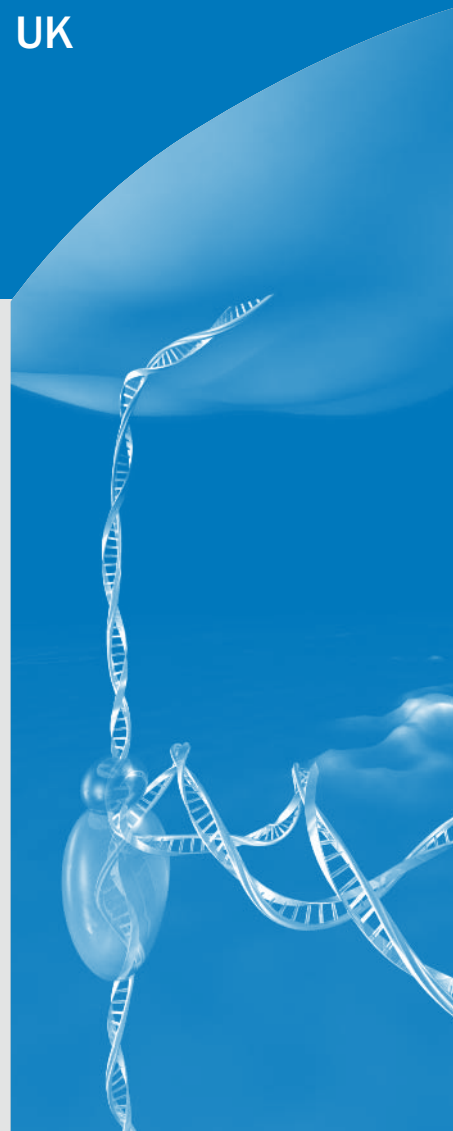
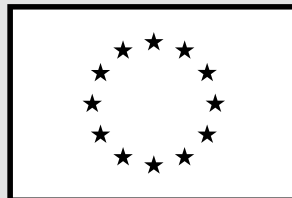


Second International Advanced Course

Public Communication & Applied Ethics of Nanotechnology - *Learning from the GM debate* -

23 - 28 September 2007, St Edmund Hall, Oxford, UK



Aim

There are strong indications that nanotechnology may well be facing a public debate similar to those which have confronted the nuclear, chemical and biotechnology industries. Public communication and engagement are essential for its responsible development. This six-day Advanced Course will enable the participants to carry out a wide variety of public communication activities discussing the social and ethical implications of their work with confidence.

The programme provides leading experts in public policy, science communication, ethics, risk assessment and regulatory affairs in the nanotechnology field. Participants will be trained in writing, speaking and debating and in preparing practical communication plans. Through debate sessions, role play and group work the participants will be familiarised with ethical and social issues in nanotechnology and the various topics and positions in the debate which they can use in their own work.

The participants of the course will acquire:

- knowledge of the relevant ethical, legal and social aspects of nanotechnology
- skills to communicate effectively with the media and the public
- understanding of issues involved in the public acceptance of nanotechnology

Course description

This intensive, highly diverse, one-week course consists of an alternating programme of expert lectures, case studies, exercises, role play, group discussions and debate and aims at the active participation of all those attending.

The following topics will be covered during the course:

- nanotechnology - state of the art
 - nanomedicine
 - nanotechnology in food
- science communication
 - communication strategies
 - best practices
 - media training
 - ◆ writing
 - ◆ presenting
 - ◆ interviews
 - preparing a communication plan
- ethical, legal and social issues
 - ethics
 - public perceptions of nanotechnology
 - ◆ public opinion surveys
 - ◆ the GM debate
 - legal and regulatory affairs
 - risk assessment, perception, management and communication
 - nanotechnology and developing countries

A course book and supplementary material will be made available to the participants. The course language is English.

Who should attend?

This Advanced Course is aimed for all those working in nanotechnology with an interest in its public communication and ethical implications.

Duration and Location

This Advanced Course will be held on:
Sunday 23 - Friday 28 September 2007

The course will be held at:
St Edmund Hall, Oxford University, UK

Accommodation

The course fee includes meals (5 lunches and 6 dinners) and accommodation (6 nights including breakfast) at St Edmund Hall.

