



# How to communicate Science?

## Workshop on Public Outreach

<b>Date</b>	24 <sup>th</sup> of April 2019
<b>Location</b>	Akademien der Wissenschaften Schweiz, Haus der Akademien, Laupenstrasse 7, CH-3001 Bern
<b>Inscription</b>	<a href="https://bit.ly/2C1yTyg">https://bit.ly/2C1yTyg</a> Deadline 1st of April 2019
<b>Contact</b>	APECS Switzerland, <a href="mailto:apecs.switzerland@gmail.com">apecs.switzerland@gmail.com</a> <a href="http://apecsswitzerland.wixsite.com/home/contact">http://apecsswitzerland.wixsite.com/home/contact</a>
<b>Program</b>	
09:00 - 09:15	Welcome
09:15 - 10:15	Workshop by Martin Schneebeli (SLF)
10:15 - 10:30	Coffee break
10:30 - 11:00	Short presentations of two outreach projects and challenges faced during the project development <ul style="list-style-type: none"> <li>– “Girls on Ice” by Julie Wee</li> <li>– “Climate change communication beyond awareness raising: Reflections on the construction of a Virtual Reality immersion in the Aletsch region” by Bruno Meeus</li> </ul>
11:00 - 12:00	Panel discussion on challenges when communicating science to non-specialist audiences
	Panelists: <ul style="list-style-type: none"> <li>Martin Schneebeli (SLF)</li> <li>Konrad Steffen (WSL, ETH)</li> <li>Daniel Farinotti (ETH, WSL)</li> <li>Bruno Meeus (University of Fribourg)</li> <li>Julie Wee (University of Fribourg)</li> </ul>
12:00 - 13:00	Networking lunch

**SWISS POLAR  
INSTITUTE**

Schweizerische Gesellschaft für Schnee, Eis und Permafrost	<b>SEP</b>
Société Suisse de Neige, Glace et Pergélisol	<b>NGP</b>
Swiss Snow, Ice and Permafrost Society	<b>SIP</b>