

2017 ASTEN Travel Fellowship
Science Centre World Summit, Tokyo, Japan
15th to 17th November

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Introduction

I was fortunate to receive the ASTEN Travel Fellowship to attend the Science Centre World Summit (SCWS) in Tokyo, Japan. In my role as Editor of Particle WA, I was interested in learning how science centres and museums around the world were using digital platforms to speak to new audiences. From my background in programs and events, I was interested in hearing how others were implementing the United Nations Sustainable Development Goals were into their programs.

Summit context

The SCWS is a global meeting of science centre and science museum professionals that occurs once every three years. The Summit is an opportunity for science centre leaders to meet with international peers, global policymakers and scientists to exchange ideas about public engagement with science and discuss their roles in society.

At the last Summit in 2014, the science centre field put forward the [Mechelen Declaration](#); 7 goals for all science centres to work towards. The overarching aim was to strengthen partnerships and collaborations and bridge the gap between citizens and science and technology to resolve many global problems.

In the lead up to the 2017 Summit, the global science centre networks acknowledged the evolving application of the Mechelen Declaration and created the [Tokyo Protocol](#). These nine aims incorporate the [United Nations 17 Sustainable Development Goals](#) and formed the main conference theme 'connecting the world for a sustainable future'. The Summit had three overarching topics; global sustainability, co-design for transformation and personal engagement with science and was hosted at The National Museum of Emerging Science and Innovation, Miraikan.

Video reporting

In keeping with the ever-changing digital landscape and the theme of co-design, through this fellowship, I delivered short Facebook live video segments each day of the conference. Each video was an opportunity to share some of the learnings and content back to the ASTEN group via the ASTEN Facebook page in real time. In each video, a different ASTEN delegate bravely joined me in sharing their experiences and points of interest from the conference.

Below is a summary of these videos, the analytics on the Facebook videos and suggestions for future video opportunities.

Day One



Stuart Creal (Director, Wollongong Science Centre & Planetarium) courageously joined me in presenting about the opening morning of the conference including presentations from astronauts Jan Davis and Mamoru Mohri sharing their experience of the overview effect; the feeling and appreciation of how fragile our Earth is when you see it from above. Stuart shared about the takeaways from a session on global trends and the potential role of science centres and I highlighted some examples of science centres tackling controversial science topics and new research looking into the role of various informal science education platforms like science centres or hobbies have in young people and adults.

You can watch the full video here:

<https://www.facebook.com/astenetwork/videos/1592103660872898/>

Day two



Kristin Alford (Director, MOD) accepted the challenge to jump behind the camera and shared how hearing from the young people at the conference was a valuable experience in understanding why young people stop engaging with science centres

as they get older and what topics they are interested in learning about. I introduced the Tokyo Protocol and reflected on the caliber of the event to date with representation from dignitaries, scientists, industry and the government. We both shared about Miraikan's fantastic robots and robot programs and how they use them as experiments about people not technology.

You can watch the full video here:

<https://www.facebook.com/astenetwork/videos/1593057337444197/>

Day three



Tristan Sharp (Director Programs and Engagement, Museum of Applied Arts and Sciences) and Anna Baker (Community Manager and Educator, Science Alive) joined me for the last video from the final day of the conference.

Tristan shared about the social responsibility of science centres and where this manifests around the world. He highlighted one science centre that was started by a man who put his life savings into it and taught himself content by watching YouTube videos from other science centres and museums. Anna discussed examples of getting non-academic high school students engaged in science centres and having them be involved in the design is an important step. I shared about choice architecture and some of the scientific terminology behind what science centres intrinsically do but where this strategy shows up in other industries.

You can watch the full video here:

<https://www.facebook.com/astenetwork/videos/1593986514017946/>

Analytics

These three videos were viewed by 778 people, had 100 reactions (likes, wow, love), 22 comments, 4 shares and reached 1,776 people.



ASTEN was live.

Published by Tara Broadhurst [?] · November 15 at 12:18pm · 🌐



🌱 **Get More Likes, Comments and Shares**
Boost this post for \$27 to reach up to 5,000 people.

