

**FALLING
WALLS
FOUNDATION**

**FALLING WALLS
ENGAGE HUBS**

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A vintage globe with a brass meridian ring and a black top cap, showing a map of Europe and Africa. The globe is positioned in the center of the frame, with the meridian ring curving from the top left towards the bottom left. The map on the globe is detailed, showing various countries and cities. The text "OUR MISSION" is overlaid in the bottom left corner in a bold, white, sans-serif font.

OUR MISSION

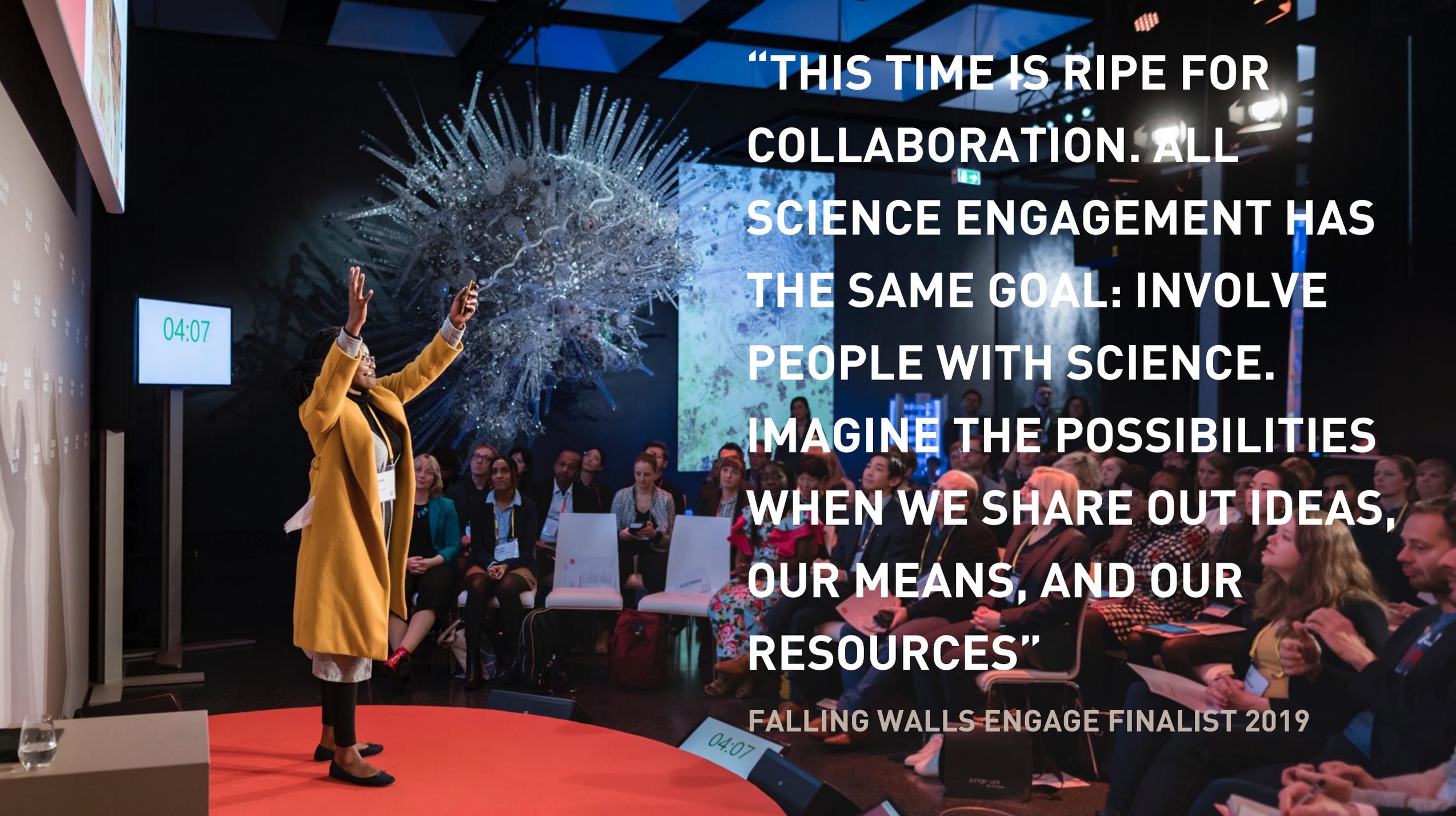
SCIENCE ENGAGEMENT

DEFINITION

We define Science Engagement as activities, events, or interactions **bridging the gap between science and society to generate mutual learning and mutual benefits.**

Engagement is per definition **a two-way process** with the goal to shape and co-create the scientific process together, to promote **equal involvement in science knowledge production** and to involve the public actively in science.



