

DELIVERABLE D8.2 – PUBLIC RELATIONS PROMOTIONAL MATERIALS ON 7 EDUC RESEARCH TOPICS



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Main Author	Eva Nagyová
Institution	Masaryk University
E-mail	nagyova@rect.muni.cz
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Report on the internships for student journalists in a genuinely scientific environment

1. Introduction

Science communication is becoming an important part of the daily life of a researcher. Scientists are encouraged to share information about their research across various target groups, also including broader audiences – generally people who are not familiar with the work of researchers. A specific group of professionals works with researchers to help them communicate their work and spread scientific findings. They are journalists, marketing & communications officers and generally non-academic science communicators.

In recognition of the vital role science plays in shaping our world, we initiated a one-of-a-kind opportunity for aspiring journalists to cultivate their skills in science communication. We created an internship in a genuinely scientific environment where the selected interns created sets of public relations promotional materials (PR materials) about EDUC research topics.

2. Building the internship

2.1. Preparation phase before the internship

Members of the EDUC Alliance started meetings online based on the schedule of the EDUC-SHARE project to lay the groundwork, rules, and requirements for the student internship activity. During these meetings in March 2022 and October 2022, a first concept was established. The project's goal would be to offer the possibility for a student journalist to develop his skills in one of the strategic research topics defined by the EDUC Alliance:

- Lifelong Health and Wellbeing (University of Pécs);
- Culture and Heritage (University of Paris Nanterre);
- Justice, inequality, and inclusion (University of Paris Nanterre);
- Mobility / Smart Cities (University of Rennes);
- European Union Studies (University of Cagliari);
- Sustainable Changes: Climate and Resources (University of Potsdam);



- Cyber Security and Artificial Intelligence (Masaryk University).

The student would prepare public relations promotional materials (PR materials) for the topic he would be assigned to.

In the context of this task, 'PR materials' referred to content created by the interns to communicate with the public and promote specific work and knowledge about EDUC research topics. These materials included articles, social media posts, videos, and other communication formats. Their primary goal was to inform and inspire the target audience while maintaining a favourable reputation for the researchers whose scientific work was being made public.

During the preparation phase, each university identified expert researchers from the strategic research areas whose main task was to be the source of information for the intern. Their role was to communicate with the interns about their research, share insight, and authorize PR materials. Finding the right researchers was a challenge, as each university needed to find specific experts for their research topic. Researchers were asked individually. The researchers who participated in this activity chose to do so because they recognised the importance of science communication and wanted to support it.

2.2. The internship framework

During additional online meetings (in December 2022, January 2023, and February 2023) and follow-up online work, the internship framework described below was created.

It was planned to open one joint Call for Applications at the same time at all universities to find motivated students. The internship that was designed consisted of an online part where the students got in touch with researchers on a dedicated topic and created a 1st set of PR materials which would be evaluated. If successful, the student started the second part of the internship which was the mobility. During the mobility, students visited researchers at their home university for one week and created a 2nd set of PR materials. Those would be evaluated again and after a successful process, the students would receive a certificate.



The estimated schedule of an internship was proposed as follows with Week 1 being the week the students decided to officially start their internship (the final schedule was specific to each student):

Estimated schedule	
Week 1-4 (April 2023)	Contacting the research topic leader, getting to know the researchers and EDUC, possible workshop, creating 1st set of PR materials
Evaluation of materials	
Week 5-10/11 (May-June 2023)	Possible 1-week-mobility and visit of the lab/office of the research topic leader at their home university
Week approx. 12 (June-September 2023)	Delivering an additional 2nd set of PR materials
Evaluation of materials, certificate	

The required sets of PR materials were the following:

1st set of PR materials (online part of the internship)
<ul style="list-style-type: none"> • 1 general article about the research topic (2000 characters and 1 visual) • 1 interview with a scientist / 1 video interview • 3 posts on Facebook including visual • 2 posts on Twitter including visuals, hashtags • 3 posts on Instagram (post, story, reel)
2nd set of PR materials (mobility part of the internship)
<ul style="list-style-type: none"> • 1 reportage about the research topic (based on internship/mobility, the format of own choice – written/sound/video): around 3000 characters written OR around 1.30–2.00 minutes of audio OR around 1.40–2.00 minutes of video • 1 own commentary about the research topic (the format of own choice – written/sound/video): around 1600 characters written OR around 30 seconds of audio or video • 1 short written article about EDUC Alliance and its activities (maximum 1000 characters) • 1 post on LinkedIn including visual • 2 posts on Twitter including visuals, hashtags

2.3. Admission process

One joint Call for Applications was opened between 20 February and 12 March 2023. The evaluation process, including the agreement on the candidates, took place afterwards, as specified in the table below.

Internships timeline	
Activity	Date
Opening of the Call	20 February 2023
Deadline of the Call	12 March 2023 (extended if needed)
Matchmaking meeting	27 March 2023
Start of internships	April 2023 (M27)
1st stage of the internship	April 2023 (M27) / May 2023 (M28)
Evaluation of the first set of materials	May 2023 (M28)
Workshop for students	12 May 2023 (M28)
Mobility (1 week)	May 2023 (M28) / June 2023 (M29)
Evaluation of the second set of materials	June 2023 (M29)
Distributing certificates to students	June 2023 (M29) / July 2023 (M30)

Students had to meet the following criteria to apply:

- Bachelor's or master's student of journalism, media studies or similar fields of study;
- Ability to communicate in English level of approximately B2;
- Familiarity with the basics of journalistic writing, various formats of media communication, and the concept of public relations;
- Being creative and not afraid to ask questions, ability to create various PR materials based on the information the student was able to obtain.

Application requirements were defined as follows:

- A short CV (including contact information, field of study, English level);
- A short motivation letter presenting why the student wanted to participate in the internship (1600 characters including spaces maximum);

- A short answer to the question, “What do you think science journalism is and is it important?” (500 characters including spaces maximum);
- Optional: examples of student’s work (articles, podcasts, social network posts, interviews...).

The applications were collected locally by each university. The first evaluation of applicants was done on a local level and internally by each university. EDUC-SHARE representatives selected and nominated their final candidate and final candidates were then confirmed by the EDUC-SHARE Selection Committee.

The Selection Committee consisted of 6 members, with each university being one member with one vote. The EDUC-SHARE representatives met online on 27 March 2023, to process the matchmaking of the students. Due to the incompatibility of the university calendar for students in Communication and Journalism, the University of Rennes did not receive any applications. As a result, Masaryk University offered to nominate an additional student instead. The matchmaking was done as indicated in the table below.

Matchmaking of the final candidates
Topic match
Masaryk student 1 → Paris Nanterre (Justice, inequality, and inclusion)
Masaryk student 2 → Cagliari (European Union Studies)
Cagliari student → Potsdam (Sustainable Changes: Climate and Resources)
Pécs student → Rennes (Mobility / Smart Cities)
Potsdam student 1 → Paris Nanterre (Culture and Heritage)
Potsdam student 2 → Pecs (Lifelong Health and Wellbeing)
Paris Nanterre student → Masaryk (Cyber Security and Artificial Intelligence)

This matchmaking and final candidates were confirmed unanimously by the EDUC-SHARE Selection Committee.

2.4. Internship period including mobility

Selected students started the first part of their internships in Spring 2023. Local university administrative staff connected students with the researchers of their research topic and students had approximately one month to get in touch with their contact persons, gather information, and create the 1st set of PR materials, that was reviewed and confirmed by their researcher. Each student discussed the exact schedule with the host university regarding their other study commitments.

On 12 May 2023, the students were offered a joint science communication workshop to help them improve their skills in dealing with research topics. They received a general introduction and strategies to Science Communication by an expert from a German organisation *Wissenschaft im Dialog*.

One month after starting their internship based on their schedule, all students, except one, successfully delivered the required 1st set of PR materials. Unfortunately, the student who was assigned the “Culture and Heritage” research topic got seriously ill and could not continue the internship.

The task leader tried to solve the situation by offering the ill student to finish her internship later, but due to semester scheduling and following her curriculum, the student could not take the offered opportunity at a later point. The second attempt to replace the missing student was by offering the internship locally to other candidates who were previously rejected. However, the internship schedule clashed with the schedule of asked students, and no one was selected.

The task leader decided to not open a brand-new call to find one new student due to the unsuitable timing of approaching university holidays and time options of the researchers and proceed to solve the issue on the project level.

After the first evaluation, one-week mobility was offered to the six remaining students. All of them accepted the opportunity and met the researchers abroad. The mobility plan was tailored to each student individually, each of them containing personal meetings with researchers and other relevant academic employees from the field.



Additional internship programme was offered to the students including personal meetings with EDUC-SHARE employees, facility tours, short seminars, and discussions. Each student was supported financially with the amount of €1450 per mobility.

All mobilities were carried out successfully and all students delivered the 2nd set of PR materials until the deadline they set internally with their host contacts. Researchers and administrative staff evaluated the materials and sent students their feedback before summer break. All student finished the internship successfully and received their certificate.

3. Outcomes

3.1. Results

The goal of the internship activity was to offer future journalists an opportunity to peek into the world of science and learn how to transform complex scientific information into materials that are easy to understand for a broader public. All selected students tried their best and delivered various materials.

Even if the general requirements were all the same for all the students, the delivered materials were very distinctive and showed us that young students are very creative and hardworking because they were not afraid to work with more difficult formats such as podcasts and videos than only traditional written text.

The students gained experience in collaborating with scientists, PhD students, and other professionals to represent their work accurately in PR materials. They learned the basics of the daily routine of a researcher and the process of conducting research. They acquired in-depth knowledge about the subject matter through extensive reading, interviews, and discussions with experts in the field.

The internship helped them enhance their research skills by conducting thorough investigations to represent scientific findings in PR materials accurately. They improved their critical thinking abilities by evaluating and selecting relevant research findings to highlight in the PR materials.



They improved interviewing and communication skills by conducting interviews with researchers, PhDs, and other stakeholders to gather information and insights for PR materials, and developed written communication skills by translating complex scientific concepts into engaging and accessible content for a wider audience.

The students also acquired skills in adapting writing styles to various platforms, including articles, interviews, and social media content, to reach different audiences effectively. Some of them have also tried non-traditional formats, such as working with video and audio, which will help them reach a larger audience in the future.

The mobility part of the internship helped them to enhance their organisational and time-management skills by meeting deadlines and travelling to visit researchers and university personnel.

3.2. Dissemination of PR materials

The PR materials produced by students were also used to promote the EDUC Alliance and EDUC-SHARE project activities.

A joint overview of the materials was created (see Annex of this report) and many of those materials were published online on EDUC Alliance platforms, including social networks (LinkedIn, Twitter, Instagram, Facebook, Youtube), websites, newsletters or OpenUp platform. Some of the materials were used individually by universities.

Some examples of the PR materials, produced by student journalists and published on the EDUC website, are shown below:

- [The Rise in Practice of Complementary and Alternative Medicine](#)
- [Interview: Sustainable Mobility in Rennes](#)
- [Interview: What are the politics of memory and identity?](#)
- [Interview: An artificial world created to protect human privacy: cybersecurity](#)
- [Interview with Professor Maya Gratier: "We should sing to babies"](#)



- [EDUCast "Sustainable Food Systems – How our Food Consumption Impacts Climate Change"](#)

3.3. Challenges

The internship programme encountered various coordination obstacles. Nevertheless, proactive measures were taken to ensure smooth progression.

One primary challenge revolved around the communication guidelines between the institutions and the students. During the implementation of the programme, we noticed the complex network of communication arising from the setup of mobilities from and to all participating universities. This meant that the EDUC internship coordinators were in touch with the outgoing and incoming students, the other coordinators as well as the local researchers.

An effort was made by the EDUC-SHARE internship coordinators to clarify, at which point the communication with a student switched from sending to receiving university. Collaborative discussions among internship coordinators were initiated, establishing clear lines of communication, and defining responsibilities at various stages of the internship process.

Another hurdle faced was the constraint of tight scheduling, exacerbated by differences in semester breaks across universities. This resulted in difficulties in arranging the mobilities and coordinating schedules with researchers. In response, a flexible and adaptive approach was adopted. Coordinators closely collaborated, taking a case-by-case approach to accommodate the varying availability of students and researchers. Virtual meetings were arranged when physical presence was not feasible, ensuring the continuity of engagements.

To kick off the internship programme, a workshop about Science Communication was planned, offering students essential learning opportunities before commencing their tasks. Despite unforeseen circumstances that caused a delay, we successfully executed the workshop during the internships.

If we were to organize another round of internships, we would reassess the timeline for workshops and aim to conduct them at the beginning of the programme. Additionally, we would



aim to involve more Science Communication experts in review sessions to provide better support to students.

By actively addressing these challenges through adaptive strategies and collaborative problem-solving, the internship programme navigated hurdles, enabling a more effective execution. These resolutions have established a foundation for improved coordination and more seamless implementation in future iterations of similar initiatives.

3.4. Feedback

The activity generated great interest, both from the EDUC-SHARE internship coordinators, who were very active in it and invested a lot of time in the preparation of the internships, and from the volunteer scientists and university personnel, who decided to participate and be supervisors of individual research topics.

The researchers generally evaluated the cooperation with the interns positively and appreciated their interest and readiness. Students generally considered the internship a useful experience that will help them in their future careers.

Each local coordinator wrote their feedback on the whole activity after it was completed.

3.4.1. Masaryk University – Cyber Security and Artificial Intelligence *By Eva Nagyová, Science Communication Officer*

The experience with the internship for young journalists was positive for Masaryk University. The student from the University of Paris Nanterre was active from the very beginning and took a sincere interest in the assigned topic of Cyber Security and Artificial Intelligence. The student was communicative and independent and demonstrated that she has a good foundation in journalistic work, which she translated into the field of public relations. The student was able to gather relevant information from many sources, including experts on the topic and their scholarly work, and was able to simplify it sufficiently to convey it to the general public. She submitted all materials on time, was able to incorporate feedback, and completed the entire internship.



3.4.2. University of Cagliari – European Union Studies *By Sara Melis, EDUC-SHARE Project Manager*

Within WP8 Task 8.2 of EDUC-SHARE, we were involved in the selection of two students to experience an internship on the subject of Journalism. UNICA was in charge of selecting the students involved in an internship at the University of Potsdam. At the same time, it was a great experience and a pleasure to host a student selected by Masaryk University. The student had the opportunity to work and prepare PR materials on European studies (i.e. energy transition, politics of memory and identity, children's environmental rights, and communication of European institutions during the Covid-19 pandemic) within the Social and Political Sciences Department.

The internship was organised in two stages: in the first, run remotely, she had the opportunity to meet online UNICA professors and start the work on the above-mentioned topics. Then, the student sent the first PR materials supervised by Prof. Alessandro Lovari.

The second stage of the internship took place in Cagliari from the 22nd to the 26th of May 2023. During this week the student had the opportunity to meet UNICA Professors, experts in public communication strategies, European Union studies, and International Relations and she advanced on her work on PR materials and further studied deep European Studies topics. The student received feedback on her work from UNICA professors to complete successfully her internship. During her stay in Cagliari, the student had the opportunity to visit the botanical garden and other research facilities and experience UNICA students' lives.

3.4.3. University of Pécs – Life Long Health and Wellbeing *By Rippl Kinga, EDUC Community Manager*

We had one outgoing and one incoming student for the EDUC-SHARE Journalism Internship. The outgoing student's work and effort were extraordinary, he was very active. Before the physical mobility, he created excellent material based on his previous experience. During his mobility, he attended a conference in Rennes, and after completing the mobility, he created many materials for the future promotion of EDUC/EDUC-SHARE student opportunities.

Our incoming student came from the University of Potsdam. In the beginning, she needed some support as she was a little bit timid, probably because she joined the internship later than the others. We had Teams meetings with her to support her start of work, and later she became active and created great materials. During her physical mobility, she conducted interviews with many experts on her topic, visited campuses at the university and conducted random interviews with students. She visited our office, and we had a great talk about her plans and study circumstances.

The overall experience of this internship is positive. We got as much help from Masaryk University as we needed, the Czech colleagues organised the schedule and administration of the internship perfectly, so we are thankful to be part of this programme, and we hope that within EDUC we will make more like this in the future.

3.4.4. University Paris Nanterre – Justice, inequality and inclusion, Culture and Heritage By Claudia Dell’Uomo d’Arme, EDUC-SHARE Project Manager

We were delighted to welcome and accompany across the UPN Campus, one student from Masaryk University who effectuated one-week mobility in Paris. She discovered the BabyLab environments while exchanging with some of its researchers, taking part in conferences, and developing a journalistic reflection on that peculiar academic reality. Indeed, she produced brief articles and other media studies objects such as Social Network Posts, Web images, and short press releases.

Her mentor, Professor Maya Gratier, who is the director of the BabyLab, was deeply satisfied with discovering the student’s engagement and journalistic skills. The student succeeded in exploiting profitably their capacities in communication and English mastering, critical analysis and transversal approach to social and political questions matching her interests in Open Science with some crucial university needs. All along the internship period, which started at the beginning of March 2023, the student collected information about the BabyLab activities and projects to present a preliminary set of media materials reporting on the acquisition of scientific knowledge about children's development in neurosciences.

The results are satisfactory, and BabyLab would like to include her documents in some of their online publication.



On the contrary, and concerning the Culture & Heritage internship, the Potsdam University student who was selected to be part of the EDUC-SHARE internship decided to renounce the training opportunity for medical reasons. Meanwhile, it was too late (based on UP's academic schedule), to unroll a new student. For a future edition, it would be appropriate, from our point of view, to extend the mobility period for endorsing students' processes of appropriation & restitution of scientific knowledge, digital frameworks and new technology.

3.4.5. University of Rennes – Mobility / Smart cities *By Claire Le Great, EDUC Communications Officer*

We had a great experience with the launch of the EDUC-SHARE Journalism Internship. The University of Rennes welcomed a student from the University of Pecs on the topic of Mobility and Smart Cities. He worked alongside the EDUC-SHARE and EDUC team during his internship. Our trainee put a great deal of effort into his work, both remotely and on-site.

As an intern, he showed himself to be a resourceful member with great communication and language skills, implication, and creativity. His English level was excellent, which enabled him to work in a multicultural environment.

Among his missions, he had the opportunity to attend multiple sustainability-oriented events in which he demonstrated proactivity regarding content creation. He took various photographs and videos before creating social media posts (including visuals and wording). He used his internship experience to reflect on the topic by creating a podcast episode from start to finish (scripting, recording and part of the editing) dedicated to Sustainability, Mobility and Smart Cities. The podcast episode is available on [YouTube](#) and [OpenUp](#). I believe that we can affirm that our trainee gained a strong ease for transmedia communication through this experience.

