



FP6-030266

ESCITY

Europe Science and the City:  
Promoting Science Culture at local level

## **Publishable Final Activity Report**

Period covered: from 1/3/2006 to 29/2/2008

Date of preparation: 01/04/2008

Start date of project: 1<sup>st</sup> March, 2006

Duration: 24 months

Project coordinator name: Vladimir de Semir

Project coordinator organization name:

ICUB

La Rambla, 99. Barcelona 08002

+34 93 301 77 75

	<b>Publishable Final Activity Report</b>	
<b>Project Acronym :</b>	ESCITY	
<b>Contract No :</b>	FP6 - 030266	
<b>Due Date :</b>	Month 24	
<b>Reply To:</b>	Silvia Coll	<b>silvia.coll@upf.edu</b>
<b>Actual date of delivery</b>	30/04/2008	

## Table of contents

---

<b>TABLE OF CONTENTS.....</b>	<b>2</b>
<b>1. SCIENCE CULTURE AND LOCAL GOVERNMENTS: A PROPOSAL TO CONTRIBUTE TO THE EUROPE OF KNOWLEDGE .....</b>	<b>3</b>
<b>2. PROJECT OVERVIEW AND KEY OBJECTIVES.....</b>	<b>5</b>
<b>3. ESCITY'S EXECUTIVE SUMMARY .....</b>	<b>8</b>
Area 1. A broad forum .....	9
Area 2. A case study report.....	9
Area 3. A European Seminar .....	11
Area 4. Guidelines for culture promotion programmes .....	12
Main conclusions .....	12
Intentions for use and impact .....	13
The Consortium: Participant List .....	14
<b>4. FROM DISCUSSION TO ACTION: .....</b>	<b>16</b>
<b>PLAN FOR USING AND DISSEMINATING THE KNOWLEDGE.....</b>	<b>16</b>
<b>Section 1 – EVENTS.....</b>	<b>16</b>
ESCITY's Presentation at the European Congress of Science Cities. Magdeburg – Germany (7-9 November 2006) .....	16
ESCITY's Presentation at brussels (6 february 2007) .....	16
EUROPEAN CONFERENCE - ESCITY seminar in Barcelona (25-26 October 2007)..	19
Other events - Table .....	20
<b>Section 2 – Publishable Results.....</b>	<b>22</b>
Publications and papers.....	22
Website .....	23
ESCITY's action guide .....	23
Leaflets.....	24



## 1. Science culture and local governments: a proposal to contribute to the Europe of Knowledge

As stated by Mr Janez Potočnik, European Commissioner for Science and Research, in an interview during the Congress of Science Cities ECSC, held in Magdeburg in November 2006, the city of the future should make the promotion of knowledge one of its priorities. He also highlighted the importance of getting together and networking, to reduce the likelihood of fragmentation and wasted effort.

These are, in fact, the core ideas that inspired the ESCITY project, whose aim is to provide a basis for a network to be developed in a second phase, beyond the 6<sup>th</sup> Framework Programme. Therefore, the project is oriented to action as its final aim is to get together the necessary critical mass of cities and social research institutions to be able to act as lobby. The first lobby action, which is quite modest, is actually the final result of the project: a document addressed to local governments that contains some guidelines on how to enhance science culture in cities.

ESCITY's two key issues are, in short, promoting science culture at the local government level and doing so through cooperation and a lobbying strategy. Its ambition is, then, influencing governmental agencies to incorporate the promotion of science culture as an integral and strategic item of their political agendas. And it aims at doing so at the local level because municipalities can act as agents for reinforcing the links between science culture and society, since the city council is the closest administration to the public and the one that has a better knowledge and understanding of its community's features, interests, concerns and expectations.

As it was already stated in the project's application, by establishing a European community of local agencies and researchers involved in the promotion of scientific culture, ESCITY could help to implement the *Science and Society Action Plan*, especially regarding the objectives defined in its first chapter "Promotion of scientific education and culture across Europe". More specifically, ESCITY could help to promote "active citizenship, equal opportunities, gender dimension and social cohesion, and reinforcing the links between active life, research and society as a whole" (action 11).

ESCITY also covers three Key Messages arising from the *Science in Society Forum* (March 2005):

- Key Message 2. "Creating new arenas for upstream engagement: It is not enough to simply inform the public about scientific advances... The advances made by social scientists in new forms for public engagement need to be made more readily available to policy-makers in the form of practical tools".
- Key Message 4. "Getting used to uncertainty: we should seek to raise the profile of science as an integral part of our common European culture..."
- Key Message 5. "Raising the level of commitment across Europe... Member States can be encouraged to co-operate and good practices can be encouraged..."

We believe that the fulfilment of the ESCITY's ambition –setting up the actual network once this project is over– can make a significant contribution to the conceptualization and development of a new “knowledge policy”, which is underlined by the European Commission as a basic element to advance towards the Europe of Knowledge. Therefore, greater public engagement needs to be achieved in order to increase the participation of citizens and civil society organisations in research and science policy-making.

A first, although modest, contribution of ESCITY to the main aim of defining a new “knowledge policy” is at the introduction of its *Guide*, which available at [www.escity.org](http://www.escity.org):

*“...the promotion of science culture is basically and above all cultural promotion, that is, it is aimed at enhancing people's resources to understand the world they live in and, by doing so, improving their ability to make choices and participate in an active manner in the management of their communities and societies as a whole...”*

*Science and technology, on the other hand, are basic components of the knowledge society model, and their advancement is considered critical for social progress. As a result, it becomes self-evident that science should not be left aside cultural policies but, rather, should become an important element of them.*

*This, of course, implies a political vision that considers both science and culture as strategic elements to be promoted in order to advance and consolidate a knowledge society, a concept that goes beyond knowledge economy and is also concerned about social cohesion, citizenship and governance.*

*...Successful promotion of science culture at local level requires a number of political, financial and strategic components that are sensibly to be linked to each other. In short, it requires a comprehensive strategy for science policy in the city...*

*Science has to be a cross-departmental issue not confined within the boundaries of a specific councilor or department, despite the fact that is certainly advisable that local governments should have one. There is no doubt that adopting such a view implies structural changes in local institutions...*

*The way to do so is the elaboration and approval by the local government of a Strategic Science Plan”*

As it has been said, ESCITY is a project oriented to action, to make things happen through exchange, cooperation and lobbying, and the paragraph above summarises the principles on which such action is based: to promote that local/regional governments consider both culture and science-technology as strategic areas in advancing towards the consolidation of a knowledge society in Europe, and adopt a global perspective when tackling those issues. This requires a commitment by governments and ESCITY aims at stimulating such commitment through the criteria that all cities and regions that want to become members of the network must meet.



