

CO-CREATING COMMUNICATION ON PLANETARY HEALTH RELATED TO FOOD AND FOOD SYSTEMS CALL FOR PARTICIPATION

Are you a researcher working on planetary health or engaging in science communication? Do you have something to say about food or food systems and how they relate to climate change, environmental protection, and human health?

Do you want to know about the impact of your science communication and learn more about the “Science of Science Communication”?

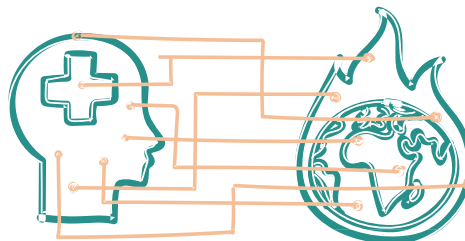
Are you passionate about science communication and want to try new, exciting formats?

The **Munich Science Communication Lab (MSCL)** brings together science communicators and researchers from the fields of planetary health and media studies across many different institutions in Munich and beyond. We want to take communication about **Planetary Health** to the next level. For this, we are looking for people like you who have good ideas and the necessary know-how to try out new formats together with scientists, science communication practitioners, and citizens.

In the workshop at the University of Munich we want to get to know each other, develop ideas together and form teams. We appreciate your input in German and English.

The workshop will explore innovative ways of communication about the interaction between human health and the planet's health, with a focus on food and food systems.

If you are interested in contributing your experience and skills or ideas that you would like to share with like-minded scientists or practitioners, you are welcome to apply!



Important Dates

Online Q&A session: 21 Feb. 2022

Workshop deadline: 10 March 2022

In-person workshop: 28 March 2022

Proposal deadline: 15 April 2022

Jury decision: May 2022

FOR GUIDELINES AND APPLICATION, PLEASE READ THE FULL DOCUMENT ATTACHED.

Whether you apply as an individual or as a team, all invited participants will present their ideas during the workshop. Here you will have the opportunity to refine your ideas or form teams with other participants.

To apply for the workshop, please tell us your motivation, expertise, and ideas at their current stage. Don't worry if you can't fill in all the fields – we are looking for a diverse group.

Following the workshop, a jury will select the best proposals for communication experiments. Afterward, we will support the realization of these *experiments* through our (excellent) network of planetary health scholars, science communication experts, and communication researchers who can share their expertise and institutional resources. The MSCL can also support the activities with up to 8.000 € of direct costs per team.

Apply to the workshop through this [form](#) by March 10, 2022.

If you have questions for us, please join our virtual Q&A-Session on February 21. Details will be sent through our [mailing list](#).

If you want to propose an experiment without participating in the workshop, send the completed application with the requirements below by April 15, 2022, to info@mscl.de.

EXPERIMENTS

In general, an *experiment* can be

- a media product (anything from a social media post to the concept of a radio show),
- an event (anything from a dialogue event to a stakeholder workshop),
- an exhibit or installation (which can take place anywhere),
- a course (from a coaching session for researchers to a MOOC for the general public), or
- any other communication activity related to planetary health (like canvassing a neighborhood or performing in a public space).

All *experiments* should increase knowledge about communicating planetary health, integrate our research agenda, and measure their outcome with sound methods. Each *experiment* has stakeholders, like a researcher providing questions and knowledge, a communicator helping to facilitate the communication process, and an audience perceiving the messages and sharing their insights and opinions.

REQUIREMENTS

Here is a list of requirements the *experiments* should fulfill before they take place. Don't worry if you can't check all the boxes at this stage of the process. In our co-creation effort, we want to work together and support these requirements to be met.

- The *experiments* should address at least one of the issues listed under “science communication research areas” below.
- The content has to come from the field of planetary health with a particular focus on food and food systems, as defined above. The *experiments* must be based on scientific facts backed by appropriate scientific experts.
- The *experiments'* messages, message design, and communication tools must be theory- and evidence-based. That is why we put a lot of effort into building teams with the appropriate knowledge.
- You should co-create the *experiments* with its desired stakeholders and have clear, measurable goals and outcomes. The co-creation process and the evaluation are part of the *experiment*. Data collection must be done scientifically and ethically.
- Ideally, the *experiment* includes some variation to evaluate different groups.
- The created knowledge should help to inform future research on the science communication areas described below. This also includes publishing the results of the evaluation.

