



## MINUTES

### CAETS Communication Committee – Quarterly Meeting

Thursday 8 June 2023

#### Meeting details

<b>Location</b>	Online via Teams		
<b>Date &amp; Time</b>	Thursday 8 June – – 11.00am GMT/12.00pm BST (meeting held across 20 time zones)		
<b>Attendees</b>	<p><b>Committee leadership</b>  <u>Chair</u> - Lucas Noldus – Netherlands Academy of Technology and Innovation (AcTI)  <u>Deputy Chair</u> - Cather Simpson – Royal Society Te Aparangi (New Zealand)  <b>Secretariat support (ATSE)</b> – Cath Latham  <b>CAETS secretariat</b> – Ruth David (NAE)</p> <p><b>Committee members</b>  Martin Bech (Denmark) Frank Behrendt (Acatech – Germany)  Amit Agrawal (India) Christine Render (SAAE – South Africa)  WU Siegfried Zhiqiang (Chinese Academy of Engineering) Ester Elices – SATW (Switzerland)  Troels Rud (ATV – Denmark)  Yu Zhu (Chinese Academy of Engineering) Heleen Duffy (SAAE – South Africa)</p>		
<b>Apologies</b>	Kylie Walker (ATSE – Australia) Edwyn Shiell (ATSE – Australia) Biljana Stojanovic (Serbia) Eileen Erickson (NAE – USA) Hans-Peter Meyer (Switzerland) Mette Tolling (ATV - Denmark) Roberto Carnicer (Argentina) Manoelle Lepoutre (NATF, France)		

#### Summary of Actions

	Action	Responsible Party	Due
1	Design a communication plan template for the 2024 round of the communication prize – for discussion ahead of 2024 round	Committee members (support from ATSE secretariat)	Agenda for Dec quarterly meeting
2	Provide feedback on the communications approach and opportunities of the Energy Committee’s emobility report proposal to chair or deputy chair	Committee members	By 15 June (Note – extension offered via email to mid-July)

	<a href="mailto:Lucas.Noldus@noldus.nl">Lucas.Noldus@noldus.nl</a> , <a href="mailto:c.simpson@auckland.ac.nz">c.simpson@auckland.ac.nz</a> .		
3	Collate feedback provided by committee and provide to the emobility report chairs	Chair & Deputy Chair	July (after feedback received from committee members)
4	Send recommendations for speakers (sharing best practice) at quarterly meetings (9-11 October –at CAETS2023; 7 December) to committee chair - <a href="mailto:Lucas.Noldus@noldus.nl">Lucas.Noldus@noldus.nl</a>	Committee members	By next meeting
5	Send suggestions for discussions or presentations at the October quarterly meeting (in person/hybrid at CAETS2023 annual conference) to committee chair - <a href="mailto:Lucas.Noldus@noldus.nl">Lucas.Noldus@noldus.nl</a>	Committee members	31 August 2023

## Meeting Summary

### 1. Welcome

- The chair welcomed committee members to the second quarterly meeting of the committee in 2023.

### 2. Minutes of previous quarterly meeting (9 March)

- The minutes of the 9 March meeting were accepted without amendment.

### 3. Review actions of the previous meeting

- The committee noted all previous action items have been completed.

### 4. Recap of the Committee work plan for 2023

- The committee noted the work plan for 2023 which includes the 2023 Communication prize, reviewing statements prepared by CAETS working groups and sharing best practice for academy communication.

### 5. Update on the 2023 Communication Prize

- The committee noted that in country entries have closed and international judging has commenced.
- The CAETS secretariat reported to the committee that 12 entries were under consideration by the international judging panel- from Argentina, Australia (2), China, India, Korea, Netherlands, South Africa, United Kingdom (2), United States, Uruguay – with videos ranging from 1.5-5min in length.
- The committee noted that many entrants reported confusion about what was required in the communications plan to accompany the entries (requested by not required in prize guidelines) with less than half of the entrants submitting one with their video. The chair noted that a template for entrants to complete could assist in the next round (2024).

**ACTION 1 – Design a communication plan template for the 2024 round of the communication prize – for development ahead of 2024 round**

### 6. Review of draft statements prepared by CAETS working groups

- The chair reported that feedback was provided to the CAETS Energy Committee regarding the statement produced from Energy Committee’s report (long form released in February 2023). The CAETS secretariat reported that the statement will be published in the near future.
- The committee discussed the proposal and approach for the Energy Committee’s emobility report to be prepared in 2023 and noted that:
  - the report was timely, with many members noting the rapid increase in interest, consumer uptake and industry growth in electric transport in their home countries.
  - the report timeline was very long with a release date in 2024.
  - the scope could include freight/shipping, air travel and ebikes (unclear from the provided materials if this is already within the planned report scope).
  - others seeking to join the report WG should contact report chairs (all CAETS members received the call via the CAETS secretariat to join the group).

**ACTION 2 – Committee members to provide any further feedback on the communications approach and opportunities of the Energy Committee’s e-mobility report proposal to chair or deputy chair by next week**

**ACTION 3 – Committee chairs to collate feedback provided by committee and provide to the emobility report chairs ASAP (by July).**

#### **7. Sharing Communications best practice among CAETS members**

- The chair introduced committee member Martin Bech who presented on communication approaches at the Akademiet for de Tekniske Videnskaber/Danish Academy of Technical Sciences.
- The presentation was well received by committee members who asked questions of Martin and discussed the presentation. This discussion included:
  - Remaining independent when projects are funded from the private sector – ATV experience is that industry representatives engage differently when the aim is for national benefit and participation is alongside other organisations like NGOs
  - Balancing the key messages driven by evidence-based advice with media appetite for catchy headlines
  - Covering the breadth of topics but keeping a clear organisational message – it is a challenge, but the focus must come from the members (Fellows)
  - Difficulties in promoting comprehensive data-driven arguments on social media
  - Remaining consistent and independent in report style and content when writing is conducted by a mix of Fellows, staff and external experts.
- The chair called for academies to present at future meetings. **The Chinese Academy of Engineering volunteered to put forward a speaker for the next available meeting.**

**ACTION 4 – Committee members to send recommendations for speakers (sharing best practice) at quarterly meetings (9-11 October –at CAETS2023; 7 December) to committee chair ahead of the next meeting.** (Note – Chinese Academy of Engineering will present at the next meeting)

#### **8. Next meeting – 9-11 October 2023 (at CAETS2023 conference)**

- The chair invited suggestions from the committee members for how best to use the opportunity for an in person meeting at the CAETS conference quarterly meeting.
- Committee members suggested the following:

- Sharing how we work in home countries (eg discussions in groups and report back, or share in an open discussion in the room)
- An informal social gathering of committee members in Zagreb
- Discussion and advice for CAETS member academies on how to best reach international policy makers (regarding reach of CAETS reports and statements to global audiences).

**ACTION 5 – Send suggestions for discussions or presentations at the October quarterly meeting (in person/hybrid at CAETS2023 annual conference) to committee chair by the end of August**

**9. Meeting close**

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