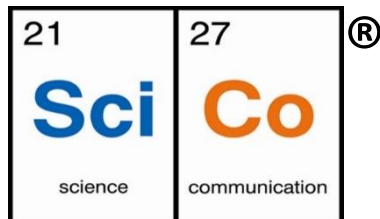


# Mind the Lab<sup>TM</sup>

## Project Description

Science & Technology Travel by Metro



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# 1. Mission

*Mind the Lab™* was founded by Theodoros Anagnostopoulos in 2016, in order to :

- Engage the general public in a science communication experience
- Act as a science teaser to attract people's interest and redirect them into science communication activities.
- Promote scientific and technological literacy to wider public
- Provide the public with the adequate tools to participate thoughtfully and confidently in a technological world
- Connect researchers and scientists directly with the public
- Create new opportunities for prosperous collaborations and useful networking

## 2. *Mind the Lab™* is operated by SciCo

- [SciCo](#) (Short of Science Communication) is an educational non-profit organization which aims to communicate science to the general public through innovative, interactive and entertaining methods.
- It was founded in 2008 and has headquarters in Greece and Cyprus
- It consists of scientists, academics, educators, artists, and people with an interest in everyday science.
- It organizes, presents and coordinates large scale events on science communication (e.g. cafe scientific, science theatre, science festivals etc).
- It is the founder of four *Science Festivals* in Greece and Cyprus (Athens, Thessaloniki, Patras, and Mediterranean) which overall attracts more than **70.000** visitors per year.
- Launched *Mind the Lab* initiative that took place for the first time in Athens metro in 2017 and attracted more than **10.000** metro passengers while more than 20 official scientific sponsors participated in this mission
- *It has a strong record in empowering people via STEM (Science Technology Engineering Maths), mainly in unprivileged areas.*

### 3. *Mind the Lab*<sup>TM</sup> Concept

Science & Technology travel by Metro

*Mind the Lab*<sup>TM</sup> **stimulates people's interest in science** during a very short time interval.

It addresses all citizens no matter their age, education, social background or interests.

→ It takes place at **Metro**, a venue where several thousands of people pass by everyday.

→ ***Mind the Lab*** name was inspired by the well-known “Mind the Gap” notice in metro stations.

→ A **vivid event** with colorful booths and researchers wearing lab coats talking about science and new technologies to ordinary citizens and to any inquisitive person.

→ It engages **general public** in a science communication experience through interactive exhibits, shows, stand up acts, and street science including experiments and emerging technology examples.

## 4. The project - *Mind the Lab*<sup>TM</sup> across the world

**An international science celebration day that connects scientists with general public and with other scientists all over the globe.**

- *Mind the Lab*<sup>TM</sup> is a breakthrough initiative for communicating science in the general public, at the metro/ railway station, a venue where several thousands of people pass by every day. *Mind the lab* was piloted for first time by SciCo in Athens metro on 3rd of February 2017. The aim is to establish a common day where *Mind the Lab* will take place simultaneously in several countries around the world in order to multiply its outcome.



## 5. Who benefits from *Mind the Lab*<sup>TM</sup>

### ***Mind the Lab*<sup>TM</sup> creates opportunities for:**

#### ***Organizers***

So that they:

- Organize an international event with an *increased social awareness and impact*
- *Increase the visibility* of their institution/ organization
- Create stronger scientific networks in a regional as well as an international level
- *Exchange knowledge* and experience with other science communication experts

#### ***Partners/Exhibitors***

So that they:

- Open up to the society and *get people to know about their work , goals and products*

- *Enlarge the visibility and brand awareness* of their institution/ organization/ company
- *Develop further their communication skills*

#### ***General Public***

So that they:

- Get in *contact with professionals* from diverse scientific backgrounds and learn about new emerging technologies and any recent scientific research
- Get engaged and involved in an unprecedented science *communication experience*
- Increase their *scientific and technological understanding*

## 6. How to become an organizer

*Mind the Lab*<sup>™</sup> can be organized by an academic institution, a research or an outreach center or an events management company in collaboration with one of these entities as a main partner.

