

Ecsite is the European focal point of science engagement, the platform where professionals shape the future of our field, define excellence and learn from each other. As a network, Ecsite catalyses its members' collective strengths into a powerful voice, at the forefront of science engagement advocacy. It enables them to collaborate at European level and worldwide.

Through Ecsite, members keep up to date with current issues in the science engagement field, spread their news and events, meet up at the biggest European science engagement conference, participate in European projects... Discover and join the community!

2 Taking terrestrial audiences on a journey through space

Diplomatic probessuccessful landings

6 Creating matter(s)
Ecsite Annual Conference
Ecsite Directors Forum
Ecsite thematic groups
Spreading the word
- Ecsite communications channels

European collaborations

- 29 Emitting from Brussels
 Connections established with
 new Parliament and Commission
 Project proposal shower
 for Horizon 2020
- Setting goals for science centres
 worldwide
 Joining forces with botanical gardens,
 zoos and aquaria
 Sharing the excitement of space
 science with ESA
 Widening the palette of partnerships
 and sponsorships
- 36 Aboard the Ecsite spaceship
 They got on board
 Our captains

Signals from the unknown

Taking terrestrial audiences on a journey through space

2014 was the year Ecsite took off for a space adventure. For the first time humankind landed a spacecraft on a comet and Ecsite partnered with the European Space Agency (ESA) to engage the public with the European space endeavour. To achieve these results Ecsite demonstrated its full strength, extending its networking capabilities to companies and space agencies. During the past two years we designed a Europe wide campaign on the Rosetta Mission that was deployed in 12 different countries and reached 37,500 people in 2014.

The European space industry is one of the most advanced in the world, employs thousands of people and is responsible for an immense set of applications we use in our daily life. A key ingredient of this success is the way ESA has been building on the individual competence of each of its members to constitute a pool of resources able to fuel scientific development at a global scale.

Likewise, as a European network, Ecsite has shown a similar capacity to team up with all its members and strengthen its position as a focal point for museums, science centres and other organisations connecting people to science and technology.

In partnering with space stakeholders to respond to a societal issue, Ecsite has demonstrated once more how science centres and museums can tackle issues relating to the economy, careers and jobs. It has also shown the power of a Europe wide network that can use the wonders of space exploration to engage the (terrestrial) public with scientific and societal questions of utmost relevance.

We share many of the values of the European space community: international collaboration, strive for excellence, careful planning, boldness and risk taking. This is why we chose space exploration as a leading thread for this annual report, as we take you through the breadth of 2014 Ecsite activities.

Rosalia Vargas

Ecsite President and President of Ciência Viva - Pavilion of Knowledge (Lisbon, Portugal)





2014 has seen considerable changes in the European galaxy. For the Ecsite planet, it has been a year of exciting opportunities, establishing connections with the new Commission and Parliament, but also with neighbouring stellar systems.

"The VOICES project, coordinated by the European network of science centres and museums, launched discussions in 27 EU countries. leading to 350 citizen-inspired ideas in relation to urban waste and the transition to a zero waste society. These ideas were then used to define Horizon 2020 calls for proposals: as a result we have five waste related topics published with a budget of € 116 M. (...) This is an encouraging example of how we can bring user innovation to EU policy making providing a space for citizens to tell us what works and what doesn't, what's important and what's not."



Carlos Moedas

European Commissioner for Research, Science and Innovation, at the SIS-RRI Conference in Rome on 19 November 2014 With a new EU administration in place, it was crucial for Ecsite to position science engagement stakeholders and Ecsite members on the European radar. Not only did we ensure that science and society components of the Horizon 2020 funding programme put in place by the previous Commission continued their successful trajectories –

we also gained powerful new advocates in the EU's legislative and executive nebulae.

Successes met by flagship EU-funded projects like VOICES, PLACES or KiiCS, all led by Ecsite, have largely contributed to strengthening our position and caught the new Commission's attention. It will be an honour to receive Research, Science and Innovation Commissioner Moedas at our 2015 conference, a result of our 2014 efforts.

Last but not least, the memorandum of understanding we signed in September 2014 with the European Association of Zoos and Aquaria (EAZA) and Botanic Gardens Conservation International (BCGI) opens up opportunities for powerful collaborations: together, our members receive more than 240 million visitors each year. I'm looking forward to the launch of our joint public awareness campaign on local biodiversity.

Let me conclude with a warm thank you to all organisations and individuals who send (metaphorical) satellites out, take collaborative risks, emit signals, relay information... it is your commitment and rocket fuel energy that nourish and shape Ecsite.

Catherine Franche Ecsite Executive Director

4 5

A cosmic year

+

+

+

+

+

+

+

+

Creating matter(s)

Welcome to the Ecsite orbital accelerator. Take Ecsite members, thousands of brilliant minds with access to millions of engaged citizens. Add a taste for risk taking and exploring the unknown, a good pinch of creativity, some solid management skills... and you get billions of ideas swirling around, colliding and aggregating into new matter(s). Take a tour of our star 2014 events and projects.

Ecsite Annual Conference *People, Planet, Peace*

The 25th anniversary Ecsite Annual Conference was hosted by Museon in The Hague (Netherlands) on 21-23 May 2014. It welcomed 954 people from 48 countries around the theme "People, Planet, Peace". A warm thank you to our host and a special mention for Camille Pisani who after six fruitful years delivered her last conference as Chair of the Annual Conference Programme Committee.

The building blocks of peace

The 'People, Planet, Peace' theme was chosen as a way of questioning science engagement's role in society. As Museon CEO Marie Christine Van Der Sman put it: "Innovation, problem-solving, progress, adaptation, inclusion and resilience are terms associated with scientific inquiry, but they are also necessities for life in the 21st century. Science centres and museums channel the power and rationality of science to solidify their roles as socially inclusive and inspirational forums for learning."

After Her Majesty Queen Máxima of The Netherlands and a children's choir gathered around a globe to perform the symbolic opening gesture of this 25th anniversary conference, social inclusion, education, peace making and how they relate to public engagement with science and technology remained high on the agenda throughout the conference.





Also speaking at the Opening, Qunli Han, Director of the Ecology and Earth Sciences Division at UNESCO, praised science centres in their role as multicultural platforms and urged them to become innovation incubators.