A woman in a bright yellow coat stands on a red circular stage, gesturing with her right hand raised and her left hand holding a small device. She is addressing an audience seated in a dark, modern room. In the background, a large, intricate silver tinsel tree is suspended from the ceiling. A large screen behind her displays a blue-toned image. A digital clock on the left shows 04:07. The overall atmosphere is professional and engaging.

**“THIS TIME IS RIPE FOR
COLLABORATION. ALL
SCIENCE ENGAGEMENT HAS
THE SAME GOAL: INVOLVE
PEOPLE WITH SCIENCE.
IMAGINE THE POSSIBILITIES
WHEN WE SHARE OUT IDEAS,
OUR MEANS, AND OUR
RESOURCES”**

FALLING WALLS ENGAGE FINALIST 2019

MISSION FOR GLOBAL CHANGE

We believe that public trust and involvement in science plays a central role in addressing global challenges, achieving the United Nation's Sustainable Development Goals, and contributing to the overall well-being of society.

Our mission is to connect and support established and emerging Science Engagement stakeholders (practitioners, organisations, universities etc) to generate mutual benefits for science and communities all around the world.

- We collect, train, and spread the expertise and knowledge of Science Engagement on how to engage local communities, policymakers, and researchers to benefit global challenges.
- We embed local debates on science-based solutions, engage communities, activate scientists and policymakers, and jointly develop action for global change.
- We establish a Hub model that can be replicated and expanded worldwide, thereby maximizing our impact in establishing a network that effectively engages communities and facilitates bottom-up policy development.

AREAS OF ACTION



Building a unique space for exchange and peer learning by connecting local and regional Science Engagement practitioners in innovative ways. The Falling Walls Engage Hubs enhance visibility of local initiatives, facilitate long-term collaborations, and capacity-building to achieve greater impact for the field.



Creating offline and online opportunities to inspire, shift perspectives, and demonstrate the value of Science Engagement in practice. Through professional exchange, mentoring and capacity-building, the Hubs provide a framework which encourages future Engagers to explore new pathways while actively supporting institutional exchange.



Transposing successful Science Engagement formats to engage with local communities and international audiences. Through co-creation and partnerships, the Hubs enable Science Engagement showcases with the aim of fostering a greater public understanding and involvement in science



FALLING WALLS ENGAGE HUBS

THE FORMAT

The international Hub network is a global community of Science Engagement practitioners and organisations bringing science closer to society – active in 9 countries.

The 9 [Falling Walls Engage Hubs](#) are locally embedded network nodes under the leadership of local Hub Managers who define each Hub's specific aims and gather stakeholders in their region to co-create and drive global impact.

Every Hub is being launched by one main Hub launch event. An active Hub can host events under the umbrella all year long. The Hub Managers meet once a month.

Conceived as a growing network, the Engage Hubs enable a global dialogue around key issues and challenges through regional perspectives while facilitating the building of long-term connections and sustainable partnerships.



