

Smarter Partnerships



Alain Coine, Delegate General of the Villette-Entreprises Foundation, speaks at the Ecsite Directors' Forum 2007 on the theme of partnerships

Private companies and foundations are important actors in society, most obviously from the economic perspective, but also from the point of view of scientific and technical research. Our institutions can learn from their new and often effective science communication strategies, as well as their overall engagement in society. In November 2007, the Ecsite Directors' Forum examined this very question: how do we form partnerships with private enterprises, whether on common or contradictory grounds? How could this collaboration evolve to be even more beneficial to both?

Whether through 'traditional' forms of partnership - sponsorship - or other forms of partnership such as educational activities, arts projects, environmental campaigns etc, the goal of the Forum was to look at both as creative collaborations.

This event, hosted by the Deutsches Hygiene-Museum in Dresden, looked closely at the needs, expectations and constraints of science centres / museums and private companies / foundations, in order to further the development of fruitful partnerships. Alain Coine reflects on the proceedings at Dresden on page 4 of this issue of the Newsletter.

Our institutions are increasingly drawn to technological innovators for creative partnerships,

as Sofoklis Sotiriou notes in his article on page 6. In these cases the mutual benefits are clear, both in terms of visibility for the company and expertise for the science centre.

We hope that this theme will bring attention to potential partnerships which might otherwise have been neglected. Professor Wolf Peter Fehlhammer looks into the wealth of possibilities our institutions could take advantage of through relationships with foundations.

In the News from Ecsite section of this issue, we also take the opportunity to present the work of ASPAC. This is the first of a series of articles devoted to the other regional networks of science centres and museums across the world.

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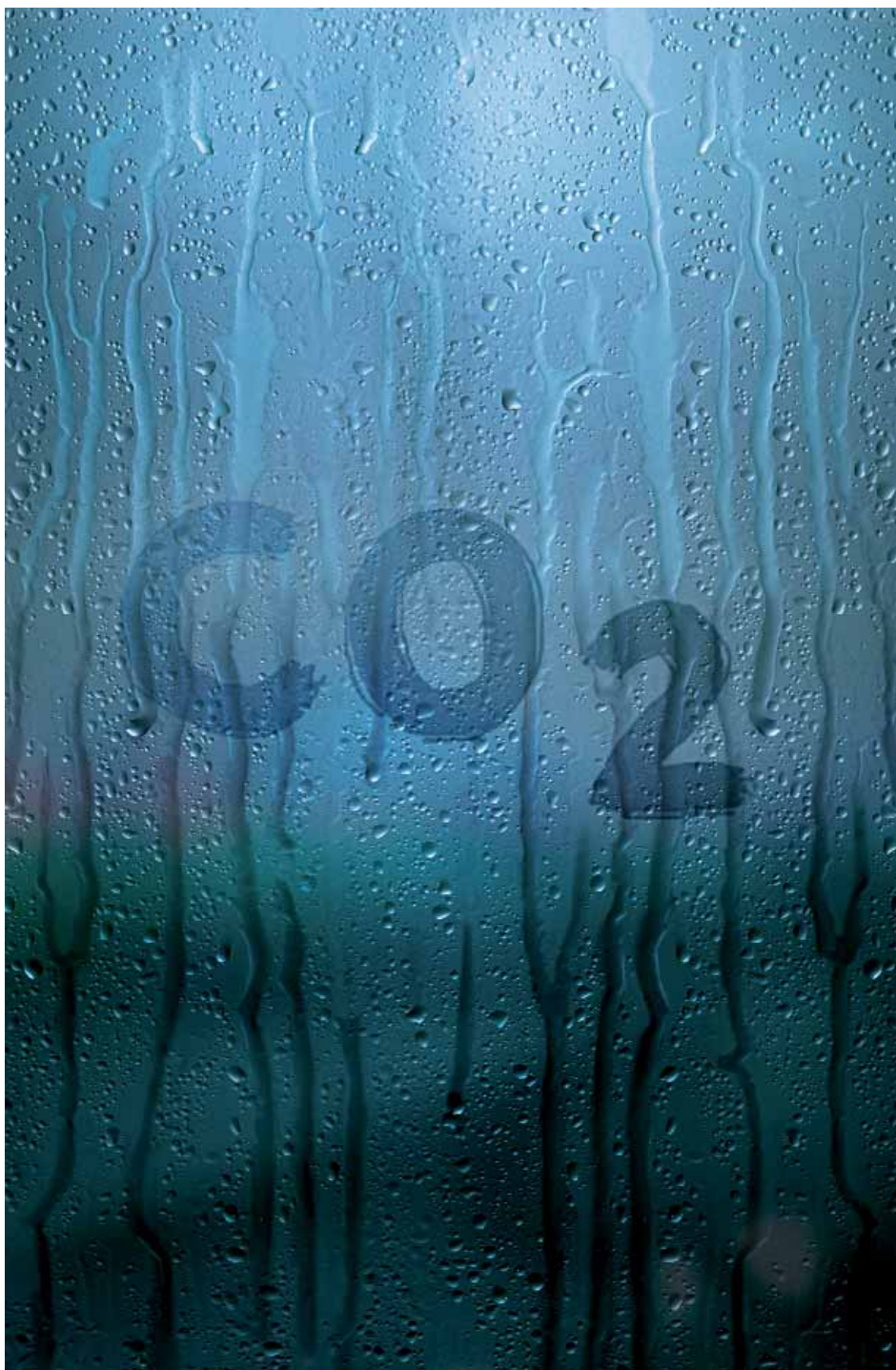
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Our institutions' relations with foundations can take many forms. Professor Wolf Peter Fehlhammer, former director of the Deutsches Museum as well as former Ecsite President, takes a look at one: the Altran Foundation for Innovation Award.

