



2011 World Materials Summit

Advocacy, Outreach, and Policy



Advocacy

- Students have a responsibility to be advocates
 - All of us must be advocates
 - We must lead by example in lifestyle and research
 - Recycling in our labs and homes
 - Pay attention to energy efficiency
 - Develop a document for the “green scientist”. Guidelines on how to conduct environmentally friendly research and pay attention to impacts.
 - Ideally, this should to be taken into account in the judgment of proposals grants
 - There is much we can do which is low cost but large impact
 - TALK TO PEOPLE



Reaching Leaders

- We need the power to change things quickly, world leaders can do this.
- Continental Committee
 - A committee of international people representing us all, empowered to present ideas from this summit over the next 2 years to organized bodies like the UN, AU, EU, etc.
 - Report to MRS and next WMS, effecting change
 - Learn how to deliver key information to politicians and decision makers
- Changing perceptions will eventually change how people vote and eventually change politics.



Reaching the Public

- Grassroots change from the bottom up
- Targeted information and initiatives to local populations that provide positive messages in vernacular and simple solutions relevant to daily life:
 - MRS ambassadors through volunteerism in local schools, providing resources for what they might talk about for different age groups
 - Use Social Media and Networks
 - Text Messaging
- Change the perception of scientists and science so we are viewed in a positive light.
- Make science relevant to everyone's daily life.
- Widespread publications in language everyone can understand



Policy

- Formalized environmental education is key. We need funding for education.
- Enforcement is key. Governments must make sure that environmental rules are followed and loopholes are closed.
- Make public service announcements.
- Initiatives for efficiency and conservation
 - Subsidies and products to help people be more environmentally friendly and change habits.



Feedback

- Self-evaluation at next WMS:
 - Report from the Continental Committee to connect this conference to the next conference and assess our progress.
- Communication with Communities
 - Formally survey the population and involve them in the process
 - Collect feedback from local people on what they think works and on how our methods could be improved
- Feedback from policy makers



Our Group Members

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