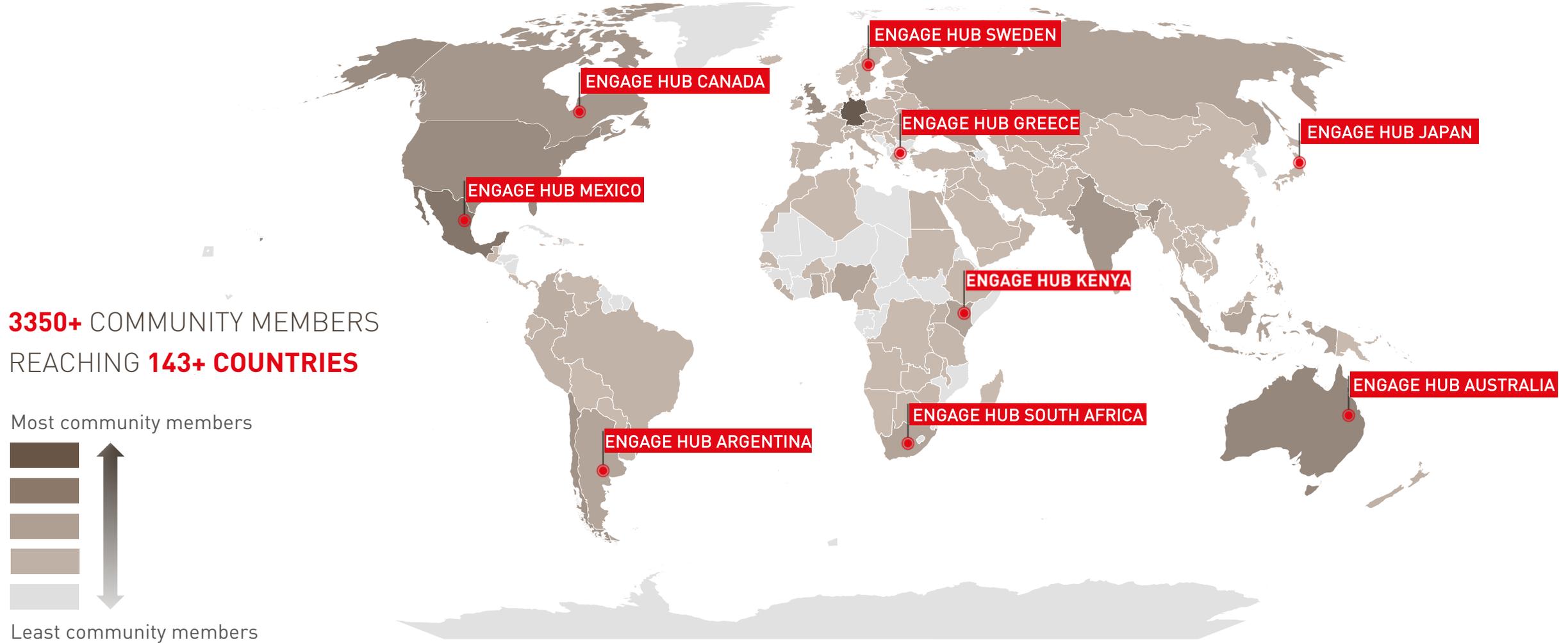
**“FALLING WALLS ENGAGE
IS THE UMBRELLA
ORGANISATION, THE
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CONNECTS LOCAL AND
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COLLEAGUES ACROSS THE
WORLD.”**

**FALLING WALLS ENGAGE HUB MANAGER
SCHWEDEN**

MARIA HAGARDT



THE COMMUNITY



THE HUB MANAGERS

HUB CANADA

BRETT HOOTON, Concordia University (2023), McGill University (2020-23)

HUB ARGENTINA

OSCAR CONTRERAS-VILLARROEL (Winner 2020, 2021), President at Fundación Ciencia Joven

HUB GREECE

THEO ANAGNOSTOPOULOS
Winner (2018, 2019, 2022) and
Finalist (2020, 2021), SciCo



HUB KENYA

KARI MUGO (2020-2023)
New Hub Manager: Kari's
colleague SILVIA MWENDIA
from Mawazo Institute

HUB MEXICO

GABRIELA DE LA TORRE
(2020 Finalist, 2021 Winner, 2022
Advisory Board), General Director
of Programa Adopte un Talento
(PAUTA)

HUB AUSTRALIA

PAUL RICHARDS
(Jury 2021), Director of
Communications and
Outreach at the Australian
Academy of Sciences (AAS)

HUB JAPAN

THILINA HEENATIGALA
(Jury 2022), Director of Communications,
Tokyo Institute of Technology Earth-Life
Science Institute (ELSI)

HUB SWEDEN

MARIA HAGARDT
International Relations &
Communications Manager at
 Vetenskap & Allmänhet (VA)

HUB SOUTH AFRICA

JAQUI GOLDIN
(Winner 2021) Extra-Ordinary
Associate Professor at
University of the Western
Cape (UWC)

THE AIM

The existing 9 Falling Walls Engage Hubs are:

- Locally embedded network nodes within one or more institution(s) related to science and/or academia in the fields of Science Communication/Engagement, and globally connected through the Hub network.
- Driven by local Hub Managers who have a wide and diverse network in their country/region. They are motivated to develop and (self-)sustain the network and nodes towards societal change.
- A place to co-create, build relational leadership, and drive global impact.

