



SPARKS

RETHINKING INNOVATION. TOGETHER.

PRESS RELEASE

Official launch of the Sparks project: bridging the gap between science and society

Brussels, 8 October 2015

The EU-supported project **Sparks** has officially started. Gathering 33 organisations from 29 European countries, and led by Ecsite, Sparks is aimed at bridging the gap between the super-fast pace of scientific innovation and society through an **interactive exhibition** and over 230 **engaging activities** taking place across the whole of the European Union.

Science is advancing at an incredible speed. Mobile technologies are empowering citizens to perform tasks currently accomplished by medical staff such as diagnosis and counselling. The “big data” generated by our connected lives offer unprecedented information to governments and companies, in areas as diverse as dietary habits and epidemics. Developments in artificial intelligence are creating a seamless integration between humans and the machines.

But the possibilities unlocked by science and new technologies are in some cases clashing with the current social, economic and ethical boundaries. The answer could be to devise a new way of

carrying out scientific research by involving all relevant stakeholders (i.e. citizens, scientists, companies and policy makers) in Responsible Research and Innovation (RRI) processes.

Sparks will promote RRI by inviting key stakeholders to actively question, experiment and play with science to make it relevant to society. Animation videos, visionary arts works and social media feeds will be incorporated into the exhibition to explore the current hottest topics in medicine and healthcare in a fun and entertaining way. Science-café and creative workshops will offer people the opportunity to identify priority research questions and co-design scientific solutions together.

Sparks will come to each one of the 29 European countries with its participatory activities and exhibition which will start touring in June 2016.

For press and information please contact Clémentine Daubeuf, KEA European Affairs, CDaubeuf@keanet.eu / +32 (0) 2289 26 09

Sparks partners

- Amsterdam Health and Technology Institute (NL)
- Ars Electronica (AT)
- AS Cyprus College Limited European University Cyprus (CY)
- Bonn Science Shop (DE)
- Copernicus Science Centre (PL)
- Ecsite, The European Network of Science Centres and Museums (BE) - Lead Partner
- ERRIN, European Regions Research and Innovation Network (BE)
- ESSRG Kft., Environmental Social Science Research Group (HU)
- Institute of Social Innovations (LT)
- KEA European Affairs (BE)
- Labworm Science Shop at Sapiientia University, Faculty of Science Miercurea Ciuc (RO)
- Luxembourg Science Center (LU)
- Neulogy (SK)
- Science Museum London (UK)
- Università della Svizzera italiana L'ideatorio - (CH)

Associated partners

- Blue World Institute of Marine Research and Conservation (HR)
- Cap Sciences (FR)
- Centre for Research and Analysis (BG)
- Ciência Viva - National Agency for Scientific and Technological Culture (PT)
- Consorcio Parque de las Ciencias (ES)
- Discovery Center Continium (NL)
- Ellinogermaniki Agogi (GR)
- Heureka - The Finnish Science Centre (FI)
- Malta Council for Science and Technology (MT)
- Museo delle Scienza - MUSE (IT)
- Norrköping Visualization Center C (SE)
- Science Centre AHHA Foundation (EE)
- Science Gallery (IE)
- Science Gallery Gama - Uskupení TESLA (CZ)
- Technopolis (BE)
- Tycho Brahe Planetarium (DK)
- Ustanova Hiša eksperimentov (SI)
- Vidzeme Center for Innovation and Entrepreneurship (LV)



HORIZON 2020