

**WCSJ**  
**2023**

# 12<sup>TH</sup> WORLD CONFERENCE OF SCIENCE JOURNALISTS

PARTNERSHIP INVITATION

REBOOT & RECONNECT: MEDELLÍN | MARCH 27-31, 2023



## WHO WE ARE

WCSJ 2023 in Medellín will be the 12<sup>th</sup> World Conference of Science Journalists to be held in various international cities since 1992. The World Federation of Science Journalists (WFSJ) has managed these events since its founding in 2005. WFSJ is a not-for-profit, non-governmental organization that has consultative status with the United Nations.

Based in Montreal, Quebec, WFSJ is made up of 67 associations in 55+ countries, for an extended global membership of some 15,000 individuals, including science journalists, broadcasters, writers, editors, and communicators working across all media platforms.

In Colombia these professionals are represented by the Asociación Colombiana de Periodismo Científico (ACPC), the WFSJ member body in that country, which will be a leading partner in WCSJ 2023. With the collaboration of many other partners around the world, this unique event will showcase topics and speakers in Latin American science journalism for a global audience, as well as bringing the perspectives of that same audience to our vibrant forum in Medellín.

Organized by World Federation of Science Journalists (WFSJ)



In partnership with: Colombian Association of Science Journalism and Communication (ACPC)



## HOW WILL WCSJ 2023 BE DIFFERENT?



First significant gathering since 2019



Connect with 1,000+ science journalists



Participants from 5 continents, 70+ countries, and 70+ international speakers



15,000 global members including science journalists, broadcasters, writers, editors, and communicators working across all media platforms



Science writing bodies

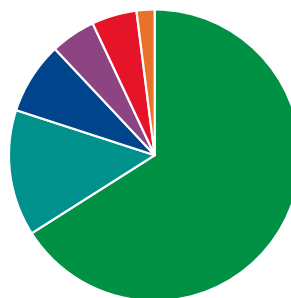


Countries

## WHO ATTENDS WCSJ?

World Conference of Science Journalists in Lausanne, Switzerland (WCSJ 2019) attracted over 1,300+ participants drawn by a wide range of tours, seminars, lectures, and networking opportunities to expand their horizons in a lively, engaging manner setting. Journalists, editors, freelancers, lecturers in science journalism, scientists, press & information officers, exhibitors, politicians, and others. For Medellín, we expect around 1,000 delegates, a significant percentage from the Americas.

## WCSJ 2019 Registration Breakdown by Continent



- 66% Europe
- 14% North America
- 8% Asia
- 5% Africa
- 5% Central & South America
- 2% Australia





## NEW DATES: WCSJ MEDELLIN, MARCH 27-31, 2023

Upended by world events, the World Conference of Science Journalists (WCSJ) will now take place in Medellín at the end of March 2023. Participants will begin and end each day with a walk through lush natural beauty as the event will be held in the stunning Jardín Botánico, a 13-hectare forest in the middle of a thriving Latin American city.

The World Conference of Science Journalists takes place every two years and is the largest international event for science journalists to gather as peers, helping one another learn, grow, and thrive. The event has not happened since 2019 because of the COVID-19 pandemic and brings together some of the World Federation of Science Journalists' 15,000 members in 55+ countries.

During the conference, attendees will enjoy seminars, workshops, lectures, and access to expertise from around the world. There will be opportunities to build contacts with other journalists and editors and to share ideas and experience, as well as field trips and discussions to provide outstanding material to report on.

For many, it will be the first conference after so many virtual and online meetings, and we are together embracing a new normal: ensuring the travel is worthwhile. Successful conferences now and in the future need to provide first-hand views of a unique facility, which no photograph or video can do justice to; networking events and opportunities; as well as the chance encounters that only happen in real life.

Medellín also offers:

- A biodiversity hotspot to safeguard the world's wilderness wealth
- An unrivalled laboratory to help other nations take climate change adaptation
- A model of how to feed populations in rapidly evolving tropical settings
- A cultural storehouse where thousands of years' worth of Indigenous people's knowledge can make a lasting contribution to the wisdom of future generations

Since WCSJ 2002 in Rio de Janeiro, when WFSJ was founded, this is the second time that WCSJ will take place in Latin America and will serve as a means for science journalists from across the region to showcase their skills, build professional networks, and enhance their ability to contribute to the economic and social growth of their communities. It will be an important moment in the life of this region and will provide lasting memories for all who join us.

[Watch "Magic Antioquia" Video](#)



## CONFERENCE MAIN TOPICS

### 1. Science Immersion

From the deepest trenches in our oceans, to the hottest archaeological and paleontological research in the region, the latest in seed science and technology, the connection between climate & health, and the world's cool emerging space programs, these sessions will inspire, entertain and offer new source material.

### 2. On Responsible Reporting

Experiences of the COVID-19 pandemic: The always delicate task of informing audiences about their health, not just COVID-19, but beyond it, and the huge responsibility we carry in order to do so, make health reporting –and caring for our own selves– an exceedingly complex endeavor. Here is what we have learned and how we should proceed.

### 3. New Fields to Explore

In a post-pandemic and climate-challenged world, what can science journalists learn about the role we play in shaping understanding among diplomats, policymakers and scientists? Also, how can we benefit from the special knowledge and emerging tools created by the insurance and reinsurance sector?

### 4. A View To–And From–The Global South

Having the WFSJ taking place in Colombia is a golden opportunity to open a window to Latin America and the Caribbean, and more broadly the Global South. Amazing science discoveries and studies mix with the enormous journalistic, environmental and social challenges in the region. In the end, it takes an entire planet to tackle them.

