

EUSJA

EUROPEAN UNION OF SCIENCE
JOURNALISTS' ASSOCIATIONS

READY, STEADY, GO ! EUSJA LAUNCHES ITS INNOVATION NETWORK ! - President's Letter

It was a hot summer day in Helsinki in 2013 when I discussed with some people the future options during the 8th World Conference of Science Journalists – where I had the honour of being the president. One of them was Jens Degett, now EUSJA treasurer and chair of the Danish science journalists' association. He had an idea: let us do a European conference. He did so in 2014, the 1st European Conference on Science Journalism. It succeeded. It was one of the three top events in Copenhagen last year. Now we are having the second conference. It will be as big success as the first one.

But there is more to come than a highly interesting event.

EUSJA is starting a new, exciting way to connect European science journalists to each other. It will be based on a digital platform and open to everyone.



The Hungarian Academy of Sciences building, where the 2nd European Conference on Science Journalism will take place on 3 November © wikimedia.commons, Ivanhoe

This is possible with resources coming from a project called Nucleus. We will open a call for its coordination and include our EU project Satori experts in reporting from the Budapest ECSJ conference. Their perspective is to transfer knowledge created in Satori work.

EUSJA will develop a digital toolbox of ethics as a part of the Nucleus project. But unlike project work, the Nucleus network will continue after the four-year endeavour is over.

Science offers a lot of promising, science-fiction-like news and stories. Many of them are about emerging phenomena. The Nucleus network and the EUSJA website will complement

each other, not compete.

Why a network? Science journalism has changed and the environment where journalists do their work is more complex than before.

In the old days newsrooms and media houses offered help from seasoned colleagues. In modern times, journalists are freelancers and do not necessarily have more experienced colleagues around to help with tricky problems – and journalism might be only one of the many avenues to earn a monthly salary.

Nowadays science journalists teach, write books, arrange seminars, draft press releases, make reports, edit videos, analyse data and investigate. Many of them fight to preserve their programmes, weekly columns and decent fees.

The environment around science journalism is changing, too. Universities, science centres and research institutes provide professionally high quality information.

Commercial enterprises camouflage their messages as science-like news. How do you know that the information received is valid? This trend is called churnalism – it means the content that is eating journalism from inside.

Online commercial and traditional content get mixed. The boundaries are blurred. Marketing departments are executing content strategies. Their stories may be written by professional journalists. It is hoped that the EUSJA network will help with everyday work. For example, we are following nanotechnology closely. We are surrounded by it – but what do we really know?



President Satu Lipponen © Jouko Keski-Säntti

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European science journalists are building ethical frameworks but from their own perspective. The stand must be independent from EU policies, project coordination and commercial interests. Underlining this, EUSJA is looking for collaboration so that we can influence our environment.

The practical side of any project is administration. EU projects have associated administrative duties that need to be performed in a timely and professional manner. Our EUSJA office in Strasbourg has a staff member, Executive Secretary and EU project manager Johanne Martinez-Schmitt. She has been working for us almost one year now, and makes sure that our projects are properly implemented. The EUSJA board is happy to welcome new and old members to Budapest. And we offer warm congratulations to the Hungarian club, which is celebrat-

ing an important anniversary.

EUSJA will have its 45th anniversary in 2016. Maybe we should congratulate ourselves and associations around Europe for this achievement. We have a lot of work to do, however. Let us network.

My special thanks go to the World Science Forum. Our ECSJ event is its satellite. Top scientists and policy makers are convening in Budapest, offering possibilities for a vast array of stories to file. The organisers have put in hard work to make the event memorable. Some EUSJA journalists have received grants to attend. Without our Hungarian colleagues and the World Science Forum our conference would not be the same.

