

# Ecsite Network 2013

## MAPPING SCIENCE ENGAGEMENT PRACTITIONERS

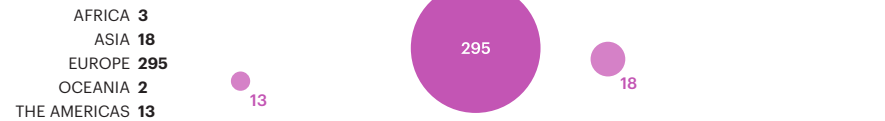
Ecsite stands for creative energy, rich diversity and motivated spirit. Ecsite strives for a cohesive community so that each institution feels they are an integrated member of the network. We connect with a multitude of stakeholders from the public and private sectors.

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, zoos, universities, research institutions, private companies, networks, science festival and more.

ECSITE  
ANNUAL REPORT  
2013

## WHERE WILL YOU HANG YOURS?

Share pictures of your team and this map up on your wall on Ecsite's Facebook page, LinkedIn or Twitter.

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AHHAA SCIENCE CENTRE FOUNDATION (TARTU, ESTONIA)  
BIEDRĪBA "VIDZEMES INOVĀCIJU UN UZŅĒMĒJDARĪBĪBAS CENTRS"  
(CĒSIS, LATVIA)  
BUDAPEST SCIENCE CENTER FOUNDATION - PALACE OF MIRACLES (HUNGARY)  
CCSTI LA CASEMATE GRENOBLE (FRANCE)  
COPERNICUS SCIENCE CENTRE (WARSAW, POLAND)  
COSMOCAIXA, FUNDACIO "LA CAIXA" (BARCELONA, SPAIN)  
DEUTSCHES MUSEUM (MUNICH, GERMANY)  
EXPERIMENTARIUM (HELLERUP, DENMARK)  
FONDAZIONE IDIS - CITTÀ DELLA SCIENZA (NAPLES, ITALY)  
FORMICABLU SRL (BOLOGNA, ITALY)  
HELLENIC PHYSICAL SOCIETY (ATHENS, GREECE)  
HEUREKA - THE FINNISH SCIENCE CENTRE (VANTAA, FINLAND)  
INNOVATION CENTRE MILL OF KNOWLEDGE (TORUŃ, POLAND)  
INTERNATIONAL CENTRE FOR LIFE (NEWCASTLE UPON TYNE, UNITED KINGDOM)  
LITHUANIAN SEA MUSEUM (KLAIPEDA, LITHUANIA)  
MUSEO NAZIONALE DELLA SCIENZA E DELLA TECNOLOGIA 'LEONARDO DA VINCI' (MILAN, ITALY)  
PARQUE DE LAS CIENCIAS (GRANADA, SPAIN)  
PAVILION OF KNOWLEDGE (PAVILHÃO DO CONHECIMENTO) - CIÊNCIA VIVA (LISBON, PORTUGAL)  
ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES (BRUSSELS, BELGIUM)  
SCIENCE CENTER NEMO (AMSTERDAM, NETHERLANDS)  
SCIENCE CENTER NETZWERK (VIENNA, AUSTRIA)  
SCIENCE GALLERY, TRINITY COLLEGE (DUBLIN, IRELAND)  
TECHMANIA SCIENCE CENTER (PILSEN, CZECH REPUBLIC)  
TEKNISKA MUSEET - TEKNORAMA (NATIONAL MUSEUM OF SCIENCE & TECHNOLOGY - STOCKHOLM, SWEDEN)  
THE NATURAL HISTORY MUSEUM, LONDON (UNITED KINGDOM)  
UNIVERSCIENCE (PARIS, FRANCE)  
UNIVERSUM MANAGEMENTGES GMBH (BREMEN, GERMANY)  
USTANOVA CC - THE HOUSE OF EXPERIMENTS (LJUBLJANA, SLOVENIA)

AHHAA SCIENCE CENTRE FOUNDATION (TARTU, ESTONIA)  
BIALYSTOK UNIVERSITY OF TECHNOLOGY (BIALYZSTOK, POLAND)  
BUDAPEST SCIENCE CENTER FOUNDATION - PALACE OF MIRACLES (HUNGARY)  
CAP SCIENCE (BORDEAUX, FRANCE)  
CCSTI LA CASEMATE (GRENOBLE, FRANCE)  
CENTRO CIÊNCIA VIVA DE ESTREMOZ (ETREMOZ, PORTUGAL)  
CENTRO CIÊNCIA VIVA DE TAVIRA (TAVIRA, PORTUGAL)  
CITÉ DE L'ESPACE (TOULOUSE, FRANCE)  
COPERNICUS SCIENCE CENTRE (WARSAW, POLAND)  
DEUTSCHES MUSEUM (MUNICH, GERMANY)  
DISCOVERY CENTER CONTINIUM (KERKRADE, NETHERLANDS)  
EXPLORADÔME (VITRY-SUR-SEINE, FRANCE)  
FONDAZIONE IDIS - CITTÀ DELLA SCIENZA (NAPLES, ITALY)  
GLASGOW SCIENCE CENTRE LIMITED (GLASGOW, UNITED KINGDOM)  
HEUREKA - THE FINNISH SCIENCE CENTRE (VANTAA, FINLAND)  
INTERNATIONAL CENTRE FOR LIFE (NEWCASTLE UPON TYNE, UNITED KINGDOM)  
ISTITUTO E MUSEO DI STORIA DELLA SCIENZA-MUSEO GALILEO (FLORENCE, ITALY)  
MADATECH - THE ISRAEL NATIONAL MUSEUM OF SCIENCE (HAIFA, ISRAEL)  
MOLEKYLVERKSTAN KULTURHUSET FREGATTEN (STENUNGSSUNG, SWEDEN)  
MUSE - MUSEO DELLE SCIENZE (TRENTO, ITALY)  
MUSEOS CIENTÍFICOS CORUÑES (A CORUÑA, SPAIN)  
NORDNORSK VITENSENTER (TRØMSØ, NORWAY)  
NTS CENTERET - NATIONAL CENTRE FOR SCIENCE, TECHNOLOGY AND HEALTH EDUCATION (SØNDERBORG, DENMARK)  
PARQUE DE LAS CIENCIAS (GRANADA, SPAIN)  
PAVILION OF KNOWLEDGE (PAVILHÃO DO CONHECIMENTO) - CIÊNCIA VIVA (LISBON, PORTUGAL)  
ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES (BRUSSELS, BELGIUM)  
SCIENCE CENTER NEMO (AMSTERDAM, NETHERLANDS)  
SCIENCE CENTER NETZWERK (VIENNA, AUSTRIA)  
SCIENCE GALLERY, TRINITY COLLEGE (DUBLIN, IRELAND)  
SCOTTISH ENTERPRISE (BRUSSELS, BELGIUM)  
TECHMANIA SCIENCE CENTER (PILSEN, CZECH REPUBLIC)  
TECHNICAL MUSEUM OF SLOVENIA (LJUBLJANA, SLOVENIA)  
TECHNOPOLIS, THE FLEMISH SCIENCE CENTER (MECHELEN, BELGIUM)  
TEKNIKENS HUS (LULÄ, SWEDEN)  
THE BLOOMFIELD SCIENCE MUSEUM JERUSALEM (ISRAEL)  
THE MALTA COUNCIL FOR SCIENCE AND TECHNOLOGY (KALKARA, MALTA)  
THINKTANK (BIRMINGHAM, UNITED KINGDOM)  
TÜBITAK (ANKARA, TURKEY)  
TURKEY SCIENCE CENTERS FOUNDATION (ISTANBUL, TURKEY)  
UNIVERSCIENCE (PARIS, FRANCE)  
UNIVERSE SCIENCE PARK FOUNDATION (NORDBORG, DENMARK)  
WFB WIRTSCHAFTSFÖRDERUNG BREMEN GMBH (BREMEN, GERMANY)

74 members involved in 9 pan-European projects through Ecsite



# European engagement opportunities 2013

CENTRO CIÊNCIA VIVA DE ESTREMOZ (PORTUGAL)  
DASA (DORTMUND, GERMANY)  
MUSEO DEI BAMBINI (ROME, ITALY)  
MUSEOS CIENTÍFICOS CORUÑES (A CORUÑA, SPAIN)  
PSIQUADRO SCARL (PERUGIA, ITALY)  
TECHMANIA SCIENCE CENTER (PILSEN, CZECH REPUBLIC)  
TECHNOPOLIS - THE FLEMISH SCIENCE CENTER (MECHELEN, BELGIUM)  
TURKEY SCIENCE CENTERS FOUNDATION (ISTANBUL, TURKEY)

