

Science Agora 2025 Exhibition & Program Application Guidelines

10 / 25_(Sat) ~ 26_(Sun)

Event Dates & Hours: 10:00 AM - 5:00 PM

Approximately 90 booths & 30 workshops planned

Setup: Friday, October 24 [Fri] afternoon,

Teardown: Sunday, October 26 [Sun] 5:00 PM

Venues: Telecom Center Building, Miraikan (National Museum of Emerging Science and Innovation) (Aomi District, Odaiba)

Online Information Session
(Language: JAPANESE ONLY)

5/ 21 (Wed) 16:00 AM – 17:00 PM

No pre-registration required. Please check the official Science Agora website for the participation URL.

Application Deadline: Thursday, June 12 [Thu] 5:00 PM (Japan time)

Acceptance notifications scheduled for mid-July

Science Agora Vision: A future woven through dialogue between science & daily life

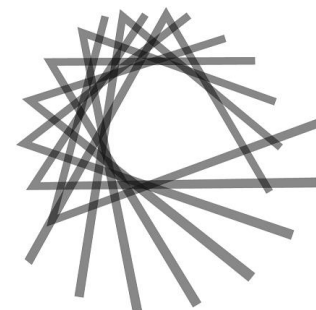
Science Agora, with its vision of "A future woven through dialogue between science & daily life," provides an open communication platform bridging science and society.

As an "open forum" where people with diverse perspectives gather to freely exchange opinions, everyone is encouraged to bring their questions, think together through dialogue, and envision future society.

Science and technology are not merely theories or knowledge; they hold the power to enrich our individual lives and advance society. Communicating the infinite possibilities of science and technology and their associated challenges in an accessible, enjoyable, and profound manner is the first step toward realizing a better future society.

For Science Agora 2025, we are broadly seeking proposals that deepen this vision and highlight the connections between daily life, society, and science. Let's create a space where participants not only "enjoy" science but also consider the impact of ever-evolving science and technology on our lives, explore the possibilities and challenges that arise, and share new perspectives for future society.

We sincerely look forward to your entries.



SCIENCE AGORA

Science Agora 2025 Organizer: Japan Science and Technology Agency (JST)

Department in charge: Research Institute of Science and Technology for Society (RISTEX)

Table of Contents

What is Science Agora	3	Attraction planning	34
Past Activities	4		
Visitor Demographics	5		
Changes and Improvements from Last Year.....	6		
Exhibition Formats.....	7		
Application Requirements	8		
Schedule from Application to Event	9		
Key Points of Review by the Promotion Committee.....	10		
Opinions from 2024 Promotion Committee Members.....	12		
Five Genres and Curation.....	13		
About Program Difficulty Ratings.....	14		
Creating Engaging Programs and Information Sharing.....	15		
Number of Programs for Science Agora 2025 (Planned).....	17		
Overall Venue Layout.....	18		
Open Space Basic Specifications.....	19		
Booth Basic Specifications.....	20		
Basic Layout for 3rd-5th Floors.....	21		
Open Space Timetable.....	22		
(Reference) About Paid Items.....	23		
Submission of Exhibition Reports.....	24		
Science Agora 2025 Promotion Committee.....	25		
Application Procedure.....	26		
Completing the Application Form.....	27		

For any questions, please contact the Science Agora Management Office (info-agora2025@tsp-taiyo.co.jp). Frequently asked questions and answers will be posted on social media and the official website at a later date. **We will also hold an online information session on Wednesday, May 21 at 4:00 PM (no pre-registration required). Please check the official Science Agora website for the participation URL.**

What is Science Agora?

* Agora is ancient Greek for “meeting place”

Science Agora is an open forum for sharing information and holding dialogues between a diversity of people (regular citizens including elementary, junior high, and high school students, scientists and experts, media, industry, policymakers, etc.) to deepen the relationship between science and society.

Science Agora brings together both exhibitors and visitors from across a diverse range of ages and sectors, and puts on a variety of programs, from sessions where relatively specialized topics are discussed to interactive exhibits and workshops.

Besides communicating the fun of science and technology and igniting interest in these fields, it aims to be **a place where diverse people can gather to consider the various issues surrounding these fields and consider future visions of society.**



Past activities

Science Agora, which has been held since 2006, has developed through trial and error by all its stakeholders. At its inception, its activities primarily aimed to raise public awareness of the philosophy of science communication. However, its concepts have changed with the times. **In 2022 it has been positioned as a forum to think about the future through co-creation and Convergence of Knowledge** (Integration of all knowledge, including humanities, social sciences and natural sciences).

Science Agora
will continue to evolve.

Early days (2006 - 2009)

- A place for science and society to exchange ideas and opinions
- A place that encourages dialogues amongst the diverse people who make up the science community
- A place where science communicators from throughout Japan gather to talk

First period of change (2010 - 2013)

- Becomes a place to connect separate circles of science communication activities in each region and develop a network of autonomous activities with diverse sectors
- Expansion to both communication and creation
- Energizing science communication in each region of Japan by acting as a trade fair for various science communication activities

Second period of change (2014 -)

- One of the largest science events in Japan
- A place open to all, connecting science and society
- A place where those who are actively working to develop a society that incorporates science gather, take an interest in each other's activities, recruit other likeminded people, and develop their own activities
- Science with society, society with science

