



Science for Georgia

PRESENTS

Making Science Matter

Introduction

Science for Georgia (Sci4Ga) works to unite and amplify the voices of Georgia’s science community around important societal issues. Recently, Science for Georgia has been nationally recognized as a member of the Local Science Engagement Network by the American Association for the Advancement of Science (AAAS), and plans to utilize the strength of this network to further scientific interests within our local reach. To narrow our focus for each legislative session, we will select issues that are scientific in nature or that require scientific perspective, develop an advocacy plan, and engage proactively with our local community and the Georgia General Assembly.

The issues must be science-based and action-oriented. While we welcome any topic, in 2020 we are especially keen to focus on environmental issues as related to low-income or underserved populations. Covid-19 and Black Lives Matter have highlighted the intersection of the environment and health, especially for low-income and underserved populations.

For example: You would like Sci4Ga to help address food insecurity and food waste via an education program about preventing food waste, a food redistribution program, and a composting program. You propose something similar to the [Baltimore Food Matters Program](#) and would like Sci4GA to distribute educational material to food insecure communities, host a fall letter writing campaign to highlight the issue to legislators, and a compost-a-thon during the legislative session. (Your idea does not have to be this complex.)

To select issues our community cares about, we will hold a pitch event during our annual [SciTober Fest networking event](#). Partner organizations and individual members have the opportunity to present an idea and convince the Science for Georgia community to support their idea for the upcoming calendar year. *This year, SciTober Fest is going virtual. Below we outline how the pitch event will work “virtually.” We can’t wait to have it in-person in 2021.*

Learn more by watching a video about this online.

<https://www.youtube.com/watch?v=TmBN9MgFyBA&feature=youtu.be>

What you get

For the top two selected ideas, Science for Georgia will:

1. Develop a dedicated “issue” page on the Sci4Ga website.
2. Work with you or your organization to develop informational cards for the public, policymakers, and the press: these will be housed on the issue webpage.
3. Work with you or your organization to identify stakeholders to target and work with.
4. Total Science for Georgia Budget for each issue: \$1000
 - a. Approx: \$500 toward materials and supplies.
 - b. Approx: \$500 toward two “community outreach” events. (Sci4Ga will take the lead on organizing / advertising these two events. If you would like to host more events – we will advertise these events but not take the logistical lead).

What you give

Your organization joins the Science for Georgia partner network. ([MORE INFORMATION HERE](#)). If you are an individual, you don't have to join our partner network, just our newsletter.

If selected for the final round of voting, you/your organization agrees to spend approximately 8 hours working with Science for Georgia to set up the issue information page, downloadable sheets, and stakeholder analysis. These pages will remain a part of our growing science education platform even if you are not selected.

You / your organization agrees to promote the events to your own networks and participate in them.

The Pitch

One week prior to the event, idea proposals must be submitted to Science for Georgia to ensure they meet the following criteria and to enable us to post them online.

Each pitch proposal must:

1. Be contained on an 8.5x11 sheet of paper outlining your ideas and the actions you will take. This will be publicly displayed on our website in the week leading up to the event – so make this sheet attractive and exciting. (Think - informational flyer)
2. Have an accompanying 1080x1080 graphic so we can post about your proposal.
3. Clearly state:
 - a. The problem (i.e. food insecurity and food waste go hand in hand)
 - b. Why it's a problem (i.e. 40% of food is never eaten, yet millions go hungry. Food waste is the largest contributor to greenhouse gases, landfills are often located near low-income communities)
 - c. Specific, implementable solution (i.e. educate people to waste less food, provide methods to compost what does need to be disposed of)
 - d. The benefit (i.e. reducing food waste combats food insecurity, reduces landfill waste, and will create revenue for the state)
4. Promote evidence-based scientific principles. (NOTE: Please contact us before submitting your pitch if you are concerned whether your idea conforms to our "science standards")
5. Include proposed community actions to take (i.e. letter writing, visit a legislator, sign a petition, table at a community event, social media drive, educational pamphlets at community centers / high schools / farmers markets / etc.). Be sure to think of things that can be done online or in a "socially distanced" way.
6. [Align with Science for Georgia's mission, ethics, and values.](#)

During the pitch event, the presenter will have two minutes to pitch their idea, which is short by design and will be strictly enforced. If you can't describe your idea in an elevator speech – you can't win over the general public. *We will be very strict about the 2-minute rule.* If you like, you can submit your 2-minute pitch as a pre-recorded video.

After the oral pitches, the online attendees will be able to vote for their two favorite proposals. SciTober Fest will have approximately an hour of "digital networking" and voting will close at the end of this time.

The ideas that do not end up selected for implementation will remain on our webpage and will link out to the proposing partners webpage. (Think – free advertising for your idea – regardless of the outcome!)

FAQ

Question- Do you have to be associated with an organization to submit a proposal?

Response- No. We welcome organization and individual proposals.

Question- Do the issues need to be focused on environmental topics?

Response- No. Environmental disparities is the Science for Georgia theme, however we are happy to support other programs. We welcome all science-based solutions and ideas.

Question- Can I submit a proposal for an event that must be in- person?

Response- Yes. However, Science for Georgia is not hosting any in-person events until after the threat of Covid-19 is lifted. An in-person event can be held after this, but not before. We will still put up an issue page in time for the start of the 2021 legislative session. But we want to focus on these topics for the whole of 2021.