



Business Plan 2008/2009
**Public Understanding of
Biotechnology**



science
& technology
Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA



PUBLIC UNDERSTANDING OF
BIOTECHNOLOGY



SAASTA
SOUTH AFRICAN AGENCY FOR SCIENCE
AND TECHNOLOGY ADVANCEMENT

SAASTA is a business unit of the NRF

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1 Conceptual background and overview

PUB – Past, Present and Future

The key mandate of the Public Understanding of Biotechnology (PUB) programme is to ensure a clear, balanced understanding of the scientific principles, related issues and potential of biotechnology and to stimulate public debate around its applications in society. The programme is funded by the Department of Science and Technology (DST) and implemented by the South African Agency for Science and Technology Advancement (SAASTA). The 2008/2009 PUB Business Plan employs SAASTA core competencies in Science Communication to affect the PUB mandate with an integrated monitoring and evaluation system that constantly refines best practice models in relation to international benchmarks.

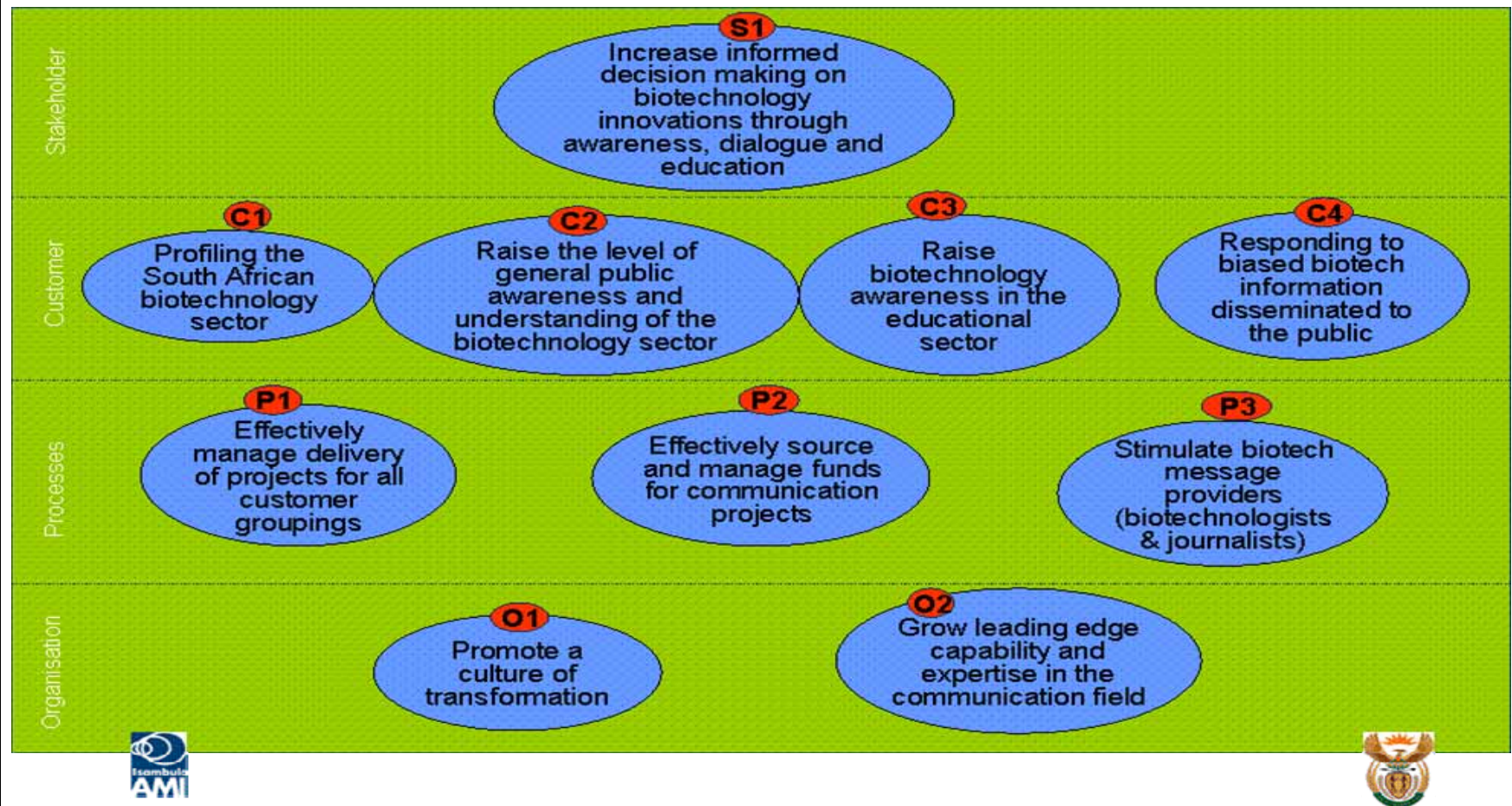
The vision of the PUB programme is to achieve:

- improved “informed” decision making (both positive and negative) on biotech related life decisions and purchases
- increased number of learners / students pursuing biotechnology and related fields as a career
- increase in level of awareness and “decidedness” by the South African public in order to:
 - hold comprehensive, well informed opinions on different aspects of biotechnology
 - increase receptiveness around engagement on Biotechnology related issues
- To promote a credible, fact based understanding of biotechnology through awareness, dialogue and education to enable informed decision making on biotechnology innovations in order to improve the quality of life through:
 - Awareness
 - Dialogue
 - Education

Launched in early 2003, the PUB programme has evolved significantly during the five years of implementation, and the mandate has been refined as a result of several processes. During this period an external, independent review as well as the strategic review was conducted which involved other national biotechnology instruments. To date, activities focused on exploring the available resources and capacity for biotechnology communication, undertaking a baseline study of public perceptions on biotechnology and developing a series of world class materials, events and capacity building tools tailored to the SA situation. Liaison with stakeholders and similar programmes both nationally and internationally has also led to the sharing of best practice models for communicating biotechnology. With this comprehensive groundwork laid, focus is now shifting to increased profiling of the emerging biotechnology sector, and actual examples of how biotechnology is being used to solve problems locally. The PUB programme is also a pioneering programme within the Science Communication sector and is providing valuable lessons on the basis of which best practice methods are being developed for similar communication programmes emerging on other SET fields, such as nanotechnology.

In 2006, the DST commissioned the development of a “Strategy Implementation for the Biotechnology Instruments”. From this activity a PUB Strategic Implementation Map was developed. All the components making up the PUB Strategy Map are included in this business plan according to the coding used.

