



## Venice International University Spring School

### Equipping Researchers with Skills, Strategies and Confidence for Science Communication

**2<sup>nd</sup> edition**

**March 31-April 4, 2025**

#### **Faculty**

Alessandra Fornetti, TEN Program, Venice International University & COALESCE Project

Ilda Mannino, TEN Program, Venice International University & COALESCE Project

Marina Joubert, Centre for Research on Evaluation, Science and Technology (CREST), Stellenbosch University

Lars Guenther, Munich Science Communication Lab, Ludwig-Maximilians-Universität (LMU)

Julia Serong, Munich Science Communication Lab, Ludwig-Maximilians-Universität (LMU)

Monica Déchène, Munich Science Communication Lab, Ludwig-Maximilians-Universität (LMU)

Eleonora Di Maria, Department of Economics and Management, University of Padua

Marco Bettiol, Department of Economics and Management, University of Padua

#### **Program**

##### Monday, March 31, 2025

##### *Science communication: a field of research and practice*

9:00-9:30 AM	<b>Welcome coffee and Registration</b>
9:30-10:30 AM	<b>Program overview &amp; Ice breaker</b> <i>All faculty &amp; students</i>
10:30-11:30 AM	<b>Introduction to science communication: defining 'scicomm' as a field of research and practice</b> <i>Marina Joubert, Stellenbosch University &amp; Lars Guenther and Julia Serong LMU</i>
11:30-11:45 AM	<i>Break</i>

- 11:45-12:45 AM **Introduction to science communication: the role of researchers in society and of science communication**  
*Ilda Mannino & Alessandra Fornetti, VIU*
- 12:45 PM *Lunch*
- 2:00-4:00 PM **Lab: 'How to...' - PLAY Scicomm game: Who wants to communicate Science**  
*Ilda Mannino & Alessandra Fornetti, VIU*

## Tuesday, April 1, 2025

### *Science communication conceptual framework: evaluation, audience and science writing*

- 9:30-10:15 AM **A conceptual framework of strategic science communication**  
*Julia Serong, LMU*
- 10:15-11:30 AM **Impact & evaluation of science communication: case scenarios**  
*Monica Déchène, LMU*
- 11:30-11:45 AM *Break*
- 11:45-12:45 PM **The Audience: Introducing and developing the stakeholder view and map**  
*Eleonora Di Maria, University of Padua*
- 12:45-1:00 PM **Introduction to the site visit**
- 12:50 PM *Lunch*
- 2:50-5.15 PM **Site visit – Communicating Science through art/museums**  
*Palazzo Grimani - A Cabinet of Wonders.*

*Social dinner*

## Wednesday, April 2, 2025

### *The digitalization of science communication and the value of the cultural world*

- 9:30-10:30 AM **Effective popular science writing – from theory to practice**  
*Marina Joubert, Stellenbosch University & Lars Guenther, LMU*
- 10:30-10.50 AM *Break*
- 10:50-11:50 AM **Characteristics and specificities of digital communication in relation to multiple targets**  
*Marco Bettiol, University of Padua*
- 11:50-12:50 AM **"How to...": communicate through social media**  
*Marco Bettiol, University of Padua*
- 12:50 PM *Lunch*
- 2:00-4:00 PM **Trying out some science writing tools: AI & storytelling**  
*Katherine Rabik & Marina Joubert, Stellenbosch University*



Venice  
International  
University

### Thursday, April 3, 2025

#### *Science Communication in sociopolitical contexts and the value of the visual approach*

- 9:30-10:30 AM     **Science Communication in Socio-political Contexts: Case Studies on Sustainability & Climate Change, Brain & AI, Democracy & Societal Change (in groups) - Plenum**  
*Julia Serong, Monica Déchène*
- 10:30-10:50 AM     *Break*
- 10:50-12:50 AM     *Group work on Case Scenarios*  
*Facilitators: Julia Serong, Monica Déchène, Lars Guenther, Ilda Mannino, Eleonora Di Maria, Alessandra Fornetti*
- 12:50 PM             *Lunch*
- 2:00-3:00 PM       **Visual communication**  
*Elena Milani*
- 3:00-4:30 PM       **"How to...": communicate through visuals**
- 4:30-5:30 PM       **Students' Preparation of presentations & Tutorial by faculty**

