

# Report - International Day of Scientific Culture

Promoting Committee  
12-10-2021



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## Background

The International Day for Scientific Culture (IDSC) aims to highlight the importance of scientific literacy for citizens in today's world and to celebrate the activities and institutions that provide spaces for people to make science a relevant part of their lives.

In the midst of a global pandemic – as well as ongoing challenges such as climate change, energy demands, and sustainable societies – it is of paramount importance to engage and empower more and more people through science as a key means to informed decision-making to address such issues. Our efforts are critical to the future of humanity's well-being and the health of our planet.

Though many individuals and institutions around the world continue to make substantial contributions to the public understanding of science, much more needs to be done. Therefore, in March 2020, a group of institutions, led by the Mexican Society for the Public Communication of Science and Technology (SOMEDICYT), launched the International Day for Scientific Culture initiative.

These institutions were, in addition to SOMEDICYT:

- MILSET (Mouvement International pour le Loisir Scientifique et Technique),
- National Network of Youth Activities in Science and Technology (México),
- Mexican Network of Science Workshops,
- Fibonacci • Innovation and Scientific Culture (México),
- Foundation for the National Science and Technology Center CIENTEC (Costa Rica),
- National Nanotechnology Laboratory - National Center for High Technology (Costa Rica)
- Scientific Dissemination Unit of the National University of Distance Education - UNED (Costa Rica).

Dr. Julieta Fierro-Gossman, an outstanding member of SOMEDICYT who was awarded the Kalinga Prize by UNESCO in 1995 in recognition for her work in the popularization of science, joined these institutions.

28 September, the anniversary of the first broadcast of Carl Sagan's “Cosmos”, one of the most influential and popular TV programs in history, was chosen as the date for the annual International Day for Scientific Culture.

The first celebration of the International Day for Scientific Culture in 2020 took place through various activities carried out by several institutions in 9 countries in the Americas. In parallel to the institutional actions and events, hundreds of science communicators from these countries published their personal testimonies on social media.

For the second edition of the IDSC, the Promotion Committee issued invitations beginning in February 2021 to various institutions in the education and science and technology sectors, as well as to networks of researchers, educators and science communicators around the world. As a result, the 2021 celebration was held in 41 countries.

## Celebration of the IDSC in 2021

### Organization

The campaign to join the celebration ran from February to September 2021. In total, 127 organizations from 30 countries<sup>1</sup> in Africa, the Americas, Asia and Europe formally joined the IDSC initiative. The profiles of these organizations were diverse: educational centers, universities, research centers, scientific associations, ministries and councils of science, secretariats of education, networks of science communicators, museum and science centers, teachers' associations, ministries of communication, NGOs dedicated to the public communication of science, and associations of professionals from various scientific disciplines.

In addition to formally joining the initiative, these and other institutions were invited to organize activities to celebrate the International Day for Scientific Culture on 28 September 2021. Each institution was responsible for organizing its activities and disseminating them to the target audience, always including the IDSC logo to create an identity for the celebration.

A week before the celebration, science communicators, teachers, and researchers from more than 80 countries on five continents were also invited to record and publish a short video with their views on the importance of science popularization and how they used science and technology in their lives. Hundreds of science communicators, researchers, teachers, and directors of various organizations posted their messages on their institutional and personal social networks.

Finally, as a global launch, a video was produced and published with testimonials from several researchers and science communicators representing different regions and participating organizations.

<sup>1</sup> Algeria, Morocco, Namibia, South Africa, Tunisia; India, Kuwait, Thailand, Turkey; Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico, Uruguay, United States of America; France, Portugal, Romania, Russia, Spain, Ucrania and United Kingdom.



