



EU promotes science communication to help democracies navigate tough times

Many of society's biggest challenges, including climate change, pandemics and artificial intelligence, are deeply rooted in science and technology.

08 September 2023 - By HORIZON STAFF

Science communication helps bridge the gap between scientific complexities and the general public's understanding, facilitating fact-based discussions and building trust.

The need for good science communication – the ability to convey scientific methods and findings in ways that engage the public and resonate with societal values – is more important than ever and features in an EU [“Pact for Research and Innovation in Europe”](#). In short, there is a premium on making science relatable to a general audience through everyday language and storytelling.

In recent years, the EU has set up a number of [research projects](#) focused on science communication. It's now creating a “European Competence Centre for Science Communication” through a [research project](#) called COALESCE that began in April 2023 and is scheduled to run through March 2027.

The goal is to bring together a range of expertise in science communication in order to advance it across diverse fields of research. Part of the effort will involve scientists sharing their own experiences in an effort to improve public understanding of, and confidence in, their work and its impact.

The underlying idea is that effective science communication can empower people in their daily lives. When the public understands scientific issues, it is better equipped to make informed decisions that align with its values and its interests.

Below is a Horizon Magazine video interview with Dr Jason Pridmore, who leads COALESCE and is vice dean of education at the Erasmus School of History, Culture and Communication in the Dutch city of Rotterdam.

Watch the video

More info

- [COALESCE](#)
- [COALESCE project website](#)
- [Science Communication Results Pack](#)