

WHAT ABOUT XPERIENCING **SCIENCE**





THE ASSOCIATION WAX SCIENCE 1/5



WHO ARE WE

WAX Science is composed of students and young professionals who work in full **Interdisciplinarity** in the scope of improving the vision of science and gender equality in science.

Founded by two students, **Aude Bernheim** and **Flora Vincent**, in March 2013, the association is hyperactive thanks to 40 volunteers that have joined the adventure.



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THE ISSUE: STEREOTYPES IN SCIENCE

The world needs science, science needs you. However, science currently has a poor image amongst the youth. Portraying science in a new way is making it reachable for all.

One persisting stereotype faced in science is the gender stereotype. Gender diversity in science is one of our priorities.





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OUR APPROACH

What About Xperiencing science: Experimenting, is exploring a field beyond its clichés.

The tools: To reach our objectives, we base ourselves on interdisciplinarity, strong collaborations, continuous innovation and an entertaining and atypical tone.

The WAX community: The WAX community: students, young professionals, retired, graphic designers, researchers, engineers, architects, commercials, all of them put their skills to contribution to promote the same message: science is entertaining, open and stereotype-free.

Our core values: Boldness, Curiosity, Diversity, Collaboration, Passion.



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OUR ACTIONS

The WAX website: www.wax-science.org. A website to awaken curiosity, go beyond stereotypes in science, and map various initiatives.

1000 Ambassadors: a community of 1000 individuals to carry our values and pass on the tools created by the association.

Collaborations: We seek as much as possible to work in complementarity with existing initiatives. We pool efforts to increase output impact and strike power around common projects.

WAX Events: Conferences, workshops, shows, debates, WAX organizes original events to fulfill its missions.

WAX Research: To raise awareness regarding stereotypes, WAX aims at improving the current knowledge through quantitative and citizen based approaches.

OUR MISSIONS

AN ENTERTAINING, OPEN AND STEREOTYPE-FREE SCIENCE.

WAX Science's objective is to present a science that is different from the collective belief: the WAX science is fascinating, beautiful, mesmerizing, creative, reachable, diverse...

DIVERSITY IN SCIENCE.

WAX's second objective is to eradicate gender stereotypes in science. To achieve this goal, we wish to raise awareness but also propose concrete solutions to improve the situation.



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OUR IMPACT

A visited website: Over 10 000 unique visitors and 50 000 visited pages in 6 months.

A message largely spread: Over 25 presentations from the WAX Science team reaching over 5000 individuals, and 2 conferences organized by WAX with more than 200 people.

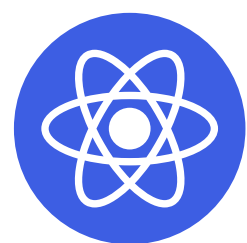
A message carried out in various communities: WAX creates connections with partners in far apart niches: NGO, academics, institutions, business corporations, all implied in education, research, engineering, gender diversity, digital world, open access...

A successful crowd funding campaign: More than 100 citizens have supported us for our KissKiss-BankBank crowdfunding campaign to raise 5000 euros.

Implementing change: the WAX study in collaboration with the iGEM competition has conducted organizers of the event to work on measures to include gender diversity in this international competition.

Prizes to recognize WAX Science's power of innovation: Awarded the "Innovative Project of the Year" by the Center for Interdisciplinary Research and awarded with the "Trophy for Educational Technologies" by Educatice Educative.





