

A003

An integrated multimedia scientific communication for increasing awareness and sustainably manage biodiversity

Preliminary results of the Spoke 7 activities “Biodiversity and society: communication, education and social impact” of the PNRR National Biodiversity Future Centre Project

Anna Lisa Alessi^{1,11}, Girolama Biondo^{1,11}, Andrea de Lucia^{3,11}, Susanna Giorgi¹, Fedra Francocci^{4,11}, Domenico Ridente^{5,11}, Mario Tozzi^{5,11}, Alba L’Astorina^{6,11}, Francesca Bretzel^{7,11}, Filomena Anna Digilio^{8,11}, Francesco Marcello Falcieri^{9,11}, Lucilla Capotondi^{10,11}, Fantina Madricardo^{9,11}, Marco Faimali^{2,11}

¹CNR-IAS, Consiglio Nazionale delle Ricerche - Istituto per lo studio degli impatti antropici e sostenibilità in ambiente marino, S.S. di Capo Granitola, Via del Mare, 3, 91021 Torretta Granitola, Fraz. Campobello di Mazara (TP), ²CNR-IAS, Consiglio Nazionale delle Ricerche - Istituto per lo studio degli impatti antropici e sostenibilità in ambiente marino, Sede di Genova, Via De Marini 6, 16149 Genova (GE), ³CNR-IAS, Consiglio Nazionale delle Ricerche - Istituto per lo studio degli impatti antropici e sostenibilità in ambiente marino, S.S. di Oristano, Località Sa Mardini, 09170 Torregrande (OR), ⁴CNR-DSTTA, Consiglio Nazionale delle Ricerche - Dipartimento Scienze del Sistema Terra e Tecnologie per l’Ambiente, Piazzale Aldo Moro, 7, 00185 Roma (RM), ⁵CNR-IGAG, Consiglio Nazionale delle Ricerche - Istituto di Geologia Ambientale e Geoingegneria, Piazzale Aldo Moro, 7, 00185 Roma (RM), ⁶CNR-IREA, Consiglio Nazionale delle Ricerche - Istituto per il rilevamento elettromagnetico dell’ambiente, Via Alfonso Corti, 12, 20133 Milano (MI), ⁷CNR-IRET, Consiglio Nazionale delle Ricerche - Istituto di Ricerca sugli Ecosistemi Terrestri, S.S. di Pisa, Via Moruzzi 1, 56127 Pisa (PI), ⁸CNR-IRET, Consiglio Nazionale delle Ricerche - Istituto di Ricerca sugli Ecosistemi Terrestri, S.S. Napoli, Via P. Castellino 111, 80131 Napoli (NA), ⁹CNR-ISMAR, Consiglio Nazionale delle Ricerche - Istituto di Scienze Marine, Arsenale, Castello 2737/F, 30122 Venezia (VE), ¹⁰CNR-ISMAR, Consiglio Nazionale delle Ricerche - Istituto di Scienze Marine, Via Piero Gobetti, 101, 40129 Bologna (BO), ¹¹NBFC, National Biodiversity Future Center, Palermo 90133, Italy

INTRODUCTION

Thanks to the interdisciplinary experience of the experts involved and through an integrated multimedia scientific communication, researchers aimed to reach wider audiences to promote a responsible behavior and a sustainable management of biodiversity. To reach a larger portion of public opinion, especially those stakeholders which have never been exposed to scientific content related to biodiversity, researchers used new languages, formats and methods of communication to make the central messages of the NBFC truly visible, popular and shared.

METHODS

Each activity was implemented as a fully developed project with a title, a narrative vision, the goals, the impact areas affected, the KPIs and a budget. The activities can be categorized based on the target audience and the type of engagement involved:

- Science communication and public engagement in biodiversity topics;
- Outreach: young people, schools, universities
- Outreach: society, behaviours, widespread awareness
- Enhancement: the public administration
- Enhancement: the industrial and economic world

RESULTS

SCIENCE COMMUNICATION AND PUBLIC ENGAGEMENT IN BIODIVERSITY TOPICS

GAMIFICATION



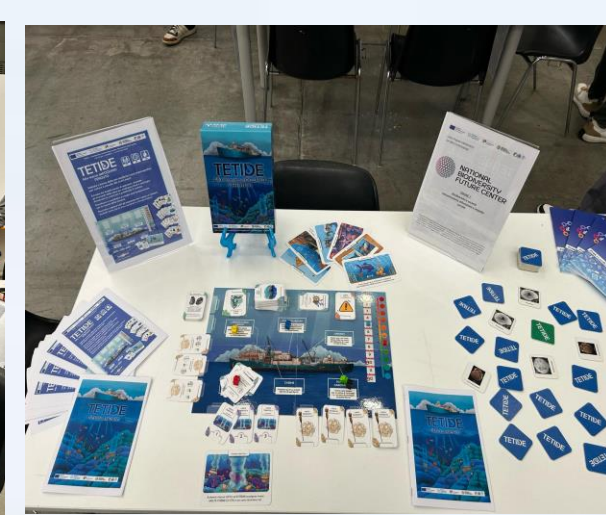
BioDiverCity: scientific board game on urban biodiversity



Paladins of biodiversity: escape room on environment biodiversity



Tetide. Alla ricerca dell'oceano perduto: scientific board game on marine biodiversity.



