

Lessons from Poland

Science?
Nice to meet you!

Ludwika Tomala

The mainstream media Empire Strikes Back

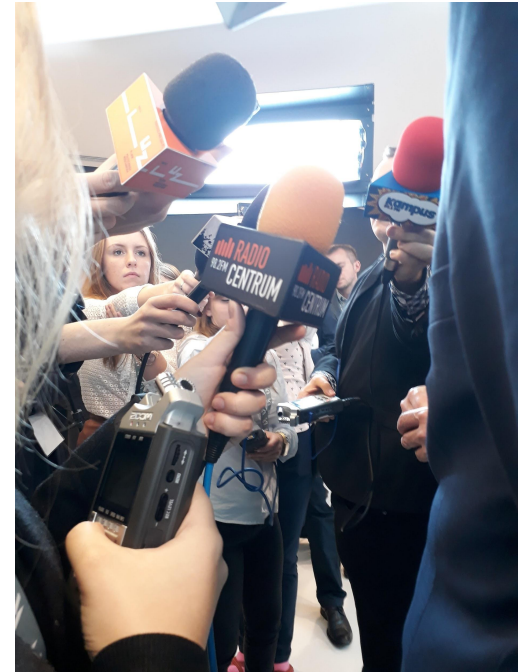
There are no science journalists in:

- Nearly all of Polish newspapers
- Teams creating news programmes in TV
- The biggest news portals

(Radio and magazines are doing a little bit better)

Public debate is dominated by the political topics

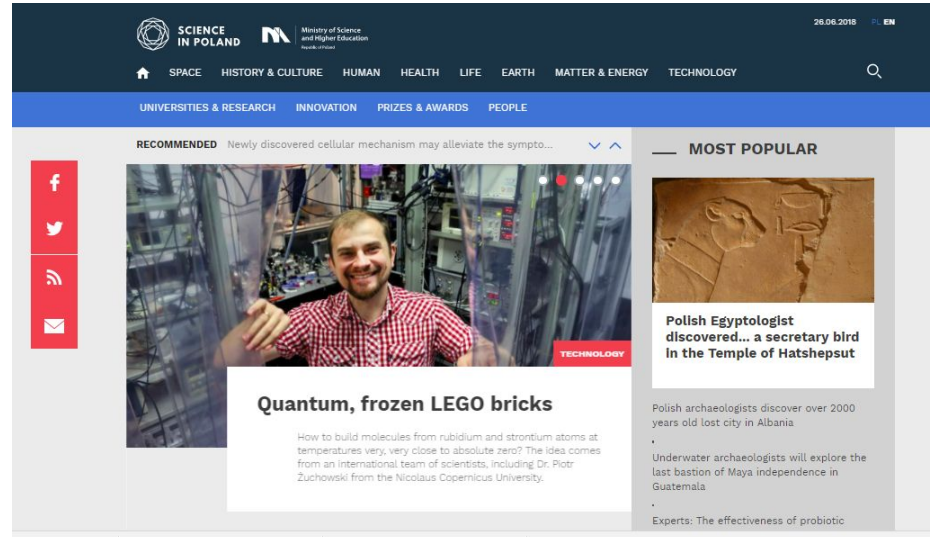
A lot of the Polish science journalists are freelancers



Polish Press Agency The Last Jedi

- News about Polish research
- Funded by Ministry of Science and Higher Education
- Free to be reprinted by media, institutions, bloggers, etc.

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Internet

The Force Awakens

More and more popular science portals

Science Youtubers

Blogs written by scientists



Meeting face to face with science A New Hope

Polish phenomenon of face to face
science education

Poles really like meetings with
researchers



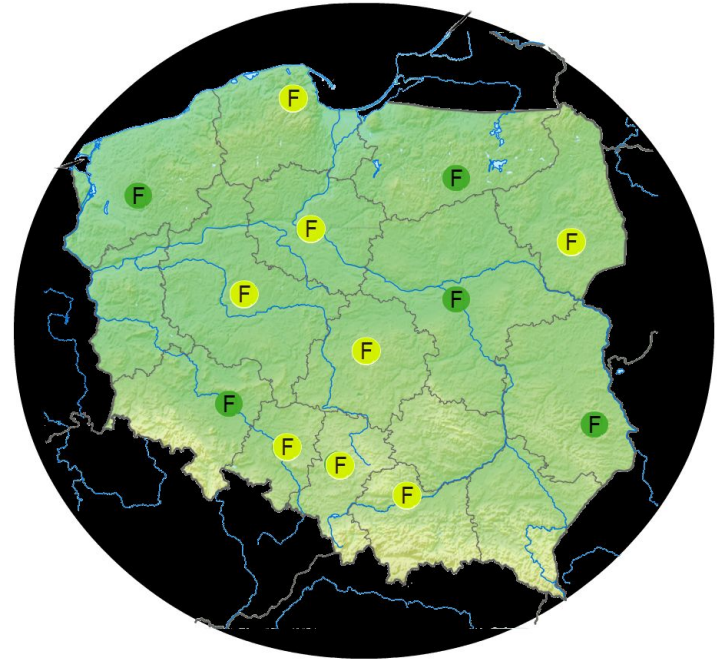
Science festivals

Over 12 science festivals each year - in springtime or in September.

Each festival:

- hundreds/over thousand of events: lectures, shows, workshops in labs, tours
- Hundreds of researchers engaged
- Organised by universities, institutes, museums, libraries from the region

First festival: Warsaw, 1996



Science Picnic in Warsaw

- Since 1997
- The biggest outdoor popular science event in Europe
- Over 150 tents with institutions from Poland and not only
- Record: 150 000 visitors



Science centers

Copernicus Science Center
started a boom for the science
centers in Poland

Opening: end of 2010

In 7 years visited by 7 million of
visitors

Now: over 10 science centers in
Poland



Promoting science in regions

- Sciencebuses
- Mobile planetarium

Taking science to smaller towns and villages



Children universities and universities of third age

Weekend activities for kids

Lectures given by
researchers

Thousands of kids in Poland



Science Popularizer contest

For individual scientist, individual non-scientists, teams, institutes, media/journalists

Over hundred of contestants each year



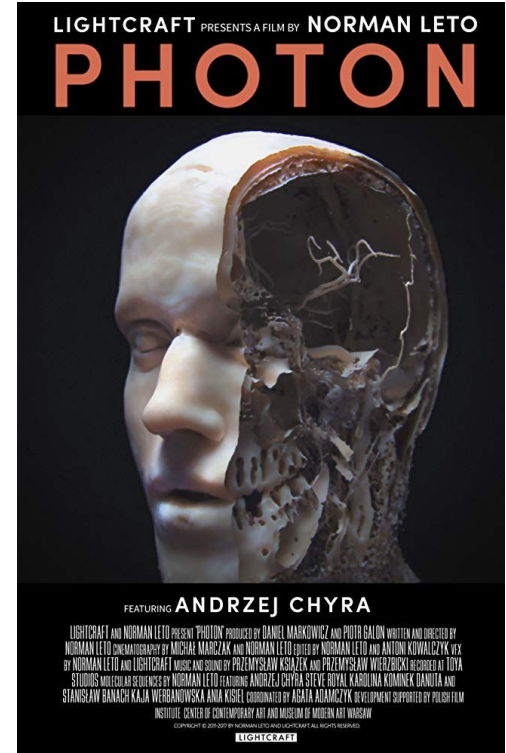
Institute B61

“Photon” movie (2017)

[Photon \(2017\) directed by Norman Leto](#)

History of universe told and shown by one of the greatest Polish artists - Norman Leto

The story about the evolution of the universe, life, society



Thank you!

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