

## **Resonances Ecsite Annual Report 2015**



Ecsite is the European network of science centres and museums.

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

Ecsite gathers more than 350 organisations in Europe and world-wide. Its mission is to inspire and empower science centres, museums and all organisations that engage people with science, and to promote and share their actions.

2	<b>Resonances</b> Resonating values – by R. Vargas Multiple frequencies – by M. Buchel Executive Office sound box – by C. Franche	9	<b>Professional amplifications</b> Ecsite Annual Conference Mariano Gago Ecsite Awards Ecsite Thematic Groups Ecsite Directors Forum	1
22	<b>Synchronised vibrations</b> Ecsite’s EU-funded projects	31	<b>Converging frequencies</b> The EMME Summer School A new partner, Hands On! Working with zoos, aquaria and botanical gardens A long-term relationship with ESA Ecsite Sponsors	
39	<b>New conductors</b> A rejuvenated website A monthly online Spokes magazine	43	<b>Internal pulse</b> New membership definitions New 2015 members Ecsite Board Ecsite Executive Office	
48	<b>Heart beats</b> Stories from science engagement professionals			

## Resonances Resonating values

**Rosalia Vargas**

Ecsite President until June 2015

President of Ciência Viva – Pavilion of Knowledge  
Lisbon, Portugal

2015 has been a year of great achievements for the Ecsite network. To mention a few, our annual conference broke a new attendance record with 1,101 delegates; we ran the first edition of the Mariano Gago Ecsite Awards; we launched a new website and online magazine; we started work on no less than seven new pan-European projects.

All of these examples perfectly illustrate how our network multiplies the energies we each contribute as members, sending us back amplified impulses. Ecsite is a powerful vibrating system able to produce large amplitude movements from cumulated smaller periodic driving forces.

As science engagement organisations, we all have the power to make others vibrate and transfer energy. This is reflected in the vision that Ecsite members gave themselves in the new four year Strategic Plan developed in 2015: to foster creativity and critical thinking in European society, emboldening citizens to engage with science.

In 2015 Ecsite members took an important decision during their Annual General Meeting: we broadened the definition of Full membership, allowing a more diverse set of members to provide creative input and reflecting current trends in science engagement. These changes are true to our inclusiveness values. They take into account our field's widening range of actors: while science centres and museums remain the core of Ecsite membership, we now also count online platforms, university laboratories or science theatre companies among our members.

Science engagement attracts increasing interest from all parts of society and this is excellent news. We have never been so relevant. I am proud to conclude my Ecsite presidency on these words and will keep putting my energy at the service of our vibrant network.







## Multiple frequencies

**Michiel Buchel**

Ecsite President from June 2015  
CEO, NEMO Science Centre  
Amsterdam, The Netherlands

**I have set three priorities for my mandate as Ecsite President, started in June 2015: growth, sustainability and cooperation. Let me focus on the latter and efforts undertaken in 2015 to widen our partnerships and collaborations.**

**“Resonance” is the leading thread for this 2015 Annual report: in physics, some vibrating systems have multiple resonant frequencies. I believe that Ecsite is one of those. We have the powerful ability to work with a wide range of stakeholders, as shown by our long-lasting relationships with partners as diverse as the European Space Agency and the dozen corporate sponsors who keep supporting our activities.**

Throughout 2015, representatives of Ecsite, EAZA (the European Association of Zoos and Aquaria) and BGCI (Botanic Gardens Conservation International) worked on the first implementation step of the Memorandum of Understanding signed by our three organisations in 2014: a joint public awareness campaign on local biodiversity, to be launched in spring 2016.

We also initiated a partnership with Hands On!, the International Association of Children in Museums. This manifold collaboration allowed a fertile exchange of awards jury members in 2015 and will result in a special pre-conference workshop and joint award ceremony in 2016.

Last but not least, in September 2015 Ecsite teamed up with NAMES, the North Africa and Middle East Science centers network and acted as a promoting partner for the second edition of EMME, the Euro-Mediterranean and Middle East Summer School for Science Communication, a remarkable capacity building initiative and exceptional cross-cultural experience.

In English, “resonance” has a second metaphorical meaning: we say that an idea resonates with us when it makes a lot of sense to us, when it speaks to our hearts and brains. I know that Ecsite’s values strongly resonate with each of our member organisations, and each of the professionals who work for them. We stand for cooperation; diversity and inclusiveness; integrity and professionalism; creativity and innovation; and citizenship. These values are precious and I want to thank all the organisations and professionals who embody them on a daily basis and contribute to our thriving network.



## Executive Office sound box

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

Two dozen attentive ears, as many careful eyes and hundreds of fine-tuned antennas: meet the Ecsite Executive team. We are strategically placed to capture and relay waves from EU institutions of course, but our sensors also pick up our members' pulse on a daily basis.

European societies have been submitted to particularly challenging forces in 2015, oscillations that also affected the science engagement sector. I'm proud of the instances in which Ecsite works as a sound box for burning questions, offers a space for discussion and catalyses individual members' actions into a collective effort.

In November 2015 for instance our Spokes magazine published a series of interviews with Ecsite members running initiatives for and with migrants, most of them in their early stages. This article was the most read Spokes piece on record, sparked many reactions and put the question high on our network's agenda.

Ecsite and its members have firmly repeated their belief that science needs open-minded, democratic societies and unhampered exchange of ideas to thrive. Confronted with tragic events like the Paris, Istanbul or Brussels attacks, they have expressed their commitment to keep using their organisations' power to engage millions of citizens in dialogue and foster tolerance in our societies.

Coordinated by Ecsite and kick-started in 2015, ambitious EU-funded project Sparks involves 22 Ecsite members and will be enabling some of these crucial dialogues. Chosen over dozens of other proposals, Sparks will result in a touring exhibition shown in 28 different countries and dozens of activities engaging at least one million citizens with Responsible Research and Innovation. Sparks' methodology emphasises interdisciplinary and participatory approaches to promote RRI in relation to health. This project firmly establishes science centres and museums as crucial RRI stakeholders on the European stage.

The "Ecsite network 2015" poster sent with this annual report is now hanging on the Ecsite office wall, reminding the team of the extraordinary organisations and people we serve. We receive wonderful energy from you, dear members and friends – we strive to deserve your trust and dedication all year round.







## Professional amplifications

The core of Ecsite's mission is the mobilisation of the science engagement community. Get a glimpse of 2015 Ecsite events and activities, where thousands of professionals bring their own vibe to the sector's powerful beat and get inspiration for their daily practice.

### Ecsite Annual Conference *Food for curious minds*

The 26<sup>th</sup> Ecsite Annual Conference took place in Trento, Italy, on 11-13 June 2015. It gathered 1,101 participants from 52 different countries, making it the largest Ecsite Annual Conference ever. A warm thank to the host MUSE – Museo delle Scienze, for cooking up such an appetising edition.

The “Food for curious minds” theme picked by MUSE offered room for countless metaphoric interpretations but also invited to tackle the concrete topic of food and energy, a burning global challenge. It was chosen to echo the theme of Universal EXPO 2015 in Milan: “Feeding the Planet - Energy for life”.

MUSE's brand new permanent exhibition and Renzo Piano building, perfectly integrated in the surrounding Dolomite mountains skyline, offered a perfect setting for science centre and museum professionals to get inspired and nurture their own curious minds. Dozens of dedicated staff and welcoming volunteers lent this edition its particularly friendly flavour.

“Taken metaphorically, the food theme relates to cultural and intellectual nurture. For decades, science engagement professionals have played a crucial role in sourcing, preparing and serving this “mental food” to hungry audiences. Increasingly, they invite scientists, policy makers, citizens and business around the table – or even into the kitchen...”



**Michele Lanzinger**  
Director  
MUSE - Museo delle Scienze  
Trento, Italy



Attendees could pick from more than 100 sessions and workshops during two days of pre-conference and three days of main conference. Covered topics included food exhibitions, synthetic biology, science and the cities, meta-making, serious games, visitor tracking, humour in science centres, gender inclusion in tinkering programmes, customer services, planetariums, press ethics, the future of natural history museums, low-budget marketing tips, space science communication, fundraising strategies, engineering programmes, design thinking... not to forget the thematic MakerSpace and GameLab spaces.

