



Science communication: opportunities & support

Els Grieten - Lise Wouters

Barbara Deslé - Tine Rams

Scicom – why?

- **UNESCO World Press Freedom Day 2025**

- OECD: information integrity = basis for trust in democracies
- Amnesty International: disinformation undermines fundamental human rights (hinders access to accurate information, can be misused to suppress other rights)

- **Wetenschapsbarometer (Science Barometer in Flanders) – 2023**

- 81% trust science
- 67% is interested in science
- 48% trusts scientists
- 40% indicates that scientists communicate well / 23% think they do poorly



You have impact

- Communicate your research outside of the academic world
- Testify about the process of scientific research
- Restore or reaffirm faith in science and counter fake news
- Share your passion
- Enthuse children and young people
- Be a role model



Communicate to a general audience – why?



We are looking for you

... and so are others

Dag van de Wetenschap



Proefkot



Red Robotegem



Scienceville

PRESS>SPEAK



Lectures



... or

- Game
- Escape room
- Podcast
- Video



- Book
- Blog
- Exposition
- Comic
- ...

Citizen Science projects

- Isala
- Teek-a-Break
- Curieuzeneuzen
- Fuatilia Maji
- CLAIRE
- Ferme Pokes / Ferme Scholen
- Knappe k(n)oppen
- Poembakterie



People love science!

- Pint of Science
- Soapbox science
- Wetenschapsbattle
- PhdCup
- Universiteit van Vlaanderen
- ikhebeenvraag.be
- Nerdland festival
- Flanders Technology & Innovation





Press

- Journalists looking for experts every day
- High visibility
- English is okay!



Stroom

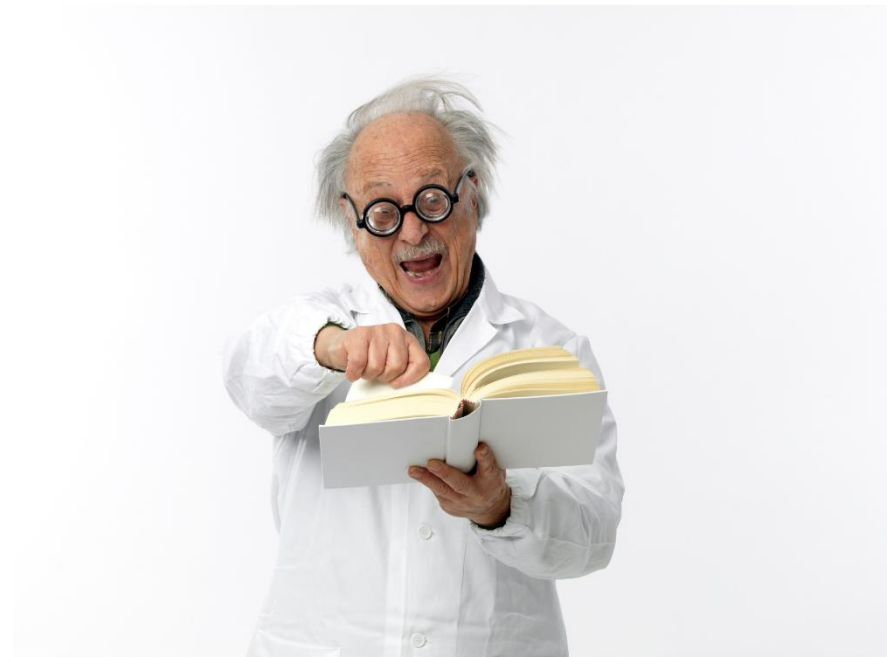
- Articles and videos
- First steps in “media”
- Wide reach
 - Instagram 20k
 - LinkedIn 130k
 - Mailing 60k
 - Physical magazine 4k

‘I have no time’

‘I risk disapproval of colleagues, of the scientific community because I simplify scientific research and results’

‘My topic is way too complicated’

‘Where should I start?’



**We support you
and your SciCom ideas**

Science communication team

Platforms / Help & support / Education / Inspiration



News



Join us at the Science Day Antwerp!

Are you passionate about science and eager to share your research with a curious and...

Tine Rams 15 mei



PhDone? Enter the Flemish PhD Cup!

Did you obtain your PhD degree in the past two years? Then the Flemish PhD Cup challeng...

Tine Rams 5 mei



AUHA Research Day 2025

Report form the AUHA Research Day 3 rd April 2025 | University of Antwerp - Paardenmarkt...

Barbara Deslé 14 april



Monthly update: April 2025

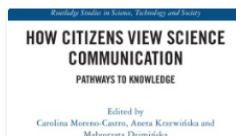
A brief update with the most important additions to the teams channel 'The Incredible Art o...

