



**ASSOCIAZIONE CULTURALE PER LA
DIFFUSIONE SCIENTIFICA**

Comenius Regio, SEEDS Project

2nd Meeting

Parma, March 31st – April 4th 2014

WHO WE ARE

The GOOGOL Association was established in Parma in 1998.

It was originally made up of five physicists from the Department of Physics at the University of Parma.

Gazzetta di Parma, 25 maggio
2000



Today it is composed of a group of people with different competences: physic and astronomy, biology and geology, food science and mathematics, communication and art.

GOOGOL has 8 members and some collaborators.



WHO WE ARE

Some of the Googol members



OUR AIM

Googol's primary aim is to promote scientific and technological culture for the general public, with special attention given to children and young people.

We firmly believe that science plays a fundamental role in today's society, because informed citizens are free and active citizens.

Usually, however, people see science as something obscure, difficult and also a bit boring.

Children's innate curiosity becomes weak over time and adults often lose any interest in scientific subjects, relegating them to "only for the experts".

On the one hand, the specialized and technical terminology makes dialogue between "scientists" and "normal people" very difficult; on the other hand an oversimplification can produce wrong opinions.



OUR AIM



Our effort is to speak about science to everyone with clarity and simplicity but also with strong accuracy.

OUR APPROACH

We believe in adopting a strongly interactive and engaging methodology, that uses not only *hands-on* activities but that mainly wants to create *hearths-on* activities that will leave a lasting memory on everyone we meet.

We try to obtain a direct engagement on the cognitive, physical and emotional level, with a great deal of attention on each person's experience.



OUR APPROACH

This is why we work hard, constantly searching for new methodologies, trying new languages and new instruments.



OUR APPROACH

... new languages and new instruments ...



WHAT WE DO

GOOGOL develops, organizes and manages activities aimed at making science exciting and accessible to everyone, by looking at the world of science in a free, imaginative and creative way.

OUR ACTIVITIES

- **Scientific interactive exhibitions**
- **Conferences and shows**
- **Education and refresher courses**
- **Educational activities in schools, museums, festivals ...**
- **Development of new materials for science teaching**
- **Starlab Planetarium**
- **Scientific events**



WHAT WE DO

GOOGOL has developed partnership with Universities, museums and other research and cultural institutions in local and national projects; it works with and for many local public administrations.

Googol is a member of ECSITE, the European network of Science Centres and Museums.



WHAT WE DO

GOOGOL has taken part in some European Project as:

- * MAP for ID, Museums as Places for Intercultural Dialogue (2007-2009)**
- * INPROFOOD (2013)**
- * SELL, Scientific Education at Lower Levels (2012-2014)**
- * SEEDS, Science Education and Environmental Ethics (2013-2015)**



WHAT WE DO

Partnership with *Osservatorio Astrofisico di Arcetri*
(Firenze)



OSSERVATORIO ASTROFISICO DI ARCETRI - INAF
In collaborazione con:
A.A.A.A. - Associazione Astronomica Amici di Arcetri
Associazione per la divulgazione scientifica GOOGOL

RAGAZZI SULLA LUNA

Partecipare con la fantasia!



sabato 23 maggio 2009, ore 14:00 - 23:00

ATTIVITA' PREVISTE:
POMERIGGIO (14:00 - 18:00):
Luna e la Luna nel Planetario Rinzante, Giochi scientifici, Conferenza spettacolo.
SERATA (21:00 - 23:00):
Avvicinare date, ideare idee nuove. Mostre, opere in collaborazione. Domande agli astronauti.

Regolamento e programma:
12 maggio: 9.00 - 18.00: 10.00: 14.00: 18.00: 21.00: 23.00
13 maggio: 9.00 - 18.00: 10.00: 14.00: 18.00: 21.00: 23.00
14 maggio: 9.00 - 18.00: 10.00: 14.00: 18.00: 21.00: 23.00

Per informazioni:
INAF Osservatorio di Arcetri
Via Galvani, 42
I-50125 Firenze, Italia
Tel. +39 055 275944-28.19
E-mail: arcetri@arcetri.inaf.it

GOOGOL
Associazione per la divulgazione scientifica



WHAT WE DO

Partnership with *Musei del Cibo della provincia di Parma*



WHAT WE DO

Partnership with *Università di Parma*



In collaborazione con l'ENEA, l'Università degli Studi di Parma e il Comune di Parma, il Centro degli Istituti di Parma presenta:

THE SCHOOL OF



**LABORATORIO DIDATTICO-SCIENTIFICO SULLA BIODIVERSITÀ URBANA
PER BAMBINI, RAGAZZI, APPASSIONATI DI SCIENZA
PALAZZETTO EUCHEMO SANVITALE - GIARDINO DUCALE DI PARMA
domenica 12 maggio 2013 - dalle 10 alle 13 e dalle 14 alle 19**

Il servizio di educazione ambientale Agorà della Provincia di Parma, in collaborazione con l'Università degli Studi di Parma, il Comune di Parma, l'ENEA, il Centro degli Istituti di Parma e il Museo di Scienze della Terra, organizza un laboratorio didattico-scientifico sulla biodiversità urbana per bambini, ragazzi e appassionati di scienza. Il laboratorio si svolgerà domenica 12 maggio 2013, dalle 10 alle 13 e dalle 14 alle 19, presso il Palazzetto Eucemo Sanvitale, Giardino Ducale di Parma. Il laboratorio è gratuito e aperto a tutti. Per informazioni e prenotazioni, si prega di contattare il servizio di educazione ambientale Agorà della Provincia di Parma al numero verde 800 20 20 20.

IL LABORATORIO DIDATTICO-SCIENTIFICO
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WHAT WE DO

Partnership with *Università di Parma*



WHAT WE DO

Examples of Projects related with SEEDS Project for target or content:

- **Scatolone scientifico**
- **Energia a Firenze**
- **INPROFOOD**



LO SCATOLONE SCIENTIFICO

The project is a very old project made by GOOGOL at the beginning of its activity and it is called “*Lo scatolone scientifico*” that is “The Scientific big box”.

The first *Scatoloni* were realized with a private donation and a grant from the Physics Department of the University of Parma.



Lo Scatolone scientifico is really a big box where you can find all the materials and the instructions to carry out many scientific experiments about a particular content. Googol has developed *Scatoloni* for: air, water, light and colors, electricity and magnetism and many others.



In this way the schools can have all they need for to set up a real science laboratory.



In *Lo Scatolone scientifico* of water, for example, one can find what is needed for doing the following experiments:

- the thrust of Archimedes with dynamometer
- buoyancy toys
- submarine construction (different models)
- surface tension experiments
- water pressure
- capillarity toys
- water cycle (different models)
- ...



ENERGY

at *Fondazione Scienza e Tecnica di Firenze* (2004)

In 2004 Googol made a project for *Fondazione Scienza e Tecnica di Firenze* about Energy. The project consisted of an interactive exhibition about energy for children and young people:

What is energy?

Where do we get energy from?

How does energy change?

Why do we speak so much about saving energy?

These are the main exhibition sections.

For the project some *Scatoloni scientifici* on energy were prepared and a role-playing game on saving energy and energy transformations was designed and made too, mostly for teens.



The Energy exhibition folder



La Fondazione Scienza e Tecnica,
In collaborazione
con l'Associazione Culturale
Googol, ha organizzato
una mostra scientifica
interattiva
per avvicinare i bambini
e i ragazzi alle tematiche
dell'ambiente
e del risparmio energetico.



Il progetto beneficia
dei fondi INFEA messi
a disposizione
dal Ministero dell'Ambiente,
dalla Regione Toscana
e dalla Provincia di Firenze.

Il risparmio ENPI
per la collaborazione
e per aver messo a disposizione
le proprie installazioni
dimostrative.

Progetto INFEA 2003



**Fondazione
Scienza
e Tecnica**
Via Giusti, 29
Firenze

La mostra è abbinata
alle visite del Planetario,
senza costi aggiuntivi.

Per informazioni: 055-2348728

ENERGIA e AMBIENTE

**27 Marzo
31 Maggio
2004**

Alle scoperte delle fonti dell'energia



FONDAZIONE  **SCIENZA E TECNICA**
In collaborazione con l'Associazione Culturale **Googol**

The box of the role-playing game on Energy





inprofood
Towards sustainable food research

ecsite 

In 2013 GOOGOL was selected, as ECSITE member, to run the discussion game “Play Decide” with young people, aged 14-21.

