



**SciDev** Net

# Annual Review 2010

Providing information about science and technology that inspires,  
informs and has an impact on global development

**Insightful — Accessible — Balanced**

[www.scidev.net](http://www.scidev.net)

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**Our vision:  
inspiring  
individuals and  
organisations  
in the  
developing  
world to  
make better-  
informed  
decisions on  
science- and  
technology-  
related issues  
impacting on  
sustainable  
development**

## From our director:



It has been ten years since SciDev.Net was launched in 2001 as a way of using Internet-based science journalism to help place science at the heart of the development agenda.

Much has changed in the past ten years. Perhaps the most significant difference is the increased willingness of many developing countries to recognise the important contribution that science and technology can make towards poverty reduction and sustainable development — and to commit their own resources to securing this benefit rather than relying on external donor funding.

In parallel, science communication has received a growing recognition for its important role in enabling this process in democratic societies.

SciDev.Net communicates science in several ways. We convey the practical role of science-based innovation in development. We also encourage a 'culture of science' that emphasises the importance of sound evidence in decision-making. And we foster a public understanding of science that enables informed debate to take place about science's impact on society.

We are proud that SciDev.Net has been able to help bring about the changes of the past decade. As an independent review carried out in the summer of 2010 put it: "Both the qualitative and quantitative evidence indicate that SciDev.Net is achieving a tangible impact on policymaking in developing countries."

The nature and use of communications technology has also changed. When we launched ten years ago, many challenged our conviction that the Internet would become an important channel for spreading news, views and information about science throughout the developing world.

Today, the spread of fibre optic cables and high speed connectivity has largely eliminated any such concerns. The challenge now is how to best harness the potential of social media such as Facebook and Twitter and mobile communications technology. Together, they are revolutionising access to information at every level of society.

As we enter our second decade, it is important that we learn to make the best use of these new technologies to enhance the use of science and technology in reducing poverty and achieving sustainable development.

At the same time, we remain committed to the high journalistic standards — in particular to providing balanced, authoritative and insightful reporting and comment — that we think have contributed substantially to our achievements so far.

I would like to thank all those responsible for our achievements over the past year, and indeed the past decade. Top of the list must come, as always, not only our staff, regional coordinators, trustees and consultants, but also our contributors from across the developing world.

Thanks are also due to our donors, principally the UK Department for International Development, the Swedish International Development Cooperation Agency, the Dutch Ministry of Foreign Affairs, and Canada's International Development Research Centre, for their continued support.

Finally, I would like to thank our users who told us how valuable they find the service we offer — particularly those who provided us with evidence of our impact in helping to improve people's lives for the better.

As competition for aid funding gets tighter, and donors demand more of this type of evidence as a precondition for their support, such feedback is vital. Hopefully, with your continued support, we will be able to show that we are making an even greater impact over the next decade than we have over the past one.

**David Dickson**  
Director

# SciDev.Net inspires people to believe science can help change the world

## Our mission

To help individuals and organisations make informed decisions on science - and technology-related issues that affect sustainable development in the developing world, through improved access to the results of scientific research.

## What we want to achieve

SciDev.Net wants to make science and scientific evidence better integrated into policies, programmes and projects that reduce poverty, promote social well-being and build sustainable economic growth in support of the Millennium Development Goals.

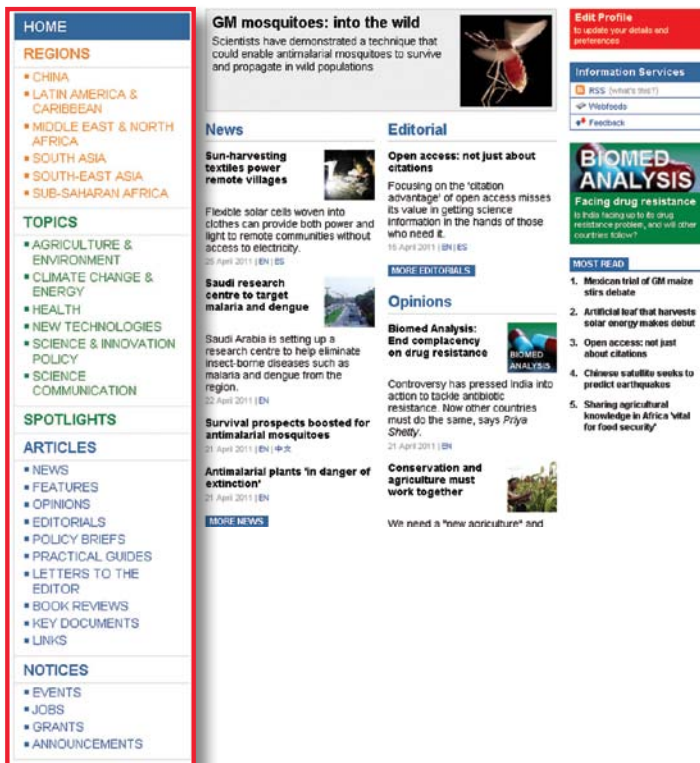
How can we achieve this?

