

The Role of Science Festivals in Popularising Research

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About EuroScience

- European **grassroots organisation** of researchers and research professionals;
- **4500** individual members from **75** countries;
- **16 corporate members** from **11** countries
- Members from various scientific disciplines ranging from **natural science** over **medical disciplines** to **social science and humanities**;
- Mainly **researchers** but also **teachers, science communicators** and **science journalists**.

What we do?

Shaping policies for science and innovation on behalf of our members through:

- Establishing and coordinating **working groups** on science policy;
- **Surveys** among our members on topics like Plan S and Horizon EU;
- **Petitions** to governments on political topics like **BREXIT**;
- **Promoting and raising awareness** of topics of interest, individual research and projects through our webzine **EuroScientist**;
- Giving awards e.g. the **European Young Researchers Award** and the **Science Writers Award**.

What makes us unique?

EuroScience represents its members
as **individuals, independently** of their
institutional affiliation or their
employer!

Our Flagships: ESOF and the European City of Science

- The **largest and most successful** action of EuroScience;
- **Biennial pan-European** meeting dedicated to **open dialogue** on **scientific research and innovation** in, with and for society;
- **4000 participants** and **120 program sessions** in each edition;
- **Each edition** takes place in a **different European city** which is then recognized as **European City of Science**.

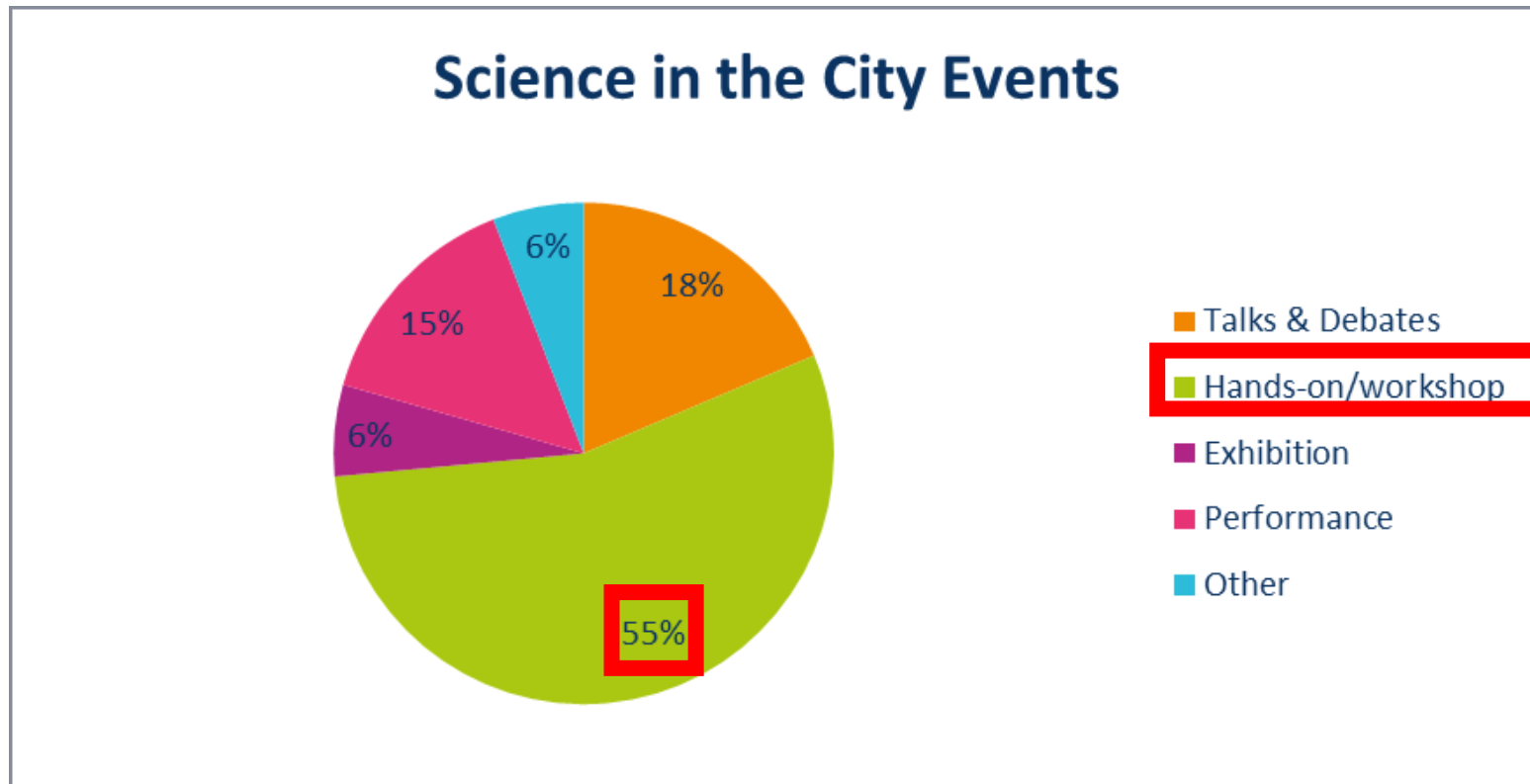
The Science in the City Festival

- The **pillar of ESOF** designed specifically for the **involvement of citizens**;
- **Outside** of the conference venue;
- Usually **3-4 weeks** with ESOF as peak of activities;
- Approximately **100 Events** and **40000 visitors**.

Goals of The Science in the City Festival

- Making science **relevant and accessible** to a **wide range of audiences**;
- Ensuring high quality **interactive content** for audiences;
- Working with **local partners** in order to build **legacy**.

How does a successful festival look like?*



* Collated data from ESOF 2014, 2016, 2018.

Who are your partners?*

- Scientific Institutions
- Cultural Sector
- Charity
- Local Businesses
- Universities
- Art, Theater, Performances
- Schools
- Media

* Listed by number of partners in each category, collated data from ESOF 2014, 2016, 2018.

Key learning points to maximise impact

- Involve **Citizen Science Projects**;
- Projects from **different disciplines** are most attractive;
- Include **visual projects** that combines **art and science**;
- Secure the **city center** as location.

Key learning points for organisers

- Identify **three of four** content priorities;
- Be **flexible**, make participation **as easy as possible**;
- Build a **strong** partnership **home base**;
- Issue **calls early** and conclude partnership agreements **fast**;
- Provide **additional support** for inexperienced **partners**.

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