Keynote speaker Professor Ian Goldin, Director of the Oxford Martin School (United Kingdom), and Professor of Globalisation and Development at Oxford University, delivered a widely-acclaimed and much-twitted about session. He painted a sharp but complex picture of our fast-changing planet, in what he described as "the best time to be alive in the history of humanity" - and probably also the most challenging. Many attendees came out of the session meditating the words: "The past is a very poor guide to the future".

Ahmet Üzümcü, Director General of the 2013 Nobel Peace Prize laureate Organisation for the Prohibition of Chemical Weapons (OPCW), delivered the second keynote. He called responsible research, outreach and education the "building blocks of durable peace". He invited science centres and museums to collaborate with international institutions in order to secure a sustainable world peace - in his words "much more than simply the absence of war".

Strolling through The Hague's convention centre, one could indeed witness hundreds of small steps being taken to make the world a better place, from sustainability workshops to intercultural panels, collective "tinkering" sessions to heart-warming social events.

Participants were able to cherry pick from 80 sessions offering a mind-boggling diversity of topics including (among many others) cinemas in science centres, Horizon 2020 project proposals, synthetic biology, marketing to teachers, serious games, teenage audiences, late events or income diversification. More than 55 exhibitors showcased their latest products and services at the buzzing Business Bistro and participants got hands-on in two workshop spaces, the Maker space and the Gamification space (new in 2014).

Spotted in the nebula

Respectable professionals turning into bio-hackers

Termites introducing humans to serious gaming

Informers tweeting Horizon 2020 tips directly from Brussels

Science centres sailing towards a Blue Society

Dinosaurs running loose in the **Business Bistro**

Attendees going massively wild in an unexpected iam session thanks to the Ecsite jazz band

Twitterers debating the virtues of human cheese

Exhibitors offering roasted bugs at the Happy hour

Colleagues practising the pronunciation of "RRI" (Responsible Research and Innovation)

People standing on their toes to get a glimpse of the packed Maker Space

A cosmic year

LEADING THE CREW

The Annual Conference Programme Committee (ACPC)

Camille Pisani

Director General, Royal **Belgian Institute for Natural** Sciences (Brussels, Belgium) -Chairperson until June 2014

Mikko Myllykoski

Experience Director. Heureka (Vantaa, Finland) -Chairperson from June 2014

Laurent Chicoineau

Director, CCSTI Grenoble - La Casemate (Grenoble, France)

Antonia Caola

Head of International Collaborations & PR. MUSE (Trento, Italy)

Johannes-Geert Hagmann

Curator and Cooperation Officer, Deutsches Museum (Munich, Germany)

Amito Haarhuis

Deputy Director / Programme Manager, Science Centre NEMO (Amsterdam, Netherlands)

Kim Herlev

Executive Director. Experimentarium (Hellerup, Denmark)

Joanna Kalinowska

Senior Sponsoring Specialist, **Copernicus Science Centre** (Warsaw, Poland)

Heather King

Research Associate. King's College (London, United Kingdom)

Maarten Okkersen

Communications Manager, Museon (The Hague, Netherlands)

Anne Solli

Project Manager, Universeum (Gothenburg, Sweden)

Vlasta Volak

Director, Techmania (Pilsen, Czech Republic)

Maria Xanthoudaki

Head of Education and of International Relations. Museo Nazionale della Scienza e della Tecnologia 'Leonardo da Vinci' (Milan, Italy)

Lucy Schweingruber

Member Services Manager. Ecsite (Brussels, Belgium)

Catherine Franche

Executive Director. Ecsite (Brussels, Belgium)

"I have talked about dogs with Canadians, buying houses with Norwegians, beers with Brits, dishes with Thais and Italians, cameras with Americans, brands with Australians, parenting with Chinese and Estonians. I have spoken about human rights with Israelis and Saudis. cultural differences with Japanese, and sustainable development with Indians, Africans and Finns. We are all humans, individuals with the same desire for a world with room for everyone."



David Broström

Director of Education Teknikens Hus. Luleå (Sweden) and 2014 **Ecsite Annual Conference** attendee

"The Ecsite conference had its first ever Gaming Space in 2014. The spirit is to give busy people the time they never take in their normal lives to sit down and give playing a go. We welcomed a very diverse audience: total beginners, rusty players - and some serious experts too! Our serious games surgery session surely saved participants hours of consulting..."



Malvina Artheau,

Head of Digital department, Science Animation Midi-Pvrénées (Toulouse, France) and Gaming Space Co-organiser





Ecsite Directors Forum – Downloading the future

Hosted by the AHHAA Science Centre in Tartu (Estonia), the 2014 Ecsite Directors Forum gathered senior managers of Ecsite Full member organisations. Four outstanding keynote speeches explored the theme *Downloading the future*: "everything you want to know - and should know - about the future!" May AHHAA be thanked for an inspiring and impeccably organised event.

Estonian President Toomas Hendrick IIves presented his country's enduring commitment to e-governance, putting digital technologies at the service of citizens. He explored the benefits of e-health and presented an impressive vision for the future.

Piret Mürk-Dubout, Senior Vice President and Head of B2C and Marketing at telecommunications giant TeliaSonera, painted the portrait of an ultra-connected tomorrow in which smart objects will make our lives easier.

Jaan Tallinn, founder of Skype, outlined his current work on cyber-security. He explained how he inspires youngsters to take on programming while urging them to never lose sight of the "big picture" of how created programmes might be used – or misused.

Teo Haren, Co-author of "The Idea Book", challenged participants to review their perception of their own creativity. He ran a series of tests that gave the audience food for thought.

Directors also took part in two "Ecsite strategic dialogues". Attendees discussed the pros and cons of widening access to Ecsite Full membership to science engagement organisations beyond science centres and museums - most of them spoke in favour of a broader Full membership definition, while keeping true to Ecsite values. Directors also positively received a plan to strengthen the Ecsite website and make the Spokes magazine digital.

Not to forget a truly creative team building night at the AHHAA Science Centre and a great Gala dinner at the Tartu University Museum.

Team building night at AHHAA science centre (Tartu, Estonia) during the 2014 Ecsite Directors Forum

Ecsite thematic groups

Ecsite counts four thematic groups, bringing together professionals to exchange ideas and best practices on specific topics within the field. These groups form solely on the energy, ideas and initiative of Ecsite members – a warm thank you to individuals and organisations that agitate celestial and terrestrial bodies and minds and spark creative explosions that resonate through the entire science engagement galaxy.

