



**World Conference
of Science Journalists**
Lausanne 2019



11th WORLD CONFERENCE OF SCIENCE JOURNALISTS

Reaching new heights in science journalism

LAUSANNE 1-5 JULY 2019

FINAL REPORT

www.wcsj2019.eu

Schweizer Klub für Wissenschaftsjournalismus
Association suisse du journalisme scientifique
Swiss Association of Science Journalism



SWIM SCIENCE
WRITERS
IN ITALY



WFSJ
World Federation of Science Journalists

THE 11TH WORLD CONFERENCE OF SCIENCE JOURNALISTS WAS PROVIDED BY...

Schweizer Klub für Wissenschaftsjournalismus
Association suisse du journalisme scientifique
Swiss Association of Science Journalism



SWISS ASSOCIATION OF SCIENCE JOURNALISM (SASJ)

Founded in 1974, the Swiss Association of Science Journalism (SASJ) is a professional association uniting around 370 science journalists and communicators in Switzerland. SASJ's goals include strengthening quality, independent and transparent science journalism in the Swiss media landscape and in general fostering valuable and accurate exchange of information between scientists, policymakers and the lay public. SASJ serves as the unique forum for science journalism issues in Switzerland. Its members are regularly asked to take part in juries, festival boards and other events about science journalism and communication. SASJ has clear and strict rules to ensure the full independence of its members in any of its events.

www.science-journalism.ch



ASSOCIATION DES JOURNALISTES SCIENTIFIQUES DE LA PRESSE D'INFORMATION (AJSPI)

AJSPI, the French association of science journalists, has 250 members (a majority of the active professional journalists in France) belonging to the whole spectrum of the media: print, radio, television and online. AJSPI does not accept non-journalists, but has created a Club with members from around 60 supporting organisations, which welcomes public information officers from institutions with an interest in communicating science and technology. AJSPI organises debates, conferences, lab visits, training, meetings with researchers and officials, study trips abroad among other activities. Founded in 1955, AJSPI focuses on improving the quality and defending the independence of science journalism.

www.ajspi.com



SCIENCE WRITERS IN ITALY (SWIM)

Since 2009, the professional association Science Writers in Italy (SWIM) has been active in encouraging a fruitful debate between the worlds of science, science communication and science journalism, with the aim of improving the quality of science coverage in the media. Seventy motivated members strong, SWIM has organised and promoted continuing education for specialised journalists and general assignment reporters in Italy and abroad, as well as several national conferences on science journalism.

www.sciencewriters.it



THE WORLD FEDERATION OF SCIENCE JOURNALISTS (WFSJ)

The World Federation of Science Journalists, based in Montréal, Canada, represents science journalists' associations globally, including the hosts of the World Conference of Science Journalists 2019: the Swiss, French and Italian associations. WFSJ is a not-for-profit, non-governmental organisation. It encourages strong, critical coverage of issues in science and technology, environment, health and medicine, agriculture and related fields.

The WFSJ seeks to further science journalism as a bridge between science, scientists and the public. It promotes the role of science journalists as key players in civil society and democracy. The Federation's goals are to improve the quality of science reporting, promote standards and best practices and support science and technology journalists worldwide.

www.wfsj.org

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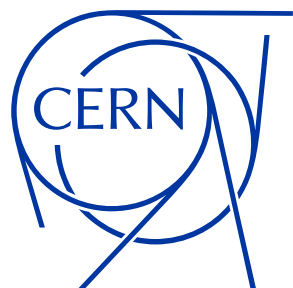
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PRINCIPAL ACADEMIC PARTNERS

INTRODUCTION



EUROPEAN ORGANISATION FOR NUCLEAR RESEARCH

At CERN, the European Organisation for Nuclear Research, physicists and engineers are probing the fundamental structure of the universe. They use the world's largest and most complex scientific instruments to study the basic constituents of matter – the fundamental particles. Particles are made to collide together at close to the speed of light. This process gives physicists clues about how the particles interact, and provides insights into the fundamental laws of nature. Founded in 1954, the CERN laboratory sits astride the Franco-Swiss border near Geneva. It was one of Europe's first joint ventures and now has 23 member states.
www.cern.ch



SWISS FEDERAL INSTITUTE OF TECHNOLOGY IN LAUSANNE

The EPFL (Swiss Federal Institute of Technology in Lausanne) is one of Europe's most cosmopolitan technical universities with students, professors and staff from over 120 nations. Open to Switzerland and the world, the EPFL is centred on its three missions: teaching, research and technology transfer. It works together with an extensive network of partners including other universities and institutes of technology, developing and emerging countries, secondary schools and colleges, industry and economy, political circles and the general public, to bring about real impact for society.
www.epfl.ch



UNIL | Université de Lausanne

UNIVERSITY OF LAUSANNE

The University of Lausanne UNIL was founded in 1537 as a school of technology before being made a university in 1890. Today about 13 500 students and 2200 researchers study and work there. Around 1500 international students attend the university representing 120 nationalities. UNIL has a wide curriculum including exchange programs with world-renowned universities. The 2011 Times Higher Education World University Rankings ranked the University of Lausanne 116th globally, and the CWTS Leiden Ranking 2015 put UNIL at 11th place in Europe and 41st globally out of 750 universities.
www.unil.ch



UNIVERSITÉ
DE GENÈVE

UNIVERSITY OF GENEVA

Founded in 1559 by Jean Calvin and Théodore de Bèze, the University of Geneva UNIGE is the third largest Haute école in Switzerland and is amongst the top 60 best universities in the world. The institution enjoys worldwide recognition and is highly open to the world. It welcomes more than 16 000 students in its nine faculties teaching science, medicine, humanities, economics and management, social sciences, law, theology, psychology and educational sciences, translation and interpreting. UNIGE has three missions: education, research and knowledge sharing.
www.unige.ch

“REACHING NEW HEIGHTS IN SCIENCE JOURNALISM” – A PROMISE KEPT

“Reaching new heights in science journalism” was the motto of the 11th World Conference of Science Journalists in Lausanne. We are happy today to say that this promise has been fulfilled in many ways. We could mention here the overall number of registrants: 1360, almost the same as the 1365 for WCSJ2017 in San Francisco. The high overall participation of female participants at 59% is another thing we're proud of, as is the budget we were able to secure, which was the highest ever for a WCSJ. That allows me to cite one more figure we are proud of: having been able to offer 110 travel fellowships to science journalists coming mainly from developing countries.

The success of WCSJ2019 was largely due to a very attractive and diverse core-program, complemented by enriching field trips and lab visits, as well as interesting pre-event workshops. All these programme items and sessions, some of which benefited from simultaneous English-French translation – another first – allowed each participant to open their mind to new ideas, engage in rewarding discussions, make the most of best practice from other colleagues, take part in lively debates and discover fascinating science. These were the most intangible but important achievements of this conference.

It would have been a pity to keep such accomplishments to ourselves, behind the doors of the stunning WCSJ2019 venue, the SwissTech Conference Center. Therefore, we made sure that some distinguished guests were able to join us. During the Opening ceremony on Monday 1 July, we were honoured to welcome high-level politicians and decision-makers, including Simonetta Sommaruga, vice-president of the Swiss Federal Council, Frédérique Vidal, French Minister of Higher Education, Research and Innovation, and Carlos Moedas, European Commissioner for Research, Science and Innovation. In their vibrant speeches not only did they underline the importance of science in our societies, but they also praised the role science journalists play in giving it context. The fact that they so vigorously made our message theirs – the need to foster independent and quality science journalism throughout the world – is for us one the highlights of this conference.

This worldwide event was made possible thanks to the financial support of 101 different entities, always in full respect of the independence guidelines set to keep the conference and its core-content as free of external influence and as open as possible. We would like to thank them all for their fruitful collaboration.

Last but not least, we organised this conference under the umbrella-name of the Alpine Consortium, uniting the science journalists associations of our three countries, Switzerland, France and Italy, totalling about 700 individual members. Their representatives worked hard together on this immense project, sharing their passion and pooling their strengths to reach the goal: just as we did in August 2017 during the bidding process for the conference, when we climbed together to the summit of Mont Dolent, the exact meeting point of the Swiss, French and Italian borders, as a symbol of our common efforts to organise a memorable WCSJ in Lausanne.



Olivier Dessibourg
*President of SASJ,
Chair of the WCSJ2019
Organising Committee*



Yves Sciamia
*President of AJPSI,
Chair of the Program Committee*



Fabio Turone
*President of SWIM,
Co-head of communications*



AN IMPORTANT STEP TO BE STRONGER TOGETHER

Since its earliest inception, the World Conference of Science Journalists 2019 , WCSJ2019, was an inspiring idea. At a time of division around the world, three WFSJ member associations, from Switzerland, France and Italy, came together to bid to host the largest international meeting of science journalists in the world. With a video recorded from the exact point where their borders meet, a peak in the Alps at 3890 m of altitude, the organisers proved to the board of the WFSJ that their plans for the conference were unique.

Over the following 20 months, everyone involved in the conference gave their utmost to shape that vision. From the spectacular organisation and attention to hundreds of minute details that go into a conference like this, to the production of an engaging and global programme, it was a unique opportunity to create something special. For five days in early July, Lausanne was home to over 1200 science journalists from around the world. We engaged in lively discussions, we listened to many thought-provoking sessions and we also enjoyed great hospitality from our hosts. Most importantly, I hope many of you went home with new friendships, along with fresh ideas and skills that will help you in the future.

The landscape for journalism in general, and science journalism specifically, is changing in so many unexpected ways. We must struggle more than ever before to maintain our editorial independence so we can best serve the public. In an age dominated by fake news and alternative facts, our role is more important than ever, even when we face hostility in many places around the world. The WFSJ was formed with the idea that we will always be stronger together, and the WCSJ2019 conference in Lausanne was an important step forward in that direction.

I would like to thank everyone who made this conference possible. The Swiss, French and Italian national associations made us all feel at home, no matter where we went to after the conference on the many different field trips that were offered. Under the inspiring leadership of Olivier Dessibourg, the chair of the conference, a diverse organising team came together from across the globe to create an enriching experience for all of us – often in the face of huge challenges. Christine D'Anna-Huber, the executive director of WCSJ2019, thought of every detail and made sure that all the different committees were on track to make the conference possible. Yves Sciamia and Martin Enserink, the co-chairs of the programme committee, had to sort through about 400 session proposals to create a great programme that addresses all our global needs.

But a conference is only as good as the attendees, so thank you to everyone who took the time and made it to Lausanne. You enriched the conference and made it better. The diversity of colleagues coming together from 83 countries, nearly 60% of them women, was exhilarating. I know I, for one, went home with fond memories from the conference that I will long cherish.

Like the past few conferences, the WCSJ2019 in Lausanne has raised the bar once more, and now I look forward to seeing you all in 2021 in Medellín, Colombia.

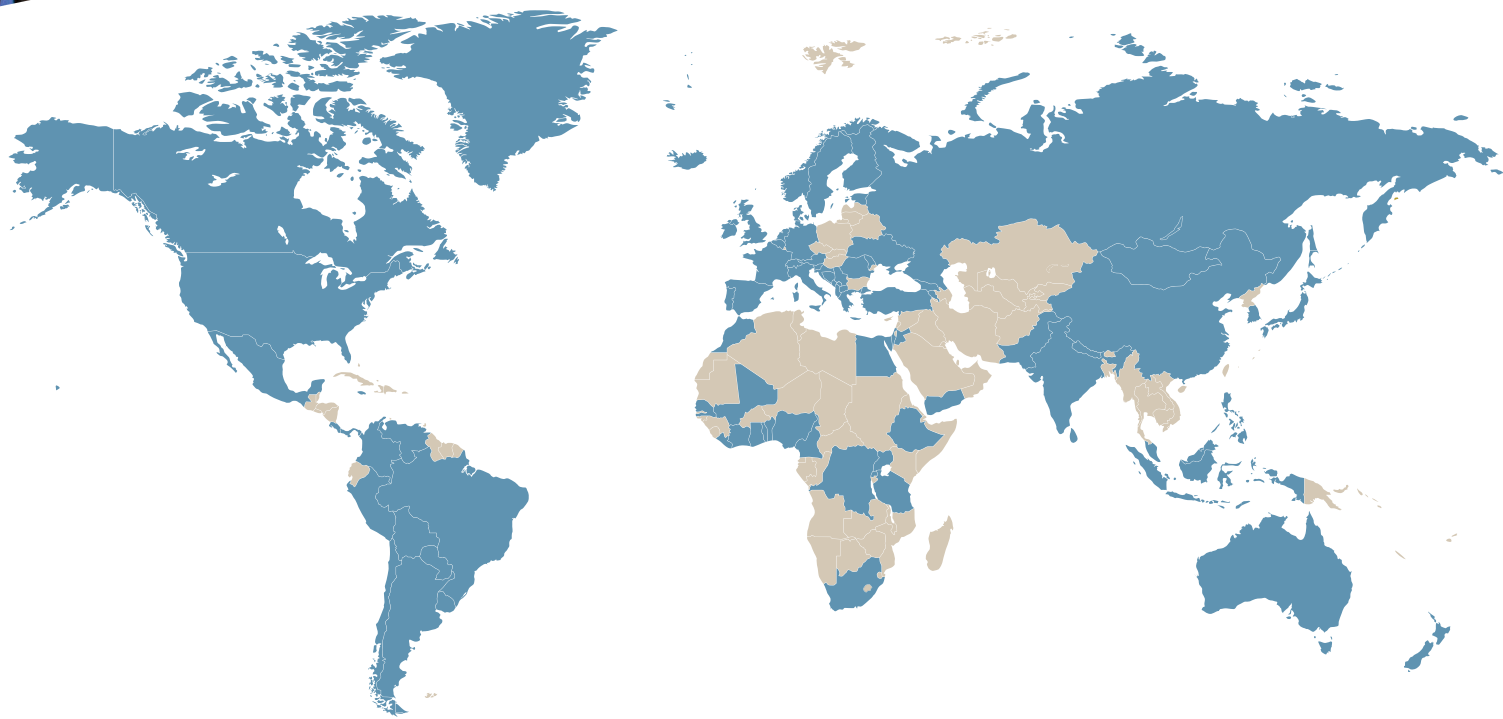


Mohammed Yahia
WFSJ President 2017-2019



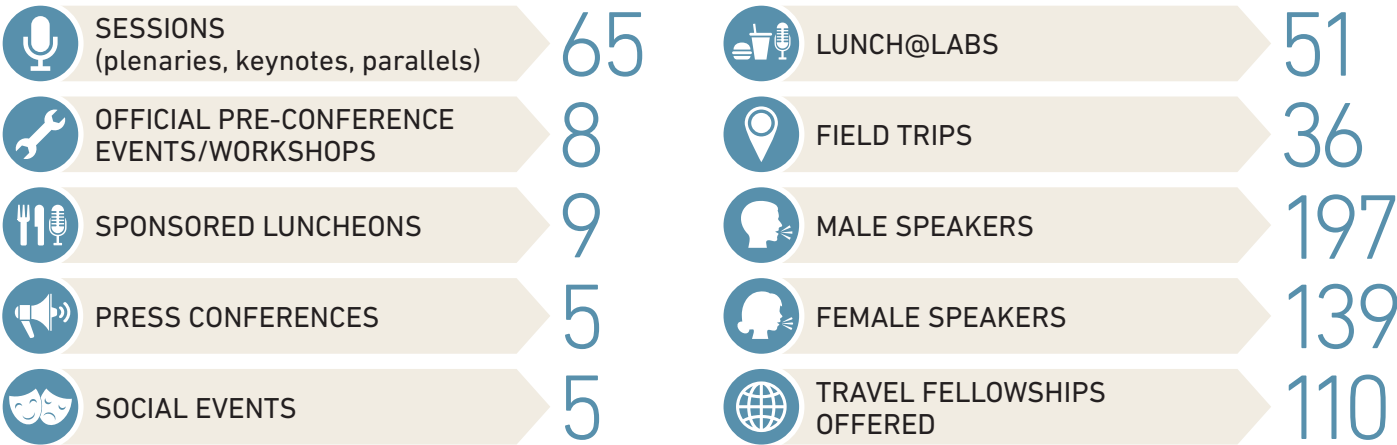
NUMBERS AND FEEDBACK

WCSJ2019 IN NUMBERS

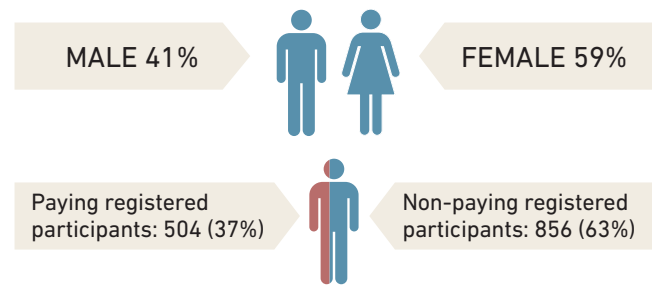


COUNTRIES REGISTERING ATTENDEES FOR WCSJ2019

Albania	Costa Rica	Israel	Nepal	Slovenia
Argentina	Ivory Coast	Italy	Netherlands	South Africa
Armenia	Croatia	Jamaica	New Zealand	Spain
Australia	Denmark	Japan	Nigeria	Sri Lanka
Austria	Egypt	Jordan	Norway	Sweden
Belgium	Estonia	Kenya	Pakistan	Switzerland
Benin	Ethiopia	Korea (Republic of)	Panama	Tanzania
Bolivia	Finland	Kosovo	Paraguay	Togo
Bosnia and Herzegovina	France	Liberia	Peru	Turkey
Brazil	Georgia	Macedonia	Philippines	Uganda
Cameroon	Germany	Malaysia	Portugal	Ukraine
Canada	Ghana	Mali	Romania	United kingdom
Chile	Greece	Mexico	Russian federation	United states
China	Iceland	Moldova	Rwanda	Uruguay
Colombia	India	Mongolia	Senegal	Venezuela
Congo (Dem. Rep. of)	Indonesia	Montenegro	Serbia	Yemen
	Ireland	Morocco	Singapore	



OVERALL PARTICIPANT NUMBERS



REGISTRATIONS

I. Registered participants (online): 1140
II. Late registrations (on paper): 169
TOTAL REGISTRATIONS OF WCSJ2019 PARTICIPANTS: 1309
III. Accompanying persons: 51
OVERALL TOTAL REGISTRATIONS: 1360
IV. No-shows (including accompanying persons): 114
V. Day passes (offered): 106
TOTAL PARTICIPANTS HAVING ATTENDED WCSJ2019: 1246
(including accompanying persons (only at social events), but excluding offered Day passes)

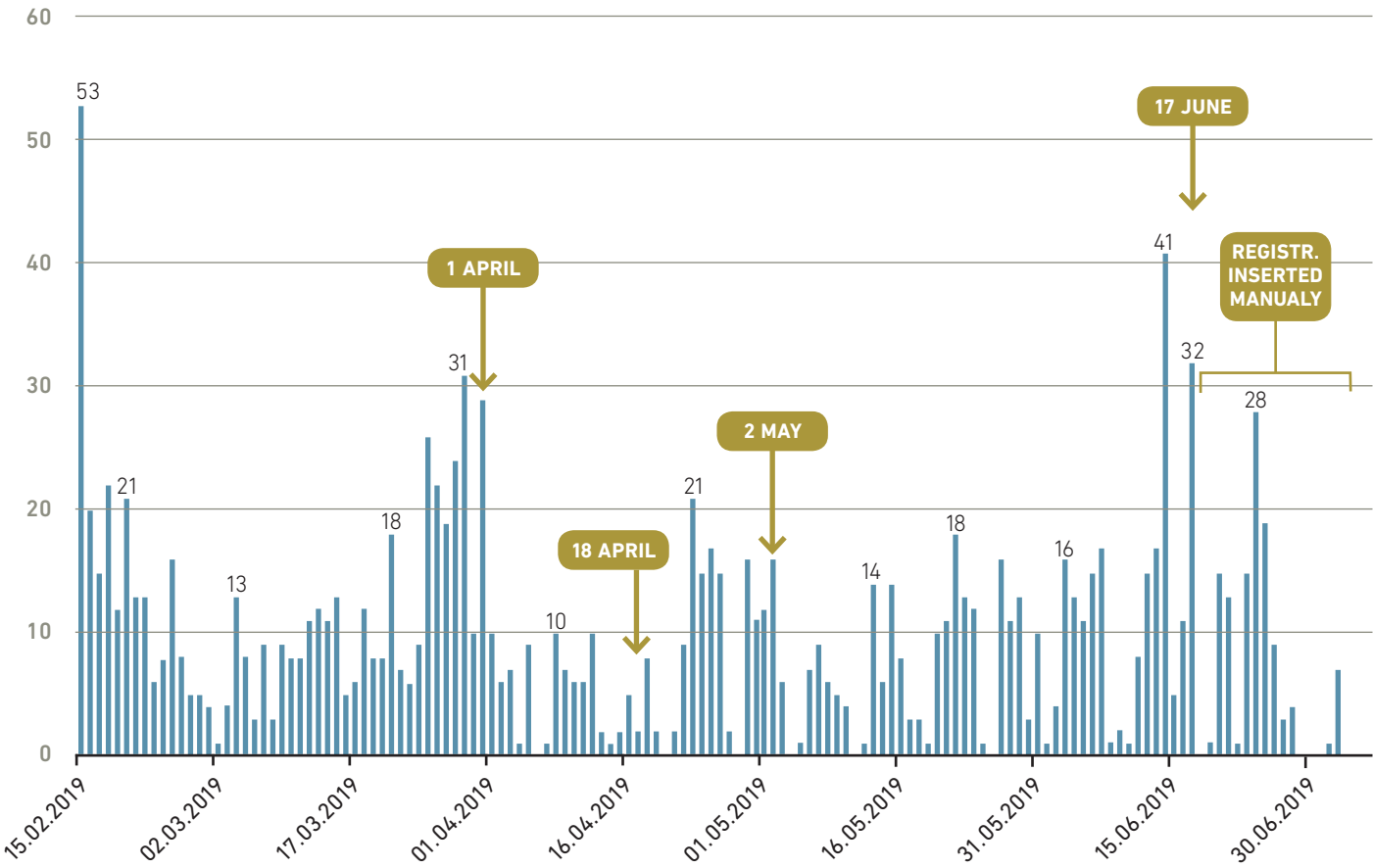
PROFILES OF REGISTERED PARTICIPANTS	NBR	REMARK
Paying delegates, WFSJ Members (through their national association)	175	Including: journalists/editors, freelancers as well as communications officers or others, as some WFSJ associations consider them as ordinary/full members
Paying delegates, journalists/editors non-WFSJ members	63	
Paying delegates, students in science journalism	25	All journalists
Paying delegates, non-journalists, non WFSJ members	92	
Invited journalists/editors	515	Including: speakers journalists, travel fellows, exhibitors journalists, late registrations
Invited non-journalists	401	Including: speakers non-journalists, exhibitors non-journalists, supporters free entrances
Staff	24	Part of them journalists
Accompanying persons (paying)	51	
Paid Day passes (mail registrations)	14	All journalists/editors
TOTAL REGISTERED PARTICIPANTS	1360	

Blue = non-journalists: scientists, press&information officers, exhibitors, politicians, others
Green = journalists, editors, freelancers, lecturers in science journalism

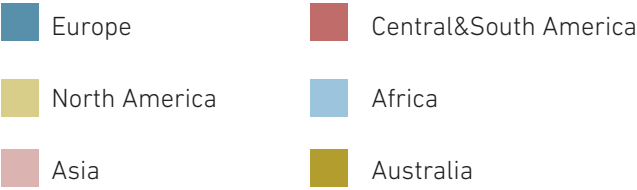
WCSJ2019 IN NUMBERS

REGISTRATIONS OVER TIME

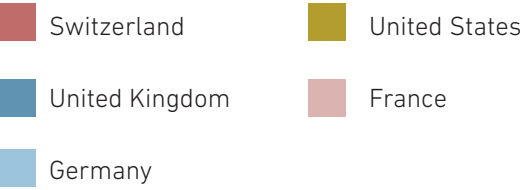
IMPORTANT DATES:
1 APRIL: END OF EARLY BIRD OFFER
18 APRIL: START OF SPRING SPECIAL OFFER
2 MAY: END OF SPRING SPECIAL OFFER
17 JUNE: CLOSING OF ONLINE REGISTRATION PLATFORM



REGISTRATION BREAKDOWN BY CONTINENT



REGISTRATION BREAKDOWN BY COUNTRY (TOP 5)



Remark: The top 5 countries account for 59% of the total number of participants

FEEDBACK WITH PICTURES

The quotes in this report have been taken from the post-Conference Survey, and from direct emails.



« THIS WAS MY FIRST CONFERENCE OF SCIENCE JOURNALISTS. I WAS REALLY IMPRESSED WITH THE ORGANISATION AND SUPPORT »

« THE ONLY DISADVANTAGE WAS THAT THERE WERE TOO MANY SESSIONS! SO PAINFUL TO HAVE TO CHOOSE FROM SO MANY INTERESTING SESSIONS HAVING TO MISS SOMETHING! »

« CONGRATULATIONS FOR YOUR WORK! AND THANK YOU FOR THE VEGAN LUNCH. ABOUT THAT, IT WOULD BE GREAT IF THE REST OF COCKTAILS/MEALS HAVE ALSO OPTIONS FOR PEOPLE WITH SOME RESTRICTIONS »

« MOST FRIENDLY AND INTERESTED GROUP OF PEOPLE I'VE EVER MET AT A CONFERENCE »

« OVER 30 DEGREES AND NO AIR CONDITIONING? THAT CANNOT WORK OUT WELL. I FELT LIKE AN OVEN-BAKED SCIENCE JOURNALIST IN SOME OF THE SESSIONS. SOME OF THE VENUE ROOMS WERE INSANELY HOT »

« FOUR-FIVE DAYS IS VERY LONG. BUT FOR PEOPLE TRAVELLING FROM ABROAD IT IS OF COURSE OK »

« HOW THE PROGRAMME WAS SET OUT WAS EXCELLENT. FOR THE FIRST TIME, I WAS ABLE TO ATTEND ALMOST ALL THE TALKS THAT I WANTED TO ATTEND. THIS IS BECAUSE MOST CONFERENCE ORGANISERS TEND TO GROUP ALL SIMILAR TALKS TOGETHER IN A SINGLE TIME SLOT. IT MAKES MORE SENSE TO SPREAD THEM OUT LIKE HOW IT WAS DONE HERE AT WCSJ2019 »

« OVERALL THE CONFERENCE EXPANDED MY VIEWS AND GAVE ME NEW ANGLES TO EXPLORE, IT GAVE NEW LIFE TO MY ENTHUSIASM FOR SCIENCE JOURNALISM. IT WAS VERY INSPIRING AND HELPED ME GROW »

« GREAT CONFERENCE - BEST EVER WCSJ »

« I FOUND IT VERY GOOD TO LISTEN TO SO MANY VERY GOOD FEMALE SPEAKERS ON THE PODIA »

« LAUSANNE WAS VERY EXPENSIVE, MAKING IT DIFFICULT FOR SOME POTENTIAL DELEGATES TO ATTEND. INCLUSIVITY AND ACCESS SHOULD BE CONSIDERED WHEN CHOOSING LOCATIONS »

« NO ORGANISATION FOR MOMS AND BREASTFEEDING MOMS. YOU SHOULD PLAN A NANNY SERVICE, FACILITIES FOR JOURNALISTS WHO ARRIVE WITH KIDS OR BABIES »

« THE CONFERENCE FUELLED ME IN WAYS THAT ARE INVALUABLE »

"Reaching new heights in science journalism"

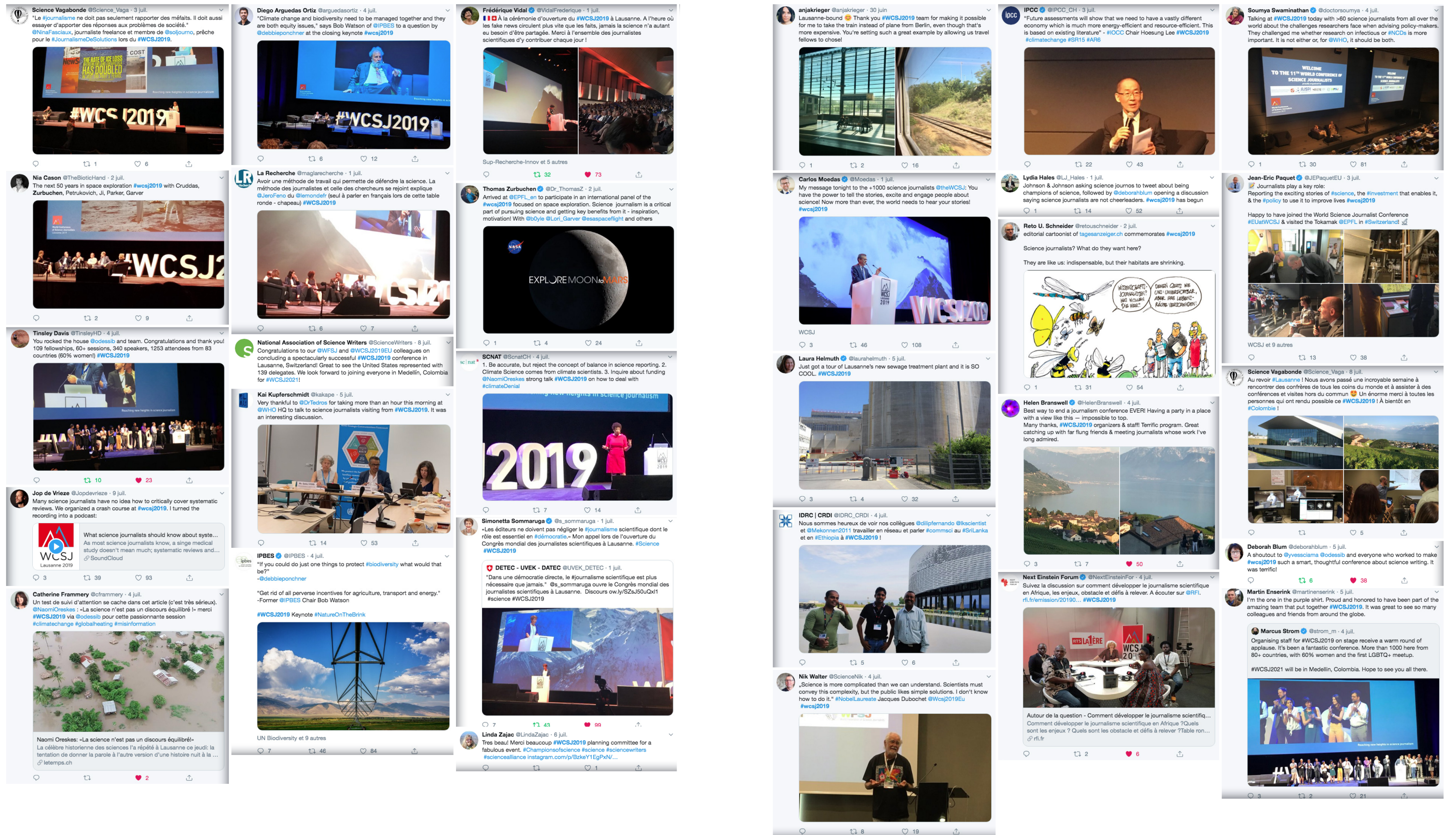
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WCSJ
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LAUSANNE
1-5 July 2019

FEEDBACK WITH TWEETS



LEARNING POINTS

OVERALL LENGTH OF THE EVENT

We as organisers of WCSJ2019 were told that an overall length of 5 days for a WCSJ is too long. This is a valid point, but there are also good arguments for a longer event. For those coming from far away, for example, the long trip definitely calls for a longer conference to make it worthwhile. This is especially true for journalists paying the full registration fee. On the other hand, many speakers and quite a few of the participants will come only for a few days or even for a single day. It is also true that with more conference days, organisers can accommodate more sessions and thus prepare a richer programme – and they have to reject fewer valid session proposals. Finally, it could help to organise such a five-day-conference partly over the week-end. This was not possible in Lausanne for various logistical reasons, but it is a possibility that deserves to be explored for future conferences as participants otherwise have to take working days off in order to participate.

FUNDRAISING & SPONSORSHIP

From the beginning of the bid to the very last weeks before the event, fundraising was one of our main preoccupations. We worked hard to get as many funding pledges as possible during the bid phase, not only in order to make our candidacy stronger by documenting the extent of support for our project, but also to have part of the job already done if our bid was successful.

Right from the start, we established strict guidelines (see Appendix) making it crystal clear that supporters or sponsors, whoever they might be, would have absolutely no say in the core-programme. This rule, designed to guarantee our independence, has been fully respected and we would hereby like to thank each and every sponsor for agreeing to, and supporting, the rules of the game. We did our best to offer them an interesting array of possibilities to directly finance some programme elements such as luncheons, press conferences, pre-event workshops and field trips. In all of these instances, however, the identity of the sponsor was clearly mentioned so that participants could make an informed decision as to the judiciousness of their attending these events. In the case of travel fellowships, the sponsoring entities had the possibility to define the profile of the fellows they agreed to invite, but the final choice was made by a WFSJ committee and based on criteria such as the quality of their application and whether they had attended previous conferences.

We were lucky to find prestigious sponsors, supporting us without fail throughout the process. These include the Bertarelli Foundation, the Swiss secretary for research and the Swiss National Science Foundation, as well as a large number of academic partners such as CERN, EPFL and the Universities of Geneva, and Lausanne. Their credibility was tremendously helpful in convincing other sponsors at all levels to come onboard, bringing the final number of sponsors to 101 in total. Most of them represented Swiss or locally-present entities. This is understandable but it hinders the sustainability of the World Conferences as each new host city or country needs to find

new sponsors. Finally, attracting different categories of sponsors is very important. The pie chart opposite shows the composition of the different categories of sponsors involved. Contrary to a frequently voiced concern, it was not the corporate sponsors that brought in the largest part of the funding. We strived from the beginning to achieve balance between corporate, philanthropic and public sponsors in order to guarantee that no single big sponsor could take over the conference, and that one single sponsor dropping out would not jeopardize the whole endeavour.

The exhibition space was another useful way to attract funds. This was good for our budget even if the total amount raised here represented a small percentage of the total. We decided at the very beginning that we would accept any sponsor having a direct link with science and technology or with science journalism and the media. Sadly, we did not manage to attract as many of the second category as we would have liked. Finally, we opted to organise the coffee breaks in the middle of the exhibition space so that exhibitors would not be hidden away, and to facilitate contact with participants.

Our recommendations regarding fundraising are:

- Define crystal-clear guidelines with regard to the terms of sponsorship agreements.
- Try to find, if possible at the very start, one major and preferably public, academic or philanthropic sponsor to attract others.
- Aim to attract a healthy number of sponsors in order to avoid being too dependent on the goodwill of one or few.
- Try to find sponsors from different categories in order to avoid any corporate predominance.
- Select exhibitors carefully, giving precedence to those representing media and especially science journalism.

COLLABORATION WITH THE WFSJ

The science journalism community has wished for many years that the WFSJ become more directly involved in the organisation of the World Conferences, making them its flagship events in the long term. Unfortunately, this kind of close cooperation could not be put in place before we embarked on the concrete organisational phase for WCSJ2019.

