



Living in the real world

***Professor Anne Glover CBE
Chief Scientific Adviser
to the President of the European Commission***



European
Commission



Departures 1				Departures 2			
Due	Destination	Plat	Expected	Due	Destination	Plat	Expected
12:27	Newcastle	15B	On time	13:02	Ilkley	2C	On time
12:28	Poppleton	1C	On time	13:04	Knottingley	17A	On time
12:32	Ilkley	3B	On time	13:05	London KK	8	On time
12:34	Sheffield	17B	On time	13:05	Edinburgh	9D	On time
12:37	Manchester Uic.	12D	On time	13:08	Manchester Uic.	12D	On time
12:38	Hull	15B	On time	13:08	Liverpool Line St.	16A	On time
12:40	Bradford F. Sq.	2C	On time	13:10	Bradford F. Sq.	3B	On time
12:40	London KK	6	On time	13:10	Plymouth	11A	On time
12:40	Manchester Pic.	16A	On time	13:12	Scarborough	15B	On time
12:41	York	9D	On time	13:15	Selby	9D	On time
12:43	Huddersfield	13A	On time	13:16	Sheffield	17B	On time
12:48	Sheffield	10B	On time	13:19	Doncaster	12A	On time
12:49	Carlisle	5C	On time	13:22	Brighouse	12C	On time
12:51	Blackpool North	12C	On time	13:25	Manchester Air.	16A	On time
12:55	Middlesbrough	15B	On time	13:26	Skipton	4B	On time
12:55	Manchester Air.	16A	On time	13:27	Newcastle	15B	On time
12:56	Skipton	4B	On time				
12:59	Knaresborough	1C	On time				



Science and technology are part of everybody's life



Louise Baldock



Cineplex



**We accept the benefits –
we accept the risks**

Well, do we?



Gegen den Tonfilm!

Für lebende Künstler!

An das Publikum!

Achtung!

Gefahren des Tonfilms!

Viele Kinos müssen wegen Einführung des Tonfilms und Mangel an vielseitigen Programmen schließen!

Tonfilm ist Kitsch!

Wer Kunst und Künstler liebt, lehnt den Tonfilm ab!

Tonfilm ist Einseitigkeit!

100% Tonfilm = 100% Verflachung!

Tonfilm ist wirtschaftlicher und geistiger Mord!

Seine Konservenbüchsen-Apparatur klingt kellerhaft, quietscht, verdirbt das Gehör und ruiniert die Existenzen der Musiker und Artisten!

Tonfilm ist schlechtes konserviertes Theater bei erhöhtem Preis!

Darum:

Fordert gute stumme Filme!
Fordert Orchesterbegleitung durch Musiker!
Fordert Bühnenschau mit Artisten!

Lehnt den Tonfilm ab!

Wo kein Kino mit Musikern oder Bühnenschau:
Besucht die Varietés!

Internationale Artisten-Lage E. V.
Fossil

Deutscher Musiker-Verband.
Karl Schiementz

Druck: Gebr. Unger, Berlin SW 11.

**1929:
The dangers of
sound film:
"It damages
your hearing"**



European Commission

2012: The dangers of mobile phones

Birmingham Post



Sunday Express

EXCLUSIVE: DEPRESSION CLUE TO BRIDGEND DEATH RIDDLE

By Lucy Johnson

SUICIDES 'LINKED TO MOBILE PHONE MASTS'

WARNING: People from Bridgend, who in one of 22 areas people from Bridgend to who within the past 18 months

THEir spate of deaths among young people in Bridgend's seaside town could be linked to radio waves from dozens of mobile phone transmitter masts near the victims' homes.

Dr Roger Coghill, who sits on a Government advisory committee on mobile radiation, has discovered that all 22 youngsters who have killed themselves in Bridgend, South Wales, over the past 18 months lived far closer than anyone to a mast.

He has examined worldwide studies linking proximity of masts to depression. Dr Coghill's work is likely to trigger alarm and lead to closer scrutiny of the safety of masts, which are frequently sited on public buildings such as schools and hospitals.

It is also likely to fuel more campaigns against placing masts close to public places on built grounds.

Dr Coghill said last night there was strong circumstantial evidence that the masts may have triggered depression in those from Bridgend who took their lives.

