

BERLIN
SCIENCE
WEEK 1-10
NOV
2021

**BERLIN
SCIENCE
WEEK**

FINAL REPORT 2021

IN A NUTSHELL

Berlin Science Week is a 10-day international festival from 1 to 10 November that brings together innovative and distinguished scientific organisations from all over the world to present their work and to enable an open and interdisciplinary exchange of ideas and knowledge.

As a global hub, our mission is to strengthen vibrant and diverse scientific networks as well as to facilitate a fruitful dialogue between science and society.

Berlin Science Week showcases scientific excellence, promotes discussions on the grand challenges of our time and fosters forward-thinking event formats in science communication.

Together with all participating organisations we find new, interactive and fun ways to make science, research and innovation accessible to curious minds from around the world.



“THE PANDEMIC HAS SHOWN HOW CRUCIAL IT IS TO COMMUNICATE SCIENTIFIC FINDINGS AND THEIR EXTRACTION PROCESS IN AN UNDERSTANDABLE WAY WITH THE PUBLIC.”



Michael Müller Governing Mayor of Berlin



COMBINING TWO WORLDS: IN-PERSON & DIGITAL EVENTS

After an all-digital Berlin Science Week in 2020, and still in the light of the pandemic, this year many organisations decided to contribute with hybrid formats.

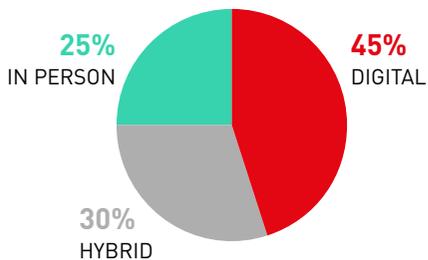
Everyone was happy that in-person encounters were again possible this year, however, due to pandemic regulations, the number of participants for in-person events was limited. Many organisations planned an additional digital layer, enabling both physical and digital participation from people in Berlin and around the world.

More than 70% of all events had a digital component and thus benefitted from a mix of local and international audiences.

It is not clear yet if hybrid formats will be the “new normal”, and of course we hope for a development that allows even more personal interaction and exchange in 2022.

At the same time, we invite all interested organisations to reflect together with us on sustainable hybrid concepts.