## 2. Project Overview and Key Objectives

The project Europe Science and the City: Promoting science Culture at Local Level (ESCITY) focuses on creating the core for a network that brings together regional and local governments and social researchers across Europe to exchange information and best practices with the emphasis on strategies that place the promotion of scientific culture within the cities' and regions' cultural policies.

The project aims to settle the basis for a wider and lasting network, able to act as a lobby to strengthen the promotion of scientific culture as a basic item on the cultural agendas of European cities and regions.

ESCITY is a two year project that aims to provide a solid basis for this new community to expand and consolidate beyond the 6th Framework Programme. Therefore, the project covers the starting-up phase of ESCITY, whose expectations are to last and to grow once the current project is over.

**The project brings together 6 institutions coming from 5 EU member states. From those, 4 are governmental institutions that are currently engaged in the promotion of scientific culture, and the other 2 are research centres working on issues regarding science communication and public understanding of science.**

Following are its key objectives and the foreseen actions to reach them:

**1** **Providing a forum for exchange and debate on science culture at European level**, paying special attention to initiatives undertaken by –and specifically suitable for– regional and local governments. In so doing, to act as a channel through which social research of central relevance to the *Science and Society Action Plan* can influence regional and local cultural policies, and through which co-ordinated action among governments can be facilitated. Additionally, ESCITY will facilitate links between relevant actors that can lead to new collaborative actions beyond the reach of the current project.

The key objective of Area 1 is to create the core of a Europe-wide community of social researchers and members of governmental staff involved in the promotion of scientific culture at regional and local level.

- Exchange: information, experience and good practice
- Governmental co-operation
- Knowledge transfer from social research to government.

**2** Obtaining clear and accurate knowledge on the state of the promotion of science culture at local level in Europe and **identifying relevant practices** in this field that can serve as an example for other cities willing to foster the promotion of science culture in their communities.

Therefore, a study will be carried out to analyse and compare of regional and local policies aimed at engaging citizens, especially those ones developed by cultural departments, paying special attention to those raising young people's interest in science and women's role in its development. Additionally, contacts will be made with other European networks of cities in order to gather experiences, concerns and suggestions relevant to ESCITY and identify potential members.

The key objective of Area 2 is to search for governmental initiatives and programmes already developed across Europe, and establish a set of parametres that allow to compare those actions taking into account national contexts. By so doing, to get insights into how those governmental actions may be made more effective, and to obtain practical information useful for governmental actors in promoting scientific culture. Special attention will be paid to

- Actions developed by cultural departments
- Young people's interest in science
- Women's role in science
- Contacts with European networks of cities
- Insights into how those actions can be made more effective
- Practical information useful for governmental actors



To organise a **European conference to be held in Barcelona in 2007**, which the city has declared "Science Year". The conference topics will focus on the benchmarking main findings and it is committed to elaborate a set of conclusions and an action guide for regional and local governments. Additionally, it will help ESCITY to be known across Europe and attract potential new members.

The key objective of Area 3 is to gather relevant actors in designing and implementing cultural policies across Europe in order to introduce ESCITY to them. Participants will take part in discussions arising the critical issues regarding the inclusion of the promotion of scientific culture in local cultural policies, as well as new formats for doing so, as one of the main focus of the current proposal is to identify practical tools, both new and already tested on the field.

- Based on the case study report's main results
- Taking into account inputs from European networks
- Committed to elaborate a set of conclusions
- Attract new potential members



Initiating a **lobby effort to influence the cultural agendas of local and regional governments through the publication of** an action guide to be distributed to European governments (national, regional and local) as a means of disseminating the work undertaken by ESCITY and get governments to join in. Its content will reflect the data gathered and the discussions held during the first 18 months of the project, that is the conference conclusions, a list of best practices, the benchmarking main findings and a set of tools and recommendations for local and regional governments.

The key objective of Area 4 is to provide knowledge resources on public engagement to governmental agencies. Its aim is to stimulate and assist in the development of

programmes on the promotion of scientific culture at local level by providing some easy-to-consult material that is illustrated with relevant experiences that have already been put into place and whose responsible staff can be contacted for further consultation.

- Based on case study and seminar resources
- Illustrated with relevant experiences that have already been put into place
- 2,000 issues published in CD format, plus the publication on the website
- To disseminate the work undertaken by ESCITY.



### 3. ESCITY's Executive Summary

The *Science in Society Forum* held in Brussels in March 2005 underlined the need for a greater institutional commitment across Europe in raising the profile of science as an integral part of our culture. Despite the advances made since the launch of the Commission's *Science and Society Action Plan*, little has been done so far to erode the borders between the "two cultures" and promoting scientific culture is not usually an issue of our cultural agendas. Besides, most actions are implemented at a national level while the municipality is the closer administration to citizens and, probably, the most flexible in incorporating new public engagement tools.

The project ESCITY (Europe Science and the City: Promoting Science Culture at Local Level) was conceived as a response to the conclusions of the *Science in Society Forum* and underlined the necessary involvement of local and regional governments. As a result, it focused on creating the core of a community that brings together regional and local governments and social researchers across Europe to exchange information and experiences of promoting science culture at local level with the emphasis on strategies framed within local cultural policies.

The project has brought together 6 institutions coming from 5 EU member states. From those, 4 are governmental institutions that are currently engaged in the promotion of science culture, and the other 2 are research centres working on issues regarding science communication and public understanding of science.

ESCITY got financing as a Specific Support Action of the Science and Society Work Programme under 6<sup>th</sup> Framework Programme, and its main aim was to provide a solid basis for the mentioned-above new community of local governments and researchers to expand and consolidate beyond the 6<sup>th</sup> Framework Programme. Therefore, it covered the starting-up phase of a future ESCITY network which was meant to be outlined during the current project but established during the 7<sup>th</sup> Framework Programme.



