

Produced and created by



International Partner



Fame Lab

TALKING SCIENCE

Primary Partners



**PASSIONATE ABOUT
YOUR SCIENCE?**

Share it with the world!

PARTNERSHIP OPPORTUNITIES

www.britishcouncil.org.za/famelab | #FameLabSA

Produced and created by



International Partner



Primary Partners



Invitation to host a FameLab heat

Background: The International FameLab Competition

FameLab® is an initiative of Cheltenham Science Festivals and is an international competition that promotes engagement with science, technology, engineering, mathematics and innovation. It is implemented in over 30 countries around the world. FameLab provides a platform for public engagement and creates space for scientists to find their voices and develop their communication skills.

Through progression across heats and masterclass training, participants (early career researchers between the ages of 21 to 35) are able to hone their science communication skills until they are able to present a science topic to a panel of expert judges in three minutes. These presentations (supported only by props which can be carried onto stage) have to be entertaining, original and scientifically accurate while being accessible to a public audience.

Background: FameLab South Africa

FameLab South Africa is implemented in partnership between the British Council, the South African Agency for Science and Technology Advancement (SAASTA), and Jive Media Africa.

British Council

The British Council coordinates FameLab globally, on behalf of Cheltenham Festivals (UK), and provides support linking South Africa and the UK to share science communication expertise. We are a UK based charity organisation and are the UK's international organisation for cultural relations and educational opportunities. Our purpose is to connect people from the UK with other countries and therefore foster mutual understanding, build trust and open doors through academic advancement and cultural exchange.

The South African Agency for Science and Technology Advancement

SAASTA, a business unit of the National Research Foundation, has a mandate to advance public awareness, appreciation and engagement of science, engineering and technology in South Africa. One of the key strategic objectives of the Science Communication Division at SAASTA is to facilitate the development of science communication skills in young scientists. In line with this objective, SAASTA has been the major sponsor of FameLab in South Africa since 2014, supporting various public (open) heats, national semi-finals and finals.

Jive Media Africa

Jive Media Africa is one of the key founding partners of FameLab in South Africa. Jive Media Africa provides training and expertise in science communication and engagement and supports the growth and capacity building of young scientists, igniting possibilities through research and innovation and creating role models for future generations. The transformation and capacity building objectives of FameLab in South Africa are explained further below.

Policy Background – DSI's Science Engagement Framework

Despite widespread consensus among the scientific community on the need to strengthen science communication and engagement, relatively few opportunities exist for young scientists to develop the necessary skills.

FameLab can support your organisational objectives, as it relates to the Department of Science and Innovation's Science Engagement Strategy and White Paper on Science, Technology and Innovation, in the following ways:

- It contributes to popularise science, engineering, technology and innovation as attractive, relevant and accessible in order to enhance scientific literacy and awaken interest in relevant careers
- It seeks to develop a critical public that actively engages and participates in the national discourse of science and technology to the benefit of the society as well as promote science communication engagement in South Africa
- It profiles South African science and scientific achievement domestically and internationally
- It promotes public engagement in science, technology and innovation by demonstrating the contribution SA science makes to national development and global science, thereby enhancing its public standing
- It increases international exposure to regional, continental and global knowledge and science technology and innovation networks resulting in knowledge production, technology transfer and enhanced innovation
- It contributes towards the shaping of the regional, continental and global science, technology and innovation discourse, decision making and policy formulation using science diplomacy to ensure that the interests of South Africa are represented
- It supports science, technology and innovation capacity in Africa to create conditions for the development of a knowledge-based economy in Africa

- It contributes to increase participation by South Africans in international human capital development opportunities to strengthen the South African national science institutions
- It contributes in identifying, growing and sustaining niche high-potential science technology and innovation capabilities for sustainable development

Objectives

The purpose of FameLab is to:

- Provide a platform for scientists and researchers to nurture their public speaking skills, especially researchers from historically disadvantaged communities who, although may excel at science, lack opportunities for public engagement and developing public engagement skills
- Identify new voices in science: role-models to inspire new generations of scientists
- Improve science communication skills among working scientists, engineers, technologists and mathematicians
- Inspire and excite the public with the power of science and technology to improve lives