### 5. Our Craft: Tools of the Trade

Honing our ever-changing profession is a crucial survival skill, as we must adapt or perish. Creativity has, therefore, never been in higher demand. Where will our next jobs come from? How do we get better at what we do, and where do we go for help?

**WCSJ 2023 Official Language**  
English

**Registration Opens**  
December 2, 2022

**Early Bird Registration Closes**  
January 31, 2023

**Join the Conversation**  
<https://www.wcsj.org/>  @WCSJ23 #WCSJ2023



## PROGRAM AT A GLANCE

	Mon, March 27	Tue, March 28	Wed, March 29	Thu, March 30	Fri, March 31
Morning	Workshops and Scientific Field Trips.	Keynote 1 <b>Biodiversity</b>	Keynote 2 <b>Climate Change</b>	Keynote 3 <b>Indigenous Scientists and Their Commitment to the Territory</b>	Scientific Field Trips.
		Parallel Sessions* and Exhibition Area	Parallel Sessions* and Exhibition Area	Parallel Sessions* and Exhibition Area	
Plenary 1 <b>Emerging Diseases</b>		Plenary 2 <b>Energy Security</b>	Plenary 3 <b>Scientific Diplomacy</b>		
Parallel Sessions* and Exhibition Area		Parallel Sessions* and Exhibition Area	Parallel Sessions* and Exhibition Area		
Plenary 4 <b>The Amazon</b>		Plenary 5 <b>The Science of Risk in the Age of Climate Change</b>	Plenary 6 <b>Open Science</b>		
Afternoon					
Night		Opening Ceremony and Welcome Reception	Music and Local Food	Closing Party	

\*24 parallel sessions:

- Track 1: Scientific immersion (Direct access to scientific sources for stories)
- Track 2: On responsible information (Practical discussion of ethical challenges)
- Track 3: New challenges to explore (deep dives on how to better serve and find new audiences)
- Track 4: North/South: Towards a new global dialogue in the twenty-first century (Scientific content and professional development with a global vision)
- Track 5: Our craft: tools of the trade (New perspectives on how to develop as professionals)

\*Schedule subject to change (Jan 17, 2023)




## PARTNERSHIP OPPORTUNITIES

We invite you to become a Partner of WCSJ 2023. We will work with you to create bespoke packages. Based on the final choice, the partners will enter any of the following categories:

Partners Categories		Starting at (USD)
 <b>Supporter</b> For entities willing to reach the 15,000 members of our global community		\$5,000
 <b>Idea Hunter</b> Partners in knowledge sharing, contributing content and support		\$3,000
 <b>True Seeker</b> Field trip partners		\$3,000
 <b>Community Builder</b> Partners on networking activities and helping build the WCSJ community		\$30,000
 <b>Breaking News</b> Opportunities for organizations/companies to promote or share their exciting news		\$10,000
 <b>Exhibitor</b> Opportunity to present your innovations during the 3 full days at Exhibit Plaza		\$3,500
 <b>Supporter</b> For entities willing to reach the 15,000 members of our global community		\$5,000
<b>Supporters will get:</b>		
• Logo & link on WCSJ website		✓
• Logo on conference collateral		✓
• Categorized partnership recognition		✓
• Logo on the "Thank You" recognition e-newsletter		✓
• Social media post		1
• Full congress registration (value \$650)		1
• Special congress registration rates		✓
 <b>Idea Hunter</b> Partners in knowledge sharing, contributing content and support		USD
<b>Exclusive Sponsored symposium 60 minutes afternoon session (60' PM)</b>		
• Non-concurrent session in the main stage		\$125,000
• Only 3 slots		
<b>Exclusive Sponsored symposium 60 minutes lunchtime session (60' Lunch Break)</b>		
• Non-concurrent session in the main stage		\$100,000
• Only 3 slots		
• Sponsor to provide lunch		
<b>Sponsored Symposium or Debate Session - Sponsored 45'</b>		
• Concurrent with academic sessions in dedicated sponsored sessions room		\$75,000





## PARTNERSHIP OPPORTUNITIES (CONT.)

 <b>Idea Hunter</b> Partners in knowledge sharing, contributing content and support	USD
<b>Exclusive Sponsored Symposium 30' breakfast activity &amp; coffee breaks (AM&amp;PM)</b> <ul style="list-style-type: none"> <li>• Non-concurrent session in the main stage</li> <li>• Only 6 slots</li> </ul>	\$50,000
<b>Premium Private Luncheon</b> <ul style="list-style-type: none"> <li>• Where you communicate and discuss the content of your choice</li> <li>• Max. 25 attendants</li> <li>• The Sponsor can tailor the invite to a specific target audience (country, type of media)</li> <li>• The Sponsor must provide a 60' lunch at the venue</li> </ul>	\$25,000
<b>Premium Private Dinner</b> <ul style="list-style-type: none"> <li>• Where you communicate and discuss the content of your choice</li> <li>• Max. 25 attendants</li> <li>• The Sponsor can tailor the invite to a specific target audience (country, type of media)</li> <li>• The Sponsor must provide dinner and transportation</li> </ul>	\$25,000
<b>Premium Private Breakfast</b> <ul style="list-style-type: none"> <li>• Where you communicate and discuss the content of your choice</li> <li>• Max. 25 attendants</li> <li>• The Sponsor can tailor the invite to a specific target audience (country, type of media)</li> <li>• The Sponsor must provide a 30' breakfast at the venue</li> </ul>	\$20,000
<b>Private Luncheon</b> <ul style="list-style-type: none"> <li>• Where you communicate and discuss the content of your choice</li> <li>• Max. 25 attendants</li> <li>• First come, first serve</li> <li>• The Sponsor must provide a 60' lunch at the venue</li> </ul>	\$20,000
<b>Private Dinner</b> <ul style="list-style-type: none"> <li>• Where you communicate and discuss the content of your choice</li> <li>• Max. 25 attendants. First come, first serve</li> <li>• The Sponsor must provide dinner and transportation</li> </ul>	\$20,000
<b>Private Breakfast</b> <ul style="list-style-type: none"> <li>• Where you communicate and discuss the content of your choice</li> <li>• Max. 25 attendants</li> <li>• First come, first serve</li> <li>• The Sponsor must provide a 30' breakfast at the venue</li> </ul>	\$15,000
<b>Story Corner at Exhibit Plaza - 30' Sponsored Presentation</b> <ul style="list-style-type: none"> <li>• For sponsors interested in supporting WCSJ 2023 through knowledge.</li> <li>• Concurrent with academic sessions in dedicated sponsored sessions.</li> <li>• This WCSJ 2023 opportunity allows you to host, during the academic sessions, an informal discussion or presentation on the Exhibit Plaza Story Corner stage.</li> <li>• Ideal for an expert-led Q&amp;A session or discussion on a timely topic.</li> <li>• We recommend bringing in one or two key experts to lead a discussion on the topic of your choice or take the opportunity to introduce a new product or service.</li> <li>• The delegates will be provided with a schedule encouraging them to join you for a lively chat.</li> </ul>	\$5,000
<b>Pre-Conference Workshops</b> <ul style="list-style-type: none"> <li>• For sponsors interested in supporting WCSJ 2023 through knowledge.</li> <li>• Due to the limited workshop slots, provide the organizing committee with a detailed proposal, the required infrastructure, the target and the number of participants, and how they will attend your session and WCSJ 2023</li> </ul>	From \$5,000






