Research Integrity & Knowledge Society

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R+D+i is not enough!

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From industrial revolution to knowledge society
In dense knowledge industries, bits and neurons replace chimneys
“Development based on knowledge activities involves increasing or improving human and organisational capacities, and creating an environment capable of leading to innovation, training, creativity and change”

Richard V. Knight
Creating such an environment requires...

- Knowledge resources must be considered in regional terms
- Cities must give support to business based on dense knowledge and they must stimulate research and creative centres
- Knowledge has to be perceived as a source of wealth
- The public must understand and assimilate the nature of the changes that are going on in the knowledge society
The Social Context of Research Integrity

Without competence in science we cannot have a competent Europe

2000 EU Summit in Lisbon

Need for specific policies on science popularisation and on promotion of scientific and technological culture

2001 Eurobarometer Science & Society

Knowledge
Values and expectations
The Social Context of Research Integrity

So... it’s not enough with...

\[ R+D+i \]

(research + development + innovation)

To build the knowledge society we need to add something else to the formula:

\[ +C \]

the C of CULTURE

linked to public education
communication in science & technology
citizen capabilities & participation
The Social Context of Research Integrity

Janez Potocnik, EC Commissioner for Science and Research (Nov. 2006):

“There does need to be a greater awareness in Europe of the importance of science to our culture..."

For cities, science shouldn’t be something confined to science parks... cities should find also ways to improve the access of their inhabitants to scientific information in a way that says something to them about their lives

The city of the future should make the promotion of knowledge one of its priorities.”
The Social Context of Research Integrity

- Scientific excellence
  - R+D+i, active promotion of S&T development
- Scientific culture
  - Social cohesion
  - Empowerment

= Science City
What citizens think of science...
General trends

- Overall **positive** perception and **optimism** about science and technology
- Scientific **literacy** has markedly increased in most EU countries
- EU citizens **trust** in science and technology but...
- Europeans feel **badly informed** and little **involved** in science and technology
- **Scientists** have a positive image but…
What citizens think of science...

A gap between science and society?

- 45% of Europeans are neither interested nor informed about science and technology
- Two thirds say they are badly informed
A Need for New Strategies

Scientific Vocation

Curiosity Values Commitment Responsibility
A Need for New Strategies

Ideas & opportunities... education!
A Need for New Strategies

Science & Society Action Plan

http://europa.eu.int/comm/research/science-society
A Need for New Strategies

We need to change the nature of the conversation between science and society

Monologue ➔ Dialogue
A Need for New Strategies

Until now, the target of most actions of science popularisation are people who already have an interest in science

What about the “non-interested”?

Go “Glocal”!
A Need for New Strategies

Introduce science

in local cultural policies
A Need for New Strategies
A Need for New Strategies

• *Barcelona laboratory of ideas*
• *Culture, education and proximity*
• *Barcelona, reading city*
• *Programme for intercultural exchange*
• *Barcelona science*
• *Quality of the cultural facilities*
• *Knowledge, memory and city*
• *Barcelona cultural capital*
• *Cultural connectivity*
• *Barcelona Council of Culture*
Scientific culture empowers citizens

Only citizens with critical capabilities are enabled to take part in the decision making process.
Research Integrity is linked to the scientific culture of society
Thank you for your attention!

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