

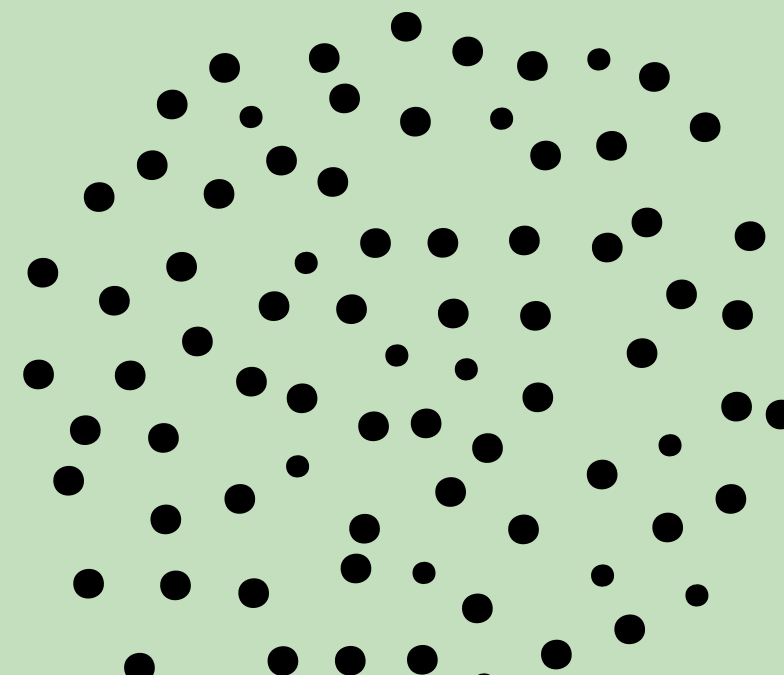
BRIDGING THE

GAP

EMPOWERING FUTURE GENERATIONS

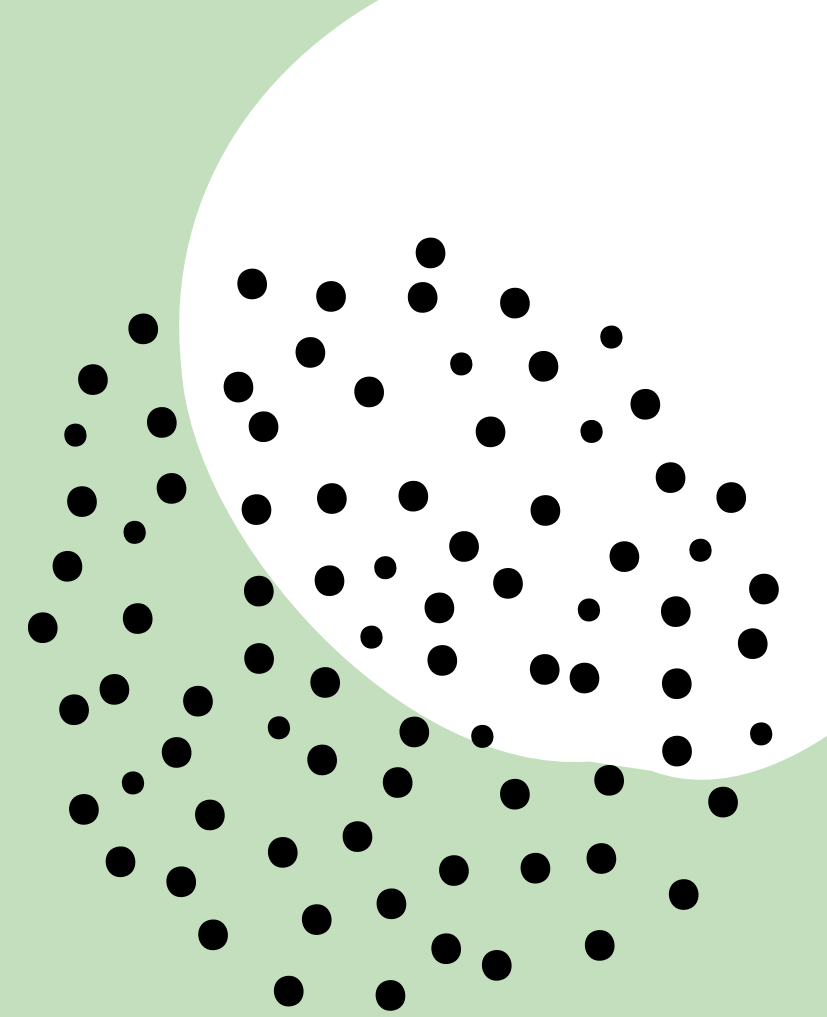
Presentation by Bianca Pischke, beconpe Consulting

