

# colours of cooperation

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**Ecsite Annual Conference**  
Graz, Austria, 9–11 June 2016

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**First Announcement**

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The European conference for science engagement

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# The European conference for science engagement

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27<sup>th</sup> edition

*shaping science engagement since 1989*

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More than  
**1,000** attendees  
from **50** countries

**3** days  
of conference

**2** days  
of pre-conference  
workshops

**60**  
exhibitors

**3** main  
social events

Countless  
networking  
opportunities

**80**  
sessions

**#Ecsite2016**

Open to everyone involved in public engagement with science

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# WHY YOU NEED TO BE IN GRAZ NEXT JUNE



**colours of  
cooperation**

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**Ecsite Annual Conference**  
Graz, Austria, 9–11 June 2016



*Michiel Buchel*  
Ecsite President  
CEO of NEMO, Amsterdam, Netherlands



*Catherine Franche*  
Ecsite Executive Director  
Brussels, Belgium

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We are proud to invite you to the 27<sup>th</sup> Ecsite Annual Conference, co-organised by Ecsite and a trio of local hosts in Graz, Austria, on 9-11 June.

The largest of its kind in Europe, the Ecsite conference is open to everyone interested in public engagement with science. Ecsite members and conference regulars will be particularly pleased to welcome first timers from countries where science engagement is booming, in particular Eastern Europe – note Graz’s central position on the European map. We also want to share our debates and exchanges with new communities, as our special partnership with the Hands On! International Association of Children in Museums shows.

Join this very special event and its unique balance of large crowds and friendly family atmosphere, broad thematic scope and focussed state of the art sessions, international perspectives and European touch, spotless organisation and room for surprises, peer collaboration and friendly criticism. Get a solid basis if you’re entering the field and be challenged to advanced strategic thinking if it’s future perspectives you’re after.

The “Colours of cooperation” theme not only resonates with Ecsite’s network activities: we are sure that collaborations, co-creations and partnerships are at heart of your daily professional activities as well. You and your team will get inspiration, motivation, tips and tricks, do’s and don’ts. You’ll discover cutting-edge tools, gain new knowledge, and walk away with a refreshed look on your own practice. Use this conference as a springboard for personal development, for unexpected ideas, for future collaborations.

**Move forward with Ecsite**



*Wolfgang Muchitsch*  
Universalmuseum  
Joanneum



*Jörg Ehtreiber*  
FRida & freD  
Children's Museum



*Margit Fischer*  
Association  
ScienceCenter-Network



*Barbara Streicher*  
Association  
ScienceCenter-Network

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## Welcome!

As the hosts of the 2016 Ecsite conference, we cordially invite you to Graz: join a playful exploration of the serious “Colours of cooperation” topic.

This is the first conference to be organised as a cooperation of three partners: the Children's Museum FRida & freD of the host city Graz, the Universalmuseum Joanneum of the host province Styria and the association ScienceCenter-Network, active around the whole host country of Austria. We chose the venues of the conference and social events in order to give you a special flavour of cooperation – the always inspiring interactions of science with arts, design and architecture in all its colourings.

Colourful will be the range of events we are planning for you: the first ever Ecsite Gala Ball invites you to cooperate physically. The sessions will pick your brains on our understanding and experiences of cooperation. The Nocturne will engage you in a spectrum of activities from your hosts and the Austrian-wide network. With “Ecsite for all” we invite you to start off by cooperating with the public and scientists from your host city Graz.

We are all used to cooperating in various settings, but let's take this opportunity for a fresh look on the subject, exploring all facets and shades and applying them to build new connections – the core of Ecsite conferences!

We are excited and look forward to hosting a colourful, delightful and inspiring conference!

**See you soon in Graz!**



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# Grow your network and skills

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## Why attend?

- Share ideas and catch up with the latest trends at the largest professional science engagement event in Europe
- Acquire new tools, skills and competencies from workshops and training sessions
- Find project and business partners, explore new avenues for funding and income generation
- Discover Graz and its vibrant cultural scene and get to know the Austrian science engagement network

## Who attends?

The conference is open to ALL actors in the science engagement sector (no need to be an Ecsite member):

- Top managers and young professionals
- Decision makers and creative thinkers
- Exhibition makers and curators
- Facilitators and learning professionals
- Communicators and marketers
- Researchers and scientists
- Makers, hackers and gamers
- Businesses and service providers
- Policy makers...


