




SiS: Who's paying? And does it matter?

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Who's framing the communication?

- Researchers themselves
- Universities and research institutions
- Government and research councils
- Other organisations (such as me)





Danish Science Communication

- Established 2001 as an independent organisation
- Non-profit
- Professional project organisation
- 17 FTE, 10 students
- Mission: To create excitement about science among children and teenagers

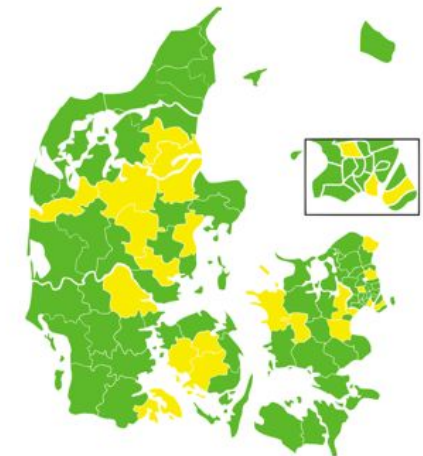




Activities



- National science week
- Young Scientists
- Science Municipalities and Regions
- Green Generation
- Innovation, Science and Integration
- etc. etc.





Financing

Budget: 2 mio. euro

15% government grant

15% consultancy work for government

70% private fundraising

So - every year I have to find app. 1.4
mio euro from private sources.

I have done this for 10 years...





My strategy

- Many sources – less risk – allows professional development
- Long-term funding (3+ years)
- Always try to have freedom for innovation
- Network, network, network