PUB Strategy Map



It is in line with this PUB Strategy Map that the PUB '08/'09 Business Plan highlights three key focus areas. These include:

- 1. A rigorous campaign profiling PUB among stakeholders with the aim to create confidence, buy-in and awareness of the role of Science Communication.** This will be done by engaging in one-on-one sessions with Higher Education Institutions (HEI), BRICs, industry, Knowledge Generating Organisations (KGO), environmental groups and other lobbying groups. This is with the aim to identify possible areas of collaboration and offering core competencies, while commissioning the development of exposure and enrichment programmes specifically geared at profiling research to students. It is through this key strategic approach that PUB intends to obtain access to professional individuals, either at the respective institutions or through their networks, to use in Career Role Modelling Exercises. In addition, profiling the cutting edge research activities in the sector, while pointing out the gaps and inadequacies that exist in the HEI sector which is having an impact on the quality of human capital available in the South African Biotechnology workforce.
- 2. Diversifying PUB funding sources.** While being acutely aware that PUB needs to maintain consumer confidence in the information presented and that this is done by implementing a Scientific Editorial Process, it also ensures this consumer confidence by the way it conducts its business and the partners it decides to align itself with, including those who fund the programme. It is in furthering this unbiased objective that PUB, in this business plan, will be positioning itself to draw resources from the international and national donor community while maintaining consumer confidence.
- 3. Conducting Community Informatics Research.** Community Informatics, with specific focus on Scientific Information, includes the study of communities' information needs and information seeking behaviour, and the development and analyses of various implementations of models that integrate consumer groups' preference in information systems in an attempt to optimise knowledge diffusion of accurate scientific information. CI research can be used to influence policy around Science Communication, Information and Knowledge Management, Access to Information, and Scientific Editorial Processes. This business plan will see linkages being established with the London School of Economics, where research can identify the relationship between public engagement and economic development, and the department of Health Informatics at the Toronto University where the study of Consumer Health Informatics provides insight into the use of information to effect behaviour change.

PUB is ideally placed in SAASTA whose aim is to effectively contribute to a stimulated and engaged South African society around Science, Engineering and Technology (SET) related issues, while supporting the development of a critical mass of globally competitive human resources in the SET sector. The Science Communications Unit of SAASTA, through the development of core competencies supports and promotes Science Communication in South Africa as a discipline that contributes to a stimulated and engaged South African society around SET issues in order to contribute toward an internationally competitive science and innovation system. These core competencies include: 1) Career development specialisation; 2) Curriculum specialisation; 3) Scientific Editorial Processing / Scientific Endorsement of Information; 4) Scientific Editing; 5) Audience Analysis; 6) Media Sector Expertise; 7) Media Monitoring Services; 8) Financial / Performance / Risk Management and donor sensitisation; 9) Science Communication Specialisation, Research, and Policy Development; 10) Science Communications Training; 11) Grant Management Administration; 12) Monitoring and Evaluation Specialisation; 13) SET conference reporting; 14) Information Communication Technology (ICT) Coordination; 15) Database Management; 16) Discipline Specific Science Communication.

The Main Objectives of the unit includes:

- 1. Contributing to the National System of Innovation (NSI) through effective Science Communication;**
- 2. Effectively communicating scientific information that is accurate, responsible, reliable and end-user focused;**
- 3. Diversifying funding sources;**

4. **Developing a sophisticated Grant Management System that optimises National Science Communication Resources;**
5. **Making a valuable contribution to and advancing Science Communication.**

Given the NRF, and therefore SAASTA's position within the broader NSI, PUB is ideally placed in dealing with the following system goals.

1. **Ensuring that more South African youth – pursue SET related careers; - remain in the SET sector; - and conduct SET related academic research;**
2. **Ensuring that there is a higher profiling of engagement on SET issues among communities throughout South Africa;**
3. **Increasing public profiling of the SET sector;**
4. **Ensuring that a higher amount of academic research is translated into end-user focused information;**
5. **Improve access to information.**

The framework used in SAASTA, allows any SET discipline to utilise the model to advance that particular discipline and in PUB's instance, the core competencies that rests in SAASTA is used to drive PUB's mandate.

The Biotechnology Landscape and SAASTA's role

PUB was one of the first biotechnology instruments launched in early 2003 following public consultation in late 2002 to assist in the development of the programme's mission and mandate. This was prior to BRICS becoming fully established and actual outputs of projects onto the market, enabling significant groundwork to be laid by PUB.

With the impending addition of a new agency, the Technology and Innovation Agency (TIA), the dynamics of the National System of Innovation (NSI), and more specifically, the biotechnology sector, will change significantly. With the inclusion of the other Biotechnology instruments (the BRICS and NBN) under this new governance structure, there is also an impending potential shift in the communication of biotechnology, depending on the future placement of the PUB programme. Should the PUB programme also be incorporated into TIA, depending on the specifics of this change, this will have a significant impact on the role of PUB as it is likely that a more marketing stance would be required, which would displace the current role of PUB as a credible course of information, education and dialogue. It is highly recommended that PUB remains at SAASTA due to the significant benefits of related national projects implemented by SAASTA, which PUB has benefited from significantly in the past, and the level of trust established as a credible source of biotechnology information.

The core objectives of the new Science Communications Strategy of SAASTA is motivated and aligned to the NRF Vision 2015. This vision encapsulates the essence of the organisation and is derived from its mandate and three key objectives:

- Its role as agency of choice in the science landscape;
- The provision of multi-sector science platforms; and
- The promotion of a science culture and science advancement

These broad objectives were tackled by redefining the vision, NRF Vision 2015, and mission for the organisation and by introducing an explicit five-point strategy. This strategy includes:

- Striving for global competitiveness;
- A representative science system;
- World-class benchmarking and grant system;
- Leading-edge research, technology and innovation platforms; and
- A vibrant national science system

The following table shows how the Science Communications Unit of SAASTA, in the development of its strategic objectives aligns itself to this five-point strategy of the NRF Vision 2015.

