

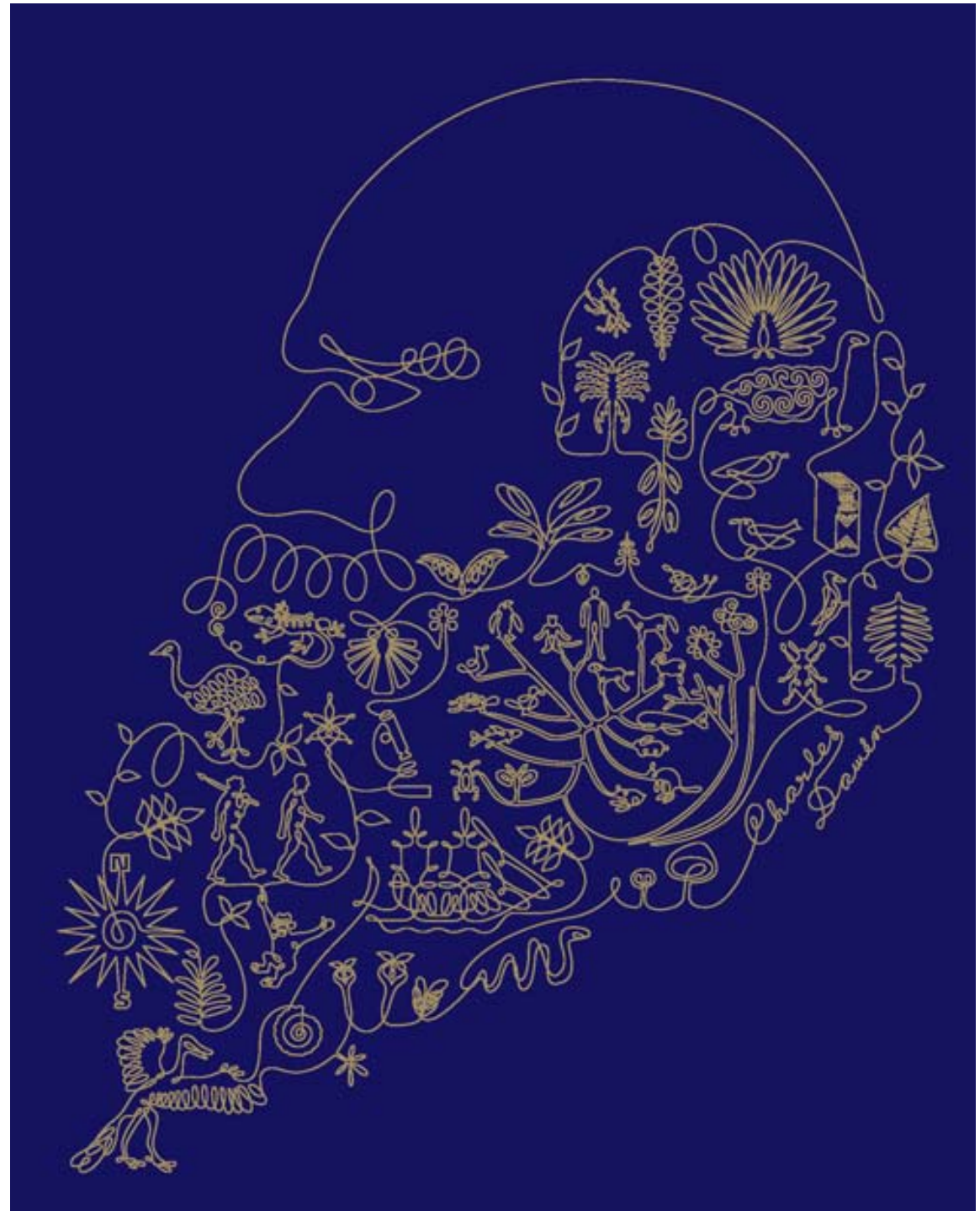


DARWIN200



Darwin200 lessons

Science Communication
Conference
June 23 2009
Kings Cross, London





- Wide – multi-sector ‘partners with integrity’ – science & cultural engagement
- Common interest in theme
- Shared ‘endorsement’ identity
- Core secretariat, provided; forum for networking; hub website; and partner e-newsletters
- Launch and focus VIP events
- Media plan - lots of media networking
- No contract, no core fund, mutual interest

Darwin200 identity



DARWIN200



DARWIN200



DARWIN200

www.darwin200.org



DARWIN200



DARWIN200



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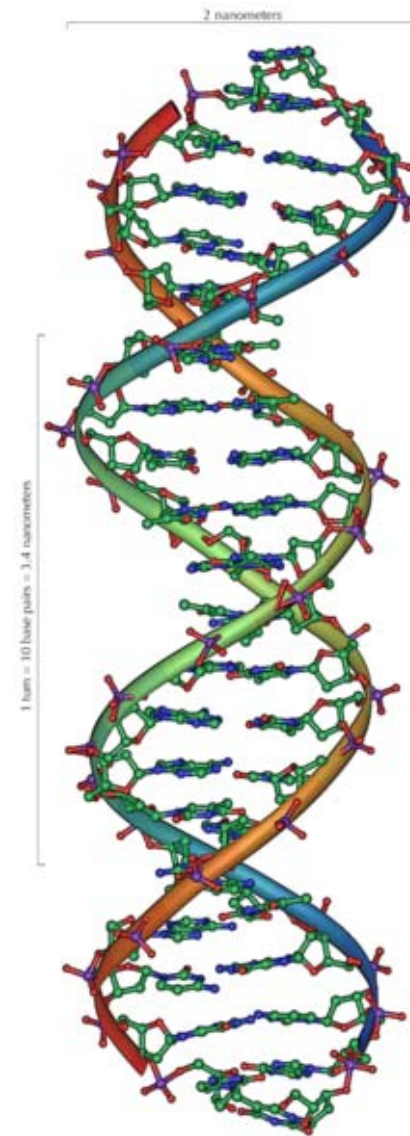
DARWIN200

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www.darwin200.org

Core messages

- Celebrate a greatest Britain
- One of most powerful ideas in modern thought
- Huge and diverse impacts and social consequence
- Evidence of evolutionary biology in contemporary science
- Relevance to understanding past and future



Position statement

Evolution

The study of the diversity of life on earth is at the very heart of modern science. Darwin200 is committed to the principles embodied in the scientific method, which tests ideas with empirical evidence. We consider the theory of evolution as the best current explanation for how the diversity of life around us came to be. Through the late nineteenth and entire twentieth centuries the theory of evolution by natural selection has been thoroughly challenged and tested across a range of scientific disciplines and it remains the only compelling, scientifically rigorous account of how life evolves on our planet for which a great deal of empirical evidence has been accumulated.

Darwin200 aims to present the theory of evolution as the best explanation, which is supported by rigorous scientific examination, of the on-going generation of the diversity of life on earth.

We strongly endorse the teaching of the theory of evolution in UK schools as a core part of the science curriculum. We believe that views such as creationism and intelligent design should not be taught as 'science', as the Department for Schools Children and Families has recently stated.

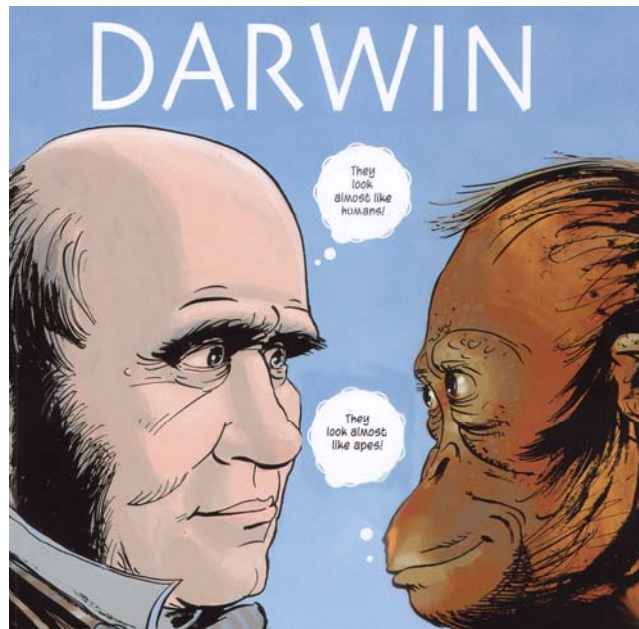
While we assert that the theory of evolution frames how we understand the world, we do recognise that there are faith-based views on the development of life. The Natural History Museum encourages discussion and exchange of such views in our science and society programme.



Messages - learning

Darwin as inspiration for understanding...

- Importance of empirical evidence
- Importance of experimentation
- Importance of effective communication
- Importance of networks in science



20 Charles Darwin: A Graphic Biography

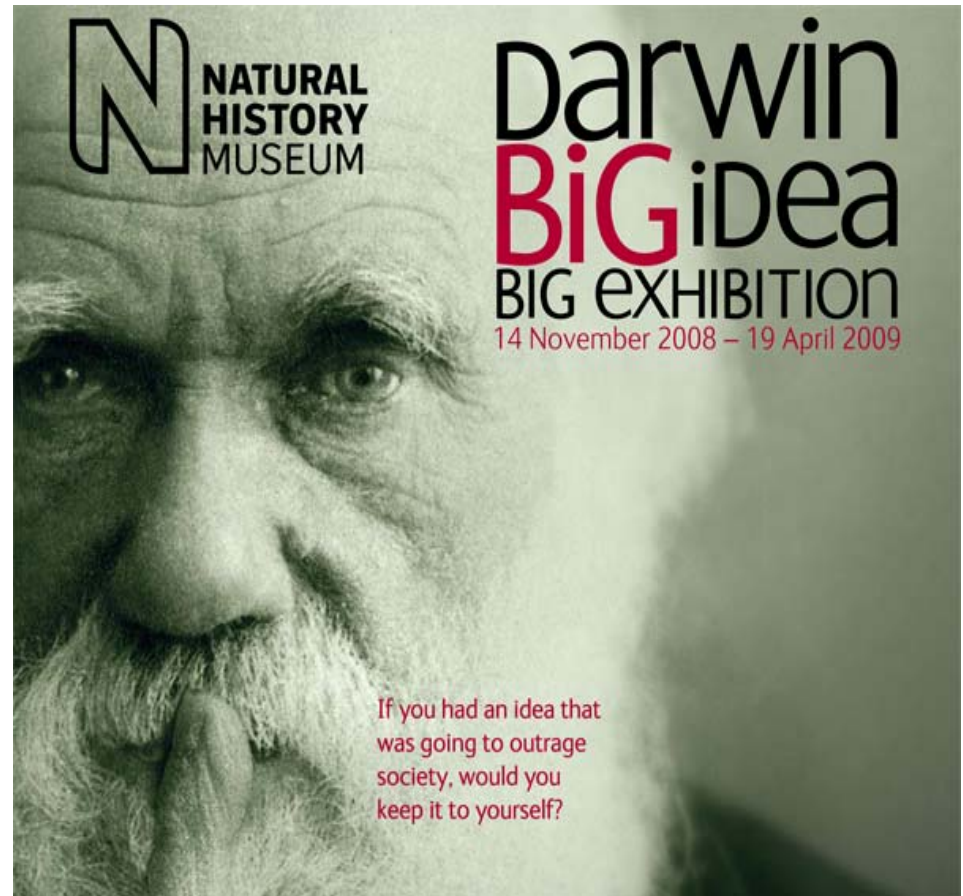
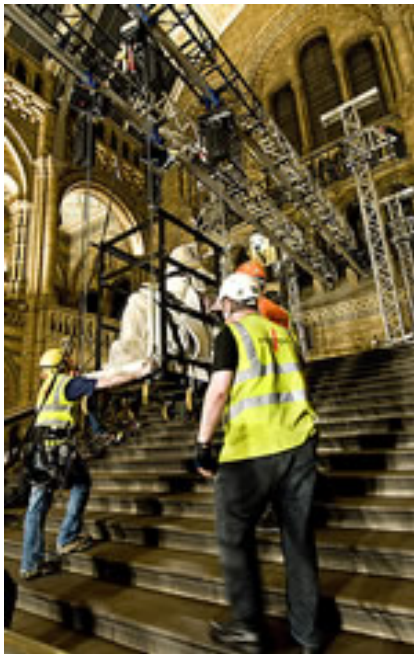
Over 140 UK partners inc..

Arts Council England (ACE)
BALTIC Centre
Beagle Replica Project
British Broadcasting Corporation (BBC)
The British Council
British Humanist Association
British and Irish Association of Zoos and Aquariums (BIAZA)
The British Science Association
Bristol Business West
Bristol Nature Consortium
Bromley Borough Council
The Calouste Gulbenkian Foundation
Centre For Life
Charles Darwin Trust
Department for Environment Food and Agricultural Affairs
Department for Schools Children and Families (DSCF)
Department Universities (Defra)
Innovation and Skills (DUIS)
DVDance
English Heritage/Down House
Field Studies Council

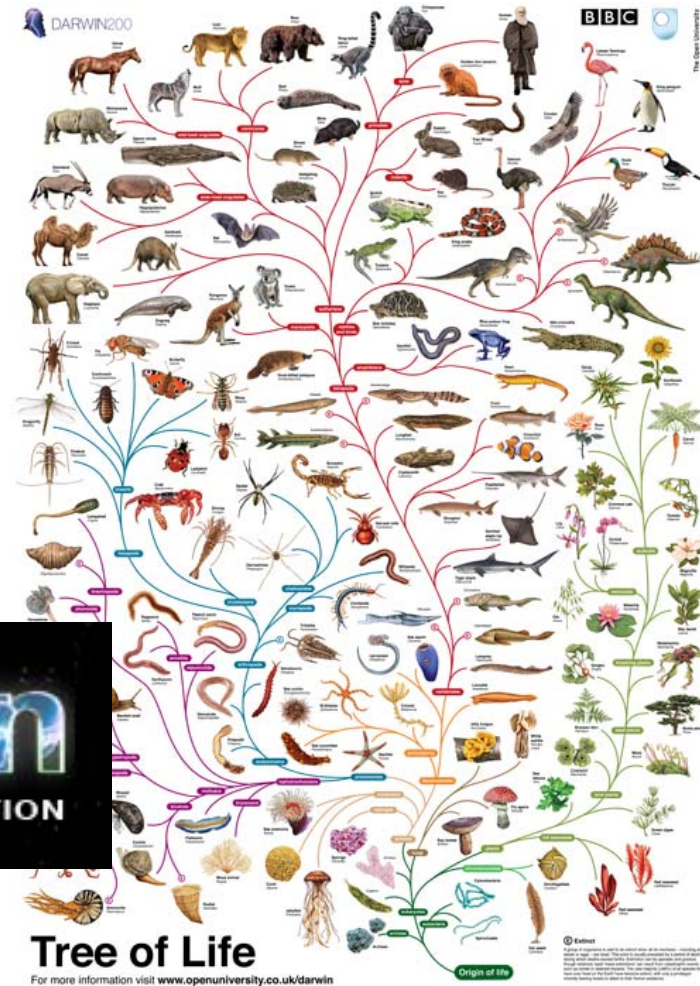
The Galapagos Conservation Trust
The Geological Soc of London
Horniman Museum
Institute of Education
Imperial College London
Institute of Biology
Kents Cavern, Cornwall
The Linnean Society of London
Lyme Regis Fossil Festival/Jurassic Coast
Manchester Museum
The Mount – CD Birthplace trust
National Museums of Northern Ireland
The National Museum of Wales, Cardiff
Natural Environment Research Council
The Natural History Museum
Nature Magazine
Norfolk Teacher Science Network
The Nuffield Foundation
The Open University
Performing Arts Lab

Plymouth Art Centre
The Royal Botanic Gardens, Edinburgh
The Royal Botanic Gardens, Kew
The Royal Mail
The Royal Society
The Royal Society of Art
SetNet
Shrewsbury and Acham Council
Society for Experimental Biology
University of Bath (Centre for Research in Education and Environment)
University of Birmingham
University of Cambridge
University of Dundee
University of Lancaster
University of Plymouth
University of West of England
Wellcome Trust
Woodland Trust
Zoological Society of London

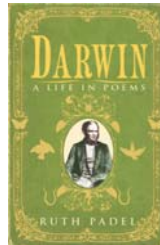
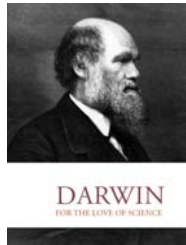
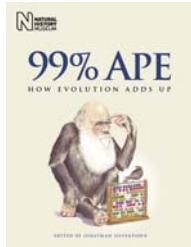
Darwin200 - highlight moments



