



Highlights and Preliminary Outcomes for

## **Science, Media and Democracy**

CITIZEN-CENTRED APPROACHES TO SCIENCE

*European Parliament, Brussels  
25–26 September 2014*

*“Digital technology and tools offer the chance for a new transformation: improving research and innovation and making them more relevant for citizens and society. We are moving towards open, digital science — a trend that is gradual but unstoppable. That trend, and the desire to embrace it, comes not from politicians but from the scientific and academic communities themselves. And I am determined to support it.”*

Neelie Kroes, former Vice-President of the European Commission  
responsible for the Digital Agenda

*“Science is not only an issue for scientists: science is an issue for society. Science enables us to understand the world around us and helps us improve the world we live in.”*

Máire Geoghegan-Quinn, former Commissioner for Science,  
Research and Innovation

Every eighteen months, the European Intersectoral Summit on Research and Innovation (EISRI) brings together leaders and key representatives of European universities, industry, media, policy makers and members of other organisations who support a stronger and more competitive Europe in areas of research and innovation. The 2014 edition of the EISRI Summit was held at the European Parliament in Brussels on the topic *Science, Media and Democracy*.

The conference, organised with the support of the European Parliament, Commission and the Italian Presidency of the Council of Ministers of the EU, brought together over two hundred participants to discuss, reflect and plan solutions for greater citizen involvement and intersectoral communication and action.



## Introduction

With a dramatically changing media environment, challenging economic and social climates, shifting relationships between citizens and policy makers and an evolving understanding of democracy, science stands as a ready tool to help combat modern difficulties. With all of these changes, the need for intersectoral dialogue is more important than ever. How can science help all of these individual societal actors and vice versa? What should the role of science be in the 21st century?

As Mr. Jerzy Buzek, MEP, Chair of the ITRE Committee, former President of the European Parliament, former Prime Minister of Poland and Member of the Advisory Board of Atomium Culture said,

“At the end, competitiveness, growth and creating jobs are what we need in the European Union, and what our citizens expect from us”.

A citizen-centred approach is primarily a practical one, as Mr. Michelangelo Baracchi Bonvicini, President of Atomium Culture, also stated:

“From a historical perspective, science and research have played essential roles in the evolution of democracy. From a contemporary perspective, and in looking to the future, science and research or innovation will be able to have an even stronger impact, especially if better connected to the media and the new media — and especially if we consider the end of ideology, the maturing of continental European democracy and the arrival of pragmatism”.

In 2013 Atomium Culture launched a Special Initiative for Citizen Engagement in Science (SpICES) together with the European Commission, *Der Standard* (Austria), *Frankfurter Allgemeine Zeitung* (Germany), *The Irish Times* (Ireland), *Il Sole 24Ore* (Italy) and *El País* (Spain) that engaged over fifty thousand active users within a couple of weeks. The initiative asked readers to respond to questions regarding their involvement in science, technology, education and policy making.

The results of the survey demonstrated that citizens recognize the power of science and technology, and they desire to be more engaged in debates as well as to influence the scientific and related political agendas.



However, the respondents also indicated that they felt less enthusiastic with regards to how well policy makers and scientists actually listened to the opinions and concerns of the general public. Over 70% of participants felt that policy makers did not listen to public opinion at all; over 20% thought they only listened a little. Trust in scientists was higher, but 50% of participants felt that scientists did not listen or only listened a little to public opinion. Over 50% of respondents felt that citizens should be systematically consulted for their views on science and innovation, but less than 5% felt that citizens and CSOs had any influence at all.

The survey demonstrated that citizens would like more involvement in promoting and influencing the scientific agenda and related policies regarding science and feel that the media should act as a bridge in providing the relevant scientific information and act as a place for discussion and interaction between science, policy makers and citizens.

The 2014 EISRI Summit met to discuss ways in which citizens might engage more with scientists and policy makers in useful and ultimately beneficial ways, as well as how media might be encouraged to engage citizens more on scientific topics.