THE Group

THE group organised a two-day workshop at the 2014 Ecsite Annual conference, devoted to the professional development of explainers. The workshop concentrated on two areas: the Engineering Design Process (EDP) and social inclusion. On the first day, participants focused on methods to create open-ended visitor experiences that inspire the public to create and invent. The second day was devoted to issues concerning the interaction with visitors from underprivileged groups, low socio-economic backgrounds or ethnic minorities.

Aim: work with and for explainers and floor staff to value the role of direct human interactions in science centres and museums

LEADING THE CREW

Matteo Merzagora

Director, TRACES / Espace des Sciences Pierre-Gilles de Gennes, Paris (France) – Chairperson

Nature Group

In 2014 the Nature Group focussed on the use of specimens in museum communication, offering a one-day workshop on this topic during the 2014 Ecsite Annual Conference. Attendees explored the inherent paradox of many museums that deliver a message about life while using dead specimens. They discussed ways to reveal and display the fascinating behind the scenes world of curators and taxonomists. The Nature Group also actively took part in shaping the Memorandum of Understanding with EAZA and BGCI and planning the ensuing campaign (see p.33).

Aim: bring together professionals and institutions who engage audiences with nature

LEADING THE CREW

Henrik Sell

Deputy Director, Natural History Museum, Aarhus (Denmark) - Chairperson

REV Group

The REV group invited science centre and museum professionals to a thought-provoking two-day workshop during the 2014 Ecsite Annual Conference, entitled "Who are your visitors?" The workshop invited participants to shift their focus from traditional postvisit evaluation to pre-visit audience segmentation. It concluded that we should think of segmentation models as "useful fictions" which enable us to create variation in our offer to cater for our diverse audiences but we should be wary of putting visitors into boxes. Representatives of the REV Group also promoted the group at The Connected Audience conference in Berlin (Germany) in February and presented a poster at the Visitors Studies Association Conference in Albuquerque (United States) in July.

Aim: stimulate and help facilitate research and evaluation in science centres and museums across Europe

LEADING THE CREW

Marie Hobson

Learning Evaluator, Natural History Museum, London (United Kingdom) – Chairperson

Nils Petter Hauan

Head of Development, Vilvite, Bergen Vitensenter AS (Norway) – Co-chair





Space Group -All eves on Rosetta

2014 was a particularly active year for the Ecsite Space Group, created in 2012 in partnership with ESA, the European Space Agency. Group members orchestrated a joint "Hook up with Rosetta campaign" to share the pioneering adventure of this fascinating ESA mission that attracted audiences all over the world. After two years of careful planning, the campaign reached its peak on 12 November when tens of thousands of visitors gathered in science centres and museums to watch Rosetta's Philae lander 'landing' on the surface of the comet, after a 6 billion km journey. Special thanks to ESA for making this adventure possible.

Ecsite Space Group members Cité de l'Espace (France), NEMO (Netherlands) and Parque de las Ciencias (Spain) had developed a ready to use kit, including an exhibition about comets and Rosetta. learning activities, live connections, and the latest news about the mission. 30 science centres and museums joined the campaign and reached about 37,500 people in 12 different countries - a considerable success.

Other 2014 Ecsite Space Group activities include: a two-day workshop "Working Together: ESA's Rosetta mission and beyond" held during the Ecsite Annual Conference 2014 in The Hague; a session entitled "Beyond the horizon - Space for science centres and museums": the publication of five newsletters; and an annual meeting held at the Royal Observatory of Greenwich (United Kingdom) on 7 November 2014. Bringing together representatives of museums, science centres: the European Space Agency. ESA; the National Space Agency, UKSA; and UK Airbus Space and Defence, this last meeting was an opportunity to brainstorm and imagine projects that could be developed and shared within the Ecsite network in 2015-2016.

Aim: offer a platform to share information, ideas, practices and expertise for developing joint projects to promote European space programmes

LEADING THE CREW

Marc Moutin

Director of Exhibitions, Cité de l'Espace, Toulouse (France), Co-Chair

Ana Noronha

Executive Director, Ciência Viva. Lisbon (Portugal) - Co-Chair

Maria Menendez

Head of Corporate Exhibition and Events. European Space Agency, Paris (France) - Co-Chair

Fiorella Coliolo

Ecsite Space Group Coordinator for ESA

"It is difficult to describe in words the emotion with which we lived the historic moment Philae landed on the comet. It is important not to forget that this is the result of many years of team work and confidence in the enormous possibilities of science and technology. No doubt this experience will bring new scientific vocations like those who made possible this extraordinary mission."

Manuel Roca

Head of Production. Parque de las Ciencias, **Ecsite Space Group member**



Spreading the word – Ecsite communications channels

One of Ecsite's crucial functions as a network organisation is to act as an information hub, allowing members to share insights and news, relaying relevant information from Brussels, and making the science engagement voice heard outside of the field.

In 2014 Ecsite decided to commit more human resources to this service and an immediate effect was a qualitative and quantitative push on all social media platforms, with increased numbers of posts and followers and deeper engagement. Facebook and Twitter have seen the most intense growth, with clear peaks during the annual conference. Ecsite's Facebook page gained more than 700 "likes", up from 459 to 1,178.

When he was chosen by the Ecsite Board to chair the newly formed Spokes Editorial Committee in 2013, Maarten Okkersen declared: "Spokes issue #0 is the starting point for the changes that will make Ecsite communications even more flexible and meaningful". Ecsite's members magazine held its promise to deliver both high quality in-depth features and shorter-term news of the field's latest happenings, with four issues in 2014. With qualitative contents now in place, it was time to step up and reach more readers.

The Committee developed a plan for the overall integration of all Ecsite communications channels, aiming to give the Ecsite network a higher visibility and provide better, more integrated services to members. The plan was very positively received at the 2014 Ecsite Directors Forum, whose participants clearly spoke in favour of sharing news and in-depth articles as widely as possible. Ecsite's new website and the first digital Spokes will be part of the 2015 story...