A very special social event awaited participants at the end of each day: a friendly Speakers' Reception in the Province's neo-Renaissance Palace; a dazzling Gala Dinner at a local winery; a packed Nocturne in a transfigured MUSE; and a funky Farewell Party in a reconverted motorway tunnel.

The conference's Business Bistro trade fair areas hosted 55 exhibitors, from exhibition producers to film makers and toy suppliers to software developers.

Representatives of EU Commissioner Carlos Moedas, of two Italian Ministers and of the local government spoke at the conference's opening event, while the closing ceremony saw fancy-dressed participants perform playful songs and dances inviting the science engagement community to gather again in Graz in June 2016 for the 27<sup>th</sup> edition of the Ecsite Annual Conference.

#### #Ecsite2015 on Twitter

240+ active Twitterers exchanged about 2,000 tweets during the three days of the main conference.

Popular keywords included: coffee, curious, exhibition, food, hacking, learning, making & makerspaces, museums, research, science, visitors and waste.

Thank you to the #Ecsite2015 top 5 Twitterers who generated a combined engagement of 896 'likes' and 'retweets'.



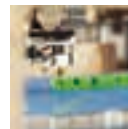
**VSC\_network**  
@sciencemuseums



**Nathalie Caplet**  
@Natnatnet



**Ryan Jenkins**  
@ryanejankins



**FablabGrenoble**  
@FablabGrenoble



**Asbjorn Skovsende**  
@danishbuddha







One of the conference's highlights was the keynote speech delivered by food waste scandal activist Tristram Stuart. Stuart offered to tackle the challenge of feeding a rising world population by reducing food waste first - before thinking of increasing food production. Reminding attendees that inhabitants of developed countries have access to 3-4 times the calories they need, he urged the audience to help "feed bellies, not bins". Stuart told encouraging stories of supermarkets convinced to review their wasteful bean packaging and concluded with practical advice for museum cafeterias.

Conference host MUSE pre-empted Stuart's plea and took important steps to reduce the conference's ecological impact. Attendees enjoyed delicious meals prepared with seasonal products, locally sourced whenever possible, and leftovers were redistributed by local charities. The beautifully unique conference bags were produced by a social cooperative up-cycling old sofas. Recycled paper and reusable, washable or compostable tableware and bottles were used, and all waste was sorted and recycled. Efforts will be sustained at the 2016 edition: among others, vegetarian-only lunches will be introduced to follow Stuart's recommendation of reducing meat consumption.

"Feed bellies, not bins!  
My three waste reduction tips  
for your cafeteria: get rid  
of trays, use smaller plates and  
halve your meat offer."

**Tristram Stuart**  
Author and Founder  
of Feedback,  
London, United Kingdom



### Impulse generators

**The Annual Conference  
Programme Committee (ACPC)**

**Mikko Myllykoski**  
Experience Director, Heureka  
(Vantaa, Finland) - Chairperson

**Ian Brunswick**  
Programme Manager,  
Science Gallery (Dublin,  
Ireland) - *from June*

**Laurent Chicoineau**  
Director, CCSTI Grenoble -  
La Casemate  
(Grenoble, France)

**Antonia Caola**  
Head of International  
Collaborations & PR,  
MUSE (Trento, Italy)

**Johannes-Geert Hagmann**  
Curator and Cooperation  
Officer, Deutsches Museum  
(Munich, Germany)

**Amito Haarhuis**  
Deputy Director,  
Science Centre NEMO  
(Amsterdam, The Netherlands)

**Joanna Kalinowska**  
Director of Development,  
Copernicus Science Centre  
(Warsaw, Poland)

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

**Sheena Laursen**  
Head of International  
and Learning Projects,  
Experimentarium,  
(Copenhagen, Denmark) -  
*from June*

**Maarten Okkersen**  
Head of Communication  
& Marketing, Museon  
(The Hague, The Netherlands)

**Gerlinde Podjaversek**  
Exhibitions & International  
Projects, FRida & freD children  
museum (Graz, Austria)

**Barbara Streicher**  
Executive Manager, Association  
Science Center Netzwerk  
(Vienna, Austria)

**Vlasta Volak**  
Director, Techmania (Pilsen  
Czech Republic)

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

**Julie Becker**  
Communications and Events  
Manager, Ecsite (Brussels,  
Belgium) - *from March*

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



## Mariano Gago Ecsite Awards

2015 saw the first edition of the Mariano Gago Ecsite Awards, encouraging creative and impactful work within the informal science education sector. Open to all Ecsite members, they provide an incentive and reward whose prestige contributes to the development of excellence in science engagement.

“What struck me in many of the awards entries was the focus on the human interaction with science. The winning project managed to generate dialogue on complex issues by first reaching out to each visitor’s personal connection with technology.”

**Annemies Broekgaarden**  
Mariano Gago Ecsite Awards  
Jury member  
Former President  
Hands On! International  
Association of Children  
in Museums



### Impulse generators

**The Ecsite Mariano Gago Awards Jury**

**Annemies Broekgaarden**  
Former President, Hands On! International Association of Children in Museums (The Netherlands)

**Carlos Coelho**  
President of Ivity Brand Corporation (Portugal)

**Jean-Louis Kerouanton**  
Assistant-Professor in history of technology and Vice-President of University of Nantes (France)

**Dariusz Jemielniak**  
Full Professor of Management, Kozminski University (Poland)

The awards are named after José Mariano Gago (1948 - 2015), former Portuguese Minister of Research and key figure of European science engagement. He was a founder of the Portuguese Ciência Viva network of science centres and an active contributor to Ecsite activities over the years.

A call for entries was launched for one category: Creativity, encouraging Ecsite members to showcase creative solutions in science engagement and communication. The award was given to the Norsk Teknisk Museum, Oslo (Norway) for the TING exhibition, “a participatory, immersive exhibition experience for exploring the complex relationships between technology and democracy.”

Put together to celebrate the coinciding bicentenary of the Norwegian constitution and centenary of the Norsk Teknisk Museum (Oslo), TING invites visitors to question the impact that future technologies like DNA scanning, 3D printing or drones will have on democracy. The exhibition brings together collections pieces and state-of-the-art interactivity to frame contemporary issues in their historical and societal context. Like in the ancient Scandinavian “ting” assembly, visitors debate and vote on these questions, generating stunning data visualisation graphics.

The Jury praised the project’s courageous ambition to make the museum “a space for public discourse and an advocate for democratic values” and to “engage reserved Norwegians in discussions with people they don’t know”.

The winner received a trophy and diploma at a ceremony taking place during the Gala Dinner at the 2015 Ecsite Annual Conference. A senior manager from the Norsk Teknisk Museum was invited to the 2015 Ecsite Directors Forum where he shared his organisation’s experience in a workshop questioning peers on the political role of science centres and museums.

The 2015 Mariano Gago Ecsite Awards were carried out with the support of the Fund Ernest Solvay, managed by the King Baudouin Foundation (Belgium).







**Facilitation Group**

**Aim:** build a community for all staff who deliver learning experiences within a museum

**Twitter:** @Ecsite\_TFG

“The way we think about facilitation, training and professional development is fundamentally changing. To reflect these developments we too are changing. We are expanding our remit and giving ourselves a makeover!”



**Brad Irwin**

Chairperson of The Facilitation group and Partnerships Development Manager, Natural History Museum, London (United Kingdom)

**Ecsite Thematic Groups**

Ecsite counts four Thematic Groups, bringing together professionals willing to exchange ideas and best practices on specific science engagement topics. They are run by committed Ecsite members and practitioners who lend their energy and time to these thriving communities – thank you!