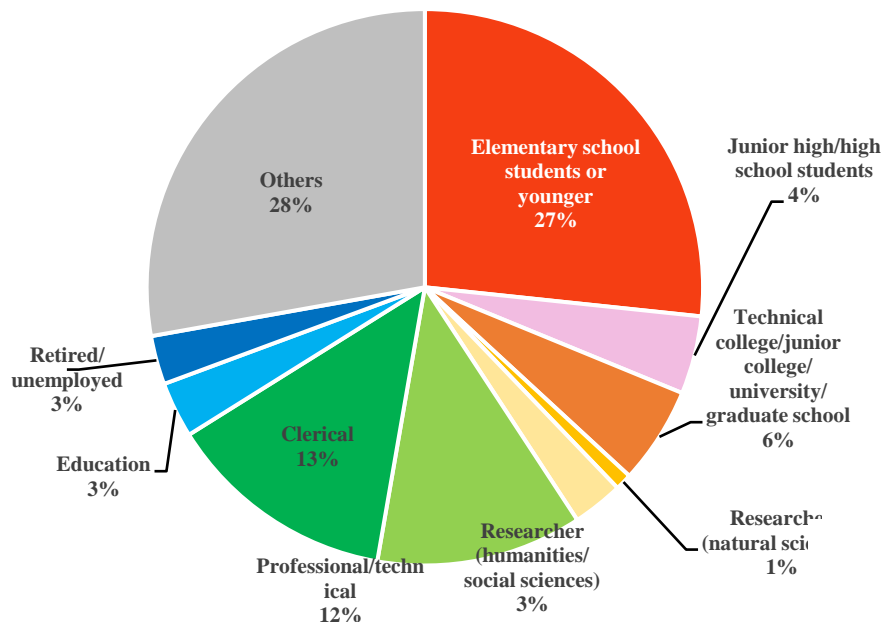
Science Agora Activity Requirements

- ✓ With society and for society
- ✓ Science-related
- ✓ Self-motivate
- ✓ **Devoted to dialogue** with a diverse range of people
- ✓ **Devoted to public dialogue**

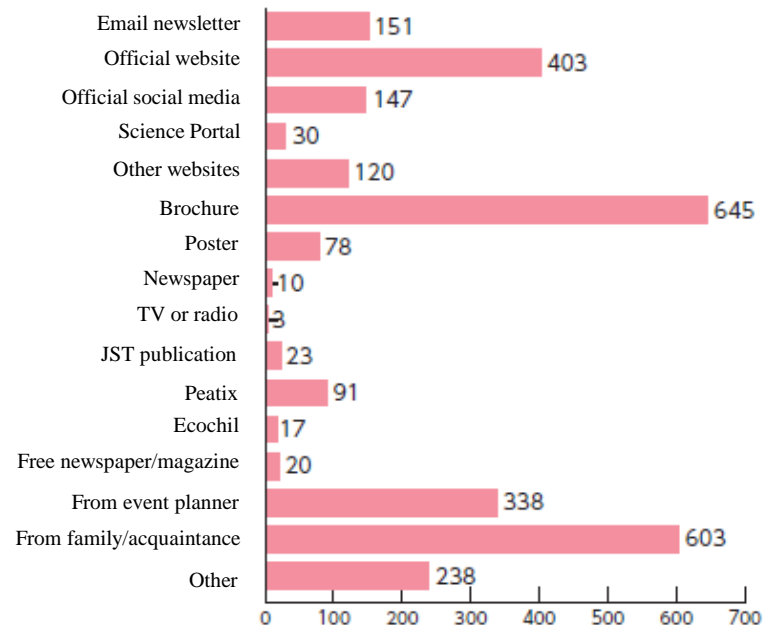
Convergence of Knowledge → <https://www8.cao.go.jp/cstp/sogochi/index.html>

Visitor Demographics (Example from 2024)

Visitor Demographics (Telecom Center only)



How people learned about Agora (multiple selections allowed)



- The distribution of flyers to elementary schools in Tokyo's 23 wards effectively increased attendance, particularly among families with elementary school children
- Many visitors came to the event after learning about it through word-of-mouth from acquaintances and program providers, and official social media followers are also increasing

~Visitor Feedback ~

- “It was lively with various themes. It was impressive to see diverse participants from children to seniors”
- “I really appreciated that it wasn't commercial and had a genuine approach to engaging with visitors”
- “There were many programs that adults could enjoy too. It was a valuable experience with meaningful dialogue”
- “The exhibitors actively engaged with us, allowing me to explore various fields”

Changes and Improvements from Last Year

- | | |
|--------------------------------|---|
| Feedback
from
Exhibitors | ● We were able to engage in dialogue with people unfamiliar with our regular activities and definitely increased our fan base |
| | ● We met people with similar awareness of issues and gained collaborators for future activities |
| | ● Submitting reports within 90 minutes after the Open Space program ended was challenging |
| Feedback
from
Visitors | ● Dividing floors by theme made it easy to navigate. |
| | ● Science as a category can feel difficult, but having many entry points was good |
| | ● There are many similar exhibitions (exhibitors) every year, so content updates would be appreciated |
| | ● Individual booths and aisles were narrow, making it difficult to experience during crowded times |
| | ● Would like to see more content enjoyable for middle/high school students and adults; target age groups were unclear |

Review Criteria Revision	>>>>	We will revise the review criteria to strengthen program quality, emphasizing original ideas and improvements based on past exhibitions. In consideration of venue congestion and safety, we will also reduce the number of accepted applications
Exhibition Format Revision	>>>>	A new 60-minute time slot will be added for Open Space programs.
About Exhibition Reports (All Exhibitors)	>>>>	<u>All exhibitors</u> will be required to submit reports for publication on the website within one week after the event ends (this is an application requirement).
Difficulty Level Indication	>>>>	To help visitors plan their participation, each program's difficulty level (self-reported) will be indicated on the name plates.
Next Generation Exhibitors Welcome	>>>>	This year, we especially welcome exhibitions led by middle school, high school, and technical college students who will lead the next generation.*Note: The Promotion Committee will consider arrangements that facilitate interaction among next-generation participants.

Exhibit Format

Please see the pages that follow for further details. As the Secretariat determines session time schedules and booth locations, contributors cannot choose their location or time (requests are accepted). However, **you may be asked to change your exhibit format if there are too many applications.**

<h2>Booths</h2> <p>Assumes programs that will be held in a space where various exhibitions can be held throughout the day (unattended booths are not allowed).</p> <p>Should fit within a 3m wide x 3m deep x 2m high space.</p>	<p>Exhibiting for two consecutive days</p>	<p>The first booth is free of charge, and each booth from the second onwards is 20,000 yen (tax included). A maximum of three booths may be applied for, but, as a result of screening, you may not receive all of your desired booths.</p>
<h2>Open Space</h2> <p>Assumes programs that will be held with workshops or sessions that last less than 90 minutes. Should fit within a 10m wide x 4m deep x 2m high space.</p>	<p>Exhibiting within 60 or 90-minute time slots</p>	<p>Exhibiting in one 60 or 90-minute slot is free.</p>

Application Requirements

1. Programs must be science and technology related, conscious of connections with society, and facilitate dialogue with diverse people in an open setting
2. Able to announce and attract attendees to the program, including at least 6 social media announcements after acceptance
3. Able to submit an exhibition report to the management office for website publication within one week after the event period (applicable to all exhibitors this year)
4. Able to submit an exhibitor questionnaire to the management office within one week after the event period
5. (For booth exhibitors) Able to have at least one person who can provide explanations stationed at the booth at all times

* Please refer to pages 15-16 for the 6 social media announcements after acceptance and page 24 for the exhibition report.