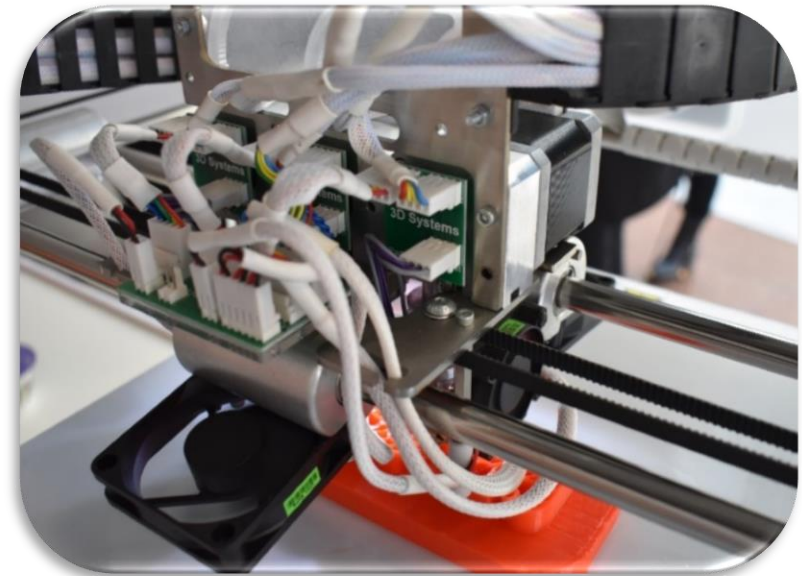
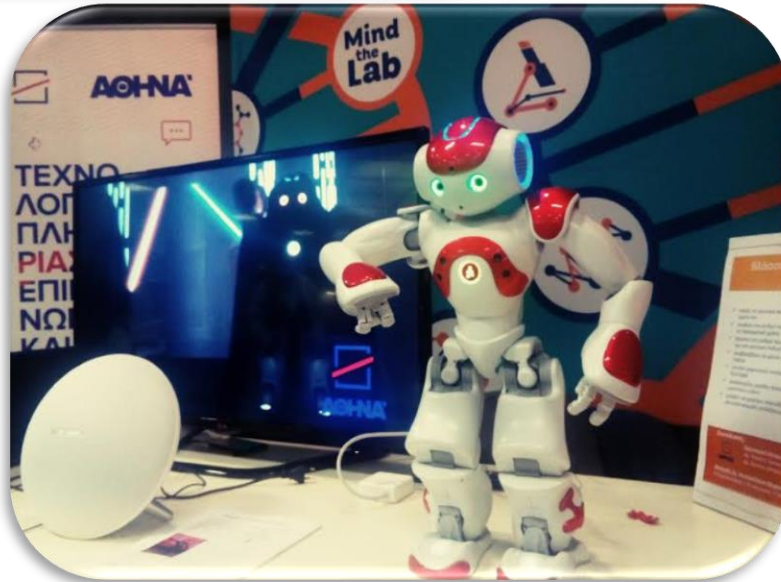
### **In 3 steps:**

1. Provide a short presentation of your organization and tell us why you would like to organize *Mind the Lab*
2. *Mind the Lab*<sup>™</sup> international desk will process your request and will ask for a meeting.
3. Upon approval, you just have to read and sign the *Mind the Lab* Agreement. And then, you are ready to go!



# 7. Case study - Athens 2017

*Mind the Lab™* in pictures





# 7. Case study - Athens 2017

*Mind the Lab™* in pictures

Would you like to see more of what happened in Athens Metro during Mind the Lab event?

Watch the official video [here](#)

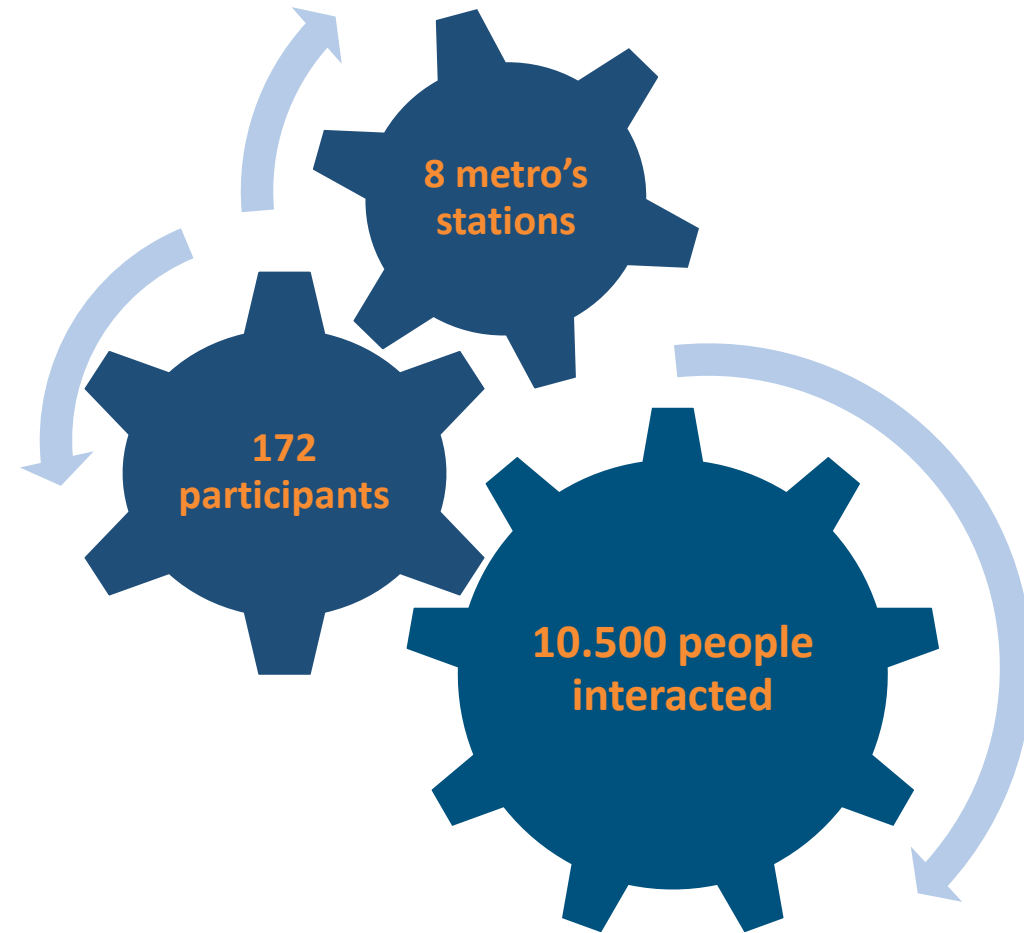
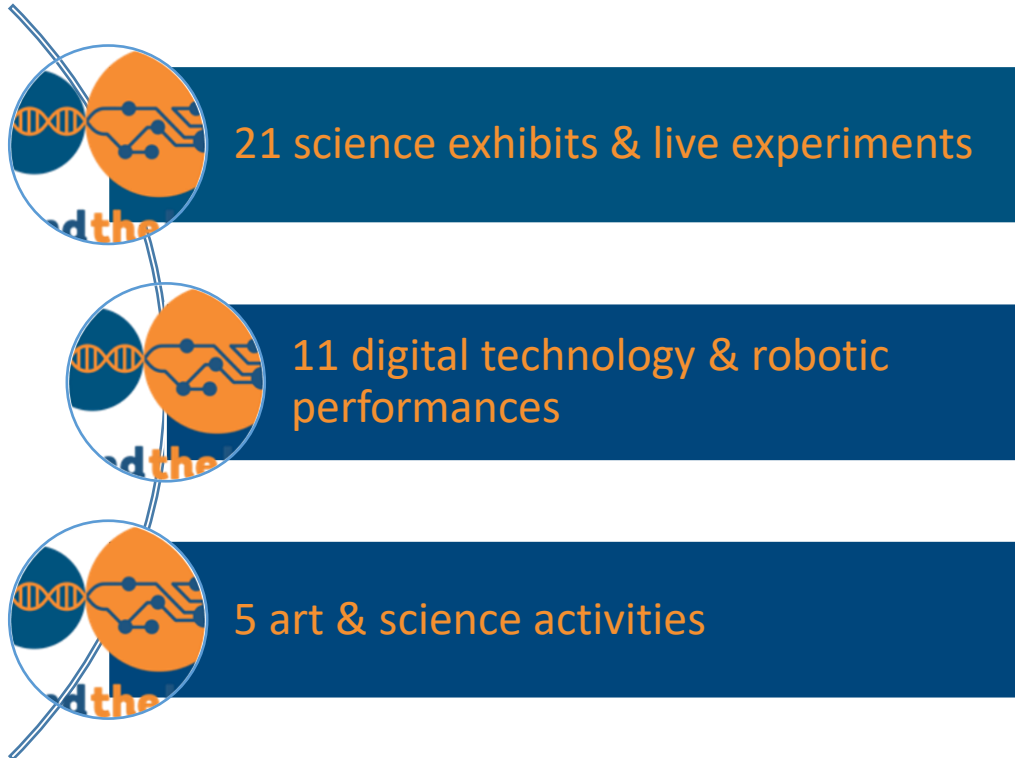


# 7. Case study - Athens 2017

Mind the Lab™ in numbers

## 37 Unique Events!!

Out of which:



## 8. Contact details



**+30 210 677 5892**

[info@mind-the-lab.com](mailto:info@mind-the-lab.com)



[elpiniki@scico.gr](mailto:elpiniki@scico.gr) (Elpiniki Pappa, Project Manager)

[theo@scico.gr](mailto:theo@scico.gr) (Theo Anagnostopoulos, General Manager)



[mind-the-lab.com](http://mind-the-lab.com)

[www.scico.gr](http://www.scico.gr)