Tine Rams 11 april

Novel & interesting information sources



Main results of the Science Barometer (in Dutch) (2023)



How Citizens View Science Communication (2024)



How do Flemish people interact with media? Mediapunt (2024)

Alles weergeven

We are the SciComm team:



Barbara Deslé



Els Grieten



Emilie Cardon



Myriam De Splenter



Tine Rams

Think of us as:

- treasurers and headhunters, always on the lookout for new voices we can reinforce
- antennas for what's happening in scicomm outside of UAntwerp's doors
- a repository of contacts in other universities, institutions and scicomm partners
- a solid block of experience when it comes to organisational issues
- always happy to help, assist, advise, and learn!



So many reasons to be proud!

Enthusiastic researchers on the red carpet at ScienceVille
Powerful talks and texts at PRESS>SPEAK
More than 140 members in our informative and inspirational Teams channel
The numerous occasions on which you reach out as authentic ambassadors of science
This being the 20th newsletter in which we happily highlight all that

PRESS>SPEAK 2025 winner

All 7 speakers and 5 writers of our annual competition are winners, as they excellently translated their research into a presentation or text tailored to a lay audience. A special applause for Malika Belhazzi (photo) and Sophie Rovers (with her article in The Bulletin).



Wat we vandaag doen vormt de blauwdruk voor morgen. Onze wetenschappers hebben impact. Met de hulp van talrijke partners en een breed publiek maken onze onderzoekers en hun innovaties het verschil in de samenleving. Ook jij bepaalt mee de toekomst. Het Team Wetenschapscommunicatie wenst je het allerbeste in 2025.



Dit was Dag van de Wetenschap 2024

Dat het een topeditie van Dag van de Wetenschap was, afgelopen 24 november in de zalen van de ZOO Antwerpen, kan je zien op de vele mooie foto's, waar het plezier vanaf spat.

Uitpluizen, experimenteren, navigeren, coderen. Je kon om ter hardste plaatsen, fietsen of kabouters helpen ontsnappen met wiskunde.

We telden meer dan 4100 grote en kleine nieuwsgierigaards, want eerlijk is eerlijk: op de questing om te ontdekken, daar staat toch geen leeftijd op?!

Foto's

Frederik Beyers maakte in opdracht van Dag van de Wetenschap in Antwerpen weer een reeks sprekende foto's.

[Bekijk hier een selectie](#)

Op stap met Angelique

Meter Angelique Van Ombegen trok tijdens de DVDW naar Antwerpen, bekijk hier het videoverslag.

[Video](#)

Proefkot NIEUW!

Proefkot, dat is de STEM-academie van de Universiteit Antwerpen. Daar hoef je geen technicus, nerd of geek voor te zijn.

Een vat vol vragen zijn, dat mag. Alles willen weten over hoe de wereld rondom ons werkt, dat helpt ook.

In maart starten we een nieuwe reeks workshops en we zoeken daarvoor jongeren tussen 10 en 14 jaar die niet zoals echte wetenschappers niet bang zijn om





Dept. of Marketing & Communication support

- Press and media contacts
- Press releases
- Social media strategy
- Visibility on our own channels, e.g. Stroom
- Help with branding and visual representation