“And the winner is ...”



With all those familiar faces, one could have mistaken it for an Ecsite board meeting: Melanie Quin, then still executive director of Ecsite UK and editor-in-chief of the Ecsite Newsletter, on my left; Jean Audouze from the Palais de la Découverte obviously being in the chair; Jose Mariano Gago, constant delegate of the European Commission as missionary in 'public understanding of science'... Not only that, but the discussion sounded like Ecsite too: “*Découvrir, comprendre et aimer les sciences*”. Only rather more French, perhaps.

What actually happened there in Paris in March 2004, was a meeting of the jury of the *Fondation Altran pour l'Innovation* to choose the six finalists out of some sixty applicants for the award who had passed the first screening procedure. A couple of weeks later, in the 'Grand Oral', the six presented their projects, and the jury agreed on a number one. He wouldn't know, however, until mid-June when the big award ceremony was put on in the UNESCO building with TV and all the bits and pieces including the obligatory envelope, announcing “the winner is ...”

But what was the project? An astrophysics professor from the Netherlands, Bob van Eijk, managed to involve a whole network of high schools in his research on ultra-high energy cosmic radiation of unknown origin. Hundreds of young researchers were busy building simple detectors, mounting them on the schools' flat roofs and collecting data. And the prize? €16 000 (for unavoidable costs) and one year of full support by Altran, meaning consultancy in every respect, by experts in all fields of science and engineering, but also in business. In van Eijk's case this resulted in an extremely successful campaign for scientific literacy all over the Netherlands, even spilling over the German border.

Of course, there are more prizes for technological innovation, hundreds perhaps

The Altran Foundation takes on the challenge of the reduction of carbon dioxide in the atmosphere as its theme for 2008

worldwide. The Deutsches Museum, for instance, is proud to host the Federal President's Award for Technology and Innovation. None, however, offers continuous personal assistance in a project with all the competences available in a firm of approximately 17 000 people, worth an estimated equivalent of a million euros. The Altran people seem the only ones to have understood that, generally speaking, an innovation is not nearly ready as soon as the invention is done, and that in particular all those youngsters that have been talked into start-ups badly need broad expertise in order to prevent sudden bankruptcy.

It was certainly a combination of the Foundation's wonderful work and its uniqueness which led to the Foundation receiving its own award, the 2002 Special Jury Prize of ADMICAL, a French philanthropy association. Can one imagine a more dedicated topic for a competition than the 2003 "Early childhood" which brought about an easily applied patch-test to diagnose allergies, or a more moving breakthrough than this minimum communication with totally paralyzed victims through a novel brain-computer interface system which was awarded the prize in the 2005 contest on social integration?

Health, medicine and particularly medical technology remained topics of primary interest also in 2007 with "L'homme réparé" which almost coincided with "Leben mit Ersatzteilen" (Living with spare parts), a very popular exhibition on the same subject produced by the Deutsches Museum and now en route in Europe. Looking at the 11 past themes all together, one can easily make out a second subject area - no less bound to the zeitgeist - which revolved around ecology: water (1999), urban life (2001), energy (2006), and now starts into the Foundation's second decade with the unsurpassable "Réduire la concentration de CO₂ dans l'atmosphère: notre défi technologique!" This theme was announced parallel to Jorge Wagensberg's call, expressed in the Ecsite Newsletter #67 of summer 2006, for stronger museum activities for the benefit of what he calls a 'globalised' environment. And here is my point: the Altran Foundation and the science museums and centres are natural partners; positive synergetic effects are guaranteed if they only notice each other!

I am glad to say a start has been made: the Altran prize could certainly do with more visibility, since outside France it is widely

unknown. Aware of this, the foundation launched a series of rather glamorous events in the Deutsches Museum and elsewhere presenting the winner of the year and the next year's prize theme together with scientific lectures and champagne receptions.

But now the partnership must be developed: it is in museums that science physically meets society, an open-minded society, represented in large numbers. Ecsite member institutions attract more than 30 million visitors in their venues every year. What's even more important, as 'lieux de mémoire' (sites of memory) they count for a great deal, being able to change public attitudes. This change could be exactly in the direction of the civic engagement for creativity, innovation, and open-mindedness that Altran has in mind.

Conversely, museums and science centres badly need contents, science, scientists, innovative technologies plus a small rental income, all of which could be provided by the Fondation Altran.

Wolf Peter Fehlhammer is a permanent member of the jury for the award of the Fondation ALTRAN, Paris. He was Director General of the Deutsches Museum in München from 1993 to 2004 and President of Ecsite 1999-2000.

The Altran Foundation for Innovation



Created in 1996 by Altran, the Altran Foundation for Innovation is one of the key vehicles of the societal action of the Group.

Today the Foundation is well known and recognised both in France and all over the world. It is a key player in the European sponsorship landscape. It recently won the Award of the Admical - Fondation de France, putting Altran up among the best philanthropist companies of 2006.

Its mission: promote technological innovation for human benefit
Its action: an international scientific competition on a new theme every year, rewarding leaders of innovative technology-oriented projects.
The reward: one year of technological support, scientific advice by Altran consultants and 16 000 €.
The selection: a rigorous process involving Altran consultants and a panel of international experts, independent from Altran.