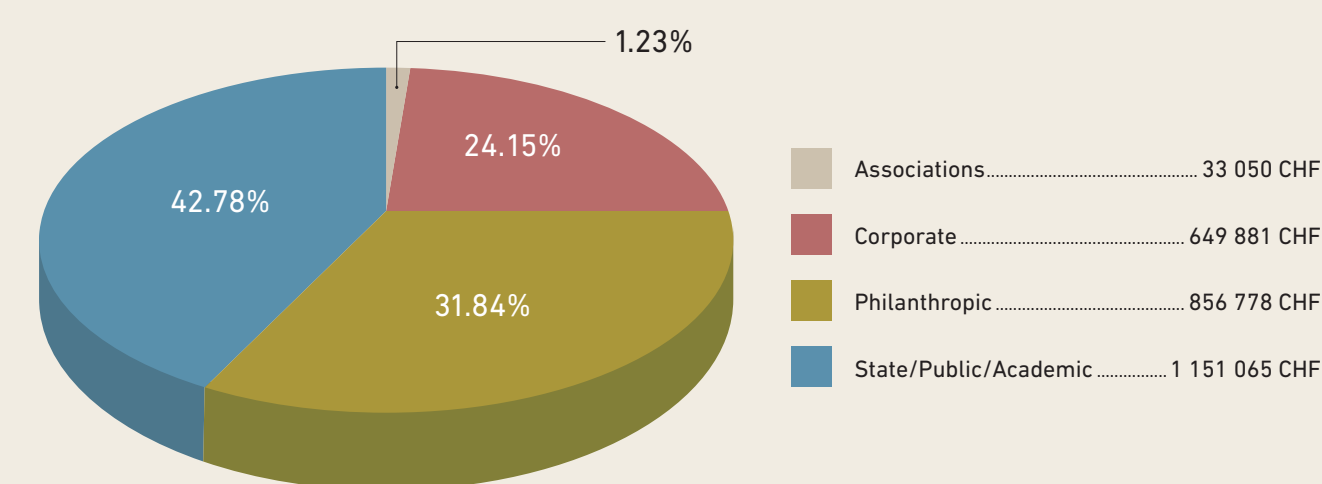
We signed a precise and extensive Memorandum of Understanding (MoU) with the WFSJ, describing the tasks of each partner in matters such as fundraising, organisational responsibilities, sharing of information, and respective roles in communication. The text also listed specific deadlines for each task, as well as the consequences should these not be met. Due to the fact that the former WFSJ executive director (ED) left just after the end of WCSJ217 in San Francisco in October 2017, while the current ED only took up his position in the late autumn of 2018, with an ad interim ED in charge in between, it was difficult to maintain continuity of collaboration. Not all goals could be met and the WFSJ was not able to fulfil its fundraising role as expected. Given the difficult situation at the Federation, we nevertheless did not consider the MoU as void.

In accordance with one of the recommendations of WCSJ2017, the WFSJ took the role of organising and carrying out the selection of travel fellows. This represented a large amount of work, but it also allowed the Federation to address a comprehensive list of people potentially interested in its activities. The WFSJ was also involved in various activities related to the organisation of WCSJ2019, not least the promotion and marketing of the event through its communication channels and social networks, and the organisation of the bidding session for the next World Conference, WCSJ2021. Finally, the Federation's president, its executive director and a number of its board members played active roles on the WCSJ2019 board, as well as in the programme committee.

Our recommendations on this matter are:

- That the WFSJ be directly involved in the event from the very beginning, taking charge, amongst other things, of the travel fellowships, the organisation of the programme committee and session selection. The local organisers should still be able to bring a local or continental touch to the event.
- The WFSJ should take charge of the registration system. This would allow it to broaden its membership circles, as not all WCSJ participants are members of a national association.
- By intensifying and diversifying the communications and marketing around the WCSJ, and by actively collaborating with other international journalists, the WFSJ could diversify the target public and attract more generalist journalists covering science as part of their work.
- Most importantly, the WFSJ should play a much stronger role in fundraising in order to establish long-lasting relationships with international sponsors and to avoid having to restart the process from scratch for every new WCSJ.

FUNDING SOURCES



LEARNING POINTS

PRE-EVENT WORKSHOPS ORGANISATION

A series of small, in-depth, workshops took place on the very first day of WCSJ2019, before the official start of the conference, covering topics the main conference did not have time to probe in depth. These included finding ways to promote science journalism in the global context. The principle we defined for these workshops was simple: we would provide, but not finance, the logistics of rooms, technical equipment and catering and handle the registration process. The remainder, from the content to the schedule of these all-day workshops, was entirely in the hands of the teams who organised them. We were lucky to be able to rely on them completely for this.

However, a simple principle does not necessarily mean that there are no challenges. There are many details to think of to ensure the smooth running of half a dozen workshops in parallel, and the conference organisers have to ensure that communication with those running the workshop is effective. One person from the WCSJ2019 team had the job of liaising with all parties involved, and on the day itself, every workshop was mentored by at least one volunteer.

Coming on top of final preparations for the official inauguration ceremony, set-up of the exhibition area and the opening of registration for the conference itself, did these workshops repay the extra effort? Absolutely. Many of the participants attending the pre-event workshops were fellows from all over the world, many of them young science journalists or science journalists to be. Seeing their interest and motivation, was a great and cheerful way to kick-off WCSJ2019.

Our recommendations on this matter are:

- Be sure to pick the most motivated teams to organise the content and the schedule of pre-event workshops.
- Do not underestimate the logistical intricacies of running several workshops in parallel and dedicate the necessary personnel and working hours to the task.
- For each workshop, create a fool-proof checklist covering everything from the exact location and set-up of the room to the names and contact details of organisers, speakers and helpers, and from the phone numbers of the catering service and technical assistance to the Wi-Fi password and lunch menu.

LOGISTICS

To make travel arrangements for roughly 350 speakers, session organisers and fellows was one of the biggest tasks of the conference, demanding a lot of work and leading to many sleepless nights. We were confronted with complicated visa issues, which sometimes posed almost insoluble problems. What is the solution, for example, when the embassy wants to see a flight ticket that the airline will not issue until the traveller has a valid visa? Sadly, many African fellows saw their visas refused by the Swiss authorities.

Obtaining visas was not the only challenging logistical issue. Emails got lost in spam. Deadlines were ignored. Flights were cancelled. Even the most detailed instructions were not always read, or were sometimes misunderstood. The clearest rules were not always followed. Ticket prices fluctuated, or rose inexorably as we tried to reach journalists who preferred to finalise their plans at the very last minute. Delegates could be demanding, or refuse reasonably priced, but still acceptable, travel arrangements. All this, along with the fact that the experienced IATA-approved travel agency we worked with initially underestimated the size of the task, created a temporary backlog and some frustration on all sides. Things started to run more smoothly when the agency increased the personnel it dedicated to the conference. By the time we had finished, when everybody had their ticket, we had streamlined the process to perfection.

Our recommendations on this matter are:

- It would make much sense to outsource the travel arrangements to the same agency or the same organisational unit from conference to conference. This would be a lot more efficient in terms of management and cost handling than the current system whereby each conference has to find its way and learn from the same mistakes.
- Organisers having to handle the process themselves should be sure to define a crystal clear travel policy stating exactly what services will be paid for, for example economy tickets, visa fees, travel insurance and public transport to the conference venue, and what will be excluded, for example taxis, passport renewal fees and extra luggage. Fix deadlines and say what will happen if participants do not book their ticket by that date. Stick to your rules no matter what, and you'll sleep better than we did.

ACCOMMODATION

Thanks to a very reliable partner, hotel booking was linked to the registration system and was easy to manage. The challenge here was to negotiate reasonable prices and to secure enough rooms without having to pay for them up front. Some 88 percent of all speakers and fellows booked rooms proposed by WCSJ2019, while only 12 percent of all the other participants made their arrangements through the conference's hotel platform. This number, according to Lausanne tourism, corresponds to usual values for conferences.

Our recommendations on this matter are:

- Working with a professional tourism organisation will greatly lessen the burden.
- While organisers have to find hotel rooms at reasonable prices for speakers and fellows, they do not need to block-off rooms for all participants. Most prefer to find accommodation themselves.

REGISTRATION

With the help of Lausanne Tourism we were able to put in place a registration system that in most cases and for most participants was functional and easy to handle.

Our recommendations on this matter are:

- As with travel arrangements, the registration process is all about defining rules and then abiding by them. This is why we recommend sticking to deadlines as strictly as possible. We also strongly advise against onsite registration or day passes. This is only possible in combination with effective communication to reach potential participants and entice them to register in time.

Venue

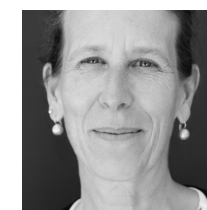
WCSJ2019 took place in a wonderful venue offering first-class amenities and services. The SwissTech Convention Center with its bright and airy spaces was also particularly suited for networking and engaging with other participants.

Our recommendations on this matter are:

- The venue is not all there is to a conference, but it does make a difference. So if you can, choose natural light, easy accessibility and public transport links.



Olivier Dessibourg
*Chair of the WCSJ2019
Organising Committee*



Christine D'Anna-Huber
*Executive Director of the WCSJ2019
Organising Committee*



THE PROGRAMME

PRESENTATION

A FEW THOUGHTS ON THE WORK OF THE PROGRAMME COMMITTEE

Building the programme of a world conference from scratch, seeing it take shape from the initial fuzzy ideas, generally conceived in bars, until the day hundreds of speakers fly in from all over the world was an amazing experience. Of course it came with a few surprises, painful moments, mistakes, and numerous hours of unexpected work. But overall, we have the impression that we succeeded: we received a lot of praise for the WCSJ2019 programme, and little criticism.

We had set ourselves three goals when we started to build the programme: first to promote a more critical and investigative form of journalism, second to bring to Lausanne a very diverse group of speakers, and third to make room for new session formats, beyond traditional panels. Our impression is that we succeeded in the first goal, as there were many interesting sessions on investigative reporting. We also did well, we think, on our diversity target: we had speakers from 40 countries around the world, most sessions had speakers from multiple continents, and about half of the speakers were women. We did less well on the originality of the formats; the great majority of our sessions were traditional panels.

HOW WE PUT THE PROGRAMME TOGETHER

Work on the parallel sessions for WCSJ2019 began about 18 months before the start of the meeting, in January 2018. We first assembled a 15-member programme committee, recruited from around the world. In mid-February, we opened a call for proposals on the WCSJ website that was actively promoted via social media, emails, and the national associations. We used an online platform named Submittable to solicit proposals. Those interested in organising a session were asked to provide a session title, names of organisers, moderators, and speakers, as well as an outline of the session. We explicitly encouraged novel formats.

The response was overwhelming. By the time of the deadline, May 31, we had almost 250 proposals, 60 of which had come in on the last day. Given the apparently great interest, we decided to extend the deadline by two weeks, which led to the submission of another 140 submissions, 66 of them filed on the very last day.

As the proposals were coming in, we asked committee members to give each a ranking between 1 and 4 in Submittable, and also to provide comments if they wanted to. It was impossible for many panel members to look at all 390 proposals, but we made sure that each proposal was reviewed by at least seven people. Opinions sometimes diverged significantly: a few proposals received the highest mark from one reviewer and the lowest from another. Submittable calculated the average scores.

The programme committee met in Toulouse, France in July 2018, a year ahead of the conference, to begin hashing out the programme. During one long day, we winnowed down the top proposals on the list to about 40. Although we felt the average score was an important criterion, some other aspects came into play as well - for instance, some sessions with high scores had a strong overlap, or were very similar to sessions held at WCSJ2017, some lower-scoring proposals had a great, but poorly thought-out idea that we felt was worth rescuing. We also came up with new ideas for sessions that had not been proposed at all, but that we felt were important.

A one day meeting was too short to come up with a complete programme. We did the rest of the work remotely. Starting in September 2018, 10 months before the conference, we began finalising the sessions one by one. We felt many proposals, while provisionally accepted, still needed improvement - for instance, a better focus, or a bigger, smaller, or more diverse group of speakers. As co-chairs, we asked the committee members to work together in pairs that each took a number of sessions under their wing. Their job was to liaise with the organisers to improve and finalise the sessions. In many cases, we rewrote or edited session summaries and titles to make them more attractive.

We added a few more sessions that we felt the program needed but that had not been proposed. For instance, we decided quite late to have a session about the intractable Ebola epidemic in the Democratic Republic of the Congo.

All of this proved to be very time-consuming. The programme wasn't well under way until around April 2019, but even after that we kept changing or fixing small things. Quite a few speakers dropped out and we scrambled to find replacements right until the end.

The programme of plenary sessions followed a different process. From the start, this had been mostly in the hands of Olivier Dessibourg, chair of the organising committee, and Hélène Le Meur, a member of the same committee. They often consulted with us as co-chairs, however, and the plenary program gradually became a collaborative effort between the organising board and the programme committee.

REFLECTIONS AND RECOMMENDATIONS

Based on our experience, we have a number of considerations and suggestions for our successors.

1) DEFINING AN ORIENTATION.

The programme has to have some sort of focus or flavour, but it must be interesting for all participants, which is not such an easy

balance to strike, given the diversity of journalists and possible participants in a WCSJ. We picked investigative journalism as a main focus: future conferences may make a very different choice. One of the things that needs considering is how many pure science sessions to have versus how many professional sessions. Our intention was roughly 1/3 of the former and 2/3 of the latter, but it ended up being less than ¼ versus ¾, and people seemed happy with that. Another question is: "how many sessions should we have that hold a special interest for Public Information Officers?" Because our profession faces so many threats and challenges, we decided to focus on science journalism and have just one session mostly for PIOs.

2) CHOOSING A WELL-BALANCED PROGRAMME COMMITTEE.

A programme committee for a world conference should really represent our global community and make sure no important issues are left aside. The group needs to be gender-balanced, balanced between continents, and also, as much as possible, it needs to include different types of media, a mix of staff and freelancers, and of experienced conference participants and relatively new people.

We built a group of 15, with seven people from Europe, the organizing continent, and two each from North America, Latin America, Africa and the Middle East, and Asia, a total of eight men and seven women. We only selected working journalists. The resulting committee was a bit large but manageable, and it was valuable to have many different perspectives and fields of expertise.

The two of us decided to work as co-chairs because we split the work and responsibilities more or less evenly. This worked very well because we had a personal relationship of trust. In other situations, having a chair and vice-chair might facilitate decision-making. One of us, Yves Sciamia, is a freelancer in France, the other, Martin Enserink, an editor at a US magazine based in the Netherlands.

3) SOLICITING AND JUDGING SUBMISSIONS, FINALISING THE PROGRAMME.

Drafting the call for submissions is an important part of the process. The call must clearly reflect the priorities of the committee but should also remain open so as not to miss a good idea. The process of drafting should be started early, as it also helps clarify one's ideas on what kind of conference is desired.

During the selection process, we wanted to anonymise the proposals to some degree, so as not to favour people already well known in the profession. WCSJ tends to suffer from "jet set syndrome", with the same people attending every two years and others finding it hard to break in. In the first round of grading, members were blinded to the name of the organisers, but they did see all the other information in the proposal, including the moderator - who in some cases was also the organiser - and the speakers. The co-chairs were not blinded. Of course, we also knew that an experienced submitter is more likely to deliver a good session than a complete newcomer, so we ended up making the organisers' names visible in the last phase of the selection. We found this to be a compromise that worked acceptably. We recommend having each proposal judged by a number of different reviewers - at least seven in our case - to reduce potential biases.

The sheer volume of session proposals added greatly to the workload. In retrospect, we think extending the deadline - which raised the number of proposals from 250 to almost 400 - might have been unnecessary. We may have given people the impression that there was a lack of interest, which wasn't the case. It also led to a very high rejection rate, and thus, disappointment. However, extending the deadline has become almost a tradition for WCSJ, and many people expect it to happen, so if future programme committees decide not grant extensions, they should make this very clear in the call.

Some submitters sent in multiple proposals in what amounts to a shotgun approach. One sent in six. We recommend a maximum of two proposals per applicant. We recommend using software such as Submittable both for receiving and grading proposals - it is easy to use and offers options such as sorting, tagging, and filtering. However, Submittable was far from perfect; there may be better alternatives out there.

We faced some criticism from people who felt certain parts of the world were not well-represented. We felt these were not justified; in fact, we had been careful to have a good geographic spread, and in many cases we added speakers from under-represented regions to a session lineup. We also heard complaints from people who argued that someone deserved to be at the meeting because they were among the top reporters in their country, had an important role in their national journalist association, et cetera. We rarely took such factors into consideration: what mattered was the quality of the session, what the speakers had to contribute, and the diversity among speakers. In retrospect, we wish we had thought more about the workflow after the first selection. We worked with a variety of Google spreadsheets that multiple people had access to, which sometimes created confusion. We also struggled to find the right channels and tools for our discussions. Some conversations were conducted by email, with various numbers of people copied in, others on Slack, et cetera.

We think the organisational divide between the plenary and the parallel sessions was not optimal. Since the two are complimentary - and speakers sometimes moved from the plenary to the parallel program and vice versa - it's better to keep it all in one hand, even if this adds to the workload of the programme committee. One option may be to create a subgroup in the programme committee to deal in more detail with the plenaries and keynotes, which obviously require more attention.

PRESENTATION

4) KEEPING THE PROGRAMME COMMITTEE INVOLVED AND ACTIVE RIGHT UP TO THE CONFERENCE.

This is not an easy task. Being on the committee was an unpaid job that took a lot of time, while professional journalists are always overworked and under pressure. We think it's important to be very clear about the amount of work involved and the timeline from the start, so that people know what they commit to – although in fairness we did not quite realise ourselves how much work it would be. Another issue is to give people benefits in compensation for their work. They should get a full invitation to the conference, for instance. In retrospect we think we could also have given them more visibility. For example, we had videos made of the members of the committee talking about the programme; this was a good idea that could have been used better. The videos could have been put on Facebook and tweeted at a much larger scale. We also think we could have had one or more meetings, possibly by Skype, in the months after the Toulouse meeting, to keep our committee members involved. Some felt they were working in isolation. Maybe some international gatherings of journalists, such as the AAAS annual meeting, could be used to bring some people together physically while the rest join in by Skype.

This is a quick overview of our experience, but we learned a lot as far as details are concerned and it would be good to organise a meeting with the chair(s) of the future programme committee to try to share more of our experience and perhaps to stay in contact to share ideas and discuss practicalities.



Yves Sciamia & Martin Enserink

Co-chairs, WCSJ 2019 Programme Committee

Our five session categories

To help you find sessions that match your interests, we have split our programme into 5 components, or tracks, with distinctive logos that you can search for in the following pages.



STATE OF OUR TRADE: here is where we discuss our own craft and business, our identity and values, and our future. If you want to hear about economic models, prejudice and bias in our own newsrooms, relationships between journalists and PIO's, developing our profession in the Global South, this is the track for you.



BEYOND CHEERLEADING: this track will take a critical look at the way science is done and communicated, at the various social pressures that act upon it, and at our role as science journalists. Fraud, hype, ghostwriting, harassment, ethics... there will be no taboos.



SKILLS AND TOOLS: the name of the track says it all. Come and learn some practical stuff, hear about emerging technologies, learn to us new tools, boost your know-how and become a better journalist, either through small hands-on workshops or larger sessions.



SCIENCE: here you find the latest developments in a range of scientific fields, from climate to gene-editing. We have put high quality experts around the table who will bring to you the cutting edge of knowledge... and hopefully some great story ideas to take home after the conference!



FUN AND ENTERTAINMENT: science also has its lighter side, and you can learn how to convey it or indeed criticize it in original, entertaining ways. Liven up your creative self, for example by joining our theatrical improv workshops, or by confessing in public your journalistic sins...



Sessions marked E/F are simultaneously translated from English to French or vice-versa.

PROGRAMME

MONDAY 1 JULY

18:00 - 20:15 | STCC, Auditorium A | **Type:** Plenary

P0 Grand Opening of the 11th World Conference of Science Journalism

E/F

Official opening of the 11th World Conference of Science Journalism – WCSJ2019



Organiser: Olivier Dessibourg

Speakers: Tania Chytil (moderator), Nouria Hernandez, Martin Vetterli, Olivier Dessibourg, Simonetta Sommaruga, Frédérique Vidal, Carlos Moedas, Marc Walder, Mohammed Yahia, Seema Kumar



<https://www.youtube.com/watch?v=yDEdAxHxKcw>

P1 Debate Panel: “Science Journalism in the mainstream media: luxury or necessity?”

E/F

Panel discussion with 5 Editors-in-chief and CEO of leading media, on the place of science (journalism) in mainstream media



Organiser: Olivier Dessibourg

Speakers: Deborah Blum (moderator), Jérôme Fenoglio, Monika Bauerlein, Nathalie Wappler, Francesca Unsworth, Uzodinma Iweala



<https://www.youtube.com/watch?v=47WgxMCxZBU>

TUESDAY 2 JULY

8:45 - 9:45 | STCC, Auditorium A | **Type:** Plenary session (Panel)

P2 The Moon and beyond: Where will we be in 50 years in space exploration?

E/F

The year 2019 marks the 50th anniversary of the Apollo 11 moon landing, as well as an important year for the world's space efforts. Space agencies and commercial ventures are once again targeting the moon for scientific missions, and they're considering how lunar expeditions will set the stage for more ambitious journeys into deep space.

Will we see Moon Villages? A lunar land rush? Will a future “one small step” on Mars be taken by an international team of astronauts, or by settlers arriving on a commercial transport?

A panel of high-ranking representatives from the Chinese, European, Russian and U.S. space efforts will reflect on lessons learned from the last 50 years of space science and exploration – and look ahead to what we can expect from the next 50 years.



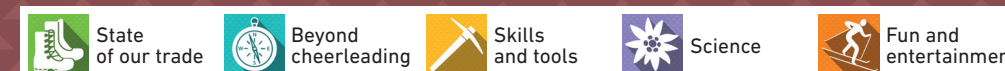
Organiser: Alan Boyle

Speakers: Sarah Cruddas (moderator), Thomas Zurbuchen, Anatoly Petrukovich, Wu Ji, David Parker, Lori Garver



https://www.youtube.com/watch?v=yG5BTre_MWU&t=69s

PROGRAMME



10:10 - 11:20 | **Type:** Parallel session

A1 Reporting on scientific fraud around the world: A how-to

Location: STCC, Auditorium C

Perhaps you're a journalist who covers science, but who typically reports on new findings, rather than scandals. You get a tip about a fraud at a major university near you. What do you do? Or perhaps you've reported on some cases of misconduct, but want to take your skills to the next level by learning how to obtain documents, identify large-scale trends, and protect sources. This will be useful to you no matter where on that spectrum you fall, and no matter what country or countries you cover. Panelists - who have covered and supervised reporting on scientific misconduct for major newspapers, Nature, Science, and specialized websites - will share tips on how best to find untold stories about scientific misconduct, create a roster of experts who can vet allegations, protect yourself against lawsuits, and more.



Organiser: Ivan Oransky

Speakers: Ivan Oransky (moderator), Alison Abbott



<https://www.youtube.com/watch?v=mjpH6oXjQEO>

A2 Philanthropy - a savior for journalism... or a dead end?

Location: STCC, Auditorium B

Major transformations in the media are threatening the economic viability of the press, including that of science journalism. In several countries, philanthropic organisations have stepped in. They are funding entirely new media outlets or provide grants for stories about topics of their choice. What are the risks of this type of funding? Is it okay for foundations to fund only stories about their favorite issue, and to go for high-impact journalism - or does that skew coverage and limit journalists' freedom? Is science journalism more or less suitable for this type of funding than social, political, and humanitarian reporting? Does the idealism of philanthropy clash with the commercial realities of privately owned media? Do the administrative burdens that come with accepting grant money hamper journalists? This session will bring together representatives of philanthropic organisations and reporters who have benefited from their money to discuss the pros and cons of this new funding model.



Organiser: Olivier Dessibourg

Speakers: Serge Michel (moderator), Emily Wilson, Miguel Castro, Melanie Bunce, Beat Glogger

A3 The new gold rush: Prospects and controversies in deep seabed mining

Location: STCC, 3BC

It is getting harder to mine the minerals needed to develop technologies such as electric cars, phone batteries, and wind turbines. Nickel, manganese, and cobalt are all needed to transition the global economy away from fossil fuels. A panel of leaders from the deep seabed mining industry will talk about how prospecting for these vital resources is now a realistic possibility and provide leads for journalists wishing to cover an emerging area that is bound to provide a rich source of stories. Contractors, regulators, and environmentalists will talk about how mining equipment can be positioned more than 4000 meters under the sea to mine the wealth of so-called polymetallic nodules resting on the seabed. The panel will talk about the extraction process, the environmental, technical, and scientific challenges, and the international code of regulations that need to be settled before deep seabed commercial mining gets going, in less than a decade.



Organiser: Angela Posada-Swafford

Speakers: Angela Posada-Swafford (moderator), Gerard Barron, Kris Van Nijen, Daniel Jones, Katie Elles

A4 The reality of Augmented Reality: How it can enhance science storytelling

Location: STCC, 5BC

Both Apple and Google envision a future where people increasingly see an Augmented Reality (AR) through their devices. How can this technology, which superimposes computer-generated images on the real world, be used to engage readers and tell stories? Where's the line between hype and reality, and what can journalists do now to take advantage of AR's ability to change how readers interact with stories? Panelists will discuss their experience with augmented reality, where they see the technology going, and how it can be used today.



Organiser: Joshua Hatch

Speakers: Joshua Hatch (moderator), Griselda Serra Duran, Karthik Patanjali, Amer Mahgoub Pakinam

A5 From evidence to confidence: Science and the EU agencies

Location: STCC, 4ABC

Glyphosate, GM crops, neonicotinoids - Experts at the European Food Safety Authority (EFSA) have been bang in the middle of some of the biggest controversies that science journalists cover in Europe. But the agency has also been in the news itself with critics charging the agency lacks transparency and is too cosy with industry.

The European Centre for Disease Prevention and Control (ECDC) is involved in the public debate around immunisation, a topic where false claims and unverified stories proliferate. Navigating the growing gap in vaccine confidence is not just a challenge for journalists but public health in general.

If credibility levels are low during "peace time", it is unlikely that the public will listen to these institutions during a real crisis and adopt potentially life-saving behaviours.

But how do you build trust? Are science and evidence-based health communication enough to rebut false claims and restore faith in the value of facts? How much involvement should scientists with ties to industry be allowed to have? What role do science journalists and agencies like ECDC and EFSA play in safeguarding objectivity and the power of facts? How much trust is warranted in the "evidence base" for public health advice on EU level? How much distrust is needed?

The heads of both EU agencies are coming to the WCSJ to discuss these questions and others with science journalists from around the globe.



Organiser: Caroline Daamen

Speakers: Kai Kupferschmidt (moderator), Bernhard Url, Martin Pigeon, Vera Novais, Andrea Ammon

14:00 - 15:10 | **Type:** Parallel session

B1 Trade Craft: Unpacking the Corporate Manipulation Toolbox

Location: STCC, Auditorium B

This expert panel will help get journalists in the frame of mind to tackle an investigative project on corporate misconduct, from basic industry PR tactics to manipulating public narratives to downright scientific fraud. Our panelists will provide perspective both as working journalists, who will draw from their own recent experience working on specific stories, as well as academics who study corporate strategies more broadly. The panelists will share tricks and tips to spotting industry dishonesty, as well as strategies for gaining access to the sources necessary to prove it. Attendees will walk away feeling ready to approach their next investigative project.



Organiser: Brooke Borel

Speakers: Brooke Borel (moderator), Naomi Oreskes, Stéphane Horel, Sharon Lerner

PROGRAMME



State
of our trade



Beyond
cheerleading



Skills
and tools



Science



Fun and
entertainment

B2 SPECIAL SESSION How EU-funded research underpins law and policy – and how you can use it to find important stories.

Location: STCC, 5BC

Climate change. New health threats. Regulating social media and the digital economy. All of the vexing policy issues of our time need a solid basis in science. That's why the European Union spends over 10 billion Euros annually on policy-relevant research, carried out by independent academic and industry researchers as well as in-house scientists at the European Commission. Their work is used to inform the policies of the European Union and support Member States in their regulatory activities. This means not only that EU-funded research has a big impact, but also that EU policies, which affect almost 450 million people in Europe and many more around the world, are highly driven by evidence.

The same research is also a key resource for science journalists looking for stories that have an impact on the lives of their readers. This session will guide you through the basics of EU-funded research and how it is used to shape policies, and then introduce you to some of the online tools that help inform the public and the media of its results. These tools include databases of funding programs such as Horizon 2020 and their findings; reports and briefs providing policy-relevant summaries of scientific research; databases to track wildfires and other disasters; and knowledge centres that compile real-time, relevant data and insights on policy issues such as migration and demography, food security, or food safety.

Everyone is welcome, regardless of your geographical coverage and whether you prefer writing about science or policy. You will leave this session with a better understanding of where to look for important science and a number of invaluable resources at your fingertips.



Organiser: EU

Speakers: Minna Wilkki (moderator), Stéphane N'Dong, Marton Hajdu

B3 Women Science Journalists Unite!

Location: STCC, 3BC

Woman science journalists, please join this session! We want to create a welcoming space for women from around the world to share the issues that affect us and our profession. As journalists, we are sensitive to gender issues in science. But what about our own glass ceiling and career prospects? Are we truly including female journalists and their ideas in our teams? How do we make sure women journalists are paid fairly, get challenging, visible assignments, and stay safe from harassment? Our circumstances may be vastly different, but we do face similar problems. We want to rid science journalism of its gender bias and hope the group will continue exchanging ideas and solidarity, online or offline, after the conference.

This session is aimed at women science journalists, both cis- and transgender. Men are welcome to join and listen, and we will give priority to women's voices.



Organisers: Núria Jar, Tania Rabesandratana

Speakers: Núria Jar (moderator), Tania Rabesandratana (moderator), Osama Bothina, Victoria Jaggard, Cecilia Rosen

B4 Covering meta-analyses and systematic reviews – a crash course

Location: STCC, 4ABC

As most science journalists know, a single medical study doesn't mean much; systematic reviews and meta-analyses, which compile the evidence from many studies, are more meaningful. But not all meta-analyses are created equal and the genre is growing rapidly: More than 10000 such studies were published in 2018. Are we able to critically read and interpret meta-analyses? Can we tell a solid review from a sloppy one? And what to do when different teams end up fighting over conflicting meta-analyses, which recently happened in the fields of antidepressants, chronic fatigue syndrome, and the link between gaming and aggression? During this crash course, you will hear from leading experts how good meta-analyses are done; learn how to interpret their outcomes; and get the tools you need to report on them as a critical science journalist.



Organiser: Joseph (Jop) de Vrieze

Speakers: Joseph (Jop) de Vrieze (moderator), Karla Soares-Weiser, Jos Kleijnen, Hilda Bastian

B5 Writing and selling the 21st-century science book

Location: STCC, Auditorium C

We consume news now in many formats on many platforms. Yet for many journalists as well as their readers, books retain a unique attraction as summaries of essential knowledge, explorations of expression, and markers of professional standing. In a multi-media world, what makes a science book succeed? Authors of best-selling and highly awarded books will discuss their works and process, and a highly regarded book editor will explore what makes book concepts succeed with publishers and readers.



Organiser: Maryn McKenna

Speakers: Maryn McKenna (moderator), Thomas Abraham, David Bamford, Rana Dajani, Christie Aschwanden



<https://www.youtube.com/watch?v=U0zWJfy3b7g>

15:40 - 16:50 | **Type:** Parallel session

C1 The challenges of science journalism in the Global South – and how an alliance with the North could help

Location: STCC, 5BC

In the era of globalisation, journalism in the Global South ultimately affects the Global North. In this session, reporters from Africa, Asia, and Latin America will share the challenges they face and invite discussion on how individuals and science journalism associations can work with them to improve the situation. They will tell their stories of struggling to get sufficient science coverage in countries where editors often think other types of stories are better sells. The lack of professional training, in science journalism and journalism ethics alike, threatens the quality and integrity of the industry. Operating in a country that lacks a functional democracy and a free press is not only taxing but dangerous to the journalists. The panelists will set out the changes that they would like to see in their media landscape, how this could be made happen and how a closer collaboration with their colleagues and organisations in the North could help boost the quality and quantity of science coverage in their regions. We are all in this together. Please, come and join us in this South-North feast!



Organisers: Jane Qiu, Christabel Ligami

Speakers: Christabel Ligami (moderator), Harry Surjadi, Deborah-Fay Ndhlovu, Ben Deighton, Manuel Lino

C2 Thinking outside of the press release: How to find story ideas in new, unusual and digital places

Location: STCC, Auditorium B

With editors and readers craving original content, the need for new stories and alternative sources has never been greater. Social media, pre-print databases, freedom of information requests, and the activities of government agencies or global NGOs can provide endless story leads – but where to start? In this session, you'll hear from experienced science journalists who will share how they work these leads, find ideas, and turn them into fresh, compelling stories that might never have been written without sources beyond mainstream media channels. You'll get to share your own experiences too, and discuss best practices for story-gathering and reporting in quirky, unfamiliar, or unusual contexts with other journalists. Follow the discussion online at #WCSJSciDeas.



Organisers: Celia Luterbacher, Amanda Alvarez

Speakers: Celia Luterbacher (moderator), Amanda Alvarez, Inga Vesper, Dom DiFurio



PROGRAMME



State of our trade



Beyond cheerleading



Skills and tools



Science



Fun and entertainment

C3 How to earn a living in the new media landscape: Innovative business models and how they work

Location: STCC, 4ABC

With freelance rates and salaries now frozen or falling, and traditional media crumbling, journalists are having to look at new ways of supplementing their income. This session will bring together academics and practitioners who are studying or experimenting with new platforms and new ways of making their journalism pay, for a frank discussion of what works, what doesn't and where they think the opportunities are for a more sustainable and rewarding future.



Organisers: Mićo Tatalović, Sarah Wild

Speakers: Tim De Chant (moderator), Serge Michel, Alison Motluk, Christian Schwägerl, Elisabetta Tola

C4 Pitch Slam 2019: Return of the pitch slam

Location: STCC, 3BC

Sliding a new idea for a story into an editor's inbox can be terrifying. Is your pitch what they're looking for? How do you know? Here is your chance to hone your skills, and maybe get a pitch in the door in the process. Editors from Science, Nature and more will offer their tips on pitch-perfect story ideas. The panel will then respond to a selection of pitches sent to the group ahead of the meeting. They'll share what works, what doesn't, and why. Finally, we will open up the floor for an open pitch session.



Organiser: Bethany Brookshire

Speakers: Bethany Brookshire, Ashley Smart, Eric Hand, Laura Helmuth, Nicky Phillips

C5 CRISPR moves out of the lab - can reality come close to the hype

Location: STCC, Auditorium C

Just seven years after the discovery that a bacterial immune system called CRISPR can edit genomes, academic scientists and companies are testing its ability to cure inherited diseases, to give plants and livestock desirable traits, and to fight insect-borne diseases such as malaria. This session will explore the diverse applications of CRISPR, the scientific and regulatory hurdles it faces, and whether reality can come close to the hype surrounding this still-new technology.



Organiser: Sharon Begley

Speakers: Jon Cohen (moderator), Christ Proudfoot, Jean-Denis Faure



<https://www.youtube.com/watch?v=gEC1heWfo2Q&t=17s>

C6 Fake-news in science: How to recognize and fight it

E/F

Location: STCC, Auditorium A

Manipulating public opinion has become an easy game. With the help of social media, fake news spreads rapidly on the Internet. Most creators and propagators of these lies pursue political goals. But what if their aim is not to disparage a political opponent, but to propagate false or even fake scientific claims? What are the consequences for public health? How is such fake news recognizable? And how should science journalists deal with it? A medical journalist from Japan, a former BBC broadcaster, a fake news researcher, and an expert on scientific misinformation will provide answers.



