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# SCIENCE FESTIVAL

2025



**Call for Ideas**

2025 Edinburgh Science Festival

# Spaceship Earth

Saturday 5–Sunday 20 April 2025

The 2025 Edinburgh Science Festival will explore the challenges of living on a planet with finite resources, through the lenses of science fiction and space exploration. This is the concept of Spaceship Earth.

The Festival will take place in the year NASA's Artemis 2 spaceship will orbit the Moon in preparation for astronauts returning to land there. 'Live like an astronaut' is the battle cry of a new movement that urges us to learn from the constraints of living on a space station, or a distant planet, where resources are impossibly constrained and every gram of material and watt of energy is precious. Transferring these principles to life on Earth would radically reduce the pressures we place on natural resources.

Spaceship Earth will draw inspiration from a collision between science fiction and science fact, and question how we might better live on Earth. Holding real engineering and science approaches that are here – or coming soon – next to visions of creatives, we will ask audiences: 'Why not?'. The Festival's outlook will be broad and consider all elements of our lives: food production; healthcare; energy; materials; communications; travel and more. The Festival will consider the mundane – how to keep the lights on for the next million years; and the exotic – self-diagnosed and administered health care with 'cyborg' technologies.

We will look skyward to space stations, rockets and satellites; exploring the latest technological advances involving the burgeoning UK space industry and linking with NASA, the Jet Propulsion Laboratory, the European Space Agency, the UK Space Agency and the United Nations Office for Outer Space Affairs, for example. And we will look Earthwards to consider the need to re-design everyday life to run on less, linking to the main researchers and enterprises pioneering these changes. This will include innovations in energy generation and efficiency, new ways of producing food, new approaches to healthcare, AI and much more.



# Join us on our mission

We believe life is richer with a little more science and technology in it. Each year we produce a world-class Science Festival, support schools to educate young minds, create stimulating on-demand content, advocate for climate and sustainability, undertake community engagement and more, all to put that little extra bit of science and tech into the lives of many.

We do all of this in joyful, inspirational and amazing ways that put discovery and invention at the heart of popular culture, to be enjoyed as effortlessly and as enthusiastically as a good film, show, book or night out with friends.

## City Wide

The Science Festival is produced in partnership with some of Edinburgh's most iconic venues, including the National Museum of Scotland, the Royal Botanic Garden Edinburgh and Dynamic Earth, as well as art galleries, academic and cultural institutions and venues across the city.

## Free to access

Every year, half of our content is unticketed and free to access for all. We include exhibitions in high footfall spaces such as the Mound Precinct and Portobello promenade and interactive family activities in the National Museum of Scotland's Grand Gallery.

## Communities and learning

We work year-round building relationships with schools and community groups to deliver a bespoke programme that they find useful and engaging. We offer free curated visits to the Festival for community groups and for over 1,000 schoolchildren who would not otherwise be able to take part.