For more information on the Foundation, see www.altran-foundation.com

Interested applicants should contact +33 (0) 1 46 17 45 11, or fondation@fondation-altran.org

The 2007 Ecsite Directors' Forum, held at the Deutsches Hygiene-Museum in Dresden, Germany, was focused on partnership between science centres, museums and enterprises. Alain Coine, Delegate General of the Villette-Entreprises Foundation, reports back from a lively and productive event.

Ecsite Directors' Forum: Smarter Partnerships



The Deutsches Hygiene-Museum welcomed participants from across Europe to the event

The weather in Dresden may have been cold, but the atmosphere of the Forum remained heated due to the reaction this topic provoked among participants: strong points of view, references to fundamental issues and positioning in fundraising, ethics, editorial liberty, survival, development, autonomy and culture clashes, to name but a few.

Overall it was a very exciting Forum. Speakers expressed themselves openly, referring to a range of concrete experiences and therefore questions were numerous and debates of high quality.

Different types of science centres and museums, major international corporations, industry federations and foundations were well represented as convenors, speakers or leaders of the five sessions and the two workshops.

It was interesting to see that science centres and museums look for an enterprise's involvement in their activities not just for financial sponsoring but also as a way to gather experiences and different views, to collect new ideas of exhibitions, to identify critical issues and societal trends.

In order to have a successful approach to develop long term partnership with enterprises, some

recommendations for science centres and museums were identified :

- To respect the notion of "enterprise"
- To understand how an enterprise operates and reacts
- To know the targeted enterprise well
- To listen
- To discourage a singular focus on fundraising
- To avoid a short term approach
- To be ready to adapt offers and proposals
- To ensure a demonstration or enhancement of the science centre or museum's credibility

Several speakers clearly stated that networking and personal relationships were two fundamental assets to develop a long term partnership between an enterprise and a science centre or museum.

It also was said that only a limited number of enterprises is interested in long term partnership with a science centre or museum. Some key criteria were identified, such as :

- Importance of the group
- An involvement in science, technology, research, development and innovation

- Top managers with a positive attitude towards popularisation of science
- A conviction that science centre or museums are a proper means of delivering credible messages
- A target audience of the general public and young people, directly or indirectly
- Profitability
- Headquarters in close proximity to relevant science centres or museums
- An organisational structure to deal with partnerships

Those criteria explain the difficulty of developing partnerships with banks, insurance companies and more generally with service companies.

Nearly everybody at this Forum recognised that long term partnership between enterprises and science centres and museums was not a myth but a reality.

L'Oreal Group, represented by their director of external relations, Jean-Dominique Tortil, illustrated how these criteria were well funded, taking the example of the travelling exhibition "Decoding



Brigitte Zana of Le Palais de la Découverte, Paris, examined how to make a partnership mutually beneficial



Technological partnerships were presented, such as this one with *Second Life* by Andreas Henning of Dresden's Gemaeldegalerie Alte Meister

hair". Fondation Villette-Entreprises also gave several examples of international groups which have developed various long term partnerships with science centres or museums such as PSA Peugeot Citroën, Total, Michelin, Philips or EADS. Fiorenzo Galli, Director General of the National Museum of Science and Technology, Leonardo da Vinci, Milan, gave an interesting example of how to build up a long term partnership with enterprises for the renovation and consequently the survival of such a science museum.

Several speakers representing science centres and museums clearly indicated that it was essential for their structures to make sure that in their relationship with enterprises, they were not:

- Selling their soul
- Losing their editorial freedom
- Destroying the credibility of their messages
- Hurting the fundamental of their ethics

Hans Gubbels, vice-president of Ecsite and director of Industrion, Kerkrade and the director of development and networks of the Palais de la Découverte, Brigitte Zana, both convinced participants that it was possible to keep everything under control as long as science centres and museums were taking the necessary steps in their organisation, approach and relationship.

Sharon Ament, director of public engagement and Simon Dickson, head of development of the

Natural History Museum, London, gave the exceptional example of their fundraising process, objectives, targets and achievements, attracting private funds through foundations and legacies. Although clearly in line with North American culture, many elements could be implemented in EU countries. It certainly represents a future direction, at least for major science museums.

During the Director's Forum, several enterprises explained how and why a corporation decides to build up a company museum or a museum in line with their activities. All stated that such a move was not in opposition with the involvement of their enterprise with other science centres and museums.

Franz Hebestreit of SiemensForum Munich illustrated a typical corporation museum, while Martin R.Schärer, director of the Alimentarium Food Museum in Vevey spoke about his institution, a Nestlé foundation directly linked to food. The director of Cité des Télécoms in Pleumeur-Bodou, Jean-Pierre Roche, explained why Orange / France Télécom decided to build a science museum linked to telecommunication. In another session, Frank Halder, the director of community relations of BASF gave an interesting example of a very special company museum.

As a conclusion of the Forum we can say that partnerships between enterprises and science centres and museums are always "win-win operations" for both structures but also for the general public and in particular for the younger generation.

An enterprise can only survive on a long term basis if it is able to innovate, to develop new products and services, which means attracting new talents, new ideas. Consequently, it is essential to give young people a taste for innovation, research, scientific progress and creativity. At a time when fewer and fewer European students choose scientific and technical studies, this is a critical issue for the sustainable development of businesses.

Science centres and museums are ideal structures to meet business objectives in this respect, but, thanks to the credibility of their messages, they are also perfect places to show the reality of industries, especially those which are under attack, such as chemical and pharmaceutical companies.

In order to ensure success, businesses, science centres and museums and other relevant parties must work together more closely. The two workshops at the end of the forum, where participants came together to brainstorm ideas on potential partnership-based projects focusing on "counterfeit" and "house of the future" were a good illustration of how this is possible. In the future, more time at Ecsite Directors' Forums should be dedicated to such working sessions.

