



# Science Centre World Summit 2017

15-17 November 2017

## Final Report



SCWS 2017

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The Second Science Centre World Summit, or SCWS2017, was successfully completed with the involvement of many people from around the world. I am happy to issue this report archiving as many experiences as possible for the betterment of the following Summit SCWS2020.

That is the intention here, to share with you what we learned in the creation, organisation, and conducting of the SCWS2017. This will build a foundation based on background, telling you of the vision and why the SCWS fit Miraikan so well. We'll then explore how we created the structure, energised the organisation, the actual conducting of the Summit itself and the subsequent feedback from all factions.

## Vision

The human community on this planet is losing stability, and therefore, seeking innovative solutions to ensure future sustainability. It is time for science centres around the planet to unite, in collaboration with all society, what we call in Japanese, “TSUNAGARI”, which means establishing a personal relationship over time. This can serve to better contribute to finding answers to never-ending challenges.

On March 11, 2011, Japan endured the natural disaster of a massive earthquake. Miraikan was damaged and had to close for three months. A large part of the ceiling fell during a big aftershock. All ordinary building codes were met with Miraikan's initial construction, but this was no ordinary earthquake. This was natural energy that often overwhelms and exceeds science and technology's abilities to cope.

That was quickly followed by an overpowering tsunami that invaded 10 kilometres into the Japan mainland. Over 20 thousand people were lost along with so much infrastructure, including houses and cars. That tsunami was followed by the human made disaster of the Fukushima Nuclear Power Plant.

We were directly involved with the 3.11 disasters that affected the entire world. Our perspectives forever changed as what we suffered could very well happen in many places in the world. In such a combination of catastrophes, what actions can science centres and museums take to offer solid, valid, reliable information?

Miraikan then proposed “Miraikan Vision for 2020 –Tsunagari Vision-“ that states for 10 billion people to sustain their lives on Earth, Miraikan designs, develops, and delivers science communication activities to all, with the goal of discovering solutions to global challenges, by collaborating with science centres and other stakeholders around the planet.

Miraikan's mission coincides with the September 2015 United Nations' Sustainable Development Goals.



Science and technology, as a part of culture and integrated wisdom, contributes to the sustainability of our species. Miraikan also shares this vision with the world's science centres and collaborates. That's why in 2014 we proposed hosting the SCWS2017, with the theme of "Connecting the World for a Sustainable Future." Another reason why Miraikan decided to host SCWS2017 is because of strong support by ASPAC members. In fact, the ASPAC annual meeting was merged within the Summit. Plus, we built a special exhibition with the theme of "Beautiful Rice for a Sustainable Future". The ASPAC network collaborated in the creation of this unique exhibition showing how Asian regions traditionally have been developing rice paddies for their sustainable lives, and the idea that these irrigated field techniques includes many scientific, and symbiotic wisdoms with nature.

### **Creating the Structure**

We followed the lead of SCWS2014 and created an International Programme Committee (IPC) and appointed key members from each of the world's science centre/museum networks. They oversaw, deliberated, and approved courses of action. The IPC met every 3 months, by video conference, and face-to-face meetings at least twice per year or more.

The IPC was complemented with a Working Group (WG), selected individuals dedicated to assuring tasks are completed on time. The WG met more than every two months by video conference.

A final group was the Honour Committee composed of notable people from many walks of life from around the world. These members were nominated by the six networks. They served as advisors to the IPC and would suggest nominees for keynote speeches, be a keynote speaker, or make suggestions. We had 43 Honour Committee members. They also aided us in getting support from the world community, both socially and financially.

### **Energising the Organisation**

Once organised, we then worked to craft a mission statement that would be prepared and published well before the Summit. In this way, people would know what was expected of them, what the Summit's objectives were, and how to achieve them. We embraced, then updated and upgraded the Mechelen Declaration and entitled our work the "Tokyo Protocol." The Protocol coincided with the United Nations' 2015 Sustainable Development Goals that clearly itemised and defined sustainability for the human species.

### **Conducting the Summit**

The Summit consisted officially of three days, starting on 15 -17 November inclusive, with the addition of a "CEO day" that immediately preceded the Summit on 14 November.

The CEO day was dedicated to science centre/museum CEOs, regional science centre/museum network leaders. These leaders shared concerns, potential solutions, and expanded their connections and relationships with other like members.

The Summit's three days each had a designated theme: Day 1- Global Sustainability; Day 2- Co-design for Transformation; and Day 3- Personal Engagement with Science.

Day 1's Global Sustainability featured keynote speakers, half plenary sessions, panel discussions, parallel sessions, and poster sessions that each incorporated the Summit theme from a global perspective and how to "glocalise," as one member suggested, an approach to bringing science to society.

Day 2's Co-design for Transformation also incorporated the Summit theme with an emphasis on finding new partnerships and connections to address sustainability challenges and transform old approaches into new, novel solutions, with actions. Keynote speakers, plenary sessions, parallel sessions, and poster sessions attended to transformation.

Day 3's Personal Engagement with Science based its approach on the Summit theme with a focus on the individual and how to better and further engage all of society to be involved in science, thereby increasing the likelihood of sustainability. Keynote speakers, plenary sessions, parallel sessions, and poster sessions attended to a more personal involvement.

## **Results**

The results of the Summit suggested the approaches and strategies applied had merit with concrete outcomes. We had 828 participants from 98 countries and 6 continents. There was a fine balance to the Summit that included the regional balance, fields of endeavour, gender balance (53% male 47% female), and from all areas of society, with numerous corporations, sponsorships and exhibitors.

SCWS2017 had 4 fellowships and enjoyed the largest number of fellowships to date, 36.

SCWS2017 was broadcast internationally, by NHK World and CNN, and domestically, by NHK and FUJI TV, as well as numerous local TV channels, plus reported on by newspapers and SNS coverage during the Summit. This successful media experience exceeded expectations, and illustrated a direct, immediate relationship with society.

We were honoured to be sponsored by 16 companies and supported by 25 exhibitors.

In addition to the business sector, SCWS2017 was also supported by these international organisations: the United Nations, the International Council of Museums (ICOM), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the World Health Organization (WHO).



## Conclusion

To summarise, we just went through the SCWS2017 experience, from before the beginning to after its closing.

The theme, “Connecting the World for a Sustainable Future” is part of our continued efforts to connect the world. We must begin, now, to work together to have a sustainable future.

A science centre can be the hub, connecting of all of Society through science communication. Discuss global issues, and create new partnerships to discover new solutions to those issues. This will take time and efforts. We all do this for our planet of life, and thereby for the sustainability of the human species.

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Mamoru Mohri, Chair, International Programme Committee

# 1 Executive summary

## 1.1 Period

15 to 17 November, 2017 (Wed. - Fri.)

\*Prior to SCWS2017, the CEO Forum was convened on Tuesday, 14 November, 2017 with attendance limited to current CEOs (or Presidents, or the most senior leaders) of science centres/museums, as well as each regional/national/international science centre/museum network organisation's CEO.

## 1.2 Venue

Miraikan –The National Museum of Emerging Science and Innovation (2-3-6 Aomi, Koto-ku, Tokyo, Japan)

<http://www.miraikan.jst.go.jp/en/>

## 1.3 Attendee

Number of attendees: 828 (Number of exhibitors: 103)

Number of countries and regions represented: 98

The Opening Ceremony was attended by HIH the Crown Prince.

The UN, ICOM, WHO, and UNESCO supported, and collaborated in terms of attending sessions, etc.

Breakdown of countries and regions represented

Region	Number of countries	Number of representatives
Europe	30	128
Mid East	9	25
North America	2	82
Mid & South America	17	76
Asia & Pacific	22	441
Africa	18	60
Unanswered	-	6
Total	98	828

Annex 1: Attendees by countries and regions



## 2 Organiser

### 2.1 International Programme Committee (IPC)

The International Programme Committee (IPC) consists of 6 science centre networks (listed below) from around the world and was the decision-making body of the SCWS2017.

- ASPAC (Asia Pacific Network of Science and Technology Centres)
- ASTC (Association of Science-Technology Centers)
- Ecsite (European network of science centres and museums)
- NAMES (North Africa and Middle East Science Centers Network)
- RedPOP (Network for the Popularization of Science and Technology in Latin America and the Caribbean)
- SAASTEC (Southern African Association of Science and Technology Centres)

Details of the members can be found in below Annex

[Annex 2: IPC member list](#)

#### 2.1.1 IPC Schedule

Since SCWS2014, there were 7 formal IPC meetings and 2 informal IPC meetings which were face-to-face meetings. The data, venue and agenda are below.

- 19th Mar, 2014 (Mechelen/SCWS20114)

- 20th Oct, 2014 (Raleigh/ASTC2014)
  - Theme & Topics
  - Concept of Honour Committee
  - Logo Mark
- 27th May, 2015 (Medellin/RedPOP2015)
  - SCWS2020 Bidding Information Dissemination
- 19th Oct, 2015 (Informal IPC meeting: Montreal/ASTC2015)
- 10th May, 2016 (Beijing/ASPAC2016)
  - SCWS2020 Venue Voting
  - Preparation for Call for Proposal
- 25th Sep, 2016 (Informal IPC meeting: Tampa/ASTC2016)
  - Call for Session Proposal Promotion
- 5th-7th Dec, 2016 (Tokyo)
  - Parallel and Poster Session Selection
- 18th Jun, 2017 (Porto/Ecsite2017)
- 17<sup>th</sup> Nov, 2017 (Tokyo/SCWS2017) (Welcomed SCWS2017 IPC and SCWS2020 IPC)
  - Feedback of SCWS2017
  - Introduction of SCWS2020 IPC members

In addition, there were IPC Skype meetings every 3 months and a Working Group Skype meeting every month.

#### 2.1.2 Working group

To make the process of organising the summit more effective and smoother, IPC members agreed to create a small Working Group (WG) inside IPC in October 2014. This group will meet more regularly (either in person or by Skype) than the full IPC. The members of the WG did the actual work on every detail of the organisation of the summit and communicate/involve with other IPC members in the preparation when necessary.

The members of the WG were expected to dedicate their time and effort in constructing every important component of the SCWS, especially the programme and speakers. Outcome of the working group was discussed and finally approved by the IPC. When necessary the member can be changed with the approval of Chair. (This concept is included in the latest ToR.)

#### WG members of SCWS2017

- Mamoru Mohri
- Chee-Kuen Yip
- Graham Durant
- Chevy Humphrey

- Catherine Franche
- Alejandra Leon-Castella
- Walter Staveloz

### 2.1.3 SCWS2020 bidding

#### <Schedule>

- February 2015: Start of preparation of resource materials for the call for bids together with the IPC
- 26 May 2015: Session held with SCWS on bidding at RedPOP2015
- July 2015: Invitation for bidding proposal to host the SCWS2020 distributed at RedPOP (by RedPOP IPC members) and call for bids opened
- 1 December 2015: Deadline for proposals
- 26 January 2016: Announcement of acceptance of additional documentation because some proposals lacked sufficient documentation
- 29 February 2016: Deadline for additional documentation
- Up to April 2016: Coordination of information between Carol and the Secretariat
- 28 April 2016: Original proposals and a Comparison Chart collated by the Secretariat distributed to the IPC
- 19 May 2016: Voting took place at ASPAC2016 to decide the venue. The candidate venues were informed of the result by email on the same day.

Annex 3: Document for the call to host the SCWS2020

Annex 4: SCWS2020 bidding voting rules

Annex 5: Comparison chart

#### <Voters>

- Mamoru Mohri
- Erik Jacquemyn
- Chee-Kuen Yip
- Ganga Rautela
- Ou Jiancheng (on behalf of Shu Wei)
- Chevy Humphrey
- Linda Colon
- Bud Rock
- Robert Firmhofer
- Catherine Franche
- Mijbil Almutawa
- Luisa Massarani
- Alejandra Leon-Castella

- Jorge Padilla
- Derek Fish
- Graham Durant
- Rosalia Vargas

\*This list includes members who appointed proxies.

\*As an Ex-Officio member, Walter Staveloz did not have voting rights.

## 2.2 Honour Committee

The Honour Committee was a patronage group consisting of world representatives from a wide variety of expertise who would contribute to the success of the SCWS 2017. It consisted of 41 members representing international agencies, researchers including Nobel laureates, academics from research and educational institutions, and representatives of the architectural and art fields, global corporations, the media, and museums.

The members of the Honour Committee suggested and/or approached personalities that would help build new partnerships, connect key players and the science centre field, or disseminate the Summit's message to the world.

Annex 6: Honour committee list

## 2.3 Secretariat

The organisation, production and delivery of SCWS2017 were implemented by the project team and directed by the Secretariat. The project team was responsible for the daily management, the content, the invited guests communications, sponsors communications, social programmes, and marketing as well as logistical and practical tasks related to the SCWS2017.

### 2.3.1 Structure

The final project team was set up in December 2016. The first team phase began in October 2014 and further team building phases continued throughout 2015 and 2016 as team members were added based on required needs and skills.

The final Project Team had 6 teams including 24 members (17 Miraikan members and 7 Congress Corporation members).

Each team's main responsibilities are shown below,

#### ➤ Team 1:

Establish the Keynote/Plenary sessions, ensuring the quality of the proposal sessions with the support of the IPC, logistical tasks for VIPs and delegates, and updating the SCWS website and Facebook.



- Team 2  
Operation and customer service for all venues and exhibitor's communications.
- Team 3  
Establish social programmes – e.g. Opening Ceremony, Coffee break, Cocktail hour, Gala Dinner, Dinner Party, Closing Ceremony, and the Farewell Party.
- Team 4  
Promotion of the SCWS2017 and engaging with multiple sectors – e.g. business, media, and exhibitors.
- Team 5  
Budget management, contracts and communications with the Ministry of Education, Culture, Sports, Science and Technology (MEXT), Japan Science and Technology Agency (JST) and more.
- Team 6  
Establish and deliver the Temporary Exhibition “Beautiful Rice – For a Sustainable Future”.

### 2.3.2 Project schedule

Once the venue was decided, a three-year schedule was drawn up. In the year of the Summit a number of elements appeared in which the various roles all affected each other, and to give each person responsible an overview of the schedule for the year, arrangements were made to make it always available at every meeting. A detailed schedule for production and other matters was produced for the final month, and each person referred to both schedules as they worked.

#### Annex 7: One-year plan, one-month plan

### 2.3.3 Internal meetings

SCWS Management and Steering Meetings were held twice a month with Chair Mamoru Mohri, Secretary General Geng Tu, Project Director Shinobu Nakanishi, and Project Support Officer Yuta Tanimura with each team leader reporting their progress to the project members.