14TH INTERNATIONAL
SEDNET CONFERENCE
6-10 OCTOBRE 2025
MADRID, SPAIN



From Knowledge to Action

“Empowering future generations for sustainable interactions with natural resources in an increasingly complex world.”



The River Rhine. One river - rising demands.

2125

2025

1925

Integrated water-energy systems

Large-scale lithium & geothermal extraction

Firefighting water

Real-time AI monitoring of ecosystems

Ecosystem restoration and genetic support

Democratic decision-making on trade-offs

Hydropower

Flood protection

Sediment management

Flood protection

Sediment management

Hydropower

Biodiversity goals

Building materials/
Mining

Climate protection goals

Biodiversity goals

Building materials/
Mining

Climate protection goals

Transport

Fishery

Tourism & Recreation

Transport

Fishery

Tourism & Recreation

Transport

Fishery

Local Industry

Irrigation

Wastewater Disposal

Local Industry

Irrigation

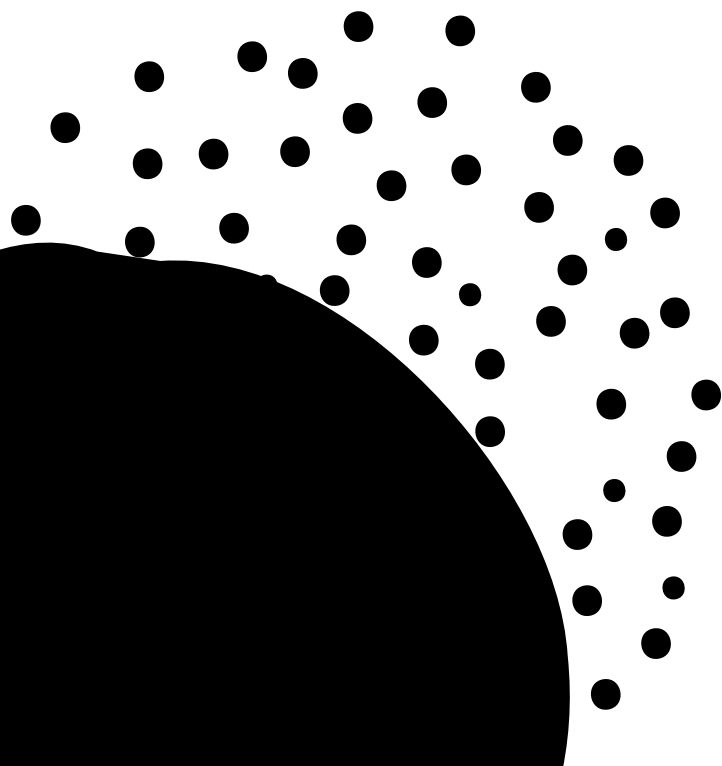
Wastewater Disposal

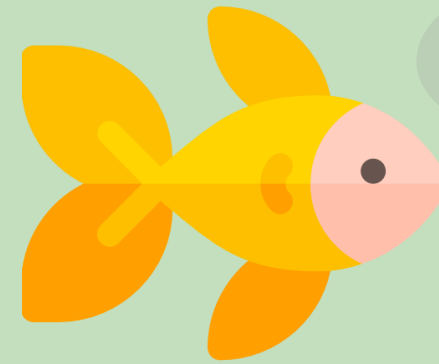
Local Industry

Irrigation

Wastewater Disposal

COMPLEXITY IS RISING.





The average human
attention span for
social media

47
sec

The average human
attention span in

2025

15
sec



The average human
attention span in

2125

150
sec

The average human
attention span in

1925

The human attention span.



