Training Workshop for Professional Staff of MoST and EAS on Management and Promotion of Science, Technology and Innovation
National Research Foundation (NRF)

A business unit called

South African Agency for Science and Technology Advancement

(SAASTA)
SA Government

White paper

DST

NRF

SAASTA
The Relationship between the NRF and composition

World-class Research
Transformed Society
Sustainable Environment

Research, Innovation Support & Advancement (RISA)
National Research Facilities
Public Science and Technology education and outreach

National Research Foundation
To advance public awareness, appreciation of and engagement with science, technology, engineering, mathematics and innovation (STEM) in South Africa
Informed by a Science Engagement Framework

The four strategic objectives highlighting interventions (what), activities (how), responsibilities (who) and broad timeframes (when) are as follows:

**Strategic Objectives**

- To popularise science, engineering, technology and innovation on SETI as attractive, relevant and accessible to the public in order to enhance scientific literacy across all social sectors.

- To develop a critical public that actively engages with and participates in the national discourse on science and technology, thereby supporting the spirit of our participative democracy

- To promote science communication as a discipline that will enhance science engagement in South Africa

- To profile South African and science achievements domestically and internationally, demonstrating their contribution to national and global science, thereby enhancing its public standing
SAASTA - Pretoria
SAASTA - Johannesburg
WE ARE...

... touching people's lives by growing their awareness of science

TOUCH
SCIENCE AWARENESS

... sharing the excitement and achievements of science in daily life

SHARE
SCIENCE COMMUNICATION

... transforming lives by educating a new generation of young scientists

TRANSFORM
SCIENCE EDUCATION
SAASTA Strategic Approach

SCIENCE EDUCATION
Identifying & Nurturing SET Talent
MST Educator Support
SET Careers

SCIENCE ENGAGEMENT
Exhibitions
Festivals
Science Awareness Capacity Building

SCIENCE COMMUNICATION
Science & Media
Science Promotion
Science Communication Capacity Building
Our Target Audiences

GENERAL PUBLIC

PRIMARY TARGET AUDIENCE CATEGORIES

LEARNERS / EDUCATORS

TERTIARY STUDENTS
Our Strategic Partners

- **Industry**
- **Government Departments**
  - DST, DoBE, DoE, DPW etc.
- **Outreach and Awareness Sector**
  - Science Centres, Festivals
- **Media**
- **Science Community**
  - HEIs, Research Councils, National Research Facilities
SCIENCE CENTRES
African Countries in collaboration with South Africa
Science Clubs
Think of the possibilities in Ethiopia
**Science Engagement Strategy**

**Products**

A product is defined as an article or substance that is manufactured or produced which is at the heart of the marketing mix with the aim of satisfying the customer. As an organisation that drives science engagement through education, awareness and communication, products centres on the development of:

- Science information dissemination instruments;
- STEMI Resource development such as Fact Sheets; curriculum aligned Study Guides in Mathematics, Physical Science, Natural Science and Life Orientation;
- Resources/Booklets on SET careers (Engineering, Space Science, Biotechnology, Agricultural Sciences);
- Science exhibits;
- Scientific posters for learners, educators and the general public;
- STEMI Olympiads and competitions;
- Scientific cartoons and podcasts (viral ads); and
- Scientific articles to influence policy framework.
Science Engagement Strategy

Services

Service is defined as an act offered by one party to another with economic value and benefits and is intangible, perishable, inseparable, heterogeneity, based on demand; etc. In line with its mandate, SAASTA provides the following service to its customers (learners, educators and public):

- Mathematics, Physical Science, Life Science, Natural Science and Life Orientation educator workshops focusing on content and methodology;
- Facilitation of dialogues around STEMI - Journalists, science centre staff and researchers workshops focusing on the communication of science;
- Science camps for learners focusing on improving performance in Mathematics, Physical Science and Life Science;
- Science festivals targeting the public (learners, educators and general public);
- Facilities tours for learners, journalists, educators, undergraduate students and post-graduate students;
- Science information management through editorial services, information management, scientific editing, science, editorial and information dissemination;
- Provide content specialists in Space Science, Nanotechnology, Biotechnology; Hydrogen Fuel Cells; and
- Funding for Science Awareness, Science Education, Science Communication and Science Engagement activities.
Promoting the science of today for the world of tomorrow

GET SET GO!

Making a career choice is one of life’s more important decisions, but it’s also important to keep your options open and have a back-up plan. This book will guide you through the various steps involved in making a career choice and help you to understand the range of choices you have, in order to decide which path might be best for you – so that you can transform your world.

Science and Technology
Department: Science and Technology
REPUBLIC OF SOUTH AFRICA
Resources
STEMI OLYMPIADS & COMPETITIONS
Johannesburg Observatory
Amaseginalehugn

Thank You
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