## Family activities

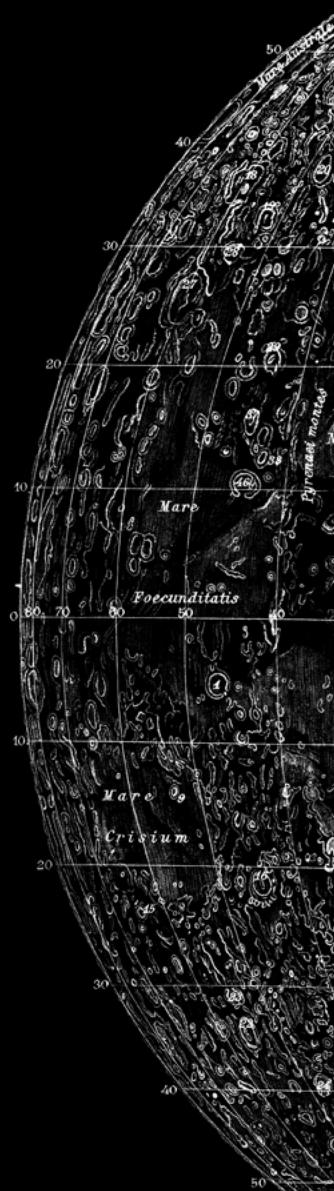
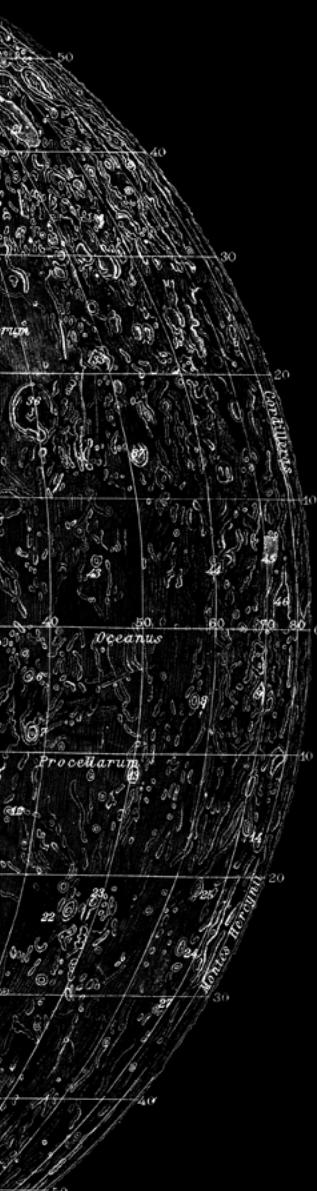
As well as our free content, we create an incredible science playground at the City Art Centre, where children can become engineers, vets, surgeons, inventors, chemists and more. This content changes each year to provide variety for all ages and interests. We also have performances, activities and workshops in our partner venues across the city.

## Adult programme

Our programme of adult discussions are delivered in venues like the auditorium in the National Museum for Scotland and focus on topics spanning every area of science, many of them cutting edge. We also deliver more sociable events that include food, drink and entertainment linked to our themes and exhibitions.

## Be part of our mission

We have our own internal creative and production teams that enable us to create unusual, impactful and bespoke content that can support the requirements of our partners and audiences. Every year around 150,000 people engage, interact and immerse themselves in science related culture through our annual Science Festival: partner with us in 2025.



## How to get involved

We welcome Festival event suggestions through our annual Call for Ideas. The deadline for submitting your ideas for the 2025 Festival is **midnight on Friday 13 September 2024**.



## What we are looking for

### If you are looking for a venue

If you would like us to provide a venue for your event(s), this year we are looking for experiences that fall into these categories:

- Talks and discussions – fascinating conversations for adults and young people aged 12+.
- Family Shows – engaging entertainment for children and families that can be run in a raked theatre-style setting.
- Digital – high-quality, immersive digital experiences and resources that can be shared with an online audience.

### If you have your own venue

If you represent a local visitor attraction or public facing venue and want to host your event(s) in your own venue, we are open to all ideas, although ideally suggestions will be linked to our 2025 theme Spaceship Earth.

While we will consider all events submitted, preference will be given to events that fall into the above categories, demonstrate a commitment to best-practice science communication and to providing high-quality experiences, and demonstrate a strong connection with our 2025 theme.

We will notify you of the outcome of your submission by email.



## Who Can Get Involved

Anyone can submit a proposal to the Call for Ideas. We are always keen to hear from people with a fascinating concept to communicate and new, exciting ways of doing it.

Use this chart to find the participation option that suits you best.

Publisher	Local visitor attraction	Independent professional	Other stakeholder
<p><b>Publisher</b> Publishers representing popular science authors can submit proposals for author talks with book signings.</p>	<p><b>Local visitor attraction</b> Public venues in or near Edinburgh that organise activities that tie in with the Science Festival programme. You must represent a physical venue open to the public to qualify for this category.</p>	<p><b>Independent professional</b> Individuals such as professional science communicators, artists and performers interested in bringing an experience to the Festival.</p>	<p><b>Other stakeholder</b> Organisations such as university departments, charities and learned societies using our facilities and Festival venues.</p>

## Participation fee

<b>Waived</b>	<b>£400 + VAT per event listing</b>	<b>Talk to us about your fee</b>	<b>£400–£1,300 +VAT per event listing, depending on venue requirements.</b> From £400 +VAT for a tabletop activity in a shared venue, depending on requirements. £1,300 +VAT for an event in a dedicated Festival venue space.
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If none of the above applies to you or the participation fee is a barrier to your involvement, please contact Senior Content and Programmes Manager Charlie Pike on [charlie.pike@scifest.co.uk](mailto:charlie.pike@scifest.co.uk). Alternative financial arrangements may be available.

