

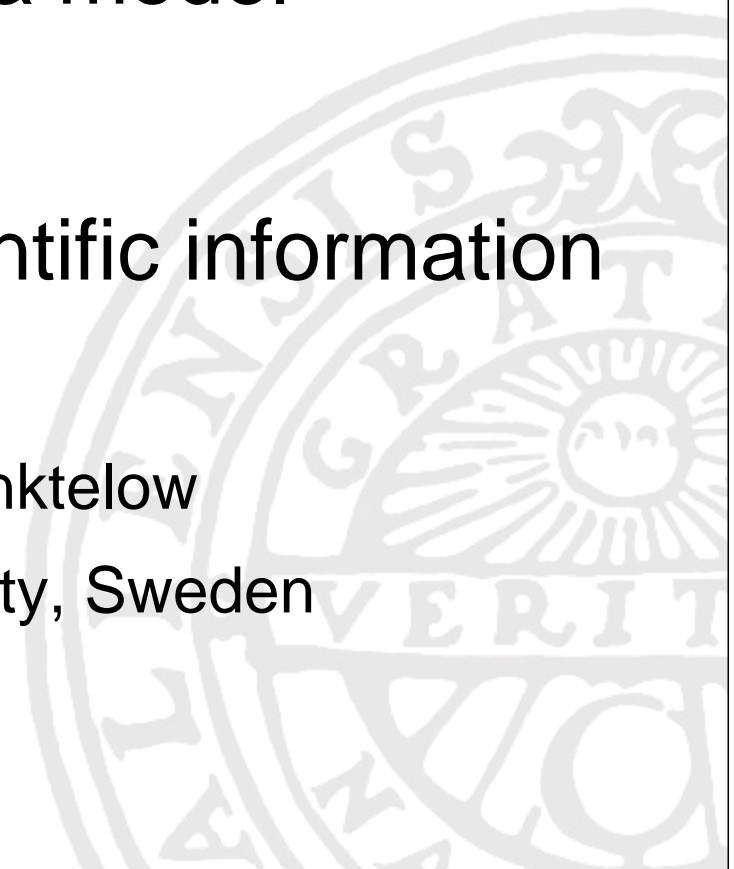


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Reaching out together

The Uppsala model of communicating scientific information

Mariette Manktelow
Uppsala university, Sweden





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Swedish Television

Viktor Gärdebo

Ola Lundström

Fibben Hald

Uppsala University Art Collections

Linnaean Landscapes

August Ekman Öhrn





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Uppsala - the town of Linnaeus



Linnaeus used curiosity as a teaching tool.

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A country of natural history



Swedes have a great interest in taxonomy.

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The Linnaean Tercentenary 2007



A joint venture in Uppsala

Uppsala University
Uppsala Municipality
Swedish Agricultural
University
Uppsala County
Swedish Linnaean Society

Joint homepage

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<p>Lärare, läkare, ledare. Fira Linné med Uppsala universitet.</p>		<p>Linné var en back-packer. Vandringar i Linnés fotspår.</p>	<p>Välkommen hit Välkommen hem UPPSALA</p>
	<p>»Jag är liten yr och kvick.« Läs om festerna i Linnés ando i Uppsala.</p>	<p>Marken vi lever på. SLU</p>	<p>Lär känna Linné hos Svenska Linnésällskapet. Läs mer.</p>



Uppsala. Linnés stad. Varje dag sedan 1728.



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Resulting activities 2007

Science in the Linnaean cultural heritage.

Linnaeus lounges - science and theatre.