## Our goals:

# Our website

The SciDev.Net website is our main channel for engaging both policymakers and the general public with science. We aim to offer a user-friendly, authoritative and interactive service providing accessible and timely news, information and opinion. The website is designed to reach a wide variety of people in diverse parts of the world and with far-reaching needs and interests.

Features include: our topic and regional gateways, large variety of articles, announcement services



# Capacity building

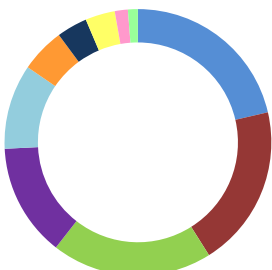
## Freelancers

Over 84 per cent of our news stories are written by journalists in the regions. Writing for SciDev.Net gives such individuals, as well as developing country researchers and other professional science communicators, an opportunity to hone their skills in presenting accurate and accessible information about science and technology to a diverse audience. In doing so, their stories bridge the gap between research, policy and practice.

## Science communication workshops

Together with local partners we train people to improve their science communication skills. Our workshops are on specific topics and tailored for science journalists and communicators. Other workshops serve the science research and policy communities.

Regional distribution of registrants



Region	2010 (%)
Sub-Saharan Africa	21.4
South Asia	19.7
Latin America & the Caribbean	19.5
Europe	13.7
US & Canada	10.3
China	5.4
South-East Asia	3.7
Middle East & North Africa	3.6
Oceania	1.6
Other/Unknown	1.2

# Expand our content

We provide information written for the developing world, and by the developing world, that resonates with our audiences, maximising its impact and prompting discussion around topics of international and regional concern.

## Achievements in 2010

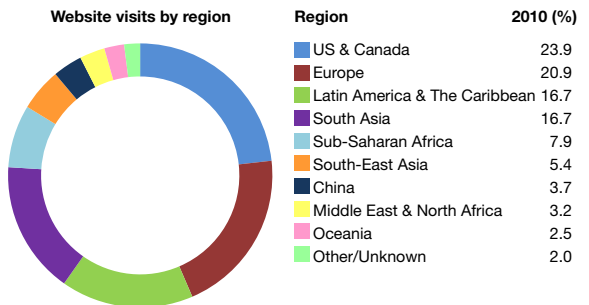
- In 2010 SciDev.Net published 723 [news](#) articles, 84 per cent of which were written by freelance journalists in the developing world.
- We published 88 original [opinion](#) articles and 47 opinion summaries, sourcing expert views from across the globe to provide a platform for authoritative debate on hot topics.
- We launched the monthly *Islam Analysis* column, by policy analyst Athar Osama, which explores key issues facing researchers and policymakers working to promote science for development in the Islamic world.
- Katherine Nightingale became our acting South-East Asia regional coordinator. Her work has included building a network of freelancers in the region and developing coverage for the [South-East Asia gateway](#). This is the first step in a strategic expansion of our impact in the region.
- Two regional news editors joined our team to help build our coverage in [Sub-Saharan Africa](#) and the [Middle East and North Africa](#). Ochieng' Ogodo, based in Kenya, is the chairman of the Kenya Environment and Science Journalists Association, and Bothina Osama, based in Egypt, is a founding member of the Arab Science Journalists Association.
- Li Jiao joined us as [China](#) news correspondent. Before becoming part of the SciDev.Net team she was a press officer for the Institute of Biophysics at the Chinese Academy of Sciences, and has also written for *Science* and *Physics World*.

# Increase our readership

We aim to ensure the SciDev.Net website becomes an invaluable resource, helping to disseminate science and technology information to a wide audience, including policymakers, researchers and the public.

## Achievements in 2010

- In 2010 SciDev.Net received more than 1.6 million visits to the website and over 3.2 million pageviews. More than half of these visits were from developing countries.
- The number of registered users increased by 12 per cent in 2010, reaching more than 54,000. Registrants from developing regions now make up 73 per cent of our users. By signing up to SciDev.Net users receive regular emails, can comment on any article, communicate with other users and post items to our free notices section.
- We make all articles available to reproduce under a [Creative Commons license](#). SciDev.Net stories can be seen regularly on websites such as the *Guardian Environment Network*, *Thomson Reuters AlertNet*, *AllAfrica.com*, *Environmental Expert*, *Afronline* and *Zunia*. Our stories also get picked up regularly by national publications in our target regions.



# SciDev.Net resources help Kenyan NGO scale up agricultural support



"The enhanced awareness SciDev.Net raises makes my team's activities responsive to the most up to date developments"

*Paul Owino Ouma works with an nongovernmental organisation in Kenya, supporting small-scale farmers in the Trans Nzoia District*

"I work with Love & Hope, a community-based NGO carrying out humanitarian work in the district of Trans Nzoia. After I read the coverage on the SciDev.Net Agriculture and Environment gateway, my NGO decided to scale up our support for biointensive agriculture.