## Main topics

- Science and society
- Exhibits, design, collections
- Audiences, learning and research
- Interactivity, communications, new media
- Fundraising and marketing
- Strategy, operations, management
- Making and Gaming, with two specially dedicated spaces
- Facilitators, science shows and festivals



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*"In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed."*

C. Darwin

*"Some colours reconcile themselves to one another, others just clash."*

E. Munch



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# This year's theme: Colours of Cooperation

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Cooperation is the act of working together for a common purpose or benefit. As science communicators, cooperation is at the heart of our work. We cooperate within our teams, with other science engagement organisations, with stakeholders from research, economy, policy and arts – and, of course, with our visitors when we create meaning together.

Colours can be light or dark, glaring or muted, they can clash or resonate and be mixed into endless new combinations. Our community is diverse, representing many colours and shades of science engagement. But do we already use the full spectrum of our own and others' expertise or are there blind spots? Should we be presenting a bright picture of science or do we allow mixed or even muddy colours? Are our audiences monochromatic or colourful?

This conference invites you to look at the diversity and nuances of cooperation and at the colouring they show when seen through various filters. With whom do we cooperate, how do we choose these partners, why do we cooperate and what do we invest and gain?

Cooperation requires respectful relationships, negotiating expectations and roles, agreeing on compromises. It is often a time-consuming and laborious effort, yet it yields benefits that an individual actor could not have achieved on its own and may lead to unexpected results and learnings.

Let's use this conference to cooperatively work on challenges and common goals while enriching our own individual palette.



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# In-depth: The Pre-conference

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Held on 7-8 June, the pre-conference and its 8 workshops offer participants specialised in-depth exploration. Sessions will be hosted in two closely located venues: the Kunsthaus Graz and the Joanneum Quarter.

The Ecsite Thematic Groups each run a workshop open to all, in their respective fields of expertise:

- Space science (Space Group)
- Research and evaluation (REV Group)
- Explaners and facilitation (THE Group)
- Nature and environment (Nature Group)

A special one-day workshop run in collaboration with Hands On!, the International Association of Children in Museums, is also already confirmed for 8 June.

Other workshops will be selected as part of the call for session proposals – don't hesitate to pitch!

→ *More on page 21*



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# Make business

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## Our trade fair: the Business Bistro

About 60 exhibitors showcase state-of-the-art products and services at the Business Bistro. All attendees meet there twice a day at coffee breaks and look forward to the renowned Business Bistro Happy Hour on the conference's second day.

The Business Bistro runs on the three days of main conference: 9-11 June 2016. It is located in the Messe Congress Convention Centre in close proximity to all session rooms, lunch and meeting areas.

Get in touch with Raquel da Cunha ([rdacunha@ecsite.eu](mailto:rdacunha@ecsite.eu)) to reserve your booth  
– book now, the Business Bistro fills up quickly!

## Sponsoring and advertising

Is your business or project looking for visibility? Ecsite offers a whole palette of opportunities, from advertising space on conference publications to full event partnerships.

→ *More at [www.ecsite.eu/partnerships](http://www.ecsite.eu/partnerships)*



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# Socialise

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Coffee breaks, Business Bistro booths, seated lunches and sessions offer countless networking opportunities – but an Ecsite conference wouldn't really be an Ecsite conference without its renowned **social events**.

- **The Speakers' Reception** at the Children's Museum FRida & freD gathers speakers and convenors for a drink (8 June, upon invitation).
- **The Newcomers Breakfast** offers first-timers an opportunity to make friends and get tips from conference regulars (9 June).
- **The Gala Evening** is turning into a ball this year – see right (9 June).
- **The Business Bistro Happy Hour** offers a privileged time for exhibitors and potential clients to meet (10 June).
- **The Nocturne** will take over the whole Joanneum Quarter and its museums (10 June).

- **The informal Farewell Party** will be held at the striking biomorphic Kunsthaus Graz building (11 June).

