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JC-3: Activity plan for the scientific journalism (JC-3)

Title of the SPEC project:

Multi-Observatory of Science, Technology & Innovation Dynamics (MultiObs)

Title of the work plan:

Science communication, training and public awareness of the STI multi-observatory: Living Lab and Infrastructure

Supervisors:

Prof. Dr. Rodrigo Costas; Dr. Germana Barata; Prof. Dr. Sergio Salles
(joint supervision)

Period: 1 + 1 year

Submission deadline: 30th of October, 2026

Abstract:

This work is linked to the SPEC project that will develop a multi-observatory of science, technology and innovation (STI) dynamics - the MultiObs project (www.multiobs.org). The work proposed for this grant is to assist in the communicating of topics of interest and multiple efforts of the project, particularly focusing on the two components, the Living Lab and the Infrastructure. The aim is to maintain a sustained activity of communication of the different developments of these two components, particularly regarding the creation of awareness of the innovative value of both the Infrastructure and the Living Lab. JC1 is expected to publish interviews with researchers and participants, as well as create news and stories about the uses and applications of the developed public infrastructure and innovative Living Lab, targeting the bibliometrics and scientific evaluation communities. JC1 is meant to bridge these two components of the SPEC project (e.g. the Infrastructure and Living Lab) to broader audiences, like newspapers, policy organizations, academic organizations, etc. and work as a channel opened to society and an attraction force for additional supporters, stakeholders and resources for the project.

Ideal Candidate:

- Proven experience with writing science communication content, multimedia and social media;
- Training in science communication or science journalism (not less than 30 hours);
- Advanced English proficiency (B2)
- Master Degree



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Application process:

This round of applications is open until **30 of October 2026**. Decisions will be announced by the November 2026.

Curricular Summary (Súmula Curricular): Must follow the FAPESP model found at: <https://fapesp.br/6351/instructions-for-the-elaboration-of-a-curricular-summary>

- Undergraduation and Master degree and academic transcript
- Portfolio of communication products

Submit document to Dr. Germana Barata, Labjor/Unicamp, at: germana@unicamp.br

Objectives:

- Review and communicate results and achievements produced by the two different components of the project (Living Lab and Infrastructure).
- Produce texts, audios and interactive materials that expose the most relevant results and possibilities of the developed infrastructure and point to its use by others. Also support the dissemination strategies of the researchers of the MultiObs project, and particularly support the activities of the Infrastructure and the Living Lab, which will need a greater level of exposure and engagement.
- Assist other areas of the project in developing training and qualifications in communication. It is expected that the work of the journalism grants will be relevant to raise awareness of the ambitions and aims of the MultiObs project, and as such work as a bridge to other potential stakeholders (e.g. research funders, societal organizations, policy organizations, etc.) and beneficiaries of the project outcomes (e.g. researchers, evaluators, scientometricians, PhDs students, policy makers, science diplomats, etc.).

Work plan

- *Methodology (in dynamic and interactive steps)*

A) Gain information about the various areas and the two components of the MultiObs project Infrastructure and Living Lab, learn basic use of the information platforms developed and research lines and work being implemented. Participate in the training courses developed by the researchers in charge of the project, and contribute to their further dissemination.

B) Interact with science communication groups, especially Labjor - Unicamp, and organize interaction sessions with the results and demands of such groups.

C) Engage with some of the stakeholders of the project (e.g., Agencia BORI, EurekaAlert!, research funders, evaluation agencies, etc.) and bridge their needs with the solutions and research developed by the project.

D) Test and document the interfaces produced by the project for bibliometrics and scientometrics users, helping them improve as users. Explore and document participatory approaches to implement in the Living Lab (e.g. Citizen Science, participatory frameworks, etc.) in co-creation with different stakeholders.



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E) Write the research results from the previous stage in the form of news media, blog posts (e.g. like blog LeidenMadtrics, etc.). Assist the researchers in training (PhDs and postdocs) in communicating their different results and outputs, reaching out to broader audiences and more project stakeholders.

F) Write texts for press releases, news media, blog posts, etc. about the project work and use of the tools developed, and applying the knowledge extracted from the project (e.g. implementing participatory approaches in the dissemination of scientific results)

Chronogram of expected results

This JC-3 grant, with a total duration of 12 months, and extra 12 months of renewal, is expected to engage with the team of researchers and with the results of the components of the Living Lab and the Infrastructure. The chronogram of activities of this grant will focus on the initial and last years of the project, since the Infrastructure and the Living Lab are among the earliest components that need to be developed (although all components will run simultaneously). The JC1 grant will develop from Y1 (2 months), Y2 (2 months), Y3 (2 months), Y2 (2 months) and a larger period at Y5 (4 months). Interactions during the whole project with other JCs and team members will be stimulated, and particularly collaboration with other science communication grants will be encouraged in order to maximize synergies and outputs (especially other forms of outputs like policy briefs or podcasts).

Chronogram of expected results for JC-3

Results expected	Y1	Y2
Dissemination and communication activities for Infrastructure and Living Lab	X	X
Blogpost(s), videos, podcasts, social media cards and news articles around the Infrastructure and Living Lab (see Table 1 in full proposal)	18	24

Justification of the level of the grant for the project

In a research program like the MultiObs with a clear ambition of reinforcing the understanding between science and scientific developments, it is critical to count with professional experts that can take care of the adequate communication of the project outcomes and ambitions. Thus, the role of JC is critical to ensure the proper dissemination of such important components of the program. JC will be supported by the team of post-docs (4 in total) allocated for the Infrastructure and the Living Lab.

Justification in terms of objectives of the program

This proposal is part of a São Paulo Excellence Chair proposal aiming at developing and maintaining a multi-observatory of science, technology and innovation (STI) dynamics. Since the research program has a strong focus on bridging STI to society, the role of this grant will be fundamental to communicate the scientific achievements and debates of the MultiObs research program to broader audiences and stakeholders.