In line with the vision of the European Commission for Open Science, with the aim of transforming science through ICT tools, networks and media, as well as making research more open, global, collaborative and closer to society, the aim of the Summit was to assess this issue concretely. As Ms. Neelie Kroes stated:

“We are entering a new era of open science, which will be good for citizens, good for scientists and good for society”.

Horizon 2020 has put “Societal Challenges” as the centre of its research program to underscore the importance of scientific research that focusses on society and increasing the standard of living not only for citizens of the EU but also worldwide. As Mr. Valéry Giscard d’Estaing, Honorary President of Atomium Culture and former President of France said,

“Science is not only a matter for scientists; it is a matter for society”.

The scope of this report is to outline the outcomes of the discussions held during the EISRI Summit as well as to bring forward some of the questions and concerns that arose during the two-day conference.



## Outcomes

The outcomes of the III EISRI Summit will be developed in order to support the ongoing discussions held at a European level.

The outcomes will be formatted into a declaration to be given to the leaders of the European institutions, the representatives of the Presidency of the Council of the EU, the relevant EU Ministers and other leaders across the EU. They will serve as a basis for outlining key actions and priorities that Atomium Culture and its network will promote with the new Commissioners and European member states.

Additionally, Atomium Culture will coordinate the media engaged in the platform, which together reach around ten million readers per day, to arrive at a joint and simultaneous coordination in Europe for the promotion of the main outcomes of the European Intersectoral Summit on Research and Innovation. These outcomes will take into account the different views of the main stakeholders on this issue giving an informed opinion and a proactive way to move forward.

As our panellists demonstrated, the world of communication grows ever more rapidly, resulting in the need for more effective ways to communicate and bring about real change to help real citizens. In the spirit of such innovation, the preliminary outcomes of this year's Summit will be presented not session by session but as a synthesis of the whole broken down by category, with each category focussing on citizen-centred outcomes discussed by panellists.

Mr. Ron Mobed, CEO of Elsevier, pointed out that "the sheer volume of research data being created today, without proper management, will become unmanageable". How to sift through so much information remains one of the major challenges on the horizon. Online platforms for tracking and storing research findings so that others can find them allows for a greater efficiency.

Dr. Gernot Klotz, Executive Director of the Research and Innovation Programme of the European Chemical Industry Council, mentioned that today, "we are information and data giants, but we are knowledge dwarves. I want to question what is said that more information will lead to more knowledge". Similarly, he continued, "we are knowledge giants and we are growth and jobs dwarves". A surge of information does not necessarily translate into knowledge, increased productivity, increased standard of living, growth or jobs. Making sure that something positive is done with the latest research findings creates an atmosphere of responsibility toward society.

So how can the leading stakeholders of the the knowledge economy work together to find better ways of developing, sharing and using knowledge in more efficient and useful manner? This is the key question the Summit addressed.

Mr. Valéry Giscard d'Estaing said it best:

"We must not have a debate for the pleasure of a debate . . .  
we must try to achieve something useful".



## I. SCIENCE-BASED POLICY MAKING

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We can no longer make policy as we used to in the 20th century, because those days have simply gone. . . . You cannot exclude citizens from the evidence base. They must be part of it, and they must be part of the decision making around how we balance out risk and reward, and how we use that evidence”.

*Prof. Anne Glover, Chief Scientific Advisor to  
the President of the European Commission*

In today’s world, there is a strong need for better collaboration and more effective knowledge transfer between different sectors; the challenges that we will have to face in the coming years in energy, social security and climate issues are huge and will require input from all different directions. We will need politicians, business, interestgroups, scientists and the single individual to come up with innovative solutions; we will need geologists, engineers, chemists, physicists, economists, sociologists — all of our scientists — to find comprehensive solutions.

We will need to build knowledge by learning from each other. But how do we make these different actors and sectors work together and learn from each other?