« EUSJA is starting a new, exciting way to connect European science journalists to each other »

2ND EUROPEAN CONFERENCE ON SCIENCE JOURNALISM OFFERS MUCH FOOD FOR THOUGHT



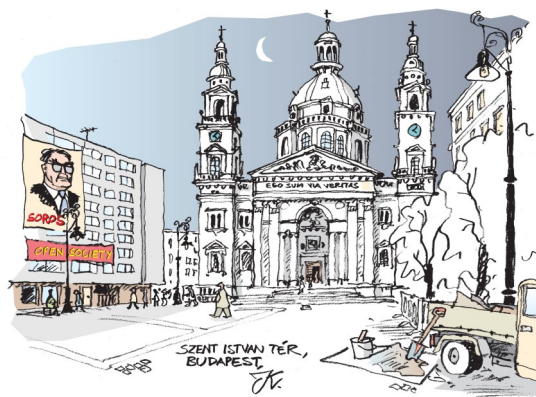
LÉO SZILÁRDS HUS
PÁ VÁROSLIGETI FASOR 33
BUDAPEST. MARS 2011. JK

Szilárd's house in Budapest, where the physicist noted for his work on the atomic bomb lived for a time. After the EUSJA General Assembly in Budapest in 2011, Kaianders led an impromptu study walk around historical science sites in the city © Kaianders Sempler

Science journalists face a wide variety of challenges these days, and the programme for this year's ECSJ strongly reflects that. Topics range from science journalism in society to ways in which science journalists can be entrepreneurial, and from the communication of infectious diseases such as Ebola to handling the climate debate. A highlight will be the launch of the Nucleus network, aimed at helping science journalists in their day-to-day work, networking, and developing an ethics toolbox.

The conference will begin at 9.00 am in the Hungarian Academy of Sciences building, Budapest, on Tuesday 3 November, finishing with presentations from the rapporteurs, and a formal closure. [More details of the day's programme](#)

The event will be followed next day by an equally wide-ranging study trip. Participants will learn about Budapest's CERN data centre, research in the natural sciences, the National Brain Programme, laser research, and the European Institution of Innovation & Technology. The programme concludes with research, development and innovation in Hungary, and laboratory visits. [More details of the day's programme](#)



St István's cathedral in Budapest, named in honour of the first king of Hungary © Kaianders Sempler

SEOUL SEARCHING EXPERIENCES - Report on World Conference of Science Journalists 2015

By Wolfgang Chr. Goede, EUSJA Honorary Secretary

Jean-Marc Fleury, former long-time executive director of the World Federation of Science Journalists (WFSJ) gave a toast during a dinner at the World Conference of Science Journalists this June. "What a beautiful conference", with 700 participants and everything falling right into place, "thank you, Seoul!"



Danish Delegation bid with Jens Degett (second from left) © WCSJ

Indeed, in the heart of Korea's capital, and with Asian perfection, a very well organised world conference took place. The hosts went about this global event with plenty of personal charm, a trait one had not really expected in the bunker-like Coex conference centre, embedded in hypermodern city architecture with traffic on ten lanes. High technology is the main driver of Korean economy and wealth, so the WCSJ became a top ranking event.

Alas, some topics were dealt with uncritically, in parts. A plenary with several hundred participants about the future of nuclear energy turned out to be an unquestioned public relations platform for the nuclear lobby.

Nobody - no NGO representative, no journalist - questioned the alleged sustainability and safety of nuclear energy in the wake of Fukushima.

The Danish delegation was very visible, partly because of the flags they waved. They presented a well received bid for Copenhagen to become the venue of WCSJ 2017. This was backed up by the EU and included innovative new tracks and publicity models; however, it lost against the bid of the National Association of Science Writers (NASW) for San Francisco.

« Thank you Seoul ! »

Such a location proved hard to beat, especially when sponsored by an all-American coalition of the USA, Canada, and Latin America.

