

Communicating the Science of Energy Harvesting

Leonardo Alfonsi

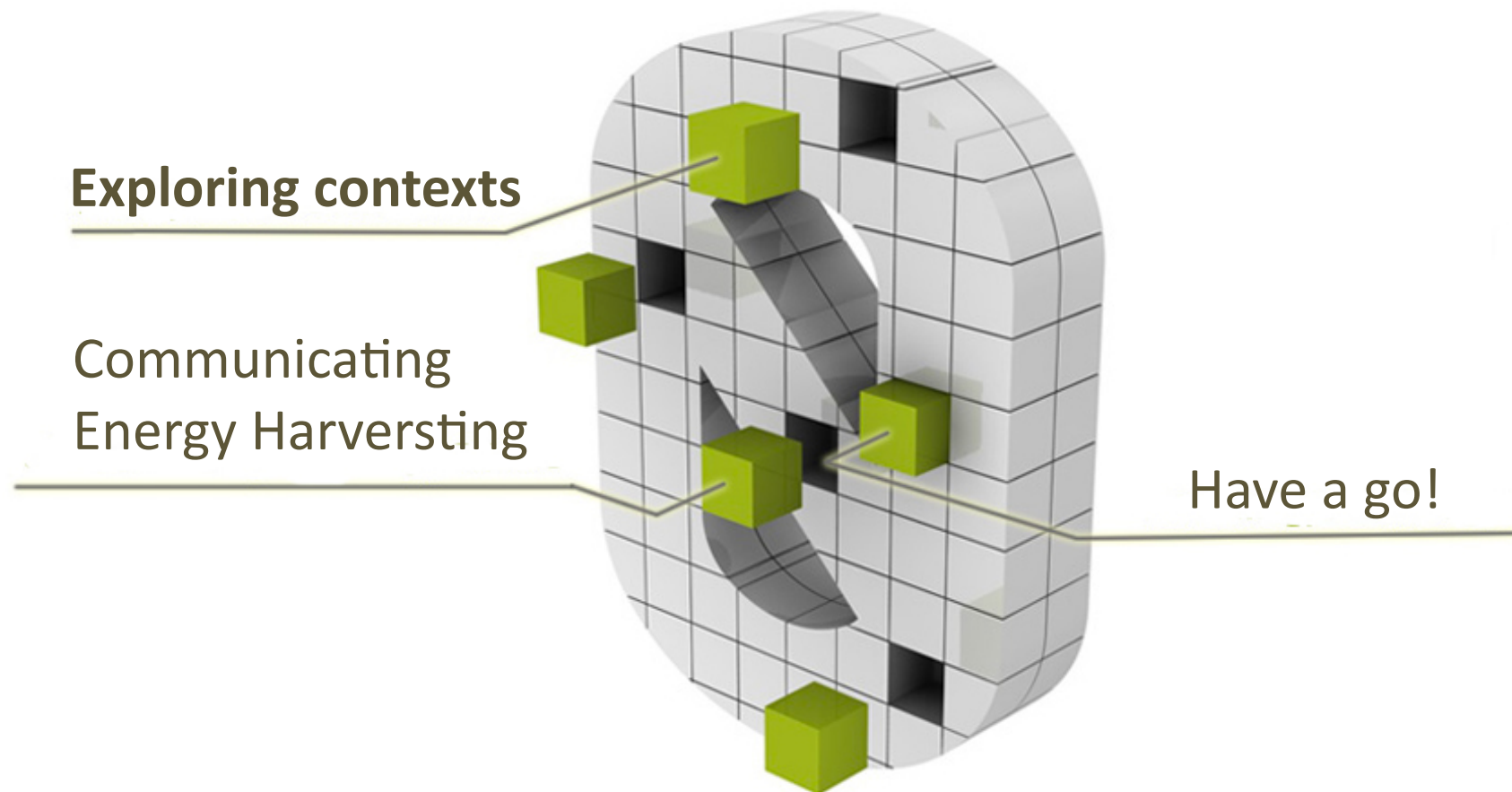