Ecsite's digital reach end of 2014

- · 60,000 yearly visits on the Ecsite website
- 6,700 professionals receiving the Ecsite monthly e-news
- 1,200 Facebook page likes
- · 500 LinkedIn group members
- 1,500 Twitter followers
- 5,500 pictures in Ecsite's flickr albums
- 2,883 tweets exchanged during the 2014
 Ecsite Annual conference alone

LEADING THE CREW													
TI	he Spokes	Editorial Co	ommittee										
Head of	The Hagu	cation and N ie (Netherla			+	+ .	+	+	+	+	+	+	** ::::+
Julie Becker Communications and Events Manager,					- +	+ •	+	+	+	+	+	+	+
		elgium) – Ed			- B								
Nathalie Caplet International relations, Cap Sciences, Bordeaux (France) Gema Revuelta					+	+/1	+	+	+	÷ Անդոյն	† dunh	+	+
Associate Professor, Universitat Pompeu Fabra, Barcelona (Spain) – member from July 2014					+ •		THE	+	+	\$		+	+
Science	nce Directo Centre, Va until June	or, Heureka, antaa (Finlar 2014				+	+		+			+	
CEO of Lascaux international exhibition, Périgueux (France) – member until June 2014					+	+					/// <u>-</u>	->-	+
+	+	+	+	+	+							+	+
+	+	+	+	+				0		X-			+
+	+	+	+	+						1×1) <u>.</u> `	<u> </u>	+
+	+	+	_ +⊕⊚	· (\$)							+	+	+
				+	+	+ •						+	
+	+	+	+	+	+	+	+	+	+ .	+	+	+	+
+	+	+	+	+	+	+	+	+	+	+	+	+	+



Through Ecsite, members have the opportunity to participate in collaborative projects shaping the future of science engagement.

These projects often allow the development of resources like toolkits or guides available to all. Embark on a tour of our 2014 star projects – and don't miss the detachable map listing all Ecsite members involved in European projects!

"Out of the six projects developed through KiiCS at Città della Scienza, four are still running. An augmented reality company is now hosted in our co-working space... Città even commissioned them to work on one of our upcoming exhibitions – a nice way for the business incubator to feed back into the science centre!"



Project Manager International partnerships and projects Fondazione IDIS Città della Scienza Naples (Italy) SPEED OF LIGHT SUMMARY

Art-science innovation

Timeframe

February 2012 – January 2015

European programme

7th Framework Programme (FP7)

Coordinator

Ecsite

Ecsite members involved

40

12

More information kiics.eu



2014 HIGHLIGHTS

2014 marked the pinnacle of the three year journey that took KiiCS partners on the fringes of art, science and entrepreneurship. Five science centres members of Ecsite (among other partners) tested arts and science incubation activities in search of the best formula for collaboration between artists, creative professionals and scientists. The project's awards were announced in September in Amsterdam - a hand-held apparatus able to tell whether a person is in love is among the winners. The project saw artists and light specialists play with the idea of drone-delivered public lighting in Grenoble (France) or a bike sharing project take shape in Naples (Italy). All science centres involved agree: embarking on the KiiCS adventure pushed their boundaries, taught them to embrace risk and learn to fail to better succeed. Conclusion? Science centres are excellent places to generate ideas and host a project's pre-incubation stage: they have the credibility to tackle societal issues, the platform to make artists, scientists and the 'general public' meet, the know-how to equip participants with skills, the communication channels to disseminate ideas... Intrigued? Grab the KiiCS "Do-it-Yourself Incubation Guide" and browse through countless resources on the project's website.



+

Seeing Nano

2014 HIGHLIGHTS

SeeingNano started at the very end of 2014. Social scientists, nano scientists and visualisation experts will be collaborating to develop tools allowing different target audiences to "see at the nano scale". A public repository of tools and best practices will be created.

SPEED OF LIGHT SUMMARY

Creating new visualisation tools to raise awareness about nanotechology **Timeframe** December 2014 - November

2016

European programme Horizon 2020

Coordinator

Nanotechnology Industry

Association (NIA)

Ecsite role

Manage the piloting, validating and launching of visualisation tools, carried out by five Ecsite members

Ecsite members involved

VOICES

2014 HIGHLIGHTS

In 2014 Ecsite concentrated on disseminating the outcomes of this groundbreaking consultation on urban waste that involved 1,000 citizens throughout Europe. For the first time, the results of a consultation have directly informed EU policy, as they were fed into some research calls for the EU Horizon 2020 funding programme in the field of waste management. The project also caught the new Commission's attention: it was mentioned at length in a speech given by Commissioner Moedas in November 2014 at the Sis-RRI conference in Rome.

SPEED OF LIGHT SUMMARY

Consulting citizens in 27 member states and using results to shape Horizon 2020 EU research agenda

Timeframe

January 2013 - July 2014

European programme

7th Framework Programme (FP7) - Grant to named

beneficiary

Coordinator

Ecsite

Ecsite members involved

More information

voicesforinnovation.eu

PLACES

2014 HIGHLIGHTS

Thousands of stakeholders were mobilized in hundreds of local action plans for the project's final year - a vibrant diversity of initiatives presented in March 2014 at the PLACES conference in Bremen (Germany). The three-way conversation between science, policy makers and society initiated by Ecsite culminated in the Declaration on European Cities of Scientific Culture. signed by mayors throughout Europe.

SPEED OF LIGHT SUMMARY

Building local partnerships between science communication institutions and policy makers

June 2010 - May 2014

European programme

7th Framework Programme (FP7)

Coordinator

Timeframe

Ecsite

Ecsite members involved

More information

openplaces.eu





2014 HIGHLIGHTS

In three years, over 1,400 teachers were trained to introduce engineering processes in their classrooms in ten different countries. Science centres and museums involved piloted ten workshops, whose activities are now available to all. The project won a Scientix Award in September 2014.

SPEED OF LIGHT SUMMARY

Promoting the engagement of primary school children with engineering topics in schools and science centres Timeframe October 2011 -September 2014 European programme 7th Framework Programme

(FP7)

Coordinator

Bloomfield Science Museum (Jerusalem, Israel) Ecsite role

Project partner, Advocacy work package leader

Ecsite members involved

More information engineer-project.eu

NanOpinion

2014 HIGHLIGHTS

Drawing on 2.5 years of work, 8,330 questionnaires, data from 10 participatory workshops and more than 40 street events, nanOpinion concluded in 2014. It painted a precise picture of European citizen's perception of nanotechnologies.

SPEED OF LIGHT SUMMARY

Enabling dialogue between science and society on the topic of nanotechnologies **Timeframe**

May 2012 - October 2014 European programme

7th Framework Programme (FP7)

Coordinator

Zentrum für soziale innovation (Vienna, Austria) Ecsite role Project partner, Outreach

work package leader

Ecsite members involved

8

More information nanopinion.eu

INPROFOOD

2014 HIGHLIGHTS

In INPROFOOD's final year a second pilot round of PlayDecide games were run with a focus on childhood obesity. Project results were shared at the "Towards Sustainable Food Research" conference in Copenhagen in May 2014. Discussion games on food are available for all to download.