Ms. Neelie Kroes spoke about the importance of connecting citizens to science: “When public money is at stake, [citizens] want to know — yes, they want to know, and rightly so — they want dialogue, they want, indeed, accountability. Scientists can no longer simply innovate in their isolated, ivory tower”.

Researchers must also have a platform upon which they can connect with policy makers. Support for evidence-based policy making was strong during the conference; trusted scientific advisors allow policy makers to make informed decisions. As it is difficult to distinguish careful science from bad or biased science, however, policy makers must take care as they consider what kinds of evidence they are trusting, as they are the ultimate authors of law. As Prof. Anne Glover said, “Science informs policy — it doesn’t make policy”. Policy makers will be needed to set in motion the laws that will enact environmental preservation, energy production and conservation, and other initiatives that must happen through government channels. Well-informed policy makers will result in well-informed governments.



## Existing Best Practices

### i. **Special Initiative for Citizen Engagement in Science (SpICES)**

Using media to receive input from citizens establishes a pipeline of understanding between scientists and researchers, policy makers and investors. To this end, Atomium Culture, in conjunction with the European Commission, *Der Standard*, *El País*, *Frankfurter Allgemeine Zeitung*, *Il Sole 24 Ore* and *The Irish Times*, launched the pilot project SpICES in April and May 2013. SpICES (the Special Initiative for Citizen Engagement in Science) sent out science-related surveys, entitled “HAVE YOUR SAY . . . ABOUT SCIENCE!”, whereby citizens could engage in a two-way dialogue and contribute in a more participatory way with policy makers to develop science policy at the European level. The outcomes of the initiatives were given to the European Commission and taken into consideration when developing the 2014 Work Programme of Horizon 2020.

The success of SpICES demonstrated that involving citizens in scientific agenda could have a positive effect on the quality of legislation as well as the accountability of government-funded science initiatives and findings.

### ii. **Sense About Science**

Sense About Science is a UK charitable trust that equips people to make sense of scientific and medical claims in public discussion.

With a database of over 6,000 scientists, from Nobel prize winners to postdocs and PhD students, Sense About Science works in partnership with scientific bodies, research publishers, policy makers, the public and the media to change public discussions about science and evidence. Through award-winning public campaigns, they share the tools of scientific thinking and scrutiny. Their growing, international Voice of Young Science network engages hundreds of early career researchers in public debates about research and evidence. Activities and publications are used and shaped by community groups, civic bodies, patient organisations, information services, writers, publishers, educators, health services and many others. How can Europe learn from this British best practice and apply it to European policy and citizen engagement?



## II. SCIENCE COMMUNICATION

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As Ms. Erika Widegren, Executive Director of Atomium Culture, said during the Summit, it is not wise to assume that all scientists will be great communicators, even if they do have a great liberal arts education, and so researchers must have access to media professionals that can both translate and transmit research findings to the public.

The EU Science Media Centre (EU SMC), an initiative supported by Atomium Culture and other European organisations and currently headed by Experimentarium, is based on the best practices of the UK Science Media Centre. The EU SMC would be an independent press office for science based in Brussels, and it would provide the European and the global news media with access to the best science when stories hit the headlines.

According to Prof. Annette Grüters-Kieslich, Dean of Charité - Universitätsmedizin Berlin, 50% of studies in the medical field go unreported for one reason or another, which creates a terrible lack of efficiency. As Prof. Lena Barbara Kolarska-Bobinska, Minister of Science and Higher Education of Poland said, “What we really need is not only to convince researchers that they want to communicate but that they should also be evaluated also on the basis of the need to communicate their research”. Most networks of researchers contain fewer than one hundred members, signalling the need to create a trusted, professional platform whereby more researchers can connect with other researchers.