Participants benefit by:

- Enhancing their communication and presentation skills through competition and training
- Being part of multi-disciplinary science discussions – networking with other scientists from diverse disciplines in South Africa and internationally
- Being part of the growing community of passionate scientists from South Africa and around the world

Partner organisations benefit by:

- Identifying and nurturing science communication talent
- Building capacity for science engagement and professional communication within their organisations
- Profiling their work in scientific development and innovation
- Creating spaces for inter-disciplinary dialogue

Structure of the Competition

Upon entry to the competition, contestants are required to go through pre-qualification rounds known as heats. The participants may also submit video entries (see website for details) and stand a chance to be flown to a heat if there is not one close to them. During heats a judging panel determines who will move on to the next round. There are two types of heats:

1. **Institutional heats** are coordinated internally by partner organisations, and are generally open for participation of employees of the partner organisations or students studying at the institutions. This also incorporates a training day to prepare participants for heats and to build their capacity and confidence in communicating their research. The training and quality assurance for the heats are managed by Jive Media Africa on behalf of the British Council and SAASTA.

2. Public heats or Open Heats are open to all members of the public who meet the eligibility criteria.

Qualifying contestants from both the institutional and public heats progress through to Masterclass training and then to the national semi-finals. Here the national finalists are selected, and move on to the national final. The winner of FameLab South Africa is selected at a national final and goes on to compete at the international finals hosted in the United Kingdom.

Implementation Cycle – FameLab South Africa 2020/2021

Science Communication Training and Institutional Heats (August 2020 to March 2021)

The institutional heats are coordinated and organised by partner organisations, with quality control, quality assurance and supervision provided by national partners. Opportunities exist for institutions to host science communication training workshops to build interest and participation in the competition and develop internal skills and capacity. This is voluntary but highly recommended as it ensures that the participants are adequately prepared and also contributes to the FameLab audience engagement. Training and heats can be presented online or as in-person events.

Public or Open Heats (August 2020 to March 2021)

The public (open) heats will be held at set dates around the country. For participants living far from a heat, a video entry option is available. Selected participants will be awarded travel costs to attend a public heat.

During the public heats participants will be required to present a three-minute talk in front of a public audience and the FameLab judges. The judges will ask questions and give constructive feedback. After the first round of presentations, a selection of candidates will be invited to give a second talk. The second talk can be the same topic but must be demonstrably different from the first presentation. Participants must therefore prepare two talks for the public heats.

Winners of the public finals will proceed to Masterclass and the national semi-final.

Master Classes and National Semi-Final (April 2021)

Finalists travel all expenses paid to a two-day science communication Masterclass delivered by an international science communication trainer in conjunction with the local partners. They will present their science at the national semi-final currently planned for April 2020.

