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2012  
ecsite  
collaboration  
engagement

impact

89/7  
AVENUE LOUISE  
LOUIZALAAN  
B-1050 BRUSSELS  
BELGIUM

**ecsite**   
EUROPEAN NETWORK  
SCIENCE CENTRES & MUSEUMS

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- Message from the President
- Message from the Executive Director
- Ecsite's mission
- A year of continued member benefits
- Europe's premiere science communication conference
- A world of Ecsite members
- Why public engagement with science matters
- A year of advocacy in the name of European scientific culture
- Ecsite's pan-European collaborative projects
- Financials
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— **PILVI KOLK**  
ACTING DIRECTOR, SCIENCE CENTRE AHHA,  
TARTU, ESTONIA AND ECSITE BOARD MEMBER

Managing a science centre can often be a lonely business in one country. It is good to know that one has family distributed all over Europe. Wherever you travel, there is always a piece of home waiting for you in a foreign science centre. Ecsite is just a family name for us.



# Message from the President

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Robert Firmhofer

Dear Colleagues,

The pan-European collaborative spirit of Ecsite is the focal point of our field. Why? Because year after year, this network reaffirms itself as a knowledge community brokering best practices for young, old, large, medium and small science centres regardless of their location in Europe – and in some cases, abroad. The dream of Copernicus Science Centre in Warsaw, Poland, of which I am Director, became a reality in large part due to the services and support of the Ecsite network.

The power and relevance of Ecsite comes from the diversity, energy and creativity of its members – all of you. So, I invite you to peruse the pages of this Annual Report and take joy in what we have accomplished as a powerful cooperative. These accomplishments, I believe, also foreshadow a prosperous future.

Twenty twelve was a progressive year for Ecsite on many fronts:

We have worked diligently to strengthen connections with the European Commission and European Parliament. Ecsite's energetic and professional work on European projects continues to offer members financial resources and opportunities to cooperate. My role as your President has been to assist at the political level and contribute to successful project applications.

Ecsite's services to members have also taken a leap forward in the past year. Ecsite Stats arrived on the scene in 2012, ushered through by a supportive Ecsite Stats Committee. We will gradually bring greater solidarity and capacity to the science communication field as we build our inventory of institutional statistics across the continent.

Ecsite's profile is also on the rise with the birth of *Spokes* magazine - a fresh and modern update of the Ecsite Quarterly Newsletter. While the official launch of *Spokes* takes place in 2013, the planning and strategizing for this publication took place throughout 2012.

Supporting the growth of public engagement with science in smaller institutions as well as newly minted centres and museums in Eastern Europe has also been a focus of my Ecsite Presidency. I am proud that more institutions from underrepresented countries such as Croatia and Russia, among others, are taking notice of Ecsite and are attending the conference. This is how Ecsite will continue to broaden its horizons, share knowledge far and wide, and also learn new ways of operating.

As my two-year Ecsite presidential term comes to a close, I express my gratitude to all of you for making it a pleasure and honour to represent this network. Let's keep up the strong momentum toward fulfilling Ecsite's Strategic Plan.

Sincerely,



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# Facing forward



A giant leap forward at Technorama,  
Winterthur, Switzerland  
© Swiss Science Center Technorama

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Dear Members and friends of Ecsite,

Connectivity, communication and commitment are Ecsite's most powerful assets. Every year as I look at our achievements, I am reminded of each person that enlivens Ecsite's work with their heart, intelligence and sense of collective responsibility. It's through people's energy and vitality that big things happen at Ecsite.

But beyond these achievements, Ecsite strives to expand and improve services and opportunities for members and increase the network's influence: this, in order to give citizens of Europe – from France to Russia, from Norway to Turkey – the rich opportunity to engage with science and make their voices heard.

Balancing member and stakeholder expectations, desires and needs with Ecsite's financial and structural stability is a continuous challenge that the Board of Ecsite, its committees and Thematic Groups take on with conviction.

Openly expressing what science communication institutions stand for, what Ecsite believes in, what position we have chosen as institutions – from being active in the civic arena to taking part in social discussions, in democracy: As socially significant organisations, this is our moral obligation. The Ecsite team and outstanding network members take this obligation seriously and run with it. Here, in the pages of our first-ever Annual Report, we take stock of our accomplishments and charter the path to our goals. Be proud, Ecsite network.

Sincerely,

Catherine Franche



## Ecsite's Mission

### Why Ecsite?

Because science is an indelible part of culture, because citizens find empowerment with scientific knowledge and because experiential learning opens doors. These are the building blocks of participatory democracy in science, research and innovation – a fundamental component of a prosperous Europe.

Ecsite facilitates cooperation and collaboration among science centres, museums and related institutions throughout Europe. In this spirit, our network strengthens citizen engagement and interaction with science. We are the European focal point for institutions who wish to take action in the field of science communication. Our network is an intellectual hub connecting culturally and institutionally diverse professionals and networks in science communication; together, we are the definitive European voice in public science engagement.





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The Ecsite network is in our DNA - like our curiosity! Exploring in all directions is our nature. We are social creatures and we want to walk with others.

— ERNESTO PÁRAMO  
DIRECTOR, PARQUE DE LAS CIENCIAS, GRANADA, SPAIN  
AND ECSITE BOARD MEMBER



Ecsite's new logo, developed in 2012, features nine colourful structures extending from the same starting point. Together, the structures elicit a sense of vibrancy, creativity, collaboration and openness. They overlap and change each other's size, colour, and reach. The logo symbolizes Ecsite perfectly; a diverse network from which springs exciting, co-developed ideas and competencies that complement one another in an inspiring way.



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**Ecsite operates with a bottom-up structure geared toward its member's needs which encourages free and open exchange of ideas and expertise within the network.**

## Collaborations

Ecsite takes full advantage of its rich organizational diversity by leading collaborative projects that give members the chance to empower themselves and become players on the European stage. More than 100 Ecsite members are currently taking on over 160 opportunities to be part of Ecsite's EU-funded collaborative projects. Within these pan-European projects, the Ecsite Executive office takes on an invaluable capacity centre role wherein energetic Project Managers offer a wealth of skills and support to members – by organizing events, offering theoretical guidance, bringing innovative practices to the field and steering projects toward results. These results leave lasting legacies for Ecsite members and for the European community at large.

## Professional development

The Pilots Training course is Ecsite's annual five-day interactive and intensive course aimed at explainers – those who animate content face-to-face with the public in science centres and museums, science festivals, zoos, aquaria, or in outreach programmes of research institutes and universities. The course is grounded in the two years' work of the Lifelong Learning Programme (LLP) EU-funded project, Professionalization in Learning Technology and Science (Pilots) which concluded in 2010. Course topics range from engaging different audiences in science, to working with current science issues and reflecting on how institutions handle the science in society dialogue. The Pavilion of Knowledge – Ciência Viva, in Lisbon, Portugal, hosted the school in September 2012.

## Thematic cooperation

Thematic Groups (T-Groups) develop organically from within the network fuelled by the energy and professional interests of members; these groups are an example of how Ecsite's members shape the organization with their energy and ideas.

**Space Group**, formed in collaboration with the European Space Agency in 2012, cross-fertilizes Space communication knowledge between science centres, museums, national space agencies, research institutions, universities, and industrial companies.

**THE Group** works to professionalize the science explainer's role, the **Nature Group** tackles issues related to protecting the biosphere, and the **REV Group** works to refine the self-reflexivity of the science communication field using research and evaluation.

