

## Curriculum Vitae

### Personal Information

First name(s) / Surname(s) **TOLA ELISABETTA**

Address(es)

Telephone(s)

Fax(es)

E-mail

Nationality

Date of birth

Gender

### Work experience

Actual position **CEO of formicablu Inc., starting March 2005**

Type of business or sector **Science Communication agency**

Name and address of employer **Formicablu Inc. - Via Sant'Anna 16/2 - 40128 Bologna**

Founding member and CEO of formicablu Inc., a science communications agency, based in Bologna and Rome (<http://www.formicablu.it>).

Freelance in the field of science journalism and communication as of January 2003.

Journalist registered with the Order of Journalists of Emilia-Romagna as of July 2003.

Main activities and responsibilities

Responsible for concept and project management;  
production of journalistic texts and other multimedia output;  
expert in training professionals and students in science communication theory and multimedial techniques;  
consultant for science publishers;  
researcher in science communication.

Dates **2003-today**

Occupation or position held **Free lance science writer and communicator**

## Areas of activities

### Radio, web radio and podcasting:

- January 2005 – present. Content production and presentation of **Radio3Scienza** (<http://bit.ly/aQP1bi>), the daily science programme of the Italian National Radio, Rai Radio3, periodically for a number of weeks each year.
- September 2004 – present. Content production and presentation of the weekly science radio programme **Pigreco Party** (<http://radio.rcdc.it/programmi/pigreco-party/>), on air on Città del Capo radio metropolitana – Popolare network and on line on FmBlu (<http://fmblu.formicablu.it/>).
- March 2010: coordinator of the audioblog **Vibrazioni** (<http://vibrazioni.wordpress.com>) with interviews and audio reportages on the experience of the earthquake, destruction and reconstruction produced by secondary school students of L'Aquila, Abruzzo.
- 16 to 20 April 2008: producer of **L'Officina** (<http://fest2008.formicablu.it/>) a virtual space of multimedia and radio production covering the 2nd edition of Fest Trieste, an international science book festival. The website includes interviews with authors of books, short articles, radio workshops and "The Spritz", a daily radio show recorded live during the festival and available in streaming and podcasting.
- 17 to 21 May 2007: producer of **RadioFest** (<http://www.radiofest.eu>), the podcasting website covering the 1st edition of Fest Trieste, an international science book festival.
- from March 2005 - today: conceiver and producer of **FmBlu Radio** audioblog performing daily science radio programme (<http://www.formicablu.it/fmblue>)
- **Science week 2006**: creation of audio podcasts for the National Institute of geophysics and vulcanology, Bologna.

### Video production:

Coordination, concepts, script writing, planning and production of videos for various communications projects in collaboration with formicablu team.

Selected examples:

- **NeuroStemCell 2012** – video story of a research project shot in the laboratory of stem cells of Elena Cattaneo, University of Milan, about the production of neural cells out of embryonic stem cells.  
(an extract can be seen here <http://vimeo.com/40862525> and the backstage here <http://vimeo.com/39334435>)
- **Scienza in piazza 2011** – daily video reporting of a science Festival in Bologna and production of two longer narrative videos to cover the activities done during the Festival and an art-science exhibition (video in ITA and ENG)  
(<http://bit.ly/JEzwxP> and <http://bit.ly/lmHwTA>)
- **Non chiamarmi terremoto** – docufiction on seismic risk, in collaboration with National Institute of Geophysics and Volcanology, Bologna and with students from junior secondary school «Dante Alighieri», L'Aquila – 2010  
(<http://vimeo.com/24119181>)
- **Series of educational videos** - «Vedere la chimica» (2008) and «La fisica di Amaldi» (2009); «Fare fisica» (2012); other edu-videos on biology, physics, maths produced in collaboration with Zanichelli editore, Bologna.
- **GlobalESOF 2010** – video reporting in English covering ESOF2010 in Turin, in collaboration with Global Talent, Barcelona, ESOF media partner  
(<http://www.globalesof.com/>)
- **Tutti giù per terra (Edurisk)** – Palazzo d'Accursio, Bologna - 2007
- **Volcanoes** – Sala Borsa ragazzi, Bologna - 2007
- **CIRCE EU project** – official video in English – 2007  
(<http://www.circeproject.eu/gallery2/main.php/v/VIDEO/circe-esof.flv.html>)
- **Biopop EU project** - Bologna – 2007