EVENT TYPES

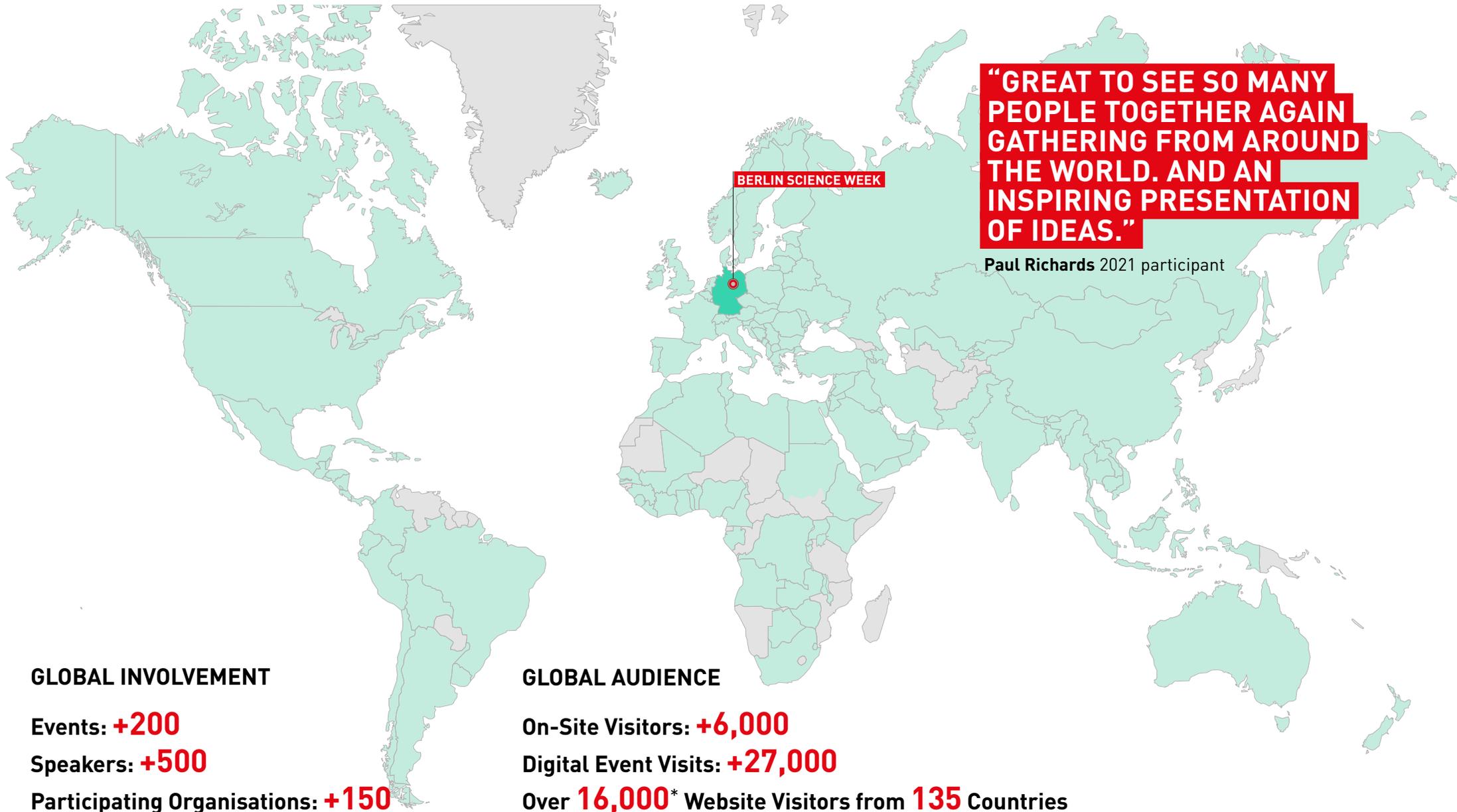


“BERLIN SCIENCE WEEK IS AN AWESOME OPPORTUNITY TO LEARN MORE ABOUT THE DIFFERENT KINDS OF ‘SCIENCE’.”

Survey Participant 2021



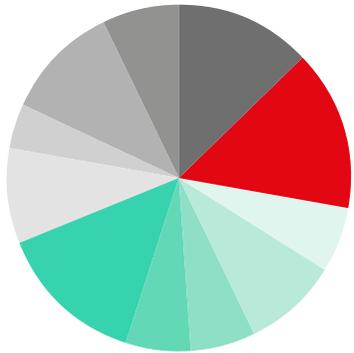
STATS AT A GLANCE: WORLDWIDE ACTIVATION



*from 30 Sep – 10 Nov

STATS AT A GLANCE: PROGRAMME DIVERSITY

TOPICS

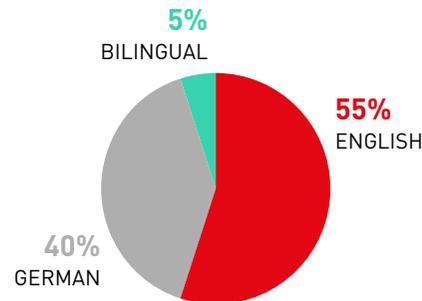
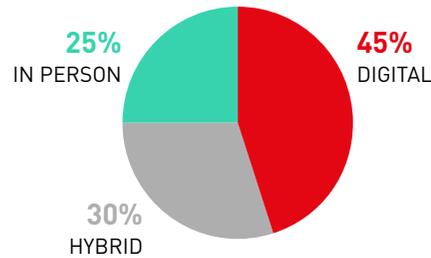


- 13% PLANETARY HEALTH & SUSTAINABILITY
- 15% TECH & ENGINEERING
- 6% FUTURE OF LIFE & WORK
- 9% HEALTH & WELLBEING
- 6% SOCIETAL TRENDS & TRANSFORMATIONS
- 6% DISCOVERING EARTH & SPACE
- 14% ART & SCIENCE
- 9% OPEN SCIENCE & COLLABORATION
- 11% LEARNING & WORKING IN SCIENCE
- 4% BREAKTHROUGH & FORESIGHT
- 7% SCIENCE FUN!