Do not worry if you have never participated in a scientific discourse before or if publications, journals, and conferences are new to you. Together with many experts and researchers, we will work with you side by side and help you at any time.

EXAMPLES OF EXPERIMENTS

- A podcast series with conversations between researchers in planetary health and decision-makers from governments and the food industry to turn the debate from individual change to system change under the frame of planetary health. This could be evaluated through qualitative interviews with the participants of the conversations and an analysis of the downloads, evaluations, and reviews on podcasting platforms.
- An amateur cooking show on YouTube introduces recipes from the planetary health diet, motivating the audience and inviting them to reflect on hurdles in achieving change. This could be evaluated through a survey of regular viewers about their behavior change and the analysis of the comment section of the videos.
- An installation of a “supermarket,” where people can “shop” for different options of a given recipe and receive an eco-bill with the planetary-health footprint of their purchase. This should help them reflect on their consumption and how the food industry and grocery shops influence our behavior, making this a wicked problem. This could be evaluated by analyzing how people act in the mockup supermarket and surveying visitors (directly before and after the visit, but also after a month) about their acquired knowledge and behavior.
- A plan for a guided tour through Deutsches Museum with a selection of items and installations from different parts of the museum related to planetary health and food/food systems. This guided tour can also be recorded as an audio-tour guide or a documentation video. It should benefit participants’ curiosity and self-efficacy about system transformation. It could be evaluated through a survey of the audience and qualitative interviews with those planning the tour (planetary-health-experts, museum curators, experienced tour guides, lead audience).

SCIENCE COMMUNICATION RESEARCH AREAS

The MSCL funds and integrates the experiments into the lab’s research program. This means that the *experiments* become the subject of the MSCL’s communication science research and will be evaluated under the lab’s guidance.

The research of the MSCL covers three thematic areas:

1. Framing Planetary Health

We want to know how public communication presents and contextualizes the topic of planetary health: in the strategic communication of NGOs and governmental organizations, in political discourses, in science PR, and in science journalism. In dialogue with different audiences, we want to learn how the public receives and is affected by the framing of planetary health. We are particularly interested in the role of emotions, narratives, and identities in the communication process.

2. Communicating Wicked Problems

“Wicked problems” are problems of social governance of political-legal, economic, and media interactions that often have multiple causes and require complex solution strategies, which in turn generate new problems. We want to understand better the so-called “wicked problems” and what role public communication plays in identifying and solving them. We want to analyze the influence of science communication on the perception and discourse of wicked problems.

3. The Mutual Benefit Model of Science Communication

We want our research to analyze and reflect on the mutual relationships of the actors involved in science communication. In particular, we are interested in the mutual expectations and motives for participating in science communication and the actual benefits that production, reception, and participation have in science communication.

PROCESS

- Become a member of the MSCL Community by subscribing to our [mailing list](#) and meeting us during the info session on February 21, 2022.
- Apply for the workshop by March 10, 2022, via this [form](#).
- Take part in the workshop on March 28, 2022, in Munich, where we will support you with brainstorming sessions - sharing ideas, enthusiasm, insights, and our network.
- Develop a proposal together with your working group that you formed at the workshop.
- Deliver your four-page proposal by April 15, 2022, with a
 - Description of your *experiment* (including an evaluation plan)
 - Justification of how you meet the requirements above
 - Plan of the monetary and non-monetary resources needed: What do you bring to the table, where do you need the MSCL and its network?
- Decision of our jury by early May 2022.
- Using social science methods (text/image analysis, participant interviews, observations, experimental designs), we will analyze your *experiment* and link it to other empirical findings from the research. Together, we will develop a timeline to coordinate the *experiment*, the study, and the evaluation.
- Implement the *experiment* as described in your proposal and provide the results of your evaluation efforts.

KEY LINKS

Application form: [Form](#)

Mailing list: [Join](#)

Email: info@mscl.de

Website: www.mscl.de

Twitter: [@msc_lab](https://twitter.com/msc_lab)