Kick-off meeting (11 April 2006)

ESCITY lasted two years (March 2006-February 2008) during which it raised the interest of many cities that wanted to join in even before the project was finished and therefore before the network was established. That forced the project's partners to envisage a way of managing such an interest and foster those cities' participation in order to retain them for the setting up of the network, foreseen in 2008. We produced a letter that had to be signed by the interested institutions in order to become associated to the project: **ESCITY gathered 13 associated cities by the end of the project:**



- Agora Scienza - Università degli Studi di Torino (Italy)
- Ciência Viva Science Center of Estremoz (Portugal)
- City Development Department, Nottingham City Council (United Kingdom)
- Magdeburg City Council (Germany)
- Municipality of Évora (Portugal)
- Municipality of Guimarães (Portugal)
- Municipality of Porto (Portugal)
- Municipality of Tavira (Portugal)
- Municipality of Vytina (Greece)
- Parque de las Ciencias de Granada (Spain)
- Rennes Metropole (France)
- San Sebastian strategic plan (Spain)
- Science Museums of Corunna (=mc2), Corunna City Council (Spain)

Some of them, together with most of the ESCITY's partners, have put together an application to set up the network and start its activities, and have sent it for a new call of the Science in Society Work Programme under 7<sup>th</sup> Framework Programme. This is, probably, the main success of the project.

The specific activities that had to be undertaken during the project period have also been fulfilled. As it is explained below, ESCITY was conceived as a progressive project that had four main items, each one was built upon the results of the previous one.

## Area 1. A broad forum

**To provide a broad forum for the exchange of information, experience and good practice in promoting science culture across Europe, paying special attention to initiatives undertaken by –and specifically suitable for– regional and local governments.** In so doing, to act as a channel through which social research of central relevance to the *Science and Society Action Plan* can influence regional and local cultural policies, and through which co-ordinated action among governments can be facilitated. Additionally, ESCITY will facilitate links between relevant actors that can lead to new collaborative actions beyond the reach of the current project.

➡ **A website was created** ([www.escity.org](http://www.escity.org)) to disseminate the work undertaken by the consortium and to facilitate the participation of those actors interested in getting involved in the discussion about the need of creating such a network as the one ESCITY proposes.

## Area 2. A case study report

**Benchmarking of regional and local policies aimed at engaging citizens, especially those ones developed by cultural departments, paying special attention to those raising young people's interest in science and women's role in its development.** Additionally, contacts will be made with other European networks of cities in order to gather experiences, concerns and suggestions relevant to ESCITY and identify potential members.

➡ **ESCITY's case study report was produced and it has been published on the website for free consultation.** It gathered 38 cases of science culture promotion

at local level and established a set of parameters that allow to compare those actions taking into account national contexts. The selection criteria applied were very few and simple. The cases considered had to be experiences already carried out and, therefore, able to provide with some data allowing their assessment; they had to be developed at local or regional level; and they had to be promoted by the local/regional government or, at least, it had to be actively involved.

It was meant to be the result of benchmarking regional and local policies aimed at engaging citizens. At the ESCITY's kick-off meeting (11 April 2006) all members agreed on adopting a different approach in order to get results more adequate to the final aim of the project: how to strengthen science culture at local level and, therefore, how to provide data useful for policy makers, which is to say, information on practical matters.

## 2.1 Festival Internacional de Cinema del Medi Ambient de Catalunya

<b>Category:</b>	Event
<b>Project:</b>	Festival Internacional de Cinema del Medi Ambient de Catalunya (Catalonia International Environmental Film Festival)
<b>Link:</b>	www.ficma.com
<b>City/Region/Country:</b>	<b>Organiser:</b>
El Prat de Llobregat, Tortosa, Sant Feliu de Guíxols, Tàrraga – Catalonia – Spain	Catalonia International Environmental Film Festival Sant Feliu de Guíxols City Council Prat de Llobregat City Council Tortosa City Council
<b>Date:</b> 1 - 10 June	
<b>Periodicity:</b> Yes	<b>Frequency:</b> Yearly
<b>Budget:</b> 170.000 €	<b>Financing:</b> public and private. Catalan Government Private sponsors
<b>ABSTRACT:</b> The Catalonia International Environmental Film Festival, born in 1994, is a yearly festival held in different cities in Catalonia (Spain). It aims to combine two art forms: cinema and environment. Cinema as the art of expression through images and sound, and environment as everything surrounding us, be it nature, human beings, living beings or, in short, the art of life.	

Presentation “card” of one of the cases included in the Case Study Report. Each example goes with a more detailed description of the case (2-3 pages long). Each case has information on: background, organisers, budget and funding, human resources required, promotion of the activity, media attention, lessons learned, and foreseen future development.

So, firstly, this is not a benchmarking study but a collection of cases. Therefore, the current report is not the result of a systematic search, but just a collection of chosen experiences considered interesting for the project's aim.

Secondly, it is a scenario exercise as it does not identify best practices, but compares different projects within specific contexts. As there are not universal recipes, and best practices are only good for a given context, it was considered that the best way to provide useful information and tools for policy makers was to describe the problems others had to face and how they solved them.

Thirty-eight cases were selected amongst the experiences proposed by all partners, and they have been classified in six groups:

1. Events, mainly festivals but also a wide range of science popularisation activities.
2. Museums and Exhibitions, promoted by regional/local governments.
3. School Activities, activities addressed to primary and secondary schools.
4. Media Products, TV and radio programmes, or activities directly promoted by media companies.
5. Others, cases that would not fit in any of the previous categories.

This report provided the basis for the programme, and the expected discussion to be undertaken at the European Seminar, which is the main action of Area 3.



ESCITY's team sought advice on the feasibility and challenges of setting up a new network of cities by the United Cities and Local Governments and EUROCITIES. It also participated in international events.