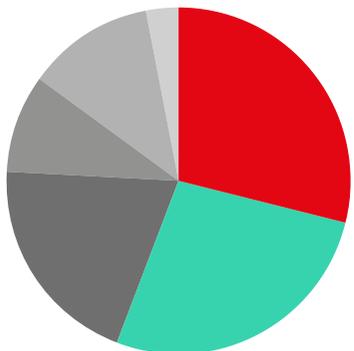
SURVEY

96% of attendees want to return in 2022
92% of attendees rate overall programme good to excellent

PROGRAMME



FORMATS



- 29% DISCUSSION
- 27% TALK
- 20% WORKSHOP & ACTIVITY
- 9% MEET-UP & CONFERENCE
- 12% PERFORMANCE, FILM & EXHIBITION
- 3% AWARD

“MANY OF THE MORE ACADEMIC CONFERENCES ARE VERY TECHNICAL AND ONE NEEDS TO HAVE A VERY GOOD KNOWLEDGE OF THE FIELD TO APPRECIATE WHAT IS BEING SAID. THE TALKS IN THE SCIENCE WEEK ARE MUCH MORE ACCESSIBLE TO EVERYONE.”

Survey Participant 2021

BERLIN SCIENCE WEEK CAMPUS

On 5–6 November, the iconic Museum für Naturkunde Berlin was transformed into our main festival hub - the Berlin Science Week Campus.

With more than 30 hybrid events and fun, interactive exhibitions it became the place to be for science enthusiasts!

The Campus hosted contributions from science-driven organisations and initiatives such as the Climate Change Center, Berlin University Alliance, ETH Zurich, Federal Ministry of Education and Research, Tohoku University, Berlin Institute of Health at Charité, 3M, SAPEA Science Advice for Policy by European Academies, Quantum Valley Lower Saxony, European Research Council, Berlin Research 50, and many others.



“WHAT A WONDERFUL TIME WE HAD AT BERLIN SCIENCE WEEK 2021!”

Bayer Foundation
participating organisation 2021

CAMPUS ACTIVITIES

Events: **+30**

Exhibitions: **12**

Visitors on site: **2,400***

*The number of visitors was limited due to COVID-19.



MEANINGFUL CONVERSATIONS: BRAINDATE

Braindates are knowledge-sharing, one-on-one or small group meetings based on shared interests. They're the best way to brainstorm, solve challenges and share expertise or experiences, while connecting with new (brilliant!) people.

For the second time this year, Berlin Science Week offered braindates for digital and in-person meet-ups. The braindates took place at the Braindate Lounge on Campus on 5 and 6 November as well as virtually between 5 and 9 November.

Together with the Falling Walls Science Summit (7-9 November) more than 100 braindates connected bright minds for meaningful conversations and a fruitful exchange - in the virtual space or on site.

BERLIN SCIENCE WEEK & FALLING WALLS SCIENCE SUMMIT

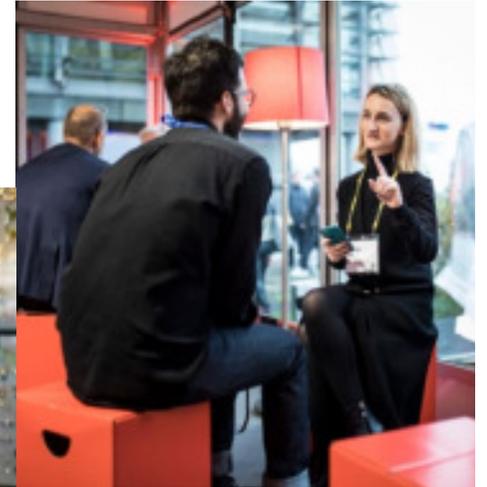
496 log-ins

186 hrs of learnings

110 booked braindates

SURVEY

Over **53%** of attendees find networking very to extremely important



"BERLIN SCIENCE WEEK IS A UNIQUE EVENT THAT BRINGS TOGETHER SCIENCE, START-UPS AND EXTREMELY INTERESTING SPEAKERS."