The Falling Walls Engage Hubs aim to:

- Foster local dialogue including all stakeholders involved to identify challenges related to Planetary Health, co-create solutions, and act together.
- Identify best-practice community engagement to collect evidence and scale globally.
- Activate scientists in the field of Planetary Health and foster multidisciplinary collaborations.
- Promote capacity-building in co-creation and dialogue related skills.



HUB ACTIVITIES

LAUNCH OF THE HUB MEXICO

HUB MANAGER: Gabriela de la Torre, General Director of Programa Adopte un Talento (PAUTA).

DATE & LOCATIONS: 29 June to 2 July 2022 in Mexico City & Santiago de Querétaro.

OBJECTIVES: We gathered perspectives from Mexico and the region and explored challenges and opportunities in Science Engagement with leading institutions in Mexico City and Santiago de Querétaro. We invited practitioners and researchers to exchange on best practices and recommendations to engage on Planetary Health.

CO-HOSTS, COOPERATION & EVENT PARTNERS: 10 partners, including:

- The Directorate for Communicating Knowledge at the Metropolitan Autonomous University
- The National Autonomous University of Mexico
- C3 – Center for Complexity Sciences (UNAM)
- The Council of Science and Technology of the State of Querétaro (CONCYTEQ)

EVENTS: 8 panels and workshops, 5 networking activities during 3,5 days.

PARTICIPANTS: 20 Hub participants from 7 countries (Mexico, Argentina, Chile, Brazil, Canada, USA, UK); 26 speakers (researchers & Science Engagement practitioners); 60 external students and scientists; 63 school children from rural areas in Querétaro.

TO READ MORE:

<https://falling-walls.com/discover/articles/building-connections-dialogue-science-engagement-mexico/>



LAUNCH OF THE HUB JAPAN

HUB MANAGER: Thilina Heenatigala, Director of Communications and Associate Professor, Earth-Life Science Institute (ELSI), Tokyo Institute of Technology.

DATE & LOCATIONS: 17 to 21 October 2022 in Tokyo & Okinawa.

OBJECTIVES: We explored the state of Science Engagement in Japan and challenges and opportunities for the internationalisation of the field. The event fostered mutual exchange and learning between Japanese and international practitioners, scientists, policy-makers and students.

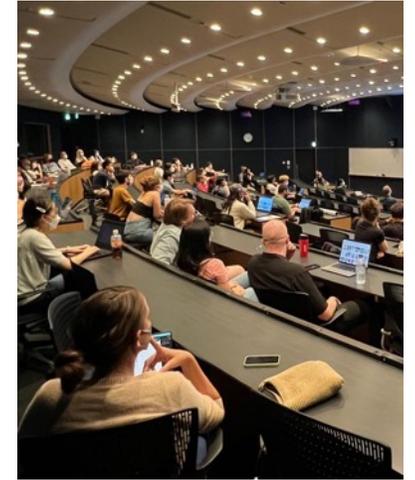
HUB CO-HOSTS, COOPERATION & EVENT PARTNERS:

6 partners, including:

- Japan SciCom Forum
- Okinawa Institute for Science and Technology (OIST)
- EurekAlert! (AAAS)
- International Astronomy Union Office for Astronomy Outreach
- National Astronomical Observatory of Japan (NAOJ)
- Miraikan - The National Museum of Emerging Science and Innovation

EVENTS: 3 core events, 2 partner events & 2 visits of science organisations.

PARTICIPANTS: 6 community participants from 6 countries; 42 physical attendees at the Hub launch event (ELSI); 25 organisers & speakers onsite at the Japan SciCom Forum in Okinawa & 100+ online participants per session. 77 online participants attended the panel discussion on Science Engagement hosted by Falling Walls Engage at the Japan SciCom Forum on 21.10.2022.



LAUNCH OF THE HUB SOUTH AFRICA

HOST INSTITUTION: University of the Western Cape (UWC), with the support of Prof. Jacqueline Goldin, Falling Walls Engage Winner 2021.

DATE & LOCATION: 28 to 29 November 2022 in Cape Town.

OBJECTIVES: The programme was woven around the four elements – **Fire, Water, Air and Earth** – each thematic area providing a gateway to discuss projects, opportunities and challenges for engaging with communities, and reflect on the role of science in South Africa.

