COMMUNICATING BIOETHICS

**Foreword** – At the UNESCO Chair in Bioethics World Conference in Naples I received some useful information about the role of Communication, especially concerning the development of Bioethics. Here are the numbers: 800 speakers in 200 work sessions and 1400 participants from 66 countries among all 5 Continents.

**Bioethics in digital time** – Wifi connections made available from the Hotel are time-limited (two hours, half a day, and twenty-four hours): this causes the foreign guests to smile, but no one complains or notices. Many people have their own unlimited Internet subscriptions; maybe many other did not use Internet at all during the Conference. They just took a vacation from the web. Anyway they say that the conference was very effective.

Back to their own work places they want everything about the Conference. Reports, summaries, interviews, address. And all must be available on the web site, causing some unpredictable troubles: in particular who (and how) will choose what to put on the web. In my opinion it would be useful if the UNESCO Chair in Bioethics would not take charge, at least of the debate contributions. In addition the UNESCO Chair would not own Links, explaining that they are made available to the readers but not under UNESCO’S control. There is no guarantee about their content.

For that reason the Press Office must take an important role in the communication, but, of course, under some conditions ...

**Aim to achieve: to offer everybody as much as possible proper and updated information.**

1 - Professor Amnon Carmi, Head of UNESCO Chair in Bioethics, suggested that our Press and Public Relations Office should be standing.

To satisfy this kind of request I was thinking about a technologically advanced Press Office, open to social networks and able to produce newsletters for the world-press. These should be printed, if required, two, three, four times a year. This work should be more complete and well-structured than a report. Professor Carmi, referring to our interviews, wishes that these newsletters will include news, world events and meeting dates, in-depth analysis and interviews.

2 - Professor Carmi expects that the debate on new bioethics horizons, which started in Naples, and made the success of the Conference, will go on. He repeats that the Conference was a turning point and the Press Office should also catalyse impressions and new conclusions.

3 - Professor Carmi would like that our Communication Office will, in due time, support Italian Unit activity.
**Personal proposals** – Of course not everything must be disclosed but if one decides to do it, communication has to be effective, global, pervasive and sharp. We cannot ignore for example Facebook, Twitter and YouTube, only some of the most important social media. Each important event to be advertised must have **followed us on the social networks** as tail end with a direct connection to them through their icons. The press office will always be at work, producing proceedings even before and after the congress. These needs are must be the order of the day. We must be aware that, even in this field, to achieve a successful project, it has to be shared by everyone.

Three are the main points to realize the project:

1. **Qualifying services**: to improve and change the services available from the Press Office through updating of the needed technological equipment.

2. **Training of professionals and/or inclusions of new high-level experts** with good knowledge of the web (being able to use a computer, a camera and a video camera, software writing, having a basic knowledge of Photoshop and experience of social media).

3. **Raise awareness to cooperate**: from time to time, when and where the event happens, collaboration among those people operating in the field would be encouraged, to ensure balanced participation and to show to the world a unified body

**Conclusions** – I submit these proposals to Professor Carmi’s attention:

Once analysed and eventually approved, I will do my best to find out realistic solutions to achieve them. Obviously, these realistic solutions have, in turn, to be approved, too.

Giacomo SADO