



Euro-Mediterranean and Middle East
Summer School for Science Communication

**CITTÀ DELLA SCIENZA
NAPLES • 10-15 SEPTEMBER 2017**

A TRAINING PROGRAMME FOR LEADERSHIP IN SCIENCE CENTRES



TRIBUTE

MIJBIL SULAIMAN ALMUTAWA
1954 – 2016

The Late Engineer Mijbil Sulaiman Almutawa had an integral and active role in the conception of The Scientific Center of Kuwait (TSCK), established by Kuwait Foundation for the Advancement of Sciences (KFAS), since it was merely an idea in 1994. He became the Project Manager in charge of building the pioneering centre in 1997 until it was opened in 2000. The Late Amir of Kuwait, Sheikh Jaber Al Ahmed Al Jaber Al Sabah, then endorsed Almutawa as the Chairman of the Board of Directors and CEO of TSCK, the first edutainment centre in Kuwait and the region. Throughout his years at the centre, Late Mijbil Almutawa succeeded in spreading scientific information and awareness, not only nationally, but also regionally. He was a founding member of the North Africa and the Middle East Science centers network (NAMES) in 2006; he later presided over the Network's Board of Directors for two consecutive terms (2010-14).

Almutawa's presidency witnessed the reinforcement of NAMES on the international arena. During his presidency, NAMES co-hosted the 6th Science Centers World Congress, hosted by the sister network SAASTEC in Cape Town, South Africa, 2011. In 2012, NAMES also embarked on its first major international collaboration, launching the Euro-Mediterranean and Middle East Summer School of Science Communication (EMME) in partnership with the sister network Ecsite.

Late Mijbil Almutawa had a reputation of supporting and enriching youth and young leaders. He constantly assisted in the formation and development of dynamic educational environments to enrich scientific awareness in children and young adults. He was an unequivocal source of inspiration and a tremendous support to both his TSCK Team, as well as NAMES Executive Team throughout its first ten years of existence. His presence will be forever profoundly missed; yet, his legacy will persevere.

To celebrate Mijbil Almutawa's legacy, NAMES has launched the Mijbil Almutawa Award Program to encourage outstanding young science communication professionals in the NAMES region. The award is bestowed on annual basis, where the winner is granted the opportunity to participate in an EMME edition or a NAMES Conference depending on the year. The first winner of the Mijbil Almutawa Award will be announced at the Opening Ceremony of EMME 2017, where the winner will be attending the Summer School as part of the award program. We congratulate the winner and look forward to celebrating many more winners in the coming years.



GREETINGS – WELCOME, BENVENUTI, أهلا وسهلا!

Welcome to the third edition of the EMME Summer School! You joining us this year is a major step in your professional development in the science centers and museums field and I am sure you will find every session and workshop beneficial and of great value.

The programme was designed for this round of EMME to ensure new topics and areas are introduced for the benefit of the returning participants while also maintaining the basic topics essential for learning about running a science center or museum. I would like to sincerely thank this edition's wonderful speakers whom are enriching the programme with their experience and knowledge – thank you very much for your time and efforts.

*We would not be attending this EMME round without the dedication of our Ecsite and NAMES partners who have contributed in thought, planning and effort to make every summer school a success. Most, if not all, of the Partners have joined forces from the early days with a firm belief that such an initiative is much needed to ensure that countries north of the Mediterranean are supporting their friends and colleagues in the South in what is an emerging field in the NAMES region. **This partnership and all that it entails is a true example of dedication and in going the extra several miles to contribute to development in the North Africa and Middle East regions.***

Since its inception, the EMME Summer School was supported and made possible by the Kuwait Foundation for the Advancement of Sciences (KFAS) by generously providing funding for each round and supporting each of the hosts. Their generous financial support reflects true dedication to the advancement of science not only in Kuwait but regionally too and on behalf of NAMES, I extend our gratitude for this support.

I also thank Universcience Partenaires who have taken their role as partners in this initiative a step further by funding five grants for attendees from the NAMES region to participate in the EMME Summer School. These grants create possibilities for individuals from North Africa and the Middle East to attend EMME and benefit from its rich content – thank you!

Our hosts this year, Città della Scienza, have been instrumental in being the first to initiate EMME as well as working towards making it a reality. We are elated to be in Napoli to not only enjoy the re-opening of Città della Scienza but also learn from your wonderful team and leadership on perseverance and that the belief the greater cause can turn a tragedy into a story of success. On behalf of everyone at NAMES, I sincerely thank Città della Scienza's leadership for believing in this partnership and for hosting EMME 2017.

Last but not least, are the creative people who have been working for several months now on putting together the programme and logistics; whether they are our hosts or members of the NAMES Secretariat Office. Thank you for your outstanding efforts.

To all participants, I hope you learn something new every day at EMME 2017, make new friends in your field of work and create wonderful experiences – enjoy!

SAWSAN DALAQ, NAMES AND THE CHILDREN'S MUSEUM JORDAN



Dear participants,

On behalf of Ecsite I am delighted to welcome you to the third edition of the EMME school. Ecsite values this partnership with NAMES as one that opens new perspectives, broadens our understanding of the world, and creates fruitful learning opportunities for organisations and individuals participating in EMME.

Creating dialogue platforms for different stakeholders now constitutes an important part of the role of science centres and museums. The challenges we are facing – climate change, food, health, water, respect of human rights – calls for people of different horizons to speak to each other, particularly when their opinions diverge. Science, - its rational process, the solutions it can bring, the sharing of information that technology allows, - can be a powerful approach to foster openness, acceptance and resilience.

Another important role of science centres and museums is to provide men and women, boys and girls, with 21st century skills: critical-thinking, creativity, scientific rigour, digital literacy, team working; competencies which citizens need in order to be active in their society. Informal learning settings such as science centres and museums are agile enough to grasp, react and offer access to these new competencies.