The timeline and agenda were as below:

Date	Main Agenda
15 March 2017	<ul style="list-style-type: none"> <li>● Project Team structure</li> <li>● Networking in AAAS,</li> <li>● Miraikan opening/closing during the Summit</li> <li>● PR strategy</li> </ul>
28 March 2017	<ul style="list-style-type: none"> <li>● Social programmes</li> <li>● Budget for social programmes</li> <li>● Candidate Venue and entertainments for the Dinner Party</li> </ul>
5 April 2017	<ul style="list-style-type: none"> <li>● Budget for social programmes</li> <li>● Venue selection for the Dinner Party</li> </ul>
10 May 2017	<ul style="list-style-type: none"> <li>● Venue selection for the Gala Dinner &amp; the Dinner Party</li> </ul>

31 May 2017	<ul style="list-style-type: none"> <li>● Parallel events in Miraikan</li> <li>● Budget strategy</li> </ul>
27 June 2017	<ul style="list-style-type: none"> <li>● Tokyo Protocol at Ecsite conference</li> <li>● Team structure</li> <li>● Selection for catering</li> </ul>
26 July 2017	<ul style="list-style-type: none"> <li>● VIPs/Keynote and Plenary speakers/Invited guests</li> <li>● Session scheduling</li> <li>● Progress of social programmes</li> <li>● Excursion</li> </ul>
16 August 2017	<ul style="list-style-type: none"> <li>● Income and Expenditure Account</li> <li>● Participants' experience design</li> <li>● Spousal for social programmes</li> <li>● Listing of VIPs/Keynote and Plenary speakers/Invited guests</li> </ul>
13 September 2017	<ul style="list-style-type: none"> <li>● Transportation Plan</li> <li>● Sponsoring and Exhibitions</li> <li>● Registration tasks</li> </ul>
27 September 2017	<ul style="list-style-type: none"> <li>● Income and Expenditure Account</li> <li>● Number of participants and venue capacity</li> <li>● Shuttle Bus scheduling</li> <li>● Parallel events in Miraikan</li> <li>● Programme Book and Printed matters</li> <li>● Social Programmes – food and drinks</li> <li>● PR planning and media coverage</li> <li>● SCWS 2017 App</li> <li>● Temporary Exhibition “Beautiful Rice”</li> </ul>
12 October 2017	<ul style="list-style-type: none"> <li>● Setting maximum number of participants</li> <li>● Income and Expenditure Account</li> <li>● Opening and Closing Ceremony</li> </ul>
24 October 2017	<ul style="list-style-type: none"> <li>● Income and Expenditure Account Including Unique Venue Support Grant from the TCVB</li> <li>● Entertainment for Gala Dinner</li> <li>● Progress of Social Programmes</li> <li>● Venue usage plan</li> <li>● Participants guide flow</li> <li>● Programme Book and Printed matters</li> </ul>
7 November 2017	<ul style="list-style-type: none"> <li>● Final Income and Expenditure Account</li> <li>● Number of orders for food and drink</li> <li>● Final Venue layout</li> </ul>

#### 2.3.4 Staff

The SCWS Project Team regularly held sharing meetings, e-mail magazines and more to share the progress of the SCWS event with all Miraikan members so that all staff members could keep up to date regarding the progress of the SCWS. During the SCWS, it was necessary to deal with participants, especially at the Opening Ceremony, and most of the Miraikan staff were involved in the SCWS.

#### 2.4 Co-organiser

Ministry of Education, Culture, Sports, Science and Technology –Japan (MEXT)

As co-organiser, Mr. Kazuo Todani, Vice Minister of MEXT, offered remarks at the Opening Ceremony and Mr. Yoshimasa Hayashi, Minister of MEXT, joined in the Cocktail Hour and gave a speech at the Gala Dinner.



### 3 Participants

SCWS2017 had 828 individuals in attendance from 98 countries. In addition to general participants, invited speakers, exhibitors, and sponsors, ambassadors in Japan, influencers, and collaborating institutions were invited to attend some of the sessions and other events in order to make SCWS and its significance more widely known.

The breakdown of participants is shown below.

Category		No
General Participants (including IPC members)	Early Bird Rate	184
	Advance Rate	63
	Onsite Rate	25
	Residents of low-GNI Nations Rate	129
	Student Rate (Full)	13
	Student Rate (One-day)	3
	Student Rate (One-day×2) (including 3 persons free of charge)	15
	Waived (free of charge for special reasons)	6
Accompanying persons(for dinners)		48
Invited Speakers(for CEO Forum, Keynotes, Plenary sessions, Summary Session)		28
Exhibitors(25 organisations)		103
Sponsors (16 organizations)		53

Guests (SCWS2017 Local Advisory Committee , Embassies in Tokyo, influencers)	121
Co-organiser and other supporters	24
Honour Committee Members (free of charge)	13
<b>Total</b>	<b>828</b>

### 3.1 Registration

The target for registration of paid participants in SCWS2017 was set at 450, and participant registration was carried out online. The final attendance was 464 registered individuals, including 21 paid accompanying persons.

#### 3.1.1 Registration fee

Registration was carried out with the registration fees set as shown below.

Category	Fee (JPY)	Reference in USD (as of Nov.)	Attendance Fee includes:
Early Bird (on or before 15 Jul., 2017)	75,000	670	- Admission to all sessions - Lunches and Coffee Breaks - Dinners (15 and 16 Nov.) - Welcome/Farewell Reception - Congress kit, ID badge - CEO Forum (14 Nov, only for current CEOs)
Advance Rate (16 Jul. to 15 Oct., 2017)	85,000	759	
Onsite Rate (16 Oct. to 27 Oct., 2017 and Onsite)	95,000	848	
Residents of low-GNI Nations Rate	60,000	537	
Student Rate	40,000	357	
Student Rate One-day	16,000	143	- Admission to the sessions, events and meals on the selected date - Congress kit, ID badge

Above fees include consumption tax.

#### <Note>

One accompanying person was accepted for dinners, if he/she was a partner/spouse of the participant.

Accompanying fees were as follows:

Category	Fee (JPY)	Reference in USD (as of Nov.)
Gala Dinner (15 Nov.) and Dinner (16 Nov.)	40,000	357
Gala Dinner (15 Nov.)	25,000	223
Dinner (16 Nov.)	15,000	134

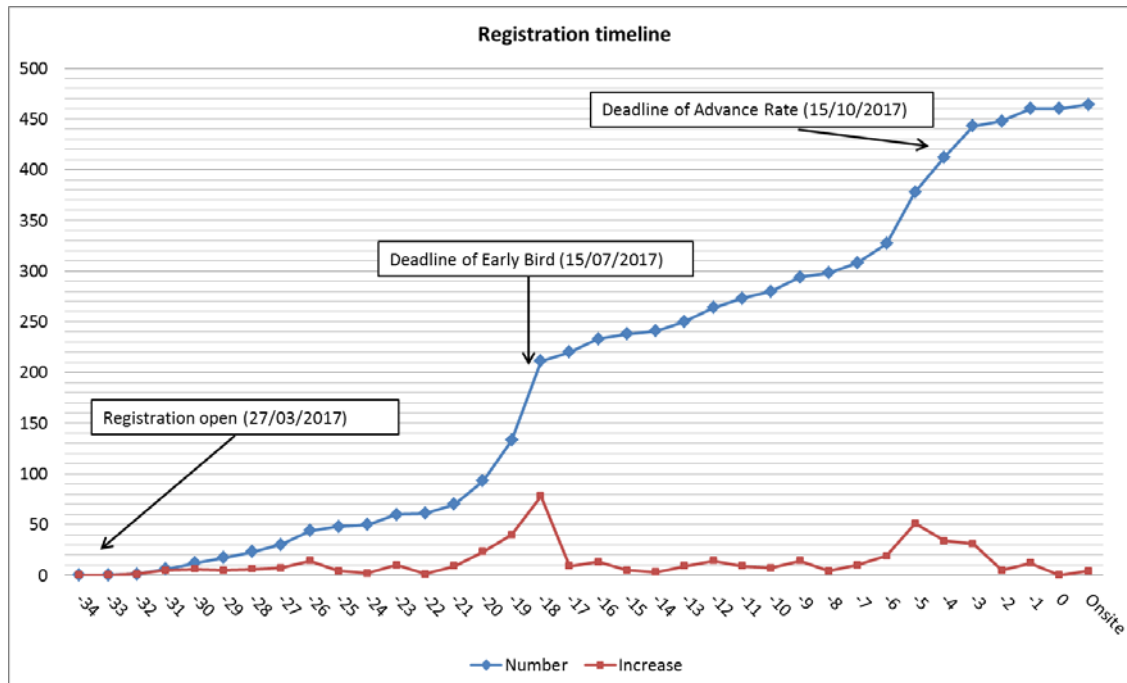
Lunch and session attendance were not included in above fees.

### 3.1.2 Registration timeline (Offline/Online/waivered/accompanying)

In the early days after the start of registration the number of people registering did not increase, but initiatives including publicity information directed to various places and outreach to related groups resulted in a large number of registrations before the Early Bird and Advance Rate deadlines.

Weeks before Summit	Number (total)	Increase	Note
-34	0	0	Opening online registration (27 Mar)
-33	0	0	
-32	1	1	
-31	6	5	
-30	12	6	
-29	17	5	
-28	23	6	
-27	30	7	
-26	44	14	
-25	48	4	
-24	50	2	
-23	60	10	
-22	61	1	
-21	70	9	
-20	93	23	
-19	133	40	
-18	211	78	Deadline of Early Bird (15 Jul)
-17	220	9	
-16	233	13	
-15	238	5	
-14	241	3	
-13	250	9	
-12	264	14	
-11	273	9	
-10	280	7	
-9	294	14	
-8	298	4	
-7	308	10	
-6	327	19	
-5	378	51	
-4	412	34	Deadline of Advance Rate (15 Oct)
-3	443	31	
-2	448	5	
-1	460	12	
0	460	0	
Onsite	464	4	
Total	<b>464</b>	-	*Cancellations and no-show deducted.(25)





### 3.1.3 Registration software and payment

- Registration was basically carried out online via the Registration page on the official website, with registrations accepted after the completion of credit card payment in Japanese yen (286 people). A confirmation sheet including a QR code was automatically sent to participants by email after their registration was accepted.
- If payment could not be made by credit card, an off-line registration form was submitted by email, an invoice was issued, and the registration fee was received by domestic remittance or international bank transfer (190 people). Once the remittance was confirmed, an email was sent to confirm receipt of the registration fee (or that the amount was insufficient), and a confirmation sheet including a QR code was sent immediately before the conference.
- During onsite registration, payment was received by credit card or in cash (13 people).

### 3.1.4 Registration desk

- Three different registration desks were set up: a Pre-Registration Desk for general participants, a Registration Desk for invitees, and an Onsite Registration Desk. At the Pre-Registration Desk, participants themselves presented their QR code to a code reader and were issued with an ID sheet.
- The registration desks were opened on 14 November. The CEO Forum was held on that day, and registration was concentrated in the morning, with participants arriving after that for the Reception. Over half of all participants were processed at a registration desk on the 14th.
- 40% of participants were processed at a registration desk on 15 November. Because



of HH the Crown Prince attendance, registration was concentrated during the short time between the start of registration and the closing of the doors to the main hall, but there was no great confusion. Arrangements had been made for participants who did not arrive before the doors closed to watch the hall activities on a large monitor in the registration area and no major problems occurred. Participants who so requested were guided to a satellite venue on another floor.

- There were only a few people who went through the registration process on 16 and 17 November, so the desks were quiet.
- A special desk was set up to collect payment from participants who had registered in advance but had not remitted the full amount or who had not yet paid.

### 3.1.5 ID Badges

Eleven different types of ID badge were produced to enable people to be guided smoothly to the Opening Ceremony and the different venues. Press, worker, staff, and temporary IDs without names were also produced. People with assigned seats at the Gala Dinner on 15 November were given a designated seat ticket together with their ID sheet.

#### Annex 8: ID badges

## 3.2 Attributed statistics of participants

Gender, regional, national, and sectoral balances for speakers and presenters were taken into consideration to some extent at the recommendation and selection stages, but there were limitations on how far these could be controlled for participants. These factors were therefore taken into account when sending out publicity information, to reduce imbalances as much as possible.

### 3.2.1 SCWS2017 participants

828 Participants

98 Countries: with over half of participants from the Asia-Pacific region.

53% Male, /47% Female

Although 35.7% of participants were from the science museum/general museum sector, a certain number were also from organisations such as research institutions, corporations, and government agencies, creating an environment that promoted discussion across sectoral boundaries.

#### Annex 9: Attributed statistics

#### Annex 10: Participants list of SCWS2017

\*The list was composed of only the participants who agreed with the disclosure of their

registered information, name, affiliation and e-mail address.

### 3.2.2 Comparison to SCWS2014

A reference comparison to SCWS2014 showed that the conditions were very different, given that Japan's geographical situation differs from that of Europe and that this conference was held jointly with ASPAC.

The great increase in the overall number of countries and regions participating demonstrated that the second SCWS increased the level of awareness and contributed to a more global involvement.

#### Comparison by regions

Region		SCWS2014		SCWS2017	
		Number	%	Number	%
Africa		47	10.1	60	7.2
Australasia (SCWS2014)	Asia & Pacific (SCWS2017)	90	19.4	441	53.3
	Mid East (SCWS2017)			25	3.0
Europe		250	53.9	138	16.7
North America		70	15.1	82	9.9
Mid & South America		7	1.5	76	9.2
Unanswered		0	0	6	0.7
Total		464		828	

#### Annex 11: Comparison by countries

### 3.3 Cancellations

#### <Registration>

- Cancelled before the summit: 15
- Cancelled during the summit (Including registrants who cancelled without on-site payment): 8

#### <Programme>

Numbers of people who cancelled and were added compared with when the programme was first put together (end June)

#### <Parallel Session>

- Cancelled: 57

- Added: 43

#### <Poster Session>

- Cancelled: 11
- Added: 10 (including pushing out from parallel session selection, and additions due to exchanges or joining up of presenters)

### 3.4 Fellowships

As the registration fee was large enough compared to general international conferences, participants with limited funds were eligible for fellowships. Fellowships for this summit can be categorised into 3 types:

- From the existing fellowship programme of networks
- Utilise local or regional fellowship programme
- From outside sponsor support

There were 36 recipients by 4 fellowships in total.

#### 3.4.1 ASPAC Fellowship

ASPAC Fellowship selects two or three staff of full member institutions each year. The awards allow the successful applicants to travel to and participate in the annual ASPAC Conference. Each fellowship provides up to US\$1500 towards costs of travel, accommodation and registration. Since SCWS2017 was performed in conjunction with ASPAC2017, ASPAC Fellowship this year was applied to SCWS2017 and received 3 members.

#### 3.4.2 ASTC Fellowship

The ASTC Lee Kimche McGrath Worldwide Fellowship supports participation in the ASTC Annual Conference by individuals from science centres and museums outside the United States. The purpose of the Fellowship is to foster greater understanding among international colleagues and encourage global participation in ASTC. ASTC transferred this fellowship to SCWS2017 this year and 2 recipients participated in the Summit.

#### 3.4.3 JST Fellowship

Japan Science and Technology Agency (JST) invites young officers from Asia countries/regions every year for the SAKURA Exchange Program in Science (Japan-Asia Youth Exchange Program in Science). The SAKURA Program collaborated with Miraikan for the SCWS2017 this year and helped those young future leaders of ASPAC member museums who could not get support from their own organisation to participate the Summit. ASPAC and related organisations nominated 26 recipients in this framework.

#### 3.4.4 Evonik Fellowship

The Evonik Fellowships were established in 2017 through a sponsorship from the global company Evonik Industries AG with headquarters in Germany.

The Evonik Fellowships supported the participation in the SCWS2017 by individuals who were interested in digital innovation in educational surroundings, chemistry oriented educational initiatives and/or who bridge the gap between education and the business world.

This fellowship programme supports 5 fellows. Each fellow will receive up to US\$1835 towards costs of travel and accommodation plus their registration paid by the fellowship programme.

As the result, totally 47 applications were received and 26 of the applicants were “science centre leaders.”

- As far as gender is concerned, there were 21 women and 26 men
- The continents were represented as follows:
  - Africa: 7
  - Asia: 8
  - Europe: 10
  - North America: 18
  - South America: 5

Due to some technical issue from the local regulation of Miraikan as a national institution, this Evonik fellowship programme was managed by SCWS foundation, a non-profit entity registered in Belgium.

The high demand to the fellowship programme hinted the necessity of establishing a permanent and unified scheme of fellowship programme, probably (but not exclusively) based on the multiple sponsors.

### 3.5 Participants' feedback

The SCWS2017 online survey was launched on 24 Nov. 2017 and closed on 10 Jan. 2018 giving delegates about 1 month and a half to complete the survey. 113 feedbacks were received in total.

#### Annex 12: Participants' feedback



## 4 Programme

### 4.1 Programme development

#### 4.1.1 Theme

##### “Connecting the World for a Sustainable Future”

SCWS2017 brought together all areas of society creating innovative working relationships instrumental to SCWS’s continued evolution. SCWS2017 collaborates with all of Asia to enhance the world summit experience now and into the future. SCWS2017 shared Miraikan’s “TSUNAGARI\*” - helping each individual discover a personal relationship with Earth, what can be done to sustain Earth, and thus sustain our species.

