

Executive Summary:

RELATE project has been successfully implemented in a two years' time from January 2009 until January 2011.

The main objective of the project was to create new opportunities for closer cooperation between scientists and journalists among different European countries with a view to generate a stable dialogue, in line with the objectives defined by the European Commission under the third Action Line "Science and Society communicate" to provide support for training activities for journalists (and high level scientists).

In order to reach this objective, the RELATE pilot initiative set up a series of training visits for young journalists into research laboratories receiving funding under the framework programme of the European Commission.

The project activities started with a preparatory phase of 7 months that set the basis for the smooth and good implementation of the sessions.

In this first phase an advisory board group was nominated with members from all over Europe with experts from the science communication community and journalists or communication experts with valuable experience. The partners met and had several conference calls to plan the different activities to be executed.

By the end of the month of June 2009, the website was published online and a consistent group of journalism schools were informed about the project.

The three sessions took place respectively in November 2009, March 2010 and November 2010.

The first application campaign was launched in early June and by the first week of August 2009, already 100 candidates applied to the programme. Out of these 100, 4 were invalid because the 4 students applying come from non-eligible countries (including South America, Pakistan, Tajikistan, Georgia, Ghana and China) but this already shows the international interest of the project. 17 students were selected (12 female and 5 male journalists) for the first round from 11 different European countries, and they were sent to 3 different Research centres: Bilkent University at the Nanotechnology Research Centre, Ankara, Turkey - ENEA Casaccia Centre Rome, Italy - Laboratory of

lymphatic and cancer bioengineering, Swiss Federal Institute of Technology (EPFL) in Lausanne, Switzerland.

The second application campaign launched in October-November 2009 collected a number of 90 students out of which 33 students were selected (24 female and 9 male journalists). The second round of trainings was carried out in 4 weeks during March and several other laboratories added to the list of hosting structures.

ENEA, Rome, IT- ICFO, Barcelona, Spain - Von Karman Institute, Rhode St. Genèse, BE - INRA-Jouy-en-Josas, Paris, BILKENT, Ankara, TR - LENS, Sesto Fiorentino, IT - MAM, İzmir, TR - EPFL, Lausanne, CH.

The third round: 150 candidates sent out their application and 29 journalism students participated (21 female and 8 male journalists), from 11 different countries, involving 6 new research centres, plus the 3 partners' research centres with a total of 15 labs. The selected participants were 22 female and 6 male journalists. Among the new labs involved, there are the Max Planck Institute, the European Southern Observatory of Garching, the University of Bologna, the Cemagref Institute in France and the Estación Biológica de Doñana in Sevilla.

The three training sessions were successfully completed: both journalist and researchers were extremely satisfied of the experience.

Articles and video/radio pieces were prepared and some of them have already been published in many mass media, including some very well-known and giving visibility to EU research.

Among the publication of the students the most known are The Economist, Cosmos, Robotics, Le Scienze, and major website in Romania and Lithuania.

The researchers involved in the trainings were also available to supervise the scientific content of the works produced by students, to guarantee the real scientific added value of their articles.

Project Context and Objectives:

The RELATE project aimed at contributing to the creation of new opportunities for closer cooperation between scientists and journalists in European countries, with a view to generate a stable dialogue. The actions proposed by the project envisage to setting up high quality cycles of trainings in different laboratories around Europe in reaction of the objectives defined by the European Commission under the third Action Line "Science and Society communicate" to provide support for training activities for journalists (and high level scientists).

The project aimed at fostering the mutual understanding between researchers and operators in the media. The expected impact was to amplify the "stories to tell" potential of research activities.

This was achieved by sending final year journalism students to different laboratories involved in EU funded research and push them to imagine, create and run specific communication projects, such as writing an in-depth article for the general press, or define an audiovisual production project, likely to be turned into a broadcasting production and radio podcasts.

The project targets

The project's main beneficiaries were journalism students in their final year of course ready to launch their career at European level and the researchers involved in the programmes and transferring the messages to the journalists for wider communication.

The students were not directly specializing in science-journalism, as the overall purpose of this project and of the Science in Society programme was to bridge science to society, and therefore this approach involved those individuals that will be operating in communication towards the large public and towards different segments of non-scientific public.

The approach proved to be a successful one, because it led to a series of advantages:

- Activities could be more easily structured for students, since experiences like spending a week in a lab can be translated into academic credits for their educational career
- Activities could be structured in view of further similar projects through the journalism schools or international journalist organisations (like the European Journalist Centre)
- Younger journalists have a higher potential than older journalist, as orienting them or making them interested in scientific themes can represent a potentially higher impact for scientific and research activities in the media in the years to come

- Older journalists tend to be very busy, more difficult to manage within a structured framework like a project, and are more exposed to "priorities shifts", such as unforeseen facts which happen to rank higher in their priorities than already scheduled activities

The pilot initiative and rationale

While the core activity remains the experience of final year journalism students being sent for one week to high profile European laboratories, RELATE project evolves coherently with the idea of an ambitious pilot project which planned three different kinds of approach on the involvement of research laboratories in the action. As emerged in the assessment of the results, the approach of a pilot action proved to have high repeatability potential.

It is worth explaining how the whole process was deployed. The rationale of the project was the following:

- 80 journalism students sent for one week to a research laboratory involved in European research
- 80 media products (article, radio podcast, audiovisual) to be produced and ready for publication

To meet these goals, the students had to acquire as much information as possible during their stay in the laboratories and try to create a mutual understanding dynamic between themselves and the research teams.

The articles produced had to be addressed to the general public and had to provide correct information, avoiding any risk of misleading the information or false perceptions of the research activities performed by the scientists.

The "pilot" element in the project, apart from the idea in itself which is quite original and new, stands in the way research institutions are involved in the project.

From this perspective, the project tried 3 different methods, hence acquiring a good understanding of how labs perceive this type of cooperation with (future) journalists.

In this respect, the project relies on already acquired collaboration of two important scientific organisations (ENEA and EPFL), which can be considered as the "core labs" in the project, on the collaboration of TUBITAK, the national research agency of Turkey, which coordinates the Turkish participation in Framework

Programme activities, which acted as a sort of gateway to send the students to Turkish laboratories.

