



Estonian
Research Council

Estonian Research Council

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HARIDUS- JA TEADUSMINISTEERIUM

Driving Estonian Science & Innovation

We maintain and develop a balanced, high-level, and internationally successful research, development, and innovation system, as well as a knowledge-based and sustainable society.

Our Key Roles

- We fund research
- Support science & innovation policy
- Promote international research
- Science communication. Showcase Estonian science at home & abroad

Our Key Roles

FUNDING RESEARCH

We provide high-level research projects in all fields to strengthen international competitiveness of Estonian R&D.

RESEARCH POLICY

We represent Estonia's positions in international networks, assemblies, cooperation projects and support ministries.

RESEARCH COOPERATION

We educate and advise researchers, institutions and ministries. We advise foreign researchers working in Estonia.

SCIENCE COMMUNICATION

We foster science communication and promote the spread of scientific thinking. We also promote Estonian research abroad through Research in Estonia.

Funding Excellent Research & Innovation

We provide research and mobility grants in order to:

- to enable high-level research projects in all scientific fields, increasing the international competitiveness of Estonian research and development;
- to foster cooperation between the state, enterprises, and research institutions;
- to contribute to the internationalisation of science and support the next generation of researchers.



Shaping Science & Innovation Policy



- Represent Estonia internationally – networks & projects
- Support decision-making – evidence-based advice to ministries
- Share scientific knowledge – for researchers & the public
- Manage ETIS – central research information system
- Analyse R&D – track trends & impact
- Evaluate research – ensure quality & effectiveness

Advancing International Collaboration

- Train and advise researchers and institutions on opportunities and requirements for international research collaboration.
- Represent Estonia in research networks and partnership programs
- Support participation of researchers, institutions, government bodies, and companies in international research initiatives
- Advise foreign researchers – working in Estonia





Showcasing Estonian science in Estonia and worldwide

- **Science communication**
- Recognition **awards** – students, researchers, communicators
- Fund science **TV shows** – Raket69, TeadusEST, Raket Juunior, etc.
- Showcase Estonian science internationally - **Research in Estonia**
- Support **STEM** outreach

ETAG by the Numbers

- €87.7M in research grants/year
- €3.4M for international cooperation/year
- Science TV shows: 83,300+ viewers/episode
- 100+ awards annually
- 1,000+ applications evaluated/year
- ETIS: 305,000+ publications, 60,000+ users

Science Communication



Science Communication Strategy

"ESTONIA KNOWS" 2020-2035

- In the minds of Estonian people, science is valuable and useful, and it plays a key role in decision-making Science communication is an integral part of research
- Science communication is an integral part of research
- Clear and meaningful messages from science are visible in the public space
- Shaping the scientific worldview is an important part of education at all levels and types
- Effective stakeholder collaboration supports science communication activities, and the collaboration itself is well supported

What we do



EVENTS AND NETWORKS

- Conferences, seminars, other events
- Network for science communicators
- Network for science popularizers
- Network for Science journalists
- Knowledge transfer activities between entrepreneurs and researchers (e.g. 5-min speed dating events).

- **TV and Radio**
- "*TeadusEST*" (ScienceEST)
- "*Uudishimu tippkeskus*" (Center of Excellence for Curiosity)
- "*Rakett69*" ("Rocket69")
- "*Magus molekul*" ("Sweet molecule")
- "*Tähelepanu! Tegemist on teadusega!*" (Attention! It's Science!)
- "Labor" (Laboratory)
- etc.



