

SCIENCE

AGORA

HIGHLIGHTS



サイエンスアゴラ

Science Agora

About Science Agora

Science Agora is a virtual, open place of assembly where science serves as a catalyst.

*The Greek word "agora" means "place of assembly" or "meeting".

History

Science has become inseparable from our daily lives. It means that virtually all such issues affect the whole of society, requiring participation and engagement of a broad spectrum of stakeholders—and the public—beyond expert groups in the scientific community. Thus, to win a better tomorrow, everyone should take one more step forward: willing to be more informed of, and think together about, what science brings to us and the relationship between science and ourselves.

Science communication has been a key concept in the evolving links between science and society. People who represent this function, called science communicators, could be teachers at school who give knowledge to students. However, they could be mediators or interpreters who involve people in finding out the values and meanings of specific scientific outcomes, sometimes giving feedback to scientists and policymakers who drive research activities.

Since its inception in 2006, Science Agora has been offering a place for such science communication activities to an increasing number of participants. The most recent Science Agora 2011 invited 194 programs offered by 183 organizing parties, having roughly 1,700 exhibitors serve for more than 5,000 visitors during the 3-day event. It welcomes unique proposals from any geographic areas, and in reality, some very ambitious ones inspire other exhibitors and presenters to apply practices in their own context. In this way, Science Agora functions as a hub to evolve the network, and even expand the definition, of science communicators.



Political Background

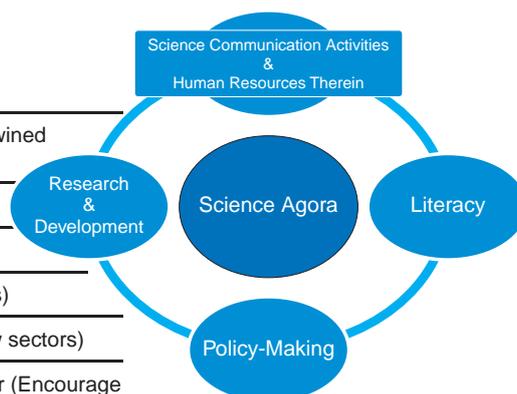
Science Agora stands on Japan's Science and Technology Basic Plan. The Third Plan (effective FY2006-2010) holds a chapter "Science and Technology to Be Supported by Society and the Public" in which promotion of science communication is described in such expression as "Improving the Public Awareness of Science and Technology." The following Fourth Plan (FY2011-2015) makes one more step forward in this effort, namely, encourages to involve and collaborate with the public in national science and technology policy-making. Science Agora is positioned as a core place for the practice of communication as well as for discussions and dialogues among broader members of our society.

Science Agora has continued to be as open and multifaceted as possible. There are virtually no eligibility requirements for submitting proposals. Financial barriers are designed to be minimal for both exhibitors (no exhibitor fees) and participants (admission free). Instead, it asks all the exhibitors to be communicative, and make their presentation accessible to a wider audience. Thus, throughout the past six events and the upcoming ones, it hosts not only large institutions, agencies, companies and academic societies but also individual researchers, educators, students, museum staff, freelancers, artists, comedians and any style of volunteers.

Themes have been selected to reflect topics of interest at the time of the event. However, in this context, Science Agora 2011 was a special occasion where sharing experience about the Great East Japan Earthquake and discussing serious issues formulated the main part of it. From a place for players in science communication to that for really everyone, it has reached the next stage and leads the implementation of the new Basic Plan.

List of past themes

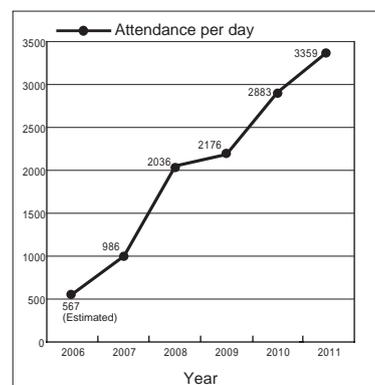
#	Year	Theme & Major Aim
1	2006	Creating a place of assembly where science and society get intertwined (Network science communicators)
2	2007	Connect, and turn on the lights of future! (Broaden the field)
3	2008	Message from Japan for the future on Earth (Increase diversity)
4	2009	Message from Japan for the future on Earth II (Send out messages)
5	2010	Place where we think about science and our future (Expand to new sectors)
6	2011	Sowing the seeds of science—Resurrection from the Great Disaster (Encourage emergence out of increased diversity)



Event Statistics

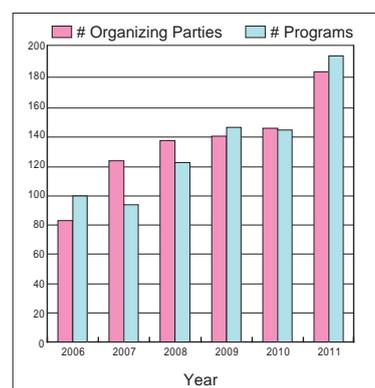
Science Agora sees steady growth. It has been contributing to expansion of networks among excellent practitioners nationwide, and thus offering a myriad of communication opportunities for everyone at all ages.

#	Year	Date	Place	Attendance	# Programs	# Parties
1	2006	Sat-Mon, Nov. 25-27	Tokyo	1700 (estimated)	100	83
2	2007	Fri-Sun, Nov. 23-25	Tokyo	2959	94	124
3	2008	Sat-Mon, Nov. 22-24	Tokyo	6109	123	138
4	2009	Sat-Tue, Oct. 31-Nov. 3	Tokyo	8705	147	141
5	2010	Fri-Sun, Nov. 19-21	Tokyo	5934	145	146
6	2011	Fri-Sun, Nov. 18-20	Tokyo	7057	194	183



Science Agora continues to reach out to science communicators in a broader sense—sometimes those beyond conventional scientific communities. Exhibitors are expected to interact and learn on site so that the event induces improvement in their science communication skills, and thereby deliver their experience to local activities.

Miraikan, or the National Museum of Emerging Science and Innovation, has served as one of the main venues since 2006. With neighboring institutions and the surroundings, each time the event offered to the visitors an open, festival-style atmosphere.

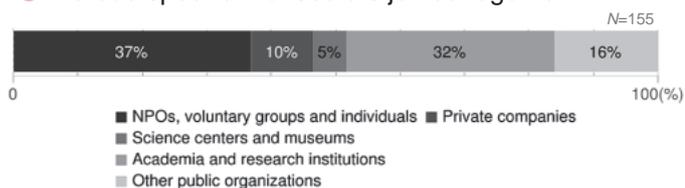


2011 Facts

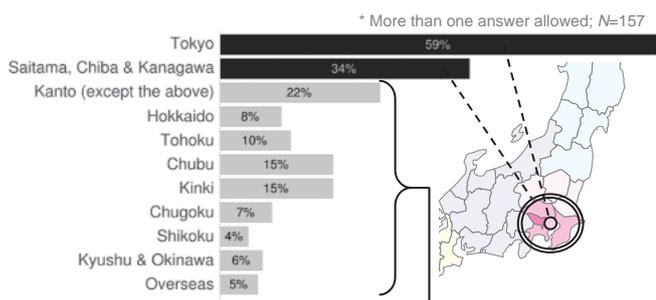
Everyone enjoyed communication, irrespective of their roles as exhibitors or visitors.

Who exhibited?

😊 A broad spectrum of sectors joined together.



😊 The event showcases nationwide activities.



