



European Science-Media Hub
Summer School 2023

STORYTELLING IN SCIENCE



Participants' booklet

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European Science-Media Hub (ESMH), Scientific Foresight Unit (STOA)

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1. Introduction

One of the main objectives of the [European Science-Media Hub \(ESMH\)](#) is to organise seminars and training courses for media makers on current scientific and technological developments.

The **ESMH summer school** for young journalists is the first of its kind in the European Parliament. This year's summer school, **'Storytelling in science'**, offers journalists a unique opportunity to gain insight in what the EU is doing in the field of science and climate change, meet prominent science journalists and learn from their experience.

During this five-day training journalists can join various discussion panels, exchange with other journalists from all over Europe, and actively contribute to the different thematic sessions. The participants of the Summer School will also be able to join [EYE2023](#) - the European Youth Event (9-10 June), organised by the European Parliament in Strasbourg (France).

The **first edition** of the ESMH summer school was labelled **'European Youth Science-Media Days (EYSMD)'**. It took place from **4 to 7 June 2019 in Strasbourg**. The three-day science event for young media-makers provided an overview of existing interlinks between Artificial Intelligence (AI) and journalism. Unfortunately, the pandemic prevented the ESMH from organising the second edition in May 2020.

But in **October 2021**, the European Science-Media Hub participated in the EYE2021 youth conference in Strasbourg and it hosted the [workshop 'Telling stories on climate change: has the corona crisis changed the debate?'](#), in cooperation with the European Parliament's Directorate General for Communication in the context of the two-day European Generation Media Lab event.

After a couple of years of COVID-19 related restrictions, the [ESMH Summer School 2022](#) could take place in Brussels in **June 2022**, with the title: **'Journalism and climate change: how to tell complex stories'**. Four days, six thematic sessions, one festival, 26 renowned speakers and 50 science journalists are just some figures from the event, which focused on the increasing challenge of climate reporting. You can rewatch all the sessions online.

Beyond the Summer School, the ESMH also organises other thematic trainings for journalists, notably a series entitled **'Science-Media Days'**. These workshops aim at promoting the role of the ESMH in different EU countries while encountering the national communities of science journalists and establishing networking opportunities with local media makers.

For example, in **May 2022**, the seminar **'Promoting trust in science to counter disinformation'** took place in the **Liaison Office of the European Parliament (EPLO) in Spain, Madrid**, bringing together more than 50 Spanish journalists to debate about the role of trust in preventing and tackling misinformation in science. The event was held in Spanish and you can also rewatch it on the [ESMH's website](#).

The ESMH plans to organise other Science-Media Days in EU Member States in the near future.

2. Speakers' biographies

2.1. Session 1: The importance of science reporting, past lessons and future challenges

Christian EHLER, STOA Panel Chair



Dr **Christian Ehler** has been a Member of the European Parliament for Brandenburg since 2004 and belongs to the Group of the European People's Party (EPP/CDU). He has been a Member of the Committee on Industry, Research and Energy (ITRE) for over ten years and has been its coordinator for the EPP since the beginning of this legislative period. As rapporteur for Horizon 2020 (2014-2020) and Horizon Europe (2021-2027) Dr Christian Ehler is considered one of the leading figures in the design and implementation of the European Framework Programmes for Research and Innovation. He is the initiator of the ITRE working group on the implementation of the Framework Programmes, which ensures close parliamentary scrutiny of Europe's research and innovation funding. Furthermore, Dr Christian Ehler is Chair of the European Parliament's [Panel for the Future of Science and Technology \(STOA\)](#).

One of Dr. Ehler's main priorities is to ensure Europe's excellence in science, technology and innovation in all sectors, including health, digital and climate. As Rapporteur for Horizon Europe, he has put forward a number of instruments to reduce the administrative burden for researchers and SMEs and for boosting public-private partnerships contributing to achieving EU climate and digital goals.

Vitalba CRIVELLO



Vitalba Crivello is a Science Policy and Science Communication expert working with enthusiasm at the European Science-Media Hub since its launch, in 2019. With a background in International Political Economy & Political Communication, she has been working in Brussels since 2005, covering different Policy, Project and Communication roles within the EU Institutions and in consultancies, with a focus on Research and Innovation Policy.