The annual Directors' Forum is open to directors of all Full members of Ecsite. For more information on becoming a full member of Ecsite, please contact Sanita Patandin-Pollet at info@ecsité.net



Participants discussed their views in the workshop sessions

Partnerships can open up access to a whole range of cutting-edge technology. Sofoklis Sotiriou, head of the Research and Development Department at Ellinogermaniki Agogi, Greece, takes a closer look.

Taking advantage of new technologies

"Computers will not live up to their potential until we start to think of them less like television and more like paint brushes. That is, we need to start seeing computers not simply as information machines, but also as a new medium for creative design and expression."
 Mitchel Resnick, MIT Media Laboratory

At this time of increasing calls for collaboration between schools and the informal learning sector, when there is increasing emphasis on lifelong learning, when there is significant debate over the value and utility of digital resources, our institutions should focus their efforts on the provision of more engaging and motivating experiences to their visitors. In recent years, digital media has increasingly entered the field of museums and science centres. Traditional media, like illustrated charts and audio guides, together with interactive exhibits take knowledge transfer to a complete new level of experience. Novel possibilities for our audiences to experience knowledge in an attractive way are arising out of this fusion. Otto Neurath's vision of "Museums of the Future" focusing on facts rather than on artifacts suddenly seems to be closer to reality. In their different ways, traditional science museums - with permanent collections, displayed in a historical context, and thematic exhibitions - and new interactive science centres and museums are encouraging a more diverse range of people to explore the various fields of scientific knowledge - and their applications.

Museums have an important role to play in facilitating lifelong learning, in terms of creative, cultural and intercultural activity beyond any merely vocational aspects. Lifelong learning, museums and digital technologies share many of the same attributes, with emphasis on learning from objects (rather than about objects) and on strategies from discovering information (rather than the information itself). As early as 2002, the number of virtual visitors to many museums' websites had already overtaken the number of physical visitors on-site. These developments, both within the walls of the institution and outside, provide a number of challenges for educators and curators, at the heart of which lie the questions - what is distinctive about learning in science museums and science centres, and how might this change or evolve through the increasing use of digital technologies?

These questions go to the heart of significant debates in this sector - how does learning in museums differ from or complement learning in schools? How can museums fulfil their potential to support lifelong learning? Should effort and money be spent primarily on the visitors who will enter the walls of the institution or those who will virtually explore the site through the web? What is the role of objects in the process of learning with digital technologies? How does the relationship between museum educator and learner change as technologies are developed?

Developing Strategic Partnerships

Implementing innovative new technology-based projects can be expensive and require lengthy development time. In addition to implementing best practices developed by others, museums and science centres should seek out strategic partnerships with likeminded companies and foundations in developing innovative, yet effective, new approaches. These partnerships can help the museum or the science centre leverage its financial and staff resources and allow the project to have a broader and more significant impact in the educational community.

A series of projects (Connect, Discovery Days, Exploar) have been under development this period with the participation of Ecsite and its network of science centres and museums, in cooperation with industrial partners like Barco, Intrasoft and the Fraunhofer Institute of Technology. These projects are demonstrating the introduction of novel technological applications (e.g. augmented reality - AR - and advanced visualisations) to the design of science exhibitions, offering at the same time unique experiences to the visitors.

With AR technology it is possible to layer real objects with virtual ones and to place information into the real surroundings. The way AR allows the convergence of education and entertainment, in particular, is becoming more and more challenging as the technology is optimised and expands to other areas. Natural or historical events and characters, reconstructed monuments and sites could be simulated and real-world situations augmented. AR is a booming technology which is increasingly attractive to HCI (Human Computer

Interaction) researchers and designers. This allows the creation of meaningful educational experiences. As these experiences are grounded in a substantive subject area of knowledge, focusing on the intellectual and emotional development of the viewer, these AR learning environments possess both educational and entertainment value.

Exploar

December 13th 2007 saw the kick-off of a new EU-funded project of which Ecsite is a partner: Exploar.

The Exploar project demonstrates an innovative approach that involves visitors of science museums and science centres in extended episodes of playful learning.

The project aims to offer unique informal learning opportunities to the visitors of science museums and science centres, using "augmented reality" technology, virtual exhibit visits, live experiments and distance learning scenarios. The application of the project is localised at science museums and science centres in Greece, Finland, France, Germany, Italy and Hungary. The project envisions the creation of a Virtual Science Theme Park acting as the main "hub" of all resources available in the network of the participating science parks, science museums and science centres.

The project builds upon the RTD work performed in previous years (2004-2007) in the framework of the Connect project which developed a personalised museum wearable system along with a long series of informal educational scenarios for schools.



TITANIC

The Exhibition



TITANIC, The Exhibition

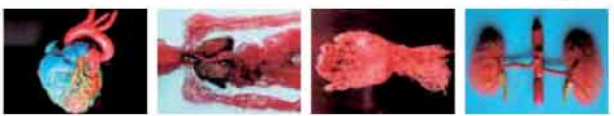
- 🚩 The most original exhibition on Earth comes... from the bottom of the sea.
- 🚩 A unique experience with audio-tour included for the entire family.
- 🚩 150 original artefacts, recreations of inner parts of the ship.
- 🚩 One of the most visited travelling exhibitions in history.



