

# ECSITE DIRECTORS FORUM 2019

TRONDHEIM 13-15 NOVEMBER

**Future thinking**  
– the Sustainable  
Development Goals as an  
opportunity for developing  
organisations

**#EcsiteDF2019**





# FUTURE THINKING

## *The Sustainable Development Goals as an opportunity for developing science engagement organisations*



Raising awareness of sustainable development is part of many science engagement organisations' public engagement activities. Yet beyond this obvious public offer component, the sustainable development agenda opens up other opportunities to develop our organisations. As a leader, are you fully leveraging this potential?

Two years on from the Tokyo Protocol that saw science centre networks around the world commit to help deliver the United Nations' Sustainable Development Goals (SDGs), the 2019 Ecsite Directors Forum will offer Senior Managers of European science engagement organisations a collective moment to concentrate on the organisational and strategic level of SDG implementation.

Join 2.5 days of high-level speeches and peer learning as we examine both internal and external opportunities offered by embracing the SDGs. Internally, how can our organisations adapt the way they function? How can we as leaders equip and support our teams with empowering visions and structures? Externally, how can we use the SDGs as a way to rethink our positioning or brand? Can the SDGs change the way public and private stakeholders perceive us and allow us to build new partnerships and access new sources of funding?

### **Welcome to Trondheim**

Trondheim is an international city with a charming historical city centre, great nature scenery, a vibrant art scene and a gastronomical community, known as Home of Nordic Flavours. Branding itself as the technological capital of Norway, the city has a long tradition for education and science. Starting with the cathedral school in the 11<sup>th</sup> century, the establishment of the first scientific institution in Norway, the Royal Norwegian Society of Sciences and Letters in 1760, the legacy continues through the country's largest university, Norwegian University of Science and Technology (NTNU), with around 40,000 students and 7,000 employees. Trondheim is home to a vibrant start-up community, as well as several global high-tech companies. With a population of 200,000 inhabitants, the city is known for being a great place for networking, community building and sharing ideas.



## Trondheim Science Centre (Vitensenteret i Trondheim)

Trondheim Science Centre has encouraged curiosity and creativity since 1988. The centre is one of 10 regional science centres in Norway, and is located in the middle of Trondheim's historical city centre. The science centre has about 80,000 visitors every year. In 2017, the centre opened Norway's first 3D-planetarium, and we are working on developing this as an arena for art, education and research as well as a place for curiosity and excitement about space. The centre works closely with the municipality on STEM education, cooperates with NTNU on festivals, events and teachers education and do projects together with local businesses. Over the last three years, the network of Norwegian science centres have received several national programmes from the Department of Education. Trondheim Science Centre is currently participating in a national science talent programme for high schools, a 5-year project on developing education for primary schools in programming and a 3-year project on developing education for maker spaces. Trondheim Science Centre aims to be a laboratory for schools and future education in close cooperation with our stakeholders, as well as an arena where the public identifies with natural science, scientific thinking and innovative and sustainable thinking.

## NTNU University Museum

The NTNU University Museum originates from the Royal Norwegian Society of Sciences and Letters founded in 1760. The museum aims to develop and share knowledge about nature, culture and science as the basis for sustainable development. The museum safeguards and manages its scientific collections and capitalizes on them through research, public outreach and education. The Museum is located in a classic museum building from the 1860s in the centre of Trondheim. The museum has strong research departments and large collections in natural history and archaeology. Two botanical gardens are also part of the museum: Ringve Botanical Garden and the Kongsvoll Alpine Garden in Dovrefjell National Park. The NTNU University Museum is one of seven university museums in Norway, and was awarded museum of the year in Norway in 2010.