I hope that EMME 2017 will give you the competencies that will allow you to deploy the full potential of a science centre, a science museum or of any organisation that connects people to science and technology.

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I would like to thank the members of Ecsite and NAMES, that voluntarily offer to share their expertise at EMME, and particularly Città della Scienza for coordinating what we think will be a stimulating EMME week.

We would like to believe that EMME will contribute to a peaceful world where people and nature of all diversities are valued, preserved, cherished. And we hope that you as participants, will be empowered to actively work for a safe, respectful, open and progressive society.

CATHERINE FRANCHE, ECSITE



On behalf of Città della Scienza, welcome to Naples! Naples, a historic city that has embraced various Mediterranean cultures, extends its arms to warmly welcome you to explore it, enjoy it and, of course, learn and network in it.

We are very pleased and honoured to be hosting the third edition of the Euro-Mediterranean and Middle East (EMME) Summer School for Science Communication. This initiative has proven to be of tremendous value to its attendees and organisers not only from a professional development standpoint, but also in terms of creating real partnerships and friendship among science centres and museums from Europe and the Middle East. Città della Scienza has always valued such initiatives that promote regional cooperation and has been sincerely dedicated to EMME since its beginning. Since the first seedlings of this project I was personally involved in its inception along with the late Mijbil Almutawa, in order to build a common project between both networks, NAMES and Ecsite, and I am very happy to see how far it has gone.

Throughout history, our countries have had several commonalities, and today, to some extent, we face shared challenges and concerns. In the current reality of religious tensions, and political, economic and immigration crises that characterises several parts of the region, it is vital that our institutions actively cooperate to tackle these challenges. The Summer School is a professional challenge, but at the same time is an important tool to strengthen dialogue between people and make science culture an engine for development. As Euro-Mediterranean and Middle Eastern science centres and museums, we offer a platform for our communities to be engaged with science, technology and innovation; all of which are increasingly connected to politics and decision making related to pressing global matters (e.g. climate change and responsible innovation). Our collaboration can extend our reach and allow for the fertilisation of important human values such as openness, tolerance and civic and environmental responsibility.

I hope that this edition of EMME will offer you a rich experience on the professional and social levels. Please feel at home at Città della Scienza, and feel free to go around its different parts and to speak with our team. I also hope that you will be able to appreciate this wonderful Mediterranean city that charms its visitors with its warmth and spirit. Naples is one of the oldest inhabited cities in the world and so there is plenty to see and visit in the evenings of the Summer School. Please do take the time to explore it and experience the Neapolitan hospitality and lifestyle.

Finally, I would like to express my gratitude for the Kuwait Foundation for the Advancement of Sciences (KFAS), that has been a true and generous supporter of EMME in its three editions. KFAS' support reflects the foundation's visionary outlook and true dedication to the development of informal science and international collaboration among our regions. I would also like to thank Universcience Partenaires who has awarded grants for the participation of 5 participants from the NAMES region. This edition is honoured to have the patronage of UNESCO, as well as the Italian Ministry of Foreign Affairs and International Cooperation; a patronage that reflects both institutions' appreciation for regional collaboration and citizen engagement in science and innovation. A special word of gratitude goes to all those who made this edition a success, from the Steering Committee, the speakers and the organising team of EMME 2017.

Welcome to EMME 2017, Benvenuti a Città della Scienza!

VINCENZO LIPARDI, CITTÀ DELLA SCIENZA



ABOUT THE EMME SUMMER SCHOOL

In a partnership between Ecsite and NAMES, the Euro-Mediterranean and Middle East (EMME) Summer School for Science Communication was launched in 2013 to respond to the growing number of science centres and science communication activities around the Mediterranean, especially in the Middle East.

The objective of this professional training course is to train new leaders for the management of science centres, scientific and cultural organisations, giving them a strong set of competencies and skills that they will be able to adapt afterwards, depending on the size and type of their institutions and projects.

The Summer School will reinforce their capacities for development while aspiring to strengthen dialogue and exchanges among these institutions, in an attempt to build a growing community of players in the region and to maximise their potential impact as agents of change for societies.

The first EMME Summer School, took place in 2013 at Parque de las Ciencias (www.parqueciencias.com) in Granada, Spain, in 22 - 27 September. The second edition, in 2015, took place at the Planetarium Science Centre of Bibliotheca Alexandrina (www.bibalex.org) in Alexandria, Egypt, in 5 - 10 September. Both editions were attended by about fifty science communication professionals, including experienced and young ones, from Algeria, Egypt, France, Italy, Kuwait, Palestine, Portugal, Spain, Tunisia, Turkey, the United Arab Emirates and the United Kingdom.

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The Main Objectives of the EMME Summer School are to:

- Consolidate existing science centres and museums in the Euro-Mediterranean and Middle East, their activities and programmes;
- Support the development of new science centres and museums, as well as communication projects in the region;
- Enhance science centres and museums' roles in advocacy in society, including but not limited to institutions at the national and regional levels;
- Exchange expertise, practices and activities among professionals in the field;
- Stimulate the development of cooperative projects among the members of the two networks.



THE HOST - CITTÀ DELLA SCIENZA

Established in 1987, Città della Scienza realised in 2001 in the Western area of Naples, the first Italian Science Centre, creating an innovation pole dedicated to the dissemination of scientific and technological culture, as well as to the innovation of the educational and business systems.

One of the main values of Città della Scienza is to set up a new form of scientific citizenship, bridging the gap between science and society. Active at the local, national and international levels, Città della Scienza combines an articulated system of functions: **the Science Centre, the Business Innovation Centre, the D.RE.A.M. Fablab, the Advanced Training Centre, and the Convention Centre.**

The **Science Centre** includes Corporea, the museum of human body and health sciences, which covers an area of 5000 m², divided into three levels where the overarching theme revolves around the human body, preventive medicine, and health. Various modes of communication are incorporated throughout the museum, such as immersive video, virtual reality experiences, games, multimedia, and hands-on laboratory experiments and activities. Additionally, the science centre includes a 3D Planetarium, that is the biggest and most advanced planetarium in Italy. The Planetarium offers various simulations of the universe thus being an educational tool for learning astronomy by reproducing the sky as well as the various astronomical objects that populate the universe.