The team organised a workshop on modern farming skills such as low cost greenhouses and drip irrigation systems. About 160 small-scale farmers attended the event, many of whom have gone on to spread the word and communicate the lessons they learned to their own communities.

We value the articles about food security on the SciDev.Net website, particularly the coverage of how farming techniques affect nutrition and health. SciDev.Net's materials help us develop our activities and inform the farmers we work with.

I'm grateful that SciDev.Net not only reports on the issues that are relevant to us but that you do so in a timely manner. The enhanced awareness SciDev.Net raises has put us on our toes and in tandem with the contemporary innovation, which makes my team's activities responsive to the most up to date developments."



# Increase our impact on policy

SciDev.Net fosters a political climate that accepts technological innovation as a source of both social improvement and sustainable economic growth in the developing world.

## Achievements in 2010

- In 2010 we published five [Spotlights](#) which offer the most recent facts and figures, present different angles, and highlight relevant policy briefs and effective strategies for policymakers on hotly debated issues. Our spotlights examined:
  - [The challenge of improving nutrition](#)
  - [Solar power for the poor](#)
  - [Integrating modern and traditional medicine](#)
  - [Water security and climate change](#)
  - [Nanotechnology for health](#)
- We continue to provide a valuable library of resources for policymakers, to which we added 11 [policy brief summaries](#) and over 170 new [key documents](#) and [links](#).
- We launched a new subtopic on [Science diplomacy](#) in response to the increasing attention given to using science for diplomatic goals.
- Our regular *Africa Analysis* column, by science journalist Linda Nordling, focuses on African science policy whilst our new *Islam Analysis* column, by policy analyst Athar Osama, aims to examine the issues facing science and development in the Islamic world.
- In April SciDev.Net and the Commonwealth Foundation co-hosted a science communication awareness-raising event with an international panel of speakers. The meeting discussed the most pressing issues facing science communication in developing countries. A video of this event is available on the website at: [www.scidev.net/media](http://www.scidev.net/media)

# Use technology to engage with our users

We encourage discussion and interaction among people using the SciDev.Net website. This increases their understanding and engagement, both of which are essential for open and democratic debate about science and technology.

## Achievements in 2010

- SciDev.Net launched a [Twitter](#) profile and a [Facebook](#) page during 2010, both of which have proved to be very popular, gathering over 600 followers on Twitter and nearly 800 fans on Facebook by the end of the year. Creating a presence on Twitter and Facebook is part of our social media strategy and lets us engage with people in a less formal, more immediate and interactive environment.
- The SciDev.Net [blog](#) attracted over 18,000 visits during 2010. We blogged from eight events including the *21st General Meeting of TWAS*, the *Global Conference on Agricultural Research for Development (GCARD)*, and the *Africa Science Academy conference (ASADI)*. The blog allows us to bring immediate, accessible and well-informed coverage to our users, bringing international events directly to our audience. Our blog can be found at: [scidevnet.wordpress.com](http://scidevnet.wordpress.com)
- We made it easier for our readers to share and bookmark their favourite stories to social networking sites in 2010. The new sharing function not only offers more options — including creating article PDFs, sharing on Twitter and StumbleUpon, as well as translation services — it is also customised to show the most popular social networks in the reader's region first.
- We created new ways for readers to find articles on the website. The 'most read' tab allows visitors to see what others are looking at and the 'latest' tab highlights the most recent additions to the website.
- We also made it easier for readers to express their views on articles, which led to a 92 per cent increase in the number of comments received throughout the year.

# Build local capacity

SciDev.Net strives to build local capacity, so that science communication becomes an integral part of both national and international innovation systems, and the international aid agenda.

## Achievements in 2010

- SciDev.Net led two science communication workshops in 2010 in Colombia and Nicaragua. At our workshops participants learn from experienced science journalists and receive valuable advice about reporting on specific aspects of science. The workshops also offer practical skills development through exercises and discussions.
- We are expanding our network of freelancers, particularly in the Middle East and North Africa and in South-East Asia. We have appointed a coordinator for the Middle East and North Africa region, and an acting news editor for South-East Asia. We will develop this expansion further in 2011 by establishing an office in South-East Asia and employing a user engagement consultant to widen awareness of SciDev.Net in the region.
- Our network of freelancers is now over 225 strong and together they provide more than 84 per cent of our news coverage. Freelancers are encouraged to emphasise local context in their stories, and in a recent survey over 93 per cent agreed that working for SciDev.Net had improved their news-writing skills.
- We published four new [practical guides](#) in 2010. In these valuable resources experienced science journalists offer advice and insight into controversial areas of science:
  - [How to report on evolutionary science](#)
  - [Reporting embryonic stem cell research](#)
  - [Progress or PR? How to report clinical trials](#)
  - [Keeping genomics in perspective](#)

# Improve access to research

SciDev.Net makes the research community more aware that both policymakers and the public need better communication about science and technology. Our work emphasises the institutional and cultural changes needed to bring about better dialogue.