The opening video and other videos shared by participating organizations and professionals can be viewed on the celebration's YouTube channel:

<https://www.youtube.com/watch?v=RtxBHg1-ick&t=13s>

## Activities in the IDSC 2021

The Promotion Committee recorded the activities reported by many organizations that had joined the celebration in a global catalogue. In addition, it learned of various activities and actions on social media from other groups and institutions that did not register their activities. Some activities were spread over several days after September 28th, but took place within the framework of the celebration; and there were organizations that said they would carry out activities but did not report them to the Committee. Therefore, the total number of activities carried out is unknown. However, below are data on the participation in the celebration and some graphs of the type of activities carried out, as well as the audiences they were aimed at.

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**238 registered activities**, both face-to-face and virtual, in different formats, grouped into 12 categories:

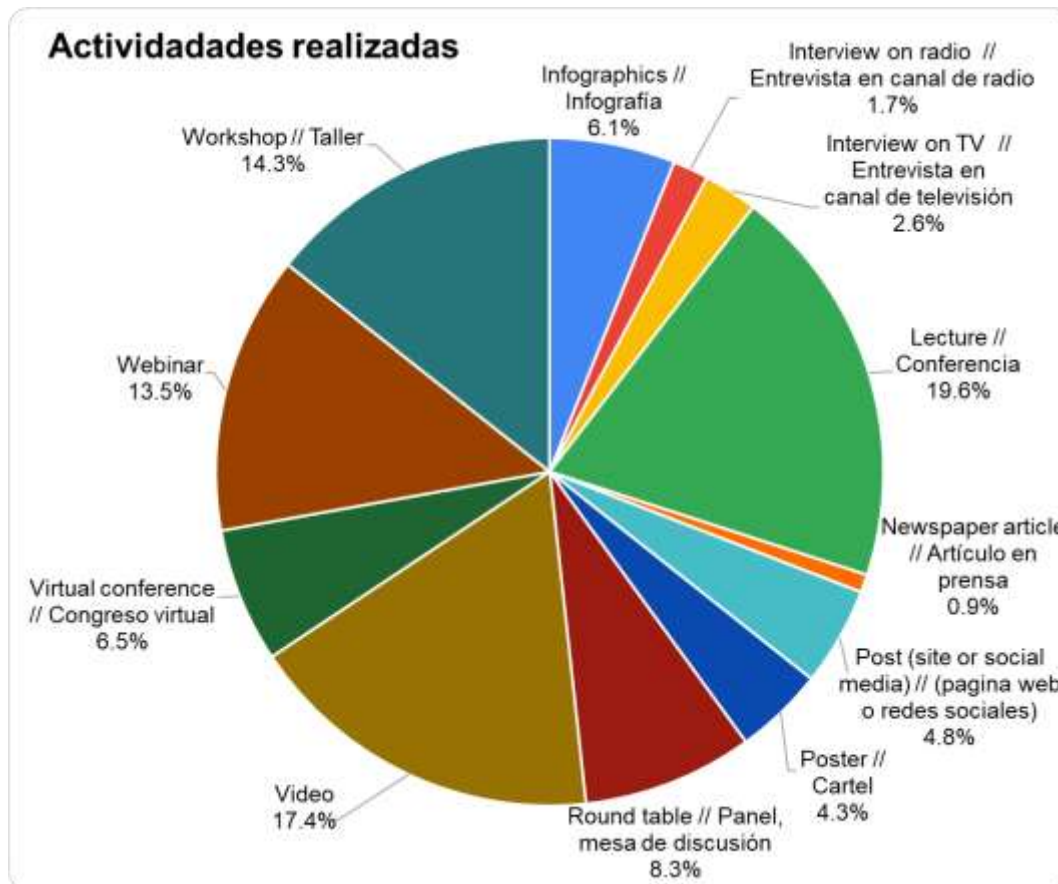


Figure 1. Proportions of activities - IDSC 2021.