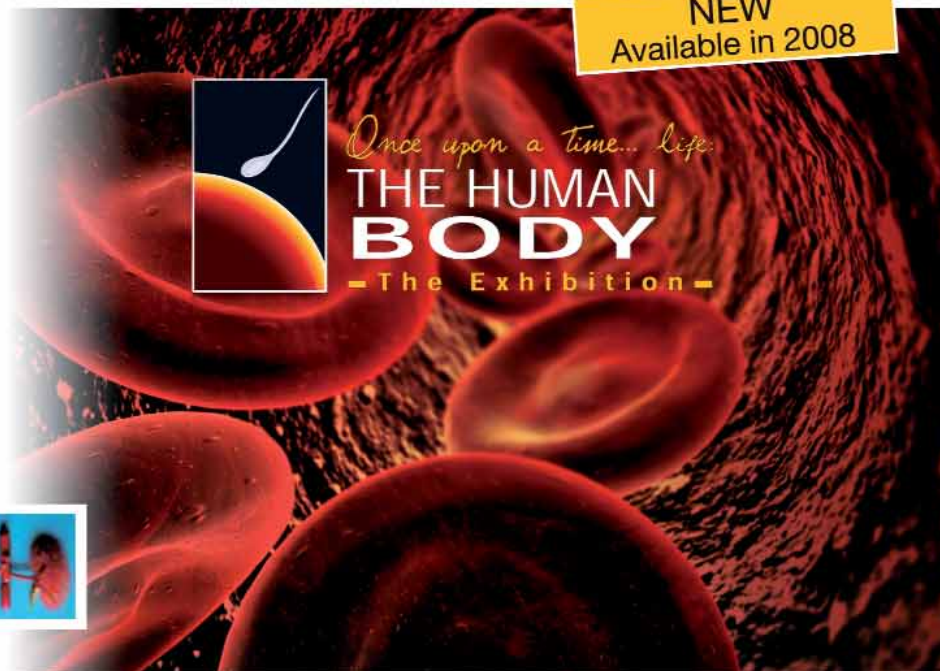
Welcome two of the world's most successful exhibitions to your museum

Once upon a time.... LIFE: The Human Body

- A fascinating experience through the human body, where you will see your anatomy and the way your body works, learn how to look after your health and prevent diseases.
- Full human bodies and more than 100 organs.
- Audiotour experience for each visitor.
- Scientific rigor and educative value.
- Endorsed by the pedagogical team of the famous TV series seen by over 200 million people worldwide.



NEW
Available in 2008



Musealia Entertainment S.L. is a European company based in Spain dedicated to the creation, production and management of top quality travelling exhibitions for museums throughout the continent. Set up in 2000, Musealia is responsible for "Titanic, The Exhibition", which was seen by more than 1,000,000 people in Spain and Portugal and is currently on show in the City of Arts and Sciences (Prince Felipe Science Museum) in Valencia; and "Once upon a time...LIFE: The Human Body", a new exhibition that displays real human organs and bodies with the spirit of the world famous TV series seen by over 200 million people.

The company also manages various products and services for museums. Some of the museums that have worked with the company include the Valladolid Science Museum, the Granada Science Park, the Valencia City of Arts and Sciences, Barcelona Maritime Museum, Bilbao Maritime Museum, the Ferreira-Borges Market Museum in Porto, Madrid City Council...



Musealia Entertainment, SL. | Tel. (34) 902 23 18 23
info@musealia.net | www.musealia.net

Ecsite is one of a number of organisations across the world that bring science centres and museums together in regional networks. In the next few issues of the Newsletter, we will present the work each of these networks does. In this issue, Brenton Honeyman, executive director of ASPAC, presents the activities of the Asia Pacific Network.

ASPAC: Celebrating 10 years as the Asia Pacific network

Since its founding in 1997, the Asia Pacific Network of Science and Technology Centres (ASPAC) has grown to be a network linking 46 member institutions across 15 countries and administrative regions. Member science centres range from among the world's largest to the smallest, serving communities in cities and rural locations across a region of great cultural diversity. Full membership is currently open to institutions in the geographical area bounded by China, Japan and Korea in the north to Australia and New Zealand in the south, from Thailand and Indonesia in the west to the International Date Line in the east. Increasingly, governments in this region are recognising the value that science centres bring to their communities and the sector continues to experience rapid growth. ASPAC provides a rich means for sharing and exchange across its diverse membership of long-standing institutions, recently opened centres as well as new projects under development. Some countries are yet to establish science centres and ASPAC recently changed its Associate Member category to welcome government ministries, universities and other organisations into membership to assist them in their plans to establish new science centres.

Although a relatively young network, ASPAC actively contributes to global projects. ASPAC initiated the APEC (Asia-Pacific Economic Cooperation) Science Centre Impact Project, involving science centres in a three year program to understand the impacts of science centres across the APEC region, consisting of 21 Pacific-rim economies. ASTC and RedPOP networks joined with ASPAC to encourage members to contribute and share data. For more information, refer to www.aspacnet.org/apec. ASPAC is supporting Project IGLO, an ASTC initiative, including through **climateXchange**, a web-based facility for schools, community groups and individuals anywhere on the planet to share their story of climate change impact on their local community. More information is available at <http://climatexchange.aspacnet.org>. The establishment of an Asia Pacific network was first discussed in June 1996 at the 1st Science Centre World Congress, hosted by Heureka in Finland. In May 1997, 14 institutions met in Bangkok to formally establish ASPAC. At the 2000 Ecsite Annual Conference in Naples, a meeting between Ecsite and ASPAC representatives exchanged news of network

activities and opened the way for further dialogue between the networks. Meetings such as this have been helpful in ASPAC's development. The 1st ASPAC Conference was hosted in 1998 by the China Science and Technology Museum. Conferences have since been hosted in Thailand, Malaysia, Hong Kong, Australia and Japan. Conferences are now held annually,



attracting delegates within and beyond the region.