Organiser: Martin Amrein

Speakers: Andreas Hirstein (moderator), Joe Lynam, Scott Brennen, Riko Muranaka, Nir Grinberg



<https://www.youtube.com/watch?v=8n1ihMCJFrA>

C7 Let's Play! Improvisation theatre for science journalists

Location: STCC, 3A



Organiser: Gemma Venhuizen

Moderator/Speaker: Gaspard Kühn

17:00 - 18:00 | STCC, Auditorium A | **Type:** Keynote

K1 The African heart of science

E/F

Science and technology are considered the most significant driving force for development in the modern world, and their potential in Africa is tremendous. However, science and technology are often considered western innovations to be superimposed on Africa, creating a paradigm of a more advanced "Western world" and a backward Africa playing catch up — a view that ignores the contributions the continent has made to scientific discovery. The more we focus on the novelty of science in the African sphere, the more we perpetuate such old concepts and the greater the problems we create. Rather than looking at science as something simultaneously progressive and alien to African ways of life, we must reimagine the continent as a locus of exchange for the cultural understandings of technology and science. Together, they could propel further discovery and leapfrog development within an African context.



Organisers: Hélène Le Meur, Olivier Dessibourg

Speaker: Uzodinma Iweala, Mohammed Yahia (moderator)



<https://www.youtube.com/watch?v=3flK6x4hgkQ>

17:00 - 18:00 | STCC, Auditorium C | **Type:** Keynote

K2 What would you do with €100 billion? How Europe tries to shape the future of science

The European Union has gradually been spending more and more taxpayers' money on science in the past decades--and less in areas such as agriculture. Between 2021 and 2027, its future "Horizon Europe" programme could fund €100 billion worth of research and innovation projects.

Why is that money important, and how far can it go? What kind of science will it fund? Why is this a big deal for countries outside of the European Union, too? How does the European Commission use scientific evidence to shape new laws?



Organiser: Tania Rabesandratana

Speaker: Jean-Eric Paquet, Tania Rabesandratana (moderator)



<https://www.youtube.com/watch?v=cTxgA14P2gg>

WEDNESDAY 3 JULY

8:45 - 9:45 | STCC, Auditorium A | **Type:** Plenary

P3 Should science journalists focus on solutions?

E/F

"Solutions journalism" – reporting on the search for answers to society's problems – is on the rise. Writers and publishers alike are finding that solutions-based stories are attracting a more engaged audience and sometimes helping to bring about change for the better. Science journalists often write about problems, such as climate change and the opioid crisis. It's easy to focus only on the gloom and doom. How can science journalists also explore potential solutions to these crises? Pulitzer-prize-winning environment and energy reporter Elizabeth McGowan and Nina Fasciaux of the Solutions Journalism Network will discuss case studies.



Organiser: Hélène Le Meur

Speakers: Nina Fasciaux, Elizabeth McGowan, Serge Michel (moderator)



<https://www.youtube.com/watch?v=04tP9wuU2K8&t=14s>



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10:10 - 11:20 | **Type:** Parallel session

D1 Youtubers, science journalists: Allies or competitors?

Location: STCC, Auditorium B

Many YouTube channels are dedicated exclusively to science, and together they have many millions of followers. YouTubers handle complex stories, from black holes to the 'antivax' controversy. Many have not been to journalism school - and don't call themselves science journalists - but they share codes and skills with more traditional science journalism.

Where is the border between science communication on YouTube and science journalism? Do YouTubers need science reporters? Should science journalists collaborate more with YouTubers, in their common interest, and what can they learn from each other?



Organiser: Aurélie Coulon

Speakers: Aurélie Coulon (moderator), Joachim Allgaier, Lê Nguyễn Hoàng, Viviane Lalande

D2 Seeking elusive truths: How to judge statistical results as a non-statistician

Location: STCC, 3BC

Many published papers use limited data sets for making relatively strong scientific claims. Because such claims are usually based on statistical evidence, assessing research requires a basic knowledge of statistics. In this hands-on workshop, we will show that for making a first judgment, in-depth knowledge of the details of statistical analysis may not be necessary. Common sense may be sufficient. The introductory talks will explain basic statistical concepts and commonly used statistical methods. We will then hand out examples from the published literature and discuss them with the attendees. We will emphasize that statistical methods are not barometers of truth, but rather tools for describing the results at hand. Further, journalists should be aware that misunderstandings about statistics are rampant among scientists. This workshop will help journalists understand the strengths and limits of common statistical methods and why garnering "truth" from statistical methods is rarely if ever warranted.



Organiser: Valentin Amrhein

Speaker/Moderator: Christie Aschwanden

D3 Mental illness, science, and the global health agenda

Location: STCC, 4ABC

Mental illnesses don't get much media attention. Yet they exact a terrible toll in rich and poor countries alike. According to the World Health Organisation, about 383 million people in the world suffer from depression, bipolar disease, or a psychosis such as schizophrenia. We'll tackle several reasons behind the lack of media attention in this session on global mental health - stigma, a mis-perceived lack of science, and unaffordability of treatment.

This is your chance to find out if science will come to the rescue. You'll hear from one of the developers of a low-cost, proven effective treatment for depression. A Liberian psychiatrist will tell you about the challenges of delivering care in a stigmatized environment. A Latin American psychologist will talk about regional challenges. And a survivor of the internal wars in Rwanda will tell you about her personal journey coming to terms with PTSD.

The session will be led by freelance journalist Joanne Silberner, who has been covering mental illness for three decades. You should come away with ideas for specific global and local mental health stories, and ways to approach them.



Organiser: Joanne Silberner

Speakers: Joanne Silberner (moderator), Maria Elena Medina Mora, Grace Gatera, Janice Cooper, Elisha London

D4 Investigative methods for science journalism: Accounts from four award-winning reporters

Location: STCC, Auditorium C

Recent winners of the international AAAS Kavli Science Journalism Award will describe their consequential stories on research misconduct by a noted surgeon at the Karolinska Institute; on the lack of adequate surveillance of "superbug" infections in the United States; on shortcomings of an overburdened forensic system in a South African province; and on the failure of leading American medical institutions to report results of clinical trials to a federal database as required by law. The panelists will discuss reporting methods they used in their work and obstacles they overcame. More generally, they will discuss how investigative reporting methods - including record searches and computer-assisted research - can be brought to bear in science journalism.



Organisers: Earl Lane, Tiffany Lohwater

Speakers: Tiffany Lohwater (moderator), Anna Nordbeck, Deborah J. Nelson, Sarah Wild, Charles Piller



<https://www.youtube.com/watch?v=lvUzqL70gJ4&t=37s>

D5 Where physics (still) doesn't work: The global quest to solve the universe's enduring mysteries

E/F

Location: STCC, Auditorium A

Why do we live in a universe that is made of matter? What is the mysterious "stuff" that composes more than one-quarter of the universe? What is driving the universe to expand faster and faster? What happened in the very earliest instants after the Big Bang? In this moderated panel discussion, three of the world's pre-eminent particle physicists will discuss and debate the "big questions" that remain unexplained today regarding the origin, nature and ultimate fate of the universe. Scientific curiosity is one of the human race's most important qualities, and this is your chance to meet some of the most prominent people working to answer the cosmic riddles that have puzzled scientists for decades.



Organiser: Andre Salles

Speakers: Toni Feder (moderator), Fabiola Gianotti, Nigel Lockyer, Reynald Pain, Laura Baudis



<https://www.youtube.com/watch?v=8oQwK8xNUrE&t=5s>

14:00 - 15:10 | **Type:** Parallel session

E1 Enemies of the people: journalism in the age of populists and strongmen

E/F

Location: STCC, Auditorium A

In this session, political scientists and journalists from different parts of the world will look into the problems science journalists are facing with the rise of populist politicians challenging and suppressing scientific information to inform policy. How can high quality science journalism survive and thrive in an age of misinformation, competition and distraction of alternative facts, post-truth and dishonesty on an industrial scale?



Organisers: Thiago Medaglia, Milica Momčilović

Speakers: Thiago Medaglia (moderator), Pablo Ortellando, Emily Gertz, Barış Altıntaş, Thomas Nilsen



<https://www.youtube.com/watch?v=zSVbalm17Gs>



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E2 Reporting on harassment in science; How to protect yourself and your sources

Location: STCC, 4ABC

Reporting on sexual harassment and bullying in research and academia has become an increasing part of the science beat. But a lot is at stake with these stories; reporters must consider the impact of their reporting on victims and the risk of libel suits to themselves or their publication. How the media research and report these cases is critical, as it can influence how academic societies, institutions, and governments respond to the problem. For science reporters who have no, or limited, experience working on stories of harassment and bullying, taking on such a project can be a daunting prospect.

This session will guide science reporters through some of the thorny issues and challenges.



Organiser: Nicky Phillips

Speakers: Nicky Phillips (moderator), Padma T.V., Lucy Maddox, Meredith Wadman, Bethany Kok

E3 Biodiversity: Reporting a silent crisis

Location: STCC, Auditorium B

Biodiversity loss is at its highest rate since the last mass extinction, but unlike climate change it struggles to make it onto the front pages. Should we be concerned and what should be done? Climate change has risen up the agenda in part because it is framed as a risk to livelihoods and to national security. Should biodiversity scientists, policymakers and the media take a similar approach?



Organiser: Ehsan Masood

Speakers: Ehsan Masood (moderator), Giovana Girardi, Robert Watson, Michel Loreau

E4 Science press officers – purveyors of truth or masters of spin?

Location: STCC, Auditorium C

Media coverage of science is influenced more than ever by the work of PR and press officers, who now vastly outnumber science journalists. Yet the role of press officers has rarely been discussed at WCSJ. This session will grapple with several important questions. What makes a good science press officer? Some see their job primarily as helping journalists and are on speed dial for any reporter with a question. Others will speak to journalists only when they have a story to tell. Some will try to promote and protect the institutional brand at all costs. Should we define a set of values that science press officers should espouse?



Organiser: Fiona Fox

Speakers: Fiona Fox (moderator), Aleida Rueda, Ira Basen, Rob Dawson, Oliver Moody



https://www.youtube.com/watch?v=azQzbX_hwJo&t=62s

E5 So you want to create a podcast?

Location: STCC, 3BC

Perhaps you love podcasts, perhaps you've toyed with the idea of making one yourself. So what's next? How do you go about making your show?

Come to this session to learn from top science podcasters, who will share their tips and tricks for everything they do: from writing for your voice (ridding your writing of clauses can be a hard habit to break!); to what equipment to use, how to record interviews, and how to record yourself for the best sound; to an introductory segment on editing with tips for mixing your show that will set you up for success. You'll do in-session writing exercises, view sample scripts, and check out screens of audio editing. And when the session is over, you'll know what to steps to take to continue your education back in your home country.



Organiser: Cynthia Graber

Speakers: Cynthia Graber (moderator) Annie Minoff, Luis Quevedo

E6 “Honey, I CRISPRed the kids” – a “House of Commons” debate on urgent ethical questions

Location: STCC, 5BC

With packed rooms in previous World Conferences in Helsinki, Seoul and San Francisco, our lively House of Commons debate has become a tradition. In Lausanne, we're at it again. This time, the House will debate an issue pushed to the forefront by two Chinese babies: With Crispr gene editing spreading like wildfire, are things already getting out of hand? 'Crispr' is shorthand for a new, easy and cheap technique for editing the DNA of living organisms. Scientists and laboratories all over the world are jumping the bandwagon, and in China the first edited human babies have now been born. Societies need to decide quickly which applications they like and which ones cross red lines. Science journalists and communicators should table the right questions, and they should do so soon. Should all forms of human germ line editing permanently be banned? Should we really release gene-edited species into the wild? Should we revive species that have gone extinct? Should we gene-edit farm animals to make them better in producing our food? And what is the role of science journalists in navigating these questions? Come join us in debating serious questions in a fun and entertaining way.



Organisers: Kai Kupferschmidt, Peter Vermij

Speakers/moderators: Kai Kupferschmidt, Peter Vermij

15:40 - 16:50 | **Type:** Parallel session

F1 Working with your audience: Building trust around difficult topics

E/F

Location: STCC, Auditorium A

Engaging the audience is one of the most important ways to make sure that your reporting is read, seen, or heard. It's also, increasingly, the basis for the economic survival of you publication. But many science journalists are struggling to engage with their readers. Too often, they have scientists or their peers in mind when they write about the latest research, and not the general public. Also, when it comes to contentious issues like vaccination or genetically modified organisms, they tend to write "for the choir" instead of actively and purposefully reaching out to those who are not convinced. In this session, we want to explore why this is and what we could do about it.

We will discuss ways to get to know your audience, to listen better, to engage with them. We will explore different roles that journalists can take in their communities, not just as reporters, but as mediators or facilitators as well. Science journalists are lagging behind in audience engagement, so we will hear from and about people in other fields who are navigating complex and controversial issues together with their readers.



Organiser: Kerstin Hoppenhaus

Speaker: Kerstin Hoppenhaus (moderator), Stephanie Snyder, Ben Whitelaw

F2 Journobots : Friend or foe?

Location: STCC, Auditorium C

Publications are beginning to use bots for reporting on stock prices and sports results. But the great strength of modern algorithms is not text production - most publishers overlook what they are good for: they can help us with investigative research. Used properly, AI can take the time consuming work away from journalists and give us more time for relevant, investigative and creative work. This session will discuss exciting projects from which we can learn the advantages as well as the downsides of the use of AI programs in journalism.. Both the German DebateExplorer and a tool of the journalists' association Propublica for example browse large amounts of texts like parliamentary debates or articles. These systems don't replace the journalism, but trawl through huge amounts of written text to provide potential leads for investigative research.



Organiser: Eva Wolfangel

Speakers: Eva Wolfangel (moderator), Jonas Kuhn, Jeremy Merrill, Varada Kolhatkar



<https://www.youtube.com/watch?v=Fbw9J-Spy4I&t=14s>



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F3 Let's Manga! Science told through comics

Location: STCC, 1BC

Science manga and other visual forms of communicating science can transcend cultures and are popular among children and adults. Making science manga is about more than just drawing and artistic talent. In this session three outstanding science manga/comic creators will give their perspectives on how they bring hard facts and scientific data to life by creating attractive characters, strong storylines, metaphoric language, and visual representations. They will offer journalists, press officers, and science writers new perspectives for their daily reporting, unexplored avenues to repurpose their stories into visual narratives, and ideas to collaborate with graphic artists.

Participants will come away with the knowledge that creating science comics does not have to be hard or time-consuming, and with the know-how to initiate artist-writer collaborations to tell science stories using manga and comics.



Organisers: Amanda Alvarez, Ayumi Koso

Speakers: Ayumi Koso (moderator), Matteo Farinella, Claudia Flandoli, Hayanon

F4 Trade Craft: Investigative tools for science journalists

Location: STCC, 4ABC

This hands-on session will introduce journalists to some essential, practical tools of investigative reporting. For example: how to frame an investigation with targeted questions to make the project feasible; how to adopt a "documents state of mind" to build a case; how to ensure that your findings are defensible and transparent; and how to organise your research and materials with reporting diaries. It will present strategies, databases, and resources that will help journalists add investigative elements to their stories. Panelists will offer an introduction to the tobacco playbook and other tactics that an ever-expanding list of industries use to attack scientists who report inconvenient findings. They'll show how front groups, right-wing and libertarian thinktanks, and other industry allies propagate these "narratives of deceit" and how to track these collaborations.



Organiser: Betsy Mason

Speakers: Liza Gross, Stéphane Foucart, Ritu Sarin

F5 Too close for comfort? Embedded science journalism in extreme environments

Location: STCC, 3BC

Poles, oceans, pandemics: Science reporters are inevitably attracted by extreme environments. But reporting under such circumstances involves special relationships and risks between scientists, physicians, agencies, and journalists. Working in places that are dangerous or difficult to access often means science reporters must depend on sources for travel, accommodation, food, and security.

Meanwhile, when they're close to their sources 24-7, journalists will inevitably learn much more about the science and the way it is done - including mistakes and problems - than they would in a regular, scheduled interview. What are the ethical risks and rules that should guide work in such circumstances?



Organisers: Bastien Confino, Danièle Rod

Speakers: Danièle Rod (moderator), Paulin Bashengezi-Mushamuka, John Sparks, Lawrence McGinty, Linda Capper

F6 Let's Play! Improvisation theatre for science journalists

Location: STCC, 3A



Organiser: Gemma Venhuizen

Speaker/Moderator: Gaspard Kühn

F7 Endocrine Disruptors: The hidden harm

Location: STCC, Auditorium B

Endocrine-disrupting chemicals, found in household and industrial products, have been associated with negative health effects from cancers to learning disabilities to hormonal disorders. They have been a subject of scientific concern since the 1990s, and in 2013, the World Health Organisation called out gaps in the science surrounding them in a pathbreaking report.

Yet it's only in Europe that EDCs have been subjected to policy scrutiny, in a bitter battle among industry, regulators and advocacy groups. What does the science tell us, and what is the path forward for globally regulating this threat?



Organiser: Maryn McKenna

Speakers: Maryn McKenna (moderator), Andreas Kortenkamp, Stéphane Horel

17:00 - 18:00 | STCC, Auditorium A | **Type:** Keynote

K3 How can science magazines survive the media revolution ?

E/F

Location: STCC, Auditorium A

Weekly and monthly science magazines have long been among the main sources of science news for the general public. Today, huge amounts of information about science is available online, via specialized websites, YouTube channels, and social media.

Meanwhile, more and more scientists are communicating with the audience directly, on blogs, sites such as The Conversation, and social media. Communication departments of research institutions increasingly bypass journalistic channels as well.

How can traditional science magazines survive these shocks? What are their unique selling points, and how should they divide their time and energy between printed pages and instant Internet news? In this session, the editors of three premier science mags will explain their vision for publishing in the next decade.



Organisers: Olivier Dessibourg, Hélène Le Meur

Speakers: Martin Schneider (moderator), Emily Wilson, Dominique Leglu, Curtis Brainard



<https://www.youtube.com/watch?v=3lToABRctZA&t=31s>

17:00 - 18:00 | STCC, Auditorium C | **Type:** Keynote

K4 Repairing the climate: A solutions approach from the IPCC

Location: STCC, Auditorium C

As Chair of the Intergovernmental Panel on Climate Change, Dr Hoesung Lee leads efforts to provide policymakers with the science they need to save the planet. He will be in conversation with the BBC's Science Correspondent, Pallab Ghosh, discussing whether it is now time to consider radical transformations in society and the economy and controversial climate repair schemes to take greenhouse gasses out of the atmosphere. The IPCC has warned that a step change in thinking will be needed if we are to avoid irreversible environmental damage to our world. The next cycle of the panel's scientific assessments will focus on finding solutions to the impact of global warming caused by human activities. This session is an opportunity to listen to Dr Lee talk about two special reports: one on land use and other the oceans due to be published in the coming weeks.



Organisers: Pallab Ghosh, Yves Sciamma

Speakers: Hoesung Lee, Pallab Ghosh (moderator)



<https://www.youtube.com/watch?v=peW9lbnwwF4>



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18:00 - 20:00 | STCC, Foyer Campus (during the EPFL Science Cocktail) | **Type: Evening session**

X3 Science writer for hire: An editor-freelancer meet-and-greet

Location: STCC, Foyer Campus (during the EPFL Science Cocktail)

People attend WCSJ to make connections. Editors are looking for freelancers to hire. Freelancers are looking for editors to work for. But making these connections isn't always easy. This event is an informal meet-and-greet for editors and freelancers. Editors, come and grab a silly hat to show who you are. Freelancers, all you need is yourself and your business cards, no pitches or carefully memorized ideas required. Come for the silly hats, stay for the networking. No one needs to sign up, you just need to show up and start talking.



Organiser: Sarah Zielinski

20:00 - 22:00 | STCC, Auditorium A | **Type: Evening session**

X1 Meet the screenwriters taking sci-fi by storm

Location: STCC, Auditorium A

Like any Hollywood blockbuster, a science-fiction film that wins critical acclaim – and does well at the box office – is a compelling story with characters we root for. But standouts in the genre also succeed at grounding spectacular plots in real science. How does the creative team behind a film ensure that authentic science enhances a story, rather than weighing it down? And how does one become a science fiction screenwriter: What is this personal journey like, and what kinds of obstacles must be overcome? We'll hear from some seasoned pros about their personal journeys and share clips of their favorite "science" moments in recent films they helped create.



Organisers: Rick Loverd, Richard Stone

Speakers: Richard Stone (moderator), Nicole Perlman, Anna Wu, Kath Lingenfelter



<https://www.youtube.com/watch?v=qtKjwsmhFpc&t=14s>

X2 The listening lab: A science podcast soirée

Location: STCC, Auditorium C

Sit back, open your ears, and have your mind blown as leading international science podcasters Natasha Mitchell (Science Friction, All in the Mind), Annie Minoff (Undiscovered, Science Friday), This Wachter (Audio Story Lab, ex Swiss Public Radio) and others bring you a session like none other.

The podcast revolution is here. Podcasting and audio storytelling are changing the way journalists investigate and report on science. Audio offers an intimate and enthralling medium for your work. This soiree will excite you with the possibilities and feature the voices and work of producers worldwide.

Be transported... by sound. There'll be nothing to see here, it's ALL about your ears.



Organiser: Natasha Mitchell

Speakers: This Wachter, Annie Minoff, Natasha Mitchell

THURSDAY 4 JULY

8:45 - 9:45 | STCC, Auditorium A | **Type: Plenary**

P4 Escaping the “balance” trap - rethinking science journalism in an era of fabricated controversies

E/F

Location: STCC, Auditorium A

Is glyphosate a carcinogen? Is sugar toxic? Does Tamiflu work? These “scientific” controversies (and hundreds of others) have something in common: they have enormous economic implications, and with billions of dollars at stake industry has involved itself deeply in them. In a context where the scientific power of corporations is growing exponentially, while public research struggles to maintain funding, such controversies are becoming the new norm. This sets unprecedented challenges for science journalists. As scientists funded by corporations not only weigh in heavily in many debates, but even set the research agenda in entire fields of knowledge, should journalists remain neutral? Can they? Do key values of journalism such as “balance” and “objectivity” need rethinking? In her seminal book, “Merchants of Doubt”, Naomi Oreskes (who teaches history of science at Harvard University) analyzed industry’s tactics in the climate debate, and described the history of these tactics and their original invention by the tobacco industry. She will reflect on these essential issues for WCSJ2019.



Organiser: Yves Sciamia

Speaker: Naomi Oreskes, Yves Sciamia (moderator)



<https://www.youtube.com/watch?v=c48zV7fANec&t=72s>

10:10- 11:20 | **Type: Parallel session**

G1 Culture Clash: How to cover the Intersection of Science and politics

Location: STCC, 3BC

Science has become a very politicized endeavour in many countries. And more and more scientists are choosing to actively engage in politics. In this session we will talk about what this means for us as science-journalists. Do we need to cover scientists differently – maybe more aggressively - once they enter the political realm? What can we learn from political journalists? What can they learn from us when covering scientific topics – and how can we work together more constructively?



Organiser: Hanna Wick

Speaker: Mandi Smallthorne (moderator), Jacques Dubochet, Kevin Bloom, Laura Helmuth

G2 Climate change is inevitable. Can humanity adapt?

E/F

Location: STCC, Auditorium A

When early evidence of the dangers of global warming emerged three decades ago, some scientists urged the world’s nations to boost the capacity to withstand climatic and coastal hazards even as efforts were made to curb greenhouse-gas emissions. But adaptation to climate change was criticized by many as a distraction from the need to sharply cut the use of fossil fuels. No more. Even as carbon dioxide emissions and global temperature climb, communities are building and farming vulnerably in zones prone to wildfire, flooding, drought and storms around the world. With losses rising and no quick fix from emissions cuts, the adaptation imperative has rapidly moved into the foreground. The media focus has yet to catch up. In this session, Mami Mizutori, the Special Representative of the UN Secretary-General for Disaster Risk Reduction, and a top European advisor to a new Global Commission on Adaptation will explore issues and story opportunities with award-winning environmental journalists from Africa, Asia and North America.



Organiser: Andrew Revkin

Speakers: Andrew Revkin (moderator), Richard J.T. Klein, Frederick Mugira, Imelda Abano



<https://www.youtube.com/watch?v=Cjkmc4sFBPA&t=32s>



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G3 In discussion with the new WHO Chief Scientist

Location: STCC, Auditorium C

Just three months into her tenure in the newly created role of Chief Scientist at the World Health Organisation (WHO), Dr Soumya Swaminathan will be in conversation with Andrew Jack, Global Education Editor at the Financial Times.

Previously WHO's Deputy Director-General for Programmes, Dr Swaminathan brings decades of experience to the role, both in clinical care and as a globally recognised researcher on tuberculosis and HIV. She will discuss the opportunities the job presents for translating science and evidence into global health policies, along with her vision for WHO's role in advancing science for bringing health gains to people across the globe. After the discussion the floor will be open for questions from the audience.



Organisers: Ruth Francis, Olivier Dessibourg

Speakers: Soumya Swaminathan, Andrew Jack (moderator)



<https://www.youtube.com/watch?v=F74T1SrfhPw&t=52s>

G4 Hope or Hype: The skeptic's guide to reporting on innovation

Location: STCC, 4ABC

Every day we're bombarded with news on new technologies "Five innovations that could save our planet." "Three technologies that will improve your health." The pace and scale of innovation makes it hard for journalists to keep up, let alone understand and evaluate the new fixes critically. That may not matter much for the latest lifestyle app. But it's an enormous issue when it comes to figuring out how to write about a new technological solution to climate change, heart disease or food production. Speakers from around the world will recount cautionary tales of techno-hype, especially in the challenging fields of environment, development, and health, and offer guidelines on how to evaluate the next big thing.



Organiser: Vaishnavi Chandrashekhar

Speakers: Padma T.V (moderator), Anita Makri, Nalaka Gunawardane, Harro Van Lente, Niall Firth

G5 Making data visible: Enabling writers (and readers!) with effective infographics

Location: STCC, Auditorium B

Does the term "data visualization" excite you, but unsettle you? Do you appreciate the power of graphs and charts, but lack the knowledge to make them? Join three of the world's leading scientific designers to discover how to gather data from scientists, how to visually transform data for readers, and what makes that data worth collecting and transforming in the first place.

Audience members will be able to follow along with a short, live demonstration of the Plotly data visualization app, and they will walk away with a set of basic design "dos and do-nots," as well as a list of freely-available online tools. Those tools will enable them to experiment and create visual displays that should, in turn, enable their readers.



Organiser: Catherine Maticic

Speakers: Catherine Maticic (moderator), Xaquin González-Veira, Jason Treat, Katie Peek

G6 Let's Play! Improvisation theatre for science journalists

Location: STCC, 3A



Organiser: Gemma Venhuizen

Speaker/Moderator: Gaspard Kühn

G7 New at the WCSJ: LGBTQ science writers meet-up

Location: STCC, 1BC

In a first for the WCSJ, this meet-up will be an opportunity for lesbian, gay, bi, transgender, and queer (LGBTQ) science writers to get together and share their experiences. Steve Silberman (author of NeuroTribes: The Legacy of Autism and the Future of Neurodiversity), will kick off with some reflections on his life and career as a gay science writer. Then we'll have an informal roundtable where anyone will be able to weigh in with whatever is on their mind. (Just listening is fine too.) A few topics we can imagine discussing: Have you faced discrimination, and how did you overcome it? Should queer science writers make themselves more visible, like queer scientists have done in recent years? As a science writer, do you focus on issues of particular interest to the LGBTQ community? To what extent can or should we be activists?

Straight, cis-gendered colleagues are welcome. We hope the session will be the start of an informal longer-term information and support network for LGBTQ science writers.



Organiser: Martin Enserink

Speaker: Martin Enserink (moderator), Steve Silberman

14:00 - 15:10 | **Type:** Parallel session

H1 Will preprints in health and medical research make reporting better or worse?

Location: STCC, 4ABC

Preprints: where new research is immediately and freely posted online before peer-reviewed publication. Many scientists love the concept, as preprints challenge the journal hierarchy and enable sharing of new findings without the interminable cycle of submission, rejection and duplication.

The preprint model is becoming common in health and medical research. But scientists are not the only audience for new findings. What will be the impact on the reporting of science? If all new findings are instantly available online, without peer review or embargo, how will preprints affect journalists reporting health and medical news - and the public consuming it?



Organiser: Tom Sheldon

Speakers: Curtis Brainard (moderator), Theodora Bloom, Kate Kelland, Tom Sheldon, Jonathan Webb

H2 Science and religion: Uneasy bedfellows or allies in science storytelling?

Location: STCC, 3BC

Will science make religion obsolete? Certainly not in the foreseeable future. A survey conducted by the Pew Research Center shows that the world's population will still be dominated by people of faith by 2035 —with Islam being the fastest-growing religion. The relationship between religion and science is often an uneasy one, in areas as diverse as cosmology, evolution, climate change, stem cells, gene editing, and vaccination. People of faith sometimes reject long-established scientific facts, hamper medical interventions that could save lives, or seek to limit what scientists can study. As science journalists, we have to deal with religion, whether we like it or not, but often, religious perspectives are portrayed in simplistic, dismissive, or even condescending ways.

Should science journalists take religious perspectives into consideration? Should we try to win the hearts and minds of a religious audience? Can our own religion - if we have one - play a role in our reporting? To what extent can we 'compromise' with religion and superstition to get scientific facts and ideas across? In this session, journalists from Asia, Africa, Europe, and the US will detail their experience in reporting the intersection between science and religion.



Organiser: Jane Qiu

Speakers: Jane Qiu (moderator), Dyna Rochmyaningsih, Tom Heneghan, Rob Stein, Frederic Takang Fomagnou



PROGRAMME



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Science



Fun and
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H3 Data Security: How to protect yourself, your sources, and your stories

Location: STCC, Auditorium C

This session will bring together journalists, trainers, and representatives of foundations supporting press freedom on the increasingly critical issue of digital security in the age of on-line journalism. We will discuss how to anonymize documents and data, how to protect your sources, how to store data securely, how to protect your own devices, differential privacy, etc. – and what can go wrong. Experts note that human error is where most disasters related to privacy invasion seem to happen and one goal of this session to provide the audience – this is journalism focused but applicable to anyone working on-line today – with tips and tools for how to navigate most securely across online platforms. Laura Helmuth, at the Washington Post will introduce the subject with some information about her paper's policies as well as moderating this highly expert group of panelists.



Organiser: Deborah Blum

Speakers: Laura Helmuth (moderator), Dana Priest, Julien Martin, Wael Abouhadid



<https://www.youtube.com/watch?v=C2sBe6pws54&t=47s>

H4 Covering a lingering, devastating Ebola outbreak in conflict-ridden Congo

E/F

Location: STCC, Auditorium A

After the off-the-charts West African Ebola outbreak of 2013-2016, it appeared a new day was dawning on Ebola control. Experimental therapies and a vaccine would complement traditional control measures, speeding containment. But those dreams have run up against a harsh reality in the North Kivu Ebola outbreak. The second largest ever, this outbreak's setting — in a densely populated, conflict-ridden region of the Democratic Republic of the Congo — has served up setback after setback and turned Ebola response workers into targets.

In this moderated discussion + Q&A — no Powerpoints, no presentations — expect frank talk about what's working, what isn't and what it will take to turn the tide from a communications expert with DRC's health ministry, a treatment expert with Médecins Sans Frontières (Doctors Without Borders), a journalist with long experience covering Ebola and the head of the World Health Organisation's emergencies program.



Organiser: Helen Branswell

Speakers: Helen Branswell, Jon Cohen, Annick Antierens, Jessica Ilunga, Mike Ryan



<https://www.youtube.com/watch?v=swZugR5aaoA&t=36s>

H5 An indigenous perspective on science

Location: STCC, Auditorium B

For centuries, scientists have perceived Indigenous peoples around the world as 'objects of curiosity.' In some cases, Indigenous groups were – and some might argue, still are – used as guinea pigs. The world should have woken up to that troubling reality in 2007, when the United Nations Declaration on the Rights of Indigenous Peoples was adopted; it stated that Indigenous peoples have the right to "free prior and informed consent" when taking part in research. But has anything changed? And have journalists and media played their role in exposing unfair treatment and attitudes towards Indigenous peoples?

This panel will hear from Indigenous leaders who are helping change the way scientists approach their people by exposing past wrongs, as well as advocating for increased Indigenous participation in science



Organiser: Véronique Morin

Speakers: Véronique Morin (moderator), Suzy Basile, Inga Hansen, Nancy Crépeau

15:40 – 16:50 | **Type:** Parallel session

J1 Rise of the Randomistas: How a new wave of controlled trials is helping set social and economic policies

Location: STCC, Auditorium B

What's the best way to help poor people: give them food or cash? This kind of socioeconomic question might seem impossible to answer. But thanks to the rise of a new kind of research, one that borrows from the medical sciences, such complex policy questions are being definitively answered. "Randomistas", as the people who favour this research are sometimes called, use the method of the randomised control trial, in which an intervention is assigned to one of two identical groups to test its effectiveness. The use of such trials has exploded in the past two decades, measuring everything from the effect of public health measures such as deworming tablets to poverty alleviation schemes such as food subsidies, and now help determine international aid. But are they really the gold standard for evidence? Do they work better for some questions than others? And how can a journalist tell?



Organiser: Vaishnavi Chandrashekhar

Speakers: Vaishnavi Chandrashekhar (moderator), Sumeet Patil, Annette Boaz, Karen Macours

J2 How to track the quality of air, food, water, and medicine in your community

Location: STCC, 4ABC

The poor face daily life-threatening dangers ranging from toxic air, water, and food, to the very medicines that are supposed to save them. They are vulnerable simply because they don't have reliable, timely and actionable information to make decisions or avoid risks. Journalists across the world are using innovative new technologies to change this by spearheading investigations to test food, water, air and medicine in medical laboratories or with handheld kits. The resulting reportage is sparking police raids and government clampdowns. Our session will show how newsroom pioneers use the technologies, analyse the data, and fund their investigations. Cutting across sensor journalism, investigative journalism, citizen science and environmental justice, it will be of interest to both data-journalists and editors, who will get practical insights into the tools and budgets necessary for newsrooms to run their own sensor and test-tube journalism projects. Civic hackers will learn about new technologies they can use, and health champions/human rights activists will learn about valuable data sources.

Join us to learn about new tools and approaches to help your reporting make a difference!



Organiser: Stellar Murumba

Speakers: Catherine Gicheru (moderator), Catalina Escobar, Samar Padmakar Halarnkar, James Fahn

J3 The confession session!

Location: STCC, Auditorium C

We believe in life-long learning and learning-by-doing. The Confession Session is an invitation to share and to learn – from our mistakes. The best way to learn is from your own blunders, but you can often learn valuable lessons from your colleagues' mistakes as well. We have all failed and we will fail again. Sharing our mistakes with colleagues advances the learning process, helps us develop professionally, and creates a genuine spirit of collegiality. What's the worst typo you've made in an interviewee's name? Have you concealed relevant but inconvenient details about an interviewee because they're an important person in society? Do you wish you had written a story completely differently? Sometimes we fail because we're afraid, sometimes because we're too busy to write everything we know. Too often we hide our mistakes deep in our memories and carry them as burdensome secrets, rather than just owning them. The Confession Session is an atypical session where every attendee can also be a presenter. Since the World Conference attracts colleagues from around the world, the range of professional challenges discussed will be diverse and enriching. The session also encourages intergenerational dialogue among conference attendees. Please join us for a unique moment of professional development!



