



Science Communication Outside the Walls

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2 Case Studies from Egypt



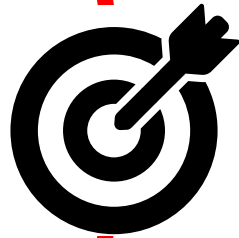


1. Wonders of Sciences Show





Mobile Science Show

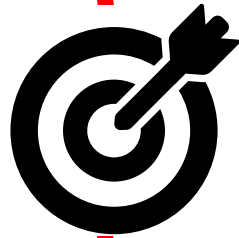




Mobile Science Show



Edutainment Education through Entertainment

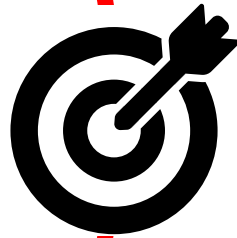




Mobile Science Show



Edutainment Education through Entertainment



Promote **STEM** for future **Study** and **Career**

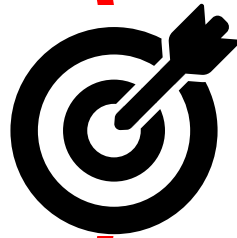




Mobile Science Show



Edutainment Education through Entertainment



Promote **STEM** for future **Study** and **Career**



1000 Shows **20,000** Students

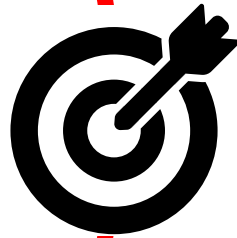




Mobile Science Show



Edutainment Education through Entertainment



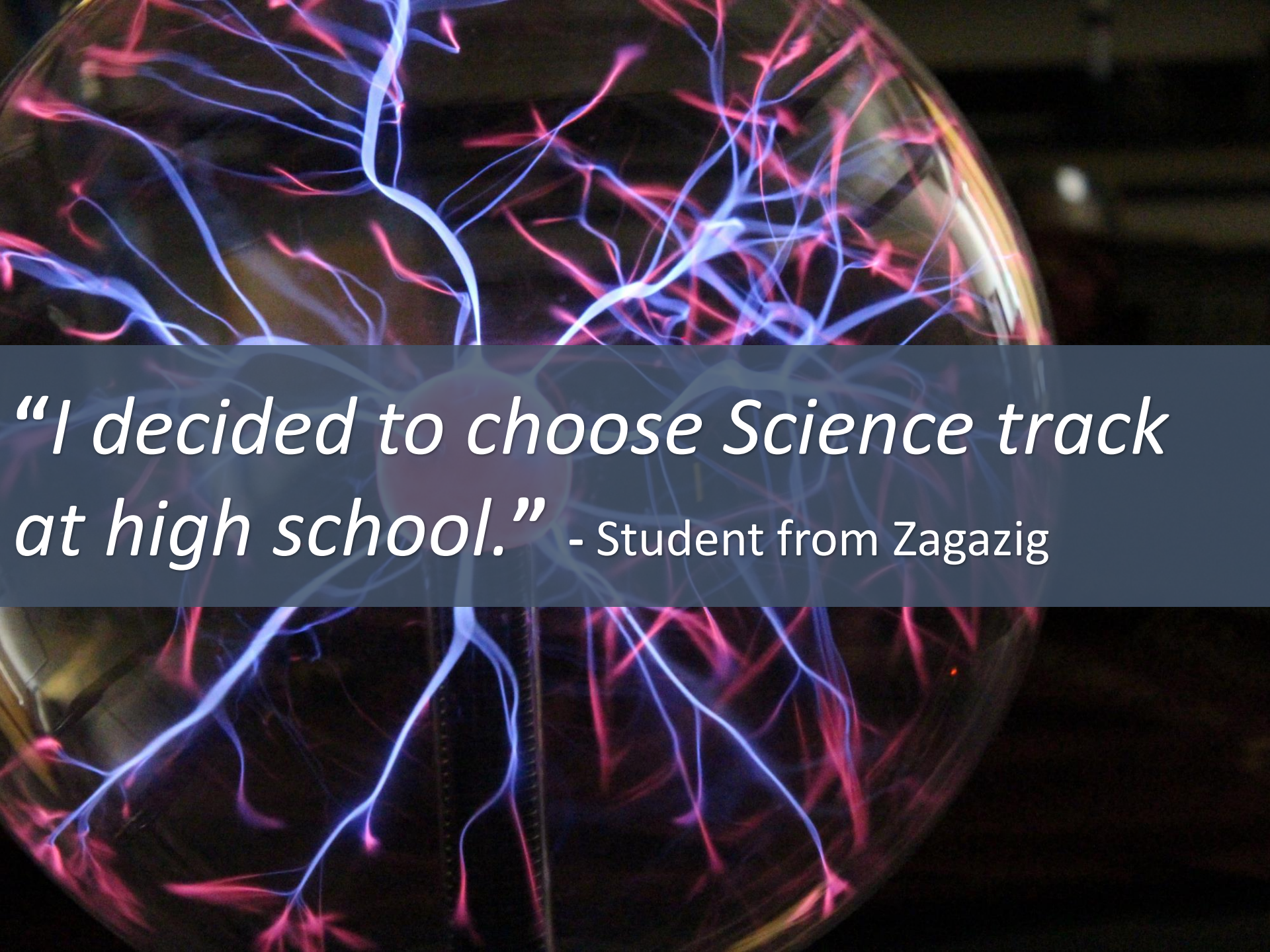
Promote **STEM** for future **Study** and **Career**



