

# **ECSITE CONFERENCE 2007 FOR SCIENCE CENTRES AND MUSEUMS**

## **SECOND ANNOUNCEMENT**



**Ecsite. Lisbon 2007**

**31 May > 1-2 June**

**ercsite**   
European Network of Science Centres and Museums



**PAVILÃO DO  
CONHECIMENTO  
CIÊNCIA VIVA**



**ASGER HØEG**  
PRESIDENT OF ECSITE  
EXECUTIVE DIRECTOR  
OF EXPERIMENTARIUM

Dear friends,

Welcome to Ecsite’s growing network, to a diverse conference programme, to a specially planned social agenda, to a great science centre and to one of the most exciting cities in the world.

Welcome to the the Pavilion of Knowledge – Ciencia Viva. Welcome to Lisbon. Welcome to the Ecsite Annual Conference 2007.

The Conference is a chance for you to exchange knowledge and experience on a European level.

With members from across Europe and delegates from across the world, with a variety of institutions in our family, from science centres and museums to natural history museums, aquariums and planetariums, Ecsite builds its Annual Conference and welcomes friends and newcomers in Lisbon.

In 2007, we are turning the spotlight on our relationships with others. What is the role of our institutions in engaging citizens in science and how does it compare with that of other stakeholders in the field?

We will see how much we really do reflect our communities and what we can do to increase our social, political and economic impact, both in our countries and internationally.

We want to explore how science is presented in different institutions, in different countries. What approaches are used to engage the public, and what tools are used to evaluate these methods? Present to share their views will be CEOs and explainers, representatives from well established institutions and new organisations, delegates from Europe and beyond.

At the conference we will also take a look at management techniques – those that worked, and those that failed. The conference will highlight examples of successful benchmarking, low-budget operations and ways to implement the principles of sustainable development in our institutions.

Dialogue is the core of science communication today. Dialogue is the core of our communication with all of you.

I look forward to talking with you in Lisbon.



**CATHERINE FRANCHE**  
EXECUTIVE DIRECTOR OF ECSITE

Dear Ecsite colleagues,

Our Annual Conference is always one of the best moments of the year. It is a time to spark debate, meet friends and colleagues, do good business and exchange information. This year brings a number of new elements: the sessions have been developed in order to offer you more interactivity and to better adapt the content to the formats. Together with our hosts, the Pavilion of Knowledge – Ciencia Viva, we are preparing you a wide range of interesting and diverse sessions, as well as some nice surprises and, of course, some great weather in Lisbon!

Science centres, museums and partner institutions have a crucial role to play in bringing science into culture and society. To do this, they must make science an object of interest, of desire. This is the desire to discover, but also to question, to play with science and to develop freedom of thought around scientific topics, based on fact or hypothesis. Science centres and museums must explore methods of creating dialogue with citizens, in a way that captures their interest. The Annual Conference will bring ideas together from the forefront of these issues.

Partnerships are needed to increase our impact in the field of public engagement in science, opening new, modern lines of communication between science, scientists and citizens. Representatives of the media, formal education, public bodies and authorities, research organisations, science centres and museums, aquariums and natural history museums will all be present at the Ecsite Annual Conference, leading challenging discussions, each bringing their own perspective and assets.

Public concerns about the planet and its sustainable development are on the rise. How can we make this issue part of our strategies, both in the relationships we build with the public, and in the examples we set as institutions? How can we make the best of our management tools, and maximise funding opportunities to fulfil this mission?

Science is the pulsing heart of our activities. Communicating its results, its doubts, and its enquiries is what keep us moving. The Ecsite Annual Conference offers us a chance to cast a critical eye on our approaches to science, to bring ourselves up to date with some of its latest advances, and to reflect on new modes of exchange with the public.

The Ecsite team and I look forward to welcoming you to the Lisbon Conference!



**ROSALIA VARGAS**  
EXECUTIVE DIRECTOR OF CIENCIA VIVA

Science? It is all around us. We only have to look more closely to discover how science has always been fundamental to our day to day existence. Therefore, I would like to more than just welcome you to Ecsite 2007 in Lisbon, but to invite you to see the city with the eyes of the minds-on specialist that you are.

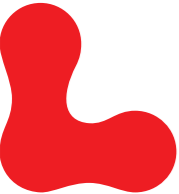
For instance, when visiting the “Baixa” – the downtown area – you will be looking at the first example of modern urban planning in the western world, innovative street layout, sanitation and anti-seismic buildings, all dating from the XVIII Century. You will find street elevators that look like trams, which in the past were operated by ingenious mechanisms using water and gravity. And as you wander the streets look at the pavement: you will be walking on decorated cobbles that have been the subject of fascinating studies on symmetry. You will, of course, see modern buildings and bridges that represent state-of-the art architecture and engineering. You will be in a city that since its birth has been home to a diversity of cultures, as the Islamic geometry on tiles and the names of old neighbourhoods like “Alfama” – from the arabic Al-hamma, meaning fountains or baths – testify. The Portuguese you will hear around you demonstrates the multicultural diversity of the people. Yes, Lisbon is a prodigal city of science, cultural diversity and knowledge. The fact that “science is all around us” is the reason for the growing network of science centres (currently 14) throughout Portugal, of which the Pavilion of Knowledge – Ciência Viva is the driving force and resource centre. This network is one of the aims of the Ciência Viva program, which also promotes innovative science projects in schools, as well as partnerships with research centres and universities together with many other activities aimed at creating a greater awareness of science and technology. The Ciência Viva programme, which has been operating for 10 years, is clearly identified in the governmental policies. The Ciência Viva program has greatly benefited from the exchange of knowledge and experiences with other countries and science centres, other museums and other professionals. Ciência Viva and the Pavilion of Knowledge are very proud to be hosting the 2007 Ecsite Conference and hope that this occasion provides an even greater opportunity for the exchange of knowledge and experience amongst all the participants

We would like to welcome you to a conference venue close to an area of very special meaning when it comes to human progress, discoveries and knowledge. The area of Belem where the River Tejo flows to the Atlantic Ocean, is where, in the XV Century, Portuguese ships arrived bringing news, goods and knowledge from lands until then unknown to the world. May this be an inspiring setting.

Welcome!

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CONFERENCE CENTRE

All the sessions of the conference will take place in the Lisbon Congress Centre, a multi-purpose pavilion which has hosted some of the largest and most prestigious international events held in Portugal over the last 20 years.

The congress centre is situated in Belem, a historic area well known for its 16th Century Manueline architecture. It is accessible by car and public transportation and during the Ecsite Annual Conference a shuttle service will be available between the Lisbon Congress Centre and the Lisbon central hotel areas.

To find out more about the location of the conference venue visit the Ecsite Conference website at [www.ecsite-conference.net](http://www.ecsite-conference.net)

PROGRAMME AT A GLANCE  
TUESDAY 29<sup>TH</sup> MAY 2007

9H00	Training- Management on EU projects	EPPOG Meeting				
13H00	EU Project: AquaRing					
17H00						

PROGRAMME AT A GLANCE  
WEDNESDAY 30<sup>TH</sup> MAY 2007

9H00	EU Project: PENCIL, Consortium meeting		Launch Meeting of THE Group		EPPOG meeting
12H00					
13H00	EU Project: Discovery Days	Ecsite Board Meeting	Facilitation Skills Workshop		
15H00					
17H00					
18H30	Speakers' reception		1st Iberian Meeting of science centres and museums		
20H00	Ecsite Board dinner				

REGISTRATION

9H30 Official opening Ceremony

Rosalia Vargas Director, Pavilion of Knowledge Ciencia Viva  
Catherine Franche Executive Director, Ecsite  
Asger Høeg President, Ecsite  
EU representative

Plenary Session

José Mariano Gago Minister of Science and Technology, Portugal

11H00 Opening of Business Bistro  
Coffee Break

11H30	Travelling exhibitions: what's coming up?	Communicating Risk	EU project: Discovery days	Creating Museum Exhibitions for Everyone: Universal Design and Science Learning	Learning through emotions-May theatre lead a learning process?	Exploiting new content platforms	Learning in museums: What are we learning and what do we still need to know?

12H45 Lunch

14H00	Café museologique: what's next for science centres and museums?	Real World Engagement - Science, Scientists and Schools	The Mediterranean Association for Science Dissemination: joining efforts to burst Science communication in the Mediterranean area	How master studies in science communication can be used in co-operation between universities and science centres	Science In Context: Using the Local to Make Meaning about the Universal	Developing a fundraising strategy	Communicating Science: anything goes?

15H30 Coffee Break

16H00	Travelling exhibitions: which ones are available now?	Armchair tour on new Science centres and exhibitions	European collaborative projects - insights and new developments	Museum educators as professionals: what can we gain by working towards a shared identity?	Sciences and much more! Children's activities in science museums	- From destitute to dynamic- changing the fortunes of a science centre	Are They Really Engaging with Each Other? What Researchers and Practioners Have Learned About Science in Society Events

17H30

20H00 Gala Dinner

REGISTRATION

DEMOS AT BB

9H15	Human interfaces in science centres: an implementation tool for the dialogue model?	Science centres for young visitors	Music and science in Science Centres: how not to bore people with waves diagrams	Collaborative Development – many hands make light work: Exhibits, Debates and Shows/Workshops. How we can work together to achieve a more successful outcome	Measuring the Long-term Impact of Outreach in Schools	What would happen if we were not there?	How to make your science centre shop successful?	DEMOS AT BB
10H45	ECSITE Annual General Meeting							
11H30		Coffee break						
11H45								
12H00	Building a reliable source of travelling exhibitions data for Ecsite	Leading a large public to the Frontier of science	Creating and renewing science centres and museums: an armchair tour	From Cloistered to Complementary: Going Global with Science Communication	Extending the Brand: the Benefits and Challenges of leveraging the content, collections and character of today's science centres	Building Relationships with Teachers and Schools: How do we do it?	Integration of formal and informal learning within science centre and museum settings	
13H30	Lunch							
14H45	A Plastic and Chemistry Science Circus & Berta – the chemistry dragon from NAVET	What is a good exhibit?	Golden triangle projects: sc. centres and Museums+-industry and companies+EU Reality or utopia? How to be more proactive and efficient.	Science centres programmes in Scientific Education in partnership with schools and universities	Exploring the Universe with the world's largest experiment, CERN's new flagship project - a unique opportunity for science centres	Authentic objects? Authentic experiences?: The role of real specimens in modern natural history museums		
16H00	Coffee break							
16H30	Teaching Laboratories in science centres as promoters of up-to-date research	When and How Culture Matters	Effectively Engaging Diverse Audiences – from product to promotion	Design of interactive exhibitions and their learning effects	PENCIL: a review of findings and recommendations on formal and informal science education	The Scientist to Touch - Why?, Where?, How?	The European Dimension of Cooperation between science centres and planetariums.	
17H45								
20H00	Nocturne at the Pavilion of Knowledge							

9H15	Best practice and innovative process in informal learning: sharing findings from the PENCIL project	Science promoters and the Media: a growing relationship	Using the city as learning environment	The Human Factor	Globalization of Knowledge	Nanotechnologies and nanosciences : Involving citizens in the dialogue on social and ethical issues	Connecting with people: the key to communicating difficult subjects	DEMOS AT BB
10H45	Coffee Break							
11H15	Tangible interfaces – examples of how to extend your museum experience	Managing Exhibitions' development	Sustainable development – Can science centres save the oceans?	Speak about the unspeakable: How museums and science centres address sensitive issues	The Outsiders – science communicators beyond the science centre	Informal learning - New chances for Public Understanding and Engagement in Science in Museums through New Media	Managing 'behind the scenes' changes in the Science Centres	
12H45	Lunch							
14H15	My Favourite Science Centre Exhibit	HANDS-ON & BRAINS-ON: combining formal and informal science learning	So Different - So Similar	A convenient untruth	Training to interact: how are interactive humans trained in science centres?	How to operate efficiently	Virtually Possible	
15H30	Coffee break							
16H00	Sustainable science centres	"Duds all round: where the millennium millions sank"	A Licence to Duplicate: Expertise from the complex field of licensing exhibition IP	New ways of interacting with scientific content	Communication among science centres – an international benchmarking study	The world according to Vygotsky: how people learn and develop		
17H15								
20H00	Farewell Party							



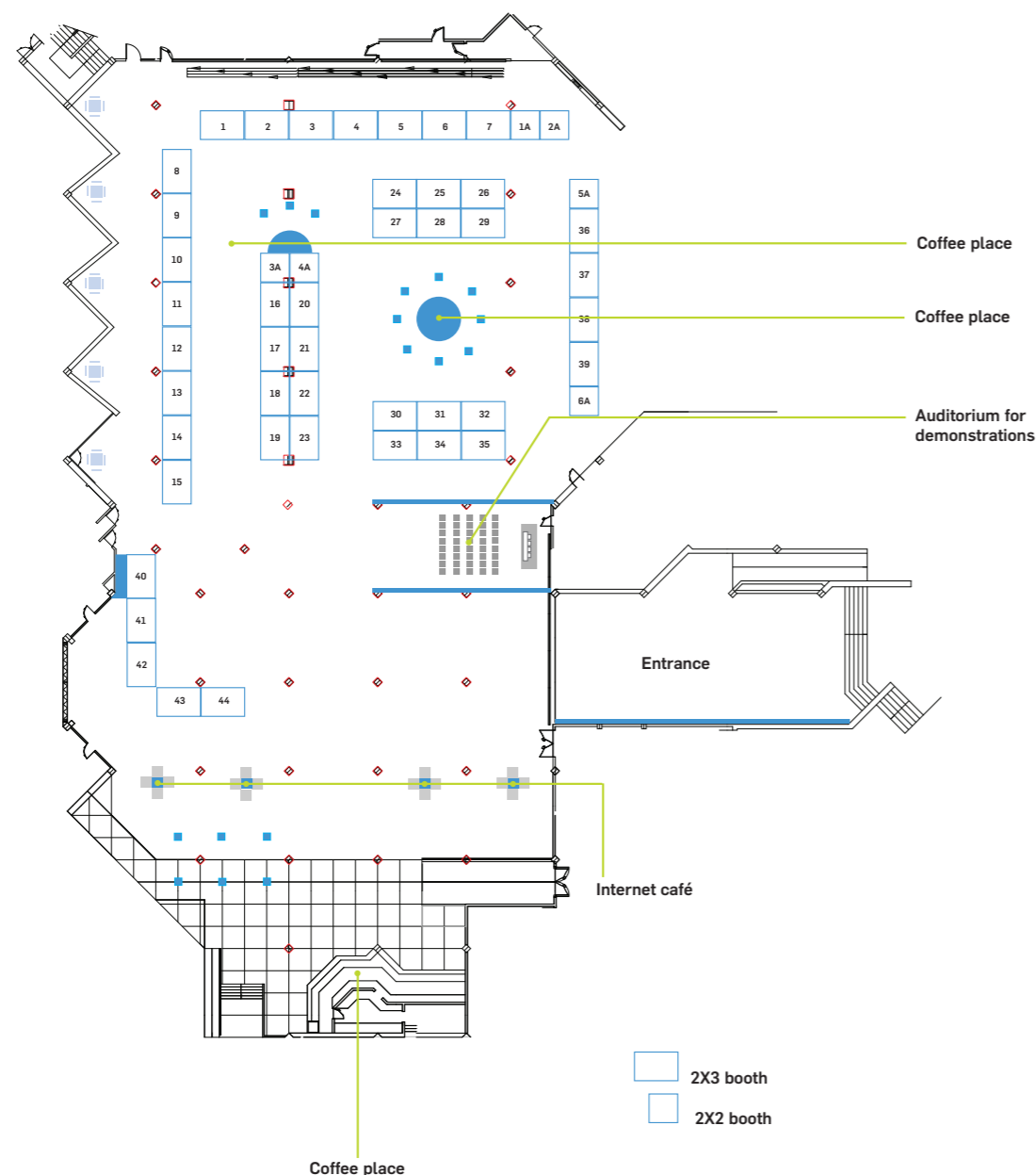
## BUSINESS BISTRO

The place where businesses and institutions share their activities with conference delegates and demonstrate their work will once again play a big part in the Ecsite Annual Conference. With a bigger exhibition area and a brand new activity area we continue making the business bistro the ideal place to network, to do business and exchange ideas!

