

# Research Integrity & Knowledge Society

Calouste Gulbenkian Foundation

LISBON, September 2007

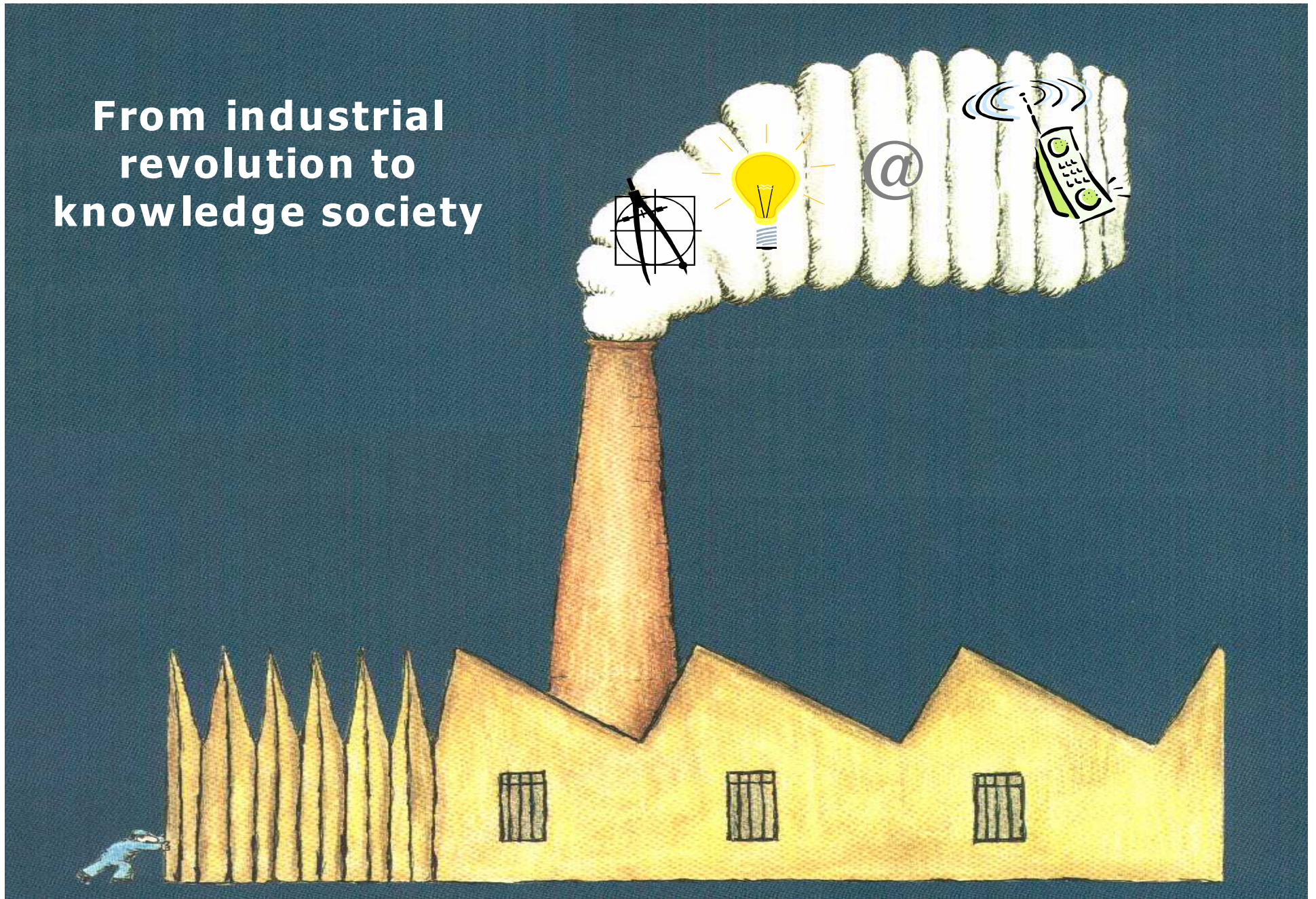
# R+D+i is not enough!

