

Parallel Session 25: Proposals and initiatives for "public dialogue".

**DIFFUSE EXHIBITION AS A WAY OF TALKING ABOUT SCIENCE
AND ENVIRONMENTAL ISSUES. DESIGN, EVALUATION AND
CONCLUSIONS.**

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Abstract

Building up a dialogue between municipality agents and citizens regarding issues, which affect us such as science, technology and the environment, requires new tools. This study puts forward an expository model, which works towards reaching this communication through three target objectives: informing, creating new attitudes and promoting dialogue.

The model is shown through an example of a municipality residue plan where the involvement of the community and the exchange of opinions among the participants are pursued. At the same time, the model presents the elaboration and application of an evaluation pattern, specially designed to further analyse its functioning and effectiveness.

Key words

Participative diffuse exhibition: a model for exhibition that tries to educate in knowledge, values and attitudes on a particular subject and, at the same time, collects proposals and opinions from participants. It is called diffuse because it is divided into territories according to the affinities of the territory with the subject of the various panels or parts of the exhibition.

Text

Context

The exhibition that is presented took place in the municipality of Viladecans (Barcelona), in the context of the diffusion of the Municipal Plan for residues.

Objective

General objectives

To advance in the construction of an educational exhibition model on an environmental subject.

To advance in the construction of model for evaluating educational exhibitions on an environmental subject.

Specific objectives

Propose and prepare a specific case of an educational exhibition on an environmental subject applied to a real situation following the model proposed.

Prepare the evaluation of the exhibition mentioned using the evaluation model that is proposed.

Methods

The techniques used in the interactive components are specially designed to make connections among the local community and between the community and the municipality agents. In this way, not only a mere interest in the surrounding area, but also a real collective implication is promoted. The evaluation system is conceived as a way of analysing the exhibition. The exhibition's impact as well as its overall functioning will also be taken into account in order to improve future actions. The evaluation's methodology is based on the application of both qualitative and quantitative techniques such as: recounts, inquiries, guided observations, image analysis and coherent methodological analysis.

Results

The evaluation results provide conclusions about the use and the application of the new model and have rendered possible the detection of its strengths and weaknesses, which will be key to bringing about proposals for improvement.

Conclusions

The exhibition presents two innovating characteristics:

- It is diffuse. Citizens encounter it in their itineraries.
- It contains elements geared towards a type of participation, which stimulates bi-directional communication.

Diffuse exhibitions are not only accessible to citizens, but their use is valued very highly by the local communities, especially due to two elements: on the one hand, due to the interactive aspects they entail, and on the other hand, due to the possibility they give citizens to directly discuss with the municipality agents in charge of the environmental issues in their area.

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