Besides the stands, there will be a stage where exhibitors can demonstrate their work. The "Demo area" will be available to all exhibitors, offering the opportunity for live performances and special presentations for those institutions/companies who want to take part. As always all coffee breaks will take place in the business bistro which will also host the internet café and an information point for the delegates. There are three offers for booking a stand at the conference: the **full exhibitor** offer, the **participating exhibitor** offer, the **corporate partner** offer. Institutions that are interested to find out more about these offers and about how to book a stand at the Business Bistro should visit the Ecsite conference website: [www.ecsite-conference.net](http://www.ecsite-conference.net) under the Business Bistro section.

Places are limited so if you are interested please book your stand early. If you have any enquiries please send an email to Aiki Giannakopoulou, Ecsite Conference and Communications Coordinator at [agiannakopoulou@ecsite.net](mailto:agiannakopoulou@ecsite.net)

## FLOORPLAN



## 9:00-17:00 by invitation only EPPOG

The European Particle Physics Outreach Group (EPPOG) is a forum for and an initiator of particle physics education and outreach activities. The Lisbon meeting will mainly be devoted to the European Masterclasses in particle physics, now with several participants from US, and the launch of the CERN new particle collider project, that will start this autumn and reach is designed collision energies in 2008.

## 9:00-17:00 on registration only Management of EU projects training day

The goal of the workshop will be to provide insider knowledge on project management to help prepare better EU proposals and manage projects more efficiently. Places for the course are limited. More information on the training day below.

## 13:00-17:00 by invitation only AquaRing

AquaRing is an EU Project to set up an online resource for information on aquatic sciences. Its content is provided by European aquariums, natural history museums and science centres. The project aims to bring together existing online collections on marine and aquatic sciences, showing the rich contribution Europe has made in this area. The result will be the definitive online resource for research and education in marine and aquatic sciences, supporting improved education and informal learning experiences and raising awareness about aquatic environments, and how they can be conserved.

Goal of the workshop: to provide insider knowledge on project management to help prepare better proposals and manage projects more efficiently. The problem: writing a proposal and managing a EU project can be a lot of work, and many small organizations think it's not always worth the effort. Solution: if you know what to expect, you can avoid unnecessary work and exploit the EU project to achieve institutional goals efficiently.

### Structure of the workshop:

- 1) Good management starts with a good proposal. Review and understanding of formal and informal management tools (formal: deliverables, workpackages, meetings. Informal: agreements, leadership). Practical simulation of a project structure:
- 2) Difference between proposal and contract. Legal requirements/responsibilities: what you can change and what is binding. Flexibility is the answer to many potential problems.
- 3) Reporting, deliverables, cost statements, administration – what is necessary, what is not, and how to make them useful to you (and not only to the EU Commission)
- 4) Network leadership: managing a EU collaborative project is different from managing an organization or a department. A project consortium is a network of independent actors; the management and the leadership require new skills to run it efficiently.

### Training leaders:

**Andrea Bandelli**, Consultant on European Projects, Amsterdam, Netherlands; **Anne-Marie Bruyas**, International Partnership, Fondazione Idis - Città della Scienza, Naples, Italy; **Olivier Retout**, Head of International Relations, Royal Belgian Institute of Natural Sciences, Brussels, Belgium. Other experienced European management professionals from science centres and museums will also be present to contribute to the training session.

For registering go online to [www.ecsite-conference.net](http://www.ecsite-conference.net), fill in the registration form for the training and send it to [info@ecsite.net](mailto:info@ecsite.net). Please note that a maximum of two professionals from the same institution can register.

Maximum number of participants **50**.

Registration fees: **100 €**.

If you have further enquiries please contact: [info@ecsite.net](mailto:info@ecsite.net)

For Ecsite Members only.

**9:00-17:00**  
**by invitation only**  
**PENCIL**  
**(Permanent European**  
**Resource Centre**  
**for Informal Learning)**

The Xplora portal and the PENCIL project are part of a number of activities with the remit of promoting science education among young people. These projects are being supported under the Science and Society Action Line of the 6th European Community programme for research, technological development and demonstration activities. PENCIL aims to identify successful factors that transform informal science activities into innovative, high quality tools and materials for science teaching. It combines field programmes and academic research. Science centres and museums are creating networks involving schools, pupils, teachers associations, research laboratories, educational authorities, education and science communication specialists to investigate new ways to teach science. The results, tools and material developed can be found on Xplora, the science education portal, xplora.org. PENCIL is part of a consortium entitled NUCLEUS bringing together projects with similar aims.

**9:00– 12:00**  
**by invitation only**  
**EPPOG**  
**(European Particle**  
**Physics Outreach Group)**

**9:00-13:00**  
**open to all**  
**THE group**  
**(Thematic Human**  
**Interface and Explainers**  
**group) launch meeting**

Within the Ecsite annual conferences the different roles and the training of explainers in science centres have become a hot topic. There is a growing interest in for a more structured and long term position of explainers, including more direct involvement in a museum's programmes, exhibit development and new formats for a better science and society dialogue. For that reason the first Ecsite Thematic group was born.

**14:00-17:00**  
**on registration only**  
**Facilitation**  
**skills workshop**

As science centres and museums increase the range of dialogue and debate programming, it is becoming more important that staff involved in discussions are properly trained. Join us for this Facilitation Skills Workshop collaboratively created by Science Centres in the UK who identified this very need. Find out how to deal with difficult participants and the many approaches you can adopt as a facilitator. Plus explore the reasoning behind each activity and

discuss how you could adapt this training in your venue. For registrations send an email to Paola Rodari, paola@medialab.sissa.it This training is free of charge.

**13:00-18:30**  
**Conference Registration**

**13:00-17:00**  
**by invitation only**  
**Discovery Days**

This year, Discovery Days are being organised all over Europe, bringing advanced technology to visitors of science centres, museums and archaeological sites. This twelve-month EU project is designed to show how technology can heighten the experience of visitors, while raising awareness on science and technology, promoting exchange among organisers of science events, involving the media and increasing the contribution of new EU Member States. The project will culminate in an international conference during European Science Week in November 2007.

**13:00-17:00**  
**by invitation only**  
**Ecsite Board Meeting**

**18:30-20:00**  
**by invitation only**  
**Speakers' reception**  
**in the Ministry**  
**of Science, Technology**  
**and Higher Education**

**17:00-20:00**  
**by invitation only**  
**1st Iberian Meeting**  
**of Science Centres**  
**and Museums**

The 1st Iberian Meeting of Science Centres and Museums from Spain and Portugal will be held on 30th May 2007. This meeting represents the new collaboration between the two countries to promote a closer exchange of ideas and initiatives and provides the opportunity to explore how both countries, jointly, can create a greater awareness of science and technology. This meeting will take place in the Pavilion of Knowledge's auditorium.

**20:00-22:00**  
**by invitation only**  
**Board Dinner**



Keynote presentation



Panel Session



Poster session



Reverse session



Science demonstrations workshop



Workshops



World café



Café scientifique



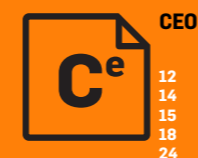
Armchair tours



Coffee break



Lunch



CEO

12  
14  
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24



Collections

21



Exhibits

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Finance

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Human Interface

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Human resources

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Impact

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Learning

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Management

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Marketing

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Media

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Networking

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Operating

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Outreach

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Public authority

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Public debate

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Research

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Renewal & expansion

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Science in society

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Shows & demonstrations

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Sustainable development

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Teachers

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Travelling exhibitions

15  
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Technology

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Young public

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Visitors

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9:30-10:15  
Opening Ceremony



**Rosalia Vargas**  
Director,  
Pavilion  
of Knowledge  
– Ciência Viva,  
Lisbon, Portugal



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



**Asger Høeg**  
President, Ecsite  
and Executive  
Director of  
Experimentarium,  
Hellerup, Denmark

**EU  
representative**

10:15-11:00  
Plenary Session  
Science and Society need a renewed generation of Science Centres



**Speaker**  
**José Mariano Gago**  
Minister of Science and Technology, Portugal

11:00-11:30  
Opening of the  
Business Bistro



**Asger Høeg** President, Ecsite and Executive  
Director of Experimentarium, Hellerup,  
Denmark

11:30-12:45



Travelling Exhibitions  
what's coming up?

**Convenor** **Erik Jacquemyn**, Chief Executive  
Officer, Technopolis, the Flemish science center,  
Mechelen, Belgium  
**Presenters** **Per-Edvin Person**, Chief Executive  
Officer, Heureka, the Finnish Science Centre,  
Vantaa, Finland  
**A number of science centres are currently  
designing and/or constructing travelling  
exhibitions that will be available for rent from  
June 2008 at the earliest onwards. Participants  
will gain an overview of a series of upcoming  
exhibitions; a flavour of new approaches, new  
trends and themes; and detailed practical  
information on the exhibition concept and the**

way it will be designed and built, technical  
requirements etc.

11:30-12:45



Communicating Risk

**Convenor** **Alexandre Quintanilha**, Director,  
Instituto de Biologia Molecular e Celular,  
University of Porto, Portugal  
**Presenter** **Professor George Gaskell**,  
Director of The Methodology Institute LSE,  
London, UK; **Professor William Halman**,  
Rutgers University, New Jersey, USA;  
**The stability of markets, the security of jobs,  
access to clean energy and water, the safety of  
food and the prevention of disease, together  
with the protection of individual freedom and  
privacy, are some of the issues that most of our  
responsible citizens seem to be currently  
worried about. Their concerns are tightly  
bound to the perception of new and emerging  
risks.**  
Understanding and communicating risk has  
become one of the most important challenges  
for contemporary societies. The natural and  
social sciences as well as the humanities have  
used different tools to address this subject.

Unfortunately these disciplines often work  
independently and use specialized languages.  
We need to provide for better communication  
between the different actors in this field and to  
open the debate to public scrutiny. Science  
Centres and Museums could play a major role in  
this task.

11:30-12:45



EU Project Discovery Days

**Convenor** **Menelaos Sotiriou**, Head of  
International Programmes Department, Q-Plan,  
Athens, Greece  
**Presenters** **Sofoklis Sotiriou**, Head of Research  
& Development , Ellinogermaniki Agogi, Athens,  
Greece; **Daniel Kedzierski**, Sales Executive,  
Barco Simulation, Brussels, Belgium; **George  
Giannoulis**, Head of Planning, Management and  
Coordination, Foundation of the Hellenic World,  
Athens, Greece  
**How can new technologies be used to heighten  
the experience of visitors? This session will let  
you try out examples of this technology first-  
hand, sparking a debate on how these  
developments will affect the way the public  
interacts in science centres in the future.**

This year, Discovery Days are being organised  
all over Europe, events bringing advanced  
technology to visitors of science centres,  
museums and archaeological sites. This  
twelve-month project shows how new  
technology can lead to new ways of  
interacting with exhibits, while raising  
awareness on science and technology. The  
project will culminate in an international  
conference during European Science Week in  
November 2007.

11:30-12:45



Creating Museum  
Exhibitions for Everyone:  
Universal Design  
and Science Learning

**Convenor** **Christine Reich**, Manager  
of Informal Education Research  
and Evaluation, Museum of Science, Boston, USA  
**Presenters** **Robert Rayle**, Technical Designer,  
Museum of Science, Boston, USA; **Anna  
Lindgren-Streicheryle**, Sr. Research/Evaluation  
Assistant, Museum of Science, Boston, USA  
**There are few requirements for entering  
museums. Museums are places where  
everyone, no matter their ability or disability, is  
invited to learn. While this diversity of learners  
is to be lauded, it also offers a unique challenge  
– how do you create learning experiences that  
serve a broad range of visitors? During the  
workshop, we will describe ways to design  
informal science education experiences that  
are inclusive of visitors with disabilities and  
offer approaches and techniques for  
incorporating feedback from persons with  
disabilities into the design process as a way to  
create experiences that are welcoming and  
inclusive for all.**

11:30-12:45



Learning through  
emotions - May theatre  
lead a learning process?

**Convenor** **Dr Luigi Amodio**, Executive Director,  
Fondazione Idis-Città della Scienza, Naples, Italy  
**Presenters** **Carlo Bellamio**, Director,  
Coop. Le Nuvole, Naples, Italy; **Eddie Roberts**,  
Actor, The Play Group, UK; **Florence Delaporte**,  
Science Theatre Coordinator, Centre de Culture  
Scientifique, La Rotonde, Saint – Etienne, France  
**Society is experiencing constant technological  
change. Science theatre makes science more  
accessible and understandable to everyone. The  
public do not learn about science during a  
performance directly but, creating an emotion  
helps them to remember. It goes to the head  
through the heart. This opens a door,  
stimulating curiosity about scientific questions**

that had not been addressed before by a  
general audience. The role of the  
communicators – who bridge the cultures of  
science and art – has been strengthened and if  
science theatre is to continue to move forward,  
the role of the actor-communicator can only  
become more important in the future.