### NATURE GROUP

Chairperson  
**Justin Dillon**,  
King's College London, London, UK

### THE GROUP

Chairperson  
**Maria Xanthoudaki**,  
Head of Education and International Partnerships, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy

### REV GROUP

Chairpersons  
**Marie Hobson**,  
Learning Evaluator, Natural History Museum, London, UK  
**Nils Petter Hauan**,  
Head of Development, Vilvite, Bergen Vitensenter AS, Bergen, Norway

### SPACE GROUP

Chairpersons  
**Marc Moutin**,  
Cité de l'Espace, Toulouse, France  
**Ana Noronha**,  
Ciência Viva, Lisbon, Portugal  
**Maria Menendez**,  
European Space Agency, Paris, France

**Ecsite offers a range of connectivity tools which are conduits for networking, informing members of the latest science communication news, providing forums for interest groups and giving members the chance to promote their own activities. These features can only come from a network organization such as Ecsite which is infused by different opinions, experiences and offerings from a diverse membership base.**

## Ecsite Stats: Visualizing the science centres and museums field in Europe

Ecsite Stats was launched in December 2012 and members have been adding their statistical data from the previous year (2011). Having reliable and professionally-rendered statistics adds credibility to our network and professionalizes our advocacy for public engagement with science on regional, national and European levels, and allows members to compare themselves with others.

The Ecsite Stats tool on the Ecsite website gathers several pieces of data per year regarding the amount of space, numbers of visitors and finances of each member institution. The tool assembles this data and allows users to visualise it in tables, graphs and charts.

# Tools

**Ecsite Stats collects vital yearly information about science communication institutions across Europe:**

- Total public space (m<sup>2</sup>)
- Total outdoor experiential space (m<sup>2</sup>)
- Total number of visitors on-site in the year
- Number of schoolchildren (visiting on-site in school groups) in the year
- Number of participants in off-site activities (outreach) in the year
- Number of unique visitors to the institution website in the year
- Number of paid employees in the year
- Total operating expenses (€) in the year
- Earned income (%) in the year

## ECSITE STATS COMMITTEE

### Hans Gubbels

Chairperson  
Director, Continium –  
Discovery Center,  
Kerkrade, Netherlands

### Robert Firmhofer

Director,  
Copernicus Science Centre,  
Warsaw, Poland

### Catherine Franche

Executive Director, Ecsite,  
Brussels, Belgium

### Erik Jacquemyn

Chief Executive Officer,  
Technopolis,  
the Flemish Science Center,  
Mechelen, Belgium

### Per-Edvin Persson

Director, Heureka,  
the Finnish Science Centre,  
Vantaa, Finland

1 Famed science journalist Ben Goldacre discusses relations between scientists and the media at Directors Forum 2010, London, UK

2 THE Group offers a two-day pre-conference workshop for explainers at the Ecsite Annual Conference

3 Roland Csaki, nonprofit marketing and communications expert, tells what works (and what doesn't) in digital fundraising, Directors Forum 2011, Cologne, Germany

4 A captive audience at the Ecsite Annual Conference 2011 in Warsaw, Poland

5 Michael Jones, Chief Technology Advocate, Google, delivers a keynote at the Ecsite Annual Conference 2011, Warsaw, Poland



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I invest energy in the Ecsite network because of the richness and breadth of the interactions it allows between thousands of people in over 50 countries who are passionate about inspiring as many people as possible to understand how the world and our universe works.

— LOUISE W B EMERSON  
HEAD OF BUSINESS AND COMMERCIAL STRATEGY,  
NATURAL HISTORY MUSEUM, LONDON, UK  
AND ECSITE BOARD MEMBER

- 1 Artist and scientist Rachel Armstrong talks sustainable innovation at Directors Forum 2011, Cologne, Germany
- 2 Ecsite Quarterly Spring 2012 - Adults flock en masse to Lates with MasterCard events at the Science Museum, London, UK
- 3 Ecsite Project Managers Didier Laval, Marzia Mazzonetto and Luisa Marino at the Ecsite Executive office, Brussels, Belgium

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## KEY ECSITE OFFERINGS AT-A-GLANCE

### ECSITE ANNUAL CONFERENCE GROWTH

**2000**  
300 delegates  
**2012**  
1,000 delegates

### DIRECTORS FORUM

Gathering roughly 50 leaders in the field for two days of high-level programming every year

### ECSITE QUARTERLY NEWSLETTER

Published four times a year and re-released as the more contemporary Spokes magazine in 2013

### ECSITE E-NEWS

Happenings from Ecsite and the science communication field - to your inbox every mid-month.

### ECSITE STATS

A powerful tool to gauge major characteristics in the European field, launched in 2012

### THEMATIC GROUPS BY FOUNDING YEAR

**2008**  
**THE Group**  
Developing explainer training  
**2009**  
**The Nature Group**  
Cultivating environmental topics

**2011**  
**Research & Evaluation (REV) Group**  
Assessing the impact of our institutions  
**2012**  
**The Space Group**  
Enhancing access to Space science





# Tools

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## Got science exhibitions, will travel

Extra is the epicentre for buying, lending or leasing traveling science exhibitions. The tailor-made database contains dossiers on collections, hands-on, specimens, objects, models, exhibits, images, films, audio and science shows. New exhibitions are uploaded each day to Extra, which remains free of charge.

[extrascience.eu](http://extrascience.eu)

## Ecsite communications

Ecsite members take full advantage of all the network's communication tools in order to spread news about each institution and its activities on a European level. Using the Ecsite website, members can publish news on the front page as well as on their own individual pages. Ecsite's quarterly publication reaches all its members and stakeholders, with each issue addressing essential themes in the field. Ecsite institutions are encouraged to share their news and report their activities in this publication, and the flow of information results in sharing of best practices and collaboration among the members of the community. The quarterly publication was refurbished during 2012 and will be re-released to Ecsite members as *Spokes* magazine in 2013, offering the science communication community of Europe a new go-to resource. News and activities are also broadcast across the field via Ecsite's monthly enhanced e-newsletter – reaching 2,000 subscribers – and social media channels, namely YouTube, Facebook, Twitter and LinkedIn, which saw major boosts in activity and followers in 2012.

## A year of Ecsite Quarterly themes

**New technologies** These days, science museums and science centres are increasingly acting as knowledge brokers, promoting and facilitating enquiry-based learning and citizen science in the information society of today. We operate right at the cutting edge of these fields and are important intermediaries in the process of transformation.

Guest editor  
**Maarten Okkersen,**  
Museon, The Netherlands

**Youth and science careers** In Europe, and in the West in general, young people often have stereotypical and unrealistic views of science and technology careers. Find out how programmes and companies are trying to change this.

Guest editor  
**Alexa Joyce,**  
European Schoolnet, Brussels, Belgium

**Enticing adult visitors** Find out how far Europe's museums and science centres have come in finding ways to ignite the passion and interest of adult audiences whether that's an older person's need to reconnect with intellectual and social networks, a teenager's need to build identities and informed career choices or young adults' obsession with social media and their own social lives.

Guest editor  
**Kate Steiner,**  
Natural History Museum, London, UK

**Making sense of science cities** As more and more cities develop science centres and science museums and organise local science festivals, more research is examining the reasons for such developments, how they are financed, and how their performance is evaluated.

