



**PUBLIC UNDERSTANDING OF  
BIOTECHNOLOGY**

*Carol Xulu  
Project Officer*



# An initiative of DST implemented by SAASTA



**PUBLIC UNDERSTANDING OF  
BIOTECHNOLOGY**



**science and technology**

Department:  
Science and Technology  
**REPUBLIC OF SOUTH AFRICA**



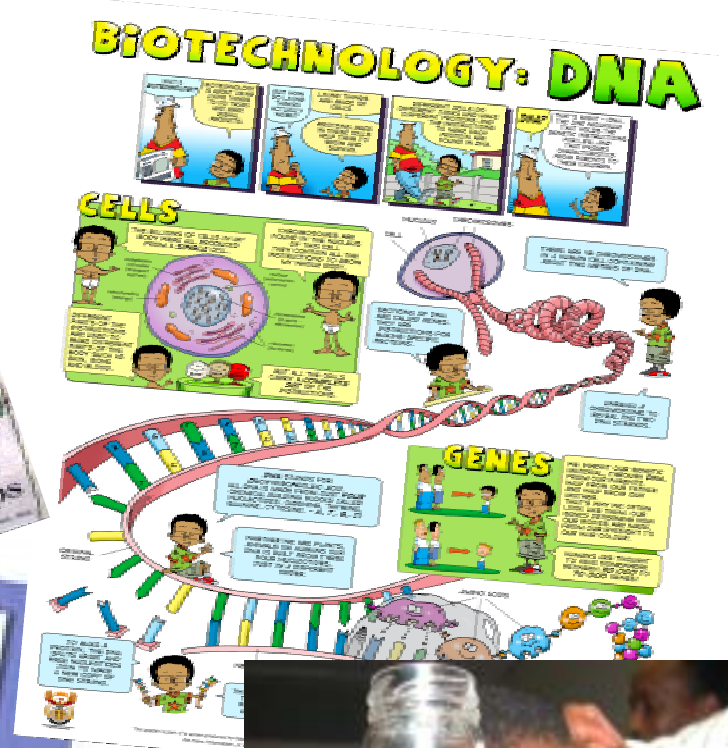
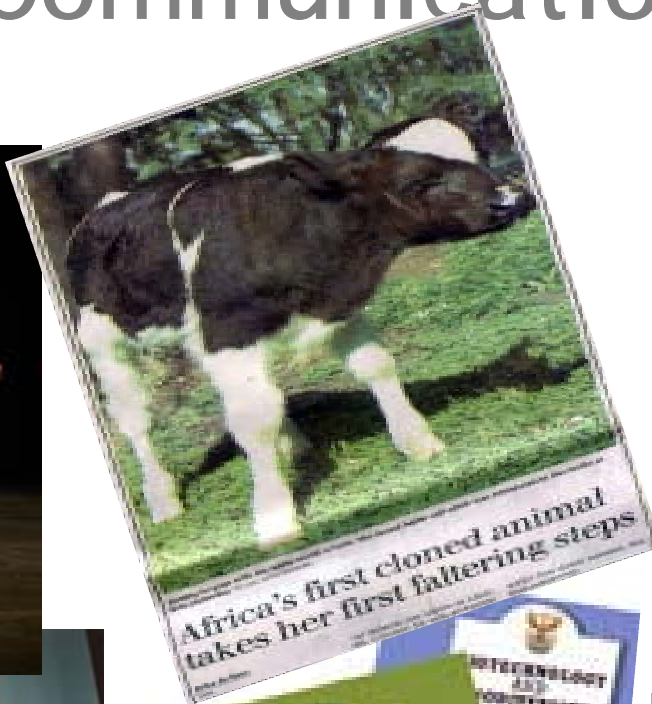
An investment of R15 million over 3 years  
2002/2003 - 2005/2006 (ongoing)



## PUB Mission

- *To promote a credible, fact based understanding of biotechnology to enable informed decisions making on biotech innovations to improve the quality of life, through:*
  - *Awareness;*
  - *Dialogue; and*
  - *Education.*

# Communication tools





# Posters Development

- Target: educators and learners;
- Jive Media: Robert Inglis
- Science expert;
- Rico - cartoonist of Madam & Eve;
- Evaluation;
- Other supporting material.