11:30-12:45



Exploiting  
new content platforms

**Convenor** **Sara Milne**, CEO, Science and Media  
LLP, London, UK  
**Presenters** **Stephen Foulger**, Content Director,  
The Science of..., Science Museum, London, UK  
**Andrea Bandelli**, Freelance science centre  
consultant, Amsterdam, Netherlands  
**Andre Bosсуroy**, TV producer, Louvranges  
Broadcast, Brussels, Belgium  
**Broadcast, film, publishing and online media  
provide opportunities to expand our reach  
beyond a science centre visit, finding new uses  
for existing content. New platforms such as  
gaming or social networking sites also mean  
that our content can evolve in unanticipated  
directions. The session will start with the first  
speaker presenting a new vision for science  
centres as they extend and value their content  
with partnerships on other media platforms.  
Further speakers will discuss specific projects  
which operate across exhibitions, web and  
broadcasting.**

11:30-12:45



Learning in museums:  
What are we learning  
and what do we still  
need to know?

**Convenor** **Bronwyn Bevan**, Director, Centre  
for Informal Learning and Schools, Exploratorium,  
San Francisco, USA  
**Discussants** **Maritza MacDonald**, Director  
of Professional Development, American Museum  
of Natural History, New York, USA; **Anna  
Stetsenko**, Professor of Developmental  
Psychology, Graduate Center, City University of  
New York, New York, USA;  
**Presenters** **Anne Kahr-Højland**, DREAM: Danish  
Research Centre on Advanced Media Materials,  
SDU, Denmark; **Barbara Wenk**, Forschungskolleg  
Kulturwissenschaftliche Technikforschung,  
Universität Hamburg, Hamburg, Germany;  
**Cristina Palma Conceição**, Centro de Investigação  
e estudos de sociologia, Instituto Superior de  
Ciencias do Trabalho e da Empresa, Lisbon,  
Portugal; **Dr Dawn Sanders**, Head of Learning  
Operations, Natural History Museum, London, UK  
**Dr Elisabeth Schepers**, Deutsches Museum,  
Munich, Germany; **Heather King**, Centre for

Informal Learning & Schools, King's College  
London, London, UK; **Jennifer DeWitt**, Centre for  
Informal Learning & Schools, King's College  
London, London, UK; **Lynn Uyen Tran**, Centre for  
Informal Learning & Schools, King's College  
London, London, UK; **Mele Wheaton**, Centre for  
Informal Learning & Schools, University of  
California, Santa Cruz, USA  
**This session aims to build on the conversations  
between practitioners and researchers that have  
developed over the last two years. Presenters  
will share findings from theoretical and/or  
practice driven research that explore learning  
and teaching science in museums, science  
centres, and aquariums. One goal for the session  
is to continue to develop the intellectual space at  
Ecsite that supports dialogue between  
practitioners and researchers. A second goal is  
to examine the studies presented with the  
purpose of drawing attention to areas of  
research currently pursued and also, identify  
gaps in areas of research worth pursuing. This  
synthesis will challenge the community to  
consider future directions for practice and  
research.**

12:45-14:00



14:00-15:30



Café museologique:  
What's next for Science  
Centres and Museums?

**Convenor** **Ana Maria Eiró**, Director, Museum of  
Science, University of Lisbon, Lisbon, Portugal  
**Presenters** **Marta Lourenço**, Museum of Science,  
University of Lisbon, Lisbon, Portugal; **Andrea  
Bandelli**, Freelance science centre consultant,  
Amsterdam, Netherlands; **Dr Sally Duensing**,  
Visiting Professor, King's College London, London,  
UK; **Jorge Wagensberg**, Director of the Area of  
Science and Environment, Foundation "la Caixa",  
Barcelona, Spain; **Madeleine Gentinetta**, Exhibition  
Specialist, Communications, IBM Research GmbH,  
Zurich Research Laboratory Rüschlikon, Zurich,  
Switzerland; **Karin Vey**, Communications Manager,  
IBM Research GmbH, Zurich Research Laboratory  
Rüschlikon, Zurich, Switzerland  
**Future directions for museums and science  
centers (M&SC) remain a relevant discussion  
issue. Often visitors hold non-structured,  
experiential and social knowledge which can be at  
odds with the information expressed in  
exhibitions and programs. How can M&SC "make  
value" from the competences of their public and  
on the other hand, how can they reach and  
establish meaningful relationships with non-  
visitors? Are M&SC seen as "places to learn",  
instead of "learning places"? Like in a "café  
scientifique", panelists will offer a brief  
presentation of their view on these topics and  
then engage in a dialogue with the audience.**

14:00-15:30



### Real World Engagement – Science, Scientists and Schools?

**Convenor** Dr Honor Gay, Head of Learning, Natural History Museum, London, UK  
**Presenters** Maritza Macdonald, Director, Professional Development, American Museum of Natural History, New York, USA; Janet Stott, Head of Education, Oxford University Museum, Oxford, UK; Justin Dillon, Senior Lecturer in Science and Environmental Education, Kings College London, London, UK; Luís Barbeiro, Educational Department, the Pavilion of Knowledge-Ciência Viva, Lisbon, Portugal  
The panel will share their experience of building scientific literacy in school students aged 16-18 and inspiring them to continue their studies to university and scientific careers. Results are encouraging: 22% of students attending 1-day events at the Natural History Museum in London said that the experience had inspired them to consider studying science further. A major consultation of science teachers in England shows that museums have a substantial role to play in bringing science and its practical uses to life. We will discuss the range of learning opportunities developed from the teacher consultation that include debates, biology and chemistry days, workshops and shows.

14:00-15:30



### The Mediterranean Association for Science Dissemination: joining efforts to burst Science communication in the Mediterranean area

**Convenor** Dr Barbara Gallavotti, Expert for the Science and Technology Communication Area, Cotec Foundation, Rome, Italy  
**Presenters** Hédi Ben Ismail, General Director, Tunis Science City, Tunis, Tunisia  
Dr Hoda Elmikaty, Director, Planetarium-Science Center, Bibliotheca Alexandrina, Alexandria, Egypt; Dr Manuela Arata, President, The Science Festival of Genoa, Genova, Italy  
The Mediterranean Association for Science Dissemination is an association open to people and institutions involved in Science and Technology communication in the Mediterranean Area. The Association statute will be signed within April 2007 by founding members. Although not officially established, the Association is already working as an effective network among people and institutions involved in Science communication in the Mediterranean Area, among them many Science Centres.

Moreover, the Association is carrying on a number of activities since August 2006. The aim of this session is discussing further projects of collaboration, with a special focus to those involving Science Centres.

14:00-15:30



### How master studies in science communication can be used in co-operation between universities and science centres

**Convenor** Professor Lars Broman, Chair Science Communication, Dalarna University, Falun, Sweden  
**Presenters** Professor Ernst van Groningen, Science Communication, Dalarna University, Falun, Sweden; Professor Hannu Salmi, Research Coordinator, Heureka- the Finnish science centre, Vantaa, Finland; Kristel Möistus, Director of Energiakeskus, Tallinn, Estonia; Professor Frank Burnet, Faculty of Applied Sciences, University of the West of England, Bristol, UK  
Science communication in science centres has been taught at master level at some European universities since 1998. Included in master programmes is a thesis, based on field work at a host institution. Typical thesis themes are evaluations of exhibitions or activities at a science centre, and thus almost always of interest to the centre. The master studies attract students with many different backgrounds. Curricula include several topics related to science centres and planetariums. This, together with different backgrounds, makes graduates able for varying positions at science centres. The session speakers have, in different roles, experience of science centre master studies.

14:00-15:30



### Science In Context: Using the Local to Make Meaning about the Universal

**Convenor** Melissa Alexander, Project Director, Exploratorium, Boston, USA  
**Presenters** Katarina Teplanova, Director, SCHOLA LUDUS, Centre for Complexity in Science Education, Bratislava, Slovakia  
Linda Cooper, Project Director, The Bragg Initiative, Policy Implementation Division, Department of Premier and Cabinet, Adelaide, Australia  
This session will provide examples of exhibit development practice where culturally, regionally specific aesthetics, materials, or content has been adapted or local phenomenon has been featured to communicate broader

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science concepts. Panelists represent a diversity of audiences and contexts from the varied landscapes and cultural communities of Australia, to an Urban museum, started by a University Math professor in an old building in midsize Eastern European city.

14:00-15:30



### Developing a fundraising strategy

**Convenor** Ian Simmons, Head of Science Development, Centre for Life, Newcastle, UK  
**Presenters** Dr Anita Shaw, Development Director, Technquest, Cardiff, UK  
Giovanni Crupi, Head of Marketing & Fundraising, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy; Judith Egerton, Head of Learning, At-Bristol, Bristol, UK; Ian Simmons, Head of Science Development, Centre for Life, Newcastle, UK  
Science centres raise funds from a variety of sources including from commercial activities, corporate fundraising, entrance fees, venue hire and membership schemes. This session will look at

- how a these activities should be customer-focused so that visitor's expectations are satisfied and exceeded, and
- how, by focusing on a fundraising strategy involving members of staff, the Board and other stakeholders, a centre can move towards achieving its fundraising goals.

14:00-15:30



### Communicating Science: anything goes?

**Convenor** Rosalia Vargas, Director of the Pavilion of Knowledge – Ciência Viva, Lisbon, Portugal  
**Presenters** Per Edvin-Person, Director, Heureka – The Finnish Science Centre, Vantaa, Finland; António Coutinho, Researcher and Director, Instituto Gulbenkian de Ciência, Lisbon, Portugal  
Professor Vladimir de Semir, Journalist, Science Journalism, Universidad Pompeu Fabra, Barcelona, Spain  
When trying to attract the public to science, does the end always justify the means? A preference for “amazing experiments”, the ever-present big explosions and smoking stuff in science shows, showing-off and overacting by explainers, avoidance of “serious” scientific and technological themes, a prevalence of “fun” and “humour” over content: these are some features we see a lot in science centres. Is this the right way? Is this effective? Are we conveying the right image of science when we resort to these strategies? These questions and many others will be the theme of this session, in which the

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speakers will intervene for only 15 minutes, after which the session will be open for discussion.

15:30-16:00



16:00-17:30



### Travelling exhibitions: which ones are available now?

**Convenor** Erik Jacquemyn, Chief Executive Officer, Technopolis, the Flemish science center, Mechelen, Belgium  
**Presenters** Lisa Hohenstein, Sales & Marketing Manager, Natural History Museum, London, UK; Heather Farnworth, Ontario Science Centre, Toronto, Canada  
Marie-Françoise Bosq, La Cité des Sciences et de l'Industrie, Paris, France  
Some science centres have travelling exhibitions that are currently available for rent, others are planning to rent one. In this session travelling theme exhibitions, available for rent, will be presented. These exhibitions have successfully run in at least one venue. Participants will gain an overview of a series of available exhibitions; practical and focussed information on content, visitor numbers and their reactions; reception by the press; associated events; and much more!

16:00-17:30



### Armchair tour on new science centres and exhibitions

**Convenor** Matteo Merzagora, scientific leader – DOTIK project, SISSA – ICS, Trieste, Italy  
**Presenters** Beat Stalder, Head of project “Cross the alps” and Exhibition Designer, Swiss Transport Museum, Lucerne, Switzerland; Ismayil Miriyev, Manager, Caspian Energy Centre, Baku, Azerbaijan; Robert van Meerendonk, Managing Director, CORPUS, Wassenaar, Netherlands; Wolfgang Hansch, Director, Museum of Natural History Heilbronn, Heilbronn, Germany; Carla Giusti, Science Centre Director, Città della Scienza s.c.p.a, Naples, Italy  
A long time ago, science centres were accused of only presenting simple 19th century physical phenomena. Today, nothing could be further from the truth: the landscape of brand new or soon-to-open science centres, and of new projects in existing ones, is amazingly rich and diverse. The session will demonstrate it by travelling through exciting new projects across Europe, discussing the rationale behind their

choices, their missions, and the process through which they have been or are being produced.

16:00-17:30



### European collaborative projects – insights and new developments

**Convenor** Andrea Bandelli, Freelance science centre consultant, Amsterdam, Netherlands  
**Presenters** Stef Steyaert, Senior Project Manager, Flemish Institution for Science and Technology Assessment, Brussels, Belgium; Ulrich Kernbach, International Cooperations, Deutsches Museum, Munich, Germany; Rachel Willis, Head of Learning, At-Bristol, Bristol, UK  
Science centers are a key player in European projects. They connect different institutions and publics, and are a unique platform for reaching out to the public. Additionally, in the last “Science and Society” programme (6th framework program) the projects where at least one science center or museum was part of the consortium represented 25% of the programme's budget for the whole 4 years. This session will focus on the strategic objectives and impact of European projects involving science centers and museums, models of partnerships, as well as innovative roles for our institutions.

16:00-17:30



### Museum educators as professionals: what can we gain by working towards a shared identity?

**Convenors** Dr Lynn Tran, Research Associate and Project Director, Centre for Informal Learning and Schools, King's College London, London, UK; Heather King, Research Associate, Centre for Informal Learning and Schools, King's, College London, London, UK  
**Presenters** Dr Dawn Sanders, Manager of Learning Operations, Natural History Museum, London, UK; Dr Paola Rodari, Senior Researcher, Innovation and Communication of Science Group (ICS), Trieste, Italy; Dr António Gomes da Costa, Director of the Department of Education and Communication, Pavilion of Knowledge, Lisbon, Portugal  
Educators play a vital role in the educational mission of all museums and science centres. Yet the programmes designed to train novice (and provide continuing professional development for veteran) educators vary enormously in content and quality across institutions. In this panel session we explore the issues connected with the professional preparation of educators

and ask “what can be gained by working towards a shared identity and establishing a common framework of practice?” Our panel comprises speakers and discussants from across Europe who bring a range of experiences working as educators, researchers, trainers, and managers.

16:00-17:30



### Sciences and much more! Children's activities in science museums

**Convenor** Orna Cohen, Exhibition Design, Montreuil, France  
**Presenters** Juan Nepote, Science Communication Coordinator, Trompo Mágico Museo Interactivo, Guadalajara, Jalisco, Mexico; Carmen Llopis Pablos, Educational Department of National Museum of Science and Technology, Madrid, Spain; Fernando J.A.S. Barriga, National Museum of Natural History, Lisbon, Portugal  
How to introduce young visitors to the processes and methodologies of scientific research? How to increase their interest in science? In which way to help children to appropriate concepts and theoretical models? With this session the speakers address particular issues pertaining to these topics. The speakers are coming from 3 different sciences museums in the world using three different science communication strategies. At the session they will present their educational programmes, activities and workshops for children and family and will discuss the result of their evaluation.

16:00-17:30



### From destitute to dynamic changing the fortunes of a science centre

**Convenor** Hans Gubbels, Director, Industrien, Kerkrade, Netherlands  
**Presenters** Julie Burgess-Wilson, Director, Catalyst, Cheshire, UK; Michiel Buchel, Executive Director, Nemo Science Center, Amsterdam, Netherlands  
Often science centers start with a great idea and a good ambition. Not always does this lead to a successful operation of a science centre. What can we do when this situation occurs, how can we change and more so, how can it be changed to stay topical. Two science centers present all the elements of the operation they looked at, all the activities they stopped or added in order to try to change the fortune of their centre. We can learn from their experience in the challenges we meet every day.

