

Front 1



Engagement

Barcamp

At Barcamps, typically 2- to 3-day conferences without a pre-set agenda, participants create the program themselves through suggestions and on-site interactions. The schedule for all presentations is created on the event day.

Target Group: Adults, School students

Timing: middle

Format: Dialogue, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Front 2



Engagement

Blog

On a blog dedicated to scientific topics, the authors comment on questions, explain ideas, thoughts and facts. Or the blog reports on experiences from the area of research or interest. Most importantly, readers can leave comments.

Target Group: Adults, School students

Timing: beginning

Format: Media

Group Size: **Effort:**

Duration: **Cost:**

Front 3



Engagement

Bluesky

Bluesky is a microblogging platform that allows users to post and comment on short messages. It offers a selection of feeds for individual topic interests and plans customizable moderation features including third-party labels to tag content.

Target Group: Adults

Timing: beginning

Format: Media

Group Size: **Effort:**

Duration: **Cost:**

Front 4



Engagement

Citizens' Conference

A citizens' conference is an open-ended process in which citizens are informed about topics such as research and technology in moderated discussions in order to jointly develop an informed opinion and pass it on to science and politics in a declaration.

Target Group: Adults

Timing: middle

Format: Dialogue, Interactive, Event

Group Size: **Effort:**

Duration: **Cost:**



Engagement

Citizen Science

Citizen science enables interested citizens to actively participate in scientific research, thereby creating new knowledge and gaining a deeper understanding of the research process.

Target Group: Adults, School students, Children

Timing: beginning

Format: Dialogue, Interactive, Event

Group Size: **Effort:**

Duration: **Cost:**



Engagement

Crowdfunding

Crowdfunding allows scientific projects to be realized through public financial support, with backers participating through agreed rewards.

Target Group: Adults

Timing: beginning

Format: Donating, Dialogue

Group Size: **Effort:**

Duration: **Cost:**



Engagement

Elevator Pitch

A science pitch is a short, one to three-minute presentation that presents scientific projects clearly and convincingly in order to promote new collaborations, job opportunities or competition successes.

Target Group: Adults, School students

Timing: beginning

Format: Presentation, Dialogue

Group Size: **Effort:**

Duration: **Cost:**



Engagement

Facebook

Social media platforms such as Facebook make it possible to disseminate information effectively and quickly worldwide through targeted sharing and networking and to trigger discussions.

Target Group: Adults, School students

Timing: beginning

Format: Media, Dialogue, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Front 5

Front 6

Front 7

Front 8

Back 1

Requirements: Venue, technology, catering, advertising, evaluation

Notes:

Back 2

Requirements: Research, creation, theme, advertising

Notes:

Back 3

Requirements: Setting up an account

Notes:

Back 4

Requirements: Conference room, material and equipment (name badges, technology, etc.), catering, moderation, program, invitations

Notes:

Requirements: Research, develop concept, advertising, material if necessary

Notes:

Requirements: Provide consideration, concept, platform selection

Notes:

Requirements: Script, poster/presentation

Notes:

Requirements: Set up account, image material, evaluation programs

Notes:

Back 5

Back 6

Back 7

Back 8



Front 9



Engagement

Fishbowl

The discussion group is divided into an active inner circle of 4-5 participants and an observing outer circle, whereby the moderator always remains in the inner circle and people from the outer circle can actively participate in the discussion by changing seats or sitting down.

Target Group: Adults, School students

Timing: beginning

Format: Dialogue, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Front10



Engagement

Ask me anything

Researchers answer questions from the online community. The answers are collected on a dedicated website or published on existing platforms such as Reddit.

Target Group: Adults, School students, Children

Timing: middle

Format: Dialogue, Media

Group Size: **Effort:**

Duration: **Cost:**

Front11



Engagement

Hack Day

A hackday, also known as a hackathon, is a creative event at which teams from research, development and design work together on solutions. Projects are developed in a short period of time and presented at the end – thematically open or tied to a theme.

Target Group: Adults, School students

Timing: middle

Format: Event, Dialogue, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Front12



Engagement

Ideas Competition

An ideas competition looks for the best ideas and innovations. Creative minds are given the opportunity to test their ideas and, if they win, turn them into reality.

Target Group: Adults, School students

Timing: beginning

Format: Competition

Group Size: **Effort:**

Duration: **Cost:**

Front13



Engagement

Junior Science Café

At the Junior Science Café, school students organise a relaxed discussion group in a working group or as part of project days to exchange ideas with experts on a scientific topic.