**Impulse generators**

**Matteo Merzagora**

TRACES/Espace des Sciences  
Pierre-Gilles de Gennes, Paris  
(France) – Chairperson  
*until June*

**Brad Irwin**

Partnerships Development  
Manager, Natural History  
Museum, London (United  
Kingdom) – Chairperson  
*from June*

**Maria Xanthoudaki**

Head of Education & Centre of  
Research in Informal Education,  
National Museum of Science  
and Technology Leonardo  
da Vinci, Milan (Italy)

**Heather King**

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

**Paola Rodari**

Senior Research and Project  
Manager, SISSA Medialab,  
Trieste (Italy)

**Miha Kos**

Director, The House of  
Experiments,  
Ljubljana (Slovenia)

**Sofia Lucas**

Commercial Director, Ciência  
Viva, Lisbon (Portugal)

**Ryan Jenkins**

Learning Studio Coordinator,  
Exploratorium,  
San Francisco (USA)

**Anne-Lise Mathieu**

Project Coordinator of l’Ecole  
de la Médiation, Universcience-  
Cité des Sciences et de  
l’industrie, Paris (France)

**Antonio Gomes da Costa**

Independent Consultant in  
Science Communication,  
Lisbon (Portugal)

**Barbara Streicher**

Executive Manager of the  
Association ScienceCenter-  
Network, Vienna (Austria)

**THE Group gives itself a makeover**

Initially called Thematic Human Interaction or THE Group, this community of practitioners was the first to establish a thematic group within Ecsite and to offer a pre-conference programme. Set up as a forum to explore the roles, training practices and professional development of explainers, THE Group delivered its first two-day pre-conference in Lisbon in 2007, exploring the pedagogical specialism of explainers and face-to-face facilitators. In 2015 in Trento THE Group explored ways in which explainers can use outdoor spaces to engage the public with science – with the splendid Dolomites in the background.

Over the years the thematic group also got involved in stand-alone projects like Pilots (2011) that contributed to the professionalisation of the role of explainers by developing and delivering European-wide training courses as well as conducting research into their practice.

This community of practice has been the witness and actor of exciting changes in face-to-face interaction practices in science centres and museums. For example, many informal science organisations now deploy not just explainers or facilitators, but a variety of practitioners to participate in face-to-face engagement including scientists, artists, volunteers, as well as members of the public. New perspectives such as tinkering, making and co-construction are emerging, and with new models of practice, new issues and challenges arise.

To better monitor and embrace these changes, in 2015 THE Group renamed itself The Facilitation Group and adapted its mission to aim at building a community for all staff who deliver learning experiences. The Facilitation Group is a forum where they can investigate their roles, training practices and professional development. The Facilitation Group also monitors and promotes best practice in terms of engagement techniques.



## REV Group

The Research and Evaluation Group ran a two-day workshop at the 2015 Ecsite Annual Conference, exploring two different questions. On day one, participants shared experiences of creating effective self-guided activities for school groups and debated banning worksheets entirely in favour of other engagement methods. On day two, they discussed the advantages of creating closer connections between academic research and practice. REV also took part in a @museumhour Twitter discussion about evaluation. The work of the REV group was cited as a good example of how to increase research capacity in the sector in an article published in the *Journal of Science Communication*.

### Aim

Stimulate and help facilitate research and evaluation in science centres and museums across Europe

### Impulse generators

**Marie Hobson**, Research Manager, Heritage Lottery Fund (United Kingdom) - Chairperson

**Nils Petter Hauan**, Head of Development, VilVite, Bergen Vitensenter AS (Norway) - Co-Chair

**Marjelle van Hoorn**, Association Manager VSC network of science museums and science centres (The Netherlands)

**Anne Kahr Hällman**, Head of Research at Experimentarium, Hellerup (Denmark)

## Nature Group

The Nature Group made the most of the 2015 Ecsite Annual Conference being hosted in a brand-new nature & society museum and developed an ambitious pre-conference workshop. 80+ professionals gathered to shape the future of natural history museums in the inspiring setting of MUSE's stunning building, unique concept and the innovative interpretation and design.

Nature Group representatives also actively participated in preparatory work for Ecsite's joint local biodiversity campaign with the European Association of Zoos and Aquaria (EAZA) and Botanical Gardens International (BGCI).

### Aim

Bring together professionals and institutions who engage audiences with nature

### Impulse generators

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

**Michele Lanzinger**, Director, MUSE, Trento (Italy)

**Anna Omedes**, Director, Museu de Ciències Naturals de Barcelona (Spain)

**Camille Pisani**, Director, Royal Belgian Institute of Natural Sciences, Brussels (Belgium)

**Jean-Marie Sani**, Project Director, Musée national d'histoire naturelle, Paris (France)

**Ilse Van Zeeland**, Senior content developer, NCB Naturalis, Leiden (The Netherlands)

## Space Group

Building on the success of the Rosetta campaign started in 2013, in 2015 the Ecsite Space Group and the European Space Agency (ESA) laid the foundations of their next collaborative projects, aiming to develop more space-related exhibitions, educational resources or event formats. Three themes were picked: 'Climate change: Monitoring the atmosphere and oceans from Space'; 'The International Space Station: Living and working in Space'; and 'Is there life out there?'. Ideas were generated during a two-day workshop at the Ecsite conference, tested through a potential user survey and a feasibility study, and developed further during the Space Group Annual General Meeting hosted by the National Museum of Science and Technology 'Leonardo da Vinci' in Milan, Italy, on 3-4 November 2015.

### Aim

Offer a platform to share information, ideas, practices and expertise for developing joint projects to promote European space programmes

### Impulse generators

**Marc Moutin**, Director of Exhibitions, Cité de l'Espace, Toulouse (France), Co-Chairperson

**Ana Noronha**, Executive Director, Ciência Viva, Lisbon (Portugal) – Co-Chairperson

**Maria Menendez**, Head of Corporate Exhibition and Events, European Space Agency, Paris (France) – Co-Chairperson

**Fiorella Coliolo**, Ecsite Space Group Coordinator for ESA

Look up the 120+ Space Group members on the Ecsite website!







**“Culture is food for your souls.  
We need it at all times, including  
difficult ones.”**



**Daniel Herman**  
Minister of Culture of the Czech  
Republic  
Speaking at the 2015 Ecsite  
Directors Forum

## **Ecsite Directors Forum Industrial Heritage and Corporate Social Responsibility**

**Could the Corporate Social  
Responsibility trend represent  
an opportunity for science  
engagement organisations in times  
of dwindling public funding?  
This is what Senior managers of  
Full Ecsite member organisations  
discussed at the Techmania Science  
Center in Pilsen (Czech Republic)  
on 18-20 November 2015.**

Pilsen, home town of the Pilsner Urquell Brewery and car manufacturer Skoda, provided a meaningful backdrop to discuss the 2015 edition's theme. A warm thank you to Techmania for hosting such a well-organised and convivial event.

Four keynote speakers set the scene. Klára Šplíchalová, Executive Director of the Czech Donors Forum, painted the picture of a Corporate Social Responsibility (CSR) landscape where companies align their giving strategies with their business needs, also addressing a growing consumer demand for ethics. Drahomíra Mandíková, Member of the Board of Pilsner Urquell, gave the company's perspective on CSR, inspired by the UN's Global Goals. Jiří Suchánek, CEO of Pilsen 2015 – European Capital of Culture, told the story of his city's and region's multi-stakeholder rebranding exercise.

Daniel Herman, Minister of Culture of the Czech Republic, outlined his vision of a prosperous future where industrial heritage and scientific culture play a crucial part. He highlighted the role of science centres and museums in preserving and promoting industrial heritage

and cited Techmania's historic connection and present partnership with Skoda as a best practice example.

Jan Alfred Andersson from Mariano Gago Ecsite Awards winner Norsk Teknisk Museum ran a much praised workshop. He urged science centres and museums to be politically bold and become “safe havens for complex discussions”. Intense group discussions and a ‘hot issues’ brainstorm followed. Paul Jennings from Xcentuate facilitated another workshop on partnerships and collaborations. He urged participants to examine the reasons for their organisations to collaborate with others: for survival, higher gains, bigger impact... or even love?

In a workshop exploring possible futures for the Directors Forum, participants ranked networking and peer learning as their top reasons for attending, and underlined the importance of the Directors Forum as a safe arena to share strategic developments and challenges specific to senior managers. Attendees agreed on: fewer keynote speakers, bringing in refreshing and relevant outside perspectives; more workshops; and more opportunities to exchange with the Ecsite Board.

Last but not least, attendees enjoyed a rich social programme. A welcome reception was held at the Pilsner Urquell brewery and on the following day Techmania orchestrated an impressive Nocturne: dozens of dancers, acrobats, mimes, singers and other artists took participants on a mysterious journey through the science centre.



## Synchronised vibrations

By leading or partaking in collaborative projects – mostly funded by the European Union – Ecsite produces value for its members. Repercussions include tools available to the whole community, exploration of new practices, heightened visibility for science centres and museums at policy making level, and of course direct involvement for more than 60 Ecsite members in 2015. Take a tour of 2015 projects highlights.