Vladimir de Semir

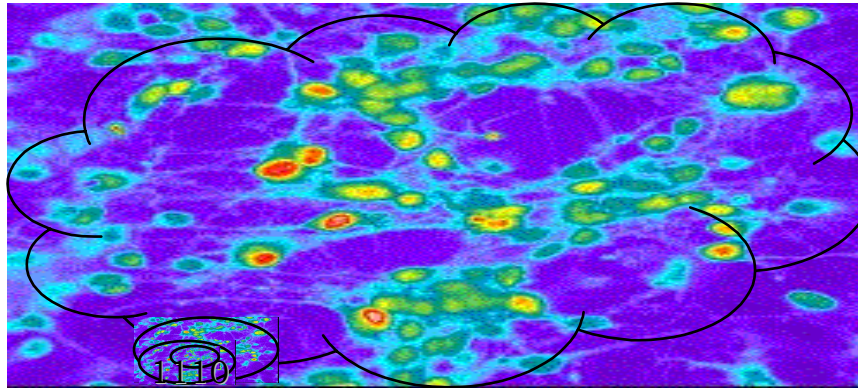
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# From industrial revolution to knowledge society







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**In dense  
knowledge  
industries, bits  
and neurons  
replace  
chimneys**



# The Social Context of Research Integrity

“**Development** based on knowledge activities involves increasing or improving **human** and organisational **capacities**, and creating an **environment capable of** leading to innovation, training, creativity and change”

Richard V. Knight



# The Social Context of Research Integrity

Creating such an environment requires...

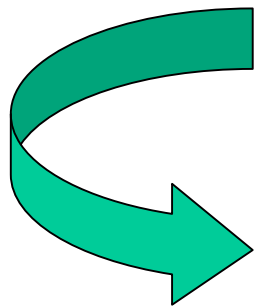
- Knowledge resources must be considered in **regional terms**
- **Cities** must give support to business based on dense knowledge and they must support research and creative centres
- **Knowledge** has to be **perceived** as a source of wealth
- The public **must understand and assimilate** the nature of the changes that are going on in the knowledge society



**Cultural  
policies**

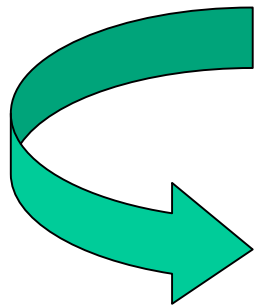
# The Social Context of Research Integrity

**Without competence in science  
we cannot have a competent Europe**



## **2000 EU Summit in Lisbon**

Need for specific policies on science  
popularisation and on promotion of scientific  
and technological culture



## **2001 Eurobarometer Science & Society**

Knowledge  
Values and expectations



# The Social Context of Research Integrity

So... it's not enough with...

**R+D+i**

(research + development + innovation)

To build the knowledge society we need to add something else to the formula:

**+C** the **C** of **CULTURE**

linked to public education  
communication in science & technology  
citizen capabilities & participation



