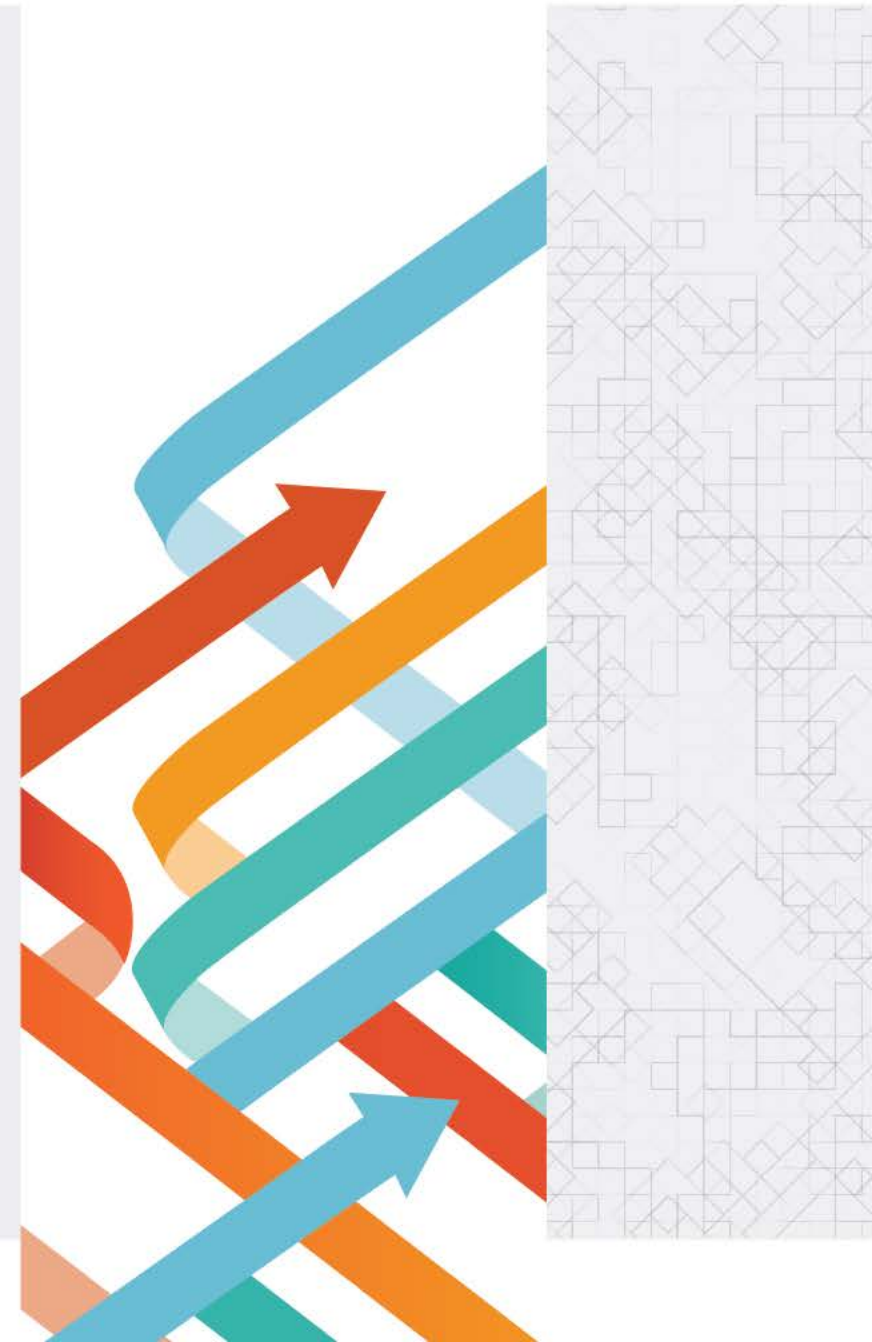# SCIENTIFIC ATELIER

Communicating science to the crowds, debunking myths & understanding how SER can be done in practice.

Dr Adrian Solomon

Director, Helixconnect Europe

Country Manager, EIT Manufacturing

PhD in Sustainable production/hybrid LCA
(University of Sheffield).

Overview

- How to communicate R&D to society (to stir interest)

- Citizen science – why do we need it ?

- SER for debunking myths and false «social truths»

- Case study – SER in protein diversification

- Individual work & PPT

Speaking to the crowds

- Society (i.e. grandma, friends, general public) do not understand their roles in SER due to technical/knowledge barriers.

- What they should care about though, is wha do they benefit from with regards to SER (i.e. Focus on the impact/end goal not on the proces).