42%

of young Europeans (16–30)
now cite social media as
their primary news source for
political and social issues

Source: European Parliament Youth Survey 2025

**SOCIAL
MEDIA
REALITIES**

PARADOX

More hours spent online, but less real knowledge gain.
(Teens spend 35 hours/week on social media – more than in school lessons.)

VULNERABILITY

Fake news and manipulated narratives spread faster than facts.

FILTER BUBBLE

Algorithms reinforce early polarization instead of broadening horizons.

TRUST ISSUE

Many young people trust information from social platforms, even when sources are unclear.

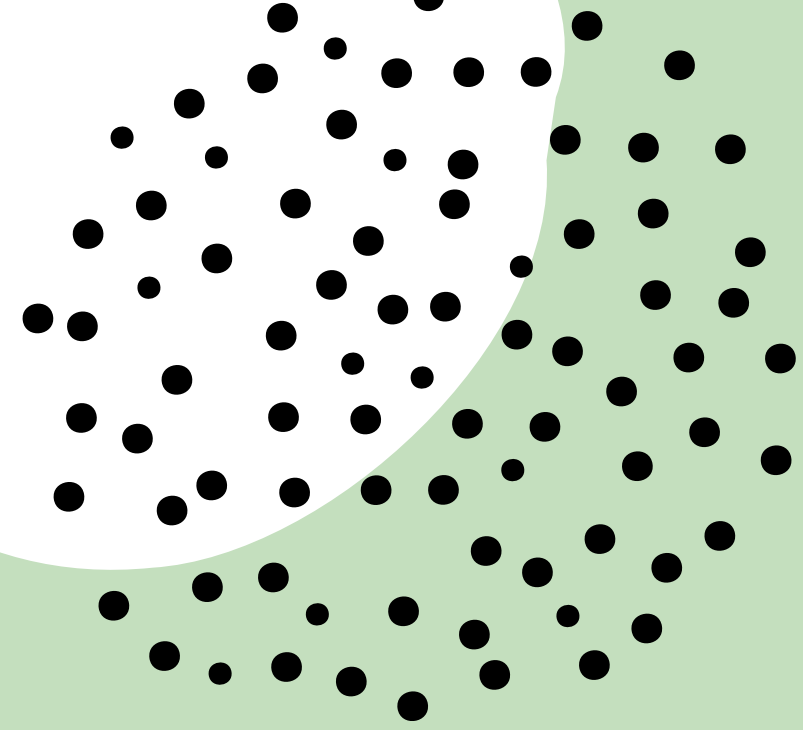
NEW HABITS

Social media now outranks Google or traditional news for many teens.

EARLY POLARIZATION

Environmental/political movements show strong engagement but also group pressure.

WAKE-UP



RISING COMPLEXITY

More stakeholders, more trade-offs

Improved measurements → more signals to process

Holistic understanding reveals more problems

SHRINKING COMMUNICATION

Declining attention spans

Misinformation & unwillingness to engage

Widening communication gap between science, society & politics



Icon made by juicy_fish from www.flaticon.com

THE PROBLEM

Rapid opinion-making.

Early politicization (without understanding complexity).

Without proper information, projects can no longer succeed.

Citizens and politicians need solid knowledge to make informed trade-offs.

WEBSITES & REPOSITORIES

Information online but often
not found / not target-
oriented.

CITIZEN SCIENCE

Newer approaches, involving
people directly. Often small
in scale.

SCIENTIFIC PAPERS & CONFERENCES

Essential for experts, but not
accessible for society.

SCHOOL CURRICULA

Sustainable processes for regular
updates & knowledge transfer.
Still rare.