WAX EXECUTIVE COMMITTEE



THE LEAD : FLORA & AUDE



THE ART DIRECTION : ALICE & ADRIEN



THE TREASURY : AGATHE & GUILLAUME

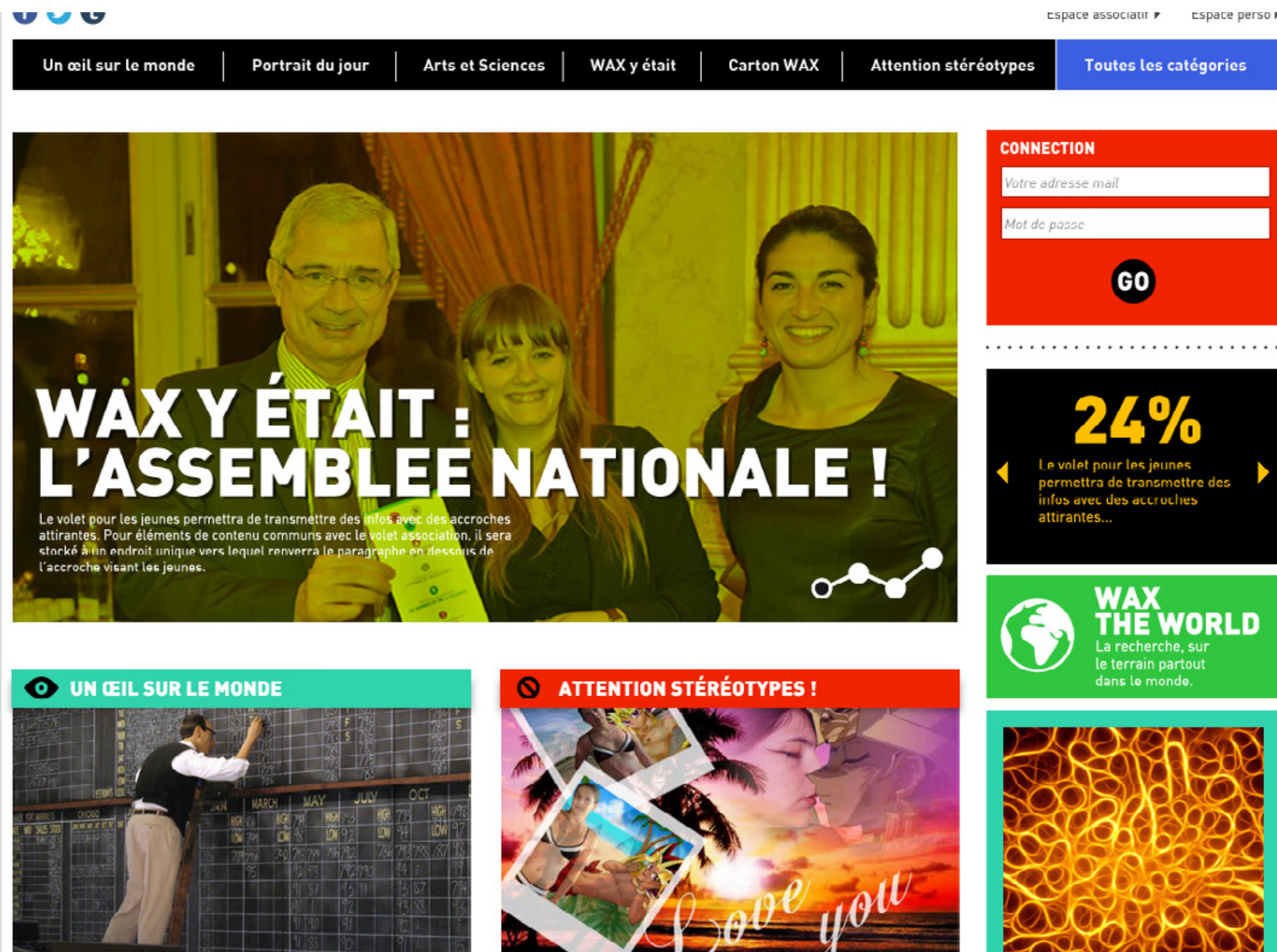


THE PROJECT MANAGERS: CAMILLE, JULIETTE & LUCIA



WWW.WAX-SCIENCE.ORG

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CONCEPT:

A collaborative online platform to present science differently.

An atypical style, a neat graphic design, original subjects and a mix of support materials (texts, pictures, videos) are ingredients for the success.....

DIFFERENT CATEGORIES:

The website presents an eclectic vision of science through its numerous categories.

To explore science borders (arts and science, an eye of the world, gallery)

To discover actors and actresses of science in their diversity (interviews, WAX the World).

To experience science at home (Citizen Science, Experiments to do at home), to share the vision of WAX, discover and communicate with the WAX community (WAY was there, WAX card, collaborative space, 1000 Ambassadors)



WWW.WAX-SCIENCE.ORG

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RESULTS

Over 10000 unique visitors and 50 000 pages seen in 6 months.

Young visitors: 60% of our visitors are under 30.

Over 300 published articles.

Two prices awarded for the website!





1000 AMBASSADORS

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CONCEPT

In partnership with the French Federation of Scientists and Engineers, WAX wishes to create a community of individuals ready to spread our values around an exciting, open and stereotype free science. We are therefore developing tools for our ambassadors to empower themselves, and to leverage initiatives.





