

# The Joint Research Centre's Clear Writers' Network

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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?

The screenshot shows a web browser displaying the JRC Clear Writers' Network website. The browser's address bar shows the URL "https://ec.europa.eu/jrc/clear-writers-network/". The website has a dark blue header with a navigation menu including "JRC Home", "Browse", "Services", "Places", "Tools", "Support", and a notification bell with "11". Below the header is a banner with a blue background and jellyfish, featuring the network's logo (a quill pen in a red inkwell) and the text "JRC Clear Writers' Network". To the right of the banner are buttons for "Following in 3 streams", "Leave group", "Edit page", and "Delete". Below the banner is a secondary navigation menu with "Toolbox", "Training", "Editing", "Meetings", "External activities", "More", "Actions", "About", "Share", and "Manage". The main content area is divided into three columns: "UPCOMING EVENTS" with three items (MAR 30, APR 13, APR 20), "GENERAL TOOLS" with a large circular icon of speech bubbles and a plus sign, and "CONTACT" with a portrait photo of a woman with blonde hair and glasses.

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JRC Home Browse Services Places Tools Support 11

JRC Clear Writers' Network Following in 3 streams Leave group Edit page Delete

Toolbox Training Editing Meetings External activities More Actions About Share Manage

UPCOMING EVENTS

- MAR 30** Journalistic skills for writing about science - New on-line JRC course on-line - Invitations upon registration
- APR 13** JRC briefing training - new courses in 2021 zoom details to follow
- APR 20** Storytelling - the 'How to' on-line

GENERAL TOOLS

CONTACT



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# The starfish of clear writing!



# What do we do? *Tailored training*

## How (not?) to say it

### Common scientific terms

1. analytical method
2. risk
3. validate
4. uncertainty
5. contaminant

### Possible alternatives

1. laboratory test
2. chance
3. check
4. certainty
5. toxin



# 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/ .....lll. 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?<sup>6</sup>
- 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://eceuropa.eu.sharepoint.com/teams/GRP-JRCClearWritersTeam/Shared%20Documents/General/how%20to%20write%20an%20executive%20summary\\_Ane-Mette%20Jensen-Foreman%20.mp4](https://eceuropa.eu.sharepoint.com/teams/GRP-JRCClearWritersTeam/Shared%20Documents/General/how%20to%20write%20an%20executive%20summary_Ane-Mette%20Jensen-Foreman%20.mp4)

**HOW TO TRANSLATE SCIENCE FOR POLICYMAKERS**

[https://eceuropa.eu.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](https://eceuropa.eu.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>