SCIENCE NEWS

novaator.ee

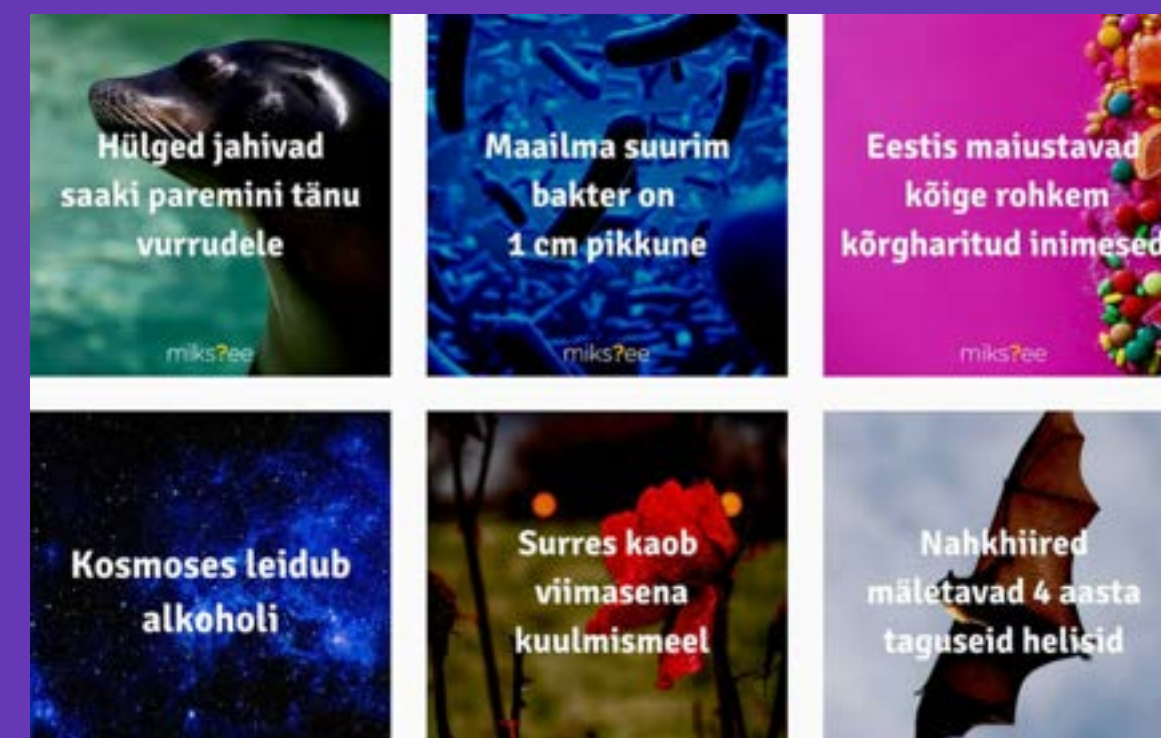
Part of the Estonian
National Broadcasting
(ERR) 3+3 science
news editors.