(To register, please return the completed application form at the back of this brochure or email to info@nanobio-raise.org for the electronic version)

Sunday 23 September 2007

Theme: Introduction - course programme & participants' objectives

- 14.00 Introduction to course programme
Daan Schuurbiers
- 14.30 Introductory presentations by course participants
- 16.00 Tea
- 16.30 Continuation of introductory presentations by course participants
- 19.00 Dinner
- 20.30 Public communication - do's and don'ts in practice
Dr Patricia Osseweijer

Monday 24 September 2007

Theme: Explaining science / Ethical issues

- 09.00 Nanotechnology - the state-of-the-art and the public arena
Prof Vinod Subramaniam
- 10.00 Coffee
- 10.30 Harnessing nanotechnology to improve health in developing countries
Dr Fabio Salamanca-Buentello
- 11.30 Nanotechnology in Food
Dr Frans Kampers
- 12.30 Lunch
- 13.30 Explaining nanotechnology in public
Prof Dr Wolfgang M. Heckl
- 14.30 Ethical issues in nanobiotechnology
Dr Donald Bruce
- 16.00 Tea
- 16.30 Debate session
- 19.00 Dinner
- 20.30 The view from a nanotechnology company
Dr Barry Park

Tuesday 25 September 2007

Theme: Understanding and responding to ethical, legal and social issues

- 09.00 Law, ethics and regulatory affairs
Prof Julian Kinderlerer
- 10.00 Coffee
- 10.30 Role play
- 12.30 Lunch
- 13.30 The toxicology and risk assessment of particles - an introduction
Prof Ken Donaldson
- 14.30 Public policy development for nanotechnology
Prof Sir John Beringer
- 15.30 Introduction to group work on communication plan
Daan Schuurbiers
- 16.00 Tea
- 16.30 Group work on strategic communication plan
- 19.00 Dinner
- 20.00 Continuation of group work on strategic communication plan

Wednesday 26 September 2007

Theme: Public perceptions of nanotechnology / Public communication

- 09.00 The Eurobarometer public opinion surveys, stakeholders and issues in Europe
Prof George Gaskell
- 10.00 Coffee
- 10.30 Risk perception, attitudes and compensation
Dr John Adams
- 11.30 Nanotechnology, PR and the media
Richard Hayhurst
- 12.30 Lunch
- 13.30 Group work on communication plan
- 16.00 Tea
- 16.30 Presentations by the groups of draft communication plan
- 18.00 Mid-term evaluation & feedback from participants
Daan Schuurbiers
- 19.00 Dinner
- 20.30 Greenpeace's communication strategy in Nanotechnology
Dr Douglas Parr

