ACTIVITY REPORT

Strategic Plan
2011 – 2015 Progress

Rosalia Vargas
President of ECSITE

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ACTIVITY REPORT

Strategic Plan 2011-2015

- Powerful Voice
- High Standards
- Collaboration
- Resources
- Leadership

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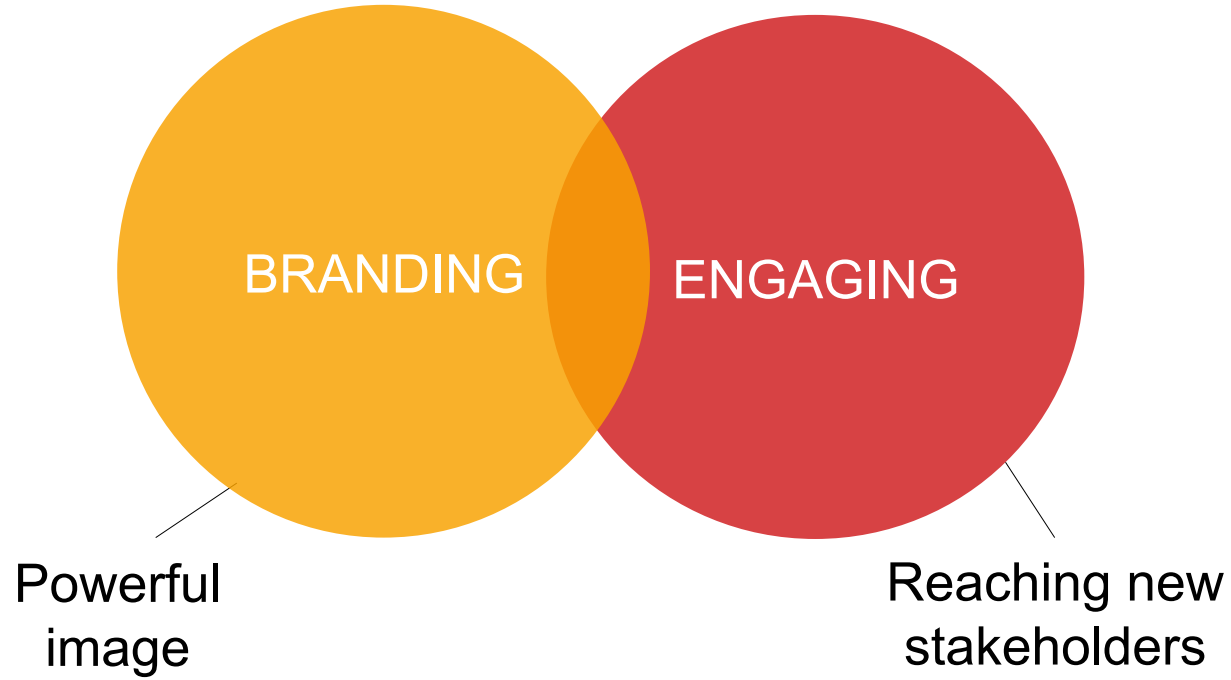
A POWERFUL VOICE

Strengthen the BRAND OF ECSITE



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BRANDING

New strong visual identity

Communication Plan achieved

Recruited a full-time Communication Manager and Webmaster

Integration of on-line, paper and social media communication tools and products

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ENGAGING
Connecting stakeholders

Positioning science centres and museums in H2020, via the VOICES and PLACES projects

Partnership with EAZA and BCGI: reaching Zoos, Aquariums and Bothanical Gardens

Talks with EUSEA to intensify partnerships with science festivals

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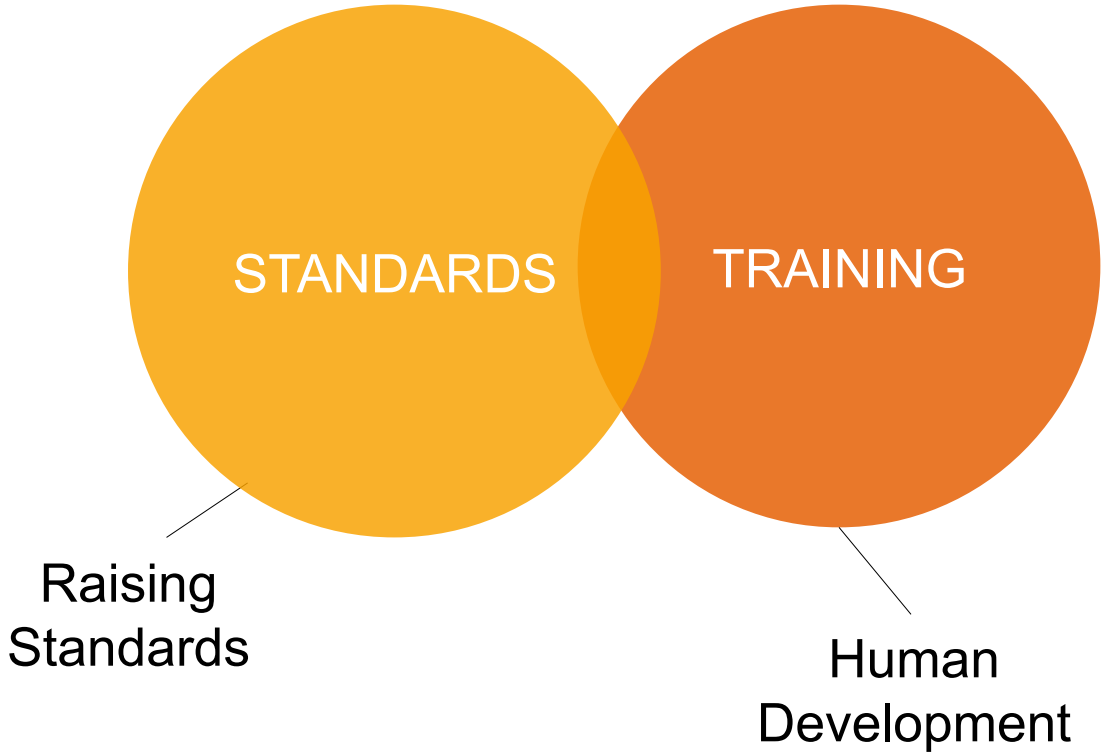
HIGH STANDARDS