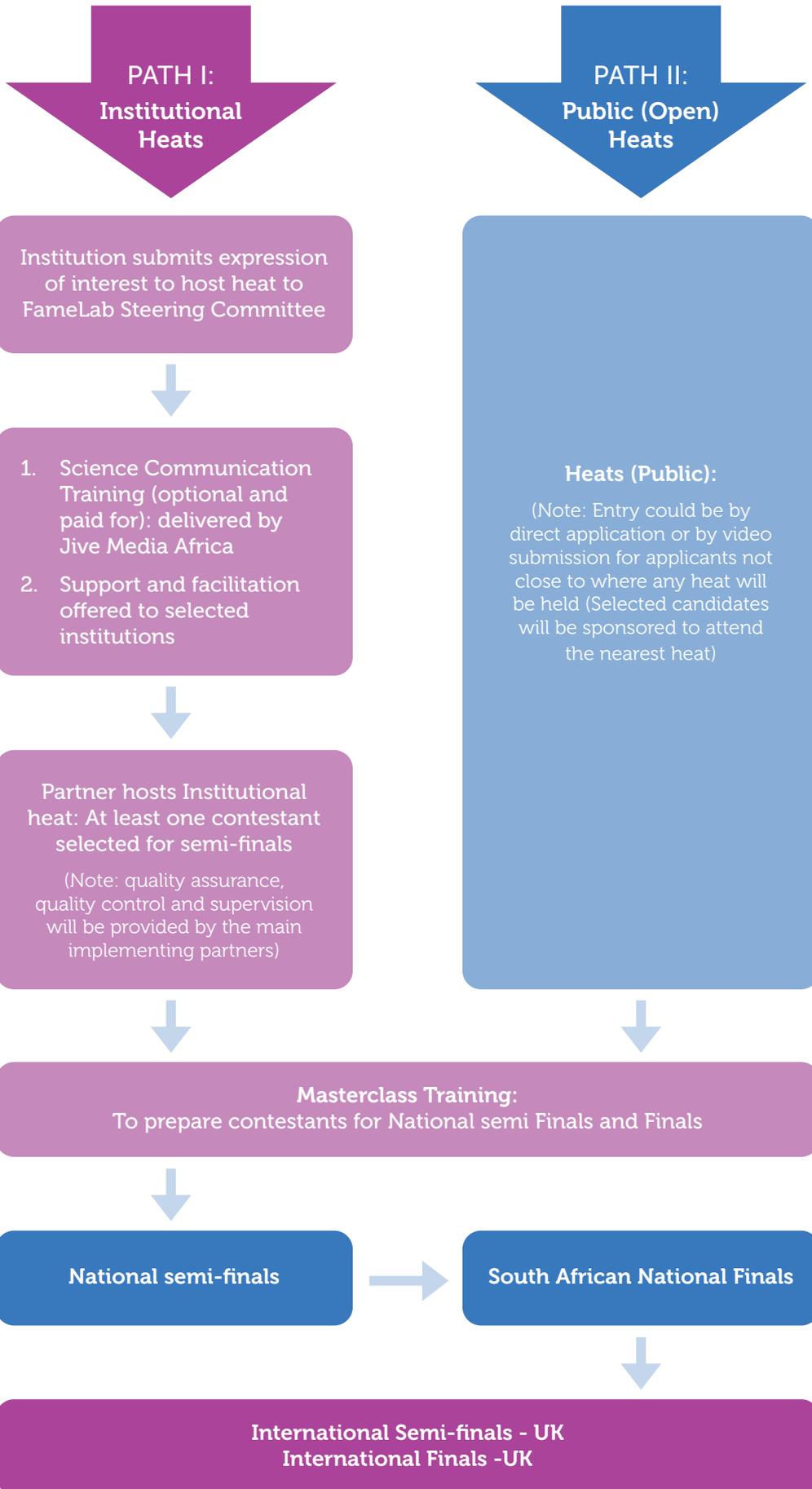
National Final (April/May 2021)

The national final is a high profile event, providing a national platform for the winners. This will be held in May 2020 with the South African winner being selected for the FameLab international final in the UK.

International Final (June 2021)

The South African winner travels all expenses paid to the international final in Cheltenham in the UK – to share South African science with the world.

The following page shows a flow diagram illustrating the structure of the FameLab South Africa Competition:



Institutional Heats: Partnership Package

Institutions are invited to submit an expression of interest to host an institutional heat. Heats can be used as a showcase within your organisation of your science and technology research as well as an opportunity to build organisational capacity in science communication through the training offered. Please see attached expression of interest form and note that a limited number of institutional heats may be supported.

Science Communication Training and Mentorship:

Implementing partner Jive Media Africa undertakes capacity building and skills development for science communication and media engagement. This is an add-value option and is highly recommended. Heats can also be offered without this training, however, the quality of presentations and ability to draw an audience may not be of the quality as when offered with the pre-heat training. Mentorship is also provided throughout the competition, especially where the participant makes it through to the international finals.

