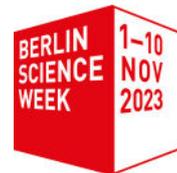


# GUIDING PRINCIPLES

Please read this document carefully before signing the Agreement.

Dear future partner of Berlin Science Week,



**Many thanks for your interest in participating in this year's Berlin Science Week. It is important for us that you understand and share our mission and values, therefore we have prepared the following information. Thank you for reading it carefully, and don't hesitate to get back to us if anything should be unclear.**

**Your Berlin Science Week Team**

## MISSION STATEMENT

Berlin Science Week is an annual festival from 1 to 10 November that brings together thousands of people from the worlds of science, business, politics, the arts, and society at large.

We bring together more than **500** speakers, over **150** organisations and an audience exceeding **20,000** during the ten festival days.

The festival combines in-person formats throughout Berlin with online and hybrid events. Our focus is on exchange and reflection: the programme is based on interactive and often interdisciplinary formats ranging from panel discussions, workshops, exhibitions, to VR-experiences, film screenings, music installations and much more. Internationally renowned scientists and institutions contribute to topic tracks reflecting the current challenges and debates in science and society.

Under the motto „Dare to Know“, we partner with organisations from around the globe to showcase scientific excellence, promote debates on the world's major challenges, and find new, interactive, and dynamic ways to make science, research, and innovation engaging.

## DIVERSITY

We explicitly welcome and encourage contributors of all backgrounds and offer an equal stage to people of all genders, ethnicities, cultures, religions, and sexual orientations. Please make sure that the people involved in your events represent various backgrounds. Please give gender parity particular consideration when designing your events.

## SUSTAINABILITY

As a science festival, we aim to commit to climate neutrality and sustainability. Please keep this in mind when designing your events and make informed decisions that actively support this goal. If you have ideas or suggestions that you would like to share with us or the community, we would love to hear from you!

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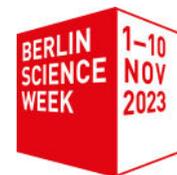
## EVENT PLANNING

Participation in Berlin Science Week is free. The planning and realisation of the event is in your hands, in terms of content and finances.

We encourage you to put a great deal of creative courage into your events. This takes time and should not be planned in a hurry. We and our network are happy to offer advice and support along the way - not least by offering free workshops to help you further develop your ideas. An ideal event should be interdisciplinary, diverse, interactive, and engaging.

Your event can be in English or German. Please consider your panelists and your target audiences when choosing the language.

# GUIDING PRINCIPLES



## ACCESS & REGISTRATION

Berlin Science Week events are usually open to the interested public, the majority without an entrance fee. Invitation-only events are an exception, but are acceptable for certain formats.

We do not impose any requirements for registration and ticketing. However, we ask that you make the process as simple and low-threshold as possible. Please note that we require you to send us the streaming link for all online and hybrid events, regardless of whether these require registration. This is to enable our spontaneous participation and that of the journalists participating in our fellowship programme.

**Please consider the accessibility of your event and help us make the festival as barrier-free as possible.**

## IN PERSON, DIGITAL, OR HYBRID?

Berlin Science Week is all about bringing together people and fostering lively debates. Your events should therefore be live, interactive, and easily accessible. This applies to both the physical and the digital space. The most important thing is to consider and keep in mind your audiences' experience!

Engaging formats that invite activity such as guided walking tours, field trips, exhibitions, pub quizzes, polls, interventions, etc. have worked well in the past. Even discussions, panels or presentations should have an interactive part, where the audiences can engage and ask questions.

In general, we advise planning hybrid events only if you have the capacity to address digital and in-person audiences alike. We do not specify which provider must be used for digital events. However, we advise the use of common platforms to make it easier for users to access and navigate: Zoom & Webex are good for interactive discussions, Hopin and Crowdcast for larger digital events, Wonder.me is suitable for smaller get-togethers, and Youtube remains a popular option for broadcasting with chat function. To keep digital audiences engaged, it is important to communicate beforehand what level of active involvement they should expect in your event.

## TOPICS

Your contribution may come from any scientific discipline or field of innovative research within the life, physical or social sciences, engineering, technology or the arts. See our thematic clusters below (+examples), to which we will allocate your events to help guide the audience through the programme.

### Planetary Health & Sustainability

biodiversity, sustainable food production, energy transition etc

### Tech & Engineering Innovations

smart manufacturing, tech breakthroughs, equipment etc

### Health & Wellbeing

citizens' health, drug research, aging etc.

### Future of Life & Work

platform economy, housing crisis, work trends, mental health etc.

### Societal Trends & Transformations

migration&displacement, governance, social cohesion etc.

### Discovering Earth & Space

space travel, multispecies cohabitation, ocean research etc.

### Art & Science

exploratory performances, art-science collaborations etc.

### Open Science & Collaboration

open access, science diplomacy, science engagement etc.

### Breakthroughs & Foresight

awards, scientific breakthroughs etc.

### Learning & Working in Science

diversity in science, work trends, career advice etc.

### Science Fun!

pub quiz, experiments, book a scientist, etc.

## FORMATS

We strive for inspiring, insightful, and relevant events, to make science a compelling experience. Please consider innovative formats for your contribution - we're happy to advise!

See or format tags (+examples) below.

### Discussion

roundtable, panel, fish bowl etc

### Talk

lecture, keynote, deep dive etc.

### Workshop

laboratory, hackathon, brainstorming etc

### Activity

guided tour, field trip, pub quiz, cooking etc

### Performance, Film & Exhibition

science slam, exhibition, theatre etc.

### Award

award ceremonies

### All day Event

conference, symposium, summit etc.

### Meet-Up

braindate, community date, welcome reception etc