## Achievements in 2010

- We continue to cooperate closely with the magazines *Science* and *Nature*, who grant our readers free access to selected papers and articles on scientific and technological research each week.
- During 2010 we expanded our key documents library which summarises and links to key research articles and reports from major international sources, including the Consultative Group on International Agricultural Research (CGIAR), ActionAid and *The Lancet*. The key documents section now holds over 770 such summaries.
- We added 47 opinion article summaries from science outlets with a global reach, such as *New Scientist*, the *Public Library of Science Neglected Tropical Diseases*, the *Alliance for Global Food Security* and *BBC Online*.
- We made all our [Spotlights](#) available in one gateway, making it easier for people to find the resource. Spotlights are collections of expert topic related articles and links to relevant material and organisations that focus on hot topics in science.



The thing I most value is that they have coverage of things that you don't find anywhere else, that's very valuable in agricultural research for development.

**(Mid-term review -  
policy stakeholder)**



# Respond to user demand

We aim to develop SciDev.Net so we respond to the evolving needs of people using our website and services, and provide services that offer enduring value.

## Achievements in 2010

### 2010 Mid-term review

In July 2010 SciDev.Net commissioned an independent assessment of how well we have been meeting our strategic objectives. We asked the Oxford-based Social Interest Research Centre to conduct this evaluation.

The review focused on two of the groups who use SciDev.Net — science communicators and policy stakeholders. They were selected because they are the key to achieving SciDev.Net's ultimate goal — increasing the use of science-based information in decision-making.

Their views were gathered via telephone interviews and online surveys. In total 46 telephone interviews were conducted and the survey generated 713 responses. We also carried out internal monitoring and evaluation throughout the year, including gathering statistics on website visitors, registered users and our level of engagement in social media.

### Key findings

- 57 per cent of science communicators felt that increasing public understanding of science was the most important objective of science communication.
- 53 per cent of policy stakeholders felt that the most important objective of science communication was to improve quality of life.
- 87 per cent of respondents think that we have made a positive contribution to science communication in developing countries.
- 55 per cent agreed that SciDev.Net's news, editorials and collections of articles created better-informed debates about policy and development planning.

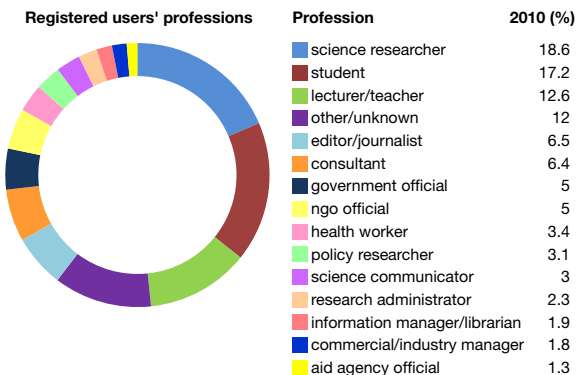
## Conclusion

### Extract from SIRC's executive summary

"Both interviewees and survey respondents have emphasised the valuable role that SciDev.Net plays in providing not only a source of authoritative science and technology news, and information of direct relevance to the needs of developing countries, but also in promoting the role of evidence-based science in the development of policies aimed at achieving development goals. ...There is clear evidence that SciDev.Net is achieving its stated aims and justifies continuing financial support from its major funders."

The full conclusion of the review can be found here: [www.scidev.net/2010review](http://www.scidev.net/2010review)

We have taken the recommendations and insights from the Mid-term review and, where feasible, have incorporated them into our plans for 2011 and beyond.



# South African groundwater managers draw on SciDev.Net



"SciDev.Net has supplied useful information and given me new perspectives"

*Jude Cobbing is a South African hydrogeologist working on his country's National Groundwater Strategy*

"I'm a member of the team compiling the South African National Groundwater Strategy and I use SciDev.Net material to support my work on water management policies and practices within my country.

Groundwater has long been important to the water supply for rural South Africa. Now, there is a growing recognition of its role as an integral part of the water system for an expanding population. SciDev.Net articles and resources give me useful background for developing the project and increase my awareness of related issues.

That's valuable because the team I work in aims not just to increase our knowledge about using groundwater but also to build the country's capacity to use it more sustainably. My team has to be a reference point for many stakeholders, from policymakers and regulators to suppliers, and members of the research and environmental sectors.

So I value SciDev.Net's information about translating science into policy and about communicating science effectively. I use SciDev.Net resources to provide high quality policy documents and briefing material for decision-makers dealing with water and water-related planning.