! Big reach with UAntwerp channels

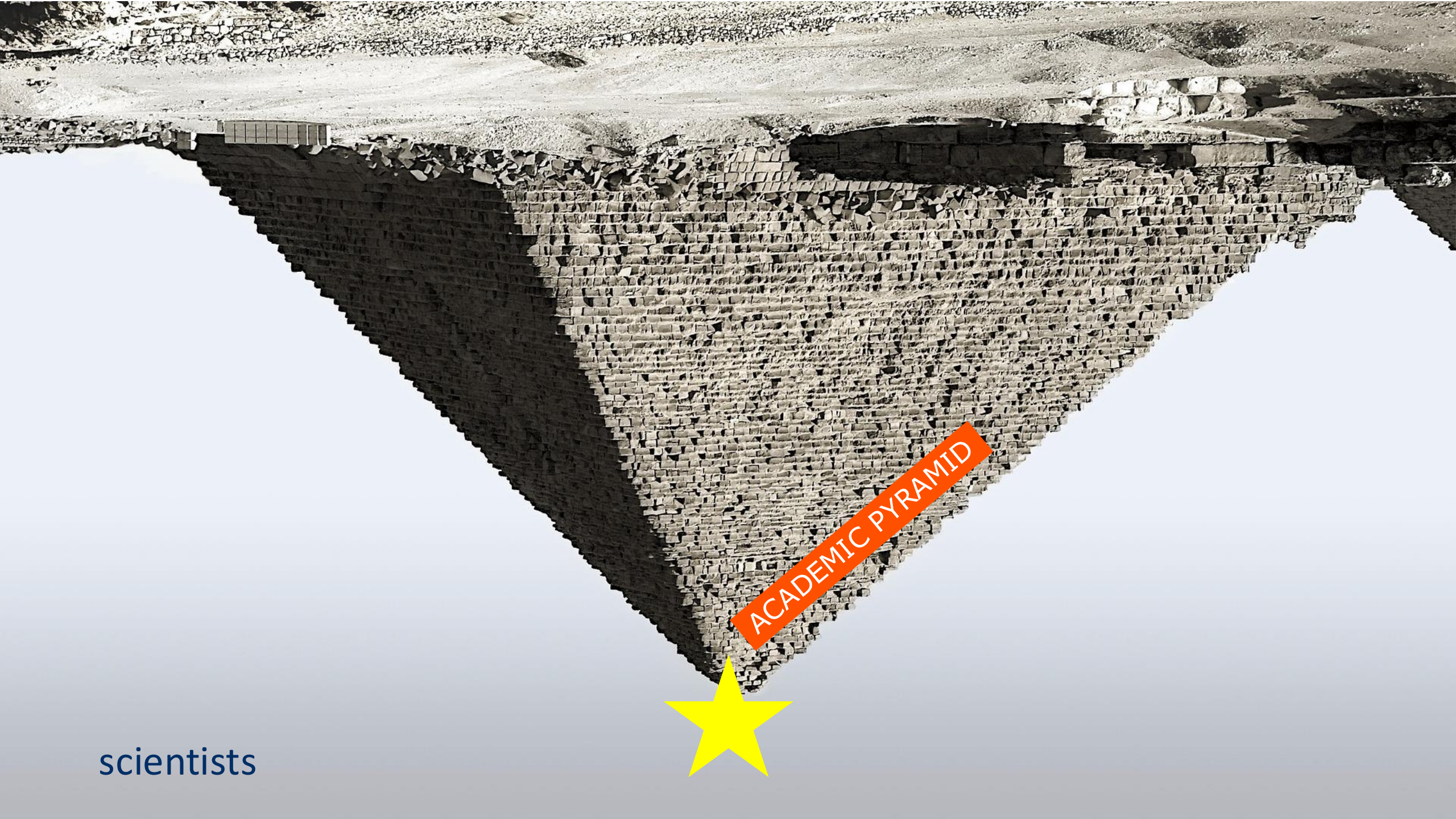
Let's talk science!