## PARTNERSHIP OPPORTUNITIES (CONT.)

 <b>True Seeker</b> Field trip partners		USD
<b>Premium Overnight Field Trips A. Before or after WCSJ:</b> <ul style="list-style-type: none"> <li>Scientific institutions can offer and organize a visit to their infrastructures, allowing you to show and explain their research to dedicated science journalists.</li> <li>WCSJ 2023 will promote it on the website. And will help organize group tour packages.</li> <li>The Sponsor can tailor the invite to a specific target audience (country, type of media)</li> <li>The Sponsor should cover everything from Medellín to field trip destinations and back to Medellín (example: Medellín hotel pick up to airport, airfare, food, accommodation, and back to Medellín. etc.)</li> <li>Attendee would have to register following the Sponsor's rules.</li> <li>Must be published by February 14th, 2023</li> </ul>	\$25,000	
<b>Basic Overnight Field Trips B. Before or after WCSJ:</b> <ul style="list-style-type: none"> <li>Scientific institutions can offer and organize a visit to their infrastructures, allowing you to show and explain their research to dedicated science journalists.</li> <li>WCSJ 2023 will promote it during the registration process and on the website. And will help organize group tour packages.</li> <li>Sponsor should cover from destination's airport pick-up to drop-off, and all in between for the whole group (example: food, accommodation, etc.)</li> <li>Attendee should cover travel package to field trip destination's and back (example: Medellín-field trip destination-Medellín, home-field trip destinations-Medellín, etc.)</li> </ul>	\$12,500	
<b>Premium Local Field Trip C. Visit in Medellín:</b> <ul style="list-style-type: none"> <li>Scientific institutions can offer and organize a visit to their infrastructures, allowing you to show and explain their research to dedicated science journalists.</li> <li>WCSJ 2023 will promote it during the registration process and on the website.</li> <li>The Sponsor can tailor the invite to a specific target audience (country, type of media)</li> <li>The Sponsor should cover pick-up at venue/hotel, tour, breakfast/lunch/dinner, to drop-off at venue/hotels.</li> <li>Attendee free of charge, would have to register following Sponsor's rules.</li> </ul>	\$5,000	
<b>Basic Local Field Trip D. Visit in Medellín:</b> <ul style="list-style-type: none"> <li>Scientific institutions can offer and organize a visit to their infrastructures, allowing you to show and explain their research to dedicated science journalists.</li> <li>WCSJ 2023 will promote it during the registration process and on the website.</li> <li>Sponsor should cover pick-up at venue/hotel, tour, breakfast/lunch/dinner, to drop-off at venue/hotels.</li> <li>Attendee free of charge</li> </ul>	\$3,000	
 <b>Community Builder</b> Partners on networking activities and helping build the WCSJ community		USD
<b>Reception/Dinner</b> <ul style="list-style-type: none"> <li>Logo and 10' speech</li> <li>Exclusive</li> </ul>	\$100,000	
<b>Closing Event</b> <ul style="list-style-type: none"> <li>Logo and 5' speech</li> <li>Only 3 opportunities</li> </ul>	\$60,000	
<b>Cocktail Reception</b> <ul style="list-style-type: none"> <li>Logo and 5' speech</li> <li>Only 2 opportunities</li> </ul>	\$40,000	
<b>Coffee And Beverage Breaks</b> <ul style="list-style-type: none"> <li>Logo</li> <li>Exclusive</li> </ul>	\$30,000	