KEY CHALLENGES

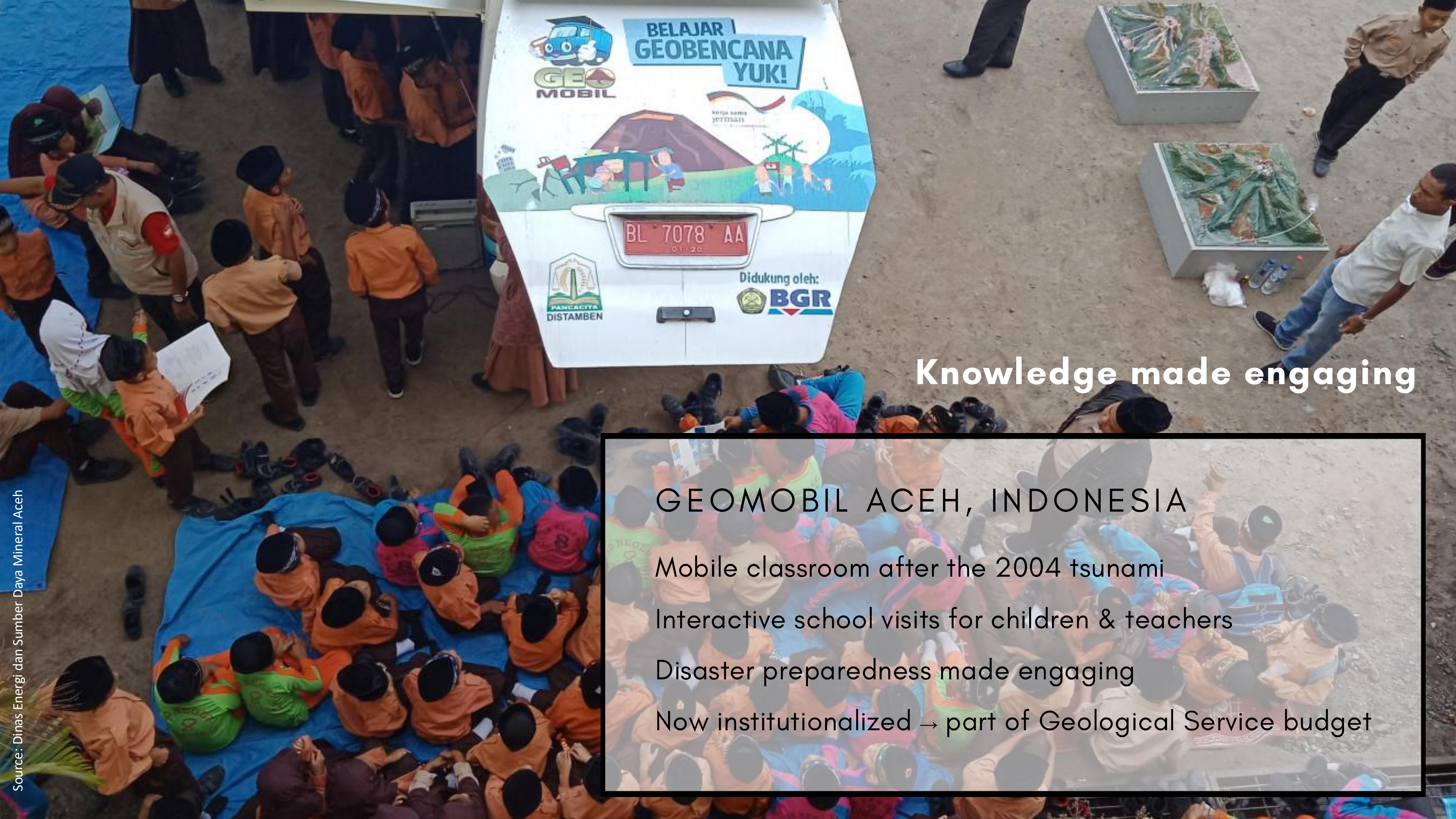
Effective but resource-intensive

Lack of continuity & sustainability
in communication

“One-off” projects vs. long-term
integration

Friendly reminder:

**Providing information is a duty
of Good Governance, not a
“nice-to-have”.**



Knowledge made engaging

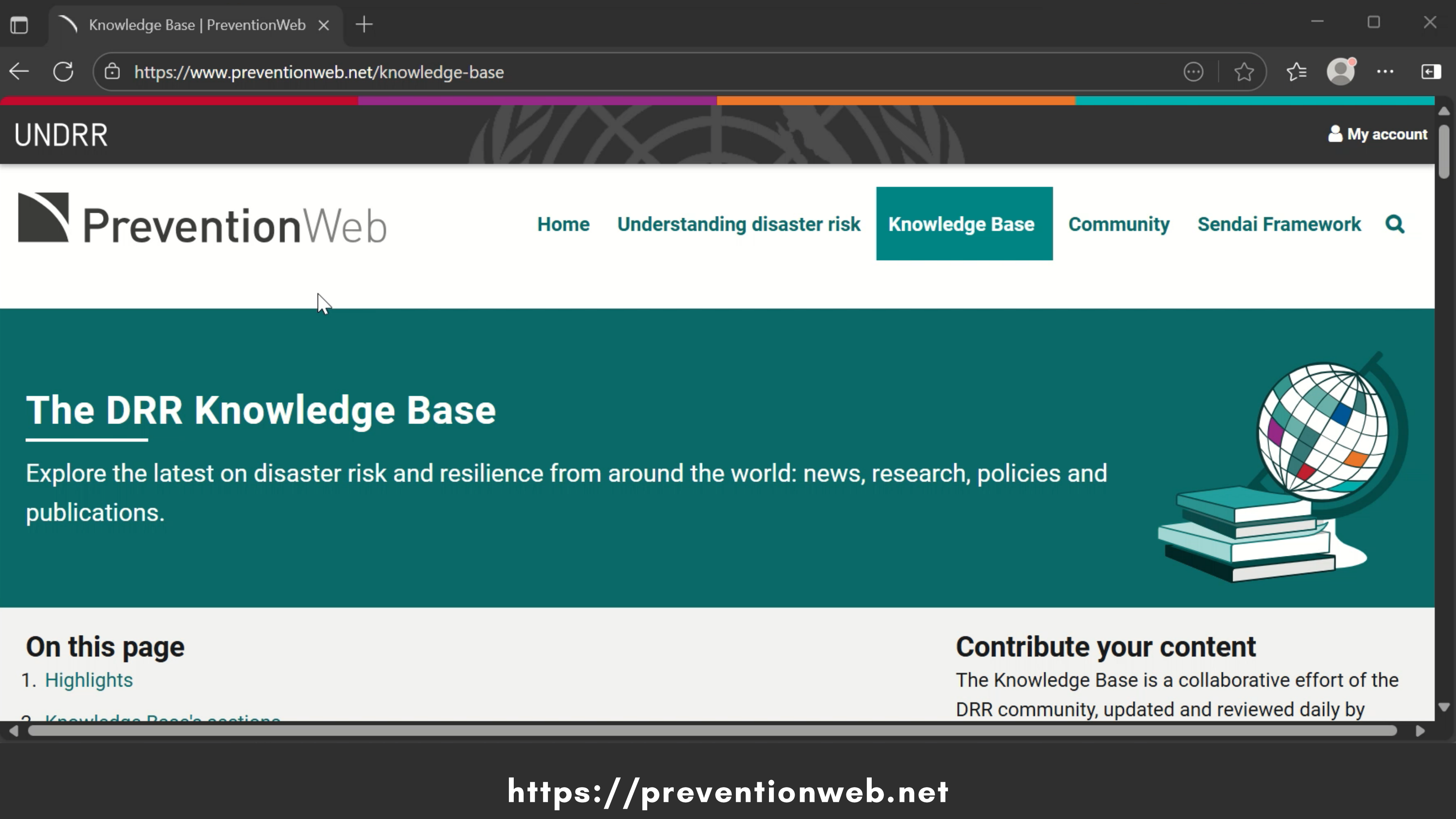
GEOMOBIL ACEH, INDONESIA

Mobile classroom after the 2004 tsunami

Interactive school visits for children & teachers

Disaster preparedness made engaging

Now institutionalized → part of Geological Service budget



The DRR Knowledge Base

Explore the latest on disaster risk and resilience from around the world: news, research, policies and publications.



On this page

1. Highlights

2. Knowledge Base's sections

Contribute your content

The Knowledge Base is a collaborative effort of the DRR community, updated and reviewed daily by

Applications of AI bridging the gap



Anthropic Claude



ChatGPT



Copilot



Google Gemini



Le Chat Mistral

Translates automatically into many languages

Simplifies language → easy-to-read versions of research

Summarizes long reports into abstracts or fact sheets

Tailors content to the audience – from expert to layperson

“The real value of AI is not replacing experts – it’s multiplying the impact of their work.”

[ChatGPT, 2025]

GENERAL AUDIENCE

PROMPT #1

Explain the mission of the European Sediment Network (SedNet) to someone **who has never heard of sediments**. Avoid scientific jargon, use simple **everyday language**, and keep it under 100 words.

SedNet is a European network that connects scientists, policymakers, and communities to talk about rivers, lakes, and seas. It focuses on the sand, mud, and soil that water carries – what experts call ‘sediments’. These materials affect water quality, ecosystems, and how people use rivers. SedNet’s goal is to share knowledge and find better ways to protect nature while supporting society.

SCHOOL STUDENTS

PROMPT #2

Explain what the European Sediment Network (SedNet) does to a **12-year-old student**. Use simple examples and comparisons, **avoid technical terms**, and keep it short.

SedNet is a group of people in Europe who study what rivers carry, like sand and mud. This is important because these materials can make water clean or dirty, help plants and fish live, or cause problems when too much builds up. SedNet helps countries work together to keep rivers and seas healthy for people and animals.

POLICYMAKERS

PROMPT #3

Summarize the mission of the European Sediment Network (SedNet) for a **policymaker with no scientific background**. Keep it clear, concise, and **under 80 words**.

SedNet is a European platform linking experts and policymakers on the management of sediments in rivers, lakes, and seas. It provides knowledge and recommendations on how sediments impact water quality, ecosystems, infrastructure, and economic use. The aim is to support informed decisions that balance environmental protection with social and economic needs.

One mission – three voices.

Attention is for sale

AI can create endless posts (scripts, visuals, subtitles).

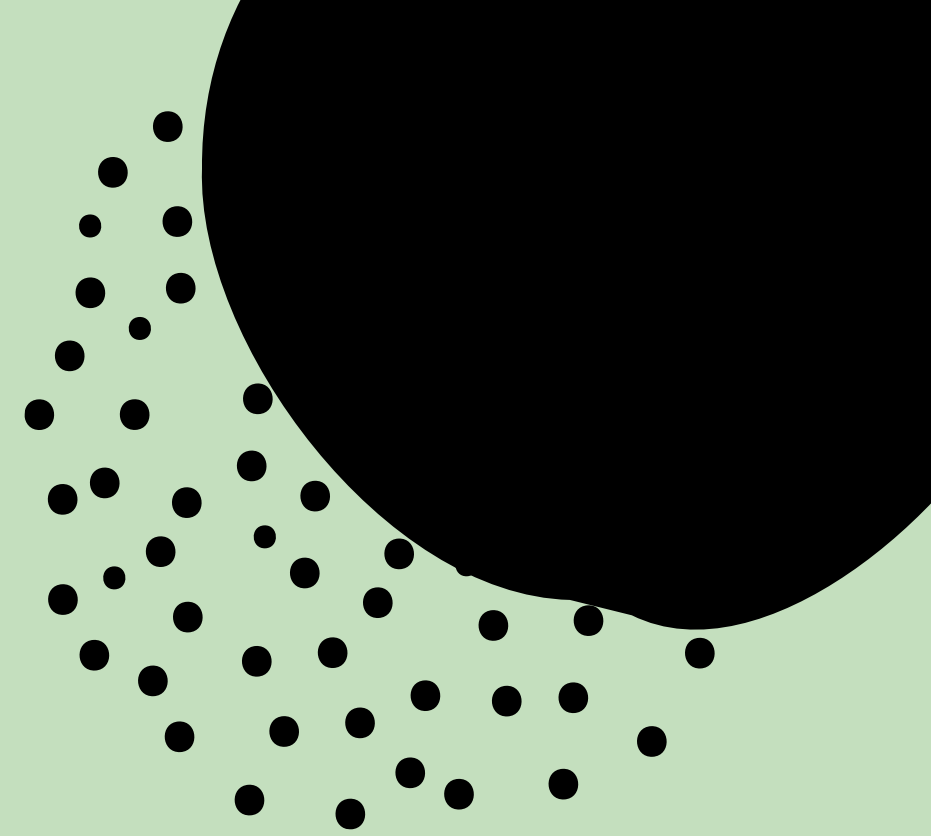
Social media platforms are ad machines – not neutral.

Currently: 10–15 % of feeds = paid ads. Tendency rising.

Knowledge competes with entertainment & marketing.

