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# Science & Risk Communication on GM CROPS

Het Pand, December 8 2011, B-9000 Gent, Belgium

## Program

### Opening

08:30 - 09:00      **Registration**

09:00 - 09:10      **Opening speech** by Em. Prof. Dr. Marc Van Montagu (Chair IPBO, Ghent University)

### Session 1: Perception of GM crops

Chair: Marc Van Montagu

09:10 - 9:45      Urban myths on green biotechnology: proposals for successful discourses, Klaus Amman (Delft University of Technology)

09:45 - 10:15      The case of the GM potato field trial in Flanders, Godelieve Gheysen and Greet Riebbels (Ghent University, ILVO)

10:15 - 10:45      The media and food-risk perceptions, Johan Swinnen (Catholic University Leuven)

*10:45 - 11:15      Coffee break*

### Session 2: Science and risk communication

Chair: Sylvia Burssens

11:15 - 11:45      EFSA science and risk communication, Reinhilde Schoonjans (European Food Safety Authority)

11:45 - 12:15      Agricultural science and risk communication: principles and experience at FAO in Europe and Central Asia, Nevena Alexandrova (Regional Office FAO, Budapest)



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12:15 - 12:45      Social media and web 2.0: What is hype, what are opportunities for science communication?, Sebastian Olenyi (Delft University of Technology)

12:45 - 14:00      *Lunch break*

### **Session 3: Communication training with Frank Burnet (<http://frankburnet.com>)**

14:00 - 14:15      Introduction and summary of the program

14:15 - 15:30      Key points for communicating science to the public  
A mix of presentations and interactive exercises which address challenges in science communication and suggest ways to address them. For example how to develop a clear message about a topic; maximize clarity without sacrificing accuracy and target messages to relevant audiences. The session ends with an interactive exercise where participants practice presenting a research topic to a non-expert audience.

15:30 - 15:45      *Coffee break*

15:45 - 17:15      Handling hot topics  
Participants learn how to facilitate discussion, moderate debate, handle controversy among the public and answer difficult questions. The trainer introduces different ways controversy connects with scientific issues and practice innovative techniques designed to engage people in discussion about controversial issues.

17:15 - 17:45      How to get your message across in an interview  
An example of a media interview with a scientist, followed by a discussion of key points and possible pitfalls and ending with an opportunity for volunteers to be interviewed and given feedback.

17:45 - 18:15      Conclusions and feedback from participants

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Registration fee 80 Euro-Register at [kathleen.demol@ugent.be](mailto:kathleen.demol@ugent.be) before Dec 1<sup>st</sup> 2011

Conference bag, lunch and coffee breaks included