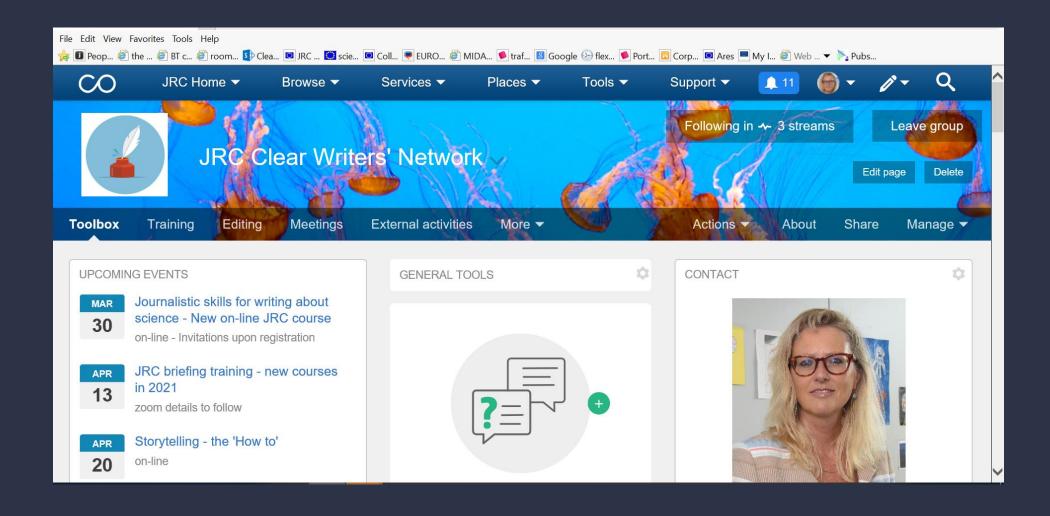# The Joint Research Centre's Clear Writers' Network

Presented by Anne-Mette Jensen-Foreman

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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.

Clear writing for Europe 2021

Why a JRC Clear Writers' Network?

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The starfish of clear writing!

ability

editing

training

practice

tools

What do we do? *Tailored training*

How (not?) to say it

Common scientific terms	Possible alternatives
1. analytical method	1. laboratory test
2. risk	2. chance
3. validate	3. check
4. uncertainty	4. certainty
5. contaminant	5. toxin

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iMessage

Hi there

Not Delivered

European Commission

What do we do? *Tools*

Key differences between abstracts, executive summaries, background, introductions and highlights?

	Abstract	Executive Summary	Highlights	Introduction	Foreword	Preface	Background
Stand-alone?	yes	yes	yes	no	no	no	no
Target audience?	scientists	decisionmakers	journalists, speechwriters	all	all	all	those who want details
Length?	max 250 words	1-10 pages	a few bullets	½-1 page	½-1 page	½-1 page	long
Emphasis?	methodology & results	policy context, conclusions & recommendations	news & added value	entices to read report, outlining main topics	Introduction by a 'VIP' (before preface) why to read report.	author's personal introduction, how and why report came into being	completeness

What do we do? *Templates*

2. Why this report, and why now?

- Why this report? E.g., 'Although much research has been conducted on [BBB], xxx is lacking/worsening'.
- What is its purpose? E.g., 'To give policymakers the tools to decide on…….'
- Why now? (Did a certain event trigger it? Is there some kind of history?)

3. Who is your target audience?

e.g. policymakers, stakeholders, the scientific community, citizens, students….

4. Why is the topic best addressed by JRC?

e.g. expertise, experience, a clearly specified added value, close dialogue with policymakers/impartiality…

5. Outline your scientific approach, in simple terms (max 10 lines)

Example of text- 'To solve the problem of BBB, we developed / analysed / initiated / launched / compared / collected / modelled/ compiled// evaluated/ investigated/ …….III. The work, which was carried out using JJJ technique, took place in close collaboration with KKK, with financial support from LLL. It was carried out in partnership with stakeholders representing the sectors of MMM, NNN and OOO, and in close coordination with the non-EU countries of PPP, QQQ and RRR, where similar problems with BBB have been identified.

6. What are the key (policy relevant) findings?   (max five lines per point)

Your key findings should reflect the stated problem you are addressing, and should clearly outline the following:
- What are the novelties?
- What is the impact?[6]
- What is the added value? 'This is the first/largest/only/most comprehensive/……] study to address …….'

What do we do? *Turning theory into practice.*

Challenges,
Successes,
…..and what does this mean for you?

Where can you find us?

https://webgate.ec.europa.eu/connected/groups/jrc-writers-network

If you want to learn more….

HOW TO WRITE AN EXECUTIVE SUMMARY https://eceuropaeu.sharepoint.com/teams/GRP-JRCClearWritersTeam/Shared%20Documents/General/how%20to%20write%20an%20executive%20summary_Anne-Mette%20Jensen-Foreman%20.mp4

HOW TO TRANSLATE SCIENCE FOR POLICYMAKERS

https://eceuropaeu.sharepoint.com/teams/GRP-JRCClearWritersTeam/Shared%20Documents/General/Watch%20it%20again!%20(recorded%20courses)/How%20to%20translate%20science%20for%20policymakers%E2%80%99%20course.mp4

HOW TO WRITE A GOOD SPEECH

https://webcast.ec.europa.eu/how-to-write-a-good-speech-24-02-20

European citizens' knowledge and attitudes towards science and technology

https://europa.eu/eurobarometer/surveys/detail/2237