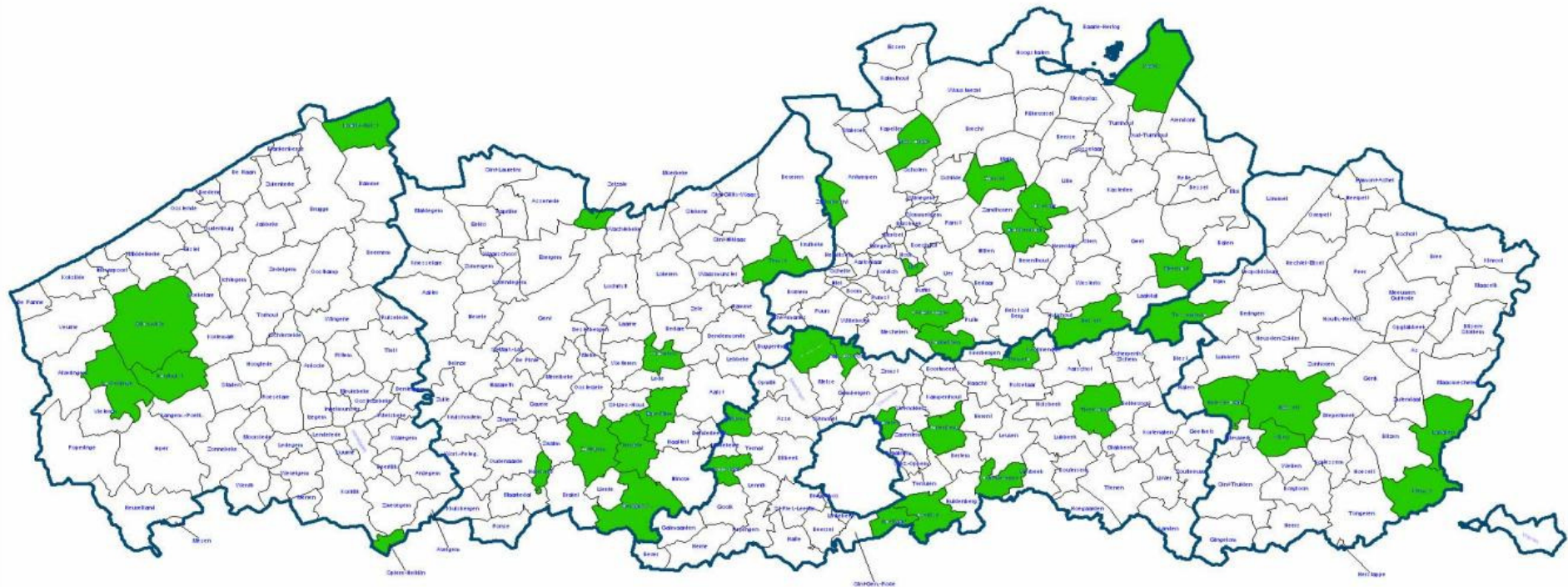
They include Eddy Hughes, 16, who hanged himself from a shower rail in February this year while on holiday in February, East. Dr Coghill said "There