The Turkish labs involved were not directly involved as partners, as the main partner remained TUBITAK, but specific agreements (for which an overall confirmation has been agreed upon during the preparatory work of this proposal) was established with them: "partnership agreements".

The third "way" was to involve new additional labs, without any previous agreement and information circulated to measure the interest and availability in hosting journalists for a week period without any additional costs for the research institutes hosting.

This was achieved through a communication campaign launched and ran through the course of the project by the project coordinator and the support of some other partners, like EJC.

This attempt to involve new labs proved to me very successful and the project managed to get 14 new labs involved belonging to 10 different research centres. (More were the requests but the budget was limited per 80 journalists in total).

This was an experimental approach with scientific institutions and the results of this activity proved to be so promising that there is not only the interest but the need to pursue with future similar initiatives. The three-fold approach used and results achieved can be summarized in the following table:

CORE LABS: ENEA, EPFL

- ENEA and EPFL, as partners in the project, made their research laboratories and personnel available to host the students and guide them through their activities on the spot.
- Cooperation level: Expected results were to reach 15 research labs belonging to either organization. Results shows instead 18 labs engaged:
- 6 labs involved in EPFL
- 12 labs involved in ENEA

NETWORK LABS: TUBITAK

- TUBITAK contacted other Turkish research organisations and Minerva concluded "partnership agreements" with them to send the journalists to their facilities
- Cooperation level: It was expected to ensure the cooperation of 5 Turkish research labs.
- At the end 6 labs were instead involved in Turkey

EXTERNAL LABS: Identified during the project

- Specific communication activities and communication campaign were launched to engage new labs to cooperate in hosting students. Minerva was mainly in charge of this activity
- Cooperation level: The expected number was not predictable but the results reached are more than expected.
- The project got the participation of 14 new labs from 12 different research centres.

In addition, as a pilot project, RELATE intended to prepare recommendations for potential users and continuers of this activity. It sets up the first series of study visits collecting feedbacks and suggestions for future actions, in a way of facilitating the repeatability of the experiences and giving examples of training modules for such activities. The organisation of the Final workshop had the scope of showing the results achieved and informing on the modules executed both researchers and journalists.

The project objectives

The project sets itself the general objective of the Science in Society Programme addressing the knowledge of citizens and civil society organisations on research and science. The following considerations were indeed the basis on which the project was found:

- The need of the citizens to rely on science to improve the quality of life and find answers to daily issues. The project wanted to contribute to highlight the relations between science, research and the daily life of European citizens.
- The need for other ambitious and innovative methods for a more effective communication of science and research establishing a continuous flow of reliable information between the two main responsible to release this information: the scientist and the journalist

- To combine results from previous experiences and projects and build trainings experiences enhancing the exchange of information. Not only to disseminate the news but also collect and boost the production of new ideas to further disseminate and communicate about research and science
- To catalyse the debate over research and science to be continued online through a web portal and attract new actors to participate in the dialogue
- To lead an initiative that could set up a different approach in the setting up of relationships between the two actors and generate strong partnerships to be self sustainable and self expandable in the future.
- To provide a response to the opinion of Europeans that according to recent polls would prefer scientists rather than journalists to present scientific information in the media as they consider this would be more trustworthy and more precise. But there is also a significant component of Europeans that say that scientific news is however difficult to understand and it is therefore important the support from the journalists to translate the concepts.
- To respond to those scientists who are "conscious about the barriers to the reporting of science on both sides 'media and scientific community and recognize the need for scientist to be more open towards journalists and media in general."
- To increase the number of researchers having direct contacts with the media, giving a concrete support to those who are willing to communicate but, as often happens, due to low resources of the institution where these researchers work for their desire cannot be fulfilled.

The Commission wants to strengthen the culture of science communication in Europe in order to avoid misperceptions that could lead to public opposition to scientific advances and thus lose innovation opportunities.

The specific objectives of the project had to be achieved through initiatives of coordination, communication, dissemination, training and awareness raising in different countries in Europe and were the following:

- To enhance and enforce a dialogue between researchers and journalists that, starting from a meeting and some days spent together, could lead to a professional relationship
- To set up journalists visits in laboratories on the basis of considerations, recommendations and best practices gathered from previous and ongoing projects to create synergies and join forces to disseminate practices and develop new innovative instruments
- To set up partnership with EU laboratories dealing with daily European issues that could be of interest for the general public. Starting from the partners' laboratories (ENEA, EPFL), the idea was to involve new labs through different approaches (TUBITAK network and communication campaign). All labs had previously and/or are currently been engaged in research projects funded by the European Commission

- To create a platform where to find interesting information and useful material on the activities carried on in the laboratories involved with the aim of involving also new participants in the future and thus creating new partnerships between journalists and researchers
- To allow journalists to collect useful news and information to be the basis for the editing of news, articles, radio or TV programs to be produced by the journalists attending the trainings in the forthcoming months
- To invite new actors to take part in the same initiative or in similar future initiatives, through the use of the website where scientists could get in contact and dialogue with journalists
- To publish a booklet with stories told by the journalists about their experiences in the labs in a way of: from one side attract other colleagues in having interests in research issues and in learning on place the subjects before writing articles and from the other side to induce researchers in being more confident on the capability of journalists to translate and describe their work.
- To give guidelines for future researchers and future journalists on the basis of the experience from the trainings, providing suggestions and inputs on how to hold each other in high esteem for the benefit of the other citizens and civil society organizations.
- To inform the other media on the activity executed and on the importance of such exchanges of collaboration between the two professionals. A final workshop with a debate was the occasion to present the outcomes of the project and gather experts in science-communication to assess the final results of the project.
- To plan the extension of the exchange of the activities with the support of other schools or public associations of journalists that will be informed on the RELATE project and will be invited to sign partnerships in order to further progress in the dialogue between researchers and media and gain mutual benefit.