Thursday 27 September 2007

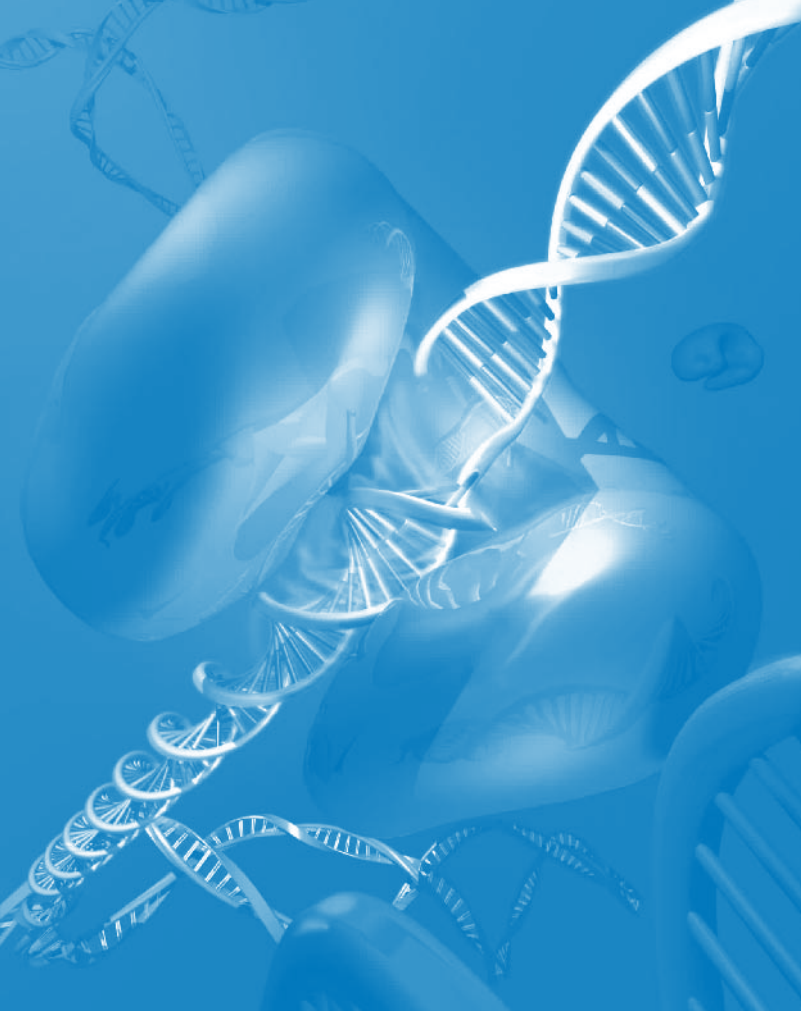
Theme: Media training

- 09.00 Simulated press conference - Be a reporter for an hour
Dr Bernard Dixon and Peter Evans
- 10.00 Coffee
- 10.30 How do the media work?
Dr Bernard Dixon and Peter Evans
- 12.30 Lunch
- 13.30 Reviewing participants' articles (in two groups)
Dr Bernard Dixon and Peter Evans
- 15.00 Writing about science for non-scientists
Dr Bernard Dixon
- 16.00 Tea
- 16.00 Oral communication
Peter Evans
- 19.00 Dinner
- 20.30 Group work on communication plans

Friday 28 September 2007

Theme: Media training (continued) / Public communication - the full plan

- 09.00 The GM food furore - lessons for nano?
Dr Bernard Dixon
- 10.00 Coffee
- 10.30 Radio interviews
Peter Evans
- 12.30 Lunch
- 13.30 Continuation of radio interviews
Peter Evans
- 14.30 Group work finalisation of communication plans
- 15.30 Presentations by the groups of their communication plans
- 16.00 Tea
- 16.30 Presentations by the groups of their communication plans
- 17.30 Panel review
- 18.00 Course evaluation
- 19.00 **Formal course dinner and diploma ceremony**



Fees & Registration

Please complete and return the form below (or email to info@nanobio-raise.org) if you are interested in attending the course or would like to receive further information. Registration is limited to a maximum of 25 participants. Applications will be handled in order of the date of receipt. Registration can only be completed after payment of the registration fee.

The course registration fee is:

€ 350,- if the payment is received before **23 July 2007**,
or € 450,- if the payment is received after this date.

The fee includes course materials, meals and accommodation at St Edmund Hall based on shared occupation (double room). Participants may stay longer if they wish at their own cost.

A limited number of grants covering the registration fee of € 350,- is available. To apply for a grant, applicants should submit a letter before 23 July 2007 explaining why they would need a grant to attend the course. Applicants will be notified soon after that date. Registration fees are reimbursed after participants' full attendance at the course.

In the event of cancellation before 23 July 2007, a full refund will be granted. After this date, a 50% cancellation charge will be made.

Preparatory information for the course will be sent after receipt of the course fee. The complete course book containing the lecturers' presentations and background material will be provided at the start of the course.

Admission & Submission of Abstract

Applicants are asked to submit a motivation letter and a short personal résumé including their scientific background and experience to evaluate the suitability of this course for them. Registered participants are required later to submit statements of their prime personal objective for the course and for the debate session together with a writing exercise.

Application form:

I wish to attend the International Advanced Course on Public Strategic Communication & Applied Ethics of Nanotechnology on 23 - 28 September 2007

Family name, title, Mr / Mrs _____ First name _____

Organisation / Company _____

Address _____

Phone _____ Fax _____

Email address _____

Educational background _____

Dietary wishes _____

I will arrive on _____

I will leave on _____ (extra nights at own cost)

Date / Signature _____

Lecturers

- Prof John Adams, University College London, UK
- Prof Sir John Beringer, formerly Pro Vice-Chancellor, University of Bristol, UK
- Dr Donald Bruce, Society, Religion and Technology Project, Church of Scotland, UK
- Dr Bernard Dixon, journalist, UK
- Prof Ken Donaldson, Centre for Inflammation Research, University of Edinburgh, UK
- Mr Peter Evans, BBC Radio, UK
- Prof George Gaskell, London School of Economics, UK
- Mr Richard Hayhurst, Hayhurst Media, UK
- Prof Dr Wolfgang M. Heckl, Director General, Deutsches Museum & Professor of Experimental Physics and Nanotechnology, University of Munich, DE
- Dr Frans Kampers, Wageningen University & Research Centre, NL
- Prof Julian Kinderlerer, Delft University of Technology, NL & University of Cape Town, SA
- Dr Patricia Osseweijer, Delft University of Technology, NL
- Dr Barry Park, Oxonica, UK
- Dr Douglas Parr, Greenpeace, UK