Objective 1	<p>Contributing to the National System of Innovation (NSI) through effective Science Communication</p> <p>How this supports the NRF Vision 2015 – <i>As an agent of change, the NRF will drive processes of collaborative agenda-setting regarding national priorities across ... the system to promote efficiencies. The Science Communications Unit, as a component of SAASTA and part of the greater NRF, will promote and drive science communication in South Africa into an efficient tool that influences national priorities. The promotion of a science culture and science advancement has been identified as one of three aspects that speaks to the essence of the NRF as derived from its mandate.</i></p> <p><i>Tasks identified by the NRF as a leading contributor to the National System of Innovation include:</i></p> <ul style="list-style-type: none"> • <i>Facilitate a resilient research culture;</i> • <i>Grow cohorts of well-trained and motivated postgraduate researchers;</i> • <i>Provide access to state-of-the-art National Research Facilities and infrastructure; and</i> • <i>Promote the notion of “science in and for society”</i> <p>How this supports SAASTA Key Objectives – <i>SAASTA aims to direct engagement interventions for youth as critical in promoting science education as its contribution to unlocking and achieving the NRF’s long-term strategic goals such as the production of high-quality PhDs. In addition, it is SAASTA’s contribution to the NRF’s vision to grow the pool of quality learners today who will become the scientists and innovators of tomorrow.</i></p> <p>This particular objective aims to make a valuable contribution to the bigger systems goals which include:</p> <p>More South African youth:</p> <ul style="list-style-type: none"> • pursue SET careers; • remain in the SET system; • conduct SET related academic research.
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Objective 2:	<p>Effectively communicating scientific information that is accurate, responsible, reliable and end-user focused</p> <p>How this supports the NRF Vision 2015 – <i>NRF Mandate read: “To promote and support research through funding, human resource development and the provision of the necessary facilities in order to facilitate the creation of knowledge, innovation and development in all fields of science and technology, including indigenous knowledge and thereby to contribute to the improvement of the quality of life of all the people of the Republic.”</i> <i>NRF 2015 Mission reads: “The mission of the NRF is to contribute to the knowledge economy in South Africa to attain at least 2% of global R&D output by 2015”</i> <i>This will be achieved, among other, by:</i></p> <ul style="list-style-type: none"> • <i>Supporting high-quality research and knowledge generation for the sustainable benefit of a healthy society;</i> • <i>Promoting and advancing science, research and innovation;</i> • <i>Advancing science in society.</i> <p><i>The NRF Vision 2015 reads: Promoting world-class research for societal transformation. The Science Communications Unit, through promoting Community Informatics Research, aims to drive effective science communication in order to contribute toward societal transformation.</i></p> <p>How this supports SAASTA Key Objectives – <i>Increase interest in scientific research and appreciation of its impact on everyday life.</i></p> <p>This particular objective aims to make a valuable contribution to the bigger systems goals which include:</p> <ul style="list-style-type: none"> • Improved access to information • Increased public profiling on SET sector
Objective 3	<p>Diversifying funding sources.</p> <p>How this supports the NRF Vision 2015 – <i>It has been identified by the NRF Vision 2015, that the one method in which the NRF Mission 2015 will be realised is:</i></p> <ul style="list-style-type: none"> • <i>Promoting and enhancing international networks and partnerships, particularly in Africa.</i> <p><i>The Science Communications Unit wishes, through these partnerships, exploit all possible avenues through which Science Communication can be furthered and to achieve the system goal which is to maintain a stimulated and engaged society around SET issues.</i></p> <p>How this supports SAASTA Key Objectives – <i>SAASTA’s vision reads: SAASTA aims to be the leading science advancement agency communicating the value and impact of science and technology in a dynamic knowledge economy, and simultaneously building the science, engineering and technology human resource base in South Africa. It is in keeping with this vision that the Science Communications Unit wishes to exploit all possible avenues available to achieve its system goal and be the agency of choice for the advancement of science.</i></p>

Objective 4	<p>Develop a sophisticated Grant Management System that optimises National Science Communication Resources</p> <p>How this supports the NRF Vision 2015 – <i>Innovative research is that which can be translated into new products, contribute to the knowledge economy and which can influence policy that positively contributes to society. As the country’s premier research support agency, the NRF endeavours to fulfil its mandate through coordinated interventions across the public Research and Development sector and through public-private partnerships in concert with key stakeholders in the public and private sectors. These include government, in particular the DST, Higher Education Institutions, industry and civil society. It is with cognisance of these that the NRF’s new mission reads: The mission of the NRF is to contribute to the knowledge economy in South Africa by attaining at least 2% of global R&D output by 2015.</i></p> <p>How this supports SAASTA Key Objectives – <i>SAASTA’s contribution to this mission is to effectively facilitate the translation of research in order to advance SET and the contribution of SET to the South African society. It is SAASTA’s ability to leverage national resources given its position within the broader NSI, that would functionally ensure it being the agency of choice to advance science in South Africa.</i></p> <p>This particular objective aims to make a valuable contribution to the bigger systems goals which include:</p> <ul style="list-style-type: none"> • Higher profile of engagement on Set issues among communities throughout South Africa. • Increased public profiling on SET sector
Objective 5	<p>Making a valuable contribution to and advancing Science Communication.</p> <p>How this supports the NRF Vision 2015 – <i>Innovative research is that which can be translated into new products, contribute to the knowledge economy and which can influence policy that positively contributes to society. As the country’s premier research support agency, the NRF endeavours to fulfil its mandate through coordinated interventions across the public Research and Development sector and through public-private partnerships in concert with key stakeholders in the public and private sectors. These include government, in particular the DST, Higher Education Institutions, industry and civil society. It is with cognisance of these that the NRF’s new mission reads: The mission of the NRF is to contribute to the knowledge economy in South Africa by attaining at least 2% of global R&D output by 2015.</i></p> <p>How this supports SAASTA Key Objectives – <i>SAASTA’s contribution to this mission is to effectively facilitate the translation of research in order to advance SET and the contribution of SET to the South African society.</i></p> <p>This particular objective aims to make a valuable contribution to the bigger systems goals which include:</p> <ul style="list-style-type: none"> • Higher amount of academic research being translated into end-user focused information. • Increased public profiling on SET sector

2 Implementation plan: key activities supporting main objectives

Key activity 1:	Biotechnology Career Development and Profiling <i>Key PUB objectives that this activity speaks to include:</i> <i>C1 – Profiling South African biotechnology sector</i> <i>C3 – Raise biotechnology awareness in the educational sector</i>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
By collaborating with the SAASTA Education Unit, include Biotechnology Career Development and Profiling in all planned activities. This activity entails profiling the possible careers available in Biotechnology and the various disciplines that may feed into the Biotechnology sector to learners, educators and students.	All PUB activities for the financial year '08/'09	1) SAASTA Education Unit 2) Science Writer / Editor 3) ICT Coordinator 4) Scientific Editorial Process and Audience Analyst 5) Biotechnology Science Communicator 6) Media Coordinator	1) The inclusion of career development in all the PUB activities; and the profiling of Biotechnology career opportunities across all other national programmes which include: School Debates, Young Science Writers' Competition, SA Science Lens Competition, Youth Magazines, Role Modelling, Public Events, and the development of Teaching Modules 2) Profiling career exhibits (<i>Careers in Biotechnology</i>) and the development of 1 new career exhibit
Where will auditable evidence be found that targets have been met?	1) All activity reports with a component dealing specifically with Biotechnology Career Development 2) Number of exhibits built dealing specifically with Biotechnology Career Development		
Expected outcomes of activity	1) Profiling careers in Biotechnology to learners at both primary and secondary levels, and students at Higher Education Institutions (HEI) 2) As part of a longer continuous evaluation process, assess if more people are entering, being retained and conducting research in Biotechnology.		

Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
<p>The number of learners, educators and students benefiting from Biotechnology Careers enrichment programme.</p> <p>More learners and students enter and remain in the Biotechnology sector. This activity can only be measured over a longitudinal period. This will be done through snapshot or situational analysis of the number of students entering, remaining and conducting research in Biotechnology.</p>	<p>Study toward an Integrated Awareness Platform – situational analysis (ongoing)</p> <p>Pub Careers exhibit profiled with role models at 8 science festivals through SA.</p> <p>3rd Reprint (5000 print run) of PUB careers brochure. 3550 PUB careers brochures distributed through requests & at public events/festivals</p> <p>PUB careers exhibit to be duplicated to maximise distribution further.</p>	<p>Exposing 2 000 learners and 1 000 students, across 9 provinces to career promotional material</p> <p>10 schools per province</p>	<p>Exposing 3 000 learners and 1 500 students, across 9 provinces to career promotional material</p> <p>Situational analysis of number of students entering, remaining and conducting research in SET</p> <p>20 schools per province</p>	<p>Exposing 4 000 learners and 2 500 students, across 9 provinces to career promotional material</p> <p>50 schools per province</p>
Estimated budget:	Total: R 301,000			

Key activity 2:	Curriculum alignment <i>Key PUB objectives that this activity speaks to include:</i> <i>C3 – Raise biotechnology awareness in the educational sector</i>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
<p>By collaborating with the SAASTA Education Unit, align all activities geared at learners and educators to the current practiced curricula</p> <p>Conducting Community Informatics research geared specifically at learners and educators, which analysis information needs, information needs analysis and exposure to ICTs in order to better align information to this particular target audiences' information needs.</p> <p>Based on evidence accumulated from above mentioned research, assist the SAASTA Education Unit in advising on curriculum policy development.</p>	<p>All PUB activities geared specifically at learners and educators during the financial year '08/'09</p>	<ol style="list-style-type: none"> 1) SAASTA Education Unit 2) Science Writer / Editor 3) ICT Coordinator 4) Scientific Editorial Process and Audience Analyst 5) Biotechnology Science Communicator 6) Media Coordinator 	<ol style="list-style-type: none"> 1) Aligning all PUB activities geared at learners and educators to current practiced curricula. 2) Writing Biotechnology related articles for the Youth Magazines – Easy Science Magazine inclusion in MiniMag 3) Identifying other youth magazines and possible ICTs geared specifically at learners and educators 4) Having the Biotechnology material developed for the School's Debate aligned to the school curricula. 5) Conducting Audience Analysis specifically of learners and educators

<p>Where will auditable evidence be found that targets have been met?</p>	<ol style="list-style-type: none"> 1) All PUB activity reports with a component dealing specifically with Curricula Alignment 2) Biotechnology related articles written geared specifically at Youth Magazines distributed to learners and educators 3) Memorandums of Cooperation / Contracts signed with editors of youth magazines distributed to learners and educators 4) Usage of a convergence of ICTs effectively communicating to learners and educators (develop and implement) 5) Biotechnology related information packs distributed to learners through the School Debates exercise 6) Research Reports of Audience Analysis geared specifically at learners and educators 7) <i>Workshops conducted with educators by SAASTA Education Unit assisting in the integration of material into curriculum</i>
<p>Expected outcomes of activity</p>	<p>Number of SAASTA endorsed Biotechnology related information aimed at learners and educators that can contribute as teaching and learning aids in South African schools.</p>

Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
<p>Number of education material endorsed by SAASTA that can contribute as teaching and learner aids.</p> <p>Number of Community Informatics Research activities commissioned geared specifically at the learner and educator in a South African context.</p> <p>Policy Brief documents developed aimed at advising on curriculum policy development.</p>	<p>Through NSW, PUB interaction with:</p> <ul style="list-style-type: none"> - 2750 learners (49 schools, 33 primary 16 high schools) - 1180 educators & Provincial Doe MPU, NC and LP <p>PUB materials distributed:</p> <p>510 PUB posters distributed through enquiries & events (205 Zulu/Eng; 180 Sotho/Eng & 125 Afrikaans/Eng)</p> <p>Basic biotech WS for 150 girl learners fro PDA communities in Mpu.</p> <p>School debates programme suspended until 2008/9 due to public service sector strike</p>	<p>1 500 information packs linked to School Debates</p> <p>15 Articles published in media distributed at schools</p>	<p>3 000 information packs linked to School Debates, National Science Week, Math and Science Olympiads</p> <p>50 Articles published in media distributed at schools</p>	<p>3 500 information packs linked to School Debates, National Science Week, Math and Science Olympiads</p> <p>100 Articles published in media distributed at schools</p>
Estimated budget:	Total: R 317,200			

Key activity 3:	Scientific Editorial Processing / Scientific Endorsement of Information <i>This activity is aimed at enhancing consumer confidence in SAASTA Science Communication activities and materials. In order to engage with the lay person, it is crucial that this consumer confidence is increased and maintained. Consumer confidence is increased by Scientific Editorial Processing of information where the process is transparent and available for any pay person to access, and in the way SAASTA conducts its business which includes aligned partners and sources of funding. Without this activity, all other strategic objectives have the potential of failure since it is crucial that PUB is seen as a reliable, unbiased source of information.</i>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
Scientific Editorial Processing (SEP) of translated scientifically researched material requires the professional endorsement and/or organisational certification of information leading to consumer confidence. This entails the public profiling (transparency) of the SEP, allowing all the opportunity to see who was involved and what the process entailed.	All PUB activities during the financial year '08/'09	1) Scientific Editorial Process and Audience Analyst 2) Biotechnology Science Communicator 3) Science Writer / Editor	1) Number of SAASTA Scientifically Endorsed Biotechnology information packs. 2) Number of academic publications reporting on the scientific endorsement methods used in PUB. 3) Number of reviews written discussing the various findings on scientifically endorsed best practices across the globe and developed by PUB.
Where will auditable evidence be found that targets have been met?	1) SAASTA Scientifically Endorsed Biotechnology information packs distributed and published 2) Profiling of SEP through Website - transparency 3) Academic publications submitted for peer review journal publications / number of abstracts submitted as conference papers or presentations 4) Number of articles written by PUB discussing best practices around scientific editorial processes		
Expected outcomes of activity	Consumer confidence in SAASTA endorsed information		

Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
<p>1) Number of SAASTA Scientifically Endorsed Biotechnology information packs.</p> <p>2) Number of academic publications reporting on PUB's scientific endorsement methods.</p> <p>3) Number of reviews written discussing the various findings on scientifically endorsed best practices across the globe and developed by PUB.</p> <p>4) Longitudinal, situational analysis of consumer confidence on SAASTA endorsed information</p> <p>5) African Science Communications Conference: track dedicated to best practice methods in Scientific Editorial Processing or the Endorsement of Scientific Information</p> <p>6) Developing a number of Scientific Editorial Processes that is evidence based and that can lead to best practice methods used globally.</p>	<p>Biofuels Media Round Table Fact Sheet</p>	<p>5 Biotechnology information packs linked to the School Debates</p> <p>1 Biotechnology Fact Sheet linked to 3 PUB Media Round Table events = 3 PUB Fact sheets</p> <p>1 academic peer reviewed publication / conference abstract</p> <p>1 reviews on current best practice models</p>	<p>2 Biotechnology information packs linked to School Debates; 2 Biotechnology information packs linked to National Science Week; 2 Biotechnology information packs linked to Science Olympiad</p> <p>1 Biotechnology Fact Sheet linked to 3 PUB Media Round Table events = 3 Biotechnology Fact Sheets</p> <p>1 academic peer reviewed publications / conference abstracts</p> <p>1 reviews on current best practice models</p> <p>1 commissioned research activity on the consumer confidence on SAASTA endorsed information</p>	<p>2 Biotechnology information packs linked to School Debates; 2 Biotechnology information packs linked to National Science Week; 2 Biotechnology information packs linked to Science Olympiad</p> <p>1 Biotechnology Fact Sheet linked to 3 PUB Media Round Table events = 3 Biotechnology Fact Sheets</p> <p>2 academic peer reviewed publications / conference abstracts</p> <p>2 reviews on current best practice models</p>
Estimated budget:	Total: R 216,000			