Pampa GARCÍA MOLINA



Pampa García Molina is a science journalist with a degree in Physics from the Complutense University of Madrid and a master's degree in Science Journalism from the Carlos III University of Madrid. Since 2011 she has been working at the Spanish Foundation for Science and Technology (FECYT), where she has been managing the Science Media Centre Spain since March 2022. Until then, she was editor-in-chief of SINC, the first state-wide public agency specialising in science information in Spanish, under Creative Commons licence. She is a member of the board of the Spanish Association of Science Communication.

She has been a regular contributor to science radio programmes, and she teaches science journalism in master's degrees, workshops and seminars. Previously, she worked as a writer and editor for several media in Spain, and co-authored popular science books.

Chloe HILL



Chloe Hill works at the interface of science and policy and oversees the policy programme of the European Geosciences Union. Her experience working with both research and policy sectors allows her to effectively translate and disseminate scientific evidence to policymakers and facilitate activities that enable scientists and policymakers to exchange information. Chloe frequently hosts workshops to provide researchers with practical information about how they can more effectively engage in European policymaking processes and communicate with decision-makers. You can find her on Twitter via @Chloe_Hill.

Jason PRIDMORE



Prof. **Jason Pridmore** is the Vice Dean of Education for the Erasmus School of History, Culture and Communication in Rotterdam (the Netherlands) and an Associate Professor in the Department of Media and Communication at Erasmus University Rotterdam.

He is the coordinator of the COALESCE project which will work to build a European Science Communication Competency Centre. Jason is also the lead on several projects with his research team, including SPATIAL, Ashvin, REINCARNATE, and he co-leads the Inspiring and Anchoring Trust in Science.

His research interests are focused primarily on practices of digital science communication, digital identification, the use of new/social media and consumer data as surveillance practices, and digital (cyber) security issues. He has written extensively on marketing practices and information exchange and participates in research focused on privacy, data ethics, mobile devices, policing practices, citizenship, branding and quantified self movements. Jason currently participates in an advisory capacity for a range of European Union Research projects and Dutch funded projects on new technologies, privacy, and security issues.

With a background in international relations, science policy & communication, she has worked in Brussels for the last 15 years, in EU institutions and consulting firms.

2.2. Session 2: Hands-on training on science journalism/science communication

Kai KUPFERSCHMIDT



Kai Kupferschmidt is a science journalist based in Berlin. Kai studied molecular biomedicine and afterwards attended the Berlin Journalism School. He has worked as a freelance editor and writer for numerous German newspapers including *Der Tagesspiegel*, *Süddeutsche Zeitung*, *Die Zeit* and *Frankfurter Allgemeine Zeitung*. As a contributing correspondent for *Science Magazine* he has been reporting on infectious diseases since 2010. During the pandemic he also launched a German language science podcast called "*Pandemia*" with his colleagues Laura Salm-Reifferscheidt and Nicolas Semak. He has written two books, one on infectious

diseases and one on the science of the color blue that has been translated into several languages. Kai has received numerous awards for his work, including the Media Prize of the German Aids Foundation and the NIHCM Trade Journalism Award. Kai has also taught students at journalism schools in Germany and Egypt how to write about science in an engaging way.

2.3. Session 3: Science stories and public trust in the digital world

Amy Ross ARGUEDAS



Amy Ross Arguedas is a Postdoctoral Research Fellow at the Reuters Institute for the Study of Journalism, where she works on the Trust in News Project. She holds a PhD from the Media, Technology, and Society program at Northwestern University and a bachelor's degree in Communication Studies from the University of Costa Rica. Before pursuing her doctorate, she worked as a journalist for five years at the Costa Rican newspaper, *La Nación*.

Luca BERTUZZI



Luca Bertuzzi is a journalist specialised in digital policy and EU affairs. He is Technology Editor at *EURACTIV*, where he manages an international team based in Brussels, Paris and Berlin. Luca collaborates with *Tagesspiegel*, *la Repubblica*, *IAPP*, and other publications. You can follow his work on [Twitter](#) (@BertuzLuca).