1000 TO 1002 4



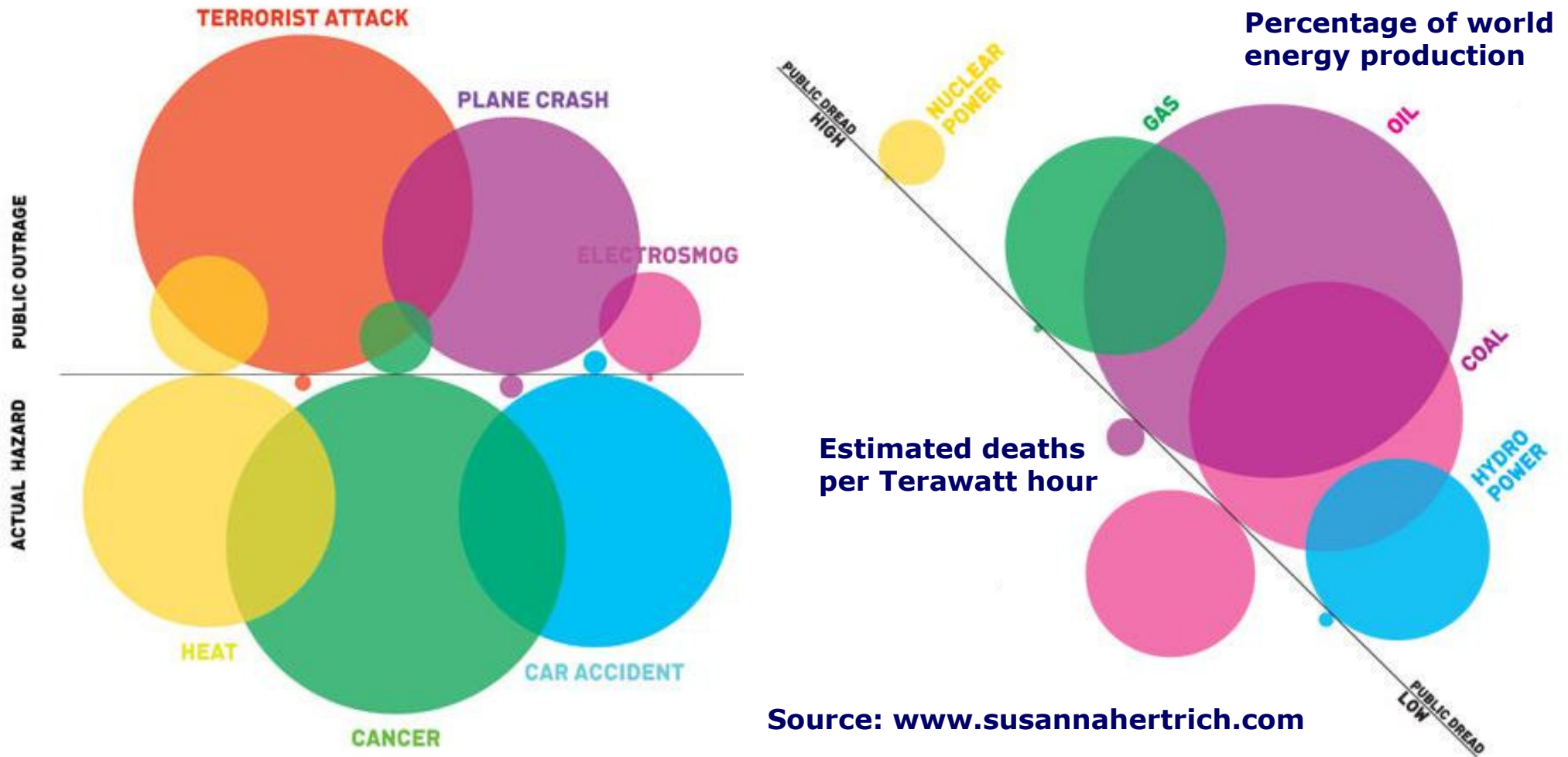
next-up.org

“GMO-free” municipalities in Flanders, Belgium





Risk perception and evidence are two different things



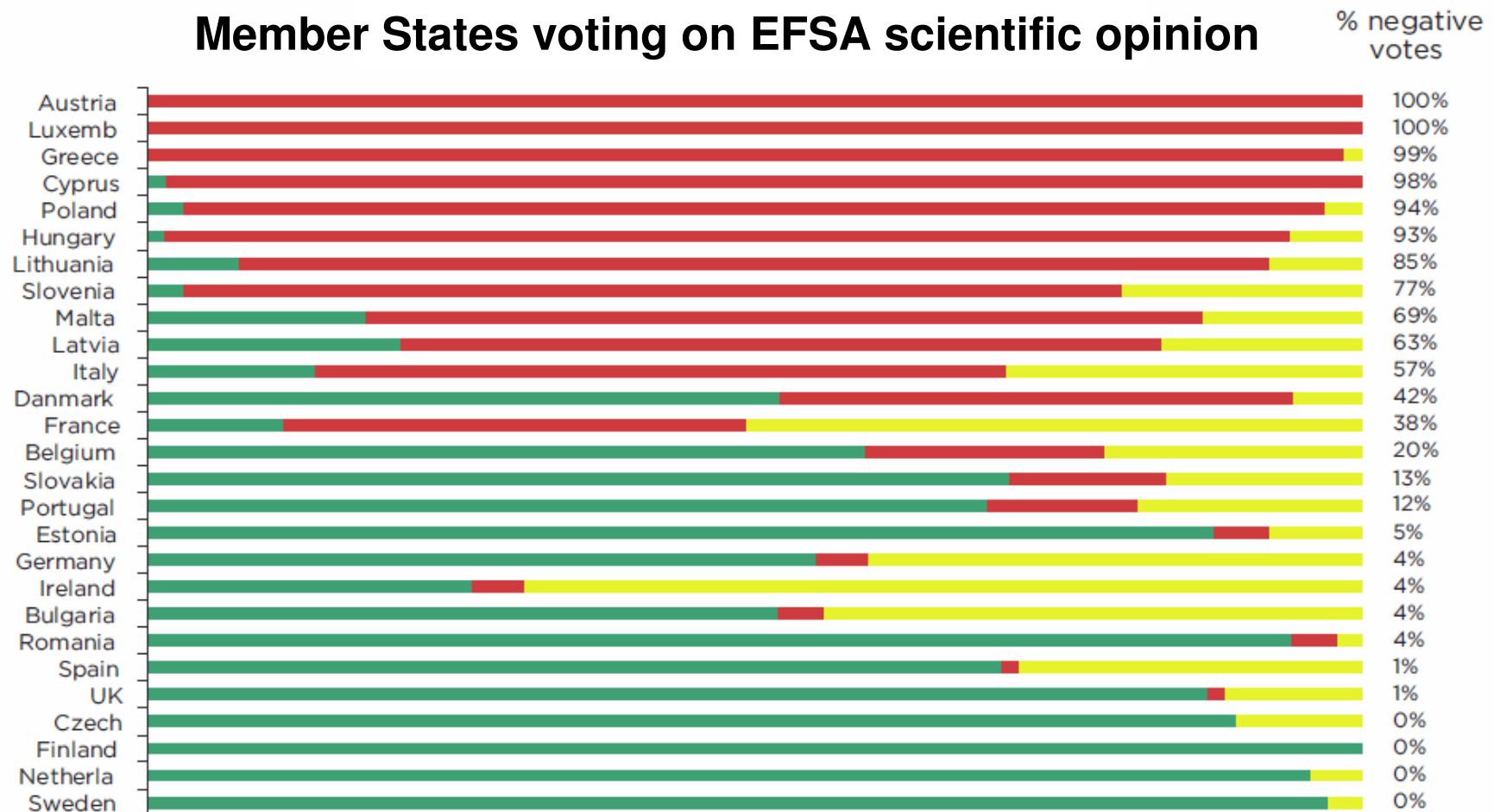


**Risk perception influences
public opinion and, hence,
behaviour of politicians**



GMO approval

Member States voting on EFSA scientific opinion

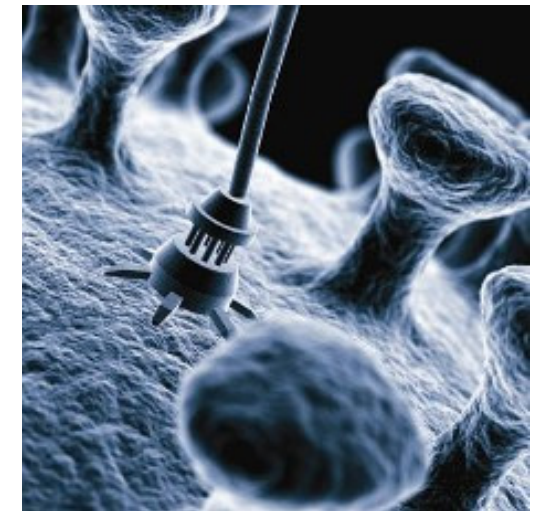


