

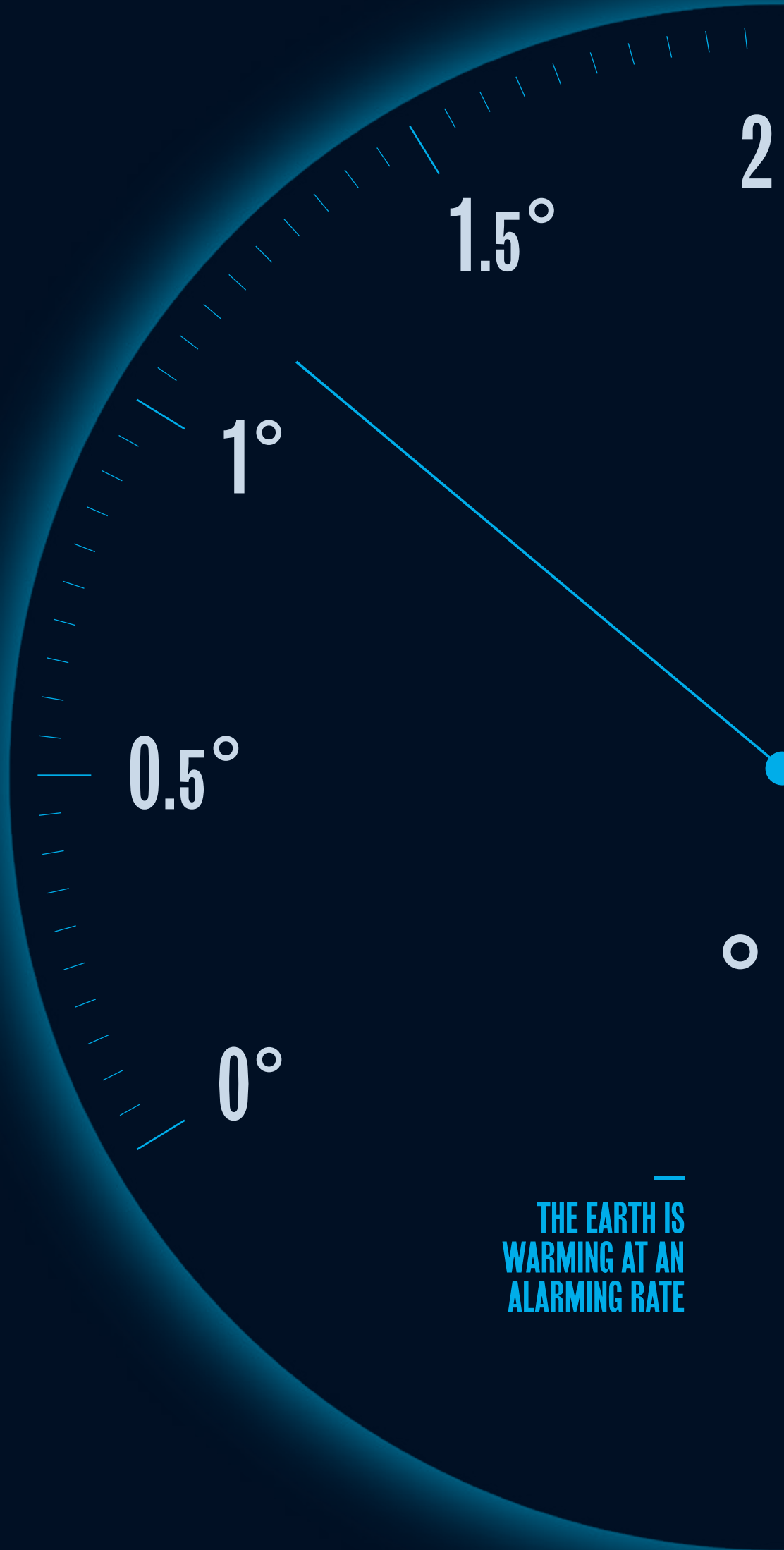


Dynamic  
Earth

# FROM BEGINNING TO MEND

A ten-year strategy  
for the UK's leading Earth  
science engagement charity

Spring 2023



**THE EARTH IS  
WARMING AT AN  
ALARMING RATE**



Dynamic  
Earth

2.5°

3°

3.5°

4°

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—  
BUT THERE  
IS STILL TIME  
FOR US TO ACT

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**WHAT HUMANS  
DO OVER THE NEXT  
50 YEARS WILL  
DETERMINE THE  
FATE OF ALL LIFE  
ON THE PLANET.**

Sir David Attenborough

**THERE IS STILL  
TIME FOR US TO AVOID  
THE WORST OUTCOMES.  
TO SOLVE THIS PROBLEM,  
WE FIRST NEED TO  
UNDERSTAND IT.**

Greta Thunberg



# TOWARDS A NEW CHAPTER


In 1999 an audacious vision came to life: a ground-breaking science centre in Edinburgh dedicated to the story of the Earth, its place in the Universe, and the diversity of life it supports – including us.