# EVENT PROGRAMME

## Wednesday 13 November

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- 14:00 – 17:30** Registration open at Radisson Blu Royal Garden Hotel.
- 17:30 – 18:15** Welcome drink at the conference centre Radisson Blu Royal Garden Hotel.
- 18:15 – 19:15** Setting the scene. After an introduction by our hosts and the President of Ecsite, a few Ecsite members share their thoughts and case studies on this year's theme. Venue: Radisson Blu Royal Garden Hotel.
- 19:30 – 22:00** Dinner at Trondheim Science Centre. Exploration of the science centre, including a performance by Trondheim Voices in the planetarium. In a daring act of improvisational vocal music, improvised sound design and space images, we present a unique 20-minute concert for lovers of art and science.

## Thursday 14 November

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Conference venue is Radisson Blu Royal Garden Hotel

- 9:30 – 10:30 KEYNOTE 1: Rethinking the mission of science engagement**  
Natalie Ireland, The Happy Museum Project
- 10:30 – 11:00** Coffee break
- 11:00 – 12:00 KEYNOTE 2: Storytelling as a method for organisational change**  
Professor Hans Stenøien, NTNU University Museum
- 12:00 – 13:30** Lunch
- 13:30 – 14:30** Conversation with the two keynote speakers
- 14:30 – 15:00** Coffee break
- 15:00 – 17:00 Parallel workshops - round 1**
- 1. Sustainability and sponsors – how can the SDGs be part of our brand? How can we use the SDGs to attract sponsors and collaborations?** With Kristin Tiller, Project Manager at NTNU University Museum and Siri Selnaes, Creative Director at Tank Design.
  - 2. Sustainability – a story to believe in - shared goals and storytelling as an approach to motivation and change.** With Nina Fjelnset from [Ablemagic](#) and keynote speaker Hans Stenøien.
  - 3. Can science engagement organisations become 'happy' too? On well-being, sustainability and positive thinking.** With keynote speaker Natalie Ireland.
- 19:00– 22:30** Dinner at the Grand Hall in the Archbishop Palace from the 13<sup>th</sup> century, hosted by the Mayor of Trondheim.
- 22:30– 23:00** Short evening concert with the new Steinmeyer organ in the Nidaros Cathedral.



## Friday 15 November

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### 9:00 - 11:00 Parallel workshops - round 2

Participants get a chance to pick another of the three parallel workshops (see description on previous page).

1. Sustainability and sponsors
2. Sustainability – a story to believe in
3. Can science engagement organisation become 'happy' too?

### 11:00 - 11:30 Coffee break

### 11:30 - 13:00 Discussion with Ecsite Board members

### 13:00 - 14:30 Closing and lunch

**14:30** Guided tour of the St. Clemens Church Museum. The museum opened in May 2019 and is built around the ruins of the first burial church of St. Olaf. The site was ranked as one of the worlds ten most important archaeological findings in 2016. The tour is optional for those who plan to stay for the afternoon or the weekend.

All participants are welcome to spend time at the Trondheim Science Centre and the NTNU University Museum throughout the afternoon.





## KEYNOTE SPEAKERS



### Natalie Ireland, Happy Museum Project & Science Museum Group

Natalie Ireland sits on the Board of Directors of the Happy Museum project, dedicated to collaboration and challenging ways of working to ensure museums are relevant and useful for the future, embrace and engage people with sustainability issues and put happiness and wellbeing at the heart of all they do.

Natalie is also Head of Learning and Public Programmes at the Museum of Science and Industry in Manchester (part of the Science Museum Group) where she has led rapid organisational change, developing a new team, and implementing a new science and community focused programme. The museum is embarking on an ambitious masterplan to reimagine the site, its story and role in Manchester.

Natalie is passionate about making museums, culture and science engagement equitable and continually evolving the role they can play together in society.

### Rethinking the mission of science engagement

*The Happy Museum Project* has brought the UK museum community together to re-think the museum's missions, role in society, partnership networks, organisational development and outreach programmes in order to develop frameworks for sustainable thinking since 2011. Organisations involved in the Happy Museum Project are developing methods for how the museum sector can respond to the challenge of a changing world. These tools support museum practice for a sustainable future that places wellbeing within an environmental and future-facing frame. The Happy Museum Project offers experiences and practical approaches of working with sustainability as a leadership framework that can help leaders in our field develop new missions and strategies. Natalie Ireland will address the ideas behind the Happy Museum Project, how her museum embarked on this process and the mindset it provides for re-positioning our missions, brands & partnership networks.



