



Romanian D-STIR team attended the *Conference Novel Channels of Communication for Promoting Advanced Light Sources*

On 10th September, in Magurele, ELI NP organized a conference with the topic: Novel Channels of Communication for Promoting Advanced Light Sources.

The purpose of the conference was to adapt the communication strategy of ELI family to the expectation of the target groups based on good practices developed by ELI-NP in the last two years (non-conventional channel of communication).

As responsible research and innovation is defined as a transparent and interactive process in which societal stakeholders become mutually interested in each other and have a vision of the acceptability (ethics), the sustainability and desirability of the innovation process and its end-to-market products (in order to allow an adequate inclusion in our society) the process of communication between researchers and public is a very important one.

STIR method is in fact a matter of communication between experts from different disciplines and the target groups such as business environment, investors, local and central administration and civil society. In this context the conference was a good opportunity to take part and to see what is new in this domain and to talk about the STIR Method with specialists in the field of communication and to get their support for the Method.

Partners for the other two ELI pillars were invited to attend the conference and to explain how they deal with their public in communication matter.

Following this link: <https://www.youtube.com/watch?v=plg-iF4Qa2M> you can see an interview with Michael Vich from ELI – Beam Chech Republic.

Among other at the conference was invited Academician Razvan Theodorescu, President of the Department of Arts, Architecture and Audiovisual of the Romanian Academy, Dan Preda, Director of News Department from Radio Romania, a well-known journalist specialized in science, Alexandru Mironov, Mariann Reda, Responsible with Communication from ELI ATTOSECOND, Szeged Hungary and 40 other people: researchers, journalists and representatives from business community, civil society etc...

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