\*TSU-NA-GA-RI=Linkage, Bridge, Network, Relationship, ...

- **Linkage:** SCWS2017 CONNECTS society with S&T.
- **Bridge:** SCWS2017 will help each individual to realize a personal CONNECTION, through science, with Earth, society and the common challenges we all face.
- **Network:** SCWS2017 CONNECTS leaders from all aspects of human endeavour to create new approaches of collating the combined wisdoms for sustainable future.
- **Relationship:** SCWS2017 CONNECTS all regional networks into a global network for collective action towards Earth sustainability.

#### 4.1.2 Topics

Under the theme of “Connecting the World for a Sustainable Future,” keywords to use in topics were considered.

Process for defining the topics went on as follows:

- Analyse sessions on past Ecsite, ASTC and ASPAC
- Interview to experts in various fields to collect keywords strongly related to the theme and concept of the SCWS2017

Six interviews were conducted on influential individuals; academics in a variety of fields, science communication, science museum, and media.

- Categorise the keywords
- Extract axes from the point of view of significant, essential and independent
- Refer to the SCWS2014's Topics to check if the new Topics are valid

Miraikan drafted topics and consulted with WG and IPC. It took 6 months from the first draft to be fixed.

Background discussion for 3 topics are as follows:

- High level delegations and CEOs of a variety of fields are expected to attend the Summit only for one day when the opening ceremony will be held and that is the topic of Day 1 should be “Global Sustainability.”
- Day 2 is expected to activating institutional level discussions. All the entities from every aspect of society need to transform themselves to address global issues for sustainability. Discussion in this day will focus on how we collaborate with stakeholders to achieve the goal.
- Day 3 focuses on connection between science and personal perspective. The way of thinking of science and technology issues (medical, communication, information, etc.) can be personalised not only in science centre experience but also in daily life is to be discussed.

SCWS2017 provided opportunities to reflect on the accomplishments of the past 3 years since the Mechelen Declaration, with the intent to create new strategic alliances and adopt steps toward continued advancement. To achieve the goals of SCWS2017, the following three topics were identified and designed to encourage as wide a variety of sessions and presentations as possible:

##### 1. Global Sustainability

Science centres are, and aspire to be hubs connecting all entities in society, encompassing perspectives to find creative and collective solutions to achieve sustainable societies. SCWS2017 provides opportunities to discuss the contribution of science centres on “sustainability” in all its forms in terms of local, regional and global challenges.



Participants will share, collaborate, and co-create unique solutions to achieve goals.

## 2. Co-design for Transformation

Society needs to transform/evolve to address global sustainability. Science centres endeavor to encourage citizens and all society to partake in co-design to create and incorporate shared visions. SCWS2017 activates institutional discussions, involves all sectors, and harvests the collective intelligence of research organizations, businesses, the arts, education, policy makers and citizens on how to best collaborate to achieve goals.

## 3. Personal Engagement with Science

Science centres need to further incorporate personal engagement to transform attitudes and behaviors to global challenges as science and technology changes at astonishing speed. SCWS2017 discusses how science centres can encourage a progressive, personal process that will enhance a centre's mission and generate new approaches towards personal transformation of all members of society.

### 4.1.3 SDGs

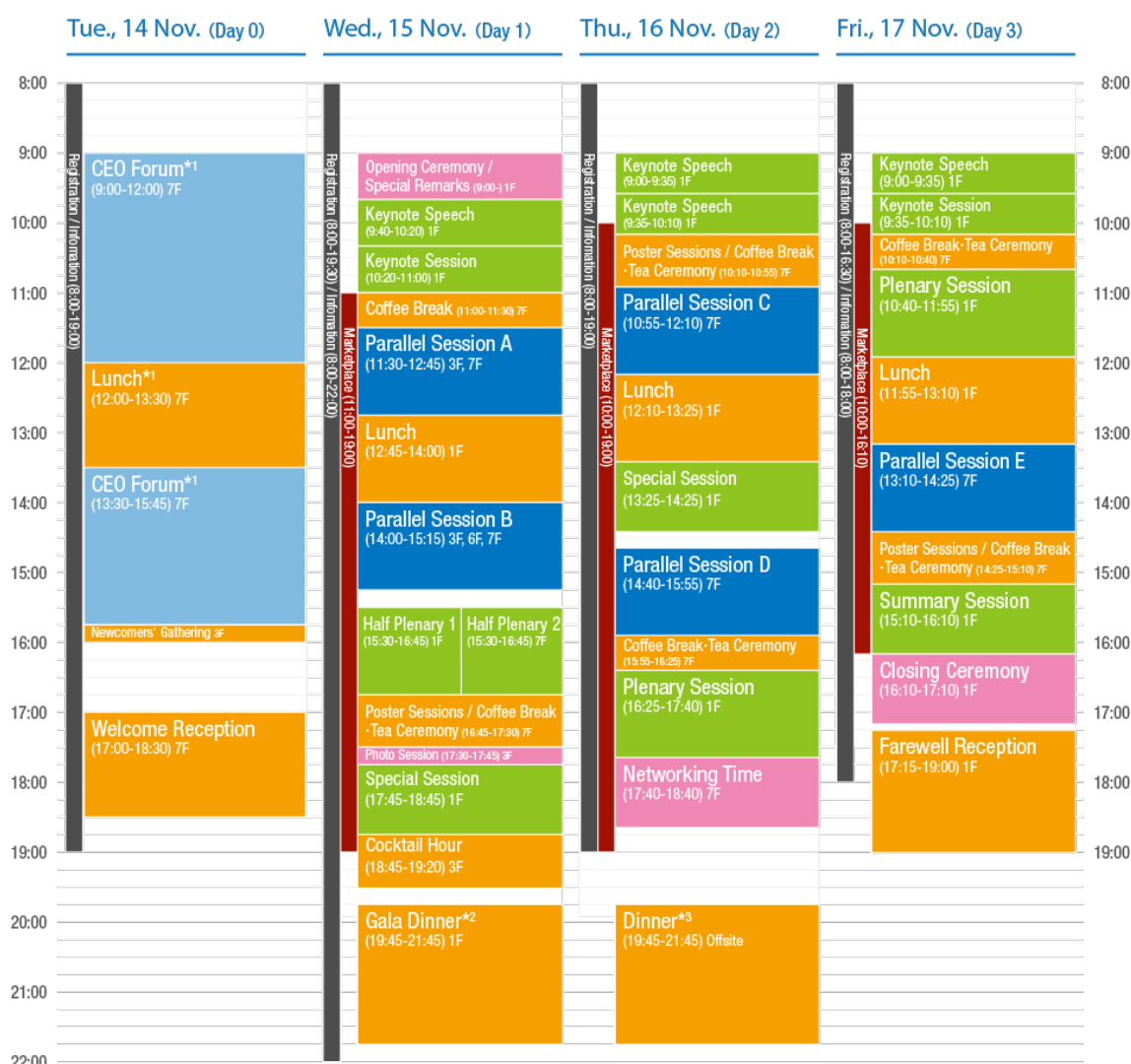
One of the biggest initiatives taken by United Nations after SCWS2014 was the Sustainable Development Goals (SDGs) that were adopted by countries on 25<sup>th</sup> September 2015.

The SCWS2017 created an opportunity to contribute the realisation of the SDGs inclusive of all stakeholders to confront global issues. The IPC decided to establish a new session format called “Panorama” which offers a much wider range and diversity of perspectives on a broad theme, differentiating this session from other parallel sessions to follow the Mechelen Declaration and connect our actions to the SDGs.

Six specific goals out of 17 were selected as topics to be covered in reference to science centres/museums; Goal 4 (quality education), Goal 5 (gender equality), Goal 9 (industry, innovation, and infrastructure), Goal 10 (reduced inequalities), Goal 11 (sustainable cities and communities), and Goal 17 (partnerships for the goals).



## 4.2 4-day summit schedule



The Keynote Speeches and Keynote Sessions were debated at the IPC meeting, possible presenters representing the topics for each day were suggested, contact methods were considered, and invitations were issued. The content and structure of the Plenary Sessions and Special Sessions were discussed mainly by the IPC member responsible, who decided in accordance with the objective concerned, and speakers were recommended and invited.

The Parallel Sessions and Poster Sessions were opened for general application, and were screened and selected by the IPC.

The content of events such as the Opening Ceremony, Closing Ceremony, and social events was considered by the Secretariat, which provided progress reports to the IPC and obtained advice as required.

#### <Keynotes>

Speeches or dialogues by knowledgeable experts with unique backgrounds that should establish an interactive theme in congruence with the summit's theme and topics. Keynotes energise Plenary and/or Parallel sessions.

#### <Plenary Sessions>

Panel discussions by knowledgeable experts were to energise participants in congruence with the summit's theme and topics. The discussions provide participants with broader and deeper perspectives.

#### <Parallel Sessions>

Sessions composed of one or two moderator(s) and several speakers. Each session related to one of 3 topics or UN's SDGs with the appropriate format.

#### <Poster Sessions>

Presentations of initiatives or projects where presenters explained their initiatives in each allotted time slot. Some presenters conducted demonstrations in front of their posters.

### 4.3 Parallel/poster session

#### 4.3.1 Selection criteria

Taking all important perspectives above into account and adhere fundamentally to that of SCWS2014, selection criteria was stated as follows:

- Strategic importance

Proposals should be strategically linked to the SCWS concept, which is to contribute to build solid relationships with wide variety stakeholders to approach sustainability. "Strategic" means that you need to consider how your session or individual presentation is of value, on a global scale.

- Relevance to the theme and topics

The session should be highly related to the theme and ideally with one of the topics. The linkage to the United Nations Sustainable Development Goals (SDGs) is appreciated.

- Originality

The session is supposed to share a challenging experience or idea.

- Quality

The session is supposed to provide a new perspective or to inspire a new approach.

- International perspective

The session with following items will be highly considered.

- An interesting topic that is related to common global concerns

- Speakers come from different regions around the world (applicable for complete session only).
- Interdisciplinary approach:  
An open-minded perspective with idea and/or speakers beyond the science centre field is appreciated.
- Interactive and innovative session format (not applicable for poster session):  
A session that is active and stimulates participants' discussion will be highly evaluated.

#### 4.3.2 Schedule

- 30<sup>th</sup> June 2016: Call for proposals was issued
- 9<sup>th</sup> October 2016: Initial deadline for the call but finally extended for a month
- October to December 2016 (IPC physical meeting in Miraikan, Tokyo): IPC reviewed and assessed the proposals
- 31<sup>st</sup> January and 1<sup>st</sup> February 2017: Result emails were sent to the applicants excluding the Panorama session candidates
- 12<sup>th</sup> February 2017: IPC members in charge of each session started to contact session moderators
- 13<sup>th</sup> February 2017: Apologies for delay of result emails were sent to applicants who were considered to be in the Panorama sessions
- 18<sup>th</sup> June 2017 (IPC physical meeting in Ecsite2017, Porto): IPC finalised the programme

#### Annex 13: SCWS2017 call for proposal guideline

#### 4.3.3 Selection

In total 226 proposals were received. The majority were submitted online and some of them were sent by email and put in the online system by the Secretariat.

- 73 complete proposals were submitted (61 proposals before the initial deadline)
- 117 individual proposals were submitted (103 proposals before the initial deadline)
- 36 poster proposals were submitted (27 proposals before the initial deadline)

In terms of complete sessions, there were 270 speakers from 51 countries. Nearly half of complete proposals were relevant to Day 2 topic, while nearly half of individual and poster proposals were relevant to Day 3 topic. The balance of applicants' fields were dominated by science centres/museums and each ratio was 65%, 80%, and 72% respectively. Applicants from Asia & Pacific region were top in all sessions and 25% of the poster proposals were from Africa, which is worthy of special mention. Finally gender balance was overall acceptable.

#### 4.3.4 Session communication

The secretariat communicated the outcomes of the IPC meeting in December 2017 to all proposal submitters.

Those who submitted a complete proposal received feedback from 1 of 5 patterns:

- accepted
- accepted with revision
- accepted to be combined
- accepted as poster
- rejected

Those who submitted an individual proposal got feedback from 1 of 3 patterns:

- accepted
- accepted as poster
- rejected

Those who submitted a poster proposal got feedback from 1 of 2 patterns:

- accepted
- rejected

Since the panorama format was newly established and took time to construct as sessions, the secretariat contacted possible speakers in the panorama format sessions with some delay to announce the result.

In the end of January 2017, the 32 sessions, without panorama format, were accepted and received an email with the name of the IPC member who would contact them to help build the session further. The IPC members were cc'ed in these emails so that in principle everyone knew exactly what their assigned task was. The secretariat members divided up to follow each session as well.

After the entire 35 sessions were fixed by the end of June 2017, the secretariat contacted the IPC members and/or moderators to check the progress on a regular basis.

This resulted with the tentative as well as the final programme were available quite late. There were some more change in the construction and final numbers of the parallel sessions and ended with 34 including 5 panorama format sessions.

#### 4.3.5 Session formats

Different types of sessions were organised during the SCWS2017.

##### <Panel Discussion>

3-6 speakers followed by extended discussion with the audience.

##### <Round Table>

A flexible format with a brief presentation and space for questions, answers and reactions.

#### <Presentation>

Presentation followed by demonstration or by Q&A (For details, see each session page.)

#### <Panorama>

This featured more than 5 speakers per session with each providing a clear, concise presentation of their unique perspectives. The session moderator provides the overall context, ensures cohesiveness among a diversity of voices, assures respect of allocated speaking time, and stimulates engaging discussions amongst panel members and attendees.

### 4.4 Invited speakers

- Based on the discussion by IPC-WG, 26 guest speakers or moderators were invited for CEO forum, Opening Ceremony, 6 Keynotes, 4 Plenary Sessions and Summary Session. These speakers were selected in congruence with the summit's theme and the day's topics. Diversity of region, gender and sector was also carefully considered.
- To assure the 6 keynotes were diversified, two forms of keynote, a speech and a dialogue by multiple experts, were adopted.
- Plenary sessions were organised as panel discussions by a moderator and 3 or 4 discussants. An IPC member took charge of a session to complete the session.
- Miraikan covered the fees of their accommodation for 4 nights and air tickets (business class for Keynote speakers and economy class for Plenary Session speakers.)

#### Annex 14: List of invited speakers

### 4.5 Recommendations

#### <Types of Sessions>

- In addition to inviting applications for Complete Sessions, it was decided also to accept applications for Individual Sessions in order to receive a broader range of proposals. As a result, it would have been difficult to achieve the ideal session structure either quantitatively or qualitatively based on the proposals for Complete Sessions alone, and Individual Session proposals functioned as effective adjustments to the structures of sessions.
- In the call for proposals for Complete Sessions, learning from the Ecsite system, we set up online noticeboards calling for proposals from presenters working on similar themes and concepts, but these were hardly used at all throughout the process, possibly because they were not well known, or were inconvenient to use.
- For Poster Sessions, it was confirmed with each presenter that they intended to use these to carry out demos (not-for-profit), and the focus of the content was agreed



individually with those who so wished. However, very large-scale presentations were not accepted both on physical grounds and from the perspective of fairness, and in fact only a few requests were received for the use of computers, installation of materials, or robot demonstrations. As a result, we consider that rather than using the special term “demo”, it would have been sufficient to check at the start whether or not the use of a desk and power supply were required, and to provide these on request.

- Most of the poster presenters were from developing countries, and as at SCWS2014 staff were faced with the need to respond to queries about formatting and printing right up to the Summit, this time we did not permit printing on the day but required presenters to bring their posters with them. Although this was not the direct reason, three presenters failed to turn up on the day without prior warning.