📍 Your video is popular in [New South Wales](#)

[Boost Post](#)

👍 ASTEN, Ray Maujean, Simon JM and 17 others · 4 Comments · 🌐

👍 Like 💬 Comment ➦ Share

Performance for Your Post

463 People Reached

187 Video Views

27 Likes, Comments & Shares ⓘ

21 Likes	21 On Post	0 On Shares
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6 Comments	6 On Post	0 On Shares
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0 Shares	0 On Post	0 On Shares
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77 Post Clicks

15 Clicks to Play ⓘ	0 Link Clicks	62 Other Clicks ⓘ
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ASTEN was live.

Published by Tara Broadhurst [?] · November 16 at 12:25pm · 🌐

Coming to you live from SCWS2017 Day Two!



🌱 **Get More Likes, Comments and Shares**
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📍 Your video is popular in [Western Australia](#)

[Boost Post](#)

👍❤️😮 22 9 Comments 2 Shares · 🌐

👍 Like 💬 Comment ➦ Share

Performance for Your Post

969 People Reached

430 Video Views

62 Reactions, Comments & Shares ⓘ

40 Like	21 On Post	19 On Shares
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7 Love	5 On Post	2 On Shares
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2 Wow	2 On Post	0 On Shares
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10 Comments	10 On Post	0 On Shares
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3 Shares	2 On Post	1 On Shares
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147 Post Clicks

25 Clicks to Play ⓘ	0 Link Clicks	122 Other Clicks ⓘ
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ASTEN was live.

Published by Tara Broadhurst [?] · November 17 at 12:13pm · 🌐

Coming to you live from the final day at SCWS 2017



🌱 **Get More Likes, Comments and Shares**
Boost this post for \$27 to reach up to 5,100 people.

👤 **344 people** reached

[Boost Post](#)

👍😮 12 4 Comments · 🌐

Performance for Your Post

344 People Reached

161 Video Views

37 Reactions, Comments & Shares ⓘ

27 Like	21 On Post	6 On Shares
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2 Love	2 On Post	0 On Shares
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1 Wow	1 On Post	0 On Shares
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6 Comments	4 On Post	2 On Shares
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1 Shares	1 On Post	0 On Shares
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69 Post Clicks

19 Clicks to Play ⓘ	0 Link Clicks	50 Other Clicks ⓘ
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Reach: Organic / Paid Post Clicks Reactions, Comments & Shares								
Published	Post	Type	Targeting	Reach		Engagement		Promote
11/17/2017 11:58 am	 Coming to you live from the final day at SCWS 2017			344		69 37		Boost Post
11/16/2017 12:10 pm	 Coming to you live from SCWS2017 Day Two!			969		147 62		Boost Post
11/15/2017 12:03 pm	 ASTEN was live.			463		77 27		Boost Post

Conclusion

Attending the SCWS was an amazing experience. Being exposed to the global science centre and museum network, you realise we all have similar limitations (resources, budget, time) and challenges (social issues, audience age segmentation, digital disruption). We are all committed to promoting scientific literacy, educating, empowering and inspiring people of all ages about the impact of science in their lives. The way we do that might be different, and our audiences may be different but having the same goal and having an agreement like the Tokyo Protocol, gives us something to rally behind and promotes cooperation within our industry.

This is something unique to our field and we need to do more of back in Australia. I was surprised at how little I knew about what was happening in the other organisations within the ASTEN community and one take away from this experience is that I want to be more across what is happening in Australia and look for opportunities of collaboration at home.

The three live videos generated more traffic on the ASTEN Facebook page than any other posts or previous engagements to date. I would recommend doing this style of engagement again at another conference and implementing a social media and marketing strategy around the page.

This experience would not have happened without the support from Alan Brien and Andrew Hannah, so thank you for supporting my professional development and encouraging me to apply for this fellowship. Thank you to Stuart Creal for being so generous with his time and meeting with me before the Summit and taking the challenge of jumping behind the camera first.

Thank you to Kristin Alford, Tristan Sharp and Anna Baker who took time out of their lunch breaks to share their experience on live camera and promote the videos online. Finally, thank you to Deb Hancock, Paula Lourie and Scitech in supporting me and allowing me to take this opportunity.

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