

Science Communication: Tales of Change

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How everything started...

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THESSALY
(S)CIENCE
FESTIVAL
#thsf



iGEM Synthetic Biology Competition



Dissemination for EU-funded projects

BRITISH
SCIENCE
FESTIVAL

ATHENS
SCIENCE
FESTIVAL
#asf

MSc in Science Communication **IMPERIAL**

Public Involvement in Research
IMPERIAL



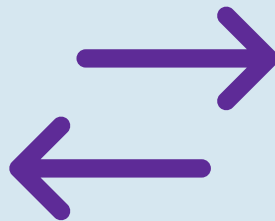
What is Science;

Let's philosophise it

**'...the work is done by
tools and assistance...'**

Novum Organum

Francis Bacon (1620)



'Anything goes'

Against Method

Paul Feyerabend (1975)

Science & Society (UK)

The Great
Exhibition



1851

The Bodmer Report
The Royal Society

1985

Deficit
Model

1900s

Haldane Principle
& World Wars

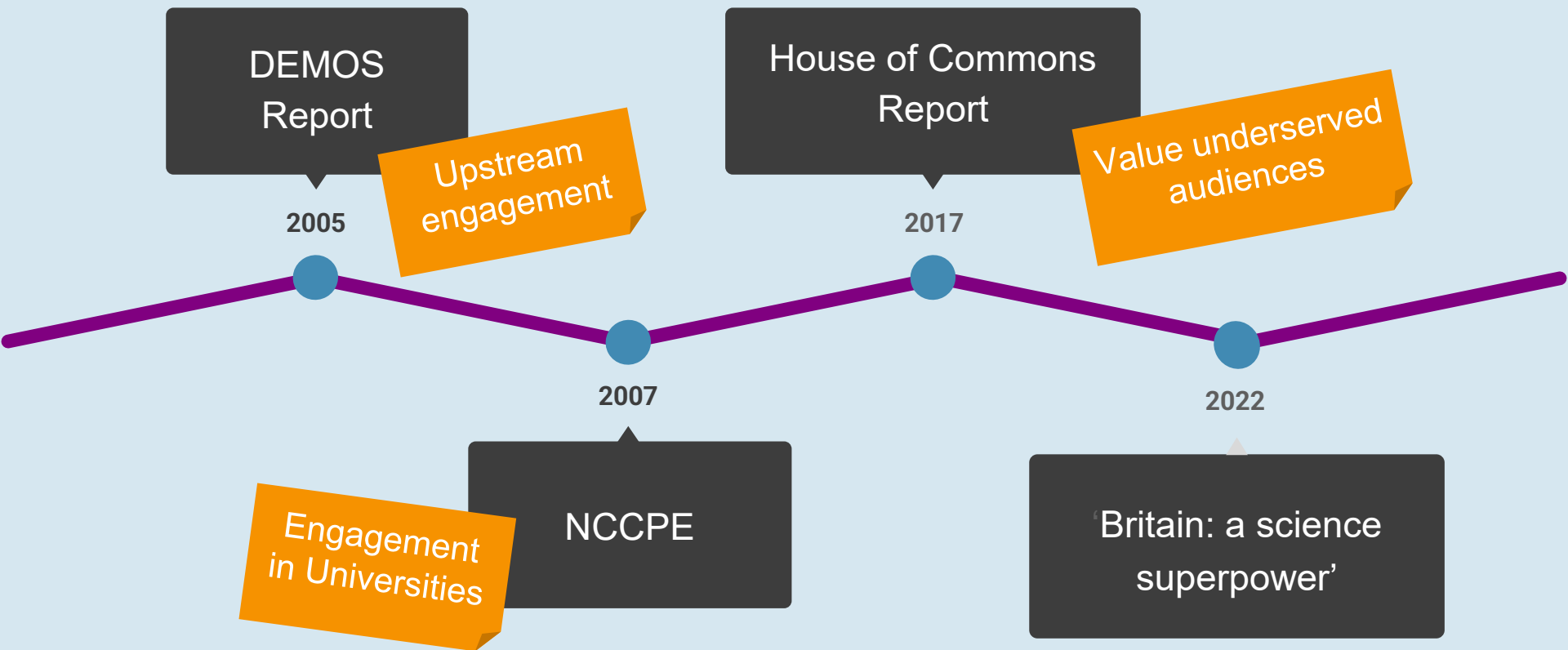


2000

The House of Lords
Report

Dialogue

Science & Society (UK)