Science Communication Activities

NiPS Laboratory - Department of Physics - University of Perugia

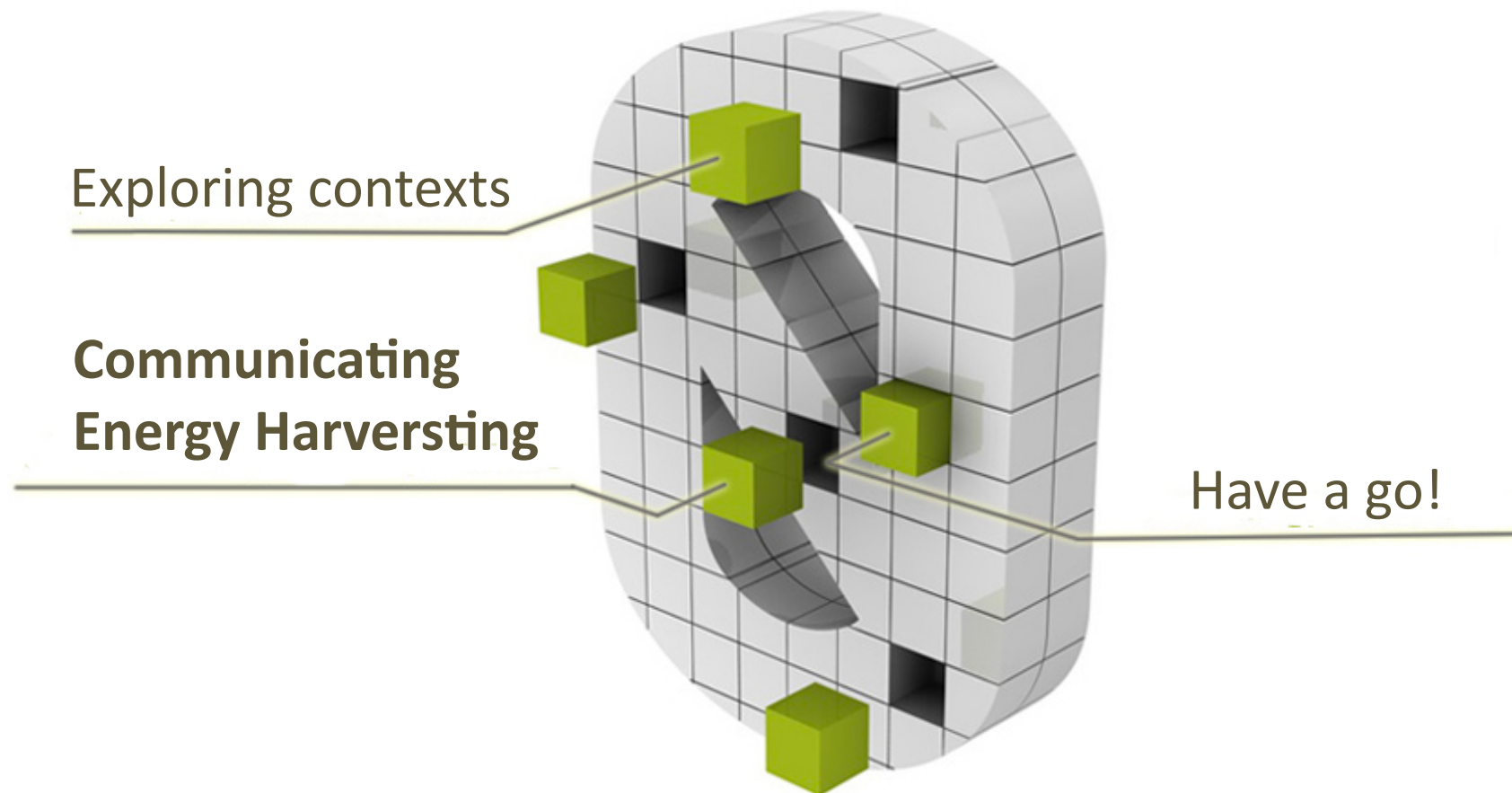
