



## **“Become an Eco Hero” at the occasion of ISCSMD-2019**

The International Science Center and Science Museum Day 2019 will focus once more on the promotion of the United Nation’s Sustainable Development Goals (UNSDGs). Every science center and science museum worldwide will be able to join the event based on its local practice and history.

A group of 4 science centers: Hidrodoo in Belgium, Planetarium Science Center in Egypt, The Forest Ciência Viva Centre in Portugal and Universum in Mexico have already been preparing for a special program. Based on the “Eco Hero Lab” concept developed by environmental economist Pamela Peeters, they have decided to join forces to address different global threats to the planet and possible solutions for the following four ecosystems: water (Belgium), soil (Egypt), air (Mexico) and forests (Portugal) through a common strategy.

## **BECOME AN ECO HERO**

The “Eco Hero Lab” is both a school program and an online portal that inspires youth to become planet protectors. Kids are offered the science about our planet’s ecosystems through videos and are then invited to bring science to life at their own school through the 5 “Eco Hero Challenges”. For the World Science Day special, each of the participating science centers are working with local schools to find the best ways to address the 5 challenges within one of the ecosystems they retained. The 5 challenges are: Go meatless; Reduce your waste; Explore Wilderness; Turn of the Lights and Enhance your Well-being.

Youth from local schools who want to become an “Eco Hero” can download a toolkit from the ASTC or the Eco Hero Lab website to help them with the project. They are then invited to make videos about their experience and include a message that they want to share with the world. The science centers will locally select one or two of the best videos to join in the final web casted World Science Day on 10 November 2019.

The initiative is strongly supported throughout by the UN Major Group Children and Youth. Local organizations partners of the MGCY are joining the science centers to support the video creation, elaborate the scientific content and promote local events to local youth beyond the science center audiences.

**More on the “Eco Hero Program” on [www.myecohero.com](http://www.myecohero.com)**



## **WORLD SCIENCE DAY EVENT: November 10th, 2019**

The final event will showcase the videos from schools as well as presentations by experts on the four ecosystems explaining where we stand in trying to address the challenges to water, soil, air and forests. The UN MGCY will invite young scientists to contribute their views on the challenges with a double objective, contribute to the understanding of the problem and potential solutions as well as acting as role models for youth and inspire them to use science to make informed decisions about their lives and the planet.

### **Program of the webcast on 10 November.**

Time 9.00am -10.30am (ET) or (14h00 - 15h30 UTC-GMT).

Moderator, Walter (location TBD).

1. Introduction (ASTC leadership. President-CEO or Board Chair. TBC).
2. Eco Hero presentation (Pamela Peeters)
3. Two first experts presentations: Forest and Air
4. Video's from youth from Portugal and Mexico city.
5. Experts from related Focus groups from UN MGCY.
  - a. Some additional context
  - b. Positive comments on work of kids and suggestions for future commitment to the topic.
6. Two expert presentations: Water and Desertification
7. Video's from youth from Belgium and Egypt.
8. Experts from related Focus groups from UN MGCY.
  - a. Some additional context
  - b. Positive comments on work of kids and suggestions for future commitment to the topic.
9. Exchange between participants.
10. Q&A from on-line audience
11. Close.

REGISTER: <https://register.gotowebinar.com/register/8995993434644427789>

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