Target Group: School students

Timing: beginning

Format: Event, Exhibition

Group Size: **Effort:**

Duration: **Cost:**

Front14



Engagement

Live Chat

A live chat enables a direct exchange between different groups - e.g. researchers and non-specialist audiences. Depending on the platform, the chat takes place in writing or accompanying a livestream. The focus is on questions, discussions and establishing contacts.

Target Group: Adults, School students

Timing: middle

Format: Dialogue, Media

Group Size: **Effort:**

Duration: **Cost:**

Front15



Engagement

Conference

At scientific conferences, researchers present their work and discuss it with colleagues. This usually takes the form of presentations or poster sessions. The program is often supplemented by keynotes, discussions or interactive formats.

Target Group: Adults

Timing: beginning

Format: Event, Dialogue, Presentation

Group Size: **Effort:**

Duration: **Cost:**

Front16



Engagement

Mastodon

Decentralised microblogging platform where users can post short articles. The focus is not on going viral, but on interaction with followers.

Target Group: Adults, School students

Timing: beginning

Format: Media, Dialogue, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Back9

Requirements: Advertising, select moderator & experts, room search & equipment, define topic, evaluation/follow-up, technology

Notes:

Back10

Requirements: Concept of answering (e.g. live, platform type), advertising, video equipment & web hosting, invite researchers

Notes:

Back11

Requirements: Venue, program, registration of participants, advertising, catering if necessary

Notes:

Back12

Requirements: Define topic & conditions, jury, venue, advertising, prize money if applicable

Notes:

Requirements: Set up working group, invitations, research, topic, technology, room rental, follow-up if necessary, catering, personnel costs

Notes:

Requirements: Chat topic, invite experts if necessary, follow-up/summary, advertising

Notes:

Requirements: Concept (topic, financing, program), moderation if necessary, registrations, catering, technology, venue, documentation, evaluation, advertising

Notes:

Requirements: Set up account

Notes:

Back13

Back14

Back15

Back16



Front 17



Engagement

Meet the Scientist

Meeting scientists in person and learning more about the background, challenges and goals of their work at their exhibits.

Target Group: Adults, School students, Children

Timing: middle

Format: Dialogue, Event

Group Size: **Effort:**

Duration: **Cost:**

Front 18



Engagement

Newsletter

A newsletter provides subscribers with bundled information on a topic at specific intervals – directly to their e-mail inbox.

Target Group: Adults, School students

Timing: beginning

Format: Dialogue, Media

Group Size: **Effort:**

Duration: **Cost:**

Front 19



Engagement

Online Forum

An online forum is used to discuss specific topics and to ask and answer questions. Users can post their own contributions and comment on others'.

Target Group: Adults, School students

Timing: middle

Format: Dialogue, Media

Group Size: **Effort:**

Duration: **Cost:**

Front 20



Engagement

Pub Science Event

Listen to scientific lectures in a relaxed atmosphere over a drink. The aim is to make research outside of traditional contexts accessible in an understandable, low-threshold way and in direct exchange with the audience in a convivial atmosphere.

Target Group: Adults

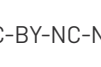
Timing: middle

Format: Presentation

Group Size: **Effort:**

Duration: **Cost:**

Front 21



Engagement

Student Parliament

In an event lasting several days, school students discuss a socially relevant topic with a scientific background, exchange ideas with each other and with experts and also learn about parliamentary processes.

Target Group: School students

Timing: middle

Format: Event, Dialogue

Group Size: **Effort:**

Duration: **Cost:**

Front 22



Engagement

Science Bench

Researchers find a bench in a publicly accessible, well-frequented location and enter into a discussion with passers-by on topics such as artificial intelligence, digitalization and much more.

Target Group: Adults, School students, Children

Timing: middle

Format: Dialogue

Group Size: **Effort:**

Duration: **Cost:**

Front 23



Engagement

Science Café

Interested parties discuss current scientific topics over a cup of coffee or a glass of wine. Short presentations by experts introduce the topic, after which all participants can ask questions and engage in lively discussions. Science Cafés often take place regularly.

Target Group: Adults

Timing: middle

Format: Event, Dialogue

Group Size: **Effort:**

Duration: **Cost:**

Front 24



Engagement

Science Center

The Science Center offers hands-on knowledge in the form of interactive exhibits and attractive supporting and educational programs.

Target Group: Adults, School students, Children

Timing: middle

Format: Exhibition, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Requirements: Venue, invite researchers, advertising, follow-up

Notes:

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Requirements: Texts/design of the respective topic, draw attention to newsletter

Notes:

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Requirements: Create forum, determine administration/moderation, advertising, support of the forum

Notes:

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Requirements: Venue, moderation, technology, advertising

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Requirements: Topic, material, venue, technology, moderation, invite participants & experts, catering

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Requirements: Location, approval, experts, advertising

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Requirements: Venue, experts, theme, catering, advertising, technology

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Requirements: Venue, theme, exhibits, tour, advertising, material

Notes:

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Front 25



Engagement

Science Fair

At a Science Fair, pupils can investigate their own question through free experimentation and then present their results to the school and external visitors at the Science Fair.