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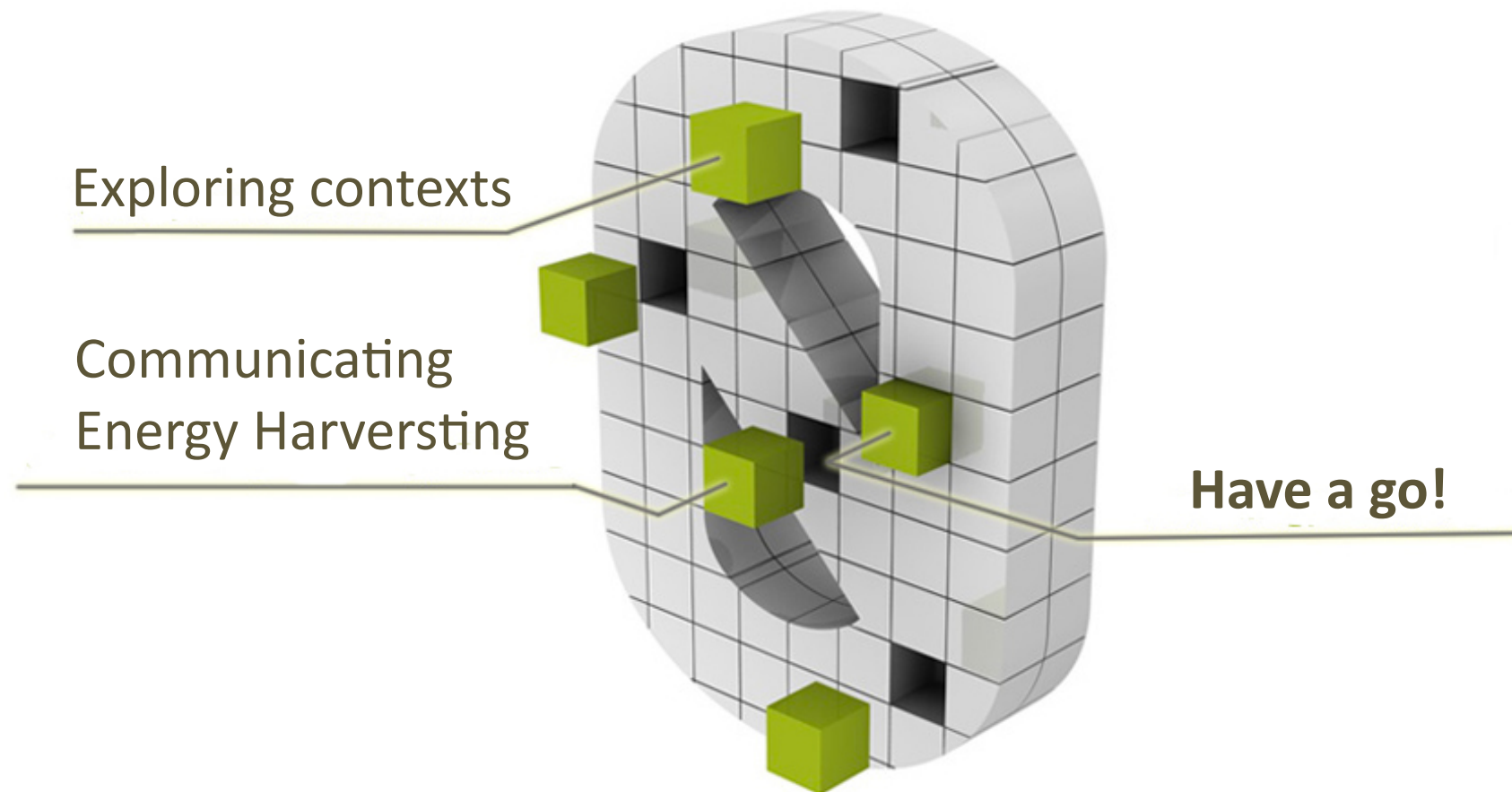
Session Plan