16:00-17:30



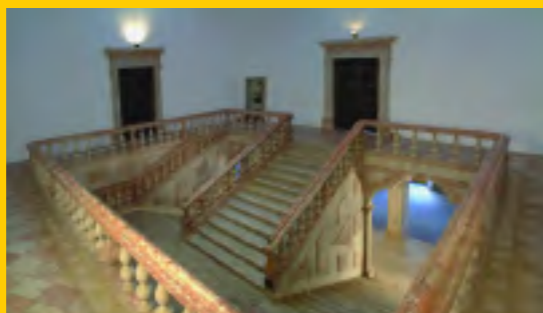
**Are they really engaging with each other? What researchers and practitioners have learned about science in society events?**

**Convenor** Dr. Sally Duensing, Visiting Professor, King's College London, London, UK

**Presenters** Elin Simonsson, Visitor Researcher, Science Museum, London, UK

Roland Schaer, La Cité des Sciences et de l'Industrie, Paris, France; Barbara Streicher, Science Netzwerk, Vienna, Austria

Museums and science centres are increasingly creating forums on topics of contemporary interest and controversy in science. This session seeks to engage researchers and practitioners in an open discussion based on practitioner experience and emerging research findings about these events. Panelists will speak briefly about the key issues and findings with regards to (1) the type of talk and engagement occurring; (2) scientists' perceptions of public and the impact of their participation; and (3) design and facilitation issues and needs. The plenary discussion will then explore some of the lessons learned on engaging scientists and publics in controversial issues.



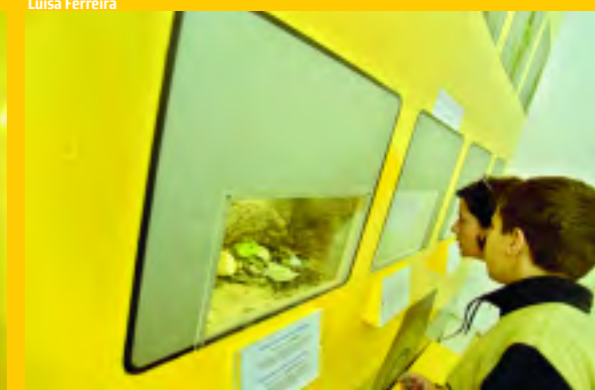
20:00  
**Gala Dinner**

The Gala Dinner will be held in Convento do Beato, a convent dating from the XVI Century. Prepare yourself for an evening to remember, based on molecular food... don't worry molecular does not mean the portions will be very small.

Shuttle buses will leave from the Lisbon Conference Centre and from the central hotels area to take you to an evening with a difference.



Luisa Ferreira



9:15-10:45



### Human interfaces in science centres: an implementation tool for the dialogue model?

**Convenor** Matteo Merzagora, Scientific leader – DOTIK project, SISSA – ICS, Trieste, Italy  
**Discussant** Andrea Bandelli, Freelance science centre consultant, Amsterdam, Netherlands  
**Presenters** Rachel Willis, Citizen Science project, At-Bristol, Bristol, UK; Guglielmo Maglio, Nanodialogue project, Fondazione Idis – Città della Scienza, Naples, Italy; Laurence Muller, Project leader, Pass, Frameries, Belgium; Paola Rodari, DOTIK project leader, SISSA Medialab, Trieste, Italy; **Professor Frank Burnet**, Faculty of Applied Sciences, University of the West of England, Bristol, UK  
**Dialogue and participation increasingly defines the way science centres interact with their publics. One of the key actors in this evolution from “interactive” to “participatory” are explainers (facilitators/pilots/guides...). Indeed, they are in a daily, direct, bi-directional contact with the public. Are science centres seizing the opportunity of investing on explainers, to become a reference point for citizens and scientists in a science-in-society perspective? The poster/demonstration session, followed by a steered discussion, will focus on relevant experiences in which explainers become active agents of dialogue with the public, tackling controversial issues and setting the scene for a participatory culture.**

9:15-10:45



### Science centres for young visitors

**Convenor** Claudia Bade, Coordinator of international relations, Le Vaisseau, Strasbourg, France  
**Presenters** Christophe Chaffardon, Education Manager, La Cité de l'Espace, Toulouse, France; Aude Lesty, Project Manager of «The Children Base», La Cité de l'Espace, Toulouse, France; Rosa Maria Martin Latorre, Head of the Educational Department, National Museum of Science and Technology, Madrid, Spain; Jörg Ehtreiber, Director, Kindermuseum Graz, Graz, Austria  
Marie-Pierre Lahalle, Project manager, La Cité des Sciences et de l'Industrie, Paris, France  
**After the sessions at the 2006 Ecsite conference it will be useful to further explore the theme “science centre for children”. The principle questions are: What does a science centre for children mean? Which age range? Just for kids? What should it look like? Why should we start**

with the children? Can people at science centres for children all around the world cooperate? Who should be involved? How can they communicate?

9:15-10:45



### Music and science in Science Centres: how not to bore people with waves diagrams

**Convenor** Miha Kos, Director, House of Experiments, Ljubljana, Slovenia  
**Presenters** Dr Brenda Hutchinson, Visiting Associate Professor of Electronic Music, Bard College, Annandale-on-Hudson, USA; Mario Campanino, Project Manager for new Approaches to Education, Fondazione Idis-Città della Scienza, Naples, Italy; Mikko Myllykoski, Experience Director, Heureka – the Finnish Science Centre, Vantaa, Finland; Gerhard Kilger, Head, DASA, Dortmund, Germany  
**The issue of linking together Music and Science is very complex, and it is developed, most of the times, with reference to physics of the sound, composition form, instruments’ acoustics. But very often, unfortunately, these approaches don’t have a true emotional impact on people, as they need always an “abstraction” from the real musical object. In this session they will be exposed different strategies (keys) aimed to find out meaningful ways to expose the relationship between music and science in Science Centres’ activities: a “Listening” key, a “Semiotic” key, a “Social” key and a “Creative” key.**

9:15-10:45



### Collaborative Development - many hands make light work: Exhibits, Debates and Shows/Workshops. How we can work together to achieve a more successful outcome

**Convenor** Dr Rosalind Mist, Ecsite-uk, London, UK  
**Presenters** Dr Sarah Robinson, Deputy Education Manager, Centre for Life, Newcastle, UK; Arjan Agema, Head of Marketing and Communication, Museon, The Hague, Netherlands  
**Science centres throughout Europe and beyond produce exhibitions and programmes on similar themes. The panel members’ experiences have shown that collaborative processes have many benefits for institutions and their staff, and for their audiences. The show-cased projects will demonstrate a range of these benefits, including: producing higher quality products, developing links between staff at different venues and sharing of skills and expertise. This session will give case studies in collaborative**

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development of dialogue activities. It will then explore how opportunities for collaboration between science centres can be increased and be made more effective.

9:15-10:45



### Measuring the Long-term Impact of Outreach in Schools

**Convenor** Kati Tyystjärvi, Senior Coordinator, Heureka – The Finnish Science Centre, Vantaa, Finland  
**Presenters** Dr Christine M. Cunningham, Vice President of Research, Director of Engineering is Elementary, Museum of Science, Boston, USA; Helena Lilja, Project leader, Teknikens Hus, Luleå, Sweden; Dr Sue Cavell, Head of Research and Evaluation, Techniquist, Cardiff, UK.  
**Science centre professionals from Sweden, Wales (UK) and Boston, USA are presenting ambitious outreach programmes carried out in close co-operation with other science centres and educational partners. These programmes share a mission to achieve long term impacts in young peoples’ attitudes towards technology, engineering and other critical issues for future. Programme contents will be discussed, and an evaluation study will be introduced where a model called the Generic Learning Outcomes (GLOs), better known in the educational field, has been used to measure individual learning experiences, creative, intellectual, and social of long-term outreach programmes.**

9:15-10:45



### What would happen if we were not there?

**Convenor** Jean- François Hebert, President, La Cité des Sciences et de l'Industrie, Paris, France  
**Speakers** Michael Dixon, Director, Natural History Museum, London, UK; Yoshikazu Nakashima, Deputy Director, National Museum of Emerging Science and Innovation, Tokyo, Japan; Fiorenzo Galli, General Director, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy; Ulrich Kernbach, International Cooperations, Deutsches Museum, Munich, Germany  
**How can science centres and museums assess their action and measure their efficiency? Evaluation has progressed a lot. On the other hand, the assessment of scientific and technical culture as well as the evaluation of the impact of science centres and museums are still a conceptual and methodological challenge which most of our institutions are facing. How far do we contribute to the dissemination of scientific concepts and to their real understanding by the public? What about our**

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impact in a context of decreasing numbers of scientific students?

The objective of the session is to:

- share our understanding of the question of evaluation and its methodology, from the economic, social and cultural points of view
- share experiences and best practises as well as potential improvements.

9:15-10:45



### How to make your science centre shop successful?

**Convenor** Erik Jacquemyn, Chief Executive Officer, Technopolis, the Flemish science center, Mechelen, Belgium  
**Presenters** Hans Gubbels, Director, Industrien, Kerkrade, Netherlands  
James Ensor, Head of Retail and Merchandising, Natural History Museum, London, UK; Christophe Perrin, Head of retail and merchandising, Nausicaa, Boulogne-sur-Mer, France  
**This session deals with the question: how can science centres improve the performance of their shop? Almost all science centres run their own special shop with varying success. The final aim of the shop is to generate income for the science centre. In this session, presenters will tell you about the do’s and don’t’s in improving the success of the science centre shop. Amongst others, following topics will be dealt with: products offered, different ways of promotion, special actions, discounts, link with the science center website, e-shop, opening hours, cooperation with other science centers f.i. by purchasing together in bulk.**

### 10:45-11:45 Ecsite Annual General Meeting

11:30-12:00



12:00-13:30



### Building a reliable source of travelling exhibitions data for Ecsite

**Convenor** Lizzy Cox, Head of Touring Exhibitions, Natural History Museum, London, UK  
**Presenters** Robert “Mac” West, President, Informal Learning Experiences, Washington, D.C, USA; Catherine Franche, Executive Director, Ecsite, Brussels, Belgium; Carole Paleco, International Relations, Royal Belgian Institute of Natural Sciences, Brussels, Belgium  
**Commentator:** Heather Farnworth, Associate

Director, International Sales, Ontario Science Centre, Toronto, Canada  
**This session is for those who build, tour and host travelling exhibitions and aims to devise a central Ecsite database for touring exhibitions. What are the necessary elements of such a database; the user requirements and how it can be used? Pitfalls and how can they be avoided? E-CASTEX has EU funding to develop it and run it for 2 years. We want plenty of participation from the audience – ideas, experience, solutions!**

12:00-13:30



### Leading a Large Public to the Frontier of Science

**Convenor** Professor Ludger Wöste, Freie Universität Berlin, Berlin, Germany  
**Presenters** Brigitte Zana, Director for Development and Networks, Palais de la Decouverte, Paris, France; Marco Avanzini, Geology curator, Museo Tridentino di Scienze Naturali, Trento, Italy; Peter de Haan, Director, Utrecht University Museum, Utrecht, Netherlands  
Aránzazu Revuelta-Menéndez, Former coordinator of Maratones Científicos, Madrid, Spain;  
**Progresses in science and technology commonly have an enormous impact on our life and environment. As a consequence they are followed by a great public interest. Often, however, the experts working at the frontier of research have difficulties to adapt their language to the non specialized public. Museums and science centres currently maintain close contacts with both, the broad public and the scientific community. They can, therefore, bridge the gap and lead their public to the frontier of science. Various examples of different approaches will be presented, compared and discussed in this panel.**

12:00-13:30



### Creating and renewingscience centres and museums: an armchair tour

**Convenor** Camille Pisani, Director, Royal Belgian Institute of Natural Sciences, Brussels, Belgium  
**Presenters** Vassilis Papakonstantinou, Head of Science & Technology Exhibitions, Eugenides Foundation, Athens, Greece; Moldrzyk Uwe, Renewal Project Manager, Museum für Naturkunde der Humboldt- University of Berlin, Berlin, Germany; Julia Tagüeña, , General Director, Popularization of Science, National Autonomous University of Mexico (UNAM), Mexico City, Mexico; Lesley Lewis, Chief Executive Officer, Ontario Science Centre, Toronto, Canada; Camilo Andrés Sanchez, Chief of exhibition

design (museography), Maloka, Bogota, Colombia;  
**Do you have an old and forgotten collection ? Your academic team is lobbying to get a showcase in the community ? Your mayor wants to win the elections by enhancing education, your local tycoon is dreaming of a bit of eternity? Your are lucky enough to have good reasons to propose the creation or the renewal of a science center or museum, and this session is made for you. Examples of recent experience will be presented, covering a wide range of motivations and process to create or to renovate a science center or museum. Come, learn and enjoy.**

12:00-13:30



### From Cloistered to Complementary: Going Global with Science Communication

**Convenor** Sue Stoessel, Senior Education Associate, Museum of Science, Boston, USA  
**Presenters** Professor Frank Burnet, Faculty of Applied Sciences, University of the West of England, Bristol, UK; Tinsley Davis, Senior Education Associate, Museum of Science, Boston and Workshop Manager, National Association of Science Writers, Boston, USA  
**Each country and each science center has a unique milieu for communicating science that reflects its culture. We have much to learn from each other. This reverse session will model strategies from two premier institutions, one in England and one in the United States, and will open a discussion of the diversity of relationships that exist in the science communication field. The facilitated group discussion, reflecting the diversity of interactions of science centers with other stakeholders, will serve as the backbone for a new online forum that will link science centers across the Atlantic and beyond.**

12:00-13:30



### Extending the Brand: the Benefits and Challenges of leveraging the content, collections and character of today’s science centre

**Convenor** Dr Jack Rouse, CEO, Jack Rouse Associates, Cincinnati, USA  
**Presenters** Kua Patten, Acting Director, Exploratorium, San Francisco, USA; Audrey O’Connell, Head of Planning and Design Consulting, Natural History Museum, London, UK; Renee Foster, Senior Director of Business Development, American Museum of Natural History, New York, USA

In an increasingly competitive cultural and business environment, today's science centres are looking for new ways to fulfil their mission, strengthen their brand, generate incremental revenue and decrease expenses. Specific trends employed by today's science centres include selling their content development and design services; creating satellite institutions in developing regions and consolidating overlapping services with other cultural organizations within their community. The session will have a lively conversation with representatives from some of the world's most respected institutions to discuss the benefits and challenges of exploring these trends.