# The Social Context of Research Integrity

**Janez Potocnik, EC Commissioner for Science and Research (Nov. 2006):**

**“ There does need to be a greater awareness in Europe of the importance of science to our culture...**

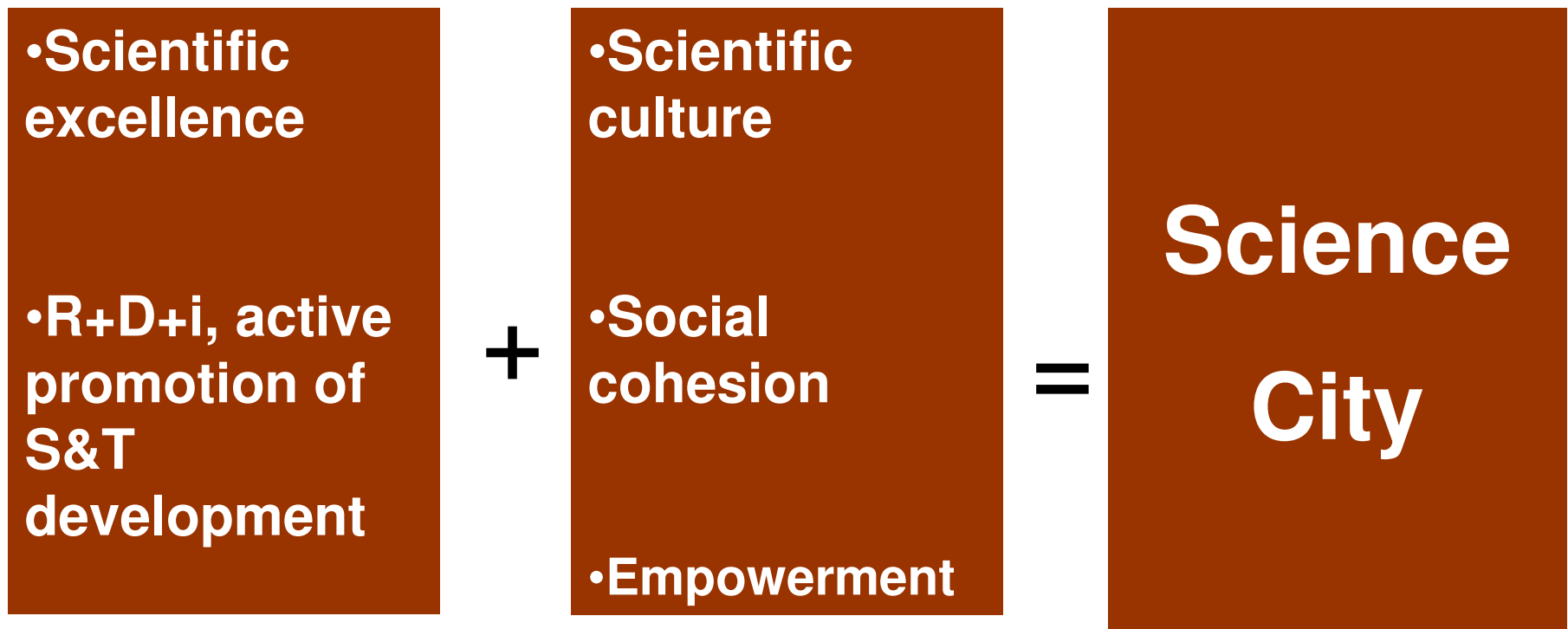
**For cities, science shouldn't be something confined to science parks... cities should find also ways to improve the access of their inhabitants to scientific information in a way that says something to them about their lives**

**The city of the future should make the promotion of knowledge one of its priorities.”**





# The Social Context of Research Integrity



# What citizens think of science...



# What citizens think of science...

COMMISSION

Community Research

## General trends

- Overall **positive** perception and **optimism** about science and technology
- Scientific **literacy** has markedly increased in most EU countries
- EU citizens **trust** in science and technology but...
- Europeans feel **badly informed** and little **involved** in science and technology
- **Scientists** have a positive image but...



# What citizens think of science...

COMMISSION

Community Research

## A gap between science and society ?

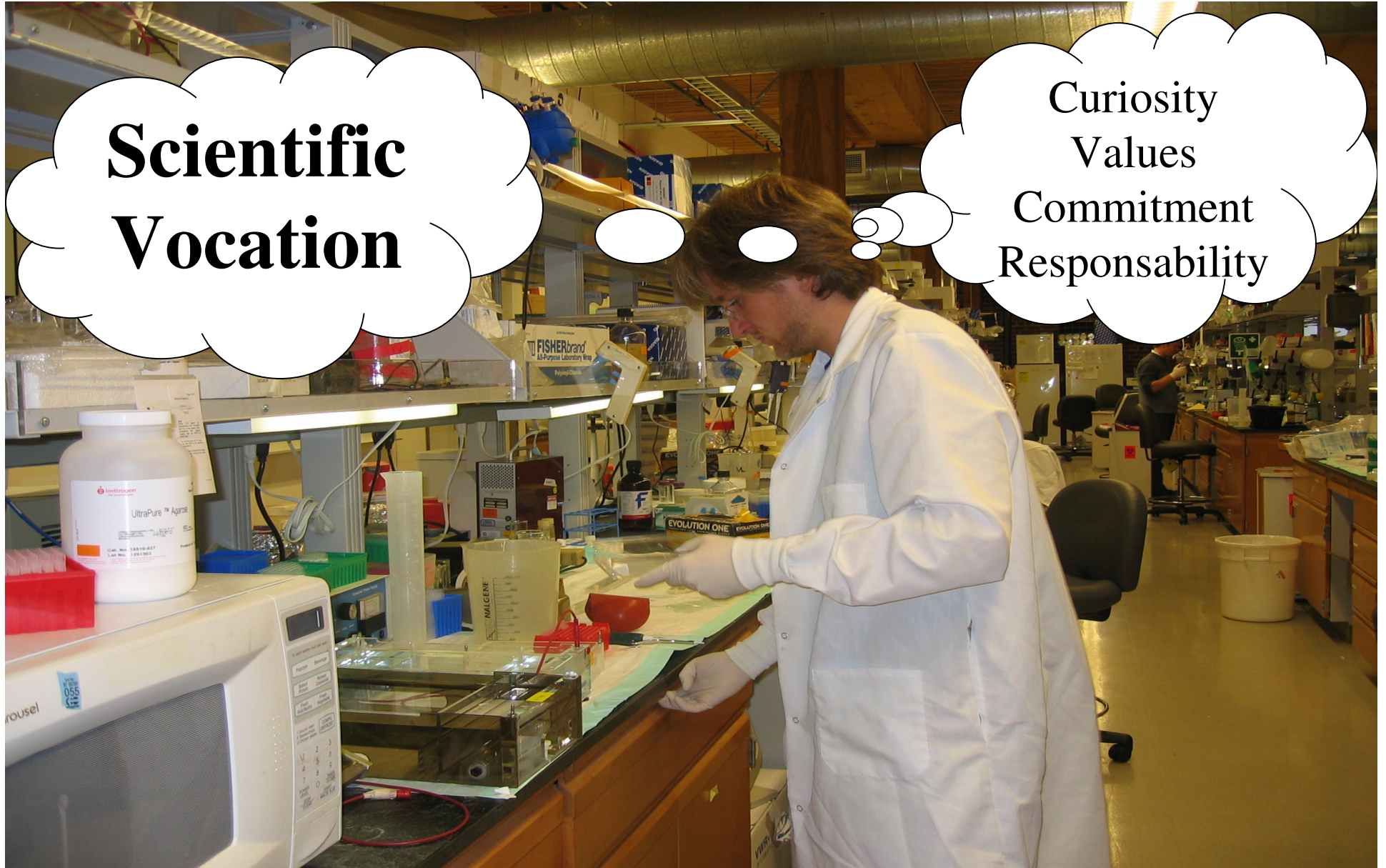
- 45% of Europeans are **neither interested nor informed** about science and technology
- **Two thirds** say they are badly informed