## PARTNERSHIP OPPORTUNITIES (CONT.)

 <b>Community Builder</b> Partners on networking activities and helping build the WCSJ community	USD
<b>Travel Grants</b> <ul style="list-style-type: none"> <li>• Help active science journalists from LMICs to attend WCSJ 2023.</li> <li>• As sponsors, you can suggest some criteria (regional origin, male/female, age, etc.).</li> </ul>	\$2,000 per person
 <b>Breaking News</b> Opportunities for organizations/companies to promote or share their exciting news	USD
<b>Simultaneous Translation English &lt;-&gt; Spanish</b> <ul style="list-style-type: none"> <li>• Mention of supporter before each translation, and in the programme.</li> </ul>	\$30,000
<b>Lanyards</b> <ul style="list-style-type: none"> <li>• Ecofriendly, sustainable, fair</li> </ul>	\$30,000
<b>Wi-Fi</b> <ul style="list-style-type: none"> <li>• With a brief supporter screen or pop-up when launched</li> </ul>	\$25,000
<b>Electrical Charging Station for Mobiles, Laptops, etc.</b>	\$10,000 each
 <b>Exhibitor</b> Opportunity to present your innovations during the 3 full days at Exhibit Plaza	USD
<b>Exhibitor on-site space</b> <ul style="list-style-type: none"> <li>• Logo &amp; link on WCSJ website</li> <li>• Logo on conference collateral</li> <li>• Exhibitor recognition</li> <li>• Logo on the "Thank You" recognition e-newsletter</li> <li>• 1 Social media post</li> <li>• 1 Full congress registration (value \$650)</li> <li>• Special congress registration rates</li> <li>• 2 Exhibitor passes (Extra exhibitor passes \$150)</li> <li>• Knowledge capsule: This WCSJ 2023 opportunity allows you to host, during breaks, an informal discussion or presentation in your booth. Ideal for an expert-led Q&amp;A session or discussion on a timely topic. We recommend bringing in one or two key experts to lead a discussion on the topic of your choice or take the opportunity to introduce a new product or service. The delegates will be provided with a schedule encouraging them to join you for a lively chat.</li> </ul>	<b>Large (12sqm)</b> \$9,500  <b>Medium (9sqm)</b> \$6,000  <b>Small (6sqm)</b> \$3,500
<b>Congress Registrations</b> <ul style="list-style-type: none"> <li>• Each registration includes access to 3 days of events and conferences. Value of USD \$650 average.</li> </ul>	\$650
<b>On-site Daily Pass</b>	\$250



## TERMS & CONDITIONS

### Important Notes

- Discounts: Inquire for special prices if you represent a sponsor from Colombia, Latin American countries, or NGOs.
- All pricing and payments are in USD. Taxes will be calculated on invoices.
- Once we receive all the space requests, we will be able to work on a floor plan and provide you with more details.
- We can't guarantee all entitlements and benefits to Sponsors confirming 60 days before the event

### Confirmation of Support

- Your support is confirmed upon execution of an agreement of support.
- Upon execution of the agreement, an invoice payable within 30 days upon receipt will be issued.

### Cancellation Policy

- Cancellations must be submitted in writing to [miquel.serranomartin@wearemci.com](mailto:miquel.serranomartin@wearemci.com)
- Cancellations received before 5:00 PM PST on January 9, 2023, will be entitled to a 50% refund of their total support or exhibit package.
- Cancellations received after 5:00 PM PST on January 9, 2023, are non-refundable and non-transferable.
- All cancellations are subject to a \$250 USD administration fee.

## FOR MORE INFORMATION, CONTACT



### Miquel Serrano-Martin

Strategic Partnership Manager, WCSJ 2023

M: +1 (647) 966-8898

[miquel.serranomartin@wearemci.com](mailto:miquel.serranomartin@wearemci.com)



## MEDELLÍN WORLD INNOVATION HUB

### Nickname

City of Eternal Springs

### Elevation

1,495m

### Time Zone

UTC/GMT -5 hours

### Official Language

Spanish

### Climate

Subtropical: temperate, humid

### Currency

Colombian Peso (COP)  
[10 USD ≈ 40,000 COP]

### Population

2.50 million (2020)

### Avg. Temperatures

Between 16°C to 26°C year-round

In the 1980s, Pablo Escobar's cartel dominated headlines about Medellín. Today, Medellín is more likely to make the headlines for its innovation or architecture. Despite its world-class transport and hospitality infrastructure, Medellín is nowhere near as expensive to visit as previous host cities like San Francisco, Melbourne or Lausanne.



### Medellín: From Industrial Pole to Global Innovation Hub

All the processes that cities undergo are reflected in their territories' social and physical fabric. Medellín is no exception. Known as the "industrial capital of Colombia" in the 20th century, it decided to stop supporting its economic development exclusively in traditional industries, generate a break and promote an economy of knowledge: one that gives more value to ideas than to handwork.



### Geographic Hub

Medellín has many geographic advantages as a host city:

- Medellín is firmly in the Global South
- Medellín is in the same time zone as the central and eastern US.
- Medellín has direct flights to New York, Miami, Madrid, Mexico City, Lima, and Panama City.
- Medellín is at the heart of Colombia, being only an hour-long flight away from Bogotá, the Caribbean Coast, the Pacific Coast and Colombia's famous coffee region.
- Medellín's climate is stable year-round (around 24 degrees Celsius), situated in the mountains and at the Equator.



### Infrastructure and Value for Money

- As a tourist and business hub, Medellín is well equipped to deal with an influx of delegates.
- Transport: Medellín boasts Colombia's only true metro system, with train, tram and cable cars all on the same cheap ticket (less than \$1 USD per trip). There is also a network of bikeways and walking paths. You can reach most parts of the city for less than \$5 USD by taxi.
- Internet/Phone: Parks across Medellín offer free Wi-Fi, and prepaid cards with data plans are available from \$5 USD.
- Food is diverse and economical. For breakfast, enjoy an empanada or "buñuelo" (fried dough ball) from 50¢ USD or a huge "bandeja paisa" lunch featuring steak, chorizo, avocado and fried plantains for \$5 USD. There are also international cuisine restaurants.