I also found SciDev.Net useful when preparing to present papers at the 2009 South African Groundwater Conference. With my presentations I tried to emphasise the need for transnational cooperation and data sharing. SciDev.Net provides a very useful perspective on this. Sometimes in South Africa we forget that there is a whole continent to the north — SciDev.Net helps to break down such imaginary barriers!"



# Increase strategic alliances

SciDev.Net works to ensure science and technology information is disseminated beyond narrow groups of decision-makers and to tap into international networks that make the decision-making progress more inclusive.

## Achievements in 2010

- SciDev.Net is proud to have hosted the official blog for the [TWAS 21st General Meeting](#) in Hyderabad, India during October 2010. TWAS, the Academy of Sciences for the Developing World, organises a general meeting every three years to review the status and future prospects of science and technology in the developing world. T V Padma, our regional coordinator for South Asia, blogged about the discussions and developments at the forefront of delegates' minds. The TWAS blog was our most successful blogging initiative in 2010 with over 900 visits during the event.
- SciDev.Net also formed a number of media partnerships with conferences in the developing world, including eLearning Africa, the 3rd Bangalore Nano event in India, and the science communication forum *Responsibilities of the Scientific Community and the Media* held at the National University of Colombia.
- We are pleased to be continuing our content partnerships with the *Guardian Environment Network* and *Thomson Reuters AlertNet*. When our articles are featured on these influential networks, they reach a wider audience and spread high quality news to more people across the globe.
- Inspired by these successful alliances, we are continuing to develop partnerships with relevant websites, with whom we exchange links and content. Partnerships started during 2010 include *Afronline* and the *Environmental News Network*.

# Build a strong and sustainable financial base

SciDev.Net works to develop and maintain a secure financial base in order to sustain operations, fund activities and nourish our growth.

## Achievements in 2010

- SciDev.Net is continuing to work closely with our three main funders, who support us generously. They are the UK Department for International Development (DFID), the Swedish International Development Cooperation (SIDA) and the Dutch Ministry for Foreign Affairs (DGIS).
- For 2010 we also secured funding from the Canadian International Development Research Centre (IDRC). We are using this funding to develop internships for developing country journalists, to fund journalists to attend meetings, to translate more of our website materials into French and to support website redevelopments that improve accessibility.
- The Wellcome Trust has funded us to help facilitate a capacity building workshop for African press officers during the World Conference of Science Journalists, which will be taking place in June 2011 in Doha, Qatar.
- During 2010 SciDev.Net also launched an [online donation facility](#) so that individuals wanting to support our work can donate securely. We thank all those who have given so generously.



SciDev.Net fills a wide gap in the media regarding the development of science education, initiatives, challenges and successes in the developing world. The mainstream media outlets simply do not cover this area, unless it is a one off article. SciDev.Net makes an enormous contribution to the global community by fulfilling its mission.

**(John Hope, Nature Publishing Group, USA)**



# SciDev.Net supports a journalist writing in Zambia



"I now report better when it comes to science reporting. SciDev.Net helped me win an award for Best Print Journalist in 2007"

*Folics Kasumbales is a freelance journalist working in Zambia*

"I write for a number of daily newspapers in Zambia, including the *Monitor & Digest* and the *Zambian Watchdog*. I also contributed to the UN Habitat's 2009 *Urban Profile of Kitwe*, produced by the United Nations Human Settlements Programme.

SciDev.Net to me is a source of information vital to every journalist who wants to be above other journalists.

I specialise in reporting science, and more recently have been focusing on new innovation and ICTs for development. I use SciDev.Net features and research materials to help write my own articles, and for reference about issues that are important in Zambia. I also use SciDev.Net to cast my net wider, taking knowledge about other countries and relating it to Zambia. SciDev.Net's material on global climate change, for example, resonates at my local level and I work it into my news stories.

SciDev.Net's articles on the South Asian tsunami in 2006, on the impacts of Hurricane Katrina and the reports on extensive rainfall were especially interesting to me.

These are some of the things that have made it easier for me to do my job thanks to SciDev.Net.

I understand how important it is to report science well and how this can support growth within Zambia. SciDev.Net has helped me to improve my reporting skills and my knowledge of important environmental issues. It helps me in my daily work as well as in my professional development. SciDev.Net helps me do my job effectively."



### China

#### Li Jiao, China news correspondent

"It's an interesting time to be a science journalist in China, with encouraging signs such as science spending increasing annually. Chinese journalists working with SciDev.Net benefit by developing new methods and techniques for reporting at an international standard. And their familiarity with the local culture and the context for stories adds an invaluable dimension to SciDev.Net's coverage."

#### 2010 achievements

"Since I started with SciDev.Net in September 2010, the biggest highlight has been the number of letters I've received from local researchers, commenting positively on both specific articles and the website overall. The Chinese Academy of Science publishes many of my stories on ScienceNet.cn, which Chinese scientists read regularly and frequently comment on my stories there. The stories *China boosts funds for public debate on GM crops* and *China's GM debate goes public, surprising scientist* were especially well-received due to the high level personalities involved."