In doing so, these researchers will be able to collaborate and share information with more efficiency, but there must be a spirit of openness and collective action in order for such a platform to work well. Such a platform must foster trust, however, as researchers must be able to have confidence in the work of colleagues they meet through such a platform.

Researchers must also be able to connect with industry professionals. As gratifying as it is to know for the sake of knowing, encouraging products and practical application of knowledge gained will yield high dividends for society. Using research findings to create jobs, connect industries and foster trust between scientists and industries promotes an atmosphere where science serves society, and not the other way around.

The current systems of incentives does not, however, encourage increased science communication or collaboration. Governments, research institutions and organisation should look more in detail how to set up incentives that encourage interdisciplinary and intersectoral communication and collaboration. This is similar to the Research Excellence Framework (REF) introduced in the UK.



## SUPPORTING SCIENCE JOURNALISM

The democratization of science necessitates a need to address “junk science”, as Prof. Anne Glover mentioned during the conference:

“Science is much more democratic in who can take part. But this brings with it some real challenges. The challenges are, for me, differentiating between peer-reviewed science — and that includes science done by citizens — and what you might call junk science. Because both are out there, and it’s quite hard to differentiate between the two. So if you are developing policies, it’s important that you differentiate between these two”.

As part of the ongoing discussion concerning how to promote research ethics, science journalism can be endorsed as they keep tabs on not only the latest but the best research; science journalists dedicated to transparency and objectivity can mediate false studies, pseudoscience and other roadblocks that could potentially derail policy makers as they strive to create evidence-based policies.

Maintaining trust and authoritativeness will be a key feature in the relationship between science and society in the future. Recent Eurobarometer studies show that although researchers are still seen as very trustworthy by the public at large, this trust is eroding over time. Recent examples of malpractice and “junk science,” which are being published, are further encouraging this trend.

Having reliable and authoritative science communication will be a fundamental asset if our societies are to move towards a more responsible decision-making process. How we can ensure and maintain responsible and reliable science communication within the changing media environment will be a challenge for institutions.

### Existing Best Practices

#### i. **UK Science Media Centre**

The Science Media Centre (UK SMC) has its roots in the influential House of Lords Science and Technology Select Committee third report on Science and Society, which wanted to renew public trust in science. Established in 2002, it was originally based in the Royal Institution of Great Britain until becoming a separate charity in its own right in April 2011. The Centre is now housed in the Wellcome Trust, and its advocates believe that scientists can have a huge impact on the way the media cover scientific issues, by engaging more quickly and more effectively with the stories that are influencing public debate and attitudes to science.

The SMC’s philosophy is: “The media will DO science better when scientists DO the media better.”



The mission of the UK SMC is to provide, for the benefit of the public and policy makers, accurate and evidence-based information about science and engineering through the media, particularly on controversial and headline news stories when most confusion and misinformation occurs.

The UK SMC plays a pivotal role in the UK to bridge the gap between scientists and journalists acting as an independent body to better the quality of science reporting in traditional media.

ii. **Science Communication for the General Public**

There are numerous organisations across Europe dealing with science communication. Today these organisations remains divided in light of geographical, sectoral or disciplinary focus. In order to share experiences, compare best practices and increase collaborations, a number of European Science Communications have come together in an informal group that meets several times a year to begin to coordinate activities and share experiences.



### III. EDUCATION

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As Mr. José Cotta, head of Unit for Digital Science in DG Connect, said, “We cannot separate science from education”. Teachers — good teachers — must be well compensated for creating educational environments that foster innovation, curiosity, and commitment to science. As was discussed in the last EISRI Summit, encouraging schools to provide a balanced “prototype” of both men and women in science will teach children that science is not the purview of men alone.

Solutions today often require knowledge about more than one discipline. Creating university or even secondary programs that cross-pollinate between disciplines — in particular, science and communication — will result in a more versatile work force. Effective science writing in various languages allows for better communication in the first place. The best scientists in the world, if they are not able to articulate their ideas and their findings clearly, will never be able to achieve the impact they wish. While not all scientists have to be great communicators, as Ms. Erika Widegren said, there must be some basis of communication in order for scientific findings to be available to those who can benefit by them.