ASPAC recently appointed Brenton Honeyman to the new position of Executive Director, to work with the ASPAC Executive in developing the network's services to a growing membership, and ASPAC's role in initiatives to advance the sector globally. The challenges we face in common can be more effectively addressed as we cooperate through our individual and collective networks. As a member remarked during the early days of our network "None of us is smarter than all of us together!" To our Ecsite colleagues, we invite you to ASPAC 08, hosted by the National Science Museum in Bangkok, 1-5 April 2008. For further information, please refer to www.aspacnet.org/conf.html

For more information about ASPAC please contact Brenton Honeyman, ASPAC Executive Director, at bhoneyman@questacon.edu.au

Gathering Data for Ecsite

The field of science centres and museums is in need of accurate data on our activities and impact. This will serve to improve our advocacy role and clearly demonstrate the importance of our role in society. In this respect, Ecsite will be collecting data on a yearly basis. This initiative is shared by five similar regional networks of science centres and museums (ASPAC, ASTC, ECSITE, REDPOP & SAASTEC) who have agreed upon a core set of data which will be useful for analysis of regional and worldwide trends in our field.

We will shortly be in touch with all Ecsite members in order to invite you to contribute information on your institution. We look forward to being able to provide you with a full set of statistics once the analysis is complete.

For more information please contact info@ecsite.net



Brenton Honeyman (Executive Director), Tengku Nasariah Ibrahim (President) and Mamoru Mohri (Vice President) meeting Japanese style, following the successful ASPAC Conference hosted by Miraikan in Tokyo in June 2007

THE CONVEYOR BELT OF KNOWLEDGE

Since its launch, Fábrica Centro Ciência Viva of Aveiro (Science Centre), Portugal, has been working in a close relationship with the Portuguese cod fish company Pascoal & Filhos.



This company sponsored the building of one of the most important exhibits in the new hands-on exhibition: the conveyor belt of knowledge. It is a conveyor belt where many objects are attached, each one with a bar code that, when activated, displays information about the object on a screen. This cooperation allowed us to acquire all the necessary equipment, as well as the required software, and has been very helpful in a large number of other initiatives.

Fábrica Centro Ciência Viva, Aveiro, Portugal
Contact Paulo Trincão:
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MC² AND CAIXANOVA



The Science Museums of Corunna (MC²) have a longstanding collaborative agreement with the financial institution Caixanova.

The agreement serves to finance activities such as the exhibition "Wildlife Photographer of the Year" (with the photos awarded every year in the contest), the edition and distribution of the "Monographs on Scientific Communication" (publications that provide answers in situations of social alarm), or the organisation of the "Day of Science in the Street", a science fair where students and teachers play the main roles.

Science Museums of Corunna, Spain
Contact Susana Pérez Castelo:
susana@casaciencias.org
www.casaciencias.org

EXPEDITION MATERIA - THE WORLD OF INNOVATIVE ENGINEERING MATERIAL



Experience the use of innovative engineering material in everyday modern life through interactive exhibits.

This special exhibition was designed by the Association of German Engineers and its industrial and research partners. It will be on display from January 9th to February 25th 2008 at the ExploHeidelberg and consists of about 40 interactive exhibits, grouped into 10 different fields of daily life. Environmental problems, alternative energy, improvement of computers and electronics all rely on the development of new materials and will be presented in the exhibition.

ExploHeidelberg, Germany
Contact Petra Mohr: mohr@explo-heidelberg.de
www.explo-heidelberg.de

KEEPING FIT WITH SCIENCE AND WATER

Interactive exhibits involving water, as part of the new Exploratório - the Ciência Viva Centre in Coimbra, Portugal, in collaboration with the company "Águas de Coimbra, E.M."



The importance of water for life and the location of the new Exploratório under construction near the river Mondego - with its nautical centre - and close to public swimming pools make the theme of water a must. The future exhibition "In good shape with Science" will explore the relationship between the basic sciences and health and fitness. Any suggestions from the readers of this newsletter are most welcome!

Exploratório - Ciência Viva, Coimbra, Portugal
Contact: Explora@mail.telepac.pt
www.exploratorio.pt



COMPUTER.MEDICINE

C.M is an interactive exhibition that demonstrates the application of top modern computer technology in medicine. It was curated by the Heinz Nixdorf MuseumsForum, Paderborn, and is shown in DASA, Dortmund until 24th February 2008, in cooperation with Grönemeyer Medical.

Today, computer-assisted processes, systems and appliances are used routinely for diagnosis and treatment in all areas of healthcare. They are also steadily gaining importance in the fields of preventive medicine, rehabilitation and help for the disabled.

Their use makes it possible to improve the effectiveness and efficiency of virtually all processes in the healthcare sector. This special exhibition on Computer Medicine aims to give a vivid demonstration of the opportunities and limitations associated with the use of computers in medicine.

DASA, Dortmund, Germany
Contact Philipp Horst:
horst.philipp@baua.bund.de
www.computer-medizin.info/Englisch / www.dasa-dortmund.de / www.gimt-online.de

SICUROPOLI

A project developed by Muba for INAIL, the Italian Workers' Compensation Authority targeting schoolchildren from 6-11 (primary schools). SICUROPOLI aims to familiarize them, in a serene and playful way, with the concept of risk and prevention. In 2007/08 this project will be travelling to four different Italian regions.