SPEED OF LIGHT SUMMARY

Fostering Mutual Learning and inclusive research programming in the fields of food and health Timeframe November 2011 -

October 2014 European programme

7th Framework Programme (FP7) - MML project (Mobilization and Mutual Learning)

Coordinator

University of Hohenheim, Life Science Center (Stuttgart, Germany)

Ecsite role

Project partner, contributing to work package "Participatory needs assessment, engagement and mobilisation"

Ecsite members involved

17

More information inprofood.eu

and playdecide.eu

Sea for Society

2014 HIGHLIGHTS

2014 was a pivotal year for the project, as results of the consultation phase informed the conception of mobilization actions that will be taking place in communities around the EU, improving the governance of research related to the oceans and sea and showing the way to the "Blue Society".

SPEED OF LIGHT SUMMARY

Engaging stakeholders. citizens and youth in participatory dialogue and concrete actions towards a "Blue Society" **Timeframe** June 2012 - November 2015 European programme 7th Framework Programme (FP7) - MML project (Mobilization and Mutual Learning) Coordinator **NAUSICAA National Sea** Centre (Boulogne-sur-Mer, France) Ecsite role Project partner and work package leader, in charge of managing the consultation process with citizens and

SYNENERGENE

2014 HIGHLIGHTS

SYNENERGENE partners got involved in a two-day workshop organised by Ecsite in Brussels, exploring state-of-the art research developments, ethical issues and latest public engagement experiences in synthetic biology. Empowerment of non-scientists to become bio-hackers was also discussed at a session during the Ecsite Annual Conference.

SPEED OF LIGHT SUMMARY Fostering public participation and collaborative "shaping" in the new field of synthetic biology Timeframe July 2013 - June 2017 European programme 7th Framework Programme (FP7) - MML project (Mobilization and Mutual Learning) Coordinator Karlsruhe Institute of Technology (Germany) **Ecsite role** Partner, in charge of Public Involvement work package Ecsite members involved More information synenergene.eu

RRI Tools

2014 HIGHLIGHTS

In the project's first year, partners laid the foundations of the RRI (Responsible Research and Innovation) Community of Practice. Nineteen Hub regions across Europe carried out a consultation in the autumn, inviting stakeholders from different fields of expertise to discuss a working definition of RRI, share their experiences and express their needs and constraints in the implementation of RRI.

SPEED OF LIGHT SUMMARY

Launch of the 2014 "Science in Summer" programme at Ciència Viva – Pavilion of Knowledge (Lisbon, Portugal), with a special emphasis on Sea for Society initiatives. © Ciència Viva

Developing digital resources to advocate, train, disseminate and implement Responsible Research and Innovation (RRI) **Timeframe** January 2014 - December 2016 European programme 7th Framework Programme (FP7) Partner and work package leader, in charge of assessing the needs and constraints of RRI stakeholders

Ecsite members involved

More information rri-tools.eu

Coordinator La Caixa Foundation. Barcelona (Spain) **Ecsite role**

Ecsite members involved

stakeholders

More information

seaforsociety.eu





Emitting from Brussels

For the first time in the history of the European Union, on 15 July 2014 the new European Parliament elected - and not merely approved - the President of the European Commission. With a new captain and crew on board, Ecsite made sure science and society objectives and the interests of Ecsite members were still on the EU radar.

> "If we want to build a powerful vehicle for innovation in Europe, we need to empower people and create a good climate for future innovators. The basis for innovation and creativity is participation. (...) We really need a two-way process of cooperation, not only top-down information."



30 September 2014



Connections established with new Parliament and Commission

Once elected, President Juncker put together his team of Commissioner-Designates who were in turn auditioned in Parliament, before a plenary vote on 22 October. Ecsite's lobbying efforts paid: science and society got a mention in these highly visible hearings.

Carlos Moedas, Portuguese Commissioner-Designate for the Research, Science and Innovation portfolio. was interviewed on 30 September. Contacted through Ecsite Polish member Copernicus, Polish MEP Michał Boni worked with the Ecsite Office to formulate and ask a question on the "Science for and with society" objective - a part of the Horizon 2020 framework dear to Ecsite and the science engagement sector at large. In his question, Boni insisted that "involvement of our societies is the background for real innovation" and reminded that "European citizens, through their representatives, have clearly expressed their demand for a much stronger two-way involvement of citizens in the research and innovation process and of the research actors in society." In his answer, Moedas mentioned two public consultations conducted on Horizon 2020 and science 2.0 as "steps already being taken to get citizens and civil society more on board" and highlighted the importance of "forums".

Building on this initial success in attracting attention from both the legislative and executive arms of the EU, Ecsite laid the foundations of an informal group of MEPs to supporting the "Science and society" objective.

Ecsite representatives had the opportunity to meet Commissioner Moedas during the Sis-RRI conference in Rome in September 2014, where Moedas mentioned the Ecsite-led VOICES consultation at length in his public speech. This positive initial contact yielded further results for science engagement, since Moedas agreed to speak at the 2015 Ecsite Annual Conference but that's a story for next year!

Project proposal shower for Horizon 2020

In 2013 Ecsite was celebrating successful lobbying efforts that led to science centres and museums being mentioned in many project calls launched under the European Commission's new funding framework, Horizon 2020. 2014 saw the logical next step, with an intense project proposal writing activity at the Ecsite Executive Office.

Ecsite's involvement in EU projects is always good news for its members.

First, Ecsite's active participation positions science centres and museums as crucial stakeholders on the European scene – and leads to strengthening their visibility and position as key players at national level as a consequence.

Second, Ecsite advocates for as many projects as possible to involve members as "Third parties": members deliver part of the project's actions under Ecsite's coordination. Ecsite launched regular calls throughout the year to invite members to join

proposals. Full members have priority access to these opportunities. For a number of members, Third party involvement is a valuable first experience with EU projects, allowing them to get familiar with their mechanisms while keeping administrative burden to a minimum.

Last but not least, EU projects offer the opportunity to test innovative science engagement ideas. They produce valuable resources for the science engagement field at large: countless platforms, tool kits or practical guides are created, like the ten great Engineer workshop plans on engineering processes or the KiiCS practical guide to art-science incubation.