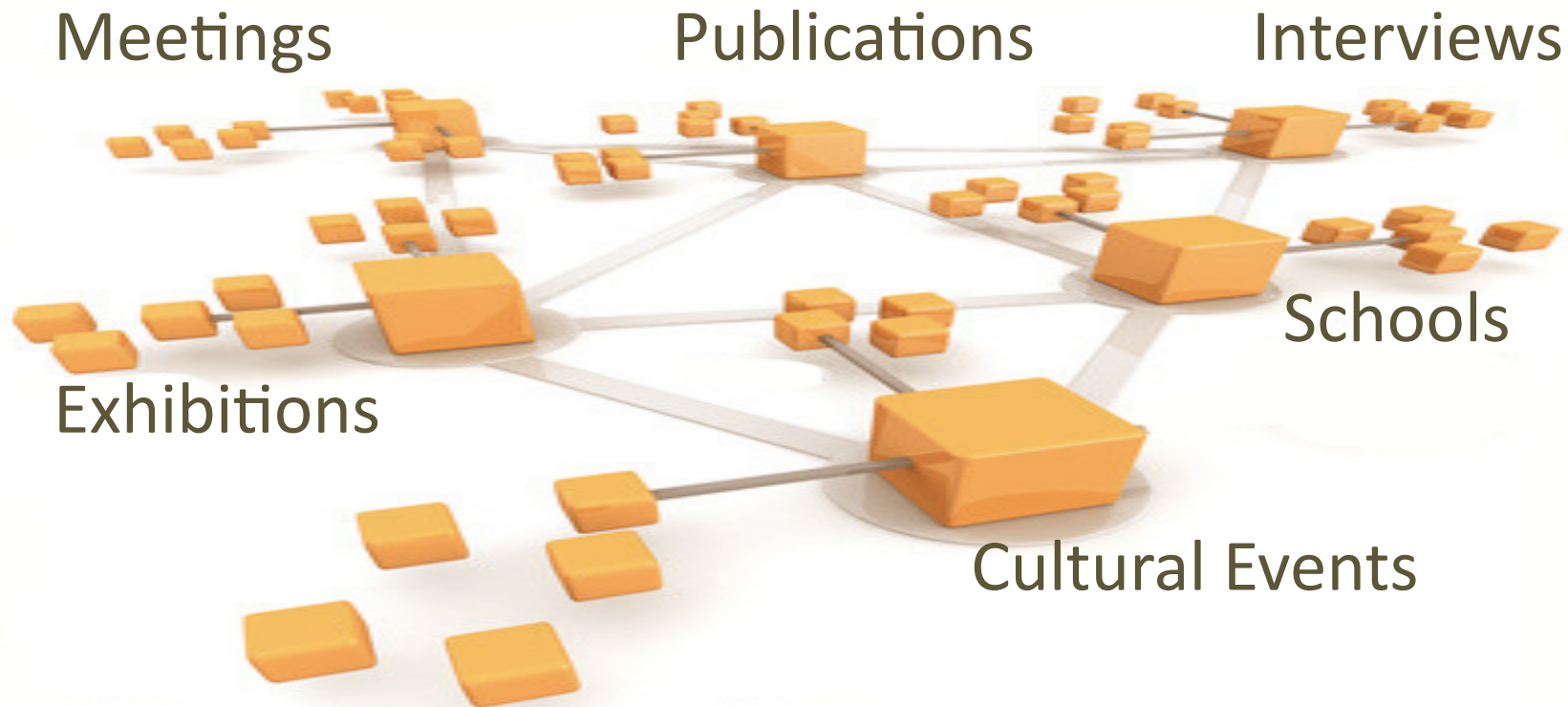
Session Plan



Session Plan



Exploring contexts



Meetings

Formal talks

Conferences - seminars

Even though the talk is given to other experts you could not assume that there is a common level of expertise

Meetings

Inspirational talks

Share a vision with the audience.

A vision about the future, about science and society issues, about one of your passions for science at large and for your scientific fields in particular.

TED style - FameLab style

Meetings

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- ☐ ... persuasive
- ☐ ... courageous
- ☐ ... ingenious
- ☐ ... fascinating
- ☐ ... inspiring
- ☐ ... beautiful
- ☐ ... funny
- ☐ ... informative

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Meetings

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Meetings

Lobbying talks

meetings with stakeholders: politicians, industrialists, policy makers

You have to convince someone.

You are your own ideas' and projects' advocate.

Do not tell stories = Never cheat!

Publications

Scientific papers

Is the first communication style you've been trained for and...

is the communication style you'll tend to replicate in every context

Publications

Science communication journals

Be good readers before attempting to write.

Identify the typical articles structure for each different journals

Interviews

Radio programme

Develop your ability to use visual metaphors.

The goal is to trigger the imagination of people who are listening to you.

Interviews

TV programme

Think of your research in terms of images.

Develop collaborations with professional film makers and take the opportunity to produce short cuts of your work.

Exhibitions

Fairs

Unveil the black boxes.