AHHAA SCIENCE CENTRE FOUNDATION (TARTU, ESTONIA)  
AQUIS (ZAGREB, CROATIA)  
ASSOCIAZIONE CULTURALE GOOGOL (PARMA, ITALY)  
AT BRISTOL (UNITED KINGDOM)  
DEUTSCHES MUSEUM (MUNICH, GERMANY)  
EUGENIDES FOUNDATION (ATHENS, GREECE)  
EXPERIMENTARIUM (HELLERUP, DENMARK)  
MUSEO NAZIONALE DELLA SCIENZA E DELLA TECNOLOGIA 'LEONARDO DA VINCI' (MILAN, ITALY)  
MUDIC (ORIHUELA, SPAIN)  
MUSEO NAZIONALE DELLA SCIENZA E DELLA TECNOLOGIA 'LEONARDO DA VINCI' (MILAN, ITALY)  
MUSEOS CIENTÍFICOS CORUÑES (A CORUÑA, SPAIN)  
PARQUE DE LAS CIENCIAS (GRANADA, SPAIN)  
PSIQUADRO SCARL (PERUGIA, ITALY)  
TECHMANIA SCIENCE CENTER (PILSEN, CZECH REPUBLIC)  
TECNOSCIENZA.IT (BOLOGNA, ITALY)  
THE BLOOMFIELD SCIENCE MUSEUM JERUSALEM (ISRAEL)  
TRACES / ESPACE DES SCIENCES PIERRE-GILLES DE GENNES (PARIS, FRANCE)  
USTANOVA HISA EKSPERIMENTOV - THE HOUSE OF EXPERIMENTS (LJUBLJANA, SLOVENIA)  
VITENPARKEN (ÅS, NORWAY)

CNAM - CONSERVATOIRE NATIONAL DES ARTS & MÉTIERS (PARIS, FRANCE)  
DEUTSCHES MUSEUM (MUNICH, GERMANY)  
EUGENIDES FOUNDATION (ATHENS, GREECE)  
EXPERIMENTARIUM (HELLERUP, DENMARK)  
MUSEO NAZIONALE DELLA SCIENZA E DELLA TECNOLOGIA 'LEONARDO DA VINCI' (MILAN, ITALY)  
SCIENCE CENTER NEMO (AMSTERDAM, THE NETHERLANDS)  
TECHMANIA SCIENCE CENTER (PILSEN, CZECH REPUBLIC)  
TEKNIKENS HUS (LULÄ, SWEDEN)  
THE BLOOMFIELD SCIENCE MUSEUM JERUSALEM (ISRAEL)

KING'S COLLEGE LONDON (UNITED KINGDOM)  
MUSEO NAZIONALE DELLA SCIENZA E DELLA TECNOLOGIA 'LEONARDO DA VINCI' (MILAN, ITALY)  
SCIENCE CENTER NEMO (AMSTERDAM, NETHERLANDS)  
SISSA MEDIALAB (TRIESTE, ITALY)  
TECHMANIA SCIENCE CENTER (PILSEN, CZECH REPUBLIC)  
TEKNIKENS HUS (LULÄ, SWEDEN)  
USTANOVA HISA EKSPERIMENTOV - THE HOUSE OF EXPERIMENTS (LJUBLJANA, SLOVENIA)

AHHAA SCIENCE CENTRE FOUNDATION (TARTU, ESTONIA)  
COPERNICUS SCIENCE CENTRE (WARSAW, POLAND)  
COSMOCAIXA, FUNDACIO «LA CAIXA» (BARCELONA, SPAIN)  
MUSE - MUSEO DELLE SCIENZE (TRENTO, ITALY)  
MUSEUM OF LIFE/OSWALDO CRUZ FOUNDATION (RIO DE JANEIRO, BRAZIL)  
PAVILION OF KNOWLEDGE (PAVILHÃO DO CONHECIMENTO) - CIÊNCIA VIVA (LISBON, PORTUGAL)  
SCIENCE CENTER NEMO (AMSTERDAM, NETHERLANDS)

CCSTI LA CASEMATE (GRENOBLE, FRANCE)  
DISCOVERY CENTER CONTINIUM (KERKRADE, NETHERLANDS)  
DOMUS (LA CORUNA, SPAIN)  
EXPERIMENTARIUM (HELLERUP, DENMARK)  
EXPLORATORIO, CENTRO CIENCIA VIVA (COIMBRA, PORTUGAL)  
FONDAZIONE IDIS - CITTÀ DELLA SCIENZA (NAPLES, ITALY)  
FUNDAÇÃO DA JUVENTUDE (PORTO, PORTUGAL)  
MUSE - MUSEO DELLE SCIENZE (TRENTO, ITALY)  
SCIENCE GALLERY (DUBLIN, IRELAND), COPERNICUS SCIENCE CENTRE (WARSAW, POLAND)  
TECHMANIA SCIENCE CENTER (PILSEN, CZECH REPUBLIC)  
TECHNOPOLIS - THE FLEMISH SCIENCE CENTER (MECHELEN, BELGIUM)  
TRACES - ESPACE DES SCIENCES PIERRE-GILLES DE GENNES (PARIS, FRANCE)

NAUSICAA NATIONAL SEA EXPERIENCE CENTRE (BOULOGNE-SUR-MER, FRANCE)  
ACQUARIO DI GENOVA (GENOA, ITALY)  
MADATECH - THE ISRAEL NATIONAL MUSEUM OF SCIENCE (HAIFA, ISRAEL)  
MUSÉE NATIONAL D'HISTOIRE NATURELLE (PARIS, FRANCE)  
MUSEOS CIENTÍFICOS CORUÑES (A CORUÑA, SPAIN)  
PAVILION OF KNOWLEDGE (PAVILHÃO DO CONHECIMENTO) - CIÊNCIA VIVA (LISBON, PORTUGAL)  
ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES (BRUSSELS, BELGIUM)  
THE NATURAL HISTORY MUSEUM (LONDON, UNITED KINGDOM)  
W5 - WHOWHATWHEREWHENWHY (BELFAST, UNITED KINGDOM)



e

2013  
collaboration  
engagement  
impact

annual report



## 2013 at a glance

### Our Mission

Ecsite promotes public engagement of science and technology by facilitating cooperation among science centres, museums and related institutions throughout Europe. In this spirit, we strengthen citizens’ engagement and interaction with science. We are the European focal point for institutions who wish to take action in the field of science communication.

ECSITE STRATEGIC PLAN 2011 – 2015

Ecsite is the European Network of Science Centres and Museums, with 335 members in more than 50 countries who connect and engage with over 40 million people per year. Ecsite links science centres, science and natural history museums, zoos, aquaria, universities and research organizations in Europe who participate as active members sharing a strong commitment to public engagement and the communication of science through accessible, interactive exhibits and programmes.

1,058

PARTICIPANTS AT THE ECSITE  
ANNUAL CONFERENCE -  
THE HIGHEST ATTENDANCE EVER

4

ISSUES OF THE QUARTERLY  
NEWSLETTER THAT BECAME  
SPOKES, THE NEW MEMBERS  
MAGAZINE

1

BIG SATISFYING IMPACT AFTER  
COUNTLESS  
HORIZON 2020 MEETINGS

4

THEMATIC GROUPS

4

KEYNOTE SPEAKERS  
AT THE DIRECTORS FORUM

54

PROFESSIONALS AT THE FIRST  
EURO-MEDITERRANEAN AND  
MIDDLE EAST SUMMER SCHOOL OF  
SCIENCE COMMUNICATION

396

DATA ENTRIES IN THE ECSITE  
STATS DATABASE

10

ONGOING EUROPEAN PROJECTS

2,760

COFFEES SERVED  
AT THE ANNUAL CONFERENCE –  
AND PROBABLY AS MANY  
AT THE EXECUTIVE OFFICE

13

CORPORATE, EVENT AND  
PROJECT PARTNERS

1,000

CITIZENS DIRECTLY SHAPING  
SCIENCE POLICY  
THROUGH THE VOICES  
CONSULTATION

We thank all members who give their time and energy to make Ecsite a vibrant and dynamic network

A message  
from both 2013 Presidents

Making Ecsite’s powerful  
voice heard

2013 has seen Ecsite yielding results of sustained efforts to make its powerful voice heard, in line with our Strategic Plan. Ecsite has demonstrated its ability to facilitate dialogue between science and society, leading European citizen consultation and participation projects like VOICES or PLACES. Science centres and museums are now firmly rooted in the European Horizon 2020 framework as major contributors to scientific policy in general and Responsible Research and Innovation (RRI) in particular. They are listed as important contributors to the quadruple helix of innovation used as judging matrix for I-Capita, the European Capital of Innovation award. We have successfully created opportunities for new common projects, enabling greater collaboration among members.

We have also worked on sharpening performance internally, initiating a new Fundraising Committee to diversify income – a strategic priority for our sector at large. This translated into an action plan, a new corporate brochure and higher capacities for fundraising and member services at the Executive office. We introduced new communication and benchmarking member services with the *Spokes* magazine, the Annual report and Ecsite stats – all bearing Ecsite’s new visual identity, an elegant reflection of our brand’s power and relevance.