At the kick-off meeting, held in April 6th 2006 in Barcelona, two networks of cities were invited; both of them helped us with the dissemination through their web sites of the February Brussels meeting. They were both invited to it although no representatives could finally attend. Those two networks are:

- United Cities and Local Governments, a worldwide network with headquarters in Barcelona. Jordi Pascual presented the network "United Cities and Local Governments" created in 2004 and its headquarters are in Barcelona. Its mission is to advocate for the role of local governments in promoting democracy and it is related to UN agencies and programmes. It has a Working Group on Culture (40 cities) that wrote, in 2004, the Agenda 21 for Culture. 150 organisations worldwide currently use Agenda 21 to define a local strategy on culture. It is also used to lobby on national governments for funding improvement. The Agenda 21 for Culture is a methodological document containing steps to be taken and a set of indicators. Regarding collaboration with ESCITY, he proposed dissemination of the initiative, events, partner search etc giving specific information on ESCITY, etc.
- Eurocities, a network of European major cities: over 250.000 inhabitants and capitals; smaller cities can be associated members. It has 120 members and its priorities are: Networking, Lobbying in front of the EC to introduce the urban dimension in any EU policy, and Campaigning. Esteve Caramés attended; he represents Barcelona that chairs the network's Culture Forum (it includes now 40 cities). Regarding collaboration with ESCITY, he proposed a step-by-step dynamic for collaborating with ESCITY. Once ESCITY website is ready, the project could be presented to EUROCITIES' members through its internal communication channels.

In the Barcelona seminar, held in October 2007, a representative from Eurocities was present too. He provided a set of guidelines and recommendations to create the future network. The experience of Eurocities was essential for the ESCITY participants to think of the next steps to be carried out in the next stage of the project and after two years of work within the present project.

Besides, further contacts were made through three events, one of them was the participation of ESCITY's representatives in the first Congress of Science Cities, held in Magdeburg (Germany) in November 2006, and the other two were presentations of the project given in Brussels in March 2007. The three of them are explained in detail in the section "Plan for disseminating and using the knowledge".

### Area 3. A European Seminar

**To organise a Europe-wide Seminar to be held in Barcelona in 2007, which the city has declared "Science Year".** The conference topics will focus on the case report main findings and it is committed to elaborate a set of conclusions and an action

guide for regional and local governments. Additionally, it will help ESCITY to be known across Europe and attract potential new members. Participants will take part in discussions arising the critical issues regarding the inclusion of the promotion of scientific culture in local cultural policies, as well as new formats for doing so, as one of the main focus of the current proposal is to identify practical tools, both new and already tested on the field.

➡ **ESCITY's European Seminar** that was held in Barcelona on the 24-25 October 2007, which the city declared "Science Year". All cities that have contacted ESCITY and those that have shown a real interest in joining in were invited to attend. At the end, 26 representatives of 18 local governments and organisations attended the meeting. The variables that were considered critical for the success or failure stories on science culture promotion were discussed, as well as the structure and aims that could define the future network. Again, the conclusions of this Seminar were the basis for:

#### Area 4. Guidelines for culture promotion programmes

---

**To edit an action guide to be distributed to European governments (national, regional and local) as a means of disseminating the work undertaken by ESCITY and get governments to join in.** This publication, and its dissemination, is seen as the starting point of a lobby action that ESCITY would like to develop, through the network, once the current project is over. It aims at influencing the cultural agendas of local and regional governments by providing them with knowledge resources through some easy-to-consult material to stimulate and assist them on how to plan and implement actions and programmes to promote science culture.

➡ **ESCITY's Action Guide has been produced in CD format (6,000 copies) to be distributed among European cities, and it has been published on the website for free consultation.** It is addressed to local and regional governments and aimed at providing them with practical and useful information on experiences, actions, programmes and policies on promoting science culture at local level that have already taken place, as well as suggesting ways of co-operation on this field. This guide includes 47 examples of science culture promotion activities or programmes, the national contexts in which such experiences have taken place, an introduction and a set of conclusions and recommendations. It has been published in a CD (6,000 copies) to be distributed among European cities, and it has also been published in the ESCITY website for free consultation.

#### Main conclusions

---

The information gathered, and the discussion aroused in the meetings organised during the project's development, made it clear that

- A stronger and formal structure is needed in order to support and facilitate the contact between cities willing to exchange information on science culture issues, to engage in new projects, to search collaboration from other cities and to be able to influence national and European action on this field.
- The scope of the ESCITY project proved too narrow for providing the basis for a future network of local and regional governments committed to the promotion of

science culture, as this is an issue that is, logically, closely linked to science promotion itself—a far wider and more complex area. Therefore, as it was stated in ESCITY's Case Study Report, a future network should not be limited to cultural issues but should have at least three sections: science culture and communication; promotion of knowledge-based industry; and studies and analysis. This proposal was presented –and welcomed– in the open session held in Brussels on 6 February 2006; it was also discussed during the international seminar held the following autumn in Barcelona (25-26 October): its attendants agreed on broadening the scope of the ESCITY network.

- The commitment by local-regional governments to promoting science culture as an ingredient for stimulating city or regional development must be essential to become a member of the ESCITY network. Otherwise, as it was shown by the 38 cases of science culture promotion analyzed in the above mentioned report, there is a high risk of launching isolated, disperse and even overlapping initiatives whose impact is limited and whose sustainability is easily jeopardized by any change in the parties in government.

**The work undertaken by ESCITY so far states the opportunity to create a network of cities, regions, and social research institutions to promote science culture at local level across Europe, and to do so at three levels: science culture and communication; promotion of knowledge-based industry; and studies and analysis.**

## Intentions for use and impact

ESCITY is a project oriented to action. Its main aim has been to collect and review data on science culture promotion experiences that have developed in Europe at local level and disseminate that knowledge in order to promote the exchange of experience and information, this being a first –basic– step for future collaboration and the development of collaborative projects. Such knowledge is available to all interested person through the website [www.escity.org](http://www.escity.org) and it will stay there once the project is over.



PCST-9 Seoul (Korea), May 2006

The presentation given in Brussels in February 2007, as well as the participation in the First Congress of Science Cities in Magdeburg in November 2006 and in the PCST-9 in Seoul in 2006, has had great potential for disseminating the emerging community's work and attracting potential new members that will engage –or reinforce their existent engagement– in promoting scientific culture in their areas of competence. It represents a significant impact in the local governments' readiness to implement such

actions or, at least, in getting involved in a Europe-wide community that debates on those issues.