### Latin America and Caribbean

#### Luisa Massarani, Latin America and Caribbean regional coordinator

"Having local journalists for science coverage is very important. First of all, they are more likely to understand the local context. Each country and region has its own issues and dynamics. Using local journalists allows me to improve the quality of the stories we cover, in turn helping improve the quality of stories covered locally, and ultimately helping to strengthen science journalism across the developing world. It is also an opportunity for local journalists to develop their skills while having a real experience of science journalism practice."

#### 2010 achievements

"The greatest achievement of 2010 definitely was the wide variety of articles we got to publish from the region. Highlights included *Sencillo test identifica edificios vulnerables a sismos* (Simple test identifies earthquake-vulnerable buildings), *América Latina impulsa las energías renovables* (Latin America to boost renewable energies) and *Informe sobre OGM da giro a caso de difamación en Perú* (GM report adds twist to Peruvian defamation case)."



### Middle East and North Africa

#### Bothina Osama, Middle East and North Africa regional coordinator

"Regional journalists will know best what can and should be covered in their countries, and can accurately reflect how science and development issues relate to their local communities. Having those local journalists benefits both sides: the journalists get the attention of international readers, while the readers would struggle to find these stories without a platform like SciDev.Net. The website has a good reputation. It helps to encourage more journalists in the region to see science journalism as a worthwhile pursuit and to see that being published by our website will help them with their career."

#### 2010 achievements

"My greatest achievement since I started in October 2010 has been the news story *Yemen's capital 'will run out of water by 2025'*. It had really great feedback and quite a few comments, and it was linked to from many other websites, which means that a much wider audience got to read the story."



## Sub-Saharan Africa

### Ochieng' Ogodo, Sub-Saharan Africa regional news editor

"Local journalists are capable of overcoming many barriers, like local languages and especially the vernacular, which they translate with an accuracy that a foreign correspondent will find very difficult to achieve. Journalists who work for us benefit from the experience. They learn how to translate complex scientific issues into accessible stories pitched at their key audiences. They get experience in writing for the international press and some of those who start with us go on to freelance for other international media houses. Science journalism in Sub-Saharan Africa is growing despite many challenges. Almost every week I receive a new applicant wanting to join SciDev.Net's list of freelancers, and they are from all over the region."

#### 2010 achievements

"One of my greatest achievements in 2010 was recruiting more freelancers for SciDev.Net. Eleven new freelancers joined us and most of them have continued to make very impressive contributions to the region's news coverage. The year also saw an increase in the uptake of our stories in the mainstream media outlets in Sub-Saharan Africa like the *East African*, *The Standard*, *People Daily* and science-oriented publications like *Science Africa*."



## South Asia

### T V Padma, South Asia regional coordinator

"SciDev.Net is a pioneer in the region, comprising the first regional network of science journalists: some fledgling and eager to learn, some handling other news in domestic publications but attracted to SciDev.Net's goals and work ethos, and yet others committed to science communication. This is SciDev.Net South Asia's unique selling point — responding to the needs and interests of each journalist and each country."

#### 2010 achievements

"2010 was a great year for South Asia coverage. We had consistently comprehensive coverage from the region, with a mix of news, Q&As, conference reports, opinions and editorials on issues ranging from natural disasters, climate change and genetically modified brinjal, to affordable medicines, patent laws and mega meetings such as the Academy of Sciences for the Developing World."



## South-East Asia

### Katherine Nightingale, South-East Asia acting regional news editor

"Countries such as Malaysia, Thailand and the Philippines are making forays into biotechnology and nanotechnology, while others, such as Cambodia, have only fledgling science and technology policies and numbers of researchers well below recommended levels. Telling the stories of these countries as they race down the science and technology development pathway is crucial, and to do so, I need journalists who can report on research and policy in their country from a regional and international viewpoint. Science journalism in South-East Asia is a relatively young field and virtually non-existent in some countries. By working with SciDev.Net, science journalists in South-East Asian countries can hone their skills, raise global awareness of their country's research and policies, and gain access to a community of science journalists."

#### 2010 achievements

"2010 has been an important year for SciDev.Net's work in South-East Asia. It was the first year that the region had a dedicated regional news editor and this new focus has led to the recruitment of ten new freelance writers, doubling the number of news stories written by journalists in the region during the year. Highlights in our coverage included our continued efforts to report research into (and responses to) natural disasters and Malaysia's controversial decision to release GM mosquitoes into the wild."





