

Ecsite Directors Forum 2022

Ecsite and NEMO Science Museum welcome Directors and Senior Managers from Ecsite member organisations to join the Directors Forum in Amsterdam on 17 and 18 November.



ecsitem directors forum 2022

trends affecting
the role of
science
engagement



Trends affecting the role of science engagement

What important external trends are impacting work in the science engagement community?

Science centres, museums and other science engagement institutions and professionals want and should have an impact on the society of today and tomorrow. In our role as science engagement professionals, we

must be prepared to respond to external trends that are also impacting the nature of the society with which we want to communicate. Our institutions should also serve as role models in responding to current societal and environmental challenges.

What are the current external trends, and how are we

responding to them? Are we addressing them? If not, why not? Can we afford not to?

These issues will be explored through two days of seminars, workshops, discussions, peer learning, networking, site visits and a keynote.

Programme

Thursday 17 November 2022

Location: NEMO Science Museum, main building

Day 1

10.00 – 11.00

NEMO Science Museum
Oosterdok 2

Participants check-in

Check in at central hall by the entrance
Coffee/tea at Museumcafé

11.00 – 11.30

Auditorium

Opening of the Directors Forum

Welcome speeches by

- **Michiel Buchel**, CEO NEMO Science Museum
- **Bruno Maquart**, President Ecsite, CEO and Chair Universcience

11.30 – 12.30

Auditorium

Keynote speech and discussion by Farid Tabarki

Session: Melting pyramids

The Egyptian pyramids may still be standing, but the pyramids that supported our societies are melting. Societal and environmental challenges impact society and traditional structures of organisation make way for new and innovative connections. It's about time we finally reinvented the organising principles which enable us to create a (new) web of connections. This is of course easier said than done so in this interactive presentation we'll navigate trends, do's and don'ts and discuss the caveats and opportunities.



Farid Tabarki

About Farid Tabarki

Farid Tabarki is the founding director of Studio Zeitgeist. He has been researching the (European) zeitgeist since 2000. Farid is a regular contributor to *Het Financieele Dagblad*, a Dutch daily newspaper focusing on finance and economy. For six years, he has been one of their weekly columnists. In 2017 his widely acclaimed first book *The end of the middle - What a society of extremes means to people, businesses and government* was published in English.

Farid received the Trendwatcher of the Year Award for 2012-2013, and since 2013 he became the youngest person on the list of the 200 most influential people in the Netherlands according to Dutch daily morning newspaper *De Volkskrant*. He also presented the parliamentary election edition of *MTV Coolpolitics*, which was broadcasted live on TMF and MTV Benelux. More recently he presented the television program *Dare to Think, from Socrates to Sartre*.

Farid sits on various supervisory boards and committees. In 2015 he was a member of *Platform Onderwijs 2032* commissioned by the Dutch government, which platform presented a vision on Dutch education policy moving towards the year 2032. Last but not least, Farid is a true world traveler: he plans to visit all the countries of the world. The counter currently stands at 171 (28 to go).

12:30 – 13:30

Museumcafé

Lunch

13:30 – 14:00

Boardroom

Option 1:

NEMO visit

Option 2:

Session by Stephanos Cherouvis

Senior Project Manager, Ecsite

Synergies for the future:

Horizon Europe opportunities for the Ecsite network

Horizon Europe offers a wealth of opportunities for enhanced collaborations in a variety of programs. The Ecsite network should be at the forefront of synergies that seek to advance science communication, citizen science, voice and stakeholder engagement in health, sustainability, biodiversity, climate change, technology ethics, space, open education, democratic participation, culture and diversity. Let's see what's out there for us!

