



MAGICA
Maximizing the synergy of European
research Governance and Innovation
for Climate Action



ONLINE WORKSHOP

SCIENCE COMMUNICATION STRATEGIES FOR CLIMATE CHANGE RESEARCH: SHARING BEST PRACTICES

Thursday, 30th March 2023, 10:30 – 13:00 CET

Please click [here](#) to register.

The final programme and Microsoft Teams link to join the workshop will follow shortly via email.

We cordially invite you to our online workshop on science communication strategies and mechanisms in relation to climate change.

MAGICA is an Horizon European project and stands for “Maximizing the synergy of European research Governance and Innovation for Climate Action”. One of the project’s aims is to improve access to scientific knowledge on adaptation and mitigation to climate change, for policy, practice and society.

There is still so much we can learn from each other. Therefore, we are organising this workshop with the Research & Innovation community involved in projects funded by the European Commission (EC) and by **JPI Climate** member states.

ABOUT THIS WORKSHOP



The workshop will be led by us, the MAGICA’s communication and dissemination team. Furthermore, we have invited two inspiring coaches to the workshops:

Roger Street from Oxford University, UK. He is an internationally renowned science communicator with over 30 years of experience in engaging a wide range of audiences to make use of complex climate information.

Johanna Nalau from Griffith University, Australia. She is an adaptation scientist with years of experience to communicate about her research results to a broad range of users via podcasts and social media amongst other communication channels.

Participants will be experts in climate communication, working on European research projects. They will hear about some of the latest communication work across a range of European projects, share their experiences and best practices, take away insights into reaching non-traditional and under-served audiences and contribute to a new open access resource for climate communicators that is being developed by the Horizon project MAGICA.

The workshop is an opportunity for participants to compare and explore strategies for successful engagement and communication, including with hard-to-reach audiences. We will address the question: How does climate communication need to change to reach non-traditional audiences? You will be able to share your successes, learn from others and build new connections.

The workshop results will lead to a collection of good practice examples and guidelines for communication and engagement strategies to support communicators at all levels.

WORKSHOP PROGRAMME

The online workshop will be 2.5 hours using the Microsoft Teams platform and will be divided into three parts:

PART 1	PART 2 (breakout session)	PART 3 (breakout session)
An introduction to the MAGICA project along with keynote presentations from two experts in the field.	Participants will share experiences on effective engagement and communication strategies, for specific audiences of different EU projects.	Participants will identify which audiences are difficult to reach or are overlooked. How can they be included and engaged over a longer period in EC projects, as well as in communication and dissemination strategies?

Finally, discussions and conclusions of the breakout sessions will be shared among participants and MAGICA experts.

We look forward to seeing you in our online workshop!

For more information please contact: monserrat.budding@wur.nl

ORGANISING TEAM

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- Joske Houtkamp, Wageningen Environmental Research (WeNR)
- Maija Malnaca, Belgian Science Policy Office (BELSPO- JPI Climate)
- Kanika Singh, Belgian Science Policy Office (BELSPO- JPI Climate)
- Sally Stevens, University of Reading (URead)
- Mimi Amaichigh, University of Natural Resources and Life Sciences (BOKU)
- Roger Street, Oxford University
- Johanna Nalau, Griffith University, Australia



<https://www.magica-project.eu/>



[JPI Climate & MAGICA on Twitter](#)



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