



Science and society

A credible transfer of knowledge needs professional communication

bioSicherheit

Biosafety research online

1. Today's situation

Today, research often takes place far away from awareness of public

However, the success of innovative technologies and products — such as plants with novel agronomic or food quality traits — depends on social acceptance.

New technological developments will be perceived as well as influenced by the public.

2. Professional communication management

Bringing research closer to society

Intensifying knowledge transfer from the sciences to the broader public is crucial in order to improve public awareness, and understanding, of new developments in plant research.

Essential preconditions for any successful communication are the recognizable neutrality of the information offered and a sound knowledge basis of those who provide the news.

By making complex issues comprehensible, more science-based discussions about benefits and impacts of new developments in modern biotechnology could be expected.

3. Bridging the gap between the sciences and the broader public

Availability

Access to data on biosafety research projects for public debates on GMO and biosafety

Transparency

Biosafety research has to be provided as an open process with access to relevant information

Competence

Scientific knowledge on biosafety research has to be introduced more in public discussion



4. Internet-based information and dialog platforms

Going public!

The Information portal accompanies and supports knowledge transfer from the sciences to the public, and offers:

- Biosafety news,
- background dossiers about biosafety issues,
- Interviews with researchers
- Database of biosafety research projects
- Discussion forum
- Information and working materials designed for use in school.
- And more ...



www.biosicherheit.de

The first information platform actively accompanying biosafety research projects focussed on plant biotechnology, sponsored by the Federal Ministry of Education and Research, Germany; access since April 2002; language: German