#### <Session Design Process>

- Elements of the SDGs, which were one of the key pillars of this Summit, were not clearly indicated as selection criteria at the application stage for presentation proposals, but at the IPC held in December 2016 in which the screening was carried out, the importance of incorporating the SDGs was debated, and these were exhaustively covered by setting up sessions in Panorama format. Flexibility is therefore required, depending on the situation. Initially, Parallel Sessions were scheduled to run in a single slot each day, but even if 6–8 sessions were to be held in parallel this would still mean a maximum of 24. Acting on instructions from the IPC, the slots on Days 1 and 2 were doubled, giving a total of 5 slots and enabling a maximum of 40 sessions. Ultimately 34 sessions were offered, which provided sufficient scope for venue assignment and the coordination of presenters speaking at more than one session.
- Following on from the handover from SCWS2014, an individual IPC member was assigned to be responsible for the design of each Plenary Session and Parallel Session, and this person was requested to communicate directly with the moderator to offer advice on matters such as the composition of presenters and content. For some sessions, including those moderated by Miraikan, the Secretariat took on that role.
- A member of staff of the Secretariat was assigned responsibility for each Plenary, Parallel, and Poster Session. This person communicated with the IPC member responsible and the moderator and managed the progress, including sending abstract submission reminders and providing venue information.
- This clear division of roles between the persons responsible for the content of sessions (mainly IPC members) and those responsible for progress management (Secretariat staff) made communication extremely easy.
- At a point 2–3 months before the Summit, some Parallel Sessions and Poster

Sessions were withdrawn or the presenters did not attend for reasons such as lack of funding or poor health, and as there was not enough time to look for new presenters, their representation or replacement from among the already decided presenters or attendees was considered, and the programme was put together so that one presenter could deliver multiple presentations.

#### <Screening>

- The content of many of the applications received was only at the level of local science museum networks, and work was required to bring their concepts up to the Summit level. Most of these were debated at the IPC held at Miraikan in December 2016, and the opinions of the IPC members were sought and their agreement obtained.
- There were three screening results: Accept, Pending, or Reject. Accepted proposals were grouped into sessions containing similar concepts, and pending proposals were reconsidered in light of not only their content but of the presenter's region, gender, and sector. However, for some of the rejected proposals, only one of the presenters could be used in another session, and wide-ranging conditions were attached to an increasing number of proposals, making the results complicated.

#### <Schedule and Lodging>

- Learning from SCWS2014, for which the call for proposals was opened one year before, this time the call for proposals was opened 18 months in advance, which was appropriate in light of the subsequent schedule.
- Depending on the country or organisation concerned, many presenters required an official invitation in order to receive travel expenses or needed to obtain a visa in advance, and the preparation of a standard format that can be issued immediately as a request is received prevents confusion.

## 4.6 Session attendance

The total attendance at the morning sessions was 545 people on Day 1 and over 200 people on Days 2 and 3.

The average attendance at each of the Parallel Sessions was 38 people. The table below shows the maximum, minimum, and average attendance for each session slot.

Parallel Session	Maximum number	Minimum number	Average number
A	80	18	43
B	90	23	48
C	61	11	32
D	47	12	31

E	55	25	34
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Annex 15: Session details

Annex 16: Session attendance

## 4.7 Major session summaries

\*Details of the content of each session can be viewed in the Annex or on the videos on the website.

Annex 17: Session summaries

### 4.7.1 CEO Forum

The CEO Forum was organised by Chevy Humphrey. According to the survey conducted in advance, many science museum CEOs expressed the opinion that the CEO Forum should be a venue for in-depth debate between CEOs of science museums, so the IPC decided that the CEO Forum should only involve the CEOs of science museums and science museum networks, and that they should basically attend themselves rather than sending a representative. Only one person per science museum was permitted to take part, with multiple representations from the same institution prohibited. An advance registration system was used, and the Secretariat confirmed, in advance, that the person was qualified to attend. If they were not qualified, they were sent a personal email requesting them to withdraw from attending. The participants were divided into groups for group discussion in advance, taking their gender and region into account, and their group number was printed on their ID badge to ensure that division into groups proceeded smoothly on the day. As a result, 105 CEOs of science museums took part (with a few people joining on the day).

At the start of the CEO Forum, Mamoru Mohri explained the significance of Miraikan hosting the Summit, and Yule Zhang from the Star Group, a Silver Sponsor, explained the practical significance of science museums in China. The moderator, Genevieve Bell, then gave a presentation on technological advances and how these are transforming the future. In the first group discussions, the theme was fear and hope in the science museum sector, with participants expressing opinions on how to include non-museum visitors, how to maintain the current trusted position in society, and whether science centres should evolve into “society centres” that are intimately connected with society at large. After a buffet lunch, the second group discussions were held in the afternoon, taking account of the opinions expressed in the morning. In-depth discussions were held on the future role required of science museums, and the points were made that science museums play an intersectional role between changing society and technology and that they should act to assist interdependence and community cohesiveness, which are becoming increasingly tenuous, as well as pointing out the importance of the connections between society, the

4th Industrial Revolution, and science museums, so that the CEO Forum engaged in high-level, intense debate throughout the day.

#### 4.7.2 Opening Ceremony

The Opening Ceremony was attended by H.H. the Crown Prince. Attendees at the Summit were welcomed by a performance from the NHK Symphony Orchestra, and an opening video announcing the start of SCWS2017 was followed by greetings from the hosts and co-hosts, a speech by H.H. the Crown Prince, a message from the General Secretary of the United Nations, a greeting from the President of ICOM, and a special speech from HRH Princess Sumaya bint El Hassan.

#### Annex 18: Opening ceremony programme

#### 4.7.3 Keynotes

<15<sup>th</sup> Nov>

##### Keynote Speech:

**Tadao Ando**, Architect, Professor Emeritus, The University of Tokyo, Japan

Ando talks about how human beings can live in harmony with Earth and maintain its sustainability through an architectural point of view.

##### Keynote Session:

**Mamoru Mohri**, Chairman, International Programme Committee of the SCWS2017/Chief Executive Director, Miraikan/Astronaut, Japan

**Jan Davis**, Bastion Technologies, Inc., United States

Through their experience in the space exploration, they shared their global view and talked of the cooperation beyond the field, and how nations can contribute to the sustainable future of the beautiful Earth.

<16<sup>th</sup> Nov>

##### Keynote Speech 1:

**Gordon McBean**, President, The International Council for Science (ICSU), Canada

McBean insisted the importance of the international collaboration and dialogues between the research realm and society to address the complicated global issues with some examples such as, Future Earth.

##### Keynote Speech 2:

**Bruktawit Tigabu**, Co-founder, CEO and Creative Director, Management and Production, Whiz Kids Workshop, Ethiopia

Tigabu shared the situation in Ethiopia and talked about the importance of the education and gender equality. To tackle these problems, she insisted to empower a local champion who are trusted with humility through mentorship.

<17<sup>th</sup> Nov>

Keynote Speech:

**Lord Krebs Kt, MA, DPhil, FRS, FMedSci, Hon DSc**, Honorary Fellow and Former Principal, Jesus College, University of Oxford, United Kingdom

A wide variety of information about food is in circulation, but it is difficult to know how much of this information is accurate. People are unable to judge how far they should trust what sort of evidence and information. Rather than just the truth or falsity of data or its factualness, scientific communication that discusses matters such as the risks involved is important, and science museums have a role to play in this field.

Keynote Session:

**Pavan Sukhdev**, UNEP Goodwill Ambassador, The Founding Trustee of Green Indian States Trust (GIST), Founder & CEO of GIST Advisory, Associate Fellow of Davenport College, Yale University, India

**Thomas E. Lovejoy**, Professor, Environmental Science and Policy, George Mason University, United States

**Julia Tagüeña**, Deputy Director General for Scientific Development, Mexican National Council of Science and Technology (CONACYT), Mexico

Sukhdev stressed that: "It is necessary that all sectors including politics, governments, businesses and individuals engage in effort for achieving sustainable development", and "Science centres exhibits are powerful tools for deliver truth to many people". Lovejoy stated in his contribution that "In order to make people involved in global issues, we need to talk about science to diverse audiences, use everyday language and provide easy to understand examples", and that "Science centres has the potential to play a central role in mediating such engagement"

#### 4.7.4 Plenary Sessions

<16<sup>th</sup> Nov>

"Co-design in Science and Technology"

**Eric Marshall**, Vice President of Prizes and Public Programs, The Kavli Foundation, United States

**Daniele Archibugi**, Research Director, Italian National Research Council, Rome, and Birkbeck College, University of London, Italy

**Genevieve Bell**, Professor, College of Engineering & Computer Science, Australian National University/Senior Fellow, New Technology Group, INTEL, Australia

**Ioannis Miaoulis**, President and Director, Museum of Science, Boston, United States

**Kazuo Yano**, Corporate Officer, Corporate Chief Scientist, Research & Development Group, Hitachi, Ltd., Japan

<17th Nov>

“When Do Museums Make a Difference?”

**Walter G.F. Staveloz**, Director of International Relations, ASTC, United States

**Jim Richardson**, Founder, MuseumNext, United Kingdom

**Michael Murawski**, Director of Education & Public Programs, Portland Art Museum, United States

**Claire Gillissen-Duval**, Director, EMEA Corporate Social Responsibility & Africa Code Week Global Lead, SAP, France

#### 4.7.5 Half Plenary Sessions

<15th Nov>

##### Half Plenary 1:

“Systems Thinking for Sustainability”

**Walter G.F. Staveloz**, Director of International Relations, ASTC, United States

**Alfredo Tolmasquim**, Professor/Director, Observatory of Tomorrow (Museum of Tomorrow), Brazil

**Akissa Bahri**, Professor/Director, African Water Facility, Tunisia

**Dame Sally C Davies, FRS, FMedSci**, Chief Medical Officer for England/Chief Medical Advisor to the UK Government, United Kingdom

##### Half Plenary 2:

“Science Centres and Global Sustainability - What's the Plan? ”

**Joan Leach**, Professor/ Director of National Centre for the Public Awareness of Science, Australian National University, Australia



**Ana María Cetto**, Director, Museum of Light, The National Autonomous University of Mexico (UNAM), Mexico

**Xuemei Bai**, Professor, Fenner School of Environment and Society, Australian National University, Australia

**Shahbaz Khan**, Director, the UNESCO Regional Science Bureau for Asia and the Pacific, Australia

**Cristin Dorgelo**, Incoming President and CEO, ASTC, United States

#### 4.7.6 Special Sessions

##### The Tokyo Protocol: Our Global Plan for Local Action

Mamoru Mohri introduced the Tokyo Protocol as the blueprint for SCWS2017, with the aim of evoking action toward reaching the Sustainable Development Goals (SDGs) agreed by the United Nations in 2015. The directors of six leading global science museums, who had already agreed to and signed the Tokyo Protocol, then took the stage to talk about the future prospects for contributing to the SDGs on the basis of the Tokyo Protocol, and the concrete actions they intend to take.

##### Our Next Vision – Insight for Economic Growth and Sustainability

In addition to sharing information about the current state of climate change and other global-scale issues in the Asian region, discussion was also held on disseminating region-specific perspectives, and the role of science communication and science museums in this process. Finally, the activities of science museums in Asia were described under the topic of global-scale issues.

#### 4.7.7 Summary Session

Hiroyuki Yoshikawa, a Principal Fellow, Japan Science and Technology Agency (JST), stated that science museums should take on the role of building relationships between all stakeholders with a view to achieving the SDGs, and four panellists made suggestions taking TSUNAGARI (“connection”) as their keyword, indicating the role and importance of science in continuing to connect us to the future, extending this to more collaborators, promoting empowerment based on education and equality, and engagement by young people.

#### 4.7.8 Closing Ceremony

A video compilation of photos from the Summit was shown at the start of the Closing Ceremony, offering the participants an opportunity to look back on the past three days. This was followed by a greeting from Michinari Hamaguchi, President, and video messages from the three Platinum Sponsors. To close the Summit, Mamoru Mohri, the

Chief Executive Director of Miraikan, delivered a message at the handover ceremony to the next organisers. The Closing Ceremony came to an end with a presentation by the chair of SCWS2020 and the Mexican ambassador.

Annex 19: Closing ceremony programme



## 5 Tokyo Protocol

### 5.1 Formulation

At the IPC meeting held at Miraikan in December 2016, it was agreed that although the previous Summits held in Toronto, Cape Town, and Mechelen had issued declarations concerning the action plans of the science museums concerned, rather than issuing another declaration, the Tokyo Summit would formulate a Tokyo Protocol based on the Mechelen Declaration and reflecting the SDGs and other important elements, as a practical action plan to be implemented by 2020 to enable science museums to benefit society. The Tokyo Protocol was debated by the IPC from December 2016 to May 2017, and it was officially issued at Ecsite2017 in Porto in June 2017, after being signed by representatives of the science museum networks.

### 5.2 Dissemination

In July 2017 a notification was posted on social media (Facebook) that the Tokyo Protocol had been published on the SCWS2017 website.

Translations into other languages were also published on the website (English, Arabic, Filipino, Japanese, Korean, Malay, Portuguese\_Brazil, Portuguese\_Portugal, Spanish, Thai, Simplified Chinese, Traditional Chinese\_Hong Kong & Macao, Traditional Chinese\_Taiwan) These translations were requested from the various networks as required via the IPC.

Before the Summit, photographs related to the Tokyo Protocol and a simple explanation were published on the front page of the website.

On 15 November, during the Summit, a Special Session was held on “The Tokyo Protocol: Our Global Plan for Local Action”. It informed participants about the Tokyo Protocol, starting from the Mechelen Declaration, and representatives of the various science museum networks spoke about initiatives in their regions. The press were invited to this session, and 20 media briefings were given on the day.

After the Summit, photographs of the Special Sessions were published on the front page of the website.

The Protocol was published in the Newsletter dated 1 September 2017 (sent out to participants in previous Summits, selected presenters, a list of people who had not been selected, and related organisations in Asia). (It has not yet been published in the Newsletter sent out to registered participants).

## 6 Sponsorship/Endorsement/Support

### 6.1 Sponsorships

To invite organisations to sponsor the event, a sponsorship prospectus (in Japanese and English) was produced and made available on the website, and approaches were made to related agencies and groups. As a result, a total of 16 companies became sponsors.

#### 6.1.1 Full sponsorship

Four different sponsorship plans were offered, and in some cases it was agreed to convert the provision of goods to money.

Plan/fee	Privileges		
	Advertisement & Logo	Marketplace	Others
Platinum ¥5,000,000	<ul style="list-style-type: none"> <li>■Company Name and logo</li> <li>-displayed on the official website of SCWS2017</li> <li>-displayed on a signboard near the reception (Large size)</li> <li>-displayed in the programme book</li> <li>■Advertisement</li> <li>-Placed in the programme book(Full page)</li> <li>-Slide Projection during an interval (3 slides)</li> <li>■Company banner</li> <li>-displayed on the official app site of SCWS2017</li> <li>■Company introduction</li> <li>-Company name announced at the Opening Ceremony</li> </ul>	2 booths	<ul style="list-style-type: none"> <li>-1,000 tickets to the permanent exhibition of Miraikan</li> <li>-Invitation for 6 people</li> <li>-introduction opportunity at the Closing Ceremony</li> <li>-Company brochure included in the congress bag</li> </ul>
Gold ¥3,000,000	<ul style="list-style-type: none"> <li>■Company Name and logo</li> <li>-displayed on the official website of SCWS2017</li> <li>-displayed on a signboard near the reception (Large size)</li> <li>-displayed in the programme book</li> <li>■Advertisement</li> <li>-Placed in the programme book (Half page)</li> <li>-Slide Projection during an interval (2 slides)</li> <li>■Company banner</li> <li>-displayed on the official app site of SCWS2017</li> <li>■Company introduction</li> <li>-Company name announced at the Opening Ceremony</li> </ul>	1 booth	<ul style="list-style-type: none"> <li>-500 tickets to the permanent exhibition of Miraikan</li> <li>-Invitation for 4 people</li> <li>-Brochure included in the congress bag</li> </ul>
Silver ¥1,000,000	<ul style="list-style-type: none"> <li>■Company Name and logo</li> <li>-displayed on the official website of SCWS2017</li> <li>-displayed on a signboard near the reception (Medium size)</li> <li>-displayed in the programme book</li> <li>■Advertisement</li> <li>-Placed in the programme book (Quarter page)</li> <li>-Slide Projection during an interval (1 slide)</li> <li>■Company introduction</li> <li>-Company name announced at the Opening Ceremony</li> </ul>	—	<ul style="list-style-type: none"> <li>-100 tickets to the permanent exhibition of Miraikan</li> </ul>
Bronze ¥500,000	<ul style="list-style-type: none"> <li>■Company Name and logo</li> <li>-displayed on the official website of SCWS2017</li> <li>-displayed on a signboard near the reception (Small size)</li> <li>-Company logo displayed in the programme book</li> </ul>	-	<ul style="list-style-type: none"> <li>-50 tickets to the permanent exhibition of Miraikan</li> </ul>

\*Above fees exclude consumption tax.