After the World Federation General Assembly, a new board of directors took office. Dr Chul Joong Kim, outgoing WFSJ president (2013-2015) handed over to Curtis Brainard from the USA as the new president. Curtis is Scientific American's Digital Content Manager. Former WFSJ president Vesa Niinikangas (2011-2013) poetically reminded the incoming board members of their duties and handed everyone a box of salmiak pills, a Scandinavian treat that is "bitter and relieving", as he smilingly commented. Seoul was a veritable success. Now the race is on for San Francisco and it remains to be seen whether lessons from Seoul will be applied.

Further information

Several other reports on Seoul are on the [EUSJA website](http://www.eusja.org)



Incoming WCSJ President Curtis Brainard (on right) with former WCSJ board members Pallava Bagla and Vesa Niinikangas © WCSJ

CHRONIC PAIN: A CONDITION IN ITS OWN RIGHT - EUSJA study visit to the IX Congress of the European Pain Foundation (EFIC) in Vienna

By Olga Baklitskaya-Kameneva, member of the Russian association Intellect

The European Pain Federation EFIC is a multidisciplinary professional organisation in the field of pain research and medicine, consisting of the 36 chapters of the International Association for the Study of Pain (IASP), which are the IASP-approved official National Pain Societies in each country. Established in 1993, EFIC's constituent chapters represent close to 20,000 physicians, basic researchers, nurses, physiotherapists, psychologists and other healthcare professionals across Europe, all involved in pain management and pain research.

In the first week of September a group of EUSJA journalists attended "Pain in Europe IX" in beautiful Austria's capital. As usual, physicians, basic researchers, nurses, physiotherapists, psychologists and other healthcare professionals – more than 4000 participants across the world – discussed the alarming data about pain, from that affecting new-born babies and infants to pain experienced by people towards the end of their life.

Pain does not respect geographical boundaries. Across Europe patients present complaining of pain, disability and distress.

Let the figures speak for themselves: 20 per cent of Europe's adult population (more than 80 million people) suffer from chronic pain, meaning pain which occurs repeatedly over a period of three months or longer. Some 9 per cent of Europeans experience pain on a daily basis. Back pain is



A medical touch to the snack table © Olga Baklitskaya-Kameneva

especially common, reported by 63 per cent of all pain patients, followed by joint and rheumatic pain.

The total direct and indirect costs of chronic pain amount to an estimated 1.5 to 3 per cent of total European GDP (gross domestic product). The loss of productivity and manpower in the European Union due to chronic pain amounts to about 34 billion euro.

"In Pain IX we are focusing explicitly on how to translate evidence into practice. This means both the pursuit of clinically relevant research, and the translation of basic science into practice," declared Professor Christopher Eccleston, Chair of the Scientific Programme Committee (UK, The University of Bath) at the opening ceremony.

The entire EFIC 2015 programme included refresher courses, plenary lectures, topical seminars and workshops, as well as more than 1000 daily poster presentations. Moreover, we could attend a comprehensive industrial exhibition and sponsored satellite symposia. The only reason that I as a journalist was able to navigate through the event and enhance my congress experience was the good organisation and the special interactive application we could download to create a personalised itinerary.

« In Pain IX we are focusing explicitly on how to translate evidence into practice »

Investing a lot in the brain science, what have we really learned about pain? What are the state-of-the-art treatment options for neuropathic, cancer and musculoskeletal pain? What can parents do to make life more bearable for children suffering from chronic pain? How does chronic pain affect our daily lives? What sorts of interdisciplinary and cross-professional approaches are needed to treat pain? What are the strategies for safe opioid therapy? All of these topics were discussed.

Bart Morlion, EFIC President, pleaded for the rational use of opioids: "The EFIC recommendations are expected later in autumn. The guidelines should provide doctors throughout Europe with support and advice for optimal use of opioid analgesics that is easy to put into practice. The key aims of optimised treatment with opioids are effective pain relief, a high level of safety, the avoidance of substance abuse and ensuring social participation in patients," he explained at a press conference.