The cost of training includes pre-heat science communication training and support and facilitation of the heat (including preparing judges and participants as well as providing an MC role). The cost of the training and facilitation is R74 750,00 for on-site training or R48 702,50 for online training. A detailed budget can be provided if this is the option you wish to follow. This training is a bespoke activity and can be tailored to meet your specific science communication needs. Should you wish to engage Jive Media Africa, please contact robert@jivemedia.co.za and famelab@britishcouncil.org.za

Masterclass Training

In addition to the science communication training offered by Jive Media Africa, Masterclass training is also offered to the semi-finalists (one finalist per institution). These trainers have been accredited by Cheltenham Science Festival and are experts in science communication. Previous trainers have included BBC science programme producers/editors and seasoned public engagement specialists such as Quentin Cooper and Malcolm Love.

Marketing and Communications

All partners who host a FameLab heat will be recognised as partners, with logos carried on all communications related to the heats. The British Council will provide support for the design of communication materials and support, where possible, for ensuring audience attendance and engagement at heats. Institutional heat partners will also benefit from wider media partnerships associated with FameLab.

National and International Platforms

One participant (finalist) per institution will participate in the FameLab semi-finals. Travel and logistics for the participant are sponsored by SAASTA. Participants will attend a national semi-final and be profiled by FameLab media partners. As there is a strong capacity building and public engagement focus to the implementation of FameLab in South Africa, 10 finalists (from a cohort of 20 semi-finalists) will proceed through to the finals. Previous national finals have been held at events such as the Going Global HE conference, Sci Bono Discovery Centre, uShaka Marine World, and have been attended by a diverse audience, from the President of Mauritius to children from local schools.

The South African finalist is then able to showcase his/ her research at the Cheltenham Science Festival in the UK, and wins a fully sponsored trip to the UK (sponsored by the British Council) as well as prize money sponsored by SAASTA. Further training and preparation for the international semi-finals and finals is provided by the British Council at Cheltenham.

This means that the finalist would have benefitted from at least 3 training sessions and ongoing mentorship in science communication. The experience is highly developmental and supports the researcher in developing his or her international network.

Event Coordination

Famelab heats (logistics) should be supported by the institution with some additional support provided by the FameLab partners in the areas of quality assurance, quality control and oversight, where practical. Jive Media Africa will assist with coordination of the heats, if this is the option chosen (science communication training package). A detailed list of activities required for successful coordination will be provided should you be interested in hosting a heat. Below is a sample programme of a heat. Kindly contact one of the programme partners or email famelab@britishcouncil.org.za for further information.

FameLab Heat Programme

08h30 – 09h00	Registration
09h00 – 09h30	Welcome and context / objectives
09h30 – 09h45	Introduce judges and review rules
09h45 – 10h30	First half (3 min talk, max 2 min comment)
10h30 – 10h45	Judges huddle and TEA BREAK
10h45 – 11h30	Final half (3 min talk, max 2 min comment)
11h30 – 11h40	Judges deliberation
11h40 – 12h00	Announcement of semi-finalists
12h00 – 13h00	LUNCH
13h00 – 14h30	Final talks
14h30 – 14h45	Judges deliberations
14h45 – 15h00	Announcement of finalists and photos

Some previous Partners on FameLab South Africa:

University of South Africa (UNISA)

UNISA is a reputable, comprehensive, flexible and accessible open distance learning institution that is motivating a future generation. The three core business areas of UNISA are teaching, research and community engagement. UNISA's world-class research is spearheaded by the Research and Innovation Portfolio and community engagement by her Community Engagement and Outreach Policy. UNISA also place great importance on the celebration and promotion of African arts and culture through various endeavours.

"The FameLab initiative is a great vehicle for getting young academics confident about presenting their research to a wider audience in everyday layman's terms."

– Ms Virginia McManus, PR and communications Manger, Research Support, UNISA

Council for Science and Industrial Research (CSIR)

CSIR is one of the leading scientific and technology research, development and implementation organisations in Africa. Constituted by an Act of Parliament in 1945 as a science council, the CSIR undertakes directed and multidisciplinary research, technological innovation as well as industrial and scientific development to improve the quality of life of the country's people. CSIR is committed to supporting innovation in South Africa to improve national competitiveness in the global economy. Science and technology services and solutions are provided in support of various stakeholders, and opportunities are identified where new technologies can be further developed and exploited in the private and public sectors for commercial and social benefit. The CSIR's shareholder is the South African Parliament, held in proxy by the Minister of Science and Technology.

