

# Challenges and Perspectives in Communicating Biotechnology

March 12<sup>th</sup>, 2015, 10 a.m.  
Center for Biotechnology, Bielefeld University

## Concept

Biotechnology uses biological systems to develop or make useful products, such as biodiesel, enzymes for washing powder, or antibodies for the treatment of diseases. Because of these many connections to everyday life, public acceptance of biotechnological processes is a prerequisite to commercial success and public benefits. However, even key technologies of biotechnology, like genetically modified organisms, are still highly controversial and might be accepted for one application and completely rejected for another. An early focus on scientific communication can help to anticipate and understand the public opinion on new applications and start a constructive dialog. This symposium will bring together experts from the private sector, communication research, policy advisors and journalism to discuss challenges and perspectives of scientific communication. The goal of this symposium is to increase awareness for this topic among young scientists and to foster a greater understanding of its importance for the adoption of biotechnological products and successful research.

## Preliminary Program

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| 10:00 – 10:15 | Welcome address – CLIB GC Organizer   |
| 10:15 – 11:00 | <b>Prof. Dr. Nicole Kronberger</b> , Dept. of Social and Economic Psychology,<br>Johannes Kepler University Linz, Austria |
| 11:00 – 11:45 | <b>Prof. Dr. Patricia Osseweijer</b> , Dept. of Biotechnology, Delft University of Technology,<br>The Netherlands         |
| 11:45 – 12:30 | <b>Dr. Marc-Denis Weitze</b> , National Academy of Science and Engineering, ACATECH, Munich                               |
| 12:30 – 13:30 | Lunch break   |
| 13:30 – 14:15 | <b>Dr. Guenther Eberz</b> , Public & Governmental Affairs, Bayer Crop Science, Monheim                                    |
| 14:15 – 15:00 | <b>Dr. Steffi Ober</b> , Policy Officer Sustainable Research and Innovation, NABU, Berlin                                 |
| 15:00 – 15:30 | Coffee break  |
| 15:30 – 16:15 | TBA   |
| 16:15 – 17:00 | <b>Panel discussion</b> with all speakers   |

## Contact details & further information

Organiser CLIB-GC Doctoral Fellows  
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Host CLIB Graduate Cluster  
Venue Bielefeld University  
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