Key activity 4:	Scientific Editing <i>S1 – Increase informed decision making on biotechnology innovations through awareness, dialogue and education. Scientific Editing, the translation of scientific information into end-user focused information, assists in the cognitive uptake of the translated scientific information and the attitudinal response and approach to the information.</i> <i>C1 – Profiling the South African Biotechnology sector.</i> <i>C2 – Raise the level of general public awareness and understanding of the Biotechnology sector.</i> <i>C3 – Raise Biotechnology awareness in the educational sector.</i> <i>C4 – Responding to biased Biotech information disseminated to the public.</i> <i>P3 – Stimulate Biotechnology message providers (Biotechnologists & journalists)</i> <i>O1 – Promote a culture of transformation</i> <i>O2 – Grow leading edge capability and expertise in the communication field</i>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
Scientific Editing ensures that the information presented is aligned and packaged in relation to the information needs of the target audience. The internal Chief Editor function will harness the resources of a national database of science writers / reporters and communicators to fulfil the function.	All PUB activities during the financial year '08/'09	1) Science Writer / Editor 2) Scientific Editorial Process and Audience Analyst 3) Biotechnology Science Communicator 4) Media Coordinator	1) Number of Biotechnology articles translating scientifically researched information 2) Number of science writers, reporters and communicators (reporting on Biotechnology related research activities) that forms part of the national database
Where will auditable evidence be found that targets have been met?	1) All PUB activity reports detailing Scientific Editing component 2) Agreements / contracts signed with science writers, reporters and communicators (reporting on Biotechnology) that form part of the national database 3) National Database of science writers, reporters and communicators (reporting on Biotechnology) 4) Commissioning through contracts		

Expected outcomes of activity	All SAASTA produced material is aligned to the information needs of the intended audience – effectively communicating scientific information that is accurate, responsible, reliable and end-user focused.			
Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
Number of commissioned Biotechnology articles	Series of 6 articles underway.	25 members of the NSW	75 members of the NSW	100 members of the NSW
Number of science writers, reporters and communicators (reporting on Biotechnology) that forms part of the National Science Writers' Database (NSW)	1 x commissioned fact sheet on GMOs	30 articles	75 articles	120 articles
Diversity of the National Science Writers' Database				
Estimated budget:	Total: R 301,000			

Key activity 5:	Audience Analysis / Community Informatics Research <i>Key PUB objectives that this activity speaks to include: Grow leading edge capability and expertise in the communication field.</i> <i>This entire function ensures that the communication structure aligns itself to evidence-base best practice models that effectively achieve the communication objectives. To date, many of the evaluations on the efficacy of the PUB science communications campaigns have been outsourced and the measurables linked to the greater influences on the innovation system. While these processes are needed, more immediate evidence is needed to evaluate and ensure that the efficacy of PUB</i>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
Community Informatics with specific focus on Scientific Information includes the study of communities' information needs and information seeking behaviour, and the development and analyses of various implementations of models that integrate consumer groups' preference in information systems in an attempt to optimise knowledge diffusion of accurate scientific information. CI research can be used to influence policy around Science Communication, Information and Knowledge Management, Access to Information, and Scientific Editorial Process	During the financial year '08/'09	1) Scientific Editorial Process and Audience Analyst 2) Biotechnology Science Communicator	1) Conducting Audience Analysis 2) Evaluating PUB projects with the aim to see if they are meeting audience needs 3) Publish in peer reviewed journal publication on research findings
Where will auditable evidence be found that targets have been met?	1) Community Informatics Research Reports related to Biotechnology 2) Monitoring and evaluation reports linked to PUB implementations with the specific aim of assessing the catering for intended audiences' information needs 3) Peer reviewed journal publications 4) Accepted conference abstracts for poster or oral presentations		

Expected outcomes of activity	Effectively communicating science information that is accurate, responsible, reliable and end-user focused.			
Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
Number of Community Informatics Research Designs and Implemented Research Projects	Audience Segmentation Research completed & Cluster analysis of PUB/HSRC survey data commissioned for March 2008	1 CI implemented research designs – research reports	2 CI implemented research designs – research reports	2 CI implemented research designs – research reports
Number of Implemented Monitoring and Evaluation Designs		1 (CI) M&E conducted evaluations	4 (CI) M&E conducted evaluations	4 (CI) M&E conducted evaluations
Number of peer reviewed journal publications		1 peer reviewed journal publication	2 peer reviewed journal publications	3 peer reviewed journal publications
Number of abstracts submitted for oral / poster presentations		1 accepted abstract	2 accepted abstracts	3 accepted abstracts
Estimated budget:	Total: R 301,000			

Key activity 6:	Media Sector involvement <i>Key PUB objectives that this activity speaks to include:</i> <i>S1 – Increase informed decision making on Biotechnology innovations through awareness, dialogue and education</i> <i>C1 – Profiling of Biotechnology sector</i> <i>C2 – Raise the level of South African public awareness and understanding of the Biotechnology sector</i> <i>C3 – Raise Biotechnology in the educational sector</i> <i>C4 – Responding to biased biotechnology information disseminated to the public</i> <i>P3 – Stimulate Biotechnology message providers (Biotechnologists & journalists)</i> <i>O2 – Grow leading edge capability and expertise in the communication field.</i>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
<p>Apart from being able to manage a database of national and international media and information outlets, this function also requires expertise on the use of media to achieve strategic Science Communication objectives.</p>	<p>During the financial year '08/'09</p>	<ol style="list-style-type: none"> 1) Media Coordinator 2) Science Writer / Editor 3) ICT Coordinator 4) Biotechnology Science Communicator 	<ol style="list-style-type: none"> 1) Number of information outlets identified in database with a related list of target group and Rate Cards (LSM, Distribution figures, etc.) 2) Number of journalists in the media contact list – maintaining a good relationship with each. 3) Number of reviews written on the functional contribution of media in the advancement of science 4) Media monitoring
<p>Where will auditable evidence be found that targets have been met?</p>	<ol style="list-style-type: none"> 1) Database of information outlets 2) Database of journalists 3) Reviews written on media's contribution to the advancement of science 4) All activity reports detailing media reports 5) Media monitoring reports 		
<p>Expected outcomes of activity</p>	<p>Increased public profiling of Biotechnology sector</p>		

Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
1) Number of information outlets identified in database with a related list of target group and Rate Cards (LSM, Distribution figures, etc.) 2) Number of journalists in the media contact list – maintaining a good relationship with each. 3) Number of reviews written on the functional contribution of media in the advancement of science 4) Media monitoring	Related activities ongoing for Biofuels media round table to take place in March 2008. Stats available at later date.	1) 25 2) 25 3) 1 4) 2 reports	1) 75 2) 75 3) 4 4) 4 reports on each project	1) 100 2) 100 3) 4 4) 4 reports on each project
Estimated budget:	Total: R 206,000			