He also met experts on the studied subject to produce an interview. He prepared these interviews beforehand by getting to know specific details on the topic to provide a set of questions to his interlocutors. The student proved to be a dynamic team member, always eager to learn and look for new ideas and ways to implement them. He demonstrated a real team spirit which made working with him pleasant and productive.



For a future edition, we will have to ensure that the research topic allows the student to take part in events related to the theme in English.

3.4.6. University of Potsdam – Sustainable Changes: climate and resources by Nancy Wegner, EDUC Support Management

The student from the University of Cagliari was matched with the strategic research topic "Sustainable Change: Climate and Resources" of the University of Potsdam. The EDUC team in Potsdam had contacted several researchers from the University of Potsdam and external research institutes in the region researching the topic. This gave the UNICA student the choice of which of the sustainability topics she wanted to pursue. She opted for the topic of nutrition and was put in touch with a researcher from the Potsdam Institute for Climate Research (PIK).

The participant then researched the topic independently and eventually also conducted online sessions with the researcher to learn more about her research and interviewed her so that she could gather information about the research topics to write articles and posts for social media.

She was in contact with the EDUC administrative staff and community management to get feedback for her first set of PR materials at the end of May. The plan was for her to come to the University of Potsdam in mid-June. Due to scheduling reasons, she could not meet the researcher on-site, but she had the opportunity to meet the EDUC team to learn more about the work in EDUC-SHARE and EDUC and to learn more about the University of Potsdam.

She also met with colleagues from the UP press department who told her more about the press work at the university and how to create good social media posts and press releases. The press department interviewed the student about her experiences with the programme and wrote an article which was published in the [university news](#).

The participant spent five days in Potsdam and used this time to collect new research materials and ideas for social media and her articles about the research and EDUC. She then had a month to create the remaining PR materials and work on improvements to the first PR set, which she submitted on time.



Overall, we received very good feedback from the students, who liked the innovative format and the opportunity to learn more about science communication and EDUC's partner universities.

4. Conclusion

The internship served as an innovative mobility project, granting students a deeper understanding of the EDUC partner universities while expanding their interdisciplinary perspectives. Through this experience, students gained exposure to science, journalism, and science communication, offering a broader scope for potential career paths.

The programme facilitated enhanced collaboration among our universities, providing a platform to integrate diverse student perspectives in a collective project. Furthermore, the students' PR materials served as a medium through which EDUC could be introduced to a science-interested audience, amplifying its visibility and outreach efforts.

Researchers were provided an opportunity to present their work to a wider audience and engage with young journalists, thereby gaining fresh insights and perspectives. Reports generated from the programme provided the public with comprehensive insights into various research fields, the latest findings, and laboratory methodologies, and offered an opportunity to get to know EDUC's research topics.

The internships proved to be a resounding success, with both the students and administrative personnel expressing satisfaction with the programme. Our objectives were effectively accomplished, and the overall experience was enjoyable.



5. Annexes

The annexes consist of the PR materials created by the students. For the purpose of this deliverable, their names have been anonymised.

5.1. PR materials - Cyber Security and Artificial Intelligence (Masaryk University)

Student from home University Paris Nanterre

5.1.1.1st set of materials

o Interview

An artificial world created to protect human privacy: cybersecurity

Interview with Ján Jančár about cryptography and the ways to ensure data security

Social media platforms, the number and use of which are increasing day by day, bring many benefits and challenges. Undoubtedly, the first things that stand out among these challenges are data security and the sharing of personal information. This interview with Ján Jančár highlights cybersecurity and its encryption (information or data converting into a code) and includes diverse data confidentiality elements.

PROTECTING DIGITAL INFORMATIONAL ASSETS

What is cybersecurity and how does it function?

In general, cybersecurity is about protecting some assets, usually digital informational assets from some attackers whether you're a company, you're a state or you're a person. For example, you might be a person shopping online and you don't want your personal data leaked. It is all the way from users, individuals to governments, states. That for me, is a sort of cybersecurity.

As I said, I deal mostly with very specific parts of it. We mostly do research on attacks, breaking things, and attacks on cryptography. We try to break sort of things like digital signatures theoretically (the math is broken) or in practice to see the issues before the actual attackers do.

What about cyber-attacks? I've read that Russia has been doing several cyber-attacks on countries like Poland and Latvia for the past years and my question is that are cybersecurity regulations or ethical considerations changing according to countries or is there an international law which determines the attacks or the legal regulations of cybersecurity?

I think the regulations are related to what is and what you can call a cyber-attack, which varies country by country. From what I know, throughout most of Europe, they are very wide. Lots of things can be a cyber-attack even if you are doing open research, sort of like we are. Obviously, our goal is not to break things, hurt people or so on but we discover issues, problems and sometimes the companies might not like what we find.

I think according to Czech laws and Slovak laws, they would have some ground to stand on and they are these laws that are wide which cover what we are doing as a sort of cyber-attack even though our aim is not to break anything really. We haven't gotten in trouble, but I know other groups in other countries who had some problems. For example, one group in the Netherlands, around 2008, they were looking into the security of some smartcards, and they found a critical issue. Essentially the smartcard was used for things like public transport (a smartcard with some credit on it) and they found an issue that they wanted to publish or do some interesting research on it to help the company fix it. However, the company didn't like it and I think they sued them to make them stop publishing it. At some points they had to stop but, in the end, they were able to publish it.

So even as a white head (ethical security hacker) you need to have some legal backing usually. At least the university can help you if you are a university researcher.

That being said, is there anything that you're not permitted to do or what are the major limits of cryptography?

For the attacks, the only limit is that it's advertising something good for the public or reusable for research purposes. It doesn't work like "let's break something and then see what's happening". The attacks have some value, and the defenders think fixing it has some value. That's really the only limit. Some companies might choose to not cooperate but that wasn't very limiting for us so far.

From a wider cryptography perspective, I can mention 2 things. One of them is this type of quantum computers. The past 50 years of cryptography has a problem that if these big and practical quantum computers ever come into existence (right now some of them exist but they are tiny and not practically usable), most of cryptography will be broken. Around 99% of current cryptography will not work or not be secure anymore. However, there is a big split in people that think "will they ever come" or "will they not ever come". It's the bleeding edge of physics research.

The other interesting development which is really pushing the limits right now is crypto currencies. Not really the currencies themselves or blockchains but usually the associated technologies that they've created. Sometimes the cryptography behind these crypto currencies is actually interesting and it allows people to do things like private payments. You can fully make sure if you're paying someone that no one will display (without the quantum computers of course) to whom and how much you're paying.

What about the use of AI in this field? I've found two AI systems used in cybersecurity: SEC-PALM (used by Google cloud) and Knowledge Graph Embeddings. I would like to know how many different AI systems are used in cybersecurity? Are there a limited

number or numerous of them? How is Artificial Intelligence integrated into cybersecurity?

There have been uses of machine learning in cybersecurity but mostly in network type of securities where you have a network of a faculty or a university and someone monitoring the traffic on it. There is a model of AI which analyzes and sees the patterns.

It is also used to detect viruses. However, it is not really used in cryptography so far. There has been little use of machine learning and AI in cryptography. They are slightly getting used in some fields but even the use of them is very basic.

For example, the SEC-PALM models (if I looked at it correctly) are top level assistant sort of AI language models. This is a very high-level use with a very strong generic model that I haven't seen before, and I don't think many organizations are using it that much. I think that is a very new thing like the original source models (like [ChatGPT](#)) which are also quite new, just a few months old basically. I think on the scale of these models, there aren't that many models because these models are very huge and training them takes huge amounts of resources. I think Google can afford it or maybe Facebook but not many other companies.

Are open-source information, clouds or shared documents protected by cryptography? And if so, how are they protected?

That depends on the service. Different services will use different things. Let's pick an example: Google drive or the whole suite of Google services. I would assume that somewhere on their server, they will likely be encrypted but they will be encrypted with data of lots of other things. However, when you are accessing your data through your browser, usually what will happen is that only the connection between you and the server (or website) will be encrypted to ensure that you are talking to the right server and not to someone who is pretending to be Google.com. Basically, Google or servers can read your stuff if they want to. That is essentially the default. Yes, they do some encryption (also in transit) but they need to work with your data to offer you some services. That is the usual default model and then there's the other model which is an end-to-end encrypted model.

The end-to-end encrypted model means that the services don't have access to your data. The data is encrypted once it leaves your device, and the server doesn't have access to it. It is a lot harder to do because the server wants to do something with your data. So, there are these new cryptographic concepts which are very advanced, and which might be deployable on a large scale. Right now, this is getting to a point where it can be done. For example, for messaging, this is already done. WhatsApp, Signal or Facebook servers can't really tell what's the content of the messages that were exchanged. They of course can tell who is messaging who, how long the messages are, when the messages happened and this sort of meta



data, but they can't tell the content. So, for messaging this is mostly solved. However, for other services like clouds, emails and so on, this is harder. It is slowly getting there.

Is the use of cookies on websites related to what you've just said?

Cookies are many things, but they are mostly used by websites to remember that it is talking to you. Then, also for tracking and so on but yes, there is a cryptographic connection.

COMBINING THEORY AND PRACTICE: PRIMALITY TESTS

In the article "Fooling primality tests on smart cards" published in "Computer Security – ESORICS 2020", Ján Jancár and his colleagues explain different primality tests and the methods by which these tests can be tricked.

What are primality tests and how do they relate to the security of smartcards?

In cryptography, you often use prime numbers. So, prime numbers are the numbers that are only divisible by themselves or 1. For example 5 is a prime number but 6 is not because it is divisible by 2 and 3. Of course, in cryptography, we are talking about numbers that are much larger than this, such as numbers that have hundreds of digits. How it usually works is that you generate some random hundred digit numbers and then you test if the number is prime. You usually try and try again until you get a prime number. You need a primality test for this. The simplest primality test is that you try to divide a number by all the numbers that are smaller than it. However, for 100-digit numbers, that won't really work. You'll never finish. You might divide it by the numbers that are smaller than the square root of the number that you are testing, but that still won't get you far because, for 100 digits, it will also be going to be huge.

Then, you have more clever primality tests which are algorithms that remind that the number is prime. You just give a number, and it tells you whether it is prime or not. These algorithms have 2 variants. One variant is so-called deterministic and by deterministic, I mean that the algorithm always gives you the correct answer. It doesn't use any randomness, it always gives you the correct answer, but it might take a long time for some larger inputs. It gives you proof that the number is prime and if you follow the proof, you can be sure that the number is prime.

And then, there are probabilistic algorithms which have this property of using randomness. They give you some assurance that the number is prime. They try hard for a while and if they are not able to decompose the number or to prove that the number is not prime, it says that the number seems prime. You can set how long you want them to try on and that somehow determines the probability that it

The bigger threat for cryptography, to be fully honest, is human errors. Cryptography from a theoretical perspective is very strong. These schemes that people designed 30 years ago are not actually broken theoretically. Usually what goes wrong is some people are implementing them somewhere and they make a mistake and then things get broken, or they could be used wrongly. So, using cryptography properly is also very hard. We have a whole course here to teach bachelor students how to use cryptography and it's very tricky. We also have several seminars on that, and we barely scratched the surface. Some of our main takeaways are that: "this is really hard so you shouldn't just use things that the other people did that we know are good".

Ján Jancár's Profile

Ján Jancár is a research specialist and a PhD student at Masaryk University in the Department of Computer Systems and Communications. He graduated from the same university, and he also studied and did research at "Radboud University" in the Netherlands and "the George Washington University" in the United States. Jancár has been teaching at the University of Masaryk since 2020. His research is mainly focused on the use of cryptography in the field of cybersecurity.

will fail. In this paper we are looking at these probabilistic ones. These algorithms have some guarantees. If you give them random numbers of some size, their error or the probability of error will be small. There are some proofs of this kind, if you give them random numbers, they will give you the right answer 99,999...% of the time. However, all these proofs only argue about what happens with these primality testing under the ideal conditions. It means that the chosen numbers are fully random, and you are not trying to fool the test.

However, there is this scenario which, on that paper, we are following and building up on, it is the adversarial scenario where you try to fool the test. You know how this is implemented and what algorithm it uses but you may not know the numbers chosen by the test. Then, you can try to fool it by constructing your inputs in such a way that increases the probability of error. That was the reasoner before us, and they showed that some of these tests are probabilistic. If they pick their random choices from a small subset or from a big concrete subset of some sort of small trace sets, it is practically possible and computable to find these huge numbers that are actually composite. Meanwhile, the tests say that these numbers are prime. So, it is possible to fool these primality tests. They (reasoners) showed it for the case of cryptographic libraries (software) whereas we tried to look at hardware exploitation. So, we did similar things, but we looked at smart cards. Cryptography implemented in hardware is often very different than implemented in software.

What is the difference between hardware and software?

In this concrete case, the authors of the previous work on software, they were analyzing open-source libraries, which means that they had access to the source code of the library so they could look and see the algorithm, the subset selected by it and the amount of randomness used. Apart from the actual random choices, they knew what the algorithm was doing, what the overall structure was. Whereas, in the smart card or in the hardware case, if you are a researcher like us, you don't have access to this sort of thing, you only have the smart card. You don't know the algorithm. So, it is a very different model for researching. Even if we had access to some code or to specification of the hardware, it would still be different in software and hardware because the way you implement cryptography is different in these two worlds. In hardware, let's say you are designing circuits, you are doing very low-level work and in software, you are programming in some language. You are using different tools, techniques, and languages. The analysis is also different, the way you look at the issues is different.

Whether the companies and the organizations that use smartcards in their systems, are they the ones who do the primality tests or are these tests done by researchers or by some specific organizations?

Primality tests are used in cryptography quite a lot. These tests are something that, for example, will happen when you are generating a cryptographic key. Let's say that I am getting a new electronic ID. Somewhere out there, there is a certain company or government office where these IDs are initialized, they stamp my name on it and so on. At that point, the ID generates a key which will be my ID key. At this moment, the smartcard is generating random numbers and doing a primality test. Sometimes the primality test might also be done during a normal operation. Again, I am at the airport, and I have my electronic passport. I put it on the scanner and the passport is doing a cryptographic protocol with the reader to assure the reader that I am who I say I am, but also the reader needs to assure my passport that the reader is actually a valid reader and not just some random person. There as well, there might be a primality test because cryptography uses primes and needs them quite often to work. Essentially, primality tests are used during the lifetime of the smart card when it's doing some cryptographic thing that needs primes.

I have one last question which is not really related to your research topic, but what do you think about ChatGPT and the use of ChatGPT in the academic world?

It is very interesting because when we are teaching, we see that students use it for homework. For example, we give them a short questionnaire at the start of one seminar. It is for a small number of points, but they do it and it's essentially an open book questionnaire, but we found out that it's also like an open chat questionnaire. Some of the students tried to use both to solve the questionnaire. It's interesting because some of the students are good at it, meaning that they got a full score whereas some of the students got 0 points. So, the way you use these tools matters quite a lot. I wonder whether that will become a skill that you might be trained in because apparently some people are good at this, and some are not.

Also, we see them while writing papers. There's already some saying that publishers are putting out statements about whether you can or can't use these tools or how you should do so. You should acknowledge that you use them in a way. For example, saying that this paper was edited by using some tool. It is interesting because it does also mean that if I use some editing service to fix my grammar, does that also count? Because there might also be some machine learning there. So, I don't even know what to think but I don't believe that it's something that can necessarily be stopped.

Can ChatGPT break some cryptography or do some major operations?

I think that it's not there. It can help you develop a code as you said and it's probably very good at it. I've seen some examples of that. I don't use it personally, but I've seen, and you can do that quite well. However, I think cryptography is so far safe from AI.



o Article

Selin ZOBU

CYBERSECURITY AND ARTIFICIAL INTELLIGENCE


DEVELOPED TO BE BETTER THAN HUMAN?

What human memory and capacity can do is physically limited. For instance, humans cannot know all the words in all the dictionaries in the world, or the passwords of all the applications and systems used in daily life -unless it's always the same password.

But can humans teach machines more than they can do themselves? If this is possible, how can they protect themselves from these very powerful machines?

Considering the interviews conducted with researchers working within the faculty of informatics of [Masaryk University](#) and the articles they wrote, it is possible to answer these questions and get detailed information about AI and cybersecurity.

ARTIFICIAL INTELLIGENCE: GAME CHANGER



Humans, by creating machines and teaching them certain things, can get answers that they themselves may take too long or may not be able to give. These machines can even be developed to the point of mimicking human intelligence. For example, when a question is asked to the robots developed by any application, if the expected response exceeds the limits of what they can do, the given answer would be something such as "I am sorry, as an AI language model, I don't have the ability...". This answer highlights one of AI's biggest challenges: can AI really be sad? If so, can it also learn to love, miss, or even hate?

In fact, AI gives the most likely answer out of the plausible possibilities. So, saying "I am sorry" means giving the most probable response that AI has been taught. As with the question of whether AI can sense something or whether it can learn data in one go, it is still unanswered. In other words, AI does not know how to hate yet, not to perceive a cow just by looking only at one picture of a cow unlike humans.


Although it can answer directly on many issues, another unknown point of artificial intelligence for the people who use it is the resources it uses. Despite the fact that it might sometimes be possible for computer scientists to access some sources used by some artificial intelligence language models, this is not the case for the majority of the models. Also, it is almost impossible for people who do not work on this subject but use AI to access these resources.

On the other hand, in this artificial universe called the internet, can human actions, which we often do not see the background of, endanger their security and privacy?

1

Selin ZOBU

CYBERSECURITY: GATEKEEPER



Cybersecurity aims to create a secure information processing platform to protect information from unauthorized access while storing and transporting data. Furthermore, the method chosen to ensure the confidentiality of these platforms is encryption. For instance, the protection of credit card information, the storage of personal information in virtual systems, the preparation of personal information protocols of social media platforms and many similar transactions that require confidentiality are encrypted.

Although the encryption used today are very strong, there are unknowns for cybersecurity, just as for artificial intelligence. Perhaps the greatest danger created by these unknowns is the question of what will happen to encryption if one day quantum computers with very large capacities are developed. According to researchers, 99% of currently used encryptions will be cracked.

Another intriguing question about these encryptions is the cryptocurrency transfers. It is possible to do private payments where no one can display to whom the payment has been made and the amount of it.

Even though encryptions will not be cracked with quantum computers at the moment and continue to be developed constantly, there is still a big danger for them: human mistakes. People may unknowingly break these encryptions with wrong implementations or the intended use of them may be incorrect (hackers). This danger exposes a limit common to AI and cybersecurity: ethical use.

