

EDI  
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**SCIENCE  
FESTIVAL**

2023



Call for Ideas

THE 2023 EDINBURGH SCIENCE FESTIVAL WILL TAKE PLACE FROM 1–16 APRIL INCLUSIVE.

## BACKGROUND TO THE FESTIVAL



Welcome! We're delighted you're interested in being a part of the 2023 Edinburgh Science Festival. We've put together this guide to tell you a bit more about us – Edinburgh Science – the organisation responsible for the Edinburgh Science Festival and our Call for Ideas process. We hope this will help you prepare your event suggestion(s) ahead of the submission deadline for the 2023 festival: midnight on Sunday 11 September 2022

### MISSION

Edinburgh Science Festival was the world's first public science festival, and remains one of the largest and best in the world. Established in 1989, Edinburgh Science is an educational charity with the mission of inspiring, encouraging and challenging people of all ages and backgrounds to explore, understand and engage with the world around them, and to communicate the educational, social and economic benefits of science and technology.

### VISION

Our vision is a world where the wonder and value of science and technology is recognised and celebrated as central to our lives and where organisations and individuals work together to create a bright and sustainable future.

### WHAT WE DELIVER

Each year the Edinburgh Science Festival creates and curates a diverse programme of events and experiences – workshops, shows, demonstrations, hands-on activities, discussions, conversations, exhibitions and interactive events – at public facing venues throughout Edinburgh. The 2022 Edinburgh Festival saw our return to delivering in-person, hands-on experiences.



13,157  
TICKETS



157,514  
VISITORS

114

EVENTS

21

VENUES



## WHAT THE FESTIVAL INVOLVES

### IMMERSIVE EXPERIENCES FOR CHILDREN AND FAMILIES

Edinburgh Science creates unique, inspiring and interactive workshops and activities aimed at 3–11 year olds delivered at venues throughout the city.

### WORKSHOPS, EXHIBITIONS AND DROP-IN ACTIVITIES

We create our own workshops, exhibitions and drop-in activities as well as welcoming proposals for these activities from external partners; from fully interactive large exhibitions that require a dedicated self-contained venue to a small table-top activity as part of a larger event such as our *Pop-Up Science* programme.

### ADULTS AND YOUNG PEOPLE PROGRAMME

As well as family activities, the Festival also delivers a vibrant and varied programme for adults and young people; everything from presentations to thought-provoking panel discussions, workshops and hands-on events, taking place throughout the city.



### AROUND THE CITY

We partner with a variety of permanent venues around Edinburgh who are dedicated to presenting science and technology in interesting ways, bringing their like-minded ethos to the Festival for special one-off programming. We also curate a programme of outdoor walks, tours and trails to get people exploring the science all around them.

### AND MORE

We are always open to new, exciting ideas from any potential avenue, such as one-off Festivals, theatre or music performances etc. that might complement our programme.



## IN RETURN, WE ASK YOU TO:

- DEVELOP AND DELIVER YOUR OWN EVENT
- FOLLOW THE FESTIVAL TIMELINE FOR PROVIDING COPY AND DOCUMENTATION
- CO-PROMOTE YOUR EVENT LOCALLY AND ON SOCIAL MEDIA\*
- ORGANISE AND COVER OWN TRAVEL, ACCOMMODATION AND EXPENSES
- PROVIDE OWN VENUE
- PROVIDE ADDITIONAL/SPECIFIC EQUIPMENT REQUIRED (BEYOND STANDARD AV)
- TAKE FULL RESPONSIBILITY FOR THE HEALTH AND SAFETY OF YOUR EVENT\*\*
- AGREE TO FESTIVAL SAFEGUARDING POLICY\*\*\*

	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓		✓
	✓		
✓		✓	✓
✓	✓	✓	✓
✓	✓	✓	✓

PUBLISHER  
 LOCAL VISITOR ATTRACTION  
 INDEPENDENT PROFESSIONAL  
 OTHER STAKEHOLDER

### \*MARKETING

Edinburgh Science uses a mixed method approach to market the Festival to audiences, including print and digital marketing materials with local, national and international reach. However, while we endeavour to publicise as many events as possible and every event will feature in our programme brochure and website, we do not guarantee press releases or social media activity for every individual event. It is important that you publicise your event too, identifying newsworthy aspects of your event which will attract media interest and sharing your event on your own social media accounts to increase your reach.

