

# The Science Centre World Summit 2017 (SCWS2017)

## Sponsorship Prospectus



SCWS 2017

Connecting the World  
for a Sustainable Future

National Museum of Emerging Science and Innovation (Miraikan)

(1st September, 2017 revised)

## Table of Contents

<b>1. Greetings from the Organiser .....</b>	<b>1</b>
<b>2. Profile of Miraikan.....</b>	<b>2</b>
<b>2-1. Purpose of Miraikan .....</b>	<b>2</b>
<b>2-2. Quick Facts about Miraikan .....</b>	<b>2</b>
<b>3. Outline of SCWS2017.....</b>	<b>3</b>
<b>3-1. Significance of Hosting SCWS .....</b>	<b>3</b>
<b>3-2. What It Means for the Asia-Pacific Region and Japan to Host SCWS.....</b>	<b>3</b>
<b>3-3. Information on SCWS2017.....</b>	<b>4</b>
<b>4. Application Guide .....</b>	<b>5</b>
<b>4-1. Sponsorship Plans .....</b>	<b>5</b>
<b>4-2. For Application.....</b>	<b>6</b>
<b>Attachment:</b>	
<b>Notes on applying for sponsorship.....</b>	<b>7</b>

## 1. Greetings from the Organiser

We are pleased to announce that National Museum of Emerging Science and Innovation (Miraikan) has been appointed to host the Science Centre World Summit 2017 (SCWS2017).

With the world's population expected to reach 10 billion in the near future, our wellbeing is being threatened by various worsening global challenges such as global warming and resource depletion, coupled with the aging of society and explosive population growth. Faced with this situation, we must bring together all the wisdom in the world and tackle these challenges as one to preserve Earth, our beautiful planet, for future generations.

The theme chosen for SCWS2017 is "Connecting the World for a Sustainable Future," which focuses on the roles to be played by science centres/museums to combat the global threats that affect humanity. With participants including scientists, educators, policymakers, representatives of international organisations and industrial leaders, as well as those associated with science centres/museums, SCWS2017 will provide a venue for participating science centres/museums to develop long-term strategic partnerships with various stakeholders with a view to connecting science with society, and to identify new roles to play in society. We hope that the discussions among representatives of various specialties will lead to new collaborations and strategies, which will eventually help us make substantial progress towards a sustainable future of Earth.

While we are aware that the cost of SCWS2017 should be ideally covered by registration fees to be paid by participants and other internal budget, we would like to seek your kind support as sponsors of this significant summit meeting to ensure the attendance of representatives of a wide range of society from around the world and to attain the goals of this meeting without fail. We would greatly appreciate your understanding of the purpose of SCWS2017 and support for its successful implementation.

毛利 衛

Mamoru Mohri, PhD  
Chair of International Programme Committee  
Chief Executive Director of Miraikan

## **2. Profile of Miraikan**

### **2-1. Purpose of Miraikan**

Miraikan is a government owned, national museum in Tokyo, Japan. Miraikan is where people can understand the things happening in their world today from a scientific point of view, have discussions and consider the future that awaits.

While the progress of science and technology has helped improve living standards, it has also given rise to various global problems such as global warming and aging of society, which are becoming increasingly serious and posing a serious threat to our wellbeing. With the growing necessity of addressing these global challenges, Miraikan aims to contribute to preserving Earth, our beautiful planet, for future generations by redefining the roles of science and combining wisdom from various specialties.

The Geo-Cosmos, the symbol exhibit of Miraikan, depicts our shining Earth, enables each visitor to sense a personal relationship to the Earth, and, eventually, leads each guest to think how to sustain this beautiful planet. In addition, Miraikan offers opportunities to experience science and technology through science workshops presented by Science Communicators, the Dome Theater and more. Visitors can encounter the technological progress of today that includes the global environment, space exploration, and amazing life on the Earth.

### **2-2. Quick Facts about Miraikan**

**Name:**

National Museum of Emerging Science and Innovation (Miraikan)

**Chief Executive Director:**

Mamoru Mohri, PhD

**Operating organisation:**

Japan Science and Technology Agency (JST)

**Opened:**

July 2001

**Address:**

2-3-6 Aomi, Koto-ku, Tokyo , Japan

**URL:**

<http://www.miraikan.jst.go.jp/en/>

### **3. Outline of SCWS2017**

#### **3-1. Significance of Hosting SCWS**

The Science Centre World Summit (SCWS) assembles the world's science centres/museums leaders, and society's professionals such as, government, industry, international institutions, and research/education communities to conceive and create new approaches to global issues. They recognise the importance of public engagement in science/technology to solve those issues. SCWS, initiated by science centres, is an innovative gathering to create long-term strategies on global issues through alliances/partnerships inclusive of all fields and seeks new partnerships and new roles for science centres. SCWS 2017 builds on previous meetings with participants including professionals from science centres/museums, researchers, educators, policy makers, and industry leaders to exchange views on society's current challenges. Leaders are invited to discuss, debate and learn about many initiatives towards a sustainable future.

#### **3-2. What It Means for the Asia-Pacific Region and Japan to Host SCWS**

The first SCWS was held in 2014 in Belgium, as a representative of European countries. The forthcoming second SCWS will be hosted by Japan for the Asia-Pacific region, where remarkable economic success has been achieved in recent years but has also led to serious global threats such as climate change, rapid population aging, and income gaps within the region. Because of the rapid social changes, the Asia-Pacific region is in a position to raise problems and present views specific to the region, which makes it an ideal venue to host SCWS to discuss the sustainability of Earth. Also, Japan, which is recognized as one of the world's scientifically and technologically developed nations, is now drawing international attention as a host of the 2020 Summer Olympic and Paralympic Games. For these reasons, it is highly meaningful for Japan to host SCWS in cooperation with the rest of the Asia-Pacific region to discuss new approaches to tackling global issues.

