

## **FRONTIERS OF SCIENCE AND SOCIETY'S DEMANDS – HOW SHOULD THEY WORK TOGETHER?**

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Science is embedded into our daily lives in the most different ways, such as in our food, medicines, technological tools, means of transport, and energy. However, there is much to be done to increase society's awareness of the importance of scientific research and the role of training the next generation of scientists with the skills required to achieve sustainable development. This talk will discuss successful initiatives of engagement and collaboration between academia and society, which are significantly contributing to disseminating academic research to the wider community in Brazil. In particular, the talk will reflect on how such initiatives, combined with our human capital and analytical instruments, can promote the development of relationships that benefit all and contribute to attending to national demands.

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