Organisers: Mikko Myllykoski, Ulla Järvi

Moderators: Mikko Myllykoski, Ulla Järvi



<https://www.youtube.com/watch?v=GM0YaF5mlll&t=9s>



PROGRAMME

J4 Freelancing from the Global South

Location: STCC, 3BC

It is hard enough pitching stories and working with editors as a freelance journalist. But those from Asia, Africa, and Latin America who write for media in the north face the additional challenges of language barriers, finding stories that appeal to an international audience, and unconscious discrimination. As science capacity is being built up in the Global South, journalists from these regions have the best access to countless fascinating science stories that are out of the reach of those reporting from Europe and North America. This session brings together editors and freelancers to develop a strategy to map a way forward. The aim is to discuss training, access, and communication channels, give a voice to freelance journalists from the Global South, and enable editors to get more and better stories from these regions.



Organiser: Dyna Rochmyaningsih

Speakers: Yao Hua Law (moderator), Esther Nakkazi Mubiru, Emiliano Rodríguez Mega, Ben Deighton, Alexandra Nistoroiu

J5 The frustrating quest for fusion energy

E/F

Location: STCC, Auditorium A

Fusion energy—safe, carbon-free and essentially limitless—could be a game-changer for a society battling climate change. Yet the reactions that power the sun are hard to harness; it is sometimes said that fusion will always be 30 years away. As director-general of ITER, Bernard Bigot leads the machine that could finally demonstrate fusion's viability. The \$25 billion ITER, under construction in Cadarache, France, is expected to open in 2025 after years of delays and cost overruns. In 2035, the reactor will begin fusing deuterium and tritium, both isotopes of hydrogen, within an unruly plasma reaching hundreds of millions of degrees. "D-T" is the fuel of choice for reaching the elusive breakeven point—generating as much energy as is consumed. ITER is expected to be the first fusion reactor to smash through that barrier, with a 10-fold return on the input energy. It is also designed to create a long-lived "burning plasma", sustained by its own heat. Bigot will be interviewed by Eric Hand, Science magazine's European news editor. A moderated Q&A will follow the interview.



Organiser: Olivier Dessibourg

Speaker: Bernard Bigot, Eric Hand (moderator)



https://www.youtube.com/watch?v=xpw_dI5Jh8E&t=20s

17:00 - 17:45 | STCC, Auditorium C | **Type:** Keynote

K5 Nature on the brink – a view from inside the battle to save biodiversity, with IPBES former chair

E/F

Location: STCC, Auditorium A

Biodiversity loss is undermining the ability of most countries to achieve most of the sustainable development goals. Biodiversity is being lost at a historic rate, a hundred to thousand times faster than evolutionary loss. It is undermining the ability of most countries to achieve most of the sustainable development goals, in particular, food, water, and human security. While everyone in the world is affected by the loss of biodiversity, it is the most vulnerable nations and the poorest people who will be most adversely affected. Based on the findings of the Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES) global, regional and land degradation and restoration assessments, Sir Robert Watson will demonstrate that the loss of biodiversity, like human-induced climate change, is more than an environmental problem, it is a development, economic, social and moral issue. He will discuss the roles and responsibilities of different stakeholders, and present case studies from different regions of the world showing that action on the ground can lead to successful outcomes.



Organiser: Debbie Ponchner

Speakers: Sir Robert Watson, Debbie Ponchner (moderator)



<https://www.youtube.com/watch?v=wD6LZyzisM&t=10s>

17:45 - 18:00 **Closing address and closing ceremony** | **Location:** STCC, Auditorium A



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2 July | 12:15 to 13:55 | STCC, Auditorium A



L1 Championing science engagement and inclusivity for everyone, everywhere

A public educated, engaged and supportive of the role of science in society is necessary for the scientific enterprise to continue to thrive and deliver solutions that address global challenges. But science today is often perceived by the general public as difficult, irrelevant or even threatening. Who has the responsibility to communicate science and engage people in understanding the value of research and innovation?

Can everyone be a Champion of Science and what are the solutions to enlist and engage more champions of science across generations and geographies?

How do we harness today's advances in technology and proliferation of channels to work together to enhance transparency, accessibility and relevance of science communication for everyone, everywhere? How can science become more inclusive and engage hearts and not only minds?



Moderator: Seema Kumar



Speakers: Natasha Loder, Thierry Zomahoun, Mary Woolley, Flavia Schlegel



<https://www.youtube.com/watch?v=htBlAKGJ6g>

2 July | 12:15 to 13:55 | STCC, Room 3A



L2 Switzerland, world hub for blockchain technologies and the role of the blockchain in journalism

Blockchain: a silent revolution? Switzerland is regarded worldwide as the hub for blockchain technology. But what about blockchain technology today? Can technology keep the promises it is said to have made? Can the technology ensure transparency, equality, privacy, security and efficiency in a digital ecosystem? In addition to the promises, practical implications such as regulation, adoption and integration into existing systems will also be discussed at the panel.

Stakeholders from science, business and civil society will address these questions using various practical examples, such as media promotion and energy consumption. We are looking forward to your participation!



Moderator: Ozan Polat

Speakers: David Delmi, Monique Morrow, Bryan Ford, Ryan Spanier, Katherine Foster

2 July | 12:15 to 13:55 | STCC, Room 5A



L3 Neurotechnologies to reverse paralysis

The unconventional union of a neurosurgeon and a neuroscientist is transforming the treatment of paralysis. To reactivate the spinal cord, they deliver electrical stimulation via bioelectronic implants, pharmacological agents, gene therapies and robot-aided training. This approach already restored walking in paraplegic patients. These neurotechnologies herald the advent of multifaceted neurorestorative interventions – crystallized in a new center supported by Logitech founder Daniel Borel.



Moderator: Patrick Aebischer

Speakers: Jocelyne Bloch, Daniel Borel, Grégoire Courtine

3 July | 12:15 to 13:55 | STCC, Room 1BC



L4 Making drugs great again: When Systems biology and Artificial intelligence enable an emerging democratic botanical revolution in infection and cancer control

Medicine in the 21st century faces many global challenges, including fast emergence of antimicrobial resistance (AMR), costs of improved cancer treatments and defiance against vaccination. Drug discovery and development processes use by big pharma. Most start-ups fail to answer these challenges because of cost, complexity and safety issues. Humanity seems condemned to return to a pre-penicillin era where even benign surgical intervention and cancer chemotherapy would put our life at risk, not talking of bio-terrorism attacks with bacteria engineered to be resistant to all available antibiotic. Flu pandemics could kill tens of millions because of inefficient vaccination and personalized cancer treatments could increasingly be restricted to the wealthiest.

Systems biology contemplates the complex interrelationship between biological constituents of an organism, calling for poly-pharmacological intervention as a solution to the current and upcoming medicinal challenges.

Given the health and environmental safety issues associated with novel chemical entities, poly-pharmacology could be utopia wouldn't one realize that the latter is de facto the mode of action of botanical based medicine and diet. As traditional herbal medicine cannot be turned into clinically proven treatment options, novel approaches are necessary.

This luncheon will illustrate how Artificial Intelligence reconciles ancient and cutting-edge science to enable a revolutionary and democratic novel pharmacological paradigm for multiple indications, including to tackle antimicrobial resistance or cancer.



Speakers: Daniel Valtuena Maestre, Gerardo Turcatti, Pascal Meyer

3 July | 12:15 to 13:55 | STCC, Room 3A



L5 From algorithmic risk to behavioral analytics: Building trust and resilience in a data-driven world

With a mission to foster societal resilience, Swiss Re can count on over 500 researchers to anticipate major trends and develop innovative solutions for new risks. During this luncheon, you'll get access to the latest insights into algorithmic risk. As we increasingly cede decision-making control to machines, what are the main risks involved and how can we build resilience into AI-driven systems?

Digital transformation is on everyone's mind, so will the big tech companies take over insurance as they've done with other industries? We'll explore the power of ecosystems as platforms to analyze risks and offer protection. And you will learn why buying your car insurance will never look the same again.

Digital technologies are changing our lives and economies for the better. Billions of devices are connected by the Internet of Things, interacting on a new level. These technologies are changing the way we live, travel, communicate and work. They generate new opportunities but also pose new (unknown) risks. What is the role of trust in the shift from tangible to digital?

Beyond machine and digital, we'll share some of our research on people's behavior. How can people be encouraged to think about their future selves? How could insurers design their customer journeys to meet these behavioral patterns?

We look forward to engaging and challenging conversations about digital ethics and how best to build a human-welfare-focused digital society.



Speakers: Sandra Andraszewicz, Francesca Tamma, Evangelos Avramakis, Jeffrey Bohn



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3 July | 12:15 to 13:55 | STCC, Room 5A



L6 The New Deal in the Digital Age: How the economy of trust will create security in an uncertain world.

Digital technology has created a new paradigm, with new ways of communicating and doing business. It has brought enormous benefits to people. But there are unintended consequences, an ever-growing list of threats and ethical dilemmas with serious consequences. How do we prevent bad actors from causing harm? How do we safeguard the interests of citizens and their democratic rights? How do we protect critical infrastructures, promote health and food quality, and assure sustainable and ethical growth? How do we guarantee auditable trust, safety and resilience to the benefit all stakeholders?

This session will explore how the “trust economy” – a rapidly developing sector in Switzerland– will provide a toolset to deal with these challenges: be they about countering identity theft, assuring the integrity of products and processes or protecting transactions, assets or claims. In particular we will focus on how we establish unbreakable reconciliation between the real and digital worlds.



Moderator: Thierry Meyer

Speakers: Silvio Micali, Toomas Ilves, Philippe Gillet

4 July | 12:15 to 13:55 | STCC, Room 1BC



FONDATION
BNP PARIBAS

L7 Building African science journalism capacity through global private-public partnerships

With climate change impacts accelerating and the high rates of biodiversity loss, the media have more than ever a critical role to play in facilitating the general public’s understanding of environmental sciences.

Indeed, the challenge is to move from scientific expertise to science popularization in an efficient way, in order to foster the implementation of appropriate measures by policy makers.

But this transfer of knowledge often faces barriers, especially in the African continent, whose exceptional vulnerability to climate change and lack of scientific data implies a very robust and efficient knowledge transmission chain.

During this luncheon, you will see to what extent international partnerships between public and private organisations can be a key to meet this challenge, through two round tables:

Round table 1: The rise of African science journalism

Key role played by science journalism in Africa: what specific challenges and obstacles do journalists face and what are the triggers to foster the dissemination of science?

Round table 2: Popularization of Science: the Power of new media

An example of efficient collaboration between environmental researchers and different types of new media in the frame of the SoCa project.

Which are the real added values of such partnerships in science journalism? What are the keys to a successful, effective and sustainable collaboration to popularize science? How to value it efficiently? So many questions that various speakers from different backgrounds will try to answer during this luncheon.



Speakers: Matthew Shribman, Wanjiru Kamau-Rutenberg, Jennifer Gallé

4 July | 12:15 to 13:55 | STCC, Room 3A

L8 The Complexities of Communicating Science: How to Tackle Miscommunication

Communicating scientific ideas to the public in a way that everybody understands can be a very tricky business at the best of times: there’s plenty of room for miscommunication. It takes an effort for people to broaden their minds, but it’s also the responsibility of scientists to make the effort to communicate clearly.

In this session, our panellists will grapple with several important questions influencing the way that scientific information is delivered. They will consider what makes a good science journalist, and debate whether science journalism should be subject to a code of ethics. The session will also address the temptation to put clicks before accuracy, and how science reporting should reference original research.

While the focus will be on misinformation in health and nutrition reporting, and the way that impacts society, its message will be of relevance to all areas of science communication. It will cover the dos and don’ts of good science communication, and the panellists will discuss best practice with the audience.



Speakers: Ali Atif Bir, Nimali Samarasinha, Begüm Mutuş, Fiona Fox

4 July | 12:15 to 13:55 | STCC, Room 5A



L9 Raising the Bar on Sustainability and Transparency

Today more than ever, consumers are playing an active role in issues of regulatory policy. At the same time, claims are being made time and again without any actual science or proof behind them.

In some areas this is having a hugely damaging impact on economic, environmental and public health outcomes. It’s important that we’re able to utilize technological innovations and science to tackle serious issues such as climate change and food security. It’s also important that we demonstrate how we got there and what we’re doing today to ensure we have a secure future.

This all means that more transparency as well as accurate and informative communications on science matters are more important than ever. It also means we need to tell the whole story on the impact of what we’re doing today on the environment of the future.

This session will explore how a renewed emphasis on transparency can enable industry, academia, government and the media to work together to restore trust.



Speaker: Klaus Kunz



2 July | 11:25 to 12:10 | STCC, Auditorium C




European Union


M1 What future challenges for European research?

Jean-Eric Paquet (European Commission-Director General of Research and Innovation) will present the final and biggest annual Work Programme of Horizon 2020, the EU research and innovation programme. He will present how research and innovation supports EU's political priorities and strategic agenda 2019-2024, and the need to focus on the ecological, social and economic transitions and related societal challenges for a competitive, sustainable and influential Europe.

Organising entity: European Commission, RTD



Moderator: Minna Wilkki
Speaker: Jean-Eric Paquet



<https://www.youtube.com/watch?v=QQt0VeVEx9Y>




2 July | 11:25 to 12:10 | STCC, Room 4ABC

M2 Announcement of the Winner of the 2019 HFSP Nakasone Award

The 2019 Winner of the Human Frontier Science Program (HFSP) Nakasone Award will be announced, and will answer reporters questions and give interviews about his scientific discoveries which had him win this prestigious prize. The HFSP Nakasone Award is designed to recognize scientists who have undertaken frontier-moving research, including technological breakthroughs, which has advanced biological research. Both senior and junior scientists are eligible and peer-recognized excellence is the major criterion. Previous winners include: Svante Pääbo (2018), David Julius (2017), Emmanuelle Charpentier&Jennifer Doudna (2016), James Collins (2015).

Organising entity: Human Frontier Science Program Organization (HFSP0), Strasbourg, France



Moderator: Guntram Bauer
Speakers: Michael Hall, Warwick Anderson



3 July | 11:25 to 12:10 | STCC, Auditorium A

M3 Latest results in protecting the oceans and their inhabitants to mitigate climate change

Large Marine Protected Areas are important conservation tools to help preserve coral reef habitats and species such as sharks, turtles and seabirds from human exploitation, but there is also increasing recognition of their role in mitigating the effects of climate change. Scientists (including two on a live video link from the middle of the Indian Ocean) from the Bertarelli Foundation's marine science program, present soon to be published work to illustrate recent advances in the science of Marine Protected Areas.

Organising entity: Bertarelli Foundation



Moderator: Heather Koldewey
Speakers: David Jacoby, Dan Bayley, Malc Nichol, Nicole Esteban, Nick Graham, Cassandra Benkwitt, Graeme Hays



<https://www.youtube.com/watch?v=IlpAYl91Uck>

3 July | 11:25 to 12:10 | STCC, Auditorium C

IBM Research

M4 IBM Research double exclusive announcement: AI research inspired by the human senses & Enlarged IBM Quantum network with european Universities

IBM Research will demonstrate, for the first time, some of its latest AI research inspired by the human senses. In addition. IBM Research will announce several new academic partners to join the IBM Q Network, who will participate in the panel discussion on the state of quantum computing.

Organising entity: IBM Research Rüschlikon



Moderator: Walter Riess
Speakers: Patrick Ruch, James Robin Wootton, Representatives of the news academic partners into the IBM Q Network



<https://www.youtube.com/watch?v=dD976J86puo>



3 July | 12:30 to 13:15 | _STCC, Auditorium B

M5 International call for projects in medical journalism

The Personalized Health and Society initiative (SantéPerSo) - led by the Leenaards Foundation, a philanthropic foundation based in Lausanne (Switzerland), and Médecine & Hygiène, a reference for health journalism in French-speaking Switzerland - is launching an international journalism competition with the theme of personalized health. Personalized health, also known as precision medicine, results from the convergence of different phenomena: the acceleration of genome sequencing, the development of Big Data about health, and the improvement of analytical algorithms. These technological advances allow better understanding of the risks of developing a pathology, more precise diagnoses and tailor-made treatments. It is more than an evolution: personalized health represents a real paradigm shift. Such disruption raises many questions, but also raises hopes and fears about the future of medicine. The SantéPerSo initiative gives citizens the opportunity to be part of this change through information and discussion projects. In accordance with this objective, SantéPerSo invites journalists to contribute to the development of better knowledge of personalized health. Participants are invited to propose an original journalistic treatment of an aspect of personalized health, in French or English. The format must be multimedia, including at least two different media supports, for example text and video, or podcast and infographic. The three winning entries will receive cash prizes to enable the winners to carry out their projects.

CHF 8000	CHF 4000	CHF 3000
First prize	Second prize	Third prize

Organising entity: Leenaards Foundation



Speakers: Philippe Moreillon, Peter Brey

LUNCH@LABS



Participants attending the WCSJ2019 in Lausanne have the unique opportunity to visit labs of EPFL (Swiss Federal Institute of Technology), UNIL (University of Lausanne) and CHUV (Lausanne's University hospital) during the conference, taking part in Lunch@Labs. Thanks to the large concentration of high-level research within a small area, these visits take place during the lunch breaks. In total, over 50 different labs and presentations are available to choose from, each for groups of 8-10 people. Lunch@Labs sessions are taking place on the three main days of the WCSJ2019, Tuesday, July 2 to Thursday, July 4. Journalists have the chance to harvest a vast range of potential stories, providing a strong argument for their media outlets to fund their attendance. Attendance at the Lunch@Labs is free of charge, but registration on the WCSJ2019 website is mandatory for organisational reasons. Packed lunches are provided.

LIFE SCIENCES & NEUROSCIENCES

- LL4** From tumor microenvironment to therapies for patients
- LL5** The Medical Informatic Platform of the Human Brain Project
- LL7** Alternatives to animal experimentation for neuroscience research
- LL8** Latest news on sleep research
- LL10** Post-mortem Angiography: A method to reveal the secrets of corpses
- LL12** Owls for peace
- LL13** Social interactions in virtual reality
- LL14** The Athlete Biological Passport: the best future for a credible fight against doping
- LL33** Frontiers in synthesis: challenging the way we prepare drugs, agrochemicals and materials
- LL48** Retinal images in-vivo at the cellular level

FUNDAMENTAL SCIENCES

- LL18** Fusion electricity – The energy of the stars on Earth
- LL26** Using electrons to photograph light
- LL38** Capturing chemical and biological events in real-time: ultrashort laser pulses in chemistry and biology
- LL42** Reactions at 273 degrees below zero
- LL43** Quantum Materials Laboratory
- LL52** Versatility of mathematics
- LL51** Driving the smallest mechanical oscillators with light: vibrating molecules and ringing crystals in the quantum regime

« THE DIGITAL HUMANITIES SESSION THAT I ATTENDED WAS VERY INTERESTING. [...] I DIDN'T KNOW IF WE WERE SUPPOSED TO EAT DURING THE LECTURERS SPEAK. I FELT RUDE TO DO SO »

« I WAS REALLY SAD ABOUT THE WASTE SITUATION DURING LUNCH@LABS AS WELL AS DURING THE FIELD TRIP TO CERN. WAY TOO MUCH PLASTICS FOR A CONFERENCE THAT IS DEALING WITH TOPICS SUCH AS MICROPLASTIC IN THE OCEANS... »

« I FOUND THE LUNCH LAB WITH PROFESSOR BORASIO ON PALLIATIVE CARE, ON THURSDAY THE 4TH, VERY INSPIRING »

TECHNOLOGIES & ROBOTS

- LL15** Fingerprint evidence: the death of absolute certainty and the rise of probability
- LL16** Digital Humanities—the future of the humanities or merely a fad?
- LL17** Socially-aware robots
- LL19** Engineering Living Devices
- LL20** Intelligent robots for improving our quality of life (merged with LL55)
- LL28** How science reaches society: reconstructing the Innovation chain from the laboratory to the consumer
- LL29** Escape games as a teaching tool for educational robotics
- LL30** Pinnacles in Electrical Engineering
- LL31** Hydromea's underwater mapping technology
- LL36** Mechanical Resonators at the microscale – where studying mobile communication cells meets cell phones.
- LL39** From technology to value creation: uncovering market opportunities for technology
- LL40** Performance at the service of architecture - with a dive into day-lightful dynamics
- LL44** Augmented reality for training florists, gardeners or carpenters
- LL55** Intelligent robots for improving our quality of life (merged with LL20)

HEALTH & MEDICINE

- LL1** Nuclear Medicine, Molecular Imaging and Therapy
- LL3** Development of biological bandages with anti-microbial properties for the prevention and treatment of multi-resistant infections for burn patients
- LL6** Algorithm for the treatment and care of febrile travellers returning from the tropics
- LL9** Research in palliative care – it's not about dying
- LL11** Bioinformatics: The hidden variable in the precision medicine equation
- LL24** Working together: medical doctors and engineers
- LL37** Quick and precise tissue analysis for cancer diagnosis
- LL47** Using Nanoparticles to fight viral infections
- LL50** Personalized Nutrition and citizen science: a healthy diet through algorithms
- LL54** Patient-derived organoids: the next frontier in precision medicine

MATERIAL SCIENCES

- LL21** Chemical biology at EPFL: deconstructing and assembling the molecules of life
- LL23** Volumetric 3D printing
- LL32** Chemically converting plants to petrochemical substitutes
- LL34** Towards economically viable artificial photosynthesis for solar fuels
- LL35** Polymers – from smart and responsive surfaces to precise delivery of therapeutics
- LL41** Solar Energy
- LL45** Materials Revolution – enter into a world of big data, materials design and open science
- LL46** How to convert sunlight into fuels
- LL49** Advanced composite materials: how to make (almost all) your dreams come true!
- LL53** Ultrapure lab-grown diamonds for high tech applications triggering a new industrial revolution

PRE-EVENT WORKSHOPS

W1 Jack F. Ealy Science Journalism Workshop, Latin American Edition



1 July | 9:00 to 17:00 | EPFL Campus, Building INM, Room 202

Entity involved: Fundación Ealy Ortiz

Organisation: Lynne Walker

Speakers: André Biernath, Carlos Cienfuegos, Germán Fajardo, Rosalind Reid, S. Lynne Walker, Deborah Blum, Diego Arguedas Ortiz, Thiago Medaglia, Daniela Hirschfeld, Lynne Friedmann, Aleida Rueda, Iván Carrillo

The 2019 Latin American Edition of the Jack F. Ealy Science Journalism Workshop will bring together reporters and editors for a practical, hands-on professional development program to sharpen reporting skills on the most pressing science, health and environmental issues in Latin America and the Caribbean.

The Jack F. Ealy Science Journalism Workshop, which has been organised by the Fundación Ealy Ortiz each year since 2004, is designed to promote excellence in science coverage and underscore the need for deeply reported science, health and environment stories by local and regional media organisations.

This year's workshop, organised in collaboration with the nonprofit journalism organisation InquireFirst, will be held July 1, 2019, immediately before the inaugural session of the 2019 World Conference of Science Journalists.

Journalists will engage in interactive sessions to discuss subjects such as building international partnerships to enrich science coverage, finding funding for science reporting, and making complex global science, health and environmental stories relevant for local audiences.

Data journalism experts will demonstrate digital tools for making data accessible to audiences on a wide range of topics such as biodiversity, climate change, environmental policy and public health.

A special focus of the workshop will be on establishing a platform to encourage reporters, photographers, videographers and filmmakers to build on professional relationships established during 2019 World Conference of Science Journalists and collaborate across the region to produce international reporting on science stories.

This workshop is designed for Spanish-speaking journalists who report on science, health and the environment.

9:00 -9:15 : Welcome and opening remarks

Lynne Walker, *President and Executive Director, InquireFirst*

9:15 -10:30 : Interactive Workshop: Cross-border science stories – from idea to reality

Iván Carrillo, *Editor, Tangible, and Anchor, Los Observadores, TV Azteca (México)*

10:45 -11:45 : New economic models for online science journalism sites in Latin America

Thiago Medaglia, *Founder, Ambiental (Brazil)*

Diego Arguedas Ortiz, *Founder, Ojo al Clima (Costa Rica)*

Moderator: Lynne Friedmann, *Founder, Friedmann Communications, and former editor, ScienceWriters (USA)*

11:45 -12:15 : At the vanguard: Leading Latin America into a new era of medical research

German Fajardo, *M.D., President, Latin American Association of Faculties and Schools of Medicine (México)*

13:45 - 14:15 : Playing a responsible role in science journalism

Carlos Cienfuegos, *Director, Faculty of Communication, Universidad Anáhuac (México)*

14:15 -15:45 : Interactive Workshop: Narrating the essential story of science

Deborah Blum, *Director, Knight Science Journalism Program, Massachusetts Institute of Technology (USA)*

15:45 -16:45 : Building a regional team of science journalists

André Biernath, *Reporter, Saúde É Vital (Brazil)*

Aleida Rueda, *Freelance Science Journalist (México)*

Daniela Hirschfeld, *Regional Latin America Editor, SciDev.Net (Uruguay)*

Moderator: Rosalind Reid, *Executive Director, Council for the Advancement of Science Writing (USA)*

16:45 -17:00 : Closing remarks and certificates

Lynne Walker, *President and Executive Director, InquireFirst*

W2. Atelier Francophonie



1 July | 9:00 to 17:00 | EPFL Campus, Building BC, Room BC01

Entity involved: CNRS, IRD, Fondation BNP-Paribas, WFSJ

Organisation: Cécile Klingler

Speakers: Sylvie Larrière, Aimable Twahirwa, Lise Barnéoud, Viviane Thivent, Kossi Balao, Eric Nahon, Annik Dubied, Mamadou Traoré, Anne-Claire Jucobin, Fabrice Boudjaaba, Juliette Hardy, Jean-Luc Peiry, Nathalie Munyampenda, Sophie Della Mussia, Jérôme Fenoglio, Jérôme Chenal, Laurent Vidal, Hyppolite Valdez Onanina, Lise Renée Batongué, Cécile Klingler

Cet atelier est réservé en premier lieu aux boursiers; mais dans la limite des places disponibles, il sera ouvert à tous les journalistes francophones inscrits à la conférence.

Bâtir un réseau pérenne de collaborations entre média, journalistes et chercheurs francophones vous intéresse ? Cet atelier d'une journée, basé sur l'échange d'expériences, vous est destiné : y seront posées les fondations de ce réseau. Pour cette première rencontre, nous vous proposons un focus sur l'Afrique francophone, avec en particulier les témoignages des confrères journalistes boursiers du Projet Francophonie.

9:00 - 11:30 : « Journalisme sans frontières »

Comment développer les collaborations entre journalistes et médias, afin de favoriser l'émergence d'un marché francophone du journalisme scientifique ? Et comment mener une enquête collaborative avec un confrère d'un autre pays ? Deux témoignages permettront de mieux cerner le paysage médiatique en Afrique francophone. Sera ensuite abordée la complexité des collaborations internationales.

Comment renforcer la place des thématiques Science, Santé et Environnement dans les cursus de journalisme des pays francophones, afin de favoriser les collaborations entre journalistes ? L'échange sur les pratiques, courantes ou « pilotes », de plusieurs centres de formation en France et en Afrique, donnera des pistes pour faire rentrer les sciences dans la boîte à outils des journalistes.

11:30 - 12:15 : Focus sur des organismes de recherche francophones ayant des laboratoires au Nord et au Sud.

Objectif : donner aux journalistes présents une vision synthétique des principaux thèmes de recherche couverts, ainsi qu'une compréhension de la structuration internationale de ces organisations.

13:30 – 16.00 : Science sans frontières

Accéder aux meilleurs spécialistes et développer un réseau de contacts sur lesquels s'appuyer : cet impératif journalistique nécessite de bien connaître les organismes de recherche, leurs champs d'activité, et la façon dont ils sont structurés. Les organismes de recherche ont, quant à eux, tout intérêt à identifier les journalistes traitant régulièrement de science, de santé et d'environnement. Comment atteindre cet objectif?

- Mieux connaître les pratiques professionnelles respectives : les journalistes, les chercheurs et les chargés de communication des organismes de recherche décriront leurs pratiques de travail. A quelles difficultés se heurtent-ils dans leurs relations les uns avec les autres?
- Identifier les besoins et les intérêts de chacun, avec pour ambition d'aller au-delà des idées reçues – comme celle qui voudrait que les journalistes scientifiques africains ne s'intéressent pas à la science « dure ».
- A partir du partage d'expériences, trouver des solutions pratiques pour améliorer les échanges, sur place mais aussi à distance.

16:00 - 17:00 : Conclusion

Restitution des points clés de l'atelier

Grand témoin : Jérôme Fénoglio, directeur du quotidien Le Monde



PRE-EVENT WORKSHOPS

W3 The science of learning and science journalism



1 July | 10:00 to 16:00 | EPFL Campus, Building BC, Morning: Room BC02&B04; Afternoon: Room BC420

Entity involved: Jacobs Foundation

Speakers: Annie Brookman-Byrne, Cristina Riesen, Sabine Gysi, Nora Maria Raschle, Katrin Männik, Sophie von Stumm

Each child is unique. Providing effective support for children and adolescents requires an understanding of how they develop and learn. Research plays a critical role in the development, evaluation, improvement and dissemination of interventions and programs to benefit children and young people.

Researchers may soon be able to tell us how to tailor education to each child's individual needs, taking into account biological, social and economic differences. This would be a historic breakthrough, and could help to overcome disadvantages that can affect children for a lifetime. A wide variety of disciplines – psychology, neurobiology, evolutionary biology, pediatrics, education, behavioral genetics, computer science and human-computer interaction – need to be involved in this endeavor.

From a communication perspective, the challenging questions are: How and to which extent can findings from this complex, interdisciplinary field be translated for the general public? What role does science journalism play, and what are its challenges in light of radical changes in society, media, and science?

11:05 – 13:00

4 Round-table discussions with a chance to participate in each

The conversation between neuroscientists and educators

Annie Brookman-Byrne, *Deputy Editor of The Psychologist*

Sci-Art as an intermediary

Nora Maria Raschle, *Assistant Professor of Psychology for Childhood and Adolescence, University of Zurich, Switzerland; Jacobs Center for Productive Youth Development*

Involving the public in implementing scientific findings

Cristina Riesen, *Entrepreneur and Founder "We Are Play Lab", Switzerland*

Challenges in communicating science

Sabine Gysi, *Chief Editor BOLD, Blog on Learning and Development*

14:00 – 16:00

Introduction to the Jacobs Foundation's Program «Science of Learning»

Gelgia Fetz Fernandes, *Program Manager Research Jacobs Foundation*

Genetics and Education

Child development – what's genetics got to do with it?

Katrin Männik, *Research Associate, Center for Integrative Genomics, University of Lausanne, Switzerland*

Can we predict education from DNA?

Sophie von Stumm, *Professor, Department of Education, University of York, Department of Education, University of York*

W4 Balkan Science Journalism workshop



1 July | 9:00 to 17:00 | EPFL Campus, Building BC, Room BC410

Entity involved: The Balkan Science Journalism workshop is organised by the Center for Ethics in Science and Journalism (CESJ), the Balkan Network of Science Journalists (BNSJ) and the Joint Research Center (JRC) of the European Commission. The JRC will provide funding and contribute to the program with a session on its evidence-based tools for policy-makers. The Mercator foundation will provide financial support.

Organisation: Fabio Turone, Mico Tatalovic

Speakers: Mičo Tatalović, Andrada Fiscutean, Alexandra Nistoroiu, Nenad Jaric Dauenhauer, Maria Bolevich, Julianna Photopoulos, Renata Dacinger, Vedrana Simicevic, Daniela Ovadia, Fabio Turone, Marton Hajdu

The Balkan Science Journalism workshop builds on the experience of two previous events funded by UNESCO. These helped create an initial critical mass that led to the establishment of the Balkan Network of Science Journalists. The workshop aims to provide a forum for journalists from the region to exchange experience and best practice, and to strengthen networking in the region and with the rest of Europe.

9:00-9:15 Welcome and outline of the day Fabio Turone (*Italy*)

9:15-10:15 JRC research and outreach talk Marton Hajdu (*Hungary*)

What connects car emissions, terrorist attacks, 5G and natural disasters? They all pose difficult policy issues that require science to solve. The European Commission's Joint Research Centre provides science and knowledge management to policymakers to tackle these and other problems. And it also provides some free of charge data tools that journalists can find useful

10:15-10:30 ESOF2020 Trieste Nico Pitrelli (*Italy*)

From 5 to 9 July 2020 Trieste, Italy, will host the next edition of the EuroScience Open Forum - ESOF, the biennial pan-European meeting dedicated to scientific research and innovation. But what is ESOF? What are the key goals and features of the Trieste edition? And what is in it for Balkan Science Journalists?

11:00-12:00 What is science journalism and why does it matter? Where to find locally-relevant science stories? Basics of pitching, reporting and writing science stories Mico Tatalovic (*Croatia/UK*) and Fabio Turone (*Italy*)

12:00-12:30 How to do science on TV well Renata Dacinger (*Slovenia*)

13:30-14:00 How to sell science ideas to newspapers Vedrana Simičević (*Croatia*)

14:00-14:30 Making a success of online science news and investigative stories into scientific and medical corruption and misconduct Nenad Jarić Dauenhauer (*Croatia*) and Alexandra Nistoroiu (*Romania*)

14:30-15:00 Understanding editors: how to find and pitch science-related stories to international media

Mičo Tatalović (*Croatia/UK*)

15:30-16:30 Panel discussion on building a science journalism freelancing career and secrets of successful freelancers

with Andrada Fiscutean (*Romania*), Maria Bolevich (*Montenegro*) and Julianna Photopoulos (*Greece*)

16:30-17:00 The role of science journalists as informal ethics impact evaluators of innovation Daniela Ovadia (*Italy*)

17:00-17:30 Conclusions and way forward for future school at ESOF in Trieste and for the ECSJ

Fabio Turone (*Italy*) and Mico Tatalovic (*Croatia/UK*)

The Lausanne event will be the second in a series of three workshops leading to the EuroScience Open Forum, ESOF2020, that will take place in Trieste in July 2020 (the first workshop was held in Belgrade in April 2019). Information on the project can be found here: <http://www.sciencejournalismeurope.eu/wordpress/2019-2020-balkan-science-journalism-workshops/>



PRE-EVENT WORKSHOPS

W5 Science on television: How to continue reaching audiences?



1 July | 14:00 to 16:00 | University of Lausanne, Building Amphipôle, Room 315

Entity involved: European Broadcasting Union

Organisation: Martin Schneider

Speakers: Jean Philip de Tender, Christiane Goetz-Sobel, Malin Attefall, Aurélie Marx, Sabrina Scharpen, Vincent Sun, Silvia Rosa Brusin, Christian Dezer

The workshop will be divided in two parts:

1. Best practice examples from science dpts of public broadcasters how they meet the challenges of reaching the viewers who do not watch linear TV anymore
2. A panel discussion with officials of Public Broadcasters, EBU and research institutions, scientists from research centers on the role of public broadcasters in the field of science

TV, Online, Social Media - The Future of Science Programming

Linear television will still play an important role in the future, but online reception is increasing rapidly. 2018 was a kind of turnaround: People under 30 watched more online than linear, a great deal of them on smartphone screens. Especially Public Broadcasters have to ensure to reach the younger audience without losing the older one who still prefer to watch classical television. What does it mean for science programming in particular? Are there special topics that work online? Do we need different approaches in storytelling and dramaturgy? EBU Broadcasters present their strategies to reach new audiences.