Dynamic Earth was inspired by the leading contribution of Scottish geologists to the understanding of our planet, and Scotland's outstanding rocks and landscapes.

Since opening our doors to the public, we have engaged with over five million people and continue to provide a further 250,000 science engagements a year. We do this at the Edinburgh centre, and more widely, through our outreach activities across Scotland.

Being nearly a quarter-of-a-century old is, admittedly, very young in the context of Earth's history. But we are old enough to know that, like all forms of life, evolution is needed for us to thrive. That's why our new strategy sets out our ambitions for the next ten years, and helps to show where we will be 25 years from now.

The next decade or two will be extraordinarily significant in human terms. Planetary crises and climate change are undeniable and very alarming realities. For this reason, Dynamic Earth will increasingly shift its storytelling to helping people make sense, through science, of what is happening to the planet we live on. We believe in offering a message that inspires hope. Through science, and sustainable living, we can achieve a positive future for us and our planet. Undoubtedly, though, we need to act now.



Getting to grips with these big issues starts with understanding. Through science engagement, people of all ages and backgrounds can be informed of the perils we are placing on our planet. And through inspiring empathy, we can drive positive action.

While Edinburgh might just be one city, and Scotland a single nation, we firmly believe no person or place is too small to make a difference. Every positive action counts. Every young person we inspire to become a scientist or engineer, and every person who makes informed decisions about the way they live is a step forward. Done at scale, individual actions make a big difference for Scotland, and sustainability more widely.

The story of where we have come from is made up of many chapters. The story of where we are going will, hopefully, have a good number more. The next few pages of this narrative will need every one of us to be the hero and heroine of the hour. Dynamic Earth is here to help people make sense of the science and provide the inspiration for what we can each make happen. In this way we exist to tell the story of our planet: 'from beginning to mend'.

—  
**Professor Sir Pete Downes  
Chair**

# WHAT INFORMS OUR APPROACH

For the first time in Earth's 4.5 billion year history, a single species is shaping its future – us.

The world around us is changing at an unprecedented rate. Our reliance on fossil fuels is increasing the amount of carbon dioxide in the atmosphere, which is causing global temperatures to rise and extreme shifts in weather.

At the same time our demand for natural resources, like water and land for farming, is damaging ecosystems and putting more than a million species at risk of extinction.





## BEING A TRUSTED VOICE

We have the solutions and political frameworks to mitigate the effects of climate change and protect the natural world. But conflicting human interests mean things are not changing at the pace and scale required.

At Dynamic Earth, we are committed to helping people cut through misinformation, understand what is at stake and be aware of what choices we have to support a sustainable future.

## SKILLS FOR SCOTLAND

Our economy and prosperity increasingly depend on young people developing the right skills in Science, Technology, Engineering and Maths (STEM) for the jobs of the future.

That is why Dynamic Earth, and the wider science centre network across Scotland, help young people develop STEM skills and ensure that careers in science are seen to be appealing and open to all. Igniting a passion for science from a young age will help inspire future innovators.

## OPPORTUNITIES FOR ALL

Breaking down barriers to science learning is key to helping people and communities build confidence and achieve their potential.

We want everyone to feel that Dynamic Earth has something to offer them, no matter what their background is. By reaching out beyond our walls with inspiring experiences, we make science accessible and meaningful.

## IMMERSIVE STORYTELLING

We believe having information does not, on its own, lead to understanding and empathy.

We intentionally use immersive and interactive experiences to bring the Earth's story to life. Success for us is rooted in multi-sensory learning, so that people can touch, taste, smell, feel and hear the science that lies at the heart of our new strategy.

ME

E

## OUR VISION

A positive future for us and our planet.



## OUR MISSION

To empower people with understanding and empathy for the Earth.

## OUR PURPOSE

In the face of a climate and ecological crisis, we empower people with an understanding of the Earth and its future.

We do this by providing compelling engagement at our science centre in Edinburgh and learning programmes across Scotland.

We are driven by a positive belief: people of all ages and backgrounds can be the problem-solvers of the future.

# OUR STRATEGIC PRIORITIES

1

**DELIVER  
OUTSTANDING  
SCIENCE  
ENGAGEMENT**

2

**REACH  
MORE PEOPLE,  
IN MORE  
WAYS**

3

**ENHANCE AND  
TRANSFORM  
OUR SCIENCE  
CENTRE**



**4**

**ACHIEVE  
FINANCIAL AND  
ENVIRONMENTAL  
SUSTAINABILITY**

**5**

**MAXIMISE  
THE QUALITY  
OF OUR  
RELATIONSHIPS**

# 1

# DELIVER OUTSTANDING SCIENCE ENGAGEMENT

We believe that growing science capital across Scotland, and beyond, matters. Public understanding and interest in science is key to economic and social development, and essential to fostering an informed public response to the planetary crises.

