



# 15th Anniversary Manifesto

17th October of 2025



Kultura  
Zientifikoko  
Katedra  
Cátedra  
Cultura  
Científica

## **Bringing science to every corner and shoreline of society**

The Chair of Scientific Culture of the University of the Basque Country celebrates its 15th anniversary and begins a new chapter, building on the mission on which it was founded in 2010: to foster scientific culture among citizens in order to move towards a more democratic society.

Today, that commitment is being expanded. We want to **bring science to every corner and shoreline of society** and make knowledge accessible to a greater number of people through open initiatives.

## **Being where we are not expected**

We aspire to be like the **delta of a river: a channel of knowledge that**, through its many branches, **soaks society as a whole in all its diversity**. A channel that does not stop at the centres, but flows towards the shorelines, reaching those spaces less connected with science. Because bringing knowledge to these territories - geographical, social and cultural- is more merely a logistical challenge: it is an ethical commitment to a fairer, more inclusive and transformative approach to scientific outreach.

The dissemination of scientific culture cannot be confined to academic, digital or dominant urban spaces. We also want to reach those living in vulnerable circumstances, those who do not use technology, those with functional diversities, or those living in neighbourhoods, villages or environments far from major urban centres. In short, those who have not been reached through conventional channels of knowledge. And we want to engage with those corners and shorelines not as a one-off gesture, but as a way of redefining what we mean by scientific culture.

This is why we are committed to an **accessible, multi-channel approach** that enables us to reach diverse audiences: from our blogs ([Mapping Ignorance](#),



[Cuaderno de Cultura Científica](#), [Zientzia Kaiera](#) and [Mujeres con Ciencia](#)) to audiovisual platforms, social media, and face-to-face science outreach activities in the streets, squares and cultural centres of our towns and cities. This involves maintaining established spaces while, at the same time, opening up to other less conventional ones. Projects such as *Bilbo Zientzia Plaza* or *Zientzia Kalean*, for example, demonstrate how science can engage with diverse realities from a approachable and open perspective, without compromising on rigour.

## Changing the scale

We want to **break away from the dominance of urban centres** and promote a form of science communication that is measured not only by its quantitative impact, but also by its ability to foster critical thinking, social cohesion and active participation. **A scientific culture that contributes to both individual and collective well-being** through the dissemination of knowledge and science education; one that listens, observes and learns. And one that also manages to in reach those corners it has traditionally failed to reach.

To achieve this, we need to take a leap forward: **to make what we already do more accessible, in terms of content, format and spaces**. Because, although science is everywhere, it is still not accessible to everyone. This is how Emily Dawson, a researcher in the Department of Science and Technology Studies at University College London, explains it in the digital publication [“Hacia una comunicación inclusiva de la ciencia: Reflexiones y acciones de éxito”](#) (Towards Inclusive Science Communication: Reflections and Successful Actions) by FECYT (p.11).

“Science communication remains a set of resources and activities reserved for privileged groups. If a person lives in a city, is wealthy and has higher education, they are far more likely to take part in science communication activities, whether in museums, festivals, science talks or similar events”.

In other words, science communication remains an exclusive sphere and therefore, it is our responsibility to open it up and make it truly inclusive.



## An inclusive and transformative science

Since its foundation, the Chair of Scientific Culture of the University of the Basque Country (EHU) has played an active role in **championing scientific culture as a pillar of democracy**. In this new phase we want to consolidate that legacy and broaden our reach. Scientific culture is already part of everyday cultural life. We must continue to promote scientific culture as a part of the everyday cultural landscape and go one step further to reach an ever-wider audience. Now we also seek to contribute to equality, social justice and collective well-being.

This involves maintaining, strengthening and broadening collaboration with social, technological and cultural actors in our community, and working together to promote inclusive communication of knowledge. From partnerships with technological centres such as the BRTA alliance, to initiatives such as Easy To Read Basque Country, Zientziaren Giltzak or ZarautzOn, all aimed to bringing science to diverse audiences.

The **science of the future must be equitable and inclusive**, leaving no one behind on grounds of gender, territory, functional diversity, cultural background or sexual orientation. It is not enough to be present: it is essential to **foster and guarantee the accessibility of our initiatives and projects so that we can reach all people, groups, and audiences**. We want to serve as a bridge connecting people with professionals from different scientific disciplines, fostering collaborations that enable the development of useful tools for the social dissemination of scientific knowledge, to contribute to the well-being of the population.



## **(Mission)**

We aim to foster people's scientific culture in order to move towards a more democratic and inclusive society, bringing science to every corner and shoreline of society through projects and initiatives that are accessible to as many people as possible.

## **(Vision)**

We aspire to be a channel of knowledge that, like a river delta, soaks the whole of society in its diversity, extending the reach of science communication beyond conventional spaces to contribute to the collective and individual well-being of the population

## **(Purpose)**

Our purpose is to reduce obstacles in access to scientific knowledge and to transform scientific culture into a common good that contributes to a more equitable and inclusive society.

## **(Values)**

- Inclusion. Our aim is to reach diverse audiences, particularly those most distanced from scientific culture, through initiatives open to a wider range of people, groups, and audiences.
- Accessibility. We are committed to removing physical, cultural, social, or technological barriers so that scientific knowledge reaches everyone. It is not enough to be present. It is essential to foster and guarantee the accessibility of our initiatives and projects.

- Availability / proximity. We want to break the dominance of urban centres and promote scientific culture as an integral part of cultural programming in small towns.
- Social justice. We view science communication as a tool for reducing inequalities and promoting a more equitable society. For this reason, we promote projects and initiatives open to a wider range of people.
- Transformation. We aim to act as a bridge connecting people with professionals from different scientific disciplines, generating synergies that enable the development of useful tools for science communication which adds value and has a real impact on people's well-being.
- Ethical commitment. We advocate for science communication from an approachable, open and responsible perspective.
- Collaboration. We work alongside with social, technological and cultural stakeholders in our community to promote a more inclusive approach to communicating knowledge.
- Rigour. We maintain high standards of quality and accuracy in the outreach of knowledge without compromising on approachability.
- Active listening and continuous learning. We view science communication as a two-way process enriched by dialogue with society.

