

Description for the general public

Europe is dominated by a negative perception of the public opinion toward SCNT, culminated with the European Parliament voting a ban on the import of foodstuff from cloned offspring the 15th of September 2015. The negative perception is fostered by the frequent losses and abnormalities described in cloned offspring. Luckily, a recent publication from a Nottingham group, describing a long term clinical follow up of 12 cloned sheep, including genetic copies of Dolly (derived from SCNT of the same cell line), revealed that cloned sheep are aging normally. This new is very important, for softens the public aversion on SCNT, and I believe that my project goes also along this line. I aim at delivering a protocol that allows to apply SCNT safely and with high efficiency, a breakthrough that will contribute to counteract the negative perception the general public has on this technology. To this extend, the major scientific achievements achieved through the project will be disseminated not only to the scientific community, as due, but also to the general public. My dissemination activities toward the public will allow an easy understanding of the aim of the project, the way the experimental plan will be carried out, and how the outcomes will affect science in general, and SCNT applications in particular. I will use public forum events, national and regional media outlets to inform the general public about my research activities and their impact. Specific actions for general public outreach will include: i) preparation and dissemination of press releases; ii) creation and continuously updating a project public web platform that will provide access to the project outline, general experimental design, and major research results; iii) Facebook and Twitter accounts will be opened to attract/inform the (younger) general public.

I am confident that my project, exploiting first class science to boost significantly SCNT's reliability, with many advantages for Polish Excellence in Science, endangered species conservation and on innovative nuclear reprogramming approaches for other purposes, like cell therapy, will be positively met by the general public.