## **Everybody waltz! Get ready for the Gala Ball**

This year the traditional Ecsite Gala Dinner gets an Austrian twist and turns into a Gala ball held in the Stefaniensaal, one of the world's best concert halls with its unique and elegant flair. Expect a polonaise opening, quadrille and midnight event. No need to be an expert ballroom dancer, just join in and have fun! If you'd rather enjoy a quiet evening, you'll also be able to have a delicious seated dinner in one of the saloons or network at one of the sparkling wine bars and lounges.

You can dress casually but if you want to shine don't forget an evening dress or suit! You can also borrow an evening dress at the conference.



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# Meet a new crowd: Hands On!

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Hands On! is an international network of museum professionals aiming to make all museums and science centres meaningful places for children, to professionalise the museum field and share expertise.

Ecsite and Hands On! are convinced that their respective networks have a lot to share and learn from each other. This is why this year – in resonance with the “Colours of cooperation” theme – Ecsite is welcoming Hands On! members to its conference with a special series of events:

- A pre-conference workshop co-organised by Hands On! and Ecsite members on 8 June
- A strand of children-related sessions on 9 June
- The Hands On! Award ceremony held at the Ecsite Gala Evening on 9 June, jointly with the Mariano Gago Ecsite Awards

Hands On! members will be able to attend the special pre-conference workshop at the same reduced rate as Ecsite members.

→ *More on page 22*



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# Mingle with the locals

## A city builds an extraordinary machine

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Get a practical science engagement warm-up before the conference and join the local public in the **“Ecsite for all” event on Tuesday 7 June!** During this public one-day event, a huge “cooperation machine” will be constructed with the inhabitants of Graz. This machine will be able to transfer impulses or movements. We will be connecting research institutions, schools, universities, companies, people from Graz and Styria, ScienceCenter-Network partners and Ecsite conference participants.

Will the machine be able to transfer movements from one end to the other? There are no restrictions; all ideas and measurements are allowed. From mechanical solutions to electronic components to psychological impulses.

It will be a great opportunity to discover areas of local scientific excellence, to test your making, tinkering or facilitating skills, and to socialise and network further – let’s give locals a taste of the collaborative Ecsite spirit!

Intrigued? No need to register, just show up and participate! For questions, get in touch with Nikola Kroath ([nikola.kroath@stadt.graz.at](mailto:nikola.kroath@stadt.graz.at)).



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# CONVINCED? NOW THE PRACTICALITIES



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The city of Graz lies in the south-eastern part of Austria, 200 km from Vienna, within 300 km of seven international borders. It is particularly easy to reach from Eastern and Southern Europe.

#### **By train**

Direct connections to Graz from: Vienna, Linz, Salzburg, Munich, Stuttgart, Ljubljana, Budapest and many other towns in Austria and Europe.

#### **By airplane**

Graz International Airport is located 12 km from the city centre, easily accessible from there by bus and train. Scheduled flights to Graz from: Berlin, Dusseldorf, Frankfurt, Istanbul, Munich, Stuttgart, Vienna, Zurich.

→ More at [www.ecsite.eu/annual-conference](http://www.ecsite.eu/annual-conference)

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# Welcome to Graz

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Graz is an attractive conference city for many reasons: its beautiful old town overlooked by the castle hill and clock tower; extensive cultural offer; emphasis on science and research, technology and design; as well as excellent infrastructure of conference venues.

No other city offers so much variety packed into such a small space, together with that touch of sunny southern flair: futuristic architecture alongside medieval houses, alleys and squares; exclusive boutiques overlooking colourful farmers' markets; cultural and culinary treats on every corner – and all within walking distance of each other, in the bicycle-friendliest city of Austria.

Leaving behind the urban flair of the city, it's just a couple of miles to the real countryside – how wonderful to breathe fresh Alpine air and to take in the beautiful, unspoiled Styrian landscape!

Wherever you go, you'll find the traditional delicacies of local cuisine – taste internationally renowned Styrian wines directly at local vineyard and buy fresh pumpkin-seed oil straight from farmers.