Survey Participant 2021

INTERNATIONAL PRESS & MEDIA OUTREACH



SOCIAL MEDIA ACTIVITIES	10,619 TOTAL FOLLOWERS	22,347 LIKES & SHARES	1,128 COMMUNITY POSTS	35% FOLLOWER GROWTH	
COMMUNITY GROWTH	+36.4%	+5.83%	+32.1%	+196%	+46.8%
NEWSLETTER	10,929 SUBSCRIBERS	16% SUBSCRIBER GROWTH			

PRESS ACTIVITIES & MEDIA PARTNERSHIPS			
6 MEDIA PARTNERSHIPS	13 INTERNATIONAL SCIENCE FELLOWSHIPS	1 PRESS CONFERENCE	110,000 PRINTED & DIGITAL BERLIN SCIENCE WEEK MAGAZINES
17 INTERNATIONAL PRESS REPORTS (Print 3 Online 14)		71 DACH PRESS REPORTS (Print 15 Online 45 Radio 4 TV 7)	

berlinscienceweek.com

BERLIN SCIENCE WEEK BERLIN AND ONLINE

1-10 NOV 2021

Debates · Talks · Workshops · Meet-Ups
Performances · Films · Games · Activities
Braindates · Campus

Digital & analogue marketing activities across Berlin and beyond

COMMUNITY ACTIVATION & VISIBILITY

To fill the gap between the annual festivals and to activate our diverse community throughout the year, we have developed a series of new formats.

It is our aim to give Berlin Science Week and its participating organisations visibility throughout the year beyond the festival.

Deep Dive is a video series in which we do short interviews with researchers to showcase their work and, most importantly, to make visible the people behind the science.

In the written **Community Portrait**, exciting Science Week personalities answer our questionnaire about work, life and things that move and motivate them.

Everything is published on our website and shared through our social media channels.



OUTREACH FORMATS

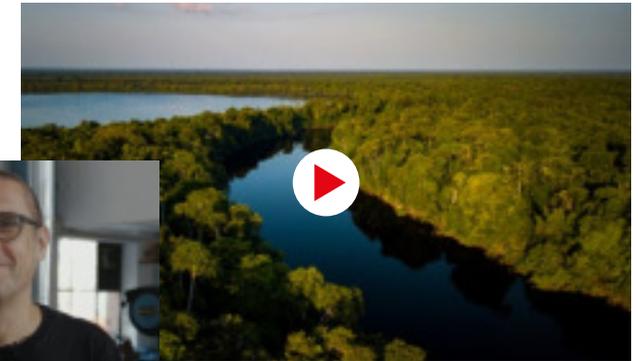
Deep Dive: **6**

Community Portrait: **10**

Overall Views: **+900**

Who are you and what is your profession?

"I am Prateep Beed and I am a neuroscientist and science communicator at Charité Berlin. Additionally, I have been busy in the field of sustainability and nature-inspired innovation and am keenly keeping tabs on future innovation trends."



"A GREAT SHOWCASE OF WHAT IS GOING ON IN SCIENCE, POLICY AND INDUSTRY WITH REGARD TO CUTTING-EDGE SCIENCE AND CURRENT DEBATES IN THE FIELD."



Survey Participant 2021

WHAT OUR PARTNERS SAY



JENNIFER DECKER

Principal Advisor, National Research Council Canada

“Berlin Science Week celebrates the coolest developments in global science, attracts the public’s attention, and provides a vision for young talent. For the National Research Council of Canada, it represents a unique opportunity to connect with a broader audience, which is necessary for building relationships and to collaborate and innovate to solve the world’s biggest challenges.”



JÜRGEN MLYNEK

Chairman of the Board
Falling Walls Foundation

“The mission of Berlin Science Week, to make science tangible for everyone, is more important today than ever.”