Create installations that can clearly explain the core of your experimental research.

Exhibitions

Museums

Learn to tell a story with objects.

An exhibition area is a tale of concepts, phenomena, people and experience.

Exhibitions

Temporary exhibition

Engage the public with your research.

Develop interactive exhibits, video installations, VR device ...

Cultural events

Science Festivals

Make the research can be an “event generator”.

Your research could be an excuse to create an happening to talk about science.

Cultural events

Culture Festival

Science shapes the culture

How your science can shape the culture?

Discover the philosophic implication of
your research field

Schools

Teaching

The basic science of your research.

What part of your research can be thought to young students and teachers?

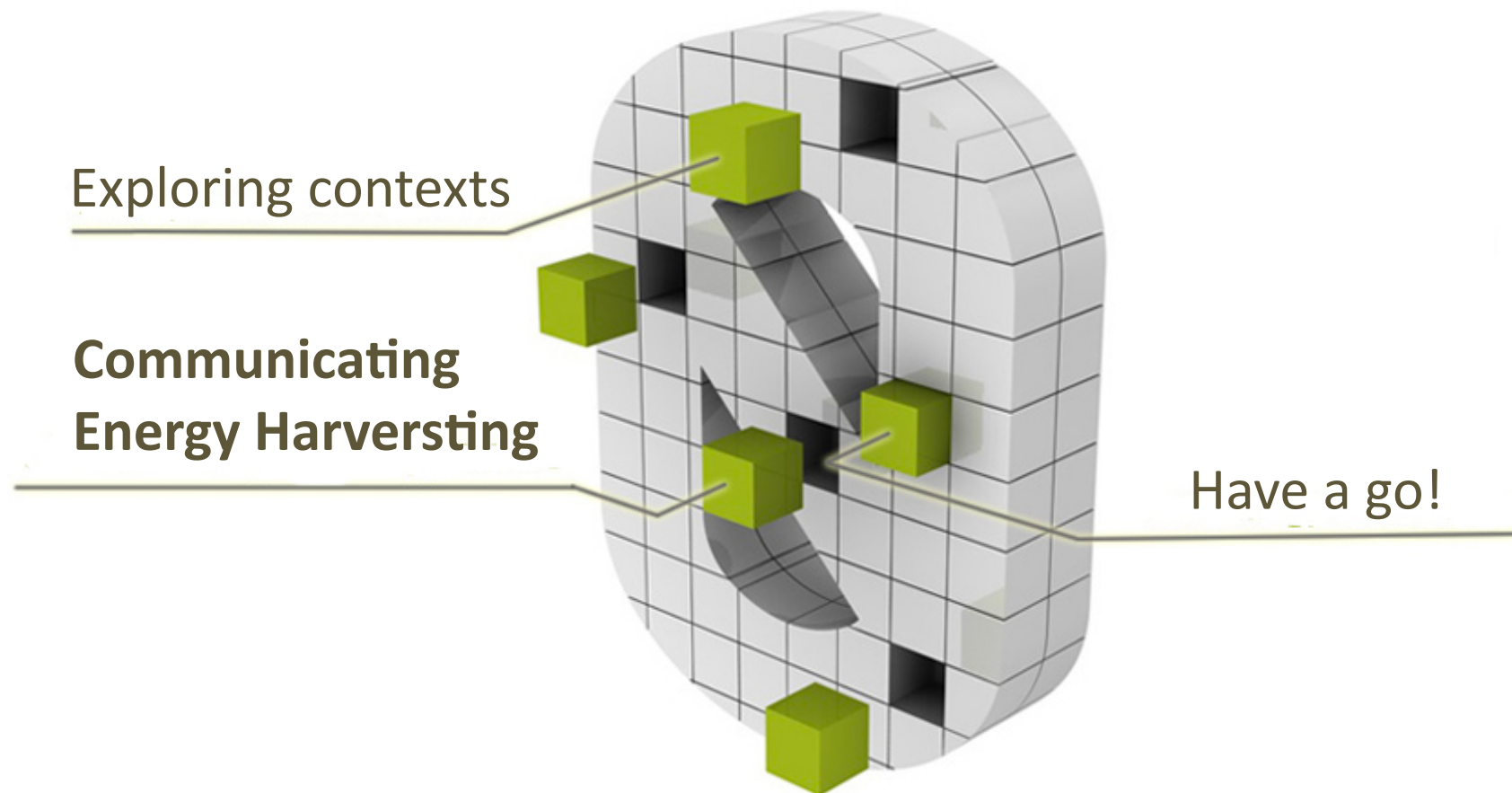
Schools

*Inspiring young students
scientific careers*

Think of your challenges for the future.

