



Federal Ministry
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NATIONALER PAKT
FÜR FRAUEN
IN MINT-BERUFEN

STEM and Equal Opportunities in TV Drama Formats



RESEARCH

Igniting ideas!

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Foreword

Germany's future is largely dependent on innovation through research and development. New insights from science and research make a decisive contribution to finding solutions to numerous problems of our time. In addition, it is especially important to enter into a dialogue with the public. Only people who are conversant with the prospects and possibilities of new technologies will develop an interest in them and be prepared to integrate them into their everyday life.

It is therefore a matter of great concern for the German Federal Government to create an interest in research topics within society. We have initiated numerous measures and initiatives for this purpose within the framework of our science communication work. With targeted measures like the National Pact for Women in MINT Professions, we are reaching out especially to young girls and women. I am particularly pleased that we have also been able to interest numerous partners in the media in this Pact because, even today, professions in the Natural Sciences and Technology are still largely presented in a gender-stereotypical manner.

One should not underestimate the influence which the media have on the career choices young girls make. For this reason, the German Federal Ministry of Education and Research has been keen to support the project "Career orientation in entertainment format". The results are presented in the accompanying brochure. The project, which was conducted by the Technical University of Berlin, has activated a creative and productive collaborative process between scientists and young scriptwriters of both genders. The objective, on the one hand, is to make use of entertainment formats to create an awareness of careers in the Natural Sciences and



Technology. On the other hand, the project raises questions such as: What can the science sector and the entertainment sector learn from one another? How can they inspire one another? This will produce a new momentum in science communication. Hence topics relating to the future – Health, Energy, Climate Protection, Mobility, Communication and Security Research – will not only come to the fore in science and research policy, but will also become the subject of a new discussion within society.

A handwritten signature in blue ink that reads "Annette Schavan". The signature is fluid and cursive.

Prof. Dr. Annette Schavan,
Member of the German Bundestag
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