

Guidelines for participating institutions

BACKGROUND

The goal of International Day of Scientific Culture (IDSC) is **to** highlight the importance of scientific culture in today's society, and **to** celebrate the activities and institutions that provide spaces for people to make science a relevant part of their lives. September 28 was chosen to celebrate IDSC, as it is the anniversary of the date of the first televised broadcast of 'Cosmos', one of the most influential programs in the history of science communication.

The IDSC was first held in 2020 in nine countries, through dissemination on social networks, websites and mass media (newsletters, press conferences, radio broadcasts), videos, and virtual events such as roundtables, conferences and webinars. In parallel with institutional actions and events, hundreds of science communicators from the nine countries published their testimonies on social media. In 2020, participants included networks of science communicators, science and technology councils, research institutes, science centers and museums, universities and civil associations dedicated to the public communication of science¹.

In 2021, 168 organisations from 41 countries on four continents - including five international organisations - carried out 238 activities aimed at different audiences as part of the second International Day for Scientific Culture. To consult the institutions that participated in 2021 and the full report of the event, you can download it in the following link (Ctrl+click): <https://bit.ly/3ISNWvD>

SPECIFIC ACTIVITIES OF PARTICIPATING INSTITUTIONS:

- 1. Carry out at least one activity** consistent with the mission of the institution itself, aimed at the general public or specific audiences, and which contributes to the objectives of the IDSC:
 - Create awareness that people require a scientific culture that encompasses not only basic concepts and facts from various disciplines.
 - Promote a broader understanding of the role of science in society, and the assessment of its contributions to social progress.
 - Foster the vision of the world from a perspective based on knowledge.
 - Stimulate the use of knowledge derived from science in people's daily life.
 - Further the idea that society needs scientifically cultured citizens in order to progress.

¹ Some of the videos and activities can be found at:
<https://www.somedicyt.org.mx/divulgacion/dia-internacional-de-la-cultura-cientifica>

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Activities can be organized by the institution individually, by institutions working together within a country, or by institutions working together across countries.

The activities organized to celebrate the IDSC 2022 can be aimed at very diverse audiences:

- By **age**: Children, teenagers, adults.
- By **professional activity**: Teachers, researchers and technologists, politicians and public officials, professionals from various disciplines (biologists, mathematicians, sociologists, educators, chemists, biotechnologists, etc).
- By **areas of interest**: People in a street situation, people with disabilities, domestic workers, housewives, parents, etc.
- By **level of schooling**: Students of different educational levels, illiterate population, etc.

2. **Communicate to the public** the activities organized by the institution.

GENERAL ACTIVITIES (COMMON TO ALL PARTICIPATING INSTITUTIONS):

1. **Disseminate the celebration of the IDSC in the media** accessible to each organization: websites, social networks, radio or television broadcasts or programs, audio or video channels by Internet platforms, newsletters, etc.
2. **Use official graphic image and name of the IDSC commemoration** (provided by the International Promoting Committee), in order to achieve a common positioning.
3. **Register each activity to be carried out** on the website so that they are included in the catalogue of activities of the IDSC 2022. The link to the form to do so is as follows (each activity must be registered separately): <https://forms.gle/r4AAoShG7u4UJatFA>
4. **Provide a report to the International Promoting Committee (IPC) on activities carried out**, including information on the attendances and the public reached, so that the IPC can aggregate the geographical and population impact of the commemoration.

A copy of the final report generated by the IPC, including activities carried out by all organizations, will be sent to each participating institution.



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GENERAL SCHEDULE:

ACTIVITY	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
1. Planning							
1.1 Institutions register to join IDSC commemoration	■	■	■	■			
1.2 Each institution defines IDSC activities		■	■	■			
1.3 Registration of activities on official IDSC website			■	■	■		
1.4 Integration of Activities Global Catalogue (IPC)					■		
2. Dissemination							
2.1 Communication to the public about the IDSC (each institution)				■	■		
2.2 Publicising activities to audiences (each institution)					■		
3. Comemoration of the IDSC 2022					28		
4. Reporting							
4.1 Integration of Global Report (IPC)						■	
4.2 Distribution of report to participating institutions							■
4.3 Dissemination of results through IDSC website (IPC)							■

SITES WITH INFORMATION ABOUT THE EVENT:

<https://www.somedicyt.org.mx/divulgacion/dicc> (soon will be enabled)

GRAPHIC IMAGES OF THE IDSC COMMEMORATION:

Digital files will be sent for participating institutions to use.





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LOGO PANTONES:

GREEN:	6ab335
BLUE:	002891
YELLOW:	ffc005
DARK BLUE (WORD):	0b1342

FONT:

Coolvetica Rg