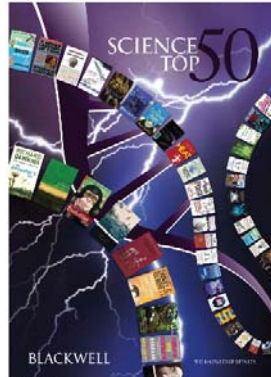
Darwin200 – partnership with media



Darwin200 – on the high street



BLACKWELL
DARWIN 200 SCIENCE TOP 50 PROMOTION
CAMPAIGN SHEET



60" x 40" Poster



A2 Poster



Book Crown



Darwin Window Dobber



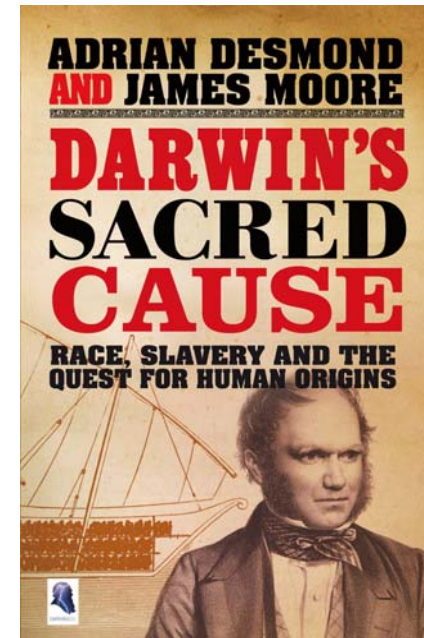
3 for 2 Window Dobber

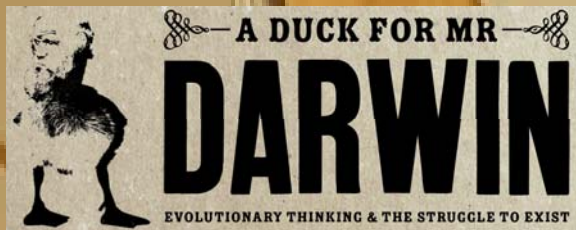


Bay Header



Shelf Strip





Home
The Idea
Friends
Say Hello
Conversations

Projects
Tour Diary
Reviews
Education

best architect

"Surreal, twisted"

It is not our aim to get hung up on dry science. We are about creating lively, irreverent visually exciting and very funny theatre!

desperate men
STREET THEATRE, OUTDOOR EVENTS & COMMISSIONS

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you are currently at
darwin and the dodo
page
home page

what the company
company history
who we are
what we do
reviews

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NCTE, Epsham Buildings,
London

Animations
"Darwin and the Dodo"
"The Cow"
"Tearing Beard" "Cheese"
"The Fish"
"The Rabbit"
"The Rabbit Head"
"The Coward's Tale"
"The Mad Show"
2009 Og List

Projects
Evolution and Extinction
Current Projects
Education Work
The Seven Project
Desperate Men Go
London

"Darwin and the Dodo"
Desperate Men present our new outdoor animation for 2009/10 - **Darwin and the Dodo** - a really dead good show!
The small-scale show will look at Charles Darwin's ideas, life, times and legacy. A comic walkabout for anyone...
Does God play dice with the universe? Did dodos die out because we did them in? Why did Darwin spend eight years with only bananas for company? Could all the species on earth fit in the ark? How did kangaroos get from Mount Ararat to Australia? Is the dodo's last egg going to hatch? And who cares?
All carried off in Desperate Men's irreverent, dynamic...

Michael Stimpson
Composer

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Age of Wonders

First Performance 2009
Philippe Graffin (violin)
Elizabeth Dunley (piano)
Maggini Quartet
Philarmonia

AFTER DARWIN
contemporary
expressions

NATURAL HISTORY MUSEUM

Darwin's canopy - TREE



The Great Plant Hunt

...following in Darwin's footsteps

Home News 05-2010 07-2010 08-2010 09-2010 10-2010 11-2010 12-2010 Feedback Feed to a friend

The UK's biggest school science project!

Plant science

Head of an... your school will be helping out with real scientific equipment. The information and advice your pupils gather will be sent to researchers at Kew's Millennium Seed Bank, who are working to collect and protect seeds from thousands of plants worldwide.

So what are you waiting for? The Great Plant Hunt kicks off in Spring 2009 - www.wellcome-trust.org.uk/darwin200

Coming soon!

The full Great Plant Hunt website is coming. Register your interest and we'll send you an alert when the all-singing, all-dancing site launches. It will include fun, games, activities and learning resources all clearly linked to the curriculum.

Inspired by a series of webinars to mark the 200th birthday of Charles Darwin, the Royal Botanic Gardens, Kew (RBGK), will be sending your school free resources in Spring 2009, as part of a programme commissioned and funded by the Wellcome Trust.

The Great Plant Hunt invites school children aged 9-11 to explore the natural world around them in a series of activities, all clearly linked to the primary science curriculum.

Free resources for your school

Every able primary school in the UK will be sent a Darwin Tracker's Checklist packed with outstanding free resources. The fun activities - which take place in the classroom, school and in the great outdoors - include exploring habitats, collecting seeds and growing plants.