- Applications were received from the following organisations.
- Platinum (3): Ajinomoto Co., Inc., KANEKA CORPORATION, Ricoh Company, Ltd.
  - Gold (2): Kao Corporation, The Kavli Foundation (USA)
  - Silver (6): Japan Green Tea Co., Ltd., Emerson Japan, Ltd., Otsuka Holdings Co., Ltd., Pharmacological Evaluation Institute of Japan, Evonik Industries AG (Germany), Star Group (China)
  - Bronze (3): TOMY Company, Ltd., TOYOTA MOTOR CORPORATION, Mitsubishi Materials Corporation

#### 6.1.2 Event specific sponsorship

Sponsorship plans	Fees	Privileges
Dinner	¥2,000,000/per dinner	<ul style="list-style-type: none"> <li>- Company banner displayed at the dinner venue</li> <li>- Company brochures, etc. placed and distributed at the dinner venue</li> <li>- Company logo displayed on signboards, etc. at the dinner venue</li> <li>- Opportunity for an address by the representative of sponsor</li> </ul> *Banner and brochures, etc. to be provided by the sponsor
Luncheon	¥1,000,000/per luncheon	<ul style="list-style-type: none"> <li>- Company banner displayed at the luncheon venue</li> <li>- Company brochures, etc. placed and distributed at the luncheon venue</li> </ul> *Banner and brochures, etc. to be provided by the sponsor
Coffee break	¥300,000/per day	<ul style="list-style-type: none"> <li>- Company banner displayed at the coffee break space</li> </ul> *Banner and brochures, etc. to be provided by the sponsor

\*Above fees exclude consumption tax.

\*Dinner was held twice and luncheon was held 3 times during the Summit.

- Applications were received from the following organisations.
- Dinner (1): Murata Manufacturing Co., Ltd.
  - Coffee break (1): Suntory Holdings Limited

#### 6.1.3 Sponsorship prospectus

To invite organisations to sponsor the event, a sponsorship prospectus (in Japanese and English) was produced and made available on the website, and approaches were made to related agencies and groups.

[Annex 20: Sponsorship prospectus](#)

## 6.2 Endorsement

To more broadly share SCWS2017, we acquired endorsements from the following



governmental or public organisations.

- Cabinet Office, Government of Japan
- Ministry of Foreign Affairs of Japan
- Ministry of the Environment
- Science Council of Japan
- Japan Society for the Promotion of Science
- The Japan Foundation
- KEIDANREN (Japan Business Federation)
- American Association for the Advancement of Science (AAAS)
- EuroScience
- United Nations University

### 6.3 Support

SCWS2017 and some sessions were organised through the communication with the following International organisations. They agreed to the theme and supported SCWS2017 by joining the honour committee, providing a message, participating in the ceremonies and sessions, etc.

- United Nations
- United Nations Educational, Scientific and Cultural Organization(UNESCO)
- World Health Organization(WHO)
- International Council of Museums(ICOM)



## 7 Marketplace

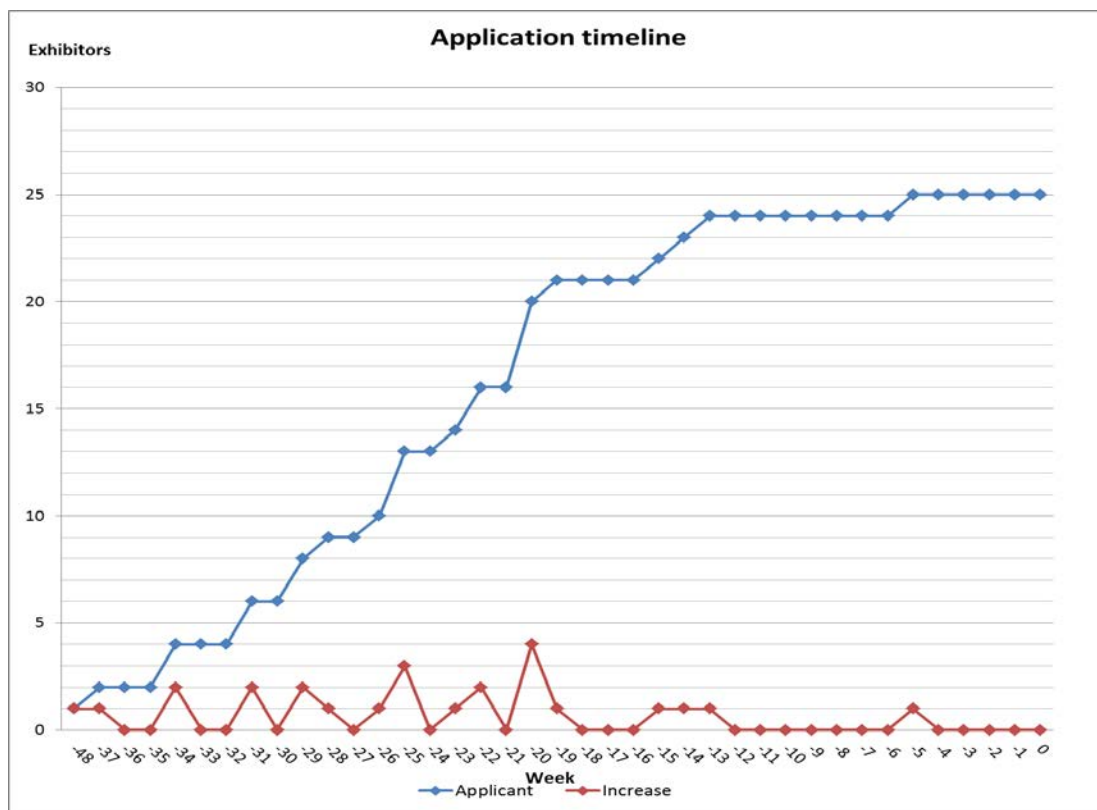
### 7.1 Exhibitors

Marketplace provided opportunities for both participants and specialists to share proactive approaches. Participated by 25 exhibitors from 18 countries, it became productive place for the exhibitors to distribute information and network with science museum leaders and project leaders in various fields from all over the world.

Booth Package (1 booth):

Specifications		Fee
1. Exhibitor name plate	Plate colour : White Letters : Black	<b>JPY300,000</b> (not including tax) (Reference: USD 2678 as of Nov. 2018)
2. System panel	Colour : White Back Panel : W2,970×H2,400	
3. Table/Chair	1 Table (W1,800×D600 with white tablecloth)	
4. Double power socket	100V.15A (including lighting) × single circuit	
5. Halogen spotlight	3	

Application timeline:



Exhibitors and exhibition details for Marketplace were as follows:

No.	Exhibitor
1	<b>GOTO INC</b> small planetarium dome and demonstration of how we can use the dome screen and space.
2	<b>Sigong Tech Co., Ltd</b> Cubico, the online & offline creative convergence coding system for the 21st century digital native kids. It is mainly designed for young children to acquire creative problem-solving skills by learning computational thinking through AR play.
3	<b>AlfaVision, innovative technologies</b> Our purpose is to give the participants of the congres, the possibility to experience our VR productions.
4	<b>Kao Corporation</b> Panels that introduce company and their activities related the to Summit theme and panel discussion. Exhibition of Company's products and its demonstration along with their company brochure.
5	<b>Evonik</b> Proctors, flyers
6	<b>TOMY Company, Ltd.</b> Sample set of "Osanpo Time", products sample and introduction panels

7	Ajinomoto Co., Inc.
	Panels that introduces company products and their activities.
8	KANEKA CORPORATION
	SEE-THROUGH solar cell, water tank, and introduction of technologies they are working on for sustainable global environment
9	Research Center of Excellence in Indonesia's Universities
	Introduction of their products such as Membrane based Home Ultra Filter, eFisheries device, Natural Perfume, Multitrophic Cultivation System, Java Tea, Uric Acid Drug, Cajuputs Candy and etc.
10	Museum of Science Boston USA
	They shared information about the Museum of Sciences Programs, Exhibitions and Engineering Curriculum
11	Exploratorium
	The purpose of the Exploratorium, Global Studios booth is to share their projects and make connections with other industry members.
12	Ontario Science Centre
	Brochures and other printed materials about their other products and service
13	Science North
	They promoted Science North's travelling exhibitions, multimedia experiences, and training programs.
14	Natural History Museum, London
	They showcased the Natural History Museum's touring exhibitions portfolio as well as our consultancy business.
15	Universcience
	Documents (brochure, leaflets) and posters to introduce their company
16	Museo del Desierto
	Brochures and information and showed videos of their exhibitions.
17	ARTSCIENCE MUSEUM™ AT MARINA BAY SANDS®, SINGAPORE
	ArtScience Museum guide for Nov/Dec 2017, Lenovo Phab 2 phablet in acrylic case showing video of the Into The Wild VR and AR experience, and paper craft items for participants
18	Aurea exhibitions
	Displayed their works on TV screen
19	AGT EUROEVENTS LTD
	Wall decoration poster and replicas of ancient greek Games
20	Hüttinger Interactive Exhibitions
	Posters, a roll-up banner and some paper brochures / folders to our booth in order to provide information about our latest work.
21	Science Centre World Summit 2020

	They promoted next SCWS venue on 2020 by sharing information about the region and allowed participants to discover the wonders of Mexico City and the Interactive Museum of Economics
22	<b>ASPAC 2018 Conference – NTSEC</b> Displayed short video, posters and simple demonstration to promote the ASPAC 2018 conference. In addition they introduced NTSEC as well as showed some Taiwanese culture by displaying some pamphlets and providing some Taiwanese Snacks such as pineapple cake and Taiwanese Tea.
23	<b>Full dome.pro</b> Immersive 360 digital dome theatres
24	<b>JEOL Ltd.</b> Introduction and demonstration of their product, Desktop electron microscopes
25	<b>National Astronomical Observatory of Japan (NAOJ), National Institutes of Natural Sciences (NINS)</b> Introduction of their contents (image, videos, and software) and human resources by demonstration of 4 dimensional digital space viewer, Mitaka VR and handing out some flyers and leaflets.

## 7.2 Schedule

The marketplace was open all day from Day 1 serving as a place for participants to spend their time before and after sessions and exchange information with others and exhibitors, especially during the coffee breaks as drink counters were located in the marketplace.

### <Special Events>

Networking Time 17:40 - 18:40, Thursday, 16 November

### <Opening hours>

11:00 - 19:00, Wednesday, 15 November

10:00 - 19:00, Thursday, 16 November

10:00 - 16:10, Friday, 17 November

### ➤ Coffee Breaks:

11:00 - 11:30/ 16:45-17:30, Wednesday, 15 November

10:10 - 10:55/ 15:55 - 16:25, Thursday, 16 November

10:10 - 10:40/ 14:25 - 15:10, Friday, 17 November

## 7.3 Recommendations

After SCWS2017, we received feedback from some of the exhibitors saying that they would have appreciated it if they could have had the opportunity to attend sessions and social events, not only the marketplace, without the separate registration fee.

It might have been better if we had studied a scheme in advance in order to, for example, give the exhibitors 1 to 2 free registrations to attend the whole event as one of the privileges of the marketplace exhibitors, although it would have meant considering an increase in the booth fee.

[Annex 21: Carry in/out information](#)

[Annex 22: Exhibitor manual](#)



## 8 Public relations

### 8.1 SCWS2017 logo

The official logo of SCWS2017 was determined by Miraikan in October 2014 working with an outside designer. It is important to prepare the guideline of logo usage so that anyone can use the logo.

Also, several variations were ready to suit any kind of occasions.



Concepts of the logo;

- The multiple colours represent the diversity of our species, our cultures and our planet of our life.
- The three rings compose the earth. The two horizontal rings suggest “individual” and “society”, with the outside, encompassing ring represents “environment”. The ampersand represents science museum/centres, and provide a relationship to all three rings.
- The ampersand represents science museum and science centres that will lead this summit towards success.
- As ampersand indicates, we aspire to “add” to the summit2017 all sectors of human endeavour.
- The extension going beyond the circle presents we reach out the future.

## 8.2 Official web page

The website shown below was set up and information was published there as required.

<https://scws2017.org/>



### <Main Contents>

Contents	Item
ABOUT	About SCWS2017 Background Theme & Topics Message from the Chair SCWS2017 Honour Committee SCWS2017 International Programme Committee About Venue
PROGRAMME	4-day Summit Schedule Keynote & Special Remarks Detailed Programme Social Events Related Activities in Miraikan
REGISTRATION	Registration details and online registration page
MARKETPLACE	Marketplace Prospectus List of Exhibitors (When it's closer to the summit)
SPONSORSHIP	Sponsor Prospectus List of Sponsors with logos
TRAVEL AND HOTELS	Accommodation Visit to Tokyo Museums General Information
ACCESS/INQUIRY	Access/Inquiry
PRESS	SCWS2017 Press Release
SOCIAL MEDIA POLICY	Social Media Policy
PRIVACY POLICY	Privacy Policy

Photographs, videos of invited lectures, and presentation materials for which permission had been granted were also published on the website after the Summit.

Registration

Call for proposals and communication via the website

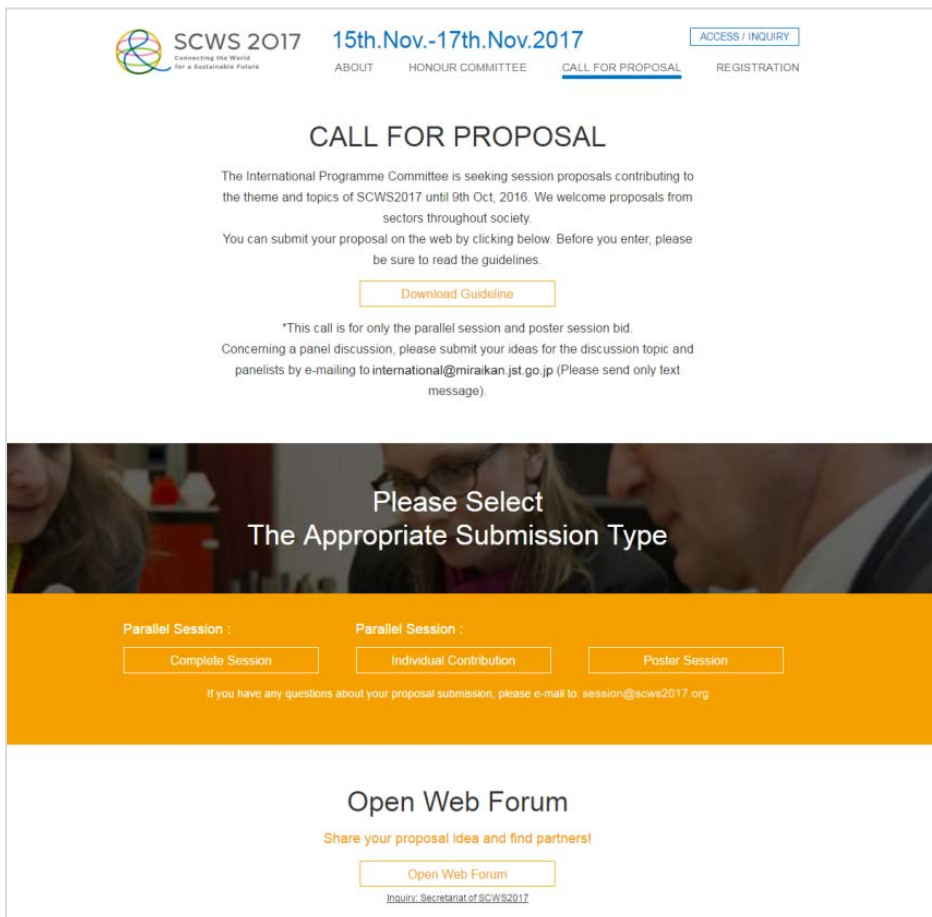
- Call for proposals

Submission type: Complete session, Parallel session, Poster session

- Open Web Platform

Open Web Forum was available to share the proposal idea and aid in finding partners, and to better organise session.