- **Einstein in the folds of space-time** - Sissa Medialab – 2008  
(<http://www.formicablu.it/reservoir/einstein/>)
- **Scienza in Piazza** - Bologna - Fondazione Marino Golinelli - 2008
- **CMCC** - Euro Mediterranean Centre for Climate Change – 2008  
(<http://vimeo.com/34028424>)
- **GNOO** – Gruppo nazionale oceanografia operativa - INGV - 2009
- Co-productions** (script and/or presentation/production):
- Regional Campaign against Tiger Mosquito – Servizio sanitario regionale dell'Emilia-Romagna, in collaboration with Limina Inc., - 2007 (in English,  
<http://www.zanzaratigreonline.it/Campagnadicomunicazione/videoclipinglese/videoclipversioneintegraleinglese/tabid/776/Default.aspx>)
- Terra unica – 4 episodes TV series illustrating the Regional agricultural development plan of Regione Emilia-Romagna – in collaboration with Coop Not Available - 2009  
Educational videos (for Zanichelli)

**Print and online:**

- August 2002 – today. Freelance for printed and online magazines and websites (Oggi, D Repubblica, L'Unità, Il Mattino, Il Messaggero, L'Espresso, Wired-Italia, IL – Il Sole 24 ore, Linkiesta.it, Progettoinsider.it, Aulascienze.scuola.zanichelli.it).
- October 2002 - January 2006. Science editor at Epicentro, the weekly bulletin of the National center of epidemiology of the Italian National Institute of Health

**Editorial experiences:**

- September 2008 – today. Consultant and associate publisher of Zanichelli eds., Bologna, for the design and production of multimedia materials (video, audio and animations, scripts and storyboards) to accompany various textbooks.
- March 2003. Co-author of the book 'Sapere e cercare. Le scelte per la ricerca e il punto di vista dell'Università Tor Vergata.' Zadigroma editore, March 2003.
- September 2003. Translation from the English of 'The first fruit. The creation of the Flav Savr and the birth of biotech food.' Sironi Editore.

**Blog, podcast and social media**

Formicablu website – <http://www.formicablu.it/>  
 Audioblog Fmblu - <http://fmblu.formicablu.it/>  
 Blog «Fatti di scienza» - @Linkiesta - <http://www.linkiesta.it/blogs/fatti-di-scienza>  
 Blog «Diamo I numeri» - Aula di scienze Zanichelli -  
<http://aulascienze.scuola.zanichelli.it/diamo-i-numeri/>  
 Ahref datablog - <http://datablog.ahref.eu/>

**Public activities:****Exhibitions, events and public communication:**

- Moderator, speaker and/or discussant in many conferences and public meetings of science communication addressed to the general public and/or professionals. Recent international participation in public events as either organiser and/or discussant in panels in: International Journalism Festival, Perugia (2011 and 2012); PCST (2008 and 2012); ESOF (2012; 2010 and 2008); Scienza in Piazza (2011 and 2012); AVSA, CIRCE, FUND, La Ciencia en la radio (Brasil, 2009).
- Planner and producer of The Invention of Clouds and Biodiversity exhibit and events during the "Festival of History and Environment", Bologna, 21-24 September 2006.
- January - June 2006. Editor of the texts for the exhibition "Comunico ergo sum", Città della scienza, Napoli.
- Consultant for scientific events and producer of educational materials for diverse centers and foundations for environmental education and training/communication on life sciences (Centro Antartide, Fondazione Marino Golinelli), Bologna.

writing and/or  
coordinating the  
communication activities

planning of a streaming of activity to create an active community of data journalists, developers, experts in infographics and the open data community.

- 2011 – today. Research and production of data driven journalism examples and tools as part of the collective Italian project **iData**, founded by Ahref Foundation – Trento, aimed at promoting data driven journalism in Italy. Included the creation of a Datablog and an active community working within a mailing list (soon to become a new website) [datajournalism.it](http://www.datajournalism.it). (<http://www.ahref.eu/>);
- 2008 – today. Planning and coordination of production of multimedia materials, audio and digital animation for Edurisk project and website, on seismic risk prevention with the National Institute of Geophysics and Volcanology in Bologna (<http://www.edurisk.it>)

#### Completed projects:

- 2004 - 2011. Outreach and dissemination plan and implementation of the same for the integrated project CIRCE (Climate Change and Impact Research: the Mediterranean Environment), a four-year integrated project on the impact of climate change in the Mediterranean (<http://www.circeproject.eu>), funded under the Sixth Framework Programme of the European Commission and coordinated by the National Institute of Geology and Volcanology, Bologna. Project start date: April 1, 2007;
- 2009-2010. Planning and coordination of the production of multimedia materials for distance learning within the project CHRISGAS Department of Industrial Chemistry, University of Bologna;
- 2006-2007. Creation, management and implementation of "Service to implement an information campaign on the territory of the Emilia Romagna region, on strategies to prevent the tiger mosquito problem" (<http://www.zanzaratigreonline.it>). Communication plan, texts and audio production, coordination of graphic materials and videos;
- 2006-2007. Design and implementation of 'peer communication' radio workshops for high school students, funded within the Scientific Career Programme, Ministry of University and Research in collaboration with the area of Chemistry, University Bicocca, Milan;
- 2004-2006. Design and implementation of SCIRAB-Science in radio broadcasting, a research project on the role of radio in science communication (<http://www.scienceonair.org/>) funded under the Sixth Framework Programme by DG Research of the European Union under the Science and Society program.