### \*\*HEALTH & SAFETY

This includes: completing any risk assessments requested by the Festival, complying with the Festival H&S Policy and those of our venue partners as appropriate, and ensuring you have appropriate Public Liability Insurance cover for your event. Please get in touch with us if you have any questions about this or if this in any way presents a barrier to your participation.

### \*\*\*SAFEGUARDING POLICY

If you are delivering an event which will involve children/young people, we will require you to name and provide the contact details of a nominated Child Protection Officer as a requirement of your participation in the Festival.

## SUBMISSION GUIDELINES

Please note that due to a high volume of submissions, inclusion in the Festival programme is not guaranteed. Preference will be given to events that demonstrate a commitment to best-practice science communication and to providing high-quality experiences, as well as a strong connection with our yearly theme.

During the submission review process, you may be contacted by a member of our Creative Team to discuss your event in more detail. After event selection is complete, we will notify you of the outcome of your submission by email.

If you have any questions that haven't been answered in the supporting information please contact Charlie Pike at

[charlotte.pike@scifest.co.uk](mailto:charlotte.pike@scifest.co.uk)

## DEADLINE

THE DEADLINE FOR SUBMISSIONS IS MIDNIGHT SUNDAY 11 SEPTEMBER 2022.



## CANCELLATION POLICY

If an event is accepted and is cancelled after signing of our Festival Participation Agreement, but prior to the publication of printed material, the event organisers will be liable for an administration charge of 50% of the participation fee per event. If the event is cancelled after marketing collateral has been produced, the organisers are liable for payment of the full participation fee per event.





## WHAT ARE WE LOOKING FOR IN 2023?

Every year we look for an engaging programme of talks, workshops, panel discussions, drop-in activities, trails and more in connection with our theme.

The 2023 Edinburgh Science Festival will embrace the concepts of experimentation, innovation, creativity, curiosity and invention that lie at the heart of all scientific disciplines. Using the Festival as a living laboratory – a space for experimentation with formats, approaches and partnerships which provide new and innovative ways to interact with science – we call on audiences of all ages to join us in celebrating all things experimental under the banner...

### 'Let's Experiment!'

'Let's Experiment!' will include several special projects:

### EXPERIMENTAL LIFE

A new, high-profile, multi-audience programme of activities to engage people of all ages with the captivating wonders and diversity of life in all its forms, as well as with experimentation and discovery. Experimental Life will put the science of living things under the microscope. From the micro to the macro and from natural to synthetic, it will explore the global interconnectedness of all living things, highlighting our relationship with and responsibility for the protection and custodianship of life on Earth.