Crisis of trust



Key messages from the Public Attitudes to Science Survey 2025

A public that continues to value science, research and innovation



A new backdrop of uncertainty, ambivalence and loss of trust



Fewer people feeling informed in an evolving media landscape



A younger generation more divided about science's place and contribution



Women continue to feel less informed and approach science differently



A desire for public involvement, dialogue and representation



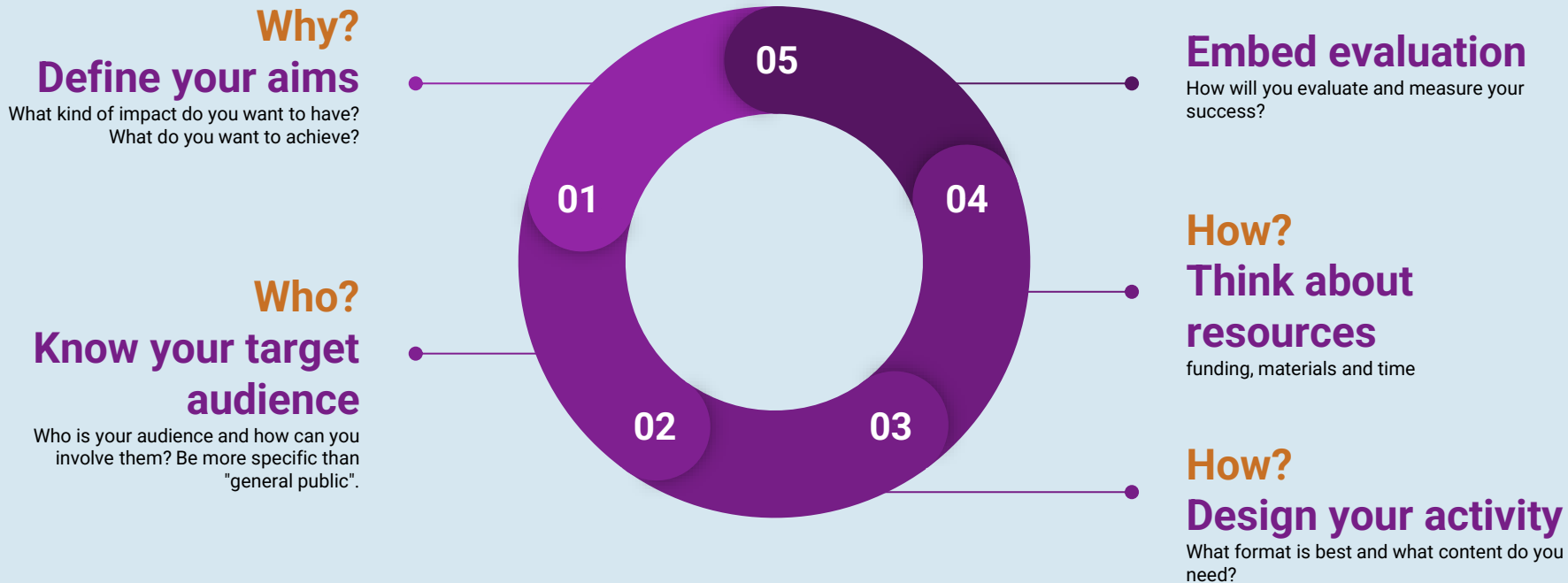
Science capital: how to deepen a sense of connectedness to science



Conclusions: a different era for public attitudes to science



How to get started...



Theory of Change

A tool to clarify key points about your activity, programme or communication piece

- **Why** do we need this programme?
- **Who** do we want to reach?
- **What** will the programme involve?
- **What impact** do we hope to have in the short, medium and long term?
- **How** will we measure our **impact**?

Aims	Inputs	Activities	Outputs	Outcomes	Impact
What you hope to achieve?	What do we need to make this programme work? What will you invest in to support the planned activity?	What you are going to do to achieve the aims?	What will happen as a direct result of these activities? What you plan to create?	The short-term changes you expect to see.	What do we hope to accomplish in the long term? the long-term change you hope to achieve

Raising awareness of Root Benefit project

- Staff time
- Funding
- External contractors
- Timelines

- Dissemination plan
- Training on Science Communication

- Social media posts
- News items
- Video deliverable
- Science Communication workshop delivery

- Greater awareness amongst COST Action researchers on Root Benefit
- Increased SciComm capacity in researchers
- Increased views & website visits to Root Benefit website from non-scientific audiences

Impacted communities e.g. farmers recognise the value of the beneficial root-associated microorganisms to agriculture

An illustration of a diverse group of people walking from left to right. The group includes a person in a wheelchair, a person with a guitar on their back, a person with a tennis racket, a person with a backpack, a person with a dog on their back, and a person with a backpack. The people are of various ages, ethnicities, and abilities, representing a broad target audience.

Thinking about your target audience

Science Capital.





**Different audiences
require different
approaches**

“We know that whilst not everyone needs to study science or take part in science-related activities, everyone should feel able to do so.”

Science Museum Group

Core tips for
communicating
your science
effectively

Tell a story

People remember stories, not data.

Pick your platform

- Think of visual communication
- Consider the right format

Be clear and concise

- Don't assume knowledge
- Use analogies or metaphors
- Avoid jargon

Embrace the uncertainty of science

- Explain what we know & clarify what we don't
- Think ethically and how your messaging might impact real people

The need of communicating science is a democratic right and a matter of accountability as your funding comes from taxpayer money.

A photograph of four young women, likely students, working together at a long table covered with a blue cloth. They are focused on a project, with one woman in a purple shirt using a tool to work on a small object. The table is cluttered with various materials, including white plastic crates, green circular objects, and black rectangular items. The background shows a bright, open space with white structural elements and other people, suggesting a school or community event.

“People will forget what you said, People will forget what you did, But people will never forget how you made them feel”

Maya Angelou



Thank you!

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