The project intended to make the two parties more reliable between each other ensuring sufficient linkages between the media and scientific communities. The two categories of actors were well represented by the partners of the consortium and were enlarged in the implementation phase of the project through meetings and communication and dissemination of the messages and concepts of the project.

The project involved different actors but the final beneficiaries of the project were the citizens, not directly involved in the phases, but reading the articles or watching the audio/video pieces produced by the journalists and discovering more about European funded research and having full access to the website.

Project Results:

RELATE project was organized around six work packages (WPs) to achieve all expected objectives.

WP1 PROJECT MANAGEMENT

Under the coordination of the project coordinator who was in charge of the full project management and supervised all the activities, this work package included the management, the preparation of project meetings, reviews, activity reports and maintenance of relations with the Project Officer at the European Commission.

The relatively small number of participants allowed intense coordination meetings between participants and regular conference calls held. The coordination of the intense exchange of information between participants, especially in case of the students training and visits to laboratories and each output was essential for the execution of all activities. Therefore a good management was central to guarantee the preparation and execution of the activities.

This WP planned the creation of an Advisory Board to monitor the good implementation of the activities executed and give inputs for the assessment of the final results.

The project started with the creation of an essential body, the Advisory Board, formed of experienced journalists and people who are familiar with European research, whose function was to support the selection of students to be sent to the laboratories and to check upon the consistency of project deployment in coherence with the work-plan. The AB had also a key role in evaluating the students' work done upon completion of their visits in the labs.

WP2 SELECTION OF PARTICIPATING STUDENTS

This WP dealt with the selection of students and was coordinated by EJC (European Journalist Centre), which has direct contacts and a cooperation framework with most European journalism schools.

The selection process consisted in identifying 80 students to be sent to the laboratories, each for one week stay.

The selection was done by the AB on the basis of students' CVs and of their expression of interest towards the project, in which they were asked to motivate their interest in research issues.

The area of researches proposed was quite broad and the students had the possibility of choosing among many fields, such as: Biotechnology, Climate change - Africa, Mediterranean basin , Energy - photovoltaic or accumulation systems or Nuclear fission, Environment, Food, Global Health (TB, cancer), Health, ICT, Metrology (mechanics, physics, electricity, chemistry), Micro-engineering, Nanotechnology, Robotics - artificial intelligence, Space, Chemistry, Mathematics, Physics, Engineering, Material Science, Life Sciences.

In selecting the students also a criteria of geographical representation was followed, in view to ensure a wide coverage of different countries, with special attention to the new member States (the ones having joined the EU in 2004 and 2007). Also a balance between male and female participation was sought.

WP3 RESEARCH LABS RECRUITMENT CAMPAIGN AND PARTNERSHIP AGREEMENT

WP3 deals with another fundamental component of the project, that of the research centres involved, and here stands most of the concept of the pilot initiative.

While two of these, among the most reputed research organisations of Europe, were already involved as partners, ENEA (IT) and the Ecole Polytechnique Fédérale de Lausanne, EPFL (CH), another one, TUBITAK (TR), the national research agency of Turkey, acted as a gateway towards the most important research organisations of its country.

In addition, there was the objective of trying to ensure the participation of further research centres in the action, so as to complement those already involved since the start and try to extend participation to the project to a growing number of research organisations in Europe and in particular in New Member States.

Thus the project relied on the following participating labs:

1. ENEA and EPFL, partners to the project and directly committed to host the students in one or more of their laboratories and research facilities
2. The research laboratories of Turkey, with which TUBITAK defined, during the project, cooperation agreements
3. Newly involved research laboratories, during the implementation phase of the project, in order to test this possibility of involving interested laboratories in the process (achieved thanks to the so called "recruitment campaign of laboratories", under the responsibility of MINERVA).

The results of this campaign gave the opportunity of enlarging the participation in the future and maintaining the interest from both parties (labs and journalism students), and of demonstrating the sustainability of the programme for meeting the objectives of the SIS programme.

Research laboratory were asked to promote their participation in the trainings on their own publications and websites, in order to awaken other research laboratories interested and give even more visibility to the project programme.

WP4 STUDENTS VISITS TO RESEARCH LABORATORIES

- This WP represents the core activity of the project that is the visits of students to the research labs.
- The project opted for a "hands-on" approach, trying to make the experience of students as close as possible to real life situations.
- From this perspective, students were asked to produce, out of their experience in the labs, a real piece of work, that is an in-depth article of 3-4 pages of a standard weekly magazine format (like the Economist or Der Spiegel), with interviews and pictures.
- The fact of using a standardised approach to the content generated by students allowed, on one side, a thorough comparison and fair evaluation of the work done by the students, and on the other, the collection of "homogeneous" material, roughly 80 media products among articles, radio podcasts and videos.
- Some training tools were available on the website for consultation to all journalists: <http://relateproject.eu/students/training-materials/>

The visits were deployed according to the following procedure:

- Before departure: students received adequate information about the research centre and the laboratory they were about to go, that the partners received directly from the researchers. Each of them were assigned to a specific research theme to cover.
- In doing so, the AB took into account, where possible, the expressions of interest of students towards a given research area.
- They were, in addition, briefed on the phone and by email about the purpose of the project and the expected results of their important mission.
- In some cases, the first contacts between the research lab and the allocated students took already place before departure by email.
- Depending on the lab, some of the students were asked to produce a planning explaining whom they wish to interview, which specific research within a lab they want to cover and visit, etc. This facilitated the hosting organisation to arrange meetings and interviews or photo sessions well in advance.

On site: Students started their week with a brief introduction given by the coordinator or the representative of EJC or one of the other partners. Then, a general visit to the entire research institute followed, to provide them with a general overview of the research facilities of that given organisation. After that, they were distributed in the different labs and started working with the researcher.

From day 2 to day 5 the students had the opportunity to carry out their work with the researchers, or, in periods where this was not possible, they were able to use a "newsroom", that is a room made available by the hosting organisation with PCs and internet connections, so that they can search for further information or start writing their articles.

Day 5 concluded the visit with a final group meeting in which students and the personnel of the research organisation exchanged views on their experiences. Students were also asked to fill in a daily online blog, related to their experience in the lab, that was used also as a feedback tool, allowing to provide the project management with indications about aspects of the visits which would deserve adjustments or corrective measures.