Based on the online registry

The catalogue of activities and the interactive map are available on the event's website.: <https://www.somedicyt.org.mx/divulgacion/dicc>



## Audiences:

The activities carried out by the participating institutions focused on different audiences and social actors. The main ones were the school communities (students and teachers):

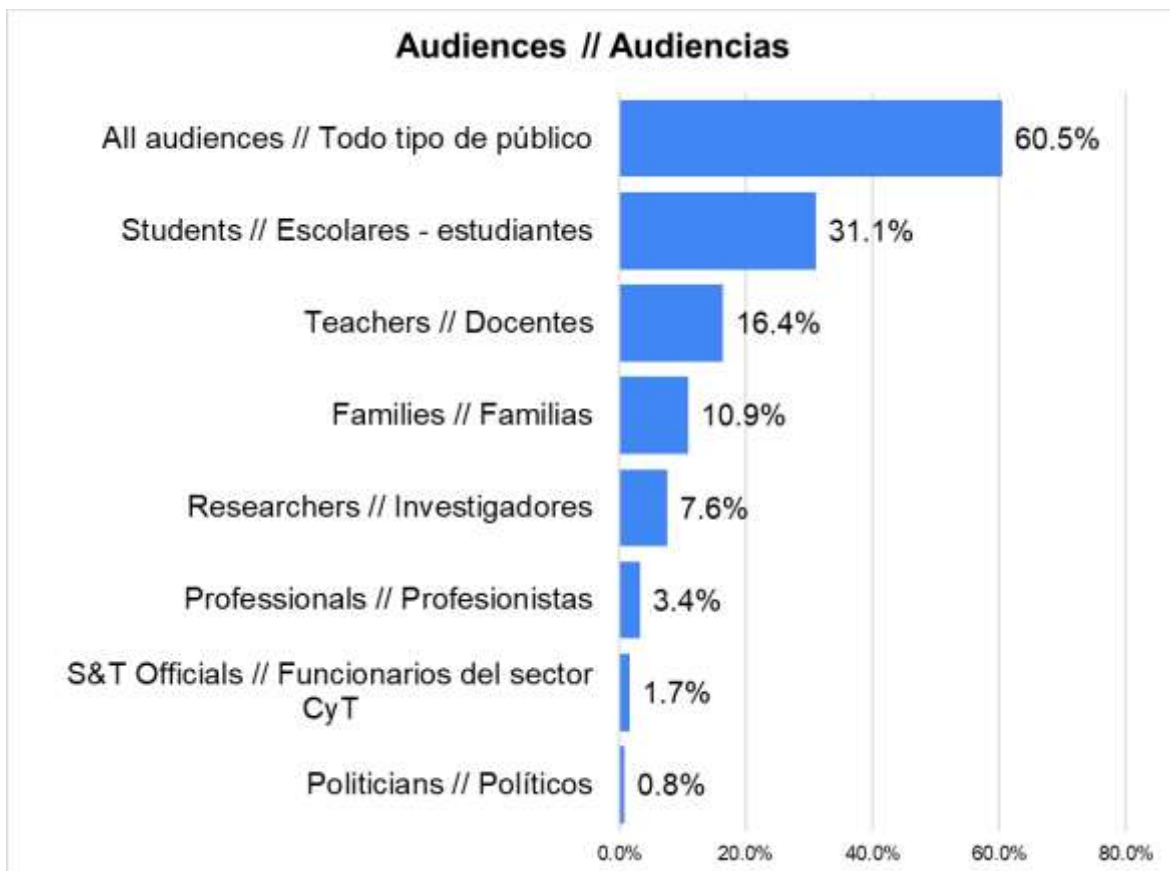


Figure 2. Audiences targeted by the activities of the IDSC 2021.  
Percentage of activities targeted to each type of audience.

(The percentages add up to more than 100%, because some activities were aimed at more than one type of audience)

Based on the online registry

## Diffusion:

Two strategies were applied to publicize the celebration and its activities:

The first was the preparation of a communiqué with general information, so that each institution could customize it to indicate its participation in the event, the activities it would carry out and its contact information. This communiqué was released in the third week of August (6 weeks before the celebration).

