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Thematic priority: Structuring the European Research Area

## **Final Activity Report**

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## **6.1. FINAL ACTIVITY REPORT**

### **6.1/ANNEX: UPDATED PLAN FOR USING AND DISSEMINATING KNOWLEDGE**

Deadline: 14. August 2008

Responsibility: Workpackage leaders

Destination: co-ordinator

#### **PART 1 PROJECT EXECUTION**

##### **SUMMARY OF BACKGROUND AND PROJECT OBJECTIVES**

###### **Background**

The Deutsche Hygiene-Museum has developed an innovative science exhibition on the influential subject of evolution, which ran from 24 September 2005 – 23 July 2006. As Charles Darwin discovered life's biological past approximately 150 years ago, he revolutionized our notion of humanity's place in nature. Even today, especially in light of the rapid advancements being made in the life sciences, the topic of evolution leads to the heart of what it means to be human. Where do we come from? And how did we get here? How did the diversity of today's animal life evolve? And what consequences does the threat to biodiversity have on our lives? What does humanity's genetic future look like? Will genetic engineering empower man with the ability to design modified human beings? And what about God?

The exhibition highlighted the latest interdisciplinary findings and controversies surround modern evolutionary theories. Moreover, it demonstrated the ramifications of evolution for our everyday lives, for example in health care and agriculture, as well as at exploring the role of this idea in shaping human behaviour. In the end, visitors were able to develop a general idea of why life on earth is the way it is and thereby better grasp humanity's place in evolution and evolution's place in humanity.

###### **Objectives**

To adapt the "Evolution" exhibition into a travelling exhibition for display at the Città della Scienza in Naples in order to promote a transfer of knowledge on a subject relevant to both institutions and their audiences. This goal supports a dialogue between science and society and helps promote a common understanding on issues important for Europe as a whole.

To share, by travelling the exhibit to Naples, Italy, the latest information on evolutionary science with the public on a European scale.

To convey the necessity of interdisciplinary and intercultural work on the subject of evolution.

## **CONTRACTORS**

The Deutsches Hygiene-Museum in Dresden, Germany

Fondazione IDIS - Città della Scienza in Naples, Italy.

## **WORK PERFORMED**

The Deutsches Hygiene-Museum Dresden and the Fondazione IDIS have successfully organized the presentation of the German evolution exhibition at the second venue in Italy. Accompanying the exhibition, an array of educational programs and activities were run and a project website and links between the websites of both institutions were set up to transfer knowledge from the project above and beyond the exhibition.

To accomplish this work a Steering Committee was set up to plan and supervise the organization of the tasks laid out in the various work packages. The Coordinator supervised the overall project and communicated with the EU.

The content and the architecture were adapted for the Italian show, resulting in a list of alternative objects for ones that could not travel from Germany as well as in the development of some new showcases suitable for the size of the floor space and the new objects in the second venue.

The exhibition was erected in September 2006 and dismantled in July 2007.

The shipping of the exhibition, including the objects, to and from Naples was organized and carried out along with the organization of insurance coverage and the oversight of the objects by conservators and mounting specialists.

A special educational program designed to disseminate knowledge from the exhibition – such as lectures and special educational tours for school classes – was planned and carried out. The concept for this was developed on the basis of the material designed by the DHMD for the show in Dresden.

## **END RESULTS**

The exhibition ran successfully from October 13<sup>th</sup>, 2006 – July 15<sup>th</sup>, 2007, reaching an overall audience of 139,783 visitors.

Special educational programs were held, reaching an audience of 17,888 visitors. These programs consisted of 1063 general guided tours (guided tour through the 4 sections of the exhibition), 112 specific guided tours (guided tours through only 1 of the 4 sections of the exhibition), 13 special guided tours (guided tours with a debate at the end) , 122 laboratory activities on molecular biology (the visit of the exhibition was part of the laboratory), 85 laboratory activities on evolution

(the visit of the exhibition was part of the laboratory), 3 focus groups with visitors, 2 debates with scientists.

The website Euev has had 11,062 hits while the Città della Scienza Website, hosting a page on the Exhibition had 367.034 number of hits.

There was fruitful press coverage of the exhibition both in newspaper, radio and television, resulting in a broad dissemination of the content to a diverse audience.

## **APPROACH/METHODOLOGY**

The Deutsches Hygiene-Museum and IDIS created a joint team to adapt the content of the exhibition to the target groups of Citta dellà Sienza. The team focused on various criteria important for the adaption of the exhibition and the educational and public relations activities such as: cultural differences, age, specifications of the lenders, which required in some cases the presentation of certain objects under special conditions, thereby promoting an exchange of experience on content and management. Moreover, it developed plans for the shipping of objects and architecture and maintenance of the exhibition. Exchange and created a Steering Committee to monitor and control the process. Regular meetings and briefings were set up to meet the goals and demands of the proposal. Joint deliberations sorted out unexpected problems. A strict monitoring of finances was preformed to ensure the project stayed within the budget.