The general topic of the game was Food & Health and it was mainly focused on raising debate and discussion between participants on controversial aspects, societal problems and innovations within this area.

The PlayDecide game called “Healthy Diet and Lifestyle” was developed by Ecsite and EUFIC within the INPROFOOD project, funded by the European Union’s Seventh Framework Programme (FP7/2007-2013).



INPROFOOD

INPROFOOD is an European project that aims to find new ways to establish dialogue and mutual learning between industry, academia and civil society directed towards developing innovative approaches (technical and social) for dealing with the food and health challenge.

The project took off on 1st of November 2011 and will run for a total of three years, concluding in November 2014.



inprofood
Towards sustainable food research

Towards inclusive research programming for sustainable food innovations

What are the roles of innovations in foods?
Can they counter-act the alarming rise of food-related health problems?

INPROFOOD will develop innovative technical and social approaches for dealing with future food and health challenges.

INDUSTRY
ACADEMIA
CIVIL SOCIETY

INPROFOOD was materialized on the basis that meaningful exchange among research institutions, business and civil society actors is to be considered a basic pre-requisite for moving towards a more reliable and achievable vision of sustainable food research.

EVENTS OF INTEREST TO YOU

- 20 January 19:00-20:00 Social Media Day
- 11-12 March Open Space Conference
- 13-14 March 2014 1st INPROFOOD Conference

FOR MORE INFORMATION VISIT US

- Website: www.inprofood.eu
- Facebook: www.facebook.com/inprofood
- Twitter: [www.twitter.com/inprofood](https://twitter.com/inprofood)

You can join our network by visiting www.inprofood.eu

INPROFOOD is a project of the European Commission, Directorate General for Research and Innovation (FP7-2007-2013) under grant agreement no. 259459

INPROFOOD

The “Healthy Diet and Lifestyle” PlayDecide Game in Italy was conducted by

- * Museo Nazionale della Scienza e della Tecnologia, Leonardo da Vinci (MUST),
- * Tecnoscienza,
- * Associazione Gooqol.



INPROFOOD

GOOGOL acted as facilitator with almost one hundred students from the Liceo delle Scienze Umane, Albertina Sanvitale (Parma).

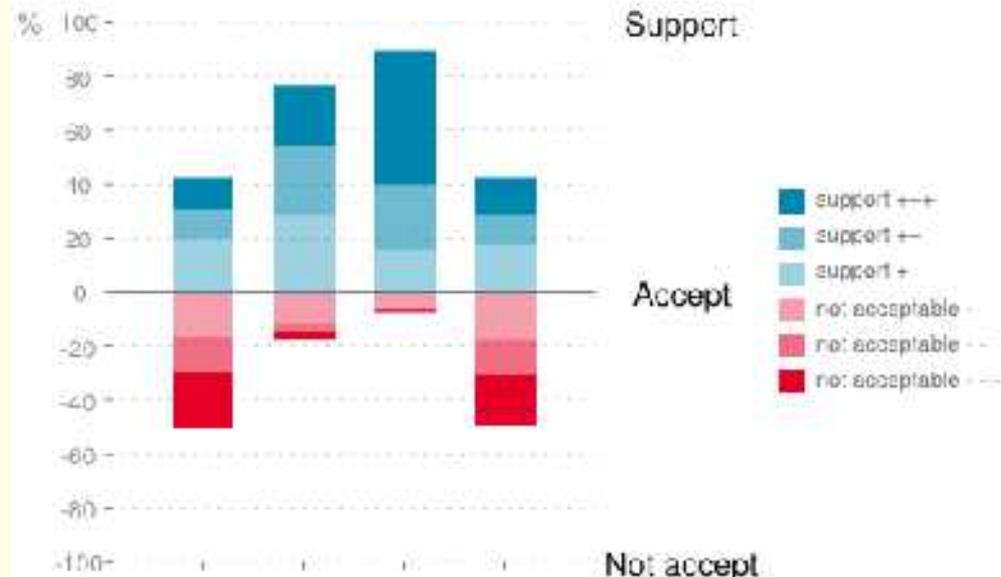


INPROFOOD

The results were elaborated and joined to the other sessions results to obtain a single European young people response on the topics.

Healthy Diet and Lifestyle

Total results in % based on votes of 1958 people





If you would like to know something more about GOOGOL please don't hesitate to visit our web site

www.googol.it

Thank you