■ Yes ■ No ■ Abstain

Source: EuropaBio, Approvals of GMOs in the European Union, Oct. 2011

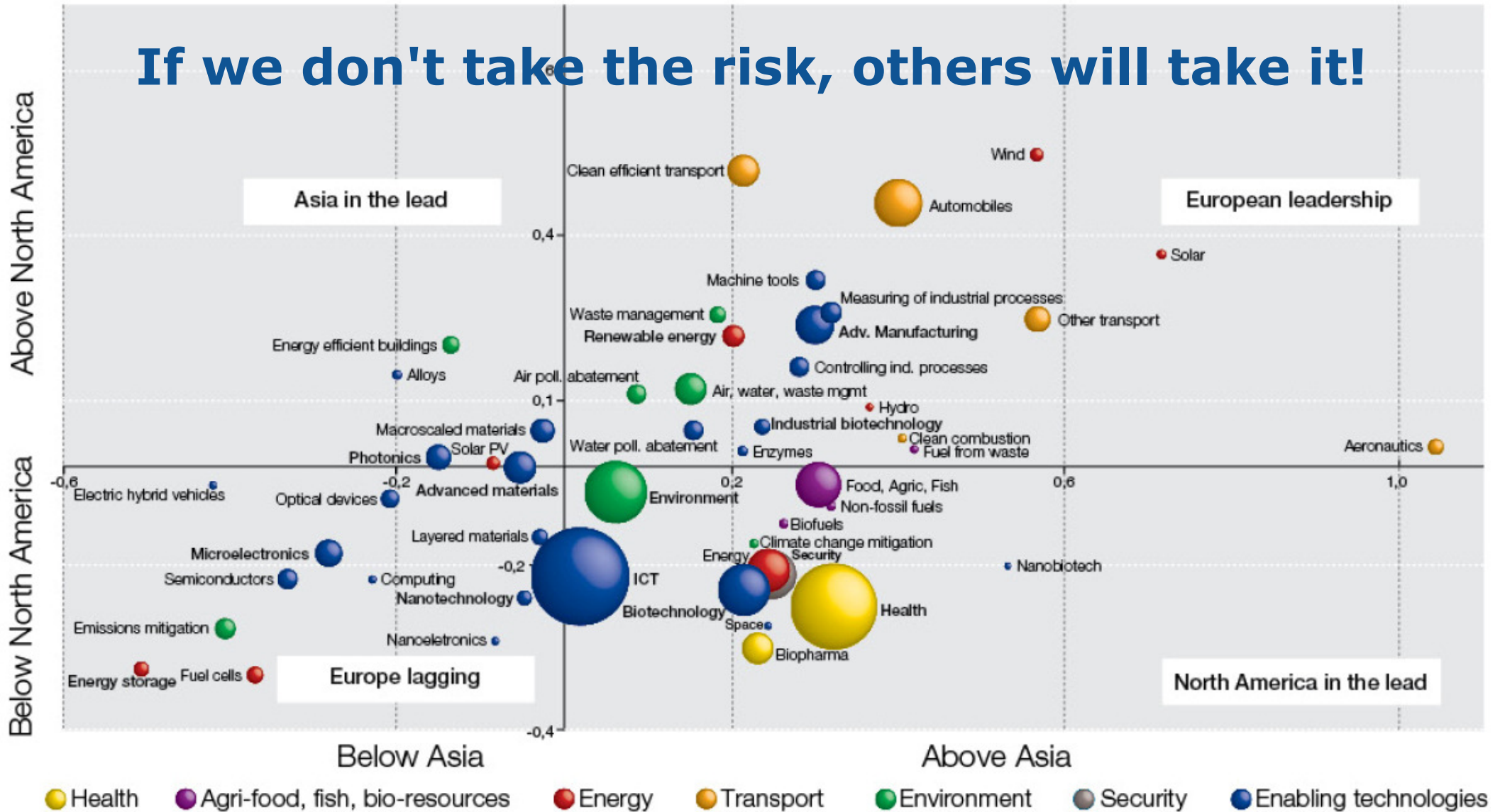


**As a society we need to
take risks to make progress**





If we don't take the risk, others will take it!





We need in Europe a rational societal debate about the risks and rewards of new technologies

For this to happen, we need:

- Politicians who don't cherry-pick just the science that suits their view of the world and who are transparent about their motivation if they choose to ignore the evidence**
- Scientists who engage in public dialogue and communicate better**
- Citizens who embrace science and are open to listen to the evidence**
- Media who report in an unbiased manner and provide a platform for the exchange of opinions**