- Tools: Science2Plain, Neuromarketing/Neurotriggers, Discourse Theory.

Citizen Science
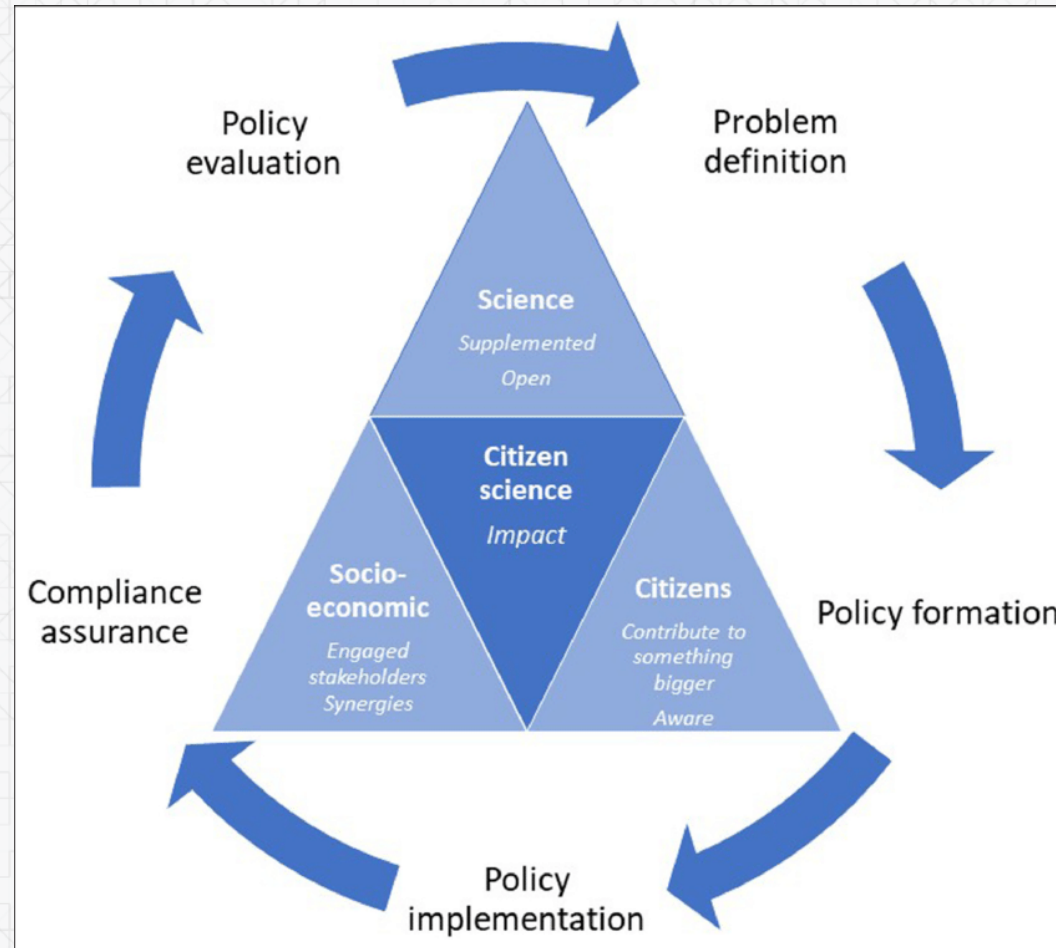
Science to debunk false «social truths»

- Examples: effectiveness or side effects of vaccines, existence of climate change, food nutrients and nutrition (what is good, what is bad, protein diversification-food), impact of 5G.

- A story (especially told by the elderly) is always more popular than real scientific proof, especially when society does not understand the technicalities or when SER is not done properly !

BETTER Life

MINI - CASE STUDY ON SER

- **False social truth**: protein-diversification based food is unhealthy, tastes bad or socially unacceptable (i.e. Algae, insects, alternative sources).

- **Negative impact**: increased pressure on global food shortage, increased emissions to support traditional food supply chains (i.e. Meat/plant-based), increased liability to unexpected weather conditions that affects land agriculture, increased prices.

- **R&D project**: Algae-based protein extraction/additives to complement traditional meat-based proteins in food production.

- **SER**: awareness raising, sensitisation videos, open labs, tasting competitions, free sampling, family campaigns, social wellbeing campaigns.

BETTER Life

TASK – YOUR RESEARCH & SER

- **False social truth**: …
- **Negative impact**: …
- **R&D project**: …
- **SER**: …

- 5 minutes to think about.
- 5 minutes to present/discuss (together)

THANK YOU