Key activity 7:	Media Monitoring Services <i>Key PUB objectives that this activity speaks to include:</i> <i>C4 – Responding to biased Biotechnology information disseminated to the public</i>			
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard	
Monitoring media coverage of Biotechnology related issues while evaluating the accuracy of the media coverage and diversity considering the various topical Biotechnology related issues	During the financial year '08/'09	1) Media Coordinator 2) Science Writer / Editor 3) Scientific Editorial Process and Audience Analyst 4) Biotechnology Science Communicator	1) Monthly reports on media activity around the respective Biotechnology disciplines, subject areas, and sector in general. 2) Evaluations on the accuracy with which media reports on the respective Biotechnology disciplines, subject areas, and sector in general. 3) Input on PUB implementations geared specifically at media.	
Where will auditable evidence be found that targets have been met?	1) Reports on media activities 2) Evaluation reports on the accuracy with which media covers Biotechnology issues 3) All activities detailing media approach and rationale			
Expected outcomes of activity	Increased public profiling of Biotechnology sector			
Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
1) Monthly reports on media activity around Biotechnology 2) Evaluations on the accuracy with which media reports on Biotechnology 3) Input on PUB implementations geared specifically at media.	Improved access to media clippings through revised contracts with service provider. Media monitored by external expert daily and monthly reports produced.	1) 12 reports 2) 4 reports 3) 3	1) 12 reports 2) 6 reports 3) 6	1) 12 reports 2) 12 reports 3) 6

Estimated budget:	Total: R 152,000
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Key activity 8:	Financial, performance, risk management and donor sensitisation <i>SAASTA offers the financially sound environment in which PUB can be managed which reduces risk and optimises on available resources through performance management.</i>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
<p>This activity requires that all projects are managed according to the PFMA financial process, have minimal risk and optimises on the resources available in the unit.</p> <p>In addition, this activity will constantly promote the core competencies of the unit with the aim to secure new business and additional funding sources, while rigorously profiling PUB among stakeholders with the aim to create confidence, buy-in and awareness of the role of Science Communication.</p>	During the financial year '08/'09	<p>1) Science Communications Unit Manager</p> <p>2) All Science Communications Project Coordinators</p>	<p>1) Ensure that all financial policies and procedures are followed within the management of PUB</p> <p>2) Report on unit's PUB related activities as required and within deadline</p> <p>3) Develop PUB business plan and align according to unit strategy</p> <p>4) Manage the performance of the unit and PUB</p> <p>5) Drafting of all contracts and sourcing the necessary legal advice</p> <p>6) Develop proposal documents</p> <p>7) Actively promote unit's core competencies</p> <p>8) Applying for grants</p> <p>9) National campaign promoting PUB and the need for Science Communication among internal and external stakeholders</p>

Where will auditable evidence be found that targets have been met?	1) Sound financial processes with no audit queries 2) Project reports submitted on time 3) Bi-annual unit strategy development documents with associated annual work plans 4) Performance reports 5) Legal documentation with minimal financial and legal risks 6) Proposal documents 7) Contracts with external stakeholders 8) Grant submissions 9) Number of meeting attended with internal and external stakeholders			
Expected outcomes of activity	An effective science communication strategy that assists in the development of a stimulated and engaged society around Biotechnology issues while internal and external stakeholders are confident of the science communication strategies and realise the importance of science communication – greater awareness and buy-in from Biotechnology sector			
Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015

<p>1) Ensure that all financial policies and procedures are followed within the management of PUB</p> <p>2) Report on unit's PUB related activities as required and within deadline</p> <p>3) Develop PUB business plan and align according to unit strategy</p> <p>4) Manage the performance of the unit and PUB</p> <p>5) Drafting of all contracts and sourcing the necessary legal advice</p> <p>6) Develop proposal documents</p> <p>7) Actively promote unit's core competencies</p> <p>8) Applying for grants</p>	<p>Reports submitted as per contractual obligations or as per revised, agreed deadlines.</p>	<p>1) Achieving all attended objectives as set out in this document</p> <p>2) Achieving all intended budgeted activities = spending entire budget</p> <p>3) Securing additional R 500k contract funding for PUB</p> <p>4) Presentations to Biotechnology stakeholders</p>	<p>1) Achieving all attended objectives as set out in this document</p> <p>2) Achieving all intended budgeted activities = spending entire budget</p> <p>3) Securing additional R 1M contract funding for PUB</p>	<p>1) Achieving all attended objectives as set out in this document</p> <p>2) Achieving all intended budgeted activities = spending entire budget</p> <p>3) Securing additional R 5M contract funding for PUB</p>
<p>Estimated budget:</p>	<p>Total: R 17,000 (excludes administration fee of 6% = R 240 000)</p>			

<p>Key activity 9:</p>	<p>Science Communication Specialisation, Research and Policy Development <i>This particular function would assist the Biotechnology stakeholders to generally communicate their activities more effectively, and form part of the rigorous campaign through which PUB wishes to affect buy-in and confidence in the PUB Science Communication Strategy.</i> <i>Other key objectives that would be achieved through this activity include:</i> <i>S1 – Increased informed decision making on Biotechnology innovations through awareness, dialogue and education.</i> <i>C1 – Profiling the South African Biotechnology sector</i> <i>C2 – Raise the level of South African public awareness and understanding of the Biotechnology sector</i> <i>C3 – Raise Biotechnology awareness in the educational sector</i> <i>C4 – Responding to biased biotech information disseminated to the public</i> <i>P1 – Effectively manage delivery of projects for all customer groupings</i> <i>P2 – Effectively source and manage funds for communication projects</i> <i>P3 – Stimulate Biotechnology message providers (Biotechnologists and Journalists)</i> <i>O1 – Promote a culture of transformation</i> <i>O2 – Grow leading edge capability and expertise in the communication field</i></p>		
<p>Description</p>	<p>Target date</p>	<p>Staff involved (level and no)</p>	<p>Outputs/targets/ deliverables/ measurable performance standard</p>
<p>This activity will require providing Biotechnology public and private institutions with assistance in the development of a Science Communication Strategy.</p> <p>Translating unit research activities into Policy Briefs that speaks to Information and Knowledge Management, Access to Information and Science Communication Policy Development</p> <p>Teaching / lecturing Science Communication modules at tertiary institutions</p> <p>Creating an enabling environment for internships in Science Communication</p>	<p>During the financial year '08/'09</p>	<p>1) SAASTA Education Unit</p> <p>2) SAASTA Science Awareness Platforms Unit</p> <p>3) Science Writer / Editor</p> <p>3) ICT Coordinator</p> <p>4) Scientific Editorial Process and Audience Analyst</p> <p>5) Biotechnology Science</p>	<p>1) Number of contracts signed with Biotechnology stakeholders for the development of Science Communication Strategy</p> <p>2) Number of policy briefs developed by the unit</p> <p>3) Number of teaching modules developed in Science Communication</p> <p>4) Number of lectures conducted at HEI in Science Communication</p> <p>5) Number of internships offered throughout all projects</p>

