

WELCOME TO THE ANNUAL EUSEA CONFERENCE 2018!

WELCOME TO MADRID!

The European Science Engagement Conference is inviting public engagement specialists, science communication experts and practitioners from around the world to meet on May 17 and 18. Join us in beautiful Madrid, for two days full of discussions, debates, talks, sessions and workshops. Boost your collaborations and networking opportunities with colleagues from Europe and beyond!

KEYNOTE SPEAKERS



Pr. Dr. Thomas Zeltner is Honorary Professor of Public Health at the University of Bern and a Fellow of the Advanced Leadership Initiative of Harvard University (Boston, USA). He is a board member and director of various health institutions and advises various governments and national and international health organizations.



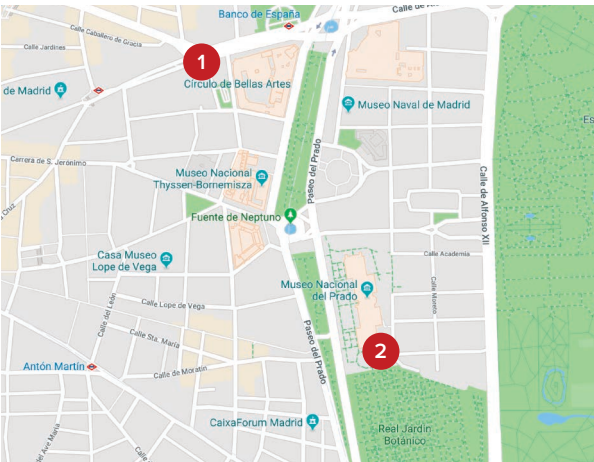
Dr. Eric Jensen, Associate Professor, Dept. of Sociology, University of Warwick, is a leading social scientist specializing in innovative methods of conducting impact evaluation research in informal learning and public engagement contexts.



Dr. María Acaso, Associate Professor, Dept of Fine Arts, Universidad Complutense de Madrid, is among the leading figures, in Spain and Latin America, of the movement “Educational Revolution” what she calls #rEDUvolution. Her main interest is to promote this chage of paradigm in the teaching community.

VENUES

- 1 Círculo de Bellas Artes. 42, Alcalá St. 28040 Madrid
- 2 Real Jardín Botánico. 2, Murillo Square. 28014 Madrid



Hosted by:



Contributors:



#EUSEA18

Follow EUSEA on Facebook and Twitter:
www.twitter.com/euseaevents
www.facebook.com/europeanscienceevents/

www.eusea.info
www.madrimasd.org



european
science
engagement
conference

Madrid, **17-18 May**, 2018

Círculo de Bellas Artes



"La Gran Vía" Etching, soft varnish

#EUSEA18

www.eusea.info

www.madrimasd.org

EUSEA
European
Science
Engagement
Association

Hosted by

 **fundación** para el
conocimiento
madrid

Thursday, 17th May 2018

9.00 am – 12.00 pm

Pre-Conference Workshop

Valle Inclán room. 5th b floor

When Science and Theatre Collide: Get Inspired by the PERFORM Project

Leonardo Alfonsi and Claudia Aguirre (EUSEA), Helena González and Oriol Marimón (The Big Van). PERFORM Project

12.00 – 1.00 pm

Registration and Lunch (registration will be open from 11.00 onwards)

Hall 5th floor

1.00 – 2.30 pm

Welcome by Mr. Alejandro Arranz Calvo, General Director of Research and Innovation and of the Regional Board of Education and Research from the Regional Government of Madrid, together with EUSEA President Mr. Markus Weißkopf

Valle Inclán room. 5th b floor

KEYNOTES

- **50 Shades of Policy Making - A Passionate Call for Evidence, Emotion and Excellence**
Prof. Dr. Thomas Zeltner, Public Health at the University of Bern, Switzerland
- **All You Ever Wanted to Know About Impact Evaluation**
Dr. Eric Jensen, University of Warwick, UK

2.30 – 3.00 pm

Coffee Break

Hall 5th floor

3.00 – 4.30 pm

SESSION A: HORIZON TALKS

Ramón Gómez de la Serna room. 5th floor

- **Designing outreach hands-on workshops for science festivals**
Manuela Ringbauer, Vienna Open Lab, Austria
- **Calculate with and on “1” and “0” - Science Communication goes Geocaching**
Dra. Silka Rodestock, City of Hannover, Germany
- **Low-Cost Research Communication: Key Barriers to communication of Research as a Tool to Increase Science Culture and Engagement**
Dra Silvia Simon Rabasseda, University of Girona, Spain
- **Animal testing – Discussing a sensitive topic with different target group**
Elena Kinz, Open Science – Lebenswissenschaften im Dialog, Austria
- **Reinforcing engagement of global citizens in research activities by means of Open Knowledge culture. Is Wikipedia useful here?**
Dr. Miquel Duran, University of Girona, Spain
- **EduComix: The Gateway Drug to Science Literacy**
Dr Susan Nasif, CIMAZA Ngo

WORKSHOP 1: HOW CAN WE EVALUATE THE DIGITAL PUBLIC ENGAGEMENT IN SCIENCE? A DELIBERATIVE PROPOSAL WITH A WORLD SCIENCE CAFE

Dra. María Dolores Olvera-Lobo and Lourdes López-Pérez, Access and Evaluation of Scientific Information Research Group, University of Granada, Spain

Nueva room. 5th floor

WORKSHOP 2: GUIDELINES FOR GOOD SCIENCE COMMUNICATION

Markus Weißkopf, CEO Wissenschaft im Dialog, Germany and Uwe Steger, Universität Innsbruck/EUPRIO

