

The role of a new research facility in science promotion and communication

V. Vulturescu, F. Toanca, N. Nicolae



Science - climate change - society

- Climate change is no longer a scientific issue but a general concern which is affecting both social and economic life
- Science and scientists should offer appropriate answers to nowadays challenges
- Scientific outcomes are always challenging existing ones

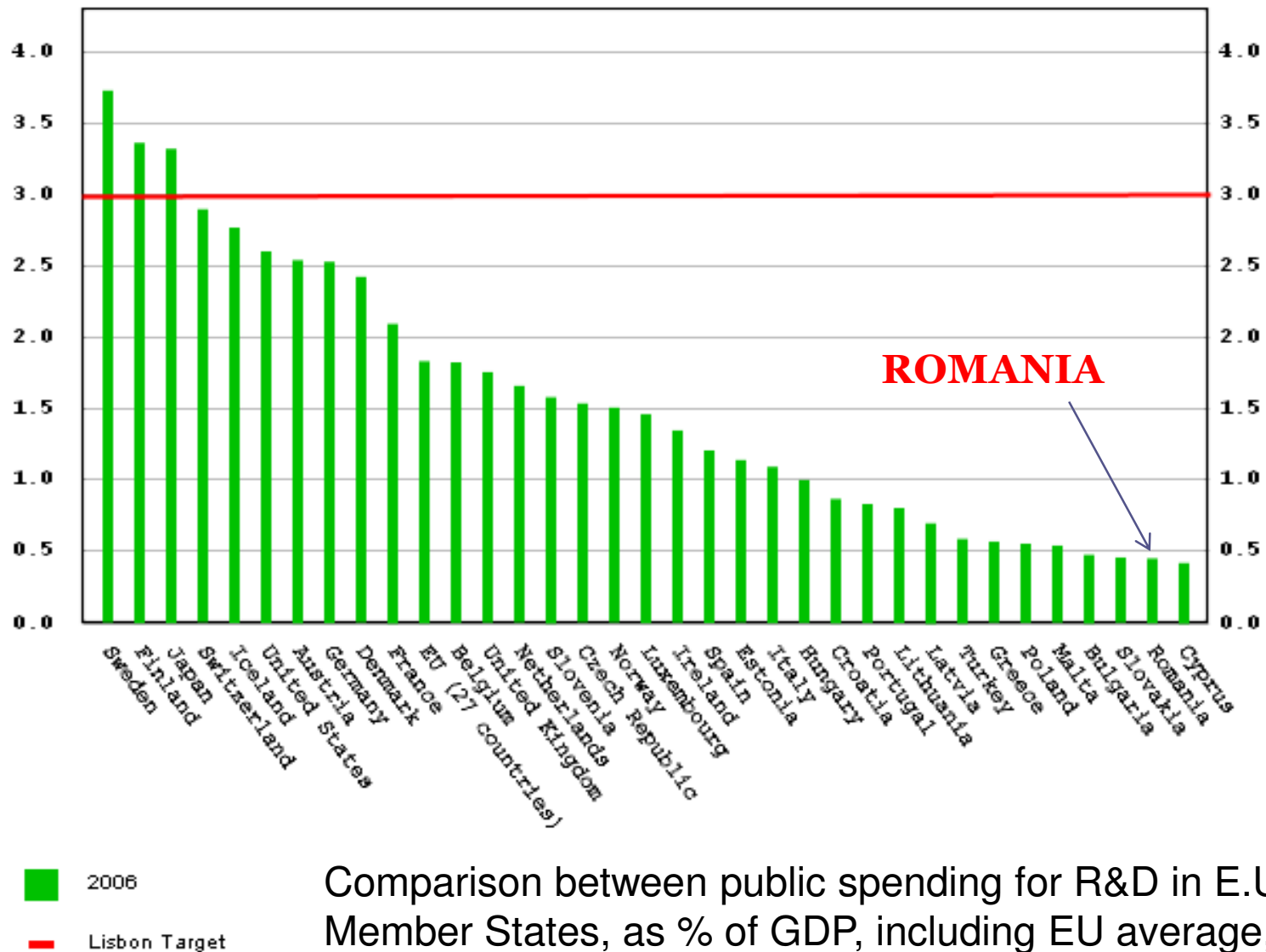


Governments - Science - Society

- Governments are relying on data and information
- Scientific project (should) support legislation
- Society is sometimes informed about scientific discoveries but very rarely ordinary people are realizing what is about.
- 2009 is characterized by an important decrease of public spending for R&D