The second strategy was the dissemination on social networks, both those managed by the Promotion Committee and those of the participating organizations. To this end, some graphic elements were designed and hashtags were defined, all of which were shared with participating organizations between the second and third week of September.

The following are some of the graphic materials developed for dissemination in social networks.



Frames for profile pictures on social networks (English)



Banner for social networks (English)



Frames for profile pictures on social networks (Spanish)



Banner for social networks (Spanish)

The hashtags defined were:

#DíaCulturaCientífica y #ScienceCultureDay

From September 26 to October 1, many of the events held in different parts of the world were shared by participating organizations that tagged their events with these hashtags.



A total of **168 organizations in 42 countries**, including **5 international organizations<sup>2</sup>**, participated in the celebration of the IDSC 2021:

ÁFRICA	AMÉRICA	ASIA	EUROPA
Algeria	Argentina	India	France
Kenia	Brazil	Indonesia	Germany
Morocco	Chile	Iran	Ireland
Namibia	Colombia	Japan	Italy
South Africa	Costa Rica	Kuwait	Netherlands
Tunisia	Ecuador	Palestine	Portugal
	El Salvador	Thailand	Romania
	Guatemala	Türkiye	Russia
	Honduras		Spain
	Mexico		Switzerland
	Panama		United Kingdom
	Paraguay		Ucrania
	Peru		
	Puerto Rico		
	U.S.A.		
	Uruguay		

<sup>2</sup> This is more than the 127 organizations from 30 countries that initially formally joined the IDSC initiative.

## List of participating organizations

### International organizations:

- International Life Sciences Institute (ILSI – Mesoamerica)
- Mouvement International pour le Loisir Scientifique Et Technique (MILSET)
- Ibero-American Science Organization
- Latin American Society of Science and Technology (SOLACYT)
- Nanocelia, Ibero-American CYTED Network.

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### Africa:

- Association des Petits Débrouillards de Fès pour le développement durable (l'APDFes), Morocco
- Association Marocaine des Petits Débrouillards (AMPD), Morocco
- EYE-Namibia, Namibia
- Imbewu Science Foundation, South Africa
- National Algerian Association of Small Debrouillards, Algeria
- Science&Development, Morocco
- The Tunisian Association for the Future of Sciences and Technology ( ATAST), Tunisia

## Asia:

- Buca Municipality / Kızılçullu Science and Art Center (BUCA IMSEF), Türkiye
- Department of Physics Dwaraka Doss Goverdhan Doss Vaishnav College, India
- Foundation for Glocal Science Initiatives, India
- Guru Nanak College of Arts, Science and Commerce (GNC), India
- Higher Council for Innovation and Excellence, Palestine
- Honorary Consulate of Costa Rica in Istanbul, Türkiye
- Indonesia Scientific Society, Indonesia
- Avicenna Research Institute (ARi), Iran
- Mouvement International pour le Loisir Scientifique Et Technique Asia, Kuwait
- National Centre for Science Communicators (NCSC), India
- National Council of Science Museums (NCSM), India
- National Science Museum of Thailand, Thailand

## Europe:

- All-Russian Movement of Creative Teachers "Researcher", Russia
- Andalusian Institute of Historical Heritage (IAPH) - Department of Culture, Regional Government of Andalusia, Spain
- British Association for the Advancement of Science (BAAS), United Kingdom
- Center for the Study of Science, Communication and Society of Pompeu Fabra University (CCS-UPF), Spain
- CYGNUS Scientific Society – UNESCO Center, Romania

- European Junior Academy of Sciences (EUROJAS), Ucrania
- Lomonosov Moscow State University High School, Russia
- Mountain Research Center - Polytechnic Institute of Bragança (CIMO), Portugal
- Pamplona Planetarium, Spain
- Príncipe Felipe Research Center and Ciutat de les Arts i les Ciències, Spain
- Spanish Foundation for Science and Technology (FECYT), Spain
- University of Castilla-La Mancha (UCLM), Spain
- University of Malaga. Publications and Scientific Dissemination Service (UMA), Spain