Guest editor  
**Richard Tuffs,**  
European Regions Research and Innovation Network (ERRIN), Brussels, Belgium

# Connections

**Ecsite's Annual Conference and annual Directors Forum are standout examples of the idea-generating, people-meeting opportunities offered by the network.**

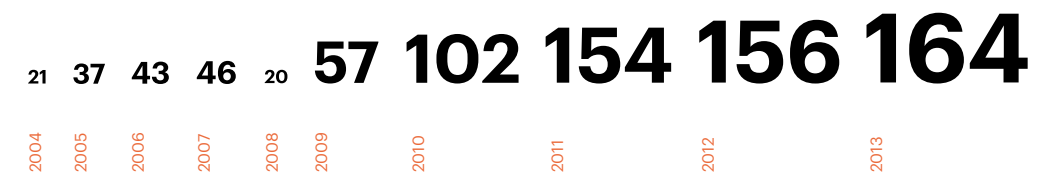
## Connecting leaders

The Ecsite Directors Forum, Ecsite's high-level intimate networking and inspirational learning event for Full Member directors and CEOs came to Teknikens Hus Science Centre in Lulea, Sweden in November 2012. Olle Nordberg, Director of Teknikens Hus, welcomed participants by explaining how his science centre included the issue of gender in its founding mission 25 years ago. Participants also held strategic talks about fulfilling Ecsite's Strategic Plan. Ecsite gathered 46 directors and CEOs from across Europe to the forum which looked in-depth at the issue of gender in our institutions. Keynote speakers illuminated the topic from several different perspectives.

Techmania Science Center has been one of few operating science centers in the East Europe since 2008. Thanks to our full membership in Ecsite from 2006, we have been able to develop our competences in establishing and running a successful place for science communication. Thanks to our Ecsite partners we are currently participating in six European projects. Because of that cooperation, we are contributing considerably to informal learning in the Czech Republic.

— **VLASTA VOLÁK**  
DIRECTOR, TECHMANIA SCIENCE CENTER,  
PILSEN, CZECH REPUBLIC

**GROWING ENGAGEMENT OPPORTUNITIES WITH ECSITE: MEMBERS PARTICIPATING IN EUROPEAN PROJECTS VIA ECSITE, 2004 – 2013**



Through Ecsite, members are able to engage in pan-European projects and activities as project partners, contracted associates, or as voluntary institutions.



# An occasion for social and intellectual thrill-seekers

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In the coming three days, and all through the year, let us send signals, significations, stories, smiles. Let us become the semaphores of science communication. Let us receive laughter, brain-teasers, refusals, answers, mind-bogglers, pleasures. And let us allow ourselves to be left with retrospection, concentration, exaltation, gratification, conviction, expectation, ambition, and aspiration. Aspiration. After all, optimism and reaching for great goals is, today, the most constructive attitude we can have.

— CATHERINE FRANCHE  
EXECUTIVE DIRECTOR OF ECSITE, ADDRESSING  
DELEGATES OF THE ECSITE ANNUAL CONFERENCE 2012





# Europe's premiere science communication conference

## The Ecsite Annual Conference

For more than two decades, the world's most renowned science communication professionals have gathered at the Ecsite Annual Conference and set the precedent for Europe's leading science communication event.

A sophisticated programme, diverse delegates, and unparalleled networking potential make the Ecsite Annual Conference a cornerstone of the science communication field in Europe and the rest of the world. It is the quintessential event at which to exchange on all conceivable aspects of science communication.

Year after year, the programme is fresh and relevant by continuously evolving with the field and the times. Conference sessions and a growing list of Pre-Conference Workshops are buzzing hives of in-depth inquiry advancing topics as diverse as Ecsite's membership, including:

- Incorporating current research into exhibits and public engagement activities
- Innovating ways to communicate science to diverse publics
- Exercising effective management methods
- Maximizing the promotion potential of new media and social media
- Keeping pace with ever-changing technological and scientific innovation
- Advocating effectively on science-related issues
- Demonstrating connections between science and society
- Transforming inspiring concepts into tangible exhibits

## Ecsite Annual Conference 2012

CITY	TOULOUSE, FRANCE
HOST	CITÉ DE L'ESPACE, LA VILLE DE TOULOUSE AND THE NATURAL HISTORY MUSEUM OF TOULOUSE
DATE	29 MAY - 2 JUNE 2012
THEME	SPACE AND TIME UNLIMITED

PRE-CONFERENCE WORKSHOP PARTICIPANTS 255  
 PRE-CONFERENCE WORKSHOPS 9  
 SESSIONS HELD 75  
 SPEAKERS 338  
 BUSINESS BISTRO BOOTHS 55  
 NUMBER OF PARTICIPANTS 995

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- 1 Delegates arrive on opening day
- 2 The ornate Capitole de Toulouse hosted the Speakers Reception
- 3 Carlo Ratti, Italian architect and innovator, delivers a keynote speech
- 4 Testing the Soyuz capsule at Cité de l'Espace
- 5 Baron Martin Rees, Professor of Cosmology and Astrophysics, commands the stage with an illuminating keynote speech
- 6 Paolo Nespoli, Astronaut, European Space Agency, addresses the Opening Event
- 7 A dancer gets delegates in the mood for Ecsite 2013 in Gothenburg, Sweden, at the Closing Event



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**Ecsite Annual Conference statistics tell a story of exponential growth in the science engagement field. In 2000, the conference attracted 300 people; by 2012 attendance had increased to 1,000 attendees from 50 different countries.**



## Business Bistro

The Ecsite Business Bistro is the social and commercial hub of the Ecsite Annual Conference; part coffee bar, part trade show, it's a relaxed environment in which to explore cutting edge products and strike commercial deals. A much-loved Happy Hour takes place among the booths during one of the conference's evenings just before the Nocturne.





# Ecsite Annual Conference 2012

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## A success from blast off to mission complete

"We are really excited to be involved in the preparation of this conference. We are like a space team launching a mission!" Jean Baptiste Desbois, CEO of Cité de l'espace, declared a year before the 2012 Ecsite Annual Conference. Desbois' enthusiasm transferred to the Cité de l'espace organizational team and transmitted through the record-setting 995 delegates.

Two days of Pre-Conference Workshops took place at Cité de l'espace on 29 and 30 May and the core Conference days were held at a state-of-the-art venue in central Toulouse. The city's famed Natural History Museum, also a partner of the 2012 conference, opened its doors and gave attendees the chance to experience world-class collections and luscious bio diverse gardens.

Social media exploded in popularity at the 2012 event, yielding over 300 Tweets in the #Ecsite2012 Twitterverse. Over 800 photographs of conference activities were snapped and constantly updated on Ecsite's Flickr stream throughout the proceedings.

Keynote addresses from MIT researcher, architect and engineer Carlo Ratti, and cosmologist and astrophysicist Baron Martin Rees beautifully animated the conference theme dealing with the unlimited nature of time and space. As with the rest of the conference – from the challenging discussions to delicious French buffets – delegates were left inspired and counting the days to the Ecsite Annual Conference 2013.

## Annual Conference Programme Committee 2012

Chairperson

**Camille Pisani,**  
Director General, Royal Belgian Institute for Natural Sciences, Brussels, Belgium

**Leonel Alegre,**  
Head of Education, Science and Culture Unit Pavillon of Knowledge - Ciência Viva, Lisbon, Portugal

**Laurent Chicoineau,**  
Director, CCSTI Grenoble – La Casemate, Grenoble, France

**Irena Cieślińska,**  
Deputy Director, Copernicus Science Centre, Warsaw, Poland

**Aliki Giannakopoulou,**  
Conference Coordinator, Ecsite, Brussels, Belgium

**Catherine Franche,**  
Executive Director, Ecsite, Brussels, Belgium

**Kim Herlev,**  
Vice Director, Experimentarium, Hellerup, Denmark

**Heather King,**  
Research Associate, King's College, London, UK

**Marc Moutin,**  
Director of Exhibits, Shows and Development Department, Cité de l'Espace, Toulouse, France

**Maarten Okkersen,**  
Head of Design & Products, Museum, The Hague, Netherlands

**Anne Solli,**  
Project Manager, Universeum, Gothenburg, Sweden

**Lucy Schweingruber,**  
Events and Fundraising Manager, Ecsite, Brussels, Belgium

**Vlasta Volák,**  
Director, Techmania Science Center, Pilsen, Czech Republic

**Maria Xanthoudaki,**  
Head of Education and International Partnerships, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy

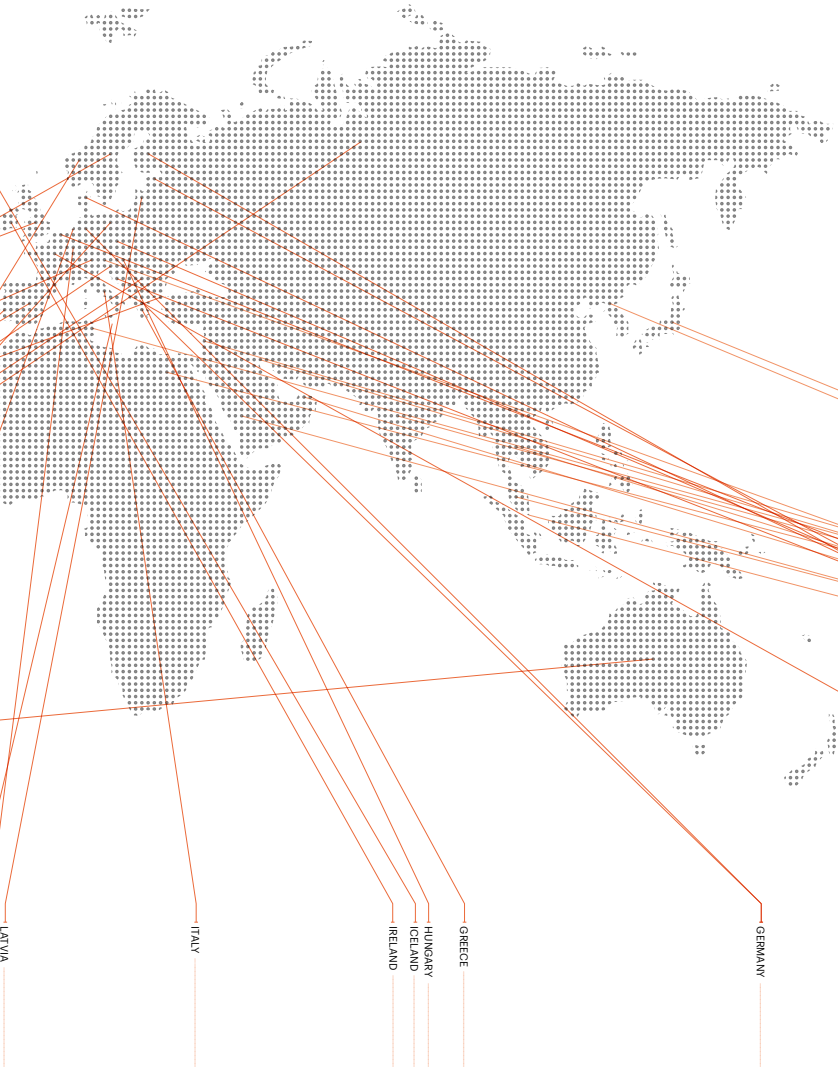
...any good solution requires a social dialogue, a constant conversation in which aware and engaged citizens feel empowered to face the challenges of today. We need collaboration and participation of diverse groups and individuals, who respect each other, but think independently.

— **ROBERT FIRMHOFER**  
PRESIDENT OF ECSITE,  
ADDRESSING DELEGATES  
OF THE ECSITE ANNUAL  
CONFERENCE 2012

- 1 An interactive session
- 2 A delegate keeps digital record of learnings
- 3 Guadalupe Ramirez and other staff of Cité de l'Espace receive glowing accolades during the Closing Event
- 4 Solving a problem at THE Group Pre-Conference Workshop
- 5 Delegates take part in an interactive session







### Mapping science engagement practitioners

With its diverse membership, creative energy and motivated spirit, Ecsite's future is bright. Ecsite strives for a cohesive community so that each institution feels they are an integrated member of the network. We connect with a multitude of stakeholders from the public and private sectors.

Ecsite's members shape the organization and its direction with their energy, focus and initiative. Our membership is a diverse mix of science centres and museums, natural history museums, aquaria, universities, research institutions, private companies, networks, science festivals and more.

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AFRICA	ASIA	AMERICA
<p><b>EGYPT</b> Cité des Sciences à Toulon</p> <p><b>TUNISIA</b> National French Science Museums</p> <p><b>INDIA</b> Man and the Living World Museum</p> <p><b>ISRAEL</b> The Biometrical Science Museum Jerusalem</p> <p><b>JAPAN</b> National Museum of Emerging Science and Innovation-Mitsukawa</p> <p><b>REPUBLIC OF KOREA</b> Persepolis - The Discovery Centre</p> <p><b>SAUDI ARABIA</b> National Science Museum of Korea</p> <p><b>THAILAND</b> Singshaech</p> <p><b>UNITED ARAB EMIRATES</b> Museum of the Future</p> <p><b>ASIA</b> Museum of the Future</p>	<p><b>AFRICA</b> Bibliotheca Alexandrina, Alexandria</p> <p><b>EGYPT</b> Cité des Sciences à Toulon</p> <p><b>TUNISIA</b> National French Science Museums</p> <p><b>INDIA</b> Man and the Living World Museum</p> <p><b>ISRAEL</b> The Biometrical Science Museum Jerusalem</p> <p><b>JAPAN</b> National Museum of Emerging Science and Innovation-Mitsukawa</p> <p><b>REPUBLIC OF KOREA</b> Persepolis - The Discovery Centre</p> <p><b>SAUDI ARABIA</b> National Science Museum of Korea</p> <p><b>THAILAND</b> Singshaech</p> <p><b>UNITED ARAB EMIRATES</b> Museum of the Future</p>	<p><b>AMERICA</b> Alexandria</p> <p><b>TUNISIA</b> National French Science Museums</p> <p><b>INDIA</b> Man and the Living World Museum</p> <p><b>ISRAEL</b> The Biometrical Science Museum Jerusalem</p> <p><b>JAPAN</b> National Museum of Emerging Science and Innovation-Mitsukawa</p> <p><b>REPUBLIC OF KOREA</b> Persepolis - The Discovery Centre</p> <p><b>SAUDI ARABIA</b> National Science Museum of Korea</p> <p><b>THAILAND</b> Singshaech</p> <p><b>UNITED ARAB EMIRATES</b> Museum of the Future</p>



# Why public engagement with science matters

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- Europe's premiere science communication conference
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Citizens are increasingly engaged with society and are redefining politics, social structures, and economy. We need solid knowledge tools to navigate these complexities and to realize the role that science and technology play therein. This is why we need public engagement with science.

— ANDREA BANDELLI  
SCIENCE COMMUNICATION CONSULTANT,  
AMSTERDAM, THE NETHERLANDS





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Ecsite member institutions have direct contact with over 40 million visitors each year, drawn from all ages and all social and educational backgrounds.

### Ecsite member institutions contribute to European scientific culture and the knowledge-based economy by illuminating scientific issues that concern citizens.

Science communication's approach has gradually shifted from what is known as the "deficit model" – public understanding of science – which approaches citizens as laypeople who have little knowledge of science and technology, to the public engagement with science and technology model. The latter approach views citizens as participants in dialogue, discussion and debate on science and technology issues and sees this type of citizen engagement as a democratic right and duty.

Science centres and museums have consequently evolved into neutral spaces where citizens can objectively learn about and debate controversial socio-scientific issues such as HIV/AIDS, climate change, renewable energies, water, public health concerns and any number of topics with a scientific dimension. Science centres equip adults, teenagers and children with the tools to become informed, engaged and responsible citizens who understand the vital relationship between science and society.