Moreover, the Science Centre includes a permanent exhibition on the sea, marine environment and research (currently closed for renovation); the Children's Workshop and the GNAM Village (see below). It also hosts laboratories for science education and ICT related educational programmes (STEAM, robotics, coding and digital fabrication) and a web TV studio.

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The **Business Innovation Centre**, dedicated to the development of innovative enterprises, start-ups and spin-offs; **BIC**, is one of the most advanced centres in Southern Italy. A space where technological innovation and scientific research are the driving engine for the creation of all activities realised inside the centre. It consists of 35 spaces where innovative companies are offered spaces and specialised services in order to foster their business.

The **Design and Research on Advanced Manufacturing (D.RE.A.M.)**, is an advanced design and digital fabrication Fab Lab. It is also a platform for the development of new skills and innovative companies in the sector of digital fabrication. The current main specialisations are: biomedicine, exhibitions and cultural assets, design and fashion, and architecture and building.

The **Advanced Training Centre** is a training centre for non-academic education and job development. Training activities are realised in connection with the regional and national system of research and university-level education.

The **Convention Centre**, with a wide and complex system of rooms, halls and areas, with a total capacity of about 2,000 seats, is composed of 13 different rooms with variable capacities (10 - 1000 seats).

PROGRAMME · SUNDAY 10/09

PRE-EVENT ACTIVITIES (OPTIONAL)

10:00 – 18:00

SCIENCE CENTRE OPENING EVENT

On Sunday, the 10th of September, the Science centre will open its doors to the public after the summer holidays. A special festival will take place throughout Città della Scienza, where various activities, science labs, science demonstrations, tinkering and hands-on activities will be held. Participants of the EMME Summer School are welcome to checkout this event and enjoy the day at Città della Scienza, prior to the Ice-break event to take place in the evening.

ICE-BREAK EVENT IN CITTÀ DELLA SCIENZA

17:00 – 18:15

OFFICIAL OPENING

by Città della Scienza
with the participation of
Sawsan Dalag, NAMES President
Catherine Franche, Ecsite Director
Representatives of local institutions

INTRODUCTION OF THE MIJBIL ALMUTAWA AWARD

Maissa Azab, NAMES Executive Director

18:15 – 19:30

WELCOME COCKTAIL AND ICE-BREAKER

PROGRAMME · MONDAY 11/09

DAY 1: PLANNING FOR GROWTH – PHILOSOPHY, STRATEGY AND BUDGETS

09:00 – 10:00

INTRODUCTORY TALK – SCIENCE CENTRES AS PLACES FOR DIALOGUE AND INCLUSION

Amidst the immense changes and challenges facing our region, science centres have a major responsibility in addressing this complex and dynamic social and political reality. This talk will touch upon the role of science centres as agents of change in society, especially when it comes to social inclusion, democracy and dialogue.

Hoda Elmikaty, Bibliotheca Alexandrina, Alexandria, Egypt

10:00 – 10:30

BREAK

10:30 – 12:30

WORKSHOP - FROM STRATEGIC PLANNING TO OPERATIONAL PLANNING

This workshop will be dedicated to planning for your science centre. It starts with strategic planning, and moves to operational planning, while keeping a focus on your science centre's vision as well as budgets.

- Development of annual work plans based on the strategic plan and developing KPIs.
- Why, when, and how do you develop new objectives for your organisation?
- Working group to draft a museum mission statement.

Brigitte Coutant, Ecsite Honorary Fellow, Paris, France

12:30 – 13:30

TOUR OF CITTÀ DELLA SCIENZA

This tour will take you through the different parts of Città della Scienza, where you will have the chance to learn more about the programmes, exhibitions and philosophy of Città della Scienza that incorporates a unique and interesting model balancing between education and economic and industrial development locally and globally.

13:30 – 15:00

MEDITERRANEAN BITES: SAVOUR AND LEARN

15:00 – 16:30

WORKSHOP - BUDGET PLANNING AND CONTROL

This workshop aims to introduce participants to the principles of budget planning within a science centre. The workshop leaders will also share their experiences from working in different areas of Città della Scienza.

Pasquale Russiello with

Mariano Iadanza, Director of Business Innovation Centre (BIC), and

Mariangela Contursi, Director General of Campania Newsteel, Città della Scienza, Naples, Italy

CITY SIGHTSEEING NAPLES – A COMPLIMETARY TOUR OF NAPLES!

PROGRAMME · **TUESDAY 12/09**

DAY 2: THE PEOPLE IN YOUR “ECOSYSTEM”: HR AND PUBLIC PROGRAMMES

09:00 – 10:00

TALK – YOUR CENTRE’S TOP RESOURCE: TALENT

This talk will be focusing on managing the top crucial resource for any organisation, which is talents, introducing the most innovative and effective models for talent management. This includes talent identification, assessment, development and retention. the model will be applied through open dialogue with the participants while reflecting on their own work environment.

Khaled Habib, Chief HR Officer for Universal Group, Cairo, Egypt

10:00 – 10:30

BREAK

10:30 – 12:30

WORKSHOP - HOW TO DEVELOP AND SUPPORT YOUR HUMAN RESOURCES?

As a continuation for the preceding talk, this interactive workshop will allow participants to work on managing and developing their HR from a managerial lens through a particular case. It will specifically cover the following topics:

- General human resources skills.
- Capacity building activities.
- Team building and collaboration.
- Conflict resolution.
- Managing relations and coordination among the different units of your centre (exhibit teams, content development team, and managerial team).