MINTEK

Mintek has a proud history extending as far back as 1934, MINTEK has become a leading provider of minerals processing and metallurgical engineering products and services to industries world-wide.

Mintek is committed to innovation and world-class research and its development expertise is supported by a physical infrastructure of modern laboratories, pilot plants and workshops. Mintek believe in its extensive intellectual capital – engineers, scientists and technologists, all of the highest calibre – that forms the most valuable part of their proposition.

Source: [http://www.mintek.co.za/\(08/08/2016\)](http://www.mintek.co.za/(08/08/2016))

"FameLab participants felt it is a great opportunity for scientists to showcase their work."

– Mr. Dominic Monama, Human Capital Development Officer, Mintek

Square Kilometre Array (SKA)

The Square Kilometre Array (SKA) project is an international effort to build the world's largest radio telescope, with eventually over a square kilometre (one million square metres) of collecting area. The scale of the SKA represents a huge leap forward in both engineering and research & development towards building and delivering a unique instrument, with the detailed design and preparation now well under way. As one of the largest scientific endeavours in history, the SKA will bring together a wealth of the world's finest scientists, engineers and policy makers to bring the project to fruition.

Source: <https://www.skatelescope.org/project/> (08/08/2016)

University of Western Cape

University of Western Cape is a national university, alert to its Africa and international context as it strives to be a place of quality, a place to grow. It is committed to excellence in teaching, learning and research to nurturing the cultural diversity of South Africa and to responding in critical ways to the needs of a society in transition.

Source: <https://www.uwc.ac.za/Pages/About-UWC.aspx> (08/08/2016)

CREST - Centre for Research on Evaluation, Science and Technology

The Centre for Research on Evaluation, Science and Technology (CREST) was established as a research centre on the 1st of January 1995 in the Faculty of Arts and Social Sciences at Stellenbosch University. In January 2010 it also became an academic department in the same Faculty. As a research centre its work covers the broad fields of bibliometrics and scientometrics, research on higher education knowledge production, human resources in science and technology, research evaluation and impact assessment studies and studies on the communication patterns of scientists. As an academic department it hosts five post-graduate programmes in Monitoring and Evaluation Studies and Science and Technology Studies. Since the 1st of April 2014 it hosts the DST-NRF Centre of Excellence in Scientometrics and Science, Technology and Innovation Policy and since the 1st of January 2015 the SARCHI Chair in Science Communication.

Source: <http://academic.sun.ac.za/cib/> (08/08/2016)

Should you wish to get involved or require further information, please contact a member of the project team below:

		
<p>Meekness Lunga Science and Higher Education Programme Manager</p> <p>Tel: +27 (0)21 405 2400 Email: Meekness.Lunga@ britishcouncil.org.za</p> <p>Tsungai Gonzo Science and Higher Education Project Manager</p> <p>Tel: +27 (0)11 560 9331 Email: Tsungai.Gonzo@british- council.org.za famelab@britishcouncil.org.za</p> <p>www.britishcouncil.org.za</p>	<p>Michael Ellis Science Communication Manager</p> <p>Tel: +27(0)12 392 9354 Email: michael.ellis@saasta.ac.za</p> <p>Joanne Riley Science Editor</p> <p>Tel: +27(0)12 392 9349 Email: joanne@saasta.ac.za</p> <p>www.saasta.ac.za</p>	<p>Robert Inglis Director</p> <p>Tel: +27(0)33-342 9380/2 Cell: +27(0)84 357 7333 Email: robert@jivemedia.co.za</p> <p>Kezia Rowe Client Services Cell: +27(0) 83 645 6894 Email: kezia@jivemedia.co.za</p> <p>www.jivemedia.co.za</p>

FameLab® is an initiative of the Cheltenham Festivals. The British Council in collaboration with Jive Media Africa and the South African Agency for Science and Technology Advancement (SAASTA) deliver the FameLab competition in South Africa. © Cheltenham Festivals Ltd. Find out more about FameLab South Africa at www.britishcouncil.org.za/famelab