12:00-13:30



### Building Relationships with Teachers and Schools: How do we do it?

**Convenor** Jennifer DeWitt, Centre for Informal Learning and Schools, King's College London, London, UK  
**Presenters** Sheena Laursen, Science Communicator, Experimentarium, Hellerup, Denmark;  
**Elisabeth Schepers**, Museums educator, Deutsches Museum, Munich, Germany  
**Commentator** Jenaro Guisasaola, Applied Physics Department of the University of Basque Country, San Sebastian, Spain  
**What makes school trips to your institution educationally effective? What about other ways of working with schools, such as outreach programmes? How could they be improved? What challenges do you face in working with schools? This reverse session will offer opportunities to: find out what research says, hear examples about successful ways of working with teachers and schools, discuss related issues with your colleagues, share your own experience addressing these challenges, and explore creative solutions for providing engaging learning experiences in the face of external pressures from schools.**

12:00-13:30



### Integration of formal and informal learning within science centre and museum settings

**Convenor** Louise Webb, Projects Manager, Ecsite-uk, UK  
**Presenters** Julie Kjær-Madsen, Danfoss Universe A/S, Nordborg, Denmark  
**Many science centres and museums are effective at combining various learning styles and settings. This session intends to explore**

innovative and creative methods to develop successful existing practices. In addition, examples of current research will be discussed that attempt to find new ways of narrowing the perceived gap between formal and informal learning practices. Particular focus will be given to the methods by which different media and learning environments can be combined, and how this can inform the development of future exhibitions.

13:30-14:45



14:45-16:00



### A Plastic and Chemistry Science Circus & Berta – the chemistry dragon from NAVET

**Convenor** Ivar Nakken, Leader of Science Circus, Jærmuseet, Norway  
**Presenters** Ivar Nakken, Leader of Science Circus, Jærmuseet, Norway; **Hanne Madsen**, Educational leader of Science Circus, Jærmuseet, Norway  
**Eva Lind-Johansson**, Director of Molekylverkstan, Molekylverkstan, Sweden; **Hans Hallman**, Educational leader of Molekylverkstan, Molekylverkstan, Sweden; **Sara Bagge**, Teacher, NAVET – The Sjuhärad science center, Borås, Sweden; **Vasso Lindgren**, Teacher, NAVET – The Sjuhärad science center, Borås, Sweden  
**The session consists of two independent parts. A Chemistry and Polymer Science Circus Chemistry in general is rarely presented at Science centres. But as this Nordic collaboration shows, chemistry is too fun to exclude! By using a mobile exhibition focused on chemistry and polymers, the outreach potential is dramatically increased. Berta – the chemistry dragon from NAVET Berta the Dragon has long been a popular feature of NAVET's chemistry presentation for young children. She is NAVET's smallest resident and she is a perfectly ordinary dragon who likes to breathe fire, tell stories and who enjoys chemistry. Her activities suit all future chemists from 4 to 8 years of age. The aim of this theme is to show how it is possible to do exciting experiments with everyday materials. Visiting schoolchildren get to learn basic chemistry in a fun way by experimenting with for example fantastic mixtures, solutions and colours.**

14:45-16:00



### What is a good exhibit?

**Convenor** Achim Englert, Manager, Phaenomena, Flensburg, Germany

**Presenters** Lars B. Riemann, Director, Park Division, Danfoss Universe A/S, Nordborg, Denmark; **Martin Okkersen**, Head of Productions, Museon, The Hague, Netherlands; **Delphine Grinberg**, Coordinator of renovation projects, Palais de la découverte, Paris, France  
**When you start thinking about new exhibits you want to design excellent exhibits (of course). But how can you find out if the exhibit is a success or a failure? It is not easy to evaluate your own exhibition as the visitors might have a completely different perception of the exhibition than you have. It is especially hard to find out if the exhibit delivers the message you intended (What did they learn?). In this session you will hear about strategies and experiences regarding the evaluation of exhibits.**

14:45-16:00



### Golden triangle projects: science centres and Museums + – industry and companies + EU Reality or utopia? How to be more proactive and efficient.

**Convenors** Alain Coine, General Delegate of Fondation Villette Entreprises, Paris, France; **Catherine Franche**, Executive Director, Ecsite, Brussels, Belgium  
**Presenters** Marc Devisscher, Communication CEFIC (European Chemical Industry Council), Brussels, Belgium; **Andrea Bandelli**, Freelance science centre consultant, Amsterdam, Netherlands;  
**This type of 3 parties project is essential to boost popularisation of science and technology , to enhance European approach as well as to secure broader base of fundraising.:**

- It will start with the analysis of two past projects such as “Chemistry for life” and “Bionet”. These 2 projects have involved only 2 parties but their initial ambition was to do it with 3 parties.
- The next step will be a discussion for the assessment of the necessary process to build such European projects with the view to identify difficulties and each step of the process.
- The last part will identify with the audience, possible common topics and projects for the future.

14:45-16:00



### Science centres programmes in scientific education in partnership with schools and universities

**Convenor** Emilio Balzano, University of Naples, Responsible for scientific-educational programmes, Città della Scienza, Naples, Italy  
**Presenters** Bronwyn Bevan, Director, Centre for Informal Learning and Schools, Exploratorium, San Francisco, USA; **Paul Cox**, Project Manager, National Marine Aquarium, Plymouth, UK  
**Leo van den Bogaert**, Chief Education Officer, Science Centre NEMO, Amsterdam, Netherlands; **Salvatore Sutura**, Scientific Director, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy  
**Museums and science centres develop several educational activities. This produces a growing invisible infrastructure, in a significant support to schools, substantially by:**

- working directly with students;
- implementing professional development programs for teachers;
- developing new learning materials and tools.

**We present some relevant examples developed at local level (involving schools, parents, municipalities, etc.) and at national/European level (involving ministries and scientific communities, etc. Sharing different experiences we want to understand how to build a stable bridge between formal and informal contexts, developing: -models and guidelines; -disciplinary and cross-curricula (involving different scientific area and crucial social issues); resource centres.**

14:45-16:00



### Exploring the Universe with the world's largest experiment CERN's new flagship project – a unique opportunity for science centres

**Convenor** Erik Johansson, Stockholm University and chair of the European Particle Physics Outreach Group (EPPOG), Stockholm, Sweden  
**Presenters** Erik Johansson, Stockholm University and chair of the European Particle Physics Outreach Group (EPPOG), Stockholm, Sweden; **Dr James Gillies**, Head of the CERN Communication group, Geneva, Switzerland; **Professor Jorge Dias de Deus**, Lisbon Technical University, Lisbon, Portugal; **Dr Bernard Pellequer**, Manager of the Globe of Science and Innovation, CERN, Geneva, Switzerland  
**Later this year, the world's largest and most complex scientific instrument will start taking data on the Franco-Swiss border near Geneva. The Large Hadron Collider (LHC) is a 27km circumference particle accelerator equipped with four particle detectors that will study the interactions between particles. Measurements at the LHC will allow physicists to complete a journey that started with Newton's description of gravity. LHC experiments will also probe the mysterious**

missing mass and dark energy of the universe. This session will present the challenges of the LHC project and address the opportunities for Ecsite members to join in the adventure through a presentation of CERN's own science centre, the Globe of Science and Innovation.

14:45-16:00



### Authentic objects? Authentic experiences?: The role of real specimens in modern natural history museums

**Convenor** Dr. Dawn Sanders, Head of Learning Operations, Natural History Museum, London, UK  
**Presenters** Dan Wormald, Investigate Manager and Audience Advocate, Natural History Museum, London, UK; **Henrik Sell**, Vice Director, Natural History Museum Aarhus, Aarhus, Denmark; **Michele Antoine**, Head of Exhibition Department , Royal Belgian Institute of Natural Sciences, Brussels, Belgium  
**What role do authentic objects play in natural history museums and how important is this authenticity in the learning experience? This session will begin with short provocation sessions introduced by representatives from the three museums. We will then split into smaller groups to discuss questions raised by these presentations using a variety of museum specimens as stimuli. The intended outcomes of this workshop are to raise critical questions regarding the specimens that constitute many of our collections, to give natural history museum staff an opportunity to participate in discussions of common concerns and to share good practice.**

16:00-16:30



16:30-17:45



### Teaching laboratories in science centres as promoters of up-to-date research

**Convenor** Dr Thomas Wendt, Project Coordinator Teaching Lab, ExploHeidelberg, Heidelberg, Germany  
**Presenters** Professor Manuel Filipe Costa, Department of Physics, University of Minho, Braga, Portugal; **Esther Klaes**, Scientific Consultant, ExploHeidelberg, Pädagogische Hochschule Heidelberg, Heidelberg, Germany; **Dr Moshe Rishpon**, Director, Clore Garden of Science, Weizmann Institute of Science, Rehovot, Israel; **Dr Peter Rösner**, Manager of Exhibition and Programmes, phaeno gGmbH, Wolfsburg, Germany;

Scientific experiments are rather difficult to carry out in school due to high equipment and material costs and intense preparation time. Nowadays, a lot of teachers rely on teaching laboratories that are part of many science centers, to include modern experiments into the school curriculum for motivating the students. In this science demonstration workshop we will have a mix of experiments from many different disciplines of natural sciences. We will show experiments that might only be possible in the teaching laboratory while others can be performed in the class room at very little cost and pre-preparation time.

16:30-17:45



### When and How Culture Matters

**Convenor** Hannu Salmi, Head of Research, Heureka- the Finnish Science Centre, Vantaa, Finland  
**Presenters** Dr Orna Cohen, Head of Orna & Co, Paris, France; **Dr Sally Duensing**, Visiting Professor, King's College London, London, UK; **Barbara Wenk**, , Research Fellow at the Research School "Kulturwissenschaftliche Technikforschung", University of Hamburg, Hamburg, Germany  
**Science is one of the features that combine most of the countries. Science centres are also co-operating very fluently over the borders. Do the international ideas of classical hands-on science centre exhibits work in any place, and how they have been adapted into the local cultural thinking? While doing research in this area, features to be compared are as follows: Mission of the centre (in relation to others); Educational programmes (similarity/difference); Exhibitions: principles and reality (universal). The discussion is focussed on how informal science centres reflect and create the cultural and social contexts they are embedded.**

16:30-17:45



### Effectively Engaging Diverse Audiences – from product to promotion

**Convenor** Sharon Ament, Director Public Engagement, Natural History Museum, London, UK  
**Science Centres and Museums are a part of society and are representative of society and yet there are many audiences who do not engage with our work. Science Centres and Museums are developing new programmes and**

products that have greater relevance and resonance with audiences, barriers to engagement are being removed innovative and impactful marketing and promotional techniques are being employed. This session aims to show examples of good practice, drawing from across the sector and looking beyond science to the wider cultural sector. It aims to provide a forum to discuss issues and to provide advice regarding audience development programmes.

16:30-17:45



### Design of interactive exhibitions and their learning effects

**Convenor** Professor Charlotte Schulze, Stiftung Jugend un Wissenschaft, Heidelberg gGmbH, Chief Executive Officer, ExploHeidelberg, Heidelberg, Germany

**Presenters** Steffi Kollmann, Hochschule Bremen, Institute for new Dimensions, Bremen, Germany; Bronwyn Bevan, Director, CILS, Exploratorium, San Francisco, USA; Luigi Amodio, Executive Director, Fondazione Idis-Città della Scienza, Naples, Italy

The session focuses on learning effects of the visitor with respect to age and gender. The male pupil is most attracted to a phenomenon by a hands-on approach at the age of 4-12, while female pupils are more attracted later on (age 13-17). With age, adult visitors tend to react less to a hands-on approach. How can these different clients be equally attracted to the science centre? How can we make the visit similarly attractive for grand-parents and their grand-children? Why do some exhibits not attract the visitor?

16:30-17:45



### PENCIL: a review of findings and recommendations for formal and informal education

**Convenor** Catherine Franche, Executive Director, Ecsite, Brussels, Belgium  
**Presenters** Justin Dillon, Senior Lecturer in Science and Environmental Education, King's College London, London, UK  
Emilio Balzano, University of Naples, Responsible for scientific-educational programmes, Città della Scienza, Naples, Italy;  
The EU-funded Permanent European Resource Centre for Informal Learning (PENCIL) has involved 14 pilot projects in 12 countries. Co-ordinated by Ecsite, museums and science centres have been working with schools for two years on a range of issues related

to formal and informal science teaching. This session describes examples of effective practice that have emerged from the PENCIL project. Presenters from the two evaluation teams, from the University of Naples and from the Centre for Informal Learning and Schools, Kings College London, will describe the projects, the key outcomes and recommendations for future activities.

16:30-17:45



### The Scientist to Touch - Why?, Where?, How?

**Convenor** Ulrich Kernbach, International Cooperations, Deutsches Museum, Munich, Germany  
**Presenters** Sten Ljungström, Scientific Director, Universeum AB, Gothenburg, Sweden; Helen Penny, Nature Live Manager, Natural History Museum, London, UK; Dr Oshrit Navon, The Davidson Institute of Science Education at the Weizmann Institute of Science, Rehovot, Jerusalem, Israel; Zahava Scherz, Director of Science and Education Communication, The Davidson Institute of Science Education, Weizmann Institute of Science, Rehovot, Israel  
Scientists are leaving their ivory towers. Researchers open their labs and try to communicate their public funded "voyages of discovery". Which are the locations they choose to meet the public and which are the tools to reach different audiences. The speakers of the session will present three different approaches to reach the same goal: bringing the scientists in direct contact with the general public to foster a stronger engagement in scientific issues and to support a better understanding of the world of science and research.

16:30-17:45



### The European Dimension of Cooperation between science centres and planetariums

**Convenor** Asger Høeg, Executive Director, Experimentarium, Hellerup, Denmark  
**Presenters** Vassilis Papakonstantinou, Head of Science & Technology Exhibitions, Eugenides Foundation, Athens, Greece  
This session will bring together professionals working in planetariums and science centres. With a discussion lead by the president of Ecsite the aim will be to identify the opportunities and initiatives that should be taken for more successful cooperation between science centres, museums and planetariums.

### 20:00 Nocturne, in the Pavilion of Knowledge

We invite you to spend an evening at the Pavilion of Knowledge - Ciencia Viva situated in what was the former Expo 98 site. Enjoy a dinner served in the science centre exhibition area, where many surprises are waiting for you. You can also take the opportunity to have a relaxing stroll along the river. Shuttle buses will leave from the Lisbon Conference Centre to bring you to the Pavilion of Knowledge.



Luísa Ferreira



Luísa Ferreira



Luísa Ferreira



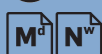
09:15-10:45



### Best practice and innovative process in informal learning: sharing findings from the PENCIL project

**Convenor** Heather King, PENCIL Research Associate, Centre for Informal Learning and Schools, King's College London, London, UK  
**Presenters** Dr Francesco Cuomo, Associate researcher, SOF-Tel, University of Naples, Naples, Italy; Marco Serpico, Associate researcher, SOF-Tel, University of Naples, Naples, Italy; Andres Acher, PENCIL Research Associate, Centre for Informal Learning and Schools, King's College London, London, UK  
**Presenters** Members of the PENCIL projects  
In this poster session, we present lessons learnt, key findings and the results and recommendations of the 14 PENCIL pilot projects' innovative work with schools. The posters will share insights from individual projects set in a variety of national contexts in Europe and Israel, whilst also exploring cross-cutting themes relevant to settings worldwide. These themes include support for peer-to-peer learning, the design of programmes which encourage both boys and girls to engage in science, the use of evaluation techniques, and new ways of approaching scientific content in informal settings.

