

Back to the future

*The evolution
of science events*



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Science Events: some keys to success

Five challenges for the next twenty years



2001 - 26 members

2014 - 95 members in 37 countries

Network profile



The network evolution

**First
white
book**
Of

European
Science
Events

**EUSE-X
2005**

**First
European
Science
Festival**

**WONDERS
2006**
21 events

**Second
European
Science
Festival**

**WONDERS
2007**
31 events

Mapping

Networking

The network evolution

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**Science
Parliaments**

2-Ways 2009
29 partners

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New formats

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**PLACES 2010-
2014**

70 cities define
the meaning
of cities of
scientific
culture

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New formats

Evidence based policy

Keys to success



A wide variety of events in few days

Workshops - Demonstrations and shows, Debates -
Science Cafè - Movies - Exhibitions



A wide variety of events in few days

Theatre - Egg races - Mass experiments - Open research lab – Exhibitions – Excursions - Special events - Lectures by famous scientists



Combining science and art



Presenting shows inspired by science



A wide range of unusual venues

Squares – Train stations – City Parks – Shopping mall –
Libraries – City areas to be regenerated – Pub and bars



Institutional settings for unusual activities

Museums – Research centres – Science Centres –
Universities



The event as a training opportunity

for students – for researchers – for professional
science communicators



A diverse audience

Accidental visitors – Tourists - Science fans - Cultural omnivores - Family groups - Students



Keep trying to be innovative



Five challenges for the next twenty years

Openness

Building relations with:

other cultural events and processes

other cultural institutions

other science communicators

citizens

Political relevance

Locally and globally :

Evidence based policy making
(eg. The PLACES project www.places.org)

Responsible research and innovation in practice

Continuity

In space and time

more events all year round

more events distributed in a wide territory

Positioning

Find out events uniqueness compared to:

Science museums and science centres

Research Institutions and Universities

Media

Style

Be constantly creative

Experience new science communication formats

*develop events characterized by:
Lightness, Quickness, Multiplicity, Exactitude
and Visibility* ("Six Memos for the Next Millenium" - I. Calvino)



Annual Conference in Belgrade
20-21 May 2015

Eusea Annual
Conference
2015 takes
place at the
newly
renovated
Yugoslav Film
Archive in
Belgrade,

20-21 May 2015

Looking forward to meet you there



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