<Call for proposals: Open Web Forum page>



The screenshot shows the SCWS 2017 website with the following content:

SCWS 2017 15th.Nov.-17th.Nov.2017

ABOUT HONOUR COMMITTEE CALL FOR PROPOSAL ACCESS / INQUIRY REGISTRATION

## CALL FOR PROPOSAL

The International Programme Committee is seeking session proposals contributing to the theme and topics of SCWS2017 until 9th Oct, 2016. We welcome proposals from sectors throughout society.

You can submit your proposal on the web by clicking below. Before you enter, please be sure to read the guidelines.

[Download Guideline](#)

\*This call is for only the parallel session and poster session bid.

Concerning a panel discussion, please submit your ideas for the discussion topic and panelists by e-mailing to [international@miraikan.jst.go.jp](mailto:international@miraikan.jst.go.jp) (Please send only text message).

### Please Select The Appropriate Submission Type

Parallel Session : [Complete Session](#) [Individual Contribution](#) [Poster Session](#)

If you have any questions about your proposal submission, please e-mail to: [session@scws2017.org](mailto:session@scws2017.org)

### Open Web Forum

Share your proposal idea and find partners!

[Open Web Forum](#)

Inquiry: Secretariat of SCWS2017

## 8.3 Marketing

Public relations activities to make announcements about SCWS2017 and provide information on its content were carried out online and onsite whenever the opportunity arose.

Online, in addition to in-house tools (the website and social media), information was also put out via the mailing lists of members of the science museum network, who collaborated in making this information as widely available as possible.

Onsite, presentations to explain SCWS2017 were given at members of the science museum network and related conferences, and booths were set up where pamphlets and novelties were handed out.

### 8.3.1 Online

Regarding participant registration and Marketplace applications, emails were sent out regularly with information about the latest updates and noteworthy information, and this contributed to increased registration.

#### Email log

Date sent	No	Content	List	Number of recipients
14/4 (Fri.)	1	Participant registration opened on 27/3 /announcement of call for proposals	• List of SCWS participants	2392
		Participant registration notice for speakers (sent because this information had not been provided)	• List of speakers	108
		General participant registration notice for people not selected as speakers	• List of people not selected as speakers	105
18/4 (Tue.)	2	Call for Marketplace applications * Handled in Japanese for Japanese exhibitors only * Sent individually	• List of SCWS participants • ASPAC2016 • ECSITE2017 • SCWS2014 • List of exhibitors at AAAS	SCWS2014: 2252 ASPAC2016: 27 ECSITE2017: 30 SCWS2014 (Exhibitors): 18 AAAS:35
			• Japanese exhibition companies	11
Handled by Miraikan	3	Participant registration and Marketplace (For: JST Science Agora)	• Exhibitors	-
15/5 (Mon.)	4	Invitation for participant registration (reminder)	• AAAS exhibitors	31
			• List of SCWS participants	2215
			• List of speakers	122
			• List of people not selected as speakers	92
17/5 (Wed.)	5	Call for Marketplace applications * Handled in Japanese for Japanese exhibitors only * Sent individually	• List of SCWS participants • ASPAC2016 • ECSITE2017 • SCWS2014 • List of exhibitors at AAAS	2,304
			• Japanese exhibition companies	11
15/6 (Thur.)	6	Participant registration notice [reminder of Early Bird deadline (1 month before)/video posted on Facebook)	• List of participants in previous Summits	2129
			• List of speakers	80
			• List of people not selected as speakers	72
22/6 (Thur.)	7	Participant registration notice	• Related Asian groups	69
16/6 (Fri.)	8	Call for Marketplace applications (deadline reminder)	• List of SCWS participants • ASPAC2016 • ECSITE2017 • SCWS 2014 • List of exhibitors at AAAS	SCWS2014: 2252 ASPAC2016: 27 ECSITE2017: 30 SCWS2014 (Exhibitors): 18 AAAS:35
30/6 (Fri.)	9	Participant registration notice [reminder of Early Bird deadline (2 weeks before)]	• List of participants in previous Summits	2101
			• List of speakers	78
			• List of people not	70

			selected as speakers	
			• Related Asian groups	69
5/7 (Wed.)	10	Participant registration notice [reminder of Early bird deadline (10 days before)/session information published on the website]	• List of participants in previous Summits	2085
			• List of speakers	73
			• List of people not selected as speakers	71
			• Related Asian groups	68
12/7 (Wed.)	11	Participant registration notice [reminder of Early bird deadline (3 days before)]	• List of participants in previous Summits	2069
			• List of speakers	62
			• List of people not selected as speakers	73
			• Related Asian groups	68
17/8 (Thur.)	12	Participant registration notice (3 months before the Summit)	• List of participants in previous Summits	2061
			• List of speakers	45
			• List of people not selected as speakers	68
			• Related Asian groups	64
1/9 (Fri.)	13	Participant registration notice (Tokyo Protocol/2.5 months before the Summit)	• List of participants in previous Summits	2050
			• List of speakers	41
			• List of people not selected as speakers	62
			• Related Asian groups	62
15/9 (Fri.)	14	Participant registration notice [Notice of SDGs exhibition/ reminder of Advanced Rate registration deadline (1 month before)]	• List of participants in previous Summits	2016
			• List of speakers	39
			• List of people not selected as speakers	61
			• Related Asian groups	62
5/10 (Thur.)	15	Participant registration notice [reminder of Advanced Rate registration deadline (10 days before)]	• List of participants in previous Summits	1987
			• List of speakers	35
			• List of people not selected as speakers	62
			• Related Asian groups	56
12/10 (Thur.)	16	Participant registration notice [reminder of Advanced Rate registration deadline (3 days before)]	• List of participants in previous Summits	1975
			• List of speakers	33
			• List of people not selected as speakers	62
			• Related Asian groups	55
17/10 (Tue.)	17	Participant registration notice [reminder of Online Registration deadline (10 days before)]	• List of participants in previous Summits	1971
			• List of speakers	33
			• List of people not selected as speakers	60
			• Related Asian groups	55
24/10 (Tue.)	18	Participant registration notice [reminder of Online Registration deadline (3 days before)]	• List of participants in previous Summits	1965
			• List of speakers	20
			List of people not selected as speakers	60
			• Related Asian groups	55

### 8.3.2 Onsite

We set up a booth for publicising purpose in 3 international conferences: ESOF2016, AAAS2017, and Ecsite2017.

#### ➤ ESOF2016

Dates: 23–27 July 2016 (exhibition 24–27 July)

Venue: Manchester Central, Manchester, UK



Memo: Part of the JST booth included information on SCWS2017 and Miraikan

Actions taken: Distribution of leaflets, pens, and file bags, Mini Presentation at Exhibition Area, 5 minutes talk at the booth. (PR for Miraikan was also carried out. The entirety of a short movie about Miraikan was shown on the monitor in a loop.)

Number of people in the booth responsible for Summit-related PR: 1 (with numerous JST staff)

#### Overview of the booth



#### ➤ AAAS2017

Dates: 16–20 February 2017 (exhibition 17–19 February)

Venue: Hynes Convention Center, Boston, USA

Number of exhibition spaces: 1 space (a Miraikan booth was displayed next to the JST booth, including PR for SCWS2017)

Actions taken: Distribution of leaflets, pens, and file bags. (PR for Miraikan was also conducted. A short movie about Miraikan, descriptions of Miraikan visual works, and descriptions of exhibits were shown on the installed monitor.)


Number of booth staff: 2



## Overview of the booth



Enlargement of the portion referring to the Summit (the vertical line is a break between panels)

 <p><b>SCWS 2017</b> Connecting the World for a Sustainable Future <b>TOKYO</b></p>	<p><b>Hosting</b></p> <p><b>The Science Centre World Summit 15-17 November 2017</b></p> <p>The Science Centre World Summit (SCWS) is a global meeting of professionals of science centres / museums and their networks from around the world. The SCWS2017 will be held in Japan, representing countries in the Asia and Pacific region, at the National Museum of Emerging Science and Innovation (Miraikan).</p> <p>URL: <a href="https://scws2017.org/">https://scws2017.org/</a></p>
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➤ Ecsite2017

Dates: 15–17 June, 2017 (exhibition 15–17 June)

Venue: Alfândega Congress Centre Porto, Porto, Portugal

Number of exhibition spaces: 1 space (exhibited as the SCWS2017 booth)

Number of booth staff: 2

Actions taken: Distribution of leaflets, pens, and file bags. (Some PR for Miraikan was also carried out). A monitor was installed, and a short movie about Miraikan and another about the SCWS were shown.

Overview of the booth



## 8.4 For participants

### 8.4.1 Facebook

Miraikan posted 54 messages with videos and photos. The first message was posted on 19<sup>th</sup> May 2017 to show overview of the Summit. The last message was posted 13<sup>th</sup> December to announce visual archive page on the website is ready. In total 354 persons liked the SCWS2017 Facebook page.

The SCWS2017 short movie posted on 14<sup>th</sup> June 2017 reached 2110 views and stood out from others of 333 views, on average. The introduction of secretariat members posted on

4<sup>th</sup> September, announcement of redesigned webpage posted on 3<sup>rd</sup> October, and photos including photo session on Day 1 posted on 16<sup>th</sup> November got more than 800 views.

#### Annex 23: Table and chart of all posted messages

### 8.4.2 Announcement

#### Newsletter mailouts to SCWS2017 participants

No	Mailout content	List of recipients	Language	Number sent	Reason/content	Date sent
I	Notice to participants	• List of registered participants	English	212	• Accommodation guide • Announcement of keynotes	21/7 (Fri.)
II	Notice to participants	• List of registered participants	English	231	• Beautiful Rice Exhibition • General information	17/8 (Thur.)
III	Notice to participants	• List of registered participants	English	283	• Guide to recommended museums • Announcement of SDGs Exhibition	15/9 (Fri.)
IV	Notice to participants	• List of registered participants	English	356	• Reminder of online accommodation booking deadline	18/10 (Wed.)
V	Notice to participants	• List of registered participants	English	407	• SCWS2017 App released • Summit Guide	1/11 (Wed.)
VI	Notice to participants (post-event thanks)	• List of registered participants	English	505	• Post-event thanks and request to complete questionnaire	24/11 (Fri.)

### 8.5 For media

Efforts focused on obtaining media coverage of the Summit and publication of its content, with the aim of conveying the significance of the Summit.

#### 8.5.1 Press release

Seven press releases in Japanese and five in English were issued to the media, and published on the Miraikan and SCWS2017 websites. Invitations to cover the Opening Ceremony on 15 November, 2017 were distributed to the relevant sections of the national press, business magazines, leading sector-specific publications, magazines, foreign news services, key TV channels, leading online news media, Tokyo correspondents of leading overseas media organisations, and others.

##### 1. April 1, 2015

Science Centre World Summit 2017 to be Held in Tokyo!

##### 2. July 20, 2017

Science Centre World Summit 2017 (SCWS 2017):

Global meeting of leaders steering science centres from around the world, to be held in

Asia for the first time.

### 3. September 27, 2017

The Science Centre World Summit 2017 parallel event

Temporary Exhibition “No choice? The earth – sold out! - SDGs x Backward from the Future”

### 4. November 15, 2017

The Science Centre World Summit 2017 has started.

### 5. November 17, 2017

The Science Centre World Summit 2017 has concluded.

Press release publication

Miraikan website: <http://www.miraikan.jst.go.jp/en/press/>

SCWS2017 website: <https://scws2017.org/press/>

## Annex 24: Press releases (English only)

### 8.5.2 Media coverage

Coverage focused mainly on the speech by HH the Crown Prince at the SCWS2017 Opening Ceremony on 15 November, which was covered by major newspapers and broadcasters including NHK, Fuji TV, TV Asahi, and NTV. The coverage described the significance of the Summit as a global-scale issue and its content.

### 8.5.3 Media briefing

The media were invited to cover the SCWS2017 Opening Ceremony and the Special Session on 15 November.

#### ➤ Science Centre World Summit 2017 Opening Ceremony

Date and time: 15 November 2017 (Wed) 9:00 –

Media invited: Imperial Household Agency Press Club, Ministry of Education, Culture, Sports, Science and Technology Press Club

Number of media representatives attending: 34

#### ➤ SCWS2017 Special Session

The Tokyo Protocol: Our Global Plan for Local Action

Date and time: 15 November 2017 (Wed) 17:45–18:45

Media invited: Ministry of Education, Culture, Sports, Science and Technology Press



Club, representatives of particularly important science departments of relevant companies and newspapers and magazines specialising in science.

Number of media representatives attending: 20

➤ Press Tour for Foreign Media

Tour of the exhibition guided by a science communicator, and Special Session on the Tokyo Protocol

Date and time: 15 November 2017 (Wed) 16:00–18:45

Media invited: Tokyo correspondents of foreign media organisations

Number of media representatives attending: 4

Annex 25: List of media representatives attending, commemorative photographs

8.5.4 Clipping data

Domestic: TV: 7 items

Newspapers and magazines: 40 articles

Online: 245 articles

Overseas: TV: 2 items

Magazines: 4 articles

Online: 56 articles

Annex 26: Clipping data

8.6 Marketing products

In addition to the SCWS2017 introduction video, a number of associated goods were also produced, which were both used as an onsite marketing tool and distributed to very important influencers in different sectors when the outline of SCWS2017 was described to them during visits to Miraikan.

8.6.1 Short movie

A PR video was produced to encourage people to attend and make them aware of Summit activities.

Content: An introduction to SCWS2017 by the Chief Executive Director, with a combination of images of the Geo-Cosmos and SCWS2017 keywords

Length: 34 seconds

Broadcast: Miraikan Channel and online on the Miraikan Facebook page, the SCWS2017 Facebook page, and elsewhere

### 8.6.2 Leaflet

Month/Year	Items	Distribution of items
March/2015	Leaflet ver.1	Ecsite2015, RedPOP2015,ASTC2015, VIPs visited Miraikan (English version only)
April/2016	Leaflet ver.2	NAMES2016/ASPAC2016/Ecsite2016/ASTC2016/ESOF2016(at the booth)/AAAS2017 (at the booth) VIPs visited Miraikan (produced in both English and Japanese versions)
April/2017	Leaflet ver.3	Ecsite2017/RedPOP2017->failed VIPs visited Miraikan (produced in both English and Japanese versions)

#### Annex 27: Leaflet design and contents

### 8.6.3 Novelties

Simple and convenient as well as fancy items highlighting Japanese culture were selected as novelties. They were distributed to participants of international conferences of science centre networks and VIPs and influencers visited Miraikan. However some shipments were challenging dependent on contents and destinations. For example boxes full of candy packages were sent to Trento, Italy for the Ecsite2015 in advance but unable to pass through the customs clearance and ended up being returned.