The exhibition is a charming treasure hunt. Children are invited to explore a labyrinth reproducing familiar environments: usual situations at home and in the street; everyday objects seen in a different light; in rich and unexpected situations.

Young visitors discover and evaluate risky situations, find out the way to avoid potential dangers and understand the reasons behind small accidents, thus becoming "Experts in Safety".

Muba, Milan, Italy
Contact: muba@muba.it
www.muba.it

SHELL NETHERLANDS AND MUSEON: PARTNERS IN KNOWLEDGE, EDUCATION AND PRESENTATION

After a successful co-operation in an energy exhibition, Shell and Museon again combine their mutual expertise in an exhibition on geology related to sustainable exploration and exploitation techniques.



The interactive energy exhibition, in which the visitor discovers how energy is produced, is a great success. This exhibition has been open to the public since December 2005. The geology and technique exhibition, a journey of discovery through the inside of the earth, will open in 2009. By means of modern techniques, the structure of the earth can be explored. High tech solutions are shown that leave the environment unharmed as much as possible when exploiting raw materials.

Museon, The Hague, Netherlands
Contact Eric van Dooren: evdooren@museon.nl
www.museon.nl

THE SCIENCE OF... SURVIVAL



The Science of... is a commercial/cultural partnership between the Science Museum, London and Fleming Media. We launch our third exhibition project, The Science of Survival, in April 2008. The Science of... tackles some of the big questions in science through touring exhibitions, web, mobile, TV, merchandising and publishing. Exhibitions are the core of The Science of's business, building on the Science Museum's long-established reputation and expertise in this area. In the Science of Survival exhibition visitors encounter some of today's big environmental issues and latest technologies as well as creating some solutions for the year 2050.

The Science Of..., London, UK
Contact James Rudoni:
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www.scienceof.com

RESEARCH LIVE

From 10th -12th April 2008, this contemporary research fair provides an opportunity to talk to scientists and to gain first hand experience of the apparatus they use to conduct their research.



The "Live Research" Fair is organised annually by the Barcelona Science Park. The Fair presents the research projects currently running in several centres, R&D institutes and companies in Barcelona, paying special attention to scientific methodology. Participants bring part of their laboratories to the Fair so the public can interact with the instruments that are central to research and ask whatever questions they fancy.

Barcelona Science Park, Spain
Contact Carla Vázquez Maldonado:
comunicacio@pcb.ub.cat
www.pcb.ub.cat/recercaendirecte

SITA AND LIFE SHOW RECYCLING ISN'T RUBBISH

LIFE (Newcastle, UK) have collaborated with the SITA Environmental Trust and the Museum of Science & Industry (Manchester), and ThinkTank (Birmingham) to put together educational programmes to explore sustainable waste management.



At LIFE we have incorporated a green message into as many of our workshops as possible. We have introduced a new workshop to explore ways that plastic can be recycled. We have also developed an outreach roadshow aimed at students aged 10-13. It takes the form of a gameshow and makes reference to several well-known television programmes. The photo shows our take on "Britain's Next Top Model" where students dress up in reused and recycled clothes and accessories over pounding rock and a catwalk commentary.

Centre for LIFE, Newcastle, UK
Contact Noel Jackson: noel@life.org.uk
www.life.org.uk

EUREKA! AND NG BAILEY ENGINEER A NEW KIND OF SPONSORSHIP

Eureka! and the UK's leading independent building services provider, NG Bailey, have entered into an innovative partnership that will result in two new hands-on galleries exploring sustainability, opening Spring 2008.

Launched in January 2007, the collaboration between the UK's foremost children's museum and national firm NG Bailey, based in Ilkley, West Yorkshire, represents a 'sponsorship with a twist'.

Unlike traditional sponsorship, Eureka! collaborated on a 'Leadership Programme' for NG Bailey's managers, who were challenged to redesign two areas of the 'House' gallery. The company worked with Eureka! to design the two new galleries and is also contributing over £40 000 (€56 000) to make the galleries a reality.

Eureka! Halifax, UK
Contact Rob Shaw:
rob.shaw@eureka.org.uk
www.eureka.org.uk
www.ngbailey.com

LE TERMITE ET LA FOURMI

The Palais de la Découverte is planning an exhibition called "Le termite et la fourmi" (The termite and the ant) from February 12th to August 24th 2008.



The Institute of Research for Development provided researchers and gave financial support. Global chemical company BASF got involved in this exhibition, showing its commitment to biodiversity and the environment. US software developers MathWorks also sponsored a researcher for a software simulation of a termite nest which will be presented as an interactive terminal in the exhibition, and gave financial support.

Palais de la Découverte, Paris, France
Contact Brigitte Zana:
brigitte.zana@palais-decouverte.fr
www.palais-decouverte.fr



**Ecsite Annual Conference
2008: Registration now open**



We are pleased to announce that the registration for the Annual Conference 2008 is now open. The early bird registration will remain available until the 15th of March 2008 so there's one month to benefit from our lowest rates!

In 2008, Ecsite moves to Budapest, Hungary at the Hungarian Natural History Museum for its most important annual gathering. With 73 sessions, more than 250 speakers and convenors and two pre-conference training opportunities (see below), we will aim to cover the burning issues for our institutions today, with discussions centring around this year's conference focus, "the commitment of science centres and museums for a sustainable society." Keynote speakers include: Jean-Michel Baer, Director of Science, Economy and Society at the European Commission's DG Research; György Vajda of the Hungarian Academy of Sciences, Budapest; Brian Wynne of the Lancaster University Centre for the Study of Environmental Change, UK; and Charlie Trautmann, Executive Director of Sciencentre, Ithaca, US. A rich social programme will provide great opportunities for networking and give you a chance to discover the capital of Hungary.