Through its network activities, Ecsite continually demonstrates that science communicators play a crucial role in stimulating entrepreneurship among citizens and spearheading public discourse about science to promote the pursuit of innovation. Science centres and museums enhance widespread informal science learning among all generations, helping to build a European society that values the culture of science. They also develop new approaches to inquiry-based science education that open the eyes of teacher and student to new modes of problem solving.

Through the learning experiences inherent in exhibitions, exhibits, Fab labs, discussion games, direct access to researchers, collections, and more, science museums of the twenty-first century are helping usher young people toward science careers and give citizens tools to empower themselves with knowledge.

Science centres and museums have become legitimate players in participatory democracy by facilitating citizen participation. It is a fundamental European value to ensure that people from diverse social backgrounds can participate in all areas of social dialogue, including the social dimensions of science – Ecsite institutions take the role of facilitating "Science in Society" very seriously.



- |                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 Co-discoverer of DNA and Nobel Prize Winner James Watson checks out a 3D printed chromosome at The Centre for Life's Maker Faire, Newcastle, UK</p> <p>2 Science Centre NEMO answers the teenage desire for competition and expression with Debate Battles, Amsterdam, The Netherlands</p> <p>3 Getting acquainted with the mysteries of Space at Cité de l'Espace, Toulouse, France</p> | <p>4 Young people wrap their minds around the brain at Università della Svizzera italiana, Lugano, Switzerland</p> <p>5 Claudie Haigneré, President, Universcience, Paris, France and former astronaut with the Centre National d'Études Spatiales and the European Space Agency, addresses the Speakers Reception, Ecsite Annual Conference 2012, Toulouse, France</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



Young people must be inspired before they begin charting the path to their dreams. After inspiration come questions, answers, and more questions. Science centres and museums do the inspiring, questioning and answering – they are gateways through which Europe's young people try on new ideas to see if they fit. For the last ten years, they have considerably renewed their strategies and tools to engage a dialogue with their publics. New spaces and services have been created such as learning centers, Fab labs, and digital resources.

Science centers and museums integrate complex information, offer stimulating environments for interaction, co-creation and emotion. Key actors in a European cultural strategy, they also significantly impact local economic development. By engaging our youth in real and direct ways, science centres and museums have become influential to the future of Europe's knowledge economy.

— **CLAUDIE HAIGNERÉ**,  
PRESIDENT, UNIVERSCIENCE, PARIS, FRANCE AND  
FORMER ASTRONAUT WITH THE CENTRE NATIONAL  
D'ÉTUDES SPATIALES AND THE EUROPEAN SPACE  
AGENCY

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# A year of advocacy in the name of European scientific culture



Ecsite advocates on global issues by positioning its network on international agendas. The network constantly strives to become an even stronger advocate for the field of science engagement by building on the diversity of the network's membership and strengthening cooperation between research, education, and cultural sectors.

Jose Manuel Barroso, President of the European Commission, and Ecsite President Robert Firmhofer at Copernicus Science Centre: "This is the kind of spirit that I'd like to see all over the Europe, a spirit of commitment to science, to innovation, to research, to keep Europe in the front line of this area - that is in fact where we can really get more benefits for our competition," Barroso said during his visit. Photo: Copernicus Science Centre.

A still from Ecsite's short film, Science centres and museums - Public partners in Rio+20, June 2012



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**Ecsite mediates between the science communication sector, policymakers, industry and academia to bring science communication into spheres of influence such as European Parliament and local government.**

**Positioning science centres and museums in DG Research's Horizon 2020 programme**

In the interest of giving science centres and museums a voice in Europe's innovation and research plans, Ecsite's Horizon 2020 Committee, chaired by Brigitte Coutant, Vice-President of Ecsite and Head of Institutional and International Relations Universcience, Paris, France, submitted amendments to the last version of Horizon 2020 in June 2012.

A letter from Ecsite President Robert Firmhofer accompanied the amendments wherein he describes how Horizon 2020's vision is compatible with the objectives of science centres and museums. For example, the European Commission defines social challenges that will confront the Union in the future but that can be remedied with the triangle of research, education and innovation.

From the perspective of public engagement with science, Firmhofer indicates, Ecsite institutions are indispensable to any formalized Horizon 2020 mandate:

"Science centres and museums, as stewards of public scientific engagement, are invaluable to the success of Horizon 2020...[they are] perfectly posed to spearhead a programme of science communication befitting Europe's needs in the 21st century..." Firmhofer writes.

**Science centres and museums take a stand for the planet**

It was the year of Rio+20 and science centres and museums underlined their important roles as public educators on the environment.

**Planet under Pressure conference**, London, UK, March 2012

At this precursor event to Rio+20, Ecsite and other networks advanced the notion that science centres and museums are ready to drive public engagement in the Rio+20 process. Ecsite joined in the call for a strategic plan to channel the energy of science centres and museums into a UN public outreach strategy.

The key is to use the abundant resources we already have, said Margit Fischer, First Lady of Austria and President of the Austrian Science Centre Network who spoke at the high-level event. "Ideally, the United Nations would not invent new formats in order to convey sustainability issues," she said. "They would turn to the infrastructure and experience of science centres who know how to communicate complex topics, have established partnerships with the educational field, and are locally known and trusted."

**Putting action on film**

"Science – like music – is a global language. It's a language that is spoken in 3,000 science centres and museums, actively engaging over 300 million people per year in over 90 countries:" These are the opening words of *Science centres and museums: Public partners in Rio+20*, a short film depicting the diverse ways science centres and museums guide the public to protect planet Earth. Sixteen science centres from around the world, most of which are Ecsite members, were featured in the film. Initiated and coordinated by Ecsite, the film was presented on site in Rio de Janeiro at two lead-up events to the Rio+20 UN Conference on Sustainable Development in June 2012.

**Formalizing our views on biodiversity**

The Ecsite Position on Biodiversity, drafted by The Nature Group, formally states our network's concern for protecting biodiversity and maps out a proactive response, recognizing that "biodiversity loss and its consequences will be one of the defining issues of the coming decade. If unaddressed, these losses will undermine global efforts to combat climate change and to achieve the Millennium Development Goals, in turn undermining the health, wealth and wellbeing of society at large." (Ecsite Position on Biodiversity, March 2012)

**Summer school for southern solidarity and development**

In June 2012, Ecsite and the North African and Middle East Science Centers Network (NAMES) joined forces to launch the Euro-Mediterranean and Middle East (EMME) Summer School for Science Communication. The project will help develop the growing number of science centers and science communication activities occurring around the Mediterranean and especially in the Middle East. The first edition of the summer school will be hosted by Ecsite member Parque de las Ciencias in Granada, Spain in September 2013.

**Science Centre World Summit broadens its horizons**

Science centres and museums are expanding their spheres of influence to encompass "issues that reach far beyond the hands-on exploration of scientific phenomena and create the need for a renewed approach to the relationship between science and society." The Science Centre World Summit (formerly a congress format) will seek to position science centres and museums internationally by attracting new stakeholders and expertise from external fields.

The event will be hosted by Ecsite member Technopolis, the Flemish Science Centre in Mechelen, Belgium, in collaboration with another Ecsite member - the Royal Belgian Institute of Natural Sciences. All science centre networks (ASPAC, ASTC, Ecsite, NAMES, Red-Pop and Saastec) are part of the International Program Committee that supports the Science Centre World Summit 2014.