TOPICS: Agrarian justice, alternative energies, water and food security, sustainable agriculture and biodiversity, indigenous knowledge and identities, human-animal relations, healthcare, access to STEM education, as well as institutionalisation, funding and impact in Science Engagement.

PANEL CO-HOSTS & ORGANISATIONS REPRESENTED: +15 organisations, including

- The Future Water Institute, University of Cape Town, Planetary Health East Africa Hub (PHEAH), Phillipi Horticulture Area cooperative, Stellenbosch University, University of the Witwatersrand, University of Pretoria, South African National Research Foundation (NRF), South African Agency For Science and Technology Advancement (SAASTA)

EVENTS: 4 panels & group discussions and 1 partner workshop. The Hub event was also embedded in the Connectors' workshop of our network partner MESH focusing on Science Engagement and Health (21-22.11.2022); the Global Health Network Conference (24-25.11.2022); and a two-day training from our network partner the Berlin School of Public Engagement and Open Science.

PARTICIPANTS: Around 50 participants (in-person) and 25 online participants – incl. 6 international participants from 6 countries.



EXAMPLES OF PREVIOUS HUB EVENTS

Hub Kenya

- The Hub started with a virtual webinar on Planetary Health with Melvin Anyango from the Planetary Health Eastern Africa Hub (PHEAH) to explore the specifics of Kenya and the Eastern African region. This event was organised as part of Mawazo Institute's *Climate Week* in Nairobi. **55 online participants.**
- Science Quiz Night "*It's Getting Hot in Here*": an exciting event to engage audiences with the topic of ocean health and climate change on Eastern Africa's coastline, with marine scientist Dr. Fiona Moejes and media personalities, Wanjira Longauer and Georgie Ndirangu. **50 onsite participants.**

Hub Canada

- The symposium „*Communicating the Urgency of Planetary Health*“ gathered science and environment writers and outreach professionals for a day of workshops, networking, and presentations at McGill University to discuss the challenges they face in supporting Planetary Health, and the potential for change through Science Engagement. **40 onsite participants, representing 6 countries and 23 organizations.**

Hub Argentina

- A day of exchange on Science Engagement and Planetary Health with experts and practitioners from the science dissemination, citizen participation & science policy ecosystems to exchange on experiences and best practices in their fields. **20 onsite participants (12 experts and practitioners & 6 science students).**

Hub Australia

- With a focus on arts-based approaches to „wicked problems“, this virtual Hub combined a community workshop with a forum theatre event at the Australian Academy of Science.

Hub Sweden

- "*New perspectives, future possibilities - Nordic Baltic SciComm trends and initiatives*": this symposium in Stockholm reunited leading Nordic Baltic science organisations representatives to discuss trends and best practices, prior to the the National Forum for Science Communication (FFF 2022), including national research councils, academies of sciences and universities. **26 onsite participants from 9 countries.**



Hub Canada in Montreal



Hub Argentina in Buenos Aires



Hub Kenya in Nairobi

COMMUNITY VOICES

Falling Walls is an oasis for those of us who dedicate ourselves to science outreach activities and work to create dialogues with art and other areas of the humanities. I learned a lot about working with communities, how to put this into practice in our activities. Beyond what I was able to share and connect with other participants, and I feel completely encouraged to continue working and generating community with other colleagues.

Hub Mexico

The discourse and practice around Community Engagement and Public Engagement is incredibly advanced as communities bring their lived experience and expertise to tackle Planetary Health issues that are felt at a local level. I want to continue to pursue collaborations to foster knowledge exchange across our nations.

Hub South Africa

I found it really interesting to learn about how the communications structure works in Japan. In particular, the fact that communications structures are led by academics, that there's a burgeoning practitioner scene, that comm's offices are largely split by domestic/international tasks and, more than anything, that continuity is a challenge because the administrative pool rotates every two years.

Hub Japan

You can write about Latin America and the Caribbean without seeing them. But once you get to know the people, the places, the science engagement scenarios of Mexico and the research being done, a whole new world pops up. This experience was life-changing.

Hub Mexico

The Hub event serves as a great opportunity to network with researchers, practitioners, funders and community leaders from across Africa and abroad doing incredible work in the science engagement space. I am hopeful that the connections made at the Hub event will result in several collaborations that will promote the establishment of science engagement as a profession and integral part of research practice on the Africa continent.

