



**PARQUE DE LAS CIENCIAS, Granada**  
**22-27 September 2013**

**Ice-break evening - Sunday 22 September**

19:30 - Official Opening by

**Ernesto Paramo**, Director Parque de las Ciencias

**Rosalía Vargas**, President of Ecsite

**Maria Cristina Russo**, Director of International Cooperation, DG research, European Commission

**Francisco González Lodeiro**, Rector of the University of Granada

**Francisco Ledesma Palomino**, Deputy Mayor of Granada

Representatives of local authorities,

Representative of sponsors

Philosophy of the project by

**Mijbil Almutawa**, President of NAMES and **Catherine Franche**, Director of ECSITE

Informal cocktail

**Day 1- Monday 23 September, STRATEGIC PLANNING**

09.00-09.10 Program: **Carmen Guerra**

09:10-09:30 Starter: **Mijbil Almutawa**, Director of the Scientific Center Kuwait

09:30-11:00

*From the global to the local context: value, mission and impact of science centres:* **Colin Johnson**, Freelance, past CEO of Techniquest

11:30-13:00

*Science centres activities, audiences and public impact:* **Jean-Marie Sani**, Director of projects, Muséum National d'Histoire Naturelle, Paris

14:30-17:00

*Practical workshop: How to develop a strategic plan*  
Convened by **Colin Johnson**, Freelance, past CEO of Techniquet

17:30-18:30

Visit: Installation of temporary exhibition – Madinat Ilibira (Legado Andalusi)

### Day 2-Tuesday 24 September – Science Learning

09:00-09:30 Starter: **Carmen Guerra**, Parque de las Ciencias

09:30-11:00

*SENSOCIENCIA and experiment:* **Rut Jimenez and Maria Martinez Chico**, Almeria University and *About science learning:* **Yusuf Ulcay**, Bursa Science Centre

11:30-13:00

*How can science museums/centres enhance school science education?;* **Martin Lawrence** Deputy Head of learning, London Natural History Museum

14:30-17:00

Thematic Workshops: *Environmental Sciences* **Dr. Boshra Salem**, Alexandria University; *Chemistry (science shows)* **Sebastian Cardenete and Carlos Duran**. Director Principia Science Centre; *Physics* **Carlos Sampedro** Parque de las Ciencias

17:30-18:30

Optional visit: Outer space as exhibition area – From astronomy to a menhir (Groups depending on number of participants)

### Day 3 – Wednesday 25 September – TOP PRIORITIES FOR MANAGEMENT

09:00-09:30 Starter: **Brigitte Coutant**, Head of Institutional and International Relations Universcience Partenaires

09.30-10.30

*Ten commandments in managing a science centre: what should you do, what should you avoid:* **Hoda ElMikaty**, Director of Planetarium Science Centre of the Bibliotheca Alexandrina

11.00-12.00

*Fundraising strategies: which tactics should we use to balance funds from companies or from government:* **Alain Coine**, General Delegate of the endowment fund, Universcience Partenaires

12.00-13.00

*Commercial issues of science centres:* **Louise Emerson**, Head of Business and Commercial Strategy, London Natural History Museum

14.30-17.00

*Science culture for the development in the Mediterranean:* **Vincenzo Lipardi**, CEO Città della Scienza with **Mario Scalet**, Head of Science Unit, UNESCO Office in Venice, **Raffaella Iodice**, Head of Unit for Mediterranean programs at DG Cooperation, European Commission, **Pilar Aranda Ramirez**, Executive Secretary of the Euro Arab Foundation for Higher Studies and Jose **Mariano Gago**, Former Minister for Research, Portugal (tbc)

17:30-18:30

Optional Visit: *Education and communication departments and Cultural Gallery*

#### Day 4- Thursday 26 September – EXHIBITION DEVELOPMENT

09:00-09:30 Starter: **Ernesto Paramo** Director of Parque de las Ciencias

09:30-11:00

*Phenomena, Objects and Representations: Three Types of Exhibits and associated Design Principles.:* **Tom Rockwell**, Exploratorium, Director of Exhibits and Associate Director for Program

11:30-13:00

*Exhibition development planning for the young public:* **Marie-Pierre Lahalle**, Deputy Head of Museological projects, Universcience

14:30-17:00

*Case study - Analysis of the MUSE case study in Trento: development of exhibitions, choices of medias, planning of development, relation exhibition/building:* **Michele Lanzinger** and **Lavinia Del Longo**, Director of MUSE-Museo della Scienze and team

17:30-18:30

Visit: Storage and conservation (Groups depending on number of participants)

## Day 5- Friday 27 September – NEW TECHNOLOGIES

09:00-09:30 Starter: **Luigi Amodio** Director of Città della Scienza

09:30-11:00

Practical lessons *Setting up internet collaborative platforms in science centres:*  
**Claude Farge**, Director for Publishing and Transmedia, Universcience

11:30-13:30

*Activity programs with new technologies* (teachers training & digital planetarium)  
**Manuel Roca**, Director of Production and Technology Department, Parque de las Ciencias.

*Programming Competitions*, **Eng. Eslam Wageed**, Project Manager, Regional Informatics Center, Arab Academy for Science and Technology

17:00-18:30

*The dissemination of patrimony as a knowledge progress strategy of the Alhambra:* **M<sup>o</sup> del Mar Villafranca**, Director of the Alhambra

18:30-20:00

Visit to the Alhambra. *Conversation on science and art at the Alhambra*

Gala Cocktail - Carmen de la Victoria