Prof. Eveline CRONE



Prof. **Eveline Crone** is full professor in Developmental Neuroscience in Society at Erasmus University Rotterdam (the Netherlands). Her 'Society, Youth and Neuroscience Connected (SYNC) lab' examines the psychological and neural processes involved in self-regulation and social development from birth to adulthood, with a special focus on adolescence. Prof. Crone is a member of the Royal Netherlands Academy of Arts and Sciences (KNAW) and is vice-president of the Scientific Council of the European Research Council (ERC), the European Commission's excellence program for Frontiers Research. Eveline has been awarded several prestigious research grants from the Netherlands Science Foundation and the ERC. In 2017, Eveline received the Spinoza award for her research on the adolescent brain. The Spinoza award is the highest recognition in Dutch Science.

Carolien NIJENHUIS



Carolien Nijenhuis is part of the European Science-Media Hub (ESMH) and works for the Panel for the future of Science and Technology (STOA) at the European Parliament. Before joining this team in 2021, she worked for the European Commission as Communication Officer specialised in research and policy in the field of ICT for Health and Ageing. She studied Germanic languages, Philosophy and Journalism. As a journalist she wrote for the Belgian doctor's newspaper *Artsenkrant/Journal de Médecin*, *Guido student magazine* and the Belgian newspaper *De Standaard*.

2.4. Session 4: How to avoid the misinformation trap? Understanding science denialism via behavioural science

Rocío BENAVENTE



Rocío Benavente studied Journalism and specialised in scientific journalism. She started working for [Maldita.es](https://maldita.es), a non profit journalistic project for debunking and fighting misinformation, in 2017 she co-created *Maldita Ciencia*, the science and health section, and learned how misinformation works, how some people uses it to push their agendas and how they take advantage of societies vulnerabilities. She passionately believes in journalism as a public service and that we must aspire to be useful above all else. Learning how desinformation works and how to use their techniques to our advantage is key to achieve that.

Barbara GORMLEY



Barbara Gormley, Member of the Public Relations Institute of Ireland (MPRII), is an Irish Research Council Scholar and lecturer in the Schools of Psychology and Communication at Dublin City University (DCU). Barbara's current area of research and expertise is in Health/Science Communications, specifically, high-risk and crises that are associated with public health emergencies, namely the H1N1, Swine Flu and SARS - CoV- 2/ COVID-19 pandemics. Her Science Foundation Ireland (SFI) funded research addresses misinformation and disinformation and vaccine hesitancy.

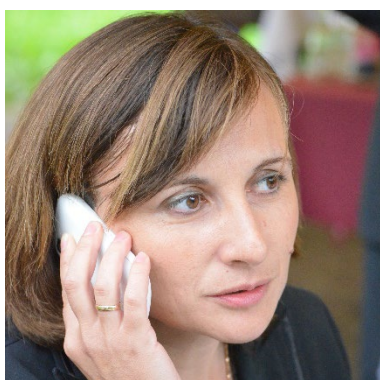
During COVID-19, Barbara was seconded to the Communications and Behavioural Advisory Committee (CBAG) that advised the National Public Health Emergency Team (NPHET) on COVID-19 responses. Barbara lectures on the Master of Sciences in Science and Health Communication at DCU, where she is a member of the Celsius research group and FuJo .She is a member of the Public Relations Institute of Ireland, where she lectures on the Diploma in Public Relations.

Philipp SCHMID



Philipp Schmid is psychologist and postdoctoral researcher at the University of Erfurt, Germany. He studies the psychology of science denialism and health misinformation and aims to support people's informed decision making in health, for example, vaccination. He applies a persuasion psychology perspective to understand the impact of misinformation in health communication and to develop and evaluate promising interventions.

Svetla TANOVA-ENCKE



Svetla Tanova-Encke is the coordinator of the European Science-Media Hub (ESMH) and works for the Panel for the future of Science and Technology (STOA) at the European Parliament. Before joining STOA in February 2018, Svetla worked in the European Parliament's DG Communications for ten years. She has a journalist background.

2.5. Session 5: The importance of story-telling in science journalism

Kai KUPFERSCHMIDT

2.6. Session 6: Best practices in science journalism

Rosa GARCÍA VERDUGO



Rosa Garcia-Verdugo studied biochemistry and after some years at the bench, got a PhD in Neurobiology at the Max Planck Institute. She is the founder of the website starvingneuron.com and collaborates with various science outreach networks in Spanish and English.

