

Baltic Earth, Outreach and Communication

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Outreach is the collection of efforts of a scientific project to embed its work in the social landscape of social, political and economic interests. This landscape is mostly „external“ to the project. These interests feedback on the project itself and may help to sharpen the focus and increase the societal/scientific significance of the project.

Outreach serves a number of purposes, and takes different forms, and addresses different groups, in particular other *scientific projects, funding agencies, managerial and political decision bodies, or the general public*

In all cases, it is needed to have an understanding of the knowledge system adopted by the addressee, its interests and motives. These “alternative” knowledge systems in most cases satisfy certain cultural preferences, interests and social inertia. Fundamental problems in “outreach” are: competition of knowledge claims; “truth” is a powerful but invalid concept; a successful communication recognizes that the “others” (those to whom we want to reach out) cannot be simply *taught*, but that a dialogue must be built with specific decision makers and stakeholders.