Valle Inclán room. 5th b floor

WORKSHOP 3: TRANSDISCIPLINARY ACTIVITIES

Lena Söderström, Vetenskap & Allmänhet, Sweden; Leonardo Alfonsi, Psiquadro, Italy and Joseph Roche, Trinity College, Irland

Antonio Palacios room. 4th floor

4.30 – 5.00 pm

Coffee Break

Hall 5th floor

5.00 – 6.30 pm

SESSION B: HORIZON TALKS

Ramón Gómez de la Serna room. 5th floor

- **Light Pushes Stuff: marrying science, arts and abstraction**
Dr André Xuereb, Quantum physicist, and Dr Edward Duca, University of Malta, Malta
- **STEM-Based Puzzle Rooms as an Educational Tool**
Amanda Mathieson, EU Project Officer, University of Malta, Malta
- **Arts and Science - Rules of Engagement**
Simone Cutajar, Green Malta and University of Malta and Dr. Edward Duca, Malta
- **The DIY evaluation toolkit – life hacks for evaluating science communication activities on a budget**
Karin Garber, Vienna Open Lab, Open Science, Austria
- **Silk House – A smart microgrid for a sustainable Science Center**
Estefânia Gonçalves, Braganza Ciência Viva Science Center, Portugal
- **In Citizen Science (CS) data we trust**
Simone Cutajar, University of Malta and Greenhouse Malta, Malta

TEAM SESSIONS

Valle Inclán room. 5th b floor

- **From the Magic of Science to the Science of Magic**
Dr. Fernando Blasco, Technical University of Madrid and Dr. Miquel Durán, University of Girona, Spain
- **All you ever wanted to know about science shows but were afraid to ask!**
David Price, Science made Simple, UK and Helen Järvpöld, AHHA Science Center, Estonia

WORKSHOP 4: CITIZEN RESEARCH – THE GOOD, THE BAD AND THE UGLY?

Kenneth Skeldon and Francesca Gale, Wellcome Genome Campus, UK

Nueva room. 5th floor

WORKSHOP 5: HOW TO GET VIRAL ON FACEBOOK, YOUTUBE OR YOUR OWN VIDEO CHANNEL?

Theda Minthe, City of Hannover, Germany and Lena Söderström, Vetenskap & Allmänhet, Sweden

Antonio Palacios room. 4th floor

19.15 – 20.00 pm

Visit to the Real Jardín Botánico-CSIC

20.00 pm

Conference Dinner. Real Jardín Botánico-CSIC



Friday, 18th May 2018

9.00 – 10.00 am

KEYNOTE

What's that cockroach doing in my Science Museum? Art Thinking as a tool for Science Learning

Dr. María Acaso, Universidad Complutense de Madrid, Spain

Valle Inclán room. 5th b floor

10.00 – 11.30 am

SESSION C: HORIZON TALKS

Ramón Gómez de la Serna room. 5th floor

- **RRI in tiny formats**
Andrea Troncoso, EUSEA Project Officer, Austria
- **A socially relevant university: RRI Hurdles in Malta**
Dr. Edward Duca and Hans Sonntag, University of Malta, Malta
- **PERFORM project: When Science and performing arts meet at the stage**
Leonardo Alfonsi, Psiquadro, Italy
- **Ciudad Ciencia (City Science), the place where science and society meet in a local setting**
Carmen Guerrero, Spanish National Research Council (CSIC), Spain
- **Scientific Routes for an Intercultural Integration**
Ivonne Fachada, Braganza Ciencia Viva Science Centre, Portugal

WORKSHOP 6: CREATING A CREATIVE SCIENCE ACTIVITY FOR SCHOOLS

Dr. Edward Duca, University of Malta, Malta

Nueva room. 5th floor

TEAM SESSIONS:

CELL BLOCK SCIENCE AND INCLUSIVE AGRIFOOD SCIENCE IN NURSING HOMES

Valle Inclán room. 5th b floor

- **Cell Block Science Session**
Mhairi Stewart, University of St. Andrews and Ruth Facchini, Scottish Prison Service, UK
- **Inclusive Agrifood Session**
Cristina de Lorenzo, IMIDRA, Spain

11.30 am – 12.00 pm

Coffee Break

Hall 5th floor

12.00 – 1.30 pm

SESSION D: HORIZON TALKS

Ramón Gómez de la Serna room. 5th floor

- **Engaging pupils in 'citizen science' research projects on sustainable landscapes**
Maike van Heij, Science Linx, University of Groningen, The Netherlands
- **Science at School. A research project carried out by children**
Paloma Banderas, Autonomous University of Madrid, Spain
- **Young Citizen Scientists in bioinformatics: a win-win-situation for the analysis of big data**
Alexandra Schebesta, Open Science – Lebenswissenschaften im Dialog, Austria
- **Paired Science – an initiative to promote science at primary and secondary schools**
Sheila Donegan, Waterford Institute of Technology, Ireland
- **I am a scientist, get me outta here**
Shane McCracken, Gallomanor, UK and Ángela Monasor, Kialo, Spain

WORKSHOP 7: CITIZEN SCIENCE (CS) AS A TOOL FOR PUBLIC ENGAGEMENT

Simone Cutajar, Green Malta and University of Malta, Malta

Valle Inclán room. 5th b floor

WORKSHOP 8: BRINGING RESEARCH INTO THE PUBLIC (HOUSE)

Peter Brennan and Ricardo Valdés-Bango (PubhD Dublin)

Nueva room. 5th floor

1.30 – 2.30 pm

Lunch

Hall 5th floor

2.30 – 4.00 pm

EUSEA General Assembly

Valle Inclán room. 5th b floor

