

## CAETS DISCUSSION GROUP

### COMMUNICATING WITH THE PUBLIC

**Monday, 24 June, 1:00 - 3:00 pm**

#### **Agenda**

#### **1. What are we communicating: policy positions or evidence-based advice (or both)?**

There are differing views on whether Academies should delve into policy matters or just provide evidence-based advice on different policy scenarios (for example, should we be advocating to limit warming to 1.5°C or simply define the consequences of a 1.5°C rise versus a 2°C rise?).

#### **2. Is it necessary?**

There are 2 views about how we meet the CAETS objective of “advising governments and international organizations on technical and policy issues”:

- a. Work directly with government stakeholders (politicians and bureaucrats) and respond to their demands for information; OR
- b. Proactively exert indirect influence on the government stakeholders by communicating issues directly to the public.

Views are sought on which approach Academies from different countries take.

#### **3. What changes do we need to make?**

We are accused of “talking to ourselves”. We often write long turgid documents with vague and non specific recommendations. The science/technology community is often seen as self-serving in promoting more government funding for the research ecosystem.

What ideas are there for changing our mode of operation to reach the public? What works and what doesn't? E.g.

- a. Shorter documents with specific, measurable, actionable, recommendations with timelines backed up by data and background in appendices;
- b. Write the press release first;
- c. Branding changes to make the documents less academic;
- d. Digital/social media focus;
- e. Well resourced communications teams;
- f. Others?