The Seminar held in Barcelona in October 2007 facilitated links and future collaborations among the institutions attending, contributing to the basis for a more formal networking structure to be consolidated in the future.

The community of governments' staff members and researchers working on the promotion of scientific culture that ESCITY aims at creating will have a clear interest in acting as a lobby to spread good policy practice on this field. Given the scope and resources of the current proposal, such a lobbying action has taken as present the form of an action guide to be distributed to EU national, regional and local governments. The data, good practices and recommendations of the guide that are focused on the practical side of political action are new material that has not been produced so far. Its dissemination will have a clear impact in the knowledge available to policy makers regarding this crucial issue.

## The Consortium: Participant List

ORGANIZATION	EXPERT	E-MAIL
Institut de Cultura de Barcelona (ICUB)	Vladimir de Semir	<a href="mailto:vdesemir@bcn.cat">vdesemir@bcn.cat</a> <a href="mailto:vladimir.semir@upf.edu">vladimir.semir@upf.edu</a>
Fundació Barcelona Media – Universitat Pompeu Fabra	Gemma Revuelta	<a href="mailto:gemma.revuelta@upf.edu">gemma.revuelta@upf.edu</a>
Wissenschaftszentrum Wien – Austria	Andrea Holzmann-Jenkins	<a href="mailto:andrea@holzmann-jenkins.com">andrea@holzmann-jenkins.com</a>
Municipality of Tromsø (Norway)	Eduardo Borba da Silva	<a href="mailto:eduardo@matnat.uit.no">eduardo@matnat.uit.no</a>
CIENCIA VIVA	Rosalia Vargas Ana Noronha	<a href="mailto:rvargas@cienciaviva.pt">rvargas@cienciaviva.pt</a> <a href="mailto:anoronha@cienciaviva.pt">anoronha@cienciaviva.pt</a>
Observe Science in Society - Italy	Massimiano Bucchi	<a href="mailto:massimiano.bucchi@soc.unitn.it">massimiano.bucchi@soc.unitn.it</a> <a href="mailto:mbucchi@soc.unitn.it">mbucchi@soc.unitn.it</a>

The consortium is composed of 6 partners that are listed below:

- Institut de Cultura de Barcelona, established in, Barcelona, Spain, represented by Oriol Balaguer, Manager Director
- Fundació Barcelona Media Universitat Pompeu Fabra, established in Barcelona, Spain, represented by Anna Pàmies, Power attorney
- Wissenschaftszentrum Wien, established in Vienna, Austria represented by Andreas Mailath - Pokomy, President, and/or Hermann Gugler, Managing Director
- Municipality of Tromsø, established in Raadhuset, Tromsø, Norway represented by Herman Kristoffersen, Mayor, and/or Stein Ruda, Chief Executive
- Ciência Viva - Agência Nacional para a Cultura Científica e Tecnológica, established in Pavilhão do Conhecimento, Parque das Nações, Lisboa, Portugal represented by Rosalia Vargas, Director, and/or Ana Noronha
- Observe, established in Vicenza, Italy represented by Federico Neresini, President

### Coordinator contact details

Vladimir de Semir  
Commissioner for Scientific Culture, Institut de Cultura de Barcelona

Barcelona City Council  
Passeig Circumval·lacio 8,  
Barcelona, 08003, Spain  
Email: vdesemir@bcn.cat; vladimir.semir@upf.edu





## 4. From Discussion to Action:

### Plan for using and disseminating the knowledge

#### Section 1 – EVENTS

##### ***ESCITY'S PRESENTATION AT THE EUROPEAN CONGRESS OF SCIENCE CITIES. MAGDEBURG – GERMANY (7-9 NOVEMBER 2006)***

ESCITY's director, Johanna Cáceres, and coordinator, Sílvia Coll, took part in the 1<sup>st</sup> European Congress of Science Cities (<http://www.sciencecities.eu/en/kongress.html>) held in Magdeburg (Germany) from 7th to 9th November 2006. Johanna Cáceres participated in the opening panel on the importance of science for the development of cities in the 21st century and in the workshop "Science as innovation impulse".

Johanna Cáceres was also a member of the Constituent meeting of the editorial group that was in charge of writing the "Declaration of Magdeburg". Following the agreement reached by the project's partners, she succeeded in incorporating the need of promoting science culture as one of the items of the Declaration, which also considered an aim to support the project, as it is shown in the next page.

##### ***ESCITY'S PRESENTATION AT BRUSSELS (6 FEBRUARY 2007)***

The Provincial Government of Barcelona (Diputació de Barcelona) has a permanent office in Brussels, and offered ESCITY to host an event to present the project to European local-regional governments (or local-regional governments associations, networks...) with a representation in Brussels. They offered support for the dissemination of the event among local-regional governments in Brussels and the different networks and associations that could match with ESCITY interests. Three meetings were finally organized:

- **ESCITY partners.** It was the third partners' meeting, held on the 5th at the office of Barcelona Provincial Government.
- **ESCITY associates.** It was held the following day, on the 6th, at the conference room of Patronat Català Pro Europa, a body set up by the Catalan Government to enhance the presence of Catalan firms in Europe and to lobby for the Catalan interests in Brussels. After a brief presentation of the background and main features of the project, by Vladimir de Semir and Johanna Cáceres, directors of the project, Jean Michel Baer gave a speech that outlined that local governments interested in joining ESCITY, and therefore interested in promoting scientific culture, must really commit themselves to the aims of the project. Consequently, they must take actions clearly addressed to improve.







## Declaration of Magdeburg

The participants of the First European Congress of Science Cities recognise that science, creative and knowledge based industries are driving forces of sustainable economic growth, along with employment and urban development to realise the Lisbon Strategy on a local level.

Considering the global economic competition of the upcoming decades, science and research belong to the limited resources and to the individual characteristics of the EU states. The participants of the First European Congress of Science Cities are deeply convinced that the economic force of the EU states within the global competition depends on the attractiveness and innovative power of their cities. With powerful parameters like research and education of the urban population, the cities are the engine of economic development.

A lot of European regions are in the process of a comprehensive structural change of their economy and industry. Many cities have recognised the chance to use the innovative capacity of science in order to build on their economic, social and cultural identity. The promotion of knowledge is considered a priority to achieve this aim. Therefore, local and regional politics must pay special attention to the promotion of science and research.

To us a Science City means ...

... to create a climate of tolerance and respect of cultural differences.

... to promote an intense and lasting connection of science, economy and culture within our cities and to work with all parties concerned.

... to foster a science culture whereby citizens are involved in decision making and help promote a strong regional identity.

... to use the science culture to promote the cities nationally and internationally.

... to set in place structures to ensure life-long learning from kindergarten to university and beyond.

... to secure equal opportunities for all citizens and to promote a family-friendly society.

... to establish a European and inter-regional network between Science Cities.

... to work in cooperation with Science Cities from across Europe to develop, exchange methods and experiences and to learn from "good-practice-examples".



... to support the ambitions of the EU project „ESCITY“ to develop a European network of Science Cities, which should:

1. Provide a forum to discuss and exchange experiences
2. Foster the development of joint projects
3. Act as a vehicle to express common issues towards European policies of science and of regions
4. Organise an annual Congress of European Science Cities

The participants of the First European Congress of Science Cities request the European Parliament, the European Commission, the Committee of the Regions as well as national and regional governments ...

... to recognise the cities as important actors and partners of European and national science policies and to engage them in the development of innovation strategies.

... to support the cities by relevant programmes on all effected levels.

... to recognise that the policies for the development of science, creative and knowledge based industries are inseparable on a municipal and regional level.

... to enable an approach of the existing European policies of science, culture and economy to support the political understanding of the capacities of science and culture as elements of economic development.

... to appreciate that scientific institutions influence socio-demographic development and that cities need to be actively supportive in attracting and sustaining scientific institutions.

... to take the interests of Science Cities into account when planning and allocating regional funds.

... to analyse the results of the outstanding German competition „City of Science“ as well as the Russian programme to promote structural impulses on a European level and to make conclusions for a possible introduction of a European competition of Science Cities.

Magdeburg/Germany, 9th November 2006

The participants of the First European Congress of Science Cities



scientific development, education, popularisation and presence in cultural policies; and they should do that prior to their admission in the potential future network. At that time, 17 cities and universities have become associated members of ESCITY. Many of them had known about ESCITY in a previous conference held in Magdeburg *European Congress of Science Cities (ECSC2006)*, where the Director of ESCITY, Johanna Cáceres, was invited to present the project. The ECSC2006 congress also saw the presentation of the Magdeburg Declaration (<http://recerca.upf.edu/escity/news.htm>), according to which cities must, among other things, foster science culture in order to promote a strong regional identity and must establish a collaborative European network of science cities. Not all associates could attend the Brussels meeting:

- San Sebastian strategic plan (Spain). Attended
- Agora Scienza (Università degli Studi di Torino, Italy). Attended
- Munich City Council (Germany). Attended
- Evora City Council (Portugal). Attended
- University of Evora (Portugal). Attended
- Universität Lüneburg (Germany). Attended
- Nottingham City Council (United Kingdom). Attended
- Municipality of Guimarães. Attended
- Municipality of Tavira. Attended
- Municipality of Sparta
- Rennes Métropole
- Municipality of Porto
- Münster City Council
- Foundation of the Bank of Piraios (Sparta, Greece)
- City of Braunschweig
- Parque de las Ciencias de Granada
- Ciência Viva Science Center of Estremoz

- **ESCITY public presentation.** There were about 40 participants, all of them representatives of local-regional interests in Europe. Many of them came after the presentation to ask for the presentation contents (published on ESCITY website two days later) and discuss about the project. Since then, more expressions of interest arrived. List of registered attendees:

- |  |  |
|--|--|
| ✓ Barelion, Frederique (Region Rhône-Alpes)  | ✓ Harris, Paul (Welsh Higher Education Brussels)   |
| ✓ Bryan, Michael (East Midlands European Office)   | ✓ Haworth, Angela (The North East of England Office)   |
| ✓ Castellano, Chiara (Regione Puglia)  | ✓ le Tallec, Nolwenn (Délégation Lorraine)   |
| ✓ Cuomo, Simone (Fontys University of Applied Sciences (the Netherlands))                  | ✓ Lebrun, Nathalie (University of Science and Technologies of Lille)                           |
| ✓ Daumas, Cédric (Représentation de l'IDF à Bruxelles)                                     | ✓ Lillemägi, Anna-Stina (Tallinn University (Estonia), Knowledge Transfer Center)              |
| ✓ Doncel, Julio (Delegación de la Junta de Andalucía)                                      | ✓ Lobo Casas, Vanesa (Fundación Galicia Europa)  |
| ✓ Frank, Peter (Stelermark Büro)   | ✓ Martín Ruiz, David (Region of Murcia Office in Brussels)                                     |
| ✓ Gama, Maria José (Infosciences (Université de Bruxelles))                                | ✓ Martin, Ségolène (Espace Interrégional Européen Bretagne/Pays de la Loire/ Poitou-Charentes) |
| ✓ Goumas, Athanassios (REGIOEUROPA, representation of Greek local authorities to Brussels) |  |

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>✓ Merten, Ursula (Representation of the State of Nordrhein-Westfalen)</li> <li>✓ Milella, Luciana (Regione Puglia)</li> <li>✓ Moraz, Mercedes (Gobierno de Aragón - Brussels Office)</li> <li>✓ O'Neill, Clare (Manchester Knowledge Capital)</li> <li>✓ Olsel, Njal (Copenhagen EU Office)</li> <li>✓ Papa, Giulio (Regione Friuli Venezia Giulia)</li> <li>✓ Perini, Giorgio (Regione Friuli Venezia Giulia)</li> <li>✓ Pesquera, Miguel (Gobierno de Cantabria)</li> <li>✓ Ramírez, Jaime (Oficina de Castilla-La Mancha in Brussels)</li> <li>✓ Rogelj, Melita (Organisation: Slovenian Business Research Association)</li> <li>✓ Savova, Boryana (Sofia representation in Brussels)</li> </ul> | <ul style="list-style-type: none"> <li>✓ Sfondyla, Maroula (REGIOEUROPA, representation of Greek local authorities to Brussels)</li> <li>✓ Simón Moral, Rafael (Regional Government of Castilla y León Brussels Delegation)</li> <li>✓ Stadlmann, Ilse (Liaison Office of Austria)</li> <li>✓ Steinhauer, Sandra (Verbindungsbüro Niederösterreich)</li> <li>✓ Stien Grimsrud, Torleiv (South Norway European Office)</li> <li>✓ Torrens Pascual, Albert (Delegació de Balears a Brussel·les)</li> <li>✓ Unt, Renna (Tallinn University)</li> <li>✓ Wellander, Janna (West Sweden Regional Office)</li> <li>✓ Wojcieszak, Malgorzata (Information office of Kujawsko-Pomorskie Region)</li> <li>✓ Doblas, Leticia (Extremadura Regional Office)</li> </ul> |
|--|--|

### ***EUROPEAN CONFERENCE - ESCITY SEMINAR IN BARCELONA (25-26 OCTOBER 2007)***

ESCITY held a working seminar in the Culture Institute of Barcelona on the 25-26 of October. The event was organized by the Science Communication Observatory (Pompeu Fabra University) and the Culture Institute of Barcelona City Council. Vladimir de Semir, Scientific Director of ESCITY and Commissioner for Scientific Culture, chaired the meeting.



This international meeting acted as a tool to contribute to the materialisation of the ESCITY community or discussion forum in the year that Barcelona has named "Year of Science".

This international meeting acted as an advertisement and platform for publicising the ESCITY network, as it was open to professionals from the whole of Europe and was one of the events included in Barcelona's Year of Science programme. Of course, the intention was also to reach out to other organisations working in networks in order to integrate cultural objectives common to us, such as the promotion of scientific culture (United Cities and Local Governments, Eurocities,, etc.)

The working seminar organized by the ESCITY project partners was a success in itself as it gathered important cities that discussed about science culture. One of the ideas issued was that science culture must be fostered from local and regional municipalities through different ways: there is not a universal recipe!

For instance, museums are one of the most powerful resources to convey science to the general public, as it was shown with the cases presented by the Portuguese participants of the Centro Ciência Viva from Estremoz or the case of the municipality of Guimarães also from Portugal. Both of them referred to strategies that have proven successful for small communities and that were very related to the promotion of cultural tourism.

A completely different approach was the case of Nottingham, one of the six cities designated Science Cities by the UK government, a designation that focuses on economic strategies and business-universities networking to develop new industrial activities. The Strategic Plan of Donosti (Bask Country, Spain) was also presented and it was very much on the same line although the cultural heritage of the city was also taken into account as a source of wealth through attracting new talent, activities, and tourism.

Observa contributed with a presentation of the initiative ‘Science and Society Meet in Architecture’ held in Vicenza in April 2007. WZW prepared a presentation and screened up-dated recent developments in science communication in Vienna. Several interviews were carried out with the initiators and the organizers of the Vienna Policy Strategy for Science, Innovation and Technology which was discussed on a broad level throughout the Vienna scientific community, the municipality, and the relevant business sector between November 2006 and November 2007, and is now being implemented. The main results were reported at the Barcelona seminar, and a summary was prepared for the strategy lobby action guide (see below).

Tromso with his representative, Eduardo Borba da Silva, partner representing the city of Tromso, opened up the discussion for the profile a new network should have with a presentation called “European Cities of Science – Which way forward?” That was one of the main items to be aroused. In fact, the Barcelona City Council’s representative at Eurocities, Esteve Carames, gave a speech in “*The creation of a network: the experience of Eurocities*”, giving very valuable insights on the issue. The results of these discussions together with the final reports of the EC financed project ESCITY will be presented next July in the ESOF conference that take place in Barcelona.

#### OTHER EVENTS - TABLE

Date	Event	Audience			Partner*
		Type	Countries addressed	Size	
May 2006	Project web-site	Scientific community, municipalities, all other visitors of the website	No limit		FBM-UPF (responsible) ALL (involved)
Apr 2006	WZW website	Scientific community, municipality, all other visitors of the website	Scientific community, municipality, all other visitors of the website		WZW
17-20 June 2006	9th International Conference on Public Communication of Science and Technology - Korea	Science communication community (politicians, journalists,	Worldwide	300	FBM-UPF, ICUB

		sociologists, etc.)			
Nov 2006	First European Congress of Science Cities, Magdeburg	Scientific community, media		Several hundreds	ICUB, WZW
Dec 2006	WZW newsletter	politicians and decision makers in the Vienna municipality	Vienna/Austria	80 approx.	WZW
Jan 2007	Presentation to the Science Center Network	Network of science communicators which was initiated and is run by the Austrian First Lady.	Austria	50 pax	WZW
2007-08	Press releases	Local media	Catalonia		ICUB
2007	Gemma- Torino conference (Italy)				ICUB
2006-2007	Observe website and newsletter	Scientists, journalists, policy makers			Observe
06.02.07	Brussels presentation	European local-regional governments	Europe	60	ICUB-FBM-UPF (responsible) ALL (involved)
09.03.07	Course on European projects' management	Local officers and civil servants	Municipalities of Barcelona province	30	Johanna Cáceres-ICUB
April 2007	Italian festival Science and Architecture	Journalists, general public	City of Caldogno (Vicenza)		Observe
August 2007	Press release – Ciência na cidade de Évora (ESCITY mentioned: <a href="http://www.poloestremoz.uevora.pt/cienciaCidade/convite/press_estremoz.pdf">http://www.poloestremoz.uevora.pt/cienciaCidade/convite/press_estremoz.pdf</a> )	media	Portugal		Ciência Viva
2008	Centro Geofísica de Évora ( <a href="http://www.cge.uevora.pt/cge/divulgacao.html">http://www.cge.uevora.pt/cge/divulgacao.html</a> )		Portugal		
March 2008	Agenda Municipal Tavira, page 6 ( <a href="http://www.cm-tavira.pt/cmt/parameters/cm-tavira/files/File/Agenda/agenda_03_08.pdf">http://www.cm-tavira.pt/cmt/parameters/cm-tavira/files/File/Agenda/agenda_03_08.pdf</a> )		Portugal		
6.12.2008	ESCITY/Ciência na cidade meeting	Promoters of scientific cultural events at local level, in Portugal	Portugal	14	Ciência Viva
	ESCITY Portuguese website <a href="http://www.cienciaviva.pt/projectos/escity/home/">http://www.cienciaviva.pt/projectos/escity/home/</a>				Ciência Viva