1000 AMBASSADORS

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DIFFERENT ACTIONS:

Creation of a **survival toolkit** based on three phases: diagnose, communicate, create. The tool kit gives the first elements to understand and start raising awareness about stereotypes in science.

Tools to go further: a bibliography is provided, along with small activities to raise awareness, presentations, communication materials like posters and videos... This all aims at supporting the three phases of the tool kit.

Assistance to ambassadors who wish to realize and implement an action.

Animation of the network of ambassadors through online support and events.



LAUNCHING PARTY:

Built around the speech of four prestigious tandems (including Claudie Haigneré, Delphine Ernotte-Cunci, Clarisse Reille or François Taddei), and original videos, this conference presented the main issues WAX Science wants to tackle, and the tools used by the association to achieve this goal.

WAX WORKSHOPS:

Communicating in Science, Writing without gender discrimination, Impact of gender stereotypes in science; WAX science trains and gets training continuously thanks to our partners, ambassadors, and volunteers.

WAX GAMES:

The goal was to organize a debate conducted by and for highschool students around a scientific polemic like “To remove or not to remove Nutella” and initiate to web search and enhance critical spirit.

SCIENCE CABARET:

At the frontier between science and art, this event was created to discover, celebrate, participate and create; scientists, artists, and over 200 participants experienced together the numerous links between the two worlds.





OUR PHILOSOPHY

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RAISING AWARENESS:

Our first mission is to spread the word to as many people as possible. This is why we communicate amongst **various communities** with always one goal: raise awareness regarding stereotypes in science. We propose how to fight them and how young people can seize the subject!

WHO DID WE REACH?

National level: Center for Interdisciplinary Research, Women in Engineering, Women in Administration, Science Factor, L'Oreal Foundation, Connecting Women etc...

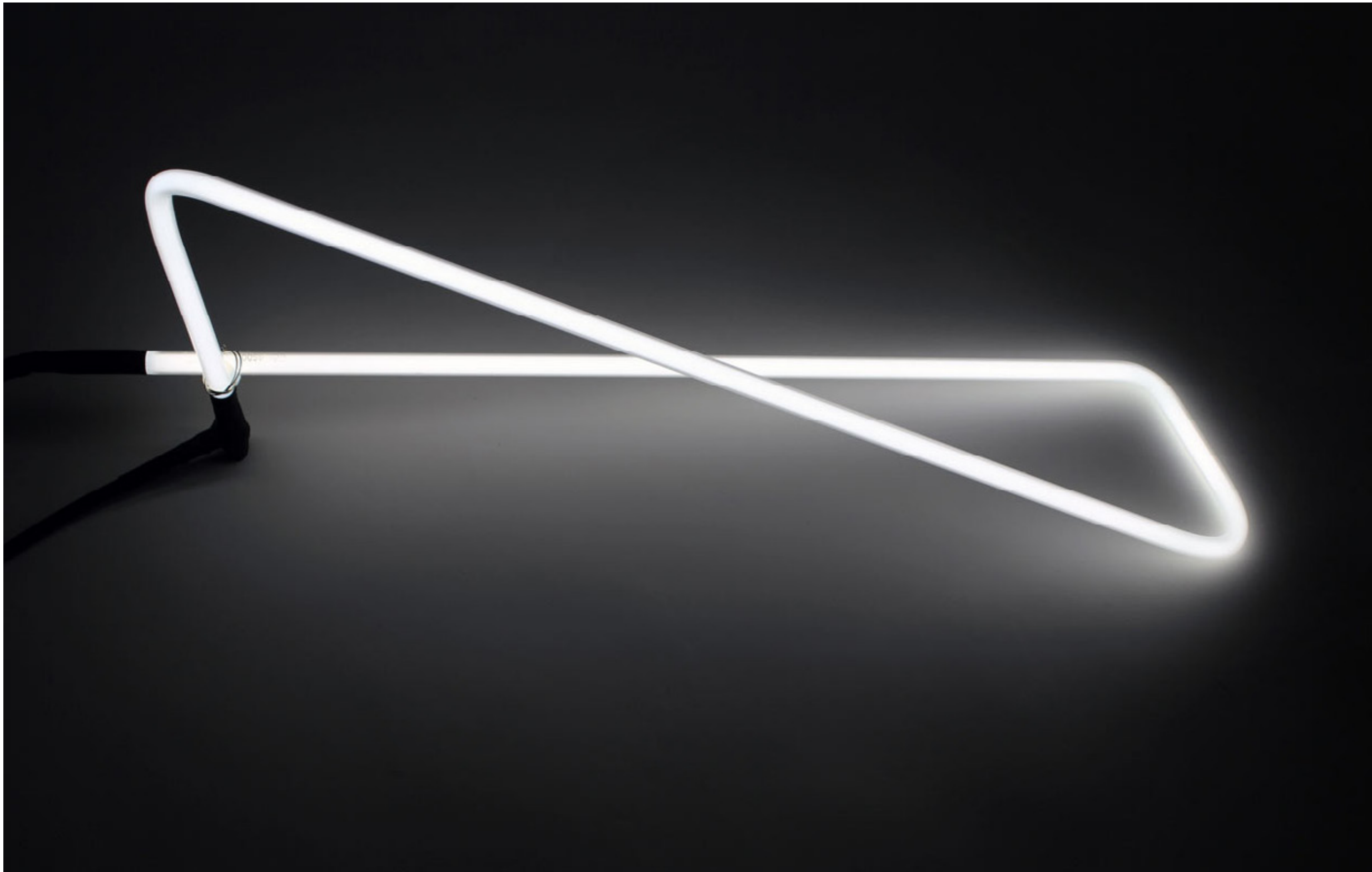
International level: Women's Forum, iGEM, Creative Center for Collaboration