**1. Know yourself!
(And your medium and
audience...)**

2. KISS (Keep It Simple, Stupid!)





ACADEMIC PYRAMID

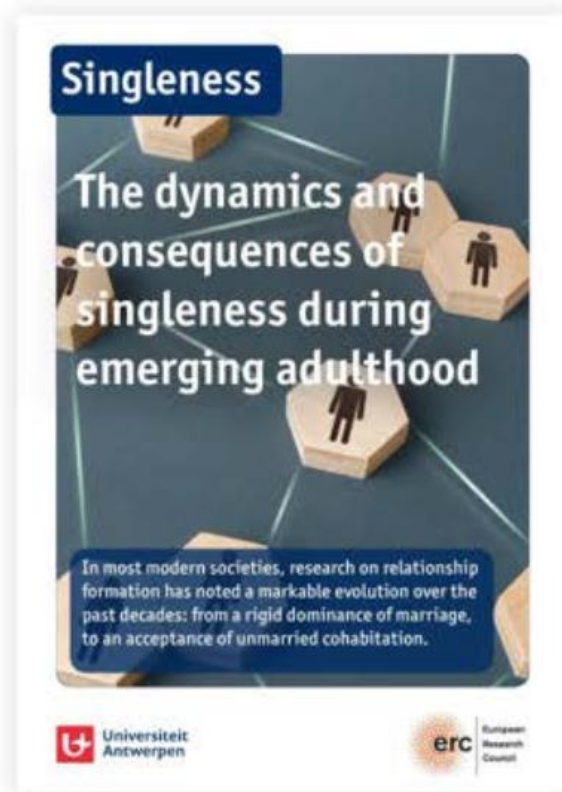


scientists

Wide audience



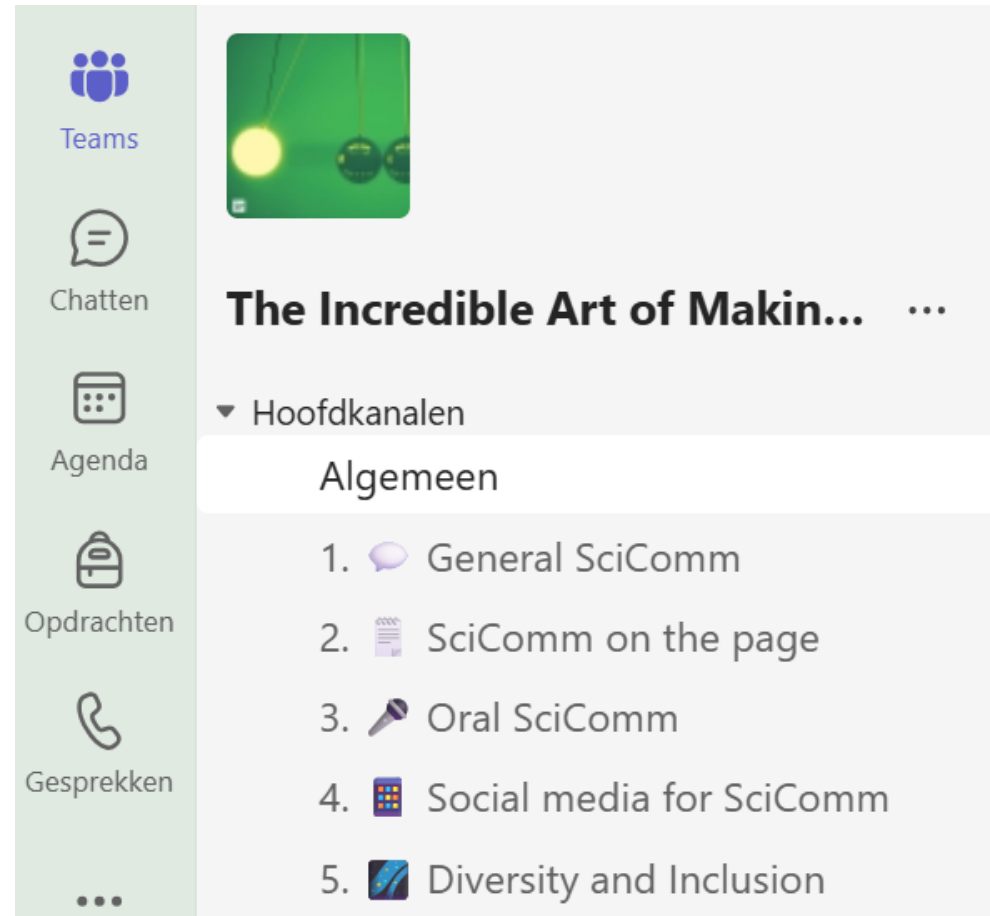
3. Visualize





**4. Choose
your timing
wisely**

5. Ask for help



The screenshot shows a Microsoft Teams interface. On the left is a sidebar with navigation icons and labels: Teams (blue icon), Chatten (speech bubble icon), Agenda (calendar icon), Opdrachten (briefcase icon), and Gesprekken (phone icon). The main content area displays a channel named 'The Incredible Art of Makin...' with a green background image of a pendulum. Below the channel name is a dropdown menu labeled 'Hoofdkanalen' (Main Channels) with the following list:

- Algemeen
- 1. General SciComm
- 2. SciComm on the page
- 3. Oral SciComm
- 4. Social media for SciComm
- 5. Diversity and Inclusion

> Marketing and Communications Department

[Our role](#) [Distributing a message](#) [Organising an event](#) [Tools](#) [Support](#) [Contact](#)

[Start](#) > [Mijn Subsites](#) > [Marketing and Communications Department](#)

We would love to help you by ...

Distributing
your message

Helping you
organise an
event or
conference

Providing you
with tools to
shape your
communication

Giving you an
overview of our
extensive
support options

Faculty contacts

The **SPOCs** (Single Point of Communication) are the interface between the Marketing and Communications Department and the faculty for communication matters. This is a two-way street. The Marketing and Communications Department facilitates, advises and offers channels, the SPOCs provide content and they give feedback on the communication policy, channels and materials.

Time to practice!



Elevator pitch

Present your research in 3 sentences.

Keep in mind: KISS. Find your hook!

How to find us?



Els Grieten

Science communication team

uantwerpen.be/wetenschap-voor-iedereen
wetenschapscommunicatie@uantwerpen.be



The Incredible Art of Making Science Public



Lise Wouters

Dept. Marketing and
Communication

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