

**“SCIENCE & TECHNOLOGY COMMUNICATION
THROUGH CYBER SPACE”**

**PUBLIC COMMUNICATION OF SCIENCE & TECHNOLOGY
(PCST)
INTERNATIONAL SYMPOSIUM 2011**

Jakarta, 22 - 23 November 2011

Secretariat :

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INTRODUCTION

South East Asia is a new emerging region. The region lies on the intersection of geological plates, with heavy seismic and volcanic activity. Some natural disasters, such as tsunami, earthquake, and volcano eruption were part of its life, yet its land is very good for agriculture. Many countries in this region are depended on their agricultural products, while some other countries like Singapore, Indonesia, Malaysia, Thailand, and The Phillipines became newly industrialized countries with several new development in manufacturing products.

Uniquely, there are hundreds ethnic groups and languages in the population of around 570 million people. The fast development in science and technology also takes an effect to this region's economy. It is important to develop public understanding of science in this region considering the cultural diversity and education level in all over the region. These issues affect all the countries of ASEAN, in different ways.

The ASEAN Declaration sets out the aim of the organisation, beginning with the words: “To accelerate the economic growth, social progress and cultural development in the region ...”.

In the last two decades science has delivered dramatic results relevant to health, survival and lifestyle. In many cases the pace of scientific change has accelerated beyond what the public can keep up with, let alone comprehend and accept.

Within the international scientific community there is an increasing awareness of the duty and responsibility of publicly funded scientists to make their work more accessible to the general public. For many scientists public communication does not come naturally, and even when they are willing to get involved, they need some help. Journalists, on the other hand, are often intimidated by science and don't know where to find credible science stories and media friendly scientists.

Within a democratic society where science must be answerable to the public, there is a real need to find new and innovative ways of more effective mass communication about the benefits of science, but also about areas of concern to the general public.

Scientists have to accept that they must operate within the parameters and news values of the media. Worldwide science reporting is moving away from reports towards debate and issues around the impact of science on society. Therefore science and technology communication is critical in a world thoroughly interwoven with science and technology.

The aim of science and technology communication include to make science and technology part of everyday life, bridge the gap between science and technology with society and make science and technology more accessible and exciting to young people and non-scientists. Through active and effective science and technology communication, science and technology will be become an integral part of the society which will improve the quality of life.

The Ministry of Communication and Information Technology of Indonesia is very much aware the importance of science and technology communication practices through the cyber space. It is, therefore, a symposium is planned by the Ministry with collaboration among stakeholders that concern about the issues. The symposium will consider science and technology communication practices in our region. It will explore waysof communication through cyber space, in order to make understand people that cyber space has got most of knowledge they want to learn. The idea is to make use of cyber space technology to communicate about science & technology in proper, useful and safe ways.

OBJECTIVES

1. To learn and share science and technology communication practices and success stories using the cyber space media in South East Asia region in proper, useful and safe ways
2. To search for common approach in cultural diversity to develop better results in science and technology communication tools and programs
3. To explore the possibilities of developing a regional network through cyber space media in science and technology communication communities

THEME

“Science and Technology Communication through Cyber Space”

SUB THEMES

1. Review of science and technology communication practices in the South East Asia region
2. Role of cyber space in getting knowledge and communication of science and technology in proper and safe ways
3. Ideas in developing public understanding the importance of communication and media

SCHEDULE:

Nov. 22-23 : Symposium @ Jakarta

Nov. 24-25: Volcano Cultural Tour @ Yogyakarta/Bali (tentative)

VENUE

BPPT Auditorium
BPPT Building II, 3rd Floor
Jl MH Thamrin No 8, JAKARTA

PARTNERS

- ❖ Ministry of Communication and Information Technology as the Focal Point from Indonesia
- ❖ Public Communication of Science & Technology / PCST Network
- ❖ Australian Embassy in Jakarta, Indonesia
- ❖ Ministry of Research and Technology (RISTEK)
- ❖ Agency for Assessment & Application of Technology (BPPT)
- ❖ Chemistry Department, University of Indonesia (Chemistry Department)
- ❖ DoctoRabbitScience Inc. is willing to take a leading role in organizing the event.