Training and  
lecturing activities

#### 2005-today

Full course lecturing or workshop organisation and coordination on science communication, multimedia production, radio production and presentation, podcasting, science journalism targeted to science teachers, journalists, master students, researchers.

- Master in science digital journalism, Sissa, Trieste, 2012 – data journalism course
- Master in science communication, Sissa, Trieste, 2004-2011 – laboratory of multimedia production;
- Scuola superiore di giornalismo, Bologna, 2004-today – course on science

- Master en Comunicacio Cientifica, Medica i Mediambiental, Universitat Pompeu Fabra, Barcellona, 2005-today – 3-day workshop on radio production;
- Istat – Ahref Data school 2012 – introduction to data journalism;
- Ahref Summer school on data – 2011 and 2012 – introduction to data journalism;
- Life Learning Center, Bologna, 2008-today – course on science communication for high school science teachers;
- University of Venice Ca' Foscari and Observa – Comunicare la ricerca, 3-day workshop for professionals and researchers – september 2012;
- Master in comunicazione della Scienza, Università di Padova, 2007-2011 – course on radio production;
- Master in comunicazione della scienza, Associazione Il Rasoio di Occam per la Fondazione per le biotecnologie, Torino, 2007-2010 – course on radio production;
- Sociology dept., University of Padova, PhD School in sociology, January 2010 – seminar on science communication and media ecosystem;
- Sociology dept., University of Trento, PhD School in sociology, March 2009; - seminar at PhD school on science in the radio;
- Training programme Intervals, PRBB, Barcelona, July 2008 – on science café and on science podcasts;
- Laboratorio giornalismo radiofonico, Università di Bologna, Fac. Scienze della comunicazione, March-May 2009;
- INFN-LN, Legnaro, Padova, May 2009 – 5-day workshop on science communication;
- University of Lecce, June 2009 – 1-day workshop on science communication;
- Dept. of communication, IULM University, Milan, 2006 – 2-day seminar on science communication networks.

Dates **1999 - 2006**

Occupation or position held **Lecturer in environmental and applied microbiology**

Main activities and responsibilities Lecturing courses in Environmental and Applied Microbiology for the Faculty of Sciences, Degree in Biotechnology.

Name and address of employer University of Bologna, Via Zamboni 33, Bologna

Dates **2001-2002**

Occupation or position held **Journalist and presenter**

Main activities and responsibilities Editor and presenter of daily information programmes part of the editorial board

Name and address of employer Radio Città del Capo – Popolare network – Via Berretta rossa 51/C - Bologna

## Education and training

Dates **2003**

Title of qualification awarded **Member of the Ordine dei giornalisti dell'Emilia-Romagna**

Principal subjects/occupational **Freelance journalist**

skills covered	
Name and type of organisation providing education and training	Ordine dei giornalisti italiani
Dates	2001- 2003
Title of qualification awarded	<b>Master in science communication (30/30 cum laude)</b>
Principal subjects/occupational skills covered	Science communication, with specialisation in journalism and multimedia-radio-video design and editing
Name and type of organisation providing education and training	International School for Advanced Study – SISSA/ISAS, Trieste.
Dates	1995-2000
Title of qualification awarded	<b>PhD in Microbiology</b>
Principal subjects/occupational skills covered	Molecular biology and ecology of plant-microbial interactions in the rhizosphere
Name and type of organisation providing education and training	Department of Microbiology, University College Cork, Ireland
Dates	1987-1994
Title of qualification awarded	<b>Laurea degree in Agricultural Sciences (110/110 cum laude)</b>
Principal subjects/occupational skills covered	Microbiology, genetics of microorganism, microbial ecology, molecular biology, plant and food production, ecology, biodiversity, agronomy, food quality and security, biotechnology.
Name and type of organisation providing education and training	Facoltà di Agraria, Università degli Studi di Padova.
<b>Grants</b>	
Dates	2000-2001
Title of qualification awarded	<b>Post-doctoral fellow</b>
Principal subjects/occupational skills covered	Researcher in Molecular biology and regulatory mechanisms of <i>Helicobacter pylori</i>
Name and type of organisation providing education and training	Department of Biology, University of Bologna
Dates	1996-1998
Title of qualification awarded	<b>European fellowship Marie Curie for Biotech trainees - FP2</b>
Principal subjects/occupational skills covered	PhD researcher in biotech and environmental microbiology
Name and type of organisation providing education and training	Department of Microbiology, University College Cork, Ireland
Dates	1998
Title of qualification awarded	<b>Post graduate fellowship for the improvement of education and training abroad – University of Padova, Facoltà di Agraria</b>
Principal subjects/occupational skills covered	PhD researcher in biotech and environmental microbiology
Name and type of organisation providing education and training	Department of Microbiology, University College Cork, Ireland

providing education and training

Department of Microbiology, Michigan State University, East Lansing, MI

Dates 1991

Title of qualification awarded **International Research Plan – Fondazione Aldo Gini, Padova, for the improvement of training and education of undergraduate students**