How to present your research as cutting
edge science?

Session Plan



In praise of noise

Temporary exhibition



In praise of noise

Temporary exhibition



In praise of noise

Lessons learnt

plan a redundancy of exhibits related to one single concept

narrow down the number of concepts presented to the audience

In praise of noise

Lessons learnt

create strong link between the different concepts

carefully use the wording and captions systems

develop an ad hoc communication tools (video, multimedia) to make invisible processes visible

Pleasant noise vs Microenergy

Articles and media interviews

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The science 'X Factor' with a 1bn euro prize

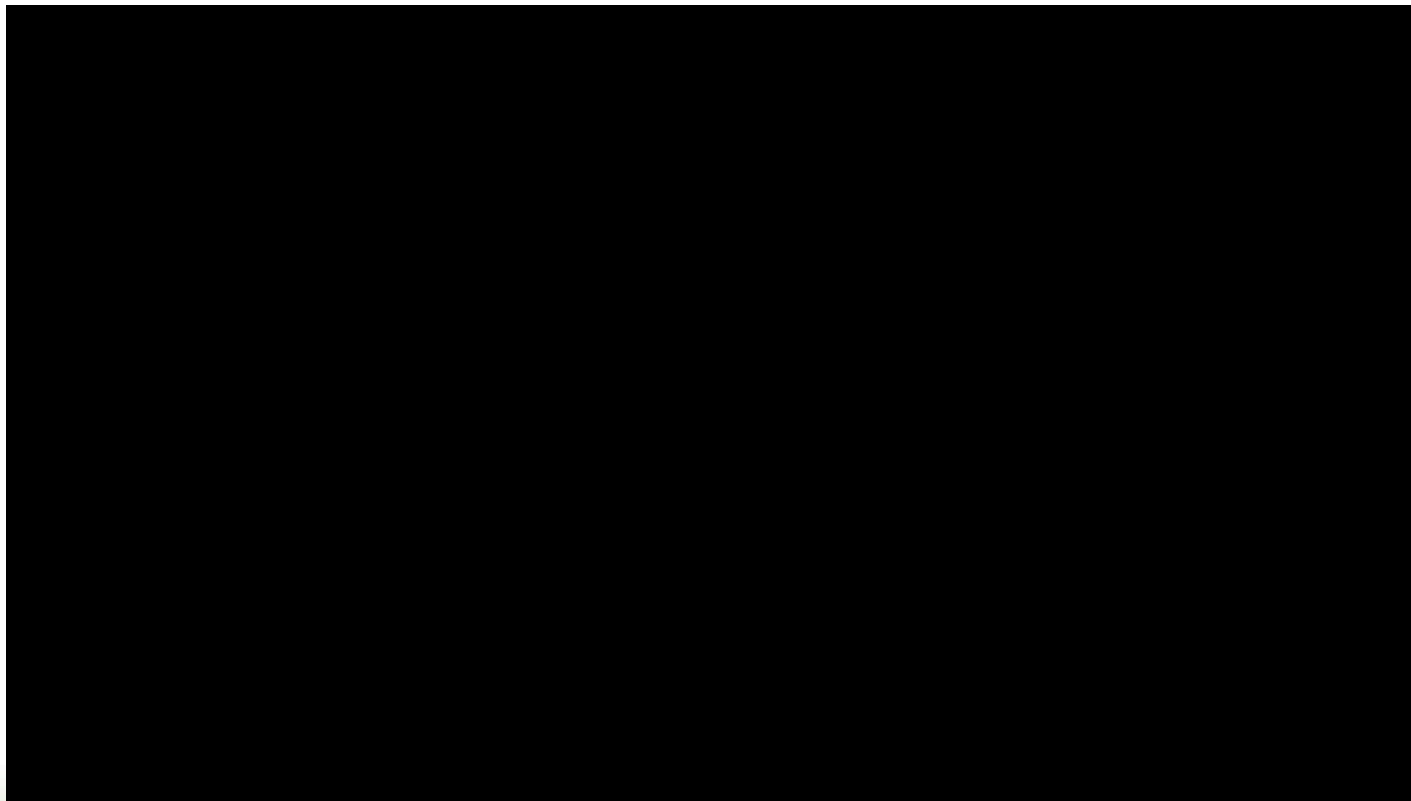


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-  **Teenager freed after bomb drama**
-  **Is comedy getting too rude?**

