

# From Göteborg to Grahamstown: The parallel universes of science communication events

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International Science Festival, Göteborg / Sasol SciFest  
Sweden / South Africa



ASCC  
Nelson Mandela Metropolitan University  
Port Elizabeth, South Africa  
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## Context



- Sasol SciFest is South Africa's National Festival of Science, Engineering and Technology
- launched in 1997 as a high-profile, national event to promote a culture of science in South Africa
- celebrated its 10<sup>th</sup> anniversary in 2006
- festival management consultation component
- implementation of other science communication (SC) events
- rebranding project to SciFest Africa
- festival franchise opportunities
- launch of SciFest Finland in 2007

## Which operational model is best-suited?

- EUSCEA *White Book*:
  - assess SC events in Europe
  - collect best practice strategies and valuable ideas
  - issue recommendations re: organisation of SC events
- Assist event organisers, science communicators, scientists, journalists, and educators to improve the public understanding of STEM
- An investigation into the similarities, differences and best practice strategies of SC events in Sweden and South Africa



## Brief overview

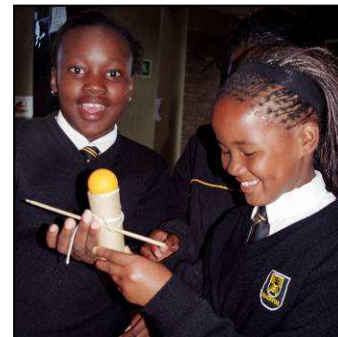


### International Science Festival, Göteborg

- launched in May 1997
- celebrated 10<sup>th</sup> anniversary in 2006
- 400 events
- 10 days
- 100 000 visitors
- Göteborg
- annual event

### (Sasol SciFest)

- launched in March 1997
- celebrated 10<sup>th</sup> anniversary in 2006
- 600 events
- 7 days
- 40 000 visitors
- Grahamstown
- annual event with outreach programmes





## Purpose

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• stimulate young minds</li> <li>• develop a knowledge-based economy</li> </ul>                             | <ul style="list-style-type: none"> <li>• break through popular misconceptions and create a new mindset about STEM</li> <li>• demonstrate that these disciplines underpin our everyday activities</li> </ul> |
| <ul style="list-style-type: none"> <li>• offer the scientific community a place to meet</li> <li>• encourage dialogue and communication</li> </ul> | <ul style="list-style-type: none"> <li>• make science accessible to and within the reach of ordinary people</li> <li>• allow SA and international scientists the opportunity to share their work</li> </ul> |
| <ul style="list-style-type: none"> <li>• communicate science to the public in an accessible and interest-arousing way</li> </ul>                   | <ul style="list-style-type: none"> <li>• allows the visitor to interact with science in a non-threatening environment</li> </ul>  |
| <ul style="list-style-type: none"> <li>• trust or mistrust</li> </ul>  | <ul style="list-style-type: none"> <li>• offer career guidance</li> </ul>   |
| <ul style="list-style-type: none"> <li>• democracy and public education</li> <li>• explaining scientific processes</li> </ul>                      | <ul style="list-style-type: none"> <li>• provide role models for our youth</li> </ul>   |
| <ul style="list-style-type: none"> <li>• discuss ethical and problematic issues</li> </ul>   |   |





## Management

- objectives
- planning
- implementation
- conclusion
- ten-year plan
- marketing plan
- event management software
- strict deadlines

- application with administration through a web portal for contributors

- open recruitment
- event-specific training

- extensive evaluation

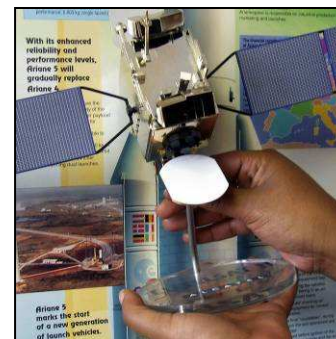
- objectives
- planning
- implementation
- conclusion

- five-year plan
- media plan
- what on earth?
- strict deadlines

- invitation with administration via e-mail

- tertiary education students
- science communication, event-specific, management and people skills training

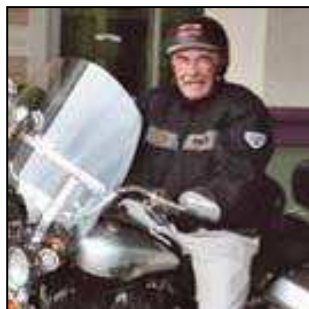
- visitors survey and event reports





## Organisation

<ul style="list-style-type: none"> <li>• non-profit organisation</li> </ul>	<ul style="list-style-type: none"> <li>• non-profit organisation</li> </ul>
<ul style="list-style-type: none"> <li>• owned and administered by the City council</li> </ul>	<ul style="list-style-type: none"> <li>• owned and administered by the Grahamstown Foundation</li> </ul>
<ul style="list-style-type: none"> <li>• full-time permanent staff</li> <li>• 10</li> <li>• specialists in marketing</li> <li>• coordination and logistics</li> <li>• scientific content: Advisory Council</li> </ul>	<ul style="list-style-type: none"> <li>• full-time permanent staff</li> <li>• 5</li> <li>• specialists in marketing</li> <li>• coordination and logistics</li> <li>• scientific content: Advisory Committee</li> </ul>
<ul style="list-style-type: none"> <li>• funded by Göteborg &amp; Co.</li> </ul>	<ul style="list-style-type: none"> <li>• title sponsor, sub-sponsors, travel sponsors, sponsors-in-kind</li> </ul>
<ul style="list-style-type: none"> <li>• secure funding</li> </ul>	<ul style="list-style-type: none"> <li>• annual basis with one year notice period</li> </ul>
<ul style="list-style-type: none"> <li>• four additional main partners</li> </ul>	<ul style="list-style-type: none"> <li>• very good relationship with NRF/SAASTA, Rhodes University, the media and Avis</li> </ul>