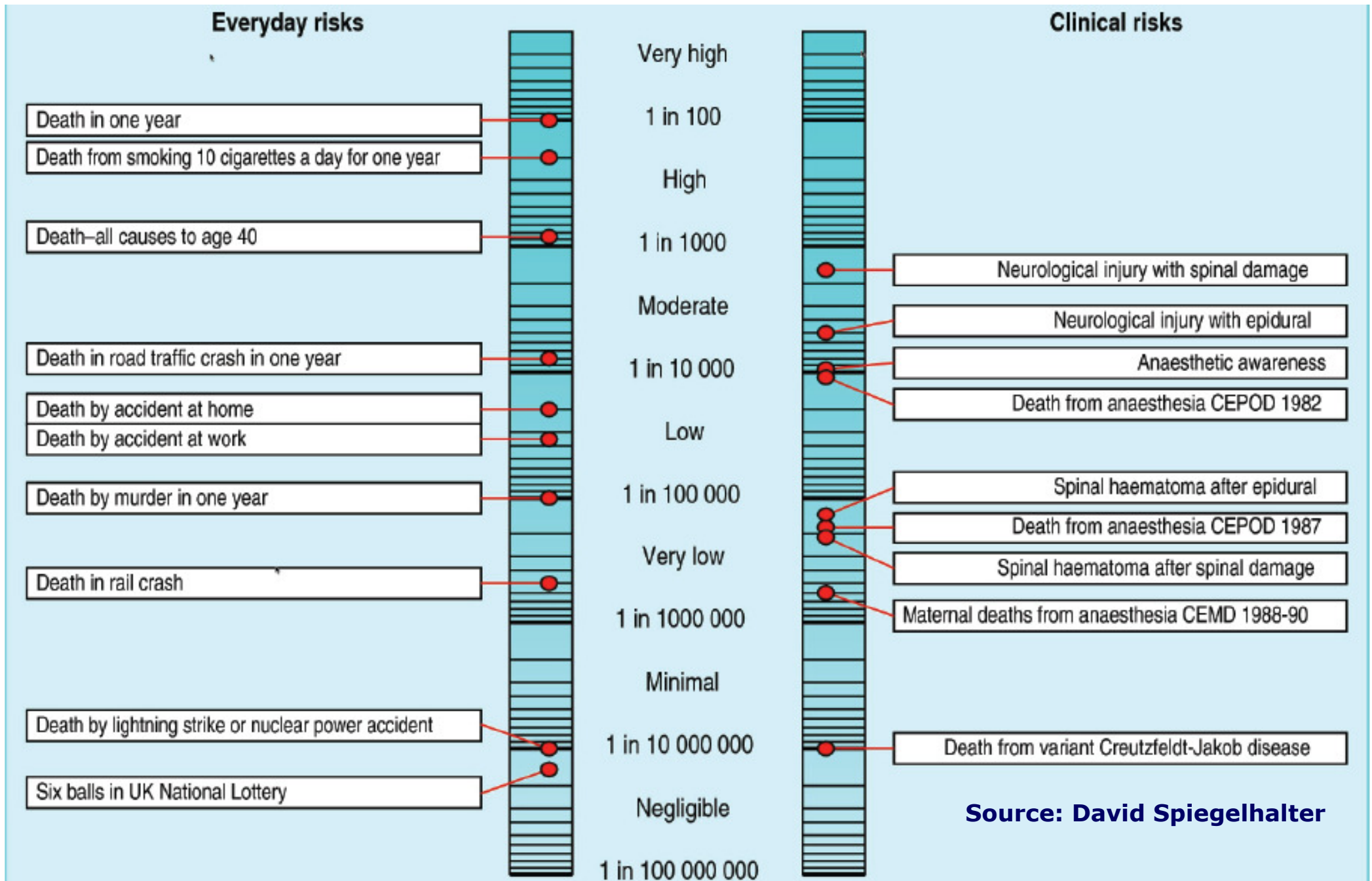


Communication is the key

- **We need to communicate much more proactively – otherwise lobby groups will fill the void**
- **We need to show empathy for public concerns and avoid being perceived as arrogant (“we know the truth”)**
- **We need to speak a language everybody understands**



