THE DANISH ACADEMY OF TECHNICAL SCIENCES (ATV)

A brief introduction to communication activities and challenges

CAETS Communications Committee, June 8, 2023

ATV

ATV in short

- Established in 1937
- NGO, funding from partner companies + project funding
- 800 members: experts and decision-makers
  - 50 % from academia
  - 40 % from industry
  - 10 % from organizations, foundations, etc.
- App. 60 partner companies

ATV: academy network & think-tank

ATV is an academy

- Network for Denmark's 800 most important technology-leaders
- Meeting place for industry and academia
- Catalyst for new types of partnerships
- Dialogue across sectors and disciplines
- Members work pro bono

ATV is a technology-focused think-tank

- New knowledge, perspectives, and recommendation
- Input to policy-makers as well as decision-makers in public and private sectors
- Technology's voice in society

Focus areas

Themes

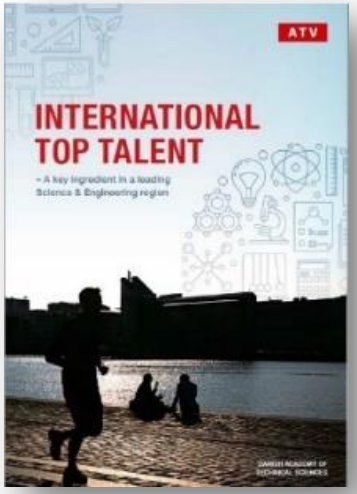
- Technology for sustainability
- Digitalization
- Future of manufacturing
- Science & Engineering in education
- Life Science Technology

Projects and committees

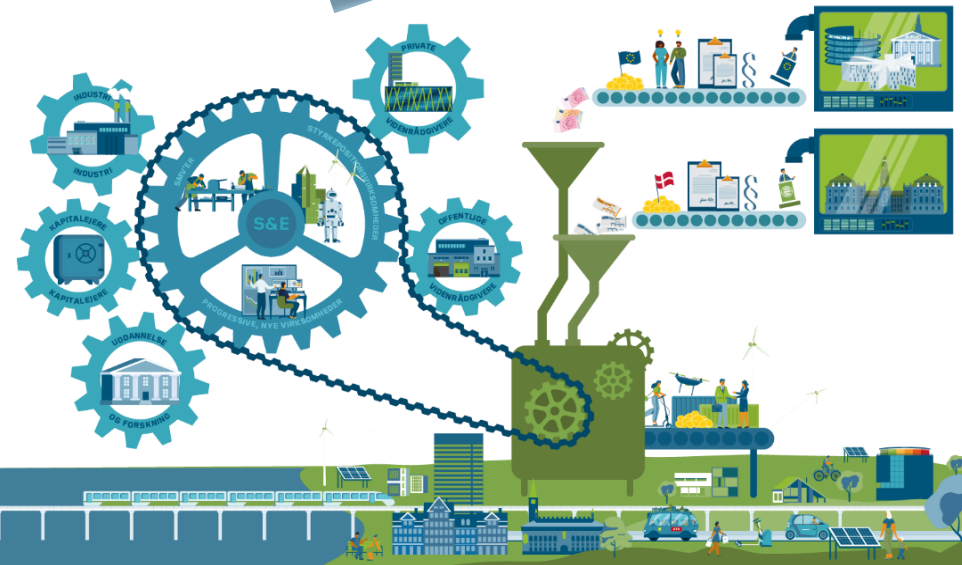
- Guide to a resilient Denmark (2023-2027)
- ATV Council for Technology in Society
- Danish Center for Energy Storage

OUTREACH ACTIVITIES

Report-based outreach, dialogue, and alliance building



Recommendations to policy- and decision makers



10 steps to improve Denmark's ability within technology transition

1. Develop a Science & Engineering strategy
2. Establish a corps of technological experts
3. Eliminate the ceiling for Anglophone educations
4. Make tech-understanding mandatory in schools
5. Increase the contribution for research to 1.5 pct. of GDP
6. Give priority to research in technology
7. Improve the incentives for research collaboration
8. Give priority to research in sustainable transition
9. Give dispensations for cross-sectional projects of transition
10. Make sustainability mandatory in public tenders

Establishing relations to key stakeholders in technology hotspots

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COMMUNICATION –
CHANNELS
INITIATIVES
TARGET GROUPS

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Channels

- Traditional: Web, Newsletter, Press releases
- Social Media: LinkedIn, Twitter, Youtube
- Academicians: Members as ambassadors

Initiatives

- Danish Digitalization Council
- Sustainable Manufacturing, baseline & external assistance
- Sensitive technology, e.g., GMO
- Collaboration with organizations from outside tech to help foster public debate

Target groups

- Technology leaders, decision makers, politicians
- Organizations within the tech ecosystem
- Journalists and media
- Guide project: Stakeholders outside the tech ecosystem

COMMUNICATION –
CHALLENGES

Communication – challenges

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- Insufficient visibility in the media (greatest hits in recent years: report on Denmark's capacity for developing technology vis-a-vis other regions + topic specific reports on Sustainable Manufacturing, China's capacity in technology development)

- Finding the right balance between comprehensive, fact-based communication vs the media's (and the algorithms') bias towards conflict and one-liners

- Experienced in communication towards 'Technology Denmark', learning to communication more broadly towards civil society and across sectors in the industry, e.g., mission-driven innovation

QUESTIONS FOR DISCUSSION

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- How does the polycrisis impact the interest from the media towards Academy knowledge and know-how?
- How do Academies work with their members to communicate report, recommendations, key messages etc.?