

A new communication paradigm to support public communication of research

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Abstract

EU-funded research on nanosciences and nanotechnologies encompasses a large variety of RTD issues and is among the leading-edge European initiatives which support the improved competitiveness of the European industry. The funding for this area of the European research is several hundreds of millions of euros, and involves all of the major European industries as well as many SMEs, universities and other organisations.

The general public is however largely unaware of the activities related to nanosciences and nanotechnologies carried out by the European Commission, and of the many benefits which may derive from the exploitation of the results of this exciting research. This cause is often that the communication of facts, figures and results from the European research is generally not sufficiently appealing or easily comprehensible in terms of raising awareness, particularly of nanosciences and nanotechnologies and their implications for the knowledge economy and many social and economic issues, including ELSA.

Raising **public awareness** in a professional manner should therefore constitute a priority for the European research. The easiest and most efficient way to achieve this is to use **broadcast media** - the largest available dissemination platform existing in the world today. Unfortunately, high costs and low direct benefits are also a reason why the development of audiovisuals is not included in dissemination plans of RTD projects, as well as other barriers, mostly driven by tight competition and intellectual property.

The present paper describes an innovative methodology to fill the gap of research communication to the public at large and to sector stakeholders (including children and students). The presented approach includes a mix of competences, namely research programmes' monitoring, sectoral expertise, TV media production and set-up of mainstream TV and press communication gateways at the European and world level.

All these competences are illustrated through a long series of success stories over a decade, all based on the exploitation of the platform www.youris.com. Cost-benefit elements will be illustrated as well. The approach demonstrates how an efficient communication of research results to the general public is possible and can be also aimed to propose a new revolutionary paradigm for corporate media communication.