### Sea for Society

#### In short

**Engaging stakeholders, citizens and youth in participatory dialogue and concrete actions towards a “Blue Society”**

**Timeframe:** June 2012 – November 2015

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

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

**Ecsite role:** Project partner and work package leader, in charge of managing the consultation process with citizens and stakeholders

**Ecsite members involved:** 9

**More information:** [seaforsociety.eu](http://seaforsociety.eu)

#### 2015 Highlights

In 2015 dozens of mobilization actions took place in communities around the EU. Building on results from a first consultation stage, this second mobilisation phase advocated a collective vision for sustainable marine environments: the “Blue Society”. Thousands signed the Citizens’ Promise charter.

The concept of “Blue Society” takes into account aspects of the “Green Economy” applied to the sustainable exploitation of marine resources, but also integrates social and cultural dimensions. It encourages political leaders and citizens alike to take an active role in stewardship and includes all stakeholders in implementing solutions to critical issues affecting the world’s oceans and coasts.

Results and recommendations were shared at a final event in the European Parliament on 18 November, gathering stakeholders and EU decision-makers. The conference was hosted by Ricardo Serrão Santos, MEP and Co-Chair of the Working Group “Biodiversity and Ecosystem Services” of the EP Intergroup “Climate Change, Biodiversity and Sustainable Development”. Organisations signed the Blue Society Stakeholder’s Commitment and agreed to continue to work in dialogue and partnership to improve Human-Ocean dynamics globally. Philippe Galiay from the European Commission celebrated the project as “an impressive achievement”. Interested in raising awareness on the topic and fostering ocean literacy? The Sea for Society Toolkit is available on the Ecsite website and comprises videos, quizzes and posters in several languages, together with a museum staff user’s guide.



**Tiago Pitta e Cunha**  
Counselor for Environment,  
Science and Maritime Affairs  
Cabinet of the President of  
Portugal, speaking at the  
final Sea for Society event  
in European Parliament, 18  
November 2015

**“Ocean life is invisible to our eyes:  
it is our challenge to disclose it  
before our citizens.”**







**Sea Change**

**In short**

**Raising awareness of the intrinsic links between the ocean and human health**

**Timeframe:** March 2015 – February 2018  
**European programme:** Horizon 2020  
**Coordinator:** The Marine Biological Association, Plymouth (United Kingdom)  
**Ecsite role:** Project partner, contributing to education and lifelong learning activities on ocean literacy, coordinating a public consultation in Belgium, responsible for public engagement activities run by Ecsite members Third Parties and co-organising project legacy actions  
**Ecsite members involved:** 5  
**More information:** [www.seachangeproject.eu](http://www.seachangeproject.eu)

**2015 Highlights**

In 2015 Ecsite concentrated on recruiting three members to act as Third Parties: AHHA, Tartu (Estonia), Muzeiko, Sofia (Bulgaria) and iQLANDIA, Liberec (Czech Republic) got on board and will be delivering public engagement activities in 2016-2017.

**SeeingNano**

**In short**

**Creating new visualisation tools to raise awareness about nanotechnology**

**Timeframe:** December 2014 – November 2016  
**European programme:** Horizon 2020  
**Coordinator:** Nanotechnology Industry Association (NIA), Brussels (Belgium)  
**Ecsite role:** Project partner, managing the piloting, validating and launching of visualisation tools  
**Ecsite members involved:** 5  
**More information:** [seeingnano.eu](http://seeingnano.eu)

**2015 Highlights**

Social scientists, nano scientists and visualisation experts developed the visualisation tools that will be allowing different target audiences to “see at the nano scale”. Participating Ecsite members were able to test and refine a beta version in December 2015, before public piloting starts in early 2016.

**NANO2ALL**

**In short**

**Cultivating a Responsible Research and Innovation (RRI) governance ecosystem for nanotechnology**

**Timeframe:** October 2015 – March 2019  
**European programme:** Horizon 2020  
**Coordinator:** Sociedade Portuguesa de Inovação (SPI), Portugal  
**Ecsite role:** Project partner, coordinating the action of Ecsite members organising dialogue events  
**Ecsite members involved:** 6  
**More information:** [nano2all.eu](http://nano2all.eu)

**2015 Highlights**

In the project’s first few months, partners focused on NANO2ALL’s first goal: the development of an online platform for mutual learning and societal engagement in responsible nanotechnology, launched early 2016.



EUSPACE-AWE

In short

Using the excitement of space to attract young people to science and technology

Timeframe: March 2015 – March 2018  
European programme: Horizon 2020

Coordinator: Universiteit Leiden (The Netherlands)

Ecsite role: Project partner, acting as a multiplier node for the project’s dissemination

Ecsite members involved: 2 & the Space Group

More information: [space-awareness.org](http://space-awareness.org) and [spacescoop.org](http://spacescoop.org)

2015 Highlights

During 2015, project partners laid the foundations of the project’s websites and communication strategy. Using the inspirational value of space, EUSPACE-AWE wants to attract more young people into careers in space-related science and technology, especially girls and ethnic minorities and children from underprivileged communities.

ERC=ScienceSquared

In short

Raising the profile of the European Research Council (ERC) by highlighting its scientific research, achievements, and success stories while stimulating greater public interest in science

Timeframe: October 2015 – March 2019  
European programme: Horizon 2020

Coordinator: Science I Business, Brussels (Belgium)

Ecsite role: Project partner and work package leader, coordinating the design and delivery of public engagement activities, together with Ecsite members

Ecsite members involved: 10

More information: [sciencesquared.eu](http://sciencesquared.eu)



2015 Highlights

Project partners started by exploring ERC projects to identify six scientific frontier research themes to be highlighted in the upcoming campaign comprising live-science experience, debates, games, experiments, demonstrations and public events.

KiiCS

In short

Art-science innovation

Timeframe:

February 2012 – January 2015

European programme: 7<sup>th</sup> Framework Programme (FP7)

Coordinator: Ecsite

Ecsite members involved: 12

More information: [kiics.eu](http://kiics.eu)

2015 Highlights

KiiCS ended at the end of January 2015: this last month was dedicated to reporting and ensuring the project’s legacy. Nine art-science-business innovation incubators were created thanks to KiiCS, and some of the project ideas developed by participants are living on and might turn into businesses in the future. A great arts&science incubation guide is available to all online.



SYNERGENE

In short

Fostering public participation and collaborative “shaping” in the new field of synthetic biology

Timeframe: July 2013 – June 2017

European programme: 7<sup>th</sup> Framework Programme (FP7) – MML project (Mobilization and Mutual Learning)

Coordinator: Karlsruhe Institute of Technology (Germany)

Ecsite role: Project partner, in charge of public involvement work package

Ecsite members involved: 7

More information: [synenergene.eu](http://synenergene.eu)

2015 Highlights

SYNERGENE partners shared learnings with participants of the Ecsite Annual Conference, discussing the specific challenges of upstream public engagement with a novel scientific field like synthetic biology. Participating Ecsite members also presented their public engagement activities at a Knowledge Sharing and Mutual Learning workshop held in Bristol (United Kingdom) in October 2015.

Hypatia

In short

Changing the way schools, science museums, research institutions and industry engage teenage girls in STEM (Science, Technology, Engineering and Maths)

Timeframe: August 2015 – August 2018  
European programme: Horizon 2020

Coordinator: NEMO, Amsterdam (The Netherlands)

Ecsite role: Project partner and work package leader, in charge of dissemination

Ecsite members involved: 14

More information: [expecteverything.eu](http://expecteverything.eu) and [hypatiaproject.eu](http://hypatiaproject.eu)

2015 Highlights

In the project’s first few months, partners explored the legacy of past EU projects on gender and STEM education and developed a robust theoretical framework for Hypatia. Ecsite translated this approach into the project’s communication strategy and laid the foundations of an original visual identity targeting teenagers.

## RRI Tools

### In short

**Developing digital resources to advocate, train, disseminate and implement Responsible Research and Innovation (RRI)**

#### Timeframe:

January 2014 – December 2016

**European programme:** 7<sup>th</sup> Framework Programme (FP7)

**Coordinator:** La Caixa Foundation, Barcelona (Spain)

**Ecsite role:** Project partner and work package leader, in charge of assessing the needs and constraints of RRI stakeholders

**Ecsite members involved:** 8

**More information:**  
rri-tools.eu

### 2015 Highlights

2015 was a pivotal year for the development of the RRI Toolkit, released in January 2016 together with a self-reflection tool. Multiple stakeholders were involved in an iterative process, including for instance a two-day beta version testing meeting that brought together 50 experts in November 2015.