ASTRID KINDLER-SCHARR

Chairwoman
German Climate Consortium

“Berlin Science Week exposes you to people from all over the world with different cultures and different approaches and this form of collaboration is something really beneficial and great to be involved in.”



STANLEY ANIGBOGU

Founder ArtechHubs Nigeria

“The Berlin Science Week is a life-changing experience for me and my project; meeting so many brilliant and innovative scientists in one place was a thrilling experience. I learned a lot and met a lot of brilliant people, this is what makes Berlin magical.”



GUDRUN SACK

Managing Director Berlin TXL

“We are happy to show the importance of new urban technologies for Berlin – and for all other cities in the world – as part of Berlin Science Week.”

OUR SUPPORTERS

Berlin Science Week's supporters and partners provide the vital support needed to enable our activities.

We're proud and grateful to work with like-minded organisations that join us in celebrating and supporting science, technology, and innovation.

We are keen to build new relationships and would be delighted to discuss opportunities with interested parties. If you would like to discuss how a partnership with Berlin Science Week could benefit your organisation, please get in touch.

SUPPORTERS



COOPERATION PARTNERS



MEDIA PARTNERS



LOGISTIC PARTNER



OUR STAFF

Meet the team behind all Berlin Science Week activities:

Head of Berlin Science Week
CHRISTINE BRUMMER

Programme Manager
JUDITH BODENSTEIN

Media Relations
KATHARINA MIKULCAK
LENA TARAN

Student Assistants
ZOË SCHÜTTE
KAT RIPEA

Berlin Science Week Campus
SARAH UNGAN

Digital Agency
ADVALYZE

Digital Communication
KATHARINA SCHMIDT
PAULINE HÄNDEL

Creative Design
SOPHIE BAYERLEIN
TINA KRON

Production
MARCUS LISSE

Science Fellowship Programme
UTE PETERS



“THANKS FOR ALLOWING ME TO EXPAND MY SCICOMM HORIZON AND BRING MY OWN SKILLS TO THE BERLIN SCIENCE WEEK TABLE – IT WAS A LOT OF FUN!”

Franziska Sattler Volunteer 2021

Thank you to all our volunteers for their support!