\*Partner responsible/involved

## Section 2 – Publishable Results

### PUBLICATIONS AND PAPERS

Author (s)	Title	Date
Johanna Cáceres	<b>City and Science in Europe</b> (Quark, Ciencia, Medicina, Comunicación y Cultura; n. 37-38)	September 2005
Gemma Revuelta	<b>ESCITY IS BORN</b> (Institut de Cultura de Barcelona, 2006)	March 2006
Quark	Barcelona lidera una propuesta para crear una red europea en cultura científica – QUARK – num 35.	April 2005
RTD info	Science dialogue – <b>Between fase thinking and genuine culture</b> - Magazine on European Research	November 2005
Divulcat website	News – Presentan un proyecto para promover la cultura científica a escala local	April 2006
UPF Website	News – L'observatori de la comunicació científica, membre de la xarxa ESCITY per promoure la cultura científica	April 2007
ESCITY Website	News & Events – Several interest news	April 2006
ESCITY/Ciência na cidade Leaflet	Leaflet (PT)	February 2008
Rui Dias	EU Line - Universidade de Évora inaugura Sistema Solar em Estremoz ( <a href="http://www.ueline.uevora.pt/newsDetail.asp?channelId=EE2EF76E-CCF2-47FD-96A9-8DA6A990D4BC&amp;contentId=2BAF4E26-7A39-4988-8E20-0BA6D575E404">http://www.ueline.uevora.pt/newsDetail.asp?channelId=EE2EF76E-CCF2-47FD-96A9-8DA6A990D4BC&amp;contentId=2BAF4E26-7A39-4988-8E20-0BA6D575E404</a> )	August 2007
	Universia - A Ciência chegou à cidade! ( <a href="http://www.universia.pt/servicos_net/informacao/noticia.jsp?noticia=42868">http://www.universia.pt/servicos_net/informacao/noticia.jsp?noticia=42868</a> )	August 2007
João Henriques Simões	Rádio Hertz (Nota do dia) – <b>RECUPERAR A CIDADE E O SEU PATRIMÓNIO PELO CONHECIMENTO</b> ( <a href="http://www.otemplario.pt/por/conteudosdetalhe.asp?idConteudo=6494">http://www.otemplario.pt/por/conteudosdetalhe.asp?idConteudo=6494</a> )	15/03/2007
Ministério da Ciência, Tecnologia e Ensino Superior	Economia do conhecimento impulsiona recuperação urbana  ( <a href="http://www.pcm.gov.pt/Portal/PT/Governos/Governos_Constitucionais/GC17/Ministerios/MCTES/Comunicacao/20070323_MCTES_Com_CampUrbis.htm">http://www.pcm.gov.pt/Portal/PT/Governos/Governos_Constitucionais/GC17/Ministerios/MCTES/Comunicacao/20070323_MCTES_Com_CampUrbis.htm</a> )	2007-03-23
	Visitas orientadas à “ARTElogia – Região Sul” ( <a href="http://www.regiao-sul.pt/noticia.php?refnoticia=80349">http://www.regiao-sul.pt/noticia.php?refnoticia=80349</a> )	15/01/2008



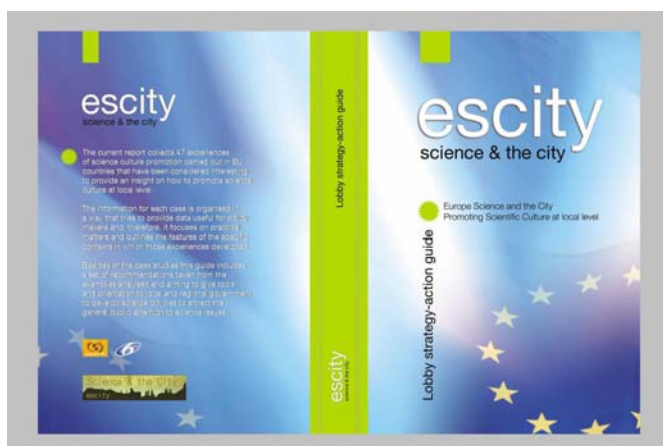
## WEBSITE



The results accessible to the public are advertised on the project website, where the slides of the presentations given and the “ESCITY-Guide” are published..

<http://www.escity.org>

## ESCITY'S ACTION GUIDE



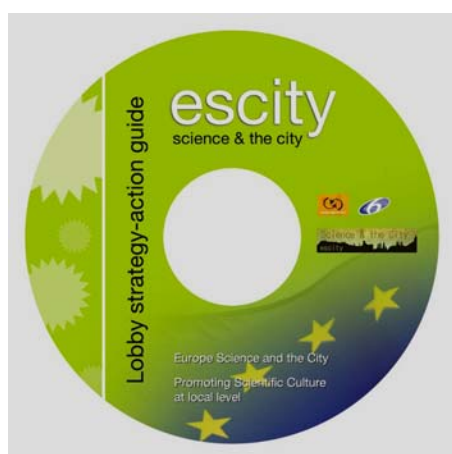
This publication collects 47 experiences of science culture promotion carried out in EU countries that have been considered interesting to provide an insight on how to promote science culture at local level.

The information for each case is organised in a way that tries to provide data useful for policy makers and, therefore, it focuses on practical matters and outlines the features of the specific

contexts in which those experiences developed.

Besides of the case studies this guide includes a set of recommendations taken from the examples analysed and aiming to give tools and orientation to local and regional government to develop science policies to attract the general public attention to science issues.

The guide is available in paper, in the form of a CD and through our website.



## LEAFLETS

Project partner CIENCIA VIVA has also printed leaflets to promote ESCITY and the science activities proposed in different Portuguese cities.

