

# FameLab

## TALKINGSCIENCE



### What is FameLab®?

FameLab® is an International competition initiated by Cheltenham Science Festival and the National Endowment for Science, Technology and the Arts (NESTA) in the UK.

FameLab®, mainly designed to identify and nurture talents in science communications, specifically aims at:

- Encouraging young scientists to find their voices and to communicate with the wider public in an open, inspired and interactive way
- Attracting people with passion for science to share their enthusiasm with the wider public making science fun and inspiring young people to consider a career in science
- Promoting science as part of popular culture

### Why is FameLab® in Egypt?

The competition was introduced to Egypt in 2009 in support of the government's efforts to advance science and to build a culture that understands and supports the positive role science plays in the economic and social well-being.

Famelab® Egypt was introduced for the first time in the Middle East and Africa by the **British Council** and the **Research, Development and Innovation (RDI) Programme**.

### How does the competition work in Egypt?

Young Egyptian scientists and science students from 18 to 40 years old, working or studying Basic, Life or Engineering Sciences are encouraged to participate and compete.

Local competitions/heats will be held in Alexandria, Assiut and Cairo to select ten winners, who will compete in the Final Competition to be held in March 2011.



The contestants will be judged on the content, clarity and charisma of their presentations by a distinguished panel of jury.

All ten contestants will receive valuable prizes. The first prize winner will be fully sponsored to travel and represent Egypt at the Final International Competition to be held during the Cheltenham Science Festival in June 2011.

### **What is expected from the contestants and how will they be judged?**

Contestants are expected to deliver an entertaining and original **three-minute** talk about any scientific topic without using PowerPoint or other electronic presentation tools and with limited use of props. The talk must be scientifically accurate, but also engaging to a non-scientific audience.

FameLab® is similar to TV programmes like Pop Idol – where each competitor has just three minutes to prove him/herself to a panel of expert judges, with only the best going forward to the next round.

### **What happened at the international competition in 2010?**

The champion of each country was fully sponsored to travel to the UK and compete against the winners from other countries, including Austria, Bulgaria, Croatia, Greece, Hong Kong, Libya, Morocco, Romania, Serbia, Turkey, the UK and others. The Egyptian winner, Hazem Shoirah, ranked third in the International Competition.



**British Council**

The British Council is the UK's principal agent for international cultural relations.

Our work is driven by our strong belief in internationalism, a commitment to professionalism and an enthusiasm for creativity. These qualities, together with our integrity and our conviction that cultural relations can help individuals and the world community to thrive, make the British Council a good partner.

**The Research, Development and Innovation (RDI) Programme**

The RDI is a **Ministry of Higher Education and Scientific Research** Programme financed by the **European Commission**.

The RDI Programme is committed to strengthening links between research and development (R&D) sector and industry while enhancing the innovation and technology transfer culture.