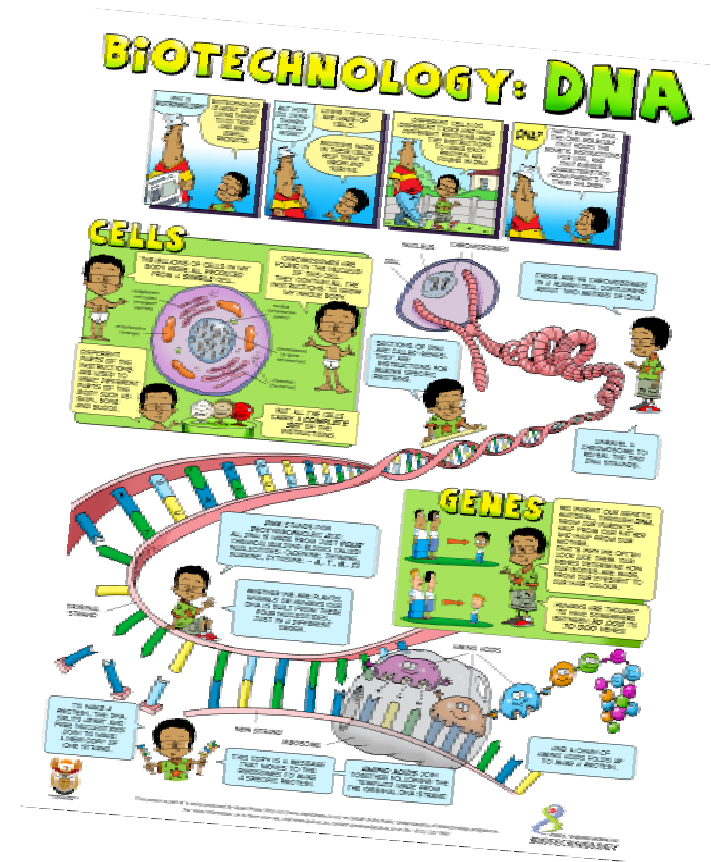
# Translation

- Zulu, Sotho and Afrikaans
- Cell, gene, biotechnology
- Known words
- Translator: science background
- Direct translation



# 1<sup>st</sup> Series

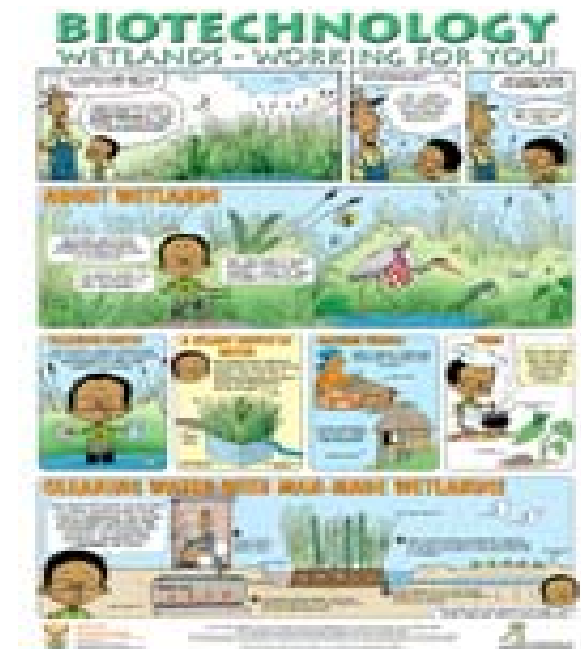
- Biotechnology through the ages
- Traditional biotechnology
- Biotechnology: DNA
- Biotechnology: Forensics
- Biotechnology: Cloning
- Biotechnology: Genetic Modification of crops





## 2<sup>nd</sup> Series

- Biotechnology: Wetlands
- Biotechnology: Genetic Conditions
- Biotechnology: Selective breeding
- Biotechnology: medicinal plants under threat
- Biotechnology: Iqhilika (Mead)
- Bioinformatics





## Famous Posters

- Indonesia (Semarang) x2;
- Translated in Persian;
- Translated in French;
- Hawaii, Honolulu;
- Qatar (Doha);
- Vietnam (cloning);
- Mexico (Tulancingo)-reproduce;
- Canada ( Int. Dev. Res. Centre)- reproduce;
- Belgium;
- Namibia.



## How: Website & Helpdesk

[www.pub.ac.za](http://www.pub.ac.za) / [speakup@pub](mailto:speakup@pub)

**PUBLIC UNDERSTANDING OF BIOTECHNOLOGY**

Biotechnology and you – read about it, talk about it, think about it ... and decide for yourself!

Home contact us events feedback helpdesk links sitemap search

**Activities and projects**  
**Biotechnology - the facts**  
**Biotechnology in SA**  
**Careers and funding**  
**Competitions and quizzes**  
**Debating the hot issues**  
**Information and training**

A programme on the Public Understanding of Biotechnology (PUB) has been launched by the Foundation for Education, Science and Technology (FEST) in early 2003. FEST, which is now part of the National Research Foundation(NRF) was elected as the implementing agency for PUB by the Department of Science and Technology (DST), who are funding this three year initiative.

**Aim of the programme**

The overall aim of the PUB programme is to promote a clear understanding of the potential of biotechnology and to ensure broad public awareness, dialogue and debate on its current and potential future applications, including Genetic Modification (GM).

**Engaging the public**

The target audience includes all facets of society, with an emphasis on consumers, educators and learners. PUB will provide a single biotechnology vision for South Africa, representing the multiple stakeholders involved and engaging people at all levels of society. It will also develop expertise and build capacity in communicating this complex issue, ensuring the dissemination of accurate and factually correct information accessible to the broad South African public.

An emphasis will be placed on engaging the public in debate rather than prescribing specific views and will focus on new, innovative

**SA commemorates discovery of DNA**

On 25 April 2003, the world celebrated the discovery of the three-dimensional molecular structure of DNA 50 years ago. DNA carries genetic information and conveys it from one generation to the next.

**There's more to Biotechnology than GM foods**

Biotechnology is the use of living organisms to make useful products. The technology is constantly



*Thank You!*

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