Target Group: School students

Timing: middle

Format: Event, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Front 26



Engagement

Science Rallye

Alone or in groups, you follow various clues and solve small tasks at several stations until you reach the treasure at the end.

Target Group: Adults, School students, Children

Timing: end

Format: Event, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Front 27



Engagement

Science Speeddating

Two people (one of whom is a researcher) sit opposite each other at a table. After a predetermined time, the table is changed until everyone has had a chance to speak to each other.

Target Group: Adults, School students

Timing: middle

Format: Event, Dialogue

Group Size: **Effort:**

Duration: **Cost:**

Front 28



Engagement

Science Tweetup

At a Science Tweetup, the Twitter community (or bloggers, podcasters, etc.) interested in science come together to report on the work of a research institution in the social networks using tweets, photos, videos, etc.

Target Group: Adults, School students

Timing: middle

Format: Dialogue, Media

Group Size: **Effort:**

Duration: **Cost:**



Engagement

Science Watchparty

At science watchparties, people stream films or series together and discuss their scientific content with experts - without being in the same room.

Target Group: Adults, School students

Timing: middle

Format: Dialogue, Media

Group Size: **Effort:**

Duration: **Cost:**



Engagement

Snapchat

Snapchat can be used to share photos or videos - up to ten seconds long - with friends via chat.

Target Group: Adults, School students

Timing: beginning

Format: Media, Interactive

Group Size: **Effort:**

Duration: **Cost:**



Engagement

Soapbox Science

Twelve soapboxes are occupied by researchers for one hour. From there, in the tradition of soapboxing, they speak to people in the park, on the promenade or in another public and well-frequented place.

Target Group: Adults, School students, Children

Timing: middle

Format: Event, Dialogue

Group Size: **Effort:**

Duration: **Cost:**



Engagement

Twitch

Streamers play video games while interacting with their audience via live chat. With the exception of the community guidelines, there are no limits to the streamer's content.

Target Group: Adults, School students

Timing: middle

Format: Media, Interactive

Group Size: **Effort:**

Duration: **Cost:**

Front 29

Front 30

Front 31

Front 32

Requirements: Concept (procedure, scope, objectives), theme, venue, materials, advertising, helpers, prices if applicable

Notes:

Requirements: Rally (route, duration, stations, theme, etc.), materials, advertising

Notes:

Requirements: Venue, invitations, program, advertising, catering if applicable

Notes:

Requirements: Hashtag, participants, daily schedule, guided tours, advertising, program points, network connection, catering

Notes:

Requirements: Topic (series, discussion), experts, technology, advertising, evaluation if necessary

Notes:

Requirements: Set up account, advertising

Notes:

Requirements: Registration, possibly sponsoring, possibly organizing team, venue, inviting soapboxers, advertising, materials

Notes:

Requirements: Set up account, set up streaming software, recording equipment, image/graphics programs if necessary

Notes:

Front 33



Engagement

House of Commons Debate

Two experts present their point of view on a topic or question in five minutes. The participants then sit behind the person whose opinion they represent and take part in the ensuing discussion. Anyone who changes their mind in the course of the discussion changes their position.

Target Group: Adults, School students

Timing: middle

Format: Event, Dialogue

Group Size: **Effort:**

Duration: **Cost:**

Front 34



Engagement

Science Shop

The focus is on the idea of citizens actively shaping the research agenda. Network meetings, CitizenScience projects, workshops, discussion events, educational nature excursions for children and training courses are offered. There are also advice and referral centers.

Target Group: Adults, School students, Children

Timing: end

Format: Event, Dialogue

Group Size: **Effort:**

Duration: **Cost:**

Front 35



Engagement

Worldcafé

The World Café is a method for group discussions. Participants exchange ideas on questions at tables that can be labeled and recorded. After 15-30 minutes, groups or questions change. Hosts summarize the results so far. At the end, the results are evaluated together.

Target Group: Adults, School students

Timing: beginning

Format: Dialogue, Interactive

Group Size: **Effort:**

Duration: **Cost:**



Requirements: Research (topic/question), request experts/moderation, venue, technology, advertising

Notes:

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Requirements: Venue, facilities, concept, program, advertising, personnel

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Requirements: Discussion topic, moderation, venue, advertising, material, catering if necessary

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