



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





## WHY?

- To **consolidate** existing science centres and museums in the Euro-Mediterranean and Middle East, their activities and programmes.
- To **support the development of new science centres and museums**, as well as communication projects in the region.
- To **enhance science centres and museums' roles in advocacy in society**, including but not limited to institutions at the national and regional levels.
- To **exchange** expertise, practices and activities among professionals in the field.
- To **stimulate** the development of cooperative projects among the members of the two networks.

## WHAT?

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 and North Africa.

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.

### Preliminary Programme

**DAY 1: STRATEGIC & BUDGET PLANNING**

**DAY 2: RUNNING YOUR SCIENCE CENTRE**

**DAY 3: MARKETING, FUNDRAISING & COMMUNICATION**

**DAY 4: HUMAN RESOURCES & CAPACITY BUILDING**

**DAY 5: STEAM EDUCATION & LEARNING**

## WHO?

The EMME Summer School addresses future leaders in the field of science communication by providing them with professional skills and expertise for the development and management of future sustainable projects. EMME is directed at middle-profile staff of existing science centres/museums and newcomers (universities, local authorities, associations, etc.) with projects of new science centres and museums, and activities in the field of science communication from the Euro-Mediterranean and the Middle East and North Africa.





## WHEN?

The third edition of EMME Summer School will take place between **10 - 15 September 2017** in Città della Scienza, Naples, Italy.

## WHERE?

Naples, a wonderful capital of the Mediterranean, was one of the “Magna Grecia” poleis and so it was historically an ancient crossroads between cultures. Since then, the link between Naples and the Mediterranean has been one of multiculturalism and ethnic, religious and cultural pluralism. Today Naples is considered one of the most vibrant cities in Europe, known for its cultural life and lifestyle, mixing both tradition and innovation. Established in 1987, Città della Scienza realised in 2001 the first Italian Science Centre in the Western area of Naples, 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.

## WELCOME!

If you are:

- A new manager of a science centre or a museum.
- A curator, an educator, a marketing specialist, or a public relations professional working in a cultural, scientific or educational organisation, dedicated to the dissemination of scientific knowledge.
- A promoter of a new science communication project from a local authority, a university, a research institute, an association or an NGO.

We invite you to apply for the 2017 edition of the EMME Summer School!

The EMME Summer School is open to all members of the NAMES and Ecsite networks, with priority given to members from Middle East, North Africa, and Euro-Mediterranean Region.

Professionals from similar scientific and cultural organisations may be accepted upon the approval of promoting organisations.

**For registration please fill the on-line form on:**

[www.cittadellascienza.it/emme2017](http://www.cittadellascienza.it/emme2017)

**FOR MORE INFORMATION CONTACT US AT:**

[emme@cittadellascienza.it](mailto:emme@cittadellascienza.it)

[www.cittadellascienza.it/emme2017](http://www.cittadellascienza.it/emme2017)



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