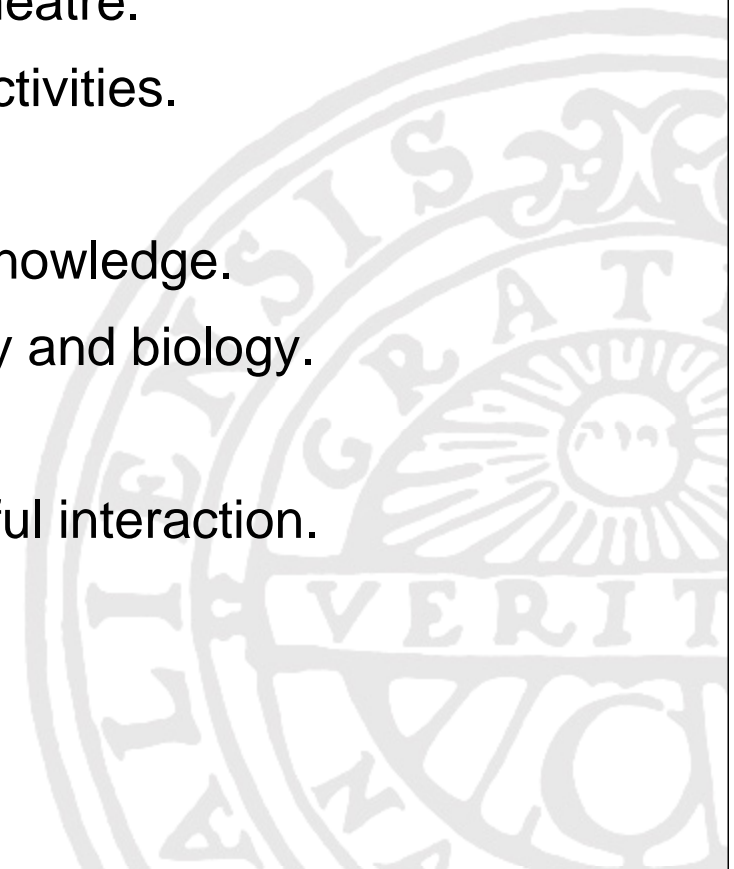
Children's parade and botanical activities.

Science in the libraries.

Town decorations and botanical knowledge.

Artistic interpretations of taxonomy and biology.

University and municipality in fruitful interaction.





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Linnaean cultural heritage



Hans Odoo impersonating Linnaeus in Hammarby.

© Björn Tingström



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Linnaean cultural heritage



Children studying insects in Hammarby.

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Botanical Garden of Uppsala



Great inauguration of Linnaeus week, may 07.

© Björn Tingström



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Botanical Garden of Uppsala



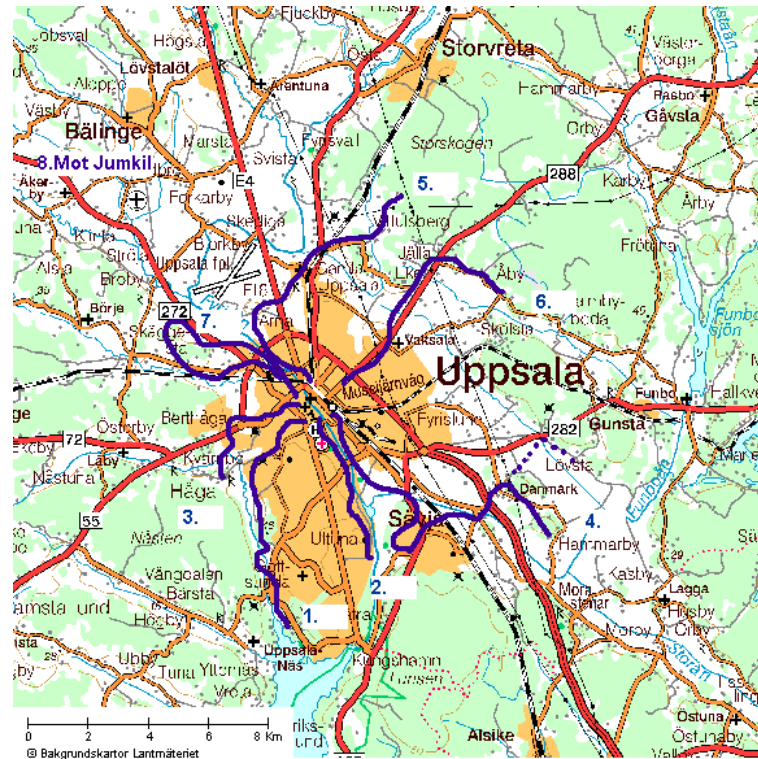
Linnaeus hall with biodiversity exhibition.

© Björn Tingström



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Herbationes Upsalienses



Restoring Linnaean excursion paths.

An Uppsala Municipality Project.

© Linnaean Landscapes



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Herbationes Upsalienses



Walking in Linnaeus' footpaths.

© Björn Tingström



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Herbationes Upsalienses



Teaching natural history the Linnaean way.

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Linnaeus lounge



Theatre meets botany.

© Trädgårdssalonger. August Ekman Öhrn





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Children's activities



Planting a bulb each for Linnaeus.

An Uppsala Municipality Project.

© Björn Tingström



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Children's activities



Children's flower parade on Linnaeus' birthday.

An Uppsala Municipality Project.

© Mats Wilhelm (left), © Viktor Gärdenbo (right)



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Children's activities



Market of Knowledge in Town Square.

An Uppsala Municipality Project.

© Uppsala Municipality



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Science in libraries



Talks, exhibitions, dances, radio programs.

© Björn Tingström



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Artistic interpretations



Linnaeus' cupboard. Bench on excursion trail.

Uppsala Municipality Projects.

© Artist Roland Persson (left)

© Björn Tingström (right), artist Mats Nyberg



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Town decorations and science



Knowledge in reach while waiting for the bus.

Uppsala Municipality Projects.

© Björn Tingström



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Town decorations and science



A green carpet for Linnaeus rolled out in the night.

Uppsala Municipality Project.

© Mats Wilhelm (left) © Björn Tingström (right)



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International Tulip Festival



Variety and origin of cultivated plants.

Uppsala Municipality Projects.

© Björn Tingström (left) ©SVT (right)



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Linnaean Scientific Heritage Project 2008-2010

Project from Uppsala university to follow up
success from 2007

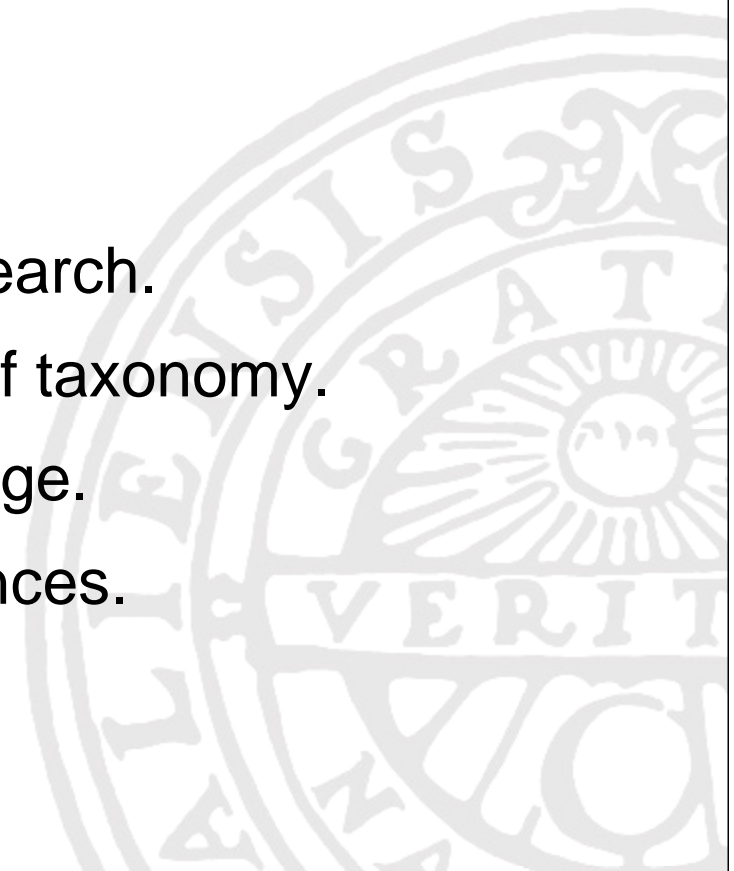
Reaching out together.