- Dr Fabio Salamanca-Buentello, Joint Center for Bioethics, University of Toronto, CA
- Prof Vinod Subramaniam, Biophysical Engineering, University of Twente & Coordinator FRONTIERS, NL

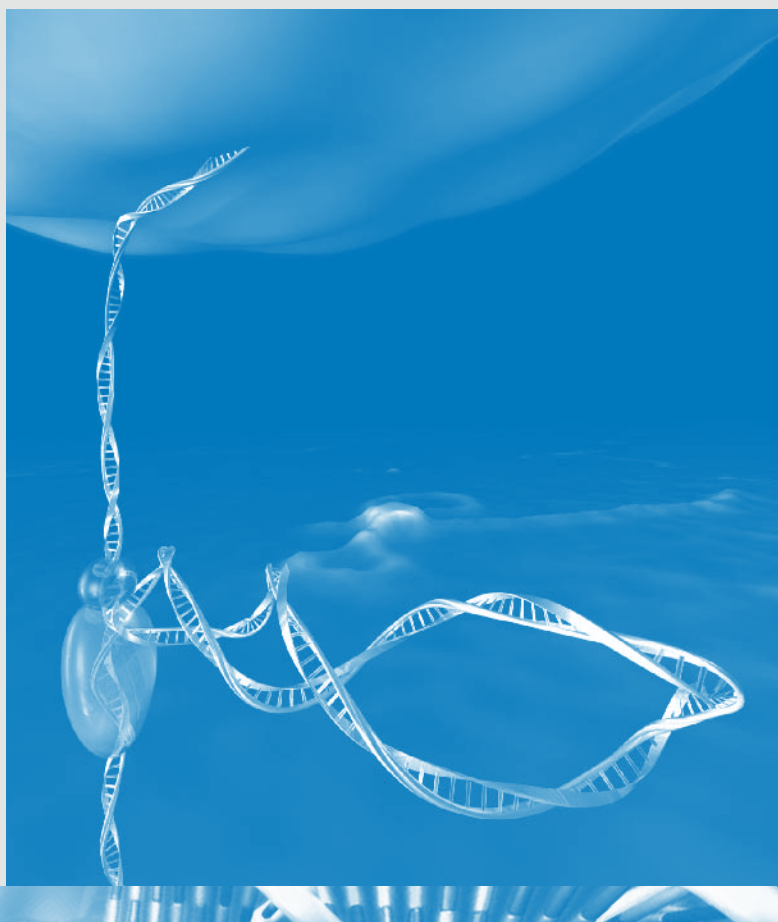
Course Coordination

Dr David Bennett

Daan Schuurbiers MA

Susanne Sleenhoff MSc

Nanobio-RAISE Co-ordination Office



Ms Susanne Sleenhoff

Nanobio-RAISE Co-ordination Office

Julianalaan 67

2628 BC Delft

The Netherlands



Nanobiotechnology: Responsible Action on Issues in Society and Ethics (Nanobio-RAISE)

Nanobio-RAISE combines science communication with ethics research in nanotechnology. The project brings together nanobiotechnologists, ethicists and communication specialists with the aim of anticipating the societal and ethical issues likely to arise as nanobiotechnologies develop.

Nanobio-RAISE aims to:

- bring together the key relevant players in the field
- horizon-scan for developments likely to cause concern
- clarify the ethical issues involved and carry out strategies for public communication to address the emerging questions
- take on board the experiences and lessons learned from the GM debate and apply them to the nanotechnology discussions
- prepare for the relevant actions in the European Commission's Nanotechnology Action Plan and Technology Platforms on Nanotechnology foreseen in its 2007-2013 Seventh Framework Programme.

These objectives are implemented by means of:

- an expert working group
- horizon-scanning workshops
- public opinion focus group discussions
- briefing papers, ethics lectures & public relations
- ethics & public communication courses for nanobiotechnologists
- DEMOCS (DEliberative Meetings Of Citizens) card game
- website, on-line forum & database

Nanobio-RAISE is a 6th Framework Programme Science & Society Co-ordination Action funded by the European Commission.

Further information

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