[scws2014.org](http://scws2014.org)



**ECSITE HORIZON 2020 AMENDMENTS COMMITTEE**

**Brigitte Coutant**

Chairperson  
Vice-President of Ecsite and Head of Institutional, regional and international affairs, Universcience, Paris, France

**Sofia Adjás**  
European Affairs Manager, Universcience, Paris, France

**Anne-Marie Bruyas**  
Responsible for International Relations, Fondazione IDIS – Città della Scienza, Naples, Italy

**Catherine Franche**

Executive Director, Ecsite, Brussels, Belgium

**Maya Halevy**

Director, Bloomfield Science Museum Jerusalem, Israel

**Per-Edvin Persson**

Director, Heureka, the Finnish Science Centre, Vantaa, Finland

**Rosalía Vargas**

President, Pavillion of Knowledge – Ciência Viva, Lisbon, Portugal

**Maria Xanthoudaki**

Head of Education and International Partnerships, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy

President of Ecsite Robert Firmhofer, signs a Memorandum of Understanding with NAMES President, Mijbil Almutawa, supporting the EMME Summer School. Partners of the initiative: Città della Scienza (Italy), Universcience and Universcience partenaires (France), Planetarium Science Center (Egypt), The Scientific Center of Kuwait (Kuwait), Museo delle Scienze (Italy), Parque de las Ciencias (Spain), and Natural History Museum, London (UK)



# Ecsite's pan-European collaborative projects: A lasting legacy for members

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WWW.ECSITE.EU

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- 1 Young people engage with science at the Pop-Up Science Shop in a shopping mall, Nottingham, UK. The Shop is a Pilot Activity under the PLACES project designed to engage citizens.
- 2 Students use engineering principles to solve common problems under the ENGINEER project
- 3 Illuminating the way forward for young female visitors during Gender Day at Copernicus Science Centre, Warsaw, Poland
- 4 Anne Glover, Chief Scientific Advisor to the EU, speaks from the audience at an annual PLACES Conference, Paris, France.
- 5 Inspiring the next generation of scientists is the main thrust of Nottingham, UK's PLACES Local Action Plan.





# Democratizing science

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Ecsite facilitates and leads a thriving portfolio of collaborative projects and activities that bring tangible benefit to members and citizens. This is one of the ways Ecsite leaves a lasting legacy for science centres and museums across the continent and around the world.

**Successful cities are vibrant, stimulating, inclusive and engaging places to live and work. For me, science is a key component of delivering this both in terms of cultural richness and economic sustainability.**

**ANNE GLOVER,**  
CHIEF SCIENTIFIC  
ADVISOR  
TO THE EUROPEAN  
UNION,  
BRUSSELS, BELGIUM

Science influences everything we do as human beings – including public policy. **The Platform of Local Authorities and Communicators Engaged in Science (PLACES)** project, led by Ecsite, is enhancing the three-way conversation between science, policymakers and society in Europe.

For Europe, economic competitiveness means evolving into a knowledge-based economy incorporating science communication strategies and policies. So why not start at the local level where change can occur faster and ordinary citizens are more likely to have their say?

After all, Europe happens, and will continue to happen, in urban environments.

The more than 70 science communication institutions of PLACES are strengthening their roles as ideal forums to

address local science and technology-related issues, foster connections between scientists, policymakers, the private sector and citizens. This unconventional approach yields Local Action Plans for a better future.

“One of the crucial aspects of PLACES is the input of citizens in the development of local policies concerning science and technology: PLACES is developing ways to ensure that their input is integrated into cities and regions,” explains Antonio Gomes da Costa, who coordinates PLACES for

Ecsite.

A powerful Impact Assessment Toolkit was developed under PLACES in 2012 by a European group of 28 researchers in the field of Science in Society. The toolkit is presently being applied to 30 case studies of science cities, science centres and museums, and science festivals. Find it on the project's website under Resources.

**NanOpinion** is encouraging people to get involved in discussing nanotechnologies wherever they are. Seventeen partners in 11 countries are joining forces to make this happen. Ecsite has eight members in the project, all of which are actively participating in taking science to the streets, especially to the harder-to-reach publics.

Three huge mushroom-shaped monitoring stations will be posted in over 30 European locations to gauge people's views of nanotechnology. While interacting with the stations, European citizens will learn about nanotechnologies, share their opinions on controversial issues and participate in street labs.

This project is unique in the way it is creating a space for dialogue between the scientific world and citizens in conventional and mundane spaces – in other words, the project is not aimed at the typical science centre audience. Some of the locations where street labs will take place are a Jazz Festival in Perugia, Italy, a Fashion Show in Pilsen, Czech Republic, a Food Festival in Aarhus, Denmark, and shopping malls in Istanbul, Turkey.

[nanopinion.eu](http://nanopinion.eu)

[openplaces.eu](http://openplaces.eu)

[WWW.ECSITE.EU](http://WWW.ECSITE.EU)

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# Stimulating innovation

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**Ecsite institutions are revealing themselves to have enormous potential for fostering innovation, entrepreneurship and business incubation. Science centres and museums are the perfect impartial breeding grounds for the types of ideas that can sustain a robust business environment in Europe. EBN-affiliated Business and Innovation Centres (BICs) consider science centres and museums as important partners and players for stimulating innovation-based entrepreneurship in Europe.**

**Knowledge Incubation in Innovation and Creation for Science (KiICS)**, coordinated by Ecsite, brings artists, scientists and businesspeople together in science centres across Europe to show the powerful effects of mixing science and art; the result is creative innovation. The best ideas emerging from KiICS' art and science interplay will be presented to businesses as new investment opportunities. KiICS approaches ideas the same way a hen nurtures its eggs – both are incubating, waiting for results to hatch. Meeting in science centres, mixing creative and scientific disciplines, interacting with technology and pioneering solutions – this is how science centres are becoming birthplaces of European innovation.

[kiics.eu/en](http://kiics.eu/en)

**PHILIPPE VANRIE,**  
CEO, EUROPEAN BUSINESS AND INNOVATION CENTRE NETWORK (EBN), AND A PARTNER IN THE KIICS PROJECT

**Through exhibits and programmes, museums can influence public understanding of engineering and its value, thereby helping people to accept curricular change. Museums can also organize partnerships that may include universities and other science education organizations to support the development of curricula and programmes for students and teachers.**

The **ENGINEER** project, coordinated by Ecsite member Bloomfield Science Museum, Jerusalem (Israel), helps primary school students use the principles of engineering to solve every day problems. Science museums are leading this outreach effort targeting schools, teachers and science museums. Teachers trained in ENGINEER's materials are incorporating the units into their science teaching while museums offer programs for student groups and the general public. All in all, training will be provided to 1,000 teachers, and trained teachers and school/museum activities will impact 27,000 students during ENGINEER's outreach.

[engineer-project.eu](http://engineer-project.eu)

**DR. IOANNIS N. MIAOULIS,**  
PRESIDENT AND DIRECTOR, MUSEUM OF SCIENCE, BOSTON, USA, AND PARTNER OF THE ENGINEER PROJECT



# Gender balance in science

Women are underrepresented in scientific research fields throughout Europe and neighbour countries. **Towards Women in Science & Technology (TWIST)**, coordinated by Ecsite member Experimentarium (Copenhagen, Denmark), tackled the gender in science challenge by raising awareness on the role and representation of women in science and technology. The focus was on gender stereotypes and prejudices related to career paths and social roles.

The project, which concluded in 2012, created succinct guidelines for science engagement practitioners on how to facilitate gender balance in their institutions. TWIST-generated knowledge was applied when Ecsite and several members collaborated with the European Commission in November and December 2012 to organise Gender Days in five European countries (Austria, Germany, Italy, Poland and the Netherlands). The events included mentorship with female scientists aimed to inspire young women to study science subjects and engage them in research careers.