Another form was, instead, submitted to researchers as well, measuring for example, the degree of interest shown in the proposed programme and the possibility/willingness of repeatability of such kind of actions, as described in WP6.

After the visit: Within 15 days from their visits to the lab, the students had to deliver their media products (article, video or radio podcast) according to the format agreed upon before departure.

Students were also encouraged to have their articles published in newspapers, magazines, or web-media (both non specialised and specialised press) and this was an activity the partners did not really managed because it was all dependent from the initiative of the single. Journalists wrote their articles in their own mother tongue, accompanied by an English summary that was published (and is available) online.

WP5 COMMUNICATION & DISSEMINATION ACTIVITY AND FINAL WORKSHOP WITH DEBATE

It deals with the organisation of all communication and dissemination activities to promote the activities and results of the project, as well as the organisation of the final workshop.

The communication and dissemination activities consisted in the:

1. Setting up of a project website showcasing achievements of the programme, accompanying information, reports, articles, and audiovisual materials produced in preparation of lab visits or during visits. The website collected all material prepared by the project partners in support of the activities and the final products prepared by the students. Interactive and social network tools were set up to attract the interest of young and students. Relevant links to similar initiatives and synergies established with other initiatives were also promoted. The website was also the dissemination tool to promote the project itself towards new stakeholders and potential users. The website paid a special attention to promote the results of the project and the information on its activities and give contacts details of the people involved in the project in a way to create synergies with other initiatives and exchange feedback with stakeholders and potential users.
2. Preparation of all communication and dissemination material and corporate identity of the project (logo, leaflet, poster, power point templates, banners and interactive presentations, brochures, roll up, press releases, press clipping) not only for the project beneficiaries but also for the general public and other stakeholders
3. Setting up of a communication campaign to attract participants in taking part in the activities proposed, both researchers and journalism students from one side, and at a general level other journalists and media, associations, networks and national-European-international organisations to promote the project in itself. Dedicated press releases were launched on a regular basis in different languages and sent at international level.

A booklet with all the diaries written by the journalists on their experiences provided a popular, reader-friendly access to the topics and experiences of this project. The main targets of this booklet are other students in journalisms and it was printed in a few copies for the final workshop and published on the website for a public access.

The final workshop was mainly aimed at presenting the European Commission (and its research departments dealing with communication) with the results of the project. Therefore, not only an illustrative session, providing an insight on the work of students and showing the articles produced as an outcome of the visit experience, but also an open discussion, highlighting both the strengths and weaknesses of the approach chosen and giving concrete indications about the organisation of further actions based on a "hands-on" approach to communicating research.

A small group of students were invited to join the workshop and present their work and experiences to invited participants. This part was extremely interesting for both the project partners RELATE, the research laboratories hosting the group and the European Commission funding the programme. Two students were also awarded and received a symbolic price for the "best RELATE students".

WP6 PROJECT ASSESSMENT

This work package was fully dedicated to the project assessment. Given the "pilot" nature of the project, collecting feedback from all parties involved in the project (students, advisory boards, project partners and hosting research labs) was a key factor to further improve the project format in view of further actions.

The project paid a special attention to the mechanisms by which the impact of its action were to be assessed, since, aside from the evaluation of projects' results, the partners wanted to focus on indications about ways of organizing further actions aiming at fostering cooperation and understanding between journalists and researchers. The members of the Advisory Board were also in charge of assessing the results.

From this point of view, specific indicators were taken into account for instance for activities related to the involvement in project activities, of laboratories other than those already involved in the project as partners. Thus, assessment was directed to two different but equally components of the project:

- a) Assessment on the experience of students in the labs, specially by evaluating the quality of their outcome work (article and/or audiovisual production project) and their actual diffusion among the media (eg. how many articles published)
- b) Assessment of the "labs recruitment campaign", highlighting not only the quantitative results, (how many additional labs have been involved), but also the strengths and weaknesses of the projects appeal on labs, emerged during the campaign

The following indicators were the mean to verify the success:

- The publication of the website and the quality and quantity of updated information inserted;
- An analysis of the satisfaction survey that was distributed to the journalists taking part in the trainings and to the researchers hosting the trainings;
- The publication of the booklet telling the experiences;
- The publication of the guidelines for the researchers and the journalists
- The number of articles and news with information on the laboratories published by the journalists involved;
- The number of partnerships established and the quality (high level of research) of the laboratories involved;
- The number of exchange of information between the two categories after the training for a period measured on a three monthly basis;
- An analysis on the impact of the information published
- The dialogue originated and the results achieved at the final workshop organized to sum up the activities.

The quality of achieved results was assessed measuring the following aspects:

1. Quality of overall organisation
2. Quality of students staying in the labs (eg. Student-friendliness of the hosting organisation, appropriateness of facilities and timing for students work)
3. Impact on research teams work (was the presence of students a burden, or rather did it represent an opportunity to clear communication aspects of the research work being carried out?)
4. Quality of students' work after their visits to the labs
5. Impact on the press (was any article published, which themes attracted more publishers, etc.)

The proper assessment activity was carried out in the second part of the project, after M 18.

However the project partners already worked on an internal assessment on the general activities and in particular after the end of each training sessions. This assessment was mainly to measure from one side the feedbacks of researchers and journalism students, from the other the general project concept and idea, as a "pilot project" and understand its sustainability after the end of the 24 months.

In each research location the partners collected the feedbacks from the involved researchers via a survey questionnaire, prepared in the initial phase of the project.

The first feedbacks gathered were then shared among the partners and these were used already for improving the other following sessions.

Other feedbacks were informally collected from the students which were in charge of writing a daily blog on the website and therefore their feedbacks are already published online and openly accessible.

All activities and objectives were fully and successfully achieved according to the plan proposed.

A Final Assessment analysis was presented during the Final Conference in Brussels and brought all participants together to discuss the general outcomes of the project in order to learn and disseminate these to outside experts and multipliers.