1000 Shows **20,000** Students



12 Egyptian Cities

A glowing plasma ball with intricate, branching filaments of blue and red light. The filaments are dense and complex, resembling a neural network or a complex web of energy. The background is dark, making the glowing filaments stand out prominently.

*“I decided to choose Science track
at high school.”* - Student from Zagazig



Best Practices



Go to your Audience



The image is a composite of two scenes. The top scene shows a man in a light green polo shirt and dark trousers looking through a telescope. He is standing in a room with wood-paneled walls. In the background, another man in a red and white checkered shirt is operating a camera on a tripod, filming the scene. The bottom scene shows a group of students, mostly boys, sitting on metal chairs. They are wearing blue polo shirts and blue jeans. They appear to be listening to a presentation or lecture. The text 'Go to your Audience' is overlaid in white on a semi-transparent blue background across the middle of the image.

A man in a dark suit and glasses is seen from the side, interacting with a group of children at an outdoor event. The children are gathered around a table covered with a red cloth. On the table, there is a clear glass beaker, a small metal stand with a cylindrical object on top, and some papers. In the background, a woman in a pink headscarf and a young boy in a red shirt are visible. The setting appears to be a public space with trees and a building in the background. A semi-transparent dark blue banner is overlaid across the middle of the image, containing the text "Build Partnerships".

Build Partnerships



Work with Underserved Communities



A photograph of two children at a science exhibit. In the foreground, a boy in a white lab coat is looking at a glowing purple sphere held by a hand. In the background, another child in a white and blue jacket is looking on. The exhibit is on a blue table with a red and white striped sign. A blue control box with a switch and a 'WARNING' label is visible in the lower right. The text 'Build on your Success' is overlaid in white on a blue semi-transparent background.

Build on your Success



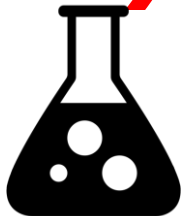
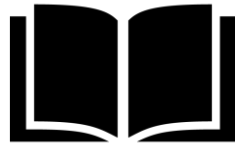
الحسن بن الهيثم

2. 1001 Inventions' Science Events at Cairo Book Fair





Scientific Achievements of Muslim Civilization



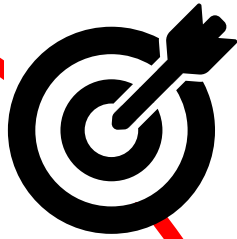


Scientific Achievements of **Muslim Civilization**



Cairo Book Fair 2017 - 2018





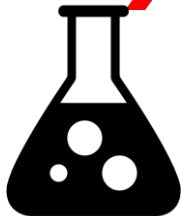
Scientific Achievements of **Muslim Civilization**