## Sparks

### In short

**Creating a touring exhibition and activities to engage citizens with RRI, focusing on technology shifts in health and medicine**

#### Timeframe:

July 2015 – June 2018

**European programme:** Horizon 2020

**Coordinator:** Ecsite

**Ecsite members involved:** 22

**More information:**  
sparksproject.eu

### 2015 Highlights

Project Partners spent a busy first six months developing content for the exhibition and activities, communications materials and the best design for an exhibition that will travel to 28 countries, starting in June 2016. The project's Inception report unravels the topic of technology shifts in health and medicine and connects it with Responsible Research and Innovation (RRI). Six content areas were chosen to illustrate how technology and health are part of our daily lives: The Quantified Self, Happiness, Biorevolution, Global Health, Robotics and Our Deeper Selves.

## HEIRRI

### In short

**Embedding RRI into higher education**

#### Timeframe:

September 2015 – August 2018

**European programme:** Horizon 2020

**Coordinator:** Universitat Pompeu Fabra, Barcelona (Spain)

**Ecsite role:** Project Partner, work package leader for the project's conferences and online tools and in charge of overseeing the piloting of courses undertaken by two Ecsite members

**Ecsite members involved:** 3

**More information:**  
heirri.eu

### 2015 Highlights

In 2015 Ecsite concentrated on the preparation of the first HEIRRI conference (March 2016) and on the launch of the project's online platform: a blog and different social media channels now allow higher education stakeholders to have conversations on RRI.







## Converging frequencies

Thanks to its diverse membership, dedicated committees and expert team, Ecsite is a multi-sensitive advocacy machine, able to tune into a vast array of frequencies and work with very different partners. Witness the breadth of Ecsite's diplomatic activities and international collaborations.

### Shaping the future of Horizon 2020

Horizon 2020 is the European Commission's largest Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014-2020). Ecsite makes sure that science engagement professionals are represented and heard in the scheme's governance and advisory bodies.

In September 2015 the network of National Contact Points in Horizon 2020 Science with and for Society (SwafS) invited Ecsite Executive Director Catherine Franche to become a member of the Expert Group created in the Science with and for Society area. The Expert Group includes outstanding authorities for every dimension of Responsible Research Innovation (RRI). The main objective of the Expert Group is to identify future trends and emerging areas in SwafS and RRI and give policy input for SwafS developments in Horizon 2020. "I'm looking forward to representing Ecsite members' professionalism and demonstrating the necessity of public engagement in the development of Responsible Research and Innovation", Franche commented upon joining the Expert Group.

In October 2015 she was also invited to sit on the Horizon 2020 Advisory Group for the Marie Skłodowska-Curie actions (MSCA). Advisory Group members assist the European Commission services by providing high quality advice during the preparation of the Horizon 2020 work programme.

The programme's objectives include research career development, European Researchers' Night, skills, international cooperation, multidisciplinary, science communication, responsible research and innovation issues, gender, and societal and economic impact.

### Worldwide science centre mobilisation for COP21

The 21<sup>st</sup> Conference of the Parties to the United Nations Framework Convention on Climate Change took place in Paris (France) from 30 November to 11 December 2015. It was a crucial conference, as it needed to achieve a new international agreement on climate, applicable to all countries, with the aim of keeping global warming below 2°C. On behalf of Ecsite, the Latin American and Caribbean Network for the Popularization of Science and Technology (RedPop), the South African Association of Science & Technology Centres (SAASTEC), and the National Council of Science Museums (NCSM), the Association of Science-Technology Centers (ASTC) created two events that gave a voice to youth who had been taking part in Youth Climate Summit programmes. Ecsite member Heureka (Finland, Vantaa) counted among the science centres presenting climate change plans developed by youth to a panel of experts. One of the events was hosted by Paris-based Ecsite member universcience.



## The 2015 EMME summer school

The EMME Summer School is a training programme for science centre leaders, aiming to build the capacities of professionals working in the field of science communication in the Euro-Mediterranean and Middle East regions. EMME Summer School initiators are convinced that Euro-Mediterranean and Middle Eastern countries share the same history and today face similar regional development challenges. By unifying their efforts, science centres can play an important role as agents of change in this context. The second edition of the Euro-Mediterranean and Middle East Summer School of Science Communication took place in Egypt on 5-10 September 2015, hosted by Bibliotheca Alexandrina in Alexandria. Ecsite acted as a promoting partner for the event, together with NAMES, the North Africa and Middle East Science centres network. Several Ecsite members acted as volunteer trainers. 17 young professionals attended lectures, workshops and study visits.



"More than just a capacity building initiative, EMME is an exceptional human cross-cultural opportunity, a step forward to foster science with and for society in the complex Euro-Mediterranean context."

**Brigitte Coutant**  
Ecsite Honorary Fellow  
Speaker at the 2015 EMME Summer School



**Mamoru Mohri**  
Host of the 2017 Science Centre World Summit  
Chief Executive Director  
Museum of Emerging Science and Innovation Miraikan, Tokyo, Japan

## In preparation: the 2017 Science Centre World Summit

Every third year, decision-makers of the science centre field get together for an international summit. Science centre networks from around the globe are currently planning the next edition, to be hosted by the National Museum of Emerging Science and Innovation Miraikan in Tokyo, Japan, on 14-17 November 2017. Former Ecsite Presidents Robert Firmhofer and Rosalia Vargas as well as Ecsite Executive Director Catherine Franche sit on the International Planning Committee (or IPC). The 2017 edition's theme will be "Connecting the World for a Sustainable Future" and builds on the Japanese concept of "tsunagari", or "links".

"I flew twice in a space shuttle, and viewing our beautiful blue Earth from orbit reminded me of the Japanese word TSUNAGARI. TSUNAGARI means "connection" in general and has equivalent meanings to "linkage," "bridge," "network" or "relationship". Humanity's future is contingent on the links (TSUNAGARI) between humans and our Planet of Life. We can also find relations (TSUNAGARI) between diverse life forms within the Earth's ecosystem and human beings."







## A new partner, Hands On!

In 2015 Ecsite started a collaboration with Hands On!, the International Association of Children in Museums. The first steps of this partnership included cross-participation to each other's awards Jury. Annemies Broekgaarden, then President of Hands On!, sat on the 2015 Ecsite Creativity Awards jury.

The two networks also sent representatives to each other's 2015 conference and laid the ground for their main joint actions planned for the following year: a series of initiatives during the 2016 Ecsite Annual Conference.

## Working with zoos, aquaria and botanical gardens

In 2014 Ecsite signed a memorandum of understanding with EAZA (European Association of Zoos and Aquaria) and BGCI (Botanic Gardens Conservation International). The three organisations agreed to unite efforts and work together towards a common target, to enhance the implementation of the Convention on Biological Diversity's Aichi Target 1, namely that "By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably."

2015 was dedicated to preparations for a joint public campaign to be launched in 2016. The 'Let it Grow' campaign will raise awareness of the importance of local biodiversity and encourage citizens' direct involvement in its protection.

"Hands On! focuses on younger children, a target group also becoming more and more important for science centres and science education. I'm very happy that we could start a cooperation: it makes a lot of sense for our networks to work together and learn from each other."



**Jörg Ehtreiber**  
President  
Hands On! International  
Association of Children in  
Museums



**Myfanwy Griffith**  
Executive Director  
European Association of Zoos  
and Aquaria

"EAZA is excited to be working with Ecsite on the Let It Grow campaign, an activity which underlines the role that science engagement associations and their members can play in inspiring the public to value and protect the environment in their communities. We strongly believe in the value of working together with Ecsite and look forward to continue building this fruitful relationship."



## A long-term relationship with the European Space Agency

In early 2012, ESA, the European Space Agency, and Ecsite began to combine their strengths, networks and capabilities in order to share European space programmes and achievements in space.

