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Workshop

# Communicating animal research why and how

a collaboration between



FONDAZIONE GUIDO BERNARDINI  
BETTER EDUCATION FOR BETTER SCIENCE



UNIVERSITY OF BERGEN



## PRELIMINARY PROGRAM

### WORKSHOP TIME

THURSDAY MAY 27th, 2021  
FRIDAY MAY 28th, 2021  
from 14:00 to 15:50 CEST TIME ZONE

### REGISTRATION & FEE

#### REGISTER HERE

1st DAY FREE OF CHARGE  
2nd DAY 50 € + 22% VAT rate when  
applicable

with contribution from



### contact us

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## THURSDAY MAY 27th

### Talking about animal research - why and how

Welcome

Aurora Brønstad - University of Bergen

Public opinion - what the public wants to know about the use of animals in research and what are the opportunities and approaches for communicating about animal research

Bella Williams - Understanding Animal Research

Openness and transparency - aims, requirements and expectations under Directive 2010/63/EU

Susanna Louhimies - European Commission

Common challenges - including talking about harms to animals and limitations of animal studies, and using language appropriate for 'lay' audiences

Barney Reed - RSPCA

Panel discussion with questions from participants

Aurora Brønstad - Bella Williams - Susanna Louhimies - Barney Reed - Nikos Kostomitsopolous

Closing remarks

Aurora Brønstad - University of Bergen

## FRIDAY MAY 28th

### Putting the principles of good communication into practice

Welcome

Nikos Kostomitsopolous - BRFAA

Plenary seminar session

Engaging the media

tbd

Practical workshops in smaller groups

Non Technical Summaries

Communicating via social media

Institutional openness – practical tips

Prepare a case for media

Feedback from breakout groups  
5 mins from each topic group covering key points discussed

Javier Guillen - Marion Solheim - Ana Barros - Siri Halvorsen

Panel discussion with questions from participants

Closing remarks

Nikos Kostomitsopolous - BRFAA