

Press release

GESDA puts the anticipation of science at the heart of the Swiss Pavilion at the World Expo 2025 in Osaka, Japan

Geneva, January 14, 2025

The Geneva Science and Diplomacy Anticipator (GESDA) is proud to announce its participation in the World Expo 2025 in Osaka, Japan, as a strategic partner of the Swiss Pavilion. Through the Geneva Public Portal to Anticipation (G-P2A), an interactive installation, GESDA invites visitors from around the world to explore possible futures shaped by scientific breakthroughs expected in the next 5, 10, and 25 years.

Connecting science and society

The G-P2A combines art, science, and diplomacy to make emerging scientific knowledge accessible to everyone. Using data from GESDA's **Science Breakthrough Radar®**, visitors can collaboratively create possible futures with the assistance of AI. This interactive dialogue fosters a collective and proactive understanding of global scientific opportunities and collaborative action to address global challenges.

A Participatory Experience Showcasing the Possibilities of a Future Shaped by Science and Technology

Visitors will have the opportunity to:

- **Discover key scientific breakthroughs** in areas such as neurotechnology, peace and human security, quantum intelligence, and eco-augmentation.
- **Participate in Anticipation Days** on Swiss Pavilion's themes: Augmented Human, Life, and Planet.
- **Co-create futuristic narratives** using artificial intelligence and science-based data
- **Contribute to a unique research project:** The G-P2A is a collaboration between the EPFL Laboratory for Experimental Museology (eM+), led by Professor Sarah Kenderdine, and a unique research project to transform how the public engages with and contributes to complex scientific knowledge.

Advancing a mindset of anticipation

By creating a space for collaborative exploration, GESDA aims to promote a **mindset of anticipation** among citizens, encouraging them to actively engage with scientific advancements and their societal implications.

Quote **Henrietta Fore**, GESDA Board Member and Chair of the Citizen's Forum: "Scientific anticipation is essential for transforming knowledge into tangible actions. Through Expo 2025, we have a unique opportunity to strengthen our commitment to making science accessible to all."

The World Expo will open its doors on April 13 and run for six months.

About GESDA

The Geneva Science and Diplomacy Anticipator (GESDA) is a Swiss foundation that connects emerging science with societal needs through scientific anticipation, diplomacy, and public engagement.

Official Website: www.gesda.global

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