novo nordisk fonden



MINISTERIET FOR
BØRN OG
UNDERVISNING



Ministeriet for Forskning, Innovation
og Videregående Uddannelser

Danfoss

DONG
energy

CARLSBERGS
MINDELEGAT

LUNDBECKFONDEN

novozymes 
Rethink Tomorrow

HEMPEL

 SYDDANSK UNIVERSITET, DK

 AALBORG UNIVERSITET

 ÅRHUS UNIVERSITET

MT
MINING & TECHNOLOGY A/S

Vestas

ALCANTARA
FONDEN

Silbo-Fonden

ROCKWOOL

oticon

HILDS TOPSIDE 



ROD KROG



INCUBA

BASE



DANSKBIOTEK

 TEKNOLOGI
A/S

S&S



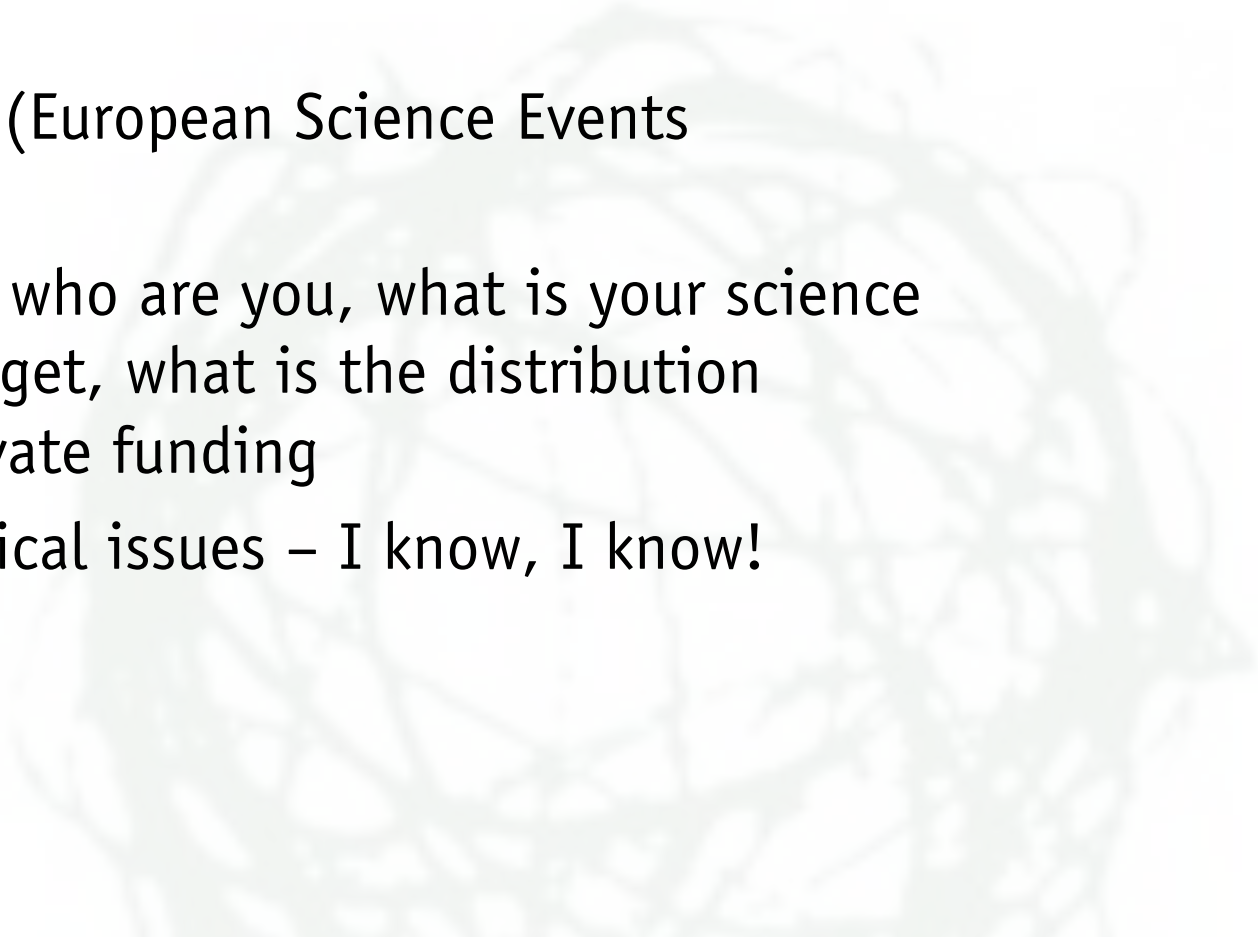
Denmark

- Research council app. 2 mio euro
- My organisation also 2 mio euro (70% private funding)
- A lot of other organisations like me:
 - science centres (Experimentarium: 3 mio. euros + entrance fees, Danfoss Universe: very large private grant)
 - private organisations (project grants, commercial)
 - publishers (project grants, commercial)





Europe

- Mini-survey: EUSEA (European Science Events Association)
 - 3 simple questions: who are you, what is your science communication budget, what is the distribution between public/private funding
 - Lots of methodological issues – I know, I know!
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- A large, faded, light grey wireframe globe is visible in the background on the right side of the slide.

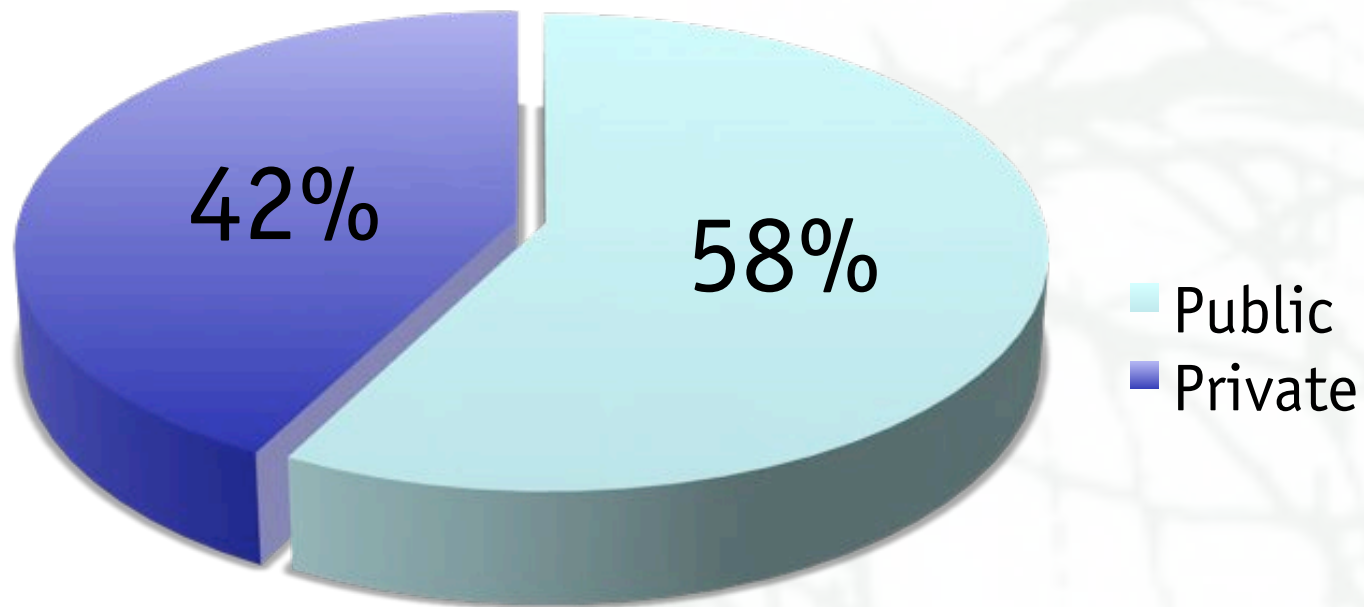


EUSEA very simple survey

Public	Private	Other
Bloomfield Science Museum Jerusalem Foundation Science et Cité Fundación madri+d para el conocimiento (FMI+D) Centre of Administration and Operation of Academy of Sciences of the Czech republic Public institution "Science and innovations for society" Nottingham Trent University , Centre for Effective Learning in Science Fabrica Ciencia Viva Science Center L'ideatorio, Università della Svizzera italiana	EURAC Agadem Jan Riise & Co AB Foederverein Science und Technologie e.V. Federation of Finnish Learned Societies (Science Festival) EUN Vetenskap & Allmänhet Kongsberg Chamber of Commerce, Norway TRACES	Wissenschaft im Dialog gGmbH Association Science Center Netzwerk Austria GENIE Centre for Excellence in Teaching and Learning in Genetics Oxfordshire Science Festival bristol natural history consortium European Schoolnet Science Centre AHHA Foundation European Physical Society UPG No? muzeja