We had the opportunity to discuss many outstanding research projects covered by posters. I met many interesting scientists, physicians, nurses and patients from different countries. I interviewed some of them and gathered news, including from my homeland.

The efforts of EFIC (and the International Association for the Study of Pain) have borne fruit: chronic pain will soon be defined as a condition in its own right in the World Health Organisation's International Classification of Diseases (ICD).

"This represents a very important step forward towards chronic pain being afforded the significance it deserves," said the EFIC President Chris Wells. "Its classification will certainly lead to changes in health policy."

Moreover, to counter this problem, EFIC is developing a pain knowledge curriculum leading to an examination and certification (first exam next year), to be known as the European Pain Federation Diploma in Pain Medicine, which will be recognised across Europe.

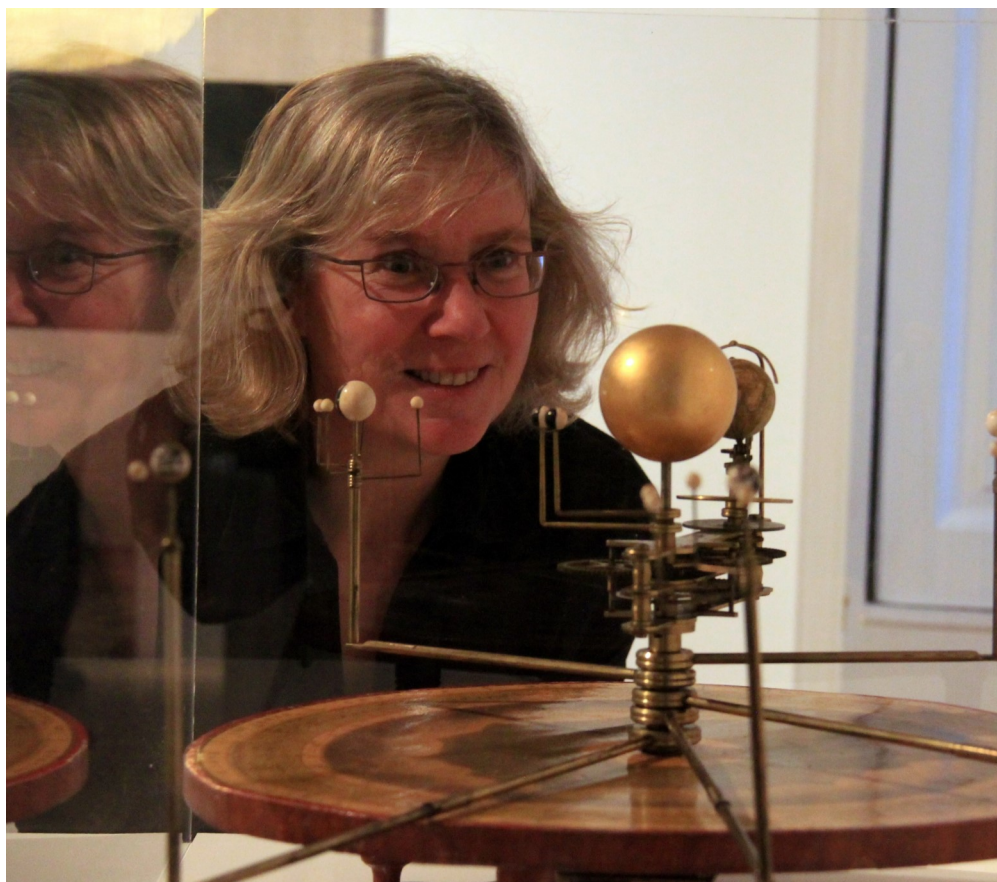
A PIONEER OF SCIENCE JOURNALISM - An appreciation of Mary Mulvihill, a former president of the Irish Science & Technology Journalists' Association, founder of ISTJA's regular lunch meetings, and long-time treasurer at the time of her death

