of Innovation.*

Strategies, pathways, and potential of innovation: transforming research results into innovative products and services.

Promueve:



Organiza:



Imparte:



Speaker: Sofía Sánchez Seda

International Projects Communication Coordinator, Corporación Tecnológica de Andalucía (CTA).

15:15 – End of Day 1

DAY 2 – 11th of November

ONLINE

08:30 – Session 4: *The Communication Plan of a Research Project.*
How to incorporate a communication strategy into a research project, including objectives, indicators, activities, and impact evaluation.

Speaker: Cristina Ortega López.

Science Communication Specialist, Scientific Culture Unit, University of Huelva.

11:00 – Break

11:30 – Session 5: *Developing a Research News Article.*

Guidelines and techniques for drafting a news piece on research findings that is accessible, engaging, and valuable to the media.

Speaker: Cristina Ortega López

Science Communication Specialist, Scientific Culture Unit, University of Huelva.

13:30 – Break

14:00 – Session 6: *Good Practices in Innovation Communication.*
Presentation of case studies and successful experiences in communicating innovation.

Speaker: Sofía Sánchez Seda.

International Projects Communication Coordinator, Corporación Tecnológica de Andalucía (CTA).

15:00 – End of Day 2

Promueve:



Organiza:



Imparte:



DAY 3 – 12th of November.

Hybrid: Online / Face-to-face

09:00 – Session 7: *Enhancing Media Performance (I). How to Speak Effectively to the Media.*

Participants will receive practical guidance on presentation skills for media appearances (e.g., attire, background, color choices and how to frame your message.).

Those who cannot attend the live session at the Plataforma Solar de Almería will be able to join online and follow it in real time.

Speaker: Mabel Ángulo Rodríguez

Journalist, *Canal Sur Radio and Television.*

Co-Director, University of Almería Summer Course on Science Communication and Dissemination.

10:30 – Break

11:00 – Session 8: *Enhancing Media Performance (II). Live Workshop: Speaking to the Press.*

During the live session, participants will have the opportunity to apply their knowledge in front of a camera and a professional reporter. A camera operator from Canal Sur Radio and Television will also attend the session.

13:00 – End.

Promueve:



Organiza:



Imparte:

