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**First Announcement**

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| **KAST-ASM-IAP Workshop on**  ***‘Science Literacy: Science Communication and Science Outreach’***  **Seoul, Korea**  **12 – 13 June, 2014**  Jointly Organized by:  ***Korean Academy of Science and Technology (KAST)***  ***Academy of Sciences Malaysia (ASM)***  Supported by:  ***IAP – the global network of science academies***  ***Association of Academies and Societies of Sciences in Asia (AASSA)***  ***International Science, Technology and Innovation Centre (ISTIC) for South-South Cooperation Under the Auspices of UNESCO*** |

The Korean Academy of Science and Technology (KAST) is a South Korea’s most prestigious body of prominent scientists elected as Fellows in science and technology areas, and a highest advisory body to the government and science community on matters related to science and technology. It has the mandate to recognize outstanding achievements in science and technology made by Korean scientists in all fields of science. KAST was founded in 1994 and continues to stand today with firm resolve to faithfully pursue its vision of progress of Korea anchored on science. The Academy’s missions are:

To contribute to the promotion and advancement of S&T

To perform a pivotal role in non-governmental research, evaluation and consultation on the S & T

To enhance the academic collaborative programs between the KAST and foreign academies

To establish and operate “Science Hall of Fame”

**BACKGROUND OF WORKSHOP**

Relevance to IAP’s Mission and Strategic Plan: In the 2013 IAP General Assembly at Rio de Janeiro, it was announced that Science Literacy is a common grand challenge. To meet the challenge, Academies need to work jointly on Science Literacy. KAST, in collaboration with ASM, AASSA and ISTIC volunteers to work on this matter as a hub in Asia/Pacific region under the IAP SEP (Science Education Programme).

Science Literacy in a broad sense results from Science Communication, Science Outreach and Science Advice. Science Communication refers to public communication of science and technology. It aims to bridge gaps between the scientists and the public. Science Outreach aims to promote public awareness of science and technology by providing the youth and the public with access to scientific events such as exhibits, lectures, centers, and so forth. Science Advice means advising activities toward the government but also the general public on science-related issues. Since Science Literacy is the most important issue that Science Academies should contribute to society now, we would like to discuss and suggest good ways to improve Science Literacy in IAP member countries. KAST (The Korean Academy of Science and Technology) has the successful experience of IAP project on Science Communication in 2012 and would like to extend the study to the broader concept of Science Literacy in 2014.

The school science curriculum plays a vital role in developing science literacy particularly as science is generally taught to all. Science literacy entails acquisition of scientific knowledge, skills, attitudes and understanding the basic concepts of science and the nature of science as well as developing the capacity to access, read and understand materials with scientific and /or technical dimension and apply these to make informed decision that affect our lives. Science is essentially experimental and relates closely to inquiry and discovery. The inquiry-based approach to science education or IBSE has been an established program under IAP-SEP and is widely acknowledged as an effective approach in teaching the subject. IBSE will help science literacy programmes.

To discuss and propose better ways to improve Science Literacy, KAST, in collaboration with ASM, AASSA and ISTIC is planning to hold an International Science Literacy Workshop on ‘***Science Literacy: Science Communication and Science Outreach.***’

**The themes** of the Workshop are:

1. To develop effective education and communication of science for scientific literacy
2. To develop effective communication of SHER (Science, Health, Environment, Risk) for public understanding of science and technology.

**The subthemes** of the Workshop are:

[Subtheme 1] How to achieve effective education and communication of science for enhancing scientific literacy (e.g., formal and informal educational activities, public communication of science)

[Subtheme 2] How to achieve effective communication of SHER (Science, Health, Environment, Risk) for removing the gaps between the scientists and the public (e.g., formal and informal educational activities, public communication of SHER information)

[Subtheme 3] How to evaluate effective education and communication of SHER (e.g., measurement of scientific literacy or public understanding of science, health, environment or risk information)

[Subtheme 4] How to establish the IAP-AASSA network for effective education and communication of SHER and sustainable development.