Last but not least, we have strengthened Ecsite membership in Eastern Europe and will keep aiming to attract new members from underrepresented countries.



Robert Firmhofer

WARSAW, APRIL 2014

ECSITE

Building on Ecsite’s  
growing social relevance

2013 was a very productive year for science centres and museums across Europe. For the first time, results of citizen consultations were formally included in the main policy document that shapes European research priorities. This pioneering social innovation trend was driven by Ecsite and constitutes clear-cut evidence of its unique competence to provide the mechanism, the know-how and the methodological procedures required for such wide qualitative public consultations. VOICES (Views, Opinions and Ideas of Citizens in Europe on Science) is, from this day on, a landmark in citizen involvement in science and technology policy-making. But, above all, it showed unequivocally that our members are accessible institutions, trusted and respected by the public, with a distinctive capacity to foster the debate on science, technology and society.

The growing social relevance of our network challenges us to work even more closely together, as a group. That is why gathering occasions become so essential for the continuous advancement in our field. The Directors Forum, in Lisbon, brought new perspectives on the challenges of today’s participatory culture, opening museums and science centres to artistic expression, civic engagement and marketing. The first Euro-Mediterranean and Middle East (EMME) Summer School of Science Communication gathered more than forty science communicators in Granada in September 2013, in line with one of my mandate’s strands: international cooperation.

Ecsite listens carefully to the outside world, constantly adapting to fast-changing scientific, political or social contexts, but it also pays close attention to voices from within: to keep it in tune with our major Strategic Plan priority – enable greater collaborative communication among members – we must be aware of their preferences, needs and expectations. The recent Ecsite members survey gave all an additional tool to express their views about our network services. Above all, it gave us a deeper insight into what must be done to make sure 2014 will be a great year for all of us.



Rosalia Vargas

LISBON, APRIL 2014

ECSITE

# A message from the Executive Director

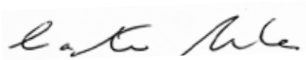
## Reporting from Brussels

2013 has seen the European Commission finalizing its Horizon 2020 work programmes. Many describe this new funding framework as a shift of paradigm, towards a more inclusive and collaborative research and science communication policy. Citizen participation is now a strong demand in many project calls, under the Responsible Research and Innovation (RRI) concept. EU policy makers are asking for more diverse, more open, more interdisciplinary collaborations. This comes as no surprise: Ecsite members have played an active part in this evolution. Our network is ready – ready to unleash the full power of its creative energy and enrol millions of citizens in this new adventure.

New stakeholders are becoming active in the field of public engagement with science: universities, companies, digital platforms, makers, festivals, art-science incubators... we welcome them to Ecsite’s vibrant professional community. New disciplines engage in dialogue with us with a growing interest from social sciences and humanities. New media are being called upon to foster interactivity, debate and convergence. We embrace these changes - more than that, we have played a key role in driving them.

I would argue that this shift of paradigm is a bottom-up movement, building on thinking and practices that science centres, museums and related actors in the public engagement sector have been developing for the past decade. We were pioneers in advocating interactivity and life-long learning, encouraging social inclusion, trying out novel partnerships and experimenting and valuing audience participation. We have also built an excellent track record of conceiving and delivering European projects – it is no coincidence that the words “science museums” appear in so many Horizon 2020 calls.

We still are pioneers, and will continue to be: Today, we are ideally placed to welcome new actors to the science communication community, harness skills and expertise and deliver this change of paradigm through ambitious projects. Let’s use these opportunities to keep inventing – and shape the next science public engagement landscape.



Catherine Franche

APRIL 2014

ECSITE

Robert Firmhofer



Rosalia Vargas



Catherine Franche



ECSITE





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



## Governance

### EXECUTIVE COMMITTEE

#### Presidents

*Until June 2013*

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

*From June 2013*

**Rosalia Vargas**  
President, Ciência Viva –  
Pavilion of Knowledge  
(Lisbon, Portugal)

#### Vice-President

**Brigitte Coutant**  
Head of Institutional and  
International Relations,  
Universcience – Cité des  
sciences et de l'industrie  
(Paris, France)

#### Treasurer

**Michiel Buchel**  
General Director  
Science center NEMO  
(Amsterdam, Netherlands)

#### Past Presidents

*Until June 2013*

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

*From June 2013*

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

**Executive Director**  
**Catherine Franche**

### BOARD MEMBERS

*They served until June 2013*

**Erik Jacquemyn**  
Chief Executive Officer,  
Technopolis®,  
the Flemish Science Center  
(Mechelen, Belgium)  
**Julia Eber-Schropp**  
Scientific Associate,  
Cologne Science Centre  
(Cologne, Germany)

*They were elected in June 2013*

**Jan Alfred Andersson**  
Manager, Norsk Teknisk  
Museum, the Norwegian  
Museum of Science and  
Technology (Oslo, Norway)  
**Jean Baptiste Desbois**  
Executive Director,  
Cité de l'Espace  
(Toulouse, France)  
**Vincenzo Lipardi**  
Chief Executive Officer,  
Città della Scienza  
(Naples, Italy)

*They stayed on or  
were re-elected*

**Svein Anders Dahl**  
Chief Executive Officer,  
Vilvite (Bergen, Norway)  
**Louise W. B. Emerson**  
Head of Business and  
Commercial Strategy,  
Natural History Museum  
(London, United Kingdom)  
**Asger Høeg**  
Director, Experimentarium  
(Hellerup, Denmark)  
**Eva Jonsson | Helena Lilja**  
Deputy Director,  
Head Education | Director  
of programs and operations,  
Teknikens Hus  
(Luleå, Sweden)  
**Pilvi Kolk**  
Member of Management  
Board, AHHAA (Tartu, Estonia)  
**Michele Lanzinger**  
Director, MUSE – Museo delle  
Scienze (Trento, Italy)  
**Ernesto Páramo Sureda**  
Director, Parque de las  
Ciencias (Granada, Spain)

#### New Honorary Member

**Per-Edvin Persson**  
Director, Heureka –  
The Finnish Science Centre  
(Vantaa, Finland), was  
nominated Honorary Member  
of Ecsite by the Board at the  
2013 Annual Conference.

# Harvesting ideas from Ecsite members

The Member Services Group was given the task to develop and conduct a members survey, for which 84 responses were received. Conclusions were presented and discussed with the Board and the Directors Forum’s 55 participants. The results will inform the next Strategic Plan. A first consequence at the Executive office was Lucy Schweingruber’s change of position to full-time Members Services Manager, with Pedro Albuquerque as new Business Development Manager supporting her in fund-raising missions.

Main findings from the members survey

- More than half of all participants responded positively to the idea of improving existing services
- Almost two thirds did not consider it necessary to develop new services
- The Ecsite Annual Conference was ranked by far the most popular member service
- Services least known to respondents were the EXTRA website, the Directors Forum and Ecsite stats
- Respondents had many suggestions for improvement, like encouraging more sessions on operations, marketing and management at the Annual Conference or improving the EXTRA online database for touring exhibitions).

All member institutions open to the public are invited to share data on Ecsite stats, an exclusive resource for Ecsite members (www.ecsite.eu/networkstatistics).

MEMBER SERVICES GROUP MEMBERS

- Asger Høeg** (Chairperson), Director, Experimentarium (Copenhagen, Denmark)
- Svein Anders Dahl**, Managing director, VilVite, Bergen Vitensenter AS (Norway)
- Julia Erber-Schropp**, Scientific director, Odysseum (Cologne, Germany)
- Pilvi Kolk**, Member of management board, AHHA (Tartu, Estonia)
- Lucy Schweingruber**, Member Services Manager, Ecsite (Brussels, Belgium)
- Catherine Franche**, Executive Director, Ecsite (Brussels, Belgium)

# Spokes, the new members magazine

Ecsite’s old quarterly newsletter got a completely new start: new format, new graphic design, new Editorial Committee... *Spokes*, Ecsite’s members magazine, was born in two stages, with a #0 trial issue in Spring 2013 and a consolidated #1 issue in Fall 2013 in its current layout.

Each issue presents three feature articles – including a design series – and a “network” section combining a comment from the President, announcements for events, moves and promotions, new Ecsite members, highlights from the media... *Spokes* would not exist without the contribution of writers, photographers and Editorial Committee Members who give their time freely to make the magazine a must-read – a warm thank you to all of them.

Other developments in the implementation of Ecsite’s Communication Strategy included a stronger presence on social media platforms like Twitter, LinkedIn and Facebook. Our Facebook page went from 167 to 459 “likes” in 2013 and saw an unprecedented number of interactions. The most popular posts were those affirming support to Città della Scienza, announcing new *Spokes* issues and reporting on European consultation project VOICES.

SPOKES EDITORIAL COMMITTEE MEMBERS

- Maarten Okkersen**  
Chairperson  
Communications Manager, Museon (The Hague, Netherlands)
- Nathalie Caplet**  
Communications, Cap Sciences (Bordeaux, France)
- Mikko Myllykoski**  
Experience Director, Heureka, the Finnish Science Centre (Vantaa, Finland)
- Olivier Retout**  
Consultant (Brussels, Belgium)
- Emma Wadland**  
Editor  
Communications Manager, Ecsite (Brussels, Belgium)



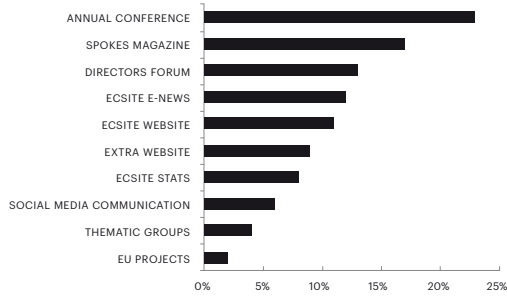
*Spokes is an open place for creative discussion – a physical and virtual meeting place where ideas are shared.*

*Spokes starts dialogues. Spokes is looking forward. Spokes needs your input.*

Maarten Okkersen,  
Chair of the Spokes Editorial Committee



RESULTS TO THE QUESTION:  
WHAT IS ECSITE’S MOST IMPORTANT SERVICE TO YOU?







## Your Community

## They joined in 2013

### NEW FULL MEMBERS

- Cosmodrome –**  
vzw Kattevennen-  
Europlanetarium  
(Genk, Belgium)  
**Universalmuseum Joanneum**  
UMJ GmbH (Graz, Austria)

### FROM ASSOCIATE TO FULL MEMBER

- Cap Sciences**  
(Bordeaux, France)  
**EXPERYMENT Science Centre**  
(Gdynia, Poland)  
**FRida & freD –**  
The Graz Children's Museum  
(Graz, Austria)  
**Museu de Ciències Naturals  
de Barcelona**  
(Barcelona, Spain)  
**The Polytechnic Museum**  
(Moscow, Russia)  
**Vitensenteret Innlandet AS**  
Science Center Innlandet  
(Gjøvik, Norway)

### NEW SUSTAINING MEMBERS

- Dataton AB**  
(Linköping, Sweden)  
**Event Marketing Service**  
GmbH EMS Exhibits  
(Vienna, Austria)  
**MKT AG** (Olching, Germany)  
**Musealia Entertainment SL**  
(San Sebastián, Spain)  
**Tetragon Ltd.**  
(Theassaloniki, Greece)  
**Tinker Imagineers bv**  
(Utrecht, Netherlands)  
**Unified Fields Inc.**  
(New York, United States)

### NEW ASSOCIATE MEMBERS

- Atlantis Science Center n.o.**  
(Bratislava, Slovakia)  
**Barcelona Ciència - Institut  
de Cultura de Barcelona**  
(Barcelona, Spain)  
**Biedriba "Vidzemes  
inovāciju un uzņēmējdarbības  
centrs" / Association "VIUC"**  
(Cēsis, Latvia)  
**Bursa Science and  
Technology Centre**  
(Bursa, Turkey)  
**Carasso Science Park**  
(Beer Sheva, Israel)  
**Quartier de la Création**  
(Nantes, France)  
**DC-Link - "Laboratorija  
znanja" - Centre  
for Ideas Development**  
(Belgrade, Serbia)  
**Fundacion Descubre**  
(Granada, Spain)  
**Kayseri Science Centre**  
(Kayseri, Turkey)  
**Lithuanian Sea museum**  
(Klaipeda, Lithuania)  
**MHN – Muséum d'histoire  
naturelle de Genève**  
(Geneva, Switzerland)  
**Moravian Science Centre  
Brno** (Brno, Czech Republic)  
**National Taiwan Science  
Education Center**  
(Taipei, Taiwan)  
**Science Centre Aosta –**  
Istituzione scolastica Corrado  
Gex (Aosta, Italy)  
**Science Gallery Gama**  
(Pardubice, Czech Republic)

- Swedish Exhibition Agency**  
(Visby, Sweden)  
**Swedish Science Centers**  
(Mellösa, Sweden)  
**Tecnoscienza.it**  
(Bologna, Italy)  
**Terengganu Science  
Creativity Centre**  
(Kuala Terengganu, Malaysia)  
**TOP SECRET e.V.**  
(Oberhausen, Germany)  
**Vattenhallen Science Center  
LTH** (Lund, Sweden)  
**Very Disco Foundation**  
Discovery Festival  
(Amsterdam, Netherlands)  
**Vetenskapens Hus**  
(Stockholm, Sweden)  
**Vitenparken** (Ås, Norway)  
**Wellcome Collection**  
(London, United Kingdom)  
**Winchester Science  
Centre and Planetarium**  
(Winchester, United Kingdom)



# Stronger together

Ecsite often calls itself a “family” - a friendly crowd who have endless conversations when they get together, love nothing more than welcoming new members and mingling with other folks... and support each other through hard times.

## From flames to light in Naples

On 4 March 2013, Naples’ science centre Città della Scienza was hit by a criminal fire that devastated more than 8,000 of exhibition space and facilities. A spontaneous movement of solidarity followed news of the disaster and turned into a vast campaign over the following weeks, with support coming from all sides: Naples citizens, many cultural and scientific organisations, private companies, regional administration, the Italian Ministry of Research and Education, European institutions... and of course Ecsite. Ecsite President Rober Firmhofer and Executive Director Catherine Franche visited Città della Scienza shortly after the disaster. Ecsite alerted European Institutions about the disaster and had an article published in the French newspaper *Le Monde*. Its social media platforms, website and e-news were called upon to circulate messages of solidarity and a call for exhibit donations, the *Spokes* magazine ran two articles in its Spring 2013 and Spring 2014 editions and Città della scienza benefited from a booth at the Annual Conference Business Bistro.

*In the early hours of the fire, while we watched  
astonished at the burning in the night,  
the first messages of solidarity  
flowed from the rest of Europe and the world.*

Vincenzo Lipardi, CEO, Città della Scienza (Naples, Italy)

## Euro-Mediterranean and Middle-Eastern solidarity in Granada

Fifty-four science communicators from southern Europe, North Africa and the Middle East attended the first edition of the Euro-Mediterranean and Middle East Summer School of Science Communication (EMME) at Parque de las Ciencias (Granada, Spain) from 22 to 27 September 2013. The project was initiated when NAMES (North African and Middle East Science Centres Network) contacted its sister organization Ecsite, inviting it contribute to the growing number of science centers and science communication activities recently occurring around the Mediterranean and especially in the Middle East. Initiated by Città della Scienza, the event was hosted by Parque de la Ciencias after the fire that destroyed the original venue. Training was delivered in strategic planning, management, exhibition development, new technologies and learning methodologies.

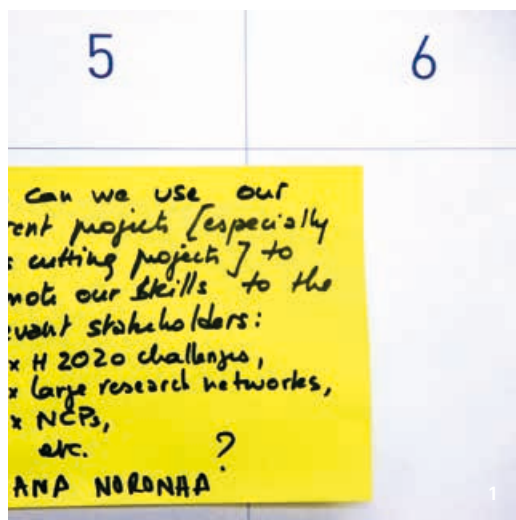


- 1 More than 15,000 people joined a flash mob to support Città della Scienza on the first Sunday after the fire  
© Città della Scienza
- 2 Participants of the EMME Summer School of Science Communication  
© Parque de las Ciencias





1 Horizon 2020 strategic workshop  
2 Svein Anders Dahl, Chair of the  
Fundraising Committee, at the 2013  
Directors Forum



## Your Community

### Directors Forum

Pavilhão do Conhecimento - Ciência Viva welcomed 54 directors and senior management staff from Ecsite Full Member institutions of 18 different European countries to Lisbon on 20 – 21 November 2013. Four keynote speakers engaged attendees in strategic dialogues around the concept “More science, more beauty, more public”. Participants also put their heads together in two Ecsite strategic workshops analysing priorities within the new European framework programme for research and innovation (Horizon 2020) and discussing Ecsite members survey results.

Two avant-garde theatre pieces and a picnic-style welcome dinner gave a local flavour to this must-be networking event, sponsored by National Geographics Entertainment and RealD3D. All were grateful to the host, Pavilhão do Conhecimento - Ciência Viva, for a perfectly organized and highly convivial two days.

#### TAKE AWAY IDEAS

- Convince your social constituency that investing in science and technology is crucial in times of crisis
- Get involved in Responsible Research and Innovation (RRI)
- Engage with web2.0 audiences and become a spiritual, sensorial, multitouch and information octopus
- Marvel at the poetics of science

#### KEYNOTE SPEAKERS

**José Mariano Gago,**  
former Minister of Science,  
Technology and Higher  
Education (Portugal)

**Carlos Coelho,**  
President of Ivity Corporate  
Brand (Portugal)

**Danièle Cohn,**  
Director of Center for  
Aesthetics and the Philosophy  
of Art (France)

**Sergio Bertolucci,**  
Director of Research and  
Scientific Computing, CERN  
(Switzerland)

#### STRATEGIC WORKSHOPS CHAIRS

**Philippe Galiay,**  
Policy Officer, Unit Ethics  
and Gender, European  
Commission, Directorate-  
General for Research and  
Innovation (Brussels)

**Asger Høeg,**  
Director, Experimentarium  
(Hellerup, Denmark)



# Thematic Groups

## NATURE GROUP

*Chairperson*  
**Henrik Sell**  
Deputy Director  
Natural History Museum  
Aarhus (Denmark)

The Nature Group brings together professionals and institutions who engage audiences with nature – a growing scientific and societal priority as it covers issues of pressing interest like bio-diversity, evolution, climate change and sustainability. The group held a pre-conference workshop on “Nature for innovation” at the 2013 Ecsite Annual Conference.

## REV GROUP

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

The REV Group stimulates and helps facilitate research and evaluation in science museums and centres across Europe. The group held a two-day session at the 2013 Ecsite Annual Conference in Gothenburg entitled “Developing and improving evaluation in your institution” and ran a “Introduction to audience research and evaluation methods” workshop at the South African Association of Science and Technology Centres 2013 annual conference in Durban, South Africa. A “beginner’s guide to measuring the impact of our institutions” was published in *Spokes* #2. Join the REV Group on LinkedIn: look for the “Research and Evaluation Thematic Group, Ecsite”.

## SPACE GROUP

*Chairpersons*  
**Marc Moutin**  
Exhibitions, Shows and Development Director,  
Cité de l’Espace (Toulouse, France)  
**Ana Noronha**  
Executive Director, Ciência Viva (Lisbon, Portugal)  
**Maria Menendez**  
Head of Corporate Exhibitions and Events Office,  
European Space Agency (Paris, France)

The Ecsite Space Group was created in collaboration with the European Space Agency (ESA) to facilitate cooperation and exchange among science centres, museums, research institutions, universities, national space agencies and industries all over Europe, in order to design collaborative projects to better share European space activities with the general public.

In 2012, the Space Group started a vibrant campaign, ‘Hook up with Rosetta’. A pre-conference workshop entitled ‘Are you ready for Rosetta?’ was organised during the Ecsite Annual Conference 2013 in Gothenburg. There, three collaborative projects were selected: an exhibition project led by La Cité de l’Espace (Toulouse, France), an education project led by NEMO (Amsterdam, The Netherlands), and the definition of a set of events led by Parque de las Ciencias (Granada, Spain). All project tools and outcomes will be made available freely to Ecsite members. The culmination of this project will be in November 2014, when Rosetta’s lander descends to the comet.

Today, the Space Group includes more than 40 museums and science centres, and offers a platform to share information, ideas, practices and expertise for developing joint projects.

## THE GROUP

*Chairperson*  
**Matteo Merzagora**  
Co-Director, TRACES / Espace des Sciences  
Pierre-Gilles de Gennes (Paris, France)

THE Group was the first Ecsite thematic group to be created. It is a learning community for explainers, a forum where they investigate their own roles, training practices and professional development. The group held a pre-conference at every Ecsite Annual Conference since 2007. In 2013 it held a pre-conference workshop entitled “Facilitating experience”.



- 1 Participants at the 2013 Nature Group pre-conference workshop
- 2 Participant at the 2013 THE Group workshop
- 3 Participants at the 2013 Space Group pre-conference workshop
- 4 Participants at the 2013 REV Group pre-conference workshop







- 1 Science center NEMO (Amsterdam, Netherlands)
- 2 Natural History Museum (London, United Kingdom)
- 3 Universcience (Paris, France)
- 4 Norsk Teknisk Museum, the Norwegian Museum of Science and Technology (Oslo, Norway)



- 5 Copernicus Science Centre (Warsaw, Poland)
- 6 AHHA Science Centre Foundation (Tartu, Estonia)
- 7 Cité de l'Espace (Toulouse, France)
- 8 Ciência Viva – Pavilion of Knowledge (Lisbon, Portugal)
- 9 Parque de las Ciencias (Granada, Spain)



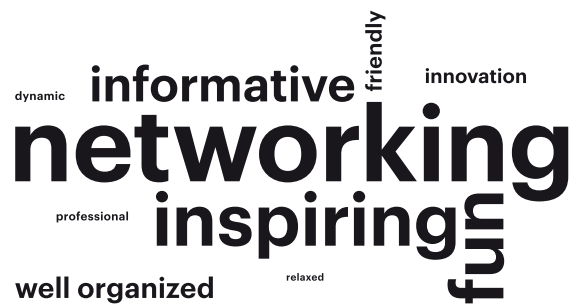


# Annual Conference 2013

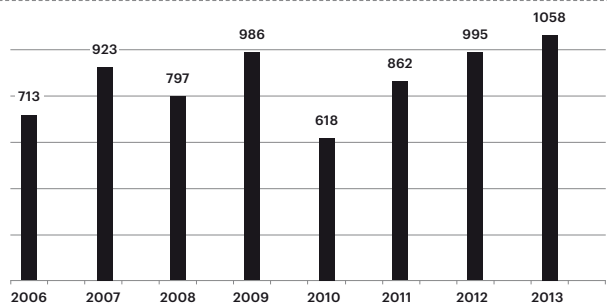
**CITY**  
Gothenburg, Sweden

**HOST**  
Universeum

KEYWORDS MOST ASSOCIATED WITH THE ECSITE ANNUAL  
CONFERENCE (FROM 225 FEEDBACK FORMS)



ANNUAL CONFERENCE PARTICIPANTS



**THEME**  
Dreams – the spirit of innovation

**DATE**  
4 - 8 June 2013

ANNUAL CONFERENCE AT A GLANCE

- 225 session proposals received
- 78 sessions chosen
- 8 pre-conference workshops
- 1,058 participants
- 47 countries represented
- 381 speakers
- 52 exhibitors at the Business Bistro
- 2,760 coffees served
- 225 feedback forms collected
- 1 Swedish word to say “sitting down with a coffee and something sweet, in good company”: “fika”

# Annual Conference 2013

## A dream Annual Conference

The 2013 Ecsite Annual Conference saw the highest attendance ever, with Universeum welcoming 1,058 participants from 47 different countries to enchanting Gothenburg, its pedestrian-friendly city centre and delicious seafood scene. It is impossible to report exhaustively on five days of intense sharing, debating, networking and partying – here are a few numbers and highlights, along with a very warm thank you to the host, Universeum.

### THE STUFF OF DREAMS

#### Baroness Susan Greenfield on Creativity

Susan Greenfield is a neuroscientist at the University of Oxford and has been awarded 30 Honorary Degrees from universities world-wide. Anyone interested in creating meaningful, inspiring, perhaps life-changing learning experiences should (re)watch her acclaimed Ecsite Annual Conference keynote speech on Ecsite’s YouTube channel (“The neuroscience of creativity – Making the most of 21<sup>st</sup> century technology”, delivered on 8 June 2013). Here are a few extracts...

*You can’t buy creativity, you can’t foster it, assume it or guarantee it – yet it is one of the most precious commodities in both the public and private sector.*

“Creativity is the process of breaking, then forming new neuronal connections between brain cells. It is making unprecedented connections, and creating new significance and understanding from these connections. It is the apotheosis of the human mind, the pinnacle of our individuality.”

“Experience leaves its mark on your brain: connections unique to you formed after your birth are shaped, strengthened, updated, up-graded, reviewed, revisited by every moment that you are alive. A stimulating, interactive environment makes brain cells work harder, grow branches and make more connections to other brain cells.”



# Annual Conference 2013

## PRODUCTIVE DAYDREAMING

### The Maker Space

A new concept was introduced at the 2013 conference: the Maker Space, conceived as a meeting point of people going in unexpected directions with materials, knowledge and resources. Many participants entered the room looking for a break from too much thinking... and had their most intense problem-solving experience of the conference there!

Initiated by:

#### Jochen Hunger

Scenographer  
jh Museum & exhibition design  
(Erlangen, Germany)

#### Karolina Perrin

Experience designer  
KarekDesign (Cracow, Poland)

#### Jean-Michel Molenaar

Project manager  
CCSTI Grenoble – La Casemate  
(Grenoble, France)

#### Ryan Jenkins

Tinkering Studio Coordinator  
Exploratorium  
(San Francisco, United States)

## MAKING DREAMS COME TRUE

### Business Bistro

Business Bistro brought together 52 of the finest product and service providers and institutions in science communication. Touring exhibitions, tactile globes, telescopes, humanoids, physical and digital interactives and much more were on show.

## THEY HAD A DREAM

### Annual Conference Programme Committee

#### Members

##### Camille Pisani

*Chairperson*  
Director General  
Royal Belgian Institute for Natural Sciences  
(Brussels, Belgium)

##### Laurent Chicoineau

Director  
CCSTI Grenoble - La Casemate  
(Grenoble, France)

##### Kim Herlev

Vice Director  
Experimentarium (Hellerup, Denmark)

##### Heather King

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

##### Marc Moutin

Exhibitions, Shows and Development Director  
Cité de l'Espace (Toulouse, France)

##### Maarten Okkersen

Communications Manager  
Museon (The Hague, Netherlands)

##### Anne Solli

Project Manager  
Universeum (Gothenburg, Sweden)

##### Vlasta Volak

Director  
Techmania (Pilsen, Czech Republic)

##### Maria Xanthoudaki

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

##### Lucy Schweingruber

Member Services Manager  
Ecsite (Brussels, Belgium)

##### Catherine Franche

Executive Director  
Ecsite (Brussels, Belgium)

ECSITE  
ANNUAL REPORT  
2013

ECSITE

- 1 Unusual encounter at the Business Bistro
- 2 Anne Glover, Chief Scientific Advisor to the President, European Commission, at the opening event
- 3 Maarten Okkersen miming his favourite land art piece at the Creative Lab pre-conference session
- 4 Problem-solving at the Maker Space

- 5 Host Carina Halvord, CEO of Universeum
- 6 Gala Dinner at Eriksbergshallen, a modern event hall featuring innovative architecture and authentic Scandinavian design - in an old shipyard building

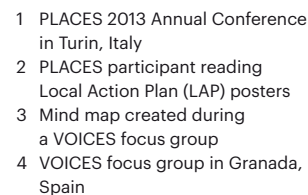
- 7 Ecsite President Robert Firmhofer and Executive Director Catherine Franche receiving the wishes of the people of Gothenburg at the opening of the Speakers reception
- 8 Baroness Susan Greenfield on the neuroscience of innovation
- 9 Registration

23

ECSITE  
ANNUAL REPORT  
2013







## A year in European collaborations

## VIEWS, OPINIONS AND IDEAS OF CITIZENS IN EUROPE ON SCIENCE

**In a nutshell:** Enabling active citizen participation in EU Research and Innovation policy making

**Timeframe:** January 2013 - July 2014

**European programme:** 7th Framework Programme (FP7) – Science in Society - Coordination and Support Actions: Grants to Named Beneficiaries

**Coordinator:** Ecsite - in charge of designing the consultation process, analysing the results, delivering them to the European Commission and disseminating them

**Ecsite members involved:** 29

**Project description:** VOICES is a ground-breaking consultation, using the opinions of people across the EU to shape the future of European research. 1,000 citizens participated in focus groups run by Ecsite members, expressing their hopes, fears, concerns and ideas on the theme of urban waste. The results of this consultation have directly informed policy makers, as they were fed into Horizon 2020 Work Programmes “Climate Action, Environment, Resource Efficiency and Raw Materials” research calls for 2014.

**2013 highlights:** Ecsite coordinated the development of a focus group methodology and trained facilitators from 27 EU countries who then ran 100 focus groups in science centres and museums. Public events also took place at six institutions, including activities and round tables with policy makers and local stakeholders. A report was produced for each country and results fed back to the European Commission.

**Tangible benefits for all Ecsite members:** You want to convince your local government of the values of running a public consultation, need to learn how to run a focus group or are simply curious to know what thoughts and ideas citizens expressed on waste management in your country? As this was a pilot project, everything has been carefully documented. Plenty of resources available online, in several languages.

voicesforinnovation.eu

*Taking part in the VOICES Project has been an amazing experience for Parque de las Ciencias. We can say that this process is an excellent tool to promote a more active role of citizens in science policy making. In their feedback, participants highlighted their satisfaction for being consulted and listened to. We have improved some of our assessment activities based on this methodology and have introduced this consultation process in some of the projects we are working on.*

Carmen Guerra, Parque de las Ciencias (Barcelona)

## PLATFORM OF LOCAL AUTHORITIES AND COMMUNICATORS ENGAGED IN SCIENCE

**In a nutshell:** Building local partnerships between science communication institutions and policy makers

**Timeframe:** June 2010 - May 2014

**European programme:** 7th Framework Programme (FP7)

**Coordinator:** Ecsite

**Ecsite members involved:** Over 40

**Project description:** PLACES creates or amplifies local connections between science communication actors, policy makers, scientists and citizens. 70 science communication institutions, 10 regions and 23 countries are establishing local partnerships and developing forums for the exercise of citizenship in science-related matters. Annual Conferences, Science Cities Workshops, training opportunities and Thematic Working Groups are bringing PLACES stakeholders together in a united effort to give shape to the concept of European City of Scientific Culture.

**2013 highlights:** Local Action Plans (LAPs) were developed, targeting key challenges for the next 5-10 years and were tested in pilot activities. The PLACES Annual Conference in Turin, Italy, focused on practical guidance about implementing science communication policies. Cities continued to join spontaneously those already involved – the project is still growing local ramifications throughout Europe.

**Tangible benefits for all Ecsite members:** You want to join, boost or initiate your local network? You will find all you need on the project's open platform: a huge data base of science communication actors, brochures, activity plans, an impact assessment toolkit... and a declaration for your Mayor to sign. Includes many examples of best practices on the role of science centres and museums in fostering concrete local action plans in issues such as health, environment, social inclusion, entrepreneurship, economic development, smart cities and of activities to foster the engagement of citizens in controversial issues.

openplaces.eu

*The PLACES City Partnerships and the Local Action Plans helped change the perception institutions and citizens have of Science Communication institutions.*

*For instance, municipalities and other policymaking institutions realized that science centres and museums have the instruments, methodologies and know-how to foster citizen engagement, organize citizen consultation activities and promote participation. Also, they have the trust from citizens and are good facilitators.*

## Conclusions of the PLACES Local Action Plan Analysis workshop



# A year in European collaborations

## NanOpinion

**In a nutshell:** Enabling dialogue between science and society on the topic of nanotechnologies

**Timeframe:** May 2012 - October 2014

**European programme:** 7th Framework Programme (FP7)

**Coordinator:** Zentrum für soziale innovation (Vienna, Austria)

**Ecsite role:** Project partner, Outreach work package leader

**Ecsite members involved:** 9

**Project description:** The project aims to reach audiences who don't usually engage in scientific debate and provide the European Commission with insights for policy framing on the topic of nanotechnology. A mobile monitoring station is travelling around Europe, raising awareness of the topic and collecting data on public opinion. Other outreach tools include workshops, educational programmes, online debate and media partnerships.

**2013 highlights:** The mobile monitoring station visited 15 countries, touring venues such as music festivals, market squares, community centres and other public spaces around Europe. Preliminary results were published and a monitoring session was set up at the 2013 Ecsite Annual conference.

**Tangible benefits for all Ecsite members:** Want to develop a nanotechnology project? Your front-end evaluation has been done for you! You can also dig into an extensive database of resources, watch videos and more on the project's user-friendly website.

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

*We really enjoyed working on this topic. Techmania gained very interesting information about the knowledge and opinions of citizens on nanotechnology. We made very good contacts with companies engaged in nanotechnology and experts dealing with nanoproducts.*

Martina Fryčová, Project Manager, Techmania  
(Pilsen, Czech Republic)

*Croatia is quite young in the field of science communication. The INPROFOOD activity made schools and universities see us as a quality partner in science communication.*

Jelena Filipaj, Executive Director,  
Aquis (Zagreb, Croatia)

## INPROFOOD

**In a nutshell:** Fostering Mutual Learning and inclusive research programming in the fields of food and health

**Timeframe:** November 2011 - October 2014

**European programme:** 7th Framework Programme (FP7) – MML project (Mobilization and Mutual Learning)

**Coordinator:** University of Hohenheim, Life Science Center (Stuttgart, Germany)

**Ecsite role:** Project partner, contributing to work package

“Participatory needs assessment, engagement and mobilisation”

**Ecsite members involved:** 17

**Project description:** The INPROFOOD project was developed in response to the apparent inefficacy of years of public campaigns promoting healthier eating habits. It aims to develop a new approach, generating a purposeful exchange between research, business and civil society actors on the nature of the problem and the role innovative technological approaches could play in tackling it.

**2013 highlights:** Two workshops aimed at Belgian food and health organisations were held in Brussels. A PlayDecide game was developed and used in 17 different science centres and museums, reaching almost 3,000 teenagers. Session results helped identify young people's priorities and concerns regarding food and health matters.

**Tangible benefits for all Ecsite members:** You'd like to engage teenagers and adults with food and health issues? Try out the great PlayDecide game, available online along with session results from all around Europe.

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



- 1 The NanOpinion mobile monitoring station at a Food Festival in Aarhus, Denmark
  - 2 INPROFOOD PlayDecide session in Paris, France
- © Meriem Fresson, TRACES-ESPGG







- 1 The ENGINEER advocacy brochure, an ingenious publication including a paper plane building kit  
© Christian Aschman
- 2 ENGINEER session at the Deutsches Museum (Munich, Germany)  
© Deutsches Museum - Eleni Wittbrodt
- 3 Intergenerational learning at Teknikens Hus (Luleå, Sweden) as part of the FEAST project

## A year in European collaborations

### ENGINEER

BREAKING NEW GROUND IN THE SCIENCE EDUCATION REALM

**In a nutshell:** Promoting the engagement of primary school children with engineering topics in schools and science centres

**Timeframe:** October 2011 - September 2014

**European programme:** 7th Framework Programme (FP7)

**Coordinator:** Bloomfield Science Museum (Jerusalem, Israel)

**Ecsite role:** Project partner, Advocacy work package leader

**Ecsite members involved:** 9

**Project description:** Inspired by a similar programme run by the Boston's Museum of Science, ENGINEER is addressing the shortfall in engineering expertise by introducing 1,000 teachers and 27,000 students from primary schools across Europe to the problem-solving principles of engineering. Twenty-six institutions from twelve countries have committed to this challenging initiative of inspiring children to choose engineering for learning and fun. Ten science centres collaborated with schools to develop 10 hands-on lesson plans. Ecsite is running an advocacy campaign directed at decision makers to boost engineering in school curricula and science centre programmes.

**2013 highlights:** Lessons were created and piloted in schools and science centres. Training sessions were organised by partners, aiming to reach 1,000 teachers. Ecsite produced a brochure aimed at decision makers and organised advocacy events. Several sessions relating to engineering were on offer at the 2013 Annual conference.

**Tangible benefits for all Ecsite members:** Pick from 10 freely available problem-solving workshop plans. If they need convincing, show your stakeholders the beautiful advocacy brochure.

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

*Any project which enthuses young people  
for engineering is worth doing.  
Engineering is the link between science  
and the economy and we need our best young  
people to consider this as a career.*

Pr. Anne Glover, Chief Scientific Advisor to the President,  
European Commission

### FEAST

FACILITATING ENGAGEMENT OF ADULTS IN SCIENCE AND TECHNOLOGY

**In a nutshell:** Creating a European model for developing and delivering informal science workshops for families

**Timeframe:** December 2011 - November 2013

European programme: Life-long Learning Programme (LLP)

**Coordinator:** Ecsite

**Ecsite members involved:** 7

**Project description:** FEAST builds on the success of another European project, PILOTS, that worked towards the professionalization of explainers in science centres and museums. This time, participants focussed on a specific target audience: parents. Their role as learning catalysts was explored and a method drawn up to develop activities fostering their involvement as confident and knowledgeable science educators of their children.

**2013 highlights:** Five science centres and museums each developed and tested an activity, paying particular attention to its replicability in other countries. Participating parents were encouraged to join an online platform to sustain interest after the workshop. A five-day course open to all explainers world-wide was held at NEMO science centre (Amsterdam) in September 2013. Participants learnt to run each of the five activities and shared experiences on engaging adults and parents in informal learning interactions.

**Tangible benefits for all Ecsite members:** You want to work with families? Read up a very digestible summary of parents' role in informal learning settings, download material to deliver five different sessions or create your own workshop (available in different languages) and join an open platform where parents and professionals reflect on their experiences.

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

# A year in European collaborations

## SYNERGENE

SYNTHETIC BIOLOGY – ENGAGING WITH NEW AND EMERGING SCIENCE AND TECHNOLOGY IN RESPONSIBLE GOVERNANCE OF THE SCIENCE AND SOCIETY RELATIONSHIP

**In a nutshell:** Fostering Responsible Research and Innovation (RRI) in the new field of synthetic biology

**Timeframe:** July 2013 - October 2017

**European programme:** 7th Framework Programme (FP7) – MML project (Mobilization and Mutual Learning)

**Coordinator:** Karlsruhe Institute of Technology (Germany)

**Ecsite role:** Partner, in charge of Public Involvement work package

**Ecsite members involved:** 8

**Project description:** The project engages stakeholders and the public in an open dialogue concerning synthetic biology’s potential benefits and risks and explores possibilities for its “collaborative shaping” on the basis of public participation. Ecsite brings together stakeholders to share expertise, learn from each other and develop a common understanding of crucial aspects of synthetic biology, later used to create and deliver public engagement activities. Outcomes will inform the collaborative shaping of guidelines for the development of RRI governance policies.

**2013 highlights:** Very start of Ecsite’s involvement, planning for a first knowledge and mutual learning workshop taking place in April 2014.

**Tangible benefits for all Ecsite members:** You only have a vague idea of what synthetic biology actually is? Find out more online and join discussion platforms open to all. Stay tuned: a toolkit on synthetic biology public engagement will be available later on in the project!

synenergene.eu

*If you ask five people to define  
synthetic biology, you will get six answers.*

Kristala L. J. Prather,  
Associate Professor with Tenure at MIT  
(Boston, United States)

## KiiCS

KNOWLEDGE INCUBATION IN INNOVATION AND CREATION FOR SCIENCE

**In a nutshell:** Art-science innovation

**Timeframe:** February 2012 – January 2015

**European programme:** 7th Framework Programme (FP7)

**Ecsite role:** Coordinator, in charge of two work packages: “Project Management and Evaluation” and “Enabling young adults’ creativity and innovation potential”

**Ecsite members involved:** 13

**Project description:** KiiCS builds bridges between arts, science and technology. The project is giving life to a series of incubation processes between artists and scientists and a programme aimed at young adults, experimenting creative ways of nurturing youth interest in science.

**2013 highlights:** Incubator partners organized “incubation modules” involving scientists, artists and innovation experts who put their creative energies together around a particular theme like “smart cities” or “music and neuroscience”. The project organised an interactive workshop to create “intelligent clothes” linking fashion, art and technology at the 2013 European Union Contest for Young Scientists (EUCYS) in Prague. Participating science centres and museums implemented the programme’s component aimed at young adults, working in pan-European groups on topics ranging from fashion to tourism and mobility.

**Tangible benefits for all Ecsite members:** Use the “Do-it-Yourself Incubation Kit” containing methodological and advocacy tools to be released in 2014.

kiics.eu

# A year in European collaborations

## DESIRE

DISSEMINATING EDUCATIONAL SCIENCE INNOVATION & RESEARCH IN EUROPE

**In a nutshell:** Disseminating science education research results to science engagement practitioners

**Timeframe:** December 2011 – November 2013

**European programme:** LLP (Lifelong Learning Programme)

**Coordinator:** European Schoolnet (EUN)

**Ecsite role:** Partner, responsible for implementing Online Discussion Events and workshops with science centres and museums, as well as with science communicators at large.

**Project description:** DESIRE was launched to help the dissemination of new developments and innovative practices in science education to practitioners like teachers and explainers. The project helped identify obstacles and define strategies to reach different target audiences.

**2013 highlights:** Production of the “Reach Out Toolkit”, available in English, Spanish, French and Italian (see below).

**Tangible benefits for all Ecsite members:** You are a running a project resulting in a brilliant learning tool and want to tell the world about it? Open the “Reach Out Toolkit”: you will find advice on how to reach teachers, project managers, policy makers and event organisers and how to make your results sustainable. Includes handy annexes listing free tools and new ideas to disseminate your science project outcomes and publicly accessible science education websites.

desire.eun.org



Sea for Society  
stakeholder  
consultation in Portugal  
© Daniel Espírito Santo

## Sea for Society

**In a nutshell:** Engaging stakeholders and citizens in a participatory dialogue and in a mutual learning process to empower actors on societal issues related to the ocean

**Timeframe:** June 2012 – November 2015

**European programme:** 7th Framework Programme (FP7) – Science in Society – MML project (Mobilization and Mutual Learning)

**Coordinator:** NAUSICAA National Sea Experience Centre (Boulogne-sur-Mer, France)

**Ecsite role:** Project partner, in charge of the “Implementation of Consultation Process” work package

**Ecsite members involved:** 9

**Project description:** Sea for society started with a wide consultation phase involving stakeholders and citizens, based on the principles of participatory dialogue and aiming to raise awareness and identify top challenges in our daily interactions with the sea. These results will inform the project’s mobilisation phase, advocating a collective vision for sustainable marine environments and feeding into the core concept of the project: the “Blue Society” vision.