[Important Notes]

- Booth exhibitors are not permitted to leave booths unattended or to dismantle before the closing time of 5:00 PM
- Please adhere to all deadlines for various submissions

Please note that violation of these rules may result in rejection of exhibition applications in subsequent years.

Schedule from Application to Event

Application Period Begins	May 14, 2025 (Wed.)
Information Session	May 21, 2025 (Wed.) 4:00 PM
Application Deadline	June 12, 2025 (Thu.) 5:00 PM (Japan time)
Acceptance Notification	Mid-July 2025
Submission of Exhibitor Agreement	Late July 2025
Registration of Public Information for Website	By early August 2025
Science Agora 2025 Website Launch	Mid-August 2025
Exhibitor Briefing Exhibitor Manual Publication	Early September 2025
Submission of Exhibition Survey Form	Late September 2025
Day-Before Setup	October 24, 2025 (Fri.) afternoon
Science Agora 2025 Event	October 25, 2025 (Sat.) and October 26, 2025 (Sun.)
Submission of Exhibitor Questionnaire and Exhibition Report	By November 2, 2025 (Sun.)

* This is the current schedule and may be subject to change.

Key Points of Review by the Promotion Committee

The Science Agora 2025 Promotion Committee will review applications based on the following perspectives. While we receive many applications each year, we have revised our review criteria this year in consideration of venue capacity and safety factors. Particularly for previous exhibitors, we will evaluate your application based on innovations and improvements from past exhibitions, so please provide specific details.

Programs that excel in these review aspects may be requested to serve as featured programs. Selected featured programs will receive priority introduction on the official website and other platforms.

① Clarity of Purpose	Whether the exhibitor clearly demonstrates their purpose, such as "what they want to gain through dialogue with visitors" and "what they can provide to visitors," while being conscious of how the program connects with society and what kind of problem-solving or value it creates.
② Content Design Tailored to Target Audience	Whether the design is appropriate for the target audience they want to participate in the program. Or, if expecting a wide range of visitors, whether there are creative approaches to enable experiences and dialogues tailored to different levels and interests.
③ Challenge and Originality	Whether there are innovations that provide "surprise" or "inspiration" consistent with the purpose, based on new perspectives or ideas that incorporate unique concepts and ingenuity. Also, for organizations with past exhibition experience, whether they are actively challenging themselves with new approaches rather than being confined to conventional methods and ideas.

④ Audience Attraction Methods and PR Plan	<p>Whether the application includes unique methods of audience attraction and specific PR plans for the target audience they want to participate in the program. If there is a track record of attracting audiences at events including Agora, please include it.</p> <p>Particularly for Open Space programs, as it is difficult to expect spontaneous participation on the day, please include whether pre-registration is available, pre-event audience attraction methods, and specific PR plans and routes to attract participants on the day. (Example: Implementing a session targeting middle and high school students in an Open Space. Planning to distribute program information several times to a mailing list with X members. At the XX Festival 2024, we achieved an audience of 50 people by distributing information to science cafes and school science clubs, encouraging group participation.)</p>
⑤ Attitude Toward Dialogue and Two-Way Communication	<p>Whether there are efforts to promote dialogue, provide insights, and awareness of two-way communication.</p> <p>(Example: Whether it provides opportunities for visitors to think about the exhibition theme by setting up questions for ice-breaking or boards where opinions can be posted on sticky notes, involving visitors in the process.)</p> <p>*Note: Programs that only offer one-way business/technology introductions or outreach, lacking two-way communication, or those that focus solely on science experiments or crafts without going beyond the level of science classes for children will be marked as insufficient.</p>
⑥ Content Structure	<p>Open Space: Whether there are appropriate time allocations, structure, handouts, etc., with innovations to keep visitors engaged.</p> <p>Booth: Whether there are visual innovations to attract visitors and opportunities for hands-on experiences.</p>

Opinions from 2024 Promotion Committee Members

We have compiled opinions from last year's Promotion Committee site visits.
Please reference these along with the key points of review.

Examples of Good Programs

- Programs that prepared exhibits and explanatory materials for each target age group, allowing for experiences and dialogue tailored to different levels, anticipating a wide range of visitors
- Programs that were good at connecting experiences to dialogue with visitors rather than one-sided explanations
- There was an increase in programs conscious of creating opportunities for dialogue compared to previous years. Examples: Designs that allowed visitors to output their thoughts using sticky notes; a gacha-style prize draw that required correct answers to all quiz questions, encouraging learning through scientific poster exhibits and dialogue with exhibitors
- When flipping through works created by generative AI, future scientific technologies and related questions were set up, effectively establishing science communication through the artwork

Examples of Programs Needing Improvement

- Programs that merely handed out explanation papers, with zero visual innovations or dialogue to stimulate interest
- Programs that equated dialogue with explanation, showing no attitude toward engaging in dialogue based on visitors' pre-existing knowledge and interests
- Programs with one-sided explanations filled with technical terms, leaving visitors behind
- Programs with unclear exhibition and dialogue purposes, lacking specificity about what they wanted to consider or discuss with visitors
- Programs limited to mere technology introductions, with zero scientific explanation or significance
- Programs that only showed technology or games without discussing why they are important or how they could be applied

Five Genres and Curation

This year, to help visitors select programs according to their interests, we will categorize programs into five major genres, and the Promotion Committee will curate them while considering the characteristics of each exhibition and their relationships with other programs. Please select up to two genres that apply to your program.