Hub South Africa

The most enriching thing for me was to meet people from different countries who are very passionate & committed to promoting initiatives that strengthen science engagement in the region and generate positive changes in their communities. Also, it highlighted the diversity of projects, themes and target audiences. There is no doubt that this opens many doors to be able to do great things together and strengthen international cooperation networks.

Hub Mexico

"I had a great experience, meeting engagers from across the world and learning what I hope to disseminate and make useful to my context, thus contributing to gradually improve science communication and public engagement."

Hub Sweden

I have passed along some of the contacts to my colleagues at our institute for earth and space exploration. (...) I will keep my eyes open for intersections moving forward. Thanks to the Hub, the doors have been opened.

Hub Japan

FALLING
WALLS
ENGAGE

IMPACT

IMPACT

The impact we want to create together is

- improved **access, trust, and a voice for all in science** on a global level,
- global societal challenges are **addressed and shaped in a participatory** way by science and society,
- long-lasting improvements on people's lives through **fact-based decision making** as a contribution to the overall wellbeing of society.



FALLING WALLS ENGAGE

ACHIEVEMENTS

Since 2018, Falling Walls Engage showcases effective Science Engagement projects and inspires knowledge transfer within a global, inclusive, and supportive community.

With the Falling Walls Science Summit and the Falling Walls Engage network, Falling Walls Engage creates and facilitates debates and unique opportunities for exchange and collaboration among practitioners, civil society, and institutions to promote joint action and to contribute to the well-being of people and the planet.

COMMUNITY

3.350+ community member from **143+** countries

1.300+ additional scouted projects/ organisations in our database

44+ Falling Walls Engage events

80+ projects on our World Engagement Map

HUBS

9 Embedded Falling Walls Engage Hubs in Argentina, Mexico, Canada, Greece, South Africa, Sweden, Japan, Kenya, and Australia.

9 Regional Hub Managers with active regional Science Engagement communities and growing networks

35+ Hub Events

500+ Hub Participants

PITCHES

965 Applications from **123** Countries (2018-2023)

20 Winners each year

50 Finalists each year

80 Judges from 2018-2023

1.200+ On-site visitors each year at the Falling Walls Science Summit

COMMUNICATIONS

50.000+ Engage Webpage Views

55.000+ Followers on all Falling Walls Social Media Channels

518+ Followers on Engage Twitter (Launched July 2022)

100+ Members of a community-curated mailing list

1170+ Newsletter recipients



GETTING STARTED

HUB LAUNCH ACTIVITIES

ONE SEGMENT WITH A GLOBAL CHALLENGE IN FOCUS



SCIENCE ENGAGEMENT PRACTITIONERS

- Community Workshop
- Networking
- Expert Talks & Panel Discussions
- Capacity-Building (SE approaches, funding, participation and co-creation, etc)



SCIENTISTS

- Activation Workshop
- Mentoring Kick-Off
- Workshop with Falling Walls Lab and Engage alumni
- Training
- Showcases
- Hackathon



PUBLIC

- Public Debate Panels
- Pop-Up SE Initiatives
- Forum Theatre
- Science Show
- Design Thinking Workshop
- World Café

A HUB LAUNCH INCLUDES THREE ACTIVITIES. A HUB EVENT INCLUDES ONE ACTIVITY.

HUB LAUNCH PROGRAMME EXAMPLE*

DAY 1

Arrival

- Kick-Off of the Falling Walls Engage Hub
- Co-Learning Workshop

Lunch

- Presentation: „Science Engagement landscape in X, past and present“

Dinner

Transfer to hotel

DAY 2

Breakfast at hotel
Bus pick-up to X

- Workshop Part 1: „Communicating Crisis: the Example of Planetary Health“

Lunch

- Case-Clinic: Participatory Methods for the SDGs & Wrap Up

Dinner

- Movie Night / Exhibition visit

Transfer to hotel

DAY 3

Breakfast at hotel
Bus pick-up to X

- Guided Tour at the Science & Innovation Centre X

Lunch

- Panel on Science Engagement

Dinner

- Public Event: „The Science Show“

Transfer to hotel

DAY 4 (OPTIONAL)

Breakfast at hotel
Bus pick-up to X

- Workshop at Conference X
- City Sightseeing (optional)