We need to communicate about risks by putting them into perspective



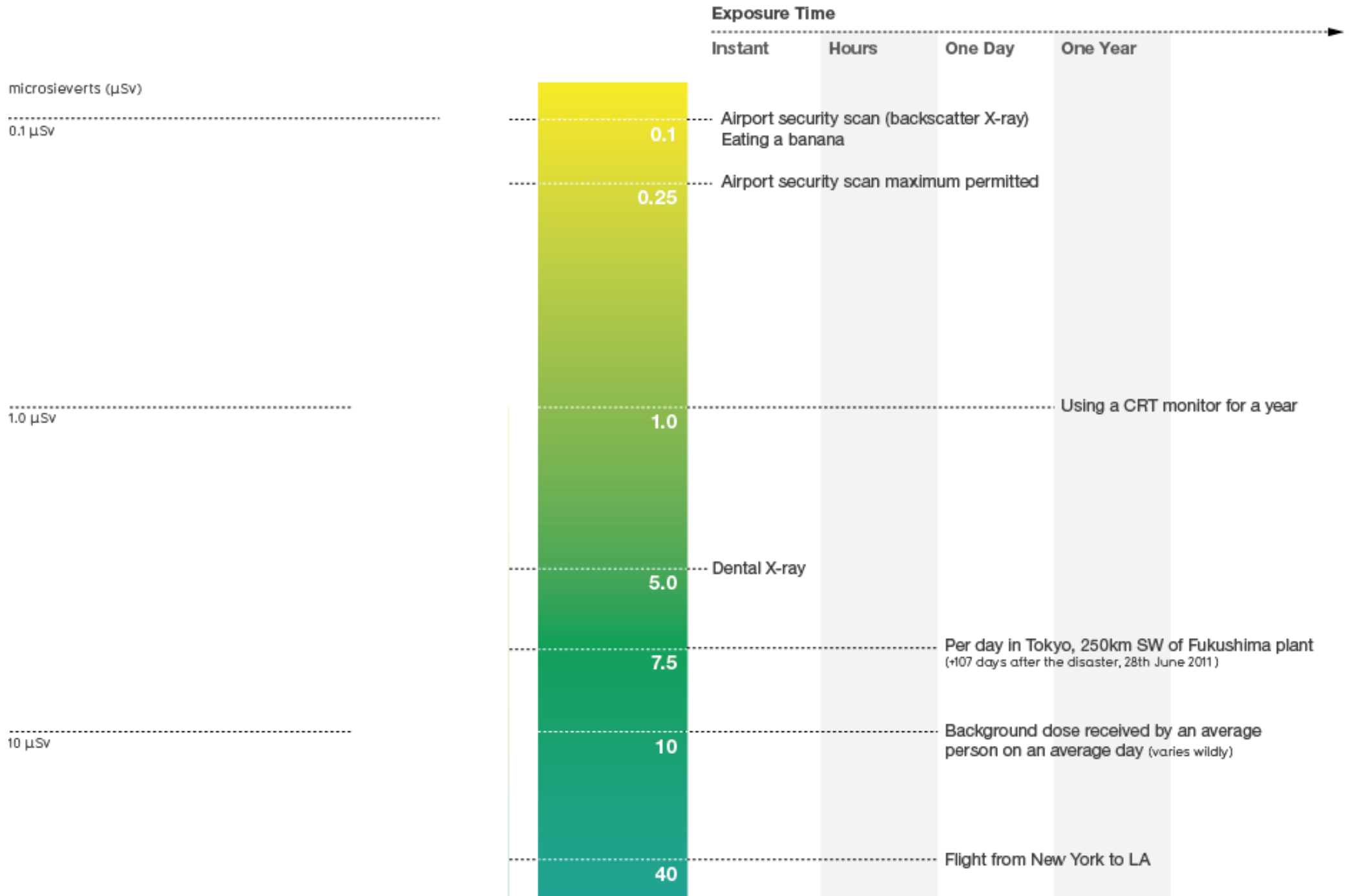
Source: David Spiegelhalter

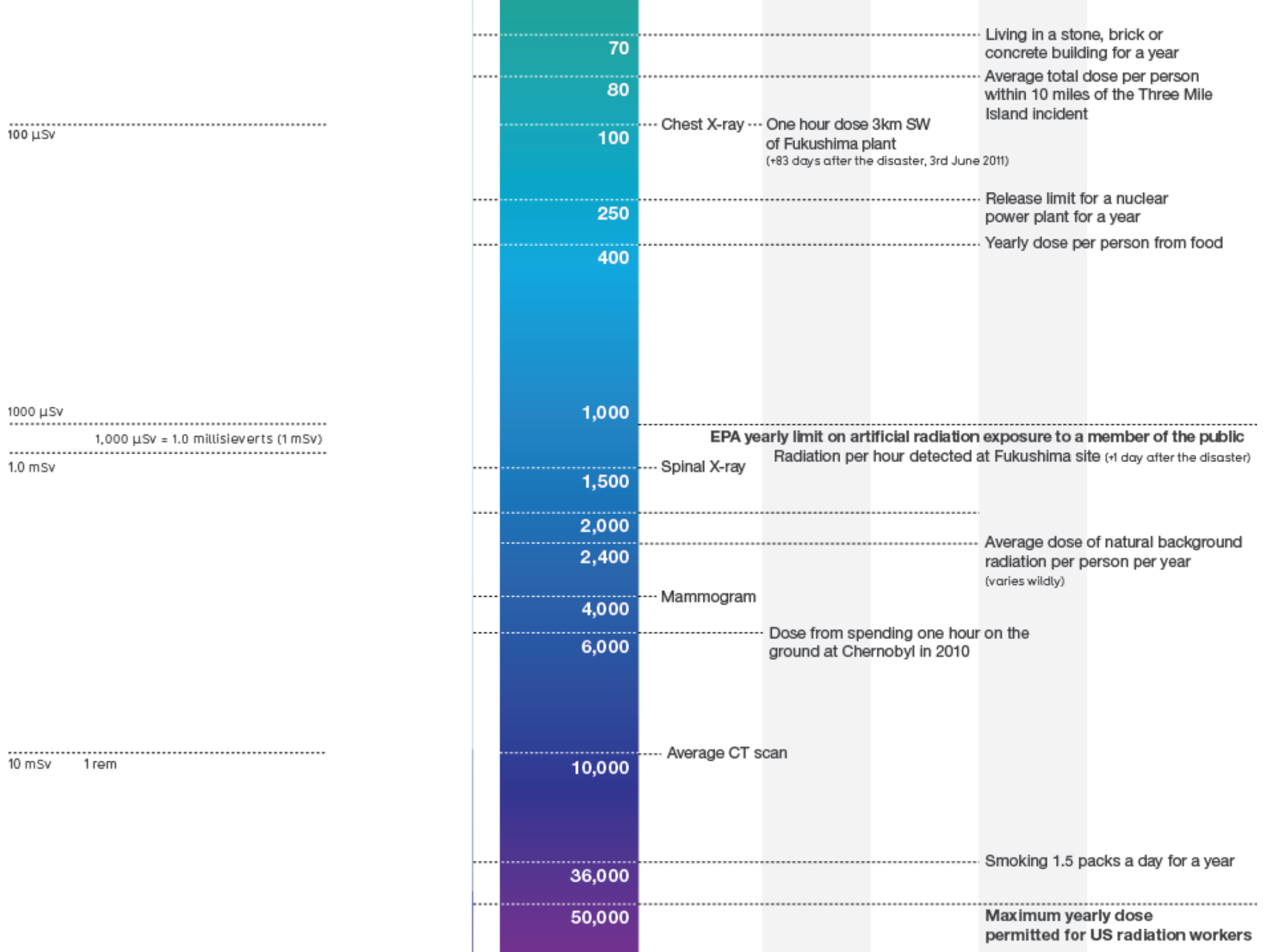
Radiation Dosage Chart

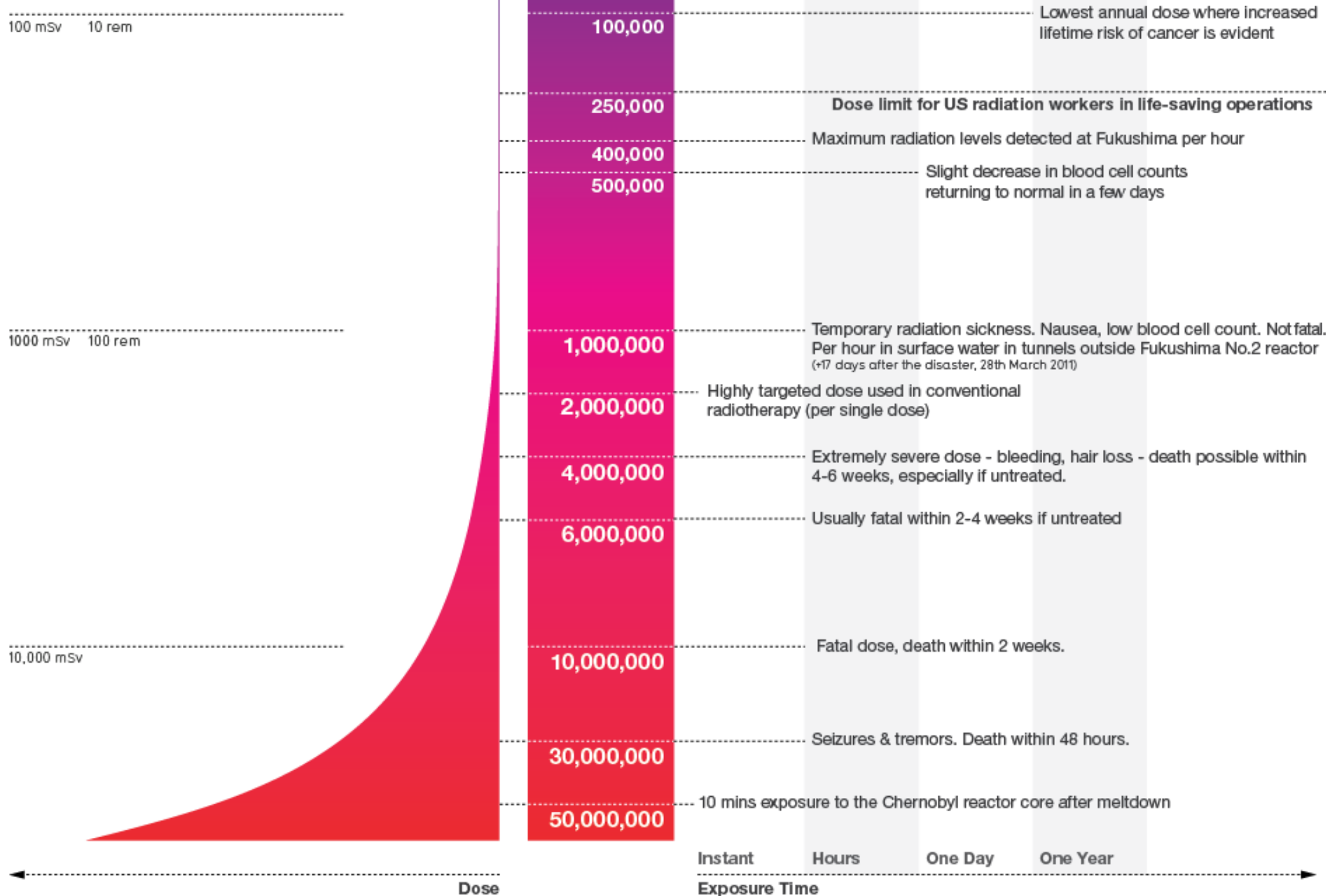


Risk of harm is dependent on both the **dose** and the **dose rate** (the time the body is exposed to that dose).

So a dose of 1,000 mSv over an hour is considerably more damaging than a dose of 1,000 mSv over a year.









Risk assessments play an important role because they help to reduce risks and enable us to put risk in relation with the reward



National Geographic

**Independent institutions like the BfR
help us to assess risks in order to
allow evidence-based decisions**





Herzlichen Glückwunsch!