	Month/Year	Items	Distribution of items
1	October/2014	Logo	-
2	June/2017	Short movie	Ecsite2017/SCWS2017 Facebook
3	January/2014	Washcloth	SCWS2014
4	March/2015	Candy	ASPAC2015/Ecsite2015->failed because of customs difficulties
5	March/2015	Air vase	VIPs visited Miraikan
6	February/2016	Plastic sleeve bag	VIPs visited Miraikan
7	March/2016	Pen	NAMES2016/ESOF2016(at the booth) /ASPAC2016/Ecsite2016/ASTC2016 Ecsite2017/AAAS2017(at the booth)/RedPOP2017 ->failed because of customs difficulties

#### Annex 28: Photographs of novelties





## 9 Products

### 9.1 Items used during the Summit

The following items were used during the Summit

Item	Description
Opening video	Used at the start of the Opening Ceremony
SCWS2017 App	App for Summit participants
Signboards	Produced and installed as venue signage and for branding
Digital signage	Installed on the session floors, and used as floor guides
Screen image	Images shown in the Main Hall during intervals between sessions and breaks
Slide format	A slide format was prepared for use during presentations and for introducing speakers
Pin badges	Badges for use by authorised persons and staff only
Handover memento	Memento given to the representatives of SCWS2020 Mexico
Congress bag	Bag containing Summit-related materials that was distributed to Summit participants
Programme book	Booklet containing the programme for SCWS2017
Pocket guide	Small guide containing a mini-programme for SCWS2017

ID strap	ID strap for use by Summit participants
Memo pad	Branded pad provided for note-taking by Summit participants
Pen with logo	Pen with logo provided for Summit participants

#### Annex 29: Item used during the Summit

##### 9.1.1 Opening image

Duration: 1 minute

Content: Produced as an opening video to announce the start of SCWS2017 in Japan.

It used Japanese images including Mount Fuji, cherry blossom, *torii* gates, and bamboo, and also depicted the seasons in Japan. By finishing with an image of the Geo-Cosmos, the symbol of Miraikan, it emphasised its role as the host venue. The video as a whole engaged in SCWS branding by utilising the colours of the SCWS2017 logo design.

##### 9.1.2 SCWS2017 App

An app with the specifications shown below was produced to provide participants with useful information.

	Basic app function	Details of function
1	Portal top page	<ul style="list-style-type: none"> <li>• Change banner image</li> <li>• Select display/hide function icons</li> <li>• Change icon text/image</li> <li>• Change colour/icon layout</li> </ul>
2	Summit information	<ul style="list-style-type: none"> <li>• Link to social media (Facebook)</li> <li>• Text/images</li> <li>• Related links</li> </ul>
3	Programme	<ul style="list-style-type: none"> <li>• Time schedule (text/image/social media links)</li> <li>• Link to venue map</li> <li>• Search (search all/search by free word, date, or session type)</li> </ul>
4	Marketplace (exhibitors)	<ul style="list-style-type: none"> <li>• Names of exhibitors (links to websites)</li> <li>• Link to venue map</li> <li>• Search (Japanese syllabary/alphabet, category)</li> </ul>
5	Access	<ul style="list-style-type: none"> <li>• Link to map app</li> <li>• Guides to access by different means of transport</li> </ul>
6	Floor maps	<ul style="list-style-type: none"> <li>• Floor maps of the entire venue</li> </ul>
7	Bookmarks	<ul style="list-style-type: none"> <li>• Bookmark interesting seminars or exhibitors</li> </ul>
8	Sponsors	<ul style="list-style-type: none"> <li>• Logos</li> <li>• Related links</li> </ul>
9	Networking	<ul style="list-style-type: none"> <li>• Chat between registered users</li> <li>• Discussion room (for each seminar)</li> </ul>

The app was only available to participants, and a password to access it was sent to registered participants and exhibitors by email.

Of the respondents who rated the app most highly (113) in the post-Summit questionnaire, 47.8% responded that the most useful information it included was "Programme information".

### 9.1.3 Signboard

Signboards were installed inside and outside Miraikan and at Happo-en, the dinner venue, for the dual purposes of signage and branding. They were designed with the SCWS2017 logo as the key visual. The sign design is described in a separate document.

### 9.1.4 Digital signage

Digital signage provided by Ricoh Company, Ltd, one of the sponsors, was installed in front of the reception desk on the first floor and in the corridor between the Parallel Sessions on the seventh floor, with one unit installed in each location showing the floor map of SCWS2017 and the times and titles of the sessions to inform participants of the session venues.

### 9.1.5 Screen image

The screen image was produced for display in the Main Hall. It used the four coloured lines that composed the SCWS2017 logo in a design based on a Japanese *donchō* drop curtain. While HH the Crown Prince was attending the Opening Ceremony, instead of a regular gold folding screen, the screen image showed a gold folding screen behind him.

### 9.1.6 Slide format

The slides used by the SCWS Chair and the interval slides were designed to allow the audience to imagine the themes of “connecting” and “sustainability”. In the main hall, since there were more than 500 participants expected to attend, all the slides emphasized visibility and were devised so that the messages could be conveyed to all participants.

### 9.1.7 Pin badge

Pin badges were produced and worn by all staff during the Summit, with the aim of both uniting them as a single unit to welcome participants in a spirit of hospitality, and increasing their visibility to participants so that it would be easier for people to approach them.

Total 210 pieces were made for all the Staff to wear. (size: 20mm)

### 9.1.8 Handover memento

The handover memento was handed over from the representatives of Technopolis, Mechelen to Miraikan at the handover ceremony in 2014. The memento is a trophy consisting of three parts. The bottom part is a pedestal made of wood with the SCWS 2014 logo. The middle section is a red triangular pyramid representing the symbol of Technopolis. The top section is a globe as symbolic image of the SCWS. Miraikan stamped the SCWS 2017 logo on the pedestal so that future SCWS hosts could engrave it in the same way. Instead of having the middle as a red pyramid, a new column was created with a cylinder and the logo of SCWS 2017 what could support the globe on the

top. The redesigned memento was passed from Miraikan to MIDE Museum (MuseoInteractivo de Economía) at the handover ceremony 2017.

## 9.2 Congress kit

### 9.2.1 Congress bag

The congress bags were produced taking handle length, lightness, capacity, and compatibility with the logo into account. They were filled with the following items before distribution, and were handed out at the registration desks.

- Programme book
- Novelties (pen, clear file, memo pad)
- Materials describing Miraikan (floor guide, TSUNAGARI pamphlet)
- Sponsors' brochures
- Pamphlets for related conferences and institutions (ICOM2019, Ecsite2018, information on exhibitions at collaborating museums)
- Goods provided by related companies (cherry blossom tea, SCWS *sugoroku* game)
- Tokyo city guide

### 9.2.2 Programme book

The programme book was produced taking lightness and portability into account (200 mm × 200 mm, 86 pages).

The design was based on the logo and referenced TSUNAGARI, with a different colour used for each day to make it easier to tell them apart.

In the post-Summit questionnaire, the comment was made that the font size was too small. It would be a good idea to decide the number of words in abstracts and descriptions in advance, taking the composition of the book and the amount of text it contains into account.

The list of participants' contact information was not printed, but was later sent as a PDF file to those who requested it (participants were asked at registration if they were willing for their contact details to be published, and only those who agreed were included in the list).

### 9.2.3 Pocket Guide

A guide small enough to fit into participants' ID cases (W 100 mm × H 155 mm, folded into eight) was produced as a handy guide to the Summit programme and venue, and distributed inside the ID cases. The guide included floor plans, lecture titles and venues, and WiFi access instructions.

### 9.2.4 Strap

A strap (W 1.5 mm) printed with the logo was produced with which to carry the ID case.

#### 9.2.5 Memo Pad

Memo pads made of *washi* paper were produced as a memento combining utility and “Japaneseness”, and distributed in the congress bag.



## 10 Social programme

### 10.1 Newcomers' gathering

Date: Tuesday, 14 November

Time: 15:50-16:00

Place: 3F in front of Ticket Counter

Participants got a brief introduction about "What's SCWS?" and "What's Miraikan?"

"What's SCWS?" was presented by Tit Meng Lim, the President of ASPAC which co-hosted the meeting, and "What's Miraikan?" was presented by Miraikan staff. Although the start time was somewhat delayed, 25 people attended, and were able to deepen their understanding of SCWS.

### 10.2 Welcome reception

Date: Tuesday, 14 November

Time: 17:00-18:30

Place: 7F Jupiter, Saturn, Uranus

Format: Standing reception

Participants in the CEO Forum and people who participated in the Summit from the 15th attended the Welcome Reception. Japanese-made wine, saké, and beer were provided, and as the food was eaten standing, *pinchos* (northern Spanish canapés) were served.



### 10.3 Cocktail hour

Date: Wednesday, 15 November

Time: 18:45-19:20

Place: 3F in front of Ticket Counter, Geo-Cosmos Stage

Format: Standing reception

Cocktails were served before the Gala Dinner. Fantastical stage lighting was installed in the venue and a quartet made up of members of the NHK Symphony Orchestra performed, so that attendees could enjoy the cocktail hour to the accompaniment of relaxing music against the backdrop of the Geo-Cosmos, the exhibit that is the symbol of Miraikan, and use the time before the Gala Dinner for networking.

### 10.4 Gala dinner

Date: Wednesday, 15 November

Time: 19:45-21:45

Place: 1F Symbol zone

Dress Code: Elegant chic

Format: Formal dinner

After the cocktail hour on the third floor had concluded, the participants moved to the Symbol Zone on the first floor for the Gala Dinner.

At the dinner, Professor Shinya Yamanaka (winner of the 2012 Nobel Prize in Physiology or Medicine) gave a speech, greetings were given by the organisers, and by the Japanese Minister of Education, Culture, Sports, Science and Technology. There were no other speeches or performances, and the focus was on providing time to deepen friendships and presenting the space.

Under the Geo-Cosmos, the symbol of the Miraikan, a full-course dinner that offered a taste of Japan and incorporated Japanese harmony, and drinks made in Japan were served.

The lighting was staged so that spotlights were directed individually onto 50 round tables, creating an intimate environment.

#### Annex 30: Gala dinner programme

### 10.5 Networking time

Date: Thursday, 16 November

Time: 17:40-18:40

Place: 7F Marketplace

It was arranged as a precious opportunity to network with all participants including sponsors and exhibitors. In addition to alcoholic drinks served by the organisers, exhibitors

also served drinks and snacks in their booths.

## 10.6 Happo-en

Date: Thursday, 16 November

Time: Cocktail 19:15-19:45 / Dinner 19:45-21:45

Dress Code: Smart Casual

In order to provide a new and different experience from the first nights Gala Dinner at Miraikan, Happo-en was selected. At Happo-en, which has a very traditional Japanese garden, a musical performance using traditional Japanese instruments was given so that participants were welcomed with fine drinks while they enjoyed traditional Japanese music and the scenic garden.

Two special forms of entertainments were provided at the Party; Kabuki, a traditional form of Japanese theatre, and a cheerleading robot show. Participants could experience both Japanese traditional culture and cutting-edge technology.

## 10.7 Farewell reception

Date: Friday, 17 November

Time: 17:15-19:00

Place: 1F Symbol zone

As participants made their way from the Closing Ceremony to the Farewell Reception, a total of 100 Miraikan staff and operational staff created a path of light and expressed their thanks to the attendees. At the Farewell Reception venue, the lighting was staged to utilise the colours of the national flag of Mexico, which will host the next Summit, Mexican food and alcoholic drinks were served, and Mexican music enlivened the room.

## 10.8 Lunch

Lunch was served in the Symbol Zone on the first floor, at round tables to provide an environment conducive to networking. The time allotted on each day was 75 minutes, to allow sufficient time to move to and from the venues.

A buffet format was also considered, but because this would involve lining up and food could not be served immediately, it was decided to provide lunch boxes instead. Dietary restrictions were catered by offering halal and vegetarian menus and warm soup available. Halal and vegetarian menus could be requested at the time of registration.

Actual provision of dietary requests:

<Advance registration>

Halal: 14 meals; vegetarian: 28 meals; allergen-free: 21 meals; vegan: 3 meals; other dietary restrictions: 22 meals

<Added on the day>

Halal: 10 meals; vegetarian: 3 meals

## 10.9 Coffee break

Date: Wednesday, 15 November / Time: 11:00-11:30, 16:45-17:30

Thursday, 16 November / Time: 10:10-10:55, 15:55-16:25

Friday, 17 November / Time: 10:10-10:40, 14:25-15:10

Place: 7F Marketplace

Holding coffee breaks in the Marketplace venue gave Summit participants more opportunities to visit the exhibition booths. The coffee breaks offered, baked pastries, fruit, candy, and other refreshments along with coffee, and tea, including Japanese green tea.

## 10.10 Tea ceremony

During the coffee break, a special “tea ceremony” was organised for the participants to experience a real Japanese cultural event called *sadou* – the ceremony of serving and having tea. With the cooperation of Japan Green Tea Co., Ltd, various Japanese and Chinese teas were carefully selected and the master of the ceremony served the traditional Japanese tea called *matcha* to the guests.

## 10.11 Catering

- Miraikan carefully selected the Palace Hotel Tokyo from multiple hotel candidates as the caterer for the SCWS 2017. The total number of lunches served was 550 per day, and 562 were able to enjoy the Gala Dinner. In addition to this, coffee break service, cocktail hour and a farewell reception were provided by the hotel.
- In order to respond to the various requests from participants, lunch and dinner were prepared considering individual's dietary restrictions such as allergies, vegan, vegetarian, halal etc., based on the input in the registration form.
- As food and drinks are one of the most important elements that determine the impression of the SCWS2017, Miraikan focused on providing fine service and atmosphere, as well as great food.
- At the Farewell Reception, Mexican cuisine was served because Mexico will be the next host of SCWS, and therefore the baton was passed from Japan to Mexico.



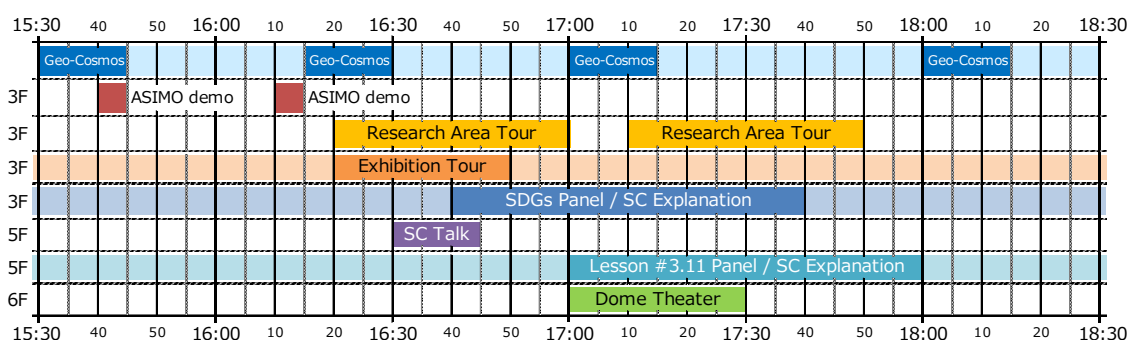
## 11 Activities

### 11.1 Permanent exhibition

To give attendees from around the world a better idea of the Miraikan, after the SCWS2017 programme had been confirmed time was carved out to allow them to view the permanent exhibition and activities of Miraikan.

Two time slots were allocated during the Summit to give as many participants as possible the opportunity to take part, and tours of the building and demonstrations were given. One of these time slots was after the CEO Forum and Newcomers' Gathering on Day 0, and the other was before dinner at Happa-en on Day 2.

