



**CAETS Communications Working Group Meeting
NOTES**

Date: 5 October 2020

Time: 16.00-17.00 (AEDT – UTC +11)

Join Zoom Meeting

<https://zoom.us/j/96756043974>

Working Group Members

Hugh Bradlow, ATSE (Chair)

Roberto Carnicer, NAE Argentina

Lisa Marie Husby, Norwegian Academy of
Technological Sciences

Gisle Johanson, Norwegian Academy of Technological
Sciences

Camilla Koebe, Royal Swedish Academy of Engineering
Sciences

Elsabe Kearsy, South African Academy of Engineering

Marie Meynadier, Académie de Technologies France

Yoshikazu Nakajima, Engineering Academy of Japan

Lucas Noldus, Netherlands Academy of Technology and
Innovation

Mike Shand, NAE US

David Thomlinson, RAEng UK

Jo Trigg, RAEng UK

Jesse Zhu, NAE Canada

Attendees

Wolf Gehrish, Académie de Technologies France

Haiwon Lee, NAE Korea

Carolyn O'Brien, ATSE

Justine O'Brien, ATSE

Apologies

Ruth David, CAETS

Gita Karwal, ATSE

István Králik, Hungarian Academy of Engineering

Alton Romig, NAE US

James Tien, NAE US

Kylie Walker, ATSE

Ulrich Wagner, acatech Germany

Jiesoo Yoon, NAE Korea

Yu ZHU, Chinese Academy of Engineering

NOTES

1. Acknowledgment of Country (Hugh Bradlow)

2. CAETS Communications Prize

Hugh Bradlow introduced the Communications Prize proposal developed by himself and Lucas Noldus (paper attached as Appendix A)

Group discussion centred on :

- how to differentiate the Prize from multiple other awards
- how to have maximum impact (also with reference to item 3 below)
- need to take into account difference in submissions from developed and less developed countries

Action 2.1. Justine O'Brien to work on re-wording of the proposal to highlight the Prize relates to the best communication of impactful technologies

Action 2.2. Academies' Communications Directors to prepare respective communication plans

The Group agreed that the updated version of the proposal be submitted to the CAETS Board for approval, 12.10.2020.

3. Royal Academy of Engineering: "This is Engineering"

Jo Trigg presented on the Academy's communications program (slides attached as Appendix B)

The presentation slides cover off the multiple aspects and impacts of this impressive program.

Jo indicated that the short films produced could be used by all academies in their communications programs, subtitled as needed.

4. Examples of effective communication between Academies and Government: how to influence policy

David Thomlinson noted communication and policy influence with Government are key to academies' purpose.

How to do this?

- Relationship building – eg Academy President and country Chief Scientist
- Responses at speed – COVID has led to a shift from the longer, perhaps multi-year, policy projects
- Amalgamation of the different organisations representing similar constituencies for faster and more targeted responses – eg the creation of a UK Engineering Policy Centre bringing together 43 separate institutions

Need to share best practice between academies

Action 4.1. ATSE Secretariat to convene a virtual quarterly meeting of the Communications Working Group

Action 4.2. Justine O'Brien to convene a virtual Professional Network of Communication Directors for best-practice/information sharing

NOTES

5. Any other business

Marie Meynadier raised the issue of 'Fake News' – how best to counter disinformation. Opposition to 5G as an example.

Group agreed that academies should share best practice – see action items 4 above.

6. Next Steps / Close

A virtual meeting of the Communications Working Group will be scheduled for January 2021

Contact

Dr Carolyn O'Brien

ATSE Senior International Relations Associate

D +61 3 9864 0904 M +61 411 423 095

carolyn.obrien@atse.org.au