The first analysis presented was then enriched with the comments and suggestions coming from the experiences of the attending participants received during the concluding workshop and then improved and finally reedited in the Final Assessment report.

RELATE project visits in detail

Three sessions organised with the following labs involved:

1st SESSION: NOVEMBER 2009

- 2-6 November, Bilkent University, Nanotechnology Research Center Nanoteknoloji Arařtırma Merkezi - Ankara, Turkey
- 9-13 November, ENEA Casaccia - Rome, Italy
- 16-20 November, Laboratory of lymphatic and cancer bioengineering, Swiss Federal Institute of Technology (EPFL) - Lausanne, Switzerland

2ND SESSION: MARCH 2010

- 1-5 March, ENEA - Rome, Italy
- 1-5 March, ICFO - Barcelona, Spain
- 8-12 March, Von Karman Institute - Rhode St. Genèse (Brussels) Belgium
- 15-19 March, INRA - Jouy-en-Josas, Paris, France
- 15-19 March, BILKENT - Ankara, Turkey
- 15-19 March, LENS-Sesto Fiorentino (Florence), Italy
- 22-26 March, MAM - Izmir, Turkey
- 22-26 March, EPFL - Lausanne, Switzerland

3rd SESSION: NOVEMBER 2010

- 1-5 November, Bilkent University, Ankara, Turkey, Chemistry and Genetics laboratories
- 8-12 November, EPFL-Lausanne, Switzerland, Laboratory of Material Science
- 8-12 November, European Southern Observatory, Munich, Germany, EPOD- Education and Public Outreach Department
- 15-19 November, Institute of Photonic Sciences, Barcelona, Spain

- 15-19 November, ENEA - Rome, Italy, Brachytherapy laboratory, CLIM -MOD laboratory, Cristalline Silicon PV laboratory and Laser Spectroscopy of Functional Materials laboratory
- 15-19 November, Max Planck Institute for Astronomy, Heidelberg, Germany, Haus der Astronomie
- 15-19 November, Estación Biológica de Doñana, Sevilla, Spain
- 22-26 November, Università di Bologna, Italy, DEIS- Department of Electronics, Computer Sciences and Systems, DISTA- Department of Agro-environmental Science and Technologies, BES- Department of Experimental and Evolutionist Biology - Laboratory of Marine Science
- 22-26 November, CEMAGREF, Paris, France, Research Unit GPAN - 2 students:

Main results achieved:

10 new research centres involved. A total of 30 laboratories hosted 78 students - 28 males and 50 females - coming from 21 different European countries.

Concerning the laboratories the recruitment has been run across 3 rounds, ReLaTe expanded from 3 to 12 institutes: a 4-fold increase in 18 months.

It means the clear ability to attract other laboratories, and confirms ReLaTe as "a potentially self-sustainable initiative".

In addition, the quality of new institutes there are some aspects to point out. For instance, the European Southern Observatory (Germany), is considered as the world's most productive astronomical observatory; foremost intergovernmental astronomy organisation in Europe.

As far as INRA - Institute de la Recherche Agronomique - (France) is concerned, it means a number one agricultural institute in Europe and number two in the world.

As far as the participants are concerned, 78 young journalists took part in ReLaTe, coming from 23 European countries and writing in 17 languages.

45 journalists came from West Europe, while 33 from East/Southwest Europe. Over the 50% of the participants was female, and all the journalists were placed at labs in foreign countries.

In relation with the quality of the outputs, over 25% of participants published their work in specialist or mainstream media, such as The Economist, Cosmos, Le scienze in rete, Le scienze espresso, The naked scientists, Today's Zaman or major news websites in Romania and Lithuania (Stiinta, Delfi).

Some of the journalists published conference reviews on websites of national associations of science writers, and others used 'New Science Journalism' project, a global online community which helps young science reporters to launch their careers.

Beside, most of the participants wrote articles, mainly for publishing online, and about 10% produced video and audio reports, which demonstrates the adaptability and technical skill of project participants.

Some aspects to stress about the training assessment is that the majority of participants gave very positive appraisals of the study tours and of the benefits of the networking between researchers and other communication professionals from across Europe, so as the logistics and guidance given during the training sessions.

Nevertheless, the weak points are related to the need for greater journalistic support on-site and the need of a more balanced approach.

The participants found adequate the current project performance and they clearly understood the need to be entrepreneurial in the field of journalism training.

However, there were some different wishes like more training material and training sessions, additional information on journalism ethics, research and pitching guides, and more balance between scientific and journalism aspects concerning the work of lab media professionals.

This means that the majority of the participants feel a lack in the current training programmes offered at European level in journalism and more specifically in science journalism and science education.

Future recommendations are focused on allocating sufficient human and financial resources to enable professional journalists-trainers to guide participants through the study tours, and on integrating organizations such as the European Journalism Training Association, to work alongside the European Journalism Centre.

As far as the future of science journalism is concerned, there is a need to ensure that similar activities are regularly taken over in the universities programmes and masterclasses to assure adequate preparation of students.

The echos of RELATE arrived to the World Federation of Science journalists who decided to write an article about the project and the Final Conference results, interviewing the coordinator as well as some of the young journalists who participated in the course.

An article is published on the WFSJ website and this is one of the largest impact the project could hope for: <http://www.wfsj.org/news/news.php?id=234>

All Deliverables and milestones were completed

Potential Impact:

By inviting the next generation of professional journalists to visit research institutions for a week at a time and personally experience European research, the project targeted potential multipliers at a time when they are not yet as confined by the pressures of earning a living, of competing with other editorial departments for print space or air time, and of being overwhelmed by the need to keep up with breaking news.

Indeed, this project invited participants to access science by providing them with concrete, touchable, and close-up contact and thus directly contribute to the typical "story format" that journalists prefer.

They could learn about and report on the process of research, on the people behind it and the atmosphere under which it is conducted. Additionally, they were put in a position to form relationships with scientists and to earn their trust for future projects.

A major objective of the programme was to forge cross-over news values out of research topics and to move a rising amount of science reporting over into the other editorial departments.

Young journalists were launched in the start of their careers and had a chance to discover a unique approach that will open their perspectives and new positions.