09:15-10:45



### Science promoters and the Media: a growing relationship

**Convenor** José Pedro Veloso, Editorial Project Manager, Visionarium – Europarque Science Centre, Santa Maria da Feira, Portugal  
**Presenters** Nils Olander, Curator, Tekniska Museet, Stockholm, Sweden; Joana Paupério, Educational Services, Visionarium – Europarque Science Centre, Santa Maria da Feira, Portugal  
**Professor** Vittorio Silvestrini, President, Città della Scienza, Naples, Italy  
What kind of relationships are museums and science centres establishing with the media? As the presence of mass media grows in everyday life science centres and museums are already using them to broaden their audiences and accomplish their missions in a greater scale, beyond their own physical boundaries. In this session researchers and practitioners will present their ongoing and future activities concerning the media, with projects from TV programs produced by science centres and broadcasted to large audiences to book collections sold in partnerships with

newspapers or the creation of multimedia channels aiming at a better understanding of science. In this digital information age where all content producers can be broadcasters a wide range of possibilities awaits fresh ideas.

09:15-10:45



### Using the city as learning environment

**Convenor** Anne-Marie Bruyas, International Partnership, Fondazione Idis- Città della Scienza, Naples, Italy  
**Presenters** Maya Halevy, Director, Bloomfield Science Museum, Jerusalem, Israel; Esthy Bresner, Head of Education Operation, Bloomfield Science Museum, Jerusalem, Israel; Dr Tessa Avermaete, Project manager, Katholieke Hogeschool Leuven, Leuven, Belgium; Dr. Samuela Caliarì, Head of Public Programs, Museo Tridentino di Scienze Naturali, Trento, Italy  
This session will look at projects which worked to build the connection between science centres and their surroundings mainly urban contexts, in new “learning environments”. They look at unique opportunities to teach science and technology with a strong connection to the real world, to allow the general public, and especially youngsters, to participate in projects that are of direct use to the society. Such experiences also act as an attractive platform for disadvantaged groups, yielding a deeper experience than regular visits in the science centre. They enhance the capacity of this project to attract public also outside the museum building in the society.

09:15-10:45



### The Human Factor

**Convenor** Linda Conlon, Director, Centre for Life, Newcastle, UK  
**Presenters** Sara Pons, Director, Department of Professional Capacity, MRW, Spain  
Science Centres spend so much time talking about learning models, exhibit design and outreach to name but a few areas of our work. But what is common to the success of what we do? It's energetic, motivated and passionate people. They are the real key to what makes a science centre so much more than a simply functioning, commercially viable business. Securing and maintaining a talented and committed workforce is not easy. But we all face that challenge, each and every day. This session explores some of the ways in which science centres rise to that challenge.

09:15-10:45



### Globalization of Knowledge

**Convenor** Professor Juergen Renn, Director, Max Planck Institute for the History of Science, Berlin, Germany  
**Presenters** Dr Peter Damerow, Senior Scientist, Max Planck Institut for the History of Science, Berlin, Germany; Dr Hans Falk Hoffmann, former Director for Technology Transfer and for Scientific Computing, CERN, Geneva, Switzerland  
**Professor** Concepción Ruiz Ruiz-Funes, Director, Museo Universum, Mexico City, Mexico  
The spread of culture in the Mediterranean and neighboring regions. What are the conditions for innovation in globalization processes? Knowledge transfer among Europe, Middle East, India, and East Asia. Which innovations in Europe and in the Far East were the result of independent developments and which resulted from (possibly hidden) diffusion? Transatlantic colonization and exchange processes. What was the relation between the imposition of foreign cultural practices and the synthesis of native and foreign elements? Culturally specific knowledge potentials and the import of globalized knowledge. How have new communications and media technologies facilitated the global creation of knowledge in ways that would not have been possible in the past?

09:15-10:45



### Nanotechnologies and nanosciences: engaging citizens in the dialogue on social and ethical issues

**Convenor** Andrea Bandelli, Freelance science centre consultant, Amsterdam, Netherlands  
**Presenters** Guglielmo Maglio, Science & Society Projects, Fondazione Idis- Città della Scienza, Naples, Italy; Carol Lynn Alpert, NISE network, Museum of Science, Boston, USA; Marcelo Knobel, Executive Director, State University of Campinas, Campinas, Brazil; Paul Hix, Deutsches Museum, Munich, Germany  
This session will give an overview of some of the most significant projects on nanotechnology in science centers at international level, and foster a discussion on different strategies to inform and engage the public. Dialogue-based activities, games, exhibits and media will be reviewed and discussed, looking in particular at how social and ethical issues are embedded in the communication aspects, and at how scientists and researchers can collaborate with museums and science centers.

09:15-10:45



### Connecting with people: the key to communicating difficult subjects.

**Convenor** Alfred Tsipa, President, Southern African Association of Science and Technology Centres, Pretoria, South Africa  
**Presenters** Ian Russell, Director, interactives.co.uk, North Derbyshire, UK  
**Rick Megginson**, Director, Centre Screen Productions, Manchester, UK; Gerd Hombrecher, Board Member, KoelnPUB, Cologne, Germany  
With more complex, contemporary science and technology, successful public engagement is especially difficult to achieve. Coming from very different backgrounds, each of the three speakers has found successful ways of ‘connecting’. Video examples will be shown of an innovative combination of widescreen multimedia, audience-voting and a presenter, successfully bringing chemistry to life. Examples of several other projects will be used to show how complex subject matter was selected and prioritised according to relevance, appeal and interactivity. A slideshow of photographs will show how ‘real people’ can engage the public with contemporary scientific research.

10:45-11:15



11:15-12:45



### Tangible interfaces – examples of how to extend your museum experience

**Convenor** Anne Kahr-Højland, DREAM: Danish Research Centre on Advanced Media Materials, SDU, Denmark  
**Presenters** Professor Alexander K Nischelwitz, University of Applied Sciences Joanneum, Graz, Germany  
**Dr Sergi Jorda**, Music Technology Group, Universitat Pompeu Fabra, Barcelona, Spain; Will Jackson, Director, Engineered Arts Limited, Exhibit designers/Makers, Cornwall, UK  
This session will be dealing with exhibits and interfaces being peculiar in the fact that they seek to extend the human experience in museums by means of tangible interfaces or so-called Augmented Reality. The session will be carried out in terms of a workshop. It will be assigning importance to the hands-on experience as well as the room for discussion. Thus, besides a brief introduction by the exhibit developers the session will assign priority to more informal interactions and discussions.

11:15-12:45



### Managing Exhibitions' development

**Convenor** Mikko Myllykoski, Experience Director, Heureka the Finnish Science Centre, Vantaa, Finland  
**Presenters** Dr Ros Birch, Operations & Education Manager, Satrosphere Science Centre, Aberdeen, UK; Vesa Lepistö, Senior Exhibition Coordinator, Heureka – The Finnish Science Centre, Vantaa, Finland; Larry Koolkin, Program Manager of Project Systems, Creative Projects Management, Museum of Science, Boston, USA  
Managing exhibit projects and data is an exercise that we all face. How successful we are, and how we leverage what is learned from one project to the next varies widely. Although the scope, duration and topic of each project varies, there are common elements that if we understand and monitor we will have better results when planning our future exhibits.

11:15-12:45



### Sustainable development – Can science centres save the oceans?

**Convenor** Manuel Cira, NAUSICAA, World Ocean Network Coordinator, Cedex Boulogne-sur-Mer, France  
**Presenters** Philippe Vallette, NAUSICAA, World Ocean Network Co-chair, Boulogne-sur-Mer, France; Antonio Di Natale, Acquario di Genova, World Ocean Network Founding Member, Genova, Italy; João Falcato, Oceanário de Lisboa, World Ocean Network Founding Member, Lisbon, Portugal; Guglielmo Maglio, Fondazione Idis – Città della Scienza, Naples, Italy; Olivier Retout, Royal Belgian Institute of Natural Sciences, Brussels, Belgium; Michael Laterveer, Assistant Curator & Scientific Researcher, Rotterdam Zoo, Rotterdam, Netherlands  
According to the OCEANICS European public survey, environment protection takes priority over other problems; science centres, museums and aquaria are considered the most reliable information sources on ocean matters. Visited by millions, they have an important role to play in the understanding of ocean research and sustainable development. Joining efforts, some have launched The Passport Citizen of the Ocean and World Ocean Day to engage Europeans in sustainable action. They build a multilingual portal to disseminate scientific expertise about aquatic world. They endeavour to ensure the young Europeans' perspective of future maritime policy and research in DG Fisheries Green Paper consultation process. The session will present various phases of this

coordinated effort through European partnerships: OCEANICS (DG Research, Science and Society), OCEAN 2 (INTERREG 3A), AQUARING (eContentplus), IGLO and WORLD OCEAN NETWORK. It will discuss best experiences and future possibilities.

11:15-12:45



### Speak about the unspeakable: How museums and science centres address sensitive issues

**Convenor** Maria Xanthoudaki, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy  
**Presenters** Maud Gouy, Project Manager, Cité des Sciences et de l'Industrie, Paris, France; Dr Diana Issidorides, Science Centre NEMO, Amsterdam, Netherlands; Sara Calcagnini, Education and Learning Officer, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy; Giovanni Crupi, Head of Marketing and Fundraising, National Museum of Science and Technology Leonardo da Vinci, Milan, Italy  
Relevance is the key word that, today more than ever, defines the mission of science centres and museums in society. The community finds in them a ground for debate, experience and information on cutting-edge science and on issues in which citizens are directly involved. In the context of this role, should science centres and museums speak openly about sensitive or controversial issues, such as sex, violence, aids. How can they help people be better informed and overcome the fear of ‘knowing about’? This session presents case studies of exhibitions and programmes through which museums and science centres address sensitive topics, and analyses methods for presenting a subject and for engaging the public.

11:15-12:45



### The Outsiders – science communicators beyond the science centre

**Convenor** Ian Russell, Director, Interactives.co.uk, North Derbyshire, UK  
**Presenters** Jonathan Sanderson, Freelance TV Producer, UK; Dr Karen Bultitude, Senior Research Fellow, Graphic Science (Science Communication Unit at the University of the West of England), Bristol, UK; Gerd Hombrecher, Board Member, KoelnPUB, Cologne, Germany  
What is going on out there? Beyond the world of the science centre are a whole range of people involved in science communication. Are freelance science communicators creating

competition for science centres or providing a useful support service? This session will hear from speakers from four different non-science centre roles; the TV producer; the University based science communicator; the Freelance Science Communicator and the independent company.

11:15-12:45



### Informal learning – New chances for Public Understanding and Engagement in Science in Museums through New Media

**Convenor** Eva Reussner, Scientific Officer, IWM-Knowledge Media Research Centre, Tübingen, Germany  
**Presenters** Alexandra Donecker, Deutsches Museum, Munich, Germany; Gun-Brit Thoma, IPN, Leibniz Institut for Science Education, Kiel, Germany; Jörn Töpfer, IWM, Knowledge Media Research Centre, Tuebingen, Germany  
**Commentator** Dr Rob Semper, Director, Exploratorium's Center for Media and Communication, Exploratorium, San Francisco, USA  
The session introduces a multi-disciplinary research project that examines how the use of new technologies in museum exhibitions can foster public understanding and engagement in science. After presenting a media concept for a new exhibition at the Deutsches Museum we will look at research methods meant to assess visitors' behaviour, opinion and attitude formation, and learning processes while interacting with new media in museums. We will then discuss those issues in view of first research results concerning the reception and behavioural effects of film in a scientific exhibition. A commentator will finally look at these issues from an international perspective.

11:15-12:45



### Managing 'behind the scenes' changes in the Science Centres

**Convenor** Catherine Franche, Executive Director, Ecsite, Brussels, Belgium  
**Presenters** Andrea Bandelli, Freelance science centre consultant, Amsterdam, Netherlands; Peter Trevitt, Chief Executive Officer, Techniquet, Cardiff, UK; Dr Jorge Wagensberg, Director of the Area of Science and Environment, Foundation La Caixa, Barcelona, Spain; Rosalia Vargas, Director, Pavilion of Knowledge- Ciencia Viva, Lisbon, Portugal  
Major changes can put pressure on the organisation, but our institutions must strive to remain strong and fresh and above all, be able

to attract and retain the best staff for the job. How can we manage strategic change most effectively, balancing the need to bring staff with us, whilst also achieving the goals that the organisation needs? How can you involve staff in the process of change? This session will provide a chance to hear about techniques that can be useful when undertaking major changes and find out what worked, what didn't, and what was learnt in the process.

12:45-14:15



14:15-15:30



### My Favourite Science Centre Exhibit

**Convenor** Tobias Wolff, Exhibition Manager, Universum Science Center Bremen, Bremen, Germany  
**Presenters** Mikko Myllykoski, Experience Director, Heureka the Finnish Science Centre, Vantaa, Finland; Per Velk, Head of Development, Experimentarium, Hellerup, Denmark  
Achim Englert, Manager, Phaenomena, Flensburg, Germany  
This workshop brings together science centre professionals discussing their own favourite science centre exhibits.  
What is your personal most favourite exhibit? And why? Is your judgement based on evaluation, observation or your own emotional and aesthetical attitude?  
Each participant should bring information about his/her own favourite science centre exhibit: A picture, a sketch, or a short description. The favourite exhibits will be discussed in smaller groups along questions such as: How do our favourites relate to the perception of our visitors? And are there general criteria that make exhibits successful and become "favourites"?

14:15-15:30



### HANDS-ON & BRAINS-ON: combining formal and informal science learning

**Convenor** Hannu Salmi, Head of Research, Heureka- the Finnish Science Centre, Vantaa, Finland  
**Presenters** Dr Kalle Juuti, Researcher, University of Helsinki, Helsinki, Finland; Leo van den Bogaert, Chief Education Office, Science Centre NEMO, Amsterdam, Netherlands; Dr Ernst van Groningen, Lecturer, University of Dalarna, Dalarna, Sweden; Dr Sara Galcagnini, Manager,

Museum Leonardo da Vinci, Milan, Italy; Nelly Guet, (ESHA – France) The European School heads Association, Verriers-Le-Buisson, France  
A network of 8 science centres is developing their educational programmes for primary schools in co-operation with school authorities, teacher education institutes, science communication research institute, and schools, to create a European network linking formal and informal learning with all-European organisations Ecsite, EUN and ESHA.  
The main target group is primary school teacher education. The goal is to use modern, interactive science exhibitions combining the best practices of informal learning and formal education. The science centres will use the pedagogical expertise of the teachers and teacher training institutes as well as the curriculum development input by the educational authorities.  
The 24 months project is funded by EU/DG Research.

