

Why should we communicate science in plain language?

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Organised in partnership with:

European Commission, European Parliament, General Secretariat of the Council of the European Union, Joint Services of the European Economic and Social Committee and the Committee of the Regions & Translation Centre for the Bodies of the European Union.

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“Nothing in life is to be
feared, it is only to be
understood.”

- Marie Skłodowska-Curie

What's the problem?

We need a bridge between
academia's ivory tower and citizens



Plain language and
public engagement
in science



Why scientists?

- Trust and public engagement
- They are the **best source** (because if you want to explain it simply, you have to know it well enough)

What I do:



Plain language and storytelling training to scientists.

How to communicate science in social media.

How to deal with journalists.

The 2020 Tooth Fairy example



The right to understand is a citizenship right.

Thank you!

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