World leading biological research.

Linnaeus town - the cradle of taxonomy.

Uppsala - a town of knowledge.

Uppsala - a town of experiences.





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Targets and goals

Target: **the public.**

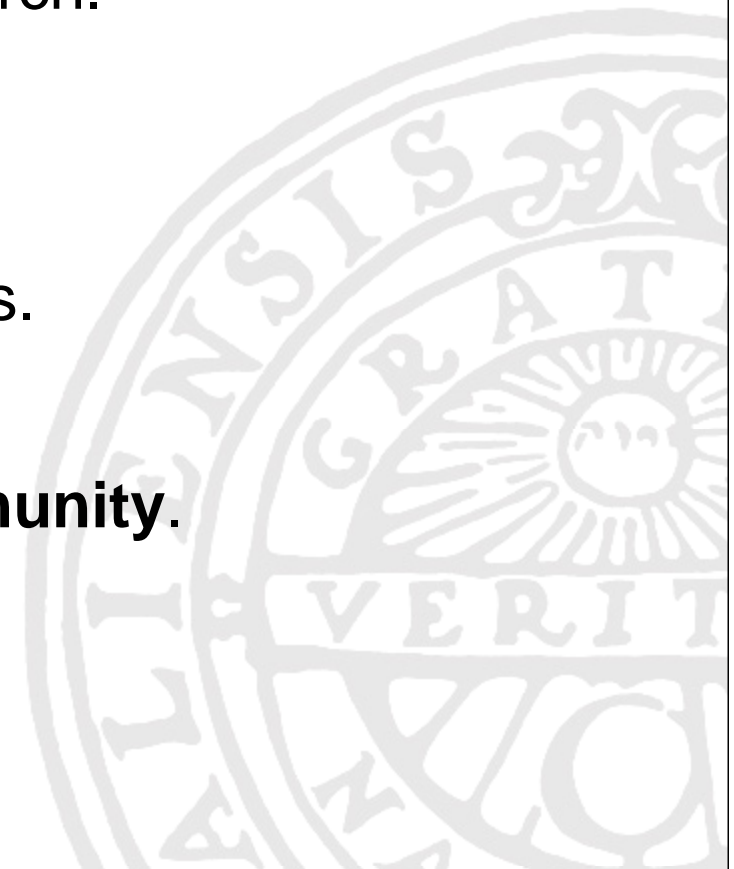
Goal: to communicate research.

Target: **the students.**

Goal: to establish awareness.

Target: **the scientific community.**

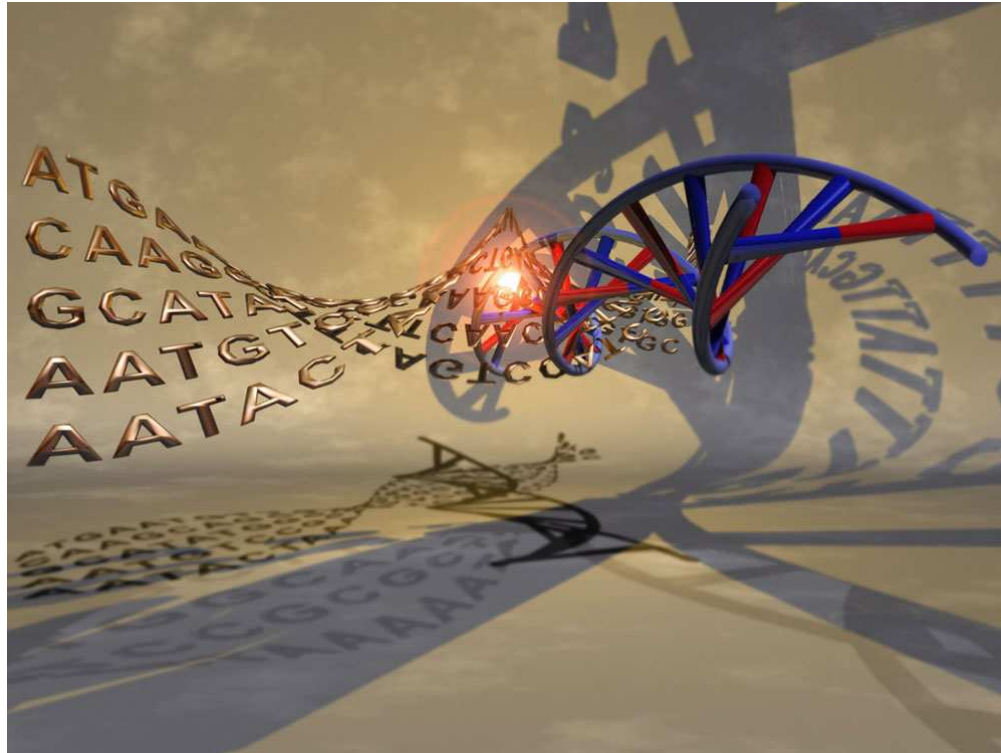
Goal: to strengthen identity.