14:15-15:30



### So Different, So Similar

**Convenor** Professor Telmo Pievani, University Milano Bicocca, Milan, Italy  
**Presenters** Honor Gay, Head of Learning, Natural History Museum, London, UK  
Joerg Naumann, Head of Science and Education unit, Stiftung Deutsches Hygiene-Museum, Dresden, Germany; Ilaria Guaraldi Vinassa de Regny, President, Associazione Didattica Museale Museo Civico di Storia Naturale, Milan, UK  
Evolution is the key concept to understand biology. Unfortunately, it is often regarded as a controversial issue, and teachers tend to be frightened by its complexity. The Educational Department of the Natural History Museum (Associazione Didattica Museale) of Milan has tried to correct this. Both in the Museum and in its new laboratories (Biolab) students learn through direct experience, as a tool to acquire not only information, but a scientific method to approach reality. Displays and dioramas illuminate biodiversity, exhibits and activities allow to "live" evolution. Our experience with students of all ages and their teachers shows that hands-on methodology makes the understanding of evolution easier, fun, and long-lasting.

14:15-15:30



### A convenient untruth

**Convenor** Walter Staveloz, Director International Relations ASTC, Washington DC, USA  
**Presenters** Raoul Weiler, Club of Rome, Brussels, Belgium; Philippe Gosseries,

International Polar Foundation, Brussels, Belgium; A representative of ICLEI-Europe.  
An "Inconvenient truth" shows that human induced global warming is happening whether some industries or administrations like it. However, there is still a gap between the scientific consensus and public's engagement, whether we like that or not. To the question: will we be the last ones to hide behind so-called neutrality to avoid taking new responsibility, the answer of our sector is not clear. Thanks to the partnerships with Yale University that has investigated the way to go from science to action, a large public debate on climate change will take place in many cities and science centers all over the world in 2007.

14:15-15:30



### Training to interact: how are interactive humans trained in science centres?

**Convenor** Paola Rodari, Sissa Medialab, Trieste, Italy  
**Discussants** Jamie Bell, Director, Centre of Learning, Petrosains: The Discovery Centre, Kuala Lumpur, Malaysia  
Maria Xanthoudaki, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy  
Poster presenters Dawn Sanders, Head of Learning Operations, Natural History Museum, London, UK; Guy Simonin, Palais de la Découverte, Paris, France; Luka Vidic, Activities Editor, Hisa Eksperimentov, Ljubljana, Slovenia  
Thomas Brandmeier, Deutsches Museum, Munich, Germany; Susan Meikleham, Glasgow Science Centre, Glasgow, UK; Noel Jackson, Head of Education, Centre For Life, Newcastle, UK; Piotr Kossobudzki, Copernicus Science Centre, Warsaw, Poland  
Other posters from At-Bristol, Bristol, UK; Techniquet, Cardiff, UK; Centre of Learning, The Discovery Centre, Malaysia; National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy; Ciencia viva, Lisbon, Portugal  
Explainers, animators, facilitators; whatever their name is, they have an essential role in science museums. A key factor for the quality of their role is training. Recent studies show a great diversity among institutions: rather than a limit, this can be seen as an enriching factor, requiring more intense and organised exchange of good practices. Examples of structured, very creative, "lifelong" training can be found: auto-evaluation, drama workshops, exchange of facilitators among institutions, daily practices for the updating of content and engaging schemes, etc. This poster session will aim at sharing experiences, and discussing key problems, new challenges and old difficulties.

14:15-15:30



### How to operate efficiently

**Convenor** Fiorenzo Galli, General Director, National Museum of Science and Technology Leonardo Da Vinci, Milan, Italy  
**Presenters** Lars B. Riemann, Director, Park Division, Danfoss Universe A/S, Nordborg, Denmark; Judith Lewis, Company Business Director, Techniquet, Cardiff, UK; Carole Stevens, Chief Accountant, Centre For Life, Newcastle, UK;  
How can we operate science centres efficiently and effectively? In this session, three European institutions will serve as case studies to address the key issues of operations, using different approaches to ensure science centres reach out to as many people as possible. The issue of customer demand will be raised, looking at to what extent operations systems can be designed (or redesigned) around this factor. Questions of outreach and cooperation with schools will also be relevant in ensuring our operations remain sustainable.

14:15-15:30



### Virtually Possible

**Convenor** Paul Cox, Learning Manager, National Marine Aquarium, Plymouth, UK  
**Presenters** Bart van de Laar, Project Manager, Science LinX, University of Groningen, Groningen, Netherlands; Alejandra León-Castellá, Executive Director Fundación CIENTEC, Executive Director RED POP Network for the Popularization of Science and Technology in Latin America and the Caribbean, San José, Costa Rica; Karl Sarnow, Xplora Project Manager, European Schoolnet, Brussels, Belgium; Maya Halevy, Director, Bloomfield Science Museum, Jerusalem, Israel  
A science centre website offers a wealth of opportunities from marketing and promotion to engagement and dialogue with the wider world.  
Our websites cater for public who have visited our centres, who intend to visit our centres and also for those who may never visit our centre. The challenge is for the website to offer genuine experiences and learning opportunities for our web 'visitors' that neither competes against nor diminishes a physical visit.  
In this session, four speakers share their experiences of delivering virtual science centre experiences and online experimentation.

15:30-16:00



16:00-17:15



### Sustainable science centres

**Convenor** Professor Mike Bruton, Director, MTN ScienCentre, Cape Town, South Africa  
**Presenters** Juan Nepote, Scientific Communication Coordinator, Trompo Mágico, Museo Interactivo, Jalisco, Mexico  
Peter Donhauser, Vienna Museum of Technology, Vienna, Austria; Alfred Tsipa, President, Southern African Association of Science and Technology Centres, Pretoria, South Africa; Ian Russell, Director, interactives.co.uk, North Derbyshire, UK  
Dedicated staff at UNIZUL Science Centre, South Africa, have made remarkable use of extremely limited resources. We will be shown how this has been achieved. To attract repeat-visits, science centres need to offer new experiences. At Trompo Mágico in Mexico, low-cost, temporary interactive exhibits are being developed. The strategy for producing a low-budget exhibition at the Vienna Museum of technology will be described. The exhibition features scientific research, education and training.  
We will be shown how to prioritise simple, highly popular, 'exploratory' exhibits. We will learn that low-cost exhibits can often be more effective than expensive ones!

16:00-17:15



### "Duds all round: where the millennium millions sank"

**Convenor** Axel E. Hüttinger, Director, Kurt Hüttinger GmbH, Schwaig bei Nürnberg, Germany  
**Presenters** Dr Peter Anderson, Consultant, Lilac Cottage, Suffolk, UK; Mark Greenway, Director, Greenway Associates, Morden, UK; Dr Jack Rouse, Director, Jack Rouse Associates, Cincinnati, USA;  
According to the view of a wise old design consultant who has worked for science centres for the last 40 years, a goodly part of all projects, dealing with the enhancement of public understanding of science and the humanities, are massively flawed. Why is that so, and what are the secrets of those projects were set up successfully? and their operations are solid? And what is the role these professional for-profit service suppliers, such as consultants, designers and fabricators, that constantly trundle from one project to another?. This session should give representatives of the commercial suppliers – consultants in planning, design and financial control – a chance to say their truths, and help potential new projects to avoid pitfalls.

16:00-17:15



### A Licence to Duplicate: Expertise from the complex field of licensing exhibition IP

**Convenor** Lizzy Cox, Head of Touring Exhibitions, Natural History Museum, London, UK  
**Presenters** Marie-Francoise Bosq, International Relations, La Cité des Sciences et de l'Industrie, Paris, France; Alan Draeger, American Museum of Natural History, New York, USA; Terri Ruffley, Director, Live Events, HIT Entertainment, UK  
**How does licensing work and what are the pitfalls? Our experts offer advice, experience and case studies as examples of what to consider when entering into this area which requires expertise in a wide variety of fields – Intellectual Property; brand enhancement; licensing; international law and institutional governance. What are the risks and rewards? How do you evaluate potential partners and establish a “brand match”? How is the institution’s brand represented and protected? How do you relate the extent of the licence to the fee charged? This investigates “exhibition derivatives” and how they contribute to mission and margin in a world where exhibitions must deliver both.**

16:00-17:15



### New ways of interacting with scientific content

**Convenor** Sofoklis Sotiriou, Head of R&D department, Ellinogermaniki Agogi, Athens, Greece  
**Presenters** Anne Kahr-Højland, DREAM: Danish Research Centre on Advanced Media Materials, SDU, Copenhagen, Denmark; Sampo Puoskari, Text Designer, Tietomaac science centre, Oulun Kaupunki, Finland; Jochen Leinberger, Diploma Designer, Institute for Technology oriented Design Innovations, Germany  
**New technological applications anchored in the change digital content infrastructure, enable us personalise and interact with exhibits (and scientific content) in science centres and museums in innovative ways. These technologies provide us with the ability to access, use and understand today's digital information in the future, through innovative systems and tools. Creation and management of intelligent content needs to be more effective. New learning environments are becoming responsive, personalised and intuitively adapt to the learner's and teacher's needs and that can motivate, engage and support development of skills and competences. This session presents a series of examples that demonstrate innovative ways of interacting with content.**

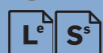
16:00-17:15



### Communication among science centres-an international benchmarking study

**Convenor** Claudia Bade, co-ordinator of International Relations, Le Vaisseau, Strasbourg, France  
**Presenters** Achim Englert, Manager, Phaenomenta, Flensburg, Germany  
**Erik Jacquemyn**, Chief Executive Officer, Technopolis – the Flemish science center, Mechelen, Belgium; Asger Høeg, Director, Experimentarium, Hellerup, Denmark  
**In March 2006 the Vaisseau realised a large-scale report on its first operating year, and as a result it decided to organize a large benchmarking study to learn more about other science centres and children museums around the world. It is not easy to compare science centres which are in different countries, each with different cultural, financial and sponsoring situations. The international benchmarking of the Vaisseau was a first attempt to create a database. After a short introduction on why and in which ways the Vaisseau organised this benchmarking study different partners present how they participated, a member of the Ecsite board will explain the interest of Ecsite in similar studies, and an open discussion will help to identify how we should cooperate and work on this project in the future.**

16:00-17:15



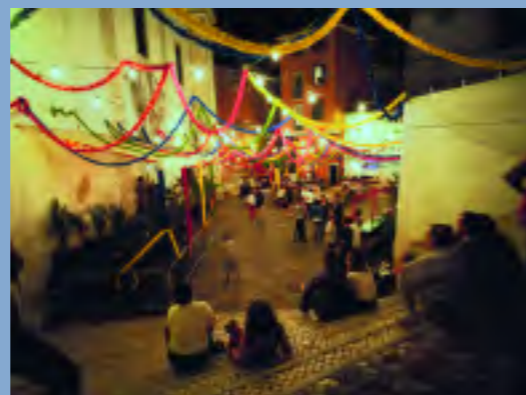
### The world according to Vygotsky: how people learn and develop

**Convenor** Bronwyn Bevan, Director, CILS, Exploratorium, San Francisco, USA  
**Presenter** Professor Anna Stetsenko, Developmental Psychology Department Graduate Center, City University of New York, New York, USA  
**What do you envision when you hear the word “learning”? Is it children sitting in rows of desks quietly reading or with hands raised? Or is it children using science materials to explore, discuss, and imagine new ideas? What different possibilities are created by these different scenarios? How can science centers design for the richest kinds of learning? Professor Anna Stetsenko, from the City University of New York, will lead an interactive presentation, drawing on Vygotsky and the CHAT school, to explore what we know about how people develop and learn through social interaction and implications for science museums.**

20:00

### Farewell Party

We will celebrate the end of the Ecsite 2007 Conference with a traditional Lisbon party: do you feel like eating sardines, drinking sangria, listening to fado vadio, and partying till the early hours of the morning? Join the party and have a memorable experience in the Santo António festivities.  
The party will be held in Alfama, a popular Lisbon neighbourhood, where the streets are filled with decorations and music.  
Dinner includes traditional sardines and caldo verde soup, grilled meat, salads and desserts.





**Tour 1**  
**Full Day**  
**Lisbon and Sintra**  
**€45**

**Tour 2**  
**Half Day**  
**Arrabida and Sesimbra**  
**€30**

**Tour 3**  
**3 Days / 2 Nights**  
**to the North of Portugal**  
**p.p. twin room**  
**€500**  
**p.p. single room**  
**€525**

Remarks: The tours will not take place unless there is a guaranteed number of 15 participants.

All tours leave from Lisbon and include transportation

## TOUR 1 SUNDAY 3 JUNE

### FULL DAY LISBON AND SINTRA

The historic Lisbon area of Belem is known for its 16th Century Manueline architecture the Jerónimos Monastery and the Tower of Belem providing two perfect examples.

Sintra, located about 30 kilometres north-west of Lisbon, and lauded as the "Glorious Eden" and "Earthly Paradise" by the 19th Century poets, is a place of great natural beauty.

- Visit the outstanding Royal Palace, dating from the 13th century.
- Wander the fascinating small streets of the village and enjoy a traditional lunch in a typical Portuguese restaurant.

Travel along the coast to the famous fishing village of Cascais, the residence of many exiled royalty in the 1940's and enjoy a leisurely walk around before returning to Lisbon.

Terreiro do Paço



## TOUR 2 MONDAY 4 JUNE

### HALF DAY ARRABIDA AND SESIMBRA

Departing to the South of Lisbon crossing the 25th April Bridge over the River Tagus, to Azeitão for a visit to the wine-cellars of José Maria da Fonseca (JMS), the producers of "Lancer's", "Moscatel" and many quality wines, where you will enjoy a wine-tasting of some of the local specialities.

Continuing to Sesimbra, a well renowned fishing center famous for its sword fish and marlin as well as lovely beach area.

A scenic drive by the coastal road along the Arrábida Mountain, a preserved Natural Park due to its unique vegetation, offers a superb view over the mouth of the River Sado and the Atlantic Ocean.

Returning to Lisbon by the spectacular Vasco de Gama Bridge.

Ponte 25 de Abril



Arrábida



Ponte e torre Vasco da Gama



## TOUR 3 SUNDAY 3 JUNE TUESDAY 5 JUNE

### 3 DAYS / 2 NIGHTS TO THE NORTH OF PORTUGAL 1st Day

Departure from Lisbon through the central region of Portugal to Óbidos, for a memorable walking tour of one of the most charming Portuguese villages, completely enclosed within the ramparts of a 14th century medieval castle.

Continuing north to Batalha for a visit to the superb Monastery of Santa Maria de Victória, built in 1388 and considered the most beautiful example of the Portuguese Gothic architecture.