Register online at www.ecsite-conference.net. For any enquiries please contact Alikki Giannakopoulou, Ecsite Conference and Communications Coordinator at agiannakopoulou@ecsite.net. We look forward to welcoming you to Budapest.

**THE Group Training workshop
for explainers**

Tuesday 27 - Wednesday 28 May 2008

**Before the Ecsite Annual Conference
Hungarian Natural History Museum, Budapest,
Hungary**

Research on the role of dialogues and conversations in visitors learning will be presented in participative round tables involving invited experts and all participants. New formats of activities involving dialogues and discussions will be tested and presented in practical workshops.

- Who are we? Introduction to the role of explainers in science centres

- Learning by talking. Presentation of research results, round table and practical workshop
- Tips and tricks. Best practice from the participants
- Experimenting dialogue: workshop on participatory games and activities
- Re-thinking dialogue: round table and discussion

Registration is open to Ecsite members only. To register for the two-day training course go to www.ecsite-conference.net and submit the online registration form. Maximum number of participants: 50
Registration fees: 175

For information on applying for a Grundtvig grant to cover the expenses of attending the "THE Group" course and the Ecsite Annual Conference, see www.ecsite-conference.net on the Pre-Conference page.

enquiries please contact: info@ecsite.net

**Training workshop on EU
proposals**

Wednesday 28 May 2008

**Before the Ecsite Annual Conference
Hungarian Natural History Museum, Budapest,
Hungary**

The European proposals training workshop covers three areas of expertise for a successful proposal preparation and management: 1) understanding the European calls and tailoring a project to the call's objectives; 2) budget and project resources preparation; 3) workpackages and deliverables management.

This interactive workshop is aimed at: Coordinators and project leaders; Grant and proposal writers; Consortium partners, invited to join a proposal consortium;

During the workshop, participants will learn:

- How to take advantage of the European funding opportunities, highlighting criteria for success and strategies to increase a project's success rate;
- How to prepare a realistic and solid budget for their project's consortium;
- How to design and distribute workpackages and deliverables.

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, The Royal Belgian Institute of Natural Sciences, Brussels, Belgium.

Registration is open to Ecsite members only. The fee is €100. To register for the training course go to www.ecsite-conference.net and submit the online registration form.

first "green congress" and is using the website www.5scwc.org/ to collect and disseminate ALL Congress information. The secure site is also the registration hub for delegates and the media. Early bird delegate fees are \$700 CAD (approx €470) for registrations received before March 30, 2008.

The 5SCWC's International Program Committee expects that more than 1,000 delegates and science journalists from six continents will register for the conference.

5SCWC promises to engage and stimulate attendees from the science centre community with internationally acclaimed keynote speakers, an extensive plenary and parallel session program and various social activities when the doors open June 15th. The theme for the Congress is 'Science Centres as Agents of Change - locally, nationally and internationally.'

Confirmed keynote speakers include Sheila Watt-Cloutier, an Inuit leader, a climate change activist and a nominee for the 2007 Nobel Peace Prize and Dr. Mohamed H. Hassan will address the Congress on the topic of *Planet Earth - Living On It, Changing it, Sustaining it*. Dr. Hassan is president of the African Academy of Sciences and is the Executive Director of the Academy of Sciences of the Third World of Scientific Organizations.

Jennifer Corriero, the young Executive Director and Co-Founder of TakingItGlobal and an alumnus of the Ontario Science Centre School has emerged as a World Economic Forum Global Leader for Tomorrow. She will give a keynote speech on the *Role of Science Centres in the Future*. Ms. Corriero will be web-linking with TakingItGlobal representatives in Argentina, Egypt and China who will also speak to the audience in Toronto. The final keynote speaker on the theme of Social Responsibility will be announced in the weeks to come.

**European In-Service Training
Course for Teachers and Museum
Educators**

Fourth edition, 7-14 December 2008

Deutsches Museum, Munich, Germany

The European In-service training course *School and science museum: cooperation to improve teaching, learning and discovery* is aimed at primary school teachers and at museum educators. The objective of the course is the development of knowledge and competences in science education, using museums as educational resources. After the great success of the first three editions, the fourth edition of the course will again take place at the Deutsches Museum of Munich from 7 to 14 December 2008.

Citizens of the countries participating in the Socrates programme (now called Lifelong Learning 2007-2013) can take part in the course and apply for funding of the expenses through Comenius or Grundtvig grants. People interested in participating can find information about the application procedures via the websites of the Socrates National Agency of their own country. To find out the website of the Socrates National Agency in your country, please visit

ec.europa.eu/education/programmes/lfp/national_en.html.

For information about the course, please contact:

Ms Traudel Weber at the Deutsches Museum
G.Weber@deutsches-museum.de

Dr Maria Xanthoudaki at the National Museum of Science and Technology Leonardo da Vinci
[xanthoudaki@museoscienza.it](mailto:xanthoudaki@ museoscienza.it)

**Registration now open for the 2008
Fifth Science Centre World
Congress (5SCWC) in Toronto**

Registration is now available online for the 5th Science Centre World Congress (5SCWC) which will be hosted by the Ontario Science Centre in Toronto, Canada June 15th to 19th, 2008. This important meeting of science centre leaders is held every three-years; this will be the first time that it has been held in North America. This is also the

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for Ecsite - the European Network of Science Centres and Museums

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