After the ESA-Ecsite “Hook up with Rosetta campaign” that allowed the development of exhibition, event and learning resources, the Ecsite Space Group and ESA started working on a new theme in 2015: “Space for Life”. Three topics will be explored in the next three years, starting with ‘The International Space Station: Living and Working in Space’ (fully developed in 2016), jointly led by Cité de l’Espace, Toulouse (France) and Tycho Brahe Planetarium, Copenhagen (Denmark).

“We believe that science centres and museums play a key role in our communication activities as they multiply messages to promote European achievements in space and future missions in the exploration of the Solar System, along with the deep space, Earth observation and meteorology, satellite communications and navigation systems as well as launchers, human spaceflight and space laboratories.”



**Maria Menendez**  
Head Corporate Exhibitions  
and Events  
European Space Agency (ESA)

## Ecsite Sponsors

Ecsite warmly thanks its 2015 sponsors who make many of its actions possible

**Archimedes**  
archimedes-exhibitions.de

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imagineexhibitions.com

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jmp.com

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**SEA FOR SOCIETY**

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**SC EXHIBITIONS**







## New conductors

One of Ecsite’s crucial missions as a network is to generate and relay information. Ecsite communications channels receive and amplify signals, but they are also a strong emitter of new waves and contents.

### A rejuvenated website

In February 2015 Ecsite launched a stream-lined and redesigned website. This visually attractive and user-friendly website forms the backbone of a series of new or redeveloped services and platforms.

The Ecsite website has become the focal point of all Ecsite communications. It gives Ecsite and its members a carefully designed and well-referenced showcase, and allows to spread Ecsite updates and members news. Its new login system allows members to effortlessly publish contents and access members-only services.

The Ecsite website is home to the new Spokes magazine, and will in the future host new platforms such as EXTRA, the marketplace for science touring exhibitions and Ecsite Move, the peer exchange service.

### Ecsite’s digital reach end of 2015

- 100,000 yearly visits on the Ecsite website
- 7,000 professionals receiving the Spokes magazine
- 1,800 Facebook page likes
- 750 LinkedIn group members
- 2,000 Twitter followers
- 6,500 pictures in Ecsite’s flickr albums
- Around 2,000 tweets exchanged during the 2015 Ecsite Annual conference alone



## A monthly online Spokes magazine

Spokes, Ecsite’s magazine, underwent an ambitious metamorphosis in 2015: from trimestral to monthly, and from paper to online. This transition aimed at reaching more readers and making the most of online contents such as website or videos. Spokes is now offering in-depth articles and curated news and updates to thousands of science engagement professionals.

The first online issue of Spokes came out in April 2015. The popularity of the digital magazine is increasing with every new issue and its in-depth features and challenging opinion pieces now reach more than seven thousand online subscribers. They also travel far on social media, often sparking discussions way beyond our original science centres and museums readership.

The breadth of topics and stand points presented in Spokes reflect the rich conversations science communication professionals have and the wide scope of their public engagement work. In 2015 Spokes covered personalised visitor journeys, seductive science, powerbrands, Responsible Research and Innovation, or initiatives for and with refugees. Authors and interviewees included museum hackers, university lecturers, citizen scientists, exhibition developers and many others.

Each year the Spokes Editorial Committee will be putting together a paper publication, Spokes Panorama. This yearly compilation of Spokes articles will be printed exclusively for Ecsite Full Members and will contain “bonuses” allowing readers to dig deeper into each article’s topic.

## Impulse generators

The Spokes Editorial Committee

### Maarten Okkersen

Head of Communication & Marketing,  
Museon, The Hague (The Netherlands) –  
Chairperson

### Julie Becker

Communications and Events Manager,  
Ecsite, Brussels (Belgium) – Editor

### Nathalie Caplet

International relations, Cap Sciences,  
Bordeaux (France)

### Raquel da Cunha

Events and Communications Officer,  
Ecsite, Brussels (Belgium)

### Wiktor Gajewski

Science and Art Events Director,  
Copernicus Science Centre,  
Warsaw (Poland) – *from December*

### Gema Revuelta

Associate Professor, Universitat Pompeu  
Fabra, Barcelona (Spain)

### Maria Xanthoudaki

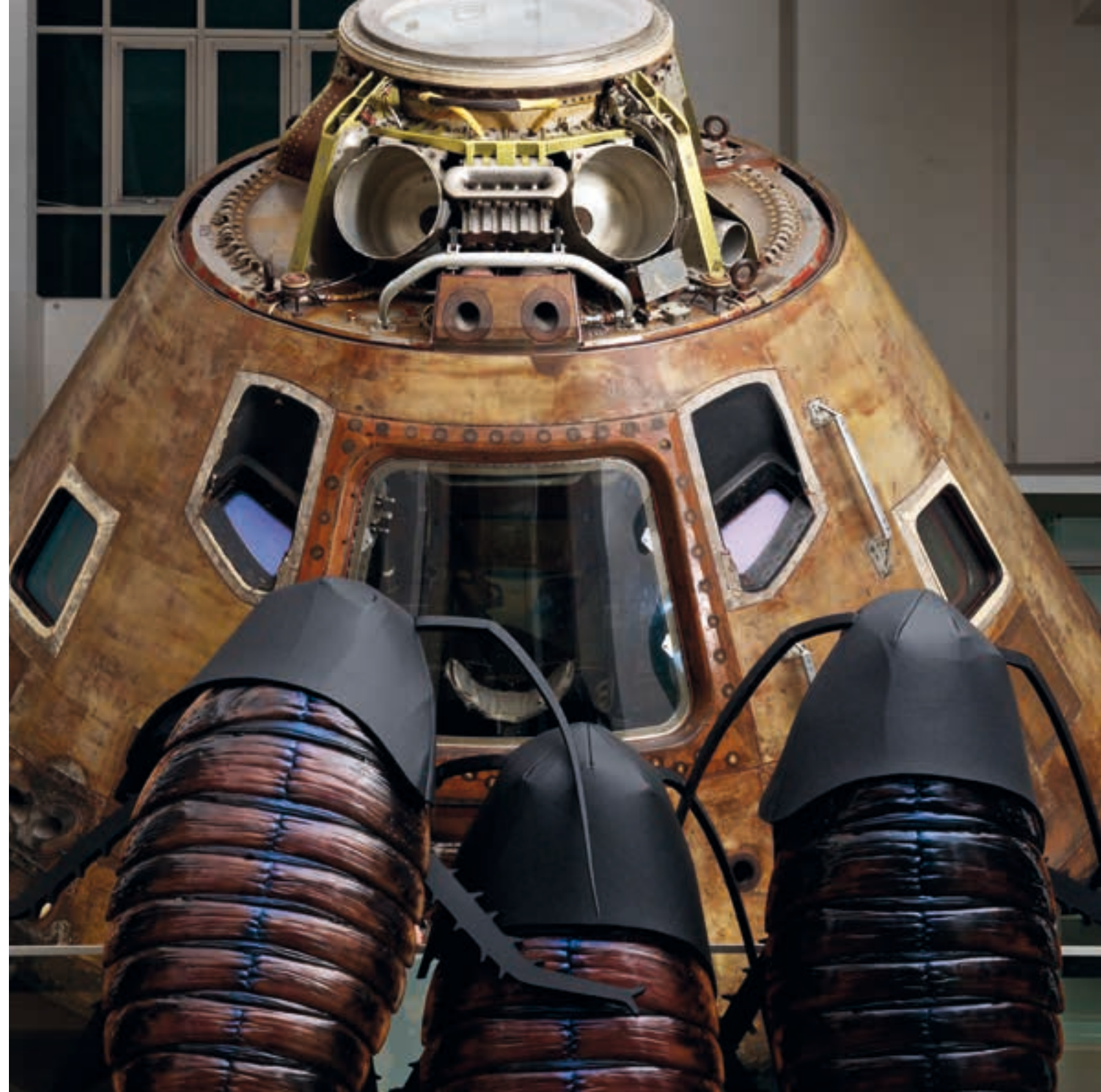
Head of Education and International  
Relations, Museo Nazionale della Scienza  
e della Tecnologia Leonardo  
da Vinci, Milan (Italy) – *from June*

“Spokes is an open forum for creative discussion - a physical and virtual meeting place where ideas and opinions are shared. Spokes is forward-looking. It is a reliable fount of information in a sea of news and quasi-news. It tells the story behind the story, providing meaningful context and empowering individuals and institutions.”



