



CHANGING MINDS: DATA STORIES

Welcome to Data Stories, a one day workshop bringing together researchers and practitioners from the biological recording and citizen science community with communications professionals from across the spectrum of policy, conservation, media and research. Together we will explore the opportunities and challenges of using data to communicate about biodiversity issues as well as using communications techniques to support citizen science outcomes.

We have an interactive programme planned, utilising a diverse set of formats through the day to encourage active participation and engagement, whilst facilitating networking and discussion.

WHY DATA STORIES? WHY NOW?

Data and evidence are powerful communications tools, enhancing or undermining conservation narratives depending on how they are framed and shared. How can we use data stories to inspire positive action for nature and what are the pitfalls and risks of misrepresenting the science and opening ourselves up to criticism?

Participatory biological recording in the UK is a triumph of public contribution to our collective knowledge of the natural world. Devoted volunteers and enthusiasts generate vast databanks supporting environmental policy, research and practice with baseline data for thousands of native and non-native UK species.

As threats to UK wildlife mount, the need to grow the evidence base for effective conservation becomes increasingly vital. We need effective communications tools to be able to share this amazing energy and support an accessible, well informed citizen science culture. What key stories should we be telling to empower local communities in spaces on their doorsteps, and develop the practical skills among the existing and emerging army of volunteers, advocates and citizen scientists that will provide the evidence base and help shape the discussion going forward?



Changing Minds: Data Stories is part of Communicate, the UK conference for environmental communicators. Communicate is an initiative of The Natural History Consortium – 13 partners engaging people with the natural world through collaborative action. See www.communicatenow.org.uk for further information



The Natural History Consortium in partnership with The British Ecological Society





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DRAFT PROGRAMME

10:30 – 10:45	<p>Welcome and opening</p> <ul style="list-style-type: none"> • <i>Matt Postles (The Natural History Consortium) starting off with brief context and reflections from the national and international BioBlitz network</i>
10:45 – 12:15	<p>Telling data stories for broadcast, digital and print</p> <p>Drawing out and generating newsworthy / interesting/ relatable stories from our datasets for broadcast, digital and print outputs</p> <ul style="list-style-type: none"> • <i>Matt Larsen-Daw (WWF UK) sharing insights from the citizen science programmes surrounding the major Our Planet broadcast partnership with Netflix</i> • <i>Tom Mason (University of Bath) sharing insights from his work supporting academic researchers to share their own data stories</i> • <i>Ben Hoare – (Immediate Media) sharing perspectives as features editor for BBC Wildlife Magazine</i> • <i>Hosted by Zion Lights – science communicator, journalist and author</i>
12:15 – 13:00	LUNCH
13:00 – 13:45	<p>Untapped Enthusiasm</p> <p>A chance to share your own challenges and reflect on current approaches to sharing data stories with different audiences, from young wildlife enthusiasts to local communities and policy makers to special interest groups</p> <ul style="list-style-type: none"> • <i>Facilitated round table discussion</i>
13:45 – 14:30	<p>Bridging the researcher-communicator gap</p> <p>Researcher perspectives on the challenges and opportunities for sharing data stories</p> <ul style="list-style-type: none"> • <i>Helen Roy (Centre for Ecology & Hydrology) sharing perspectives from citizen science based ecological research and engagement</i> • <i>Jo Judge (NBN Trust) sharing perspectives from the UK's aggregator of biological data</i>
14:30 – 14:45	BREAK
14:45 – 15:45	<p>Cautionary Tales</p> <p>Exploring the pitfalls and potential backlash when the stories we share undermine the evidence</p> <ul style="list-style-type: none"> • <i>Active session interrogating some key examples from the sector</i>
15:45 – 16:10	<p>The Swap</p> <p>Bringing together discussions from the day through a fast paced interactive wrap up round</p>
16:10 – 16:30	<p>Engaging Environments</p> <p>Looking forwards to the next set of upcoming opportunities for the sector</p> <ul style="list-style-type: none"> • <i>Hilary Geoghegan (University of Reading) sharing early plans for the upcoming national Engaging Environments NERC funded project</i>

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PLEASE NOTE THIS IS A DRAFT PROGRAMME AND SUBJECT TO CHANGE