<14<sup>th</sup> November>



Numbers of participants:

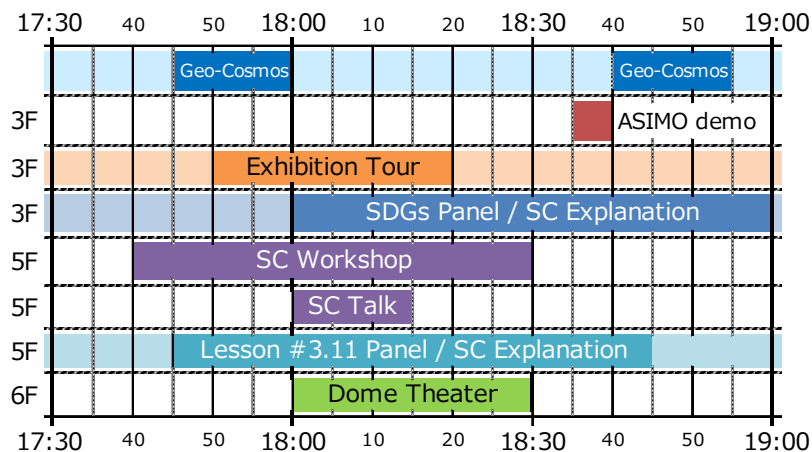
Research Area Tour: 42 (first tour 38, second tour 4)

Science Mini-Talk: 15

Permanent Exhibition Tour: 15

ASIMO: approx. 120

<16<sup>th</sup> November>



Numbers of participants:

Science Mini-Talk: 2

Permanent Exhibition Tour: 8

Workshop: 13 (including people who came in or left partway through)

ASIMO: approx. 30

<Handover Matters>

On the 14<sup>th</sup>, several hundred people visited the permanent exhibition before the Welcome Reception, and enjoyed the various activities and exhibitions and conversing with science communicators. As the activities were carried out in parallel, both of them were competing for participants. Some of the tour participants were vexed by the fact that the timing overlapped with the Welcome Reception.

On the 15<sup>th</sup>, no particular activities were scheduled, but participants came to view the permanent exhibition during regular opening hours during breaks between sessions (a total of around 150 visitors on this day).

On the 16<sup>th</sup>, a few dozen people came to view the permanent exhibition during regular opening hours. After 17:30, the networking time was also being held on the seventh floor of the main venue, and few of the participants in the activities came to view the permanent exhibition.

On the 17<sup>th</sup>, there were no special opening times or activities for SCWS participants, but many people came to view the permanent exhibition during regular opening hours.

## 11.2 Parallel event: Temporary Exhibition

### "Beautiful Rice - For a Sustainable Future"

Traditional rice cultivation has been practiced in farming villages in Asia for thousands of years, and this special exhibition looked into this from the scientific perspective while exploring ideas for maintaining its sustainability for the next 1000 years.

### "Lesson #3.11 — Our Choice After The Disaster"

A panel exhibition giving a scientific analysis of the Great East Japan Earthquake that occurred on 11 March 2011 and its aftermath, and considering what we can learn as a society that has experienced disaster. Time was allocated for explanations by staff who planned the exhibition.

### "No Choice? The earth — Sold Out! ~SDGs×Backward from the future~"

A panel exhibition explaining the Sustainable Development Goals (SDGs) set out by the United Nations. In addition to panels designed in tandem with the "Backward from the Future" Miraikan exhibition, this exhibition also offered opportunities to think more deeply about the SDGs, including short talks by science communicators and workshops.

## 11.3 Recommended Museums in Tokyo

As the opportunities of excursion, we offered the participants free admissions for the following five museums in Tokyo. The participants could enjoy the designated areas of the museums by showing their SCWS2017 ID card at the entrance. Some of them also offered free or discounted admissions for accompanying persons.

- Tokyo National Museum: Regular Exhibitions
- National Museum of Nature and Science: Permanent Exhibitions
- The National Art Center, Tokyo: "TADAO ANDO : ENDEAVORS"
- Mori Art Museum: "Leandro Erlich: Seeing and Believing"
- 21\_21 DESIGN SIGHT: Exhibition "Wild: Untamed Mind"

The numbers of visitors to these museums ranged from 36 to 156.

Though we also considered organising a group tour around Tokyo, arranging free admissions of recommended places can be rather reasonable from the point of view that it can meet a variety of needs.





## 12 Venues/infrastructure

### 12.1 Miraikan

Miraikan has a total floor area of 8800 m<sup>2</sup>, comprising exhibition areas and conference rooms in the first, third, fifth, and seventh floors. The extensive space on the first floor can be used for special exhibitions or as an event venue, while the third and fifth floors house the permanent exhibitions, and the seventh floor contains a restaurant, conference rooms, and other facilities.

At SCWS2017, full use was made of all these areas, and as the entire Summit could be hosted within a single institution it was possible to offer the participants the opportunity to experience the regular activities of Miraikan, including the permanent exhibitions and the Dome Theatre.

In light of the security required for VVIPs and the management of the first day, Miraikan was temporarily closed for the day only on the 15th (on Tuesday the 14<sup>th</sup>, it would usually be closed). On the 16<sup>th</sup> and 17<sup>th</sup> permanent exhibition were open, but some areas, such as the dining spaces, were closed to the general public out of consideration for SCWS2017 participants.

Advance notice of this state of affairs was given to general visitors on the website, and groups with advance bookings were also advised that the environment would be different from normal. Staff were stationed at the entrance to deal with visitors who had not been aware of the temporary closure, who were given complimentary tickets. On Day 1 there

were a large number of general participants, and temporarily closing the facility also enabled the event to run smoothly from the perspective of VVIP security.

## 12.2 Venue plan

The registration desks, Main hall, Gala dinner, and lunch were located on the first floor of Miraikan, and the seventh floor was used for the Parallel sessions, Marketplace and coffee breaks, and Poster sessions. The third floor was also used for Parallel Sessions. The venue use plan was included in the Annex.

### Annex 31: Floor plan and usage

#### 12.2.1 Main hall

The Opening ceremony, Closing ceremony, and Keynote lectures were held using 790 m<sup>2</sup> of space on the first floor, with approximately 570 seats. Full use was made of the existing 900-inch screen for staging and composition.

As it was anticipated that seating at the Opening ceremony would be insufficient, the existing large screen in front of the registration area and live broadcasting to a satellite venue on the seventh floor were used as overflow areas for participants unable to enter the venue. In the end, around 25 people were guided to the hall on the seventh floor.

#### 12.2.2 Lunch & Gala dinner venue

The same venue was used for lunches and the Gala dinner, seating 550 people at round tables. A stage and screen were installed for the Gala dinner. The greatest difficulty was to find sufficient space for the pantry and for serving and clearing away at the Gala dinner, and the limited space was utilised to its fullest extent by using all the back-room spaces and bringing in a refrigerator truck.

The Geo-Cosmos, the symbol of Miraikan, was used effectively in the staging of the Gala dinner and Farewell reception.

#### 12.2.3 Parallel & poster session venue

The Parallel sessions were held mainly in the seventh floor hall and conference rooms, and the Dome Theatre, which is normally used as a planetarium, and the area in front of the Geo-Cosmos on the third floor were used as stages, with sessions allocated to make the most of the characteristics of each venue according to their programme content and number of participants.

The Poster sessions were held at the same time as the coffee breaks in a venue close to the Marketplace on the seventh floor, where the coffee breaks were held, so that

participants taking a coffee break could attend the Poster sessions.

On the seventh floor, where both the Parallel and Poster sessions were held, benches and sofas were set out in the corridors so that participants could take a break. Power outlets were also installed close to the benches so that people could charge their mobile phones or computers.

#### 12.2.4 Marketplace venue

The Marketplace venue was set up as an exhibition space in the seventh floor Viewing Lounge, which is normally used as a rest space. The existing tables, chairs, and other furnishings that could be used were utilised as exhibition booth furnishings. Because of the number of exhibitors, booths were set up not only in the Viewing Lounge but also in other areas, such as in front of the Dome Theatre, in a layout that made the maximum use of the seventh floor.

Viewing Lounge: 480 m<sup>2</sup>

Dome Theatre: 80 m<sup>2</sup>

### 12.3 Wi-Fi

Wi-Fi is not normally available on the first floor of the Miraikan, and was temporarily installed. On the seventh floor, the existing Wi-Fi was used and extra coverage was temporarily provided in areas without existing coverage.

### 12.4 Electrical system

Electrical work was carried out on the first floor, which housed the Main Hall and the Symbol Zone, to enable the use of lighting and audiovisual equipment for presentations and of cooking equipment for the Gala Dinner and other events, as well as on the seventh floor, where the Marketplace and Poster Sessions were held. Electrical diagrams are included in a separate document.

### 12.5 PC room

The management organized the presentation slides in order to send data to each session venue. However, presentation slides used in unique venues such as the dome theatre and in front of Geo-Cosmos were handled at those venues respectively.



## 13 Operation

A Travel Desk was set up at the Information Desk to provide information on the local neighbourhood. On the 14th and 15th, staff were also assigned to stand at the nearest stations and guide people to the venue.

### 13.1 Staff allocation plan

The number of personnel required was calculated on the basis of the content of the programme and the venue use plan, and a staff allocation plan was produced. Staff guided participants on the day in accordance with a meticulous distribution plan and also managed the progress of the Summit, and it ran smoothly as a result.

### 13.2 Transportation plan

Shuttle buses were arranged and run as a means of transport for participants. Hired cars were also arranged for the keynote speakers.

#### 13.2.1 Shuttle busses

Shuttle buses were arranged to run between the nearby hotels recommended by the Secretariat, divided into two areas. Shuttle buses between the venue and official hotels were available for SCWS2017 attendees during the summit. The number of buses was

decided in consideration of the number of participants who booked their hotels through the web system dedicated for the Summit. Please refer to annex below for details and usages.

#### Annex 32: Shuttle bus schedule and usage

##### 13.2.2 Hired cars

At the request of sponsoring companies, the following arrangements were made for hire cars for keynote speakers.

- On arrival at the airport (airport → official hotel)
- On the morning of each day with a keynote speech (official hotel → Miraikan)
- After dinner on Days 1 and 2 (Miraikan → official hotel)

When a speaker used a hired car, a member of staff was assigned to meet them, show them to the hired car, and tell the driver the destination to make sure that they did not get lost.

##### 13.3 Hotels/accommodation

A travel company arranged accommodations. The four nearby hotels listed below were designated as official hotels for use by participants and special room rates were secured, and an accommodation reservation website for participants was set up.

In April 2017, the numbers of rooms listed below were secured for participants, but some were released as necessary in light of the status of reservations to avoid incurring cancellation fees.

Because in many cases participants made their own hotel arrangements (including hotels other than the official hotels) via sources such as direct inexpensive accommodation websites, fewer reservations than anticipated were made via the accommodation reservation website for participants, and the occupancy rates were 23% for single rooms and 33% for twin/double rooms.

#### Annex 33: Hotels and accommodation



## **14 Associated events**

### **14.1 IPC meeting (for IPC members of SCWS2017 & SCWS2020)**

Date: 17 November 2017

Time: 17:15–18:15

Venue: Conference Room Jupiter

Participants: 29

Content: Reflection on SCWS2017 and introduction of SCWS2020 IPC members

### **14.2 Network representatives meeting**

Participants: 7 (Representatives of RedPOP, ASTC, Ecsite, NAMES, and ASPAC and the chairs of SCWS2014 and SCWS2017. The SAASTEC representative did not attend) \*This meeting was planned by Ecsite.

Date: 15 November 2017

Time: 12:45–14:00 (network representatives only from 12:45–13:45, joined by the two SCWS chairs from 13:45–14:00)

Venue: Conference Room Venus

Content: Exchange of information and networking to deepen relationships

### **14.3 SCWS2020 1st IPC meeting**

Date: 18 November 2017

Time: 9:00–12:00

Venue: Conference Room Jupiter

Participants: 25

Content: Timing of SCWS2020 and schedule for future IPC meetings

### **14.4 ASPAC meeting**

Date: 17 November 2017

Time: 12:00–13:30

Venue: Conference Room Venus (boardroom layout/12 people)

Participants: 8

Content: Scheduled ASPAC board meeting (selection of board members for the next term, report on rice exhibition, 2018 annual general meeting, 2019 annual general meeting, budget report, etc.)



## 14.5 Fellowship gathering

Date: 16 November 2017

Time: 17:40–18:40

Venue: Conference Room Jupiter

Content: Networking between participants from several different Fellowships

## 14.6 WBT Ambassadors

The World Biotech Tour (WBT) is a multi-year initiative that brings biotechnology to life at select 12 science centres and museums worldwide. The programme, supported by the Association of Science-Technology Centers (ASTC) and Biogen Foundation, is scheduled to run from 2015-2017. The WBT will increase the impact and visibility of biotechnology among youth and the general public through hands-on and discussion-led learning opportunities. Miraikan participated in this programme in 2015. One of the main parts of this programme is Ambassador Programmed that enlists high school students from around the world to give presentations about dynamic biotechnology topics in their schools and communities to inspire others to get involved. The selected best ambassadors from each 12 science centres participated in SCWS2017 to share their experience as the representatives of WBT that is the showcase of the collaboration between science centre and industry.

### <What they did in the Summit>

- Mirakan's Permanent Exhibit Tour by Mirakan's Science Communicator
- Youth Exchange with other youth participants (the room was provided by Miraikan)
- Presented at the Parallel Session B-3 "Connecting and Empowering Youth" on 15<sup>th</sup> Nov
- Poster Session in 2 poster spaces using 2 days hosting time related to the WBT (Poster 1-11 "The World Biotech Tour: An International Cohort of Youth Science Advocates") on 15<sup>th</sup> and 16<sup>th</sup> Nov
- Presented at the Special Session by ASPAC on 16<sup>th</sup> Nov, "Our Next Vision -- Insight for Economic Growth and Sustainability"

### <Ambassadors list and registration>

	Name	Country	Registration fee	Notes
1	Tomás Velez	Portugal	• Student	
2	Mao Hattori	Japan	registration on 15th and 16th (paid by	Did not participate on 17th

3	Gilles Verbinnen	Belgium	ASTC)	
4	Yata Thanakarn	Thailand	• Special free	
5	Shiya Huang	Australia	invitation on	
6	Mario Spiniello	Italy	17th (lunch	
7	Enzo Calcagno	Canada	not provided)	
8	Maria Rutkowska	Poland		
9	Rebeca Pena Río	Spain		
10	Ronja Holopainen	Finland		
11	Lucas de Jesus Lima	Brazil		
12	Khomotso Thobejane	South Africa		
13	Yuki Yanagida	Japan	Invited free of	
14	Kaba Tomoe	Japan	charge by	
15	Masanobu Higashino	Japan	Miraikan on 15th–17th (dinner not provided)	
-	Carlin Hsueh	USA		ASTC member, Summit speaker, also responsible for escorting the WBT

<Other Remarks>

- The International Exchange Center gave special permission for 10 training rooms to be used for accommodation.
- The National Institute of Advanced Industrial Science and Technology (AIST) gave permission for a tour of its facilities.

## Annexes

1. Attendee by countries and regions
2. IPC member list
3. Document for the call to host the SCWS2020
4. SCWS2020 bidding voting rules
5. Comparison chart
6. Honour Committee list
7. One-year plan, one-month plan
8. ID badges
9. Attributed statistics
10. Participants list of SCWS2017
11. Comparison by countries
12. Participants' feedback
13. SCWS2017 call for proposal guideline
14. List of invited speakers
15. Session details
16. Session attendance
17. Session summaries
18. Opening ceremony programme
19. Closing ceremony programme
20. Sponsorship prospectus
21. Carry in/out information
22. Exhibitor Manual
23. Table and chart of all posted messages
24. Press release
25. List of media representatives attending, commemorative photographs
26. Clipping data
27. Leaflet version 1-3
28. Photographs of novelties
29. Item used during the Summit
30. Gala dinner programme
31. Floor plan and usage
32. Shuttle bus schedule and usage
33. Hotels and accommodation