By Cormac Sheridan, president of the Irish association ISTJA

Mary Mulvihill, who died this year after a brief illness, was one of the pioneers of science journalism in Ireland and a passionate advocate of women in science. She studied genetics at Trinity College Dublin and journalism at Dublin City University. She devised and presented several popular science series on radio and she was a longstanding contributor to the Irish Times, where she had a monthly column. As co-editor of Technology Ireland magazine during the 1990s, she nurtured the careers of many of young science journalists who followed her into the profession. She was a founder of WITS (Women in Technology and Science), which provided a supportive forum for all women working in STEM. In recent years, she set up a successful business offering walking tours and audio guides to her native Dublin, as well as to national sites of scientific, ecological and archaeological interest.

The unifying principle that underpinned all of Mary's work was her vocational commitment to science. She was a passionate advocate of science, and she believed in its intrinsic cultural worth—that it was as deserving of the same level of respect that we unquestioningly accord to literature or to music. Finding a place for science in Ireland's sense of itself was her life's work. It was the thread that linked all of her efforts—in print and broadcast journalism, in the books that she wrote or edited, in her advocacy and in her entrepreneurial work in scientific and industrial heritage. A vital part of that task was to honour the legacy of the many talented female scientists and engineers who had been written out of history. She edited two collections highlighting the contribution of women to science and technology, *Lab Coats and Lace* (2009) and *Stars, Shells and Bluebells* (1997).

It was in her magnum opus, *Ingenious Ireland* (Town House, Dublin, 2002), that Mary really found her voice. It's a book with an extraordinary scope and sweep. It combines the range and authority of an encyclopaedia with the intimacy that comes from a single authorial voice. County by county, Mary mined the rich



Mary Mulvihill © Brian Dolan

seam of Ireland's scientific, industrial, geological, ecological and archaeological heritage. Whatever corner of the country you find yourself in, Mary will have been there already and will have unearthed a little gem or uncovered a hitherto overlooked connection or highlighted a neglected scientist.

Mary will always be remembered. She is survived by her husband Brian Dolan and her sisters Anne and Nóirín Mulvihill.

She was a passionate advocate of science, and she believed in its intrinsic cultural worth

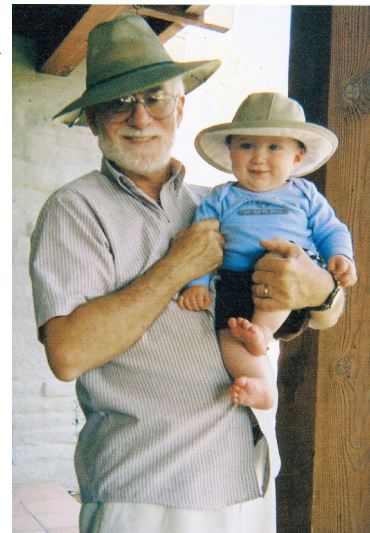
MERCI JIM, WELCOME PALLAVA ! -

With a handover of the presidency of ISWA, the EUSJA board expresses its appreciation for James Cornell's work for science journalism

Good journalists are agenda setters. James Cornell set the agenda of science journalism for decades. With his Irish background and a strong sense of family, Jim believed that science journalists needed a roof and a fireplace to squat around, talk shop, socialise and network—many years before the internet was invented. The US American strove for face to face networking, as the president of the International Science Writers Association ISWA, an office he held for 33 years.

ISWA was founded in 1967 by John Maddox, the legendary editor of *Nature*, and is considered the world's oldest global organisation of science journalists. Jim was the living example of the ISWA philosophy. At every conference, he tirelessly removed barriers, introduced colleagues to each other and sparked up conversations on mutual interests.