Sophie Biecheler, Director of International Relations, Universcience, Paris, France

12:30 – 13:30

MEDITERRANEAN BITES: SAVOUR AND LEARN



13:30 – 15:30

PARALLEL INTERACTIVE WORKSHOPS

PARTICIPANTS MAY CHOOSE TO ATTEND ONE OF THE FOLLOWING WORKSHOPS:

WORKSHOP A - TINKERING

Tinkering - "to adjust", or "to repair" something in an unskilled or experimental manner, - means to face science and technology in a different way: using creativity as a tool to relate to and understand what surrounds us. During the workshop, participants will be engaged in three tinkering activities, then a discussion will follow in order to understand the "behind the scenes" covering both advantages and problems.

Straws, connectors, electronic modules, pens, paper and scotch will be the protagonists for engaging activities suitable for families and children.

Christian Gomasca, Senior Educator, MUSE, Trento, Italy

WORKSHOP B – CODING AND DIGITAL FABRICATION FOR KIDS

Each and every interaction between humans and computers is governed by code. Coding enhances creativity, teaches people to cooperate, to work together across physical and geographical boundaries and to communicate in a universal language. What is behind the operation of a digital object? Using laboratory experiences we will understand how to "do" something programmable and not, through the basic concepts of programming language, accessible to everyone. The aim of this workshop is to transfer the techniques of coding, digital manufacturing and robotics to work people from passive to constructive use of the devices, providing practical guidance on how to use the various computer tools while also having fun. We will work with Blue-Bot. This robot is a didactic tool designed for pupils from kindergarten to primary school that allows children to get closer to the world of robotics, helping to develop logic, count, view the paths in space, and learn the basics of programming languages.

The work will continue with on 3D modelling and its solid printing. This work topic will provide participants with basic knowledge of three-dimensional designs or ideas, using Software and App, such as 3D Creationist, which allows you to build 3D models on your tablet. It will then go to the 3D printing of the object designed and made.

Flora Di Martino, Responsible of Didactic Innovation Office, Città della Scienza, Naples, Italy

15:30 – 16:30

PLANETARIUM SHOW AND TALK BY MASSIMO CAPACCIOLI, ASTROPHYSICIST, UNIVERSITY OF NAPLES





PROGRAMME · **WEDNESDAY 13/09**

DAY 3: CHANNELLING YOUR SCIENCE CENTRE: MARKETING, COMMUNICATION AND FUNDRAISING

09:00 – 10:30

CASE STUDY - DESIGNING MARKETING CAMPAIGNS FOR SCIENCE CENTRES

The session will present the most recent Ciência Viva marketing campaign: Ciência Viva Circuits. This campaign puts science centres at the heart of science tourism, with the support of major national companies (transport, energy, and oil distributors), alongside local stakeholders, including restaurants, hotels and museums. The campaign includes a travel book; an app for mobile devices and a card (see more on <https://www.circuitoscienciaviva.pt/circuits>, English version). Following the presentation of the case study, the interactive workshop will be dedicated to the application of participatory mapping methodologies. Participants will discuss and design similar campaigns, identifying key stakeholders and sponsors, setting communication plans and tools, and, finally, presenting their organisations as the focus of a likeminded marketing campaign.

Rosalia Vargas, President, Ciência Viva, Lisbon, Portugal

10:00 – 10:45

BREAK

10:45 – 12:15

WORKSHOP - PUBLICATION PRODUCTION AS AN EFFECTIVE TOOL OF SCIENCE COMMUNICATION

Publications do not only serve as a means of disseminating scientific knowledge and raising scientific awareness, but could also play a significant promotional role for science centres and museums. They can be part of the institutions' outreach tools and increase their visibility into wider geographical scopes. Moreover, publications can establish potential partnership opportunities and collaborative efforts among different parties. This workshop will highlight the importance of publications and allow participants to engage in planning and producing particular publications.

Maissa Azab, Head of Cultural Outreach Publications Unit, Bibliotheca Alexandrina, Alexandria, Egypt

Shahenda Elsayed, Cultural Outreach Editor, Bibliotheca Alexandrina, Alexandria, Egypt

Esraa Elrefaay, Cultural Outreach Editor, Bibliotheca Alexandrina, Alexandria, Egypt





12:15 – 13:15

TALK WITH SERENA ANGIOLI, REGIONAL MINISTER FOR EUROPEAN COOPERATION AND THE MEDITERRANEAN BASIN

13:15 – 14:15

MEDITERRANEAN BITES: SAVOUR AND LEARN

14:15 – 15:15

CASE STUDY - THE USE OF SOCIAL MEDIA IN SCIENCE CENTRES

Social media have proven to be very effective tools of communication given their ease of access and extended reach. This talk aims to pin-point the means in which you can employ social media for the promotion of your centre and its activities, as well as the engagement of the public with your centre and its philosophy.

Lourdes Lopez, Communications, Parque de las Ciencias, Granada, Spain

15:15 – 15:30

BREAK

15:30 – 17:30

**WORKSHOP - SETTING UP YOUR STRATEGY IN FUNDRAISING:
CO-CREATION OF TOOLKITS AND EXCHANGES WITH EXPERTS**

This workshop will offer two case studies to the participants, divided into small groups: creating a new science centre from scratch, and finding a sponsor for a new exhibition about energy. In these two scenarios, participants would have to answer the following questions with the support of the provided guidelines: which entity (institution, company, individual people, foundations...) shall I target? Which people shall I meet? How can I adapt my request? Which toolkit shall I prepare?

Each group will send one delegate to summarise their proposal in front of a jury, made up of experienced people in the field from EMME active partners who will provide feedback and suggestions.