Furthermore, the partners considered this programme a pilot project designed to test innovative ways of building relationships between scientific researchers and journalists, to set up a good practice of cooperation between journalism schools and research institutes, and to support science reporting.

It was a chance to disseminate the experience gathered with this project to both journalism students and FP7-sponsored scientific organisations in order to inspire them to engage in similar programmes through direct co-operation.

Scientists, in turn, had also directly benefited from this project, because they gained practical experience with journalistic work methods and developed a better proficiency to constructively and successfully deal with media representatives.

Finally, a series of journalistic products were published by participants after the visits.

This should raise public awareness about the current European research landscape and become examples of best practice for new ways of covering research topics and help convince responsible editors as well as research labs of adopting the same or a similar approach in featuring or communicating science.

To sum up, the following are the core impacts from the project:

- Young journalists experiencing FP7 research projects in a personal and tangible fashion, thus lowering the threshold between science and journalism
- Journalistic stories picking up on attractive news values and making science less abstract and more palpable to their audience
- Long-term relationships between journalists and individual scientists and/or their research institutions
- An expanded scope of journalists and editorial departments reporting on matters of science and research
- A contribution to the recent developments and innovation in research in newsrooms with multi-functional or multi-media reporting
- Practical learning about successful communication for the scientists involved
- The development of sustainable projects with similar methodology and objectives
- The publication of articles and other journalistic products resulting from the programme, enhancing the visibility of FP7 research and innovative approaches to science journalism
- To foster journalism training courses focused on how to communicate science. In fact, thanks to the ReLaTe experience, for example, the Bilkent University will work in setting up a training course in the forthcoming years.

The impact these actions can have on the long term is that researchers feel more and more the need for having similar experiences and like the experience of having a journalist at their premises. The value of the project has been also demonstrated by the number of manifestations of interest the partners have received by other laboratories interested in joining the project as hosting labs.

Main dissemination activities and exploitation of results

- MINERVA prepared the logo, the website, the poster, the leaflet and the e-mail template to be sent out for promotion to both research organisations and journalism schools.
- Prior to this a detailed project communication and dissemination plan set the rules and procedures to be followed for an effective communication campaign.

- All the communication tools that are necessary for efficiently and effectively carrying on the communication and dissemination campaign were designed and implemented.
- The partners agreed on them and received a copy of everything to be used for the promotion of the project to their contacts.
- During conferences, information days and events organised at European level in Brussels, project information was accurately distributed in the form of leaflets and press releases.
- In addition, during the implementation of the trainings, the partners promoted the participation in the programme to other researchers of the lab and external journalists.
- Information was sent out for promotion to both research organisations and journalism schools.
- During the training weeks and other events attended by project partners, leaflets were left on the tables to give the chance to other labs and research centres to read information about the project.

All partners were involved in the promotional activities of RELATE project.

EJC sent information to all the channels, as previously described in WP2 and gained a lot of consensus among schools and universities.

ENEA targeted its communication towards their researchers in Casaccia and reached a wide consensus among most of the researchers.

TUBITAK focused on the local laboratories and research centres and distributed the posters also to some local schools.

EPFL disseminated the information at local level and to the press office of the Institute in order to inform about the project planning and programme to its research laboratories to plan their participation and to raise awareness around the Institute to go on with similar activities in the future.

The following is a not complete list of networks contacted by Minerva:

- Eurocultura <http://www.eurocultura.it/>,
- Youthpressitalia <http://www.youthpressitalia.eu/>,
- Youthpress <http://www.youthpress.org/>,
- Jugendpresse <http://www.jugendpresse.de/>,
- Forum for European Journalism Students <http://zapf.fb15.uni-dortmund.de/~fejs/>,
- Youngjournalists <http://www.youngjournalists.com/>,

- ABSW - Association of British Science Writers- <http://www.absw.org.uk/> ,
- Videnskabsjournalister - the Danish Science Journalists Association-, <http://www.videnskabsjournalister.dk/>,
- Vereniging van Wetenschapsjournalisten in Nederland- the association of Nederland Science Journalists- <http://www.wetenschapsjournalisten.nl/vwn/>,
- AJSPI - l'Association des Journalistes Scientifiques de la presse d'information- <http://www.ajspi.com/>,
- Tiedetoimittajat - The Finnish Association of Science Editors and Journalists- <http://www.suomentiedetoimittajat.fi/>,
- WPK - the German Association of Science Journalists- <http://www.wpk.org/>,
- Imasd-tecnologia,
- European Union of Science Journalists' Associations <http://eusja.sciencewriters.eu/>,
- Nctj - National Council for the training of journalists- <http://www.nctj.com/>,
- Journalismdiversityfund - <http://www.journalismdiversityfund.com/>,
- Euroscience <http://www.euroscience.org/>,
- and the organisers of the initiative youthmediadays - <http://www.youthmediadays.eu/-> .
- World Federation of science journalists - www.wfsj.org
- French association of science journalists. <http://www.ajspi.com/>
- German Science Journalists' Association. www.wpk.org
- Spanish Association of Science Communication. <http://www.agendadelacomunicacion.com/aepe/>
- German Association of Science Writers (TELI). <http://www.teli.de>
- Consejo Superior de Investigaciones Científicas CSIC. <http://www.csic.es>
- Parque de las Ciencias de Granada. <http://www.parqueciencias.es>
- SINC, Scientific Information and News Service <http://www.sinc.com>
- European Union of Science Journalists' Associations - EUSJA - www.eusja.org
- Le TEMPS, Lausanne (Switzerland). <http://www.letemps.ch>
- Sonntagszeitung Zürich. (Switzerland). <http://www.sonntagszeitung.ch/>
- NZZ am Sonntag Zürich. (Switzerland). <http://www.nzz.ch/>
- Hurriyet Newspaper. (Turkey) <http://www.hurriyet.com.tr/anasayfa/>
- Zaman Newspaper. (Turkey) <http://www.todayszaman.com/>
- Abenzeitung. (Germany) <http://www.abendzeitung-muenchen.de/>
- Bayerische Staatszeitung. (Germany) <http://www.bayerische-staatszeitung.de/>
- Süddeutsche Zeitung. (Germany) <http://www.sueddeutsche.de/>
- Rhein-Neckar-Zeitung. (Germany) <http://www.rnz.de/>
- La Repubblica. (Italy) <http://www.repubblica.it/>
- Corriere della Sera. (Italy) <http://www.corriere.it/>
- Il Sole 24 Ore. (Italy). <http://www.ilsole24ore.com/>
- Agencia EFE. (Spain) <http://www.efe.com/>
- Europa Press. (Spain) <http://www.europapress.es/>
- Diario ABC. (Spain) <http://www.abc.es/>
- Diario Avui. (Spain) <http://www.avui.cat/>
- Diario El País. (Spain) <http://www.elpais.com>