She is currently working as a communications and project officer at the European Molecular Biology Laboratory (EMBL) and as a freelance writer and communication consultant for biotech companies and European funded research projects.

Felix Irmer



Felix Irmer is a Research Associate and PhD candidate at the Institute of Communication and Media Studies, Leipzig University, Germany. At the journalism department, he researches data-driven reporting and its organizational structures and processes. As Research Associate, he is currently substituting the tasks of an assistant professor position focused on data journalism. Prior to coming to Leipzig University, Felix worked for more than five years in media related consulting roles. He is a former Fulbright fellow and holds an Erasmus Mundus Master's degree in "Journalism and Media within Globalization" and a joint bachelor's degree in media studies, literary and cultural studies. As a reporter, he has a background in print, radio and photo journalism.

Flora TEOH



Flora TEOH obtained a PhD in Biological Sciences from Nanyang Technological University (Singapore) in 2017, specialising in microbiology and immunology. Discovering that her interests lay more in science communication than in research, she left the laboratory bench to become a freelance medical writer, finally joining *Health Feedback* in 2018 as science editor. She currently works with a team of fellow science editors and scientists to assess the credibility of online health information and fight the harmful effects of health misinformation on social media platforms. Along the way, she discovered the practice of open-source intelligence (OSINT) and its potential for analysing and combating disinformation. She was selected to join the Digital Forensic Research Lab's Digital Sherlocks programme in 2020 and continues to take a deep interest in learning more about OSINT.

Sabrina WEISS



Sabrina Weiss is a freelance journalist and author based in Zurich, Switzerland. She covers science, health and the environment, and writes in English and German. Her work has appeared in magazines and newspapers including *WIRED*, *National Geographic*, *Neue Zürcher Zeitung* and *Republik*. Weiss also works as an editor at SWI (swissinfo.ch), the international service of the Swiss Broadcasting Corporation. Sabrina is co-founder of the Climate Journalism Network Switzerland and a member of the Oxford Climate Journalism Network, a virtual programme at the Reuters Institute. In addition to her journalistic work, Weiss has written three non-fiction books for children about the ocean, islands and wildlife. Twitter and Instagram @SabrinaMWeiss; Website: www.sabrinamweiss.com.

2.7. Session 7: Tech reporting and new digital tools

Luca DE BIASE



Luca De Biase is chief editor at *Il Sole24Ore*, the main financial daily newspaper in Italy where he leads the innovation section which he founded. Luca teaches Knowledge Management at the university of Pisa and Journalism at Sissa in Trieste. Luca is member of the Mission Assembly for Climate-Neutral and Smart Cities at the European Commission and he chairs the commission organized by the Italian Government to study the phenomenon of hate online. Luca is a member of the scientific committee of *Fondazione Innovazione Urbana* in Bologna, he is co-founder of the ItaliaStartup Association. He has published several books. The most recent are: "Il lavoro del futuro" (2018); "Come saremo" (2016), with Telmo Pievani; "Homo Pluralis" (2015). The Media Ecology Association awarded Luca with the James W. Carey Award for Outstanding Media Ecology Journalism in 2016.

2.8. EYE2023 Session - Panel: Telling climate stories

Joachim ALLGAIER



Dr. **Joachim Allgaier** is Professor for Communication and Digital Society at the Department of Nutritional, Food and Consumer Sciences of Fulda University of Applied Sciences, Germany. He studied sociology, psychology and intercultural communication at LMU Munich, and science and technology studies at Maastricht University in the Netherlands. In 2015 he had been elected as a member of the Global Young Academy. His research interests concern communication and cooperation in the digital society, social media, online video, science, environmental and health communication and disinformation and conspiracy theories.

Valentine DELATTRE



Valentine Delattre is a French science journalist and video creator. She is the creator of the YouTube channel *Science de comptoir*, where she uses humor to popularise life and earth sciences. Valentine has collaborated with prominent French media outlets like *Sciences et Avenir*, *Science & Vie Junior*, *#Sciences*, *Milan Presse*, and *Arte*.