Monitor and develop operational standards



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RAISING STANDARDS

Using to their full potential:

- Annual Conference
- Directors' Forum
- Thematic Groups
- European Projects

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TRAINING

Pre-conference training organised by Ecsite Thematic Groups.

Successful organisation of the Euro-Mediterranean Summer School EMME.

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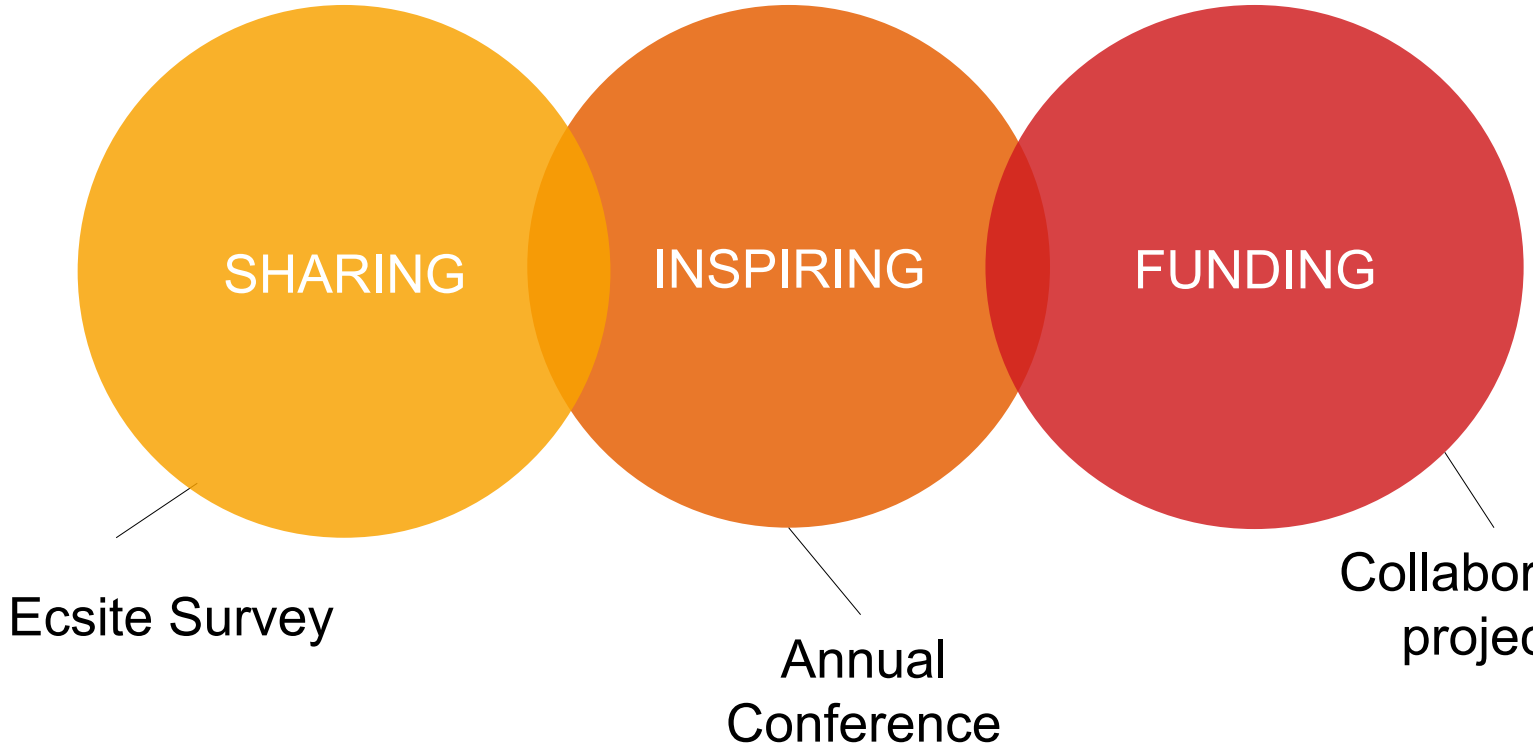
COLLABORATION

Enabling greater collaboration among members



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SHARING

A Member Services Manager with increased responsibilities.

