



S E M I N A R

**Liblice, Czech Republic
24 April 2008**



SCIENCE EVENTS? - "BRING SCIENCE TO THE PEOPLE"

Science Communication Events **offer forums for the dialogue** between science and the public, often in the form of a science week, science festival or science days.

A Science Communication Event is characterized by its limited period of time, its focus on science communication in new and sometimes **unusual ways and at unusual places** and the involvement of scientists as communicators.

Science Communication Events are **going out to the people**, thereby reaching a different audience than just "open doors" alone, namely these persons, who do not "dare" to enter scientific venues. Such Events are organised with the motto: "BRING SCIENCE TO THE PEOPLE"!

The aims of Science Communication Events are manifold, but important is to contribute to the public's understanding of science. To raise public awareness and to encourage public participation as well as interesting youth for science and scientific careers are other important objectives.

Furthermore, Science Events are most often carried out by small organizations, depending on external funding – from public as well as private organisations – for its activities.

BACKGROUND OF EUSCEA

EUSCEA, the European Science Events Association, www.euscea.org, is **the** European organisation for Science Events. Nearly hundred such events have evolved all over Europe, from Cyprus to Iceland, from Hungary to Portugal and more are on their way. Their importance is immense; Science Communication Events are major means of creating interest among the youth, an inspiring dialogue and a basis for future European competitiveness.

EUSCEA was formed to exchange ideas and experiences, to communicate across borders and to develop new ways of funding and marketing Science Communication Events in Europe.



OBJECTIVES OF EUSCEA

The major objective of EUSCEA is to offer a **meeting-place for the exchange of information**, experiences and good practice among Science Communication Event organizations throughout Europe. EUSCEA emphasises the importance of **new and direct ways of science communication** and supports the image of its members in Europe.

EUSCEA analyzes performance and organization of different Science Communication Events around Europe, thus creating a base of experiences, which are written down in the "White Book" of "best practices".

Means to reach these objectives are among others the **EUSCEA Annual Conferences** (EAC): 1st/2001: Vienna/AT, 2nd/2002: Freiburg/DE, 3rd/2003: Wrocław/PL, 4th/2004: Bolzano/IT, 5th/2005: Barcelona/ES, 6th/2006: Geysir/IS, 7th/2007: Tavira/PT and the 8th/2008 takes place in Liblice, near Prague/CZ, just after the **EUSCEA SEMINAR**.

New science communication activities – such as science taxis or lectures in department stores, in kindergartens and even in prisons, or for taxi drivers, for the police or fire brigade – can be transferred, translated, can be used elsewhere or inspire new ideas. EUSCEA is also a platform for the exchange of events across geographical and cultural borders, within Europe and abroad.

And EUSCEA is the official coordinator of the EU funded project of the "European Science Festival **WONDERS** = "Welcome to Observations, News and Demonstrations of European Research and Science" in 2006 and 2007.

During this Festival **WONDERS**, EUSCEA members exchange their science shows with each other, thereby creating a large European dimension, they organise science cafés and school discussions and choose the "best" of science shows at great Finals; the last one took place in November 2007 in Lisbon, Portugal.

Finally, EUSCEA offers assistance to new science events organisations with special workshops.

EUROPEAN DIMENSION

EUSCEA adds a European dimension to Science Communication Events around Europe. Through EUSCEA, member organizations become **part of a cross-boundaries groups** with the overall objective to enhance and facilitate the exchange of ideas, experience and Science Communication Events around Europe.

EUSCEA also takes part in activities in other parts of the world, in order to contribute to the exchange of Science Events and practice **on a global scale**.

For example, EUSCEA also participates in the **Korean** Science Festival in Daejeon since 2002. Furthermore, EUSCEA participated actively at the conference "Communicating European Research" together with the European Commission in **Brussels** in November 2005, also in several **PCST** conferences, at **ESOF** in Stockholm and Munich and even in conferences on science communication in **China**.

MEMBERSHIP BENEFITS

Members of EUSCEA become part of a dynamic new forum for science communication, thus receiving

- ✓ Contacts with EUSCEA colleagues all over Europe
- ✓ Access to best practise ideas
- ✓ Newsletters
- ✓ Website www.euscea.org with up-to-date information
- ✓ Invitations to the EUSCEA General Assembly and EUSCEA Annual Conference and other conferences
- ✓ A network for European Science Communication Events projects
- ✓ Participation in EU projects
- ✓ Possibilities to exchange Science Communication Events

MEMBERS

Currently, **70 member institutions** of the EUSCEA represent Science Communication Events organisations in the following **32 countries**:

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxemburg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, Switzerland, Ukraine and the United Kingdom.



THE ASSOCIATION

The current executive board of EUSCEA consists of the following persons, all with practical experience in organising Science Communication Events:



- † President: Annette **SMITH** from "The British Association for the Advancement of Science", co-organiser of the National Science & Engineering Week and of the Festival of Science, London, United Kingdom



- † Vice-President: Jan **RIISE** from "Agadem Science Communications", co-founder of the Göteborg International Science Festival, Göteborg, Sweden



- † Treasurer: Herbert **MÜNDER** from "Wissenschaft im Dialog" in Berlin, Germany, organiser of the German Science Festivals, which take place in different cities every year



- † Vice-Treasurer: Delphine **PICAMELOT** from the University Louis Pasteur in Strasbourg, France, in charge of the regional organisation of the "Fête de la Science"



- † General Secretary: Peter **REBERNIK** from "PHAROS International, Bureau for Cultural & Scientific Projects", founder of the ScienceWeek @ Austria, Vienna, AT



- † Vice-General Secretary: Jordi **MAS** from the "Fundació Catalana per a la Recerca i la Innovació", organiser of the Catalan Science Week, Barcelona, ES

>> **More information** about the statutes of the association, about the projects and how to become a member on www.euscea.org and/or via email to the general secretary Peter Rebernik: office@euscea.org.

The programme of the EUSCEA SEMINAR on 24 April 2008:

08:45	Welcome by the EUSCEA President [Annette Smith, UK]
09:00	A. Science festivals all around Europe – the organisational challenges associated with different sizes, venues etc. [Peter Rebernik, Vienna/AT]
10:00	B. Science communication – a variety of formats to fulfil different objectives [Herbert Munder, Berlin/DE]
11:00	COFFEE BREAK
11:15	C. PR for science festivals – strategies to raise awareness for your event – to attract audiences and to publicise to a wider audience [Jan Riise, Göteborg/SE]
12:15	LUNCH
13:00	D. Financing science festivals - sponsorship, fundraising including creating a sponsorship package [Jordi Mas, Barcelona/ES]
14:00	E. How to design a presentation or a hands-on activity – tips for success [Joachim Lerch, Rust-Freiburg/DE]
15:00	COFFEE BREAK
15:15	F. Evaluation – how to analyse your event for different purposes [Annette Smith, London/UK]
16:00	G. Scientists and assistants at science festivals – training for optimum success [Delphine Picamelot, Strasbourg/FR]
16:45	Plenary session – summary of the day [Peter Rebernik, Vienna/AT]
17:15	End of seminar
19:00	Networking dinner
21:00	End of the “official” programme

The lecturers' communication data:

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Annette Smith, current (3rd) EUSCEA president
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Seminar Venue:

The seminar venue, the château of Liblice, was provided by the Academy of the Science of the Czech Republic.

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