I have been lucky to join SciDev.Net as head of business development in the year of its 10th anniversary. It is clear that SciDev.Net has established a unique approach to development. Our 'science communication for development' model promotes both science and technology information and research outcomes to developing world audiences. It also gathers a large network of science communicators and freelance journalists from the developing world, pulling them towards a powerful development communication model that simultaneously builds their professional capacity. For me, this is exciting stuff and shows that through international cooperation we can inform huge audiences about science and technological developments. This can be picked up by politicians and policy influencers, benefiting their stakeholders by underpinning evidence-based development policy. It also reaches general audiences, who can use the information to advocate change and innovation for poverty reduction and sustainable development.

Building on this strong information platform is our next goal. By deepening regional access to our information we plan to open regional coordination hubs in West Africa and South-East Asia, as well as deepening and improving coverage in the Middle East and North Africa. We also intend to increase our coverage of women scientists, and engage more women in science and technology news, features and opinion, particularly where the science has a real relevance for women's lives. In addition, we plan to find ways to encourage more policymakers to use our evidence-based information.

In an ever-evolving technological world we are continuing to increase and improve access to our website. Our focus is on solutions and innovations that can help those in the developing world reach our information.

This year we are also looking towards our next five year strategic plan. We will undertake a full strategic evaluation of our service within the regions, looking at science and science media investment in the developing world, regional initiatives and investments in science communication, regional trends in science and technology policy, regional trends in media, and in internet and mobile phone use. We will also be evaluating our service through regional focus groups with science communicators, policymakers and scientists — seeking opinions on our current service and asking what people need. In addition, we will review our six main topic areas through topical focus groups. And we will assess the need for capacity building and science communication training for all groups, and how we can best provide this. This information will help us focus on what our current and future users need in a rapidly changing world and will show how we can best help reduce poverty and support sustainable development.

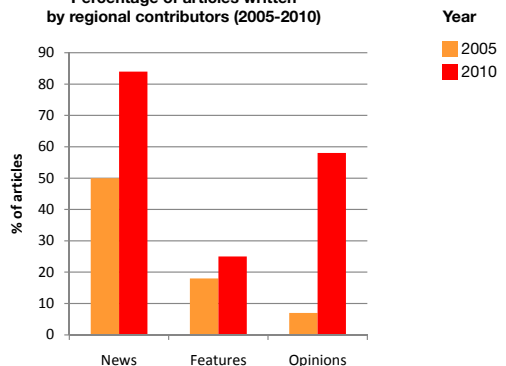
### Tracy Irvine

Head of business development

*„Policymakers need to know that sometimes you don't have to reinvent the wheel, it's there already. Communicators need to bring that out and tell them that the stuff is here, 'please take advantage of it and incorporate it into your decisions'.*

**(Mid-term review -  
policy stakeholder)**

Percentage of articles written  
by regional contributors (2005-2010)



# Our financial information for 2010

## Statement of financial activities

	2010 £	2009 £
<b>Incoming resources</b>		
<i>Incoming resources from generated funds:</i>		
Voluntary income	972,177	1,071,424
Investment income	0	8,917
Other incoming resources	4,466	303
<b>Total incoming resources</b>	<b>979,870</b>	<b>1,080,644</b>
<b>Resources expended</b>		
Costs of generating funds	58,387	31,298
Charitable activities	887,020	934,260
Governance costs	47,776	45,486
<b>Total resources expended</b>	<b>993,183</b>	<b>1,011,044</b>
Net income/(expenditure) before transfer	(13,313)	69,600
Total funds at 1 January	254,205	184,605
<b>Total funds at 31 December</b>	<b>240,892</b>	<b>254,205</b>

## Summary balance sheet at 31 December 2010

	2010 £	2009 £
<b>Fixed assets</b>		
Tangible assets	115,303	118,130
<b>Current assets</b>		
Debtors	139,518	139,305
Cash at bank and in hand	132,076	234,464
	<b>271,594</b>	<b>373,769</b>
Creditors: Amounts falling due within one year	(146,005)	(237,694)
Net current assets	125,589	136,075
<b>Net assets</b>	<b>240,892</b>	<b>254,205</b>
<b>Funds</b>		
Restricted funds	–	–
<i>Unrestricted funds:</i>		
Designated fixed asset funds	115,303	118,130
Designated core funds	98,475	111,335
General funds	27,114	24,740
<b>Total funds</b>	<b>240,892</b>	<b>254,205</b>

### Trustees' statement

The statement of financial activities and balance sheet are not the full statutory accounts but a summary of the information which appears in the full accounts. The full accounts have been audited and given an unqualified opinion. The full accounts were approved by the trustees on 27 May 2011 and a copy has been submitted to the Charity Commission and Registrar of Companies. These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the company. For further information the full annual accounts, including the auditor's report, which can be obtained from the company's offices, should be consulted.

### Independent auditor's statement to the trustees of SciDev.Net

#### Statutory Auditor: Kingston Smith LLP

We have examined the summarised financial statements of SciDev.Net for the year ended 2010.

The trustees are responsible for preparing the summarised financial statements in accordance with applicable United Kingdom law and the recommendations of the charities SORP.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full financial statements and the Trustees' Annual Report. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board.