As we wrap up in March 2015, we have heard back from a number of calls and it looks like a particularly successful round: five projects have been accepted so far out of 12 submitted proposals... More in the 2015 Ecsite Annual Report.

Successful project proposals as of March 2015

Project name	Coordinator	Ecsite members involved	Budget of project (€)	In a nutshell
HEIRRI	University Pompeu Fabra, Barcelona (Spain)	3	1.5 M	Embedding RRI in higher education
Hypatia	NEMO, Amsterdam (Netherlands)	14	1.5 M	Changing the way schools, science museums, research institutions and industry engage teenage girls in STEM
SPARKS	Ecsite	22	3.5 M	Creating a touring exhibition and activities to engage citizens with RRI
SEA CHANGE	The Marine Biological Association, Plymouth (United Kingdom)	5	3.5 M	Empowering citizens to take direct and sustainable action towards healthy seas and oceans
EUSPACE-AWE	Universiteit Leiden (Netherlands)	2 + Space group	2 M	Using the excitement of space to attract young people to science and technology





Converging trajectories

Ecsite works together with public and private organisations on projects, events or thematic collaborations. Discover the many organisations whose orbital route met ours in 2014 and the partners travelling with us on long-term common trajectories.

Joining forces with botanical gardens, zoos and aquaria

In September 2014 Ecsite signed a memorandum of understanding (MoU) with the European Association of Zoos and Aguaria (EAZA) and Botanic Gardens Conservation International (BCGI). We joined forces to engage audiences with biodiversity conservation.

Together, the zoos, aquaria, botanic gardens, science centres and museums (etc.) members of our three organizations receive more than 240 million visitors a year. They are uniquely placed to deliver a large public education and engagement campaign in Europe, focusing on enhancing the implementation of the Convention on Biological Diversity's AICHI Target 1, namely that "By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably". The first steps towards a joint public campaign raising awareness about local biodiversity were taken in 2014.

www.eaza.net - www.bgci.org - www.ecsite.eu

Setting goals for science centres worldwide

At the 2014 Science Centre World Summit held on 17-19 March at Technopolis®, the Flemish Science in Mechelen (Belgium), representatives of science centres networks from around the world signed a common declaration stating the importance of their members' actions in "engaging with their audiences in the dialogues that address global challenges, and equipping them to become active players within their communities". The declaration sets seven goals for science centres worldwide. A number of like-minded organizations co-signed this Mechelen declaration, welcoming common efforts to achieve its goals.

Representatives of the Asia Pacific Network of Science and Technology Centers (ASPAC), the Association of Science-Technology Centers (ASTC), the National Council of Science Museums in India (NCSM), the Network for the Popularization of Science and Technology in Latin America and The Caribbean (Red Pop), North Africa and Middle East science centres (NAMES) and South African Association of Science and Technology Centres (SAASTEC), together with Miraikan, host of the 2016 Science Centre World Summit in Japan, started developing a communications plan to report on progress made towards achieving these seven goals.

www.scws2014.org

Sharing the excitement of space science with ESA

In early 2012, the European Space Agency (ESA) and Ecsite began to combine their strengths in content. networks and capacities in order to reach the largest European audience possible. The Ecsite Space group facilitates cooperation and exchange among science centres, museums, research institutions, universities, national space agencies and industries all over Europe, in order to design collaborative projects to better share European space activities with the general public. The Ecsite Space Group has since been particularly active and it includes today more than 60 members. The Group has developed and implemented the highly successful "Hook up with Rosetta" campaign that saw 30 organisations across Europe working together to share the excitement of the ESA's Rosetta mission (see p. 16-17 of the present report) with 37,500 visitors in 12 different countries.

ESA provides support to the Ecsite Space Group, in a flourishing partnership that will see further exciting developments in coming years.

www.esa.int - www.esa.int/exhibitions

"This partnership with Ecsite is strategically important for **ESA** communications because science centres and museums are trusted by the public as independent sources of information. They are the best channel to share our exciting scientific and technical achievements with our fellow citizens of all ages on all our member States."



Head of Communication Department, European Space Agency (ESA)

Widening the palette of partnerships and sponsorships

In 2014 Ecsite continued to progress a trajectory set in 2013 by the Fundraising Committee and expanded its corporate partnership and sponsorship offer. Ecsite now offers Network, Event and Project partnerships.

Ecsite thanks its 2014 corporate partners and sponsors...

Archimedes

archimedes-exhibitions.de

Aspired

vatp.lv

Bruns International

bruns.nl

Exhibits.nl

exhibits.nl

Expology AS

explology.no

Robetoy

robetov.se

Sky-Skan Europe GmbH

skyscan.com

Skypoint srl

Skypoint.it

Techniquest

techniquest.org

... and welcomes its new 2015 sponsors

JMP, a division of SAS

sas.com / jmp.com

Museko

museko.com

Imagine exhibitions

imagineexhibitions.com

Tinker

tinker.nl





BRUNS



On 12 November 2014, ESA's Rosetta Philae lander touched down on 67P/Churyumov-Gerasimenko, a first in history © ESA/Rosetta/Philae/CIVA