### More Reasons to Visit

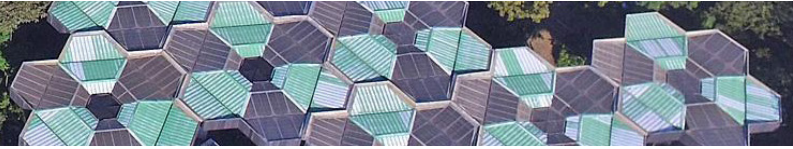
Medellín has many other attractions that delegates can visit while they are here:

- Park Arví: A massive forest reserve a short cable car ride from the city itself
- Comuna 13 Graffiti tour: Learn about Medellín's history and art
- Sloth Hospital: A nature rescue service south of Medellín
- Coffee tour: Visit a traditional coffee farm.
- Nightlife: The city has many famous Tango and Salsa bars and musical and dance styles from across Colombia.
- Tropical Fruit tour: Visit a traditional market and sample fruits found only in this part of the world.





## VENUE

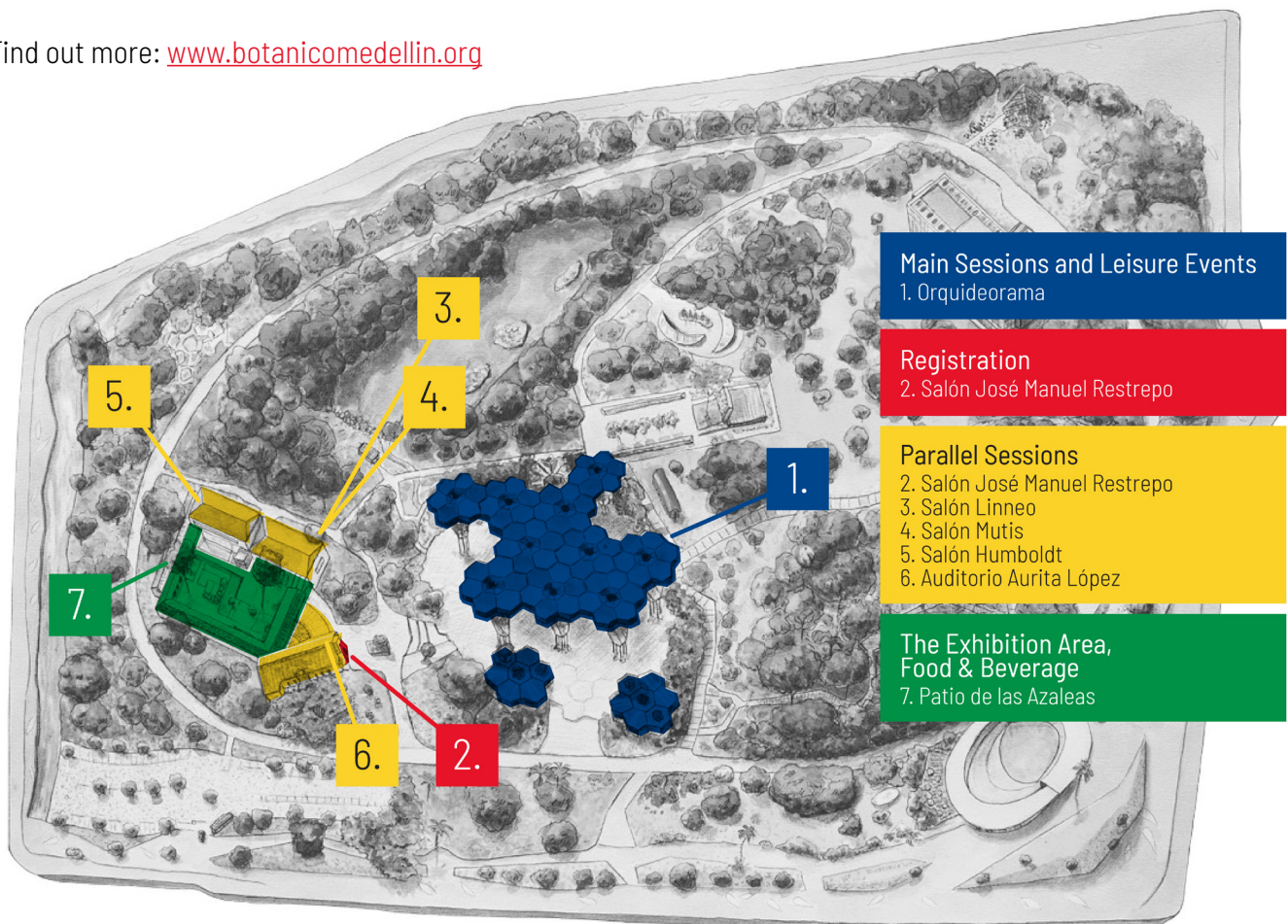


### Botanical Garden 50<sup>th</sup> Anniversary

The Botanical Garden in Medellín is a non-profit institution whose scientific efforts are focused on nature. It is recognized for the quality of its collections and management of resources in the conservation of flora. Besides being one of the places that best represents transformation in the city, it has also played an essential role in development by proportioning areas for coexistence and civil and social inclusion.

The Botanical Garden in Medellín is recognized globally as a museum and part of the International Council of Museums. As a botanical garden, they run permanent programs of basic and applied research, in situ and ex situ conservation, that is, conservation in the natural environment of the plant or outside it. Its mission is to generate, disseminate and apply scientific knowledge on the floristic diversity of Antioquia and the country in relation to the tropics, contributing to its valuation, conservation, restoration, and management to promote the sustainable and ethical use of flora and contribute to the well-being of Colombians.

Find out more: [www.botanicomedellin.org](http://www.botanicomedellin.org)





## SUPPORT LETTERS

Click [here](#) to read all support letters.



