Geneva Lake Workshop follow-up

Concept note
Communication and outreach platform related to the UNESCO Chairs, UNITWIN Networks and Category 2 Centres in the Natural Sciences

Context

In the framework of the Geneva Lake Workshop (EPFL, Lausanne, 7-9 March 2018), the creation of a communication and outreach platform was discussed. The main objectives of such a platform would be to support the UNESCO scientific networks, including UNESCO Chairs, UNITWIN Networks and Category 2 Centres (C2Cs) related to UNESCO Natural Sciences Sector, to better network and communicate their academic and scientific expertise for the implementation of the SDGs, by sharing information on their activities and projects related to the 2030 Agenda, as well as to other priority areas such as Open Science.

Structure and content of the Platform

The Geneva Lake Workshop was the occasion to discuss the possible structure of such Communication and Outreach Platform. In this context, it was agreed that the following main elements should be included in the Platform:

- **Directory and map** of all UNESCO Chairs / UNITWIN Networks / C2Cs in the Natural Sciences.
- **Core information** dedicated to each UNESCO Chair / UNITWIN Network / C2C in the Natural Sciences, including documentation, reports, main activities, on-going projects, events.
- **UNESCO Natural Sciences Sector section**, including main information such as: contacts, documentation, main programmes and activities, on-going projects, publications, events, reference documents linked to the 2030 Agenda and the SDGs.
- **Search filters**: main categories (SDGs, region, responsible NatCom, discipline / theme / field of expertise, UNESCO Division) and complementary keywords / tags to be provided.
- **Dynamic news / updates tab**: upcoming events, projects, calls for contribution, activities.
- **Links to external resources**: MOOCs, other Platforms or websites, existing social media, Open Science tools.
- **Interactive workspaces**: chat (internal users only) + Q&As and forums (open-access).

The discussions in Lausanne also indicated the following possible architecture and governance modalities:

- **IKCEST** has expressed its interest and commitment to provide technical support for the implementation, hosting, update and maintenance of the Platform.
- **EPFL** has indicated its interest to be included as a privileged partner in the project, and the possibility to engage its network of students and PhDs for the design and animation of the platform, and for the communication of science as a key tool for the implementation of the 2030 Agenda.
- **CIMNE** has indicated the possibility to make available its Open Science platform, called SciPedia, to other UNESCO Chairs, UNITWIN Networks and C2Cs.
- The UNESCO Chair on Biodiversity Safeguard for Sustainable Development (Portugal) and the International Centre for the Mediterranean Biosphere Reserves under the auspices of UNESCO

(Spain) have shown their availability to contribute to promote initiatives linked to **Science Communication**.

The platform itself could be structured as follows:

- The **UNESCO Chairs / UNITWIN Networks / C2Cs in the Natural Sciences** will be responsible of drafting and uploading on the platform all **contents and core information** linked to their institution, activities and projects. They will be provided with a template aimed at ensuring the creation of standardized contents, to be uploaded on the Platform via their users' account.
- The **entry point** to the platform will be made through **UNESCO's website**, in order to foster the visibility of the platform and to ensure UNESCO's ownership on it. The platform will not be a direct UNESCO domain name, in order to guarantee that the content uploaded by the users remain at their own responsibility. UNESCO will nevertheless continue to monitor the overall contents and core information of the platform.
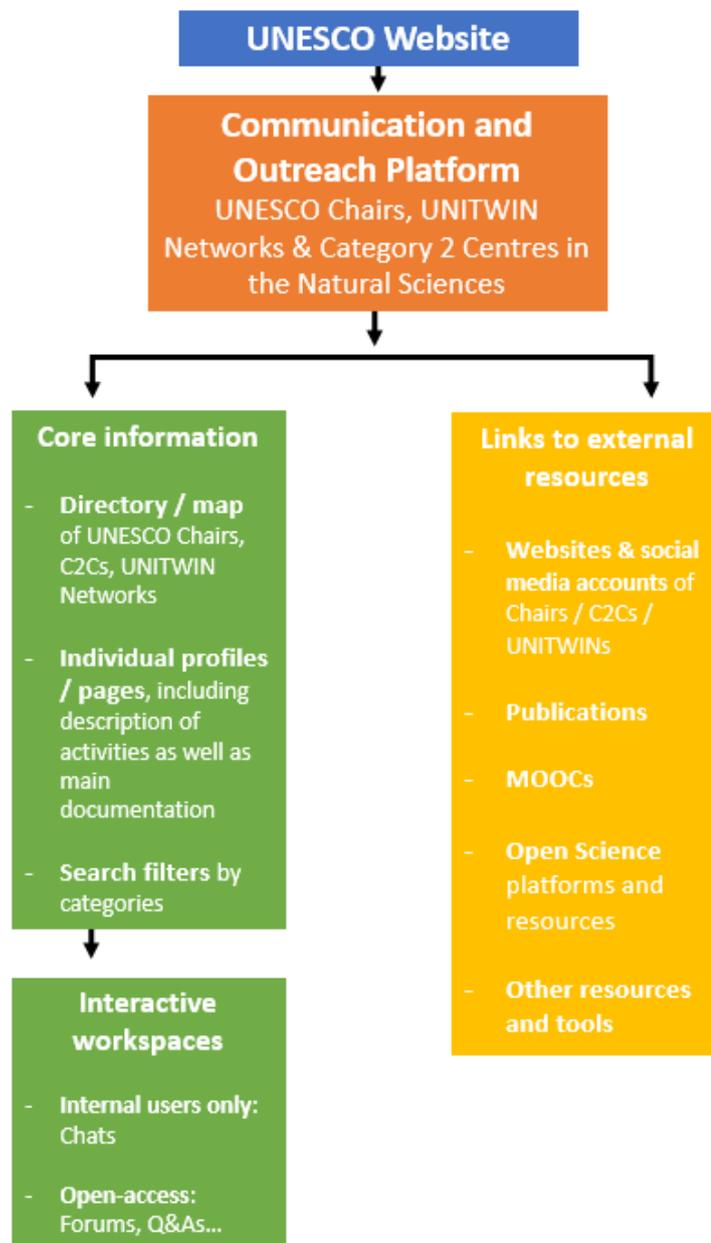

Figure 1: Structure proposal for a communication and outreach platform