Register!
Register your interest today

wellcome-trust Kew DARWIN200

Home Site Map Contact Us! Downloads

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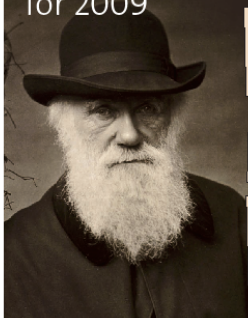




DARWIN200



Darwin200 Programme for 2009



4 February - 1 May *Hidden Treasures:*
The World Museum *Hidden Treasures* Case will feature our single iconic specimen collected by Darwin – an Oven Bird from the Straits of Magellan.

7 March - 18 December *Darwin Discovery Trail:*
A fun quiz around our galleries. Look closely at nature as Darwin did. Complete the trail and win a badge.

7 March - 18 December *Voyage of the Beagle:*
A display case in the Clore Natural History Centre exploring the people, places and species that Darwin encountered during his epic voyage of discovery on HMS Beagle.

13 June - 26 July *Darwin Today:*
A travelling exhibition that describes the continuing influence of Darwin's theory of evolution by natural selection. Covering conservation, biodiversity and evolution of birds from dinosaurs.

From 27 June *Meet Charles Darwin:*
An interactive, light-hearted and funny show for families and schools in the Treasure House Theatre with lots of audience participation. Presented by an actor in character as Charles Darwin.


4 - 9 August *Darwin Happenings:*
Be informed, surprised and bedazzled by our time-travelled natural historians - Professor Rosa and Miss Daisy. With a comic song, and a fascinating tale these quirky scientists will pop up in the most unlikely of places to explore all things Darwinian.

World Museum is also a partner in *Evolving Words* – A poetry writing and performance project, funded by the Wellcome Trust.

Displays, Trails and Performances

A series of displays, performances and creative projects have been organised at World Museum for Darwin200 – part of a national programme of events celebrating Charles Darwin's scientific ideas and their impact around his two hundredth birthday.

NATIONAL MUSEUMS LIVERPOOL



6th World Conference of Science Journalists in London, 30 June – 2 July, 2009

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Become a WCSJ2009 supporter
There are several ways that you can get involved in the WCSJ Conference in London, so why not take a look at how your organisation can be involved?


For information on how to sponsor, please [click here](#).


If you are able to help promote the Conference, there are also various downloads available for you to use. Please visit the [Resources Page for downloads](#).


Foundation Partners

We wish to acknowledge support from the following organisations that endorsed and supported our bid to bring the 2009 World Conference of Science Journalist to London.


 ABSW
TRANSFORMING IDEAS


 BRITISH COUNCIL


 COMMONWEALTH PRESS UNION


 DARWIN200

WCSJ News

@sciencebase our media work room will give you all you need to report from the Conference, we can help with hotels with WiFi too.
26/02/09 | 1:24 pm

#aaas09 Off to Chicago first thing - visit the WCSJ2009 team in the Exhibition Hall, and at our Press Brief, 4pm Friday 13th.
10/02/09 | 9:01 pm

WCSJ Blog

Packed press briefing bodes well for London
25/02/09 | 9:56 pm
Our packed press briefing at AAAS in Chicago gives a strong hint of how keen science journalists...
[read >>](#)

Science Journalism in Crisis? Press Briefing at AAAS, Chicago
07/02/09 | 2:28 pm
As a taste of things to come at WCSJ2009, a press briefing at the Annual Meeting of the American...
[read >>](#)

Visit the Blog >>
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WFSJ News

Science Journalism Growing Overseas

Done



DARWIN200



Ecology (from Greek oîkos, "house"; -λογία, -logia, study of)

‘Ecology is the study of all those complex interrelations referred to by Darwin as the conditions of the struggle for existence’

Haeckel



‘You still may ask why science took so long to recognise the true nature of the Earth. I think it is because Darwin's vision was so good and clear that it has taken until now to digest it.’

James Lovelock



After Darwin200

From the Origin of Species to the Future of Species

International Year of Biodiversity 2010

www.iyb-uk.net

- Biodiversity is to be celebrated
- Biodiversity and dealing with it is a cultural issue (which science can help inform)
- Its about engagement between science, society and environment
- As with Darwin200, collectively working together we can help shift attitudes towards our relationship with it

JOIN US



N **NATURAL HISTORY MUSEUM**

Darwin200 secretariat is supported by

welcome trust