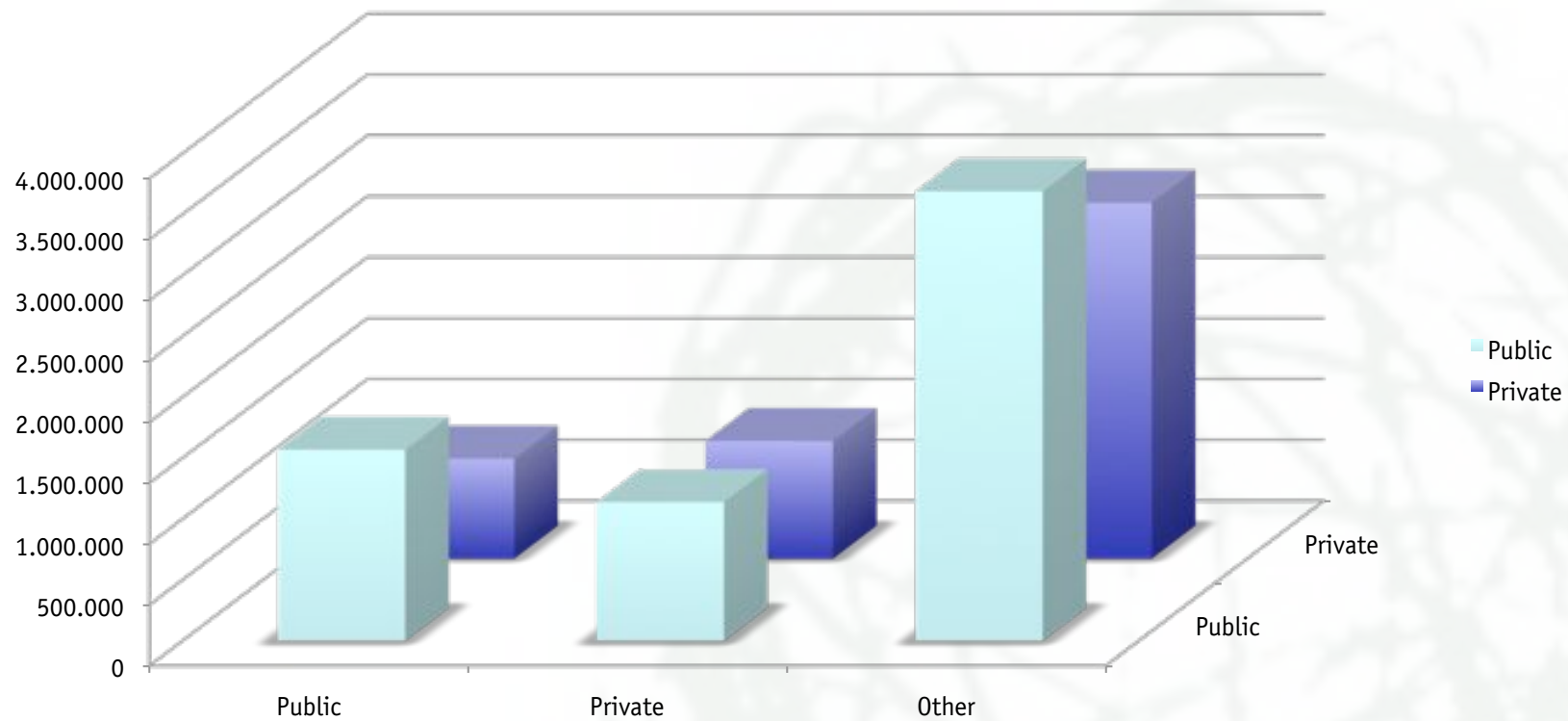


Excitement about Science





Excitement about Science





Public/private funding – my experience

Public	Private
<ul style="list-style-type: none">Short termSubject to political changePolicy-drivenPolicy supportBasic grants for operationsMaybe more positive towards reaching "the public"European focus (EC)Bureaucratic (EC)	<ul style="list-style-type: none">Long-term"For the greater good"Un-bureaucratic (but not always)Development, not daily operationsBased on network and reputationNational focusProbably more interested in young peopleDifference between companies and foundationsA LOT of money out there – not all for SiS though



Conclusion...

- Lots of private funding – but how much? – who knows?
- Further (real) studies could be interesting: ECSITE, EUPRIO, etc.
- Pro's and con's for financing sources
- PPP seems to be working well
- Overall task: **How do we get the best science communication?** Is financing a tool?
- What do you think?