## WE WILL:

- ① Continually enhance the immersive, interactive and storytelling elements of all that we do
- ② Engage with more people in underserved communities and remote locations
- ③ Ensure we provide effective support for national educational priorities
- ④ Generate repeat science engagement to deepen our impact
- ⑤ Give people ways to become active advocates for sustainability initiatives



# 2

# REACH MORE PEOPLE, IN MORE WAYS

Science engagement should be available to all. We are committed to growing the number of people we engage with and the diversity of our audiences.

## WE WILL:

- ① Develop an audience framework to better understand who we engage with today and who we need to reach in the future
- ② Launch new engagement opportunities to give people fresh reasons to get involved
- ③ Use a wider range of channels to extend our reach and relevancy
- ④ Evolve our brand story to make sure it is compelling to more people
- ⑤ Increase the effectiveness of delivering in partnership with other organisations





# 3

# ENHANCE AND TRANSFORM OUR SCIENCE CENTRE

We run an iconic science centre, located alongside Edinburgh's most famous geological landmark - Arthur's Seat. As well as an ongoing programme of enhancements, we believe it is the right point to reimagine the centre.

## WE WILL:

- ① Enhance connectivity between the centre and its immediate surroundings in Holyrood Park
- ② Reimagine the centre with a thematic shift to climate change and the planetary crisis
- ③ Run a capital fundraising programme to fund the transformations
- ④ Launch new experiences and associated engagement programmes
- ⑤ Invest in cyclical maintenance to ensure the centre and our equipment functions reliably and safely



# 4

# ACHIEVE FINANCIAL AND ENVIRONMENTAL SUSTAINABILITY

We will prioritise growing our income so that we can increase our charitable impact. We are also committed to 'walking the talk' when it comes to reducing our environmental impact.

## WE WILL:

- ① Drive commercial success so that there is a surplus available to reinvest in our charitable activities
- ② Grow voluntary income, including capital fundraising, to fund new initiatives
- ③ Enhance efficiency through effective systems and business processes
- ④ Deliver a year-on-year reduction in Greenhouse Gas (GHG) emissions
- ⑤ Take an active approach to risk management



# 5

# MAXIMISE THE QUALITY OF OUR RELATIONSHIPS

People are at the heart of everything we do. We see it as essential to act positively when engaging with staff, supporters, suppliers and strategic partners. In other words, everyone who helps us deliver our science engagement activities.

## WE WILL:

- ① Invest in our most important asset, our people, to drive better results and shared rewards
- ② Ensure all partners and suppliers feel respected and connected to our charitable purpose and mission
- ③ Make sure visitors and supporters, including the Scottish Government, are given excellent stewardship
- ④ Strengthen and deepen partnerships with the research community, including universities
- ⑤ Build stronger relationships with science centres in Scotland and across the UK



# OUR VALUES

We believe how we deliver our charitable work is as important as what we do. Therefore we will build an even stronger shared community. To aid this our values are:





## **PASSIONATE**

A love of science, a desire to share it in engaging ways and ensure every part of the charity is driven by a common set of ambitions.

## **CARING**

We care for our people, the people we engage with and the accuracy of the science in our storytelling. We also care about how we manage personal data and the way we do business sustainably to minimise our impact on the planet.

## **INCLUSIVE**

We make sure everyone is welcome in terms of who we employ and engage with and seek to involve diverse communities.

# THE FUTURE IS IN OUR HANDS

While there are some very serious challenges facing the entire planet, our story is really a story of hope. It's about celebrating the heroes and focusing on the positive to inspire everybody to take responsibility for our one shared planet.

Our ten-year strategy is an opportunity to stimulate minds, ignite passions, allay fears and share stories. We will pour all our experience and abilities into making our compelling story relevant to everyone – no matter who they are or where they're from – reaching new people, and entertaining, educating and inspiring the world.

We want to arm you with the science, the insights and the language to form your position and share it with your family, friends, neighbours, colleagues and school pals. Because this is a journey we're all on together, whether we realise it or not.

It's not just about acting in a certain way, this is about how you live. How we live. How we all live for the good of the planet and for the good of each other.

Join with us, challenge us, ask hard questions and question easy answers. Because we exist to advance the extraordinary story of planet Earth – from 'beginning to mend'.

—  
**Mark Bishop**  
CEO

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Dynamic Earth Charitable Trust (known as Dynamic Earth) is a registered Scottish Charity, SC020363, regulated by the Scottish Charity Regulator (OSCR)

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