14:00 – 15:45

Auditorium

Workshop by Marjolein van Breemen,

Deputy Director NEMO Science Museum

Break out rooms:

- *Boardroom*
- *Panoramazaal*
- *Auditorium*

Walk the talk: toward a sustainable science engagement sector

As science engagement institutions, we are deeply concerned about the climate crisis. Many of us believe the organisations we lead have a responsibility to change themselves; many are developing a sustainable approach to their internal processes. Ecsite wants to reinforce this collective wish by producing an Ecsite Climate Pledge alongside a roadmap.

This workshop is focused on what our institutions can do, internally, to reduce our negative impact on the climate. We will share ideas and debate challenges, and identify concrete green practices that will inform and shape the forthcoming Ecsite Climate Pledge and its roadmap. As members of the Ecsite network, we will commit to respecting the promises we will here, ourselves, define.

15:45 – 16:00

Auditorium

Information session by Catherine Franche,

Executive Director, Ecsite

Upcoming Ecsite Statutes revision

16:00 – 16:30

Museumcafé

Coffee break and networking

16:30 – 17:00

*Boat - Meet up point:
entrance of NEMO*

Boat trip to Hermitage Amsterdam

17:00 – 17:45

Hermitage

Tour of the Hermitage Amsterdam

After cutting the ties with Russia and therewith ending the relationship with the exhibition partner, Hermitage Amsterdam has to re-invent its strategy, content and branding proposition.

This tour will guide us through the exhibition ***Love Stories - Art, passion and tragedy*** with highlights from the collection of the National Portrait Gallery in London and iconic Dutch portraits by celebrated artists.

17:45 – 18:15

Hermitage

A museum in transition: in conversation with Annabelle Birnie,

Director of Hermitage Amsterdam



Annabelle Birnie

Hermitage Amsterdam is the only International partner of the Hermitage Museum in St. Petersburg and opened in its current building in 2009. Since the war in Ukraine and the sanctions on Russia, the Dutch museum had to cut their ties with Russia, consequently losing its main purpose; to inspire, enrich and offer reflection with art and history, through developing exhibitions with arts drawn from State Hermitage Museum, one of the richest arts collections in the world.

The museum on the Amstel is now considering its long-term future. What happened during this process? How can you, as a museum director, respond to a geopolitical landscape that is already influencing your museum's purpose and future? And how can your museum remain relevant for your partners and the public?

Annabelle Birnie and Marjolein van Breemen (NEMO Science Museum) will have a conversation that will be open for all others to join.

About Annabelle Birnie

Annabelle has been the director of Hermitage Amsterdam since 25 January 2021. Annabelle graduated in Cultural Management from Utrecht University. Her professional activities have always been connected with project management in

the cultural sphere. From 2017 to 2021, including during the Covid period, she was director of the Amsterdam Fund for the Arts (AFK), the main public metropolitan cultural fund that offers support to high-quality cultural activities. In the period from 2012 to 2017, she was director of the Drents Museum, the Archeology and Art Museum in Assen, Drenthe. From 2000 to 2012, she held the post of director of The ING Group Art Management, Sponsoring & Corporate events. The ING Group is one of the largest banking groups based in the Netherlands.

18:30 – 21:30

Hermitage

Dinner

21:30 – 23:00

Boat

Boat tour through Amsterdam, final location is NEMO Science Museum
Optional exit at Leidseplein

Friday 18 November 2022

Location: NEMO De Studio, Marineterrein

Please note: this is different location, 15 minutes walking from the main building.

Day 2

8:30 – 10:30

De Studio, Marineterrein

Kattenburgerstraat 5

Gebouw 027A

1018 JA Amsterdam

Interactive seminar: Futures Literacy- Using the future to rethink the present by Loes Damhof, UNESCO Chair Futures Literacy - Hanze University of Applied Sciences

The future does not exist, yet we use her everyday: we dream, predict, hope and fear. How we think about the future has a profound impact on what we think and how we act in the present. Futures Literacy is the capability of using multiple futures to gain a better understanding of the world around us and to see the present anew.