But the ISWA president wanted more. Since the late 1980s, Jim was fired with the idea of founding a more influential worldwide umbrella of national organisations. Relentlessly he pursued it, along with others, and became one of the key promoters of the 1st World Conference of Science Journalists WCSJ in Tokyo 1992. At the 2nd WCSJ in 1999 he was one of the principal authors of the Budapest Declaration. This paved the way for the creation of the World Federation of Science Journalists at the 3rd WCSJ in São José dos Campos, Brazil. In 2002, Jim drafted there the constitution's preamble.



Outgoing ISWA President: James Cornell with his two year old grandson James Martin © James Cornell

The retired publications manager at the Harvard-Smithsonian Center for Astrophysics in Cambridge Massachusetts, author and editor of more than a dozen scientific books for general audiences, cultivates a crisp, highly descriptive as well as reflective style. His 44 ISWA newsletters between 2001 and 2014 are historic accounts, a sparkling kaleidoscope of the blooming science journalism during this period. Jim's home turf was the rectangle between AAAS, WCSJ, ESOF and EUSJA, as a presenter, session organiser and adviser.

EUSJA is very proud and grateful for his staunch support and participation in numerous plenaries, workshops and debates. He always talked sense with the entire auditorium closely listening to him, the last time at WCSJ 2013 Helsinki, when he put his finger on distortions and manipulations of US scientific institutions and the Obama administration.

With a recent press release Jim introduced his successor Pallava Bagla, a TV reporter from India and a former WFSJ officer. The new ISWA President is assisted by Lucy Calderon, Vice-President, a freelancer from Guatemala and also a former WFSJ officer; Dr. Larry Krumenaker, Treasurer, US freelance author-educator; Sedeer el-Showk, Secretary and Webmaster, a biologist blogger from Morocco; and Wolfgang Chr. Goede, Member-at-Large, freelance journalist from Germany and Colombia. James Cornell will serve as Senior Consultant. He stressed that ISWA's "unique role, providing a loose global network of mutual support for independent writers and communicators" will remain at its heart.



Incoming ISWA President: Pallava Bagla (blue shirt) with Lucy Calderon, new ISWA Vice President (red blouse). They are both former members of the World Federation of Science Journalists WFSJ. The picture shows the WFSJ board of the period 2013-2015 © WFSJ

FUTURE OF STOCKHOLM'S NOBEL CENTRE

By Kaianders Sempier, national delegate Swedish association



Other science buildings in Stockholm: some of the EUSJA study group in March this year look at models for Hagastaden, which is to be a hub for life sciences research and specialised medical care © Fabio Pagan

Participants in the EUSJA study trip in Stockholm in March this year will remember the presentation by the Nobel Foundation about plans for a new, huge Nobel Centre in the middle of the city (see EUSJA News Spring/Summer 2015, pages 13 and 14). These plans for the Centre had, however, been heavily criticised. This was partly because an old listed building would have to be torn down in order to clear space for the development, and partly because the planned Centre building would be so huge that it would dwarf both the neighbouring museum and the nearby royal castle. So the prospects seemed bleak.

In the middle of October, however, it was decided that a downscaled centre would receive permission from the Stockholm authorities. The Nobel Foundation has already presented plans for a smaller building. So in a few years' time there will be a shiny new Nobel palace next to the sea, behind the National Art Museum.

NEXT WFSJ CONFERENCE

Bridging science and societies is the theme for the next World Conference of Science Journalists (WCSJ), which will be held in San Francisco. The dates to put in your diaries are 26-30 October 2017.

The successful bid to host the WCSJ was a joint one from the National Association of Science Writers and the Council for the Advancement of Science Writing. This is the first time that the World Federation of Science Journalists has chosen the United States of America to run a WCSJ.

The host institutions will be The University of California San Francisco and the University of California Berkeley.

WRITING FOR EUSJA NEWS

Your voluntary contributions for consideration for inclusion in EUSJA News are very welcome. If you would like to write an article or a news report, please check first with the editor Anna Nolan about the topic and the length (annanolan.journalist@gmail.com).