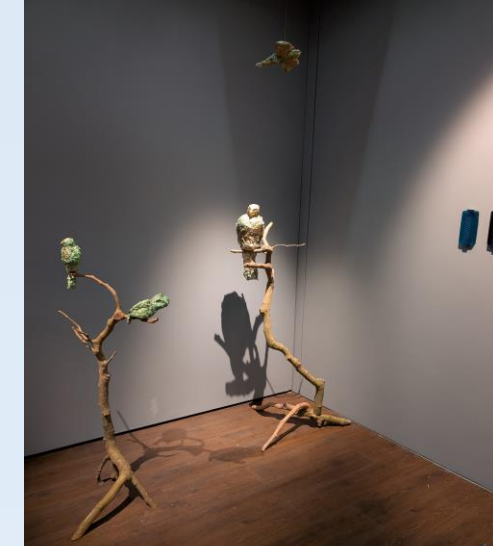
COMICS



Delphy, The guardian of Capo Granitola: a scientific comic on the theme of the value of biodiversity



ART



ARSMar – The Art of Marine Science: Biodiversity as an essential coexistence: a scientific exhibition on Italian biodiversity, Venice, 16 May – 14 June 2025

TV



Agreement with Rai for creation and distribution of TV formats on monitoring, restoration, conservation and valorization of biodiversity branded NBFC.

WALKING ROUTES



Cammini: Itinerant routes that connect sites of the LTER Network (Long-Term Ecological Research)



FESTIVAL



The Biodiversity festival, Capo Granitola, 8 May 2025



The artistic installations in recycled plastic by the artist Dr. Cirrito Antonella



Med fest, Cagliari, 26-29 September 2024

OUTREACH: YOUNG PEOPLE, SCHOOLS, UNIVERSITIES

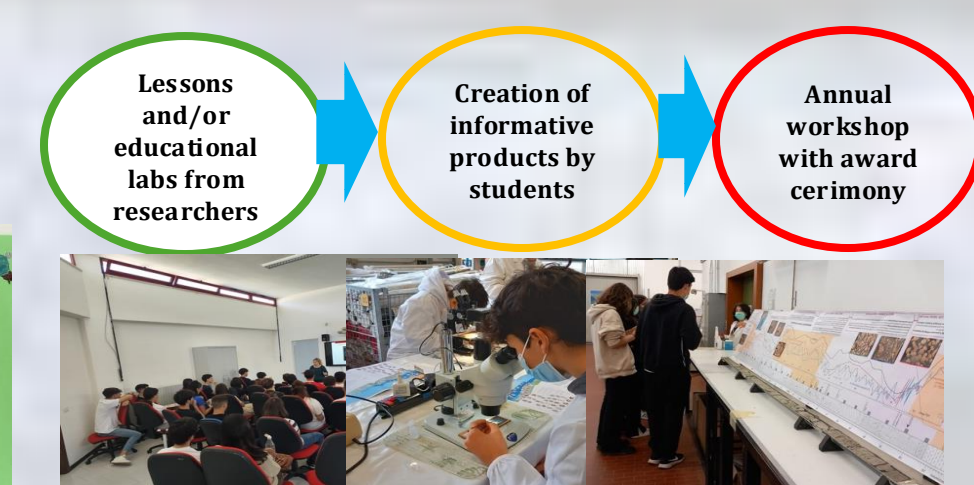
NEW TRAINING ACTIVITIES



Training course for teachers



Genetic biodiversity

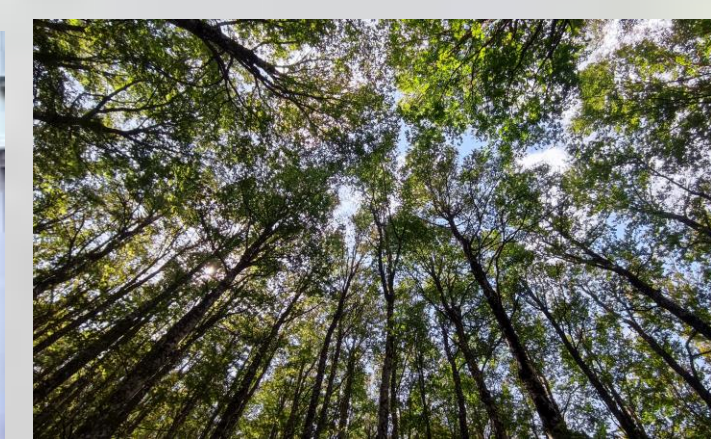


Face to face with biodiversity

NEW EDUCATIONAL LABS



Biodiversity snacks: seeds to be placed on balconies to attract pollinators



RiViVe, Residential Laboratory



Open day "A scuola con la Scienza: Biodiversità e discipline STEM"

OUTREACH: SOCIETY, BEHAVIOURS, WIDESPREAD AWARENESS

CITIZEN SCIENCE PROJECTS



Biodiversità nel piatto: booklet on local food



Piccoli Grandi Scienziati e cittadini crescono

ENHANCEMENT: THE PUBLIC ADMINISTRATION



The Contratti di Fiume instrument



The Manifesto Green



Hackaton for challenges



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