Principal subjects/occupational skills covered Research assistant in plant pathology and molecular microbiology

Name and type of organisation providing education and training Department of Plant Pathology, University of California, Davis, US

### Personal skills and competences

Mother tongue(s) **Italian**

Other language(s)

Self-assessment  
European level (\*)

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Spanish	C2	C2	C1	C1	B1

(\*) Common European Framework of Reference for Languages

Social skills and competences Strongly motivated into team working with a particular skew toward leadership and coordination of working groups  
Very determined to achieve objectives and to deliver on schedule  
Highly interested in people and able to establish good relationship based on trust and empathy  
Passionate about social networking

Organisational skills and competences Contents production both written and multimedia  
Excellent interviewing skills  
Good management  
Willing to work in an international and competitive environment

Computer skill and competence Windows, Mac.

Office, Adobe Suite (Premiere, Photoshop, Indesign, Acrobat),  
Flash, Finalcut studio pro.  
Different CMS  
Audio editing (SoundForge, CoolEdit, SoundBooth, GarageBand, Audition, Audacity)  
Social media setting and feeding: Facebook, Twitter, Ning, Anobii, YouTube,  
Del.Icio.Us, Wiki  
Use of different devices and Apps: PC, Mac, tablet, iPad, iPhone and other smart  
phones for production and dissemination of contents

**Other skills and competences**

Excellent cook and party organiser  
Voracious reader  
Passionately involved in social causes, particularly those dealing with human rights  
Politically informed and opinionated  
Postcontemporary

**Research and  
Publications –  
selected works**

On radio and science communication:

- ✓ E. Tola. To blog or not to blog, not a real choice there... JCOM 7 (2), giugno 2008.
- ✓ M. Merzagora, E. Tola, M. Mazzonetto. I heard it on the radio! The role of the radio in science communication. In: Communicating European Research 2005. Proceedings of the Conference, Brussels, 14–15 November 2005. Edt. By Michel Claessens, European Commission, Brussels, Belgium. Chapter 29, pagg. 169 – 174. Springer, 2006.
- ✓ M. Merzagora, M. Mazzonetto, E. Tola. Science in radio broadcasting – the role of the radio in science communication. Polimetrica eds., ottobre 2005.
- ✓ E. Tola. Verba manent and remediation: esperienze di convergenza tra radio e web. In: La comunicazione della scienza. Atti del I e del II Convegno nazionale. Zadigroma editore, novembre 2004. pag. 315.
- ✓ E. Tola. Hinari and Agora: free access to scientific information for poor countries. JCOM 2 (4), dicembre 2003.

Oral communications within scientific conferences:

- ✓ E. Tola. Open data e data journalism: una unione felice. Presentation at the Società italiana di Statistica, Gruppo di valorizzazione delle Statistiche, Rome, 19<sup>th</sup> April 2012.
- ✓ E. Tola. Comunicazione e apprendimento digitale. Presentation at L'innovazione responsabile. Forlì, 10<sup>th</sup> September 2012.
- ✓ E. Tola. Breaking into the media: what training do scientists need? Career Programme, ESOF10, Turin, 3<sup>rd</sup> July 2010.
- ✓ E. Tola. Programas Radiofônicos em Divulgação Científica. II Encontro nacional radio e ciencia, Università federale di Minas Gerais, Belo Horizonte, Brasil, 24th-26th September 2008.
- ✓ E. Tola. Social media and blogs: is there an impact on science journalism and communication? Presentazione orale al PCST-10, Public communication sci-



ence and technology, Malmo-Lund-Copenhagen, 25th-27th June 2008.

- ✓ E. Tola e M. Boscolo. Podcast, weblogs, network sociali: come cambia il mestiere del giornalista scientifico? Presentazione orale al VI Convegno Nazionale sulla Comunicazione della Scienza, Forlì, 29th November -1st December 2007.

Results of my research produced within the **environmental microbiology research** period have been published, between 1991 and 2001, on many peer review science journals and presented at diverse international conferences such as: Journal of Industrial Microbiology & Biotechnology; L. Int J Syst Evol Microbiol; Environmental Microbiology; Symbiosis; IOBC Bulletin; Applied and Environmental Microbiology; Canadian Journal of Microbiology; Plant and soil; Molecular plant-microbe interactions; Molecular Microbiology.