- Diario El Mundo. (Spain) <http://www.elmundo.es/>
- La Vanguardia. (Spain) <http://www.lavanguardia.es/>
- El Periódico de Cataluña (Spain). <http://www.elperiodico.com/es/>
- El Correo de Andalucía. (Spain) <http://www.elcorreoweb.es>
- Huelva Información. (Spain) <http://www.huelvainformacion.es/>
- Mondial Nieuws. (Belgium) <http://www.mo.be/en>
- Belga News Agency. (Belgium) <http://www.belga.be/belga-news-agency/>
- NWT on line (The Netherlands). <http://www.nwtonline.nl/index.html>
- EOS Magazine. (Belgium). <http://www.eos.be/>
- Roularta Media (Belgium). <http://www.roularta.be>

Minerva prepared timely press releases announcing the activities: the launch of the project, announcements of the programmes, labs involved, and application campaigns. All the press releases were promoted on the main European website and networks in order to reach a wider audience as possible.

The announcements of the opening of the application campaigns were also published in the newsletter of some students' network (reaching 30.000 people) and it was also published on website of other journalists' associations.

EJC prepared press releases for each of the study tours and supported the dissemination, in co-ordination with Minerva. The press releases were posted on the EJC website and disseminated to EJC's network.

All the press releases and articles published on the project have been included in the "PRESS" area of the website, in the PRESSREVIEW section.

These were some of the spotted articles that appeared about the project before, during and after the third session, on the main online websites.

- Die Wissenschaftsjournalisten
- SINC. Servicio de Información y Noticias Científicas: 01/12/2010
- Asociación Española de Comunicación Científica: 01/12/2010
- Kelebeck news: 19/11/2010
- Yeni Asya Gazetesi: 18/11/2010
- Hur Haber: 17/11/2010
- Samanyoluhaber: 16/11/2010
- T24News: 16/11/2010

- Gelecek on line: 16/11/2010
- Euronews: 16/11/2010
- Foro Innovatec/ 12/11/2010
- Microciencia: 10/11/2010
- Gaceta de Internet, Tecnologías y Sociedad de la Información: 10/11/2010
- Diario ADN: 09/11/2010
- Diario El Ideal/ 09/11/2010
- Youthpress: 27/10/2010
- Cordis Wire News 26/10/2010

The other partners as well contributed in the dissemination of the press releases

ENEA promotion activities had 2 major objectives:

1. address Casaccia researchers and urge them to consider taking part in the RELATE project:

Apart from direct contact and briefing, the RELATE project had a dedicated page on the ENEA intranet (which is not accessible to the general public) and was published on ENEA Newsletter n.16, Sep.14, 2009 and n. 24 Nov 9, 2009.

2. inform the general public and local communities:

- ENEAweb TV covered the event in the ENEA News issue of Nov 16, 2009
- <http://webtv.sede.enea.it/index.php?page=listafilmcat2&idfilm=307&idcat=10>;
- with the collaboration of ENEA press office a media statement was released
- <http://titano.sede.enea.it/Stampa/skin2col.php?page=comunicatodetail&id=352>
- and a few local newspapers published the news: l'Agone, Sabaudia News, il Velino
- ENEAweb TV covered the last training and the final conference announcement in the ENEA News issue of 12 January 2011.
- <http://webtv.sede.enea.it/index.php?page=listafilmcat2&idfilm=453&idcat=29>

In ENEA, the promotion campaign addressing the researchers was quite effective, more labs asked to join in, unfortunately most did not have EC funding for their research activities but rather for communication and networking initiatives and had to be crossed out; in general, ENEA colleagues look interested and still keep asking about RELATE.

Finally, considering the fact that Casaccia is close to Rome where a number of events, ranging from cultural dissemination to cinema, music and sports crowd-pullers, take place every day, it is a remarkable result that the local press considered the news worth publishing.

TUBITAK prepared press statement including information about the project and its aim and sent the document to the national news agencies. A reporter from Turkish National News Agency visited the lab to interview with the students and researchers.

TUBITAK prepared press releases with the support of Minerva and a press release was published on the main Bilkent Campus newspaper. Minerva prepared as well an article about the 3rd round session of the RELATE project that was published by Bilkent News, the weekly newspaper of Bilkent University.

Furthermore, the workshop which took place at Energy LAB during the EU Sustainable Energy week on 26th March 2010, was promoted from official web page and also through to the monthly bulletin: <http://www.tubitak.gov.tr/sid/0/cid/18109/index.htm;jsessionid=760B4A471CE6D7FFE3446BEF267929CA> and http://www.tubitak.gov.tr/tubitak_content_files/basin/bulten/2010/101.pdf; the related press release was also sent out to the news agencies.

- Turkish news regarding the project was released. Examples:
- <http://arama.hurriyet.com.tr/arsivnews.aspx?id=12922925>
- <http://baskentteyasam.com/travel/getaways/699-bilim-gazetecileri-nanotamda.html/>
- <http://www.ebmhaber.com.tr/detay/10596/relate-projesi-basladi.htm>
- <http://www.trpress.com/tubitak-relate-projesi/>
- <http://www.aa.com.tr/tr/populer-bilim-yazarligi-egitimi.html>

In EPFL, all the campus community was aware of the project, an article was published on December 2009: http://actualites.epfl.ch/newspaper-article?np_id=1637&np_eid=113&catid=6

EPFL wrote an article for the campus newspaper on the students visit.