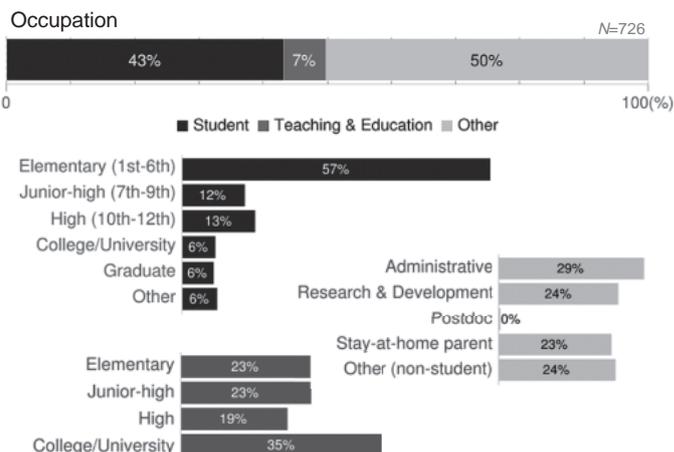
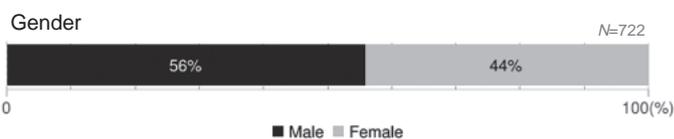
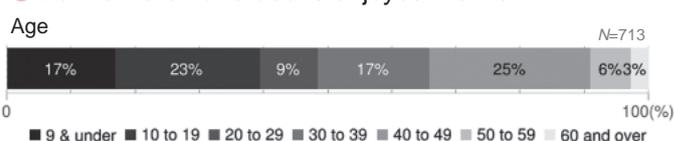
More than half (52%) of exhibitors answered that they undertake activities outside of the Greater Tokyo Area.

Visit our website for additional data, program archives (including audiovisual recordings), hundreds of links and other resources!

>> <http://scienceagora.org/>

Who visited?

😊 Both children and adults enjoyed the visit.



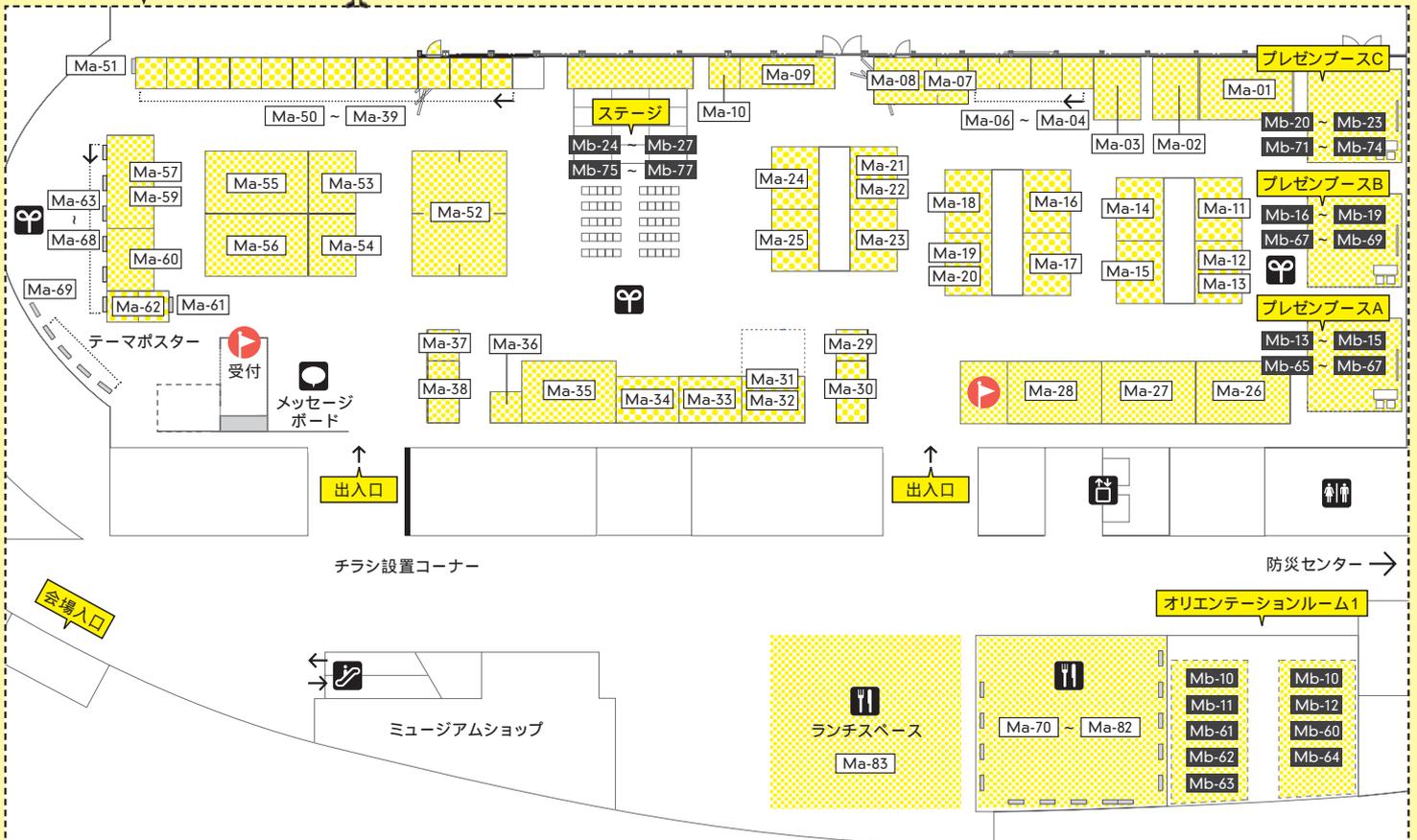
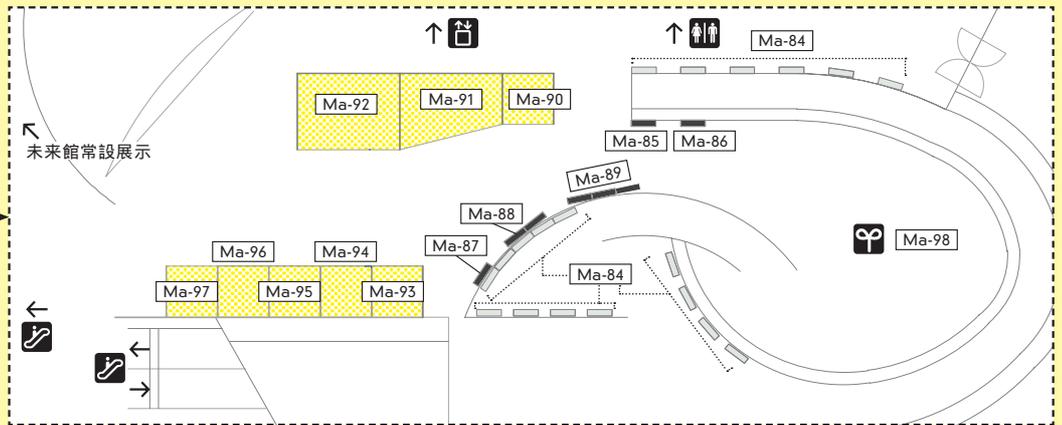
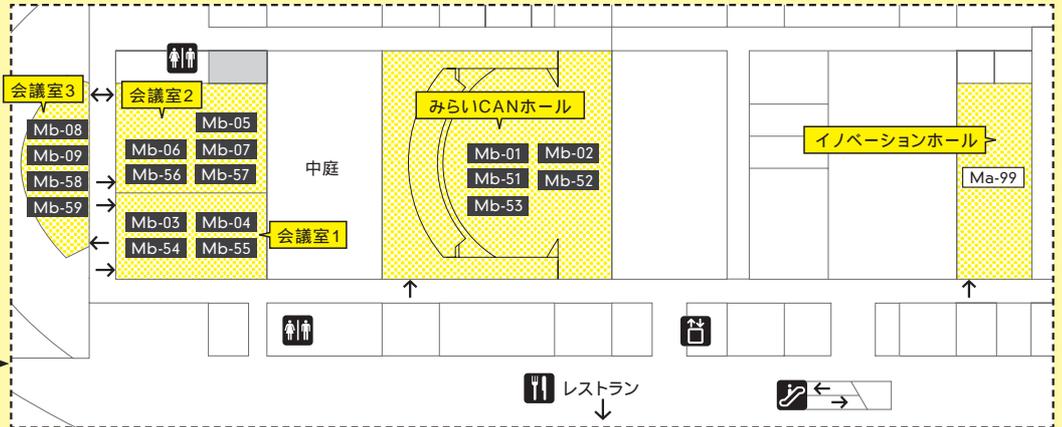
2011 Floor Map

*Miraikan (National Museum of Emerging Science and Innovation)

M 日本科学未来館 (A会場)

Ma ... 終日やっている出展

Mb ... 決まった時間に開催されるイベント



会場番号について

出展形態

- a 終日やっている出展
- b 決まった時間に開催されるイベント

Mb-xx 通し番号

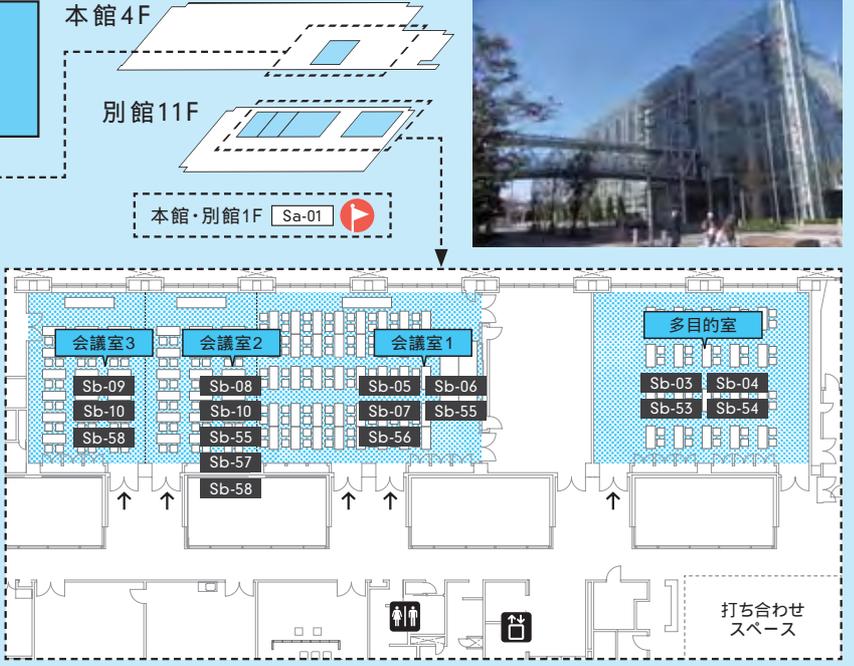
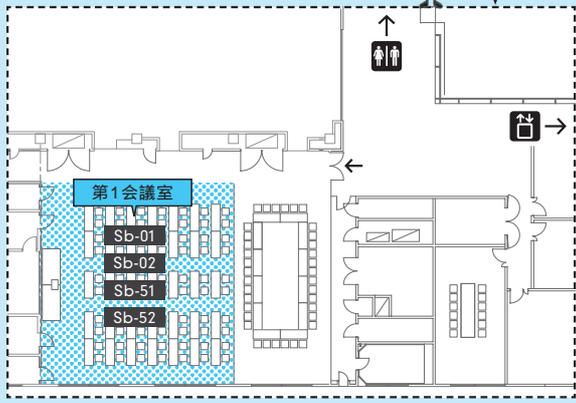
出展会場イニシャル