**Duo Media
Networks**

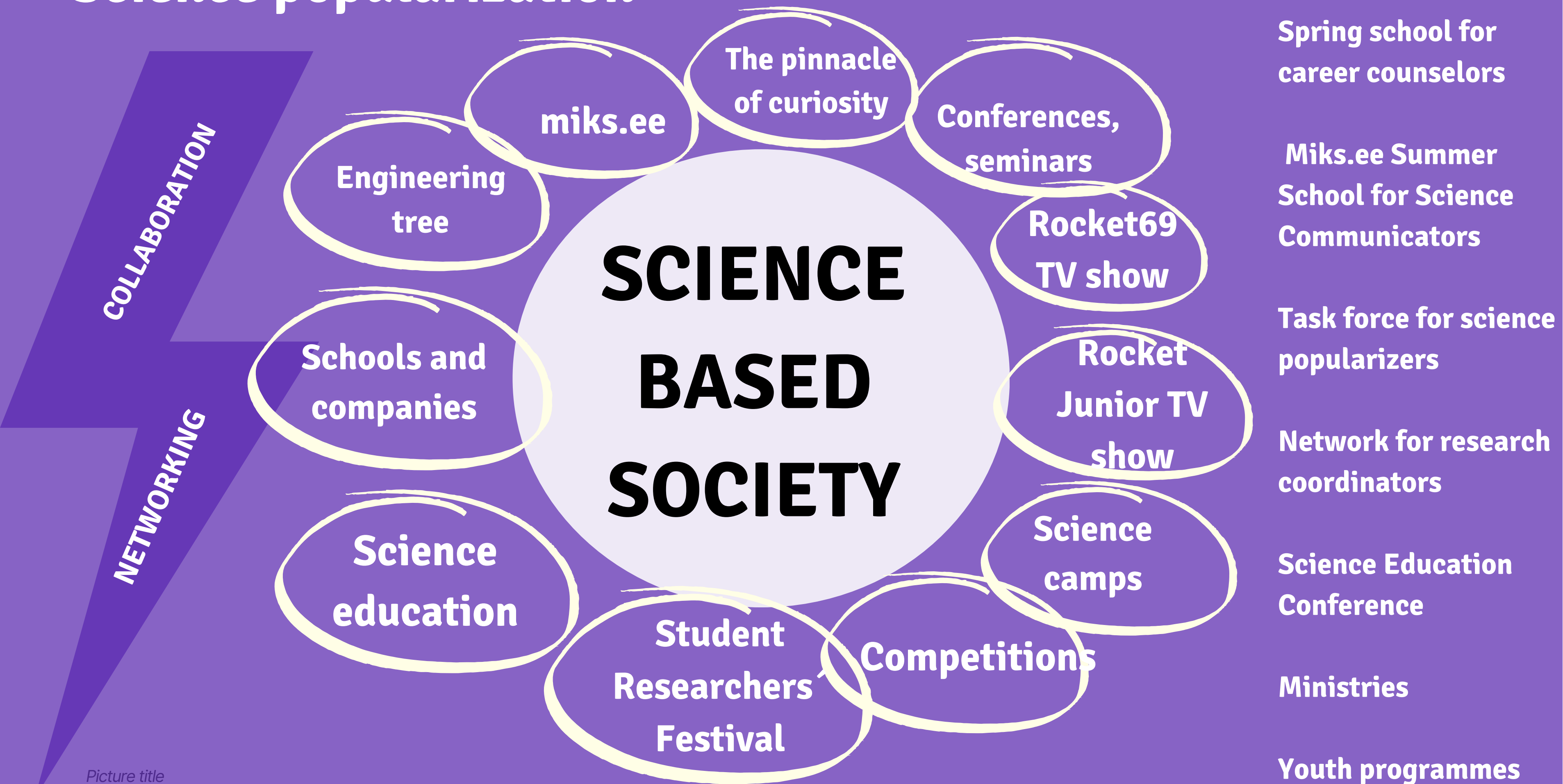
Kanal2
Postimees
MyHits

Social Media

LinkedIn
FB
Instagram
Twitter
TikTok
Bluesky



Science popularization



TEACHERS/PARENTS

Facebook

- articles
- news
- competitions
- communication

Homepage

- personas
- news
- materials/instructions
- events

Newsletter

- monthly

miks?ee

Making science approachable and exciting through social media. Promoting STEM related career choices, science-based thinking and decision making.

Moving science content to the platforms students use, not expecting them to find us.

STUDENTS

Instagram

- science facts
- story takeovers
- "Rocket69", "Rocket Junior", and other TV shows

STUDENT RESEARCHERS' FESTIVAL

TikTok

- science fun
- behind scenes

RAKETT69

Rocket 69" is a TV contest that aims to show that STEM is fun and exciting. It has impacted countless students, influenced teaching methods, and popularized STEM careers in Estonia.



ETAG



ROCKETT JUNIOR

Selgitab välja Eesti
nutikaima kooli!

Jälgi võistlust Kanal 2s
alates 24.01.2025!





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Science Communication is Collaboration

- Transparency in science communication, fostering critical public debate, improving media literacy, respecting disciplinary differences, promoting multilingualism, and prioritising critical thinking skills and youth trust in science are challenges to be addressed collectively
- Collaboration with ministries, universities, and field leaders across Estonia, and Europe is essential to comprehensively support these activities



Thank you!