***Note: Genre names may change depending on the application situation.**

Genres	Keywords (Examples)
Earth, Living Things, and Us	Environmental issues, natural environment, climate change, decarbonization, hydrogen society, biodiversity, nature positive, earth science, cells, microorganisms, biotechnology, etc. For those who want to focus on "environment" from various aspects such as nature and organisms.
Food, Agriculture, and Health	Genome editing technology, food loss, food tech, agritech, population issues, infectious disease countermeasures, healthcare, wellbeing, etc. For those who want to focus on social issues and new technologies related to food, agriculture, and health.
Learning, Experience, and Making	EdTech, STEAM, art, sports, programming, play, traditional techniques, education, etc. For those who want to focus on promoting learning, culture, entertainment, etc.
Career, Research, and Dialogue	Career building, entrepreneurship, open innovation, academic/research fields, researchers, science communication, career paths, etc. For those who want to focus on future visions of academic fields, activities, communities, or life planning.
Cities, Space, and Living Infrastructure	Smart cities, metaverse, space, robots, autonomous driving, flying cars, disaster prevention, etc. For those who want to focus on the future of living infrastructure.

About Program Difficulty Ratings

This year, we will display the difficulty level of programs (self-reported) with icons on the name plates to help visitors gauge program participation. Please select a difficulty rating from the following options.

Difficulty Ratings (Planned)

-  : Mild and gentle flavor, reassuring even with zero prior knowledge. From children to adults, take your first taste of the world of science.
-  : For those who want to step further and learn more about the fascination of science in greater detail. Your curiosity will gradually expand.
-  : Delving deeply into specialized content, giving a sharp stimulation to intellectual curiosity. Are you ready to take on serious science talks?

Name Plate Image



The following information will be displayed in the program distributed on the day and at the venue:

- Each program displays a difficulty level self-reported by the exhibitor.
- What may be elementary for those familiar with the field might feel difficult for those newly learning.
- Please use this as a reference and participate according to your interests and concerns.

Science Agora is a place where various people interested in science gather and enjoy dialogue across positions and fields, but each program does not need to target "everyone." Ideally, Science Agora as a whole ensures diversity when multiple programs come together. Therefore, it is not a problem for programs to have differences in difficulty levels and target audiences.

Creating Engaging Programs and Information Sharing

At Science Agora, we ask exhibitors to actively share information. Since programs that attract people draw even more visitors, it is effective to develop your program with promotion in mind. Please create clear and attractive text with reference to the following points.

Your target copy and program description may be reprinted on the official website.

① Communicate the appeal of your program in around 40-60 words.

Clearly define "what benefits participants will gain from your program." Concisely summarize how your information or technology solves specific problems or how it can be useful.

② Create a "target copy"

Think of a short catchphrase that attracts visitors' interest. It's effective to include an appeal to the target audience in the first half.

Examples: "Calling all elementary school students interested in robots!" / "For those who want to learn about biodiversity" / "Middle and high school students, don't miss out! Experience STEAM education!"

Example of Sharing Information on Social Media

Middle and high school students, take note!

Let's think about future disaster prevention with AI!

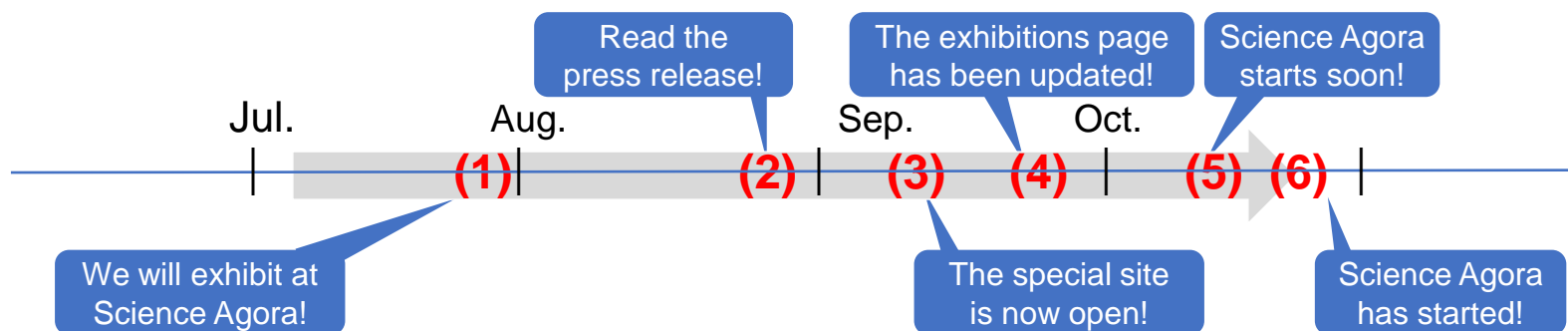
How does AI-powered disaster prediction work? Through simulation experiences, you can learn about the latest technologies that protect our lives! If you're interested in disaster prevention × technology, please join us #ScienceAgora #ScienceAgora2025

Promote Science Agora with hashtags! *The official Science Agora account may retweet your posts.

Please use the internet effectively when disseminating information. Social media is an effective way to spread information. Please consider using social media in combination with a website to disseminate information.

X (formerly Twitter)	Instagram	Facebook	website
<ul style="list-style-type: none"> ✓ Used by the younger generation ✓ High spread ✓ Mainly used to share information in real time (information is easily lost) ✓ For short-term information, not intended as reading Material 	<ul style="list-style-type: none"> ✓ Used by the younger generation ✓ Easy access to past information ✓ Image-oriented, enjoyable for easy-to-read text and content 	<ul style="list-style-type: none"> ✓ Not as popular with young people, skewed more toward business ✓ Easy access to past information ✓ Enjoyable for reading and content ✓ Using a personal account is good, but business accounts get little reaction 	<ul style="list-style-type: none"> ✓ Only viewed by fans who know the website exists ✓ Easy access to past information ✓ Does not have the ability to spread information that social media has ✓ Difficult to acquire new Users

Contributors all posting on social media around the same time will create excitement, making it easier for information to reach people who may be interested in Science Agora. **Please post at least 6 times on social media: (1) when you decide to exhibit, (2) when the press release comes out, (3) when the special site opens, (4) when the exhibitions page is updated, (5) one week before the event, and (6) on the day of the event.** Note: If you do not have a social media account, please consider making one.

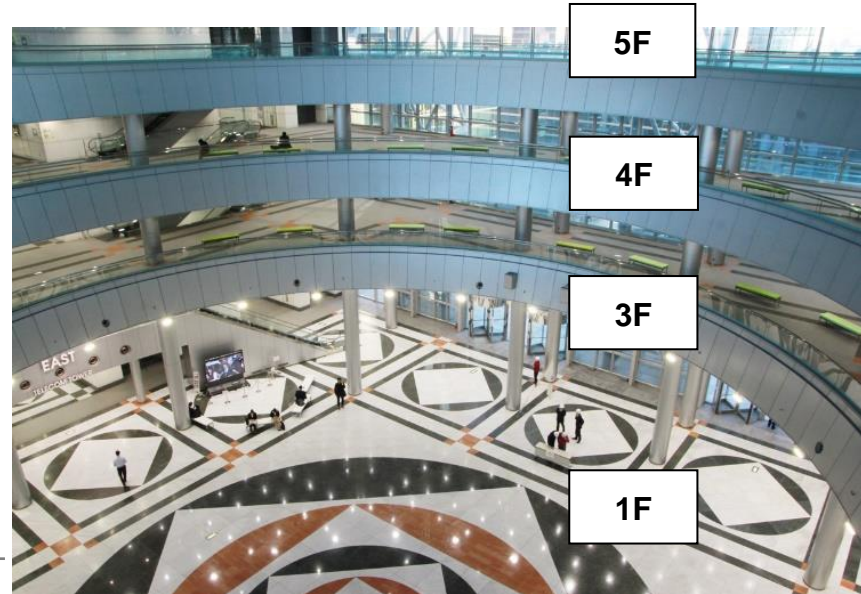
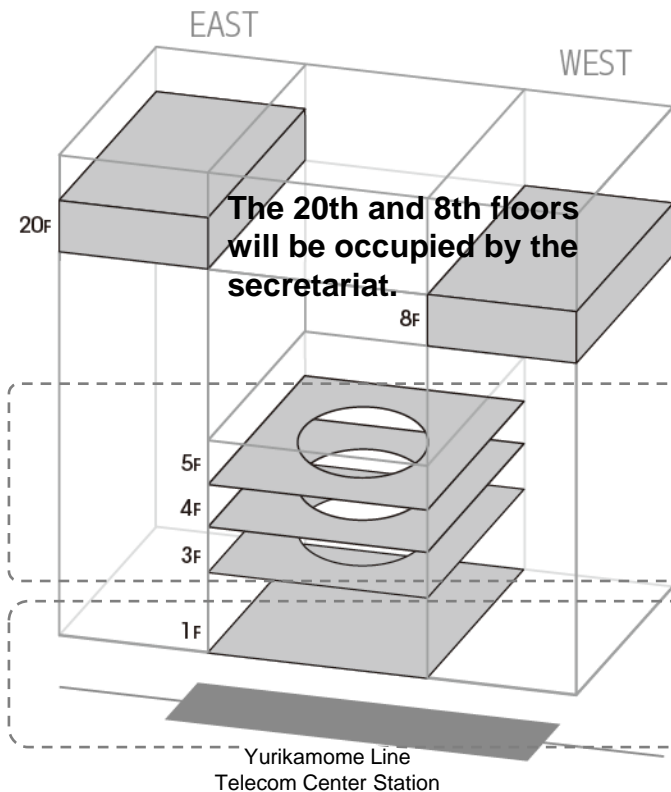


Number of sessions each day (tentative)

The numbers provided here are approximate.

Science Agora Main Event		
Telecom Center Building		
10/24 [Fri]	10/25 [Sat] <u>10am - 5pm</u>	10/26 [Sun] <u>10am - 5pm</u>
Open space and Booths Set-up: morning	Open space for workshops and other session based programs (90 minutes or less). *3-5 locations	Open space for workshops and other session based programs (90 minutes or less). *3-5 locations
Checking the stages: afternoon	15 programs (planned)	15 programs (planned)
Exhibits will be brought in after 2pm - 6pm)	2 days booth 90 Programs (planned)	

Overall image of venue (Telecom Center Building)



5~3F: Booths, Open space

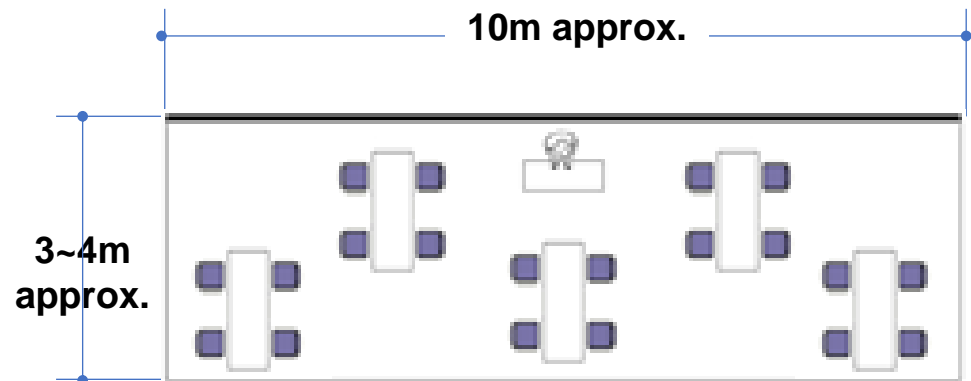
1F: Booths, open space, opinion board, and special events by the organizers, etc.

Basic specifications for open space

Items not included in the basic facilities can be arranged for a fee. Please note that specifications are subject to change depending on circumstances.

Located on the first, third to fifth floors of the Telecom Centre building, it is a place where visitors can interact in close proximity. It can also be used as a workshop space with desks.

Monitors on the first floor are large and those on the third to fifth floors are 60". Please note that exhibitors cannot specify the number of floors (this will be decided by the Secretariat).



Basic facilities on 3rd to 5th floors

- 1x 60 inch LCD monitor
- 2x wired hand-held microphone
- 1x platform (W1200 x D600 x H940)
- 30x chair (36x chair for 1st floor)
- 5x table (6x table for 1st floor)
- 1x power strip with 2 sockets
(provides up to 500W for a presentation PC)

*The electricity used for the LCD monitor and for audio equipment such as the microphone is included in the standard equipment.

Basic specifications for booths

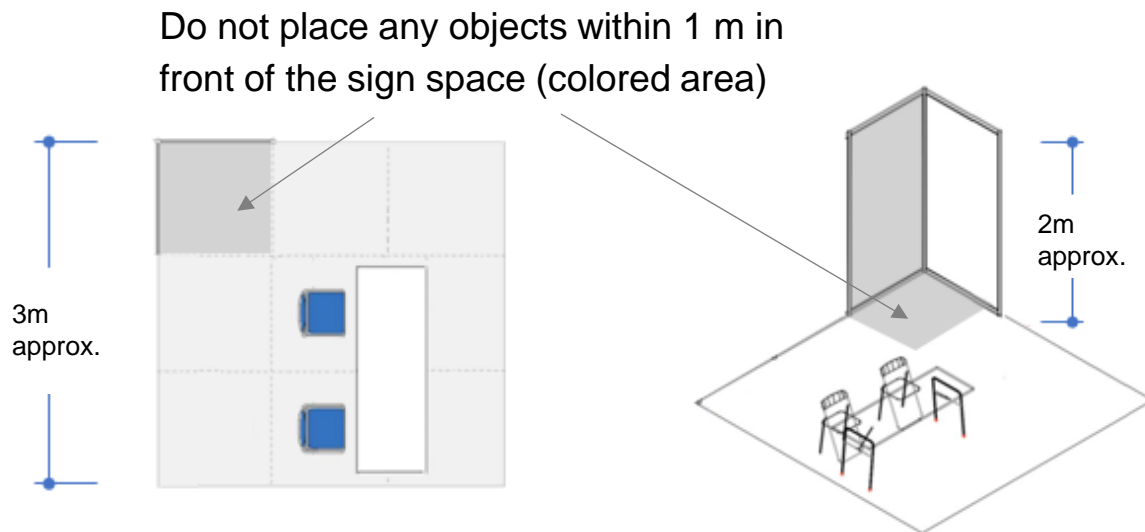


Image of signage display
(e.g. exhibitor name)

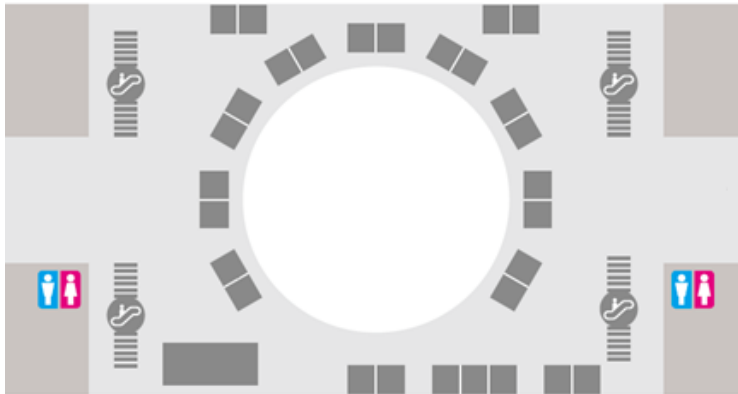
Basic facilities (one space)

- Partition wall (composed of system panels W990 x H2100)
*Using studs, nails, or non-removable/damaging adhesives on these walls is prohibited.
Please bring any chains or equipment you may need to set up panels.
- Table (W1800 x D600 x H700)
- 2x folding chair
- 1x power strip with 2 sockets
- Signage (please do not place any objects within 1 m in front of the sign space (area with contributor's name, etc.))

Note: The basic equipment supplied will be doubled for exhibitors with multiple spaces.

*Posters, etc. cannot be displayed on the outside walls of booths.

Basic layout for 3rd to 5th floor



The booths will be arranged around the atrium, with approximately 26 sessions per floor.

Please ensure objects cannot fall. Objects cannot be hung from handrails. Posters, etc., may not be displayed on the handrails or the walls outside the booths.

Note: The diagrams show the basic layout plan during the application period and are subject to change depending on circumstances. The 5th floor's layout will have booths lined up along the walls.

Each floor will have open spaces where workshops and other session-type events (within 90 minutes) can be held (locations to be determined)

Workshops and other events will be organized by the public.

The first-floor layout is yet to be determined. However, it will feature a general reception area, sessions held on the open space.

Open space: Timetable for October 25 to 26

The number of programs carried out in open spaces is an indication. (Depending on the application situation, the number of open space locations may be reduced.)

Open space				
	1F	3F	4F	5F
10:00				
11:00	Program (90 minutes including dialogue)	Program (90 minutes including dialogue)	Program (90 minutes including dialogue)	Program (90 minutes including dialogue)
12:00				
13:00	Program (90 minutes including dialogue)	Program (90 minutes including dialogue)	Program (90 minutes including dialogue)	Program (90 minutes including dialogue)
14:00				
15:00				
16:00	Program (90 minutes including dialogue)	Program (90 minutes including dialogue)	Program (90 minutes including dialogue)	Program (90 minutes including dialogue)

(Reference) Paid items

Items not included in the basic facilities can be arranged for a fee. Applications for paid items can be made using the exhibitor survey form that will be distributed around mid-September. Note that these content and prices are subject to change.

1 パイプイス

W420×D420×H780
SH(座面):430mm



¥770

2 テーブル

1:W1800×D600×H730 ¥3,850
2:W1200×D600×H730 ¥3,300



3 丸テーブル

Φ750×H700



¥5,500-

4 ユニットカウンター

W900×D450×H800



¥8,800

5 カウンターチェア

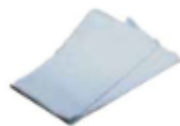
350×SH450
※背付き



¥4,400

6 白布

2800×1600



¥1,650

7 イーゼル

W580×H1500



¥4,950

8 卓上カタログスタンド

W230×D200×H415
A4サイズ 縦3段



¥3,300

9 カタログスタンド

W250×D550×H1700
A4サイズ 縦12段



¥6,600

10 三つ折りパーテーション

W1800×H1730



¥13,200

11 追加コンセント(2口)



¥4,400(配線費込)

12 追加電気使用(0.5kW毎)

+0.5kW ¥6,600
+1.0kW ¥9,900
+1.5kW ¥13,200

※申込は最大1.5kWまで
※コンセントは2つに分けさせていただきます

13 液晶ディスプレイ

42インチ液晶ディスプレイ

※電源(コンセント)は別途
※消費電力:100V300W
※モニター本体から音声出力可



¥88,000

14 液晶ディスプレイセット

42インチ液晶ディスプレイ
DVDプレイヤー・ラック・
スピーカー付

※電源(コンセント)は別途
※消費電力:100V300W

¥154,000



15 プロジェクター・スクリーンセット

※電源(コンセント)は別途
※消費電力:100V278W
※投射距離(100インチの場合)
3.9m~4.4m

¥165,000



16 ナレーションセット

有線マイク(スタンド付)×1
スピーカー(スタンド付)×1

※電源(コンセント)は別途
※消費電力:100V35W

¥33,000



Submission of Exhibition Reports

Please submit your exhibition report to the management office within one week after the event period for publication on the website.