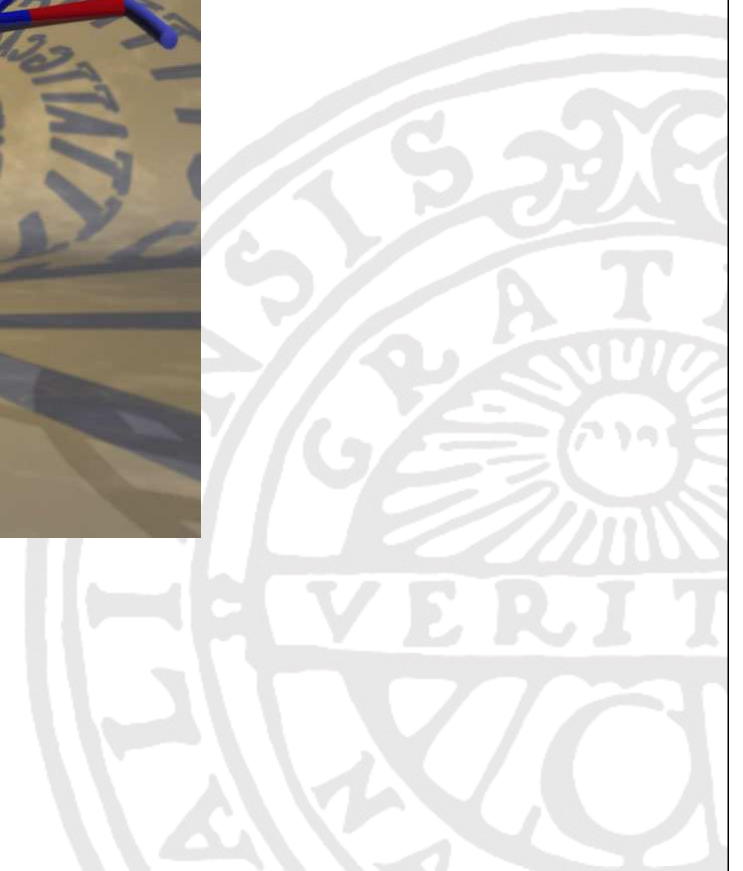
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2009



Darwin year

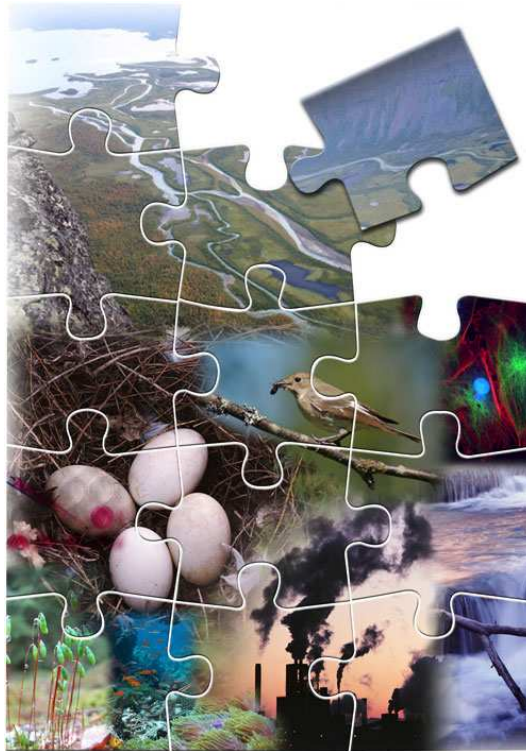
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2010



Biodiversity year.