Mr. Xavier Prats Monné, Director-General for Education and Culture in the European Commission, said, Education is also the key to creating a better informed and more responsible society. Dr. Patrick

“We don't know much about education in the 21st century. We don't know much about the future. . . . What we do know, however, is that in the future, education will be interdisciplinary”.

Prendergast, Provost of Trinity College Dublin and member of the Governing Board of the EIT, said, “If we can get our education system right, then this will lead to an entrepreneurial Europe”.

#### Existing Best Practices

##### i. **Massive Open Online Courses (MOOCs)**

Massive Open Online Courses (MOOCs) are a recent development in distance education. MOOCs are online courses aimed at large-scale interactive participation and open access via the web. In addition to traditional course materials such as videos, readings and problem sets, MOOCs provide interactive user forums that help build a community for the students, professors, and teaching assistants.

MOOCs form part of a wider vision for the future where everyone has access to a world-class education that has so far been available only to a select few. We aim to empower people with education that will improve their lives, the lives of their families and the communities they live in.



## IV. EQUALITY AND EQUAL ACCESS

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### DEMOGRAPHICS

Advisor to the president of the World Business Council for Sustainable Development and member of the Consultative Committee of Atomium Culture, Mr. Hans van der Loo, stated, “Demographics are extremely relevant because they are the most important factor that determine the future. Because it’s demographics that drive natural resources, it is demographics that actually cause environmental stressors”. When basic care of populations is attended to, education can better flourish, resulting in more citizens who are better able to engage in science-related fields and legislation. As Prof. Annette Grüters-Kieslich related, Germans who live in areas that are well off live 10 years longer, on average, than those who do not live in good areas. Addressing these demographics as a science community ensures that the needs of all citizens — not just those who have access to computers — are considered.

### GENDER EQUALITY

Second, the continued battle against overt, latent and even benevolent sexism remains a worldwide challenge in scientific arenas. Women, genderqueer, and non-binary-identifying scientists struggle in real and documented ways to participate in research areas. Increased awareness in gender bias will mitigate much of the discrimination. Additionally, as was discussed in last year’s Summit, “The Role of Media in Responsible Research and Innovation”, making practical changes to the work environment to encourage a better work/life balance for everyone will make scientific careers more attractive.

There have been instances of great progress in this area. As Mr. Ron Mobed stated,

“We’ve heard about the position of women in science. For several years, Elsevier has sponsored a Women in Science Award especially for young women scientists around the world. And we sponsor five of these awards every single year, for five women. There is more to be done. And as an organization that employs more than 50% women, it’s something that is very close to our hearts”.

Companies determined to overcome discrimination are succeeding as they create positive and supportive atmospheres. Policy makers can develop legislation to reward companies who are fostering gender equality and adopting business models that embrace a better work/life balance for their employees.

#### ***Changing Paradigm:***

#### ***Developing Innovative and Sustainable Health Systems for the 21<sup>st</sup> Century***

To underline the close relation between science, media and democracy, the EISRI Summit hosted one session that looked specifically at the challenge that demographic change is posing to Europe’s current health systems. As Winston Churchill said, “Healthy citizens are the greatest asset any country can have”.



In light of the changing demographics and the subsequent effect this will have on the current healthcare model, equality and equal access will be even more significant in the health arena. The need to reform Europe's healthcare systems is something that has been discussed for a long time. New models, declarations and buzzwords are continually thrown into the arena of social discourse. Yet the discussion remains set within the existing systems and structures. Prof. Elias Mossialos, a Brian Abel-Smith Professor of Health Policy at the Dept. of Social Policy at the London School of Economics and Political Science, and Director of LSE Health, pointed out that the challenges facing healthcare today include changing patterns of disease, socio-demographic transition, emerging technologies, emerging models of care, changing expectations of consumers and changes in the political and economic environment.