## Americas:

- Alzate and its People A. C., Mexico
- Argentine Network of Science, Technology and Communication (Red CITECO), Argentina
- Argentinean Network of Recreation in Science, Technology and Communication (RED ARCITECO), Argentina
- Association of Amateur Astronomers of Cali (ASAFI), Colombia
- Association of Chemical Engineers and Allied professionals, Costa Rica
- Association of Chemists of Costa Rica
- Autonomous University of Chiapas (UNACH), Mexico
- Autonomous University of La Laguna High School, Mexico
- Autonomous University of San Luis Potosi (UASLP), Mexico
- Autonomous University of Tamaulipas (UAT), Mexico



- AXIO, Mexico
- Biological Research Institute Clemente Estable, Uruguay
- Biologists Doing Things, México
- Biomuseum, Panama
- Bioscience Wild, Mexico
- Cakotanú Science Magazine, Mexico
- Campeche's Outstanding Skills Programme, Mexico
- Cesar Vallejo University (UVC), Peru
- CIENTEC Peru
- Clinical Bioinformatics Technical Board, Costa Rica
- Club Science Foundation, Chile
- College of Engineering in Computer Systems and Technologies, A.C. (CISC), Mexico
- College of Scientific and Technological Studies of the State of Tlaxcala, Mexico
- College of San Jose – Research Center, Paraguay
- Colombian Network Seedbed of Research, Colombia
- Colossal Science, Mexico
- Costa Rican Association of Members of the Biotechnology, Life Sciences and Medical Devices Industry, Costa Rica
- Council of Science and Technology of the State of Durango (CCYTED), Mexico
- Council of Science and Technology of the State of Morelos (CCYTEM), Mexico
- Council of Science and Technology of the State of Puebla (CONCYTEP), Mexico
- Council of Science and Technology of the State of Tabasco (CCYTET), Mexico

- Council of Science, Technology and Innovation of the State of Hidalgo (CITNOVA), Mexico
- Curiosciences, Mexico
- DNA Learn and Discover Nature, Mexico
- Developments of Mexican Ideas Dimex, A.C., Mexico
- Directorate General for Industrial and Services Technological Education (DGETI), Mexico
- DiVU A.C., Mexico
- Divulgare – Scientific Communication, Mexico
- Divulgologas, Mexico
- EAFIT University, Colombia
- EcoExploratorio, Puerto Rico
- El Trompo - Interactive Museum of Tijuana, Mexico
- Excelsior Institute, Mexico
- Exploratório Museum of Science of the State University of Campinas, Brasil
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- Group: One, 2, 3 x Newton!, Mexico
- Hidalgo Young Entrepreneurs, A.C., Mexico
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- Knowing the Soil, Mexico
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- La Salle French Institute, Mexico
- Latin American University of Science and Technology (ULACIT), Costa Rica
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- Ministry of Science, Technology and Telecommunications (MICITT), Costa Rica
- Monterrey Metropolitan Environmental Fund (FAMM), Mexico
- Movement for Science and Learning in Brazil Association, Brazil
- Museum of Astronomy and Related Sciences (MAST), Brasil
- Museum of Light - UNAM, Mexico
- National Academy of Sciences of Costa Rica (ANC), Costa Rica
- National College E.M.D. Asuncion Escalada, Uruguay
- National Council for Scientific and Technological Development (CNPq), Brasil
- National Council for Scientific and Technological Research (CONICIT), Costa Rica
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- National Laboratory of Nanotechnology - National Centre for High Technology (LANOTEC), Costa Rica
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- National Science Outreach Group Omniscience , Mexico
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- National University of Distance Education (UNED), Costa Rica
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