Branding and Sci Comm events/initiatives

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Nordic-Baltic SciComm Network workshop

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Why think about branding?

• Is branding important to SciComm events/initiatives and why?
  – Get participating scientists/presenters
  – Get visitors/participants
  – Get funding
  – Get support and obtain credibility
  – ......
Brand hierarchy

• Brand hierarchy – do/should SciComm events and initiatives play a role in a corporate brand?
• SciComm as a brand on its own, or integrated in a corporate brand?
• If yes, should/could SciComm become a supportive factor in a corporate brand?
  – Or visa versa – does the corporate brand supports SciComm events?
Science Communication
– Research Council of Norway

• National Science Week (Forskningsdagene) – nationwide science festival – general public
• Nysgjerrigper – equivalent to the English Curious George – school children
• Young Scientists Competition – young people age 13-19
• Participation in citizen science projects (mainly schools and children)
• Two programmes with calls for proposals:
  – PROFORSK – school owners (county councils) to develop training/networks/solutions to increase teachers’ knowledge about critical thinking and scientific method
  – FORSKKOMM - Research on science communication
Vi investerer i forskning og innovasjon som bygger kunnskap for en bærekraftig framtid og møter de store samfunnsutfordringene.

Finn utlysninger

NESTE SØKNADSFRIST
20
NOVEMBER 2019

UTLYSNINGER TIL NESTE FRIST
6

I FJOR INVESTERTE FORSKNINGSRÅDET
9,8 MILLIARDER KRONER

UTLYSNINGER
Takk for i år - vi sees i 2020!

Forskningsdagene er en nasjonal forskningsfestival. I 2020 arrangeres festivalen fra 16.—27. september. Velkommen til arrangementer over hele landet.
Branding – how many brands, and who should be in focus?

Co-actors in SciComm events:

• Research institutions/universities
  – Faculties
  – Institutes
• Researcher groups/programmes (for example TRI)
• Individual researchers
• The “mother organisation”: such as Research Council or a private organiser
• The SciComm event itself
Value for money?

• Many organisations experience demands concerning visibility, and pressure to prove value for money for society through research results
• The Research Council is starting a process where the discussion is:
  – How to incorporate SciComm initiatives in a corporate branding strategy
  – How to connect the SciComm initiatives closer to the corporate activities, and not exist as separate “satellites”?

• Dilemma: It is the researchers who perform the research ....
Targets and target groups

- General public – knowledge about science
  - Forskningsdagene: *Vi skaper begeistring og forståelse for forskning*
- Political and other decision makers – (more) money to research
- Schools and children – learn about science, scientific method and knowledge-based facts
- Users of research results

- SciComm in position between «idealistic» and economical objectives... where visibility and branding are key...?