In our opinion the summarised financial statements are consistent with the full annual financial statements and the Trustees' Annual Report of SciDev.Net for the year ended 2010.

**SciDev.Net Company limited by guarantee no. 4218234**  
**Registered charity no. 1089590**

# Who we are

## Staff

### **David Dickson**

Director and editor  
*editor@scidev.net*

### **Naomi Antony**

Assistant news editor  
*news@scidev.net*

### **Jan Evetts**

Website support technician  
*support@scidev.net*

### **Carmen Fishwick**

Editorial production coordinator  
*production@scidev.net*

### **Clair Grant-Salmon**

Marketing manager  
*marketing@scidev.net*

### **Melanie Hueser**

(maternity leave cover)  
Marketing manager  
*marketing@scidev.net*

### **Tracy Irvine**

(joined January 2011)  
Head of business development  
*development@scidev.net*

### **Aisling Irwin**

News and features editor  
*news@scidev.net*

### **Andrew Lee**

Web production manager  
*production@scidev.net*

### **Anita Makri**

(joined December 2010)  
Commissioning editor  
*topics@scidev.net*

### **Gillian McAveety**

Office administrator and PA to Director  
*accounts@scidev.net*

### **Elinor Smallman**

Marketing assistant  
*marketing@scidev.net*

### **Miço Tatalović**

(joined March 2010)  
Deputy news editor  
*news@scidev.net*

### **Keith Whittle**

(joined July 2010)  
Operations manager  
*accounts@scidev.net*

## Regional coordinators and consultants

### **Lisbeth Fog**

Latin America and Caribbean  
consultant

### **Daniela Hirschfeld**

Latin America and Caribbean  
consultant

### **Li Jiao**

(joined August 2010)  
China news correspondent  
*ljiaosun@gmail.com*

### **Sanjay M Johri**

South Asia consultant

### **Paula Leighton**

Latin America and Caribbean  
consultant

### **Luisa Massarani**

Latin America and Caribbean  
coordinator  
*americalatina@scidev.net*  
*caribbean@scidev.net*

### **Katherine Nightingale**

South-East Asia acting regional  
news editor  
*southeastasia@scidev.net*

### **Ochieng' Ogodo**

(joined January 2010)  
Sub-Saharan Africa news editor  
*southern.africa@scidev.net*

### **Bothina Osama**

(joined September 2010)  
Middle East and North Africa  
coordinator  
*middleeast@scidev.net*

### **T V Padma**

South Asia coordinator  
*south.asia@scidev.net*



From left to right: Elinor Smallman, Naomi Antony, Gillian McAveety, Anita Makri, Keith Whittle, Tracy Irvine, Jan Evetts, Mićo Tatalović, David Dickson, Andrew Lee and Carmen Fishwick.

## Trustees

### **Andrew Bennett**

Chair  
Former executive director, Syngenta Foundation for Sustainable Agriculture, Switzerland

### **Lidia Brito**

(retired April 2010)  
Head, science policy division, UN Educational Scientific and Cultural Organisation (UNESCO) and assistant professor, Faculty of Agronomy and Forest Engineering, Eduardo Mondlane University, Mozambique

### **Abdallah Daar**

(retired April 2010)  
Senior scientist and co-director, life sciences, ethics and policy programme, McLaughlin-Rotman Centre for Global Health, University Health Network, Canada

### **Nadia El-Awady**

Board member, World Federation of Science Journalists, and founding president, Arab Science Journalists Association, Egypt

### **Judith Francis**

Senior programme coordinator, Science and Technology Strategies, Technical Center for Agricultural and Rural Cooperation (CTA), The Netherlands

### **Ji Fusheng**

(retired April 2010)  
Former director-general, Department of Fundamental Research and High Technology, The People's Republic of China

### **Nalaka Gunawardene**

Vice chair  
Director and chief executive officer, TVE Asia Pacific, Sri Lanka

### **Khotso Mokhele**

Former president, National Research Foundation in South Africa. Vice-president, scientific planning and review, International Council for Science, South Africa

### **Philip Rowley**

Treasurer  
Chairman of HMV Group plc, Non-Executive Director of ARM Holdings plc, Misys plc, Promethean World plc, Chairman of Livestation Limited and Pouncer Media Limited

### **Gérard Toulouse**

Member of the joint Ethics Committee, National Institute for Agricultural Research and the Agricultural Research Centre for International Development, France

## Funders



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International Development Research Centre, Canada



The Directorate-General for International Cooperation, The Netherlands

## Supporters



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## Contact us

### **SciDev.Net**

9-11 Richmond Buildings  
London, W1D 3HF  
United Kingdom

Tel: +44 (0)20 7292 9910  
Fax: +44 (0)20 7292 9929  
Email: [info@scidev.net](mailto:info@scidev.net)

[www.scidev.net](http://www.scidev.net)

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