

PUBLISHABLE SUMMARY

Grant Agreement number: 229977

Project acronym: 2WAYS

Project title: **TWO WAYS FOR COMMUNICATING EUROPEAN RESEARCH IN LIFE SCIENCES IN SCIENCE FESTIVALS & SCIENCE CENTRES/MUSEUMS, SCIENCE PARLIAMENTS AND IMPACT SURVEY UNDER THE TOPIC: "LIFE SCIENCES – OPPORTUNITIES AND THREATS"**

Funding Scheme: **COORDINATING & SUPPORTING ACTIONS (SUPPORTING)**

Period covered: **FROM 2009-01-01 TO 2010-12-31**

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1. Final publishable summary report

This project of European science communication with 30 Partners from 17 states operates with new innovative communication formats:

Development of **new interactive science presentations** based on the cooperation of scientists with science communicators of two different countries/cities to explain this research to a lay audience,

Science presentations about the **most modern, currently still active scientific research in the field of life sciences**, shown at the science festivals in the two participating cities,

Accompanying **scientific survey of the impact** of these presentations on the audience of the science festivals, allowing for a comparison of these impacts in the involved cities, partly as questionnaires for the visitors, partly at the project's website <http://www.twoways.eu>,

Organisation of a special format: In all participating cities so-called **"Science Parliaments"**, each with 60 to 100 pupils, debating "hot issues" in life sciences, like the use of the information contained in the DNA, like the spread of genetically modified organisms, in four committee sessions with invited science experts, and in the final plenary session to formulate resolutions on how to deal with these issues in future, sent to the local politicians,

Organisation of a "grand" **Final Event**, partly at the Brussel's European Parliament with the **"Young Europeans Science Parliament"** assembling representatives from the local Science Parliaments, partly as a show **"European Science Festival 2010"** in a Brussels museum of all newly developed science presentation.

The project was initiated by **EUSCEA**, the “European Science Events Association” (now with 100 members from 36 countries) based in Vienna/ Austria – www.euscea.org – together with six other consortium partners:

- a science communication agency (Dansk Naturvidenskabsformidling) in Copenhagen/Denmark,
- a science museum (Heureka) in Vantaa/Finland,
- a science communication partner (Wissenschaft im Dialog) in Berlin/Germany,
- a science museum (Bloomfield Science Museum Jerusalem) in Jerusalem/Israel,
- a government agency (FCRI) in Barcelona/Spain, and
- a private science communication agency (Agadem) in Göteborg/Sweden.



Representatives of these seven consortium members form together the PMT, the Project Management Team.

In this project, supported by the European Commission, **30 EUSCEA member organisations** as 2WAYS Partners from 17 states (see their flags on the next page) form so-called Pairs of Partners, and were selected by a jury, consisting of a Science Advisory Board and the afore mentioned PMT.

Six members of the consortium (with the exception of EUSCEA as association) are also 2WAYS Partners.

Each Pair of Partners:

selected one recent, modern peer-reviewed European science research project, developed together with the involved scientists a **New Science Presentation** and showed them in both their science festivals or special science events;

organised **Science Parliaments in both cities**, where 60 to 100 pupils/students (aged 16 – 20) discussed different controversial issues concerning “Life Sciences” with the aim to elaborate in a democratic way recommendations on how to deal with these issues in future. These resolutions were published and brought to the attention of local/national parliamentarians;

carried out an **Impact Comparison Study** in each of the two festivals to enable the Partners to compare the impact of their presentations onto the visitors, after scientific evaluation of the collected data by an independent evaluator.

The **Final Event in Brussels** took place from 29 November to 1 December 2010 in the European Parliament and in the Royal Belgian Institute for Natural Sciences (RBINS):

All 2WAYS Science Presentations adapted and translated in English (some also in French and Flemish) were shown in a sort of “**European Science Festival 2010**” at the RBINS; a special jury for science communication voted for the best presentation, which was honoured at the FINALS CEREMONY.

All national “Science Parliaments” sent two delegates coming together as the “**Young Europeans Science Parliament**” (YESP) to discuss and to issue the most important recommendations to be brought to the attention of the European Parliament and again to the national parliaments of the Partners.

The results of the scientifically based “**Impact Comparison Study**” was presented – and the most interesting presentations highlighted.

The project’s website www.twoways.eu contains all descriptions of the science presentations and the local science parliaments including photographs and the resolutions. This website also offered a questionnaire to the European public to state how they feel about science and, if they have visited a science festival, how they were affected by the presentations.



The pairs of 30 Partners, their 17 countries/states/cities and the titles of their projects are listed here:

Partner A	State A	Partner B	State B	Presentation Title
Dialog Gentechnik, Vienna	AT	FCRI	ES	Puzzling messages
Tiedekeskus säätiö / Heureka, the Finnish Science Centre	FI	Ciência Viva	PT	Polymod, influenza
Jardin des Sciences, Université de Strasbourg	FR	Bloomfield Science Museum Jerusalem	IL	Medical research: rethink stem cells for future therapies
Danish Science Communication	DK	Edinburgh International Science Festival	UK	After Dolly, the ethical dilemma of animal biotechnology
Università della Svizzera italiana, Lugano	CH	Jardin des Sciences, Université de Strasbourg	FR	Vaccine safety- vaccine benefits
Cambridge Science Festival	UK	INRIA, Institute National de Recherche en Informatique et Automatique	FR	Hands-on Synthetic Biology
Karl-Franzens-University Graz (Offenes Labor Graz)	AT	Eberhard Karls University Tübingen (Die Kinder-Uni Tübingen)	DE	Live and let die: Why do cells die during the ageing process?
CALMAST, Waterford	IE	(CELS) centre for effective learning in science	UK	Gene Mutation: Is it all bad news?
Edinburgh International Science Festival	UK	University of Latvia	LV	Travelling through the world of biomaterials: scientific journey with four stops
International Science Festival Göteborg	SE	ETH Zürich*	CH	Unicellsys
University of Wrocław, Lower Silesian Science Festival	PL	Ideella föreningen Vetenskap & Allmänhet, VA	SE	Keep allergies at bay - learn from our play!
Agadem AB, Göteborg	SE	Wissenschaft-im-Dialog GmbH	DE	A Better Brain
Università della Svizzera italiana, Lugano	CH	Associazione Festival della Scienza	IT	miNDstake (mistake + ND(neurological diseases))
Forum Democrit, Sofia	BG	International Science Festival Göteborg	SE	Be a Bechstein's Bat
Paris-Montagne	FR	Psiquadro - Perugia Science Festival	IT	Recreating life: facts and fictions
Bristol Natural History Consortium	UK	Daugavpils University	LV	Flight dynamics and control of birds and insects
AHHAA Centre, Tartu	EE	Andalusian Society for the Dissemination of Science	ES	Wonderfood

* ETH Zurich started, but was not able to participate in 2WAYS.

Mapping the Pairs of Partners:

