

Festival Of Science: An Opportunity to Promote University Research

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FESTIVAL OF SCIENCE: AN OPPORTUNITY TO PROMOTE UNIVERSITY RESEARCH

The 13th Festival of Science will be organized in a number of Croatian towns on April 20-25, 2015. The organization of the Festival in Croatia was initiated by a non-profit organization, the British Council, which continues to provide central support. Every year volunteers from any town can apply and organize the Festival of Science in their town. The Festival of Science was initially limited to university towns, but for a number of years now, smaller non-university towns have been actively organizing successful Festivals of Science. Local organizing committees are usually composed of university professors and volunteers-enthusiasts. The goal is to devote an entire week to science and popular scientific activities which tend to be organized in town centers and sometimes in academic institutions, with the idea of bringing science closer to citizens, taking it out of academic classrooms and research laboratories.

Children: special target audience

The Festival of Science consists of numerous activities, such as lectures, demonstrations of experiments, workshops, round tables, students' science fairs, exhibitions, etc. Since one of the goals of this Festival is to kindle enthusiasm for science among kindergarten and school children, they are its special target audience. When children are shown that science can be fun and solve everyday problems, they learn about science in context, which makes science more relevant for their lives. These challenges can be successfully handled by mobilizing the scientific research community.

Why the promotion of science?

The promotion of science includes the advancement of the benefits of science by motivating and engaging non-scientists in an attempt to present the basic concepts of science in an easily comprehensible way, showing everyone what science is really about. However, since the public is not a homogeneous mass with uniform interests and understanding, the Festival of Science includes numerous activities for different audiences. Making science and technology essential parts of our culture is a major challenge. The promotion of science makes knowledge the central component of culture, social awareness and collective intelligence. Access to information has the potential to change one's vision of the world and transform the relationship between humans, appropriation and dissemination of knowledge. In today's world access to knowledge equals development, well-being and quality of life. In this context, scientific literacy is a social right of all citizens. The successful promotion of science requires the abandonment of very stiff scientific terminology and the explanation of science in simple terms.

Festival of Science in Split

Approximately 500 volunteers are expected to participate in the organization and execution of activities in the framework of the Festival of Science in Split. They include university professors, scientists from research institutes, students, middle school and primary school teachers, kindergarten teachers and children performing experiments. The anticipated turnout is at least 10.000 citizens. Hoping that the Festival of Science will improve the citizens' understanding of the scientific processes and awaken the interest in science among children, we invite you to visit some of the many activities of the Festival of Science 2015 in Split, Croatia.

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