### **3-3. Information on SCWS2017**

**Official name:**

Science Centre World Summit 2017 (SCWS2017)

**Period:**

November 15 (Wed.) to 17 (Fri.), 2017

\* Prior to SCWS2017, the CEO Forum will be convened on November 14 (Tue.), 2017 with attendance limited to current CEOs of science centres/museums.

**Venue:**

Miraikan

**Participants:**

SCWS2017 is expected to be attended by approximately 500 people from 50 countries around the world, including representatives of science centres/museums, universities/research institutions, governmental agencies, businesses, international institutions, NGO/NPO funding organisations and foreign embassies in Tokyo, as well as science communication professionals and science journalists.

**Language:**

English in principle

**URL:**

<https://scws2017.org/>

**Theme:**

**Connecting the World for a Sustainable Future**

This theme is relevant to a wide range of global issues that we all face. By adopting this theme for the summit meeting, we hope to bring together all entities in society to take collective action towards the sustainability of Earth.

## 4. Application Guide

### 4-1. Sponsorship Plans

#### Full Sponsorship

Sponsorship plans	fees	Privileges		
		Advertisement & Logo	Marketplace	Others
Platinum	¥5,000,000	<i>*Application is closed.</i>		
Gold	¥3,000,000	<i>*Application is closed.</i>		
Silver	¥1,000,000	<ul style="list-style-type: none"> <li>■Company Name and logo</li> <li>-displayed on the official website of SCWS2017</li> <li>-displayed on a signboard near the reception (Medium size)</li> <li>-displayed in the programme book</li> <li>■Advertisement</li> <li>-Placed in the programme book (Quarter page)</li> <li>-Slide Projection during an interval (1 slide)</li> <li>■Company introduction</li> <li>-Company name announced at the Opening Ceremony</li> </ul>	—	-100 tickets to the permanent exhibition of Miraikan
Bronze	¥500,000	<ul style="list-style-type: none"> <li>■Company Name and logo</li> <li>-displayed on the official website of SCWS2017</li> <li>-displayed on a signboard near the reception (Small size)</li> <li>-Company logo displayed in the programme book</li> </ul>	—	-50 tickets to the permanent exhibition of Miraikan

※Above fees exclude consumption tax.

### Event-Specific Sponsorship

Sponsorship plans	fees	Privileges
Dinner	¥2,000,000/ Per dinner	<ul style="list-style-type: none"><li>• Company banner displayed at the dinner venue</li><li>• Company brochures, etc. placed and distributed at the dinner venue</li><li>• Company logo displayed on signboards, etc. at the dinner venue</li><li>• Opportunity for an address by the representative of the sponsor</li><li>* Banner and brochures, etc. to be provided by the sponsor</li></ul>
Luncheon	¥1,000,000/ Per luncheon	<ul style="list-style-type: none"><li>• Company banner displayed at the luncheon venue</li><li>• Company brochures, etc. placed and distributed at the luncheon venue</li><li>* Banner and brochures, etc. to be provided by the sponsor</li></ul>

※Above fees exclude consumption tax.

※Dinner will be held twice and Luncheon will be held 3 times during the Summit.

### 4-2. For Application

#### **For Application, please contact:**

Science Centre World Summit 2017(SCWS2017) Secretariat  
(c/o Congress Corporation)  
E-mail: [secretariat@scws2017.org](mailto:secretariat@scws2017.org)

#### **Deadline for Application:**

~~First application deadline: Friday, June 30th, 2017~~

~~Second application deadline: Thursday, Aug 31th, 2017~~

**Final application deadline: Friday, Sep. 29th, 2017**

#### **Inquiries about the sponsorship:**

If you are interested in sponsorship or have any inquiries, please contact the secretariat.

Science Centre World Summit 2017(SCWS2017) Secretariat  
(c/o Congress Corporation)  
Kohsai-kaikan Bldg., 5-1 Kojimachi, Chiyoda-ku, Tokyo 102-8481  
E-mail: [secretariat@scws2017.org](mailto:secretariat@scws2017.org)



## **Notes on applying for sponsorship of the Science Centre World Summit 2017**

### **■ Production of advertisement**

- Data of the advertisement is to be produced by the sponsor.
- English is an official language of SCWS2017 and handouts to be distributed to participants will also be in English. Accordingly, advertisements must be produced in English.  
(Details about advertisements, such as the standard format of data and deadline for submission, will be given separately.)

### **■ Handling of sponsorship fees**

- Congress Corporation undertakes the receipt and management of sponsorship fees and handling of inquiries under a service contract with Miraikan.

#### **【Congress Corporation】**

Headquarters : Kohsai-kaikan Bldg., 5-1 Kojimachi, Chiyoda-ku, Tokyo102-8481

President : Noriko Takeuchi

Persons in charge of the Secretariat of SCWS2017:

Suzuka Arai, Yoshitaka Ito

Email: [secretariat@scws2017.org](mailto:secretariat@scws2017.org)

- Sponsorship fees, once paid, cannot be refunded except where the organiser is rendered unable to provide sponsors with the privileges specified in the Application Guide including placement of advertisement (or their alternatives of equivalent value) due to cancellation or reduction of SCWS2017.
- After SCWS2017 is over, the secretariat will send a report on the summit meeting and its financial results to the sponsors.