

## THURSDAY, 29.08.2019 | Day of Presentation

- 09:15 – 09:30 **Daily Check-In** (Tom Bruhn/IASS)
- 09:30 – 10:30 **Group Presentations Part I** (3 groups à 5 minutes presentation followed by 15 minutes discussion each)
- 10:30 – 11:00 **Coffee Break**
- 11:00 – 12:00 **Group Presentations Part II** (3 groups à 5 minutes presentation followed by 15 minutes discussion each)
- 12:00 – 13:30 **Lunch Break**
- 13:30 – 14:30 **Group Presentations Part III** (3 groups à 5 minutes presentation followed by 15 minutes discussion each)
- 14:30 – 16:00 **A Perfect Storm? Communicating Science in an Age of Polarization, Misinformation, and changing Media Environments** (Dietram Scheufele/University of Wisconsin)
- 16:00 – 16:30 **Coffee Break**
- 16:30 – 17:30 **Wrap Up & Feedback**
- 17:30 – 19:00 **Time at Own Leisure**
- 19:00 – 23:00 **Farewell Dinner at IASS Roof Top Terrace**

## FRIDAY, 30.08.2019 | Departure Day

### VENUES

#### IASS Potsdam

**Institute for Advanced Sustainability Studies e.V.**  
Berliner Strasse 130  
14467 Potsdam

#### Potsdam-Institut für Klimafolgenforschung (PIK) (Aug21)

Telegrafenberg Building A56  
14473 Potsdam

#### Alfred-Wegener-Institut, Helmholtz-Zentrum für Polar- und Meeresforschung (AWI) (Aug23)

Telegrafenberg Building A62  
14473 Potsdam

### CONTACT

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## Potsdam Summer School 2019

The 2019 Potsdam Summer School (PSS) will explore the importance of science communication in order to find effective ways of communicating highly relevant topics in the field of sustainability and global change. With its ten-day program, the PSS 2019 will enable participants to create individual as well as organizational communication strategies to various audiences. This includes both the relative elements of press and media relations as well as the proactive communication via traditional and new media outlets.

Since the sharing of interdisciplinary **knowledge and expertise** is highly relevant, the following questions will also guide the ten-day programme:

- How can scientists address audiences from other societal areas?
- Can all sustainability topics be communicated equally?
- Should scientists become advocates rather than taking neutral positions only?
- How to deal with incomplete or wrongly presented scientific information?
- How to reduce complexity, without losing the scientific character?
- How to strengthen the credibility of scientific findings?



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## POTSDAM SUMMER SCHOOL 2019

**Connecting Science and Society – Communicating Research  
on Sustainability and Global Change**  
August 20 until August 29

