

IMPACT REPORT

Marine Science Communication in Europe: A way forward, *EMB Future Science Brief 8, June 2022*

The EMB Future Science Brief on Marine Science Communication was written by a group of 14 members of the EMB Communication Panel (EMBCP) between November 2019 and June 2022. The writing group was Chaired by Jan Seys (VLIZ, Belgium). The EMBCP is a permanent platform for marine science communicators from the EMB membership to promote EMB activities, synergise outreach activities and advocate for Ocean literacy.

The Future Science Brief was launched during a dedicated webinar on 23 June 2022 which discussed the challenges of communicating within the Ocean Decade and the EU Mission Ocean, and how to overcome these. The document and its recommendations were also presented as a keynote at the CommOCEAN 2022 conference on marine science communication in Sète, France, on 30 November 2022.

The Future Science Brief has been used as a reference document for teaching and promoting science communication and Ocean literacy. It has also been highlighted at several events, which presented science communication challenges. In addition, the document was promoted among communication experts outside the marine science landscape.

The Future Science Brief has helped to promote the importance of (marine) science communication within research organisations, relevant funding organisations and national Ministries. It was also a source of inspiration and advice in the drafting of communication plans and strategic discussions on the future of communication departments. In particular, the request for information from the writing group on communication efforts to the National Research Council of Italy, highlighted some shortcomings and resulted in a working group to coordinate their science communication.



“This Future Science Brief reveals Marine Science Communication as a critical tool to translate scientific findings for the Ocean and add value to all parts of our society”

Yolanda Koulouri
Senior Researcher - HCMR (Greece)

“It is great that this brief provides clear steps forward to strengthen science communication, and how to communicate more efficiently the “why” of what we do.”

Margarita Vološina
Communication Manager -
VASAB Secretariat (Latvia)

“This document serves as a timely reminder to stress the mysterious and undiscovered aspects of the Ocean more frequently in our work, rather than mostly focusing on the problems.”

Joachim Dengg
Coordination School Cooperations-
GEOMAR (Germany)

DISSEMINATION IN NUMBERS

These statistics are for the EMB Future Science Brief 8 on “Marine Science Communication in Europe: A way forward”.

Data collected for a period of 2 years from launch (June 2022 to June 2024)

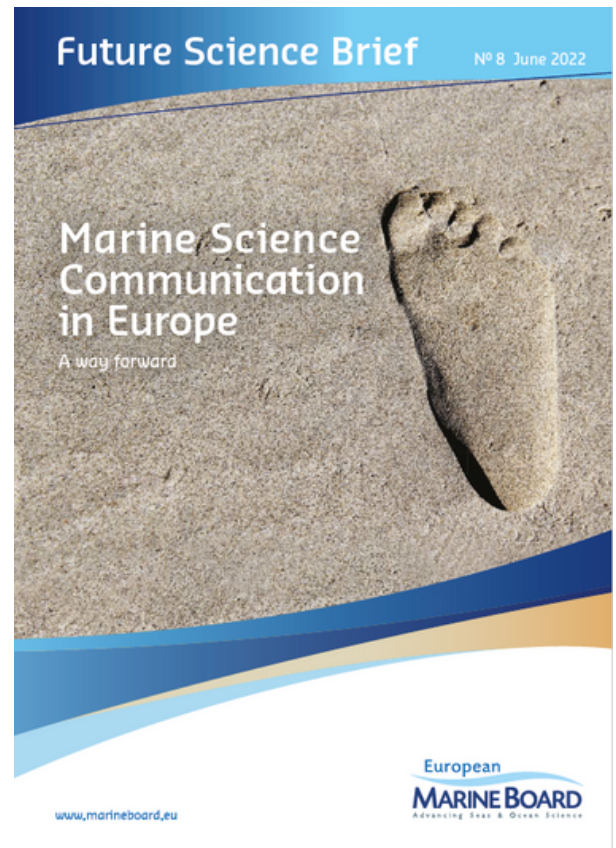
26 TWEETS
From the EMB Twitter account and other accounts

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