

Science, not just for scientists: 100 ideas – Information for contributors

The British Science Association

The [British Science Association](#) (BSA) is a charity, founded in 1831. Our vision is of a future where science is seen as a fundamental part of culture and society at large, instead of set apart from it.

The 100 ideas campaign

Currently, science is too often seen as the domain of professionals and experts. But other parts of our society – politics, music, art, or sport, for instance – are seen as being there for anyone to own and engage in if they want to.

Like science, each of these areas have an expert, professional class. But unlike science they also have a broader community that feels a sense of identity and ownership within that field. Society's biggest challenges and opportunities – pandemics, climate change, cyber-security, the future of cities, food security – are all-too-often seen as scientific issues, there to be debated and decided upon by scientists alone.

The truth is that none of them will be solved by an experiment or 'Eureka' moment. Each of them instead requires a partnership between science and the rest of society – whether that's technologists, artists, campaigners, medical professionals, farmers, policymakers, or the general public.

So we need to take science out of its cultural ghetto and make it something that belongs to a wider community; to rebrand science from something 'done by scientists' or a school subject to being a fundamental and inclusive part of our society and culture.

The '[Science, not just for scientists: 100 ideas](#)' campaign aims to open up conversations about science's place in culture to people from across all areas of society to promote the idea that everyone has a say in science. We're asking 100 people for ideas to make science a more fundamental part of culture, and asking the public to vote for their favourite on our [100 ideas website](#). After the conclusion of the campaign in August 2017, we will then explore ways to put the best supported and most compelling ideas into action.

The ideas

Each contributor will be asked to write 100-500 words on an idea to make science a bigger part of society and culture. Contributors are free to approach their ideas in whichever way they wish - they can be a specific change, like to [banning science newspaper sections](#), or something more general, like [encouraging scientists to be more expressive](#). Angles contributors could take include (but are not limited to):

- Making science more culturally relevant
- Considering ways science can work with, and learn from, other areas of society
- Increasing diversity in science and reaching under-represented audiences
- Changing outdated stereotypes of science and scientists
- Empowering the public to have a bigger say in science

We are encouraging contributors to be provocative, opinionated and forward-looking, to create a lively and competitive debate around the ideas. You can find all the current ideas from the project at: <http://notjustforscientists.org/100-ideas/>.

Making it specific

The best ideas we have received have clear outputs and outcomes. To help make your idea focussed on outcomes, we recommend using the SMART method. Once you've created your first draft, please think is your idea Specific, Measurable, Achievable, Realistic and Time-bound. [More information on SMART approach can be found here.](#)

The 100 ideas editorial board will choose the ideas that are most likely to make a difference to society and culture, and have clear outcomes and outputs.

If you have any questions, please get in touch with us at: info@britishscienceassociation.org.