Medellin, Colombia, may 31<sup>st</sup>, 2019

Mr. Christophe Bourillon  
Executive Director  
World Federation of Science Journalists

Dear Mr. Bourillon,

EAFIT University is pleased to support the Colombian Association of Journalism and Science Communication's candidacy, to hold the World Conference of Scientific Journalists in Medellin - WCSJ, in 2021.

In addition to our main academic activities in teaching and research, we conduct and support activities with society, culture and economy in the region. Our mission is to contribute to the sustainable development of humanity by offering programs that: stimulate learning throughout life, promote discovery and creation and encourage interaction with the environment. With 59 years of experience, EAFIT University has become a benchmark for development and innovation, both nationally and internationally. We currently have about 14,000 students in different undergraduate and graduate programs. We have 282 international active agreements with institutions from 33 countries and 46 granted patents (5 of them are international and 41 of them are national). More than 350 researchers, 44 research groups, 57 laboratories, 6 study centers and a high performance computing center (HPC) are part of our research ecosystem, through which, the scientific contributions from EAFIT to the world are developed.

We are committed and aware of the crucial role of scientific journalism and the socialization of research results in the promotion of dialogues between science, art, academy and society. In addition, we emphasize the importance of communicating the detailed and specific





information produced by our scientists through appropriate formats and clear language; in order to it can be understood by society. In particular, with the challenges of the global environment in terms of innovation and responsible research and open access, due that those aspects usually increase the need for high quality information.

In this sense, EAFIT University manifests its support for the Conference as an academic partner, and offers its main campus which is located south of Medellin and has about 148,339 square meters that includes: classrooms builds, offices, laboratories, sport courts, auditoriums, squares, gardens and other places that support research, academic, sports, cultural and leisure activities. At the same time, EAFIT is committed to participate actively in the preparation of academic programming.

We hope to contribute to the success of this event and guarantee the high level of scientific knowledge through the connection between journalists and scientists, an alliance necessary for the society advancement.



Juan Luis Mejía Arango  
Rector





The Brazilian Network of Science Journalists and Communicators hereby expresses support for the candidacy of the Colombian Association of Journalism and Communication of Science to host the next World Conference of Science Journalists, to be held in 2021.

We believe that the realization of an event with such importance in Latin America makes perfect sense at the present moment, in which diverse groups, networks and associations are emerging and working to discuss and improve the scientific journalism practiced in the region.

The Colombian colleagues have all the capacity to produce a congress that is equal or even better to the previous ones, with the potential to congregate knowledge and tools that will make a difference in the work of the local professionals. The world conference can become a watershed for Latin America and transform the way science is reported.

We are at your disposal for further clarification.

Best regards,

**Board of the Brazilian Network of Science Journalists**

**André Biernath**  
President  
[andre.biernath@gmail.com](mailto:andre.biernath@gmail.com)







## UNIVERSIDAD DE ANTIOQUIA

Dirección de Comunicaciones

10910001-282

Medellín, Colombia, mayo 30 de 2019

Señor  
**CHRISTOPHE BOURILLON**  
Director Ejecutivo  
World Federation of Science Journalists

Estimado señor,

La Dirección de Comunicaciones de la Universidad de Antioquia se complace en apoyar la candidatura de la Asociación Colombiana de Periodismo y Comunicación de la Ciencia – ACPC para realizar en Medellín la Conferencia Mundial de Periodistas Científicos – WCSJ, en 2021.

Somos la universidad pública más importante en la región y una de las más representativas del país. Tenemos 272 grupos de investigación, reuniendo el 13% de los grupos de excelencia del país (A1 según Colciencias). Nuestras fortalezas científicas están concentradas en el estudio de enfermedades neurodegenerativas, enfermedades tropicales, biotecnología y energías sostenibles.

Desde la Universidad somos conscientes del papel crucial del periodismo científico y entendemos lo importante que es la socialización de la información producida por nuestros científicos a través de un lenguaje que pueda ser entendido por el público. En particular, los desafíos del nuevo entorno de Open Access que aumentan la necesidad de contar con información de alta calidad.

Manifestamos nuestra disponibilidad para apoyar la difusión y promoción del evento, igualmente para recibir y acompañar las visitas a nuestros principales campus y sedes, quedamos atentos a la programación para determinar otro tipo de vinculaciones que podamos identificar.

Esperamos contribuir al éxito de este evento y garantizar el alto nivel del conocimiento científico mediante la conexión entre periodistas y científicos.

Cordialmente,

**CARLOS MARIO GUISAO BUSTAMENTE**  
Director de Comunicaciones





## Asociación Peruana de Periodistas y Comunicadores de Ciencia (APCiencia)

Av. Ramón Castilla, 553 #401  
Lima, Perú  
(+51) 964608010  
[contacto.apciencia@gmail.com](mailto:contacto.apciencia@gmail.com)

Lima, June 10, 2019

**Dear Ms. Ximena Serrano Gil**

**President at Asociación Colombiana de Periodismo y Comunicación de la Ciencia ACPC**

Through this letter I, Daniel Meza, ID 70008181, Foreign Affairs Secretary at Asociación Peruana de Periodistas y Comunicadores de la Ciencia (APCiencia) Perú, express with enthusiasm our support to the ACPCP intention to apply to be the venue that will held the 11th World Conference of Science Journalists in 2021.

This application is of great relevance not only for Latin American journalism, but also for the global science journalism taking into account that so far this Congress has never been held in a Spanish speaking country. Science communication is a discipline which is still in process of consolidation across the world, and in that regard, Colombia is a very advanced country within the region, with an important role models –people and institutions– in science journalism and popularization.