Following lunch in a local restaurant the tour will depart for Porto where you will enjoy dinner and the first of a two night stay in a charming hotel.

### 2nd Day

Porto is Portugal's second city and is known world-wide for its wines. You will see the historical city centre and visit some of its superb buildings

- Clérigos Cathedral, built in 1732 in the Baroque style
- The Bolsa Palace, one of the most beautiful buildings in Portugal, which today houses the Chamber of Commerce.

A Cruise on the River Douro, is one of the highlights of the tour. Aperitifs and lunch will be served on board. On arrival at Régua you will be transported to a local wine farm, where you will have the opportunity to sample some of the famous Douro wines, before returning by bus to Porto.

### 3rd Day

Departure from the hotel to Coimbra, birthplace of six Kings and seat of the oldest university in Portugal. From the University, down to the alleys and multitude of steps of the lower downtown, Coimbra is a city full of historical buildings and treasures.

- The University Complex including its baroque library

Departure back to Lisbon after lunch in a typical restaurant in Coimbra.

Óbidos



Batalha



Porto



Porto



Coimbra



Block reservations for Ecsite delegates have been made in several hotels. Please mention “Ecsite conference” when you make your reservation, whether you do it by telephone, fax or e-mail.

Hotel Vila Galé Ópera

This hotel is 2 minutes walking distance from the Conference Centre.

Hotels	Number of rooms	Single	Double	Stars	Website	Deadline
Hotel Vila Galé Ópera	100	€140,00	€140,00	4	www.vilagale.pt	30-4-2007

Praça de Espanha

Praça de Espanha is 15 minutes away, by public transport, from the Conference Centre. Please note that shuttles will be provided during the Ecsite Annual Conference from designated places to the conference venue. Timetable for the departure hours will be sent later on to all the delegates by the organisers

Hotels	Number of rooms	Single	Double	Stars	Website	Deadline
Sana Malhoa	20	€105,00	€115,00	4	www.sanahotels.com	—
Corinthia	50	€170,00	€190,00	5	www.corinthiahotels.com	15-4-2007
Novotel	On request a)	see hotel website	see hotel website	3	www.accor.com	—
Mercure	On request a)	see hotel website	see hotel website	4	www.accor.com	—
Íbis Malhoa	On request a)	see hotel website	see hotel website		www.accor.com	—

City Centre

Please note that shuttles will be provided during the Ecsite Annual Conference from designated places to the conference venue. Timetable for the departure hours will be sent later on to all the delegates by the organisers

Hotels	Number of rooms	Single	Double	Stars	Website	Deadline
Tivoli Lisboa	150	€138,00	€148,00	5	www.tivolihotels.com	31-3-2007
Tivoli Jardim	50	€90,00	€100,00	4	www.tivolihotels.com	31-3-2007
Marquês de Pombal	50	€99,00	€111,00	4	www.hotel-marquesdepombal.pt	30-4-2007
Fénix	50	€90,00	€100,00	4	www.fenixlisboa.com	15-3-2007
Altis	75	€150,00	€170,00	5	www.altishotels.com	23-2-2007
Dom Carlos Liberty	25	€77,00	€91,00	3	www.domcarlosliberty.com	30-4-2007
Dom Carlos Park	25	€77,00	€91,00	3	www.domcarlospark.com	30-4-2007
Eduardo VII	20	€80,00	€80,00	3	www.hoteleduardovii.pt	31-3-2007
Hotel Miraparque	10	€90,00	€100,00	3	www.miraparque.com	1-4-2007
AC Lisboa	20	€135,00	€135,00	4	www.ac-hotels.com	15-3-2007
Hotel Madrid	40	€82,00	€90,00	4	www.viphotels.com	—
Aven. Park Residencial	—	—	—	4	www.avenidapark.com	—
Hotel Borges	—	—	—	2	www.hotelborges.com	—
Americano Residencial	—	—	—	3	www.hotelamericano.com	—
Hotel Diplomático	25	€97,00	€105,00	4	www.viphotels.com	12-3-2007
Íbis Liberdade	On request a)	see hotel website	see hotel website	2	www.accor.com	—
Holiday Inn Continental	25	€100,00	€115,00	4	www.grupo-continental.com	31-3-2007
Radisson SAS	40	€100,00	€115,00	4	www.grupo-continental.com	31-3-2007
Holiday Inn Lisboa	25	€100,00	€115,00	4	www.grupo-continental.com	31-3-2007
Villa Rica	25	€112,00	€125,00	4	www.hotelvillaricalisboa.com	30-4-2007
NH Campo Grande	—	—	—	4	www.nh-hotels.com	—
Barcelona	50	€82,00	€90,00	4	www.viphotels.com	—
Zurique	100	€81,50	€88,00	3	www.viphotels.com	15-4-2007
Zenit Lisboa	40	€80,00	€90,00	4	www.zenithotels.com	15-3-2007
Sana Executive	20	€80,00	€88,00	3	www.sanahotels.com	15-4-2007
Íbis Saldanha	On request a)	see hotel website	see hotel website	2	www.accor.com	—

a) These hotels don't hold a certain number of rooms, but they accept bookings online.

If you want to register for the conference you can fill in the online registration form on [www.ecsite-conference.net](http://www.ecsite-conference.net) or fill in and fax this form to the Ecsite Executive Office at fax: +32 2 647 50 98

All conference delegates, speakers, convenors and exhibitors must register in order to participate in the Ecsite Annual Conference. These data will appear on the badge and participants' list. For remarks, use the comment box.

☐ Ms.   ☐ Mr.   ☐ Dr.   ☐ Prof.

First name*	Last name*
Job position	Institution (in English)*
Institution website	
Address*	City*
State/Province	
Postal code*	Country*
Phone	E-mail*
Fax	Mobile phone

\* These fields are obligatory.

☐ Please tick if you do not want your e-mail to appear on the participants' list.

☐ Please tick if you do not want your mobile phone to appear on the participants' list.

These data will be added into our database in order to keep you informed about our activities. You have the right to consult the information related to you, to correct them or to delete them by sending us an e-mail: [ecsite2007@ecsite.net](mailto:ecsite2007@ecsite.net)

REGISTRATION TO THE CONFERENCE

I would like to register for the Ecsite Conference 2007 (31 May – 2 June 2007); The fee includes entrance to the conference, a welcome pack, programme brochure, lunches, coffee breaks, gala dinner, nocturne and the shuttles.

☐ Ecsite members

Registration before March 15	€415
Registration from March 16 to April 15	€465
Registration from April 16 to May 26	€495
Registration after May 26 and on site	€630

☐ Newcomer members\*

Registration before April 16	€360
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\* For an institution attending an Ecsite Annual Conference for the first time. It includes one year associate membership and one free registration at the Annual Conference. New Full members also benefit from this opportunity.

☐ Newcomer institutions\*

Registration before April 16	€280
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\* For an institution attending an Ecsite Annual Conference for the first time, and who does not wish to benefit from the Newcomer member opportunity mentioned above. Also applies to the professionals of newcomer members beyond the first free registration.

☐ Business Bistro exhibitors

If your organisation has booked a booth on the Business Bistro of the Annual Conference 2007 select one of the categories below to benefit from the special conditions.

- ☐ Registration for a full exhibitor booth
- ☐ Registration for a participating exhibitor booth
- ☐ Registration for a corporate donor

☐ Non-members

Before May 26	€550
After May 26 and on site	€630

☐ Students\*

Before May 26	€200
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\* Please fax or send by e-mail a copy of your student card.

☐ One day registration

Before May 26	€235
<input type="checkbox"/> Thursday	

☐ Friday

☐ Saturday

<b>Post-conference tours*</b>	
<input type="checkbox"/> Tour 1: Full day Lisbon and Sintra	€45
<input type="checkbox"/> Tour 2: Half day Arrábida and Sesimbra	€30
<input type="checkbox"/> Tour 3: 3 days/2 nights to the North of Portugal	
<input type="checkbox"/> p.p. twin room	€500
<input type="checkbox"/> p.p. single room	€525
* The tours will not take place unless there is a guaranteed number of 15 participants. all tours leave from and return to Lisbon and include transportation	

**Social programme**  
If you are registered for the full conference, as member, non member, student, newcomer institution, newcomer member, business bistro exhibitor then the gala dinner and the nocturne is included in your registration fees.

If you are attending the conference for one day and you want to attend some of the social events choose from the categories below.	
<input type="checkbox"/> I would like to attend the Gala Dinner	€65
<input type="checkbox"/> I would like to attend the Nocturne at the Pavilion of Knowledge	€45

If you are registered for the full conference as member, non member, student, newcomer institution, newcomer member, business bistro exhibitor the Farewell party is not included in your registration fees	
<input type="checkbox"/> I would like to attend the farewell party	€40

<b>Accompanying Persons</b>	
I will be accompanied by _____ person(s) at the Gala Dinner. The price corresponds to each accompanying person.	€65

I will be accompanied by _____ person(s) at the Nocturne at the Pavilion of Knowledge. The price corresponds to each accompanying person.	€45
---	-----

I will be accompanied by _____ person(s) at the Farewell Party in Alfama The price corresponds to each accompanying person.	€40
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**Special requirements**  
special dietary needs or other special requirements, please fill the boxes below:

Dietary requirements:

☐ Vegetarian;

☐ Kosher;

☐ Vegan;

☐ Other:\_\_\_\_\_.

Other special requirements (accessibility, etc):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other comments :

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Payment:**  
Confirmation and invoice will be sent to you within two weeks; if you do not receive it, do not hesitate to contact the Ecsite Executive office at info@ecsite.net. If you want your invoice to be issued in different details please mention the necessary information in the comment box above.

No refund for cancellations after 15 May 2007. Any cancellation before 15 May will be subject to a 10% administration charge.

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– Host of the AC2005  
Vantaa  
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**Head of Education Department**  
Pavilhão do Conhecimento  
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Ecsite – the European Network of science centres and museums promotes public engagement of science and technology and facilitates co-operation between science-technology centres, museums and related institutions in Europe. Ecsite offers its members projects, programmes and services, sharing resources and information, aiming to improve and co-ordinate their activities.  
If you want to become a member fill in the form and fax it to the Ecsite Executive Office, fax: +32 2 647 50 98. Alternatively you can fill it in online on the Ecsite website (www.ecsite.net)

**Institution name**  
☐ profit ☐ non-profit  
**Type of Institution**  
a) Science centre/Museum  
c) Aquarium/Zoo  
e) Private company  
b) Association  
d) Natural History Museum  
f) Other

**Desired membership**  
a) **Full** € 1 330  
For non-profit European science centres/museums  
b) **Associate** € 320  
for individuals and smaller non-profit museums/centres  
c) **Sustaining** € 665  
for profit organisations with products, services  
d) **Corporate donors** € 5 000  
for organisations who support Ecsite

**Offer valid until 16 April 2007**  
New Full members benefit from:  
• One free registration at the conference  
• A registration of 280€ for the second participant from the institution.

**New Associate members benefit from**  
• Membership fee of 360€  
• One free registration at the conference  
• One registration of 280€ for the second participant from the institution

**Name of institution**  

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**Website institution**  

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**E-mail**  

---

**Street Address**  

---

**Zip/Code** **Country**  

---

**Phone (e.g. +3215242035)**  

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**Fax (e.g. +3215242030)**  

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☐ Mr. ☐ Ms.  
**Contact Person-First name**  

---

**Last name**  

---

**Job Position**  

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**E-mail**  

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**Description of your institution**  
Please send this information to info@ecsite.net  
**Description of services**  
Please send this information to info@ecsite.net

For more details on Ecsite please visit our website www.ecsite.net

**Full members € 1 330/year**  
**Full Members are non-profit European science and discovery centres, museums and similar organisations**  
• Full members are voting members at the Annual General Meeting and can be elected to the Board during the Annual General Meeting.  
• Full members can be designated by the Board to become part of one of Ecsite's Committees.  
• Full members are invited to attend the 'Directors Forums' once a year.  
• Full members are privileged partners for Ecsite's co-operative projects and have priority access to Ecsite services.  
• Full members receive regular information by mail on major Ecsite activities and receive the Ecsite Newsletter 4 times a year.  
• Full members benefit from a reduced fee to the Annual Conference.

**Associate members €320/year**  
**Associate Members are individuals and smaller non-profit museums and centres and institutions and individuals who share Ecsite's aims and are keen to participate in Ecsite activities.**  
• Associate members also include institutions and individuals who share Ecsite's aims and are keen to participate in Ecsite activities.  
• Associate members receive the Ecsite Newsletter 4 times a year.  
• Associate members benefit from a reduced fee for the Annual Conference.  
• Associate Members receive regular information by mail on major Ecsite activities and receive the Ecsite Newsletter 4 times a year.

**Sustaining members € 665/year**  
**Sustaining Members are profit organisations who create products and services for the sector, and are keen to participate in Ecsite activities.**  
• Sustaining members benefit from a reduced fee for the Annual Conference.

**Corporate donors €5 000/year**  
• Corporate Donors receive the Ecsite Newsletter 4 times a year.  
• Corporate Donors benefit from a reduced fee for the Annual Conference.  
• Corporate Donors get free stand at our Annual Conference and additional advantages and promotional possibilities.  
• Listing and logo in the Annual Conference exhibitor catalogue/programme.  
• 2 full registrations for the full conference.  
• Possibility to register 2 extra people in the conference at a reduced price (€ 225).  
• Logo in the Ecsite newsletter and website for the full year.  
• One full page for advertisement in the Ecsite newsletter.

The Ciência Viva programme is a Portuguese government initiative for scientific and technological culture. Created in 1996, to bring scientific and school communities together in order to improve basic education, Ciência Viva's mission is to:

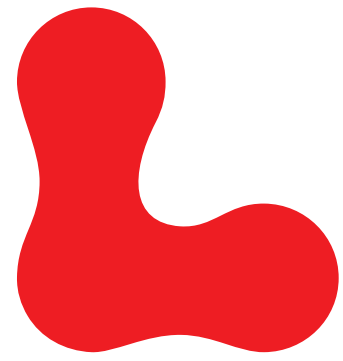
- Support and finance for science experiment projects in schools;
- Create a network of interactive science centres;
- Promote national science awareness-raising campaigns, stimulating associative science and giving the population opportunities for scientific observation and direct contact with experts from different fields.

The Pavilion of Knowledge – Ciência Viva is a science centre, open to the public since July 25th 1999, serves as both the driving force and resource centre for the Ciência Viva Centres Network.

NETWORK OF CIENCIA VIVA SCIENCE CENTRES

- CURRENT SCIENCE CENTRES  
● SCIENCE CENTRES TO BE OPENED BY THE END OF 2008





LISBOA 2007 31 May 1-2 June  
Annual Conference

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della scienza e della tecnologia  
leonardo da vinci

