

## Society of Biology recognises excellence in science communication

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The Society of Biology's Science Communication Awards was held on Wednesday 3rd November 2010 at Charles Darwin House, London.

Dr Mark Downs, CEO of Society of Biology, welcomed guests to an event that celebrated excellence and recognised the importance of science communication.

Rami Tzabar, Executive Producer for the BBC Radio Science Unit, and Winners of the New Researcher and Established Researcher categories, Djuke Veldhuis and Adam Hart respectively, spoke at the event. The passion that both winners had for science communication was obvious as they talked animatedly about their experiences.

Djuke spoke candidly of how she engages with children, especially the ipod listening teenagers, by talking about science which relates to their everyday lives. Djuke also thanked Cambridge University for their "underlying structure, which was essential for successful public engagement."

Djuke was incredibly excited to have won the New Researcher category and said:

"I am flattered, amazed and grateful that I have been recognised for something I love doing; more so because the existence of such awards highlights the increasing acknowledgement among institutions that science communication is to be taken seriously and can really benefit

both the researchers and public.”

Adam Hart winner of the Established Researcher category spoke of bees, science, communication and the importance of formulating networks and connections saying:

“Cross pollination of ideas and projects through networks provides more opportunities for teaching and research.”

The teaching and research opportunities which arise from science communication has often been overlooked by some academics, and Adam’s work illustrates how these three areas interlink and can actually work together. Of winning the award, Adam said:

“I am absolutely thrilled to win this award. I am one of the many people out there who are involved with communicating science to a wider audience and it is fantastic that the Society of Biology recognises the important work that we do.”



Rami Tzabar who was the guest speaker at the event talked of the good, the bad and the silly ideas which had arisen from BBC Radio 4 initiative ‘So you Want to be a Scientist’ and concluded:

“Everyone is now much more involved with science in one way or another. From the urgency of dealing with climate change, the potential of genetics for our own health, to the seemingly magical properties of technology. ‘So you Want to be a Scientist’ was about tapping into that interest and that curiosity about the world - to bring out the scientist within all of us.”

The Society of Biology recognises that the necessity for good science communicators is not going away, and will only be fuelled by the inspiration that public engagement events with scientists such as Djuke and Adam encourage.