

Braunschweig/Berlin, 4th of February 2016

Call for participants: Siggen retreat 2016 – ‘A week for the future of science communication’

Dear Colleagues

The Siggen Circle is a think tank for the future of science communication composed of communication officials and managers, speakers, consultants, scientists and journalists. It was established in 2013 and since then organises annual retreats. In recent years, the Siggen retreats resulted in the publication of various papers which have been widely read and which have stimulated discussions about science communication (www.wissenschaft-im-dialog.de/en/about-us/siggen-circle).

In 2016, we are planning on broadening the scope of the event in order to consider the future of science communication from an international and particularly a European perspective. In our call for participants we are seeking for people with the most innovative visions for science communication and want you to ask the most crucial questions about its future.

The retreat will take place from **May 10-14, 2016**. The event is supported by the Alfred Toepfer Foundation through their program *EINE WOCHE ZEIT* which supports one-week events that allow for an intense reflection and discussion of various topics. Premises are provided for these events at the Siggen Estate in Holstein, Germany (toepfer-stiftung.de/en/venues/seminarzentrum-gut-siggen (in German only)). In addition, the ZEIT Verlag supports the event by covering a portion of the costs. For this sponsorship, we would like to thank Alexandra Lion, Manual Hartung and the ZEIT Verlag. In order to cover the costs of the whole event, it will also be necessary to charge an attendance fee.

Therefore, at Siggen you will not only be offered some days to reflect in a special ambience but also get the chance to work with a diverse group of participants. Science communicators from universities, research institutes, agencies, local governments and businesses meet with science journalists and scientists. The retreat at Siggen allows us to take some time for intense discussions and in-depth conversations. This year, we are

planning for approximately half the participants to be international colleagues. The other half of the participants will be selected through this call for participants. The impulse papers will be evaluated by a small jury consisting of representatives from the two organising institutions and previous Siggen retreat participants.

In order to get a chance to take part in the Siggen retreat 2016, you will need to submit an impulse paper (1-2 pages). Please submit your paper via email by the 29th of February, 2016. You will be informed whether your submission was successful by the 15th of March, 2016.

In the impulse papers, we are seeking for fact-based concepts, ideas and open questions focused on the theme 'the future of science communication'. Also considerations from an international or European perspective are more than welcome. This may include:

- significant trends, challenges and needs in science communication,
- strategically-relevant themes for science communication on a European or international level,
- innovative new developments that can or should impact on the future of our work,
- new outstanding communication formats, especially those with the potential to be game-changers,
- factors that could alter our attitudes to science communication, or the attitudes of our audiences and target groups.

We **do not** want to discuss trivial operational issues, sweeping statements or questions that have already been answered.

The impulse papers could for instance treat the following questions:

- Do you recognize any recent developments in the societal, scientific or medial system which may have a structural influence on science communication?
- When you think about science communication in 2025, do you think of national communication units or of a European, transnational or international branch of science communication and why so?
- In your opinion, which topics, innovations or technologies (now being in an early stage of development) have the potential to lead to controversy in the future?

Attendance fee: In addition to your travel costs, you will be charged an attendance fee of **300 Euro** for meals and accommodation.

If you are interested in participating in the Siggen retreat 2016, please send your impulse paper, written **in English**, via **email to both** e.hoffmann@tu-braunschweig.de and markus.weisskopf@w-i-d.de.

We look forward to receiving your papers.

Yours sincerely

Elisabeth Hoffmann und Markus Weißkopf
(Bundesverband Hochschulkommunikation and Wissenschaft im Dialog)