Pleasant noise vs Microenergy

Articles and media interviews



Pleasant noise vs Microenergy

Lessons learnt

moving from the paradigm of the useful noise to the concept of energy harvesting

develop a comparison with macro-sustainable energies

Pleasant noise vs Microenergy

Lessons learnt

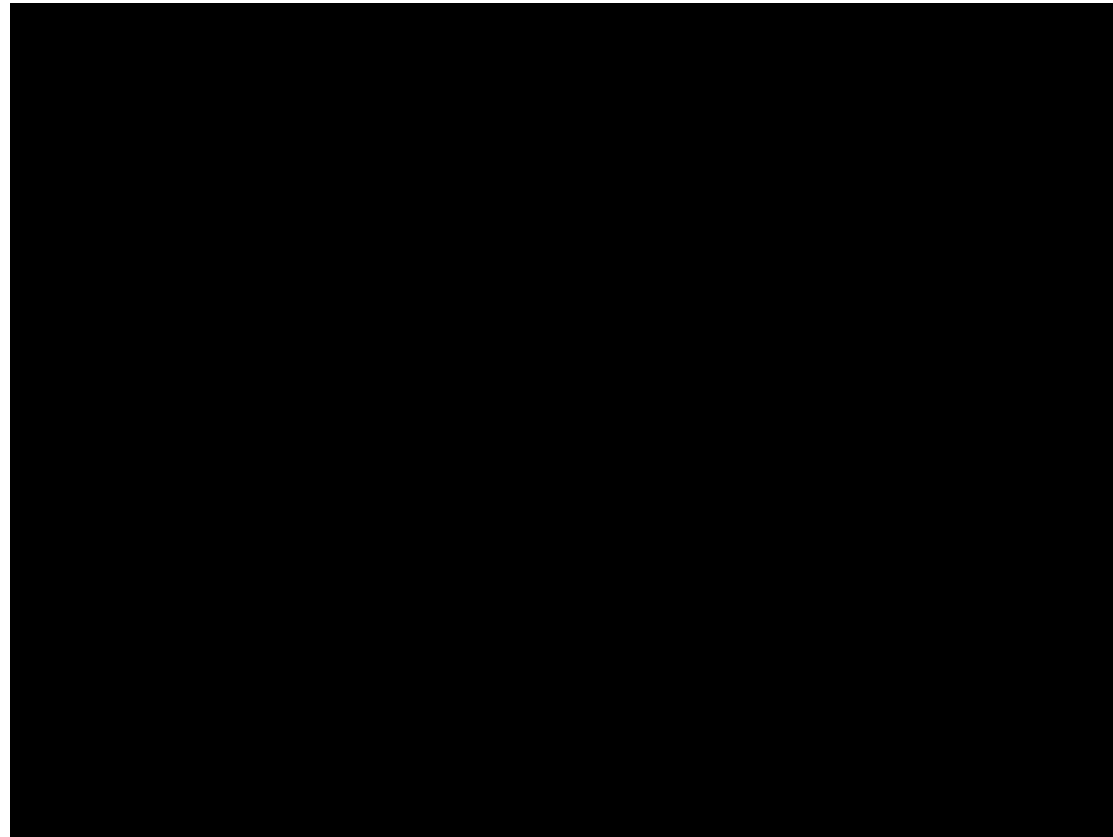
focus on energy efficiency at nanoscale

stress what is peculiar about your way of energy harvesting

try to trigger media domino process

Battery free party

Events



Battery free party

Lesson learnt

be flexible while shaping your event
and grab the attention of media partners

Interview with Science

A vocational guidance programme



a scientist



a student, a teacher, a
parent, an artist, an
outstanding person who
works in the field of
science and technology