## A few facts

- Second-largest city in Austria (after Vienna) and capital of the Styria province
- Graz means “little castle”, derived from the Slavic word “Gradec”
- One of the best-preserved city centres in the world – UNESCO World Cultural Heritage
- 2003 European Capital of Culture
- UNESCO City of Design
- Population: approx. 275,000
- Six universities with more than 50,000 students
- Lots of sunshine: 1,890 hours per year
- 353 m above sea level
- 128 km of cycling paths



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1. Messe Congress – Ecsite Annual Conference and Business Bistro
2. Kunsthaus Graz – Pre-conference and Farewell Party
3. Joanneum Quarter – Pre-conference and Nocturne
4. FRida & freD Children's Museum – Speakers' Reception and "Ecsite for all"
5. Stefaniensaal in Congress Graz building – Gala Ball

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# Conference venues

All within walking distance of each other

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## **Messe Congress**

### **Main conference venue**

Located in the centre of Graz, the Messe Congress will house the three days of the main conference: plenary sessions, Business Bistro, lunch area and session rooms. This purpose-built, high-tech conference facility is architecturally unique, with its spectacular roof construction and flexible space open on all sides.

## **Kunsthau Graz**

### **Pre-conference and Farewell Party**

Nicknamed “Friendly Alien” by its architects, Graz’s famous architectural landmark contrasts with the old town’s architecture. The Kunsthau Graz puts on a rich contemporary arts programme: architecture, design, painting, sculpture, photography, new media and film.

## **Joanneum Quarter**

### **Pre-conference and Nocturne**

The Joanneum Quarter is a multi-faceted cultu-

ral centre at the heart of the city, combining museums, an underground visitor centre and spaces for open air events. Visit the fine arts collections of Neue Galerie Graz or the Natural History Museum, that will also host the Austrian ScienceCentre-Network’s travelling exhibition “Interdependencies” during the conference.

## **FRida & freD Children’s Museum Speakers’ Reception**

FRida & freD Children’s Museum Graz offers younger audiences interactive and immersive experiences on complex topics. Opened in 2003, the museum welcomes 85,000 visitors a year to its purpose-designed award-winning building.

## **Stefaniensaal Gala Ball**

Inaugurated in 1885 the Stefaniensaal is considered one of the world’s best concert halls. Climb its impressive staircase and waltz away under its rich stuccoed ceilings.



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# Take an active part

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## Speak

The majority of the conference's unique programme comes from practitioners sharing and discussing experiences, research, trends and visions. The call for session proposals is open to all: team up with colleagues from around the globe and submit a session idea!

A rich variety of formats is encouraged, from plenary talks to highly interactive workshops. Proposals are selected by the Annual Conference Programme Committee, bringing together a dozen experts.

## Key dates

- 19 August 2015: online call for proposals opens
- 15 October 2015: call for proposals closes
- 24 February 2016: online programme is released + online registration opens

All details on [www.ecsite.eu/annual-conference](http://www.ecsite.eu/annual-conference)  
Note that speakers and convenors need to register like all other participants.

## Exhibit

Booths are booked on a first come, first served basis. Get in touch now with Raquel da Cunha: [rdacunha@ecsite.eu](mailto:rdacunha@ecsite.eu).

## Sponsor or advertise

Join early to benefit from all visibility opportunities linked with the conference. Advertisement spaces inside the printed Programme can be booked until early April 2016.

→ *More at [www.ecsite.eu/partnerships](http://www.ecsite.eu/partnerships)*



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# Register

Online registration opens on 24 February 2016 and closes on 19 May at [www.ecsite.eu/annual-conference](http://www.ecsite.eu/annual-conference).

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## Pre-conference/Online booking only

	Ecsite Members VAT excl.	Non members VAT excl.
<b>One day</b>	Euro 95,-	Euro 125,-
<b>Two days</b>	Euro 190,-	Euro 250,-

The pre-conference registration fee includes lunch and coffee breaks.

Hands On! members in order of payment for their 2016 membership fee have access to the same rate as Ecsite members for the special Hands On! pre-conference workshop.

