

Guidance Note

Science In Schools – Involvement in eWeek* or National Science Weeks

(* eWeek = National Engineers Week)

Introduction

- Science in Schools and Science or Engineering Weeks have complementary aims. This document describes how country networks might promote and run joint activities in and around these important 'weeks'.
- Both Science or Engineering Weeks in Europe and Science In Schools are at early stages of maturity
- The opportunity exists for cross-promotion
 - o Science or Engineering Weeks brings brand, content and momentum
 - o Science In Schools brings a network of companies and stakeholders, as well as the individual education resources of individual companies.

Aim

- 1) To hold significant cross-company Science or Engineering Weeks-branded event(s) in Science in Schools countries as an important part of their programme of activities. This provides a great opportunity for significant promotion of Science In Schools to potential new collaborators.
- 2) To cross-promote Science In Schools through Science or Engineering Weeks, and vice versa. Use channels and events to increase participation of organisations in both Science In Schools and Science or Engineering Weeks.

Delivery

- Cross-Company Science or Engineering Weeks branded event in Science In Schools Countries. Each country to decide:
 - o If such an event is a priority of that collaborative network
 - o Precisely what form the vent will take
- Consider additional cross-promotion at planned events. Or hold activities at events which achieve this cross-promotion.
- Ensure additional messaging is included in PR for Science In Schools or Science or Engineering Weeks to help promote the other initiatives.

Sources

- Internet:- eWeek
 - o <http://www.eweek.org/>

Actions

- Communicate and encourage the above ideas with Science In Schools networks
- Consider opportunities for events, activities, promotion
 - o Review Science or Engineering Weeks and Science In School plans for such opportunities
- Develop additional elements to plans (including comms plans) for Science in Schools and Science or Engineering Weeks