



## **Communicating space weather to policymakers and the wider public**

Bárbara Ferreira

Media and Communications Manager, European Geosciences Union, Munich, Germany (media@egu.eu)

As a natural hazard, space weather has the potential to affect space- and ground-based technological systems and cause harm to human health. As such, it is important to properly communicate this topic to policymakers and the general public alike, informing them (without being unnecessarily alarmist) about the potential impact of space-weather phenomena and how these can be monitored and mitigated.

On the other hand, space weather is related to interesting phenomena on the Sun such as coronal-mass ejections, and incorporates one of the most beautiful displays in the Earth and its nearby space environment: aurora. These exciting and fascinating aspects of space weather should be cultivated when communicating this topic to the wider public, particularly to younger audiences.

Researchers have a key role to play in communicating space weather to both policymakers and the wider public. Space scientists should have an active role in informing policy decisions on space-weather monitoring and forecasting, for example. And they can exercise their communication skills by talking about space weather to school children and the public in general.

This presentation will focus on ways to communicate space weather to wider audiences, particularly policymakers. It will also address the role researchers can play in this activity to help bridge the gap between the space science community and the public.