



# *CERN-UNESCO School on Digital Libraries*

## *Discussion Guide*

### *“Connecting Science to Society”*

*Aiming at bridging the gap between Science and Society by releasing appropriate communications that help the general public understand scientific developments, becoming involved in science and stay informed*

#### **Sustainability**

**Questions:** What do you consider sustainability? Have you developed sustainable development goals for your University? Have you developed sustainable themes in research? Are there any guidelines on local or national level?

#### **For further discussion:**

The UN Sustainable Development Goals (SDG's) focuses on research and measurement grouped around 5 themes “Peace”, “People”, “Prosperity”, “Planet” & “Partnership”

- Some University examples on Sustainability goals: [www.uu.nl/en/organisation/sustainable-uu](http://www.uu.nl/en/organisation/sustainable-uu), [www.admin.ox.ac.uk/estates/ourservices/environment/](http://www.admin.ox.ac.uk/estates/ourservices/environment/) and general: [www.topuniversities.com/student-info/choosing-university/green-universities](http://www.topuniversities.com/student-info/choosing-university/green-universities)
- For sustainability on Universities often focus on: sustainable building design, renewable energy, locally produced food, waste disposal, green transport, sustainability science
- Elsevier supports and enhances the UN SDG's that were endorsed by 193 Nations globally in NY September 2015
- Elsevier is strongly engaged in “Connecting Science to Society” via Emergency Resource Centers like: [www.elsevier.com/ebola-resource-center](http://www.elsevier.com/ebola-resource-center) & [www.elsevier.com/zika-virus-resource-center](http://www.elsevier.com/zika-virus-resource-center)
- Making a difference in STEM diversity, Elsevier established a framework to address gender in Scientific Publishing and within the company
- Elsevier has organized a “Green and Sustainable Chemistry” Challenge and RELX an “Environmental Challenge”
- Publishers without Borders in partnership with the African Journal Partnership Program; [www.elsevierfoundation.org/publishers-without-borders](http://www.elsevierfoundation.org/publishers-without-borders)
- Librarians without Borders program supported with grants and capacity-building projects; [www.elsevierfoundation.org/innovative-libraries/](http://www.elsevierfoundation.org/innovative-libraries/)
- ElsevierFoundation “Women in Science” awards in recognition of research with strong potential for health and economic benefits are given in partnership with the Organization for Women in Science for the Developing World (OWSD) and The World Academy of Sciences (TWAS) for the advancement of science in developing countries.



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**Communicating Science**

**Questions:** What are big issues that you feel science must help address?

How do you communicate your findings to the general public? How can we support you in these communications to the public? What is the interface between peer reviewed journals and the media? Do you use social media and if so in what form?

**For further discussion:**

**Bridging the gap between the lab and the general public as well as with the media**

- The impact of media and communication on individuals, groups and society is central in both societal debates and research.
- “Alan Alda Centre for communicating science” (Stony Brook University) to enhance understanding of science by helping train the next generation of scientists and health professionals to communicate more effectively with the public, public officials, the media, and others outside their own discipline; [www.centerforcommunicatingscience.org](http://www.centerforcommunicatingscience.org)
- World Science Festival to cultivate a general public informed by science, inspired by its wonders, convinced of its value, and prepared to engage with its implications for the future [www.worldsciencefestival.com](http://www.worldsciencefestival.com)
- Elsevier has launched a virtual journal **ATLAS** to recognize world-changing research that impacts people, the planet, resources and technology and **Science Digest** as a collection of summaries of original research papers with societal impact or a focus on policy.
- Elsevier has published a report on the landscape of Sustainability Research in conjunction with the UN in 2015 and on Gender for the German Research arena.
- **ElsevierConnect** as an online platform with daily stories for the global science, health and technology communities, shared via a broad social media community ([www.elsevier.com/connect](http://www.elsevier.com/connect)).
- There is an Elsevier Foundation Award for Women Scientists in the Developing World (2017: Eng/2018: Phys Sc).