HOST

Martin Schneider, *ARD/SWR Television, Dpt Science&Education*

“Lesch’s Kosmos” – Strategies to extend Science from TV to YouTube

Stefan Busse, *ZDF (Germany)*

NHK 1.5 Channel: Science on YouTube and Social media / VR for Events

Eriko Hase, *NHK (Japan)*

Online only - a public approach to reach younger people

Sabrina Scharpen, *funk (a joint project of ARD and ZDF) (Germany)*

The best diet – a multimedia approach

Malin Attefall, *SVT (Sweden)*

The online strategy of ARTE

Aurélie Marx, *ARTE (D/F)*

Science and Entertainment

Vincent Sun, Daniel Zhang, *Shanghai Media Group (China)*

Round Table Discussion: The Role of Public Broadcasters in the field of science

Science and Knowledge are among the core tasks of public broadcasting. The field becomes even more important in times of decreasing confidence in science, of “fake news” and “alternative facts”.

Does science play the role in the programs of the public broadcasters it should play? Are there prominent program slots? Is there any influence of the Science Departments – if there are any at all – in the News Departments? And what do scientists of leading European Research facilities think of the science programs on TV?

With:

Silvia Rosa Brusin (*RAI*)

Giacomo Mazzone (*EBU*)

Eugenio Coccia, *Rector of the School of Advanced Studies “Gran Sasso Science Institute”*

W6 FUSE Workshops 1) Augmented Reality W8 FUSE Workshops 2) Artificial Intelligence



1-2 July | 9:00 to 17:00 | STCC, Room 5A

Entities involved: The Lookout Station, Wellcome Trust and Journalism AI

Fuse is a hands-on training day where reporters will learn how to integrate cutting-edge technologies into their storytelling. Over the course of the workshop, participants will explore case studies, be taught the basics of the new tech and, most importantly, by the end of the day they will have built working prototypes. It will be hard work but also a lot of fun.

We expect a high demand for FUSE and only have space for 25 reporters at each workshop, so please only apply if you can guarantee your attendance for the whole day. As part of the sign-up, you will be required to fill in a second form telling us about yourself and why you’d like to attend. We cannot accept your application without your answers to this second form. You will be notified in May whether or not you have secured a place on the workshop.

The Fuse Workshops are produced and facilitated by Alok Jha, the science correspondent of The Economist and Rina Tsubaki, the founder and lead of the Lookout Station, a EFI science media initiative.

FUSE-1 Augmented Reality (1st July 2019)

Our first workshop, Fuse Workshop 1: Augmented Reality will explore how science journalism can use AR in storytelling and audience engagement. AR has been at the forefront of immersive technologies and is a powerful medium to reach and engage wide audiences, by allowing journalists to place the story itself within users’ environment.

In this workshop, you will learn different methods to use AR storytelling and build your own project, by creating an image-recognition AR application using the Unity Game Engine. We will show you how to integrate a photo, a video and/or a 3D asset which will appear when the application recognises the chosen image.

No previous experience in coding or tools required, but basic understanding of computer science and coding is a plus. This is a workshop for people who have no experience in immersive media and augmented reality. Total beginners who are passionate about learning new technology are most welcome.

This workshop is sponsored by Wellcome Trust.

FUSE-2 Artificial intelligence (2nd July 2019)

Our second workshop, Fuse Workshop 2: Artificial Intelligence will equip the science journalists with scientific and practical insights into the world of artificial intelligence (AI) and machine learning.

AI is changing the world around us. Starting from voice recognition on our smartphones and voice controlled speakers, AI has been applied in the logistic industry to identify efficient routes for fleet and in emergency management to target disaster relief. In science and research, AI has opened a new avenue for scientific discoveries. In space science, researchers are studying stellar sound waves to identify the age and the size of a star. In medicine, the doctors have been applying AI to diagnose various types of health issues incl. stroke and leukemia within minutes.

The workshop is powered by Journalism AI, a new project recently launched by Polis, the media think-tank of the London School of Economics and Political Science (LSE), in collaboration with the Google News Initiative. Journalism AI focuses on research and training for newsrooms on the intersection of AI and journalism. The workshop will offer a training on AI in journalism specifically tailored for science journalists to explore various case studies and examples of how the technology is applied in science and journalism. It will also have a practical element where the participants try and test new AI tools.

This is a workshop for everyone who are passionate about learning new technology and its implications to science, journalism and society. No previous experience or knowledge in AI and machine learning required.

This workshop is powered and sponsored by Journalism AI.



PRE-EVENT WORKSHOPS

W7 SNSF roundtable: The battle for open access



1 July | 16:30 to 17:30 | STCC, Auditorium B

Organised by: Swiss National Science Foundation (SNSF)

Organisation: Daniel Saraga

Speakers: Herma Cuppen, Matthias Egger, Kamila Markram, Daniel Ropers, Jean-Claude Burgelman

The results and the scientific publications generated by publicly funded research belong to society and should therefore be freely accessible to everyone – free of charge and without any restrictions: that is the core demand of the open access movement, which politicians, funders and universities across Europe are pushing forward with increasing determination. But not everyone agrees: big publishers are still fighting to hold on to the current subscription-based model, whose ever-increasing cost recently prompted university alliances to cancel their subscriptions. Last but not least, more than a few scientists have expressed their doubts about the best way of implementing open access. Does the future really belong to this movement, and what do we need to do to resolve the current conflict?

“FOR SOME OF THE PRE-EVENT WORKSHOP, YOU WILL FIND THEIR OWN FINAL REPORT AT THE END OF THIS WSJ2019 REPORT. THOSE REPORTS HAVE BEEN PRODUCED BY THE ORGANISERS OF EACH PRE-EVENT WORKSHOP.”



FIELD TRIPS

FIELD TRIPS: MAKING SCIENTIFIC ADVANCES ACCESSIBLE

WCSJ2019 offered 36 field trips, mostly interdisciplinary. With the commitment to making the diversity of the scientific avant-garde accessible, the programme included meetings with exceptional scientists and unique laboratories or institutions. The objective was to show the science developed by the three organising countries: Switzerland, France and Italy, and also by others, such as Russia, Germany and the Middle East.

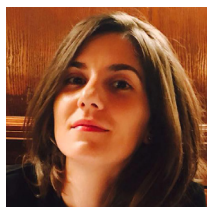
Several organisations and research institutions^[1] organised field trips. The participants had at their disposal all the necessary information to make their trips efficient. The organisers of the trips helped institutions and laboratories to present attractive programmes for scientific journalists, for example through texts published on the WCSJ2019 website.

The travel agenda included full-day programmes. Around two thirds were day trips organised by Swiss research institutions, at distances ranging from half an hour to three hours from Lausanne. About a third of the trips were multi-day excursions, both in Switzerland and in France, Italy, Germany, Russia and the Middle East. Participants greatly appreciated this wide range of activities. Particularly, the most popular were the excursions that combined current scientific topics with attractive tourist attractions such as the Jungfrauoch excursion at 3500 m of altitude, or those that offered the opportunity to visit research institutions such as CERN.

The interest of research institutions and organisations in offering a field trip for scientific journalists and presenting their research was very high. The scientific journalists had the opportunity to get in contact with representatives and spokespersons of the various institutions and projects. Scientific journalists from 83 countries participated in the trips, which allowed us to achieve the objective of internationalising science and its dissemination. The conference has stimulated collaboration between journalists from different countries.

One of the difficulties was to organise a sufficiently wide range of activities without ending up with excess capacity. The effort to organise an exciting excursion is considerable, so the organisers expected as many participants as possible. However, as not all WCSJ2019 participants chose to take part in a field trip, not all excursions were fully booked, and some field trip organisers were disappointed. Some programmes were also too intense. In addition, the organisers should not have false expectations about the number of participants. Since the coordination effort for excursions is very high, for example for registration or transportation, it is advisable to cleverly but strictly limit the number of field trips from the beginning, as well as the number of places per trip – which can be a difficult decision.

It was also difficult to find a balance between all issues from health to the environment and technology, for example. We must underline that over 1200 journalists from all over the world came to Lausanne, which was a unique opportunity for scientific institutions to communicate with them. In some cases the organisation of these field trips was taken for granted, but there was a lot of work and coordination on the part of the organising team behind them.



Manuela Di Giulio & Cristina García Fernandez

Coordinators of the Field Trips

^[1] We appreciate the participation and effort of Agroscope, Alpiq, AKSON Association, Canton of Neuchâtel, Campus Biotech, Celgene, CERN, Climate and Environmental Physics Institute of University of Bern, CNRS, CSEM, City of Lausanne, EPFL, ESA, ESRF, ETHZ, Ferring Pharmaceuticals, Foundation HFSJG, Grande Dixence, Geneva University Hospitals, German Aerospace Center, IBM, ITER, ITMO University, Istituto Italiano di Tecnologia - Center for Convergent Technologies, Joint Research Center, Matterhorn Group, Office des Vins Vaudois, Paul Scherrer Institute, SESAME, SolarStratos, Swiss Academy of Sciences, University of Basel, University of Bern, University of Geneva, University of Neuchâtel, University of Lausanne, University of Zurich, Waypoint Capital, World Health Organisation.

26 to 30 June

FT1. White Nights, IT, photonic technologies and robotics in St. Petersburg

Location: St. Petersburg, Russia

Organisers and sponsors: ITMO University and a supporting consortium

1 July

FT31. Innovaud - From the Lab to International Heights

Location: EPFL Campus, Building BC, Room BC04

Organisers and sponsors: Innovaud and SPEI - Canton de Vaud

2 July | 3 July | 4 July | 5 July

FT11. CERN: going underground

Location: CERN, Geneva

Organiser and sponsor: CERN

4 July > 5 July

FT8. In the footsteps of space adventurers at the European Space Missions

Location: Cologne, Germany

Organisers and sponsors: European Space Agency (ESA) and German Aerospace Center (DLR)

FT2. Meet the research center shaping the future society in the ancient city of Genova

Location: Genova, Italy

Organiser and Sponsor: IIT-Istituto italiano di tecnologia

FT6. ITER: here comes the (artificial) Sun!

Location: Cadarache, France

Organiser and sponsor: ITER

5 July

FT5. Icy memories and an ultra-intense X-ray and neutron source in the heart of the French Alps

Location: Grenoble, France

Organiser: The French Association of Science Journalists AJSPI

Sponsors: CNRS/ESRF/ILL/EMBL

FT7. Lyon - city of innovation and invention

Location: Lyon, France

Organiser and sponsor: The French National Centre for Scientific Research (CNRS)

FT10. The lab and the vineyard: the past and future of Swiss wine making

Location: Agroscope Pully & Lavaux (Domaine Croix Duplex)

Organisers and sponsors: Agroscope Pully in collaboration with the Office des Vins Vaudois

FT12. To the edge of space onboard a solar-powered plane

Location: CSEM, SolarStratos, Neuchâtel

Organisers and sponsors: CSEM, Solar Stratos and Canton of Neuchâtel

FT13. Finding Einstein in Bern - relatively speaking

Location: Bern

Organisers: Dot on the i Production and University of Bern

FT14. A journey into the heart of neurosciences, from fundamental research to effective applications

Location: Geneva

Organiser: Campus Biotech

Sponsor: The Bertarelli Foundation

FT15. Exoplanets, black holes and gamma rays in the sky above Geneva

Location: Geneva

Organiser: University of Geneva

FT16. Happy Birthday WWW: BIG data, BIG opportunities and challenges

Location: CERN, Geneva

Organisers and sponsors: Geneva University Hospital (HUG), University of Geneva (UNIGE), and CERN

FT17. How radioisotopes travel from CERN to hospital patients

Location: CERN, Geneva

Organisers and sponsors: Geneva University Hospital (HUG), University of Geneva (UNIGE), and CERN

FT18. Tall and bold – a visit to the Grande Dixence, the highest gravity dam in the world

Location: Grande Dixence

Organiser: Grande Dixence SA

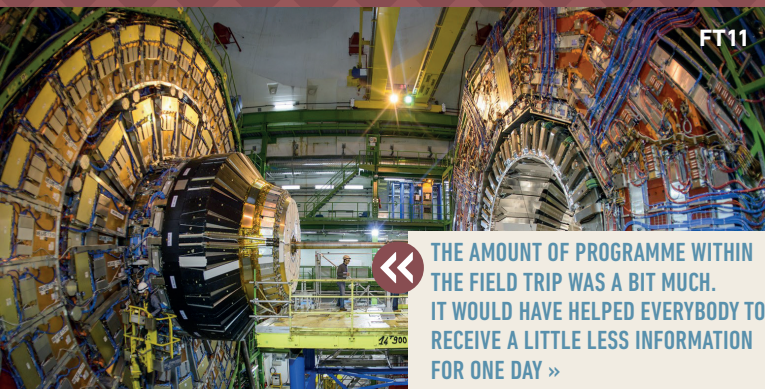
FT19. Predicting the Future by Inventing It: From AI to Quantum Bits at IBM Research

Location: IBM, Zürich

Organiser: IBM Research - Zurich



FIELD TRIPS



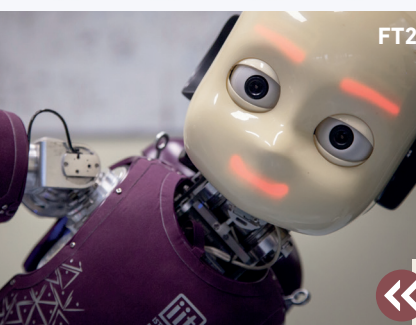
FT11

« THE AMOUNT OF PROGRAMME WITHIN THE FIELD TRIP WAS A BIT MUCH. IT WOULD HAVE HELPED EVERYBODY TO RECEIVE A LITTLE LESS INFORMATION FOR ONE DAY »



FT28

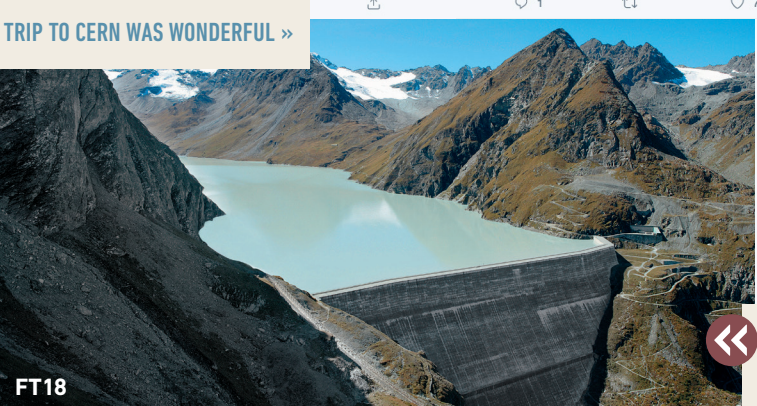
« I REGISTERED VERY EARLY (WITHIN DAYS OF REGISTRATION OPENING) BECAUSE I WANTED TO MAKE SURE I COULD TAKE PART IN THE CERN TRIP. BUT ALL DAYS WERE ALREADY FULL. [...] OVERALL, WCSJ2019 WAS FANTASTIC BUT THIS WAS VERY DISAPPOINTING »



« TRIP TO CERN WAS WONDERFUL »



FT27



FT18

« THE EXCURSION AT THE END (ZERMATT - GÖRNERGRAT) WAS VERY INTERESTING BUT ORGANISATION WAS SHAKY »



FT17



FT14



FT20. Jungfrauoch: Insights Out of Thin Air

Location: Jungfrauoch
Organisers and sponsors: High Altitude Research Station on Jungfrauoch and Swiss Academy of Sciences

FT21. Zurich - From Einstein to the Digital Future

Location: Zurich
Organisers: Marianne Lucien, ETH Zurich and Kurt Bodenmueller, University of Zurich
Sponsors: ETH Zurich and University of Zurich's Corporate Communications

FT23. Time, Switzerland's iconic resource

Location: Neuchâtel
Organisers: Time and Frequency Lab, University of Neuchâtel (LTF-UniNE) and CSEM (Swiss Center for Electronics and Microtechnology)
Sponsor: University of Neuchâtel

FT25. Lausanne, city of water

Location: Lausanne
Organiser and sponsor: City of Lausanne

FT26. Explore the world of microbiome: changing the face of healthcare

Location: Ferring, St. Prex
Organiser: Ferring

FT27. Geneva's pivotal role in the response to viral disease outbreaks

Location: Geneva
Organisers and sponsors: World Health Organisation, University of Geneva and Geneva University Hospitals

FT29. A deep-dive into the world of CAR T cell therapies. Breakthrough therapies in the fight against cancer

Location: Agora Cancer Research Centre in Lausanne
Organiser and sponsor: Celgene

5 July > 6 July

FT3. From "Dieselgate" to terrorist attacks: the lab tackling Europe's policy challenges

Location: Ispra, Italy
Organisers: European Commission, Joint Research Centre (JRC), Ispra, Italy

FT4. Paris, where Science meets Art

Location: Paris, France
Organiser: The French Association of Science Journalists AJSPI, Audrey Mikaëlian
Sponsor: CNRS

5 July > 7 July

FT28. Energy autark extreme-altitude architecture with a view of the Matterhorn and the stars

Location: Zermatt
Organisers and sponsors: International Foundation High Altitude Research Stations Jungfrauoch & Gornergrat, Swiss Academy of Sciences, Swiss Alpine Club, WCSJ2019 and Matterhorn Group AG, Gornergrat Bahn

6 July

FT33. A museum that will leave you in stitches

Location: Chaplin's World
Organiser and sponsor: Lausanne Région

FT34. Byron was here

Location: Château de Chillon
Organize and sponsor: Lausanne Région

FT36. Where Gruyère cheese comes from

Location: Gruyère
Organiser: Lausanne Tourisme

FT37. Suspended between two peaks

Location: Glacier 3000
Organiser: Lausanne Tourisme

FT35. Steep learning curve – a walking tour of Lausanne

Location: Lausanne
Organiser and sponsor: Lausanne Région

6 to 11 July

FT9. SESAME: A light source for the Middle East

Location: Allan, Jordan
Organiser: CERN on behalf of SESAME
Sponsor: European Union's OPEN SESAME project

SOCIAL EVENTS



« I WAS IMPRESSED TO SEE SO MANY HIGH-LEVEL POLITICIANS AND DECISION MAKERS ATTEND THE OPENING CEREMONY: A MARK OF RESPECT TO OUR PROFESSION! »

JULY 1 MONDAY A HIGH-LEVEL OPENING CEREMONY

The World Conference of Science Journalists 2019 has opened its doors with a spectacular Opening Ceremony at the SwissTech Conference Center (STCC). With artistic performances and welcoming words from high-level decision makers and scientists, the ceremony has provided much food for thought.

A panel of distinguished CEOs, Editors in Chief and Executive Directors of various media outlets from around the world have discussed the place science and science journalism should have in the current mainstream media, from digital and print to radio, and from television to media-players. This debate has been moderated by Deborah Blum, Pulitzer Prize Winner and Director of the Knight Science Journalism Fellowship Programme at MIT. Participants included Jérôme Fenoglio, Editorial Director of Le Monde, France; Nathalie Wappler, Director of the Swiss public broadcaster, SRF's German language channels; Uzodinma Iweala, CEO of Ventures Africa Magazine, Nigeria and CEO of The Africa Center; Francesca Unsworth, head of news at the BBC, and Monika Bauerlein, CEO of MotherJones magazine (USA). Welcoming words and insightful speeches have been given by important actors in the field of science, technology, journalism and policy making. These included Simonetta Sommaruga, vice-president of the Federal Council; Frédérique Vidal, French minister for higher education, research and innovation; Carlos Moedas, European Commissioner for Research&Innovation; Martin Vetterli, President of EPFL; Nouria Hernandez, Rector of the University of Lausanne; and Marc Walder, Founder of digitalswitzerland and CEO of the Ringier media group. Musical interludes and surprising artistic performances have enriched the programme, which came to a close with a cocktail for all participants at the STCC. This first social event of WCSJ2019 was presented in collaboration with and with the financial support of Presence Switzerland, Digital Switzerland and the City of Lausanne.



« THE OPENING CEREMONY WAS LONG. TOO MANY SPEECHES. BUT THE DEBATE WITH LE MONDE, BBC AND OTHER EDITORS WAS EXCELLENT »



JULY 2 TUESDAY WELCOME RECEPTION AT THE OLYMPIC MUSEUM

At the Olympic Museum, one can get close to the torches from every one of the modern games. Or relive favorite moments on video, and discover the equipment of famous Olympic athletes. The Olympic Museum in Lausanne, home of the International Olympic Committee, has hosted all WCSJ2019 participants for a Welcome Reception on one of the most beautiful terraces overlooking Lake Geneva. This event was sponsored by Johnson & Johnson (J&J).

The reception also featured the announcement of the finalists and winner of the European Science Journalist of the Year 2019. This annual Award celebrates the work of a journalist who promotes excellence and creativity in science, engineering, technology and mathematics (STEM) journalism. The Association of British Science Writers coordinates the Award, with support from J&J Innovation. The Award was presented by Seema Kumar, J&J's Vice President of Innovation, Global Health and Policy Communication. During the reception, participants also had the chance to discover the products of cutting-edge start-ups active in the field of innovation and technology in sports that have taken part in THE SPOT, an international event organised by ThinkSport, and taking place in May 2019. Among these start-ups were GaitUp, which combines sensors, algorithms and biomechanics to provide world leading motion analysis (www.gaitup.com). Be.Care uses an innovative methodology based on algorithms that use heart rate variability as the starting point for assessing health status (www.becare.swiss). Gomixfit merges science, data and technology to deliver all the nutrients you need in the form of a daily drink, transforming personal nutrition from routine to real time (<http://gomixfit.com>).



« GREAT WORK ORGANISING SUCH A BIG EVENT, AND WONDERFUL RECEPTIONS AT THE OLYMPIC MUSEUM AT LAVAUX WINE VILLAGE! »

SOCIAL EVENTS



JULY
3
WEDNESDAY

A PARTY FOR EPFL'S 50TH ANNIVERSARY

WCSJ2019 participants could enjoy a drink and local cheese meals while meeting Martin Vetterli, President of the EPFL (Swiss Federal Institute of Technology), and several of the school's professors during this reception offered by EPFL to mark its 50th birthday.



GREAT FINAL FAREWELL EVENING. MANAGE TO MEET SEVERAL PEOPLE I COULDT TALK DURING THE CONFERENCE. THIS WAS A NICE OPPORTUNITY TO MEET THEM »



THE FAREWELL EVENING IN GRANDVAUX WAS SPECTACULAR - THANK YOU FOR PUTTING SO MUCH THOUGHT INTO IT. AMAZING MEMORIES »

JULY
4
THURSDAY

A FAREWELL EVENT IN UNESCO'S SITE LAVAUX

Right in the heart of the magnificent UNESCO World Heritage site of Lavaux, the largest contiguous wine-making region in Switzerland, the entire village of Grandvaux with its wine cellars, village squares, backyards, nooks and crannies, has been reserved for the farewell evening. The wine makers' cooperative have welcomed conference participants with wine and local food specialities. The village band have been be playing, there was alphorns and yodelling, along with jazz and street music. On the stage of the local inn an improvisational theatre group has presented the performance they have been rehearsing through the week. And to top it all, we have celebrated 100 years of underground drinking with all kinds of wine and liquor hacks: we have invited start-ups from the molecular spirits scene along with prohibition historians with some very practical skills. Our prohibition special have taught participants how to reverse engineer liquors, age whisky in days or turn medical alcohol into delicious rum. And all got to taste the results, of course! In collaboration with Endless West, Chimiscope (University Geneva) and Solutionsbüro.



THE FAREWELL EVENING WAS EASILY THE MOST INTERESTING AND FUN CONFERENCE EVENT I'VE EVER BEEN TO. KUDOS TO THE ORGANISERS. IT WAS SPECTACULAR »



ESPECIALLY LOVED THE SEND-OFF PARTY THE LAST NIGHT, AT THE WINERIES! »



THE FAREWELL EVENING WAS A STORYBOOK EVENT--THE FOOD, THE PEOPLE, THE WINE, THE MUSIC AND THE SCENERY. BRAVO!!! »



LAVEAUX EXPERIENCE WAS AMAZING. HAD NO WORRIES ABOUT FOOD, TRANSPORTATION OR GETTING LOST- SPENT THE WHOLE TIME NETWORKING »

SOCIAL EVENTS



JULY 5 A PRESTIGIOUS GENEVA COCKTAIL AT CAMPUS BIOTECH

On the evening of 5 July, a prestigious cocktail party has brought to a close the WCSJ2019 field trips to Geneva. Participants have gathered at Campus Biotech, a centre of excellence in Biotechnology and Life Science research in the Lake Geneva region. The centre is located in the international city of Geneva, host of several international organisations, NGOs and headquarters of multinational companies. The party has brought together participants of the Bertarelli neuroscience symposium and the delegates from WCSJ2019 who chose to register. An artistic extravaganza has used the impressive architecture of the Campus's building as a backdrop for no fewer than 40 street artists. After a few words of welcome by the event's hosts, including Ernesto Bertarelli, from the Bertarelli Foundation (main organiser of this event), a cocktail manufactured with local products has been served, providing an opportunity for participants to network with representatives of the most important scientific institutions of the region, including the University and University Hospital of Geneva (UNIGE and HUG), CERN and the WHO as well as political representatives of the City and State of Geneva.

« THE GENEVA CLOSING COCKTAIL WAS GREAT, BUT A LOT OF US WERE EXHAUSTED BY THIS POINT »



« THE SOCIAL HUB WAS ACTUALLY A VERY NICE PLACE, HOWEVER, IT WAS TOO FAR WAY FROM THE CONFERENCE AND FOR MANY PEOPLE DIFFICULT TO REACH/FIND »

MAKE NEW FRIENDS AT THE SOCIAL HUB

From Monday 1st July to Wednesday 3rd, the Haute Ecole de Musique (HEMU) has opened its doors to conference participants each night. In collaboration with NIFFF (Neuchâtel International Fantastic Film Festival), the HEMU became a Mad Scientists' Lab. Drinks around scientific topics has been served especially for the WCSJ2019. HEMU music students have played short late night sets. The venue right in the center of Lausanne has turned into a place for an early aperitif or a late drink, a meeting point and casual hub. On Wednesday night a special event programme mixing arts and science, curated together with the NIFFF team, has celebrated mad maverick minds.

JULY 1 MONDAY

Monday, July 1, 21:00-01:00 Concert: Neptune Quartet 22:00

Scientific cocktails, sonic maturation for cheese and drinks, hangover research centre. Special guests: Unistellar (smart telescopes)

JULY 2 TUESDAY

Tuesday, July 2, 21:00-01:00 Concert: Sugar Swing 22:30

Scientific cocktails, sonic maturation for cheese and drinks, hangover research centre. Special guests: Endless West (makers of molecular spirits) and Unistellar (smart telescopes)

JULY 3 WEDNESDAY

Wednesday, July 3, 18:00-01:00 Concert: Paul Marsigny 20:30

Cinema Concert: 22:00
Mad Scientists' Lab special in collaboration with NIFFF (Neuchâtel International Fantastic Film Festival). Scientific cocktails, sonic maturation for cheese and drinks, hangover research centre. Special guests: Endless West (makers of molecular spirits)



PUBLIC OUTREACH AND EDUCATION

A WORKSHOP TO CAPTIVATE A YOUNG AUDIENCE WITH SCIENCE JOURNALISM

Among the various outreach activities we planned during WCSJ2019, we decided to do an experiment in education. Can science journalism capture the interest of a young audience? Can it be proposed as an educational tool?

Teaming up with Le Service de promotion des sciences (SPS), an educational branch of EPFL dealing with educational programmes for secondary school children and young adults, we devised a 1.5 day Science Journalism Course. The course involved one class of 12-13 year olds. It was conducted by a professional science journalist, Veronique Parasote from Strasbourg, France.

In brief, for the first third of the course, she talked about being a journalist and being a science journalist in particular. She shared her experience and gave some directions on how to conduct research and interviews.

For the second part, the students were split into three groups and visited scientists in a lab at EPFL. There they took pictures and conducted interviews. During the final half-day of the course, they presented their results.

During the activity, students had the opportunity to learn how to write a scientific media report, find a catchy title, look for information about the labs before going to visit them, and structure their ideas to write an article. Asked about the results, Guillaume Muhlebach, a member of the SPS who followed me in my first drafting of the course, said: "I think all of it went really well for many reasons. Veronique knew how to explain her job and captivate her audience, the labs we contacted were also super-motivated and willing to share as much as they could with the youngsters." A key was having a university student hired to support our journalist: "The student we hired has was trained and worked a lot with us and knows how to deal with young people even if he doesn't know in advance what he will be supposed to do."



Jacopo Pasotti

Head of Public outreach at WCSJ 2019



THE ORGANISATION

LIST OF SPEAKERS



Imelda Abano
Editor at Philippines EnviroNews (Philippines)



Alison Abbott
Editor at Nature (UK)



Wael Abouhadid
Tactical Tech (Germany)



Thomas Abraham
Freelance journalist and author (India)



Patrick Aebischer
Former EPFL President (Switzerland)



Joachim Allgaier
Aachen University (Germany)



Barış Altıntaş
Co-Director of the Media and Law Studies Association (Turkey)



Amanda Alvarez
Science Communicator, RIKEN (Japan)



Pakinam Amer
Freelance (Egypt)



Andrea Ammon
Director, European Centre for Disease Prevention and Control (Sweden)



Martin Amrein
Science editor, NZZ am Sonntag (Switzerland)



Valentin Amrhein
University of Basel (Switzerland)



Warwick Anderson
Secretary-General of the Human Frontier Science Program Organisation (HFSP), France



Sandra Andraszewicz
Researcher and Project Leader, Behavioral Finance Team, ETH Zurich (Switzerland)



Annick Antierens
Doctors Without Borders (Switzerland)



Diego Arguedas Ortiz
Science reporter and editor, Ojo al Clima (Costa Rica)



Christie Aschwanden
Journalist and author (USA)



Ali Atif Bir
Institute of Communication Sciences, Anadolu University (Turkey)



Malin Attefall
SVT (Sweden)



Evangelos Avramakis
Head Digital Ecosystems R&D, Swiss Re Institute (Switzerland)



Kossi Balao
Journalist (Togo)



David Bamford
Editor at Little, Brown Book Group UK (UK)



Lise Barnéoud
Freelance (France)



Gerard Barron
Chairman and CEO, DeepGreen Metals (USA)



Ira Basen
Radio producer, Canadian Broadcasting Corporation (Canada)



Paulin Bashengezi-Mushamuka
International Committee of Red Cross (Democratic Republic of Congo)



Suzy Basile
Professor with the school of Indigenous studies at UQAT (Canada)



Hilda Bastian
Scientist, blogger, cartoonist (Australia)



Line Renée Batongué
Journaliste Radio TV CRTV (Cameroun)



Laura Baudis
University of Zürich (Switzerland)



Guntram Bauer
Director of Science and Communications, Human Frontier Science Program Organisation (HFSP), France



Monika Bauerlein
CEO of Mother Jones (USA)



Dan Bayley
University College London & Natural History Museum (UK)



Sharon Begley
STAT (US)



Cassandra Benkwitt
Lancaster University (UK)



André Biernath
Reporter for Saúde É Vital (Brazil)



Bernard Bigot
Director-General of the ITER Organisation (France)



Jocelyne Bloch
Director of the functional neurosurgery unit at CHUV (Switzerland)



Kevin Bloom
Daily Maverick (USA)



Theodora Bloom
Managing Editor of The British Medical Journal (UK)



Deborah Blum
Publisher of Undark and Pulitzer-prize winning writer (USA)



Annette Boaz
Kingston University and St George's University of London (UK)



Jeffrey Bohn
Director, Swiss Re Institute (Switzerland)



Maria Bolevich
Freelance (Montenegro)



Brooke Borel
Science journalist and author, Undark magazine (USA)



Daniel Borel
Founder of Logitech and chairman of the Defitech Foundation (Switzerland)



Fabrice Boudjaaba
Directeur adjoint scientifique à l'Institut des sciences humaines et sociales, CNRS (France)



Alan Boyle
Aerospace and science editor at Geekwire (USA)



Curtis Brainard
Managing Editor, Scientific American & World Federation of Science Journalists (USA)



Helen Branswell
Senior writer, STAT (USA)



J. Scott Brennen
Research Fellow at the Reuters Institute for the Study of Journalism (UK)



Peter Brey
Director, Leenards Foundation (Switzerland)



Annie Brookman-Byrne
Deputy Editor of the British Psychological Society's magazine The Psychologist (UK)



Bethany Brookshire
Staff Writer Science News for Students (USA)



Silvia Rosa Brusin
RAI (Italy)



Melanie Bunce
Senior Lecturer in Journalism at City University London (UK)



Jean Claude Burgelman
Head of Unit Open Data Policy and Science Cloud, European Commission



Linda Capper
Head of Communications of the British Antarctic Survey (UK)



Iván Carrillo
Editor of Tangible (Mexico)



Miguel Castro
Bill & Melinda Gates Foundation (Spain)



Vaishnavi Chandrashekar
Journalist (India)



Jérôme Chenal
EPFL, réseau RESCIF (Switzerland)



Tania Chytil
RTS (Switzerland)



Carlos Cienfuegos
Director, Faculty of Communication, Universidad Anáhuac (Mexico)



Jon Cohen
Senior Correspondent, Science (USA)



Bastien Confino
Science Journalist at RTS (Switzerland)



Janice Cooper
Advisor on Global Mental Health for the Carter Center (Liberia)



Aurélie Coulon
Science/video journalist, RadioTeleSuisse (Switzerland)



Grégoire Courtine
Neuroscientist, Ecole polytechnique fédérale de Lausanne, EPFL (Switzerland)



Nancy Crépeau
University of Ottawa (Canada)



Sarah Cruddas
Space Journalist, TV Host and Author (UK)



Herma Cuppen
Professor of chemistry at Radboud University (The Netherlands)

LIST OF SPEAKERS



Caroline Daamen

Communication officer, European Centre for Disease Prevention and Control (Sweden)



Renata Dacinger

Editor and presenter of Let's Bite Into The Science (Slovenia)



Rana Dajani

Associate Professor of Hashemite University (Jordan)



Rob Dawson

Chair of STEMRA (UK)



Tim De Chant

founder of Future Proof (USA)



Jean Philip de Tender

Media Director European Broadcasting Union, EBU (Belgium)



Joseph (Jop) de Vrieze

Independent science journalist (The Netherlands)



Ben Deighton

Managing Editor SciDev.Net (UK)



Sophie Della Mussia

Press Officer, CIRAD (France)



David Delmi

CEO of HARDAH (Switzerland)



Olivier Dessibourg

Science journalist and editor, President of SASJ (Switzerland)



Christian Dezer

ZDF, Germany



Annik Dubied

Directrice de l'Académie du journalisme et des médias, Neuchâtel University (Switzerland)



Dom DiFurio

The Dallas Morning News, USA



Jacques Dubochet

Emeritus Professor of Biophysics and Nobel Prize in Chemistry 2017 (Switzerland)