## Audience

- three main groups:  
learners  
educators  
general public
- uniform audience

- special events for:  
ethnic minorities  
journalists  
science communication professionals  
women

- three main groups:  
learners and students  
educators  
general public
- significant differences:  
demographics (age, gender, race)  
home language  
economic status  
educational and home environment  
literacy

- special events for:  
different age groups  
science communication professionals  
women





## **SCIENCE COMMUNICATION SKILLS SEMINAR**

**Sasol SciFest 2007  
Grahamstown  
22-24 March 2007**

### **AIM**

**to develop a diverse group of science communication facilitators and writers in South Africa**

### **ACTIVITIES**

**learn the theory of science communication  
experience “live” science communication at Sasol SciFest  
investigate the importance of public engagement, dialogue and debate  
develop skills in the facilitation of “conversation events” between scientists and the public**

### **APPLICATIONS**

**Anja Fourie  
046 603 1106  
[anja.fourie@foundation.org.za](mailto:anja.fourie@foundation.org.za)**

**Successful candidates will be notified by 15 February 2007**

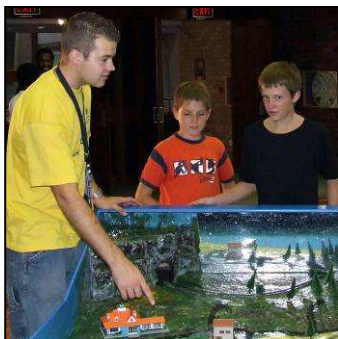
**The British Council will pay for accommodation (B&B), travel and training materials.  
Delegates will responsible for own meals and incidental expenses.**



## Venues

- City Hall
- other City properties
  - libraries
  - schools
  - parks
  - train stations
- amusement parks
- cafés or pubs
- companies
- museums
- tents
- town squares
- pavement

- 1820 Settlers National Monument
- Albany Museum Complex (5)
- schools
- malls

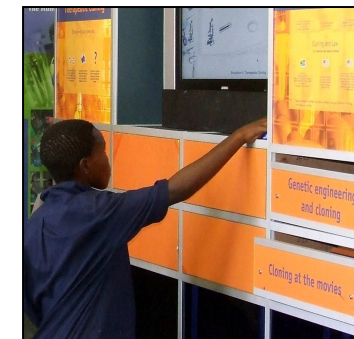
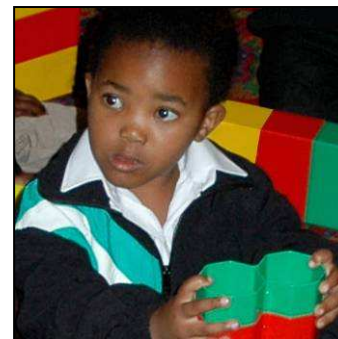
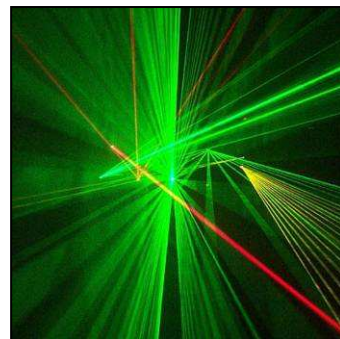


## Events

demonstrations, educational theatre, exhibitions, field trips, film festivals, science show, tours, and workshops



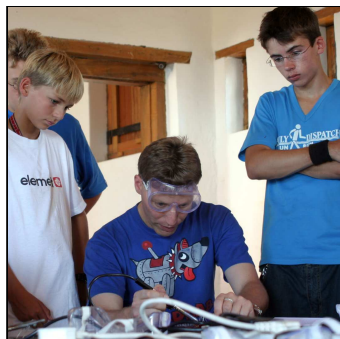
- debates
  - competitions
  - mass experiments
  - mobile science shows
  - open house
  - Science Café or Café Scientifique
  - self-explanatory games
  - special formats
- fringe programme
  - hobbies fair
  - laser show
  - SciKidz I and II
  - mathematics relay
  - school quizzes
  - Science Olympics
  - soap box derby
  - Sport 'n Science



## Marketing

- target all audiences particularly the youth
- marketing plan
- paid for by City of Göteborg
- 210% return on all efforts
- separate promotional events, advertising, media coverage, promotional material
- website
- press conferences
- independent marketing
- newsletter
- no formal outreach activities

- target decision-makers
- media plan and monitoring service
- festival budget
- subsidised television coverage
- member of the media on the NAC
- good-will coverage
- good-will coverage to the value of R1,2 million
- one entity and done in-house
- website
- media launches and press conferences
- use other centres or events as platforms
- newspaper
- outreach activities offers marketing opportunities year-round





## Monitoring and evaluation

- three aspects:

- numbers
- enjoyment
- impact

- databases
- voting devices
- festival questionnaires (printed)
- festival questionnaires (internet)
- event-specific questionnaires
- personal interviews
- focus groups
- competitions
- use of marketing and statistics majors
- tag visitors





## Contact details



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**Sasol SciFest**

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[www.scifest.org.za](http://www.scifest.org.za)

[www.nstf.org.za](http://www.nstf.org.za)

[www.saasta.ac.za](http://www.saasta.ac.za)