●Report Contents (subject to change)

- 1) Results of dialogue with visitors, opinions and discussion points
- 2) Keywords that emerged during dialogue
- 3) Photos showing the event atmosphere (If visitors are visible in the photos, please submit only those for which permission has been obtained.)

Website Publication Image

出展レポート

話し合った未来像

- ・幅広い科学コミュニケーションのビジョン
- ・理系学生のキャリアパス（特に女性）、人材育成
- ・化学コミュニケーションをどう評価するか。
- ・科学者の科学コミュニケーションの基本は論文執筆。論文を書ける人を増やす必要性

セッションでの意見、論点

- ・市民が優れた論文や情報にお金を払わなくなってきた。
- ・科学コミュニケーションは専門的なスキルが必要。
- ・SNSに自分の研究結果を投稿したり、他の研究者の投稿をシェアするのも科学コミュニケーション。
- ・科学コミュニケーションはエクストラなものではない。

セッションで出たキーワード

科学コミュニケーション、有名な科学者、情報の質、コミュニケーションの責任、相互信頼、科学コミュニケーションの形は国によって違う、なぜ人は学習したいのか、STEAM教育、Social and emotional、研究領域間の協力が必要、社会的インパクト、キャリアパス

来場者との対話から得られたこと・今後に生かせること

- ・日本が抱える課題について改めて認識することができた。
- ・科学コミュニケーションの敷居を下げ、広げていくことが必要。

Science Agora 2025 Promotion Committee

*Titles omitted



Miki Igarashi

Associate Professor, Education Development Organization, Tokyo City University



Masahiko Inami

Special Advisor to the President for The University of Tokyo, Deputy Director / Professor for Advanced Science and Technology



Yoko Kamimura

Chief Evangelist/Community Designer/Partner, SUNDRED Corporation



Shio Kawagoe

Associate Professor, Institute of Industrial Science, The University of Tokyo



Sawako Shigeto

Professor, The Graduate School of Project Design



Ryoichi Shinkuma

Professor, Shibaura Institute of Technology; Founder and CTO of Hyper Digital Twin Inc.



Tatsuya Honda

Antenna Project Leader, Social Technologies Implementation Office, Converging Technologies Laboratory, FUJITSU LIMITED



Taichi Masu

Assistant Professor, Harris Science Research Institute, Doshisha University



Akira Tsugita

JST Vice President



Yoichi Ito

Executive Director, National Museum of Emerging Science and Innovation (Miraikan)

Application Procedure

Please access the applicant/exhibitor management system (Q-PASS) on the official Science Agora website and fill in the required information. If you have any questions, please contact the Science Agora Management Office by email (info-agora2025@tsp-taiyo.co.jp). Please submit one application form per program (if you have two programs, two application forms are required). Submitting multiple applications does not increase the probability of acceptance, so please apply only for what you can implement if all are accepted.

<https://www.jst.go.jp/sis/scienceagora/>

Science Agora follows these rules for displaying program titles, etc.:

- Rule (1)** All corporate status designations (National University Corporation, Corporation, Non-Profit Organization, etc.) should be omitted
- Rule (2)** Insert a space between corporate/institutional name and department name. If multiple department names continue, insert spaces as appropriate for readability
- Rule (3)** All symbols (parentheses (), quotation marks 「」, middle dots •, periods 。， commas ,, exclamation marks !, question marks ?, tildes ~, etc.) should be full-width characters
- Rule (4)** When a program title has a subtitle, use the following format:
Main title [half-width space] tilde [full-width] subtitle [full-width tilde]
Example: Colors of Light ~Enjoying Flame Reaction Visually~
- Rule (5)**
- ① If the entire title is enclosed in quotation marks 「」, remove them
 - ② If double quotation marks are used without single quotation marks, change to single quotation marks
 - ③ When listing multiple exhibitors equally, separate them with commas
 - ④ After exclamation marks and question marks, in principle leave a space

How to fill out the application form

Below is a summary of the information to be entered in the application form.

No	Item	Content	
1	Contributor name	Enter the name of the presenting organization in Japanese and English	Text entry
2	URL of Organization website	If the presenting organization has a website, please enter the URL	Text entry
3	Session title	Enter the title of the session in Japanese and English	Text entry
4	Organization type	Please select the type that best represents your organization. If there is no appropriate type, please select "Other"	<input type="radio"/> University/Research Organization <input type="radio"/> School (elementary/junior high/high school) <input type="radio"/> Museum <input type="radio"/> Media <input type="radio"/> Corporation <input type="radio"/> Governmental Organization <input type="radio"/> NPO/NGO/etc. <input type="radio"/> Non-organization (gathering of volunteers/etc.) <input type="radio"/> Other
5	Representative Name & Position	Please enter the name of the representative of the session who will receive communications from the Science Agora Secretariat in Name (Position) format	Text entry Example: John Science (XX Department of JJ)

Field	Content	
Representative's Email Address	Acceptance notifications, etc. will be sent to the email address you enter here.	Text input
Exhibition Experience	Please select your Science Agora exhibition experience from the options.	<input type="radio"/> First-time exhibitor <input type="radio"/> Exhibited once before <input type="radio"/> Exhibited multiple times before
Exhibition Format	<p>Please select the exhibition format from the options.</p> <p>*For Open Space, please write your preferred date and time in the special notes field if applicable.</p> <p>*For booth exhibitions of 2 spaces or more, you will be required to pay 20,000 yen (tax included) for each additional space.</p>	<p>Open Space 60 minutes, 1 slot *Free</p> <p>Open Space 90 minutes, 1 slot *Free</p> <p>Booth (1 space) *Free</p> <p>Booth (2 spaces) *Paid 20,000 yen</p> <p>Booth (3 spaces) *Paid 40,000 yen</p>
Purpose of Exhibition	Please specifically describe what you want to gain through dialogue with visitors as an exhibitor and what you can provide to visitors, while considering the connection with society and perspectives on solving social issues or creating value in your program. (within 150 words)	Text input

