

How a COST action can deliver a strong message?

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My Background

- Prof. at the Institute of High Pressure Physics, PAS and Bialystok University of Technology, Poland
- Synthesis and application of nanoparticles
- Nanomedicine – bone regrowth materials
- Nanophotonics – sensor
- Member of 3 COST actions, 2xRapporteur, Member of DC MNPS

What is a strong message?

- Rising good emotions
- Attracting attention
- Possible to understand and explain
- Living a feeling of satisfaction: the Action did a good job.

Why to deliver a strong message?

- To obtain public support
 - Policy makers
 - General public
- Because we are scientists
 - Like the truth
 - Like good results
 - Like to understand
 - Like to learn
- Elite scientists of Europe working together for 4 years and spending +400 000 E + research funds should be able to deliver a strong message 😊

How to deliver a strong message?

- By doing a good scientific job
 - What is a good scientific job any good scientist knows 😊
 - *What a horse is everybody can see (definition of a horse in an old dictionary) 😊*
- By explaining what we have done
 - *German proverb: „Tue gut und rede darüber“ – „Do good things and tell about that” 😊*

How to obtain good results from a COST action?

- My experience from COST
- Organise small:
 - Task groups or project groups
- Focused on a well defined scientific topic, around a leader
- Formalise them: leader, member, scientific axis

Standard Working Groups (horizontal, or thematic) look good in the Memorandum of Understanding and are good for reporting.

But for focused research better are smaller „vertical groups”

- Task groups are a good tool to deliver strong messages

How to explain the results?

1. Not only statistics
2. Remember point 1: not only statistics
3. Report science as well 😊
4. But why actions tend so strongly to report only statistics?

Why actions tend so strongly to report only statistics

Possible answers:

- It is easy to explain statistics
- The real scientific value is seen after some time
- It is difficult to select the most important result
- Solidarity prevents to distinguish some individuals from the group
- Scientists do not know how to explain results
- Other?

How to explain a scientific result?

- General ↔ specific
- Explain the general achievements, e.g. progress in....
- Provide an example
- Select up to 5 results, best 3
- If you show 3-5 excellent results, probably the non mentioned ones are excellent as well

Summary

- It is important to deliver a strong message
 - For the public
 - For us
- It is possible to do that
- To deliver a strong message the Action should think about that from the beginning
 - Task groups
 - General ↔ specific explanation