

# Ecsite strategy

This new iteration of the Ecsite strategy is rooted in **conversations with members**: a dialogue that took place at a time when we needed to connect more than ever.

This strategy is an opportunity to reaffirm our **common values** and put trust in our strengths as a European community of science engagement organisations.

Our members play an essential role in inspiring the public with science and this strategy sets out how we can best meet these **responsibilities**.

# About Ecsite

Ecsite is the European network of **science engagement organisations**.

It brings together more than 300 organisations all **committed to inspiring people with science and technology**.

Ecsite drives science engagement forward with professional events and publications.

Through Ecsite, members take part in European projects, work together on key topics, share knowledge and make their voices heard.

We are a **diverse network**: as well as science centres, science museums and natural history museums we count festivals, private companies, research organisations and public authorities among our members, from across Europe and beyond. All share the **common goal** of engaging the public with science, equipping us as a society to work together to tackle the broader challenges we face.

# Our mission, our vision, our commitment

## Our mission

We connect, inspire and empower science engagement organisations and professionals, extending the reach and strengthening the impact of their work.

## Our vision

Our vision is a European society where citizens are emboldened to engage and participate in science, and where their contribution to science research and policy plays a valuable role in addressing the global challenges facing humankind.

## Our commitment

We engage with millions of citizens each year on crucial scientific and technological issues. This allows us to address global challenges: notably, the climate and biodiversity crisis; misinformation and trust in science; 21<sup>st</sup> century skills; inclusion and equity; and health and wellbeing.

# Our guiding principles

- 1. We stimulate cooperation.** We are a community that encourages sharing and working together to inspire each other.
- 2. We value human connection.** Our strengths lie in our openness, our integrity and the pleasure we have in working together.
- 3. We champion a culture of innovation.** We experiment and learn together in a context where the values of research and the scientific method are central.
- 4. We promote diversity and inclusiveness.** We strive to bring together people with a wide range of backgrounds, opinions, ideas and skills, from a variety of types of organisations and from a diverse set of stakeholder profiles.
- 5. We fulfil our societal responsibilities.** We embrace our role of actively empowering citizens to make a difference on the global challenges of our time: from climate to equity and democracy.

# Our strategic directions

To achieve our mission, work towards our vision and fulfil our commitment in a way that respects our principles, we set out four key strategic directions that will shape our work over the coming years.

1. Confirm our leadership
2. Maximise our impact
3. Strengthen our community
4. Increase our sustainability

# Confirm our leadership

Ecsite will confirm its leadership using the collective power of our members to promote the importance of science engagement in Europe:

By **influencing** other sectors and stakeholders via our EU-funded projects and other representation and collaborations.

By contributing bold, thought-provoking and **inspiring statements, ideas and projects**.

By sustaining **international collaborations** that enrich and advocate for science engagement and to push the agenda of the European science engagement field at international level.

# Maximise our impact

Ecsite will develop a systemic approach that will maximise the effect of all our activities to increase our societal impact:

By **initiating projects** on engaging the public on the climate and biodiversity crisis, misinformation and trust in science, 21<sup>st</sup> century skills, inclusion and equity and health and wellbeing.

By **stimulating collaborations**, building bridges among members and with new partners and stakeholders.

By **seeking synergies** among year-round projects, events and activities.



# Strengthen our community

Ecsite will advance the field by supporting our professionals and institutions in reaching their full potential and helping them grow:

By sharing **inspiring stories and practices**, fostering exchange and capacity building.

By increasing our focus on **better connecting individuals** with more diverse offline and online opportunities for sharing and cooperating on impactful topics.

By inviting **other disciplines and sectors** to share and learn from one and another.

# Increase our sustainability

Ecsite will thrive, harnessing the power of a vibrant community in these challenging times:

By **fostering solidarity** among members of our network and across our broader community.

By encouraging our community to **adapt** to a changed and changing world.

By experimenting within the Ecsite Head Office to explore new ways of funding and strive for **purpose-driven partnerships** that ensure our financial sustainability and growth.

Dialogue with Ecsite members was central to this review of the network's strategy.

For the first time on this scale, 22% of Ecsite's total member organisations from 32 different countries were involved directly in the development process.

The Ecsite Board played an active role in the strategy's development as well as its approval, and will oversee its implementation from 2021 onwards.

It is thanks to professionals from across Ecsite and their **invaluable insights**, solidarity and teamwork that this strategy will serve all members and the field as a whole. In this spirit, we look forward to working together to further shape and explore the future of our community.

#### 2021 Ecsite Strategy

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