In the light of the changes that will be necessary for the coming decades, the debates need to shift the paradigm. As Dr. Margaret Chan, Director General of the World Health Organisation, states, "All ministers are health ministers". In order to address behaviour modification across the value chain, different approaches and thinking are needed.

The discussion at the EISRI Summit highlighted the need to rethink the current incentive structure for the whole system in order to increase collaboration and the better use of knowledge for the benefit of society as a whole. Prof. Annette Grüters-Kieslich said that we must create incentives for a wiser and healthier population. One example she gave involved the creation of an online MOOC (Massive Open Online Course) about health: at the successful conclusion of an online course about health, participants could be offered lower insurance rates or other rewards.

One major issue is the enormous amount of energy and investment it takes to transform a journal article into a medical plan of action. Mr. Boris Azaïs, Director of Public Policy Europe Canada for MSD, said that this transformation is a leap of faith but needs to be accelerated in order to turn science research into products that can benefit citizens.

To aid in the process of transforming a journal article into a medical plan of action, researchers can post their negative results so that time is not wasted when more researchers study the same topic. As was mentioned earlier, 50% of studies done within the field of medicine go unreported for one reason or another, which creates a terrible lack of efficiency. Better communication and more transparency will be necessary to create a more efficient system. Further, more interdisciplinary and more intersectoral communication and collaboration will be necessary to address the real challenges of the current setup.

Reforming Europe's healthcare systems will change the rules of the game for all stakeholders in a multi-billion euro sector — a sector that in Europe averages nearly 10% spending of GDP on health, a sector that affects every single European citizen. This change will need to see researchers and experts, industry, civil society organisations and policy makers join forces and start an open dialogue with the public and media to push forward the necessary paradigm shift.

The challenge faced by the current health system is symptomatic of the grand societal challenges Europe faces in all fields, be it climate change, energy policy or institutional structures.



Our current structures and institutions are not built for the world we live in today, and they are starting to show their limitations. More open, transparent and collaborative structures that encourage stakeholder collaboration and dialogue will be imperative for the future. Changing the paradigm for Europe's health care system underlines the interconnectedness of the five outcomes presented in this report.

Ending the discussion on a positive note, Dr. Andrzej Rys, of DG SANCO, stated that "we have reached the moment when European countries, authorities and professionals are ready to work together".



## V. INNOVATION THROUGH COLLABORATION

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In a competitive global economy, sharing ideas versus keeping them for potential company or personal profits is a delicate balance, as both Ms. Neelie Kroes and Mr. Jerzy Buzek stated during the Summit.

Europe has been known for its more collaborative spirit than other nations, which provides unique opportunities in a changing economic climate. Specifically, the collaborative spirit allows for greater innovation as ideas, skills and resources are shared with a mutual goal in mind. In a time when many politicians use innovation as a mere buzzword, active partnerships that use their combined efforts to advance technology and society achieve far more than anything that can be done on an individual level. Such active and creative partnerships require a great deal of mutual understanding, however, particularly if its members come from widely different cultural backgrounds. As Mr. Bernd Halling, head of EU-Liasion Office at Bayer AG, said, “We deal with different cultures in policy as well as science — I might also add the different cultures in industry and also the media — and it takes some time and effort to get beyond these different cultures”. Successful partnerships striving for innovative goals work better as they understand each other, build mutual trust and avoid fragmentation.

One danger of social media is the “connectivity paradox”, as Ms. Erika Widegren and others discussed during the conference. This paradox alludes to the Facebook Generation: people feel more and more connected, but because of self-selection bias, people can become increasingly isolated from diverse opinions by selecting only those media that they agree with. Eventually, people only see what they want to see. Echo chambers are rarely conducive to innovation. Pushing back against this human tendency and being willing to listen and constructively engage with those of diverse opinions, agenda, cultures, languages and backgrounds results in increased possibilities for collaboration, as well as more objective and inclusive science, political and industrial policies, reporting practices and worldviews.