### Friday, April 4, 2025

#### *Science communication fundraising and public debates*

- 9:30-10:30 AM     **Fundraising: case study discussion**  
*Eleonora Di Maria, University of Padua & Julia Serong, LMU*
- 10:30 -10:50 AM     *Break*
- 10:50-12:30 AM     **Communicating Science in public debates: Role Play**  
*Julia Serong, LMU*
- 12:30 PM             *Lunch*
- 2:00 PM              **Participants' research presentations: practice what learnt**  
Choosing among
- 3 min/3 slides ppt presentations
  - 1.5 min video interview (produced in Venice)
  - story pitch for mainstream journalists
  - other innovative formats (e.g. games, performances, art...)
- 4:00 PM              **Closing**

## Faculty's short bio



**Alessandra Fornetti** is Executive Director of the TEN Program on Sustainability at Venice International University, where she also coordinates VIU Science Communication unit. She has been working for two decades on communication and sustainability, promoting research, capacity building and dissemination of research results. She is currently part of COALESCE project that builds the EU Competence Center for science communication, co/coordinating the designing of its Academy.



**Ilda Mannino** is the Scientific Coordinator of the Intensive Graduate Activities and of the TEN Program on Sustainability of the Venice International University. With a background in Environmental Science, her current research interests focuses on Sustainable Development and Science Communication. She has a long experience in research and education projects on these themes. Among these, she is currently involved in the COALESCE Project, to develop the EU Competence Centre on Science communication and its Academy. In 2018-2021 she was the scientific coordinator of the Horizon 2020 QUEST Project on Quality science communication.



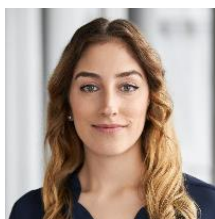
**Marina Joubert** is an associate professor of science communication at the Centre for Research on Evaluation, Science and Technology (CREST) at Stellenbosch University in South Africa. Her research focuses on the role of research-active scientists in societal dialogues, with a particular interest in scientists that become highly visible, including understanding the risks and rewards associated with public prominence. She serves on several international advisory and editorial boards and is the deputy editor of the Journal of Science Communication (JCOM). She is an honorary life member of the global Public Communication of Science and Technology (PCST) Network.



**Lars Guenther** is a Professor at the Department of Media and Communication at LMU. He is interested into public perceptions of (controversial) science, science and health journalism, as well as the public communication about risks and scientific (un)certainly.



**Julia Serong** is a research associate at the Department of Media and Communication at LMU. She is also the Research Director and member of the Executive Board of the Munich Science Communication Lab. Until 2021 she was the coordinator of the ad hoc working group "Facticity of the World" at the Bavarian Academy of Sciences. From 2013 to 2020, she was a research associate (project management) at the Institute of Journalism at TU Dortmund University. From 2009 to 2014, she was a research associate at the Institute for Journalism and Communication Studies at the FU Berlin. In 2014 she completed her Ph.D. at the FU Berlin on the topic of "Media Quality and Audience". Dr. Serong studied communication science, economic policy, and English at the WWU Münster.



**Monica Déchène** is a Research Associate in the Department of Media and Communication at LMU. She holds a Bachelor in Health and Nursing Sciences with minors in Political Science and Sociology, and a consecutive Master from the Technical University of Munich, where she also studied abroad in Hong Kong. She worked in science communication and educational research during her studies, then joined the Center for International Student Assessment (ZIB) as a research associate. Since late 2023, she has been a research associate and evaluation coordinator at the Munich Science Communication Lab (MSCL). In 2024, she began her PhD at TUM on learning in museum within the context of Education for Sustainable Development.



**Eleonora Di Maria** is full professor of Economics and Business Management at the University of Padua - Department of Economics and Business Sciences "Marco Fanno" (DSEA). She is scientific head of the DSEA's Digital Manufacturing Laboratory, a space for in-depth study and discussion on the evolution of Italian manufacturing starting from the transformations introduced by digital technologies. Her main research topics concern the competitiveness of enterprises and local SME systems with respect to environmental sustainability and business innovation, technological innovation, sustainable business models, sustainability and new forms of enterprise, internationalization and global value chains.



**Marco Bettiol** is an Associate Professor in Economics and Management at the Department of Economics and Management at the University of Padua. His research activity has been focused on creativity and innovation and their role for the competitiveness of small and medium firms and industrial districts. In the past, he carried out research on new technologies and analyzed the diffusion of open source software among small and medium firms. More recently, he focused his research on two main subjects: the role

of communities of creatives in local development and entrepreneurship and in particular on the role of the entrepreneur on innovation and creativity.