KEEPING ORDER IN CHECK

There are no international laws or rules set for either the use of artificial intelligence or the methods of protection from cyber-attacks. Although the reasons for this have not been exactly determined, the possibility that cybersecurity or artificial intelligence can be used as a weapon plays a big role in this world where the internet and computers are developing day by day. However, there are serious restrictions on these issues at national and local level. For example, the European Union has drawn a framework on this, or there are ethical committees for research conducted at universities.

2



- Facebook posts

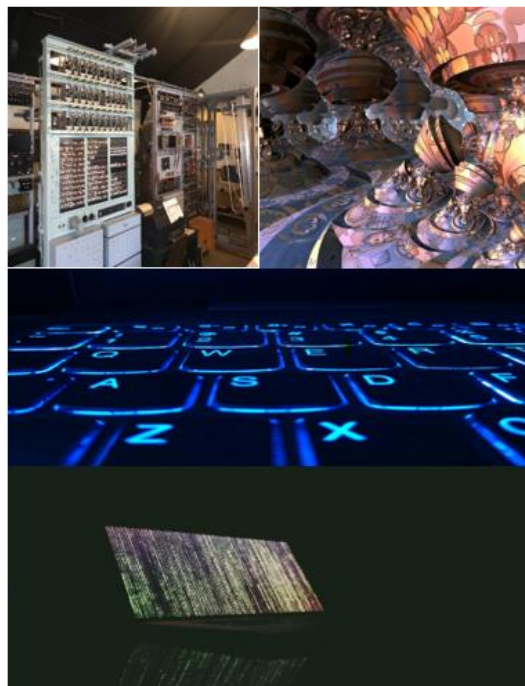
1) QUANTUM COMPUTERS

First pic: representing the complexity and non-showing part of computers.

The second pic: is an imaginary version/representation of quantum computers.

Third pic: a representation of today's computers.

Fourth pic: codes passing through the screen to evoke cryptography.



IS ALL THE CRYPTOGRAPHY ABOUT TO BE BROKEN?

The last months of 2022 have witnessed many measures on cybersecurity, especially in the United States with Joe Biden signing a law called “Quantum Computer Cybersecurity Act”.

This situation highlighted the “Theoretical Computer Science” master program offered by the FI MUNI as well as the research conducted in the "Computer Systems, Communication and Security" department.

- So, what can possibly break cryptography? Are quantum computers the one?

Quantum computers are massive machines which need to be kept at very cold temperatures (15 millikelvins/-273.135 Celsius). In fact, it is colder than space and probably the coldest thing in this universe. Although we call this system a “computer”, “quantum computers” do not work quite like the classical computers we know.

- What are the differences between quantum computers and classical computers then?

Classical computers function via bits which are either at the state of zero (ground state) or one (excited state). On the other hand, quantum computers are using qubits which are more complex (can be thought of as waves). These qubits interact constructively or destructively while the quantum computer is running to find the best possible answer. It means that these computers operate differently.

- Thus, what about the concerns on cryptography, can quantum computers leak all secured data at once?

Well, probably but at least, not right now. Current cryptographic systems are based on RSA encryption which may take up to billions of years to crack with classical algorithms. However, quantum computers can potentially break more than 99% of this encryption in days or within hours. Despite that, these computers would probably need thousands or even millions of qubits to do this. It means that so far, we are safe from it.

Although the computing world will not face this danger now, no one can say for sure when a quantum computer of this size will be able to run. This means that we will have to wait and see what the quantum computers can do in this yet mostly unknown information space.



BIBLIOGRAPHY (not for publishing but for verifying the information used in the text)

- LIU Nancy, “Biden Signs Quantum Computing Cybersecurity”, Sdxcentral, 3 Jan. 2023, <https://www.sdxcentral.com/articles/news/biden-signs-quantum-computing-cybersecurity-act/2023/01/>, consulted the 2nd of May 2023.



- ABRAM Cleo, “Quantum Computers, explained with MKBHD”, YouTube, 4 Apr. 2023, <https://youtu.be/e3fz3dqhN44>, consulted the 2nd of May 2023.

2) UNCOVERING CRITICAL SECURITY VULNERABILITIES IN SMARTCARDS

Smart cards, which are used in many aspects of daily life such as payment systems and secure access control. As they are an inevitable part of modern technologies, it is crucial to address security vulnerabilities that may compromise their functioning.

The study, “Fooling primality tests on smartcards”, found that smart cards on the JavaCard platform may be subject to security breaches due to any problems that may occur in the primality testing. It means that these cards may give wrong results during the primality test, which can cause some security issues.

The method used by the researchers to test vulnerabilities in smartcards was directly tricking the primality test by replacing prime domain parameters with adversarial composites. The reason behind that is because there is often no direct way to start the test on smart cards.

The JavaCard platform does not provide public primality testing on this issue, and, on the other hand, it is also difficult to understand and solve this problem with already deployed smart cards. As a result, this security vulnerability is a major concern that could affect the security of many technologies which work with smart cards.

This research shows the necessity of ongoing research for the development of smart card technologies to ensure their security. To access the text and learn more about the topic:

<https://www.muni.cz/en/research/publications/1668739>



3) How can studies be carried out effectively in computer science? Research units at FI MUNI

First pic: represents computer science (sizing can be changed)

Second pic: highlights Masaryk University (sizing can be changed)



ACM Computing Classification System, developed as a hierarchical ontology to be used in semantic web applications, helps organize computer science research and diffuse it according to special fields.

The researchers of the Faculty of Informatics at MUNI have structured their fields of study, and more specifically their research topics, according to this classification. This faculty of Masaryk University currently provides 12 research areas and 87 research topics: <https://www.fi.muni.cz/research/map.html>.

Besides that, there are 7 research groups and 22 laboratories and centres conducting research in these areas: <https://www.fi.muni.cz/research/laboratories/>.

MUNI offers the opportunity to both work and research in artificial intelligence, cybersecurity, and many similar fields by conducting research especially focusing on "Applied computing", "Artificial intelligence", "Security and privacy" and "Theory of computation" areas.

- Twitter posts

Can online behavior be explained by psychology? To learn about the use of “Health Belief Model” and “Protection Motivation Theory” for analyzing the security behavior in IT:

<https://www.muni.cz/en/research/publications/1783598>

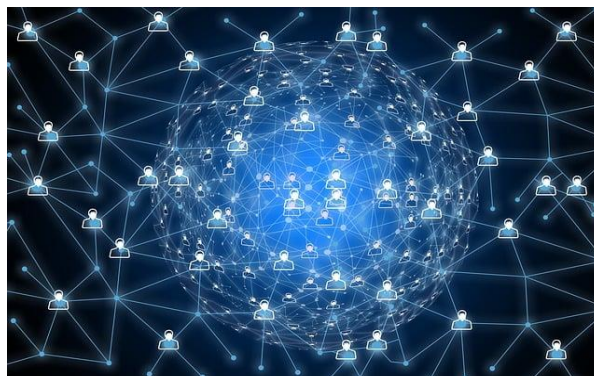
#security #behavior

#psychology #online



Digitization conducts a future where people, data and things not only interact but begin to build their own communities. In these dynamic systems powered by AI, trust management is a key element: <https://www.muni.cz/en/research/publications/2241618>

#trustmanagement #IoE



- Instagram stories

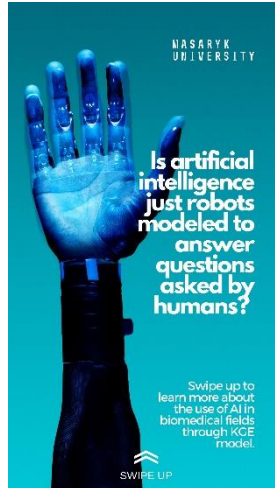
- 1) The link of the source of information “The cost of cybercrime is estimated to reach \$8 trillion in 2023 according to Cybersecurity Ventures”:
<https://www.forbes.com/sites/chuckbrooks/2023/03/05/cybersecurity-trends--statistics-for-2023-more-treachery-and-risk-ahead-as-attack-surface-and-hacker-capabilities-grow/> (visited 1st of May 2023).



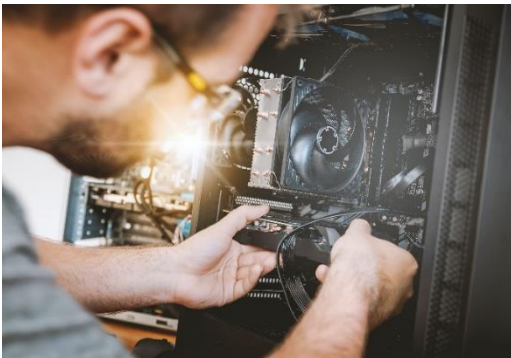
The link which should be attached to the story: <https://www.muni.cz/en/about-us/organizational-structure/faculty-of-informatics/331200-deptof-computsystems-communic/publications>

2) The link which should be attached to the story:

<https://www.muni.cz/en/research/publications/1754803>



3) HARDWARE SYSTEMS VS SOFTWARE SYSTEMS



The first pic: represents the hardware

The second pic: represents the software

THE TEXT

Computers consist of two essential systems: hardware and software.

Hardware:

The tangible, visible and concrete part of a computer system and its physical components.

CPU, RAM, HDD, mouse, speakers...

Software:

Managing the activities and functions of the computer system's hardware components.

Web browsers, operating systems, mobile applications, media players...

Masaryk University provides detailed training on both systems with its "Computer Systems, Communication and Security" program. For detailed information: <https://www.muni.cz/en/bachelors-and-masters-study-programmes/25300-computer-systems-communication-and-security-eng>.

5.1.2.2nd set of materials

- Interview

Authenticating for protecting: IT security may 2023



Are fingerprints the best authentication method?

FAKING FINGERPRINTS

The security of the passwords that we use regularly in our daily lives and the methods of protecting our data privacy continue to be the subject of research and doesn't seem to lose its importance for ongoing research. One of the issues in this field is the efficacy and the security of fingerprint authentication method which is explained by Masaryk University lecturer *Agáta Kružliková*.

Some of your research is focused on fingerprints as authentication method and more specifically, faking fingerprints. Can you explain how you do it?

There are several ways to do it, but mainly there are two approaches. The first one is when the victim or the person that you want to fake his or her fingerprints is aware of the situation and cooperates with you. The second one is without any cooperation and the knowledge of the person.

For the first approach you can simply use dough type of materials. You can put the finger into the dough to create a form and then you can fill it with some other material like silicone. The silicone will create a fake fingerprint. In the second case (the non-cooperative one), you can either take a picture of the fingerprint or download these types of pictures from the social networks. For example, on TikTok, I think it was for Valentine's Day, there was a trend for which two people put their finger on the screen and it creates the shape of a heart, or on some advertisements people are doing thumbs up and sometimes they have really good resolution. So, you can create fake fingerprints from these.

There are also latent fingerprints. When you look at your smartphone you can notice some smudges and you can also use a picture of them. Then you can process it with the software that we prepared and print it to create the form similar to the one with dough but in this case with an ink from a printer. The rest of the process is the same, you fill the form with silicon, and you have the faked fingerprint.

What was your aim while faking fingerprints? Do you do it for research purposes?

We use it for demonstration purposes during teaching. We got the inspiration from another of our research, where we were focusing on different authentication methods which you can use on smartphones. Fingerprints and PIN codes were the methods that we worked on. We also used some hardware tokens during the research. At the end, our participants perceived the fingerprint as the most secure authentication method, which is not actually the case. As I described to you, it also has some disadvantages such as possibility to be fake. So, we wanted to show the students that faking fingerprints is not very hard to do and even if you don't have so much knowledge on the topic, the process is quite easy with some photos in good resolution, you can straightforwardly fake a fingerprint. That's what we want to explain to the students. This hopefully motivates them to behave more securely, to not use fingerprint authentication for sensitive services like e.g., banking or just using it for small amount of money transactions.

According to you, what is the best and the most secure authentication method that people can use for banking apps etc.?

I would say a combination of at least 2 methods or factors because no authentication method is 100% secure. You can always attack it. For some methods it's easier to attack and for others it's more difficult so at the end, you can break it. However, if you combine 2 methods, it becomes harder to break. Let's say you combined fingerprint and PIN code. So, you first must fake the fingerprint and then steal, guess, or hack the PIN code. That is why it is harder to break it.

Selin ZOBU

o Article

CONTROVERSIAL ASPECTS OF USING ARTIFICIAL INTELLIGENCE AND CYBERSECURITY

Artificial intelligence and cybersecurity methods have witnessed an exponential growth over the decade. This growth is developing systemically in a vast variety of domains and doesn't seem to have stopped so far. As a result, these fields need to interact constantly with medicine, biology, law, policy making and more.

In terms of artificial intelligence, while the uncertainties of models in information processing (sources) are waiting to be completely discovered, efforts to facilitate different areas of daily life by using these models continue without slowing down. For example, developing a model for use in the medical field, as well as being the subject of IT, requires medical knowledge. In addition, legal permissions are becoming an important part of AI to prove the legitimacy of use.

Legal usage permission maintains its importance for major information security activities as well. In order to present new applications to the public, the permission of the state, legal permission or even international permissions are required in the current era of globalization. These permissions are also of interest to researchers and white-hat hackers on the subject. One of the examples of these permissions is the European Union which makes a certification according to "common criteria" in standardizing the technique of information security.



Considering all of these factors, the sustained progress of these technologies, whose rate of advancement is progressively increasing and greatly facilitates human life through their discoveries and products, heavily relies on their interactions with various sectors and fields, despite the presence of certain technical limitations.





In conclusion, these technologies, which promise boundless innovation for humanity, are currently constrained by the extent of human permission and knowledge in today's conditions. Whether these technologies can create their own internal mechanisms and function without human involvement in the future remains an open question in terms of ethics, technique, and philosophy.

Written by Selin ZOBU

- o EDUC Alliance




- o LinkedIn post

  Discover the Power of Cybersecurity and AI at Masaryk University!  

Cybersecurity and its related issues present a significant challenge in today's digital landscape. The current global situation has led to an increase in cyberattacks, which are becoming more frequent and complex. As a result, researchers have dedicated themselves to exploring crucial topics such as cybercrime, cybersecurity education and prevention, modern cryptography, and image processing.

Artificial Intelligence (AI) is revolutionizing our lives and industries while offering new opportunities for innovation and progress. AI has the power to enhance decision-making, automate processes, and drive efficiency across various sectors. It's making remarkable advancements in healthcare, finance, manufacturing, and numerous other fields, leading to exciting breakthroughs.



 Join us at Masaryk University to discover more about these topics. Together, we will redefine the boundaries of cybersecurity and AI, creating a world where innovation thrives, data is safeguarded, and digital ecosystems flourish.

#Cybersecurity #ArtificialIntelligence #Innovation #IT #DigitalAssets
#MasarykUniversity #FacultyOfInformatics





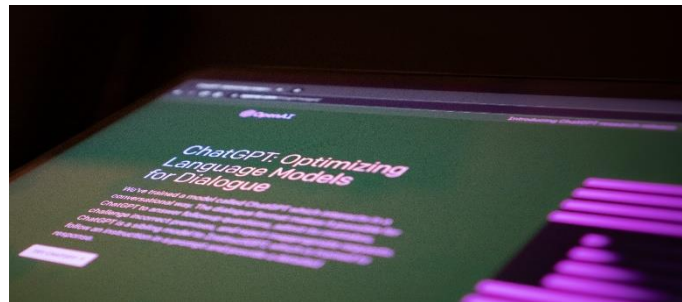
- Twitter posts

Discover the hidden world of #Kleptography, where encryption is used for covert purposes! Secret backdoors, sneaky cryptographic techniques... This field unveils the shadowy side of security.   To explore more about it:

<https://www.muni.cz/en/research/publications/1491907> #InfoSec #encryption #cybersecurity



ChatGPT, which is one of the most advanced examples of artificial intelligence today, garners significant attention as a language model. To stay informed about existing AI technologies and keep track of our researchers' work, visit our website! #chatGPT #AI #language models #IT



5.2. PR materials - European Union Studies (University of Cagliari)

Student from Masaryk University

5.2.1.1st set of materials

- Interview

The politics of memory is not just about what is remembered but also about what is forgotten and left out, says Marco Siddi

What are the politics of memory and identity? How do Italians deal with this particular phenomenon? And what is the myth of a good Italian? Montalcini Assistant Professor Marco Siddi from the University of Cagliari answered these and other questions.



What is the politics of memory and identity, and how would you describe it?

The basic definition of memory of politics is that it's a discursive construction of the past with goals located in the present. Let me explain it in more detail.

The Politics of memory is something different from what we call history in the sense that it's not an attempt to provide an academic or scientific account of the past. It's more of a political use of the past for purposes that are located in the present. For example, justifying military intervention abroad today by claiming that this corresponds to the lessons learned from the past. Also, the main actors in the politics of memory are different from history. It's usually politicians that construct the politics of memory. In history, it's historians that do that job.

The politics of memory is an important part of the politics of identity. I see identity politics as a bigger, more diverse type of politics, including politics of memory, construction of history, but also cultural constructions. All these elements are closely interrogated in the case of the politics of identity. The goal is to form an attachment to a community which is usually the nation.

How much does memory or identity change politics?

These are strong mobilizing factors. Let's take the most common example. The politics of memory or politics of identity is about building a national memory and national identity. It is very influential in political terms because of the attachment to the nation. It transcends divisions of class, religion, and gender. That is why these are often used by national leaders who want to create support at home. Typically, on the right of the political spectrum, but sometimes also on the left. If you think about historical examples in East-Central Europe, the so-called people's republics in the Cold War also have the strong nationalist components. At least many of them. The case of Czechoslovakia was a bit different because it was a multinational state.

Nonetheless, in other cases, there was quite a lot of continuity with previous state's nationalist opposition to another nation. For example, Germany played a big role in the construction. And even there, the politics of memory was functional in creating that sense of community.

How can different memories of the same political event influence public opinion and understanding of that event?

It's quite common that there are different narratives about a historical event also within the same country. What we see in the public debate is a struggle between narratives to become dominant, to become the official narrative. Now, it depends a lot on who is in power, who has the voice, and can choose particular narrative. I will make a couple of examples to illustrate it a little bit better.



The Italian Republic has anti-fascist resistance as its founding narrative, and this narrative was and still is shared by a majority of parties in the Italian Parliament. And that's important, after the Second World War, but still today. However, there was always a minority group, represented in parliaments as well, which contested this narrative and provided a different one. Now I am simplifying it a little, but the contesting narrative argued that all Italians, also those who fought on the side of fascism and collaborationists, were fighting for the fatherland and that all of these were puppets of Nazi Germany. This is an argument advocated by right-wing parties, especially far-right parties, and it is particularly prominent today because the government features of the far-right party as the main coalition party, led by Georgia Meloni. So there are two contesting views of the foundational narrative of Italy.