- M 日本科学未来館
- T 東京都立産業技術研究センター
- S 産業技術総合研究所臨海副都心センター
- P シンボルプロムナード公園(屋外会場)

*National Institute of Advanced Industrial Science and Technology (AIST) Waterfront

S 産業技術総合研究所
臨海副都心センター(本館・別館)
(B会場)

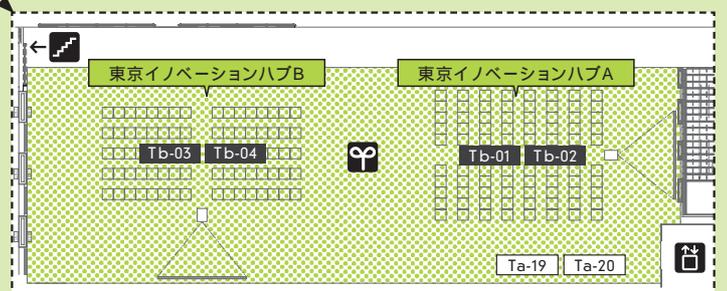
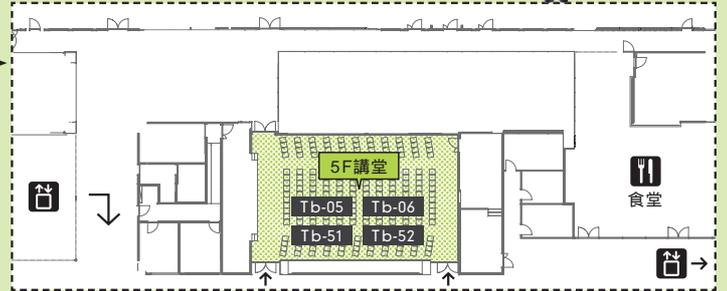
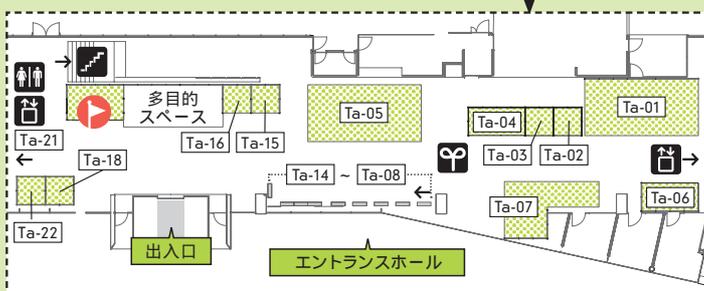
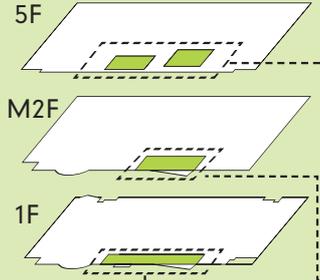
- Sa ...終日やっている出展
- Sb ...決まった時間に開催されるイベント



*Tokyo Metropolitan Industrial Technology Research Institute (TIRI)

T 東京都立産業技術研究センター(C会場)

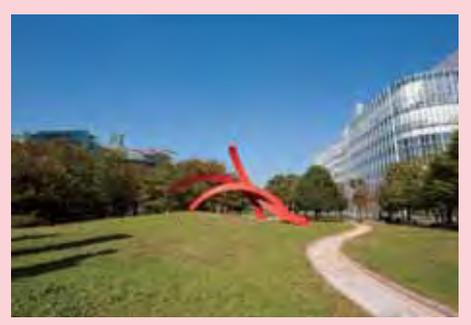
- Ta ...終日やっている出展
- Tb ...決まった時間に開催されるイベント



*Symbol Promenade Park

P シンボルプロムナード公園(屋外会場)(D会場)

- Pa ...終日やっている出展



2011 Individual Programs

Communication is the Key

None of the nearly 200 programs on site had their methodology identical. Larger institutions may exhibit at interactive booths; and individual volunteers may collaborate with each other to host symposia. Subjects may also span from STEM education for lower-age children to cutting-edge technology developed by both academia and industry. All the programs are required, however, to be communicative, as face-to-face discussion and experience define the core value at Science Agora.