Additionally, as Mr. Carlo d’Asaro Biondo, President of Southern and Eastern Europe, Middle East and Africa Operations of Google, discussed in his presentation about the best practices of Google, allowing and even encouraging failure would lessen the more negative consequences of Europe’s generally risk-averse perspectives. Innovation depends on our ability to fail multiple times before succeeding.

Questions such as innovation acceptance, willingness to take on risk, simpler legislation and a reduction of barriers to entry will all be key things that Europe will need to address in the coming years.



## **Proposed Activities to Be Developed in the Coming Years**

### **A. REIsearch**

Recent developments in ICT technologies have unlocked the potential for knowledge sharing and open science. But how does one create the incentives to break the mold of highly sectoral debates? How does our information ecosystem adapt to new possibilities opened up by new technologies and behavioural patterns?

Better dialogue between science, media and citizens will not only ensure more informed and responsible societies and policy making but also support the strengthening of the European innovation system.

REIsearch intends to promote active interaction between science, citizens and policy makers through the involvement of European media and social media. This will support participation of citizens in research agenda setting, ongoing research processes, and discussions on the results and impacts of research for society, policy and further research.

REIsearch will be launched in 2015 by Atomium Culture.

### **B. European Institute for Science, Media and Democracy**

The EISRI Summit calls for the establishment of a European organisation to continue to look into the issues regarding the role of science in the 21<sup>st</sup> century. Building on the discussions of the Summit, this organisation should bring together and be a meeting point for organisations across Europe, functioning as an interface for science with different citizens, policy makers and other actors.

The aim of the institute would be to develop the dialogue and support research within this field, to share experience and best practices and to develop and roll out innovative new projects.

### **C. EU Science Media Centre**

Based on the UK Science Media Centre, several European organisations are supporting the idea of establishing an EU Science Media Centre. The EU SMC would be an independent press office for science, providing the European and global news media with access to the best science stories.

At the basis of the concept is the belief that “scientists can have a huge impact on the way the media cover science by engaging more often, more quickly and more effectively with the stories that are influencing public debate and attitudes to science”.



## Conclusions

At the end of the Summit, Mr. Nils Torvalds, member of the European Parliament, journalist and writer, pointed out the interconnectedness of the different issues discussed and how they are all part of the same puzzle:

“I think we have a [Rubik’s] Cube here. We have to try to find the different sides and different colours and how they fit”.

Like a Rubik’s Cube, with six different faces and six different colours, Atomium Culture seeks to balance the interests and needs of six different societal actors: researchers, universities, businesses, media, policy makers and, most importantly, citizens. The fastest way to solve a Rubik’s Cube is to choose one face to start with, and it is our citizens that we choose as our primary focus.

The next step in solving the Rubik’s Cube is to align five of the nine squares in the form of a plus sign. Atomium Culture, focussing on the role of science in the 21<sup>st</sup> century, seeks to align the five key areas discussed in this report: 1) Science-Based Policy Making, 2) Science Communication, 3) Education, 4) Equality and Equal Access and 5) Innovation through Collaboration. Aligning these categories with respect to each other will enable European citizens to successfully account for all the varied faces of society in an ultimately positive way. As Prof. Pavel Kabat, Director General and CEO of the International Institute for Applied Analysis (IIASA), said, “We need a new European integration paradigm, a European paradigm that is based on a positive narrative. There is so much around which we have”.

We thank all panellists and participants for attending the 2014 edition of the European Intersectoral Summit on Research and Innovation in addition to the cooperation of the Italian Presidency of the Council of Ministers of the EU, the European Commission, and the European Parliament for their support of this year’s Summit on Science, Media and Democracy: Citizen-Centred Approaches to Science.