**PROGRAMME**

11 June 2014: Arrival and Welcome Dinner

12 June 2014: **KAST-ASM-IAP Workshop on ‘Science Literacy: Science Communication and Science Outreach’ (Day 1) and Official Dinner**

13 June 2014: **Forenoon - KAST-ASM-IAP Workshop on ‘Science Literacy: Science Communication and Science Outreach’ (Day 2)**

**Afternoon - Field Trip and Dinner**

14 June 2014: Departure

**CALL FOR ABSTRACTS**

Applicants are invited to submit a brief C.V. and a one-page English abstract on her or his own country’s hopefully national-level experiences of enhancing and/or measuring public scientific or SHER literacy. Each abstract should specify beside its title which one of the above four subthemes it is directed for (MS Word, 12 points; refer to the attached sample C.V. and abstract) by e-mail to [sckim@kast.or.kr](mailto:sckim@kast.or.kr) **by April 18, 2014**. After a review by organizing committee, authors whose abstracts are accepted will be notified by O.C of the Workshop **on April 25, 2014**.

**IMPORTANT DATES**

March 31, 2013: 1st Announcement

April 18, 2014: Due Date for Abstract Submission

April 25, 2014: Notification of the acceptance of the abstract

May 16, 2014: Due Date for Submission of Presentation File

**LANGUAGE**

English is the official language of the workshop. This language will be used for printed materials, presentations and discussions.

**TRANSPORTATION**

Participants will be provided with transportation between the airport and the hotel, and to/from the field trip.

**WORKSHOP VENUE AND ACCOMMODATION**

The workshop will be held in Seoul, Korea. Details of the workshop venue and accommodation will be provided in the second announcement.

**WEATHER**

Korea's climate is regarded as a continental climate from a temperate standpoint and a monsoonal climate from a precipitation standpoint. The climate of Korea is characterized by four distinct seasons: spring, summer, fall, and winter. **Summer lasts from June to early September. It is a hot and humid time of the year. The average temperature in June is 20 degrees Celsius.**

**FINANCIAL SUPPORT**

Due to the budget restriction, round-trip airfare (economy class) will be provided to a limited number of speakers whose submitted abstracts are accepted through review. Also local expenses (accommodation, meal) for up to 3 nights for those speakers will be covered by KAST. The Organizing Committee’s KAST sub-committee will make a decision of those speakers. We also welcome anyone who wants to participate in this workshop with her or his own sponsorship.

**VISA**

All foreigners wishing to visit the Republic of Korea must have a valid passport and visa. Visitors with round tickets from countries that have a special agreement with Korea are exempted from the visa requirement and can stay in Korea visa-free for periods up to 30 days or 90 days, depending on the type of agreement between the two countries. Participants whose nationals require a visa to enter Korea should apply for it at a local Korean Embassy or Consulate. If a participant needs a visa for visiting Korea, an invitation letter will be provided.

**ORGANIZING COMMITTEE**

***Chair***

Prof. Hak-Soo KIM (Fellow, KAST / Professor, Sogang University, Korea)

***Members***

Prof. Yoo Hang KIM (Fellow, KAST / Executive Director, AASSA)

Dato’ Dr. Samsudin TUGIMAN (Secretary General, Academy of Sciences Malaysia)

Prof. Krishan LAL (Vice President, AASSA / Immediate Past President, Indian National Science Academy)

Prof. Sung Kyum CHO (Professor, College of Social Sciences, Chungnam National University, Korea)

Prof. Dongchun SHIN (Fellow, KAST / Professor, Yonsei University Health System, Korea)

Prof. Jae Chul SHIM (Professor, School of Media and Communication, Korea University, Korea)

Dr. Aphiya HATHAYATHAM (Director, Information Technology Museum, NSM Thailand)

Dr. Fujun REN (Director-General, China Research Institute for Science Popularization, CAST, China)