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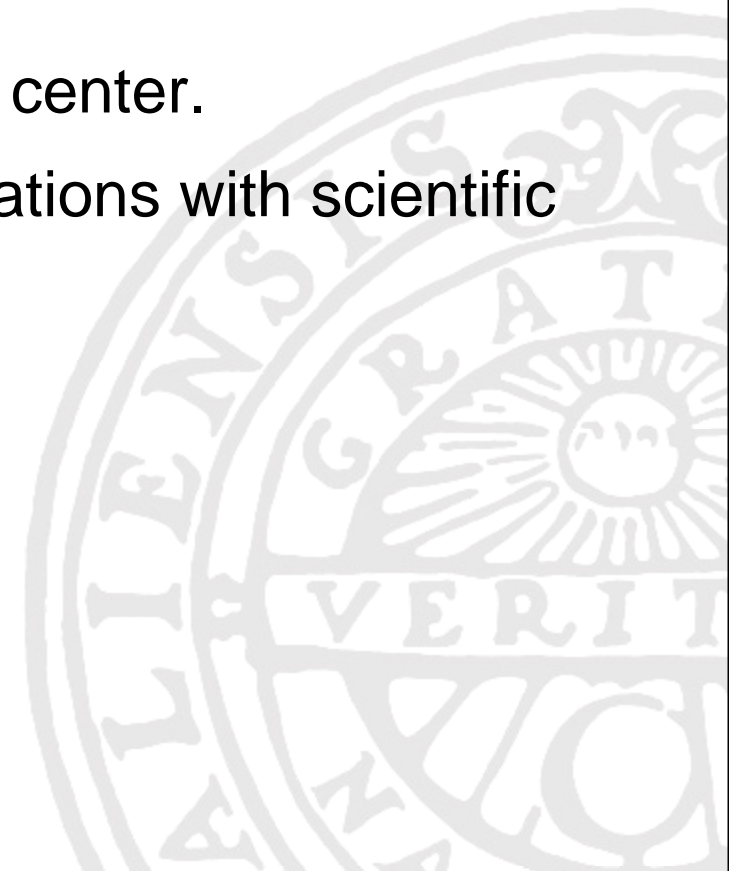
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Reaching out together

Projects in cooperation with municipality:

Exhibitions of science in city center.

Combining town plant decorations with scientific knowledge.





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Reaching out together

Nursery school - create curiosity.

Primary school - market of knowledge.

Secondary school - scientific public projects.

Getting children involved in town events.

Gathering biology teachers in Uppsala to learn more about evolution.

National literature for schools on evolution and diversity.