PROPOSED SPEAKERS AND TOPICS

OVERSEAS SPEAKERS

1. Mr. Toss Gascoigne (President of Public Communication of Science & Technology / PCST Network from Australia) “The Role of Science Communication”
2. Prof. Sang Chun Lee (KAIST, South Korea) “Problems in Science Communication”
3. Ms. Jenni Metcalfe (Science Communication Consultant, Australia), “Science Communication Research”
4. Prof. Nancy Longnecker (University of Western Australia) “The Value of Science Communication Courses for University Students”
5. Representative Speaker from Philscicom (The Philippine Foundation of Science Communication, Inc.)
6. Representative Speaker from The NUS-ANU Joint MSc in Science Communication,
7. Representative Speaker from PetroSains, Malaysia

INDONESIAN SPEAKERS

1. Mr. Tifatul Sembiring (Minister for Communication and Information Technology)
2. Mr. Suharna Surapranata (Minister for Research and Technology) “Policies, Activities, and Training Program for Science Communication in Indonesia”
3. Prof. Dr. Emil Salim (former Minister of Environment), “Developing Science and Technology Communication towards Green Society”

4. Prof. Dr. Sangkot Marzuki (President of Indonesian Academy of Sciences), “Scientist Role in Science Communication”
5. Dr. Marzan Aziz Iskandar (Head of the Agency for the Assessment and Application of Technology), “Opportunity and Problems Facing in Disseminating and Implementing Science and Technology in National Level: BPPT experience”
6. Mr. Jaya Suprana, Cultural Practitioner (Humanist)
7. Ms. Desi Anwar, Senior Journalist of Indonesia.
8. Dr. Ninok Leksono, Senior Journalist of Indonesia

PARTICIPANTS

1. Academician (teachers, scientists, lecturers, students)
2. Practitioners (science communicators, journalists)
3. Business (entrepreneurs, marketing communication managers)
4. Government

PROPOSED AGENDA

SYMPOSIUM

21 November 2011

- 15.00 - 18.00 : Registration
19.00 - 21.00 : Welcoming Dinner

22 November 2011

- 08.00 - 09.00 : Registration & Coffee Break
09.00 - 10.00 : Opening Ceremony
Speech 1 : HE Minister for Communication & Information Technology
Speech 2 : HE Ambassador of Australia
10.00 - 11.00 : Keynote Speech by Prof. Dr. Emil Salim : “Developing Science and Technology Communication towards Green Society”
11.00 - 12.00 : Q & A
12.00 - 13.00 : Lunch

- 13.00 - 14.30 : Plenary Session I:
Moderator : Dr. Ashwin Sasongko Sastrosubroto
Speakers : Mr. Toss Gascoigne
Prof. Sang Chun Lee
Prof. Dr. Sangkot Marzuki
- 14.30 - 15.00 : Coffee Break
- 15.00 - 17.00 : Parallel Sessions :
- Review of science communication practices in the South East Asia region
- Role of scientists in science and technology communication
- Ideas in developing public understanding of science and technology
- Teachers workshop

23 November 2011

- 08.00 - 08.30 : Morning call (science show)
- 08.30 - 09.00 : Keynote Speech : Mr. Suharna Surapranata (Minister for Research and Technology) “Policies, activities, and training program for science communication in Indonesia”
- 09.00 - 10.30 : Plenary Session II
Moderator : Dr. Ridla Bakri
Speakers : Ms. Jenni Metcalfe
Prof. Nancy Longnecker
Dr. Ir. Marzan A. Iskandar
- 10.30 - 11.00 : Coffee Break
- 11.00 - 12.00 : Country report from ASEAN Countries :
Moderator : Dr. Listyani Wijayanti
- 12.00 - 13.00 : Lunch
- 13.00-15.00 : Talk Show
Moderator : Sandrina Malakiano
Speakers : Mr. Jaya Suprana
Ms. Deasy Anwar
Dr. Ninok Leksono
- 15.00 - 15.30 : Wrap-up
- 15.30 - 17.00 : Cocktail party & Closing Ceremony