- Farewell Drinks or Lunch

Departure

COMMUNITY

The Hub network builds on a diverse community of Science Engagement practitioners united to generate positive impact through Science Engagement. Via workshops, networking events, and peer learning the Hub enables a **high-quality professional exchange** to **share valuable experience, best practices, and learn new skills for future projects and cross-border collaborations.**

OUTCOMES

- Access to a thriving and empowering international community of practitioners
- New knowledge, experience, and best practices
- Learning from innovative engagement perspectives, co-creative, and participative approaches
- Transfer of ideas and skills that can be applied to scaling-up projects
- Onset of new collaborations and partnerships
- Increased international visibility of local projects and initiatives

ACTIVATION

Strengthening support for Science Engagement results, among various strategies, with **raising aspiration and confidence among scientists and researchers** who have a limited awareness and/or access of/to the field.

The activation track aims to create productive spaces where scientists and active practitioners can meet and share perspectives. The objective is **to spark interest** in the value of Science Engagement, **to introduce researchers to specific approaches, acquire skills, foster new projects, and generate mutual benefits for science and society.**

OUTCOMES

For Science Engagement practitioners:

- Support researchers expand their knowledge of and interest in Science Engagement
- Engage with local science-related institutions
- Learn from local challenges and contexts

For researchers and partner institutions:

- Gain a better understanding of the value of Science Engagement
- Knowledge and skills on engagement approaches and best practices
- Increased confidence in integrating Science Engagement in research activities/programmes and career paths

PERCEPTION CHANGE

The Hub activities create opportunities for the public to engage with science through physical, hybrid, or digital events, in order to increase the public understanding in science. Based on the expertise of partners involved, we encourage **the design participative and co-creative formats that actively involve the audience and involve diverse stakeholders.**

Formats can range from public panels to exhibitions and pop-up events, artistic interventions, entertainment, world cafés and interactive theatre. **One segment, if possible, should address a yearly topic defined by the Hub managers.**

OUTCOMES

For Science Engagement practitioners & stakeholders:

- Opportunity to engage with local communities
- Translate approaches into a new context
- Experiment with co-creative approaches
- Learn from a new cultural lens on Science Engagement and local challenges

For the public:

- Increased awareness on a particular global challenge
- Active participation and meaningful interactions with scientists
- Opportunity to learn more about local initiatives



YOUR HUB LAUNCH

HUB LAUNCH:STEPS

STEP 1

6 MONTHS BEFORE THE EVENT

Get familiar with the format and identify the timeline, and/or a local anchor event for the Hub.

STEP 2

4-2 MONTHS BEFORE THE EVENT

Acquire partners and sponsors, design the Hub event and curate the programme.

STEP 3

2-1 MONTHS BEFORE + HUB EVENT

Kick-off the event coordination and implementation, as well as the onsite participants management.

STEP 4

A WEEK AFTER EVENT

Manage the post-event communications, outputs collection and reporting.

COMMUNICATIONS



MUST HAVES:

- Consistent branding
- Visuals for each canal/platform
- Copywriting for each event
- Coordinated planning for emailing & Social Media

THE FALLING WALLS TEAM SUPPORTS WITH:

- Guidance
- Planning and outreach
- Basic graphic design
- Copywriting

BUDGET HUB LAUNCH

1) ONE HUB LAUNCH EVENT: 10,000-15,000 Euros.

STAFF

- One onsite Project Manager to support with the overall organisation (ideal)
- Technical support, especially for hybrid/digital events
- If desired, professional photographer or videographer
- Other assistance if desired: production assistance, tech support, graphic design, etc

TRAVEL COSTS

- Costs for international participants joining the Hub
- Travel costs within the country
- Hotel for (international) participants

EVENT LOCATION

- Space, incl. equipment (beamer, sound system, laptop, props, etc)

2) YEARLY HUB EVENTS: Depending on size and format.

SPEAKERS FEES & MODERATION (if desired)

CATERING

- Community lunches and dinners on-location
- Snacks and beverages

COMMUNICATIONS

- Promotional visuals & video
- Banners, roll ups, print material, programmes, etc.
- Social media paid campaign (if desired)

ADDITIONAL COSTS

- Conference/museum tickets
- Landing page
- Extra travel costs, etc.



FALLING WALLS
ENGAGE PITCH

FALLING WALLS
SCIENCE SUMMIT
FALLING WALLS
ENGAGE PITCH

**WE ARE LOOKING FORWARD
TO WORKING WITH YOU!**



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