Roger Rocca-Serra, Secretary General & Alain Coine, General Delegate, Universcience Partenaires, Paris, France



PROGRAMME · THURSDAY 14/09

DAY 4: YOUR BUILDING AND EXHIBITS – MANAGEMENT AND MAINTENANCE

09:00 – 10:00

TALK – 10 TIPS FOR MANAGING YOUR BUILDING AND KEEPING IT ATTRACTIVE

The museum is a pretty complex social ecosystem. “Social” because museum missions in the last decade switched from the task of mainly focusing on “how to showcase” the artifacts, to a new function centered on visitors’ experience. As our shared mantra “to be (and stay) attractive” summarises, we all need to understand the large amount of data & facts that organisations have to activate and take into account during both the museum design phase and the management process. Even if at a first glance ecosystems seem all similar, they aren’t- they change over the time to adjust to internal & external conditions, just as museums do!

To take care of your museum building is part of this task, and entails to operate at different levels. Ordinary and extraordinary maintenance is only one of the trivial parts of the matter. Buildings need to house collections, laboratories, exhibitions, events and activities. All these spaces have different requirements to provide the attendance with the best possible service. From the newest Italian science museum case history we will draw some practical examples to pinpoint what are the main characteristics that might influence the visitor experience. Our skill will be to offer an attractive cultural proposal to make our visitor be happy on their first visit. At the same time we need them to come back again. Light, sound & temperature control, together with technical infrastructures, safety exits, control rooms, warehouse and storage are but few of the practical concerns that have to be taken into account during the designing process. If we’d have the chance to participate in the construction of the new building of our museum, then we could use our knowledge and skill to figure out what our audience will mostly like to do there, how will they move through the galleries. If the building is not brand new, however, this skill is still very needed. What are the main points one has to consider when opening a museum, or an exhibition with reference to the constraints the building might impose?

Michele Lanzinger, Director, MUSE, Trento, Italy

10:00 – 10:20

BREAK

10:20 – 12:30

CASE STUDY AND TOUR - 10 TIPS ON EXHIBIT MANAGEMENT THROUGH A TOUR OF CITTÀ DELLA SCIENZA'S EXHIBITIONS

Along the lines of the previous lecture, this tour will take the participants through the different areas of Corporea, where you will be able to understand the critical aspects of exhibit management and maintenance.

Kua Patten, Città della Scienza 2.0 Fablab, Naples, Italy

12:30 – 13:30

MEDITERRANEAN BITES: SAVOUR AND LEARN

13:30 – 17:30

INTERACTIVE WORKSHOP

The participants of the EMM School meet and work together with the participants of the Dream FabLab Academy; a group of engineers and makers from Italy, China and Iran. The aim is that the “museum people” – using the earlier sections of the day as a starting point – select a list of “challenges” in the fields of exhibit maintenance and building management, and attempt to solve them with the tools of digital fabrication, robotics, etc.

Kua Patten with Carla Giusti, Amleto Picerno and the D.RE.A.M. FabLab team of Città della Scienza, Giuseppe Santoro, Protom Group, Naples, Italy



PROGRAMME · **FRIDAY 15/09**

DAY 5: EXPLAINERS, VOLUNTEERS AND EDUCATIONAL PROGRAMMES

09:00 – 11:00

WORKSHOP – HOW TO DESIGN INQUIRY-ORIENTED SESSIONS FOR TEACHER TRAINING

Inquiry based science education (IBSE) is at the front of current trends in science education for the 21st century, particularly in informal science learning settings. Science centres are, therefore, increasingly called upon to provide teacher training in IBSE methodologies and deepen their links with schools and formal education systems. In this workshop, participants will be exposed to concrete examples of IBSE practices. Then, following a debate on the theoretical and practical underpinnings of inquiry oriented methods, participants will be divided in groups, with the task of designing a teacher training programme for their own science centre.

Carlos Catalao Alves, Board of Directors, Pavilion of Knowledge - Ciencia Viva, Lisbon, Portugal

11:00 – 11:30

BREAK

11:30 – 13:00

WORKSHOP – EDUCATIONAL ACTIVITIES FOR KIDS

Brought to you from the Children's Museum Jordan team, a workshop on designing interactive activities for your young audiences. In this workshop, we will explore the frameworks of designing interactive educational experiences, get our hands on fun children's activities, and design in groups relevant, engaging, and innovative activities.

At the end of the workshop we will discuss the strengths and challenges of the ideas generated and share feedback.

Ayah Younis, Education and Programs Manager, The Children's Museum, Amman, Jordan

13:00 – 14:00

MEDITERRANEAN BITES: SAVOUR AND LEARN

14:00 – 16:00

WORKSHOP – WORKING WITH VOLUNTEERS AND EXPLAINERS, AND HOSTING INTERNSHIP PROGRAMMES

This session will be dedicated to volunteers, explainers and interns. It will allow participants to learn through both an interactive workshop tackling a particular scenario, as well as a case study from Città della Scienza's experience with explainers. The main goal is to tackle issues related to the management of this workforce that is at the forefront with the public;

- Capacity building and skill development.
- Engaging volunteers and explainers in your work.
- Means to motivate your volunteers and explainers.

Mikko Myllykoski, Experience Director, Heureka The Finnish Science Centre, Vantaa, Finland

Guglielmo Maglio, Science Communication Projects Manager, Città della Scienza, Naples, Italy

16:00 – 17:00

WRAP-UP AND EVALUATION SESSION

17:30 – 19:30

VISIT TO THE NATIONAL ARCHAEOLOGICAL MUSEUM OF NAPLES



MAP OF CITTÀ DELLA SCIENZA



MEET THE SPEAKERS

Maissa AZAB · Bibliotheca Alexandrina (BA), **Alexandria, Egypt**

Head of the Bibliotheca Alexandrina Cultural Outreach Sector Publications Unit since 2013, after leading the Publications Team at the Planetarium Science Center since 2006. She graduated from the Faculty of Fine Arts in 1999 and has a diversity of interests that combine the artistic with the realistic; she thus uses the art of the written word and graphic design to deliver science to the general public. Maissa is the Executive Director of the North Africa and Middle East Science centers network (NAMES).