## **IMPACT**

### **The exhibition**

The major impact was made through the exhibition itself. It has been developed for a non-specialized audience of all ages; above all it has attracted school classes as well as university and research groups; the high-quality status of the exhibition has attracted VIPS and opinion leaders. The exhibition has received some 139,783 visitors and 17,888 have taken part in special programs.

Moreover, it has made a deep impression on other institutions that are planning exhibitions on evolution for the upcoming Darwin Year in 2009. For example, the Natural History Museum in Bolzano, Italy and the Phyletisches Museum in Jena, Germany are interested in integrating information from the show in their special exhibition on evolution, and the Natural History Museum in Stuttgart already has formally loaned the content of the computer stations for their 2009 show. In addition, the museum Industrion in Kerkrade, Netherlands will take over the entire exhibition, which is targeted to be shown from February – October 2009.

### **Educational activities**

Special programs tailored to the curriculum in schools were developed that allowed the exhibition to be used effectively by teachers and their classes to both broaden and deepen the material in the classroom.

Fondazione IDIS developed different kinds of educational activities based on the program designed by the DHMD and according to the local guidelines and general practices.

Three different types of guided tours were offered that explored in detail the different topics of the exhibition according to the group's needs:

- A) general guided tour of the exhibition (guided tour through the 4 sections of the exhibition): these guided tours were aimed at informing students and the public at large about the latest results of research on evolution and the debate running on these topics,
- B) special in-depth tour with a focus on one of the 4 sections of the exhibition: guided tours aimed to deepen knowledge on some topics presented in the exhibition. Preparatory work had been done in advance with the teachers in order to better prepare the special guided tour. These guided tours, held for older students and the public at large, were specifically developed to stimulate the debate between visitors
- C) tour + laboratory activity (on molecular biology or evolution): in these activities, a tour of the exhibition was part of the activity.

### **Press**

Through targeted PR initiatives, the exhibition reached a number of readers/viewers through the media.

Press: Please find attached the pdf files with the press coverage. Four national broadcasters taped tv shows in the exhibition: "Adriatica" in November 2006 (a show launching a scientific sailing trip on Charles Darwin route to Galapagos), "TG Leonardo" on December 2006 (a national TV program on science news), "Ulisse" January 2007 (science program) and "Velisti per caso", in which the crew of Adriatica went into the exhibition and explained the results of their surveys in the Galapagos Islands. Plus we had 4 local tv stations that came to interview guides and the workers responsible for the exhibition.

### **Website**

The common website has provided another forum for transferring information on the exhibition and the subject of evolution. This site is still on-line, allowing the dissemination of this information even after the close of the exhibition. See: <http://www.euev.it/> and <http://www.dhmd.de/neu/index.php?id=828>.

### **Cooperation**

The project of collaborating on adapting an exhibition to travel to Città della Scienza in Naples has strengthened the ongoing cooperation between Dresden and Naples, promoted information exchange among the institutions and the dissemination of this knowledge in the local area.

### **Value added**

Evolution is global. It recognizes no boundaries. This fact requires us to think dynamically and act together on both a European and a global scale. As described in more detail in the previous section, the subjects being addressed within the framework of evolution are issues of importance for all European countries and in

particular for European policy. For this reason, discussing them together with other EU partners can help lead to a common European notion that will benefit EU decision- and policy-making.

The findings that have been presented are both local, national, European, and international.

Thoughts and views on evolution are influenced strongly by culture. Even within Germany itself with its strongly secular citizens from former Eastern Germany and the more religiously conscious citizens in the western part of Germany, there are differences in the way they look at issues. Between Germany and Italy this is also the case. Exchanging information on a European scale can help to promote understanding of the views and thoughts of different nations.

