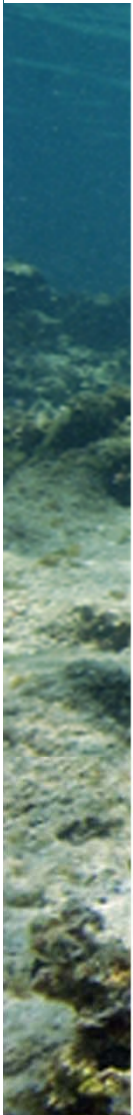


TOWARD SOLUTIONS: HOW SCIENTISTS CAN MAKE A DIFFERENCE



The Honorable Jane Lubchenco, Ph.D. | NOAA Administrator
SCIENCE COUNCIL OF JAPAN, NOVEMBER 7, 2011

DOING SCIENCE



ROLES OF SCIENCE

- **Satisfy Curiosity**
- **Improve Health**
- **Protect National Security**
- **Drive Economic Growth**
- **Enhance National Prestige & Pride**
- **Inform decisions**

ROLES OF SCIENCE



PEOPLE



COMMUNITIES



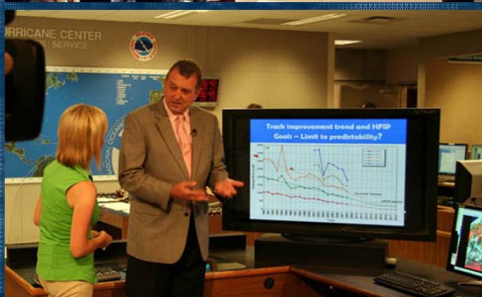
GOVERNMENT



BUSINESSES

To **INFORM** decision and policy making

MAKE SCIENCE USABLE



UNDERSTANDABLE

RELEVANT

CREDIBLE

USING SCIENCE: NOAA



SCIENCE



- ✔ To understand and predict changes in climate, weather, oceans, and coasts
- ✔ To share that knowledge and information with others
- ✔ To conserve and manage coastal and marine ecosystems and resources.



SERVICE



STEWARDSHIP

SCIENTIFIC INTEGRITY



THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release March 9, 2009

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: Scientific Integrity
Science and Technology



“...restore science to its rightful place...”

guide decisions of my Administration on a wide range of issues, the environment, increased efficiency in the use of energy and change, and protection of national security.

ific process informing public policy decisions. Political officials findings and conclusions. If scientific and technological ernment, it should ordinarily be made available to the public. ency in the preparation, identification, and use of scientific ction of scientists and technology professionals for positions c and technological knowledge, credentials, experience, and

of Science and Technology Policy (Director) the l aspects of the executive branch's involvement with onfer, as appropriate, with the heads of executive ment and Budget and offices and agencies within the), and recommend a plan to achieve that goal throughout

NOAA Principles of Scientific Integrity



1. Transparency, traceability, and integrity are core values.
2. NOAA scientists are encouraged to publish data and findings.
3. NOAA scientists may speak freely to the media and public about scientific matters.
4. NOAA scientists are free to present personal viewpoints and opinions, but must be clear when doing so.
5. NOAA scientists are encouraged to engage with their peers.
6. NOAA supports the election of its scientists to governance of professional organizations.
7. NOAA supports the ability of its scientists to accept awards.
8. NOAA commits to providing regular scientific integrity training to its employees and contractors.

NOAA Scientists are encouraged to



SHARE KNOWLEDGE BROADLY



BE RELEVANT



HELP OTHERS BECOME
EXCELLENT SCIENCE
COMMUNICATORS



THANK YOU

WWW.NOAA.GOV

QUESTIONS?



The Honorable Jane Lubchenco, Ph.D. | NOAA Administrator
SCIENCE COUNCIL OF JAPAN, NOVEMBER 7, 2011