Alok JHA



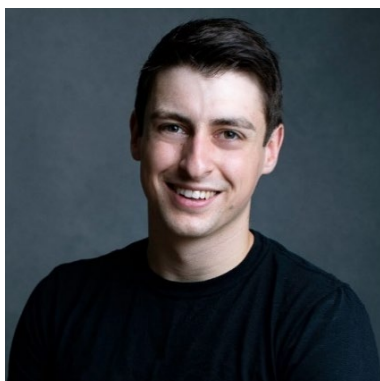
Alok Jha is the science and technology editor at *The Economist*. He's also the host of the paper's weekly science podcast, "Babbage".

Before that, he was science correspondent for ITN and *the Guardian*, covering daily news and current affairs for more than a decade. He has also written and presented multiple TV and radio documentary series for the BBC. In 2018, he spent a year as a Wellcome fellow, developing new storytelling formats for complex topics.

He has reported from all over the world, including live from Antarctica, and is also the author of three popular science books, including "The Water Book" (Headline, 2015).

2.9. EYE2023 Session - Master class: Climate stories - narrating the change

Simon CLARK



Simon Clark is a videomaker, science communicator and author from Bath (UK). He completed his PhD at the University of Exeter, researching dynamical stratosphere-troposphere coupling. Since his graduation and becoming a full-time science communicator, his YouTube videos have focused on atmospheric science, with other topics such as the history of science, machine learning, and mental health also making appearances. Over the years his YouTube channel has gone from strength to strength, accruing over 460,000 subscribers and over 40 million lifetime views.

3. About STOA

3.1. Mission

The Panel for the Future of Science and Technology ([STOA](#)) forms an integral part of the structure of the European Parliament. Launched in 1987, STOA is tasked with identifying and independently assessing the impact of new and emerging science and technologies.

The goal of its work is to assist, with independent information, the Members of the European Parliament (MEPs) in developing options for long-term, strategic policy-making.

The STOA Panel

The STOA Panel consists of 27 MEPs nominated from eleven permanent parliamentary committees: Agriculture & Rural Development ([AGRI](#)), Culture & Education ([CULT](#)), Employment & Social Affairs ([EMPL](#)), Environment, Public Health & Food Safety ([ENVI](#)), Internal Market & Consumer Protection ([IMCO](#)), International Trade ([INTA](#)), Industry, Research & Energy ([ITRE](#)), Legal Affairs ([JURI](#)), Civil Liberties, Justice and Home Affairs ([LIBE](#)), Regional Development ([REGI](#)) and Transport & Tourism ([TRAN](#)).

[Marc ANGEL](#) is the European Parliament Vice-President responsible for STOA for the second half of the 9th parliamentary term. The STOA Chair for the second half of the 9th parliamentary term is [Christian EHLE](#), with [Ivo HRISTOV](#) and [Ivars IJABS](#) elected as 1st and 2nd Vice-Chairs, respectively.

The STOA approach

STOA fulfils its mission primarily by carrying out science-based projects. Whilst undertaking these projects, STOA assesses the widest possible range of options to support evidence-based policy decisions. A typical project investigates the impacts of both existing and emerging technology options and presents these in the form of studies and options briefs. These are publicly available for download via the [STOA website](#).

Some of STOA's projects explore the long-term impacts of future techno-scientific trends, with the aim to support MEPs in anticipating the consequences of developments in science. STOA communicates its findings to the European Parliament by organising public events throughout the year.

Focus areas

STOA activities and products are varied and are designed to cover as wide a range of scientific and technological topics as possible, such as genetic engineering, antimicrobial resistance, energy, pollution, sustainable agriculture and fishing, artificial intelligence & digital technologies such as blockchain, 5G, satellite communications, IoT and Internet, Covid-19 and health in general.

These activities are clustered within three main thematic areas: Artificial intelligence & other disruptive technologies, The new Green Deal, and Quality of life. In addition, STOA's work addresses four cross-cutting policy areas: Science, technology and innovation; Societal and ethical challenges; Economic challenges; and Legal challenges.

