

W-5 Making Sense of Science: Science communication in botanic gardens

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Duration: 60 minutes

Target audience: EVERYONE

Objectives:

- Equip participants with techniques to effectively communicate the importance and value of botanic garden work to diverse audiences.
- Demonstrate strategies for simplifying scientific language and concepts without diluting their significance.
- Provide insights into engaging storytelling methods to make botanical science accessible and intriguing.
- Showcase how communications can lift other areas such as fundraising, corporate partnerships, influencing behavioural change, and overall organisational recognition.

Abstract: The rapid advancement of scientific knowledge in the fields of botany, horticulture, climate science, and sustainability needs effective science communication to bridge the gap between research findings and public understanding. Science communication is a powerful ally for researchers and professionals in botanical fields. By adding effective communication strategies, individuals can amplify the impact of their work, foster meaningful connections with diverse audiences, and inspire action towards a more sustainable future.

Through this innovative workshop, we bring together scientists, researchers, educators, and communications professionals dedicated to fostering a deeper connection between the scientific community and the public within the unique context of botanic gardens.

The workshop will explore innovative strategies, best practices, and emerging trends in science communication, with a specific focus on how botanic gardens can serve as dynamic platforms for translating complex scientific concepts into accessible and engaging content. We will also incorporate two case studies showcasing the positive outcomes of effective science communication strategies. These case studies will highlight instances where targeted and engaging communication efforts facilitated greater public engagement, increased understanding of scientific concepts, and fostered a sense of community involvement.

By examining these successful case studies, discussing challenges, and sharing insights, participants will gain valuable, real-world knowledge on creating impactful communication initiatives allowing them to gain public support, acquire new streams of funding and build a stronger community of practice.