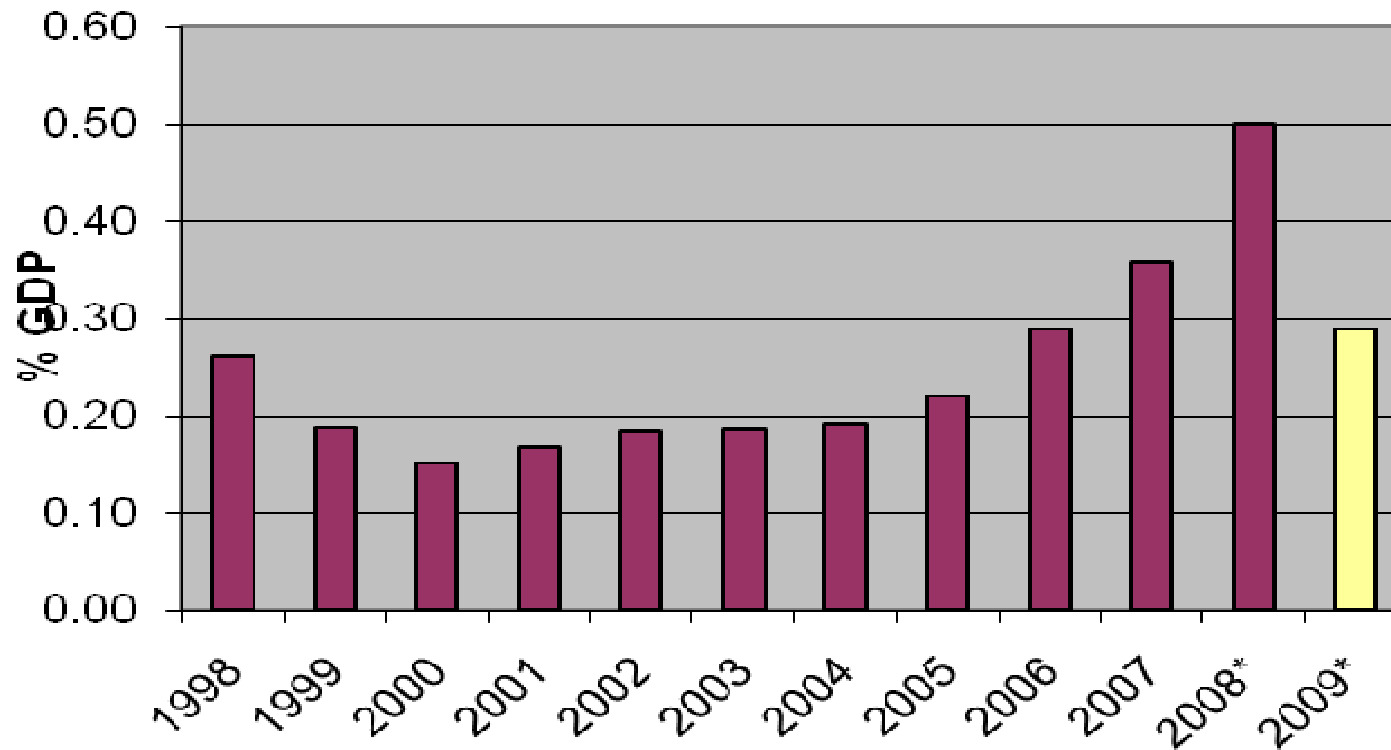
Gross domestic expenditure on R&D (GERD)

Percentage of GDP



Comparison between public spending for R&D in E.U. Member States, as % of GDP, including EU average, USA, Switzerland and Japan (2006 data) – source EUROSTAT

R&D expenditures from public sources



Evolution of public R&D expenditures in Romania , as % of GDP during 1998-2009



RADO: What is it, aim, goals, functions (I)

A contribution to the reconciliation of science and society in Romania that is able to combine research, education and demonstration activities and to act as consultative body for environmental policy makers

RADO: What is it, goals, functions (II)

Primary scientific objectives are:

- To *perform daily measurements*
- To *identify and quantify* the sources and sinks of atmospheric pollutants.
- To *investigate chemical and physical processes* that controls the mid-latitude tropospheric ozone budget.
- To *combine these data* with space-based atmospheric measurements



RADO: What is it, goals, functions (III)

The main educational functions of RADO are:

- - **High-level education:** host and support PhDs and post-doctoral studies.
- - **Dialog with civil society:** to establish a continuous dialog with different social groups (decision factors, young people, trainers, researchers etc.)

Impact of RADO

- **Legislative**: RADO will support governmental efforts to harmonize and implement European legislation
- **Scientific**: RADO will be a state-of-the art infrastructure for atmospheric research, open to the implementation of new projects
- **Economy**: RADO's purpose is to build a new infrastructure in Romania - indirect support
- **Environmental**: Technologies used in RADO (in general based on optical processes) are environmental-friendly.



Publicity plan - aim

- *to establish* a continuous dialog with social groups,
- *to promote* RADO and its activities,
- *to increase* the visibility of the research groups involved in atmospheric science,
- *to set up* strategic partnerships with international research community and stakeholders



Publicity plan - target groups

- *policy makers*
- *public environmental national agencies*
- *scientific community*
- *global and European environmental networks - EARLINET, AERONET, GALION, GEOSS, EMEP*
- *natural science education*

Long term impact

- Decreased number of people who consider science costs as non-justifiable from 50% to 40% in 2 years
- Increased acknowledge of human responsibilities versus air quality and climate change (pro opinion) from 20% to 40%
- **Make politicians aware of science (????)**



Wishful thinking ...

RADO will be a successful case of integration between R&D, education / training and communication with society at large

... of RADO marketing team