[the-twist-project.eu](http://the-twist-project.eu)

ECSITE'S PAN-EUROPEAN COLLABORATIVE PROJECTS, 2004-2013 PROJECT	START DATE	END DATE	ECSITE AS PROJECT COORDINATOR
Connect	2004	2007	
Decide	2004	2006	
PENCIL	2004	2007	x
Nanodialogue	2005	2007	
Hands On! Brains On!	2005	2007	
AquaRing	2006	2009	
Wonders	2006	2007	
Discovery Days	2007	2007	
e-Castex	2007	2008	
Polka	2008	2011	
Pilots	2008	2010	x
Exploar	2008	2009	
Time for Nano	2009	2011	
OSR	2009	2012	x
Nanototouch	2009	2011	
FUND	2009	2011	x
Accent	2009	2011	
Xplore Health	2010	2012	
TWIST	2010	2012	
PLACES	2010	2014	x
Inprofood	2011	2014	
FEAST	2011	2013	x
ENGINEER	2011	2014	
Desire	2011	2013	
Sea for Society	2012	2015	
nanOpinion	2012	2014	
KiICS	2012	2015	x
VOICES	2013	2014	x

# Expanding access to knowledge

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The **Open Science Resources** portal, borne out of the Ecsite-led OSR eContentplus project which ran until 2012, continues to offer access to many resource types — such as video, online games, flash applications, photos, PDFs, website links, etc. — dealing with a wide variety of science subjects. But what sets the Open Science Resources (OSR) portal apart from simply searching for science resources on Google? If you type in the word “astronomy” on Google, you’ll come up with a mix of resources which are not organized in any particular way.

In OSR world, individual resources are called “learning objects”. When threaded together as a lesson plan, learning objects become “educational pathways.” Camilla Rossi-Linnemann, who works in education and international relations at Museo Nazionale della Scienza e della Tecnologia ‘Leonardo da Vinci’ in Milan, Italy, says the educational pathways are like “narratives”.

“When I gather different types of resources to build an educational pathway, I am telling a story or writing a narrative about the topic I’ve chosen,” she explains. This virtual library of science narratives (tailored to different age groups and rated by other users on the portal) is a significant innovation and benefit of the OSR tool.

The OSR project garnered two major international learning awards: Award for Learning Contexts at the 2011 OPAL Awards for Quality and Innovation Through Open Educational Practices, Germany, and the Silver Award at the 2011 Learning Impact Awards, USA.

[osrportal.eu](http://osrportal.eu)

Explainers in science centres and museums are key personalities in informal education of adults and families. The **Facilitating Engagement of Adults in Science and Technology (FEAST)** project, coordinated by Ecsite, recognizes the crucial role of explainers in the transfer of knowledge between parents and children. FEAST therefore focusses on the professional development of explainers internationally and is establishing a European model to deliver informal science workshops to adults. The project is a unique combination of efforts from museum practitioners, academic researchers, as well as networking and media experts.

[feastportal.wordpress.com](http://feastportal.wordpress.com)

The objective of the **Nanototouch** project was to bring scientists into direct contact with the public using open science labs in science centres and museums. The concept, based on the Deutsches Museum’s Open Lab experience, involved setting up a laboratory space inside exhibition areas of science centres and museums where scientists work in public view and answer visitors’ queries about their research. Participating scientists were trained in science communication and spent up to six months performing their research in front of citizens.

Nanototouch coordinated by Ecsite member Deutsches Museum (Munich, Germany), strengthened bonds between visitors and the research world while also helping to redefine what a science centre or museum exhibit can be. This project was the advent of real research labs functioning inside science centre exhibitions.

[nanototouch.eu](http://nanototouch.eu)

# Promoting public health

Ecsite worked with partners on the **Xplore Health** project from 2010 to 2012 to build an online hub with accessible information on the latest health research. As a result, European citizens now have a go-to source which demystifies complex health issues – for example, how and why certain drugs are developed and what our genes reveal about us. The project was coordinated by Ecsite member Barcelona Science Park (Spain).

[xplorehealth.eu](http://xplorehealth.eu)

European Union member states are noting increases in obesity and diet-related chronic diseases such as diabetes and cardiovascular diseases in their populations over the past decade. Malnutrition among certain groups and special demands resulting from an ageing population are also on going challenges. The **INPROFOOD** project is geared to designing innovative approaches to tackle the problem using dialogue and mutual learning among industry, academia and civil society.

[inprofood.eu](http://inprofood.eu)

- 1 Elementary school students get hands-on with engineering principles as part of the ENGINEER project
- 2 An explainer operates the TWIST project's animated puppet which engages with visitors about gender bias, Experimentarium, Copenhagen, Denmark
- 3 A female scientist is a role model for students at a Gender Day event at Copernicus Science Centre, Warsaw, Poland





# Financials



Diegem, February 21, 2013  
Ernst & Young Réviseurs d'Entreprises SCCRL  
represented by

Herman Van den Abeele  
Partner

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## Auditor's report to the general meeting of the annual assembly of members of the European Collaborative for Science Industry and Technology Exhibitions A.I.S.B.L. on the financial statements for the year ended 31 December 2012

In accordance with the statutory requirements, we report to you on the performance of our mandate of auditor. This report contains our opinion on the financial statements as well as the required additional comments.

### Unqualified opinion on the financial statements

We have audited the financial statements for the year ending 31 December 2012, prepared in accordance with the financial reporting framework applicable in Belgium, which show a balance sheet total of € 1.814.456,32 and a profit of € 774,41.

### Responsibility of the board of directors for the preparation and fair presentation of the financial statements

The board of directors is responsible for the preparation and fair presentation of the financial statements. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

### Responsibility of the auditor

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the legal requirements and the auditing standards applicable in Belgium, as issued by the Institute of Registered Auditors. Those standards require that we plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

In accordance with these standards, we have performed procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

In making those risk assessments, we have considered internal control relevant to the company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control. We have evaluated the appropriateness of accounting policies used, the

reasonableness of significant accounting estimates made by the company and the presentation of the financial statements, taken as a whole. Finally, we have obtained from the board of directors and the company's officials the explanations and information necessary for executing our audit procedures. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Opinion

In our opinion, the financial statements for the year ended 31 December 2012 give a true and fair view of the company's financial position and the results of its operations in accordance with the financial reporting framework applicable in Belgium.

### Additional comments

The preparation and assessment of the information should be included in the director's report and the company's compliance with the requirements of the Company Code (Wetboek van vennootschappen/Code des sociétés) and its articles of association are the responsibility of the board of directors.

Our responsibility is to include in our report the following additional comments, which do not modify the scope of our opinion on the financial statements:

- The directors' report deals with the information required by law and is consistent with the financial statements. We are, however, unable to comment on the description of the principal risks and uncertainties which the company is facing, and on its financial situation, its foreseeable evolution or the significant influence of certain facts on its future development. We can nevertheless confirm that the matters disclosed do not present any obvious inconsistencies with the information that we became aware of during the performance of our mandate.
- Without prejudice to formal aspects of minor importance, the accounting records were maintained in accordance with the legal and regulatory requirements applicable in Belgium.
- We do not have to report any transactions undertaken or decisions taken in violation of the company's articles of association or the Company Code. The appropriation of the results proposed to the shareholders' meeting complies with the legal and statutory provisions.