### Maarten Okkersen

Chairperson of the Spokes  
Editorial Committee  
Head of Communication  
& Marketing, Museon  
The Hague, The Netherlands







MACa-Museo A come Ambiente (Turin, Italy)



MUSEKO (Tallinn, Estonia)



Nordnorsk Vitensenter (The Science Centre of Northern Norway) University of Tromsø (Tromsø, Norway)



The Children's Museum Jordan (Amman, Jordan)



Museum für Naturkunde Berlin (Berlin, Germany)



Centro Ciência Viva do Algarve (Faro, Portugal)



Fragments of Extinction (Pesaro, Italy)



RZSA - Royal Zoological Society of Antwerp (Antwerp, Belgium)



Sancaktepe Science Center Observatory and Planetarium (Istanbul, Turkey)

## Internal pulse

Ecsite is a lively system, constantly integrating new vibrations. Explore Ecsite's internal structure and meet some of the members and individuals who lend the network its multiplying powers.

### New membership definitions

On 10 June 2015, the Ecsite General Assembly (AGM) voted a number of changes to Ecsite membership.

The first major decision was to widen the definition of Full membership. Over the past 25 years, Ecsite has grown considerably in size and scope, adapting to changes in the science engagement field and to Ecsite members' evolving social role and organisational needs. Over time, its membership composition widened and founding members (science centres and museums) welcomed other types of science engagement organisations, such as science festivals, universities or learned societies.

Up till 2015, however, this had not been entirely reflected in Ecsite governance. The AGM therefore decided to widen access to Full membership, among others waiving the obligation to have a physical space accessible to the public.

A second important point was the introduction of a new category of members: one-person company. Ecsite had been regularly approached by one-person companies or consultants who wanted to join the association but could not find a membership category suiting their needs. The AGM decided to make it possible for these one-person entities to join Ecsite.

### Membership categories in a nutshell

#### Full members

Non-profit organisations based in Europe that have public engagement with science at the heart of their activities. Full members have voting rights at the Annual General Meeting and can send representatives to the Board - alongside other exclusive benefits such as taking part in the Directors Forum.

#### Associate members

Other non-profit organisations, based in Europe or in the rest of the world.

#### Sustaining members

For-profit organisations active in the field of science engagement.

#### One person company members

For-profit one-person organisations active in the field of science engagement.

*All details are in the Internal Regulations, downloadable from the Ecsite website.*



"The strength of living organisms lies on their capacity to adapt to an ever-changing environment – the same applies to organisations: their ability to adjust to new conditions is a critical asset. Our field has changed acutely over the lifetime of Ecsite. Rethinking Ecsite, its services and membership structure is a matter of outmost importance."

#### Rosalia Vargas

Ecsite President until June 2014  
President  
Ciência Viva  
Lisbon, Portugal

# New 2015 members

## New Full members

iQLANDIA Science Center Liberec (Liberec, Czech Republic)  
Jaermuseet (Nærbø, Norway)  
Museo storico della fisica e Centro studi e ricerche Enrico Fermi (Fermi Centre) (Rome, Italy)  
Nordnorsk Vitensenter (The Science Centre of Northern Norway) University of Tromso (Tromso, Norway)  
Science Center-Netzwerk (Vienna, Austria)

## New Sustaining members

Empty (Madrid, Spain)  
Lee H. Skolnick Architecture + Design Partnership (New York, United States)  
Momeo Ltd. (Helsinki, Finland)  
MUSEKO (Tallinn, Estonia)

## New Associate members

A.M. Qattan Foundation (Ramallah, Palestinian Territories)  
All-Russia Science Festival (NAUKA O+) (Moscow, Russia)  
AmbienteParco Impresa sociale srl (Brescia, Italy)  
ART’M Créateurs associés (Saint-Etienne, France)  
Bilim Merkezi Derneği (Istanbul, Turkey)  
Centro Ciência Viva do Algarve (Faro, Portugal)  
Centrum Nauki Leonardo da Vinci (Chęciny, Poland)  
Cittadella Mediterranea della Scienza (Bari, Italy)  
ESO – European Southern Observatory (Garching bei München, Germany)

“Forum Science” Association (Sofia, Bulgaria)  
Fragments of Extinction (Pesaro, Italy)  
Fundación Telefonica (Madrid, Spain)  
ICN2 – Institut Català de Nanociència i Nanotecnologia (Bellaterra, Spain)  
Infini.to - Planetarium of Turin, Museum of Astronomy and Space Science-Assoziacione Apriticielo (Turin, Italy)  
Le Nuvole – Teatro, Arte, Scienza (Naples, Italy)  
MAcA-Museo A come Ambiente (Turin, Italy)  
Marshal Office of the Małopolska Region (Krakow, Poland)  
Museum für Naturkunde Berlin (Berlin, Germany)  
Muzeiko (Sofia, Bulgaria)  
North Carolina Museum of Natural Sciences (Raleigh, United States)  
OSU Pythéas (Marseille, France)  
Poznanski Park Naukowo-Technologiczny Fundacji UAM (Poznan, Poland)  
RZSA – Royal Zoological Society of Antwerp (Antwerp, Belgium)  
Sancaktepe Science Center Observatory and Planetarium (Istanbul, Turkey)  
Scientifica Association (Bucharest, Romania)  
The Children’s Museum Jordan (Amman, Jordan)  
University of Bristol, Graduate School of Education (Bristol, United Kingdom)

## New Honorary Fellow

Since June 2015 Ecsite also counts a new Honorary Fellow, Brigitte Coutant. Honorary fellows are nominated by the Ecsite Board for having gained outstanding merit by their activity and devotion to Ecsite or to the science engagement field. Brigitte Coutant’s contribution was instrumental for the recognition of scientific culture in France and Europe and she has been a long-standing advocate of the science centre’s international role. She played a key role in the Ecsite network over the years: active from the organisation’s very early days, she served successively as Treasurer, Chairperson of the Annual Conference Programme Committee and Vice-President. Brigitte retired in February 2015 from universcience, Paris, where she was Director of National and International Relations, while announcing she would remain involved in the field.



ESO – European Southern Observatory (Garching bei München, Germany)



University of Bristol, Graduate School of Education (Bristol, United Kingdom)



Infini.to - Planetarium of Turin, Museum of Astronomy and Space Science- Assoziacione Apriticielo (Turin, Italy)



ICN2 – Institut Catala de Nanociencia i Nanotecnologia (Bellaterra, Spain)



Science Center-Netzwerk (Vienna, Austria)



A.M. Qattan Foundation (Ramallah, Palestinian Territories)



Jaermuseet (Narbo, Norway)



North Carolina Museum of Natural Sciences (Raleigh, United States)

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## Ecsite Board

### Executive Committee

*Until June 2015*  
**Presidency**  
Ciência Viva – Pavilion of Knowledge  
(Lisbon, Portugal) - Rosalia Vargas, President  
**Past Presidency**  
Copernicus Science Centre  
(Warsaw, Poland) - Robert Firmhofer, Director

*From June 2015*  
**Presidency**  
NEMO Science Centre  
(Amsterdam, The Netherlands) - Michiel Buchel, CEO  
**Past Presidency**  
Ciência Viva – Pavilion of Knowledge  
(Lisbon, Portugal) - Rosalia Vargas, President

*Throughout 2015*  
**Vice-Presidency**  
VilVite  
(Bergen, Norway) - Svein Anders Dahl, Chief Executive Officer  
**Treasury**  
Cite de l'Espace  
(Toulouse, France) - Jean-Baptiste Desbois, Ecsite Executive Director  
Catherine Franche

### Trustees

*Until June 2015*  
Teknikens Hus  
(Luleå, Sweden) - Helena Lilja, Director of Programs and operations  
*From June 2015*  
Swedish Museum of Performing Arts  
(Stockholm, Sweden) - Daniel Wetterskog, Head of Museum  
*Continuing their mandates*  
AHHAA Science Centre  
(Tartu, Estonia) - Pilvi Kolk, Member of the Management Board  
Experimentarium  
(Hellerup, Denmark) - Kim Gladstone Herlev, Executive Director  
Città della Scienza  
(Naples, Italy) - Vincenzo Lipardi, Chief Executive Officer  
MUSE, Museo delle Scienze  
(Trento, Italy) - Michele Lanzinger, Director  
Parque de las Ciencias  
(Granada, Spain) - Ernesto Páramo Sureda, Director  
Science Museum  
(London, United Kingdom) - Helen Jones, Head of Programmes Support, Science Museum Group

Universum® Bremen  
(Bremen, Germany) - Herbert Munder, Managing Director  
Ustanova Hiša eksperimentov  
(Ljubljana, Slovenia) - Miha Kos, Director  
Vitensenteret, the Norwegian Museum of Science and Technology  
(Oslo, Norway) - Jan Alfred Andersson, Manager



## Heart beats

Each day science engagement professionals reach thousands of hearts and minds and kick-start a perpetual movement of curiosity and creativity in hundreds of them. To celebrate their commitment and dedication, Ecsite asked them to share moments or ideas that made their heart beat faster in 2015. Hear a few of these touching stories that will remind science engagement professionals of why they do what they do.