# A Need for New Strategies

**Scientific  
Vocation**

Curiosity  
Values  
Commitment  
Responsability





# A Need for New Strategies

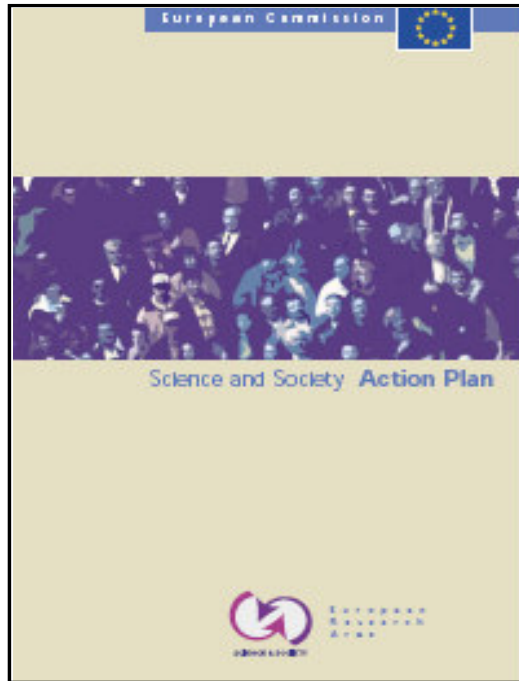
Ideas & opportunities... education!



Pompeu Fabra University

Science Communication Observatory

# A Need for New Strategies



## Science & Society Action Plan

<http://europa.eu.int/comm/research/science-society>

# A Need for New Strategies

We need to change the nature of the conversation  
between science and society

**Monologue** → **Dialogue**



# A Need for New Strategies

**Until now, the target of most actions of science popularisation are people who already have an interest in science**

**What about the “non-interested”?**

**Go “Glocal”!**



# A Need for New Strategies

Introduce science  
in local cultural policies





# A Need for New Strategies



∞ CIÈNCIA  
BARCELONA CIÈNCIA 2007



# A Need for New Strategies

- *Barcelona laboratory of ideas*
- *Culture, education and proximity*
- *Barcelona, reading city*
- *Programme for intercultural exchange*
- *Barcelona science*
- *Quality of the cultural facilities*
- *Knowledge, memory and city*
- *Barcelona cultural capital*
- *Cultural connectivity*
- *Barcelona Council of Culture*



# Scientific culture empowers citizens

Only citizens with critical capabilities are enabled to take part  
in the decision making process



# The Social Context

Research Integrity is linked

to the scientific culture of society



**Thank you for your  
attention!**



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