Another example is a Central-Eastern European states. During the Cold War, the alliance with the Soviet Union and the joint fights against the Nazis with the red army was a founding myth of most countries that were part of the Soviet block. After 1989, especially in Poland and in the Baltic states, an opposite narrative became dominant. It argued that the war was the result of the cooperation between Nazi Germany and the Soviet Union, and Eastern European countries were victims caught in between.

What role does the media portrayal of political events or figures play in shaping public memory and understanding those events or figures?

The media is extremely important, especially television still plays a dominant role by enabling political actors to have discursive power. That means that if you have access to the media, then your voice and your ideas get broadcasted and disseminated all over the country or region. So the media are essential for communicating identity and memory narratives. Of course, social media are also very important today. All of these discursive wars are also played in there.

Would you say that people might somehow ensure that different perspectives and memories are represented in public discourse and decision-making processes?

That is very difficult to achieve. In a pluralist context, there should be more room for different memories. Of course, there are individual memories, and those are personal and very difficult to disseminate. But if we come back to talk about collective memories, memories of certain groups, in a pluralist democratic context, it is more likely that different voices are heard. But even that is not easy.



There will always be someone who feels not heard enough.

Exactly. If you take the example of East-Central European countries again, there is still quite a big constituency of people that lived well and believed in the political regimes and the systems that existed until 1989. From that perspective, a lot of what they relate to is true. And this kind of narrative does not usually find space in the official narratives today. In countries like Poland and Hungary, it's even more difficult for these competing memories to find room in a media space that is tightly controlled by the government.

As a researcher, you contributed to the book *Historical Memory and Foreign Policy with your article called Silencing History: forgetting Italy's past during the refugee crisis in Europe*. Could you introduce the topic briefly?

The politics of memory is not just about what is remembered or about the narratives that mean a certain image of the past. It's also about what is forgotten and left out. Often willingly. In the case of Italy, after defeating the Second World War and the loss of the colonial empire, the memory of Italy's colonial experience, the colonial crimes especially, was repressed.

In said article, I argue that this forgetting influences the way Italians, Italian government politicians, and civil society view current issues, like migration or Italy's role in the international system. And they also influence the construction of Italian national identity. According to the dominant view, an Italian is someone white, catholic, or who at least pretends to be Catholic.

And then there is the myth of a good Italian.

Exactly, then on top of that, there is this myth which basically falsely claims that Italians were never responsible for war crimes. It's something that negates the colonial experience. And according to the current definitions, what happened, for example, in Libya (1929-1934), could be classified as genocide. Forgetting such historical events has enabled some politicians to claim that Italy doesn't have skeletons in its closet.



And would you say regular Italians are aware of this silencing of the past and the myth of the good Italian in the narrative of the politicians?

So the myth of the good Italian states, apart from the colonial crimes, that in the war, Italy had an alliance with Nazi Germany, but basically, the Italians were never the bad ones. The Nazis were the bad ones, and eventually, the Italians fought against the Nazis. This narrative has been propagated not just by political actors but also in the cinema. There were many movies portraying Italians as victims, and I mean some of them are excellent movies, for example, Life is Beautiful with Roberto Benigni. But there is always this element that portrays Italians not as perpetrators; there may be some fascists that are portrayed as evil or so, but the Nazis are always the nasty guys, the main antiheroes.

In a way, the wider public opinion has received this message and knows very little about Italy's colonial past because that was silenced. But there is also another mechanism at play. Many are just indifferent to the whole debate. Others have this so-called secret complicity. They just don't want to know about crimes, they don't want to believe that their fathers or grandfathers were involved in a criminal colonial war or in war crimes during the Second World War. Partly, it's kind of like a passive mechanism that thrives in a context where there is very little critical self-reflection.

If there had been critical self-reflection, then it wouldn't have been possible for the pro-fascist party to be in government today. It would be like in Germany, where being in power is impossible for them at the moment. That's because there is cordon sanitaire, which is a policy that excludes those political figures from the government. Italy had something similar until the 1990s, more or less. The far-right parties were never in government until the political system fell apart, basically following the disappearance of the two main parties – the Christian democracy, which was involved in a massive corruption scandal, and the Communist party, which didn't disappear, but it changed its name, and it lost a lot of its political support for the various reasons.

- Article

Energy transition as a research field of European studies





Researching European studies is not only about relations between states, their foreign policies, or the institutions of the European Union. Researchers also deal with topics such as the energy transition and its geopolitics. Such analysis researches the implications of the energy transition for international relations and global politics.

At the University of Cagliari, this topic is thoroughly researched by Montalcini Assistant Professor Marco Siddi, who wrote an interesting briefing paper called *The Geopolitics of the Energy Transition: Global Issues and European Policies Driving the Development of Renewable Energy*. The paper argues that the transition to a low-carbon economy will have far-reaching geopolitical implications, affecting the balance of power between states, the dynamics of international trade, and the future of global governance.

The paper examines the changing global energy landscape, highlighting the growing importance of renewable energy sources such as solar and wind power. According to Siddi, the shift towards renewables is driven by a combination of technological advances, market forces, and policy interventions. Therefore, the transition to a low-carbon economy is a complex process, which might even be challenging at the beginning. A big part of this process might also be the transformation of the economic and social system because the shift towards renewables will have significant implications for the distribution of power and influence among states.

The implications of energy transition are also researched in the field of global governance and cooperation. In response to the transition to a low-carbon economy, the states should increase cooperation and initiate the development of new institutions and mechanisms to facilitate coordination and collaboration among them. This part of the process might be one of the toughest, though, given the current geopolitical tensions and the lack of trust among some of the states.

An important part of shaping the geopolitics of the energy transition is also international trade, where the shift towards renewables might affect its patterns. That is mostly because countries

would try to seek secure access to critical minerals and components needed for the production of renewable energy technologies.

As said in the beginning, the energy transition is a major part of the research in European studies, especially in combination with researching the changes in relationships between states and inside of them as well.

- Facebook posts



1) Energy transition has been a big and important topic in recent years. That may also be due to people's bigger interest in climate and environmental issues. Researchers at the University of Cagliari are also dealing with this phenomenon. One of them, Marco Siddi, dealt with the connection between energy transition and geopolitics in one of his research papers.

2) What is the politics of memory and identity? How do Italians deal with this particular phenomenon? And what is the myth of a good Italian? These and more questions were answered by Montalcini Assistant Professor Marco Siddi from the University of Cagliari in an interview with an EDUC-SHARE student. ((link))



3) Do you want to know more about European Union and the topics that are researched in connection with it? The researchers from the University of Cagliari have an abundance of articles on a variety of topics, such as the Green Deal, anti-terrorism smart sanctions, and



European law in general or the politics in certain countries. Read some of their articles and learn more about the European Union!



○ Twitter posts



- 1) In recent years, people started to talk and think more about the climate issues. Hand in hand with that comes the interest in the energy transition to renewable sources.
#universityofcagliari, #energytransition, #renewablesources
- 2) What is the politics of memory and identity? Can the past be silenced? And what is the myth of a good Italian? Interview with researcher Marco Siddi: ((link))
#universityofcagliari, #politicsofmemory, #interview



○ Instagram stories

1)



2)



3)

If you want to know more, read this interview! ((link, and shared Post in the InstaStory))

4)

What is the politics of memory? „The basic definition of memory of politics is that it's a discursive construction of the past with goals located in the present. The Politics of memory is something different from what we call history in the sense that it's not an attempt to provide an academic or scientific account of the past. It's more of a political use of the past for purposes that are located in the present,“ says Assistant Professor Marco Siddi.



5.2.2.2nd set of materials

- Reportage

Good research starts from a good idea, being a university professor is a prestigious job,” says Professor Alessandro Lovari from University of Cagliari

When it comes to being a researcher in social sciences, Professor Alessandro Lovari from the Department of Political and Social Science at the University of Cagliari finds it as a very challenging type of work. Doing research on social objects can be done with different methods, not just going to the library, and reading books, especially because of the big improvement of digital technologies. Lovari's research is mostly based on the observation of what is happening on the web, and especially what is happening on social media. Since professor Lovari's research is mostly focused on public sector communication, health communication and digital media, he also benefits from the softwares that let him observe and research how communication is changing between organizations, public and media. To do this, he uses for example Facebook or Twitter. „Now we can benefit from software platforms and do, for instance, digital ethnography. We can follow the stream of words, messages or the flows of comments and posts on social media and do visual observations,” says Lovari, and adds: „digital methods and digital technology is a new challenge for social scientists, which can allow us to work on more data, to collect a bigger amount of data and to try to find the path of meaning most of the time. On the other hand, we can just observe and not have data specific to what we are observing. So I think it's quite a challenge.”

Good research starts from a good idea. Then this idea can be questioned or confirmed with a study. „After that, you have to pose a couple of research questions like <Why am I studying this, what am I searching for in my research?>, so the research continues with a good research question. Most of the time they don't have to be just descriptive, so if you want to publish in a good journal, you have to have a very strong, robust type of research question,” describes professor Lovari. After finding the research question and the main goal of the whole research, the researcher has to ask himself how he can collect data or if the paper he wants to write will be just a theoretical type of paper. „If I have to write a theoretical type of paper, the total process could last between 3 to 5 months,” adds Lovari. Then the social scientist has to decide in which type of journal he wants to send the article. It is usually the journals with the best reputation, of course. Once the journal is selected, the researcher has to find if they have already published any kind of article about this topic in the journal. „Because if you are the first one to send in something about this topic to their

journal, you have to shape the type of writing in some way and you can also see if there is an interest about that topic,” explains professor Lovari.

When it comes to empirical research, another big question is if the researcher has enough money or if he has to search for funding before to be able to do all the important parts of the research. According to Lovari, empirical study takes more time, approximately 6 to 8 months from the idea to the whole study being done. But if the researcher is working with a huge amount of data and wants to code it manually without using a special software, the work can take up to 10 months.

After all of this work, the researcher sends the article to editors and then he has to wait. If the researcher is lucky and his work is accepted by the chosen journal, he receives a review of the work. „Reviews are most of the time very valuable and very rich, because an external side can give you a suggestion of something that you didn't think of, or can see some weaknesses of your research that you can improve through your data, or review to a better wording, etc.” describes professor Lovari the importance of reviewing. The number of reviews is unlimited, so the researcher really has his time to make the research as good as possible and improve it throughout the time. According to Lovari, the publication process once the paper is accepted takes at least one month, if it is online, if it is paper based, then two to three months.

When it comes to Professor Lovari, he usually works on multiple research projects and articles at the same time and he usually publishes many articles, books or papers every year. „If you want to do this type of job, you need to have quantity and quality at the same time.” He thinks that being a university professor is a prestigious job and feels lucky to be a social scientist.



- Commentary

Commentary on children's environmental rights

Children's environmental rights are a phenomenon that should be closely related to our thinking about the planet's future and humanity itself. Every child deserves the right to live in a clean and healthy environment, breathe fresh air, drink clean water, and experience the beauty of nature. Children are the future. Therefore, they have a voice that must be acknowledged and protected.

Children and the environment have one essential common feature - they are very vulnerable and de facto defenseless. When we continuously ruin the environment with our lifestyle choices, it impacts children more since they are way more vulnerable to the effects of a bad environment. They are more susceptible to pollution, climate change, and the depletion of natural resources, which can have long-lasting consequences on their physical and mental well-being. Recognizing and upholding their environmental rights ensures their overall development and a sustainable future. That is crucial because they are still children and have their whole life ahead of them.

From the very beginning, children should be educated about making informed choices that contribute to ecological balance and a better environment. Advisable education lays the foundation for a generation that values and protects the environment. We should foster a sense of responsibility, empathy, and respect for all living beings throughout their lives. Moreover, their voices deserve to be heard and respected, as they often come with fresh perspectives and innovative solutions.

As responsible global citizens and adults to whom children look up, we have a collective duty to protect and preserve the environment for present and future generations and show children that they are heard and that we care about them and their brighter future.

- Feedback – short text

As a student of Masaryk University, I had the opportunity to become part of the EDUC-SHARE Alliance and experience what science journalism and creating PR materials for science entail. I spent my one-week internship in Cagliari, Sardinia, Italy. During this week, I had the opportunity to talk with top experts from the Department of Political and Social Science at the University of Cagliari. The topic EDUC assigned to me was research related to the European Union. I spoke with Marco Siddi about the politics of memory, with Francesca Ippolito about children's environmental rights, Luca Pantaleo introduced his podcast "The Rule of Law" to me, and Alessandro Lovari told me more about communication of European institutions during the Covid-19 pandemic. In



addition, EDUC arranged a tour of the botanical garden for me, which was splendid and really entertaining! I also visited the CESAR Research Center and UniCa Radio, where they even interviewed me about my experiences in Cagliari. It was an exciting and wonderful week full of extraordinary experiences and lovely people.

I would definitely recommend this internship to anyone who wants to broaden their horizons and meet new people!

- o LinkedIn

Have you heard? #UniversityofCagliari has a brand-new podcast, #TheRuleOfLaw! It is recorded by Assistant Professor @Luca Pantaleo from the the Department of Political and Social Science, who deals with European Union Law. He talks with experts who can bring diverse perspectives to the discussed topics. It is always good to have practitioners' perspectives because they can give others a sense of how the knowledge can be applied in real life. Pantaleo always starts the podcast with a personal question to the guest, to share their story, because before they became experts, they were also students, right? That is also how he tries to create a connection between the speaker and the audience. Because the main advantage of having a podcast is that important and exciting information can reach a wider public! As assistant professor Pantaleo says: "I certainly hope that our podcast has an impact on people who listen to it." Are you ready to listen as well? Go check it out!



Photo by Eliska Pavlikova

○ Twitter posts

- 1) What does it take for #socialscientist to do a #research? How does the whole process of doing a #research in #socialsciences look like? And is it a prestigious job? Read an article with insights from #socialscientist @alelovvari from @SPolUniCa, #universityofcagliari , #UNICA , #EDUC-SHARE



Photo by Glenn Cartens-Peters on Unsplash

- 2) Every year, the weather on planet Earth reaches new extremes. But what about #children and their #future? Are we as adults responsible for healthy #environment? And what are children's #environmental rights? #universityofcagliari, #UNICA, #EDUC-SHARE



Photo by Shameer Pk on Pixabay

5.3. PR materials - Life Long Health and Wellbeing (University of Pécs)

Student from the University of Potsdam

5.3.1.1st set of materials

- o Article

The Rise in Practice of Complementary and Alternative Medicine

The Revenge of the Joss Sticks

Why the practice of Complementary and Alternative Medicine is on the rise

Sitting on simply padded chairs, staring at the crème painted walls, colorful brochures and abstract paintings makes everyone doozy. Sitting there, waiting to be called in, and looking up every time someone walks by creates a dump feeling in every patient in the waiting room. This void ends abruptly when the doctor calls your name. In the next moment, the patient and doctor sit across one another. Looking at a single person with all the hope in his heart makes every grown person feel like a little child. Most of the time, problems and solutions are found. Medical professionals work hard every day trying to help every patient on the list. But there are some cases, in which one goes out of the doctor's office and feels more misunderstood and left alone than when going in. Often, this has nothing to do with the overall resources in healthcare facilities.

Dissatisfaction with conventional medicine leads to the turn to alternatives.

The EUprimecare study of 2014 analyzed patient satisfaction with primary care services in seven different EU countries (Germany, Spain, Estonia, Finland, Hungary, Italy, and Lithuania). Interestingly, the varying resources of the countries did not have a distinct impact on the results: Germany, a country with great economic wealth showed the lowest level of overall patient satisfaction with only 59.6 percent. And the "highest level had a country which had many economic struggles in the last years – Italy. 87.4% of Italian responders were satisfied with primary care services. Some of those who are not satisfied do turn to Complementary and Alternative Medicine, short CAM. The term stands for a number of methods, for example, acupuncture, aromatherapy, chiropractic, herbal medicine, homeopathy, meditation, naturopathy, osteopathy, Pilates, and yoga. The dissatisfaction with conventional medicine is one of the three reasons why people turn to CAM. The other reasons are the expectation of benefits, and the perceived safety of the methods which was investigated by Mayuree Tangkiatkumjai, Helen Boardman and Dawn-Marie Walker in 2020. Their work paints a clear picture: "Dissatisfaction with CM and positive attitudes toward CAM, motivate people to use CAM. In contrast, satisfaction with CM and



negative attitudes towards CAM are the main reasons for non-use." There are clear push and pull factors in place which have a strong influence on people long term. Numbers for this shift were provided by a group of experts for The Ochsner Journal in 2012 about the "Use and Acceptance of Complementary and Alternative Medicine Among the General Population and Medical Personnel". According to the study the usage and practice of CAM methods did increase between 1990 and 2006 in all the countries that were examined.

Someone who is active in the research field right now is Audrey Bochaton. She is a geographer at the Université Paris Nanterre. Bochaton came to this research field when she worked with breast cancer patients and interviewed women in order to follow their paths of seeking care. This included for example comparing the paths of patients living in the city and those living outside of it. During her encounters with the patients, she became aware of differences in the therapeutic methods the women choose for themselves. Aside from conventional biomedical treatment, there is a lot of existing methods belonging to the field of complementary medicine. What she noticed was that not every woman got complementary treatment. This sparked her interest in further research.

In France, complementary medicine is mainly provided by the private health sector - so there could be financial restrictions in place for some patients. The unavailability in the public sector is not a coincidence as Bochaton makes clear: There is still resistance to the Complementary approach among French medical professionals.

Doctors who treat cancer patients are feeling helpless.

At this moment, she is interviewing these doctors about the trajectories of the implementation or non-implementation of complementary medicines in their facilities in the last ten years. Her studies are still ongoing. One thing that is already standing out for her, is the feeling of helplessness of doctors who treat cancer to help patients manage side effects and better cope with the period of care. So, they see a need for an addition to the conventional treatment of cancer. Of course, this does not mean replacing it in any way. Something is on the move, according to Audrey Bochaton. More and more Complementary methods are being included despite the reluctance of many professionals.

The geographer is just at the beginning. In further studies, she wants to analyze regional differences when it comes to the practice of Complementary and Alternative Medicine. This means comparing different French regions with each other, and also different countries.

The practice of Complementary Methods is more prevalent in richer countries.