Matthias Egger

President Research Council, Swiss National Science Foundation (Switzerland)



Katie Elles

Communication Officer, International Seabed Authority (Australia)



Martin Enserink

International news editor at Science (The Netherlands)



Catalina Escobar

Co-Founder and Chief Strategy Officer at Makaia (Colombia)



Nicole Esteban

Swansea University (UK)



James Fahn

Internews' Earth Journalism Network (Thailand)



Germán Fajardo

President, Latin American Association of Faculties and Schools of Medicine (México)



Matteo Farinella

Presidential Scholar in Society and Neuroscience at Columbia University (Italy)



Nina Fasciaux

Freelance journalist and trainer at Solutions Journalism Network (France)



Jean-Denis Faure

National Institute for Agronomic Research (INRA), France



Toni Feder

Senior News Editor, Physics Today (USA)



Jérôme Fenoglio

Editorial Director of Le Monde (France)



Niall Firth

MIT Technology Review (UK)



Andrada Fiscutean

Sci/Tech Journalist (Romania)



Claudia Flandoli

Freelance science cartoonist and illustrator (Italy)



Bryan Ford

Head of the EPFL Decentralized/Distributed Systems (DEDIS) lab (USA)



Katherine Foster

Chief Strategy Officer of BLOC - Blockchain Labs for Open Collaboration (Switzerland/Canada)



Stéphane Foucart

Science journalist at Le Monde (France)



Fiona Fox

Director of the UK Science media Centre (UK)



Ruth Francis

Communications Consultant (UK)



Lynne Friedmann

Founder, Friedmann Communications, and former editor, ScienceWriters (USA)



Jennifer Gallé

Head of Environment and Energy section at The Conversation France (France)



Lori Garver

Chief Executive Officer of Earthrise (USA)



Grace Gatera

Health writer and blogger (Rwanda)



Emily Gertz

Founder, (de)regulation nation (USA)



Pallab Ghosh

Science Correspondent at BBC News (UK)



Fabiola Gianotti

Director-General CERN (Italy)



Catherine Gicheru

ICFJ Fellow (Kenya)



Philippe Gillet

EPFL Professor and Chief Scientific Officer at SICPA (Switzerland)



Giovana Girardi

Science and environmental reporter, O Estado de S. Paulo (Brasil)



Beat Blogger

Science journalist, television host and author (Switzerland)



Xaquín González-Veira

Visual Editor and Consultant (Spain)



Cynthia Graber

Co-host of Gastropod (USA)



Nick Graham

Lancaster University (UK)



Nir Grinberg

Postdoctoral Research Associate at the Harvard Institute for Quantitative Social Science (USA)



Liza Gross

Freelance science and environmental reporter and author (USA)



Nalaka Gunawardene

Freelance Science Writer (Sri Lanka)



Sabine Gysi

Chief Editor BOLD, Jacobs Foundation (Switzerland)



Christiane Götz-Sobel

ZDF (Germany)



Martin Hajdu

Head of strategic communications at the European Commission's Joint Research Centre (Hungary)



Michael Hall

Biozentrum University of Basel (Switzerland)



Eric Hand

AAAS / Science magazine (USA)



Inga Hansen

Journalist (Greenland)



Juliette Hardy

Réseau International des Instituts Pasteur (France)



Joshua Hatch

Assistant Managing Editor, Digital of the Chronicle of Higher Education (USA)



Hayanon

Science cartoonist (Japan)



Graeme Hays

Deakin University (Australia)



Laura Helmuth

Health, Science, and Environment Editor, The Washington Post (USA)



Tom Heneghan

Freelance journalist (France)



Nouria Hernandez

Rector University of Lausanne, UNIL (Switzerland)



Daniela Hirschfeld

Regional Latin America Editor, SciDev.Net (Uruguay)



Andreas Hirstein

Science and Technology editor at NZZ am Sonntag (Switzerland)



Lê Nguyễn Hoang

Science4all (Switzerland)



Kerstin Hoppenhaus

Freelance journalist (Germany)



Stéphane Horel

Investigative journalist at Le Monde (France)



Jessica Ilunga

Head of Communication at the Ministry of Health of the Democratic Republic of Congo (DR of Congo)



Toomas Ilves

Former president of Estonia (Estonia)



Uzodinma Iweala

Chief Executive Officer of The Africa Center in New York (Nigeria)

LIST OF SPEAKERS



Andrew Jack

Global education editor, Financial Times (UK)



David Jacoby

Zoological Society of London (UK)



Victoria Jaggard

Senior editor for Science & Innovation, National Geographic (USA)



Núria Jar

Journalist (Spain)



Nenad Jaric Dauenhauer

Freelance science journalist (Croatia)



Alok Jha

Science correspondent at the The Economist (UK)



Wu Ji

Former director of China's National Space Science Center (China)



Daniel Jones

Principal Scientist at the National Oceanography Centre (UK)



Anne-Claire Jacobin

Directrice de la communication et du partage de l'information, IRD (France)



Ulla Järvi

Secretary General of the Finnish Association of Science editors and journalists (Finland)



Wanjiru Kamau-Rutenberg

Director of the African Women in Agricultural Research and Development (Kenya)



Kate Kelland

Health and Science Correspondent for Reuters (UK)



Jos Kleijnen

Director, Kleijnen Systematic Reviews Ltd (The Netherlands)



Richard Klein

Director of science and innovation of the Global Center on Adaptation (Germany)



Cécile Klingler

Freelance journalist (France)



Bethany Kok

Lead Data Scientist at EmpowerTheUser (USA)



Heather Koldewey

Zoological Society of London and Honorary Professor at the University of Exeter (UK)



Varada Kolhatkar

University of British Columbia (Canada)



Andreas Kortenkamp

Professor of Human Toxicology at Brunel University (UK)



Ayumi Koso

Project Assistant Professor at the National Institutes for the Humanities (Japan)



Jonas Kuhn

University of Stuttgart (Germany)



Seema Kumar

Vice President, Innovation, Global Health and Science Policy Communication, Johnson & Johnson



Klaus Kunz

Head of Sustainability and Business Stewardship at Bayer Crop Science (Germany)



Kai Kupferschmidt

Contributing correspondent for Science (Germany)



Gaspard Kühn

RTS (Switzerland)



Vivianne Lalande

Video maker in science Scilabus (Canada)



Earl Lane

Executive Director, AAAS Kavli Science Journalism Awards (USA)



Sylvie Larrière

Directrice du Pôle international de l'Ecole supérieure de journalisme (ESJ) de Lille (France)



Yao Hua Law

Freelance Writer (Malaysia)



Hélène Le Meur

Freelance journalist (France)



Hoesung Lee

Chair of the Intergovernmental Panel on Climate Change (Korea)



Dominique Leglu

Editor-in-chief at Science et Avenir / La Recherche (France)



Sharon Lerner

Environmental journalist, The Intercept (USA)



Christabel Ligami

Journalist (Kenya)



Kath Lingenfelter

Producer and writer (USA)



Manuel Lino

Freelance writer, Los Intangibles (Mexico)



Nigel Lockyer

Director Fermilab (USA)



Natacha Loder

Health Policy Editor at The Economist (UK)



Tiffany Lohwater

AAAS, USA



Elisha London

CEO and Founder of United for Global Mental Health (UK)



Michel Loreau

Director of the CNRS Theoretical and Experimental Ecology Station (France)



Rick Loverd

Director The Science & Entertainment Exchange (USA)



Celia Luterbacher

Science writer, EPFL (Switzerland)



Joe Lynam

EU Commission (Belgium)



Karen Macours

Associate Professor Paris School of Economics, INRA, JPAL (France)



Lucy Maddox

Freelance and British Association for Behavioural and Cognitive Psychotherapies (UK)



Anita Makri

Writer, Editor, Producer (UK)



Kamila Markram

CEO and co-founder of Frontiers Media (Switzerland)



Julien Martin

ICIJ (France)



Aurélie Marx

ARTE



Betsy Mason

Science Journalist (USA)



Ehsan Masood

Science and policy journalist (UK)



Catherine Maticic

Associate editor at AAAS/Science (USA)



Pascal Mayer

CEO and co-founder of Alphanosos (France)



Lawrence McGinty

Former health and science editor (UK)



Elizabeth McGowan

Pulitzer-prize winning, reporter (USA)



Maryn McKenna

Science writer and author (USA)



Thiago Medaglia

Founder, Ambiental Media and freelance, National Geographic Brazil (Brasil)



Maria Elena Medina Mora

General Director for the National Institute on Psychiatry de la Fuente Muniz (Mexico)



Jeremy Merrill

Machine-learning journalist at AI Studio (USA)



Thierry Meyer

Journalist, author and media professional (Switzerland)



Silvio Micali

MIT Professor and ACM Turing Award recipient (Italy)



Serge Michel

Executive editor Heidi.news (Switzerland)



Annie Minoff

Science Friday/Undiscovered. Co-Host/Producer (USA)



Natasha Mitchell

Presenter & science journalist at Australian Broadcasting Corporation (Australia)



Carlos Moedas

EC Commissioner for Research, Science and Innovation (Portugal)



Milica Momčilović

Journalist, editor and tv anchor at Serbia National Television (Serbia)



Oliver Moody

Senior editor, The Times (UK)



Philippe Moreillon

UNIL (Switzerland)



Véronique Morin

Science journalist / content producer (Canada)



Monique Morrow

President and Co-Founder of the Humanized Internet (Switzerland)



Alison Motluk

Freelance science journalist (Canada)

LIST OF SPEAKERS



Frederick Mugira
Co-founder at InfoNile (Uganda)



Nathalie Munyampenda
Director, Next Einstein Forum (Rwanda)



Riko Muranaka
Graduate school of Kyoto University School of Medicine (Japan)



Stellar Murumba
Project Manager at Code for Africa (Kenya)



Begüm Mutuş
General Manager of Sabri Ülker Foundation (Turkey)



Mikko Myllykoski
Experience Director at Heureka (Finland)



Katrin Männik
Research associate University of Lausanne (CH) and University of Tartu (Estonia)



Eric Nahon
Directeur adjoint de l'Institut pratique du journalisme (IPJ) – Université Paris Dauphine (France)



Esther Nakkazi Mubiru
Freelance science & technology journalist (Uganda)



Deborah-Fay Ndhlovu
Communications Manager, African Academy of Science (Kenya)



Stéphane N'Dong
European Commission's Directorate-General for Research and Innovation (France)



Deborah J. Nelson
Investigative journalist and professor (USA)



Malc Nichol
Zoological Society of London (UK)



Thomas Nilsen
Editor of the Barents Observer (Norway)



Alexandra Nistoroiu
Journalist (Romania)



Anna Nordbeck
Investigative reporter at SVT (Sweden)



Vera Novais
Journalist (Portugal)



Ivan Oransky
Co-founder and editor Retraction Watch (USA)



Naomi Oreskes
History of Science and Earth and Planetary Sciences at Harvard University (USA)



Pablo Ortellado
University of São Paulo (Brazil)



Bothina Osama
Middle East & North Africa regional coordinator of SciDevNet (Egypt)



Daniela Ovadia
Scientific director of the Center for Ethics in Science and Journalism (Italy)



Padma T.V.
Freelance science writer (India)



Samar Padmakar Halarnkar
Journalist (India)



Reynald Pain
Director French National Institute of Nuclear and Particle Physics (France)



Jean-Eric Paquet
Director-General of the Directorate Research and Innovation of the European Commission (France)



David Parker
Head of human spaceflight, ESA (UK)



Karthik Patanjali
Immersive Experience Designer Graphics Editor at the New York Times (USA)



Sumeet Patil
Research Director at NEERMAN (India)



Katie Peek
Science Journalist and Data Visualization Designer (USA)



Jean-Luc Peiry
Research director, CNRS (France)



Nicole Perlman
Screenwriter (USA)



Anatoly Petrukovich
Director of Russia's Space Research Institute (Russia)



Nicky Phillips
Chief of the Asia-Pacific news bureau for Nature (Australia)



Julianna Photopoulos
Freelance science journalist (Greece)



Martin Pigeon
Corporate Europe Observatory (Belgium)



Charles Piller
Correspondent, Investigations at Science Magazine (USA)



Ozan Polat
Trust Square, Dezentrum, Zurich (Switzerland)



Debbie Ponchner
Freelance journalist/CASW board member/ KSJ alumni (Costa Rica)



Angela Posada-Swofford
Senior Science Correspondent (Colombia/US)



Dana Priest
Reporter at The Washington Post, co-founder of PressUncuffed.org (USA)



Christ Proudfoot
The Roslin Institute of the University of Edinburgh (Scotland)



Jane Qiu
Freelance science journalist (China)



Luis Quevedo
Cuonda Podcast (USA)



Tania Rabesandratana
Freelance (France)



Nora Maria Raschle
Jacobs Center for Productive Youth Development, University of Zurich (Switzerland)



Rosalind Reid
Executive Director of the Council for the Advancement of Science Writing (USA)



Andrew Revkin
Strategic Adviser, National Geographic Society (USA)



Cristina Riesen
Entrepreneur and Founder "We Are Play Lab" (Switzerland)



Walter Riess
Department Manager Science & Technology at IBM Research - Zurich (Switzerland)



Dyna Rochmyaningsih
Freelance Science Journalist (Indonesia)



Danièle Rod
Director Swiss Polar Institute (Switzerland)



Emiliano Rodríguez Mega
Freelance journalist (Mexico)



Daniel Ropers
CEO of Springer Nature (Germany)



Cecilia Rosen
Freelance science journalist (Mexico)



Patrick Ruch
Research Staff Member, Science & Technology Department at IBM Research - Zurich (Switzerland)



Aleida Rueda
PIO at UNAM (Mexico)



Mike Ryan
WHO advisory group on Ebola (Switzerland)



Andre Salles
Staff writer at Symmetry (USA)



Nimali Samarasingha
Head of Communication, European Food Information Council (EUFIC) (Belgium)



Ritu Sarin
Executive editor, Indian Express (India)



Sabrina Scharpen
funk (a joint project of ARD and ZDF, Germany)



Flavia Schlegel
Special Envoy for Science in Global Policy of the International Science Council (Switzerland)



Martin Schneider
Science journalist at SWR and President of WPK (Germany)



Christian Schwägerl
Co-founder and journalist at RiffReporter (Germany)



Yves Sciama
Freelance journalist (France)



Griselda Serra Duran
CEO/Co-Founder at OneBigRobot (Spain)



Tom Sheldon
Senior press manager at the UK Science Media Centre (UK)

LIST OF SPEAKERS



Matthew Shribman
Independent science presenter (UK)



Steve Silberman
Author (USA)



Joanne Silberner
Journalist/features editor at BMJ (UK)



Vedrana Simicevic
Freelance journalist and editor (Croatia)



Mandi Smallhorne
Freelance journalist, South African Science Journalists Association (South Africa)



Ashley Smart
Senior Editor, Undark (USA)



Stephanie Snyder
Journalist, Hearken (USA)



Karla Soares-Weiser
Deputy Editor in Chief, Cochrane (Brazil)



Simonetta Sommaruga
Vice president of the Swiss Confederation (Switzerland)



Ryan Spanier
Head of Solution Architecture and Research at Kudelski Security (USA)



John Sparks
Africa Correspondent for Sky News (South Africa)



Rob Stein
Correspondent and senior editor on NPR's science desk (USA)



Richard Stone
Senior science editor for HHMI Tangled Bank Studios (USA)



Vincent Sun
Shanghai Media Group



Harry Surjadi
Independent freelance journalist (Indonesia)



Soumya Swaminathan
Chief Scientist WHO (India)



Frederic Takang Fomagnou
Freelance Journalist and Media producer (Cameroon)



Francesca Tamma
Behavioural Research Manager, Swiss Re (Switzerland)



Mićo Tatalović
Chairman of the Association of British Science Writers (Croatia)



Viviane Thivent
Freelance journalist (France)



Elisabetta Tola
Science&Data journalist (Italy)



Mamadou Traoré
Agence Ivoirienne de Presse, SciDev.net (Côte d'Ivoire)



Jason Treat
Senior Graphics Editor at National Geographic Magazine (US)



Gerardo Turcatti
Director of EPFL Biomolecular Screening Facility (Switzerland)



Fabio Turone
Science journalist and editor, Center for Ethics in Science and Science Journalism (Italy)



Rina Tusbaki
Founder + Lead of the Lookout Station



Aimable Twahirwa
Journaliste scientifique (Rwanda)



Francesca Unsworth
Director, News & Current Affairs for BBC News (UK)



Bernhard Url
Executive Director, European Food Safety Agency (Austria)



HyppoliteValdez Onanina
Journalist and community manager, Africa Check (Sénégal)



Daniel Valtuena Maestre
CEO of SYHA (France)



Harro Van Lente
Professor of STS, Maastricht University (Belgium)



Kris Van Nijen
Managing Director of Deme (Belgium)



Gemma Venhuizen
Biology editor at NRC Handelsblad (The Netherlands)



Peter Vermij
Science Communicator, Bird's Eye (The Netherlands)



Inga Vesper
Correspondents editor, Europe at *Research (Germany)



Martin Vetterli
President Ecole polytechnique fédérale de Lausanne, EPFL (Switzerland)



Frédérique Vidal
French Minister of Research (France)



Laurent Vidal
Anthropologue de la santé, directeur de recherche à l'IRD (France - Mali)



Sophie von Stumm
Professor of Psychology in Education at the University of York (UK)



This Wachter
Producer at Audio Story Lab (Switzerland)



Meredith Wadman
Policy Reporter at Science magazine (USA)



Marc Walder
CEO Ringier media group (Switzerland)



S. Lynne Walker
President and Executive Director, InquireFirst (USA)



Nathalie Wappler
Director of Swiss television SRF (Switzerland)



Robert Watson
Former chair of IPCC and IPBES (UK)



Jonathan Webb
Science editor, ABC (Australia)



Ben Whitelaw
European Journalism Centre (The Netherlands)



Jan-Martin Wiarda
Freelance journalist, author and communication specialist (Germany)



Hanna Wick
Freelance science journalist (Switzerland)



Sarah Wild
Science journalist (South Africa)



Minna Wilkki
Head of Unit Communication, DG Research and Innovation, European Commission



Emily Wilson
Editor at New Scientist (UK)



Eva Wolfangel
Science journalist (Germany)



Mary Woolley
President of Research!America (USA)



James Robin Wootton
Research Staff Member, Science & Technology Department at IBM Research - Zurich (Switzerland)



Anna Wu
Science Fiction Writer (China)



Mohammed Yahia
Editor of Nature Middle East, President of the World Federation of Science Journalists, WFSJ (Egypt)



Sarah Zielinski
Managing editor, Science News for Students



Thierry Zomahoun
Executive Director of the African Institute for Mathematical Sciences (South Africa)



Thomas Zurbuchen
Associate administrator of Nasa (USA)

TRAVEL FELLOWSHIPS

110 TRAVEL FELLOWSHIPS OFFERED TO JOURNALISTS WORLDWIDE

The travel fellowship programme at WCSJ2019 in Lausanne honoured excellent science journalists from across the globe, who otherwise could not have attended the conference, by supporting their transport, accommodation and conference registration fees. A total of 350 000 CHF was awarded during WCSJ2019 for this purpose.

Sponsors of the programme were diverse: the Fundación Ealy Ortiz/Inquire First, Canada's International Development Research Centre (IDRC), EurekAlert!, Lonza, the National Association of Science Writers (NASW), the Council for the Advancement of Science Writing (CASW), the Jacobs Foundation, the BNP Paribas Foundation, CNRS France, IRD France, the EU Joint Research Centre and the Mercator Foundation. The Alpine Consortium and the World Federation of Science Journalists, WFSJ, liaised with the sponsors.

The World Conferences of Science Journalists are the Forum for our Global Communities. The travel fellowships, in allowing the participation of fantastic individuals who could not otherwise attend, are a key component to the success of these events. The WFSJ and the WCSJ2019 organisers are extremely grateful to our generous sponsors for making this happen.

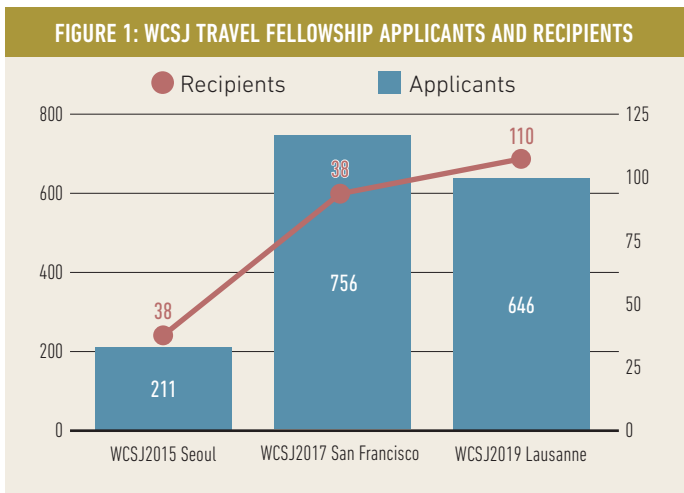
Applications were reviewed on the basis of their quality. All applications were divided into subsets of 50 - 60 candidates and reviewed by members of a travel fellowship committee. International diversity and the impact of distributed grants were important considerations in the final selection. Applicants interested in particular pre-conference workshops had to meet various language skills. For example, they had to be fluent in French in order to attend the Atelier Francophonie, or in Spanish in order to attend the Jack F. Ealy Science Journalism Workshop. Particular attention was also paid to journalists attending the conference for the first time.

Forming the WCSJ2019 travel fellowship review committee, 14 dedicated science journalism experts from around the world volunteered to select 110 Fellows from more than 640 applications.



Christophe Bourillon
Executive Director WFSJ,
Head Travel Fellowships

We are grateful to the members of the committee for undertaking this challenging task: Federico Kukso, Mićo Tatalović, Shigeyuki Koide, Harry Surjadi, Wolfgang Goede, Jean-Marc Fleury, Chiara Palmerini, Pascal Fleury, Alexandra von Ascheraden, Ochieng Ogodo, Mohammed Yahia, Nsonde Victory, Fabio Turone, and Subhra Priyadarshini. "Selection was not an easy task... the quality of the applications was very high", said Chiara Palmerini. Compared to previous conferences, this year's number of travel fellowships increased to the record number of 110 from 51 countries who were able to attend the WCSJ2019 in Lausanne. Figure 1 shows the total number of general travel fellowship applications and grants awarded at recent conferences.



Feedback from our colleagues who benefited from travel fellowships indicate that they enjoyed the learning and networking opportunities offered by the event. Long-lasting connections and working relationship were forged beyond languages and across borders. It is clear that WCSJ2019 succeeded in opening up valuable discussion spaces and created excellent opportunities to nurture and consolidate our global science journalist community.



WCSJ 2019 IN LAUSANNE WAS AN INVALUABLE EXPERIENCE TO BROADEN MY PROFESSIONAL NETWORKS AND TO GAIN PROFESSIONAL SKILLS AND STRATEGIES, BOTH FORMALLY AND INFORMALLY FROM OTHER CONFERENCE ATTENDEES. THERE IS NO OTHER PLACE WHERE I CAN GAIN BOTH SUCH RICH CONTACTS AND PROFESSIONAL DEVELOPMENT IN SCIENCE JOURNALISM. AND IT WOULD NOT BE FINANCIALLY POSSIBLE FOR THE VAST MAJORITY OF FREELANCERS SPREAD AROUND THE WORLD WITHOUT THE HELP OF THE TRAVEL FELLOWSHIPS »

KENDALL POWELL (United States)
Kendall Powell SciWriting



IT WAS WITH A LITTLE TREPIDATION THAT I STEPPED OUT OF THE TRAIN IN LAUSANNE. IT WAS MY FIRST TIME ATTENDING ANY MEETING OF SCIENCE JOURNALISTS, AND I WAS NOT SURE WHAT TO EXPECT. BUT, ALL MY ANXIETY VANISHED AS SOON AS I WENT INTO MY PRE-CONFERENCE SESSION ON AUGMENTED REALITY. I FELT SURROUNDED BY HIGH ENERGY, POSITIVITY, AND A LOT OF DISCUSSIONS. BY THE END OF THE WEEK, I HAD MADE SOME VERY GOOD FRIENDS AND CONTACTS, LEARNT A LOT, AND EVEN STOOD ATOP A GLACIER AT JUNGFRAUJOCH. ALL THIS WOULD NOT HAVE BEEN POSSIBLE WITHOUT A TRAVEL FELLOWSHIP FROM THE WCSJ2019, FOR WHICH I AM EXTREMELY GRATEFUL. EVEN THOUGH THE NEXT CONFERENCE IS A LONG TIME AWAY, I AM ALREADY COUNTING THE DAYS TO IT »

LAKSHMI SUPRIYA (India)
Freelance



IT WAS A GREAT EXPERIENCE TO PARTICIPATE IN THE WCSJ 2019 IN LAUSANNE AND AN HONOR TO HAVE RECEIVED ONE OF THE TRAVEL FELLOWSHIPS. I WOULD HIGHLIGHT THE IMPORTANCE OF DISCUSSED ISSUES THAT AFFECT THE QUALITY NOT ONLY OF SCIENCE JOURNALISM BUT JOURNALISM IN ITS BROADEST EXPRESSION, SUCH AS AUTHORITARIANISM AND CENSORSHIP OR THE TECHNIQUES TO TAKE ADVANTAGE OF NEW TECHNOLOGIES. I CONSIDER WONDERFUL TO SHARE WITH COLLEAGUES FROM ALL OVER THE WORLD A SPACE THAT WAS A MODEL OF INCLUSION AND DIVERSITY »

MARIELBA NÚÑEZ (Venezuela)
Scidev.net / Crónica.Uno / El Nacional

Abdulrahman Abotaleb

YEMEN (Yemen News Agency, SABA)

Virgile Ahissou

BENIN (SciDev)

Twahirwa Aimable

RWANDA (Freelance)

Martin Wilhelm Angler

ITALY (Freelance)

Kossi Elom Balao

TOGO (AfricaWeb)

Florencia Ballarino

ARGENTINA (Perfil Newspaper)

Tosca Ballerini

FRANCE (Freelance)

Lise Barneoud

FRANCE (AJSPI)

Muharem Bazdulj

BOSNIA AND HERZEGOVINA (Freelance)

Will Beaton

UNITED STATES (Sandbagger News)

Leonora Berbatovci

KOSOVO (Radio Television of Kosovo)

Andre Biernath

BRAZIL (Saúde Magazine - Editora Abril - Brazil)

Marija Boljević

MONTENEGRO (Freelance)

Irene Caselli

ITALY (Freelancer)

Michele Catanzaro

SPAIN (Freelance)

Karla Maria Chinchilla Lopez

ITALY (Scientia NEWS)

Adam Cohen

UNITED STATES (American Association for the Advancement of Science)

Nataliya Demina

RUSSIAN FEDERATION (Troitsky Variant' newspaper)

Fo-koffi Djamesi

SENEGAL (Scidev.net)

Daniel Duarte Braga

PARAGUAY (Ciencia del Sur)

Nadine El Sayed

EGYPT (Springer Nature)

Mohammed El-Said

EGYPT (Daily News Egypt)

Kat Eschner

CANADA (Freelance)

Lesley Evans Ogden

CANADA (Science Journalist)

Racha Fayek

EGYPT (Al-Fanar Media)

Dilip Kumar Fernando

SRI LANKA (Sri Lankan Scientist Magazine)

Sophie Fessl

AUSTRIA (Freelance)

Eduardo Franco

BOLIVIA (Red Ambiental de Información, RAI)

Barbara Fraser

PERU (N/A)

Sahana Ghosh

INDIA (Mongabay India)

Geoffrey Giller

UNITED STATES (Self-employed)

Barbara Gineau Delyon

FRANCE (L'esprit sorcier)

Nevena Grubac

SERBIA (Kosmodrom)

Giorgia Guglielmi

UNITED STATES (Freelance)

Akaki Gvimradze

GEORGIA ("Resonance" daily newspaper)

Kelso Harper

UNITED STATES (Sandbagger News)

Sandra Hausman

UNITED STATES (Virginia Public Radio)

Pablo Hernández-Mares

MEXICO (Científico Digital)

Oleksandra Horchynska

UKRAINE ("Novoye Vremya" magazine)

Adanvo Isaac Hounnigbe

BENIN (Radio Univers)

Guylain Imbula

CONGO, THE DEM. REP. OF (Tempête des Tropiques/ The post-News)

Aisling Irwin

UNITED KINGDOM (Freelance)



TRAVEL FELLOWSHIPS

« I PARTICULARLY APPRECIATED THE OPPORTUNITY OFFERED TO THE PUBLIC TO INTERACT AND ASK QUESTIONS DURING VARIOUS SESSIONS OF WCSJ 2019 IN LAUSANNE, SUCH AS THE ONE ON ARTIFICIAL INTELLIGENCE. IT WAS AN EXCELLENT OPPORTUNITY TO LEARN FROM AND SHARE EXPERIENCES WITH COLLEAGUES FROM OTHER COUNTRIES ON SPECIFIC ISSUE... »

AIMABLE TWAHIRWA (Rwanda)
Freelance

« PARTICIPATING IN THE LAST WCSJ2019 WAS ONE OF THE MOST TRANSFORMATIVE EXPERIENCES OF MY PROFESSIONAL CAREER. IT WAS AN OUTSTANDING OPPORTUNITY TO BE IN TOUCH WITH COLLEAGUES FROM ALL AROUND THE WORLD AND BE UPDATED WITH THE MOST RECENT AND RELEVANT TOPICS ABOUT SCIENCE JOURNALISM... »

ANDRE BIERNATH (Brazil)
Saúde Magazine – Editora Abril

« IT WAS ESPECIALLY HELPFUL TO HAVE A STUDIO ON-SITE FOR BROADCASTERS. I WAS ABLE TO RECORD INTERVIEWS WITH THREE EXPERTS, AND THE AUDIO QUALITY WAS EXCELLENT. I HAVE ALREADY PRODUCED THREE STORIES USING MATERIAL GATHERED AT THE CONFERENCE AND EXPECT TO PRODUCE SEVERAL MORE. THANK YOU! »

SANDRA HAUSMAN (United States)
Virginia Public Radio

Jelena Jevtic
BOSNIA AND HERZEGOVINA (Center for Investigative Reporting, Sarajevo)

Natalija Jovanovic
SERBIA (Balkan Institute for Regional Cooperation, BIRN)

Erion Kacorri
ALBANIA (News 24 Television)

Jelena Kalinic
BOSNIA AND HERZEGOVINA (Voice of America Bosnia, Quantum of Science)

Chhatra Karki
NEPAL (Nepal Forum of Science Journalists)

Davit Kekenadze
GEORGIA (On.Ge)

Stéphane Kenmoe
CAMEROON (Canal2 international)

Anthony King
IRELAND (Freelance)

Francis Kokutse
GHANA (Science and Development.Net)

Anja Krieger
GERMANY (Freelance)

Patrick Kulondwa Kahondwa
CONGO, THE DEM. REP. OF (University Radio)

Ngoh Kum Peter
CAMEROON (Cameroon-info.net)

Sisira Kumara
SRI LANKA (The Sri Lankan Scientist Magazine)

Robert Lea
UNITED KINGDOM (Freelance)

Goran Lefkov
MACEDONIA (Center for Investigative Journalism Scoop)

Margaret López
VENEZUELA (HispanoPost Media Group)

Ariane Makamte
CAMEROON (Échos santé)

Munyaradzi Makoni
SOUTH AFRICA (Freelance)

Raihana Maqbool
INDIA (Global Press Journal)

Marine Martirosyan
ARMENIA (“Hetq” website, “Investigative Journalists” NGO)

Bruno Massare
ARGENTINA (Agencia TSS / Universidad Nacional de San Martín)

Daniel Meza Mosqueira
PERU (N+1)

Felicitas Mokler
GERMANY (Freelance)

Sofia Moutinho
BRAZIL (Onco&/Freelancer)

Andjela Mrdja
SERBIA (Center for the Promotion of Science)

Veronica Romwald Mrema
TANZANIA (New Habari (2006) ltd)

Sammy Mupfuni
CONGO, THE DEM. REP. OF (Habari RDC)

Sonia Narang
UNITED STATES (Freelance, Contributor to PRI)

Sarah Neubauer
SLOVENIA (RTV SLOVENIJA)

Xhelal Neziri
MACEDONIA (Balkan Institute for Regional Cooperation, BIRN)

Paul Nicolaus
UNITED STATES (Nicolaus Writing, LLC)

Marielba Núñez
VENEZUELA (Scidev.Net/ Crónica.Uno/ El Nacional)

Daniel Nzohabonimana
RWANDA (Gisabo Group Ltd, www.gisabomedia.rw)

« THE EXPERIENCE THAT WCSJ2019 OFFERED ME IS INVALUABLE. NOT ONLY DID IT GIVE ME MORE AND BETTER TOOLS TO CARRY OUT MY WORK AS A FREELANCE JOURNALIST, IT ALSO CONNECTED ME WITH MARVELOUS, INTERESTING AND PASSIONATE PEOPLE. ABOVE ALL, IT MADE ME NOT LOSE MY ABILITY TO AMAZE. SO, THANK YOU VERY MUCH »

MICHELLE SOTO (Costa Rica)
Freelance

« WCSJ2019 ALLOWED ME TO TRAVEL FROM MY NATIVE GHANA IN WEST AFRICA AND MEET JOURNALISTS, SCIENTISTS AND PUBLISHERS FROM ALL OVER THE WORLD. IT GAVE ME THE OPPORTUNITY TO LEARN NEW SKILLS IN JOURNALISM; HOW TO PITCH, USE NEWS SOURCES, AND ATTRACT THE ATTENTION OF NEW MEDIA HOUSES. ABOVE ALL, I WAS ABLE TO CONNECT WITH PEOPLE WHO INSPIRE ME AND HELP ME IN MY PROFESSIONAL GROWTH. IT WAS INDEED A GOD-SENT OPPORTUNITY! »

FRANCIS KOKUTSE (Ghana)
SciDev.net

« LES DIFFÉRENTS ATELIERS ET SORTIES PRATIQUES (FIELD TRIPS) ONT ÉTÉ TRÈS ENRICHISSANTS. J'AI ÉTÉ SURTOUT MARQUÉ PAR LA VISITE DU CAMPUS BIOTECH DE GENÈVE QUE J'AI IMMORTALISÉE À TRAVERS DEUX ARTICLES DÉJÀ PUBLIÉS... »

VIRGILE AHISSOU (Benin)
SciDev.net

Maura O'Connor
UNITED STATES (Freelance)

Cathleen O'Grady
UNITED KINGDOM (Freelance)

Josephine Okojie
NIGERIA (BusinessDay Newspaper)

Alejandra Olguin
CHILE (Paula.cl)

Rosalia Omungo
KENYA (Freelance)

Chika Onyesi
NIGERIA (Freelance)

Ozge Ozkaya
TURKEY (Bionews Services)

Fatma Esin Öztürk
TURKEY (Turkist Radio and television Corporation, TRT)

Nicolai Paholinitchi
MOLDOVA (Newsmaker.md)

Ankur Paliwal
INDIA (Freelance)

Jane Palmer
UNITED STATES (Independent)

Lois Parshley
UNITED STATES (Independent Journalist and Photographer)

Kendall Powell
UNITED STATES (Kendall Powell SciWriting)

Judith Pyke
CANADA (Curious Features)

Altin Raxhimi
ALBANIA (Freelance)