Field	Content	
Five Genre Selection	<p>Please refer to page 13 of the guidelines and select up to two genres that apply to your program.</p> <p>*Note: The five genres may change depending on the application situation.</p>	<ul style="list-style-type: none"> •Earth/Living Things/Us •Food/Agriculture/Health •Learning/Experience/Making •Career/Research/Dialogue •Cities/Space/Living Infrastructure
Program Overview	<p>Please provide an easy-to-understand overview of your program for visitors, assuming it will be posted on the official website (within 150 words) [May be reprinted]</p>	Text input
Program Difficulty	<p>We are considering including this on name plates to help visitors gauge program participation. Please select a difficulty rating from the options.</p>	<p>👉: Mild and gentle flavor, reassuring even with zero prior knowledge. From children to adults, take your first taste of the world of science.</p> <p>👉👉: For those who want to step further and learn more about the fascination of science in greater detail. Your curiosity will gradually expand.</p> <p>👉👉👉: Delving deeply into specialized content, giving a sharp stimulation to intellectual curiosity. Are you ready to take on serious science talks?</p>

Field	Content	
Expected Visitors	<p>What kind of people do you expect to visit your program? Please select from the following options.</p> <p>Most expected group:</p> <p>Next expected group:</p>	<ul style="list-style-type: none"> • Elementary school students or younger • Junior high/high school students • Technical college/specialized school/junior college/university/graduate students • Research position (humanities/social sciences) • Research position (natural sciences) • Company employees, etc. (professional/technical position) • Company employees, etc. (clerical position) • Teaching profession • Homemaker/retired/unemployed • Other
Content Design Tailored to Target Audience	Please describe specifically how you have designed your program so that the target audience can enjoy the experience and dialogue, and how you have made arrangements to provide appropriate experiences and dialogue according to visitors' interests and levels of understanding. (within 150 words)	Text input
Challenge and Originality	What are the unique ideas or challenges in this program to provide visitors with "surprise" or "inspiration"? If you have exhibited before, please describe in detail the improvements made or new challenges undertaken compared to previous exhibitions. (within 150 words)	Text input
Attitude Toward Dialogue	Please describe what innovations you are implementing to promote dialogue with visitors and create two-way communication. (within 100 words)	Text input

Field	Content	
Program Progression	Please describe the program progression plan and time allocation for the day to keep visitors interested without getting bored.	Text input
	Please upload detailed image(s) showing how you will attract visitors through visual innovations, including exhibits you will bring, arrangement of various items, handouts, etc. (Photos welcome)	
	URL of records of past events/programs (public videos, blogs, etc.)	Text input
	Please check applicable items	Use of water exceeding 1 liter / Use of electricity exceeding 0.5kW / Bringing living organisms / Collection of actual expenses or sales of goods / Provision of food and beverages / Generation of sound, light, odor, etc. / Use of heat sources (open flames not allowed) / Use of chemicals / Other
	If you selected any of the above, please provide specific details	Text input
Need for Ethics Review	Does your program content require approval procedures by ethics committees inside or outside research institutions, such as questionnaire surveys, interview surveys, behavioral studies (including personal history and video) <u>involving personal information</u> , use of samples provided by visitors, human gene analysis research, genetic recombination experiments, animal experiments, etc.?	

Field	Content	
Information about Speakers/ Explainers	For workshop or session formats, please provide information about speakers; for booth exhibitions, please provide information about explainers or special guests (can include those under negotiation)	Text input
Operation	[During implementation] Please describe the staff composition on the day of implementation	Text input [During implementation]
English Support	Can you provide English support? Some innovations such as program explanations in English or bilingual (Japanese-English) explanatory materials are recommended.	Examples: Exhibitors can explain in simple English / Materials can be provided in both Japanese and English / Cannot provide support, etc.
PR Plan	Please check the planned PR activities	<ul style="list-style-type: none"> • SNS • Website, blog • Email newsletter • Distribution of posters, flyers, etc. • Announcements at other events • Other (free description)
	Please describe your unique PR strategy and audience attraction methods in detail. Also, if you have track records of attracting audiences at past events including Agora, please describe them.	Text input

Field	Content	
SNS Account	Please provide the account name that will be used for sharing information about your program	Text input
Program Description for Information Sharing	Please write a description for information sharing on social media (around 40-60 words) *Please refer to pages 15-16 of the guidelines for details	Example: How does AI-powered disaster prediction work? Through simulation experiences, you can learn about the latest technologies that protect our lives! If you're interested in disaster prevention × technology, please join us!
Target Copy	Please write a target copy for information sharing on social media (around 20-30 words) *Please refer to pages 15-16 of the guidelines for details	Example: Middle and high school students, take note! Let's think about future disaster prevention with AI!
Special Notes	Please provide any special requests, such as preferred dates for Open Space implementation	Text input

(Request) Regarding Diversity and Accessibility Considerations

From the perspective of promoting diversity, we would appreciate it if you could consider gender and background balance in the composition of speakers, to the extent possible. In addition, as part of our efforts to improve accessibility, we are considering the introduction of real-time captioning tools using speech recognition for the 1F stage, and the dispatch of sign language interpreters within the venue. We ask exhibitors to cooperate within their capabilities so that visitors can enjoy science and technology regardless of age, gender, physical characteristics, language, or specialized knowledge—such as making text larger and more visible, providing written communication options, adjusting the height of exhibits, preparing translation apps, etc.

Attraction planning (As of May 7, 2025)

IVRC2025 (Interverse Virtual Reality Challenge)

IVRC, which has been co-hosted since Science Agora 2019, is a contest that supports students taking on challenges from a variety of perspectives in preparation for an era in which the real and the virtual are fused together (Interverse). Here you can experience a new era of VR that won the preliminary round (core times will be set for the public).



LOGO CONCEPT

The moment of discovery or revelation brings enormous joy. This logo represents the feeling of that moment.

Showing one element replicated and linked with other elements, it is the symbol that shows the full breadth of many elements gathered in one place. Its imperfect form shows that the future is still under development. It expresses the enormous power of dialogue and shared discoveries to create the future.

We look forward to inquiries regarding presenting at or sponsoring Science Agora 2025.