



# CAETS

## Communications Committee

Presentation to CAETS Board – 3 July 2024

**Lucas Noldus (Committee chair)**

Netherlands Academy of Engineering

# Overview of the Communications Committee

- Leadership

- Chair – Lucas Noldus (Netherlands, 2023-2025)
- Deputy Chair – José Albarrán Núñez (Mexico, 2024-2025)
- Supported by ATSE staff (Australia) until July 2024, after that by CAE staff (China)

- Members

- 33 committee members (June 2024) from 20 out of 33 member academies (61%)
- Mix of Fellows and Communications professionals

- Regular meetings

- Quarterly meetings – all committee members (March, June, October, December)
- Monthly meetings of the chair, deputy chair and support staff

# Committee Activities October 2023 – June 2024 (1)

- Work plan is guided by charter in CAETS Operating Guidelines<sup>1</sup>:
  1. Development and maintenance of a CAETS Style Guide
  2. Coordination and supervision of the CAETS Communication Prize competition
  3. Derivation and synthesis of key messages from Working Groups and other activities
- Sharing communication best practices among CAETS member academies

# Committee Activities October 2023 – June 2024 (2)

1. Communication Prize 2024
2. Review of draft statements prepared by CAETS working groups
3. Sharing best practices
4. CAETS Style Guide – update to include report format

# Communication Prize 2024

## Work plan

- One prize category
- Prize money to support winner's travel to the CAETS conference
- Judging complete 3 months ahead of conference
- Implement change to the prize aimed at improving quality and number of entries:
  - Besides reimbursement of travel, accommodation and conference fee: add monetary award of USD 5,000

## Progress & Outcome

- 12 entries from 10 countries (same as 2023)
- Higher quality entries than previous years
- Winner: Magdalena Zukowska (Poland) received prize in person, and presented her work (2 July)
- Issue: submission deadline conflicted with summer vacation in southern hemisphere → more time needed

# Communication Prize 2024



**Dr. Magdalena Zukowska, Department of Production Engineering, Poznan University of Technology, Poznan, Poland**

# Communication Prize 2024: Entrants

Member Country	Entrant	Video Title	Link
Australia	Guan Yeoh	New fire-retardant paint to help prevent spread of bushfires	<a href="https://youtu.be/fgxo4uQmYhk?si=wsiYsfiCLruHT_Fl">https://youtu.be/fgxo4uQmYhk?si=wsiYsfiCLruHT_Fl</a>
Australia	Mikaela Jade	Indigital Schools	<a href="https://youtu.be/KqUksZTjRJO">https://youtu.be/KqUksZTjRJO</a>
China	Shou Peng	Glass Changes the World, We Change Glass	<a href="https://youtu.be/ssELCeAj-dk">https://youtu.be/ssELCeAj-dk</a>
India	Tapan Kumar Gandhi	From Darkness to Sight: Illuminating Lives, Illuminating Science	<a href="https://youtu.be/VHESCdv6ZmM">https://youtu.be/VHESCdv6ZmM</a>
Netherlands	Rudy Dijkstra	Better insights, safer pipelines	<a href="https://www.youtube.com/watch?v=AXcUisYJzAA">https://www.youtube.com/watch?v=AXcUisYJzAA</a>
Pakistan	Nasim Akhtar Khan	Identification of 50,000 MW Wind Corridor & its Execution in Pakistan	<a href="https://youtu.be/FVPLN5cbmCQ">https://youtu.be/FVPLN5cbmCQ</a>
Poland	Magdalena Zukowska	Blueprints of Hope: The 3D Path to Personalized Prosthetics	<a href="https://youtu.be/UeniqGCX-ww">https://youtu.be/UeniqGCX-ww</a>
Poland	Michal Kawalec	Rotating Detonation Combustion	<a href="https://www.youtube.com/watch?v=4j6BKkR3jc0">https://www.youtube.com/watch?v=4j6BKkR3jc0</a>
Singapore	Xiaodong Chen	Making Senses	<a href="https://youtu.be/7VX-ERz4ccs">https://youtu.be/7VX-ERz4ccs</a>
South Africa	Richard Gundersen	STEMulator	<a href="https://youtu.be/vqKR5abVR-w">https://youtu.be/vqKR5abVR-w</a>
United Kingdom	Harvey Hudson	Making the world greener	<a href="https://www.youtube.com/watch?v=n8873h8OsUM">https://www.youtube.com/watch?v=n8873h8OsUM</a>
United States	Isabel Barton	How Minerals Built Our World	<a href="https://youtu.be/qL_2fuuErZo">https://youtu.be/qL_2fuuErZo</a>