In this interactive seminar, Loes Damhof will take you through the basic steps of this cutting-edge methodology. By imagining multiple futures and revealing your assumptions, you will gain new insights in how to use the future differently to make better informed decisions and innovate the present.



Loes Damhof

About Loes Damhof

Loes Damhof was elected as Lecturer of the Year of all higher education in The Netherlands in 2016, and decided to spend the attached prestigious Comeniz Award on developing Futures Literacy pilots. In 2018, she received the UNESCO Chair on Futures Literacy in Higher Education for her work on researching the impact of Futures Literacy and the design principles of Futures Literacy interventions. In addition to her research and teaching practices, she consults and trains staff of global organizations such as FutureWomenX, UNESCO, UNFCCC, ClimateKIC, FORMS, UN, Copenhagen Institute for Futures Studies and Oxfam in multidisciplinary projects. As a Futures Literacy Expert, she designs, develops and facilitates 'Futures Literacy Labs': collective intelligence knowledge creation processes across the globe that challenge and raise fundamental questions on leadership, migration, climate change and technology. She is a Future Fellow at Hawkwood College and a steering committee member of the Futures Oriented Museum Synergies.

10:30 – 11:30

De Studio

Coffee break

Tour of the Energy Junkies exhibition

by Lizzy Bakker, Exhibition Developer at The Studio of NEMO Science Museum

Energy Junkies is about our energy addiction and how we can change both our behaviour and our technologies for a healthy planet.

11:30 – 12:30

De Studio

Workshop on the International Directors Forum 2023

by Mikko Myllykoski, CEO, Heureka

Heureka, the Finnish Science Centre in Vantaa, Finland, will host the 2023 International Directors Forum (IDF). The event is co-organised by Ecsite and the other five global science engagement networks: ASPAC, ASTC, NAMES, RedPOP and SAASTEC.

The workshop will open with a presentation on the expectations of colleagues in the six regional networks regarding the IDF programme, resulting from a front-end study. Participants will also brainstorm the IDF of the Ecsite director's dreams about events content, programme format and social events.

12:30 – 13:00

De Studio

Closing remarks

by Bruno Maquart

13:00 – 14:30

*Kanteen 25, Kattenburger-
straat 5, Gebouw 025*

Lunch

14:30 – end of day

Amsterdam city centre

Time to visit Amsterdam's other cultural institutes, recommended by our host

The team from NEMO recommends places to go whilst in Amsterdam. See the *Things to do on Friday-pdf*. Costs are for the participant to pay.

Route to NEMO



Leiden

Optional visits to Leiden. Fellow Ecsite members **Rijksmuseum Boerhaave** and **Naturalis** will open their doors to Forum participants.

Optional: 11:00*Boerhaave*

Rijksmuseum Boerhaave is the Netherlands' treasure house of science and medicine and winner of the European Museum of the Year Award 2019. You will discover more about the most important inventions from the history of science in the Netherlands. Which scientists were behind them and what is the impact of their discoveries on our lives?

www.rijksmuseumboerhaave.nl/english/

Amito Haarhuis, director of Rijksmuseum Boerhaave, will welcome participants at 11:00.

Optional: 12:30*Naturalis*

Fascination for biodiversity is the foundation of Naturalis. In the award-winning museum (European Museum of the Year 2021) Naturalis shows the beauty of nature. Through their impressive collection, knowledge and data, they record all life on Earth.

www.naturalis.nl/en

Caroline Bruinse, head of exhibitions of Naturalis, will welcome participants at 12:30.

How to get there?

Leiden can be reached by train (35 minutes with the Intercity from Amsterdam Central Station). Both museums are walking distance from the train station in Leiden. The walking distance between both museums is approximately 20 minutes).

Rijksmuseum Boerhaave, Lange Sint Agnietenstraat 10 Leiden
(10 minutes walking from train station)

Naturalis, Leiden Darwinweg 2, 2333 CR Leiden
(9 minutes walking from train station)

NEMO Science Museum