expology











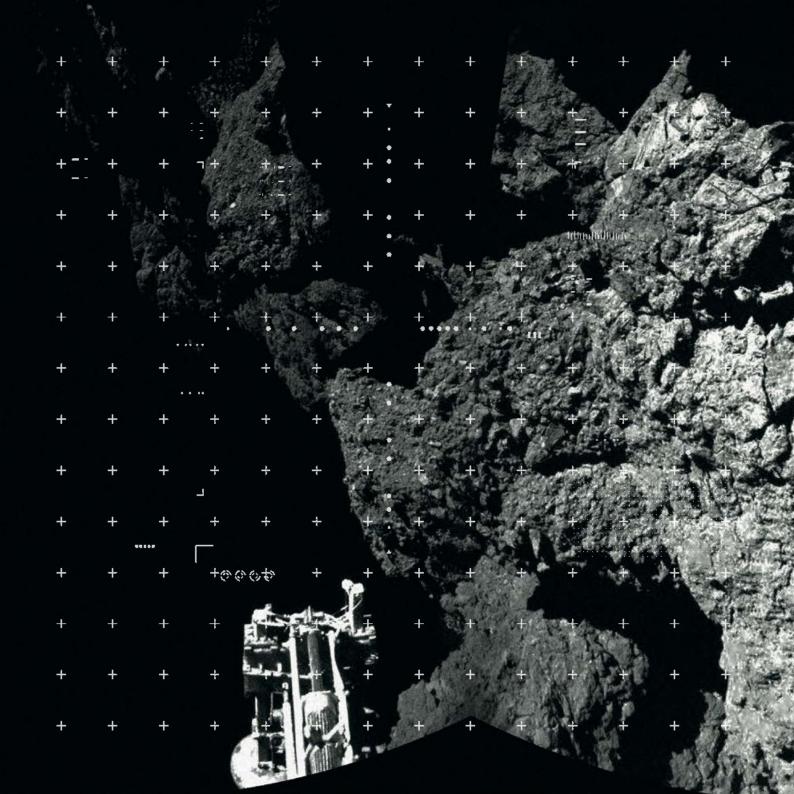


ımagine

tınker







+

Aboard the Ecsite spaceship

They got on board

New Full Members

CIIMAR - Interdisciplinary Centre for Marine and Environmental Research (Porto, Portugal) ¹ Konya Science Center (Konya, Turkey) ² Museum of London (London, United Kingdom) ³ Swedish Museum of Performing Arts (Stockholm, Sweden) DuVerden - Sjøfartsmuseum og vitensenter (Porsgrunn, Norway) ⁴

From Associate to Full member

Sissa Medialab srl (Trieste, Italy) Natural History Museum, Aarhus (Aarhus, Denmark) ⁵

New Sustaining members

Museumspartner-Kunstspedition GmbH (Innsbruck, Austria) ⁶ Exhibits Development Group (Saint Paul, USA) ⁷ city2science - Science Communication and Strategy Consulting (Bielefeld, Germany) ⁸ MED-EL/AUDIOVERSUM (Innsbruck, Austria) ⁹ Callisto Exhibition Group (Serris, France) ¹⁰

New Associate members

Ontario Science Centre (Toronto, Canada) 11 "Pro Publico" Verein zur Förderung des Dialogs (Bremen, Germany) Centro Ciência Viva de Sintra (Sintra, Portugal) 12 Clore Garden of Science (Rehovot, Israël) **Brno Observatory and Planetarium** (Brno, Czech Republic) 13 Al Nayzak Organization for Supportive Education (Ramallah, Palestinian Territory) The Times Cheltenham Science Festival (Cheltenham, United Kingdom) Muséum d'Histoire Naturelle de Nantes (Nantes, France) 14 Mercator Océan (Ramonville St-Agne, France) Center for Research and Analyses (CRA) (Sofia, Bulgary) Xké? Il laboratorio della curiosità (Torino, Italy) ANMS - Assoziazione Nazionale Musei Scientifici (Florence, Italy) Institute of Psychiatry, Psychology and Neuroscience (IoPPN) (London, United Kingdom) Centro Ciência Viva do Alviela (Alcanena, Portugal) 15 Science Village Scandinavia AB (Lund, Sweden) 16 Blue World Institute of Marine Research and Conservation (Veli Losinj, Croatia) 17



© Francisco Piqueiro



© Konya Science Center



© Museum of London



© DuVerden AS





























Our captains

The Ecsite Board is the governing body of Ecsite. Representatives from Full Member institutions stand up for election at the Annual General Meeting and serve for a two-year period.

Executive Committee

Presidency

Ciência Viva -

Pavilion of Knowledge (Lisbon, Portugal) -

Rosalia Vargas, President

Past Presidency

Copernicus Science Centre

(Warsaw, Poland) -

Robert Firmhofer, Director

Vice-Presidency

Until June 2014:

Universcience - Cité des sciences

et de l'industrie

(Paris, France) -

Brigitte Coutant, Head of Institutional and International Relations

From June 2014:

Vilvite (Bergen, Norway) -

Svein Anders Dahl.

Chief Executive Officer

Treasury

Until June 2014:

Science center NEMO

(Amsterdam, Netherlands) -

Michiel Buchel, General Director

From June 2014:

Cité de l'Espace (Toulouse, France) -

Jean-Baptiste Desbois.

Executive Director

Ecsite Executive Director

Catherine Franche (Brussels, Belgium)

Trustees

They were elected or re-elected in June 2014

Experimentarium (Hellerup, Denmark) -Asger Høeg, Director

Science Museum (London, United

Kingdom) - Helen Jones, Director of Learning, Science Museum Group

Universum® Bremen (Bremen, Germany)

- Herbert Münder, Managing Director

Ustanova Hiša eksperimentov (Ljubljana,

Slovenia) - Miha Kos, Director

Continuing their mandates

AHHAA Science Centre (Tartu, Estonia) -Pilvi Kolk, Member of the Management

Città della Scienza (Naples, Italy) -Vincenzo Lipardi, Chief Executive

MUSE, Museo delle Scienze (Trento, Italy) - Michele Lanzinger, Director

Parque de las Ciencias (Granada, Spain)

- Ernesto Páramo Sureda, Director

Teknikens Hus (Luleå, Sweden) -Helena Lilja, Director of Programs and operations

Vitensenteret, the Norwegian Museum of Science

and Technology (Oslo, Norway) -Jan Alfred Andersson, Manager

Signals from the unknown



It is impossible to report on the zillions of amazing initiatives run by Ecsite members each year... and equally impossible to end this story about exploration and pushing back the boundaries of the unknown without paying tribute to the thousands of dedicated professionals who make science engagement a reality and bring the Ecsite network to life. Hear from a few courageous frontier adventurers who recount their 2014 experience of trying something new (and a bit scary).

"MegaMind, our new permanent space dedicated to innovation and the brain, is the largest and most complex development that has ever been carried out at Tekniska museet. The planning stage has had an impact on everything (venues, infrastructure, accessibility, organisation, securing financing, etc.). This new science centre has been developed in collaboration with families. teachers and specialist educators in an ambitious process.

The focus has been placed on accessibility and the major challenge has been to take the results from the focus groups and apply them in different phases of the production.

MegaMind will open in September 2015 with a playful and daring futuristic architecture, created by the Albert France-Lanord Architects AB."