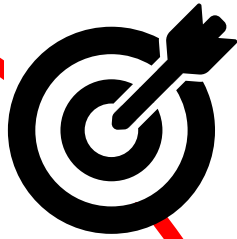


Cairo Book Fair 2017 - 2018



Books for Children

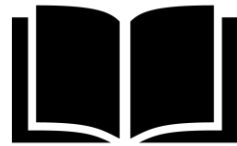




Scientific Achievements of Muslim Civilization



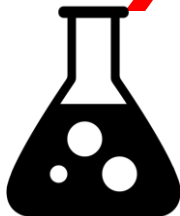
Cairo Book Fair 2017 - 2018



Books for Children



Animation Film

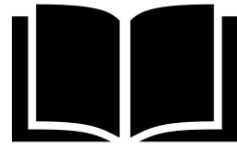




Scientific Achievements of **Muslim Civilization**



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Books for Children



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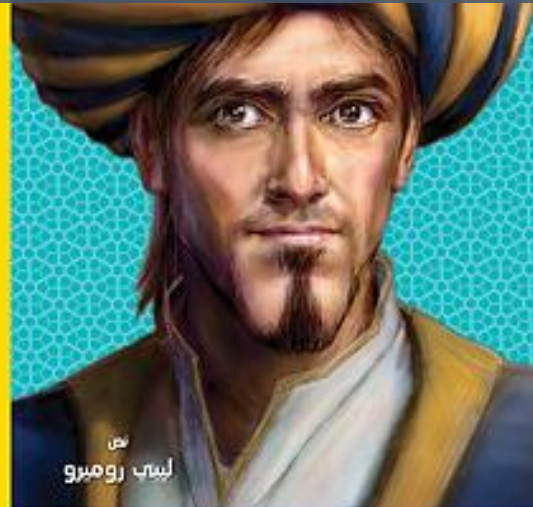
Science Demonstrations and **Activities**

معرض القاهرة الدولي للكتاب 2017

يستضيف

الحسن بن الهيثم

Ibn Al-Haytham: The Man Who
Discovered How We See



مهرجان الجاحظ وكتاب الحيوان معرض القاهرة الدولي للكتاب 2018

27 يناير - 10 فبراير

Al-Jahiz and the Book of Animals





Best Practices



Unusual Venue: Book Fair



مؤسسة الكويت للتقدم العلمي
for the Advancement of Sciences



مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences



الحسن بن الهيثم
AL-HAYTHAM

تبادل الناس روايات مختلفة عن سبب فشله
There are different stories as to why he failed

Educational Campaign





الجاحظ وكتاب الحيوان

AL-JAHIZ AND THE BOOK OF ANIMALS



Localization

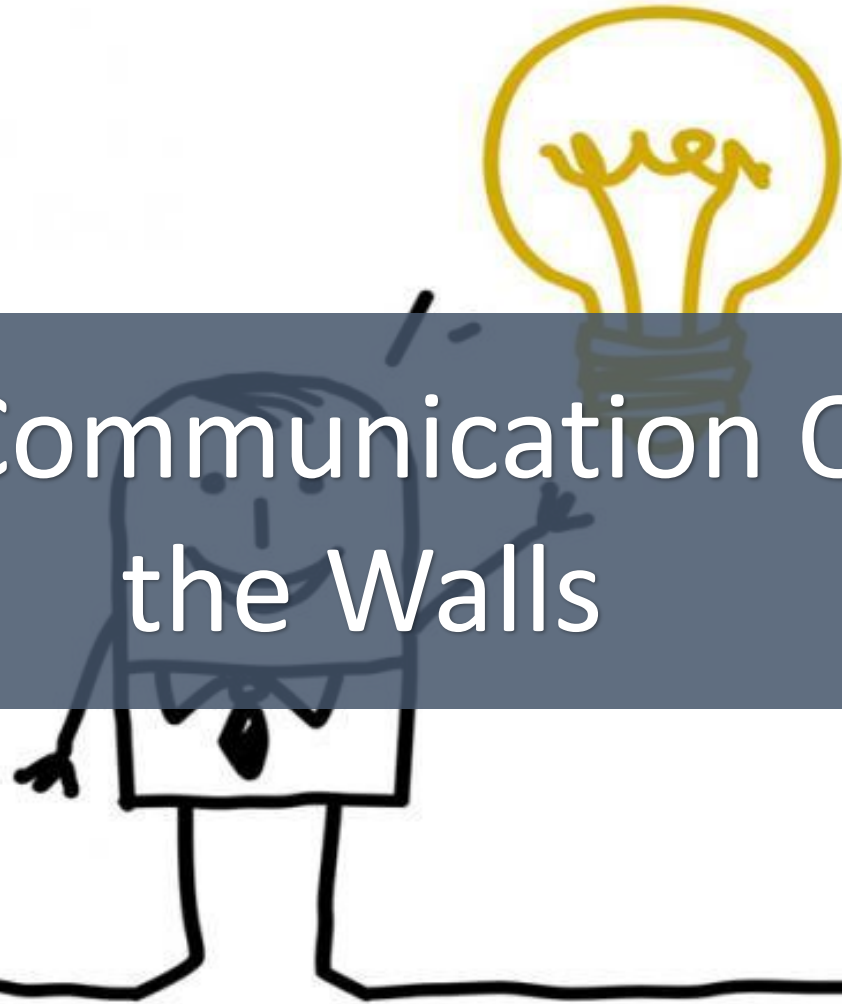




Build on your Success



Science Communication Outside the Walls





Questions

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