## Hans Stenøien, NTNU University Museum

Hans K. Stenøien is a professor of biology at the NTNU University Museum. Stenøien has a keen interest in understanding phenomena at the intersection between nature and culture. Together with the director of NTNU University Museum, Reidar Andersen, he published a book in 2018 on the evolution of humans and how our culture has changed the Earth System over the last 50,000 years. The book argues that conservation and management of biological diversity today necessitates a deeper understanding of how humans have altered natural ecosystems since deep time. The story of how humans alter the environment is also the story of how we can save it from the threats we have created.

Stenøien's biological research is focused on genetics to understand the history of life on Earth. He has a strong interest in human evolution, and how contemporary societies can be understood in light of historical and biological processes. Stenøien argues that museums have a key role to play in enabling knowledge-based decision-making for a better world.

## Storytelling as a method for organisational change

Organisations consist of a diverse group of people with different competences, aspirations and life goals, joined by our institutions' goals and tasks. Changing the mindset of an organisation can be challenging, but sustainability provides a framework for stories that should motivate and inspire leaders and staff in science engagement organisations. A key motivation factor for change is the feeling of ownership, responsibility and possibilities. Professor Hans Stenøien is working on transforming hard science and complex scientific issues into captivating storytelling that empowers people to take action. By presenting a short history of human's biological and cultural relationships with their environments from deep history until today, he attempts to build an optimistic framework for addressing the sustainable development goals. Together we will explore storytelling as a method for organisational change by digging in to the depth of human history and the understanding of human behaviour.



# PRACTICAL INFORMATION

## Flights

There are direct flights from Copenhagen, Stockholm, London, Amsterdam, Barcelona, Nice, and several other airports. If you book a transfer via Oslo, all major airports in Europe have direct flights there.

## Bus from the airport

The airport bus shuttle leaves every ten minutes from the airport, and takes about 35 minutes to the city centre. There are two companies operating the shuttle line. If you travel with *Værnes-expressen* the bus stops outside the conference hotel, **Radisson Blu Royal Garden**.  
Cost: 18 €

## Taxi

You can preorder taxi from Trønder-Taxi or Stjørdal Taxi. Prices are from 48 €, and booking needs to be done 24 hours before arrival. If you do not preorder, prices are about the double. Taxi takes about 20 minutes to the hotel.

## Train

The train leaves from the airport every hour at ten to the hour. Trondheim Central Station is a 5-minute walk from the Radisson Blu Royal Garden hotel. Cost: 9 €