In addition, this activity would assist the PUB programme to gain the buy-in and confidence in the PUB Science Communication Strategy among the Biotechnology sector and stakeholders	Communicator			
	6) Media Coordinator			
Where will auditable evidence be found that targets have been met?	1) Contracts with external Biotechnology stakeholders 2) Policy briefs 3) Teaching modules on Science Communication 4) Lecture / teaching activity schedule 4) Internship contracts			
Expected outcomes of activity	Making a valuable contribution to and advancing Science Communication within the Biotechnology sector and among the stakeholders. In addition building confidence and buy-in from the Biotechnology sector of the PUB Science Communication Strategy			
Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
1) Number of contracts signed with Biotechnology stakeholders for the development of Science Communication Strategy 2) Number of policy briefs developed by the unit 3) Number of teaching modules developed in Science Communication 4) Number of lectures conducted at HEI in Science Communication 5) Number of internships offered throughout all projects	1 x PUB Intern. Other areas newly defined in late 2007/8	1) 2 2) 1 3) 1 4) 2 5) 2	1) 5 2) 1 3) 4 4) 10 5) 5	1) 10 2) 1 3) 4 4) 15 5) 10
Estimated budget:	Total: R 273,500			

Key activity 10:	<p>Science Communication Training</p> <p><i>Key objectives that would be achieved through this activity include:</i></p> <p><i>S1 – Increased informed decision making on Biotechnology innovations through awareness, dialogue and education.</i></p> <p><i>C1 – Profiling the South African Biotechnology sector</i></p> <p><i>C2 – Raise the level of South African public awareness and understanding of the Biotechnology sector</i></p> <p><i>C3 – Raise Biotechnology awareness in the educational sector</i></p> <p><i>C4 – Responding to biased biotech information disseminated to the public</i></p> <p><i>P1 – Effectively manage delivery of projects for all customer groupings</i></p> <p><i>P3 – Stimulate Biotechnology message providers (Biotechnologists and Journalists)</i></p> <p><i>O1 – Promote a culture of transformation</i></p> <p><i>O2 – Grow leading edge capability and expertise in the communication field</i></p>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
<p>This activity entails the training of media in being able to understand and interpret scientific information with particular focus on Biotechnology, in addition, training scientists in being able to translate the Biotechnology scientific results</p>	<p>During the financial year '08/'09</p>	<p>1) SAASTA Education Unit</p> <p>2) SAASTA Science Awareness Platforms Unit</p> <p>3) Science Writer / Editor</p> <p>3) ICT Coordinator</p> <p>4) Scientific Editorial Process and Audience Analyst</p> <p>5) Biotechnology Science Communicator</p> <p>6) Media Coordinator</p>	<p>1) Development of training modules in Science Communication and the Translation of Biotechnology Scientific Information</p> <p>2) Number of media trained</p> <p>3) Number of scientists trained</p> <p>4) Number of PUB media round table sessions</p>

Where will auditable evidence be found that targets have been met?	1) Training modules on Science Communication and the Translation of Biotechnology Scientific Information 2) Contracts signed with journalists to participate on SC training 3) Contracts signed with scientists to participate on SC training 4) PUB Media Round Table Reports			
Expected outcomes of activity	1) Making a valuable contribution to and advancing Science Communication 2) Higher profile of engagement of Biotechnology issues among communities throughout South Africa 3) Higher amount of Biotechnology academic research being translated into end-user focused information 4) Improved access to Biotechnology information			
Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
1) Development of training modules in Science Communication and the Translation of Biotechnology Scientific Information 2) Number of media trained 3) Number of scientists trained 4) Number of PUB media round table sessions	1 x Media round Table to take place in March 2008 (biofuels) – stats to follow. 3 x 2 day training courses to be undertaken in March 2008 targeting BRIC researchers. Anticipated total of 36 biotechnologists countrywide to receive training in media and science writing science communication.	1) 2 2) 10 3) 10 4) 3	1) 2 2) 30 3) 30 4) 3	1) 5 2) 100 3) 100 4) 3
Estimated budget:	Total: R 270,000			

Key activity 11:	Monitoring and evaluation <i>This activity is aimed at ensuring that there is a continuous and consistent growth in the quality of service delivery to the mandate of PUB</i>			
Description	Target date	Staff involved (level and no)		Outputs/targets/ deliverables/ measurable performance standard
Monitoring and evaluating the efficacy of each PUB project in relation to, intended objectives, systems interface with projects, relationship development with Biotechnology stakeholders, and the overall development of Science Communication.	During the financial year '08/'09	1) SAASTA Education Unit 2) SAASTA Science Awareness Platforms Unit 3) Biotechnology Science Communicator 4) Grants Administration Officer		1) Drafting M&E outline 2) Completing M&E reports
Where will auditable evidence be found that targets have been met?	1) M&E outline 2) M&E report			
Expected outcomes of activity	1) Increased public profiling of Biotechnology sector 2) Improved access to Biotechnology information			
Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
1) Drafting M&E outline 2) Completing M&E reports	Final report received for Pub Teaching Modules undertaken by external independent service provider	1) 1 2) 1	1) 4 2) 4	1) 6 2) 6
Estimated budget:	Total: R 297,000			

Key activity 12:	SET Conference Reporting <i>Key objectives that would be achieved through this activity include:</i> <i>S1 – Increased informed decision making on Biotechnology innovations through awareness, dialogue and education.</i> <i>C1 – Profiling the South African Biotechnology sector</i> <i>C2 – Raise the level of South African public awareness and understanding of the Biotechnology sector</i> <i>C3 – Raise Biotechnology awareness in the educational sector</i> <i>C4 – Responding to biased biotech information disseminated to the public</i> <i>P3 – Stimulate Biotechnology message providers (Biotechnologists and Journalists)</i> <i>O1 – Promote a culture of transformation</i> <i>O2 – Grow leading edge capability and expertise in the communication field</i>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
<p>This function will assist the development of skills in Biotechnology Conference Reporting</p> <p>In this way, the huge knowledge sharing potential that existing when experts in the field meet is not limited to the physical meeting space but can be extended to other professionals as a way of stimulating the identification of inter- and trans-disciplinary research and entrepreneurial activities, thus feeding into the system of innovation, the South African economy and knowledge economy.</p> <p>In addition, developing this expertise presents the opportunity for creating work for a sector of science communicators reporting at conferences – business development</p>	<p>During the financial year '08/'09</p>	<p>1) Science Writer / Editor</p> <p>2) ICT Coordinator</p> <p>3) Scientific Editorial Process and Audience Analyst</p> <p>4) Biotechnology Science Communicator</p> <p>5) Media Coordinator</p>	<p>1) Develop a Biotechnology Conference Reporting module</p> <p>2) Obtain SITA accreditation for the Biotechnology Conference Reporting</p> <p>3) Training of individuals</p>