**CONTACT INFORMATION**

**All correspondences should be addressed to:**

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International Cooperation

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**(Sample)**



**Sung Hyun PARK**

President, The Korean Academy of Science and Technology

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## Education

1975 Ph. D., Statistics, North Carolina State University, U.S.A.

1972 M.S., Operations Research, North Carolina State University, U.S.A

1968 B.S., Chemical Engineering in Seoul National University

## Major Activities

2013 - Present Division Chair of PACST (Presidential Advisory Council on Science and Technology)

2012 - Present Chaired Professor, Dept. of Management of Technology, Konkuk University

2012 – Present President, Korean Academy of Science and Technology

2010 - Present Emeritus Professor of SNU

1994 - Present Editorial Board Member, International Journal of Industrial Engineering - Applications and Practice

2010 - 2012 Director, Directorate for Basic Research in Science and Engineering, National Research Foundation of Korea

2006 - Present Fellow of the Korean Academy of Science and Technology (KAST)

2005 – 2007 Vice President, International Society for Business and Industrial Statistics

2005 - 2007 Chairman, Senate of Seoul National University

2000 - 2002 Dean, College of Natural Sciences, Seoul National University

2000 – Present International Editorial Board Member, Total Quality Management & Business Excellence

1999 - 2001 President, Korean Society for Quality Management

1997 - 2001 Council Member of the International Statistical Institute

1997 - 1998 Chairman, Office of Student Affairs, Seoul National University

1995 - 1997 President, Korean Statistical Society

1995 - 1997 Director, The Research Institute for Basic Sciences, Seoul National University

1991 - 1991 Visiting professor, Dept. of Statistics, Dortmund University, Dortmund, Germany

1990 - 1990 Visiting professor, Institute of Statistical Mathematics, Tokyo, Japan

1990 – 2010 Quality Management Consultant, Many Korean companies including Samsung, LG, SK, Hyundai Automobile, and Dongbu.

1984 - 1984 Visiting professor, Dept. of Mathematics and Statistics, Okayama University, Okayama, Japan

1980 - 1980 Visiting professor, Dept. of Statistics, North Carolina State University, Raleigh, N.C., U.S.A

1975-1977 Assistant professor, Dept. of Business Statistics and Data Processing, Business School, Mississippi State University, U.S.A

1977 - 2010 Assistant Professor, Associate Professor and Professor, Dept. of Statistics, College of Natural Sciences, Seoul National University

1968 - 1970 ROTC Ordnance and Interpreter officer, Republic of Korea Army

\*\* Author of 59 books including 11 books in English. Among these books, the following books are most famous.

- Design of experiments, Regression analysis, Statistical quality control, Six Sigma (in Korean)

- Robust design for quality engineering and Six Sigma (in English)

- Six Sigma for quality and productivity promotion (in English)

**(Sample)**

**Sustainable Development Strategy and Cooperation Plan for Asia**

**(Subtheme Category)**

***Sung Hyun Park***

*President, The Korean Academy of Science and Technology (KAST)*

*parksh@kast.or.kr*

This presentation consists of 3 parts; the rising century for Asia, One strong Asia, and Sustainable development strategy and cooperation plan. In the first part, the greatest empire of Genghis Khan of Mongolia is introduced with good reasons of great empire. Also some statistics are explained why this 21st century is the rising century for Asia in the world.

The second part introduced the regional unions in the world including EU, NAFTA, ASEAN and others. It is suggested that, if 13 countries of ASEAN (10 countries) plus 3 countries (Korea, China and Japan) make an organization called One Strong Asia, it could be a strong union for the participating countries to be developed. For this union, Asian values are discussed, and some factors of sustainable development in Asia are suggested.

The third part suggests to organize ASIASTAT which is similar to EUROSTAT for strong union of Asian countries. Current status of water supply is explained, and mutual help for water usage is suggested. Also several strategies and cooperation plans are discussed.

**Keywords:** Sustainable development, Water, ASEAN, Genghis Khan, ASIASTAT, ODA