



Media Advisory

Rio+20 film showcases worldwide movement of science centres and museums to engage public with the environment

RIO DE JANEIRO – “Science – like music – is a global language. It’s a language that is spoken in 3,000 science centres and museums, actively engaging over 300 million people per year in over 90 countries.” These are the opening words of *Science centres and museums: Public partners in Rio+20*, a short film depicting the diverse ways science centres and museums guide the public to protect planet Earth.

The seven-minute film showcases scenes of environmental engagement in science centres and museums in eleven countries and spanning six continents. The film was initiated and coordinated by Ecsite, the European network of science centres and museums, and produced by Small World Stories (www.smallworldstories.org/).

View *Science centres and museums: Public partners in Rio+20* now on YouTube where you may also access a short promotional version of the film: <http://youtu.be/IWGsl9I4FyU> (promo version) and <http://youtu.be/NOPGqY6oplw> (full version)

The majority of environmental education occurs outside the classroom – a fact acknowledged by the UN Committee for Sustainable Development Education Group.

The UN High-Level Panel on Global Sustainability has also stressed the need for the average citizen – particularly young people – to understand the risks and implications of a planet under stress.

Science centres and museums are ready to drive public engagement in the Rio+20 process and the worldwide networks (detailed below) are pushing for a strategic plan that channels the energy of science centres and museums into a UN public outreach strategy.

Walter Staveloz, Director International Relations, Association of Science-Technology Centers Inc. (ASTC) will argue this point when he presents the film in Rio de Janeiro at two lead-up events of the Rio+20 conference:

- 16 June during the United Nations Day in the Athletes Park, Panel 3, 15:00 pm local time: Communication, Technology and Innovation for Sustainable Development
- 20 June at Pop Ciencia the science festival organized by the Ministry of Research and the Brazilian network 10:00 am to 12:00 pm local time: www.popciencia.org.br/

-End of media advisory-

For interviews about the worldwide movement of science centres and museums for environmental protection, contact:

Catherine Franche, Executive Director
Ecsite, the European network of science centres and museums
Brussels, Belgium
+32 2 649 73 83
info@ecsite.eu

Walter Staveloz, Director International Relations,
Association of Science-Technology Centers Inc. (ASTC)
Washington, D.C., USA
Mobile: +1 202 492 8253
wstaveloz@astc.org



Institutions featured in Science centres and museums: Public partners in Rio+20:

Boonshoft Museum of Discovery, USA

CAP Sciences, France

Madatech: The Israel National Museum of Science, Technology & Space, Israel

Miraikan, Japan

Montreal Science Centre, Canada

Museo delle scienze, Italy

Museu Nacional de História Natural e da Ciência, Portugal

Natural History Museum, UK

Oregon Museum of Science and Industry, USA

The Planetarium Science Centre, Egypt

Questacon, Australia

Royal Belgian Institute of Natural Sciences, Belgium

Sci-Port: Louisiana's Science Center, USA

Technopolis, the Flemish Science Centre, Belgium

Universcience, France

Virginia Living Museum, USA

About the world's science centre networks:

Ecsite

Ecsite is the European network of science centres and museums, linking science communication professionals in more than 400 institutions in 50 countries. Founded 20 years ago, Ecsite connects member institutions through projects and activities and facilitates the exchange of ideas and best practice on current issues.

www.ecsite.eu

ASTC

The Association of Science-Technology Centers (ASTC) is a global nonprofit organization of science centers and museums committed to raising public understanding of science's role in solving critical societal issues, and its value in igniting and nurturing the innovative spirit that people of all ages need for success in today's world. Founded in 1973, ASTC represents over 600 members in 45 countries, and its members include not only science centers and museums, but also nature centers, aquariums,



planetariums, zoos, botanical gardens, and natural history and children's museums, as well as companies, consultants, and other organizations that share an interest in informal science education.

www.astc.org

ASPAC

The Asia Pacific Network of Science & Technology Centres (ASPAC) was formed in 1997 to facilitate communication and cooperation amongst centres, museums and other organisations which use interactive approaches to encourage excellence and innovation in informal learning and the public understanding of science and technology in the Asia Pacific region. www.aspacnet.org/

NAMES

The North Africa and Middle East Science centers network (NAMES) was launched on 30 January 2006 during a meeting initiated and organized by the Bibliotheca Alexandrina Planetarium Science Center. The purpose and goal of NAMES are to be achieved through excellence and innovation in informal education and by offering hands-on activities where the audience can indulge in participatory learning. The goal of NAMES is the popularization of science throughout the region by enhancing the public understanding and involvement in science and scientific culture among an increasingly diverse audience. <http://namesnetwork.org/>

Red-POP

The Network for the Popularization of Science and Technology for Latin America and the Caribbean, known as the Red-POP is an interactive network covering centers and programs for the popularization of science and technology, and operates through regional mechanisms cooperation to promote the exchange, training and utilization of resources among its members. www.redpop.org/

SAASTEC

The goals of the Southern African Association of Science & Technology Centres (SAASTEC) are to:

- contribute to the improvement of life of Southern African nations by improving scientific knowledge and skills through the utilization of interactive living science and technology discovery centres (S&T centres),
- disseminate knowledge in science and technology to the public in general and the youth in particular through imaginative and enjoyable hands-on exhibits, displays and programmes, so that they can appreciate the relevance of science and technology in their daily lives,
- serve as a catalyst for youth to develop their creativity and to nurture their interest in related fields, --
- establish a centre of excellence and innovation in non-formal science education, and
- provide satisfying careers for the S&T centre workforce. www.saastec.co.za/index.htm