CULTURAL TOUR (optional, extra charge)

24 November 2011 (Yogyakarta/Bali)

- 09.00 - 10.00 : Flight to Yogyakarta/Bali
- 10.30 - 12.00 : Hotel Check-in
- 12.00 - 13.30 : Lunch
- 13.30 - 16.00 : City Tour
- 16.00 - 18.00 : Leisure at the hotel
- 18.00 - 21.30 : Trip to Prambanan (Yogya) to watch Ramayana Dance/to Batubulan (Bali) to watch Sanghyang, Kecak, and Fire Dance
- 21.30 - 22.30 : Back to the hotel

25 November 2011

- 08.00 - 08.30 : Preparation
- 08.30 - 17.00 : Mt. Merapi Tour & Lunch @ around Mt. Merapi /Bali Volcano Tour
- 17.00 -18.00 : Back to hotel
- 18.00 - : Closing ceremony

STEERING COMMITTEE

1. DR. Ashwin Sasongko Sastrosubroto (Director General for Telematics, Ministry of Communication and Information)
2. Dr. Listyani Wijayanti (Deputy Chairman of BPPT for Agroindustry and Biotechnology)
3. Dr. Ridla Bakri (Head of Chemistry Department, University of Indonesia)
4. Mr. Toss Gascoigne (PCST Network)
5. HE Ambassador of Australia

ORGANIZING COMMITTEE:

Chairperson : Dra. Mariam F. Barata (Director Informatics Empowerment, Ministry of Communication and Information)

Vice Chairperson for Program and Technical Organization : Ir. Bambang Srijanto (BPPT)

- ❖ Technical Coordinator : Drs. Tarwadi, MSi.(BPPT)
- Moderators : Kominfo, UI, BPPT & DoctoRabbit
- Technical Committee : Fifit Juniarti, BSc. (Hons)

Vice Chairperson for Program: Dr. Finarya Legoh (BPPT)

- ❖ Program Coordinator : DR. Dyah Ratna Permatasari (DoctoRabbit)
- Venue : Drs. Nizar, MM (BPPT)
- Event : Mr. Indra Setiawan
- Protocolaire : Ms. Wiwi (BPPT)
- Symposium : Dra.Diah Kusumaningrum, MSi (DoctoRabbit)

Vice Chairperson for Communication: Dr. Ir. Fauzie Dahmir, M.Eng (Kominfo)

- ❖ Communication Coordinator : DR. Dyah Ratna Permatasari (DoctoRabbit)
- Publication-Scientific : Rangga Adi Negara, ST (Kominfo)
- Publication-General : Manherik, ST (Kominfo)
- Media : Aang Khumaidi, SH (Kominfo)

Vice Chairperson for Documentation: Boni Pudjianto, MM (Kominfo)

- ❖ Documentation Coordinator : Drs Nizar, MM (BPPT)
 - Proceeding : Fifit Juniarti, BSc (Hons)
- ❖ Audio/Video Coordinator : Drs.Azkar Badri, MSi (Kominfo)
 - Audio : Maryam, S.Sos (Kominfo)
 - Video : Okky Robiana Sulaeman, ST (Kominfo)

Vice Chairperson for General Affair: Ir. YBS Sananugraha, MEng (BPPT)

- ❖ Administration Coordinator : Rahmat Hidayat (Kominfo)

Vice Chairperson for Secretariat : Maria (Kominfo)

SUPPORTED BY

Steering Committee



Organizing Committee



Partners:

