



Strategic Plan 2016-2020

Ecsite is the European network of science centres and museums.

We bring together more than 350 organisations committed to inspiring people with science. Together, they reach more than 40 million citizens per year.

Our members are science centres and museums, aquaria, festivals, universities, open labs, companies, research organisations...

Ecsite acts as a platform to:

- Shape the future of science engagement
- Watch trends, boost creativity and learn from each other
- Harness its members' collective powers and catalyse social impact
- Collaborate at European level and worldwide

The Ecsite Annual Conference is the largest professional science engagement event in Europe with 1,000 participants.

VISION

Ecsite's vision is
to foster creativity and critical thinking in European society,
emboldening citizens to engage with science.

MISSION

Ecsite's mission is to inspire and empower
science centres, museums and all organisations that engage people with science,
and to promote their actions.



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CORE VALUES

Cooperation

We promote knowledge and ideas sharing as key to the success of each of our members.

Diversity and Inclusiveness

We commit to actively nourishing procedures that welcome diversity in the organizational nature, purpose, opinions and perspectives of our members, in compliance with Ecsite's objectives and values. We commit to including everyone as a participant regardless of age, gender, sexual orientation, religion, ethnicity, ability or political affiliation.

Integrity and Professionalism

We commit to ethical standards that make us accountable and transparent and to identifying and promoting efficient and valuable practices in our field.

Creativity and Innovation

We champion a culture of innovation. Our members stimulate creativity and critical thinking among citizens.

Active citizenship

We believe science capital is an essential condition for a well-functioning democracy. We advocate for the involvement of citizens in the research process.



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5 PRIORITIES

Enable greater collaboration for members

Maximize the impact and the role of our members

Nurture the membership

Advocate for science engagement and influence policy

Use resources to their fullest potential

1. Enable greater collaboration for members

Strategic Goals

- Offer professionals in the field opportunities to network within the science engagement community and broader
- Foster and facilitate partnership projects that engage members
- Further enrich our events, especially the annual conference
- Make best use of communication channels to engage our community in sharing knowledge, experience and resources
- Promote, contribute to and maximize international opportunities

2. Maximize the impact and the role of our members

Strategic Goals

- Encourage collaborative opportunities to further raise the operational and strategic performance of our members and their societal relevance
- Create opportunities for our members to benchmark, compare and learn from each other
- Support members in creating inspirational environments that provide experiential science learning
- Reinforce our role in communicating and updating our members on developments in the field
- Encourage initiatives that connect science to different sectors of society
- Encourage the connections between science engagement research and its practice



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3. Nurture the membership

Strategic Goals

- Nurture existing members and consider novel routes for encouraging broader membership and participation
- Demonstrate commitment to diversity and inclusiveness through Ecsite's communication and governance
- Develop a cohesive members' community
- Improve benefits in all membership categories to address diverse members' needs and expectations
- Recognize and foster outstanding achievement in the field through Ecsite Awards
- Maintain efficient communication channels with members encompassing new strategies and tools as appropriate

4. Advocate for science engagement and influence policy

Strategic Goals

- Position Ecsite as the voice of a diverse science engagement community
- Be an advocate for the sector through participation in policy making in science, education, culture and collaborate with members in advocating nationally
- Raise the impact and the visibility of our events and actions
- Build partnerships with organisations and groups to expand our audiences and impact
- Develop a content-driven communication through cross-platform and integrated online tools
- Promote European expertise at the international level

5. Use resources to their fullest potential

Strategic Goals

- Expand and manage Ecsite's financial resources in a sustainable manner to ensure longstanding leadership in the field, as well as the best services and benefits to all members
- Constantly diversify our financial income streams and reduce dependence on any one source of funding
- Increase capacities in fundraising and marketing
- Build partnerships to develop collaborative projects and gain new income sources