**2013 highlights:** Consultation phase: Each geographical area conducted consultations on specific marine-related issues. Ecsite and the J.E.Cairnes School of Business & Economics (National University of Ireland Galway) conducted a meta-analysis of consultation outcomes at European level. Ecsite then conducted meta-analysis at European level.

**Tangible benefits for all Ecsite members:** You want to create a workshop or exhibition on marine topics? Watch a video to familiarize yourself with the “Blue society” concept and download dissemination material in a diversity of languages. You’re interested in citizen or stakeholder consultation methodology? Plenty of resources available online.

seaforsociety.eu

*Sea for Society is a unique opportunity to  
draw from the shared expertise of diverse  
organisations and to engage with citizens on  
major issues for our future. Science centres  
play a very special role in this process, as  
interface between all actors, and catalysts for  
public dialogue.*

Manuel Cira, Head of Cultural Services, NAUSICAA National  
Sea Experience Centre (Boulogne-sur-Mer, France)



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EXHIBITS.NL

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TECHNIQUEST.ORG

### ECSITE CORPORATE PARTNERS

Ecsite counted ten Corporate partners in 2013. They support our network and are proud to share Ecsite's commitment for science public engagement.

- 1 A useful tool: Ecsite's new Corporate Partnerships brochure  
© Christian Aschman
- 2 Artist's impression of the Rosetta orbiter deploying the Philae lander  
© ESA-J. Huart, 2013



1



2

## Partnerships

### EXPLORING NEW POSSIBILITIES - THE ECSITE FUNDRAISING COMMITTEE

Created in 2012, the Fundraising Committee was particularly active in 2013. Corporations were identified as the main fundraising target and will be reached using a tailored-made Corporate partnerships brochure. Ecsite now offers four different packages to corporations and other institutional donors: depending on their target group, they can become Event Partners, Science Centres Partners, Project Partners or Lead Partners. In order to implement this strategy, a new position was created at the Ecsite Executive office to support Lucy Schweingruber in her fundraising mission: Pedro Albuquerque, Business Development Manager (joining April 2014).

#### Fundraising Committee Members

**Svein Anders Dahl** (Chair), Managing Director,  
VilVite, Bergen Vitensenter AS (Norway)

**Michiel Buchel**, General Director,  
Science center NEMO (Amsterdam, Netherlands)

**Louise W. B. Emerson**, Head of Business  
and Commercial Strategy, Natural History  
Museum (London, United Kingdom)

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

**Lucy Schweingruber**, Member Services Manager,  
Ecsite (Brussels, Belgium)

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

### EVENT PARTNERS

National Geographics Entertainment  
(nationalgeographic.com) and RealD3D (reald.com) sponsored the Directors Forum (Pavilhão do Conhecimento – Ciência Viva, Lisbon, 20 – 21 November 2013).



### PROJECT PARTNER: ECSITE AND ESA BUILDING A PARTNERSHIP TO SHARE EUROPEAN ACHIEVEMENTS IN SPACE

In early 2012, the European Space Agency (ESA) and Ecsite began to combine their strengths in content, networks and capacities in order to reach the largest European audience possible.

"Together," says Fernando Doblas, Head of ESA's Communication Department, "we are implementing a partnership project aiming at sharing European space achievements with our fellow citizens, thanks to the leverage provided by European science centres and museums.

"Further to the approval of the Space Thematic Group by the Ecsite Board in November 2012, we are now supporting the Ecsite 'Hook up with Rosetta' project, which involves more than 40 science centres and museums from 12 ESA Member States." "This partnership with Ecsite is strategically important for ESA," adds Mr Doblas, "because science centres and museums are trusted by the public as independent sources of information. It is also their daily business to share scientific and technical achievements with a public of all ages."

[www.esa.int](http://www.esa.int)  
[www.esa.int/exhibitions](http://www.esa.int/exhibitions)





## Financials

Diegem, March 31, 2014  
Ernst & Young  
Réviseurs d'Entreprises SCCRL  
represented by  
Herman Van den Abeele  
*Partner*



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 2013. 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 2013, prepared in accordance with the financial reporting framework applicable in Belgium, which show a balance sheet total of € 2.635.319 and a profit of € 35.009.

### 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 2013 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.

## PROFIT & LOSS ACCOUNTS BASED ON ANALYTICAL COSTS AS PER DECEMBER 31, 2013 IN EURO

	ACCOUNTS 2012	ACCOUNTS 2013
<b>INCOME</b>	<b>1.435.567</b>	<b>2.520.658</b>
<b>Services to members</b>	1.435.567	2.486.658
Membership fees	261.910	263.230
Annual Conference		
Conference	361.728	458.838
Business bistro	211.750	207.730
Directors’ Forum	7.410	3.600
Trainings	5.700	52.301
Collaborative projects	586.688	1.500.367
Other	381	592
<b>Development</b>		34.000
Fundraising		14.000
ESA - Space Thematic group		20.000
Use of Ecsite Strategic Reserve		
<b>COSTS</b>	<b>-1.389.592</b>	<b>-2.432.410</b>
<b>Services to members</b>	-982.560	-1.970.672
Annual Conference		
Conference	-338.709	-398.188
Business Bistro	-20.537	-27.346
Directors’ Forum	-11.258	-6.825
Trainings	-8.347	-52.301
Communication		-32.038
Communication tools	-11.673	
Strengthen the brand	-2.000	
Ecsite STATS	-4.240	-2.305
Collaborative projects	-585.796	-1.451.669 (a)
<b>Development</b>		-21.312
Fundraising		
Operational		-5.786
Personnel costs		-920
Project development		-14.606
<b>Operational Costs</b>	-348.433	-421.269
Personnel Head Office	-113.528	-202.328
Travel	-23.698	-15.783
Accounting, social & legal fees	-97.524	-94.740
Facility costs	-78.464	-80.640
Other	-35.219	-27.778
<b>Provisions</b>	-58.599	-19.156
Social liabilities		
Other liabilities	-58.599	-19.156
<b>EBITDA</b>	<b>45.975</b>	<b>88.248</b>
Depreciation	-15.495	-9.242
Written off	-47.551	-44.961
Financial Income	22.315	8.140
Financial Charges	-4.470	-7.176
<b>GAIN/LOSSES ON ORDINARY ACTIVITIES</b>	<b>774</b>	<b>35.009</b>

## BALANCE SHEET AS PER DECEMBER 31, 2013 IN EURO

ASSETS > 1 YEAR	
Fixed assets	14.463
<b>Sub total assets &gt; 1 year</b>	<b>14.463</b>
<b>CURRENT ASSETS</b>	
EC Guarantee Fund	334.331
Receivable	118.286
Amounts receivable- EC projects and VAT	631.243
Cash in hand and deposit	1.527.104
Deferred charges	4.776
Accrued income	1.670
<b>Sub total current assets</b>	<b>2.617.409</b>
<b>TOTAL ASSETS</b>	<b>2.631.872</b>

LIABILITIES > 1 YEAR	
Reserves of the association	471.706
Provisions for charges	141.868
<b>Sub total liabilities &gt; 1 year</b>	<b>613.574</b>
<b>AMOUNT PAYABLE</b>	
Long term liabilities	132.100
Debtors - payable	228.739
Advance received on contracts	1.157.289
Social charges, taxes, remunerations	142.123
Amounts payable - EC project	227.051
Accrued charges	6.325
Deferred income	124.670
<b>Sub total current liabilities</b>	<b>2.018.298</b>
<b>TOTAL LIABILITIES</b>	<b>2.631.872</b>



The Ecsite Executive Office

THEY MADE 2013

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

THEY WILL BE MAKING 2014

- Catherine Franche**  
Executive Director [1]
- Pedro Albuquerque**  
Business Development Manager [2]
- Julie Becker**  
Communications Manager [3]
- Antonio Gomes da Costa**  
PLACES Project Manager [4]
- Audrey Korczyńska**  
Project Manager [5]
- Luisa Marino**  
Project Manager [6]
- Marzia Mazzonetto**  
Senior Project Manager [7]
- Lucy Schweingruber**  
Member Services Manager [8]
- Anne Urger**  
Administrator [9]
- Mariette Wennmacher**  
Executive Administrative [10]
- Maria Zolotonosa**  
Project Manager [11]

GET IN TOUCH, STAY TUNED

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- LinkedIn**  
join the group “Science centres and museums in Europe”
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ECSITE 2013:  
COLLABORATION, ENGAGEMENT, IMPACT

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