



## **Reflections on science and the communication sector**

frank raes

Italy (frank.raes@jrc.ec.europa.eu)

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In this contribution I will reflect about successes and failures in communicating climate change and air pollution sciences to the general public. These communication efforts included writing popular articles, giving public presentations, working with people from the social scientists and artists. Giving the fact that communication is a very important (economic) sector on its own, the question is to what extent scientists should enter that sector, whether scientists are at all accepted in that sector, whether they should use the expertise in that sector, or whether they should merely provide the knowledge to be used by that sector.