## Venues

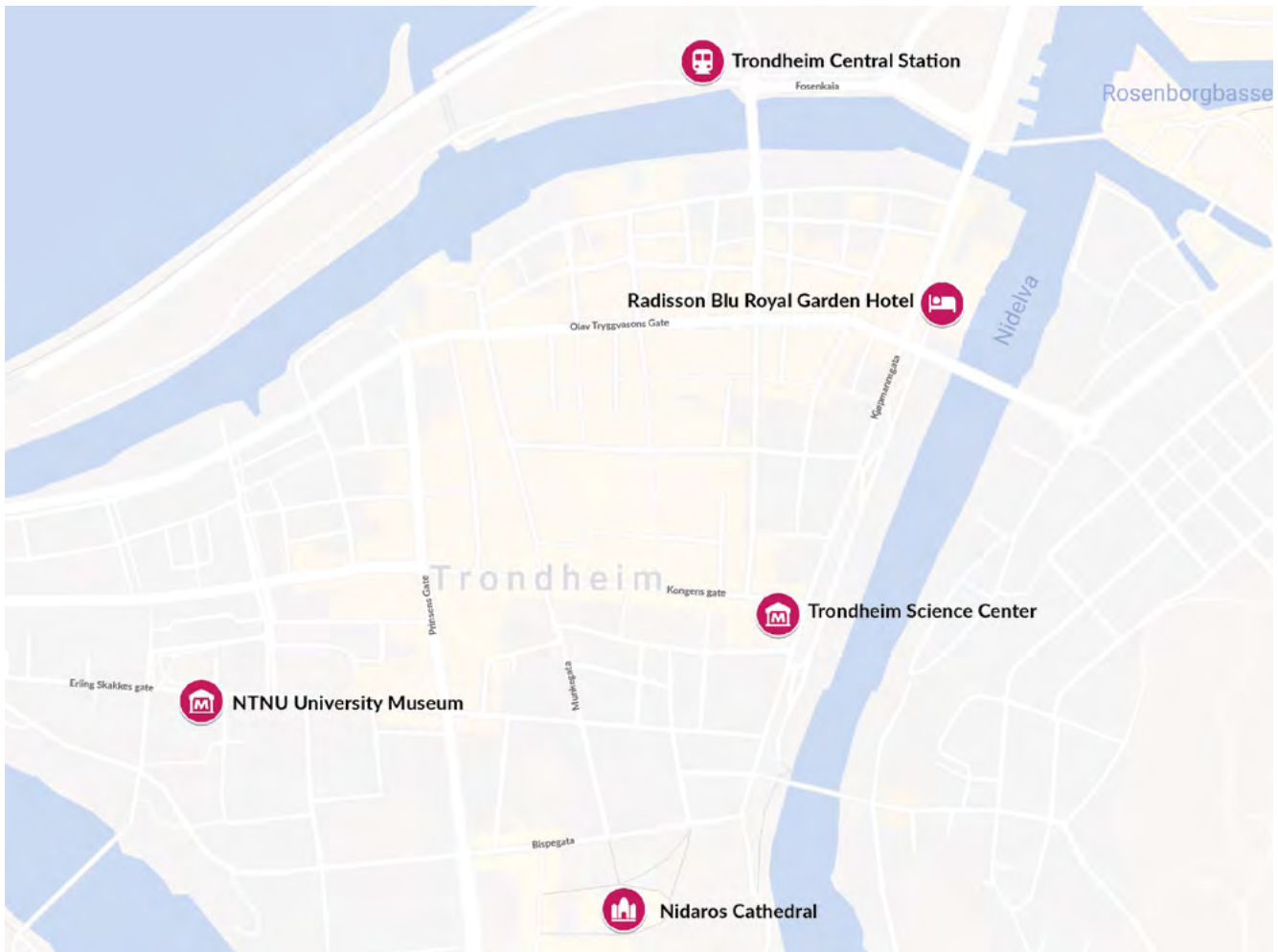
Sessions and workshops will be taking place at the **Radisson Blu Royal Garden Hotel**.

The dinner and social programme on Wednesday night will be held at Trondheim Science Centre (300m away from the hotel).

On Thursday night, we will walk 10 minutes from the conference hotel to the Nidaros Cathedral and the Archbishop Palace.

November can be cold and wet this far north. Please check the weather forecast and bring warm clothes.





### Recommended accommodation

A special rate for participants to the Ecsite Directors Forum has been negotiated at Radisson Blu Royal Garden Hotel, where the conference sessions will be held.

Single rooms are 130 € and double rooms 142 € per person per night. Participants should book their own rooms, via Tel: +47 73 80 30 00 or E-mail: [conference.trondheim@radissonblu.com](mailto:conference.trondheim@radissonblu.com). You will get the discounted price by stating the purpose of your stay. Please note that the special rate is only valid until October 4<sup>th</sup>.

### Registration

Registration is open from June until 4 November. 250 € excluding VAT per person. All information and the link to the registration form can be found on [the Ecsite website](#), in the events section.

### More information

For registration and programme:  
Julie Becker, +32 2 649 73 83, [jbecker@ecsite.eu](mailto:jbecker@ecsite.eu)

For accommodation, travel and logistics contact [visittrondheim.no/en](http://visittrondheim.no/en)



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