

## **Workshop: International Science Relations and Communications | From the Lab to the Parliament**

Fee: 25 euro, VAT not included | 30,25 euro, VAT included

Date: 3<sup>rd</sup> of September, 2020 | 15.00 – 17.30

Participants will receive a certificate of attendance

There are no formulas to understand everything, but we keep trying with the best we have: science. Nevertheless, science is not enough to heal diseases or to find solutions to other society's needs. Among the external groups who are relevant to science (politicians, policy-makers, managers or citizens) and the supportive activities involved (marketing, communication, diplomacy), there are sometimes immense gaps. Facing these gaps is not a trivial question. Fortunately, we have learned something on the way.

In this workshop I will try present some real experiences, ranging from research institutions to the work at an Embassy, in which I have used instruments based on neuroscience and modern communication, in order to fill these gaps. These are the stories of people who started doing experiments in a lab and finished speaking in front of a Minister or an international organisation, always with the best they have: science.

As a participant of this course, you will:

- Gain insight into basics of science communication and international relations
- Learn about real cases of successful science diplomacy actions
- Play a role game in order to simulate real situations in which science is putted into the center of policy-making decisions
- Learn how to use tools reflection, communication and PR to promote mutual understanding and collaboration

**Lecturer:** Guillermo Orts-Gil holds a PhD in Physical Chemistry from the Technical University of Berlin, where he has studied Scientific Communication and Marketing. He has been the Head of the Nanotechnology Group at the Max Planck Society, Director of Communications of the Society of Spanish Scientists in Germany and International Science Coordinator of several institutions, among others the Embassy of Spain in Berlin. He has visited master classes in scientific writing at The Guardian and has been guest speaker at institutions such as the Berlin School of Management, the MIT in Boston and the Gutenberg Campus of the UPF in Barcelona. He also writes for media such as CCCB Lab, The Huffington Post and the magazine Investigación y Ciencia, the Spanish edition of Scientific American, with focus on science storytelling. Currently he works as Head of Communications and Public Relations at the Institute for Bioengineering of Catalonia.