Likewise, Medellín was considered the world's most innovative city in a *Wall Street Journal* ranking, because its modern transport system, its environmental policies and its cultural offer, including libraries, museums and public schools that allowed and are still allowing a more effective integration between society and science and technology topics. Organizations and innovative initiatives such as Ruta N or Parque Explora just confirm the aforementioned.

At the same time, Colombia is living a very special moment with the recent creation of the Science and Technology Ministry.



Within the global context, in which the current misinformation and mistrust is growing dangerously, Latin America possesses features that makes it a key region for popularization of science and technology, but also for thinking about taking care of the planet.

Bringing out the discussion about science and technology, and also about the communication ways of popularizing them will not only benefit local communicators, but also will produce a positive impact to every single people that work for drawing the attention to scientific evidence with the aim of harnessing decision making through the good path.

Therefore, on behalf of the Asociación Peruana de Periodistas y Comunicadores de la Ciencia (APCiencia), Perú, in a decision approved unanimously in the last Assembly in the past June 6, 2019, we are totally committed to support the ACPC application. We believe that a World Conference in Medellín, Colombia, means that all Latin Americans are hosts.



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Daniel Meza Mosqueira  
Secretario de Asuntos Internacionales APCiencia  
DNI: 70008181





Bogotá D.C, June 28, 2022







Ms. Milica Momčilović  
President  
World Federation of Science Journalist  
Quebec, Canada

On behalf of ProColombia, an institution attached to the Ministry of Industry, Trade and Tourism of Colombia; in charge of the international promotion of the country in investment, exports and tourism, we are pleased to inform you that we support **12TH WORLD CONFERENCE OF SCIENCE JOURNALISTS 2023**

Holding **The World Federation of Science Journalist – WCSJ 2023 in Medellín, Colombia** will allow us to be the epicenter of the most important conversation for science writers from across the region to showcase their skills, build professional networks, and enhance their ability to contribute to the economic and social growth of our nations through professional journalism.

Without a doubt, this event will have a big relevance for our country showing our important role models scientists and institutions in science journalism. Especially when Colombia has the Science and Technology Ministry created in 2018. It would be an opportunity to connect national scientist results with divulgation actors.

Therefore, through this letter, we declare the country's support through next services that ProColombia provides for the realization of events:

-  **Destination information:** Photos and information tailored to event
-  **Alliances with airlines:** Special discounts on tickets.
-  **Promotional material:** Delivery of material allusive to Colombia to raise awareness of the destination.
-  **Expectation campaign:** Sending a message/piece by a senior executive motivating the participant to enjoy his/her stay in Colombia.
-  **Communications:** Actions with ProColombia own media/networks to disseminate information about the event.
-  **Colombian welcome:** Delivery of elements or experiences of Colombian culture.





We would like to welcome **12th World Conference of Science Journalists 2023** in Medellín, Colombia and we are sure that efforts of different collaborating institutions will contribute to the success of this event.

Regards,

**Maria Eugenia Oriani**  
**Meetings Industry Manager**  
**ProColombia**







A quien corresponda,

Santiago de Chile, 16 de mayo de 2019

Mediante la presente, quien suscribe, Nélida Pohl, RUT 13.233.884-1, Presidenta de la Asociación Chilena de Periodistas y Profesionales para la Comunicación de la Ciencia, ACHIPEC, comunico con entusiasmo mi apoyo a la postulación de Colombia como sede de la XII Conferencia Mundial de Periodistas Científicos, a realizarse en 2021.

Esta postulación, encabezada por la ACPC (Asociación Colombiana de Periodismo y Comunicación de la Ciencia), es de gran relevancia no solo para Latinoamérica, sino para el periodismo científico a nivel global, dado que en sus 27 años de existencia a la fecha, la Conferencia nunca ha sido realizada en un país hispanoparlante, y la única vez que se llevó a cabo en América Latina fue en 2002, cuya sede fue Brasil.

La comunicación de la ciencia es una disciplina en proceso de profesionalización en todo el mundo, y en este sentido Colombia es un país muy avanzado en nuestra región, lo que pudimos constatar al participar del excelente congreso internacional RedPOP 2015, realizado en la ciudad de Medellín.

En el contexto global actual, en que la desinformación y la desconfianza hacia la ciencia crecen peligrosamente, Latinoamérica posee características que la transforman en una región clave para el desarrollo sustentable planetario. Estamos seguros de que traer la discusión sobre la ciencia y su relación con el resto de la sociedad a nuestra región no sólo beneficiará a los comunicadores locales, sino que tendrá repercusiones positivas para todos quienes trabajan en pos de relevar el rol crucial que tiene la evidencia científica para la toma de decisiones.

Como Asociación Chilena de Periodistas y Profesionales para la Comunicación de la Ciencia nos comprometemos a apoyar la producción de la Conferencia, entendiendo que su realización en Colombia implica que los Latinoamericanos en su conjunto seremos los anfitriones.

Cordialmente,

Dra. Nélida Pohl  
Presidenta ACHIPEC 2019-2021





Medellín, may 22, 2019

**MR CHRISTOPHE BOURILLON**

Executive Director

World Federation of Science Journalist

***Subject: Support for the candidature of the Colombian Association of Journalism and Communication of science – ACPC***

We fully support the candidature of the Colombian Association of Journalism and Communication of science – ACPC, to host the World Conference of Scientific Journalists 2021.

The proposed program for Colombia 2021 will provide a unique opportunity for the world community of scientific journalists to meet and learn about the responsibilities and opportunities of science.

Explora Park is a science and technology park, an aquarium and a planetarium. We have versatile spaces, memorable scenarios located underwater, on the edge of the universe and in venues awarded nationally and internationally for their unconventional experiences, which allow us to live the deepest and true meaning of innovation.