Interview with Science

Schools



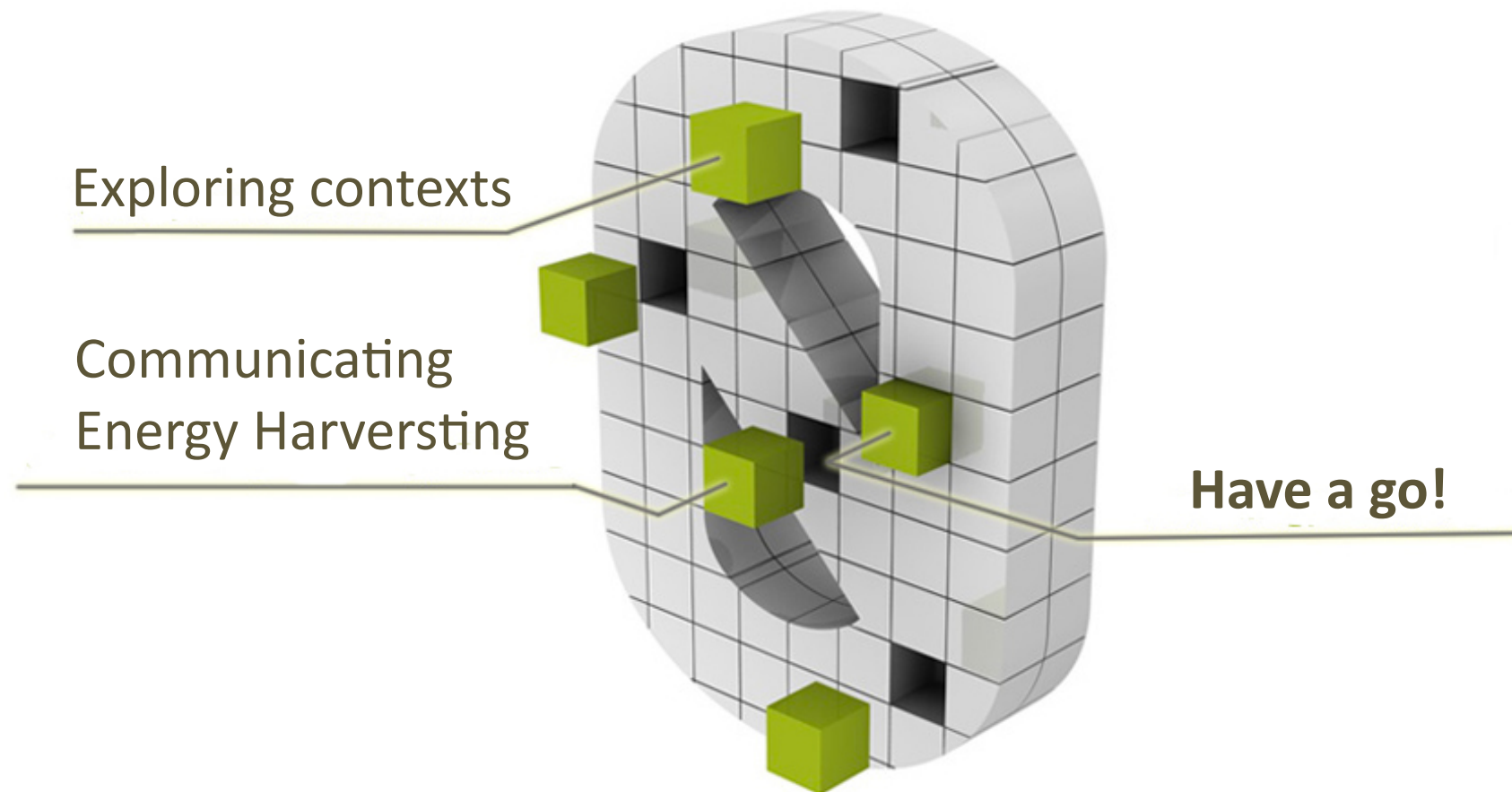
Interview with Science

Lessons learnt

do not teach. Just dialogue

trigger students' thoughts about the future

Session Plan



Have a go!

Select a topic, a theory, an idea, a technology, whatever surprised you in the talks you've assisted during this school.

Why did you choose it?

To whom is this topic relevant?

Which context would you choose to present the topic? Why?

Thank you

It's my turn to listen

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