The coordinator agreed with the Project Officer to have a publication on the website of the Science in Society

DISSEMINATION TOOLS USED

- Leaflet
- Poster

Starting from January 2011 new material was prepared in the occasion of the Final Conference, including a new version of the leaflet and the previous one was replaced with the new version that contains also some comments of the participants in the trainings.

New version of the leaflet largely disseminated and used also after the end of the project to promote the initiative to a wider number of targets and future potential beneficiaries

Project website

The official RELATE project website <http://relateproject.eu> was launched online by the end of June 2009 and has been regularly updated and filled in with useful information for both journalism students and researchers, links to blogs, networking tools, (facebook, wiki).

The website has been conceived to be clear, easy to understand and accessible by both members of the project, participants of European Commission Programmes in general, other general visitors but especially stakeholders and targets of the project programme itself (journalism students).

It contains 7 different sections, some of them divided into other sub-chapters:

- a general home page presenting the project with a video made by Minerva using the tool prezi has also been embedded in the website homepage. The video, made to catch the interest of other students and to promote the project itself, contains the comments of students that have participated in the previous training sessions and some pictures of students in labs.
- a section called "project" giving general information about the project for specialists and non specialists of EU programmes. This section includes: project concept, partners, activities, work plan, objectives, journalism schools, research laboratories, members area.
- a section called "students" for the addresses of the project. This section is subdivided into: students, your benefits, application form, rules of participation, training material, visit programme
- a section called "links" to give useful links and indications of similar actions with whom the project established synergies (links to similar actions were included and as an exchange, relate website was linked from other websites

- a specific access to the Application form that will be active only in this first part of the project. During the period of the opening of the application campaign the form-online was made available for candidates. After it was used for the registration to the Final Conference and now used as repository area for the information related to the Final Conference outputs
- a section called "press" that contains all the news from the project, a section called "press review" to store all press releases appeared about the project. This area gives access to all the articles and material produced by the journalists themselves and in particular the abstracts of students' articles, videos and radio pieces that could be interesting for the publishers. Abstracts are linked to the full version of the article when this was published
- a last section called "contact us"

Minerva was in charge of its full development and update. The partners contributed together in sending relevant information and content.

The students, being the main target of the project have been daily surfing on the RELATE website to catch up with news and information posted. They were all enthusiastic about the various functionalities available and they used all of them for achieving the project objectives.

In particular, in the area dedicated to the journalism students a WIKI tool was used to allow journalists to post their daily blog-diary and upload their articles and video material produced. This area is still accessible and can be used as a demonstration tool for the effectiveness of the project and its impact on the target beneficiaries. A small booklet with all the stories of the students was published and distributed at the final conference in Brussels. An electronic version is available in the Final Conference dedicated area in the project website.

The Facebook page created by EJC was constantly updated and a link in the WIKIPEDIA page on "Science Journalism" was created; http://en.wikipedia.org/wiki/Science_journalist

Final Conference

The RELATE Final Conference aimed presenting the results of the 2 years pilot project, funded by the European Commission under the FP7 Science in Society, as well as creating an occasion of debate to bridge the gap between science and journalism, foster the relationship between researchers and journalists, improve the spread of the scientific research in the media, so as the quality of the issues published.

The final workshop took place on the 28th of January 2011 in Brussels, in Scotland House, located in Place Schumann.

The ReLaTe Final Conference was an occasion for journalists, researchers, research communication officers, representatives of the European institutions, project partners and European experts in the fields of science and journalism to meet and discuss all together.

All project partners participated in the Final Conference and some researchers and journalists who took part in the project as well participated in the discussion and shared their views. One researcher from ENEA, one from EPFL, one from TUBITAK and one from a newly involved lab attended the conference and participated in a roundtable discussion.

In order to invite participants to the conference and raise awareness about the project results and achievements, Minerva run a communication campaign at European level, which started in October 2010 until January 2011.

The communication campaign preparation included in short the preparation of the messages, the sending out of the messages and the follow-up action to assure an adequate coverage.

The final aim was indeed to gather as many participants as possible to attend the event but especially in raising awareness about the project results and achievements and assuring the spreading of the relevant messages that the project wanted to communicate and raise awareness about these types of actions.

The material used in the European communication campaign run by Minerva included the invitation, the press release and the programme. This information was sent out to the general and specialised media, teachers, researchers, journalism schools, science and journalism associations and other public and private institutions dealing with science and journalism.

Additionally, during the conference the material was distributed among the participants, who were provided with the badge, the programme, the leaflet, the press clipping, the students' diaries booklet and a feedback form.

ReLaTe Final Conference posters of different sizes were placed everywhere in the building that hosted the event and in the conference room, and a roll-up was printed and placed at the entrance to welcome the conference attendees at the registration desk.

Furthermore, the ReLaTe website was used as a main communication tool about the Conference to promote the event on line. The website was the main source of information for all those who needed details about the event. The participants registered themselves through the site, updated and relevant information was regularly uploaded in order to keep the audience informed about the final conference. At the end of the conference, the information was also uploaded online and pictures and presentation rendered available for all interested visitors.

The mailing list of contacts included different media that were previously informed about the project or new contacts that were gathered on purpose for the conference that could be potentially interested in attending and hearing about the results:

- European general press agencies and print media.
- Specialised media in science and technology issues.
- Journalism and science writers associations.
- Journalism schools set in Brussels and other contacts from European universities.
- Other news platforms like Cordis Wire, SINC or Youthpress.
- Researchers and journalists who participated in ReLaTe.
- European Commission representatives.

More than 400 contacts were informed and received the invitation by email.

A press release was prepared a few weeks before the event and sent by e mail one week before the conference to the main European media. It included a brief description of the ReLaTe project, information about the researchers, the labs and the journalists involved in the three training sessions and details about the conference programme.

A ReLaTe final press release was prepared and send out one week after the event. It included information about the conference content and results and conclusions.

List of Websites:

www.relateproject.eu

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