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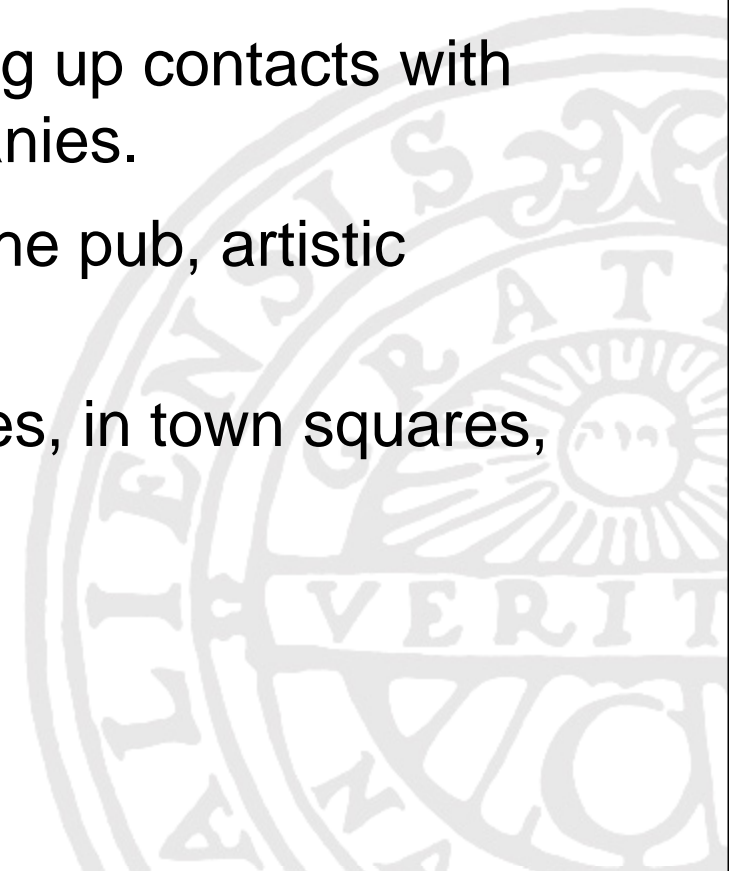
Reaching out together

Merging Linnaean cultural heritage with
Linnaean scientific heritage.

Trade and industry - following up contacts with
biology and business companies.

Art and science - botany in the pub, artistic
interpretations.

Finding the public - in libraries, in town squares,
in the TV sofa.





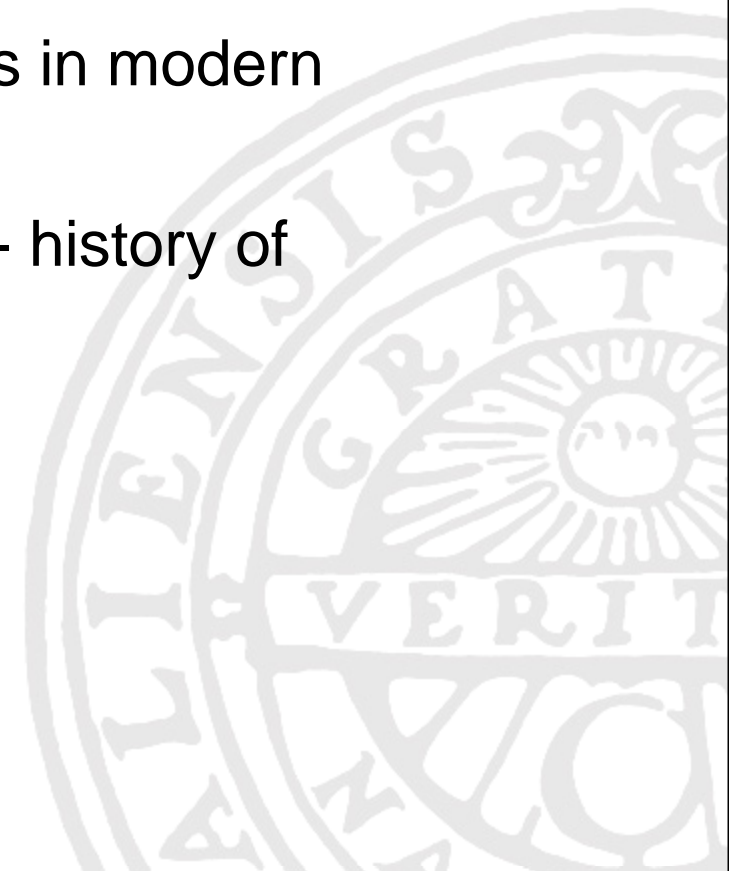
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Students

Create awareness of being at Linnaeus' university.

Use historical excursion sites in modern teaching.

Teaching biology with roots - history of sciences.





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Scientific community

Strengthening identity of biology researchers -
diminishing effects of competition situation.

Unique possibility of rooting modern research.

Broadening individual contact surface to the
public through activities in cooperation with
municipality.

Networking with international contacts.



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Linnaeus had a reason to communicate

and so do we....





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