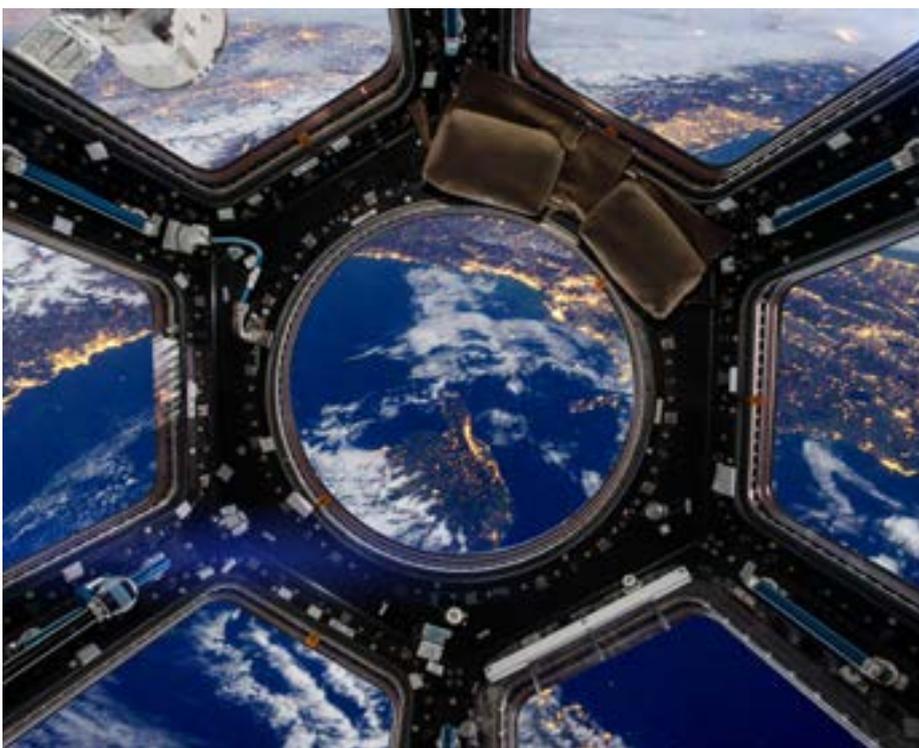
### EARTHFEST AND FUTUREFEST

This year's Festival will see two themed weekends programmed full of drop-in hands-on activities and shows around two central themes of 'Earth' (climate, environment, nature, biodiversity, sustainability etc) and 'Future' (space, technology, digital, future innovations etc). During the day this will be open to families but we plan to extend this offer to adults for one late evening, complimented with more experimental sociable science events across the other nights.

While we will consider all events submitted, this year we are particularly interested in events that fall into the below three categories:

- **Activities:** hands-on, drop-in activities for family audiences that last between 10-15 minutes and could take place in a shared space
- **Sociable Science:** interactive, unusual, and immersive evening events for adults
- **STEAM:** artworks/installations that respond to our themes and events that merge other artforms with science/the creative industries, from theatre to music to poetry and beyond

If we can't take your full event, we might still approach you to take part in some other form – such as speaking in a panel discussion.



## CALL FOR IDEAS TIMELINE

TUESDAY 28 JUNE	• Launch of Call for Ideas
<b>SUNDAY 11 SEPTEMBER</b>	<b>• DEADLINE FOR SUBMISSIONS</b>
LATE SEPTEMBER	• Festival team reviews submissions
MID OCTOBER	• Event selection finalised and successful event organisers are contacted
NOVEMBER	• Collection of event information and Participation Agreements
<b>FRIDAY 3 DECEMBER</b>	<b>• DEADLINE FOR EVENT INFORMATION AND COPY</b>
EARLY-MID JANUARY	• Brochure proofing and sign-off
<b>MID FEBRUARY.</b>	<b>• Programme launch and events on-sale. All events are under embargo until this date.</b>
MARCH	• Final confirmation of event logistics
<b>SATURDAY 1 – SUNDAY 16 APRIL</b>	<b>• Edinburgh Science Festival 2023 LIVE</b>
MAY	• Feedback forms sent out and wrap-up of financial agreements (where applicable)



## SPONSOR OPPORTUNITIES

Would you like to have an enhanced presence at the Festival to showcase the work of your organisation? Edinburgh Science Festival is an excellent platform on which to increase the profile of your organisation in front of an enthusiastic and engaged audience that includes industry experts, academia, scientists and technologists, creators, makers and innovators and families. Our development team will work with you to create a bespoke package to support your objectives and give you maximum benefit.

Sponsor benefits can include, but are not limited to:

- Logo and brand recognition
- Staff engagement opportunities
- Enhanced marketing and publicity
- VIP tickets and event invites

## CONTACT OUR TEAM!

If you have any questions about getting involved in the Edinburgh Science Festival, don't hesitate to email us.

To discuss content/the Call for Ideas contact Charlie Pike, Festival Programme Manager at [charlotte.pike@scifest.co.uk](mailto:charlotte.pike@scifest.co.uk)

To discuss marketing and media contact David Ritchie, Communications Officer at [david.ritchie@scifest.co.uk](mailto:david.ritchie@scifest.co.uk)

To discuss sponsorship opportunities, contact our Development team at [development@scifest.co.uk](mailto:development@scifest.co.uk)

Contact our Development team at [development@scifest.co.uk](mailto:development@scifest.co.uk) to discuss and develop a creative package that can benefit your organisation or event.

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