In some other European countries, for example, Denmark, Sweden, Finland, and Germany CAM is integrated into the public healthcare sector. In German-speaking countries, homeopathy is especially prevalent. This can be explained by the roots of this method field as the inventor of homeopathy, Samuel Hahnemann, was German and has a great fan community to this day. It is no wonder that 73% of Germans practiced CAM in 2002, according to a study by Stefanie Joos, Berthold Musselmann, Antje Miksch, Thomas Rosemann, and Joachim Szecsenyi in 2008. The culture is different than in other countries which is also recognized by the state. There are special state-licensed, non-medical CAM practitioners called “Heilpraktiker” who provide these special services. It is practically an Enigma that such rich, “advanced” and “secular” countries are especially supporting such methods. But it is proven that CAM is more prevalent in wealthier countries. Erlend L. Fjær and his colleagues analyzed the “use of complementary and alternative medicine (CAM) in Europe” in 2020. They found that “countries’ health expenditures were positively related to the prevalence of overall and

physical CAM treatments.” This relationship seems as already mentioned grotesque at first. But on second thought: To get the conventional treatment plus Complementary treatment can be expensive. In developing countries, getting on a minimum level of primary care is the most important step. CAM seems in this light like a fashionable accessory. Maybe, that is actually the case with some of the methods. They are nice accessories for those who can afford it – and in that way a sign of privilege. It is no wonder that in the just mentioned study, the experts found that the use of CAM is more prevalent in higher socioeconomic groups. In the age of the internet, new alternative diets, supplements, and natural-based facemasks are being advertised. The most popular example of this was of course the face roller for youthful skin about of rose quartz which was all over social media in 2021.



There is something about all-natural, plant-based, biodynamic things with shiny stones and hemp that makes people feel good about themselves. According to the mentioned studies, middle-aged women are the target audience for CAM products and services. This could have multiple reasons. First of all, the unmet need for suitable healthcare is higher for women. The feeling of helplessness seems to be greater. This is connected to the second point: Mothers do want to treat their children with seemingly natural and soft methods which can be seen by the anti-vaccine tendency of some young parents. Also, and this is something conventional medicine will not be able to provide: CAM does feed the social need to take an active part in the own health and ones loved ones. Especially for parents, this could be a great factor. But also for those suffering from health problems who are also a key group of CAM users are interested in leaving the player’s bench and playing an active role in their life.

The discussion around CAM is emotional. Many beliefs and feelings are invested. The walls are up. Also, CAM use is higher among those with higher education which maybe brings some ego problems in the game. The lack of scientific evidence of any effect of some CAM methods is shocking – but also put in question. This needs to be fixed before any move of further implementation can be made.

The point here is the importance of distinguishing between the different CAM Methods. Putting yoga in the same category as homeopathy creates injustice on both sides. There needs to be an answer for each method separately about the opportunities it gives to the great public which are actually tested and proven. Leaving the field of more natural and empathic medicine to anti-science groups and some companies with a 200-year-old receipt would be fatal. Giving patients more support and finding new ways to help them is the only way to stop doubts about conventional medicine and its professionals. There is only one way out and that is to go further.

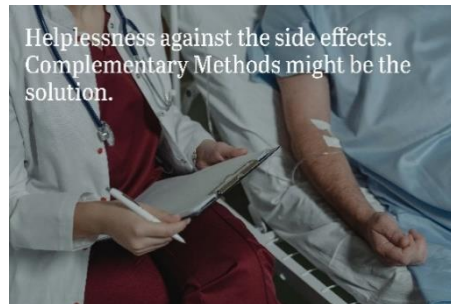
o Facebook posts

- 1) “The lifestyle also has genetic background because it is the parents and the grandparents who give the food, who plan the menu, who plan the whole day’s activities from the very first moment of a life of a child,” explains Zsófia Gács, a pediatric endocrinologist at the Semmelweis University in Budapest.

Reflecting on our own habits and where they came from can lead to a healthier lifestyle which brings benefits in the short and long run.



- 2) Doctors who treat cancer are feeling helpless when trying to support patients in managing the side effects and in better coping with the period of care. This is something Audrey Bochaton is hearing often during her interviews with health professionals. She is a geographer at the Université Paris Nanterre and right now, she is analyzing the ongoing implementation of complementary medicines in French facilities. What she sees is that there is a need for an addition to the conventional treatment of cancer. Of course, this does not mean replacing it in any way.



3) According to Prof. Dr. József Betlehem who is a full-time professor at the Institute of Emergency Care and Pedagogy of Health of the University of Pecs, people with low health literacy

- are less able to care for their chronic conditions.
- use more healthcare services—more visits and longer stays.
- have higher mortality rates, especially from cardiovascular disease.
- are more likely to engage in unsafe or inappropriate use of prescription or over-the-counter medications.
- are less likely to use preventive health services.
- have difficulty navigating the health care system.

Please inform yourself and others about a healthy lifestyle and use information services provided by your health care provider.

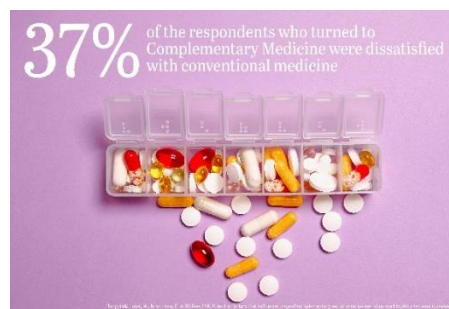


o Twitter posts

- 1) If you are older, female, and well-educated, this is especially true for you.
#sittingisthenewsmoking



- 2) The rise of complementary and alternative medicine shows us deficits in conventional care. The need to #redefinemedicine has to be discussed and this will be a challenge for healthcare professionals all around the world.



- o Instagram stories

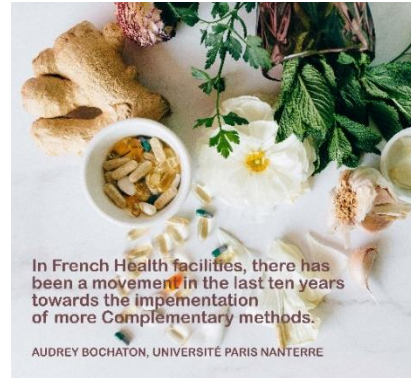
1) Reel

Why do we shall react the same way if disappointment hits us? Zsófia Gács has an answer. She is a pediatric endocrinologist at the Semmelweis University in Budapest and she and her team provide lifestyle therapy for children suffering from or being at risk of obesity.

2) Post

Audrey Bochaton is actually a geographer so she would maybe not the first person to be thought of as a researcher in the field of Complementary and Alternative Medicine. She came to this research field while working on another project. She did interviews with breast cancer patients in order to follow their paths of seeking care. During her encounters with the women, she became aware of differences in the therapeutic methods they chose for themselves. Aside from conventional biomedical treatment, there are a lot of existing methods belonging to the

field of complementary medicine. What she noticed was that not every woman got complementary treatment. This sparked her interest in further research.



5.3.2.2nd set of materials

- o Article about the internship

An internship across borders

There has not been a week since I started at the University of Potsdam that I am getting to know a new face from another country. Thanks to Erasmus, studying in Europe has become even more international. Being invited by the European Digital UniverCity to the Science Journalism Internship Program was a chance for me to get to know the European scientific community. The EDUC is an alliance of universities which works on connecting students and professionals across the continent.

Surprisingly for me, I was selected for the research topic “Lifelong Health and Wellbeing” – a totally strange field to me, but it got me hooked quickly. During the internship, I talked to experts, read scientific papers, and created concepts, graphics, articles, and videos. There were calls to Paris, Budapest, Pecs, and Jena. For one week, I traveled to the University of Pecs and got to know a completely new country and its culture while also collecting professional experiences. In Pecs, I was able to talk to the experts personally and see the Faculty of Health for myself. After all, it got clear to me that the medical community is facing the same issues all over Europe.

- o LinkedIn

Studying at the Faculty of Health Sciences of the University of Pecs means learning how to handle the worst situations. Thanks to simulation rooms, students are being prepared for reality. #pecsmedics



- o Twitter posts

1) Contrary to the doubts of some parents and teachers, children are excited to learn about the human body and how to help a person in need. Dr. Balint Banfai from the University of Pecs is teaching children for 10 years and for him it is clear that #kidssavelives!



2) Do you know how to revive a person? Hopefully, your answer is “yes”. Unfortunately, most cases of cardiac arrest which occur in our daily life end fatally. Actions must be taken to make it more than #only1in10.



5.4. PR materials - Justice, inequality and inclusion, Culture and heritage (University Paris Nanterre)

Student from Masaryk University

5.4.1.1st set of materials

- Interview

Professor Maya Gratier: We should sing to babies

"I never thought I would dedicate my entire life to babies," revealed the head of the BabyLab at Nanterre University and professor, Maya Gratier. From obtaining her doctorate in Psychology at University of Paris Descartes, to completing her postdoctoral work in Los Angeles, Gratier is now leading research laboratory dedicated to studying questions relating to the development of infants and young children.

Let's start from the beginning. What made you decide to start the Babylab at Nanterre University?

When I came to the university, I was the only one in the psychology department who studied infants. I focused specifically on how infants create their first relationships, through acoustic communication. Then my colleague joined in and the small team of the BabyLab was formed. Ten years ago, when we moved to the Laboratory of Ethology, we decided to create a space, where parent could bring their infants and we would be able to collect data about them. Thanks to funding, we were able to build the lab. Initially we had just computer and camera, but then we bought an eye tracking system and then we slowly got more and more equipped. And soon after, we became a team of four people.

If someone wants to join your research team, how can they do it?

Research in the laboratory is mainly intended for doctoral students and master's students, who are planning to continue to doctoral study at the university. The rules are set this way because working here takes a lot of steps. First you must have the ethical approval of the project, then you must find the families with babies who would be able to come to the lab. This step is always a bit



difficult for us because they have to come to the campus, outside of Paris and the participation is usually not paid.

You really have to work for it. So, master's students usually do not have the time to do all that. Sometimes they can get a short internship here.

In case someone wants their child to participate, what are the steps they have to take?

It depends on the research. According on what we are studying we need the children to be a certain age. For example, we need the to be able to walk...Sometimes we have to inform parent with children who have atypical development, that we cannot take them in, which is disappointing. But in case the child is not suitable for the study, we keep their name in our folder and if we have a suitable study for them in the future, we contact them.

Other than that, all parents must sign consent on the study, and it must be approved by the ethical committee.

Have you ever done research on children with any type of disability?

I did some work on babies with high risk of autism, not in this lab, but in one I was in before. On Nanterre university we've done some research about babies whose mothers had disorders.

What brought you to studying babies, even in previous laboratories?

I have never thought I would spent my whole life studying babies. (smile) My interest came from passion in Psychology, consciousness, and human relations. My initial question was on consciousness, as I was studying philosophy. I was also interested in aesthetics and the experience of beauty. Somehow all that led me to babies.

I was working with a professor, who inspired me, and I stayed really close to him – I am still close to him, he is now 92 years old. It was him who made me realise studying babies is a good way to understand human mind, how social relation shape us from the youngest age and aesthetics, specifically music.

Let's circle back to the topic of BabyLab. How does your typical at workday look like?

To tell you the truth, there is no typical day and I kind of regret that. (laugh) When I was younger academic, my days used to have a typical routine. Now they are just full of small tasks and constantly changing.



Mostly I am in meetings, having zoom calls, answering emails, sorting out administrative problems. When I am in the BabyLab, I manage the data and rarely have time to collect them or write something. But occasionally I meet a family in the lab and explain them the project. When working with babies you have to block out at least half a day, because the time depends on the mood of the baby, if its hungry, sleepy...

Your studies focused on how children perceive music. What does such research look like?

You can for example compare how children reacts to two different songs, or for music and speech. And then you use the eye tracking system and measure how attentive they are to a person who is speaking and compare it to the person who is singing.

But what we have usually done, because we conduct our studies in an environment and situations that are as natural as possible, is we had the mother sing and then analyse it. We videotaped it and then did the long process of coding the information.

What did you find out?

Infants are more attentive to someone who is singing rather than speaking – they look at them longer and they can also recognise certain parts of the song by the age of three months. I am a big believer, as well as other scientists, singing to babies is really beneficial, both for the baby and for the mother.

What new is coming for BabyLab and the department of Psychology?

Right now, we are hoping to start new research in September, but we are waiting to get funding. We are also planning a science conference in June with our masters' program students, which will help them learn how to communicate scientific findings to wider audience and we are preparing a new website.

What will the website present to users?

On Nanterre university, we were the first ones to offer master's program specialised od psychology studies of infants. The whole masters project is complex, and we wanted to present it through the website.

Author: [REDACTED]



- Article

Come learn about children and art, students from Nanterre University invite Parisians students from the Paris Nanterre University will get a chance to demonstrate their knowledge in the field of psychology. At the day-long conference, group of thirty scholars will present the latest findings on the relationship of young children to art and science. "The goal of the event is to interpret research results to a general audience," says Professor Maya Gartier from the psychology department.

For the third year now, the University of Paris has organized a conference for master's students in Psychology. *"The whole event is planned a year in advance, we give the students a topic at the beginning of autumn and then they have two semesters to plan the symposium,"* explains Gratier, a professor from the university who founded the Babylab - a laboratory researching the development of babies.

It is children who are the topic of this year's conference. Students will delve into the issues surrounding the relationship between children and art and science. Thirty scholars will present eight research studies related to the conference theme during the course of one day. Speakers will discuss, for example, why it's good to sing to your child and how can dance help teenagers. The event will also include a final debate and interesting guests.

"We realised how important science communication is in general and how essential it is for our students - who are going become psychologists and they are will need to know not only the science but to be able to communicate it to other people in different professions," clarifies Gratier. Scholars must be able to simplify all the information they gathered and deliver it to non-expert audience. As Gratier mentions, it is beneficial for the students as well for the public.

In the past, symposium addressed the issue of the relationship between children and nature, and the first conference held focused on children and digital technology. Why so many topics related to the youngest ones? The University of Nanterre was the first in France to introduce a master's program in psychology specializing in children and infants. The conference is not the only event in which students can participate in. Interested parties can, for example, join research on the use of smartphones in infant clinics or continue their doctoral studies and work on research at BabyLab.



Parisians can come and listen to the students on June 27th at the Auditorium de la Cité des Sciences et de l'Industrie.

Author: [REDACTED]



Picture source: Pixabay.com

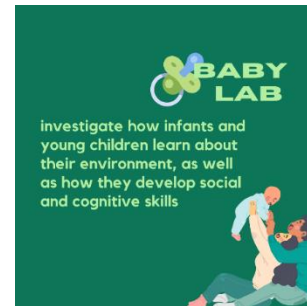
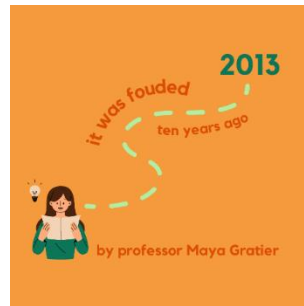
- o Facebook posts

- 1) Hello! We would like to invite you to our master's student conference focused on the relationship between children, art, and science. We will discuss how children perceive art and science and how it influences their development and learning. 🧠🔬

We look forward to seeing you and having inspiring discussions! For more information, please visit our website: <https://lecd.parisnanterre.fr/accueil/le-rapport-du-jeune-enfant-a-lart-et-aux-sciences-titre-provisoire>



- 2) Discover the world of infant development at our BabyLab! Our team at Nanterre University is dedicated to studying how babies learn and grow. Join us on our journey to unlock the mysteries of early childhood development. 🧠



3) What led Professor Maya Gratier to her work in BabyLab? Why should we sing to our babies? And what is Psychology department on Nanterre University preparing for the years ahead? 🍌

o Twitter posts

1) Explore infant development at our BabyLab! Our team at Nanterre University is dedicated to unlocking the mysteries of early childhood. Join us to learn how babies learn and grow. 🧠 #BabyLab #NanterreUniversity #EarlyChildhoodDevelopment

2) Attention students! Join us for our conference on the relationship between children, art, and science! Discover how art shapes childhood development and explore the role of scientific in lifes of the yougest ones. 🗣️ 🧠 #ChildrenInArtAndScience #StudentConference #NanterreUniversity #Psychology

o Instagram stories

1) What do you know about our BabyLab? Discover the world of infant development at o at Nanterre University. Join us on our journey to unlock the mysteries of early childhood development. 🧠



WHAT DO YOU KNOW ABOUT
BABY LAB

universite's
research laboratory
studying
development of
infants and young
children

2013
it was fouded
ten years ago

by professor
Maya Gratier

BABY LAB
investigate how
infants and young
children learn about
their environment, as
well as how they
develop social and
cognitive skills

the team now consists
of four people

and students of
doctorate in
psychology can join in!

**some of the research
topics:**

- The perception
of the baby's
vocalizations by
the adult
- The role of
language in
infant
cooperation
- Parenting &
Baby Sleep

5.4.2.2nd set of materials

- Article 1

Infants can distinguish between sounds of different bird species, as discovered at the University of Nanterre



Children are more perceptive than we realise - that is one of the main findings I learned during my visit to Nanterre University. Babies can even recognize bird species based on their singing. “Our results show that at birth, infants are sensitive to commonalities of different songs from the same bird species,” comments Professor Maya Gartier from the psychology department on this surprising phenomenon.

Nanterre University is unique for its BabyLab, a laboratory where students can participate in research on the cognitive functions of young children, particularly infants. However, anyone imagining a space filled with small children and researchers in lab coats would be mistaken. During my visit, I got acquainted with students who were pursuing their doctoral studies or took part in an internship, just like me. Their work mainly involved observing recordings of children and coding their reactions, I also had the opportunity to try out the activities.

An unexpected and intriguing component of the laboratory are bird cages. In Nanterre, they breed canaries and zebra finches, which they utilize for their research. Don't worry, they don't test any substances or medications on birds. Instead, they study how birds think and react to various stimuli. Furthermore, the animals are well taken care of and appear content.

An interesting study with birds was conducted by Professor Maya Gratier, who is the founder of BabyLab, along with her colleague Bahia Guellai. The researchers investigated how newborns react to the sound of bird songs. The aim of the study was to test whether newborns are able to perceive the commonalities between the songs of the same versus a different bird species.

The experiment was conducted on forty infants, to whom they played different songs from the same species of birds, as well as various songs from different species of birds. Results showed that at birth, infants are sensitive to commonalities of different songs from the same bird species.

What can we infer from these results? The fact that children can distinguish between different bird songs indicates their developing auditory discrimination skills. It suggests that they are capable of perceiving and discerning subtle differences in sound patterns, pitch, and rhythm. Differentiating between bird songs also involves cognitive processing, including memory, attention, and pattern recognition.

Children's interest in and ability to differentiate bird songs can foster a sense of curiosity about nature and its diverse elements. It provides an opportunity for them to learn about different bird species, their habitats, and their unique vocalizations.



- Article 2

Why should we fight for the education of our children?



(Source: )

My visit to the Cité des Sciences et de l'Industrie was filled with interesting exhibits, lots of children, and school trips. The diverse Parisian museum aims to popularize and enhance knowledge about science and technology, particularly among children and youth. Thanks to Professor Gratier from the University of Nanterre, I also learned that the institution houses a special educational center, which, however, is currently facing some challenges.