OUR PHILOSOPHY

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RESEARCH AND INNOVATION:

To trigger stereotypes awareness, WAX also conducts studies. Inherent to our scientific background and open access culture, we base our studies on data available on the web to highlight links **between diversity and science**

The study in partnership between iGEM Paris Bettencourt Team and WAX has abled us to reveal **gender biases** in the international competition in a quantitative manner and impulse change. Design of smartphone apps and serious games are under construction in order to raise awareness about stereotypes.



OUR PHILOSOPHY

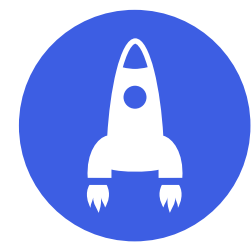
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COLLABORATION

WAX has always expressed the wish to bring added value to existing initiatives; this is why we **collaborate with numerous NGO and institutions** from wide communities (Cité des Sciences, Women and Science, Open Knowledge Foundation, L'Oréal foundation).

May it be through **common projects** (IESF, Women in Engineering, CRI...), support of new associations (Emma, Chimie Paris Tech ...) or **implementation of network and online agenda**, we live through the links we build with our partners.





SHOOT THE MOON!

OUR FUTURE:

Scale up our current projects.

WAX events: More workshops to raise awareness about gender stereotypes, collaboration with business corporations.

WAX App: a smartphone application to raise awareness about gender stereotypes in collaboration with Emma Association from Epitech.

International WAX: let's scale up!

WAX Workshops: Activities to implement with the youth to help them understand and fight stereotypes in science; in collaboration with Make Sense.





THEY SUPPORT US

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CLAUDIE HAIGNERÉ

President of the Cité des sciences.
First french woman to go into Space.



FRANÇOIS TADDEI

Research Director at INSERM/ Director of the Center for Interdisciplinary Research.
Member of the High Council for Education.



FRANÇOISE HÉRITIER

Anthropologist and ethnologist.
Honorary professor at Collège de France.



CATHERINE VIDAL

Research Director and neuroscientist at Pasteur Institute.
Specialist in neuroplasticity and links between gender construction and brain.



THEY SUPPORT US

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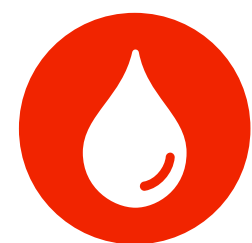
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PARIS
DIDEROT
PARIS 7



HOW TO HELP?

- **BECOME A VOLUNTEER/ OR BECOME AN AMBASSADOR**
- **PARTICIPATE ON THE WEBSITE AND WRITE ARTICLES OR MAKE VIDEOS!**
- **FOLLOW US ON FACEBOOK AND TWITTER**
- **SUPPORT US FINANCIALLY!**

TEL

Aude Bernheim : +33 6 95 57 49 72

Flora Vincent : + 33 6 79 92 77 82

INTERNET

waxscience@gmail.com

<http://www.wax-science.fr>

Twitter : @waxscience

Facebook : WAX science

ADDRESS

Centre de Recherches Interdisciplinaires

24, rue du Faubourg Saint-Jacques

75014 Paris, France