

# Principles of science communication at the Estonian Academy of Security Sciences

## 1. Objective

The aim of science communication at the Academy of Security Sciences (hereinafter the academy) is to ensure that the process and/or results of research, development and innovation (RDI) are understandable, accessible and applicable to the wider public in ensuring the security of society through professional communities, agencies and within the academy. Science communication supports knowledge-based decision-making, strengthens the reputation of the academy, and increases the social impact of RDI.

## 2. Principles

Science communication is an integral part of the academy's research, development and innovation process that helps shape reliable and knowledge-based internal security and safety. Academic staff are active advocates of science and ready to share information about their research and development work both in Estonia and internationally. In cooperation with colleagues in research support and science communication, they will find the most suitable opportunities for popularising science among different target groups through channels suitable for them and messages that speak to them.

Starting points of science communication:

- Purposefulness: science communication is based on strategic needs and the expectations of target groups in the field of internal security and public safety;
- Clarity and comprehensibility: the RDI results are presented to the target audience in a way that speaks to them – for example, to the general public in a more generalised and simpler language, and to experts in a more specific way;
- Accessibility and openness: when communicating the results, and if necessary, the process of RDI, we follow the principle of open science: "as open as possible, as closed as necessary".<sup>1</sup>
- Reliability: science communication is evidence-based and follows good research practice<sup>2</sup>;
- Collaboration: science communication is conducted in close cooperation with academic staff, partners, professional communities, authorities, practitioners, policy makers and the media;
- Proactivity: science communication is predominantly proactive, in order to raise important topics in society, initiate discussions and address different target groups.

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<sup>1</sup> <https://openscience-ipr.eu/as-open-as-possible/>

<sup>2</sup> [Good Research Practice | University of Tartu](#)

### 3. Target groups

- Partner institutions;
- Research and educational institutions;
- Staff and students of the academy;
- Private sector partners and research networks;
- International cooperation partners and professional networks;
- The general public and the media.

### 4. Courses of action

The academy's science communication is based on a four-pillar model to support the visibility, influence and applicability of RDI in society. These include:

#### 4.1. Internal communication:

Introducing RDI activities and results for the staff and students of the academy. The aim is to increase awareness and cooperation within the academy, motivate employees and students to participate in RDI activities, and support the integration of results into learning and management.

#### 4.2. Foreign and public communication:

Introducing the results of RDI at various research events, in cooperation networks and media, including social media, on the academy's website, in newsletters, etc. The aim is to increase the academy's national and international visibility and credibility among the public and partners.

#### 4.3. Popularisation of science

Using the results in teaching, supporting and welcoming the new generation of scientists, popularising science in society and introducing the academy as a R&D institution among young people.

#### 4.4. Knowledge transfer and application of science

RDI cooperation and training with practitioners and policymakers in order to translate the results of RDI into work and decision-making processes. The aim is to ensure the applicability and impact of RDI in the field of internal security and safety.

### 5. Implementation of the principles of science communication and performance monitoring

An action plan will be drawn up for the implementation of the principles with an expected schedule and indicators. The monitoring of the indicators is carried out within the general framework and schedule of the academy's strategic planning.

#### 5.1 Indicators

- Number of scientific news, reports, media inquiries (e.g. in the media, professional publications);

- Social media and online channel engagement indicators (shares, views, website content analysis);
- Results of feedback surveys;
- Training in science communication (number of events and participants);
- Number of published popular science articles (ETIS 6.3);
- Number of presentations at scientific and professional conferences and scientific events.