“I will never forget meeting a particular family last February. 28 February is a regional holiday and at Parque de las Ciencias we celebrate it with free entry. This family told me that they had travelled for more than 3 hours to come to the museum, something that they do every year to discover our new temporary exhibition. They can’t afford many travels like this during the year and they explained that this yearly opportunity has become a family tradition for them. Every 28 February they come back to the museum to enjoy a nice day with a picnic in our great outdoors and learn new things. They confessed to me that this day is a special day for them and that their experience in our museum is always unforgettable. There are thousands of uplifting stories like this and these are the thousands of reasons that make our work meaningful.”

**Paz Posse**  
Head of Education  
Parque de las Ciencias  
Granada (Spain)



“At our intercultural mathematics festival, we invited participants to share how they learned to perform basic arithmetic operations in their country. We engaged and learned a lot, finding striking similarities between Ethiopia and Japan, but major differences among Austrians of different generations. The moment that touched me the most was when a Somali showed how he counts the numbers 1-5 with his fingers, shrugging it off as “just normally” – and everybody broke out laughing, realising and at the same time cherishing that “just normally” looks really different for each of us!”

**Barbara Streicher**  
Executive Manager  
Association ScienceCenter-  
Netzwerk  
Vienna (Austria)



“I remember receiving this very positive reaction from a male visitor – let me quote him: ‘Hi there, I just wanted to say that yesterday was my first visit to NEMO, and even as an adult I loved it! I am from the UK and never got to learn any of the things that all the other children there were learning, so it is great to see them learning all about the world around them in a more practical way (because that is how we learn best in my opinion!). I can only hope that we see more of things that you do at NEMO around the world.’”

**Dick de Jong**  
Manager Presentation  
& Collection  
NEMO Science centre  
Amsterdam (The Netherlands)







“My team hosted the 2015 Ecsite Annual Conference. For the first time sustainability concerns were explicitly tackled: we took economic, environmental and social criteria into consideration. The conference bag had to be THE symbol of our responsible approach. We worked with “Redo”, a social enterprise employing people with different abilities and using recycled materials. The manager insisted we should visit their premises. Getting to know the workers and exploring the site was great, but the main highlight was to discover hundreds of meters of fabric they had just received from a recently closed down sofa factory. A great idea was born: upcycling sofa fabric into beautiful conference bags! And the handles? Industrial scraps from sandals laces. A very successful product: as all bags were unique participants all wanted to pick their own – I hear many of them still use them on a daily basis. The bag now features in the company’s regular catalogue: good things have a long life! We’re proud to know that by focusing on sustainability the conference fostered creativity, environmental awareness and business.”

**Antonia Caola**

Head of International Collaborations & PR  
MUSE – Museo delle Scienze  
Trento (Italy)



“Phobia, anxiety, schizophrenia, depression... this is the lot of millions of people around the world who suffer from mental illness. When we hosted “Madness”, an interactive exhibition about mental wellbeing developed in co-operation with Heureka and universcience, I faced the challenge of bringing up this subject for discussion on a science museum floor, contributing to a better understanding of mental health and the lessening of social stigma. Working together with artists, researchers, medical doctors and patients, we developed a broad programme of activities including performances, workshops, debates and guided tours. One session in particular touched my heart, when we invited psychiatry patients to join an informal conversation with a group of high-school students. These people who at some point found themselves struggling with mental illness were now sharing their stories, thoughts, fears, and their willpower with these teenagers. Unexpectedly a girl whose mother suffers from depression spoke up: “I’m just afraid that one day she will forget how much I love her. She is always so quiet...”.

**Inês Oliveira**

Department for Education & Scientific Culture –  
Director Pavilion of Knowledge -  
Ciência Viva  
Lisbon (Portugal)



“I had a really nice experience recently at the national science teachers’ conference in Denmark: a group of teachers approached me and said that they still used our young science communicators project with their school classes – this is about eight or nine years on. The project was called Xciters and was actually funded by the EU under the Pencil project, coordinated by Ecsite. We then got national funding to continue for seven years and it was my first project at Experimentarium when I started in 2004. Meeting teachers saying something like that makes me realise what an impact we have and how we sometimes transform even the way science can be taught at school. When we reach teachers in this way and they change their way of teaching science because of us we then have a positive impact on thousands of school children. These kinds of achievements are really wonderful and something that makes my heart beat faster.”

**Sheena Laursen**

Head of International and Learning Projects  
Experimentarium  
Copenhagen (Denmark)



“The most honest and heart-warming feedback comes from children. On several occasions friends or colleagues reported how their or their friends’ son or daughter visited us the previous day and told their parents at bedtime that this was their best day of the year. We have a Board of Trustees of almost 30 members, and one of them – a university professor – had taken his 5-year-old grandson to visit us just before a meeting. At the meeting before very crucial items concerning our internal regulations, the professor gave his grandson’s greetings, who “had had the best day of his life today at the science centre”. The meeting went on with smiles on everyone’s face. The best part of my job is when I leave my office and walk to the cafeteria through the exhibitions: I hear children enjoying themselves, laughing and shouting – while learning about science. There is no other job like this.”

**Tapio Koivu**

CEO  
Heureka, the Finnish science centre  
Vantaa (Finland)



## Ecsite Executive Office

### In 2015

**Catherine Franche**

Executive Director

**Pedro Albuquerque**

Business Development Manager

**Julie Becker**

Communications and Events Manager

**Raquel da Cunha**

Events and Communications Officer

**Carmen Fenollosa**

Project Manager

(from December)

**Antonina Khodzaeva**

Project Manager

(from May)

**Audrey Korczynska**

Project Manager

(until February)

**Luisa Marino**

Project Manager

(until January)

**Marzia Mazzonetto**

Senior Project Manager

**Tomas Rehacek**

Project manager

(from December)

**Lucy Schweingruber**

Member Services Manager

(until March)

**Andrea Troncoso**

Project Manager

(from May)

**Anne Urger**

Administrator

**Mariette Wennmacher**

Administrative Executive

**Maria Zolotonosa**

Senior Project Manager

### 2016 recruit

**Suzana Filipecki Martins**

Project Assistant

A warm thank you  
to our 2015 interns:  
Arthur Demuth  
and Federica Costa.

### Ecsite

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The Ecsite team in March 2016

- 1 Catherine Franche
- 2 Julie Becker
- 3 Raquel da Cunha
- 4 Carmen Fenollosa
- 5 Suzana Filipecki Martins
- 6 Antonina Khodzaeva
- 7 Tomas Rehacek
- 8 Andrea Troncoso
- 9 Anne Urger
- 10 Mariette Wennmacher
- 11 Maria Zolotonosa

As a network, Ecsite catalyses its members' collective strengths into a powerful voice, at the forefront of science engagement advocacy.

Through Ecsite, members keep up to date with current issues in the science engagement field, spread their news and events, meet up at the biggest European science engagement conference, participate in European projects... join!

### Expected 2016 highlights

- A colourful Ecsite Annual Conference in Graz, Austria, on 9-11 June
- A new format for the Ecsite Directors Forum in Granada, Spain, on 16-18 November
- A redeveloped online EXTRA marketplace for science touring exhibitions
- A new peer exchange platform, Ecsite move
- The opening of the Ecsite-coordinated Sparks touring exhibition
- The launch of the 'Let it Grow' campaign, run jointly with zoos, aquaria and botanical gardens around Europe
- An international Science centre day under UNESCO patronage on 10 November