# Review of draft statements prepared by CAETS working groups

## Work plan

- CAETS reports under development:
  - e-Mobility (transport decarbonisation)
  - Energy Community Sequel Project (low-GHG emissions >2040)
- Our job:
  - Support authors to prepare CAETS statement based on executive summary of report

## Progress & Issues

- e-Mobility report: almost finished
- Energy Community Sequel Project: report under construction
- Looking forward to deliverables from WGs  
Diversity & Inclusion, Engineering Education, Engineering for the SDGs, Artificial Intelligence



# Dissemination of CAETS statements

## Current practice

- CAETS communication products are distributed among member academies for local dissemination (after translation, if necessary) to local stakeholders.
- Does this happen in practice, and does it have the desired effect?
- If not, what should we change?

## Future

- Shouldn't CAETS, being a global organization, also aim our communication at relevant *global* bodies, which can benefit from an engineering perspective, directly from our committee?
- If so, which are these global bodies?

# Sharing best practices

## Work plan

Provide a forum for member academies to learn from each other about:

- Communicating to the sector/Fellows
- Communicating with the public
- Communicating to policy makers/decision makers

## Progress & Issues

- 1-2 presentations during each quarterly meeting
- So far, 7 academies have presented
- During reporting period: UK, Ireland, Mexico, Korea
- Rotation schedule under construction
- Very inspiring! Presentations cover more than communication best practices
- But: relatively low attendance (average: <10 members)

# Sharing best practices: Schedule

<b>Year</b>	<b>Meeting No.</b>	<b>Month</b>	<b>Country</b>	<b>Presenter</b>
2023	2	08-Jun-23	Denmark	Martin Bech
2023	3	05-Oct-23	USA	Eileen Erickson
2023	3	05-Oct-23	China	Zhiqiang Wu
2023	4	07-Dec-23	UK	Jo Trigg
2023	4	07-Dec-23	Ireland	Tom Leahy
2024	1	25-Mar-24	Mexico	Jose Albarran
2024	2	11-Jun-24	Korea	Junghee Song

# CAETS Style Guide

## Work plan

- CAETS secretariat had requested an expansion of the CAETS Style Guide to include advice on language and format for outputs from CAETS working groups and committees (reports, statements)
- Purpose:
  - Improve consistency among CAETS reports
  - Clarify purpose of CAETS reports, provide clear advice to authors
  - Clarify role of Communications Committee with respect to creating, editing, approving, publishing and disseminating CAETS reports

## Progress & Issues

- Not much progress on this topic
- Scope and scale of CAETS Style Guide improvements remain to be decided
- To prevent reinvention of the wheel, we have requested (but not yet received) examples of style guides from member academies
- We hope to receive input from member academies with substantial communication teams

# Issues & proposed solutions

1. Better connection between Communications Committee and other WGs on projects is desirable. Proposal: each WG chair periodically shares planning of report production with Communications Committee chair, to facilitate planning of communications support. Preferably shortly before annual meeting, for F2F discussion.
2. WG reports should provide evidence-based information intended to inform (inter)national policy makers and the general public. CAETS reports should not be academic publications.
3. Not all academies have a rep (13 not represented on Communications Committee) → benefits from sharing best practices from a broader member academy base would be advantageous for all
4. Broader engagement with the Communication Prize by member academies could still be improved → more entries from more member academies

# Plans for the coming year (2024-2025)

## Proposed activities

- Supporting CAETS 2024 conference hosts with preparation of CAETS statement
- Organization of Communication Prize 2025 competition (2 months later)
- Supporting WGs with preparation of reports and CAETS statements
- Expand CAETS Style Guide with guidelines for reports
- Continue to share best practices

## Resources needed

- WGs: provide planning of reports
- Member academies with communication teams: please share style guides
- More member academies represented in the Communications Committee
- Member academies: please sign up for presentation at quarterly meetings

# Member academies not yet represented in Communications Committee

- Belgium
- Canada
- Croatia
- Czech Republic
- Finland
- Hungary
- Nigeria
- Norway
- Poland
- Singapore
- Slovenia
- Sweden
- Uruguay

*Please join us! – Share best practices, learn and be inspired*