



Chinese and UK experts at a Café Scientifique event, Beijing.



UK and Russian scientists in debate, Krasnoyarsk, Russia.

Workshops

Some of the workshops used formats suggested by the Science Team in Manchester. Others were devised locally.

"Nine UK scientists debated with 50 Cuban scientists, mostly young scientists. This would not have happened anywhere else. It prepared our scientists for participation in an INYS workshop."
e-survey respondent

In some countries, the experts included representatives from businesses in the energy sector. Their involvement was important in attracting business leaders to take part in debates.

"Climate change is a very big subject – it was good that the discussion focused on what industry can do. However, individuals need to learn what they can do also."

Business audience members at podium discussion, Germany

Expert educationalists and science communicators from the UK were used to train local explainers/influencers who then communicated ZeroCarbonCity messages to the wider audience.

"Training people in activities that use materials which can be sourced locally is very valuable. It means the campaign does not rely on the physical presence of the 'expert' to explain the messages".

Keith Kelly, Workshop Trainer

Researchers in Society (RiSE)

Although the RiSE Programme was not strictly part of the ZeroCarbonCity campaign, it was apparent from the e-survey that around one in four respondents had used RiSE funding to run further climate change-related activities. In particular the RiSE programme was used as a mechanism for organising other activities (e.g. by providing support, funding or speakers).

"One of the most successful activities in our ZeroCarbonCity campaign was a youth conference organised with the help of the RiSE programme. The support from our Brussels and Manchester colleagues was great and the concept of a bilateral youth seminar around science issues was extremely well received."

Ursula Malhotra, Science Projects, British Council Germany



Front cover image: Detail of graphics used by ZeroCarbonCity in Russia, including this Café Scientifique in St Petersburg.

Expert activities Success factors:

- effective matching of the expertise of UK and local participants
- detailed briefing of experts in the aims and objectives of ZeroCarbonCity
- use of high profile local experts to increase media interest
- inclusion of activities to enable further development of relationships between scientists
- long-term planning to ensure the availability of preferred speakers
- use of UK experts to train local influencers in ZeroCarbonCity messages.

Sharing Good Practice Case Study

One of a series of documents designed to share good practice amongst offices and partner organisations.

To find out more about the ZeroCarbonCity campaign, please visit www.britishcouncil.org/zerocarboncity or contact Renuka Parmar on +44 (0)161 957 7043 / email Renuka.parmar@britishcouncil.org. ZeroCarbonCity is part of our wider science programme, details of which can be found at www.britishcouncil.org/science.

More than 62 countries participated in ZeroCarbonCity during 2005 and 2006. It is estimated that the campaign reached 2.5 million people directly (i.e. participation in activities such as the *NorthSouthEastWest* exhibition or Café Scientifique events) with a further nine million reached indirectly through media coverage, giving a total of 11.5 million.



Introduction

One of the ways in which ZeroCarbonCity aimed to help deliver the British Council's Strategy 2010 was to build stronger ties between the UK and other countries, by linking people working on climate change.

A significant number of scientists, economists and educational experts took part in a range of activities designed to encourage networking amongst them. Many of these experts also engaged in activities targeted at the wider audience and governments, where their involvement raised interest and gave added credibility to the messages of ZeroCarbonCity. The participation of named local experts also helped in promotion as their presence made events more attractive to both the wider audience and the media.

Some activities that involved experts were existing 'products' such as Café Scientifique, International Network for Young Scientists (INYS) and Researchers in Society (RISE). Others were specific ZeroCarbonCity debates and workshops devised locally.

This case study describes some of the activities that were particularly effective in engaging experts. It also identifies the factors that contributed to their success and some of the lessons learnt.

International Network for Young Scientists (INYS)

The INYS programme aims to link young UK scientists with scientists working in similar disciplines abroad. The scientists spend some time at each other's laboratories, and participate in conferences and seminars.

Overall responses to the e-survey for the INYS programme were very positive, especially in terms of forging stronger links between the UK and other countries and raising awareness of the UK contribution to climate change research and debate.

It was important that local partners and UK partners were well matched in terms of their expertise and also that all parties were well-briefed on the overall aims of ZeroCarbonCity.



Paul Brown, author of the NorthSouthEastWest book was part of an expert panel in Turkey.

Café Scientifique participants, Russia.

"INYS creates linkages between countries highlighting UK excellence".

"The INYS scheme is one of the best forms of support for a larger project, like the ZeroCarbonCity project."

"It helped establish new relationships between scientists"

"It was successful because organisation was good from both partners"

"[INYS has an] innovative approach, It was a unique opportunity to exchange ideas with two countries."

e-survey respondents

"INYS is a highly professional platform for establishing further relations between scientists".

Simon Kay, Director, British Council Moscow, Russia

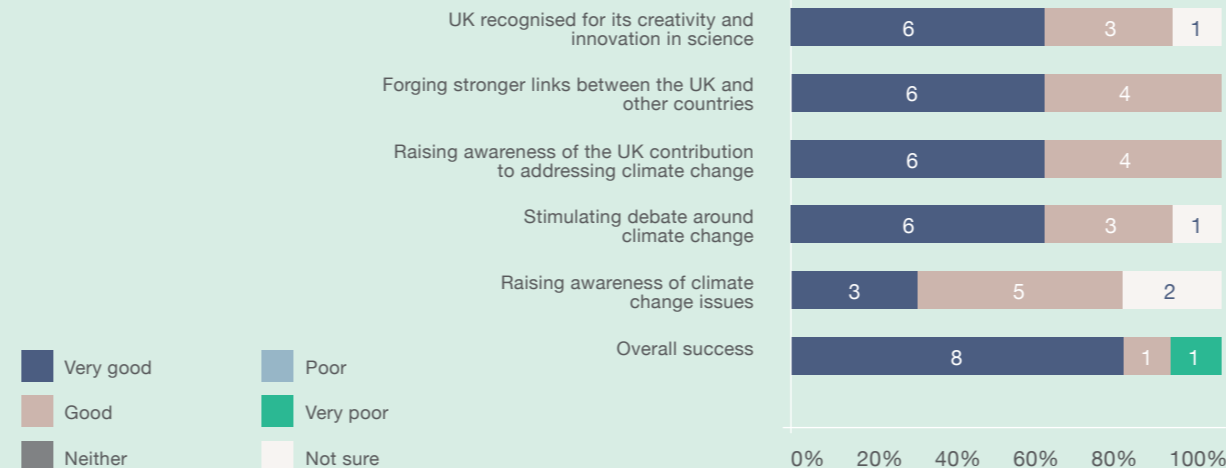
"I am here to learn by listening it has been extremely useful in increasing my knowledge about the economics of climate change. Russians have something to learn from the UK's policy on climate change".

Russian Graduate Student Participant in INYS Workshop, Moscow

"These events [INYS] are good for learning about what is going on in other countries and meeting new researchers. The challenge is to develop the contacts you make into on-going collaborative research partnerships. A follow-up mechanism would help in this regard. "

UK Speaker at INYS Workshop Moscow

INYS rating (n=10)



Inaugural Indo-UK seminar on climate change.

Dr Geraint Tarling, British Antarctic Survey in Mexico.

Café Scientifique

This was the most commonly used and successful wrap-around activity. Important success factors include the quality of the expert speakers and their ability to communicate and explain theories to a non-specialist audience. Several countries also highlighted the importance of using experienced facilitators, who understand the format, give the experts confidence and encourage them to interact with the wider audience.

The best expert speakers were very popular and events often had to be planned well in advance to secure their services.

The informal atmosphere and semi-structured format was highly successful in encouraging scientists and other experts to discuss their work and climate change issues with the wider audience. The presence of named experts helped in promotion as they attracted a wider audience.

"[The expert speakers] added value to the local discussion/debate around climate change."

"All five speakers were excellent and all the participants enjoyed being there."

"Having good expert speakers helped to promote the event to the public".
e-survey respondents

"ZeroCarbonCity gave me a platform to explain my project and ideas to the public."

Tania Cegnar, Metereological Office of the Ministry of Environment & Spacial Planning, Slovenia