Efrain Dario Rincon Alvarez
COLOMBIA (Shots de Ciencia)

Fousseni Saibou
TOGO (Journaliste multimedia)

Irene Rodríguez Salas
COSTA RICA (La Nación)

Gülsen Saray
TURKEY (Freelance)

Elna Schutz
SOUTH AFRICA (Freelance)

Disha Shetty
INDIA (IndiaSpend)

Vedrana Simicevic
CROATIA (Freelance)

Michelle Soto
COSTA RICA (Freelance)

Lakshmi Supriya
INDIA (Freelance)

Mekonnen Teshome
ETHIOPIA (Freelance)

Viviane Thivent
FRANCE (Freelance)

Mamadou Traoré
COTE D'IVOIRE (Ag. Ivoirienne de Presse, AIP)

Tejonmayam Udayasankar
INDIA (The Times of India)

Taniavalbuena Valbuena Pinzón
COLOMBIA (NPLUS1 INC)

Maria Monserrat Vargas Lopez
COSTA RICA (La Nacion newspaper)

Sergio Vicke
MEXICO (SPR NEWS)

Elisa Villa Román
MEXICO (El Universal)

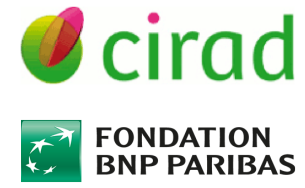
John Wendle
UNITED STATES (Freelance for National Geographic and others)

Rebekah White
NEW ZEALAND (New Zealand Geographic)

Carolyn Wilke
UNITED STATES (Freelance)

The WCSJ2019 Travel Fellows have written many reports about how they made the most of the Conference. Please find their reports here: <https://www.wcsj2019.eu/fellows-reports>

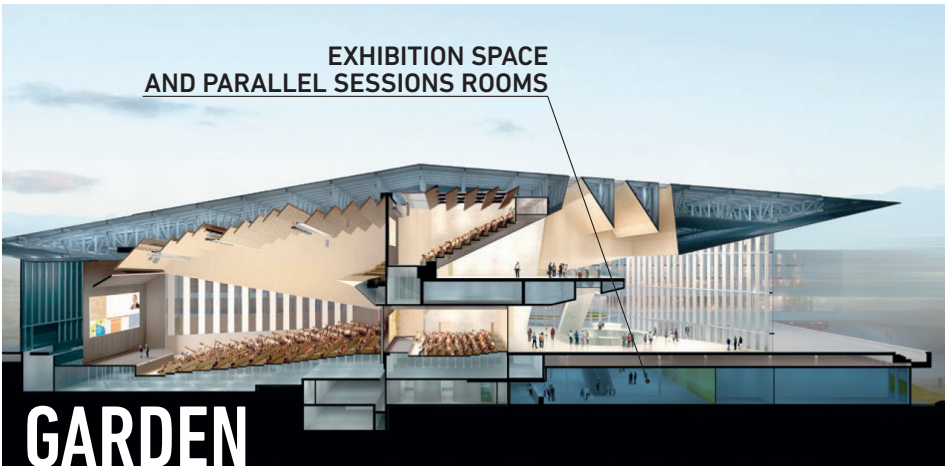
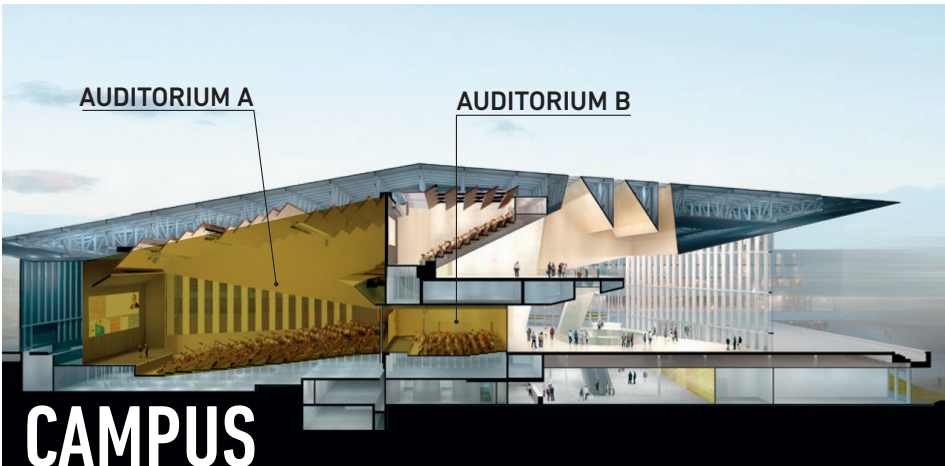
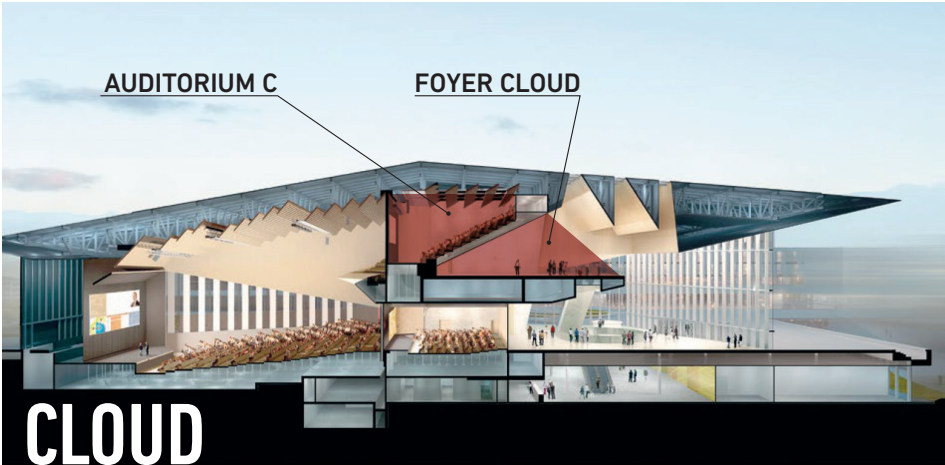
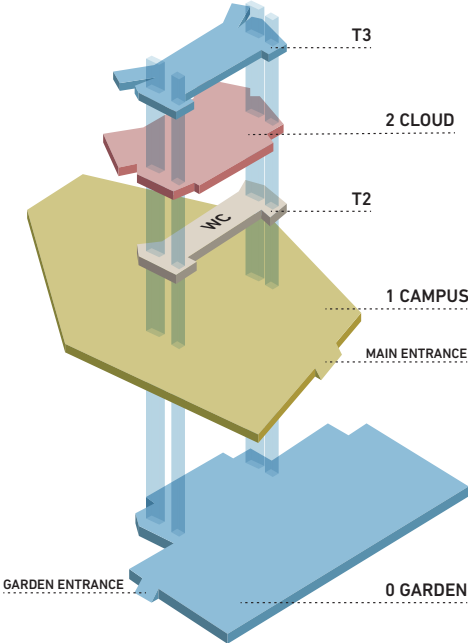
Travel fellowships to the WCSJ2019 have been offered with the kind support of :



David Perlman and Laura Van Dam WCSJ Travel Fellowships: Science writers from the U.S., Latin America, and the Caribbean are eligible for WCSJ2019 travel fellowships established by the National Association of Science Writers and the Council for the Advancement of Science Writing. The Perlman fellowships, honoring the longtime San Francisco Chronicle science reporter, are supported by the International Program Fund created with proceeds from WCSJ2017. The Laura Van Dam fellowship, funded by NASW, is awarded in memory of past President Laura Van Dam, who died in 2006. Laura was a strong supporter of NASW's commitment to international science writing. The goal of these fellowships is to encourage continued American participation in the world community and to enable writers to pursue story opportunities abroad at a time when travel budgets are tight for many.

THE VENUE AND THE CAMPUS

SWISS TECH CONVENTION CENTER



EXHIBITION SPACE

WCSJ2019 EXHIBITORS

STATE SECRETARIAT FOR EDUCATION RESEARCH AND INNOVATION SBFI	Switzerland	www.sbf.admin.ch
SWISSNEX NETWORK	Switzerland	www.swissnex.org
SWISS NATIONAL SCIENCE FOUNDATION SNSF	Switzerland	www.snsf.ch
SWISS ACADEMIES OF ARTS AND SCIENCES	Switzerland	www.swiss-academies.ch
ETH BOARD	Switzerland	www.ethrat.ch/en
ECOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE EPFL	Switzerland	www.epfl.ch
ETH ZURICH	Switzerland	www.ethz.ch
UNIVERSITY OF BERN	Switzerland	www.unibern.ch
UNIVERSITY OF ZURICH	Switzerland	www.uzh.ch
UNIVERSITY OF GENEVA	Switzerland	www.unige.ch
UNIVERSITY OF LAUSANNE	Switzerland	www.unil.ch
UNIVERSITY OF FRIBOURG	Switzerland	www.unifr.ch
UNIVERSITY OF NEUCHÂTEL	Switzerland	www.unine.ch
EUROPEAN UNION DG RESEARCH AND INNOVATION	EU	https://ec.europa.eu/knowledge4policy/
CELGENE INTERNATIONAL	USA	www.celgene.com
ITALIAN EMBASSY IN BERN	Italy	www.ambberna.esteri.it/ambasciata_berna/it/
CITY OF LAUSANNE	Switzerland	www.lausanne.ch
CANTON OF VAUD	Switzerland	www.vaud.swiss
GENOMIC HEALTH INTERNATIONAL	USA	www.genomichealth.com
SAVE OUR SEAS FOUNDATION	Switzerland	www.saveourseas.com
ETH ZURICH	Switzerland	www.ethz.ch
EUROPEAN ANIMAL RESEARCH ASSOCIATION (EARA)	International	www.eara.eu
THE ITER ORGANISATION	International	www.iter.org
JOHNSON & JOHNSON INC	USA	www.jnj.com
BERTARELLI FOUNDATION	Switzerland	www.fondation-bertarelli.org
FRONTIERS MEDIA	Switzerland	www.frontiersin.org
INSTITUTE FOR BASIC SCIENCE	South Korea	www.ibs.re.kr
KOREA INSTITUTE OF SCIENCE AND TECHNOLOGY	South Korea	www.kist.re.kr
NATIONALE AKADAMIE DER WISSENSCHAFTEN LEOPOLDINA	Germany	www.leopoldina.org
NATIONAL ACADEMIES OF SCIENCES, ENGINEERING AND MEDICINE	USA	www.nationalacademies.org
ACADÉMIE DES SCIENCES	France	www.academie-sciences.fr
ROYAL SOCIETY	UK	www.royalsociety.org

COPERNICUS ECMWF	EU	www.ecmwf.int
HOKKAIDO UNIVERSITY	Japan	www.global.hokudai.ac.jp
INTERACTIONS COLLABORATION	International	www.interactions.org
SWISS3RCC	Switzerland	www.swiss3rcc.org
SCIDEV.NET	UK	www.scidev.net
CO2GEONET	EU	www.co2geonet.com
WYSS CENTER FOR BIO AND NEUROENGINEERING GENEVA	Switzerland	www.wysscenter.ch
RIKEN	Japan	www.riken.jp
NATIONAL ASTRONOMICAL OBSERVATORY OF JAPAN	Japan	www.nao.ac.jp
IBM RESEARCH	Switzerland	www.zurich.ibm.com
SKA OBSERVATORY	International	www.skatelescope.org
NEWSWISE	USA	www.newswise.com
MEDICINES FOR MALARIA VENTURE	Switzerland	www.mmv.org
INTERNATIONAL RESOURCE PANEL	UN	www.resourcepanel.org
EUROPEAN SOUTHERN OBSERVATORY	EU	www.eso.org
PRESSES POLYTECHNIQUES ET UNIVERSITAIRES ROMANDES	Switzerland	www.epflpress.org
JOINT INSTITUTE FOR NUCLEAR RESEARCH	International	www.jinr.ru
INTERNATIONAL ATOMIC ENERGY AGENCY	International	www.iaea.org
EUROPEAN CENTRE FOR DISEASE PREVENTION AND CONTROL	EU	www.ecdc.europa.eu
UNESCO	UN	www.unesco.org
THE MIT PRESS	USA	www.mitpress.mit.edu

START-UP MARKET SQUARE

BOOTH	EXHIBITOR	COUNTRY
1	Hindenburg Systems	Denmark www.hindenburg.com
2	Unistellar	France www.unistellaroptycs.com
3	Kontextlab	Germany www.kontextlab.com
4	Sciencepod	Ireland www.sciencepod.net
5	Quest	Inter dnational www.questproject.eu



RADIO-TV STUDIO



A RADIO-TV STUDIO AT THE DISPOSAL OF DELEGATES

Thanks to the Swiss Radio and Television Broadcasting corporation, RTS, a full radio and television studio was put in place in a dedicated room of the Swiss Tech Convention Center, STCC. The idea was simple: to provide WCSJ2019 delegates who needed it with the technical and logistical infrastructures to ease their work in reporting about the conference for their own radio or TV channel, to record shows that would be broadcasted later, or even to organise live interviews or debates. This wish was totally fulfilled, and the studio was used almost without any empty slots during the three days of the conference, 2 - 4 July, welcoming radio shows and video interviews for digital media and others. Participants who used this opportunity represented various worldwide media, as well as some of the supporters of WCSJ2019. They include: Virginia Public Radio, RTS-Radio, Radio France Internationale RFI, NMA51 Columbia TV, TV Slovenia, Higgs.ch, SICPA, Bertarelli Foundation.

Setting up such an infrastructure is rather complex, and needs to be done by professionals. A good location has to be found. The one at the STCC was not optimal in the sense that it did not allow, for example, radio debates and one-to-one TV interviews to be executed simultaneously, which could have allowed us to optimise time usage, but that is an organisational point to deal with. The organisation and scheduling preparation, with Doodle or a similar tool, has to be taken care of in detail as much as possible before the event, taking into account the timezones for broadcasting since participants come from the entire world. This is crucial for live shows - one request from a radio channel from the other side of the world was for a slot during the night in Lausanne. Ultimately, a solution was found for every participant requesting to use the studio.

Unfortunately, for this conference, the radio-tv studio did not allow the presence of a live audience. To make such an initiative even more popular, it is recommended to make place for such a public audience. This is technically more demanding, but would certainly add to the attractiveness of being able to show science journalism in the making.



Huma Khamis
Head of the Radio-TV Studio



COMMUNICATIONS

WCSJ2019 COMMUNICATIONS STRATEGY

Following the award of the 2019 conference to Lausanne, the communications strategy broke down into two phases, firstly to attract strong proposals for sessions by May 2018, and then to attract journalists and other communicators of science to attend. Messaging was based around the overarching theme of the conference, “Reaching new heights in science journalism”, and several channels were used, including a website, an electronic newsletter, social media, printed materials and face-to-face contact, for example at conferences. Opportunities presented by organisations such as SciDev.Net and the Global Investigative Journalism Network to share messaging were also exploited, and some paid publicity was taken out in the newsletters of key journalists’ associations. Communications networks managed by partner organisations, for example, CERN’s networks of science communicators in particle physics laboratories and funding agencies around the world, were extensively used.

COMMUNICATIONS FOCUSED ON THE FOLLOWING KEY MESSAGES:

- WCSJ2019 is a truly global conference made by science journalists for science journalists and all who care about quality science reporting;
- WCSJ2019 is independent, critical, open, innovative and positive-thinking;
- WCSJ2019 offers a great programme, networking with peers and scientists, professional development and story opportunities;
- WCSJ2019 will have a lasting legacy through a range of long-term projects;
- WCSJ2019 helps participants develop the skills they need to perform an essential role in a post-truth world;
- WCSJ2019 provides training opportunities in new technologies that can help science journalists carry out their work.

OVERALL APPROACH FOR ATTRACTING PROPOSALS

WCSJ2019 communications pro-actively solicited session proposals that would appeal to key audience segments, while at the same time issuing a broad call for proposals through a range of science journalism channels, as well as channels reaching those who may not identify as science journalists, and therefore not consider WCSJ2019 as a conference for them. For example, this demographic includes general journalists who increasingly need to cover scientific subjects to cover general news such as climate change. The WCSJ2019 website and newsletter were the main publishing channels, with much of the other communication activity designed to draw traffic to them. The approach for this phase of communications is summarised below:

- The main publication channels were the WCSJ2019 website newsletter;
- WCSJ2019 social media channels were used to draw traffic to the website and newsletter;
- Partner organisations’ communications channels were used to amplify the messages;
- Close liaison with WCSJ2017 and ECSJ2017 served to transfer traffic to WCSJ2019 on all online platforms;
- Articles and calls for proposals were published by the WFSJ, and on networks such as PCST;
- Existing communications networks and distribution lists, including SciDevNet, Interactions.org, Lightsources.org, EIROforum, Science Media Centres, Swissnex network, GIJN, SASJ, SWIM, AJSPI, WFSJ, and the European Press Federation, were leveraged;
- A press release in March 2018 was distributed via AlphaGalileo and the networks;
- Members of the WCSJ team attended conferences such as the World Editors Forum.

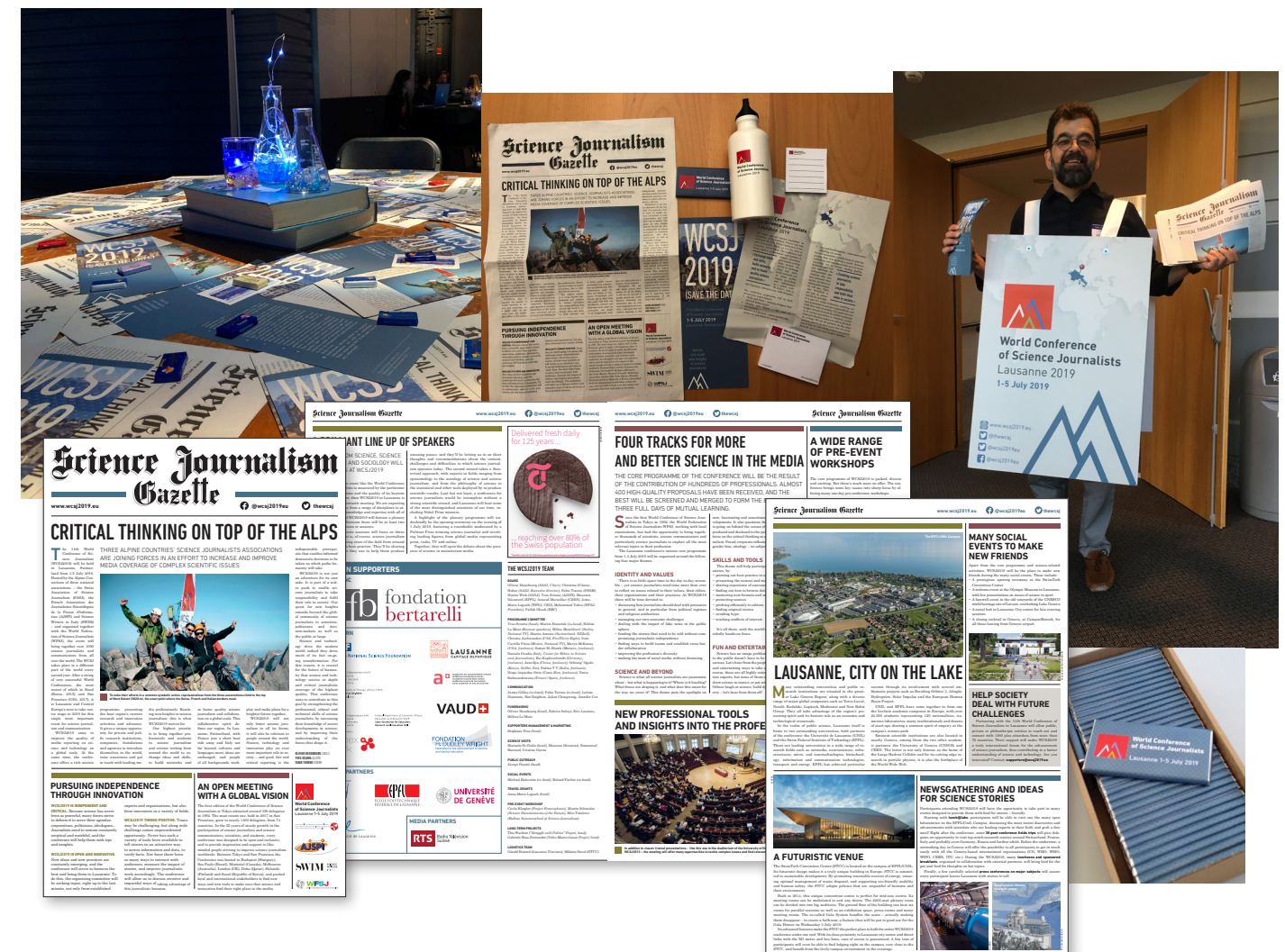
OVERALL APPROACH FOR ATTRACTING PARTICIPANTS

For the second phase of communications, aimed at attracting participants, most of the channels remained the same, although the nature of the conferences attended changed to reflect the changing target audience. For example, whereas the World Editors Forum was a key event for phase one, to attract speakers, schools like the Erice School in Scientific Journalism were more important for this phase to attract participants. Some interactivity was introduced on social media, and incentives, such as an early bird rate, were widely publicised. Some key highlights include:

- Press releases were distributed through AlphaGalileo and via networks, one in July 2018 announced the winners of travel grants, while the opening of registration, announced on 16 February 2019 at the AAAS annual meeting, was also accompanied by a press release;
- Updates to the WCSJ2019 website newsletter increased in frequency as the conference approached, attaining a reach which increased as the conference approached, reaching a total of 1556 people;

- Since some registrants had not signed up to the newsletter, an email distribution was organised for all conference participants with the same content as the newsletter;
- Social media was still used to drive traffic to the website and newsletter, with polls related to the conference to encourage interactivity;
- Members of the WCSJ2019 team promoted the conference at several other conferences, such as the AAAS annual meeting and ESOF, distributing printed materials and give-aways such as branded post-it notes, pens and Swiss chocolate, and wearing a sandwich board while walking around the conference venues;
- Advertisements were taken out in some major science journalism outlets, like Eurekalert!, Alpha Galileo, Newswise, New Scientist, Scientific American, Nature, Science and Kress.de;
- Communication was reinforced by the recruitment of a dozen country ambassadors, who volunteered to share content in English and in their mother tongue in their groups, social media channels, websites and mailing lists. WCSJ2019 Science Journalism Gazette and sandwich board.

In order to generate impact beyond that achievable through standard communications supports such as flyers and give-aways, WCSJ2019 deployed two innovative tools in its presence at conferences: a newspaper, the Science Journalism Gazette, and a sandwich board. The Science Journalism Gazette followed a Berliner format, while the sandwich board proved to be highly visible and a good conversation starter at conferences.



COMMUNICATIONS

FULL LIST OF CONFERENCES, MEETINGS AND WORKSHOPS ATTENDED

- AAAS 2018, Austin TX, USA, 15-19 February 2018
- Interactions collaboration meeting, Catania, Italy, 22-24 May 2018
- World Editors Forum, Estoril, Portugal, 6-8 June 2018
- ECSITE, Geneva, Switzerland, 7-9 June 2018
- CIJ summer conference, London, UK, 28-30 June 2018
- ECSJ, Toulouse, France, 8 July 2018
- ESOF 2018, Toulouse, France, 9-14 July 2018
- Fête de la presse et de la communication, Geneva, Switzerland, 29 August 2018
- ICRI 2018, Vienna, Austria, 12-14 September 2018
- UK conference of science journalists, London, UK, 16 October 2018
- NASW ScienceWriters2018, Washington DC, USA, 12-16 October 2018
- Constructive Journalism Conference, Geneva, Switzerland, 18 January 2019
- AAAS 2019, Washington DC, USA, 14-18 February 2019

YOUNG AND ASPIRING JOURNALISTS WERE REACHED AT:

- International Summer Journalism School in Erice, Italy, 24-29 June 2018
- Goldsmiths University of London, at the centre for investigative journalism summer conference, UK, 28-30 June 2018
- 25th anniversary alumni event for the MSc in science communication and MSc in science media production, Imperial College, London, UK, 27 September 2018

COMMUNICATIONS DURING AND AFTER THE CONFERENCE

In-conference communication with delegates was mainly done on-site using the facilities of the venue. The email list to participants was maintained throughout the conference, and used when needed. The delegates pack, which was delivered in a cotton bag, included a printed programme, a biodegradable pen and a SIGG aluminium water bottle as a gift linked to the conference theme. Prior to the conference, there was much discussion about whether to use some kind of conference app or networking tool. In the end, a tool allowing delegates to create a profile, consult the full list of participants and contact and fix meetings with them was deployed. However, it suffered some technical issues, and we would not recommend using an app in future conferences unless strong technical support is available. Five press conferences were held during the conference as part of the conference programme, and there was a media centre that could be booked for TV and radio interviews.

A popular initiative was to invite conference Fellows to write short reports that were published on the WCSJ2019 website:

<https://www.wcsj2019.eu/fellows-reports>.

Videos of some sessions and highlights of the conference can be found here:

https://www.youtube.com/channel/UCGcc1soQiZ8Aawgg_CDnxWQ/videos.

Photos from the conference can be found here:

<https://www.wcsj2019.eu/single-post/2019/09/11/Many-pictures-of-the-WCSJ2019-are-now-available>.

The newsletter remains active post-conference in order to inform delegates of post-conference developments and to ensure a smooth hand-over to WCSJ2021 in Medellín, Colombia. The newsletter has been used to announce the latest important news, such as the post-conference competition for five all expenses-paid passes to WCSJ2021, financed by the Bertarelli Foundation.

WCSJ2019 ON SOCIAL MEDIA

WCSJ2019 used social media to share a mix of serious and fun aspects of the conference. Content was spread via two Twitter accounts: @theWCSJ, managed by the World Federation with about 2650 followers, and @wcsj2019eu, which was created specifically for WCSJ2019 and reached about 1400 followers. Starting from mid-February 2019, the communications team posted about two tweets per day, increasing to three-five tweets closer to the event. The same content was also published on the WCSJ2019 Facebook channel, <https://www.facebook.com/wcsj2019eu/>.

Social media was used to highlight deadlines for proposals, early bird discounts and the early bird revival during Easter. Conference news including exhibitors, speakers, conference sessions, labs offering lunch@lab presentations, field trips and opportunities for tourism in and

around Switzerland. A series of “Did you know?” posts created intrigue by disclosing surprising or little-known facts about the conference, the host region and conference partners. Video messages in English featuring the expectations of members of the programme committee were used to build excitement towards the conference and to highlight the international background of the organising team. Moreover, in June 2019, three Twitter polls encouraged people to vote for the most challenging topics and the most beneficial skills in science journalism.



James Gillies

Co-head of Communications WCSJ2019

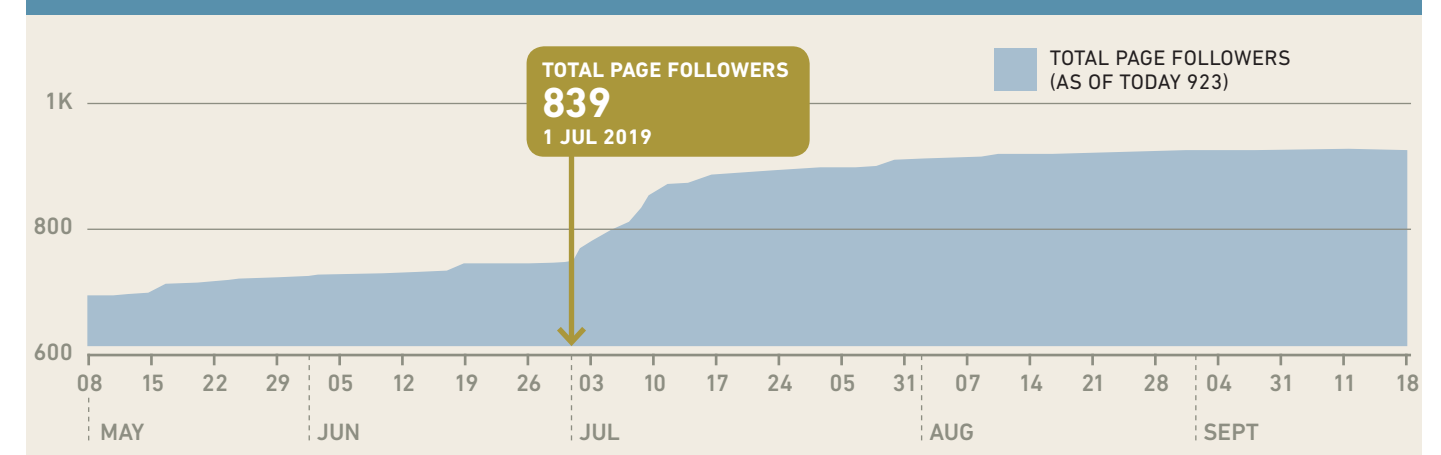


Letizia Diamante

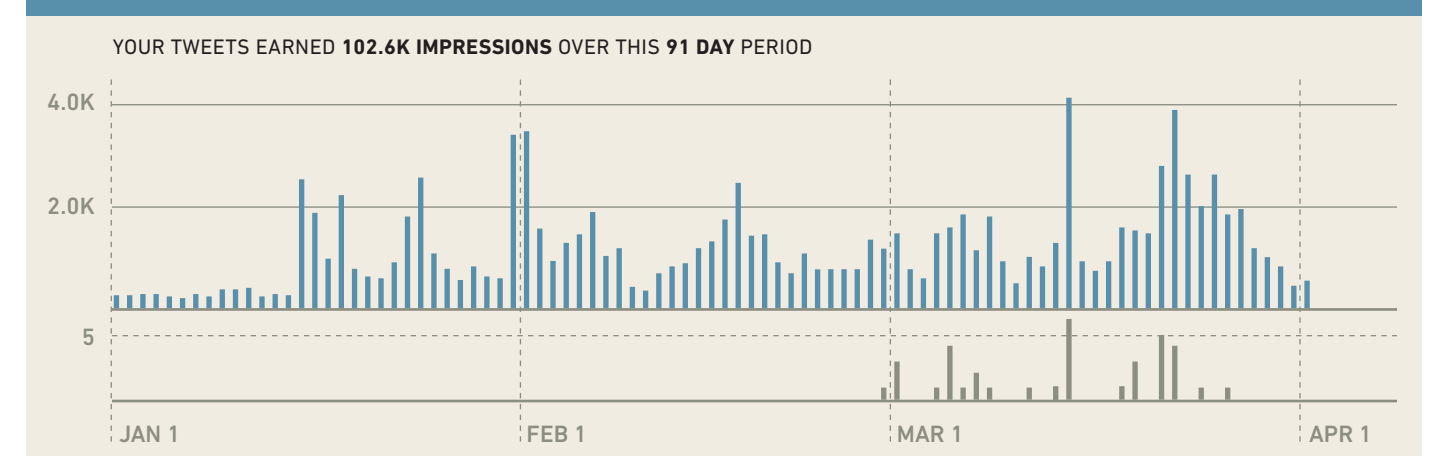
Communications WCSJ2019

Social media analytics show that the conference gained most followers, impressions, and mentions less than a month before the conference and during the event.