Ecsite Survey: constantly seek and collect feedback from members.

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INSPIRING

The largest science communication event in Europe

1000 science communicators from over 45 countries

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FUNDING

18 EU projects since 2011

More than 200 Ecsite members involved

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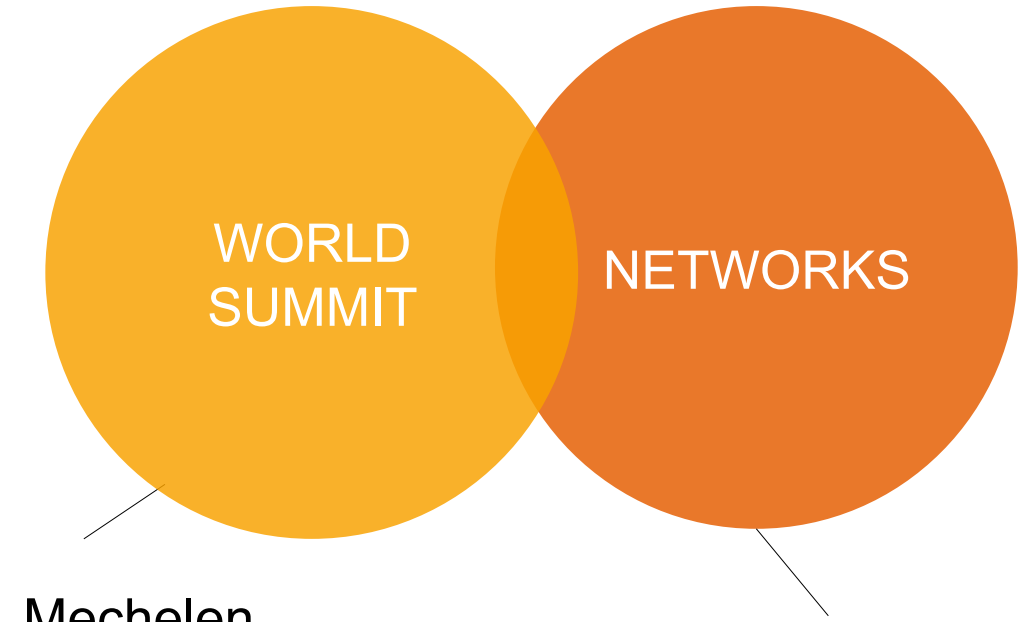
LEADERSHIP

A leading partner in fostering science centres' activity on a global scale



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World Summit 2014

Active participation in the
Science Centres World Summit 2014

Networking for the implementation
of the Mechelen Declaration

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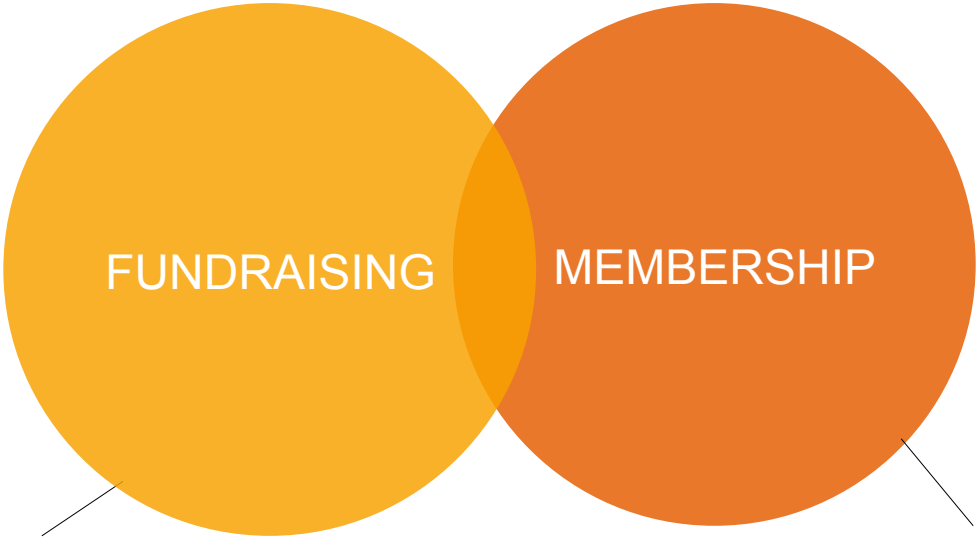
RESOURCES
Developing new resources



Fundraising Committee

Revising categories

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FUNDRAISING

An active Fundraising Committee

Recruitement of a full-time
Business Development Manager

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EXPANDING MEMBERSHIP

Revision of the Strategic plan
Setting up the Building Blocks:

- Scope
- Membership
- Governance

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