## Main Conference/Three-day fee

	Ecsite Members VAT excl.	Non members VAT excl.
<b>By 23 March</b>	Euro 460,-	Euro 620,-
<b>By 20 April</b>	Euro 510,-	Euro 650,-
<b>By 19 May</b>	Euro 545,-	Euro 650,-
<b>On site</b>	Euro 690,-	Euro 730,-
<b>Students</b> (online booking only, by 19 May)	–	Euro 345,-

The three-day conference fee includes daily hot lunches, coffee breaks, Gala Ball and Nocturne. Additionally the fee includes free entrance to the Universal-museum Joanneum (museums and museum sites) and to the Children's Museum FRida & freD from 6 to 12 June 2016.

The one day registration fee includes lunch and coffee breaks – you will be able to add separately costed social events to your registration if you wish.

Member rates apply to staff of current Ecsite member institutions for whom 2016 membership fees have been paid before registration.

Student rates apply to individuals providing a copy of a valid student card for an ongoing course in the field of science communication.

## One-day fee/Online or on site

Euro 270,- VAT excl. for all

All fees will be subject to Austrian VAT – rate to be confirmed (max. 20%). All fees indicated above correspond to one registration.



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# A LITTLE MORE ABOUT US



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# The three 2016 conference hosts

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This conference is the first Ecsite Annual Conference to be held in Austria and the first to be organised as a cooperation of three partners, with colourful contributions from the Austrian-wide network.

The three partnering institutions are ideal hosts for the Ecsite Annual Conference – each organisation brings a unique viewpoint and strength to the conference.

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## Universalmuseum Joanneum

The **Universalmuseum Joanneum**, the biggest of its kind in Central Europe, has a long tradition of collecting and research. It offers a unique panorama of science, art and culture exhibitions and events, servicing the public, research institutes and universities. You can explore its outstanding collections in twelve locations throughout Styria.

→ *More at [www.museum-joanneum.at](http://www.museum-joanneum.at)*



**FRida & fred Children's Museum** Graz offers younger audiences interactive and immersive experiences, often addressing complex topics, with exhibitions, theatre performances and programmes for children aged 3 to 12.

→ *More at [www.fridaundfred.at](http://www.fridaundfred.at)*



Finally, the **Association ScienceCentre-Network** initiates exciting projects on hands-on science communication and serves as a hub for capacity-building and professional development on science engagement in Austria, fostering cooperation between more than 150 diverse partners from across the country.

→ *More at [www.science-center-net.at](http://www.science-center-net.at)*



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# The Ecsite network

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Ecsite's vision is to foster creativity and critical thinking in European society, emboldening citizens to engage with science. Its mission is to inspire and empower science centres, museums and all organisations that engage people with science, and to promote their actions.

Ecsite, the European network of science centres and museums, was created more than 25 years ago. It now gathers more than 350 science engagement organisations in Europe and worldwide: science centres and museums, research organisations, local authorities, festivals, universities, companies, zoos and aquaria...

As a network, Ecsite catalyses its members' collective strengths into a powerful voice, at the forefront of science engagement advocacy. It enables them to collaborate at European level and worldwide.

Join! Members benefit from discounted rates for the conference, access to collaborative projects, visibility through Ecsite communications channels...

→ *More on [www.ecsite.eu/members](http://www.ecsite.eu/members)*



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# Contacts

All information on the regularly updated conference page:

[www.ecsite.eu/annual-conference](http://www.ecsite.eu/annual-conference)

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## In Graz

For your questions about local logistics  
(hotels, transport and venues):

[www.graztourismus.at](http://www.graztourismus.at), Tel.: +43 316 8075

For your questions about social and public events:

**Gerlinde Podjaversek**

Tel.: +43 316 872 7713

Email: [gerlinde.podjaversek@stadt.graz.at](mailto:gerlinde.podjaversek@stadt.graz.at)

Address: FRida & freD / KIMUS Kindermuseum

Graz GmbH / Friedrichgasse 34 / A-8010 Graz

## At the Ecsite Office

For your questions about: registration, Business  
Bistro, speakers, programme, payments.

**Raquel da Cunha**

Tel: +32 471 49 07 02

Email: [rdacunha@ecsite.eu](mailto:rdacunha@ecsite.eu)

Address: Ecsite Executive Office /

89 Avenue Louise – Louizalaan / B-1050 Brussels

## Press

A number of free press passes are available.

Austrian journalists, please contact

**Gerlinde Podjaversek** (above).

International journalists, please contact

**Raquel da Cunha** (above).

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