Åsa Lindgren

Project Manager, MegaMind science centre Tekniska museet, Stockholm (Sweden)



"Year 2014 was full of steps into the unknown at the EXPERYMENT Science Centre: "it was our first year of activity fully rolled out with our brand new exhibition."

exhibition." Organizing evening events for adults was the biggest venture, but most successful at the same time. My expectations about attendance at lectures, workshops and shows were exceeded. After this experience I'm convinced that adults are interested in coming to science centres. We just need to encourage them by preparing attractive offers and fascinating activities."

Ewa Jasinska

Director, EXPERYMENT Science Centre, Gdynia (Poland)



"We really ought to have a Tyrannosaurus rex" - we first spoke those words in the summer of 2012. This huge ambition had an incredible potential for science, education and tourism. But where on earth do you get a T. rex from? What about the necessary funding? Less than two-and-a-half vears later I can proudly announce: Naturalis **Biodiversity Center has** excavated its own T. rex in Montana! All thanks to its own international expedition team and with the support of tens of thousands of donors and sponsors.

The *T. rex* will be displayed in our museum for all to see in September 2016. What started as a daring ambition has ended in an exceptional result."

Edwin van Huis

Director, Naturalis Biodiversity Center, Leiden (Netherlands)

+



"The Science Museum in London began to think this year about the barriers to sharing our content with other museums and the potential we could unleash if we thought differently about this.

Rather than just touring our exhibitions in the traditional sense, we have created a 'Blueprint Pack' for our exhibition "3D: Printing the Future". The 'Blueprint Pack' enables other venues to replicate the Science Museum display, use elements of it to create a dramatic departure from the original, or scale it up to be as big and bold as their space allows.

We believe that this way of sharing will allow other venues to take our research and ideas into new and exciting directions."

Gemma Levett

Touring Exhibitions Manager, Science Museum, London (United Kingdom)



"My highlight of 2014 was concluding a new partnership with Google. On 22 September, the Internet giant announced a substantial \$1M donation intended to support NEMO's approach to the development of 21st century skills: creativity, problem solving and ICT literacy. NEMO will use the money to carry out an after school coding program for children of primary school age. The programme will run from 2015 to 2019 and is linked to our new Math Exhibition "World of Shapes"."

Amito Haarhuis

Deputy Director, NEMO, Amsterdam (Netherlands)



"The main priority of our Museum is to be an inclusive museum which works, through equity, accessibility and proximity projects, to serve everyone and contribute to social change. Six years ago we created a museum on wheels, 'The Travelling Museum', combining pedagogical trunks and guides and teacher training. We are using it to engage audiences traditionally deemed (very) hard to reach. For instance, we have been working with penitentiary and juvenile centres (3.686 users since 2011). In 2014 we are working to broaden our offer to hospitals for both infants and adults with long term illnesses. This not an easy road - but we

thing to do." Anna Omedes

Director, Nat-Museu de Ciències Naturals de Barcelona (Spain)

believe it to be the right

2014 crew **Catherine Franche**

The crew

Executive Director Pedro Albuquerque

Business Development Manager

(from April) Julie Becker

Communications Manager (from April)

Antonio Gomes Da Costa

PLACES Coordinator (until June)

Audrey Korczynska

Project Manager (from May)

Didier Laval

Project Manager (until April)

Luisa Marino

Project Manager

Marzia Mazzonetto

Senior Project Manager

Lucy Schweingruber

Member Services Manager

Anne Urger

Administrator

Emma Wadland

Communications Manager (until March)

Mariette Wennmacher

Administrative Executive

Maria Zolotonosa

Project Manager

A warm thank you to our 2014 interns:

Halina Novak

Nicolas De Smet Van Damme

2015 recruits

Raquel da Cunha

Events and Communications Officer ... and two new Project Managers joining soon.

Ecsite

Avenue Louise 89/7 Luizalaan B-1050 Brussels - Belgium

Office phone +32 2 649 73 83 Fax +32 2 647 50 98 General enquiries info@ecsite.eu Corporate partnerships corporate@ecsite.eu

Communications communications@ecsite.eu

www.ecsite.eu

A cosmic year - 2014 Ecsite Annual Report Written by: Julie Becker, assisted by Raquel da Cunha

Graphic design: Katehouben.com

Responsible Editor: Catherine Franche, Executive Director, Ecsite Copyright: Reproduction in whole or in part of this Annual Report is prohibited without permission from Ecsite.

The Ecsite team in March 2015

- 1 Catherine Franche
- 2 Pedro Albuquerque
- 3 Julie Becker
- 4 Raquel da Cunha
- 5 Marzia Mazzonetto
- 6 Anne Urger
- 7 Mariette Wennmacher
- 8 Maria Zolotonosa

















Expected highlights along our intergalactic journey include...

A tasty Ecsite Annual Conference in Trento (Italy), 11-13 June

A brand new website and fully digital *Spokes* magazine A capital Directors Forum in Pilsen (Czech Republic), 18-20 November

Several new EU-funded Horizon 2020 project kick-offs

A revised strategic plan and membership fees system

•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
*	٠	•	•	•	•	٠	•	•	•	•	•	•	•	•	•	•	٠	*	•
•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	٠	٠	•	•
89/7	IE I OLUG	`_	•	•		-	i			•	٠		٠	•	•	•	٠	•	TE.EU
AVENUE LOUISE LOUIZALAAN B-1050 BRUSSELS BELGIUM			•	•		SIT	te	4		•	•		•	•	•	٠	•	•	WWW.ECSITE.EU
+32 (0))2 649 7:	3 83	•	•	SCIENC	EAN NET	WORK RES & MI	USEUMS		•	•	•	•	•	•	٠	•	•	WW
•	•	•	•	•	•	•			•	•	•	•	•	•	•	•		•	٠
•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	٠	•	•	•
•	•	•	•	•	•	٠			•	•	•	•	•	•	•	•	٠	•	٠
*	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	٠	•	•	•
•	•	•	•	•	•	•			•	•	•	•	•	•	•			•	٠
•	•	٠	•	•	•	•	•	•	•	٠	•	•	•	•	•	•	٠	•	•
•	•	•	•	•	•	•	•	•	•	•	•		٠	•	•	•		•	٠
*	٠	•	•	•	•	•	•	•	•	٠	•	•	•	•	•	٠	٠	•	•
•		٠	٠	•	٠	•	•	٠	•	•	٠	٠	•	٠	•	٠	٠	•	•
•	•	•	•	•	•	•	•		•	•	•		•	•	•	٠	٠	•	•
•	•	+	•	*	•	•	•	•	*	•	•	•	•	•	*	+	•	•	•