## What does working with us mean?

### Benefits

The benefits we provide for standard events include:

Event management staff	✓	✗	✓	✓
Box office services*	✓	✓	✓	✓
Official programme listing**	✓	✓	✓	✓
Marketing pack to help promote your event	✓	✓	✓	✓
Support from our Festival team	✓	✓	✓	✓
Assistance with travel and accommodation costs, where applicable	✗	✓	✓	✓

\*Box Office

For the convenience of our visitors, an allocation of tickets for every event listed in the programme must be available to book through the Edinburgh Science Festival website. With the exception of local visitor attractions, all box office revenue is retained (and ticket prices determined) by the Edinburgh Science Festival, unless otherwise negotiated and stated in the Participation Agreement. For local visitor attractions, a 20% administration fee is retained from ticket revenue generated through the Festival box office. A minimum of 10 tickets or 20% of the total tickets available for each event, whichever is higher, must be allocated to be sold through the Festival box office.

\*\* Official Programme Listing

In 2024:

- 5,000 printed copies of our mini brochure distributed around into schools
- 25,000 printed copies of our main brochure distributed around our partner venues, info centres, libraries, museums, cafes etc.
- 169,482 visitors across the Festival
- 21,028 tickets sold

We may seek sponsorship for your event in accordance with our Ethical Sponsorship Policy. Certain benefits, such as logo branding in our brochure, are only available to Sponsors. To find out more information about Sponsor benefits, please see next page.

Publisher  
Local visitor attraction  
Independent professional  
Other stakeholder

## CALL FOR IDEAS TIMELINE

Thursday 27 June	Launch of Call for Ideas
<b>Friday 13 September</b>	<b>DEADLINE FOR SUBMISSIONS</b>
Late September	Festival team reviews submissions
Mid October	Event selection finalised and applicants are contacted
November	Collection of event information and contracts are signed
<b>Friday 29 November</b>	<b>DEADLINE FOR EVENT INFORMATION AND COPY</b>
Early-mid January	Brochure proofing and sign-off
<b>Mid February</b>	Programme launch and events on-sale <b>All events are under embargo until this date</b>
March	Final confirmation of event logistics
<b>Saturday 5 – Sunday 20 April</b>	<b>Edinburgh Science Festival 2025 LIVE</b>
May	Feedback forms sent out and wrap-up of financial agreements (where applicable)

## Contact our team!

If you have any questions, don't hesitate to email us.

To discuss content/the Call for Ideas contact **Charlie Pike**, Senior Content and Programmes Manager at [charlie.pike@scifest.co.uk](mailto:charlie.pike@scifest.co.uk)

To discuss sponsorship opportunities, contact our **Development Team** at [development@scifest.co.uk](mailto:development@scifest.co.uk)

## Sponsor opportunities

Would you like to have an enhanced presence at the Festival to showcase the work of your organisation? Edinburgh Science Festival is an excellent platform on which to increase the profile of your organisation in front of an enthusiastic and engaged audience that includes industry experts, academia, scientists and technologists, creators, makers and innovators and families. Our Development team will work with you to create a bespoke package to support your objectives and give you maximum benefit.

Sponsor benefits can include, but are not limited to:

- Logo and brand recognition
- Staff engagement opportunities
- Enhanced marketing and publicity
- VIP tickets and event invites

Contact our Development team at [development@scifest.co.uk](mailto:development@scifest.co.uk) to discuss your needs and to develop a creative package that can benefit your organisation or event.