**MONDAY, 19.08.2019 | Arrival Day**19:30 – 21:00 **Welcome Dinner at IASS Roof Top Terrace****TUESDAY, 20.08.2019 | Setting the Scene**09:15 – 09:30 **Daily Check-In** (Tom Bruhn/IASS)09:30 – 10:45 **Introduction of Participants** (Tom Bruhn/IASS)11:00 – 11:30 **Coffee Break**11:30 – 12:30 **Framing Talk on Science Communication**  
(Mark Lawrence/IASS)12:30 – 14:00 **Lunch Break**14:00 – 15:30 **Which Topic really drives me?** (Tom Bruhn/IASS)16:00 – 16:30 **Coffee Break**16:30 – 17:30 **Society, Science & Language** (Harald Lesch/LMU)17:30 – 18:00 **Daily Check-Out** (Tom Bruhn/IASS)18:00 – 18:30 **Time at Own Leisure**19:00 – 21:00 **Buffet Dinner at IASS Roof Top Terrace****WEDNESDAY, 21.08.2019 | Climate Change (PIK A56)**09:00 – 09:15 **Welcome to PIK** (Johan Rockström/PIK)09:15 – 09:30 **Daily Check-In** (Tom Bruhn/IASS)09:30 – 10:30 **What Science Communication on Climate Research means to me** (Ricarda Winkelmann/PIK)10:30 – 11:00 **Coffee Break**11:00 – 11:30 **Using the right Language** (Sarah Messina/PIK)11:30 – 12:30 **Science-Based Policy Advice** (Juliana Gärtner/PIK)12:30 – 13:30 **Lunch Break**13:30 – 14:00 **Guided Tour around the historic Campus**14:00 – 15:30 **Group Work**14:00 – 15:30 **Addressing Target Groups** (Sarah Messina/PIK)16:00 – 16:30 **Coffee Break**16:30 – 17:30 **Climate Real-World Laboratory Berlin-Strategies for Empowerment Local Communities**  
(Fritz Reusswig/PIK)17:30 – 18:00 **Daily Check-Out** (Tom Bruhn/IASS)18:00 – 18:30 **Time at Own Leisure**19:00 – 21:00 **Buffet Dinner at IASS Roof Top Terrace****THURSDAY, 22.08.2019 | Climate Change**09:00 – 09:15 **Daily Check-In** (Tom Bruhn/IASS)09:15 – 10:30 **The Role of Science in Global Climate Negotiations**  
(Elmar Kriegler/PIK)10:30 – 11:00 **Coffee Break**11:00 – 11:30 **Requirements for a good Press Release**  
(Silke Engel/Uni Potsdam)11:30 – 12:30 **Gamification & Climate Change**  
(Valentina Caccia/Nova Southeastern University)12:30 – 14:00 **Lunch Break**14:00 – 15:30 **How to give Input for a Press Release**  
(Silke Engel/Uni Potsdam)14:00 – 15:30 **Communication through Despair**  
(Rebecca Freeth/IASS Fellow)16:00 – 16:30 **Coffee Break**16:30 – 18:00 **Group Work**18:00 – 18:30 **Daily Check-Out** (Tom Bruhn/IASS)18:30 – 19:00 **Time at Own Leisure**19:00 – 21:00 **Buffet Dinner at IASS Roof Top Terrace****FRIDAY, 23.08.2019 | Arctic Issues (AWI A62)**09:00 – 09:15 **Daily Check-In** (Tom Bruhn/IASS)09:15 – 09:30 **Introduction** (Bernhard Diekmann/AWI)09:30 – 10:30 **Nunataryuk: Science for socio-economic Adaptation**  
(Hugues Lantuit/AWI)10:00 – 10:30 **MOSAIC – A year in the Arctic Ice**  
(Anja Sommerfeld & Josefine Lenz/AWI)10:30 – 11:00 **Coffee Break**11:00 – 11:30 **Knowledge Transfer and Information Exchange for future-oriented Sustainable Decision Making**  
(Volker Rachold/ The German Arctic Office AWI)11:30 – 12:30 **Bursting Bubbles and Building Bridges – Communicating Arctic Resources effectively**  
(Marianne Pascale Bartels /IASS)12:30 – 13:30 **Lunch Break**13:30 – 14:00 **Bus Transfer from Telegrafenberg**14:00 – 17:00 **Visit to the Media Tech Hub Potsdam**17:00 – 21:00 **Evening at Own Leisure****SATURDAY, 24.08.2019**09:00 – 21:00 **Day at Own Leisure****SUNDAY, 25.08.2019**09:00 – 21:00 **Day at Own Leisure****MONDAY, 26.08.2019 | Natural Hazards**09:00 – 09:15 **Daily Check-In** (Tom Bruhn/IASS)09:15 – 10:00 **Quality Assurance in Science Communication**  
(Reinhard Hüttl/GFZ)10:00 – 10:30 **Various Interview Formats** (Josef Zens /GFZ)10:30 – 11:00 **Coffee Break**11:00 – 12:30 **Tsunami Early Warning Systems**  
(Jörn Lauterjung/GFZ)12:30 – 14:00 **Lunch Break**14:00 – 14:30 **Analysing Interviews** (Josef Zens /GFZ)14:30 – 16:00 **Group Work (including flying coffee break)**16:00 – 16:45 **Earth Systems Knowledge Platform**  
(Dierk Spreen & Jana Kandarr /GFZ)16:45 – 17:30 **Risk Communication** (Josef Zens /GFZ)17:30 – 18:00 **Daily Check-Out** (Tom Bruhn/IASS)18:00 – 18:30 **Transfer to Bildungsforum**19:00 – 21:00 **Students' Event at Bildungsforum****TUESDAY, 27.08.2019 | Science – Policy Engagement**09:00 – 09:15 **Daily Check-In** (Tom Bruhn/IASS)09:15 – 10:00 **Making low carbon tech travel – How to facilitate effective technology transfer?**  
(Andreas. Goldthau & Team /IASS)10:00 – 10:30 **Relevance of Social Media** (Bianca Schröder/IASS)10:30 – 11:00 **Coffee Break**11:00 – 12:30 **Divergence in Science-Society Communication: Staying Engaged** (Rebecca Freeth/IASS Fellow)12:30 – 14:00 **Lunch Break**13:30 – 14:00 **Using Social Media in Different Context**  
(Bianca Schröder/IASS)14:00 – 16:00 **Group Work**16:00 – 16:30 **Coffee Break**16:30 – 17:30 **Let's talk about Opportunities: Re-framing Climate Protection Strategies**  
(Laura Nagel & Sebastian Helgenberger/IASS)17:30 – 18:00 **Daily Check-Out** (Tom Bruhn/IASS)18:00 – 18:30 **Time at Own Leisure**19:00 – 21:00 **Buffet Dinner at IASS Roof Top Terrace****WEDNESDAY, 28.08.2019 | Day of Reflection**09:00 – 09:15 **Daily Check-In** (Tom Bruhn/IASS)09:15 – 10:30 **Consolidation Session: Answering Questions and Asking New Ones** (Silke Engel/Uni Potsdam)10:30 – 11:00 **Coffee Break**11:00 – 12:30 **Fishbowl: Clash of Cultures – Theory, Practice and Expectations of Science Communication**  
(R. Oberhaensli/Uni Potsdam, D. Scheufele/University of Wisconsin, M. Tang/IASS) Moderation S. Schneider12:30 – 13:30 **Lunch Break**13:30 – 14:30 **Inclusion of Rural and Indigenous communities in Decision Making Processes** (Azucena Mórán/IASS)14:30 – 17:30 **Connecting Sheep to Society – An Art Performance**  
(Folke Koebberling /Artist)17:30 – 18:00 **Daily Check-Out** (Tom Bruhn/IASS)17:00 – 21:00 **Evening at Own Leisure**