

Ljubljana, 08/06/2018

EXPERIENCE EUROPE AT THE 2018 ANNUAL FESTIVAL OF SCIENCE “ZNAVSTIVAL”

Report from the event

The three-day festival “Znanstival” that promotes education and science took place at different locations in Ljubljana between 1st and 3rd June 2018. It traditionally runs on the streets, bridges and markets of Ljubljana, and at other carefully selected locations. This year the European Parliament’s Liaison Office in Slovenia offered its Europa Experience multimedia centre to be one of the locations, where adventures and experimental workshops would take place. These were followed by science focused tours of the multimedia centre. Almost 90 participants attended the Europa Experience Znanstival adventures and another 124 people visited the multimedia centre during the festival.



The main goal of “Znanstival” is to stimulate curiosity and creativity through the promotion of education, technology and science. Organisers of the event try to achieve that by performing various scientific experiments on busy public locations throughout the city.

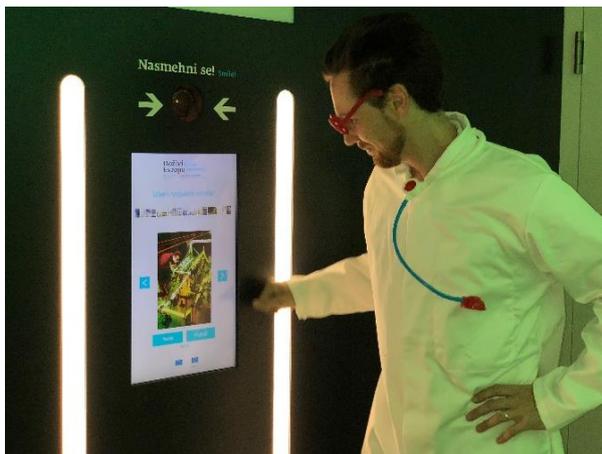
In front of the EU House as well as in the Europa Experience multimedia centre, the audience had a chance to experience scientific shows explaining physical and chemistry theories, which took 15 minutes per group. Participants were able to follow experiments with peg tops, explaining the concept of rotational speed, and experiments with different objects demonstrating the influence of temperature on object volume. All visitors were encouraged to actively participate and try to perform the experiments on their own.



After each science show, the Europa Experience service staff invited the guests to visit the multimedia centre, where they held a 15 minute presentation of the European Union with the assistance of the Europa Experience multimedia stations.

Following the presentation, visitors were handed short quizzes to test their knowledge about the EU and science and technology in Europe. All participants of the quiz liked the challenge and were able to find the majority of answers with the help of interactive panels.

In the end, everyone was invited to take a picture in the photo booth, where the service staff installed special science-themed backgrounds and prepared science-themed props to make the whole experience even more enjoyable.



In addition to the science shows and Europa Experience guided tours, an information stand was set up in front of the House of the EU, where the service staff promoted the Europa Experience and other services and activities of the European Parliament. All “science adventurers” and random visitors were invited to join a guided tour of the Europa Experience and test their EU knowledge by participating in the prize quiz. Everyone was thrilled about the main prize – a helium filled Europa Experience / Znanstveni themed balloon.



Media reporting

Europa Experience science shows were advertised through all “Znanstivali’s” communication channels, while EPLO prepared additional communication materials (press release, invitation to stakeholders, web-article, Facebook posts, screen announcements etc.) to further promote the activity.