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**PROFIT AND LOSS ACCOUNTS  
BASED ON ANALYTICAL COST AS PER DECEMBER 31, 2012 IN EURO**

	ACCOUNTS 2011	ACCOUNTS 2012
<b>INCOME</b>	<b>1.525.484</b>	<b>1.435.567</b>
Membership fees	282.263	261.910
Conference and Business Bistro	512.298	573.478
Annual Conference		361.728
Business Bistro		211.750
Directors' Forum	6.460	7.410
Reimbursement of Collaborative projects	682.042	586.688
Income Training	37.044	5.700
Other operating income	5.377	381

	ACCOUNTS 2011	ACCOUNTS 2012
<b>COSTS</b>	<b>-1.490.508</b>	<b>-1.389.592</b>
Personnel	-196.675	-113.528
Operational costs	-161.532	-199.686
Other Operational Costs		-78.464
Travel		-23.698
Accounting, audit, payroll fees and lawyer		-97.523
<b>Services to members</b>		
Conference and Business Bistro	-334.643	-359.246
Annual Conference		-338.709
Business Bistro		-20.537
Directors' Forum	10.363	-11.258
Communication (Newsletter)	-25.944	-11.673
Collaborative projects	-725.696	-585.796
Charges on Training	-18.901	-8.347
Branding		-2.000
Strategic Plan Data Collection	-4.240	-4.240
Provision for other liabilities		-58.599
Other operating charges	-33.240	-35.219

	ACCOUNTS 2011	ACCOUNTS 2012
<b>EBITDA</b>	<b>34.976</b>	<b>45.975</b>
Depreciation and amounts written off		
Depreciation	-10.355	-15.495
Written off	-36.463	-47.551

Financial Income	24.102	22.316
Financial Charges	-6.140	-4.470

<b>GAIN / LOSSES ON ORDINARY ACTIVITIES</b>	<b>6.120</b>	<b>774</b>
---------------------------------------------	--------------	------------

GAIN / LOSSES PER CATEGORY	ACCOUNTS 2011	ACCOUNTS 2012
Membership fees	282.263	261.910
Conference incl. BB	177.655	214.232
Directors' Forum	16.823	-3.848
Collaborative projects	-43.654	892
Training	18.143	-2.647
Personnel	-196.675	-113.528
Operational costs	-161.532	-199.686
Communication (Newsletter)	-25.944	-11.673
Branding		-2.000
Strategic Plan Data Collection	-4.240	-4.240
Other Operating	-27.863	-34.838
Provision for other liabilities	0	-58.599
<b>EBITDA</b>	<b>34.976</b>	<b>45.975</b>

**BALANCE SHEET AS PER DECEMBER 31, 2012 IN EURO**

ASSETS > 1 YEAR		LIABILITIES > 1 YEAR	
Fixed assets	19.770	Reserves of the association	436.697 (d)
		Provisions for charges	122.712 (e)
Sub total assets > 1 year	19.770	Sub total liabilities > 1 year	559.409

CURRENT ASSETS		AMOUNT PAYABLE	
EC Guarantee Fund	259.500 (a)	Long term liabilities	132.100 (f)
Members - receivable	119.890 (b)	Debtors - payable	127.516
Amounts receivable- EC project	170.457	Advance received on contract	878.322 (g)
Deposit account	875.410	Social charges, taxes, remunerations	67.463
Cash in hand	356.954 (c)	Amounts payable - EC project	0
Deferred charges	8.994	Accrued charges	86
Accrued income	3.481	Deferred income	49.560
Sub total current assets	1.794.686	Sub total current liabilities	1.255.047
Total of the assets	1.814.456	Total of the liabilities	1.814.456



# Governance

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Ecsite fosters creativity and ideas among members while providing a sound governance system.

Key strengths of this network are its diverse expertise combined with the focus and professional leadership of its Executive office and Board. The European dimension of the Ecsite network is reflected in the composition of its governing body and advisory structures, where more than ten European nationalities are represented at any given time.

Ecsite's other committees mentioned elsewhere in this Annual Report:

- The Annual Conference Programme Committee
- Ecsite Horizon 2020 Committee
- Ecsite Stats Committee

## THE ECSITE BOARD

The Ecsite Board is the governing body of Ecsite. It is composed of elected representatives from Full Member institutions who serve for a two-year period.

### PRESIDENT

**Robert Firmhofer**  
Director, Copernicus Science Centre, Warsaw, Poland

### VICE-PRESIDENT

**Brigitte Coutant**  
Head of Institutional and International Relations, universcience - Cité des sciences et de l'industrie, Paris, France  
Institution represented from 2009-2011 by Claudie Haigneré, President

### TREASURER

**Michiel Buchel**  
General Director, Science Center NEMO, Amsterdam, Netherlands

### PAST PRESIDENT

**Hans Gubbels**  
Director, Continium Discovery Center, Kerkrade, Netherlands

### Svein Anders Dahl

Chief Executive Officer, VilVite, Bergen, Norway

### Louise W. B. Emerson

Head of Business and Commercial Strategy, Natural History Museum, London, UK  
Institution represented from 2009-2011 by Sharon Ament, Director of Public Engagement, who was also Vice President of Ecsite from 2010-2012

### Michele Lanzinger

Director, MUSE. Museo delle Scienze, Trento, Italy

### Julia Schropp

Scientific Associate, Cologne Science Centre Odysseum, Cologne, Germany  
Institution represented from 2010-2011 by Armin Frey, Managing and Scientific Director

### Ernesto Páramo Sureda

Director, Parque de las Ciencias, Granada, Spain

### Asgar Høeg

Director, Experimentarium, Hellerup, Denmark

### Erik Jacquemyn

Chief Executive Officer, Technopolis, the Flemish Science Center, Mechelen, Belgium

### Eva Jonsson

Deputy Director, Head Education, Teknikens Hus, Lulea, Sweden

### Per-Edvin Persson

Director, Heureka, the Finnish Science Centre, Vantaa, Finland

### Pilvi Kolk

Acting Director of Science Centre AHHA, Tartu, Estonia  
Institution represented from 2010-2011 by the late Tiit Sild, Founding Director

## ECSITE EXECUTIVE OFFICE, BRUSSELS, BELGIUM

**Catherine Franche**  
Executive Director  
**Antonio Gomes da Costa**  
PLACES Coordinator  
**Didier Laval**  
Project Manager  
**Luisa Marino**  
Junior Project Manager  
**Marzia Mazzonetto**  
Senior Project Manager  
**Lucy Schweingruber**  
Fundraising and Events Manager  
**Anne Urger**  
Office Manager  
**Emma Wadland**  
Communications Manager  
**Mariette Wennmacher**  
Administrative Assistant  
**Maria Zolotonosa**  
Project Manager

## THE ECSITE FUNDRAISING COMMITTEE

This committee will use its expertise to gain the support of prospective corporate and institutional partners.

Chairperson:  
**Svein Anders Dahl**  
Chief Executive Officer, VilVite, Bergen, Norway  
**Robert Firmhofer**  
Director, Copernicus Science Centre, Warsaw, Poland  
**Catherine Franche**  
Executive Director, Ecsite, Brussels, Belgium  
**Michiel Buchel**  
General Director, Science Center NEMO, Amsterdam, Netherlands  
**Louise W. B. Emerson**  
Head of Business and Commercial Strategy, Natural History Museum, London, UK  
**Lucy Schweingruber**  
Events and Fundraising Manager, Ecsite, Brussels, Belgium



# Ecsite's Corporate Partners

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Ecsite's Corporate Partners help the network to thrive in a new economic environment wherein priorities related to science in society are changing.

Archimedes Exhibitions  
archimedes-exhibitions.de

Bruns BV  
bruns.nl

Exhibits.nl  
exhibits.nl

Expology AS  
explology.no

Magian  
magian.com

Robetoy  
robetoy.eu

Sky-Skan Europe GmbH  
skyscan.com

Skypoint srl  
digitalplanetariums.com

SMG Science Center Services GmbH  
smg-deutschland.de

Techniquet  
techniquet.org

Teknikens Hus  
teknikens-hus.se

Triad  
triad.de



## ECSITE 2012: COLLABORATION, ENGAGEMENT, IMPACT

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KATEHOUBEN.COM

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CATHERINE FRANCHE,  
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