During my time in Paris, I primarily explored the BabyLab, a specialized facility at the University of Nanterre dedicated to studying the cognitive functions of infants and young children. During my internship, thanks to Professor Gratier, I also had the opportunity to visit the Cité des Sciences et de l'Industrie, a museum designed to popularize science among young children.

The main purpose of our museum visit was to arrange a conference to be held at the institution. This conference was intended to provide an opportunity for graduate students in psychology at the University of Nanterre to present their scientific findings to the public.

Arranging the conference date was challenging due to the museum employees – in a typical French fashion - planning a strike. "They are protesting against complicating access to the children's exhibition, advocating that all children should have free access to education," Professor Gratier explained to me.

The Cité des Sciences et de l'Industrie provides a special exhibition for small children. The permanent exhibition, now open to children ages 2 to 7, is a special place for adults too. "Scientists from other BabyLabs in France, who specialize in child development, often come her and present their findings to parents," Gratier continued.



For the enjoyment of children, this unique space offers a series of fun and educational activities divided into five thematic areas. The three major themes focus on the development of the child and their physical, cognitive and spatial skills. Children can test their flexibility and their senses, watch themselves in the mirrors, listen to their emotions, play with balance, sounds and letters, and explore pathways and mazes, setting their body in motion.

The entire program fascinated me greatly; it looked fantastic. I also hold the opinion that parents with children should have free access to it, so they can educate themselves about their children's development. Reflecting on my experience, I can't help but wish for more places like Babylab in the Czech Republic. Having dedicated research centers focused on child development would undoubtedly contribute to our understanding of early cognitive processes and enhance the well-being of our children.



- Article

What is EDUC?

Connecting students, researchers, and administrative staff from different universities – EDUC Alliance aims to build one big integrated European University. European Digital UniverCity (EDUC), links schools throughout western, central and southern Europe into an integrated network.

EDUC brings together eight universities. Along with Masaryk University it includes University Paris Nanterre and University of Rennes 1 in France, University of Potsdam in Germany, University of Pécs in Hungary, University of Cagliari in Italy, University of South-Eastern Norway and Universitat Jaume I in Spain.

The program gives students an opportunity to have virtual classes from another university, student can take part in easily accessible exchanges, international collaboration, teaching and conferences, virtual or in person, research across countries sharing knowledge and facilities, staff weeks, seminars and less paperwork for non-academic staff, and much more.

- LinkedIn

Exciting news from the BabyLab at Nanterre University!

We are thrilled to share that their research team has made a fascinating discovery about newborns' auditory perception. After conducting studies, Professors Maya Gratier and Bahia Guellai have found that newborn infants possess an astonishing ability to distinguish bird sounds based on their species. This finding shed new light on the early development of auditory processing in infants and highlights their remarkable cognitive abilities right from the start.

Understanding how infants process and categorize sounds early in their development has significant implications for our understanding of cognitive and perceptual development. Moreover, this research contributes to our knowledge of how nature's sounds influence early brain development.

#Research #NewbornDevelopment #AuditoryPerception #BabyLab #NanterreUniversity #ScientificDiscoveries

- Twitter posts

- 1) Did you know infants can distinguish between sounds of different bird species? "Our results show that at birth, infants are sensitive to commonalities of different songs from the same bird species," shares Professor Maya Gartier from the psychology department of Nanterre University in Paris. 🎓 #education #EDUC #NanterreUniversity #infants #birds





(Source: Pixabay)

2) Calling all aspiring researchers!

Exciting opportunity alert! Join Babylab at Nanterre University for an internship focusing on studying children's cognitive functions.

Gain hands-on experience, contribute to groundbreaking research, and unlock the mysteries of early development. #Internship #Research #CognitiveDevelopment #Babylab #NanterreUniversity



(Source: Pixabay)

5.5. PR materials – Mobility / Smart cities (University of Rennes)

Student from one university University of Pécs

5.5.1.1st set of materials

o Interview

As part of his journalism internship for the EDUC SHARE project, [REDACTED], a 3rd year communication and media-science student at the University of Pécs, Hungary worked on the topic of Mobility and Smart Cities. He met with local experts of the University of Rennes:

- Laurent Denant-Boëmont, Professor in the Department of Economics at the University of Rennes, to find out more about this the Rennes 1 Foundation.
- François Bodin, teacher-researcher at IRISA

- Sophie Briand, Chairs and Sponsorship Project Manager
 - Luc Delacroix, Rennes 1 Foundation Communication Officer
- Let's discover their exchanges.

What is the Rennes 1 Foundation?

The Rennes 1 Foundation "Progress, Innovation, Entrepreneurship" was created in 2010 by the University of Rennes. Its purpose is to bring the University of Rennes together to companies in order to promote innovation and socio-economic development.

The Rennes 1 Foundation sets up concrete actions for students and teacher-researchers, organized in synergy with companies and local authorities. These actions are based on four main missions:

- a) Promote and enhance cutting-edge research
- b) To improve the professional integration of students
- c) To develop international activities
- d) Promoting solidarity

Who created this project? What inspired you to come up with it in the first place?

Research and training chairs are one of the activities of the Fondation Rennes 1, and the Mobility in a Sustainable City chair is part of this type of action.

There was a first Chair for Sustainable Mobility before our second version. François will be more competent than me to explain what was his inspiration. For me and the second version, the inspiration comes from the fact that I realized that tackling with sustainability in transportation is essentially a demand regulation problem and not a supply-side technology problem. The other motivation for this chair was to have the opportunity to work as an economist with computer scientists. If you consider that information is a key factor for regulating transportation demand, you need to work with computer guys!

Who sponsors the Rennes 1 Foundation?

The network is made up of seven founding members (Biotrial, Rennes Métropole, Olga, Veolia, Crédit Mutuel Arkéa, Orange and Canon), to which are added each year companies of all sizes (very small, small and medium-sized businesses, large groups), professional branches, organizations and local authorities, as well as many individuals.



What are the main mobility problems the city of Rennes is currently facing?

Roughly speaking, the same problems experienced by the most important cities in France, perhaps a little less salient than for the other ones. The first one is due to the increase in population and economic activities, that lead to bigger transportation needs. The second one is urban sprawl that led a lot of households to live far from Rennes and therefore having transportation costs that increase over time. The other problem for these most distant inhabitants is that private car is often the only option available for meeting mobility needs.

What do you understand as Smart Mobility?

Smart Mobility means to use up-to-date technologies and computer science to promote sustainable mobility by having a systemic approach of transportation problems and of its consequences: urban planning, urban logistics, facilities planning, etc.

Regarding the goals of the Chair, what has been already done and/or implemented?

We develop new research projects for having a better knowledge of mobility choices and transportation behaviors and how mobility choices could be influenced in order to reach more sustainable outcomes. In the Chair, there is an ongoing dialog between academics of Rennes University and the members of Sustainable Mobility Chair (industries, local authorities) to promote sustainable mobility in the public.

What makes the industrial experiments within the campus of the University of Rennes stand out compared to the other universities in France? Is the University of Rennes a pioneer in tackling these mobility issues?

It is difficult to say that Rennes University is the first to tackle these mobility issues by focusing on mobility behavior, but it is pioneering work in the method (experimental economics methodology), in the duration and in the computer platform that is used to follow actual users and their reactions to incentives.

Who are the partners of the Chair? Why were they chosen? What is their importance in this context?

Keolis Rennes, SNCF, Lacroix Environnement, Legendre Company and Rennes Métropole are the current partners of the Chair Sustainable Mobility. They are key players of the mobility problem



at the local level and state themselves as being motivated for becoming founding members of this particular topic related to the Chair.

Is the Rennes 1 Foundation a temporary or a permanent project?

The Rennes 1 Foundation is permanent and settled since 2010. The foundation led several projects through years such as Chair Mobility in a Sustainable City. Currently there is seven active chairs with different disciplines: law, food, building renovation, etc. As said before, the foundation has four main missions. This leads to have some event about student entrepreneurship, class mentoring, sponsorship for international internship, scholarship for international student coming in University of Rennes. It's also a place of networking. Lot of our event are open to all of members who came from different professional branches and different sizes (VSEs, SMEs, large groups)

What to expect from the Rennes 1 Foundation in the near future in terms of the implementation of its thematic axes?

As Foundation of the University of Rennes, the foundation relies on the university's expertise to answer major societal issues. To do that, the foundation will still enhance innovation leading to bring the University of Rennes closer to the socio-economic world. It's important for us that those innovations provide answers to main transitions: digital, environment, health in a sustainable world.

- Article

SUSTAINABLE MOBILITY IN RENNES

When it comes to the topic of mobility, many people do not associate individual mobility with consequences of economic development. However, with the advancement of industries and an increase in job opportunities, more workers than ever need transit to get to and from their workplaces, which has led to them increasingly turning to individual vehicles. More people using efficient and green modes of transportation – such as carpooling, taking public buses and trains, or even using electric vehicles – has the potential to have a significant positive impact on the environment.





I sat down and spoke with Laurent Denant-Boëmont and Sophie Langouet-Prigent of the Rennes 1 Foundation, a project founded in 2010 by the University of Rennes, regarding how their organization is making strides to learn more about this issue and find ways to combat it.



Laurent Denant-Boëmont is a Professor in the Department of Economics at the University of Rennes. We discussed the issues of mobility as they play into a global context.

R.: Regarding the topic of mobility, what are the biggest misconceptions people know/learn about?

DENANT-BOËMONT: “I guess that most people do not realize, especially in developing countries, that the mobility we currently have is so huge compared to people just 2 centuries ago. The explosion of individual mobility is a key consequence of economic development. Most people also do not realize that this explosion has had very negative consequences on the ecosystem. People mostly think of industries and agriculture, but not of transportation, as harmful to the environment.”

R.: What can be expected in the future in terms of more environmentally friendly alternatives to accommodate the population growth?

DENANT-BOËMONT: “Governments aim towards fighting a lot of issues, and are especially trying to avoid drastic climate change, and therefore will have to regulate mainly in 2 ways. The first way is to massively engage in electric mobility on the supply side of transportation, and the second way is to slow down transportation demand, especially in developed countries.”

R.: Why do the so-called industrialized regions (North America, the Pacific, and Western Europe) still spend more on mobility per capita when compared to highly populated developing economies such as Asia, Latin America, and Africa?

DENANT-BOËMONT: “Because GDP per capita is higher in developed countries, which implies 2 things. The first is that the cost for increasing transportation supply is higher (wages are higher as well as other investment and operating costs). The second is that as people are wealthier and want to feed transportation needs, they are willing to pay much more for these new transportation facilities. The other problem is that developing countries might face difficulties financing new transportation infrastructures due to a lot of external factors (the financial sector is inefficient and poorly organized, public subsidies are lacking, etc.)”

R.: Currently, what are the most efficient mobility alternatives to avoid resource exhaustion? How do they operate?

DENANT-BOËMONT: “The most efficient alternatives for short ranges in cities are active mobilities (walking, cycling), but they are limited to young and healthy populations. We need efficient public transit, such as trains for medium ranges or metros for short ranges. At the longer-range level, express shuttles or carpooling might be a good way to increase transportation efficiency. These mechanical ways of transportation must be electric.”



Sophie Langouët-Prigent is the vice-president of the Rennes 1 Foundation. She joined our conversation to help us better understand the foundation and its goals and how it is involved in these mobility issues.

R.: What is the Rennes 1 Foundation?

DENANT-BOËMONT: “The Rennes 1 Foundation (“Progress, Innovation, Entrepreneurship”) was created in 2010 by the University of Rennes 1. Its purpose is to bring the University of Rennes together with companies in order to promote innovation and socio-economic development. The Rennes 1 Foundation sets up concrete actions for students and teacher-researchers, organized in synergy with companies and local authorities. These actions are based on four main missions: to promote and enhance cutting-edge research, to improve the professional integration of students, to develop international activities, and to promote solidarity.”

R.: What do you understand as Smart Mobility?

DENANT-BOËMONT: “Smart Mobility means to use up-to-date technologies and computer science to promote sustainable mobility, and to have a systemic approach to transportation problems and its consequences (urban planning, urban logistics, facilities planning, etc.)”

R.: Regarding the goals of the Rennes 1 Foundation, what has already been done and/or implemented?

DENANT-BOËMONT: “We develop new research projects to have a better knowledge of mobility choices and transportation behaviors and how mobility choices could be influenced in order to reach more sustainable outcomes. [...], there is an ongoing dialogue between academics of Rennes University and the members of Sustainable Mobility Chair (industries, local authorities) to promote sustainable mobility in the public.”

R.: What is there to expect from the Rennes 1 Foundation in the near future in terms of the implementation of its thematic axes listed on the university website?



LANGOUËT-PRIGENT: “The foundation relies on the university’s expertise to answer major societal issues. To do that, the foundation will still enhance innovation to bring the University of Rennes closer to the socio-economic world. It’s important for us that those innovations provide answers to the main transitions – digital, environmental, and health – in a sustainable world”.

Bearing in mind that the Rennes 1 Foundation is a permanent project operating for over 10 years now that has already shown palpable outcomes, the importance and influence of the academy are noticeable beyond its own walls. It was a pleasure for me to get to know more about this wonderful project, as well as to interview such distinguished people. Thank you Laurent Denant-Boëmont and Sophie Langouet-Prigent for your time and for working so efficiently on this topic of sustainable mobility.

- Facebook posts

1) || Sustainable Mobility ||

The transportation we use has significant effects on the ecosystem that are often overlooked. Ever wanted to know more about what is being done locally to combat these issues and promote more sustainable forms of travel? The Rennes 1 Foundation is actively working on researching to understand the choices people make with their transportation and developing possible solutions and ways of spreading awareness.



Destination Rennes - <https://www.tourisme-rennes.com/en/organize-my-trip/we-advice-you/practical-informations/travelling-by-bus-and-metro-in-rennes/>

2) || Rennes 1 Foundation ||

Created in 2010 by the University of Rennes, the Rennes 1 Foundation has four main goals:

Promoting and enhancing cutting-edge research

Improving the professional integration of students

Developing international activities

Promoting solidarity

Learn more about this organization and what they are doing to achieve these goals here!



Rennes 1 Foundation - <https://fondation.univ-rennes.fr/la-fondation-rennes-1-0>

3) || International Spotlight ||

Intern for the EDUC-SHARE Journalism Programme, [REDACTED] from the University of Pécs explores the Rennes 1 Foundation's plans for combatting inefficient and environmentally harmful transportation habits in the city of Rennes.



Csontos Szabolcs

- Twitter posts

1) || University Organization ||

The Rennes 1 Foundation was created in 2010 by the University of Rennes to promote #innovation, provide professional opportunities for students, develop international activities, and more! Read more about the foundation and their #goals here.

2) || Sustainable Mobility ||

The Rennes 1 Foundation from @RennesUniv is working on a project to promote and develop sustainable modes of #transportation in the city of #Rennes. In this article [link], you will be able to read the steps they've taken to learn more about the local mobility habits and what improvements have been made there.

- o Instagram stories

1) Post



EDUC-SHARE Journalism Programme intern, [REDACTED] from the University of Pécs, explores the Rennes 1 Foundation's plans for combatting inefficient and environmentally harmful transportation habits in the city of Rennes Through observing local patterns of behavior and learning what motivates individuals to make certain mobility choices, we can better learn how to incentivise them to make more eco-friendly decisions when they travel.

Read more at the link in the story highlight!

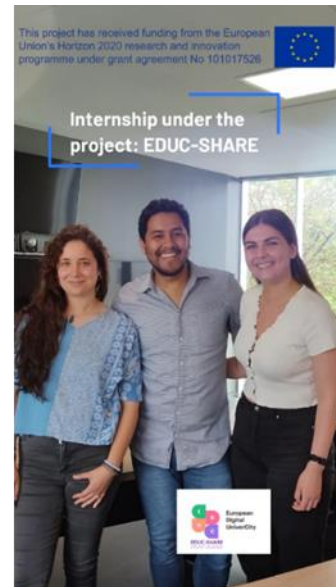
#UniversityofRennes #sustainablemobility #Rennes #educ #educAlliance

2) Story



3) Reel

██████: "Hello guys! My name is ██████, I'm a third-year Communication and Media Science student from the University of Pecs here in Hungary and I am an intern for the Educ Share Journalism Program. I sat down and spoke with the Rennes 1 Foundation about their organization's goals and purpose and their ongoing endeavors to learn about and encourage more eco-friendly transportation in the city of Rennes. If you'd like to learn more about their project and what sustainable mobility looks like, keep an eye on the Rennes University social media platforms for information about the article detailing my interview with members of the foundation."



5.5.2.2nd set of materials

- Internship journal

INTERNSHIP JOURNAL – Rennes, France

Hello! My name is [REDACTED], I'm from Brazil and also a 3rd-year Communication and Media Science Student at the University of Pécs, Hungary. I was gladly selected to be the intern in the journalism field for the H2020 [EDUC-SHARE](#) project, whose topic I should cover was related to mobility / Smart cities. I'm writing this journal to share with you my experience of spending a week in Rennes, France, as well as to explain in detail what this project is about.

Day 01 – 2023/06/03 (Saturday)

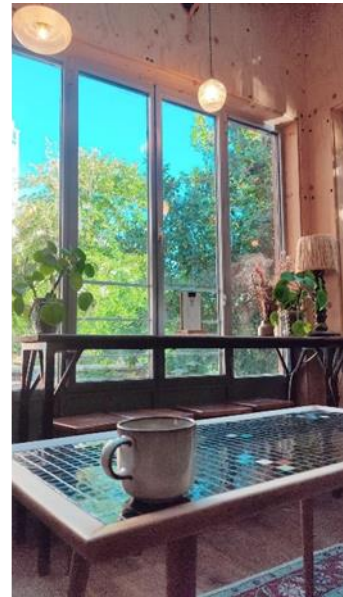
You probably will have the chance to listen to the episode of the podcast we recorded about mobility in the city of Rennes, but, spoiler alert: having a bus stop just a few steps across the airport exit, a friendly driver who could give me instructions in English and the possibility of paying for the ticket through my contactless credit card, directly on the little token machine inside of the bus, certainly was a presage I had landed in a so-called smart city that would undoubtedly treat me well.

Luckily, the hostel I booked, *Les Chouettes Hostel*, was in the city center, just about 30 minutes away from the airport and I did not have to switch buses to get there. Neither did I have to walk



too far away from the bus stop to reach that charming building by a canal where I would sleep for the next 7 nights.

I had flown from Budapest to Frankfurt and from there to Rennes, so, after properly checking in at the Hostel, dropping my stuff off in my bedroom, and eating a very yummy burger at *The Mix* (10 min away by foot from there), it was finally time to get some rest.