PARTICIPATING ORGANISATIONS 2021

+150 National & International Partners

3M | **A**I Monday Berlin | Akademienunion | Alexander von Humboldt-Stiftung | ALLEA – All European Academies | ARCH+ | Archimedes Exhibitions | ArtMoMa H2020 | Ashoka | Austrian Institute of Technology/Austria | **B**ayer Foundation | Bentley Crudgington/UK | Berlin Institute of Health in der Charité | Berlin Partner für Wirtschaft und Technologie | Berlin Research 50 (BR50) | Berlin University Alliance | Berlin-Brandenburgische Akademie der Wissenschaften | Boehringer Ingelheim Stiftung | Börsenverein Berlin-Brandenburg | Britische Botschaft in Berlin | British Council | Bundesanstalt für Materialforschung und -prüfung | BMBF Bundesministerium für Bildung und Forschung | **C**harité - Universitätsmedizin | CityLAB Berlin | Climate Change Center | ClubCommission Berlin | Cluster of Excellence – Contestations of the Liberal Script (SCRIPTS) | Cluster of Excellence – MATH+ Forschungszentrum der Berliner Mathematik | Cluster of Excellence – NeuroCure | Cluster of Excellence – Science of Intelligence | Cluster of Excellence »Matters of Activity« | Collegium Hungaricum Berlin | CONFIRM Centre Limerick/Ireland | Consilience | Cyber Valley | **D**ahlem Humanities Center | Délégation générale du Québec/Canada | Der Regierende Bürgermeister von Berlin, Senatskanzlei – Wissenschaft und Forschung | Der Tagesspiegel | Deutsches Zentrum für Hochschul- und Wissenschaftsforschung Hannover | Deutsches Zentrum für Luft- und Raumfahrt (DLR) | Deutsches Zentrum für Künstliche Intelligenz | DroneMasters Boost | Ecornet Berlin | Einstein Center Digital Future | **E**instein-Zentrum 3R | Elephant in the Lab | Embassy of Brazil in Berlin | Embassy of Cameroon in Berlin | Embassy of Canada in Berlin | Embassy of Ireland in Germany | Embassy of Mexico in Berlin | Endangered Languages Documentation Programme (ELDP) | Ensemble Salon Fähig | ESMT Berlin | ETH Zürich/Switzerland | European Research Council/Belgium | **F**alling Walls Foundation | Forschungsverbund Berlin | Französische Botschaft in Deutschland | Fraunhofer-Institut für Offene Kommunikationssysteme FOKUS | Freie Universität Berlin | Freie Universität Berlin | Futurium | **G**erman Academic Exchange Service (DAAD) | German Federal Ministry for Economic Affairs and Energy (BMWi) | German Research Foundation (DFG) | Global Affairs Canada (GAC) | grasshopper kreativ | Gropius Bau | **H**elmholtz Zentrum Berlin für Materialien und Energie | High-Tech GründerFonds | HKW | Hochschule für Technik und Wirtschaft Berlin (HTW Berlin) | Hochschulforum Digitalisierung | Hochschulrektorenkonferenz | Humboldt Institut für Internet und Gesellschaft | Humboldt-Universität zu Berlin | **I**nstitute for Advanced Sustainability Studies (IASS) | Interdisziplinäres Zentrum Europäische Sprachen | International Science Council | **K**I Berlin | Komische Oper Berlin | **L**and Niederösterreich | LAS (Light Art Space) | Leibniz Institut für Molekulare Pharmakologie | Leibniz-Gemeinschaft | Leibniz-Institut für Kristallzüchtung | Leibniz-Institut für Wirtschaftsforschung Halle (IWH) | LGBTQ STEM Berlin | Living Maths/South Africa | **M**anos Verdes Deutschland | Max-Delbrück-Centrum für Molekulare Medizin | Max-Planck-Institute for Biogeochemistry | Max-Planck-Gesellschaft | Menschen für Medien (mfm) | Jochen Müller | Museo del Hongo/Chile | Museum für Naturkunde Berlin | **N**ational Institute of Amazonian Research (INPA)/Brazil | National Quantum Laboratory/Russia | National Research Council Canada – Germany | NFDI e.V. | **O**ntario Trade and Invest/Canada | **P**aul-Drude-Institut für Festkörperelektronik | Pecha Kucha | PERITIA – Policy, Expertise and Trust in Action/Belgium | **Q**VLS Quantum Valley Lower Saxony | **R**esearch in Germany | Robert Bosch Stiftung | Rudolf Augstein Stiftung | **S**APEA – Science Advice for Policy by European Academies/Belgium | Schering Stiftung | Schweizerische Botschaft | Science Foundation Ireland Research Centre for Software (Lero) | SciCo/Greece | Science Gallery Berlin | Science Gallery Detroit/USA | Scienceopen | SFB 1078 IGK | Silbersalz Science and Media Festival | Slovenian Cultural Centre | Soapbox Science Berlin | Spread the Nerd | Springer Nature | Staatsbibliothek zu Berlin | Stiftung Innovation in der Hochschullehre | Stiftung Jüdisches Museum Berlin | Stiftung Planetarium Berlin | **T**echnische Universität Berlin | Technische Universität Münster | Technologiestiftung Berlin/freemove | Tegel Projekt | The Berlin School of Public Engagement and Open Science | Tohoku University Sendai/Japan | **U**na Europa | Under the Microscope/Kenya | Universität Duisburg-Essen | Universität Koblenz-Landau | University of Oxford/UK | University of Sheffield/UK | University of Surrey/UK | University: Future Festival | Urania Berlin | | **V**isit Berlin Convention Office | **W**eizenbaum-Institut | Wissenschaft im Dialog | Wissenschafts- und Technologiestandort Adlershof | Wissenschaftszentrum Berlin für Sozialforschung (WZB) | **X**U Exponential University of Applied Sciences

BERLIN SCIENCE WEEK

SEE YOU AT BERLIN SCIENCE WEEK 2022



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