## **IMAGES**











**PART 2  
USE AND DISSEMINATION OF KNOWLEDGE**

**Overview table**

<b>Planned/ actual Dates</b>	<b>Type</b>	<b>Type of audience</b>	<b>Countries addressed</b>	<b>Size of audience</b>	<b>Partner responsible /involved</b>
March 2006	Link and information on the website of each partner	General public	<b>Germany, Italy</b>	175,000 visits (5 months x 35,000)  380,000 visits on CdS site	<i>P1, P2</i>
German/English: Sept. 23rd, 2005 Italian: 4th, 5th or 6th of October	Virtual tour through exhibition	General public	<b>Germany, Italy</b>	350,000 visits (Germany)  The website <i>Euev.it</i> has had 11,062 hits while the Città della Scienza Website, hosting a page on the Exhibition had 367.034 hits	<i>P2</i>
May, 2006	information material about the exhibition in Italian	General public	<b>Italy</b>	Printed	<i>P2</i>
May, 2006	exhibition brochure in Italian	General public	<b>Italy</b>	10,000 copies	<i>P2, P1</i>
Sept. 2005 – 23. July 2006	Information on the educational programmes in Dresden about the presentation of the exhibition in Naples later	General public, school classes, teachers	<b>Germany</b>	n.n.	<i>P1</i>
Sept./Oct. 2005 (Germany)  Oct. 2006 (Italy)	Press releases on the opening	<i>General public Media</i>	<b>Germany, Italy</b>	n.n.	<i>P2, P1</i>
13 October 2006	Opening ceremony	General public, research community, politicians	<b>Italy</b>	200	<i>P2</i>
13 October 2006 – 15	Press coverage	General public, research	<b>Italy</b>	21 articles 4 tv shows	<i>P2</i>

<b>Planned/ actual Dates</b>	<b>Type</b>	<b>Type of audience</b>	<b>Countries addressed</b>	<b>Size of audience</b>	<b>Partner responsible /involved</b>
July 2007		community, politicians		1 radio show	
13 October 2006 – 15 July 2007	Presentation of the exhibition	General public, school classes, teachers	<b>Italy</b>	139,783	<i>P2</i>
13 October 2006 – 15 July 2007	Guided tours for students	School classes, young people, teachers	<b>Italy</b>	34,875	<i>P2</i>
13 October 2006 – 15 July 2007	Special educational activities	School classes, General public	<b>Italy</b>	17,888	<i>P2</i>
13 October 2006 – 15 July 2007	Lectures accompanying the exhibition	Scientists, experts, general public, teachers	<b>Italy</b>	825	<i>P2</i>
24-25 November 2006	Directors Forum from Ecsite	Scientists, experts, museum leaders	<b>Italy</b>	50	<i>P1/P2</i>

The major activity was the presentation of the exhibition at Citta dellà Scienza in Naples, which ran from October 13<sup>th</sup>, 2006 – July 15<sup>th</sup>, 2007. Additional activities are the weblinks to both of the institutions internet presentations. Translated information brochures and flyers have been provided to the audience in Italy.

The opening ceremony has attracted 200 visitors in Italy.

The educational programmes included:

A) general guided tour of the exhibition (guided tour through the 4 sections of the exhibition): these guided tours were aimed at informing students and the public at large about the latest results of research on evolution and the debate running on these topics,

B) 112 special in-depth tours (guided tour through only 1 of the 4 sections of the exhibition); these guided tours aimed to deepen knowledge on some topics presented in the exhibition. Preparatory work had been done in advance with the teachers in order to better prepare the special guided tour. These guided tours, held for older students and the public at large, were specifically thought to stimulate the debate between visitors guided tours were aimed to deepen those topics presented by the exhibition,

C) 13 special guided tours (guided tours with a debate at the end): these guided tours, held for older students and public at large, were specifically developed to stimulate the debate between visitors,

D) 122 laboratory activities on molecular biology (a tour of the exhibition was part of this activity) 85 laboratory activities on evolution (a tour of the exhibition was part of this activity),

E) 3 focus groups with visitors in which an expert was discussing with 5-8 visitors about evolution of man,

F) For the general public, special guided tours and three focus groups were held in the exhibition in order to stimulate debate on controversial topics raised by the exhibition.

The show in Naples led to the interest of other museums in Italy to use information from the exhibition for their own projects on evolution, such as the Natural History Museum in Bolzano, Italy.

At the Ecsite Annual Conference 2007 of European science museums and centers, which took place in Lisbon from May 30<sup>th</sup> – June 3<sup>rd</sup>, the EuEv project was the focus of two sessions. With some 800 participants, the presentations at the conference reached a large number of leading museum curators, scientists, and educational staff and offered an excellent opportunity to disseminate knowledge of the project even further than previously planned. This conference along with the Director's Forum Meeting from Ecsite at the Città dell Scienza in 24-25 November 2006 led to the interest of the museum Industrion in Kerkrade, Netherlands to show the exhibition in their new building from February – October 2009.

### **PUBLISHABLE RESULTS**

The website for the evolution exhibition. Please see:

<http://www.euev.it>

<http://www.dhmd.de/neu/index.php?id=772>