Day 02 – 2023/06/04 (Sunday)

I was recommended by my internship supervisors, Claire Le Graët and Cátia Martins, to visit the *Musée des Beaux-Arts* – an art museum – and *Les Champs Libres* – a library –, both located in the city center and so did I. While I was having breakfast at the hostel, I met this Mongolian guy who had served the French army and was living in France for a while. After mentioning where I was headed, he decided to join me before his departure to another city nearby in a couple of hours. We walked 5 minutes to arrive at the museum. Surprisingly, the entrance was free of charge. We were allowed to explore the entire place (apart from an exposition that was closed on that day), which consists of: from ancient historical artifacts to post-modern ones. I took my time to check everything thoroughly, making sure to register the most interesting things to me on my phone. An hour had passed when the Mongolian guy said goodbye and I kept the treasure hunt ongoing.



Another short walk was needed for me to get to the library. The building itself is pretty appealing to the eye, with transparent glass walls and a funny shape, modestly revealing what we might find out once we step inside. Right at the entrance there was this big structure mimicking a solar system, where children were playing on it. I wish I could have taken some pictures but because of the kids, I decided not to.

By the reception, there was a map indicating what each floor was composed of. Just by reading it I already got super excited to start exploring. At first, I took an elevator to go to the floor related to music, my favorite spot there, but I highly recommend taking the stairs instead, since on each floor there is an exposition with paintings and pictures before the entrance door.

Talking specifically about the music floor, I was shocked by the number of things to do there. Besides the incredible collection of vinyl records, there were also mini studios, a tiny cinema, and a variety of DVDs of all sorts of movies and series. I immediately felt like I had entered a video store, just as I used to when I was younger. I swear I wouldn't mind spending my last days on Earth there. Or, better saying, I was in heaven!

On the other floors, we can find Science, Art, Comic Books, and Languages sections, with a small reception where it is possible to borrow the books. There are also computers available to search for whatever you are looking for. I tried to visit all the floors but I was running out of time, unfortunately. The place was about to close. I left there thinking how incredible would be to have a place like that in my city, surrounded by so many valuable items. This was one of my favorite places I've been so far in my life, by far, for sure!



Day 03 – 2023/06/05 (Monday)

This was the day I was going to finally meet my supervisors as well as the other EDUC team members in person. After being introduced to everyone who works at the *Cité Internationale* building, Chloé Duvivier, the EDUC project officer in Rennes, kindly explained all about the [EDUC \(European Digital UniverCity\)](#) Alliance to me.

I learned that the EDUC Alliance, founded in 2019, has currently 8 partners, covering institutions in 7 countries: Germany, France, Italy, Czech Republic, Hungary, Norway, and Spain. It also has 38 associated partners and a budget of up to almost 13 million euros, coming from the European Union, to be used by the end of December 2026.

It was also pointed out to me that EDUC-SHARE is a branch of the EDUC Alliance, with a focus on Research and Innovation. It is a project funded by the Horizon 2020 program and is the sponsor of my internship in Rennes. Thank you, EDUC-SHARE, for existing and for being implemented before I finished my studies!

Since the entire work is based on a collaborative effort, some of the activities to be achieved by 2024 include, for instance: according to the U.N. Sustainable Development Goals, developing a long-term research and innovation agenda for EDUC and, facilitating, through soft skills training, the enhancement of the scholar's competencies.

To achieve the set goals, the EDUC project is divided into 6 work packages: Governance and Management; Education; Research and Innovation; Societal Outreach; Staff Development and

Dissemination. In each of these packages, there are well-defined tasks led and co-led by two of the member institution's participants of the alliance.

I must say that, although it seems a bit complex to understand, the whole structure was thoroughly planned and thought out, aiming to deliver undeniable successful results. To name a few, some of the achievements conquered from 2019 to 2022 are: the creation of 48 collaborative virtual exchange courses with lecturers and students from at least 2 partner universities; research seminars with 278 participants; 58 joint publications; an online course on critical thinking with a one-week internship; and language courses for students and staff in German, French, Italian, Spanish.

When my meeting with Chloé Duvivier was over, my heart was full of joy! Being part of such a prominent project as an intern is a privilege I will certainly cherish forever. Now, knowing the people who work so responsibly behind it, making all of this happen, makes the experience even more memorable! Once again, I would like to thank Chloé Duvivier and all of the EDUC team for welcoming me so dearly.



Day 04 – 2023/06/06 (Tuesday)

I was lucky enough to be in Rennes at the same time that the ICT4S¹, a conference that gathers leading researchers in ICT (Information and Communications Technology), including decision-

¹ Available on: <http://ict4s.org/>.

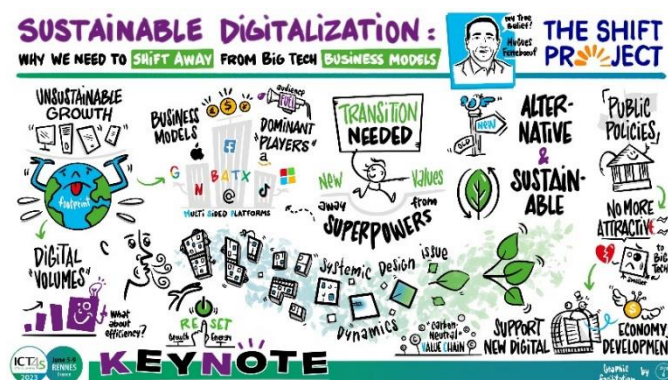


makers to discuss sustainability, was happening for the first time in France. Every year this conference is held in a different country. Its first edition was in 2013, in Zurich, and next year, the 10th edition will be in Stockholm.

I did my best to attend all of the events that were open to the public, and I'm extremely glad I did because I certainly learned a lot! On this day in the morning, I watched a lecture by Hugues Ferreboeuf, whose topic was: *"Sustainable digitalization: Why we need to shift away from Big Tech business models²"*.

The main idea here was to explain why is so crucial to transition away from superpower digital platforms (Netflix, TikTok, etc.) to a more sustainable business model. Have you ever thought how harmful it is for the environment to have an ascendant number of devices in the market today? Where do smartphones, laptops, and so on go after they no longer serve our needs after 2, or 3 years of use? Do not forget that for a single device to be produced in the first place, a carbon footprint is sadly registered.

One of the suggestions is to implement public policies that would somehow force some changes. A good strategy, for example, would be to downsize Big Techs (GAFAM – Google, Apple, Facebook, Amazon, and Microsoft and BATX – Baidu, Alibaba, Tencent, and Xiaomi) by regulating them properly through a fair rate of taxation. Another solution is to enforce a value chain of carbon footprint measurement. Other interesting proposals were introduced during the presentation, and, by the end, a cool sketch was made to summarize what had been discussed there:



In the afternoon, Cátia Martins and I attended a private workshop at a lovely location, *L'eclozr*, where professionals were gathered to discuss alternative mobility, whose topic was: *"Mobilités alternatives où en sommes-nous? – Alternative mobility: where are we?"*. Although all the discussions were conducted in French, I was able to grasp the main idea of each presentation.

² Slides of the presentation here:

<https://drive.google.com/file/d/1ERgXE6dIO3iYE9JcOfkKPMgjbjkOyKqf/view?usp=sharing>.



To contextualize, this workshop was an initiative carried out by the Rennes 1 Foundation through the “Chair Mobility in a Sustainable City”. The host of the event was the professor Mr. Laurent Denant-Boëmont.

It was super interesting to witness such a unique event where the attendees were enthusiastically and passionately brainstorming on how to implement sustainable mobility alternatives for the city. I noticed that each one of them was representing a different sector, so, collaboratively, they kept pitching in new valuable comments. I feel like if there was no time limit, they would still be there happily exchanging experiences among themselves now. I left there feeling quite motivated by seeing so many inspired people.

Day 05 – 2023/06/07 (Wednesday)

This was the day I could have some quality time with my internship supervisor, Cátia Martins. We spent the whole day together at her office in *Thabor*, a peaceful neighborhood quite close to the city center. She continued explaining to me the many tasks of EDUC-SHARE that need to be fulfilled within the next months, as well as the websites I should browse to gather all the information needed to get to know more about the project.



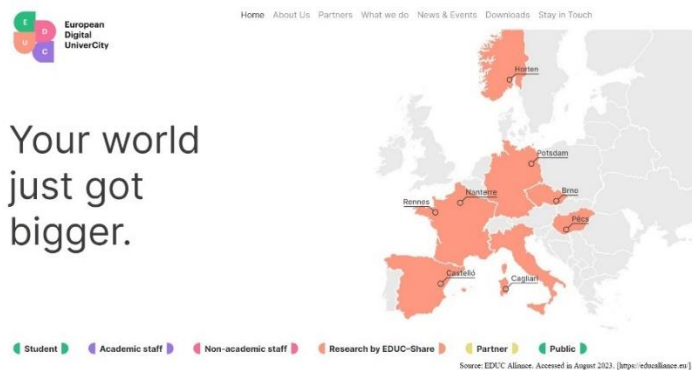
On the official website of the EDUC Alliance,³ it is possible to have access to the projects, events, job opportunities, and podcasts developed by the member institutions of the alliance. There is also an option to register an account to keep updated with all of its content.

³ Available here: <https://educalliance.eu/>.



EDUC-SHARE also has its webpage⁴, where the already mentioned 8 work packages are highlighted. At the bottom, we can check the so-called deliverables, which consist mostly of reports. If you are interested in keeping track of what has been produced by EDUC-SHARE, this website provides the necessary information.

Lastly, Cátia Martins introduced me to the webpage of EDUC-SHARE in Rennes, which, by the way, is the coordinator of the EDUC-SHARE project⁵. There we can find the 8 EDUC-SHARE's focuses, followed by the leader institution responsible for implementing the specific goal accordingly. The University of Pécs, for instance, is in charge of executing the reinforcement of regional ecosystems and their connection. Cátia Martins spoke highly of the EDUC-SHARE team in Pécs, so, I couldn't be prouder of them!



In the evening I had the pleasure to attend one of the coolest events ever, still part of the ICT4S conference: an art performance by *The Disnovation*⁶. They are a group of artists who criticize responsibly the abusive and harmful societal practices, even if unconscious while providing some techno-solutionist ideologies. It might sound a bit complicated to comprehend but once you get to see their art pieces it becomes clearer.

One of their work that caught my attention was the so-called *Shadow Growth*⁷. We hear a lot about how important it is for a country to have a high GDP, right? What we don't get to think about is how much it costs for the environment when a country shows a promising and ascendant GDP chart. The fossil fuel combustion and the social costs of CO₂ emission are omitted as if they never existed in the first place, which is completely not true. The *Shadow Growth* prototype represents,

⁴ <https://educalliance.eu/research/>.

⁵ <https://www.univ-rennes.fr/en/educ-share>.

⁶ <http://disnovation.org/>.

⁷ <http://disnovation.org/shadowgrowth.php>.



then, the social cost of carbon emissions, counterbalancing the false optimistic idea of economic growth.



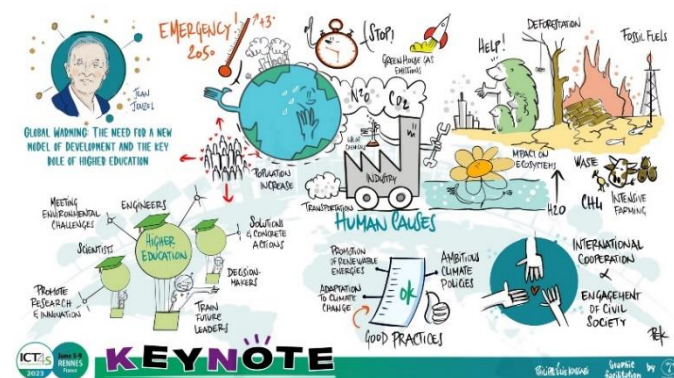
Source: Disnovation website. Accessed in August 2023.

[\[http://disnovation.org/shadowgrowth.php\]](http://disnovation.org/shadowgrowth.php).

Day 06 – 2023/06/08 (Thursday)

Still part of the conference, in the morning, I was present to watch an insightful lecture by Jean Jouzel, whose topic was: *“Global Warming: The Need for a new model of Development and the key role of higher education”*⁸.

The main takeaways of this presentation were: limiting global warming to 1.5 °C to enable life's existence on Earth, as opposed to a minimum of 4 °C, as predicted to happen by 2100. To achieve that we need, to name a few: systems transitions; deep emissions cuts in all sectors; behavioral changes, and increased investments in low-carbon options.



In the afternoon was time for another art performance by Jan Van Esch, entitled: *MITUMBA*⁹. Here he explores how the Western world deals with (re)used clothing and the traditional conceptions

⁸ Slides of the presentation here: https://drive.google.com/file/d/1nF1m_WLdxTjYKf1H7m0HPq67p-QE2zma/view?usp=sharing.

⁹ His website: <https://janvanesch.com/>.



of the gift. He has traveled all around the globe and the experiences he has gathered are just incredible, to say the least! Apart from being extremely smart, he is also beyond talented! I highly recommend checking out his work.

JvE



Drawn.Clothes NipeNikupe Nafisi About

Mitumba M.

Photography series of beach performance (selection)
Dar es Salaam
2020

A free gift is the donor's intention to be exempt from return gifts coming from the recipient

Zawadi bila masharti ni kielelezo cha mtaaji kutolitaji mpokeaji kulipa kwa zawadi.

Marcel Mauss

Is the emperor dressed? Oh wait, it is a joke.

Source: Jan Van Esch website. Accessed in August 2023. [<https://janvanesch.com/>].

The conference was coming to an end, so, there was a panel discussion to wrap everything up. Regarding the climate change theme, it was pointed out how the EU is transitioning from climate goals toward actual regulations, taking into consideration that the Parliament and Council have been stricter over the years. To know more about this, watch: *Art of Rules*¹⁰.

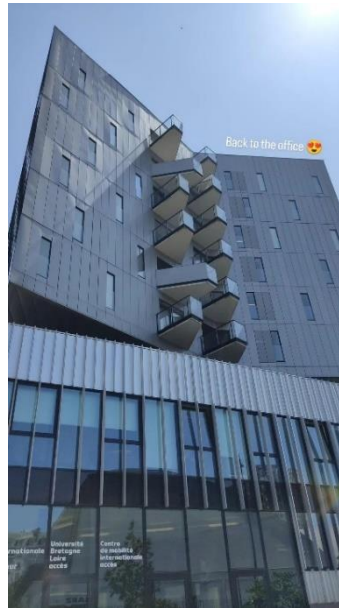
The panelists: scientists, engineers, and policy and decision-makers, answered questions on: what are the risks and opportunities for sustainable digitization? How to measure and support the decision-making process concerning digitalization as a political choice? and if and how to regulate software technology usage?

Needless to say how much I enjoyed partaking in this conference! The things I've learned/reflected on there will certainly be put to good use in the future, both in terms of how I envision sustainability now and also in the way I want to redirect my studies in this field.

Day 07 – 2023/06/09 (Friday)

Back to the *Cité Internationale* building, Claire Le Graët, my other internship supervisor, and I recorded a podcast episode where I share my impressions on mobility in the city of Rennes, as well as why I consider it a smart (and lovely) city. Are you curious to know more? Great! You can listen to the episode by accessing this link: [add link].

¹⁰ Available here: <https://vimeo.com/671133308?ref=em-share>.



Nevertheless, I also had the opportunity to interview Lise Dubois, one of the people in charge of welcoming and helping foreign students who go to Rennes to study. She has been doing this for 9 years at the CMI (International Mobility Center). Her tasks mainly regard dealing with administrative/bureaucratic procedures required of each student, varying from applying for a Visa to finding a place for them to stay.

The CMI has been operating in Rennes for at least 12 years and it has helped thousands of international students already. When asked what is so attractive in Rennes that people choose to pursue their studies there over Paris, for example, she points out the quality of life. Because Rennes is not as big as Paris but still considered a quite big city, that could mean, also, a less threatening experience to be faced by the student. Another interesting fact is that in Rennes is possible to find many schools that teach different majors and some of them are references in France.

Lise clarified that the students don't belong to the CMI. Rather, they belong to their respective universities and they contact CMI when they are in need. Normally, international academics get to know CMI through their friends who have already used the CMI's services. The CMI serves students from all sorts of levels: BA, MA and PhD. When someone gets a job and decides to continue living in Rennes, they have to initiate the procedure by themselves directly at the city hall, since this is no longer the CMI's competence.

For those who might be interested in going to Rennes to study, Lise encourages requesting the CMI services, since it is a very distinguished and efficient structure in France. The CMI has a dedicated team just to attend to the student's needs, apart from having a good relationship with

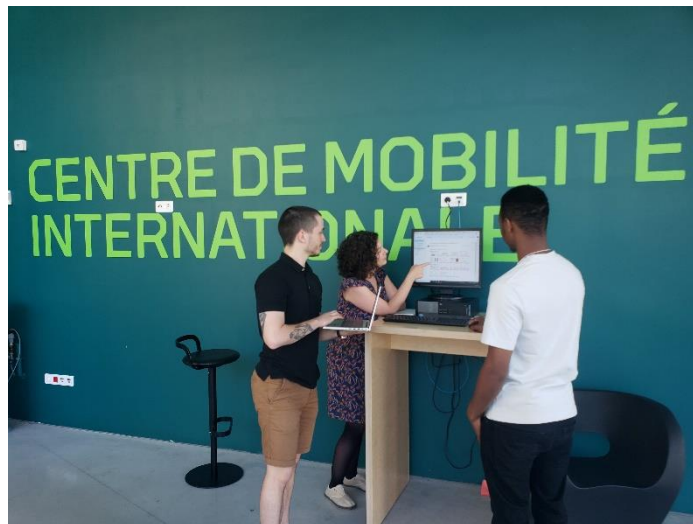


the city hall servants, which is quite essential to get everything done appropriately. We can't forget that in France not everyone speaks English. So, having a specialized person to channel the communication is beyond helpful.

She also highlights that CMI promotes some cultural events, especially knowing the financial situation of most of the international students who go on an exchange program. With CMI, these students can travel around to some specific places paying just 10 euros. Needless to mention how cute Rennes is and how friendly people there can be. Therefore, Rennes should be at the top of your list when considering where to go for an exchange. And, once you've chosen Rennes, you can surely count on CMI to help you out through the process of settling down.

I would like to thank Lise Dubois once again for the interview! It was great getting to know more about the CMI, as well as your role there! As an international student myself I know how hard it is to move to a foreign country, especially if you arrive there alone. Having someone like Lise and her team undoubtedly makes a huge difference!

Do you want to listen to the full interview? Lise agreed to record it. You can check it out here¹¹.



