

2nd
meeting

Mediação

do Conhecimento

e Cultura Científica

3 and 4 February, 2020

Pavilion of Knowledge - Ciência Viva

**A meeting to reflect, debate
and exchange knowledge, experiences
and good practices on the work
of educational services as promoters
of knowledge, science and culture.**

09:30 Registration and welcome

10:00 Mobilizing policies: from education to scientific culture

ROUND TABLE // JOSÉ MARIANO GAGO AUDITORIUM

Rosalia Vargas *Presidente of Ciência Viva*

João Sobrinho Teixeira *Secretary of State for Science, Technology and Higher Education*

João Costa *Secretary of State for Education*

Ângela Ferreira *Deputy Secretary of State and the Cultural Heritage*

11:00 Coffee Break

11:30 Keynote Abdulaziz Alhegelan

JOSÉ MARIANO GAGO AUDITORIUM

Enhancing the dialogue between cultures

Cultures are wide and diverse around the world, yet they shouldn't stand in the way of international collaboration aiming to make earth a better planet to live on. Not so surprisingly, even though we live in different parts of the globe and each has his/her own culture, we almost face the same challenges and have similar goals for our future. As science communication professionals, we are a community with members spread around the world working together to advance science and share it among the citizens of planet earth to secure a safe and sustainable future for the generations to come. During this speech, Abdulaziz will focus on the challenges and goals of science communicators in the Mediterranean and North Africa region, where you will realize that it is the same all over the world. Hence, we need to work together and enhance our dialogue to lift up our sector and achieve our supreme goal.

12:30 Lunch

14:00 Fostering a participatory visitor experience

WORKSHOP // LOBBY

The role of the different publics in enriching the dynamics of spaces of knowledge mediation is gathering momentum. It is thus crucial to understand how to enrol them and involve them in the life of museums and science centres. In this workshop we will explore strategies that can help the active engagement of the public in knowledge mediation institutions and initiatives. Based on a fictional scenario, we'll use tools that could help co-creating a science communication public event.

Moderator

Carlos Catalão *Ciência Viva*

16:30 Coffee Break

17:00 **Re-imagining a learning experience**

PANEL // JOSÉ MARIANO GAGO AUDITORIUM

We all know how hard it is to promote ground-breaking activities notable by their creativity and effectiveness in mediating knowledge with the public. Whether due to lack of time, funding, inspiration or fear of risk, many programmes end up revolving around established ideas, while exciting alternatives eventually languish. In what context then does creativity lead to innovation? What constraints does it clash with, and what opportunities favour the creative process?

Introduction and moderation

Leonel Alegre *University of Évora*

19:00 **Chill-Out Cocktail**

EXPLORA

DAY 2 • 4 February 2020

10:00 **Keynote Brian Trench**

JOSÉ MARIANO GAGO AUDITORIUM

Scientific culture, science museums and the social conversation on

Among the many possible meanings and uses of 'scientific culture', Brian Trench will focus on the place of science in public culture and how science museums and other organisations concerned with science communication contribute to situating science in society. He will raise questions on the image of science that such organisations present to society and he will redefine science communication as "the social conversation about science", suggesting that science communication activities can be evaluated as stimulating (or not) that conversation.

11:00 **Cool tools & Hot topics**

WORKSHOP SCENARIO // LOBBY

Museums and cultural spaces face new challenges in the 21st century: migration, pollution, environmental disasters, ... Everybody talks about it on the street, it stands on the front page of all newspapers and TV news programmes are fighting to get the best scientists in town. But how are we addressing these hot topics? In this gamified workshop, participants will be divided into groups representing different fictional cultural spaces. Each group will roll the dice and rely on chance to determine the budget, resources, constraints and opportunities to develop creative communication strategies that aim to present and debate scientific and technological topics currently on the social agenda. At the end of the session we will evaluate the strengths and weaknesses of each strategy and discuss the wonders (and difficulties) of bringing scientific hot topics to museums and science centres.

13:00 **Lunch**

14:30 Keynote **Ngairé Blankenberg**

JOSÉ MARIANO GAGO AUDITORIUM

Museums as safe places

Museums are widely regarded as some of the most trusted institutions in the world- even among those who don't visit them. How can museums ensure that they continue to earn, and in some cases build this trust among an increasingly diverse public. Does being a safe space require neutrality or advocacy? How to balance the needs of visitors and staff who often have conflicting perspectives and expectations?

15:30 **Closing**

JOSÉ MARIANO GAGO AUDITORIUM

Keynote Speakers



Abdulaziz Alhegelan

Abdulaziz holds a B.Sc in Industrial Engineering, and currently works as the Executive Director of Mishkat Interactive Center for Atomic & Renewable Energy in Riyadh, Saudi Arabia and the President of NAMES (North Africa & Middle East Science centers network). He has started his career back in 2013 as a Maintenance Engineer, and occupied different position since then through a chain of promotions, to end up taking the role of Mishkat's Executive Director. In addition to his roles in Mishkat and NAMES, Abdulaziz works as a business development specialist and serves as a consultant and trainer for some educational and science/museum-oriented organization.



Brian Trench

Brian Trench is a researcher, trainer and consultant on science communication. He has previously been a journalist and a senior lecturer at Dublin City University. He is president of the International Network of Public Communication in Science and Technology (PCST) since 2014, and has written many articles and presented talks in over 20 countries on science communication. He is co-editor of the Routledge Handbook of Public Communication of Science and Technology (2008, 2014, 2020) and of Little Country, Big Talk – science communication in Ireland (2017).



Ngairé Blankenberg

Ngairé Blankenberg is an independent consultant, with a reputation as a driving force behind museums' role as places of transformation, participation and social responsibility. She has advised over 50 museums and cultural projects in 35 cities on 5 continents. Some of her clients include MEG- Musée d'ethnographie de Genève, Museum of the Future, (Dubai), International Rice Research Institute (Philippines), Biotopia (Munich), Constitution Hill (Johannesburg), Parlamentarium (Brussels), Smithsonian National Museum of African American History and Culture (Washington DC), the Canadian Museum for Human Rights (Winnipeg), and the Te Papa National Museum of New Zealand (Wellington). She is co-author of the book Cities, Museums and Soft Power, and the Manual of Digital Museum Planning. Ngairé is the founder of Edtech start-up recollect. She is currently in development for a Museum Makeover TV series.