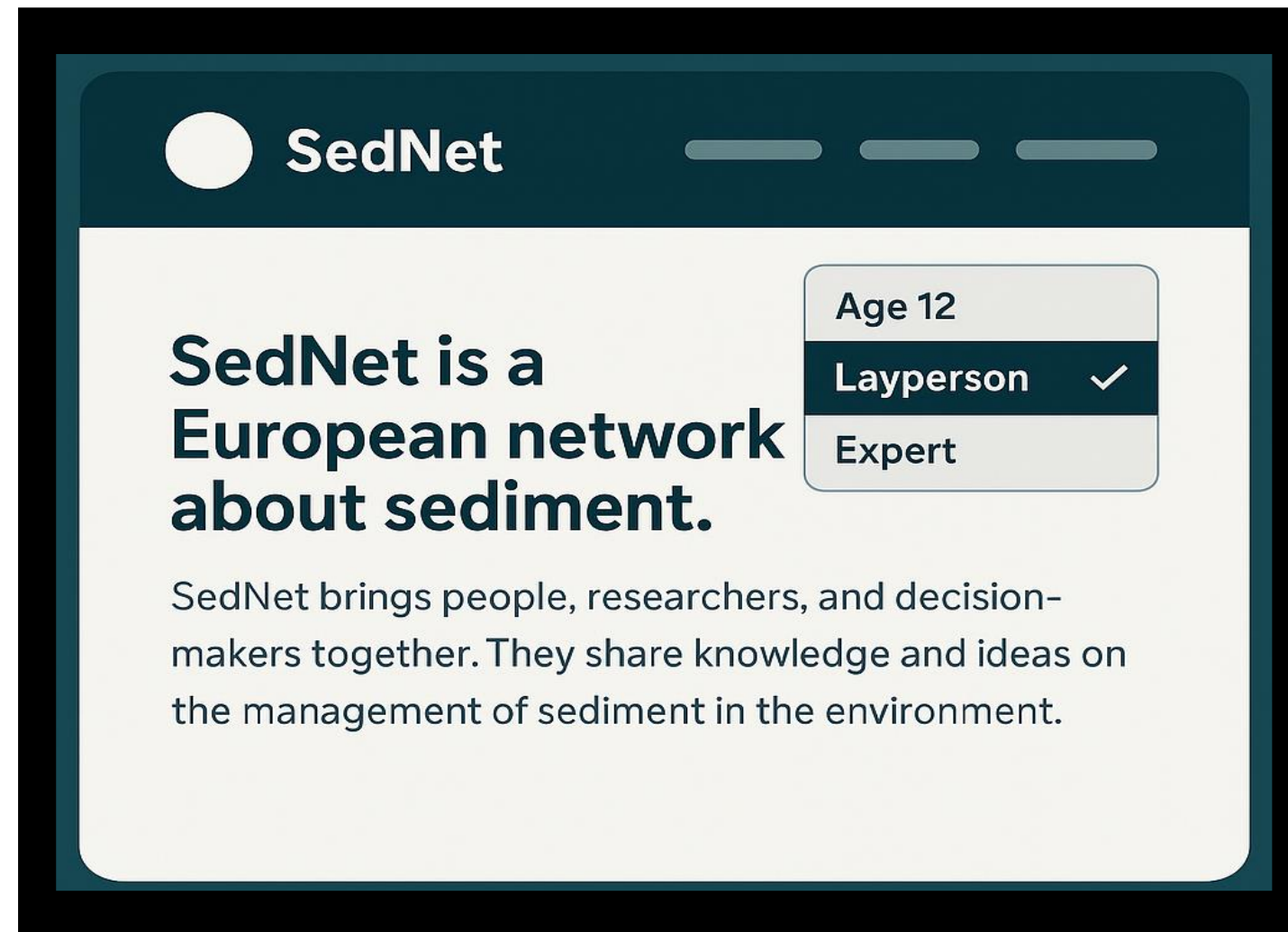
Even strong AI content may stay invisible on social media.

AI may be more powerful when applied to other, more sustainable formats than social media.