Sophie BIECHELER · Universcience, **Paris, France**

Biecheler worked in different cultural and technological institutions in France before joining Universcience in 2009 as HR Manager and Director. Since 2015, she has become the Head of Institutional and International Relations in charge of national and international affairs.

Carlos CATALAO ALVES · Ciencia Viva, **Lisbon, Portugal**

Joined the founding team of Ciencia Viva, Portugal, in 1996, and is currently part of its Board of directors. He teaches Science Communication and Education, Universidade Nova, Lisboa. He holds a PhD in Education, by the University of Cambridge.

Alain COINE · Universcience Partenaires, **Paris, France**

Alain is General Delegate of Universcience Partenaires since 2006. He has a rich international career in business and finance in Canada, Thailand, UK, US, Japan and S. Korea. He is Chairman of the French External Trade Advisers Asia Pacific Committee, Vice-President of the Franco-Japanese Exchange Committee, and sits on several Directors and Supervisory boards of French and Japanese companies.

Amedeo COLELLA · Speaker of Mediterranean Bites: Savour and Learn

Amedeo Colella is a professional writer and storyteller who studies Neapolitan history. He wrote several books in which some of the less known stories and anecdotes about Naples, its culture, food and traditions are described.

Mariangela CONTRUSI · Campania NewSteel Incubator, **Naples, Italy**

Mariangela has 20 years of experience in enterprise creation, development, innovation and internationalisation. Before heading the Campania Newsteel, she was the manager of Città della Scienza's Business Innovation Centre. She was also Head of Development Department of Naples Municipality.

Brigitte COUTANT · Ecsite Honorary Fellow, **Paris, France**

Brigitte was director of national and international affairs at Universcience. Coutant worked in Cité des Sciences, with expertise ranging from outreach programmes and travelling exhibitions to consultancy for designing new exhibitions, and institutional relations. She is a founding member of Ecsite and an Ecsite Honorary Fellow.

Flora DI MARTINO · Città della Scienza, **Naples, Italy**

Graduated in Earth Sciences, Flora Di Martino started working with Città della Scienza in 1999. She is currently head of the Unit of education and works on developing new activities about use of Information & Communication Technologies in the classrooms.

MEET THE SPEAKERS

Hoda ELMIKATY · Bibliotheca Alexandrina (BA), **Alexandria, Egypt**

Hoda received her BSc in Electrical Communication from the University of Alexandria, and her Master's degree in Parallel Processing from the University of Liverpool, UK. She joined the BA as part of the Construction Monitoring Unit and in 2000, she took over the management of the Planetarium Science Center, where she introduced the first hands-on informal science education facility in Alexandria. She is the founder and 1st president of NAMES. Her main interest is in educational reform and the dissemination of science. She is a firm supporter of women empowerment, especially in the field of science.

Esraa ELREFAAY · Bibliotheca Alexandrina (BA), **Alexandria, Egypt**

She has been working at the Bibliotheca Alexandrina since 2008. Her career and academic plans focus on promoting cultural knowledge and public awareness. She started her career path as a Fundraising Specialist, then as a Publications Editor, giving her experience in the arts, history, heritage, and science communication. She is a team member of two significant projects: HE Funding and SCIplanet. She holds a BA in linguistics and translation, and is pursuing an MA in the history and civilisation of the Mediterranean.

Shahenda ELSAYED · Bibliotheca Alexandrina (BA), **Alexandria, Egypt**

A 2009 graduate of the Faculty of Arts, Shahenda joined the PSC in 2007 as a volunteer; she joined the PSC editorial team in 2008 as an outsource translator, becoming a full-time editor in 2011. She is one of the managing editors of the popular science magazine SCIplanet. She believes in the importance of relaying scientific information to readers in a simple, interesting manner. Working in a cultural hub like the Library of Alexandria, she enjoys being constantly introduced to interesting fields of science, heritage, and art.

Carla GIUSTI · Città della Scienza, **Naples, Italy**

Architect, exhibition designer, specialist in museology and science museums and expert in the development of ways to "translate" complex concepts into captivating experiences. As a Director of the Exhibition Team of Città della Scienza, she has been involved in the design of national and international museums and exhibitions.

Christian GOMARASCA · MUSE, **Trento, Italy**

Christian Gomasasca has graduated in Telecommunications Engineering. He has been working for Muse - Museo delle Scienze of Trento as a scientific explainer since 2005. He plays improvisation theatre and likes sports and technology.

Khaled HABIB · **Cairo, Egypt**

Khaled is a senior management and HR executive and an academic with a rich profile of regional and global expertise. He held leadership positions in multinational firms for many years. He is also a motivational speaker with high credibility and influence in Egypt. Khaled is a professor of management and marketing and is one of few certified management consultants in MENA.

Mariano IADANZA · Città della Scienza, **Naples, Italy**

Mariano Iadanza is currently the Head of the Business Innovation Centre in Città della Scienza. He is in charge of the supervision of the processes related to the incubation and acceleration of innovative SMEs. He is also the responsible for the Advanced Training Centre.

MEET THE SPEAKERS

Lourdes LOPEZ · Parque de las Ciencias, **Granada, Spain**

Lourdes is an International Ph.D. in Social Sciences and Master in Science Communication at University of Granada. She has a Master in Marketing from ESIC Business School. Since 2006 she has been working as Communications Officer for Parque de las Ciencias.

Guglielmo MAGLIO · Città della Scienza, **Naples, Italy**

Graduated in Natural Sciences, he has carried out Zoological surveys in Italy and abroad. He has been working at Città della Scienza since 1996, and currently he is the Manager of Exhibitions. He has experience in science education and communication, and has been lecturer in several Masters courses in Italy.

Mikko MYLLYKOSKI · Heureka, The Finnish Science Centre, **Finland**

Mikko Myllykoski is the experience director of Heureka. Mikko is a historian and has worked in science engagement since 1990. Heureka's exhibitions travel worldwide and they've been seen by over 26 million people in 25 countries on 4 continents. Mikko is responsible for exhibitions, events, education and the planetarium of Heureka.

