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The Politics of Science Communication: Supporting Strategy in uncertain times

Wednesday 18 March 2026 15:10 (20 minutes)

In times of geopolitical instability, political tension, and budgetary uncertainties, the role of communication within research institutions is becoming increasingly political, with one priority: to support the management strategy, particularly in relation to our stakeholders. The narrative must reflect the institution's commitment, the broader societal impact of science, its relevance to ongoing global challenges, and why it is crucial to continue investing in large-scale infrastructures.

Whether you are in the fundraising phase for an upgrade project or, like us at the ESRF, in the post-upgrade phase—where we need to secure continued engagement from our 19 partners and even, attract new ones to optimize the use and impact of our upgraded facility—this session will explore how communication can effectively support management strategy.

Drawing on real examples, this presentation will demonstrate how strategic communication can consolidate partnerships, provide key information to stakeholders, and highlight the societal relevance of science and large-scale infrastructure, all while navigating the complex political landscape of today's world.

Delphine Chenevier, Head of communications

Workshops only: Duration

Workshops only: participants

Workshops only: Equipment

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