ESMH

The European Science-Media Hub ([ESMH](#)), operating under the political responsibility of the STOA Panel, is a platform to promote networking, training and knowledge sharing between the European Parliament, the scientific community and the media. The ESMH creates a network among policy-makers, scientists and media involving science, academia, educational and research entities, and professional associations of journalists and scientists.

For journalists and media representatives, the ESMH organises training sessions and workshops on current technological developments, both as subjects of their reporting and as means of facilitating their work. Via media monitoring and media intelligence tools, the ESMH follows the most popular topics in the field of science and technology on different platforms including journals, newspapers and social media.















The ESMH makes information available to journalists, other media and citizens about new scientific developments, as well as about scientific topics that attract media attention, and promotes information based on evidence.













EP Forum for Academic Freedom

In 2022, the STOA Panel established the [EP Forum for Academic Freedom](#), as its new initiative. This authoritative platform monitors the state of play of the academic freedom in the EU member states and offers a platform to all stakeholders to discuss how to protect the academic freedom in Europe.

The EP Forum for Academic Freedom publishes studies and organises events to tackle the different aspects of the academic freedom. Academic Freedom.

3.2. STOA Panel members

	Panel Member	Committee		Panel Member	Committee
	Marc ANGEL (S&D, LU) EP Vice-President STOA Bureau member			Rosa D'AMATO (Greens/EFA, IT)	REGI
	Christian EHLER (EPP, DE) STOA Chair STOA Bureau member	ITRE		Jakop DALUNDE (Greens/EFA, SE)	TRAN
	Ivo HRISTOV (S&D, BG) 1st STOA Vice- Chair - STOA Bureau member	ITRE		Pietro FIOCCHI (ECR, IT)	ENVI
	Ivars IJABS (Renew Europe, LV) 2nd STOA Vice- Chair - STOA Bureau member	ITRE		Emmanouil FRAGKOS (ECR, EL)	AGRI
	Atidzhe ALIEVA- VELI (Renew Europe, BG)	EMPL		Lina GALVEZ MUÑOZ (S&D, ES)	EMPL
	Adam BIELAN (ECR, PL)	IMCO		Maria GRAPINI (S&D, RO)	TRAN
	David CORMAND (Greens/EFA, FR)	IMCO		Martin HLAVÁČEK (Renew Europe, CZ)	AGRI

	Panel Member	Committee		Panel Member	Committee
	Marina KALJURAND (S&D, EE)	LIBE		Susana SOLÍS PÉREZ (Renew Europe, ES)	ENVI
	Radan KANEV (EPP, BG)	EMPL		Barbara THALER (EPP, AT)	TRAN
	Maria-Manuel LEITÃO-MARQUES (S&D, PT)	IMCO		Patrizia TOIA (S&D, IT)	ITRE
	Victor NEGRESCU (S&D, RO)	CULT		Marion WALSMANN (EPP, DE)	JURI
	Michèle RIVASI (Greens/EFA, FR)	ENVI		Pernille WEISS (EPP, DA)	ITRE
	Bronis ROPÉ (Greens/EFA, LT)	AGRI		Juan Ignacio ZOIDO ALVAREZ (EPP, Spain)	INTA
	Jordi SOLÉ (Greens/EFA, ES)	ITRE	AGRI: Agriculture and Rural Development CULT: Culture and Education EMPL: Employment and Social Affairs ENVI: Environment, Public Health and Food Safety IMCO: Internal Market and Consumer Protection INTA: International Trade ITRE: Industry, Research and Energy JURI: Legal Affairs LIBE: Civil Liberties, Justice and Home Affairs REGI: Regional Development TRAN: Transport and Tourism		

3.3. STOA administration

Head of Unit - Scientific Foresight Unit (STOA)

Marcus SCHEUREN

Luisa ANTUNES

Vasco FERREIRA

Andrés GARCÍA HIGUERA

Nera KULJANIĆ

Jurgita LEKAVICIUTE

Antonio VALE

Aleksander VALJAMAE

European Science-Media Hub (ESMH)

Svetla TANOVA, Coordinator

Vitalba CRIVELLO

Carolien NIJENHUIS

EP Forum for Academic Freedom

Eszter FAY

Assistants

Michal HUBAR

Rachel MANIRAMBONA

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