Kua PATTEN · Città della Scienza, **Naples, Italy**

Kua is the former Director of Exhibit Services at the Exploratorium. He currently operates his own consulting practice and sharing his expertise in exhibit development, fabrication, project management, administrative consulting and professional development with clients worldwide.

Amleto PICERNO · Città della Scienza, **Naples, Italy**

Amleto is an architect who currently is the FabLab Director at Città della Scienza and a lecturer in Computational Design at the University of Naples Federico II. He is the founder and scientific Head of Medaarch-Mediterranean FabLab, visiting lecturer in Athens and Madrid, and scientific head and lecturer on the Digital fabrication and parametric design of the Italian National Institute of Architecture.

Pasquale RUSSIELLO

Expert in planning and monitoring of EU funds and financial instruments, has supported Regione Campania in evaluating the strategic plan and the budget of Teatro di San Carlo, Fondazione Donnaregina (Madre Museum), Teatro Trianon and others.

Rosalia VARGAS · Ciência Viva and Pavilhão do Conhecimento, **Lisbon, Portugal**

President of Ciência Viva and Director of Pavilhão do Conhecimento, the Lisbon Science Centre. Since 1996, she has been leading the creation of a network of 20 science centres in Portugal. She was President of Ecsite – European Network of Museums and Science Centres, from 2013 to 2015.

Ayah YOUNIS · The Children's Museum, **Amman, Jordan**

Ayah Younis (B.Sc. Industrial Engineering- University of Jordan) is the Education and Programs Manager at the Children's Museum Jordan, where she works with the team on producing and implementing interactive learning experiences through the mediums of programmes and exhibits.

LUNCH AREA: GNAM VILLAGE MEDITERRANEAN DIET AND BIODIVERSITY

Città della Scienza has been an active player in the promotion of linkages between the agricultural and scientific sectors, through the dissemination of good practices in food production and consumption. As part of that, GNAM Village, the Mediterranean Diet and Biodiversity village at Città della Scienza, was created as a way of promoting the excellences of regional research practices and business activities in the areas of agriculture and food. GNAM Village, where the EMME Summer School lunches will be held, is a space dedicated to spreading awareness on healthy eating habits and food education. Given that the Mediterranean Diet is the diet of our region and that it is designated as a “UNESCO Intangible Cultural Heritage of Humanity”, GNAM Village places the Mediterranean Diet, with its various aspects, as a primary focus of its activities.

MEDITERRANEAN BITES: SAVOUR AND LEARN

The EMME Summer School 2017 lunches, *Mediterranean Bites: Savour and Learn*, will be held at the GNAM Village of Città della Scienza. Each day will be dedicated to a particular regional ingredient where you will be able to savour the excellent regional specialities while learning about their production and benefits from a specialist.

20

Our *Mediterranean Bites: Savour and Learn* is provided by Cooperativa Tobili, a multi-ethnic catering firm, run by people from Armenia, Mali, Turkey and Egypt. Cooperativa Tobili will give us the chance to taste – day by day – some of the most typical Mediterranean foods (tomato, pasta, fish, and eggplant) cooked in different styles and recipes. The *Mediterranean Bites* moments will be completed by a Mozzarella cheese and a Pizza tasting experience where a professional cheesemaker and a pizza maker will prepare and serve two of the most typical Campanian foods.

PROGRAMME

Monday · Pizza: A Neapolitan Speciality

Tuesday · From the Goods of the Mediterranean – Oily Fish

Wednesday · Pasta: An Italian Tradition

Thursday · Melanzana, Aubergine, Berenjena, Beringela, باذنجان

Friday · A Taste of Campania: Mozzarella

PRACTICAL INFORMATION

GETTING AROUND IN NAPLES

Metro: The metro lines in Naples cover most of the major attractions of the city. Getting to Città della Scienza by metro is not an easy option as the nearest station (Bagnoli – Agnano Terme) is over a 20 minute walk. When coming to or leaving Città della Scienza, it is advised to use the shuttle service offered by EMME Summer School 2017.

More information on the metro:

<http://www.napoliunplugged.com/naples-consolidated-metro-map>



Bus and Funiculars: The bus network of Naples runs around the main parts of the city as well as the outskirts. There are also funicular routes covering the Vomero and Posillipo areas (<http://www.napoliunplugged.com/naples-cable-railway-lines>).

For the bus routes you may check the following website:

http://www.anm.it/index.php?option=com_content&task=view&id=1308&Itemid=260



Cumana and Circumflegrei Regional Lines: These lines connect the historic centre of the city with Campi Flegrei and Torregaveta. It is worthy to note that the Cumana stops at Bagnoli which is a 5 minute drive from Città della Scienza.

For more information:

<http://www.napoliunplugged.com/naples-regional-metro-system>



Taxi: Taking a taxi might be the most convenient way of getting around in Naples (time-wise), especially if you are travelling as a group of people where you may share the cost. Taxi ride prices vary depending on the distance and the traffic. You may ask for the fixed rate (Tariffa in Italian) from/to the train station (€18 to Fuorigrotta) or the airport (25€ to Fuorigrotta).

For more information:

<http://www.comune.napoli.it/flex/cm/pages/ServeBLOB.php/L/EN/IDPagina/1193?uniq=0c6533e1d0f43dbfe46054ede81ad2cc>



MAIN ATTRACTIONS IN NAPLES

01 SPACCANAPOLI

Is the lower decumanus of the ancient Naples dating back to the Roman period of the city. This exceptional road that seems to divide the city into two, still retains the path and some peculiarities of its past.

02 MONASTERY OF SANTA CHIARA

This church, considered as one of the main medieval monuments of Naples, was built by the Angioini in the 14th century. During the Second World War it was burned by incendiary bombs and many of its works of art were destroyed. A restoration completed in 1953 brought it back to its alleged Gothic aspect.