Parque Explora is the most important interactive science center in Medellín, Colombia. One of our goals is the appropriation and dissemination of science and technology. We have one of the largest aquariums in South America. We offer the visitors an opportunity to stimulate their creativity and learn having fun. We want to build knowledge for the development, well-being and dignity of the city.

Explora supports this initiative and offers its spaces to host the event, perform parallel sessions and enjoy its different spaces. In addition, we



could also offer some scientific entertainment activities to enrich the conference program.

The WCSJ in Medellín would strengthen existing relations and build new bridges between the scientific communities and scientific journalists around the world.

We support this project with great enthusiasm and we hope to participate actively in the success of the WCSJ 2021.

Kind regards,



**ANDRÉS ROLDÁN**  
Executive Director  
Parque Explora-Medellín







**MUSEO INTERACTIVO**

Carrera 83D No. 24A - 51

t-376 427 27 97

Bogotá D.C.

24<sup>th</sup> of May, 2019  
Bogotá, Colombia

**RE: Letter of Support for the Medellin bid**

Dear Christophe Bourillon,

We are pleased to announce that Maloka would like to support the candidacy of the Colombian Association of Journalism and Science Communication (ACPC) to carry out the next iteration of the World Conference of Scientific Journalists (WCSJ), in 2021. We are certain that the ACPC leadership capabilities will raise to this challenge and ensure the success of this Conference.

Based on our experience as an interactive science museum, we are convinced that Medellin hosting the event will be an enriching experience for the world's journalists and scientific communicators. We think this will be particularly true for those from the "Global South", for Colombia's scientists, the local media and for the globalization of knowledge.

Maloka is a pioneering entity that, based on strategies of social appropriation of science and technology, fosters a passion for learning, strengthening the ties between science, technology and innovation, in order to enrich the citizen culture and contribute to sustainable development.

Maloka's own programs and projects have reached more than 20 million people in Bogotá and throughout Colombia. 30,000 children and young people have benefited from the science and technology clubs and 20,000 teachers. Our work has resulted in 100 educational publications and 30 research projects.

We wish the Medellin bid many successes in this important and significant event that will gather journalists and science communicators from around the world, around the appropriation of knowledge.

We also hope that this will be to the benefit of the World Federation of Science Journalists.

No matter the final outcome, we hope that this can bring attention to the work being done by journalists and communicators in the Global South.

Sincerely,

  
Adriana Correa Velásquez  
CEO Maloka Interactive Museum







July 8, 2022

Doctor  
**Milica Momčilović**  
President  
World Federation of Science Journalists  
Canada

Dear Dr., Momčilović,

Medellin is today a city example of social, cultural, and urban transformation, enjoying a most significant national and international recognition and acknowledgment. Thanks to this, the city has successfully hosted events of great relevance, such as The South American Games COESUR-2010; FIFA's U-20 World Cup 2011, The World Urban Forum in 2014, The General Assembly of the World Tourism Organization - UNWTO in 2015 and The Global Entrepreneurship Congress - GEC in March 2016, World of Business Ideas WOBI- in 2017, IPBES y Smart City Business in 2018.

This has been possible due to the strategic partnership between the **Greater Medellin Convention & Visitors Bureau Foundation** (a private non-profit organization) supported by The City Hall, The Medellin's Chamber of Commerce, among other government and private institutions, leading this effort through attracting congresses, conventions, travel incentives and events, which contribute both to the good image of the city, as well as to its economic, social, and cultural development.

Therefore, it is our pleasure to present our city as a candidate to become the official headquarters of the **World Conference of Science Journalists – WCSJ 2023**, It would be a great honor for us to be chosen as the host city for this important event, and we look forward to putting at your service our commitment, know-how, and a highly qualified team to serve as a bridge between your association and the city to guarantee a successful event.

Yours truly,

CLARA HEREDIA VIANA  
Executive Director



## PARTNERSHIP GUIDELINES

Independence of decision-making and integrity of representation are core values embraced by science journalists and communicators around the world. Partners in WCSJ 2023 will be welcomed into an atmosphere of respect that is defined by these principles, according to these specific commitments and guidelines:

- Partners and partnership activities will be prominently recognized and valued, as per the signed agreements.
- The Organizing Committee will work together with partners to ensure that their presence adds value to the conference and is accepted and appreciated by attendees.
- Sponsored activities and hospitality will be clearly labelled as such, and sponsors will be prominently recognized. Pre- and post-conference activities may be organized by partners in consultation with the Organizing Committee.
- Official meeting credentials, such as name badges, will not carry sponsor logos.
- Any support of individual core program speakers or attendees will not be solicited or accepted by the Organizing Committee to avoid potential or perceived conflicts of interest. The core program speakers are not sponsored, although speakers at sponsored events are. Sponsors will not take part in the selection of candidates for fellowships supporting the travel of conference attendees.
- The Organizing Committee alone will decide on the topics and content of the conference core program.
- Attendees at any time will remain entirely free to attend or to leave an event or activity organized by a partner.
- The conference organizers will manage registration for all event activities, including hosted and ancillary activities, tours, and field trips. Partners should not expect access to participant lists, except when attendees voluntarily provide names for a security clearance or another reason.
- Attendees will decide on their own and at any given time what personal and professional information to share with partners, as per their rights through the General Data Protection Regulations.
- WCSJ 2023 is committed to environmental sustainability. Advertising material used and distributed by partners must meet current eco-friendly production standards and be pre-approved by the Organizing Committee.
- Sponsored sessions rules must be submitted and approved by the Organizing Committee
- Click [HERE](#) to read about the Sponsorship Guidelines WFSJ Events on Receiving Sponsorship from Corporations.