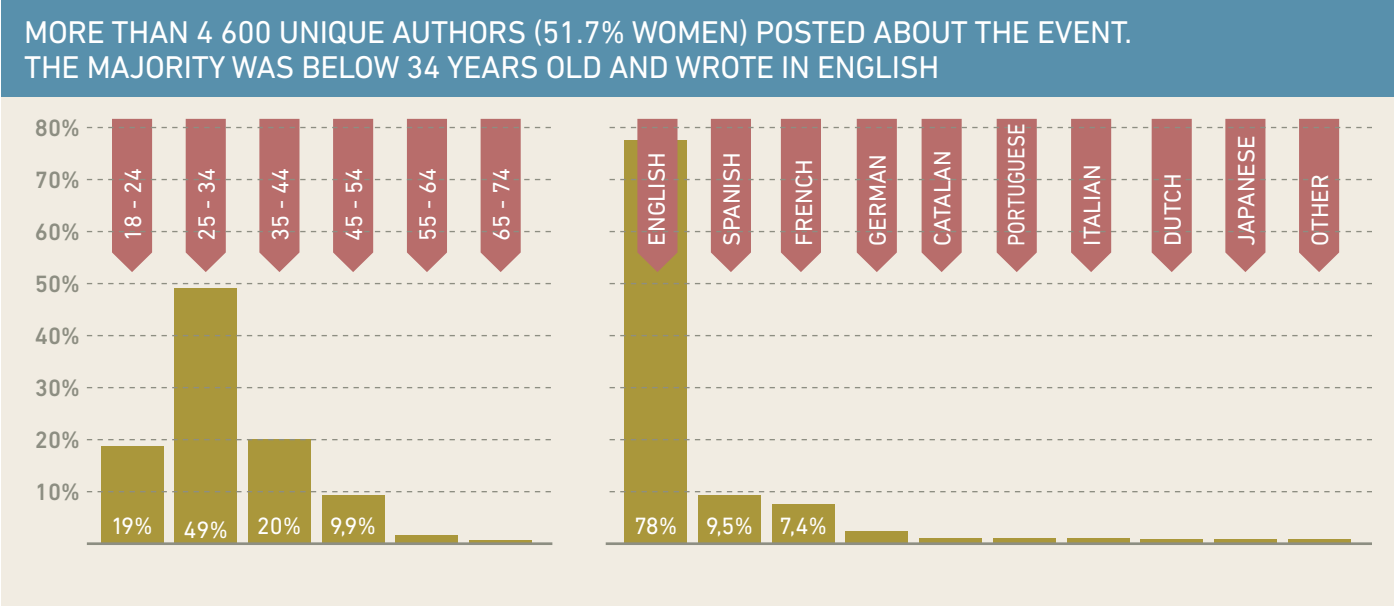
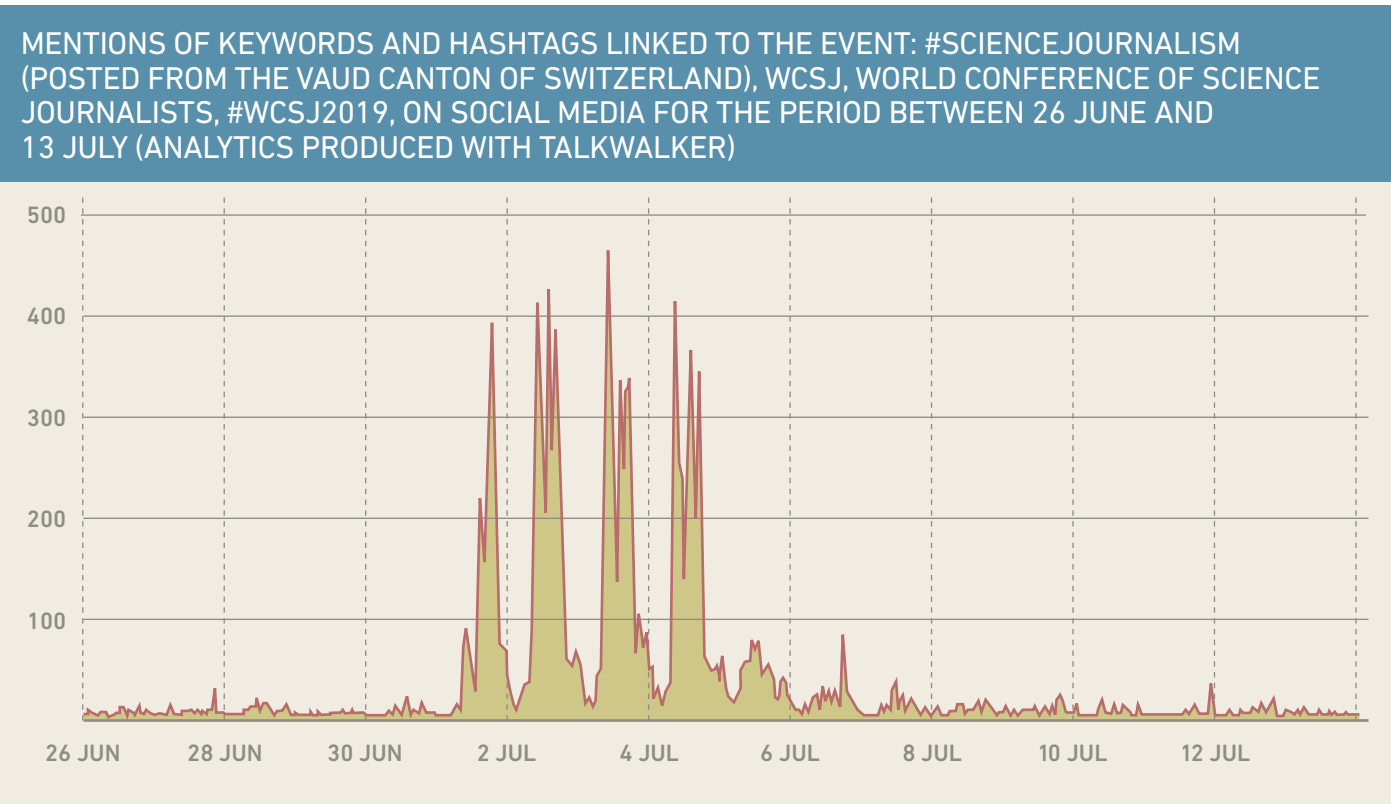
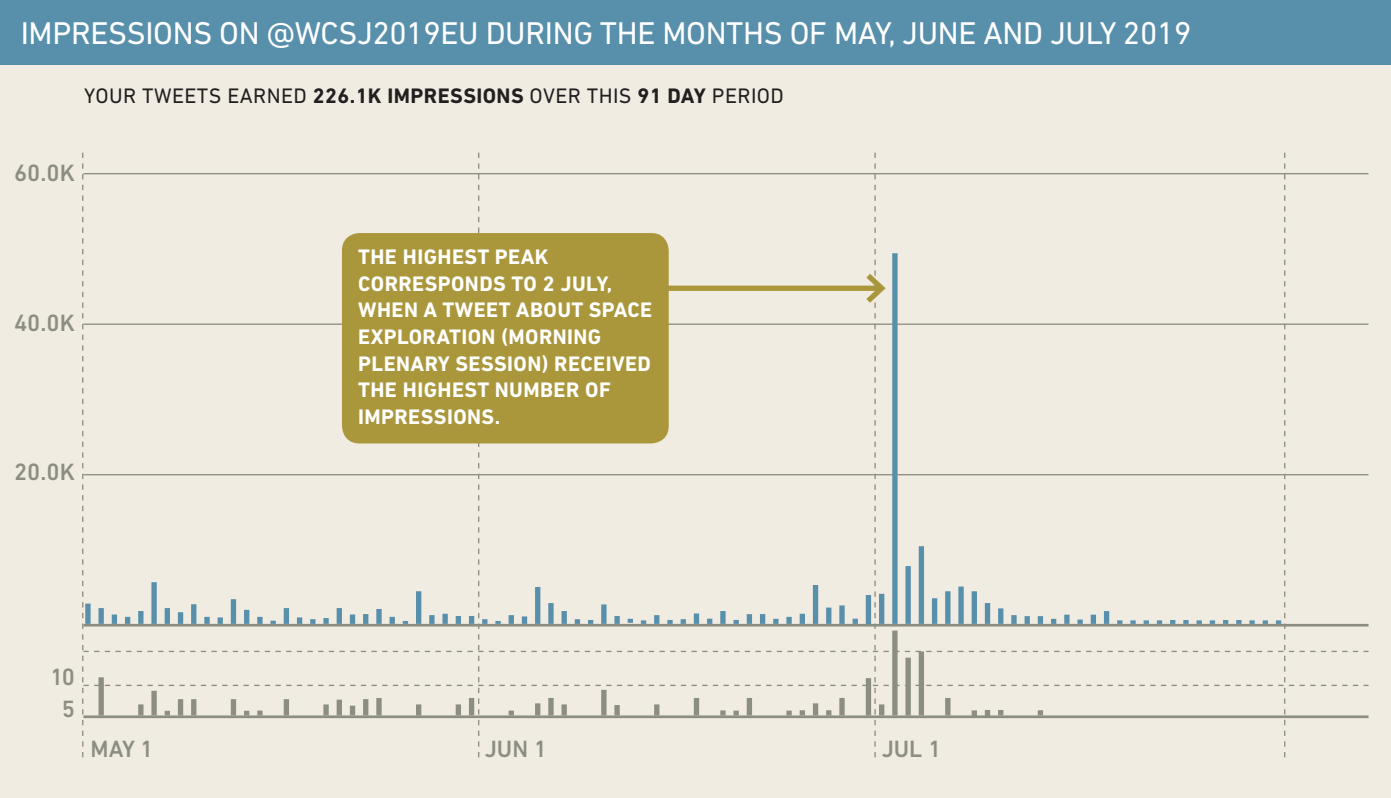
FOLLOWERS ON FACEBOOK



IMPRESSIONS ON @WCSJ2019EU DURING THE MONTHS OF JANUARY, FEBRUARY AND MARCH 2019



COMMUNICATIONS



INFLUENCERS LISTED BY REACH (ANALYTICS PRODUCED WITH TALKWALKER)

Influencers	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
Lars Fischer @Fischblog	100		1.5M	15.2K	1.1K	11.1
Linda Nordling @lindanordling	7		8K	1.1K	750	107.1
Federico Kukso @fedkukso	106		2.1M	20.2K	646	6.1
science_exercises.eu, instagram.com	1		0	0	629	629
Valeria Román @ValeriaRoman	71		1.3M	18.1K	622	8.8
Marcus Strom @strom_m	120		741.8K	6.2K	621	5.2
Natasha Mitchell @natashamitchell	120 ↑ 2.9K%		2.4M ↑ 2.9K%	19.7K ↑ 0.3%	574 ↑ 14.3K%	4.8 ↑ 378.3%
Laura Helmuth @laurahelmuth	27 ↑ 2.6K%		844.9K ↑ 2.6K%	31.3K ↑ 1.1%	538	19.9
wcsj2019eu @Wcsj2019Eu	352 ↑ 1.6K%		436.6K ↑ 2.2K%	1.2K ↑ 37.6%	493 ↑ 735.6%	1.4 ↓ 50.1%
CERNpress @CERNpress	7		99.6K	14.2K	482	68.9

COMMUNICATIONS

PROMOTING WCSJ2019'S CONTENT WITH NEWSLETTERS

As part of the communications effort, the WCSJ2019 team started in March 2018 to send an e-mail newsletter, which always was presented as a personal message from one of members of the Organising Committee (Olivier Dessibourg, Yves Sciamia, Mandi Smallhorne, Hanna Wick, This Wachter, Mohammed Yahia, James Gillies, Fabio Turone, Stéphane Praz, Anne-Marie Legault, Manuela Di Giulio, Martin Enserink, Letizia Diamante, Jacopo Pasotti, Huma Khamis Madden, Ruth Francis, Christine D'Anna-Huber). Each newsletter usually contained from four to seven short texts, with pictures, covering different aspects of the conference from the call for proposals to tips for accommodation, or from pre-conference workshops and post-conference field trips to instructions for applying to one of the available travel fellowships.

The first message was sent on 20 March 2018, with an introduction by Olivier Dessibourg, to the 239 people who had registered following the invitations spread via the website and social media. By December 2018, the recipients had grown to 899. Newsletter #20, sent one month before the conference, was distributed to 1360 subscribers. At the end of the Conference, the subscribers were 1556.

Opening rates varied between 26% to 55%, also depending on the relevance of the leading text.

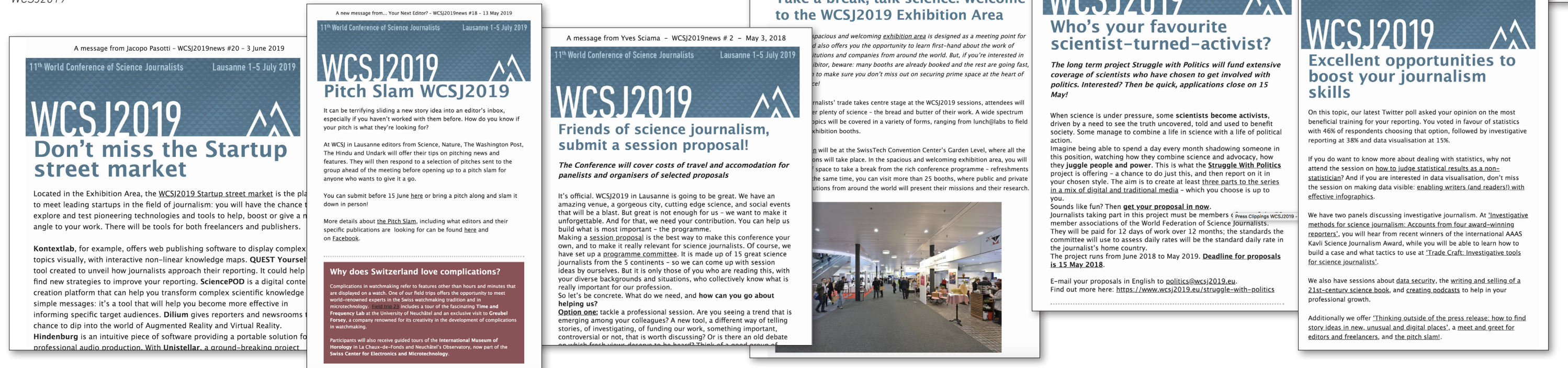
Every message was also made available to anyone through the news section of the website, for later viewing.

The newsletter was designed and managed through the commercial service Mailchimp, which is free up to a certain number of recipients, relatively easy to use and allows for a pleasant design. The limitation, we realised getting closer to the dates of the conference as more and more participants had registered through the conference registration platform, is that we had no way to check who was also registered on Mailchimp and who was not. So when the messages started to be focused on what the conference delegates needed to know, we decided to send the same text twice, both to the subscribers of the Mailchimp newsletter and to the delegates, through the registration platform.



Fabio Turone

Co-head of Communications
WCSJ2019



PRESS CLIPPINGS

Media contributions about the WCSJ2019 contents have appeared in the following media amongst others:



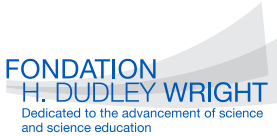
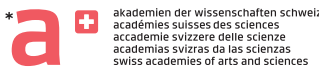
A collection of more than 200 press clippings about the WCSJ2019 can be found on this document:
<https://docs.google.com/document/d/1Eigv16lBtI378MtB46KaRXRwBEQf49y-QgUhi018cA/edit?usp=sharing>

SUPPORTERS

MONT BLANC



MATTERHORN



GRAN PARADISO



MONT DOLENT



CONTRIBUTORS



COMPANIONS



SPECIFIC SUPPORTERS



MEDIA PARTNERS

MAIN MEDIA PARTNER



* Supporters with a star delivered or pledged concrete support even before the Lausanne bid was awarded WCSJ2019.

FINANCIAL SUMMARY

INCOMES [CHF]

		FEE/P.P.	INCOME	REMARKS
REGISTRATION FEES				
Delegates WFSJ Members	Early bird	289.00	38 437.00	
	Normal	359.00	15 078.00	
Delegates journalists non-WFSJ	Early bird	369.00	14 760.00	
	Normal	439.00	10 097.00	
Delegates, students	Early bird	140.00	2 660.00	
	Normal	194.00	1 164.00	
Delegates, Non Journalists, non WFSJ	Early bird	645.00	29 025.00	
	Normal	700.00	32 900.00	
Day passes accounted		150.00	2 100.00	
SASJ Grantees paid by SASJ		289.00	7 225.00	
AJSPI Grantees paid by AJSPI		289.00	2 890.00	
Exhibitors & Sponsors fees (reduced costs)		379.00	3 032.00	
Exhibitors & Sponsors fees paid to CDH		379.00	11 147.15	
Reimbursement entries NUCLEUS Project Alex Gerber			6 000.00	
Registrations addings Lausanne-Montreux-Congress (LMC)			21 300.00	Includes: registration fees for field trips, registrations for social activities for accompanying persons
Diverses incomes			-676.40	Includes: cancelation fees paid by participants
TOTAL I.			197 139.05	
FUNDRAISING CASH				
SASJ Fundraising			1 774 782.01	
External fundraiser 1 (linked to SASJ)			0.00	
External fundraiser 2 (linked to SASJ)			121 500.00	
AJPSI Fundraising			336 176.47	
SWIM Fundraising			67 624.71	
WFSJ Fundrainsing			97 071.36	
TOTAL II.			2 397 154.55	
IN-KIND DONATIONS (RAISED BY ASJS ONLY)				
EPFL (STCC surfaces rentals)			159 094.44	
EPFL Workforce			10 000.00	Donation in workforce
EPFL (50s birthday reception)			45 287.00	Catering
EPFL Lunch@labs			14 039.35	Catering & logistics
Bertarelli Foundation			12 000.00	Geneva Cocktail organization
SciDev.net			3 200.00	Workforce for promotional videos
TOTAL III.			293 620.79	
TOTAL FUNDS RAISED (II.+III.) 2 690 775.34				
DIVERSE				
Positive delta from bid-phase (before Oct2017), offered by SASJ to WCSJ2019			2 558.00	
TOTAL IV.			2 558.00	
TOTAL (I.+II.+III.+IV.)			2 890 472.09	



FINANCIAL SUMMARY

EXPENDITURE [CHF]

	EXPENDITURE	REMARKS
VENUE		
SwissTech Conference Center STCC space rental	212 125.92	
SwissTech Conference Center STCC material rental	210 935.30	Includes: A/V, Wifi, logistics, exhibition space material, furniture
TOTAL	423 061.22	
PROGRAMME ITEMS		
PreEvent workshops	7 152.62	Includes: catering, rooms, material rental, logistics
Luncheons	33 789.80	Only catering, rest (material, logistics, etc.) being under STCC
Lunch@labs	13 514.35	Only catering
Social Event: Opening ceremony	98 018.00	Excludes: space rental and in -use A/V, which is under STCC
Social Event: Olympic Museum	99 354.00	Includes: night cinema projection costs
Social Event: EPFL 50s anniversary reception	45 812.95	Includes: catering and A/V equipment
Social Event: Farewell event Lavaux	73 472.08	Includes: transportation, animations onsite, catering
Social Event: Social hub	12 981.73	Includes: space rental, beverages, animations
Social Event: Geneva cocktail	14 890.00	Includes: transportation from Lausanne to Geneva, and back
Field trips (FT)	20 767.39	Includes: all in-house costs for specific FT; other costs taken in charge by FT organisers
TOTAL	419 752.91	
COMMUNICATIONS		
Website, programme layout, corporate identity	30 271.36	Includes: planed maintenance of WCSJ2019 website for 4 years
Goodies	25 657.54	Includes: pen, water bottles, etc.
Print material	12 685.50	Includes: flyer, visit cards, print program
Presence at other events to publicize WCSJ2019	6 153.26	
Videos+photos production	11 633.46	Includes: promotional videos produced by SciDev.net before event
Adds about WCSJ2019 in other media outlets	4 913.27	
Signage material	8 673.68	Includes T-shirts, big banner, roll-ups
Press office and services	3 489.13	
TOTAL	103 477.20	
LOGISTICS ORGANISATION		
Conference participants material	4 788.00	Includes: lanyards, conference bags
Catering on-site	58 246.31	Includes: coffee breaks, supporters diner, general costs
Simultaneous translation	9 693.00	Only staff. Exlcudes: technical equipment, which is under STCC
TOTAL	72 727.31	
SPEAKERS/SESSION ORGANISERS/TRAVEL GRANTEES		
Costs for all speakers and session organisers	320 782.23	Includes: all hotels, plane tickets booked by SST and paid to speakers, administration costs, general costs. Excludes travel costs for participants in Struggle with politics
Costs for all travel grantees	181 075.69	Includes: all hotels, plane tickets booked by SST and paid to fellows, administration costs, general costs. Excludes hotel costs for participants in Struggle with politics

Train transport in Switzerland for speakers, sess.org. grantees	12 272.39	
SST (travel agent)	41 776.83	Includes: staff and administration costs
Cancellation costs supported by WCSJ2019	6 841.00	
Lausanne-Montreux-Congress registration and logistics work	54 959.25	Includes: registration system, networking tools, delegates administration
TOTAL	617 707.39	
STAFF AND VOLUNTEERS	14 422.62	includes: hotels, transport, generals costs
TOTAL	14 422.62	
MANDATES AND WORKFORCES		
Mandates to organising committee members (before and during event)	517 696.08	
Mandates to organising committee members (after event)	48 000.00	Includes: finance and reporting work
Workforce staff provided by partners	60 000.00	Includes: EPFL and CERN staff
Audit of accounts and book keeping	5 000.00	
Associations (WFSJ, ASJS, AJSPI, SWIM) workforce staff	180 000.00	Includes: all work done under guidance of the associations by their members
Fundraising commission (3%) for associations/entities	77 078.26	
Fundraising commission for external fundraiser 1	1 498.60	
Fundraising commission for external fundraiser 2	3 645.00	
Diverse expenses linked to mandates	32 900.27	Includes: administration, representation travel and meals, phones, material, IT material, etc.
TOTAL	925 818.21	
LONG TERM PROJECT "Struggle with politics"	49 838.47	
TOTAL	49 838.47	
WCSJ2019-2021 Media Competition	25 000.00	Includes: jury, grants to WCSJ2021 Medellin
TOTAL	25 000.00	
DIVERSE COSTS	69 177.48	Includes: kick-off meeting costs January 2018 in Lausanne, programme committee meetings in Toulouse, party to thank committee and volunteers, bank fees, materials, submittable software, insurance, security, sealth professionals, welcome stands in airports, MadHouse hotel discount
TOTAL	69 177.48	
PROVISIONAL RESERVE FOR POTENTIAL EXTRA COSTS	25 000.00	In case of extra payments. If not used by 31 December 2020, the rest of this amount will be attributed to WCSJ2021 Medellin for extra travel grants to be organised by WCSJ2021 Organising committee*
TOTAL	25 000.00	

TOTAL EXPENDITURE	2 745 982.81
REIMBURSEMENT EPFL Surface rental	72 244.64
PROFIT WCSJ2019	72 244.64

BALANCE	2 890 472.09
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* This Remark has to be validated during our board on 7 December.

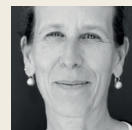


ORGANISING TEAM

BOARD



Olivier Dessibourg
(SASJ President),
Chair



Christine D'Anna-Huber
(SASJ Secretary General),
Executive Director



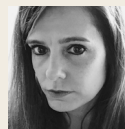
Fabio Turone
(SWIM President)



Yves Sciamia
(AJSPI President)



Hanna Wick
(SASJ member)



Maureen Décosterd
(EPFL press officer)



Arnaud Marsollier
(CERN press officer)



Mohammed Yahia
(WFSJ President)



Christophe Bourillon
(WFSJ Executive Director)



Pallab Ghosh
(BBC journalist)

COMMUNICATION



James Gillies
co-head



Fabio Turone
co-head



Letizia Diamante



Ruth Francis

PRE-EVENT WORKSHOPS



Cécile Klingler
Atelier Francophonie
head



Martin Schneider
Science Documentaries
of the Future, head



Mico Tatalovic
Balkan School of Science
Journalism, co-head



Fabio Turone
Balkan School of Science
Journalism, co-head

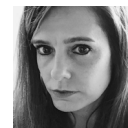
SCIENCE VISITS & LAUNCH@LABS



Manuela Di Giulio
head



Cristina Garcia



Maureen Décosterd



Emmanuel Barraud

RADIO-TV STUDIO



Huma Khamis
head

KEYNOTE SPEAKERS



Hélène Le Meur

LONG-TERM PROJECTS



This Wachter
Struggle with Politics
Project, head

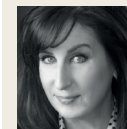
PROGRAMME COMMITTEE



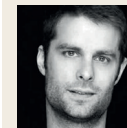
Yves Sciamia
co-chair, France. Freelance
(Science et Vie, Le Monde),
president of AJSPI.



Martin Amrein
Switzerland. Staff (NZZaS),
vice-president SASJ



Maryn McKenna
USA. Freelance (National
Geographic, Wired...),
board member of AHCJ



Kai Kupfershmidt
Germany. Freelance
(Science, Süddeutsche
Zeitung...), member of WPK



Padma TV
India. Freelance (Nature,
New Scientist, Hindustan
Times...), member of ABSW



Martin Enserink
co-chair, Netherlands.
International editor (Sci-
ence), member of VWN



Christie Aschwanden
USA. Staff (FiveThirtyEight),
board member of CASW



Sedeer El-Showk
Morocco. Freelance (Nature,
Nautilus...), president of
ISWA, member of FASEJ



Jane Qiu
China. Freelance (Nature,
The Economist...)



Diego Arguedas Ortiz
Costa Rica. Freelance (Ojo
al Clima, SciDev.net...),
member of REDMPC, ABSW



Milica Momčilović
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Anne-Marie Legault
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Jacopo Pasotti
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ADMINISTRATIVE SUPPORT



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Schweizer Klub für Wissenschaftsjournalismus
Association suisse du journalisme scientifique
Swiss Association of Science Journalism



THANKS TO...

The organising team would like to thank the following for their contributions to making WCSJ2019 the success that it was.

LUNCH@LABS

Organisation Mediacom EPFL: Corinne Feuz, Emmanuel Barraud, Cécilia Carron, Clara Marc, Sarah Aubort, Frédéric Rauss, Stéphanie Milliquet, Talya Saladino, Maureen Décosterd, Samantha Hugon, Mirko Bischofberger, Marie-Noëlle Morais, Gilbert Riffault and his team, Julie Haffner

Guides and speakers EPFL: Alexandre Alahi, Yuejiang Liu, Ambrogio Fasoli, Justin Ball, Yves Martin, Ardemis Boghossian, Alice Gillen, Dario Floreano, Auke Ijspeert, Aude Billard, Nicola Nosengo, Beat Fierz, Christian Heinis, Yimon Aye, Maxime Mivelaz, Paul Delrot, Dominique Pioletti, Peyman Karami, Fabrizio Carbone, Francesco Barantani, Ivan Madan, Gaétan de Rassenfosse, Ling Zhou, Christian Giang, Laila El Hamamsy, Giovanni De Micheli, Suzanne Manné, Jeremy Luterbacher, Jessica Rohrbach, Stefano Nicolai, Jerome Waser, Elija Grinhagena, Harm-Anton Klok, Alice Boarino, Guillermo Villanueva, Deborah Heintze, Irene Tamayo, Diego Gabriel Dupouy, Malte Oppermann, Benjamin Bauer, Marc Gruber, Laurence Baumann, Natacha Putallaz, Marilynne Andersen, Joëlle Eaves, Mohammad Khaja Nazeeruddin, Cristina Roldán Carmona, Andreas Osterwalder, Sean Gordon, Philip Moll, Carsten Putzke, Mark Guo, Pierre Dillenbourg, Florence Colomb, Nicola Marzari, Carey Sargent, Sophia Haussener, Jeremy Mora Monteros, Francesco Stellacci, Chiara Donini, Timothé Laforest, Véronique Michaud, Robin Trigueira, Marcel Salathé, Chloé Alleman, Christophe Galland, Santiago Tarrago Velez, Anna Pogrebna, Philippe Michel, Emmanuel Abbé, Marco Picasso, Pascal Gallo, Jérôme Bailly, Camille Husson Stengel.

Organisation UNIL: Diego Salvatore, Géraldine Falbriard, Valentine Salzillo, Céline Plancherel, Tristan Palese, Anely Bekbergenova, Mahshid Khademi, Olivier Salamin, Marco De Donno, Loris Rimaz, Maia Berman

Speakers UNIL: Alexandre Roulin, Marianne Schmid Mast, Martial Saugy, Christophe Champod, Isaac Pante, Mark Ibberson

Organisation CHUV: Céline Vicario, David Viertl, Thibaut Denoël, Philippe Abdel-Sayed, Diane de Saab, Alessandro Sofia, Florent Gaillard, Sara Regio, Gabriel Vachey, Soophie Olfat, Jacinthe Cataldi, Sandro Lecci, Mathieu Berger, Camila Hirotsu, Anca-Cristina Sterie, Laura Jones, Ludovico Cobuccio, Giovanna Bonsembiante, Catherine Cossy

Speakers CHUV: Lee Ann Laurent-Applegate, Johanna Joyce, George Coukos, Bernard Mathieu, Gian Domenico Borasio, Francesca Siclari, Raphaël Heinzer, Philippe Ryvlin, Flavio Nasuti, Nicole Déglon, John Prior, Niklaus Schaefer, Valérie D'Acremont Genton

FIELD TRIPS

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Text editing: This Rutishauser

OPENING CEREMONY

Michel Hodara, Tania Chytil, and the entire STCC technical team

LAUSANNE-MONTREUX CONGRESS

Steeve Pasche and his team, especially: Olivier Mouraux, Mirjam Kiener, Gerald Howard

SWISSTECH CONVENTION CENTER

The entire team around Juliane Jammers, especially: Christophe Leyvraz, Jennifer Catalano, Naofel Djelassi. And the entire ElDora catering team around Kathleen Denys

TRAVEL FELLOWSHIPS

The entire team of jury members, led by Anne-Marie Legault (executive director a.i. WFSJ)

PHOTOGRAPHS AND VIDEOS

Henry Kenyon (<http://henrykenyonphotography.com/>), with contributions from CERN's photographers Jacques Fichet and Noemi Caraban. Sébastien Crettaz for his video memories of the event



APPENDIX

SUPPORTING OPPORTUNITIES

This list as of January 2018

1. GENERAL SUPPORTING OPPORTUNITIES

General supporters will be recognized on many occasions throughout WCSJ2019 according to their support category.

MONT-BLANC 250'000 CHF (2X)

- Recognition in all print and online materials, signage, digital displays and banner stands, as one of the two primary underwriters of WCSJ2019
- Mention with name and logo on placeholder slides at panel discussions
- Mention on signage indicating current events taking place in each room
- Mention at the opening ceremony, at the Olympic Museum Welcome reception, at the farewell evening and at the closing ceremony
- Logo recognition throughout the conference website
- Website page profiling research and mission
- Presence on conference newsletter and blog
- Exhibit space (if required): large (12sqm)
- Bag insert
- Discount on advertising space in programme
- Complimentary registrations: 5
- A contact list of conference delegates who have consented to share their contact details

MATTERHORN 50'000+ CHF (8X)

- Recognition in all print and online materials, signage, digital displays and banner stands
- Mention at the opening and closing ceremonies
- Logo recognition throughout the conference website
- Link in conference newsletter
- Exhibit space (if required): medium (6sqm)
- Bag insert
- Discount on advertising space in programme
- Complimentary registrations: 2
- A contact list of conference delegates who have consented to share their contact details

GRAN PARADISO 30'000+ CHF

- Recognition on signage, digital displays and banner stands
- Name and logo featured on website in dedicated space
- Link in conference newsletter
- Exhibit space: small (3sqm), at discounted price
- Complimentary registrations: 2
- A contact list of conference delegates who have consented to share their contact details

MONT DOLENT 10'000+ CHF

- Name and logo recognition on website and mention in programme
- Complimentary registrations: 1
- A contact list of conference delegates who have consented to share their contact details

CONTRIBUTOR 5'000+ CHF

- Name in programme and on dedicated space on website

COMPANIONS 1'000 CHF

- Name in programme and on dedicated space on website

2. SPECIFIC EVENT SUPPORTING OPPORTUNITIES

LONG-TERM PROJECT SUPPORT

60-80'000 CHF/per project

Multiple supporters are possible for each project

In the framework of WCSJ2019, three long-term projects will bring together science journalists for further education, networking and cooperation. These projects will begin before the conference, in spring 2018, and will be presented at the conference in 2019.

A) SCIENCE JOURNALISM VIDEO MASTERCLASSES

Top science journalists from around the world will talk about their daily work in an engaging and dynamic video format. The videos will be prepared ahead of WCSJ2019, but produced during the conference in Lausanne. Some will be presented for the first time towards the end of the main conference programme. As part of the legacy of WCSJ2019, these Video Masterclasses will be available through the World Federation of Science Journalists' website. Supporters will be credited in each video.

B) STRUGGLE WITH POLITICS

In times of political pressure on science, many scientists choose to enter the public sphere more prominently. Some even decide to embark on a political career. In this project, journalists from around the world will follow one such scientist closely for several months as they embark on their political journey. The resulting multimedia stories will be presented at WCSJ2019, along with elements of self-reflection on journalism's role in relation to the contribution of science to democracy. Supporters will be mentioned in the references of all journalistic contributions, as well as during the related events.

PRE-CONFERENCE WORKSHOP/SYMPOSIUM

Depending on event

Immediately ahead of the conference, three pre-conference workshops and symposia will cover a range of topical issues. The findings of these day-long events will be presented at the conference.

A) PROJET FRANCOPHONIE

In association with several French and French-speaking scientific institutions, a sustainable network will be assembled, creating a global marketplace for French-language science journalists, writers and communicators. An important focus will be bringing colleagues from African and Arabic countries to Lausanne through scholarships.

B) BALKAN SCHOOL OF SCIENCE JOURNALISM 2019

Organised by the Balkan Network of science journalists, this event will ensure the presence of many journalists from the Balkans at WCSJ2019. Together with the long-term Balkan Partnership project, it aims at deepening the already strong ties between the Balkan region and Central Europe.

C) SCIENCE DOCUMENTARIES OF THE FUTURE

This workshop will be offered in partnership with the European Broadcasting Union (EBU) based in Geneva. It will teach participants the art of producing quality television science documentaries, an area in which the EBU has considerable expertise and resources.



APPENDIX

3. SPECIFIC SUPPORTING OPPORTUNITIES

Replacing or completing points in 1.

OPENING GALA (MONDAY 1ST JULY 2019) **120'000 CHF**
(2 opportunities possible: 60'000 CHF)

OLYMPIC WELCOME RECEPTION (TUESDAY 2ND JULY 2019) **100'000 CHF**

GALA DINNER (WEDNESDAY 3RD JULY 2019) **150'000 CHF**
(3 opportunities possible: 50'000 CHF)

FAREWELL EVENT (THURSDAY 4TH JULY 2019) **100'000 CHF**
(3 opportunities possible: 30'000 CHF)

PRIVATE LUNCHEON **20'000 CHF**
(6 opportunities) Max. 25 attendants participate in an event (with lunch provided) where you communicate and discuss the content of your choice

PRIVATE BREAKFAST **18'000 CHF**
(6 opportunities) Max. 25 attendants participate in an event (with breakfast provided) where you communicate and discuss the content of your choice

PRESS CONFERENCE ONSITE DURING CONFERENCE DAYS **15'000 CHF**
(2 opportunities) You present the news of your choice

COFFEE AND BEVERAGE BAR IN THE GARDEN HALL **30'000 CHF**
Name and logo presented on all bar tables

SPECIAL REGION DAY PARTNERW **50'000 CHF**
(2 opportunities) Travel and accommodation for 10-20 participants from the special regions (Balkans, French-speaking Africa) throughout the conference

INTERNATIONAL TRAVEL GRANTS FOR ATTENDEES **4'000 CHF/p.pers.**
(up to 100 opportunities; participation in a common pot; grantees selection will solely be made by the organisers of the conference; possibility to organise a special meeting with attributed supported attendees)

SIMULTANEOUS TRANSLATION FRENCH <-> ENGLISH **30'000 CHF**
Mention of supporter before each translation, and in the programme

ADVERTISEMENTS IN THE PRINTED PROGRAMME **Various prices**
(half page) 3'000 CHF
(full page) 6'000 CHF
(inside front or back page) 8'000 CHF

VIDEO RECORDINGS OF THE CONFERENCE ON YOUTUBE **60'000 CHF**
Multiple 10'000 CHF – Supporting opportunities possible

FIELD TRIPS **2'000-10'000 CHF***
Scientific institutions are invited to offer and to organise a visit to their infrastructures. This gives them the opportunity to show and explain their research to dedicated science journalists. In order to support the organisation of the main event (a prerequisite for the field trips to take place), a contribution (no strings attached) is also expected, depending on the status of the institution.
(*TO BE DISCUSSED)

OFFICIAL CONFERENCE WEBSITE SUPPORTER **40'000 CHF**

CONFERENCE WEBSITE ADVERTISEMENTS **To be discussed**

NEWSLETTER ADVERTISEMENTS **Various prices**

CONFERENCE BAG SUPPORTER **30'000 CHF**
Conference bag produced in special region, fair, ecofriendly

CONFERENCE BAG INSERTS **To be discussed**

WAYFINDING WALL **20'000 CHF**
Prominently located in the SwissTechConferenceCenter entrance area

LANYARDS **15'000 CHF**
Ecofriendly, sustainable, fair

CHARGING STATION FOR MOBILES, LAPTOPS ETC. **7'500 CHF**

NETWORKING LOUNGE **20'000 CHF**
Comfortable seating and coffee where attendees can relax; supporter can have presence

WIFI **20'000 CHF**
With a brief supporter screen or pop-up when launched

CONFERENCE TRANSPORTATION **20-30'000 CHF**
Branded bus transport

4. EXHIBIT SPACE

LARGE **10'000 CHF**
(12sqm; + 2 free registrations)

MEDIUM **5'500 CHF**
(9sqm; + 2 free registrations)

SMALL **3'200 CHF**
(6sqm; + 2 free registrations)

GUIDELINES FOR WCSJ2019 SUPPORT

Support in different ways is crucial for WCSJ2019, and the organisers are fully committed to securing maximum impact for its supporters. At the same time, science journalism and communication rely fully on independence and integrity to thrive. Therefore, while welcoming supporters, the Local Organising Committee (LOC) of WCSJ2019, in agreement with the World Federation of Science Journalists WFSJ, has set the following guidelines in order to ensure a successful conference for both participants and supporters:

1. All specifically supported activities will be declared and labelled as such. Supporters will be prominently recognized.
2. The LOC alone will decide on topics and content of the conference core-programme. However, the LOC will work together with supporters to ensure that their presence adds value to the meeting and is accepted and appreciated by attendees.
3. To avoid potential or perceived conflicts of interest, direct or title support of speakers or attendees will not be solicited or accepted by the LOC
4. Pre- and post-conference activities may be organised by supporters in consultation with the LOC.
5. Meeting credentials (name badges) will not carry supporters logos.
6. At any time, any attendee will remain entirely free to attend or to leave an event or activity organised by a supporter.
7. Attendees will decide on their own and at any given time what personal and professional information to share with supporters and hosts.
8. WCSJ2019 is committed to environmental sustainability. Advertising material used and distributed by supporters must meet current standards of eco-friendly production.





World Conference
of Science Journalists

Lausanne 1-5 July 2019

www.wcsj2019.eu

SWISSTECH CONVENTION CENTER