A Vision for Adaptive Content

TOMORROW: KNOWLEDGE FOR ALL



Imagine websites with an “age mode” → child, teen, adult, expert

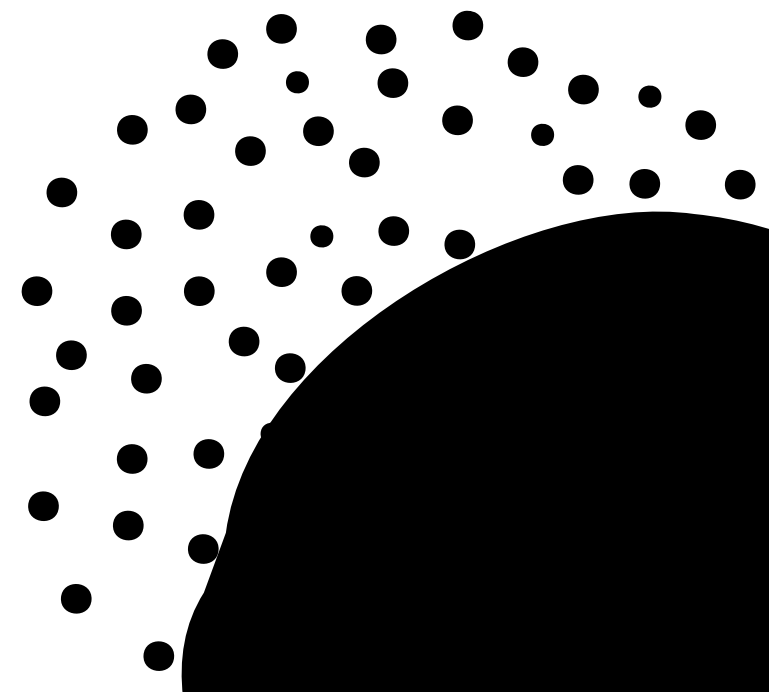
AI adjusts the level of complexity automatically

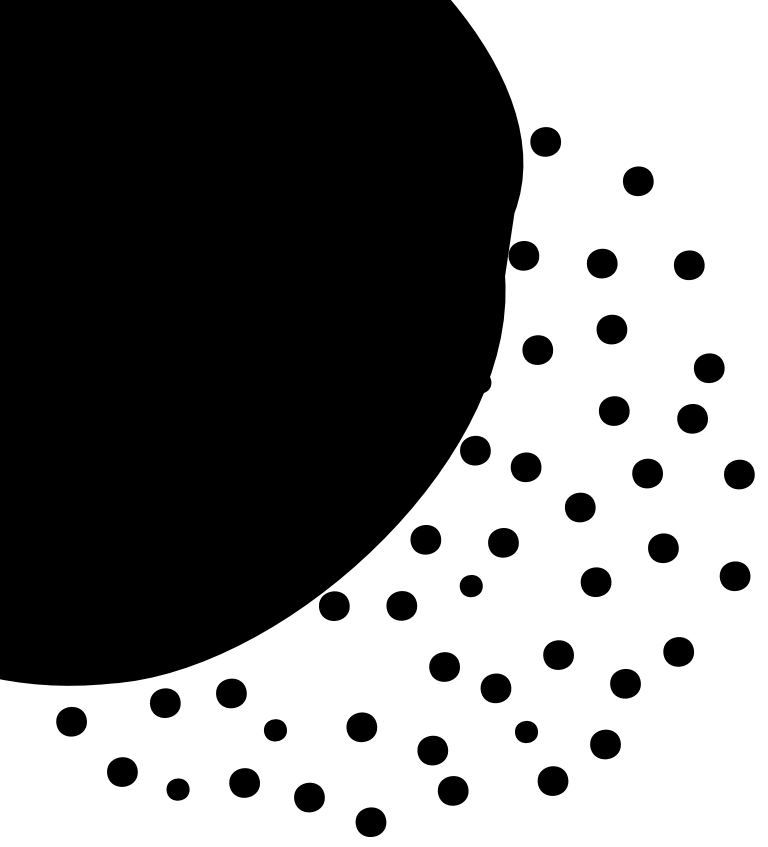
**AI is not the solution itself – but better
communication is the key to future decisions.**

**Without target-oriented communication,
future projects will fail.**

**Democracies depend on citizens making
informed trade-offs.**

**Each of us has the duty to share
knowledge in ways that others can
understand.**





THANK YOU

*Let's connect – on AI,
communication, and making
knowledge accessible for all.*

Bianca Pischke

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