Where will auditable evidence be found that targets have been met?	1) Biotechnology Conference Reporting Module 2) SITA accreditation 3) Training contracts			
Expected outcomes of activity	1) Contributing to the South African economy 2) Improved access to Biotechnology information 3) Higher amount of Biotechnology academic research being translated into end-user focused information 4) Facilitating inter-collaborative and trans-disciplinary research activities			
Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
1) Develop a Biotechnology Conference Reporting module 2) Obtain SITA accreditation for the Biotechnology Conference Reporting 3) Training of individuals	Conceptualized in early 2008 only - Pilot commissioning of science journalists to report on Biofuels conference in March 2008	1) Develop Biotechnology Conference Reporting Module	1) Obtain SITA accreditation	1) Training of individuals – 10
Estimated budget:	Total: R 189,000			

Key activity 13:	Information Communication Technology (ICT) Coordination <i>Key objectives that would be achieved through this activity include:</i> <i>S1 – Increased informed decision making on Biotechnology innovations through awareness, dialogue and education.</i> <i>C1 – Profiling the South African Biotechnology sector</i> <i>C2 – Raise the level of South African public awareness and understanding of the Biotechnology sector</i> <i>C3 – Raise Biotechnology awareness in the educational sector</i> <i>C4 – Responding to biased biotech information disseminated to the public</i> <i>P1 – Effectively manage delivery of projects for all customer groupings</i> <i>P3 – Stimulate Biotechnology message providers (Biotechnologists and Journalists)</i> <i>O1 – Promote a culture of transformation</i> <i>O2 – Grow leading edge capability and expertise in the communication field</i>		
Description	Target date	Staff involved (level and no)	Outputs/targets/ deliverables/ measurable performance standard
<p>Reviewing Community Informatics Research with the intention of using the appropriate ICTs and the convergence thereof for the appropriate audience.</p> <p>This activity aims at streamlining communication by effectively using the appropriate technologies to do so. ICTs could include new media (online technologies like Websites, blogs, discussion forums, portal environments, etc.), interactive or static exhibits, print media, etc.</p>	<p>During the financial year '08/'09</p>	<p>1) SAASTA Education Unit</p> <p>2) SAASTA Science Awareness Platforms Unit</p> <p>3) Biotechnology Science Communicator</p> <p>4) ICT Coordinator</p>	<p>1) Conducting research on the efficacy of the convergence of ICTs on a respective target audience.</p> <p>2) Reviewing best practice models on the convergence of ICTs for the respective target audience</p> <p>3) Implementation – developing knowledge sharing platforms, developing exhibits.</p> <p>4) Provide exhibitory training to organisations</p> <p>5) Assist scientists in presenting their research findings using the appropriate ICTs</p> <p>6) Publish research findings through peer reviewed journal publications, submission of oral / poster presentations at conferences</p>

Where will auditable evidence be found that targets have been met?	1) Research project design and report 2) Reviews written 3) Activity reports on use, efficacy and development of ICT application 4) Contracts with exhibitory training candidates 5) Contracts with scientists 6) Accepted peer reviewed journal publication, abstracts			
Expected outcomes of activity	Making a valuable contribution to and advancing Science Communication Higher profile of engagement on Biotechnology issues among communities throughout South Africa Increased public profiling of Biotechnology sector Higher amount of Biotechnology academic research being translated into end-user focused information Improved access to information			
Give measurable targets for 2008/09 and beyond	Performance 2007/08	Target 2008/09	Target 2009/10	Target 2010-2015
1) Conducting research on the efficacy of the convergence of ICTs on a respective target audience. 2) Reviewing best practice models on the convergence of ICTs for the respective target audience 3) Implementation – developing knowledge sharing platforms, developing exhibits. 4) Provide exhibitory training to organisations 5) Assist scientists in presenting their research findings using the appropriate ICTs 6) Publish research findings through peer reviewed journal publications, submission of oral / poster presentations at conferences	PUBNET listserver: 171 subscribers PUB website – average of 11,000 SA visitors per month	1) 1 2) 1 3) 3 4) 1 5) 5 6) 1	1) 2 2) 1 3) 3 4) 1 5) 5 6) 2	1) 1 2) 1 3) 3 4) 1 5) 5 6) 3

Estimated budget:	Total: R 336,000
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3 Human resources and transformation

Current training needs		
Staff member	Training need	Motivation in terms of business requirements
Helen Malherbe	MS Project , Proposal writing	
Masego Mokgoro	MS Project, Intermediate PPT & Excel	
Budget: (amount also to be transferred to your overall budget under running expenses on budget sheet)		R 15,000

4 Budget Summary: Activity Breakdown

Activity	Budget
Biotechnology Career Development and Profiling	301,000
Curriculum alignment and specialisation	317,200
Scientific Editorial Processing / Scientific Endorsement of Information	216,000
Scientific Editing	301,000
Audience Analysis / Community Informatics Research	301,000
Media Sector Expertise	206,000
Media Monitoring Services	152,000
Financial, performance, risk management and donor sensitisation	17,000
Science Communication Specialisation, Research and Policy Development	273,500
Science Communication Training	270,000
Monitoring and evaluation specialisation	297,000
SET Conference Reporting	189,000
Information Communication Technology (ICT) Coordination	336,000
Current training needs	15,000
Salaries	808,300
Total¹	4,000,000

¹ NOTE: NRF Management (6%) totaling R240,000 included in budgeted amounts for activities

5 Overview of year plan: time line for key activities

Indicate against key activities:

- High intensity activities
- Ongoing activities
- Peak times

Key Activities	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
SET Career Development and Profiling	Yellow	Yellow	Green	Red	Red	Red	Red	Green	Green	Green	Yellow	Red
Curriculum alignment and specialisation	Green	Green	Red	Red	Green	Green	Green	Green	Green	Green	Yellow	Yellow
Scientific Editorial Processing / Scientific Endorsement of Information	Green	Green	Green	Green	Green	Yellow	Yellow	Green	Yellow	Yellow	Yellow	Yellow
Scientific Editing	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Green	Green	Green	Green
Audience Analysis / Community Informatics Research	Green	Green	Green	Green	Green	Green	Green	Yellow	Yellow	Yellow	Green	Green
Media Sector Expertise	Yellow	Red	Green	Green	Green	Green	Green	Green	Green	Green	Yellow	Yellow
Media Monitoring Services	Green	Green	Green	Green	Green	Yellow	Yellow	Red	Green	Green	Green	Green
Financial, performance, risk management and donor sensitisation	Green	Green	Green	Green	Green	Green	Green	Yellow	Yellow	Yellow	Red	Green
Science Communication Specialisation, Research and Policy Development	Green	Yellow	Yellow	Yellow	Red	Green	Green	Green	Yellow	Red	Green	Green
Science Communication Training	Green	Green	Yellow	Yellow	Green	Green	Green	Yellow	Yellow	Green	Green	Green

6 Approval of PUB Business Plan

Agreed to and signed by:

Manager/Head
or
Executive Director

Approved by Executive Director

Date