Exhibition Platform

Booths	37
Posters	34
Hands-Ons	35
Symposia & Talks	28
Workshops & Cafés	26
Demonstrations	15
Combination of Above & Others	19
Total	194

Science Agora 2011 Opening Symposium

What Do Science and Technology Mean to Us? —Resurrection from the Great Disaster



* Session recording available online.

Our lives are built on the fruits of science and technology. Despite its central role in achieving a better future, public trust was said to be severely damaged in the aftermath of the Great East Japan Earthquake. Going back and asking what science and technology brings to us, and revisiting our attitude toward the unpredictable world, we discussed with foresighted panel members how we enhance engagement in science and technology policy-making—the implementation of which are one of the declared aims under Japan's 4th Science and Technology Basic Plan.



Plenary Speakers: Kiyokazu Washida, Ex-President, Osaka University / Professor, Otani University
 Hodaka Kawahata, Professor, Atmosphere and Ocean Research Institute, The University of Tokyo
 Panelists: Takashi Onishi, Masatoshi Kataoka, Tadashi Kobayashi, Hazuki Saisho
 Coordinator: Masaharu Yagishita

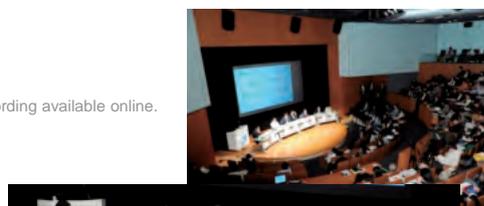
Science Agora 2011 Wrap-Up Panel

Sowing the Seeds of Science—But How?



* Session recording available online.

Energetic panelists led the discussion on future directions of science communication. In addition to reports and proposals from academic perspectives, we shared real-world experience in the disaster areas presented by those who really struggled during the "3.11" aftermath. Emphasizing that ensuring a sustainable network of supporters and promoting effective collaboration among them would be a key, the wrap-up session may actually have opened up a new horizon for the next stage.



Panelists: Eisuke Enoki, Tsutomu Okada, Fuji Nagami, Hideyuki Hirakawa, Yukiko Motomura, Hiromi Yokoyama
 Moderator: Hidehiko Agata
 Session Reporter: Yoshinobu Harada

Workshop brought by Tokyo Academic Park

The Allure of Japan Revisited: Talk and Share with Exchange Students and Researchers

Joined by two AIST researchers and fourteen exchange students, this international "rendez-vous" was an opportunity to find out attractive qualities in Japanese culture. Some "hidden jewels" for the Japanese and long-term residents that were revealed included diligence, courtesy, and the excellent quality of science and technology. An organizer says, "May it motivate each one of us to communicate the good quality of this country on a personal level."



And more! >>>>



Welcome International Participants!

As the event is mainly for the general public residing in Japan, the official language is Japanese. Non-Japanese speakers will still be able to enjoy firsthand experience and selected international sessions. If you are interested in visiting or exhibiting, please contact us at agora@jst.go.jp or visit <http://scienceagora.org/>.



Challenge
Practice



Encounter



Connect
Network



Discuss
Share



Discover



Exchange

Show

Demonstrate



Think about Science and Society

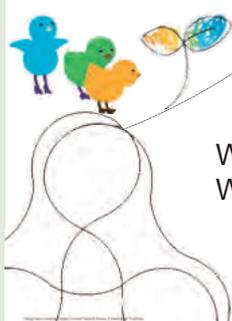


Recognize Diversity



What does science mean to you? What does it bring to you?
Whether joining discussions or just having fun, come join us at

Science Agora 2012 on 9-11 November, at Odaiba Waterfront, Tokyo.



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Official Website >> <http://scienceagora.org/>