SOCIAL MEDIA AND EUSJA

All well as a wealth of information, EUSJA has blog facilities on www.eusja.org, and its Facebook page can be accessed through this website. Its Twitter address is [www.twitter.com/eusja](https://twitter.com/eusja).

BRINGING NANOTECHNOLOGY CLOSER TO JOURNALISTS: BUT ARE THEY INTERESTED?

As an important part of its work on the EU-funded project “**NanoDIODE: Developing Innovative Outreach and Dialogue on responsible nanotechnologies in EU civil society**”, the EUSJA team has organised workshops for science journalists. The aim is to bring science journalists closer to nano-researchers in the fields of science, technology and governance. Experts introduce science journalists to nanotechnologies in order to put them into the position to better fulfill their role as critical moderators between researchers and their media audience.

Experts explain what can be done with nano particles in products for medicine, electronics, materials, or consumer goods. They cover what is already on the market, what is in the pipeline, and what are the challenges for future developments. Time is also reserved for a critical review of nanotechnology governance.

A workshop was held in Brussels with a few attendees but one planned for Krakow was cancelled because of lack of interest from science journalists. Now another is planned for Greece in November.

So far, almost 100 journalists have been invited to the workshops but very few have shown interest in participating. The team would like to find out why there is an apparent lack of interest on these topics, and would be glad if readers could answer the questions below:

- Are you interested in nanotechnologies? (If not, why not?)
- Which arguments could make you attend a workshop?
- Which topics would you like to be discussed in the workshop: science innovations (biomedicine, new materials, etc.), risks, regulation, other?

Please send your answers to one of the two EUSJA consultant for NanoDiode, Teguyco Pinto Cejas, at teguayco@gmail.com.

A video contest for students

“What kind of nanotechnologies do we want?” is a crucial question for the NanoDiode project and also is the main topic of a video contest for students (11-18 year olds) around Europe, which is being organised by NanoDiode and EUSJA. The students can play the role of journalists and produce videos focusing on nanotechnology from their own perspective, seeking answers about:

- What nanotechnology is;
- Which products using nanotechnology they know or use;
- What kind of applications of nanotechnology they want (or do not want) in their future.

“What kind of nanotechnologies do we want?”

Students are expected to deliver 2-10 minutes videos in English or in their own language with English subtitles. The videos may include narrative, interviews, lectures, animation, comics, drawings, songs, etc. in any combination. Any student or group of students (age 11-18) from all secondary schools around Europe can participate. The contest is due to end in January 2016.

The EUSJA team has updated and published detailed guidelines for the production of the videos and has published them in the [NanoDiode website](#).



NanoDiode is a Coordination and Support Action funded by the European Union under the NMP Cooperation Work Programme of the 7th Framework Programme, Grant Agreement number 608891.



From left to right: Nueria Bezas, Chrisitan Grandfils, Alex Rinkus, Pieter Heyse, Jan Etienne, David Carlander, At the Brussels NanoDiode workshop © Teguyco Pinto Cejas

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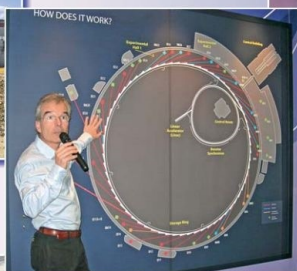
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EUSJA to ESOF-2014:

EUSJA Strategy Day
21 June, 14-18 hrs
Venue: Carlsberg Academy,
Pompeii Hall

*First European Conference
for Science Journalist (ECSJ):*
22 June, 09-14 hrs
Venue: Faculty of Health
and Medical Sciences,
University of Copenhagen

*Science and (Social) Media
Picnic:*
22 June 12.30-13.30
Venue: The Garden District

*Debates "Expectations and
risks of nanotechnology:
the role of science journalism":*
24 June 13.30 - 14.45
Venue: Glyptotek Hall,
Carlsberg Museum

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