Day 08 – 2023/06/10 (Saturday)

My time in Rennes had come to an end, unfortunately. This was the best and coolest internship I could have ever wished for! The places I've visited, the people I've met, the things I've learned... Wow! No wonder this journal isn't the shortest you've read in your life. However, I feel I need to share all my experiences while in Rennes with you. I hope it will somehow encourage you to apply for something similar too.

¹¹ Link: https://drive.google.com/file/d/1p4b1sNecFf38Wuumcb6fKnh5eS2pWrP/view?usp=drive_link



So, after eating my favorite burger from *The Mix* and wandering around at the local fair and also in one of my favorite spots in Rennes, *Parc Du Thabor*, it was finally time to say goodbye... Or, better saying, *À Bientôt*, lovely Rennes!

Follow me on Instagram (aandrefr3) to check my whole experience on the highlights!



- o LinkedIn

Internship opportunity sponsored by the EU!

Remember [REDACTED], the Communication and Media Science Brazilian student from the University of Pécs? There's a previous post about him available here: https://www.linkedin.com/posts/european-digital-university-educ-educalliance-universityofrennes-activity-7104778258524647424-MpwT?utm_source=share&utm_medium=member_desktop

He did his onsite internship in Rennes, France in June 2023 through the EDUC-SHARE project and the collaboration between the University of Rennes and the University of Pécs. He wrote another exciting article describing his experience spending one week there, as well as explaining how the EDUC Alliance and EDUC-SHARE work.

If you are interested to know more about it, we are pleased to share with you the link here:
Enjoy the reading!





○ Twitter posts

- 1) Do you know what's EDUC Alliance and/or EDUC-SHARE? Have you ever thought of studying or doing an internship abroad sponsored by the EU? Read here to know more: #EDUCAlliance #EDUCSHARE #internship #studyabroad #EU.

- 2) ██████████, a #Brazilian student of #Communication and #Media Science from the University of #Pécs, #Hungary, did his #internship sponsored by the #EU in #Rennes, #France, through the #EDUCSHARE project. Are you curious to know more about this experience? Read here:



5.6. PR materials - Sustainable Changes: climate and resources (University of Potsdam)

Student from the University of Cagliari



5.6.1.1st set of materials

- Article

My research focused on a reflection on the consequences of climate change in societies. Over the years, there has been a growing revolution in the natural landscape of Earth, but not towards a positive perspective.

Over time, scientific journalism has become increasingly important within societies. Scientific research then, with its many advances and discoveries, greatly and directly influences many spheres of everyday life, such as public policies, obviously the surrounding environment as well as the health of all living beings. Therefore, it is essential that the role of scientific journalist is able to communicate the results of scientific research accurately and accessible to the general public. The evolution of scientific journalism research must go hand in hand with the importance of effective scientific communication.

In the contemporary society news is mostly transmitted online and on social platforms such as Facebook, Instagram, Twitter etc. All spheres of the surrounding reality long before reaching the public, also arrive in online platforms. What is really important, however, is to cope with the many fake news and spam that permeate when it comes to situations not close to your home country. In this regard, it is precisely the collaboration that can be the winning weapon to better understand the issues in the scientific field, in this case in the climate. Before we can promote or disseminate material about a scientific field, however, we must first analyze and fully understand it.

Scientific researchers play a key role in advancing research and promoting studies that can bring innovation, awareness, opportunity and progressive improvement. In order to better understand the topic, thanks to the contacts provided by the EDUC team, I decided to interview the researcher [REDACTED]. After her doctorate, she continues the research in the field of “Nutritional promotion of human health within ecologically sustainable food systems”. It was very enlightening and interesting to gather her precious point of view and have the pleasure of being able to interview a person with her background: a well of knowledge in the area of the correlation between agriculture, climate, pollution and nutrition and related issues.

Before the interview, I thoroughly investigated climate change and how Dr N.L. and her colleagues have done very thorough research on very interesting issues. For the interview, I studied how to formulate questions that did not foresee a yes/no answer but could instead instigate a more elaborate dialogue for the understanding of research topics. Also, in order not to make the



conversation too theoretical, I introduced dynamic points such as the task of choosing 3 words that could describe a specific theme and towards the end show photos to better understand the emotional perception about the topics studied and possible future prospects. I then decided to report these results and valuable information obtained, having clear the objectives of the respective research, in the social material that I had to deliver: trying to provide theoretical knowledge but also through techniques of engagement and call to action, to encourage and promote interest in issues that affect everyone on this planet.

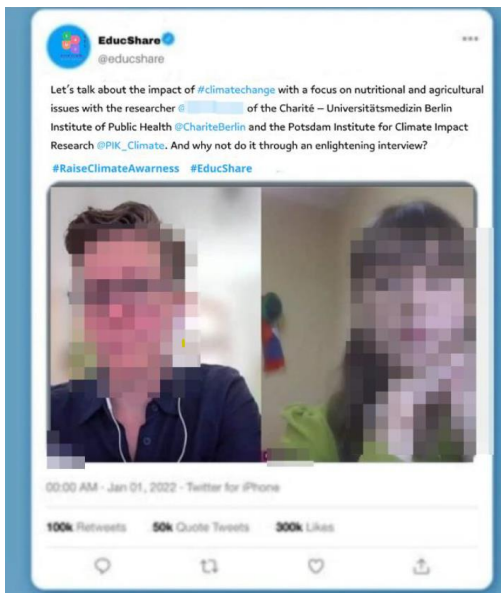


○ Twitter posts

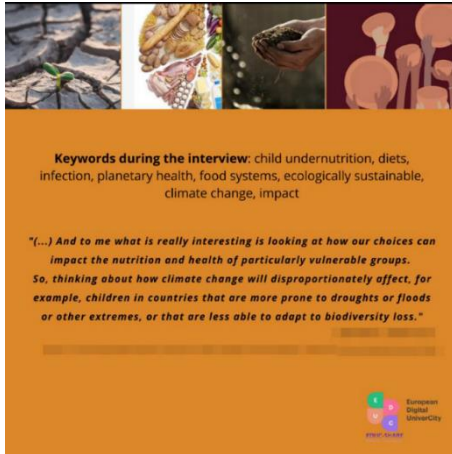
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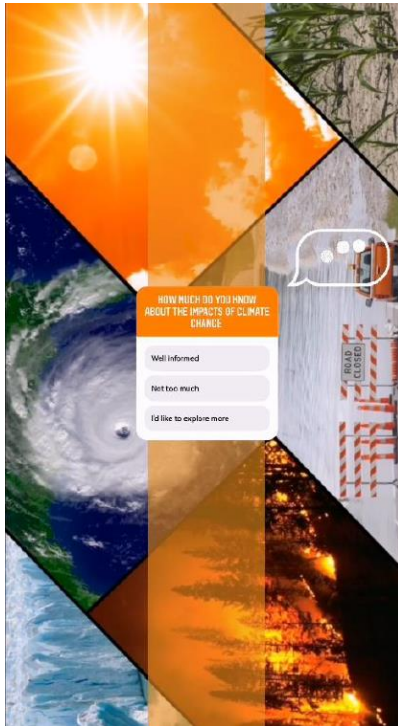
- Instagram stories
- 1) Teaser post



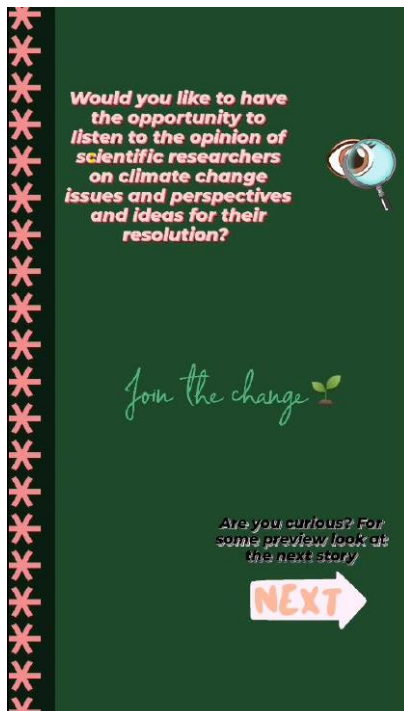
- 2) Story



3) Story continued



4) Story continued



5.6.2.2nd set of materials

- Article 1

Article about the research topic “Sustainable Changes: Climate and Resources”

When people think about climate change, one can easily think, for instance, of scenarios of brutally transformed landscapes, peaks or drastic drops in temperatures, pollution... Less often it may happen to think that all these consequences have a significant impact also on agriculture. My interview with the researcher focused on these challenges to the field of agriculture and food, that is changing as a result of climate change.

With climate change occurring around the world, nutrients in food have changed, often losing many nutritional qualities. The food that people eat has also a significant impact on both the environment and human health. Nowadays the world population is constantly growing: as a consequence of that, the demand for food (and of the resources to produce it) has increased because of these growing needs. The result is a system under stress that very often does not take into due consideration the respect of planetary limits, in particular not preferring healthy foods, consumed in the right seasonality but preferring instead an excessive production and a consequent excessive consumption of food.

Multiple processed foods, with the addition of unsustainable, risky, and non-natural, simple ingredients, have the potential to cause health problems such as obesity and chronic diseases over the long-term intake of these foods. The natural habitats in which crops grow are increasingly overloaded, thus reducing significantly biodiversity.

As a consequence of that, one way to combat climate change might be to focus on the importance of defining healthy and sustainable diets, including the nutrients needed, and at the same time avoiding to overload the planet beyond its limits. It's good to remember that in livestock farming, as well as in agriculture, a huge amount of greenhouse gases and other emissions is produced, causing a negative impact on the planet, especially on such a large scale. The NURISHD project combines precisely the topics just addressed - health and the importance of drawing up a proper diet - trying to understand how to introduce the use of nutritious and sustainable food within the German health facilities: in short, a springboard that can lead to a general awareness of change and new innovative perspectives in this field. In this way, health and well-being are promoted at the same time, a large project that

proposes numerous challenges, including those of analyzing the different nutritional needs of every vulnerable patient, the adaptability of the proposals and the consequent impact on the



surrounding environment. Examining the attitudes of the population is extremely important to understand how to move towards a transition to a more appropriate diet.

In today's societies many limitations hinder the recovery from climate change, such as costs, structural barriers, economic constraints, etc.

They are all challenges that researchers and experts are trying to tackle in favor of sustainability. Recently, in the face of these difficult attempts to relaunch a healthier and more environmentally friendly food system, the Russian-Ukrainian conflict has been compounded by further hardship, in addition to the humanitarian catastrophe, also having serious negative effects on the energy and agricultural markets. Both countries are in fact renowned for the production of fuels, wheat, maize etc. and the war attacks have created strong slowdowns in the distribution of resources (often cutting them completely), as well as numerous increases in raw materials.

These dynamics have affected European consumers, but especially Africa and the Middle East, that depend a lot on the import of cereals in their diet.

To tackle these problems, it has also been proposed to intensify crops in the European area and in protected areas: but this solution may lead to other problems. Intensive agriculture has negative impacts on health of the planet, the environment, and human health.

We live in a world where even food-related resources are not managed and distributed in a balanced way, and huge shortages of supply may arise, a world in which it is produced too much, but which is not equally distributed and therefore becomes waste on waste, increasing pollution. Lately, among the ways to improve nutrition-related health, it has been thought to reduce the consumption of animal meat, preferring fruits, vegetables and legumes for example. Mass farming represents a huge damage to environmental sustainability, both for the large quantities of goods, resources, chemical fertilizers to carry on, but also for the increase in the fateful temperatures of global warming. Another important factor that everyone should keep in mind is the importance to try to reduce food waste. Surely all this could relieve the pressure of production of the planet, changing towards more sustainable and healthy rhythms, towards a human and terrestrial balance. Funding for this type of study is very important because it is about improving the future of everyone and the preservation of the environment in which we live.

- Article 2

Article about EDUC

The EDUC project for me has been a fundamental resource within my studies, because it has allowed me to grow a lot, both humanly and professionally. I believe that in the societies in which



we live there is a need for a multifaceted preparation that can be versatile in all areas. Very often it is thought that when there are funds, to allocate them for trips for the most part with the subsidy of the university, can be a way of wasting them. There is nothing more wrong in thinking this: the university plays a fundamental role in allowing students from the partner universities of the alliance to access travel workshops that can enrich them, because believe me the baggage that you bring home trip after trip is not indifferent. Especially because these trips are intended for deserving students, who are rewarded through the requirements to be able to access, but in my case as a university student without a high socio-economic profile, EDUC allowed me to train, to grow and visit new cultures and countries with contributions that without my success in my university career, I probably could not have afforded. I had already participated in other EDUC projects in my path such as at the University of Paris Nanterre and Pécs with the peculiarity of being projects in groups and therefore attended by students from other faculties. They were very valuable opportunities for me to test myself, improve the English language and the approach with more people with backgrounds other than mine, get out of my comfort zone and increase my skills more and more. Potsdam, however, was one of my favorites, I do not say because I am biased writing this document in view of a material delivery, but in a very sincere. It was a project dedicated to a theme that I really care about: the environmental impact of climate change and the resources available. It allowed me to interact with professionals, understanding my limitations but also my potential to overcome them. I interviewed, to make a better analysis of my topic, the researcher N. L. , a post-doctoral researcher who deals precisely with probing these issues in a very very accurate way. A moment that I appreciated a lot of our work was the one related to the interview: in the first call I was very excited, because I was trying to do my best to relate with a researcher much more prepared than me, as I said before, I understood my limits, but I also had a great thirst for knowledge and to interface with her. After this initial moment, I felt much more comfortable, managing to extricate myself quite well in the speech and managing to laugh and smile at the end of the interview! I was happy at the end of the work done and I also thank the expert. I structured the interview in such a way that it was both theoretical and dynamic, with questions that could also bring out the personal opinion of the researcher I was interviewing. N. L. turned out to be the perfect protagonist to interview to better investigate the research topic, she had all the requirements to talk about it in a very thorough and then after careful analysis I decided to focus only on her for my work. In addition, the project in Potsdam was special because it was my first project totally alone, not in the group as in the other EDUC projects I was usually used to. Perhaps all this helped to make my experience much more immersive and impactful. In



in addition to thanking the EDUC team of the University of Cagliari and in particular S.M. for the availability and support, I must also thank the EDUC team of the University of Potsdam: a very patient team, inclusive, super helpful that allowed me to feel very comfortable and feel special in the project I was doing. I didn't expect all this interest in my project, and I was very surprised in a positive way when they wanted to do an interview. The cards flipped and I was the one being interviewed for my work; it was very exciting. Thanks also to the press department for the valuable advice on how to better structure institutional communication in social institutions when dealing with these particular issues, a private social communication management lesson that I will take with me. Potsdam is a small glimpse of life that I will always cherish, a very quiet, inclusive town, full of greenery, flowers and elegance with its history, culture, its huge parks and particular architecture.

The EDUC alliance has always allowed me to analyze very important issues that tell the societies around us and to strengthen their awareness or their resolution such as intercultural sensitivity when one or more cultures interact with each other in a country, the accessibility of being able to use all equally public spaces such as parks, infrastructure etc or as in this case problems related to climate change that must encourage solutions. They are all problems that deserve great attention and that have a very strong impact on our society and if not received in the right way they risk creating future problems. It is important to understand the intention of Educ in promoting these issues, because very often they are reasoning that you do and understand a posteriori, when you realize that apart from the journey in which you visit a new city, inside your backpack you bring useful elements to propagate your knowledge and promote innovation around you, as well as in your own society. These are fundamental requirements for societies that can be fair, effective for all the citizens of the world, that may not have deficiencies that can affect citizens but are instead inclusive and with a just mentality that can give future prospects.

I will finish my small article with two feelings that have been impressed in my heart: in a project in Paris, my first Educ project that was the engine of everything that gave me the initiative to continue, I felt initially unfit to collaborate on a project that we had to do together with boys and girls studying architecture. But then I understood the key: in making our analyses we had to collaborate with each of our own skills, we with the socio-political component and they with the instrumentation and measurements. It seems obvious the collaboration, but in those moments you realize that it is not so much what you know, but how much you can find out to know through these interactions and putting each of his, really top projects have come out. Potsdam has given me a particular charge, it will also be because it was my first project in solitude, but a loneliness



that I faced in a very immersive way that made me live my type of research and my stay there in a very impactful way. Not only the first and the last project but also the one at the University of Pécs allowed me to relate with many people, share stories and get to know people with whom I am still in contact today.

I am fascinated by all this interaction of knowledge, of culture, of life that has allowed me to be partly who I am today, unlocking myself in my openness to the world around me, enriching experience after experience. There is nothing to be taken for granted, experience and get involved always!

I will guard everything.

Thank you EDUC

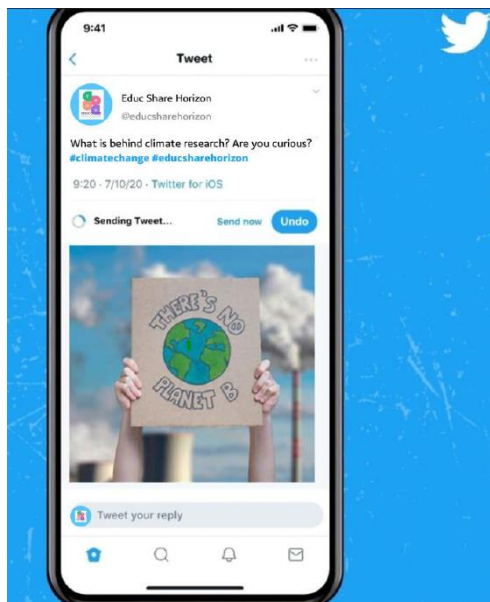


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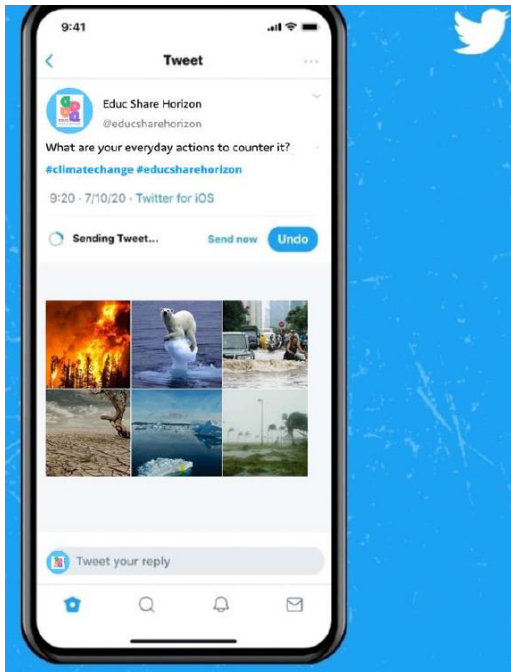


o Twitter posts

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- o Video about visit of University of Potsdam

