

Scenario: "standard caffescienza firenze"

Goals

Promote discussions about everyday topics with non-specialized public, citizens' participation, birth of similar experiences, public fidelization.

Target

Adult public, from high school and University students to elder people.

Strategy

We were inspired by the café scientifique de Lyon.

After five years of experiments and after having administered 60 questionnaires in previous events, we decided the following strategy:

Regular scheduling prepared in advance, for printing of flyers, fidelization and advertising. Meeting with two experts and a limited public (less than 100 people). Everyday topics, technical topics are subject of the **Cafferenza** scenario. Public room, similar to a pub or a coffee room (not a conference hall) with free access and bar service. In order not to require sponsors, we keep it simple with no drink or food offering. After dinner. Due to the room and the expected public, we need audio amplifier and microphones, useful also for streaming. strong connections with web site, social web services (twitter, facebook) and Radio transmission (see **RadioMoka** scenario). Scheduling has to avoid clashed with other events like football matches.

Partners and role

Name	Role
Caffescienza Firenze	Organizer
CSDC, University of Firenze and ISC-CNR	Promoter, small financial support
SMS Rifredi http://www.smsrifredi.it/	Hosting
Municipality of Firenze	Support, printing of fliers and posters, advertizing
Novaradio http://www.novaradio.info	Advertizing, related radio transmissions
Radiospin, University of Firenze (Prato location) http://www.radiospin.poloprato.unifi.it	Audio streaming, podcasts

Description

Element	Value	Notes
time	21:00-23:00	After dinner
location	SMS Rifredi Firenze	Freely offered by SMS-ARCI after appointment
scheduling	Once a month, 8-10 events each season, avoiding summer	During the 2010-2011 season we had 9 regular+1 special events
weekday	Thursday	Avoid football match
cheap	Beverages and food not offered	
advertizing	Printed season program (500 copies, offered by the Municipality of Florence), printer flyers (50 copies), website (www.caffescienza.it), email list (400 addresses), twitter, facebook, radio program (RadioMoka, Novaradio, on SciCafe funds),	Sponsors: Municipality of Florence, SciCafe

	local newspapers	
target public	30-100 people, varied	
accessory services	Dinner/eating not available	
side shows (reading, introductory movies)	Not present	
topics	Not specific, concerning everyday life or related to specific events (e.g., referendum)	
moderator	Yes	
presentation length	10 minutes introduction+10 minutes for each expert	
discussion length	1-1:30 hour (10-20 questions)	
feedback	Questionnaire about public profile, questionnaire about specific event (online and paper), email and forum comments	
audio quality	Two microphones, one wireless; audio mixer and amplifier	
streaming	Audio and video	
recording	Audio and video	
audio streaming	Audio system, pc integrated audio, internet connection, free software, webradio (RadioSpin)	RadioSpin http://www.radiospin.poloprato.unifi.it
video streaming	Audio system, pc integrated webcam, internet connection, free software, video streamer (livestream.com)	www.livestream.com
audio recording	Audio system, pc integrated audio, free software	Audacity
video recording	Standalone fixed camera, free software for postprocessing	HandBrake
after event	Audio and video podcasts, comments on site, summary on RadioMoka and Moka (newsletter), audio pills on RadioSpin	RadioMoka, RadioSpin

Implementation

In the season 2010-2011 we organized the following “caffescienza” events

date	titolo	title
14/10/2010	<u>L'uomo è più un genio o un computer?</u>	Man is more a genius or a computer?
18/11/2010	<u>Le forme dell'energia: un Caffè-Scienza "sperimentale"</u>	Forms of energy: an experimental caffescienza
16/12/2010	<u>Naturale o ... sintetico?</u>	Natural or ... synthesized?
20/1/2011	<u>Grandi opere o grandi catastrofi?</u>	Big operas or big disasters?
24/2/2011	<u>Politica 2.0: social media e opinione pubblica</u>	Politics 2.0: social media and public opinion
17/3/2011	<u>False notizie e leggende metropolitane: come (e perché) nascono?</u>	Forged news and urban legends: how (and why) are they born?
25/3/2011	<u>Cosa possiamo imparare dal Giappone?</u>	What can we learn from Japan?
14/4/2011	<u>L'omeopatia è una scienza? E soprattutto, funziona?</u>	Is homeopathy a science? Is it really working?
5/5/2011	<u>Meglio un cero a S. Gennaro o</u>	It is better a prayer or an insurance?

Validation

All material, podcasts, comments can be retrieved from www.caffescienza.it.

We had a public ranging from 35 to 65 attendees for each event, collecting 85 feedbacks and 120 questionnaires. The recorded material was used by radio Spin for a daily summer program of half an hour <http://www.radiospin.poloprato.unifi.it/?p=2326>

The caffescienza site (www.caffescienza.it) in the season period 12/10/2010-12/7/2011 had 7500 visitors, 12.800 visitors, with an average of 9:30 minutes on the site. The mailing list info-caffescienza has 157 members. Caffescienza has 57 Twitter followers.

Few people, of the order of 4-5 unities, followed streaming.

Challenges, weak points and improvements

We would have welcomed a younger public, but only a small percentage of it was below 25 years old. We noticed a great renew of public, which is positive but denotes a lack of fidelization. In many cases the public was partially composed by "personal fans" of the experts. Streaming did not worked well all times, but after some improvement the quality increased. We did not advertise a lot for streaming, since it was experimental.

We experimented delays in the preparation of the seasonal program, so the fliers have been printed late and we missed some opportunities for their distribution. We also missed to send advises in time to popular show newspapers (Firenze spettacoli). For the next season we have to recover the practice of arranging an interview with radio stations the day of the events. The mailing list used (Google groups) can be difficult to subscribe to.