03 VIA SAN GREGORIO ARMENO

The historical road of the cribs with San Gregorio Church where the excesses of Baroque reach the apex.

04 SAN SEVERO CHAPEL MUSEUM

Well known to be the home of the extraordinary Veiled Christ by Giuseppe Sammartino.

05 THE DUOMO OF NAPLES

The Cathedral of Naples with the crypt and museum of the treasure of San Gennaro.

06 BASILICA DI SAN LORENZO MAGGIORE

The church and excavations of San Lorenzo are a French gothic masterpiece that houses ancient ruins.

07 CHIESA DI SAN DOMENICO MAGGIORE

This Gothic church, finished in 1324 by the Dominicans, was wanted by Carlo d'Angiò and was much loved by the Aragonese nobility. The interior of the church, a baroque and neo-gothic mixture of the 19th century, contains remarkable pictorial and sculptural works.

08 CATACOMBE DI SAN GENNARO

The oldest and most famous catacombs of Naples are an evocative labyrinth of tombs, tunnels and wide vestibules.

09 GALLERIA UMBERTO I

The famous Galleria Umberto I, dating back to the end of the 19th century, is a magnificent combination of Renaissance facades and a delicate glass ceiling surmounted by a 56 m dome.

10 PIAZZA DEL PLEBISCITO

Piazza del Plebiscito is located in the heart of the city. This main square is surrounded by some of the most important buildings in Naples such as the Basilica of San Francesco di Paola, the Royal Palace, Palazzo della Prefettura and il Palazzo Salerno.

11 VIA CHIAIA

Via Chiaia is a wonderful shopping street in Naples that is filled with boutiques of local fashion products and is connected to the main streets of luxury shopping.

12 ROYAL PALACE

This magnificent palace was built in 1600 and completely restored in 1841. The statues of the eight most important kings of Naples were placed in the niches of the facade in 1888. The main attraction is the Royal Palace Museum, which exhibits a rich collection of furniture, porcelain, tapestries, statues and paintings.

13 MASCHIO ANGIOINO

This impressive 13th-century castle is one of Naples' most extraordinary buildings.

14 CERTOSA DI SAN MARTINO

The Certosa di San Martino is unmissable since it hosts one of the richest collections of Neapolitan art and history, combined with great skill by the monks.

15 CASTEL SANT'ELMO

Just a hundred meters to the west of the Certosa, Castel Sant'Elmo in the 10th century was a church dedicated to Sant'Erasmo. In 1329, Roberto d'Angiò decided to turn the church into a fortress.

23

16 CASTEL DELL'OVO

According to the legend, the name comes from the Latin poet Virgil who buried an egg in this place warning that if it broke, the castle (and Naples itself) would collapse. A visit to the castle and the underlying Borgo Marinari is a must.

17 MUSEO ARCHEOLOGICO NAZIONALE

The archaeological treasures in this museum form one of the richest Greek-Roman art collections in the world. We will visit this museum on the last day of the EMME Summer School 2017.

18 POSILLIPO

From Posillipo hill you can admire panoramic views of Naples. From one side you may see the city with the view of Vesuvius, the gulf with the harbour and Capri island while from the opposite side you can see Bagnoli with Città della Scienza, Pozzuoli, Nisida, as well as the islands of Procida and Ischia.

19 COSTIERA AMALFITANA

Amalfi Coast is synonymous of spectacular landscapes: mountains that spill over to the sea and an astonishing succession of rocky cliffs, forests and resorts.





NAPLES CULINARY SPECIALTIES

PIZZA

Pizza is the most popular dish from Naples, it represent the Italian gastronomic tradition. The classic and well known pizza is the “Margherita”, made in honour of queen Margherita di Savoia in 1889.

• *Famous Neapolitan Pizzerias:*

Gino Sorbillo · Via dei Tribunali, 32; Phone: +39 081 44 66 43

Starita · Via Materdei, 27/28; Phone: +39 081 557 3682

50 kalò · Piazza Sannazzaro, 201/B; Phone: +39 081 19204667

La notizia · Via Michelangelo da Caravaggio, 94; Phone: +39 081 1953 1937 *

Concettina ai 3 Santi · Via Arena alla Sanita 7 bis; Phone: +39 081 290037

Pizzeria Fratelli Cafasso · Via Giulio Cesare 156/158; Phone: +39 0812395281 *

Di Napoli · Via Marcantonio 31; Phone: +39 081 239 6942 *

SFOGLIATELLA AND BABÀ

Sfogliatella and babà are famous desserts born in Naples and well known all around the world. Sfogliatella is a pastry filled with ricotta cheese and candied fruits and it comes in two varieties: riccia and frolla. Babà is a sweet, soft and fragrant desserts typically soaked with rum.

• *Where you can have Sfogliatella and Babà:*

Attanasio · Vico Ferrovia 1

Sfogliatella Mary · Via Toledo 66

Bellavia · Via Giacomo Leopardi 158 *

Scaturchio · Piazza San Domenico Maggiore 19

RAGÙ AND GENOVESE

Two traditional Neapolitan sauces based on meat and are cooked for many hours.

• *Where you can have them:*

Trattoria antica Capri · Via Speranzella 110; Phone: +39 081 038 34 86; +39 338 83 96 835

Tandem · Via Paladino Giovanni 51; Phone: +39 081 1900 2468

Mattozzi L'Europeo · Via Marchese Campodisola 4; Phone: +39 081 552 1323

SPECIALITÀ DI MARE

Traditional seafood specialties for any taste.

• *Where you can have them:*

Zi Teresa · Via Borgo Marinari 1; Phone +39 081 764 25 65

A Figlia Do Marenaro · Via Foria 180; Phone: +39 081 440827

Restaurants marked with a star () are located in Fuorigrotta

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THANKYOU, GRAZIE! شكر!!

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