



Project no. 036808

Project acronym:
Xjenza-TV

Project title:
Science popularisation TV: bringing the knowledge society to those not yet participating.

Instrument : Specific Support Action

Thematic Priority: Science and Society

Final Activity Report

Period covered:
1 April 2007 - 30 June 2009

Date of preparation:
30 September 2009

Start date of project:
1st April 2007

Duration:
27 months

Project coordinator name: Pierre Schembri Wismayer

Project coordinator organisation name: University of Malta

Revision [Draft 0]

Project Coordinator:
Dr Pierre Schembri Wismayer MD PhD
Anatomy Dept
University of Malta
Malta MSD06
Tel: 2340 2574
Fax: 21319527
e-mail: pierre.scembri-wismayer@um.edu.mt

1. Project Execution

The primary objective of the Xjenza-TV project was to bring science to those not yet participating and to contribute to the ongoing debate between Science and Society.

This project was born out of the will of a Maltese scientist to show his fellow citizens, specifically children, how interesting science can be and how Maltese scientists are contributing to scientific knowledge in their own country and in Europe. This interest was stimulated by Eurobarometer studies showing the Maltese to be among the lowest in Europe with regard to the uptake of science through education, but among the highest in Europe when it comes to utilising scientific improvements in technology in their daily lives.

A very similar profile is prevalent in Cyprus so it was only natural that these two new EU members – two small Mediterranean islands with small populations - should join forces in this project.

The most important long term objective for this project for both islands was to increase the uptake of science especially at a higher secondary and tertiary level of education and to make school children aware of job opportunities both in their home countries and in Europe.

The shorter term objective was to produce a television series to enable the popularisation of science and through it, to help create local heroes which potential future scientists could look up to.

Another long term objective of the project is to include citizens with disabilities in the scientific debate. For this reason, the consortium was joined by a pan-European NGO involved in e-learning for the impaired to help widespread and targeted dissemination.

The project consortium comprised the following partners

1. The University of Malta (project coordinator)
2. The Ministry of Education, Culture, Youth and Sports (Malta) through the "Education 22" television channel
3. E-Isotis - Educational Society open to Impairments" (Greece); and

4. The Cyprus Broadcasting Corporation.

The four partners carried out a programme of activity which culminated in the development of a 26-episode series of science popularisation and education which is being widely broadcast across Europe, and over the web as well as being made available to schools in Malta and Cyprus in the form of a DVD series. The series was filmed in Malta and Greece and was produced in English, Greek and Maltese. The episodes posted on the website were subtitled in English for the benefit of those who are visually impaired.

The series was tailored in a way which provides a novel framework where cutting edge science is made available to children by a simple explanation as part of an episode where the children themselves do science experiments and understand the use, benefits and even enjoyment of science. Each episode focusses on a particular scientific principle and includes interviews with people in industries which are using the scientific principles explained in their production processes. Each episode also profiles a Maltese or Cypriot scientist who has made a career of science.

Over the last year of the project the series was aired on CyBC (the national Cypriot broadcasting station), the Malta Public Broadcasting Station and Education 22 (Malta). The series is now being taken up by other broadcasting stations across Europe through the CIRCOM and COPEAN networks.

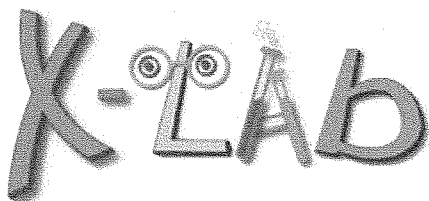
A DVD set was produced and disseminated to schools in Cyprus and Malta. A leaflet giving a summary of each episode and the scientists interviewed in English, Maltese and Greek was produced and disseminated together with the DVD sets.

Website

The project website - www.xlab.tv - features all 26 episodes in English, Greek and Maltese; a how-to section explaining how to carry out each experiment; scientists' profile; links to scientific sites as well as a feedback section which will remain active for a year following the end of the project.

Logo

The project logo is:



2. Dissemination and use

Exploitable knowledge and its Use

N/A

Dissemination of knowledge

Overview table

Planned / actual dates	Type	Audience	Countries addressed	Size of audience	Partner involved
16-18 May 08	Annual conference of Circom-Regional Org. CyBC presented Xjenza-TV	Public TV professionals & broadcasters of Europe	European Countries	17	CyBC
Sept 08	CyBC media conference – distribution of programme lists for 2008-09 including Xjenza-TV	All media organisations in Cyprus	Cyprus	100	CyBC
Sept 08	TV promotions of the TV series and web page (link CyBC web page & xlab web page)	General Public	Cyprus	100% penetration	CyBC
19 Nov 08	Presenters of Cyprus' series of x-lab participated in the JESC in Cyprus as volunteers	High Schools, Teachers, young children with parents, delegations of 15 European Countries participating in the JESC 2009 through their national broadcasters (Malta & Greece included)	European Countries	4500	CyBC
Aug 08- Jun 09	Ads in the press and magazines to inform about the schedule, aims, content of x-lab on CyBC.	General Public, Scientists, Schools etc.	Cyprus		CyBC
Nov 08	CyBC created online link for x-lab in its home page	General Public, schools, students, scientists	Internationally	n/a	CyBC
16 April 09	Symposium on Application of technology in special education	General Public, teachers, students	Greece	200+	e-Isotis
April 09	COPEAM Annual Conference, Cairo Presentation of Xjenza-TV series	Broadcasters, Media experts & professionals, Media Executives, commercial parties in media, etc	Mediterranean Countries	100	CyBC
May 09	Circom-Regional Org.	European	38		CyBC

Planned / actual dates	Type	Audience	Countries addressed	Size of audience	Partner involved
16-18 May 08	Annual conference of Circom-Regional Org. CyBC presented Xjenza-TV	Public TV professionals & broadcasters of Europe	European Countries	17	CyBC
	Annual Conference, Groningen (Netherlands). Offer of x-lab TV series to European broadcasters via Circom-Regional Org.'s database	Public Broadcasters, Media experts, EU officers	European countries, 376 public regional TV stations		
June 09	Cypriot presenters of X-Lab participated as volunteers with other TV celebrities from Cyprus and Greece at the phone centre, during the annual TV Event of TELETHON aiming to raise money for research for people with hereditary degrading diseases. (collaboration with CING)	General Public	Cyprus	100% penetration	CyBC
28-31 May 09	POLLEN Project European Conference on Primary Science Education	Teachers, students	Berlin	250	UoM
25-27 June 09	Let me Learn – first Malta International Forum on Learning	teachers	Malta	250	UoM
Ongoing	Series available on www.xlab.tv in English (with subtitles), in Greek and Maltese / the website also has a feedback function which will be kept available for 1yr from project end	general public, teachers, students			e-Isotis
	A facebook page was set up in July which directs viewers to www.xlab.tv http://www.facebook.com/home.php?#/pages/x-	general public, teachers, students	intl	As at 22 Sept had 292 hits	UoM
	A mirror site to be set up on the UoM website www.um.edu.mt	General public, teachers, students			UoM

The major dissemination activities mentioned above include:

The presentation of X-Lab tv series at the

- Annual conference of Circom-Regional Organisations
- COPEAM Annual Conference, Cairo

through which networks the series will be launched across Europe.

Emphasis also should be given to the fact that e-Isotis has agreed to maintain the feedback function on the www.xlab.tv website for a year following the end of the project.

Publishable results

The publishable result

The output of the Xjenza-TV project is a 26 episode television series aimed at popularising science for youths. The series is available in English, Maltese and Greek and is accompanied by a leaflet giving the details of each episodes in all three languages.

Photos (science experiments in the studio)

