



Scratch2017BDX  
Opening, inspiring, connecting

Global Scratch Conference  
Bordeaux, France  
2017, July 17-22

Operational report  
Including  
Financial Report



## *Summary*

Together with partners Orange and INRIA the European Scratch community organized the 10th international global Scratch conference. For practical reasons the Dutch Scratchweb Foundation took role as lead organizer. This report covers both organizing the event as the event itself. It includes a financial report which summarises how the € 140K budget was spent (including financial support from Bordeaux Metropole and Region Nouvelle Aquitaine, granted through INRIA).

## *How it started*

At the 2012 MIT Scratch conference the need to organise conferences in other continents emerged, with the aim to increase participation in the Scratch community, particularly in Europe, where few european representatives attended the MIT conference. The European Scratch Community organized successful conferences in 2013 (Barcelona) and 2015 (Amsterdam). Both INRIA and Orange sponsored the latter. European Scratch conferences turned out to be very welcoming to a diverse group of people interested in learning and teaching in the spirit of Scratch.

Summer of 2016 Jens Mönig (Nebringen, Germany) suggested INRIA Bordeaux as partner for organizing a 2017 Scratch conference. Jens is lead developer of Snap! And had a very good time at #roboteduc16. Early September 2016, Claude Terosier (MagicMakers, Paris, France) and Joek van Montfort (Scratchweb, Amsterdam, The Netherlands) met with Thierry Vieville (INRIA, Paris, France) chairing an INRIA team from 4 locations all over France, and Yves Boillot (Orange, Paris, France).

Like Jens, Claude and Joek had been involved in organizing Scratch2013BCN and Scratch2015AMS. In 2016 Claude had cooperated closely with people at INRIA to start a MOOC for French teachers Class'code<sup>1</sup>.

The meeting with INRIA focused on key values and ambitions: why teach programming? Why Scratch? Why meet with global community in France? ... The outcome was we shared similar goals, creating a sound foundation for collaboration and co-operation. A conference in Bordeaux would directly support two key goals of INRIA: sharing their world-class research on Computer Science and education; and dissemination of the impact of a digitizing society for a French audience. INRIA offered a venue, the conference back-office and some funds to get the project started. The foreseen role of Scratch community was to build an inspiring program for the Scratch Conference attendees.

Sponsors like Orange could see clear links to their own CSR programs and directly benefit their projects like SuperCodeurs. The conference asked for substantial financial support, which was granted end of September 2016.

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<sup>1</sup> <https://pixees.fr/classcode-v2/> (French)

In the meantime we learned that we were not the only one willing to organize a Scratch conference. The Scratch Foundation received requests from more than 10 locations and decided to ask all to make a proposal. Our proposal for an international event in Bordeaux was accepted together with

- Shanghai, China (May 20-21, Chinese)
- Budapest, Hungary (August 24-25, English)
- Santiago de Chile (August 31- September 1, Spanish)
- Sao Paolo, Brazil (October 5-7, Portuguese)
- San José, Costa Rica (November 10-12, Spanish).

We tried to connect these conferences but quickly learned that differences in timing, language, time zones and intended audiences were too big. Finding a way to tackle them would have cost more than benefits expected. Where possible, of course, we supported each other.

The month of October 2016 also made clear that the construction of INRIA organizing with support of Scratch community had strong implications in the way conference would be set up. INRIA, being big institution working with public money, needed detailed requirements of resources significantly in advance of the event. In addition INRIA realized they could not do the back office as proposed in original offer and were thinking of hiring professional conference organizer.

The Scratch community having successfully organized the events in Barcelona and Amsterdam in a very informal way (but still got attendees cheering “best conference I’ve ever attended”) was afraid that organizing it as a regular conference would be a serious challenge and likely to hinder the emergent, dynamic, vibrant atmosphere for which people remember gatherings for years.

The outcome of this key meeting was the agreement to swap roles: the community took the lead in organizing the conference with support from INRIA. In mid November Claude and Joek came to Bordeaux to explain plans, together with INRIA, and to search for potential local partners and ask for the financial support that the conference still needed.

Early in December eight members of the European Scratch community met in Bordeaux with people from INRIA and ENSEIRB. In collaboration with other Scratchers not present and the Scratch Foundation, Scratch2017BDX was announced, a conference to celebrate 10 years of Scratch, 50 years of Logo and the first anniversary of Class’code.



## *Team*

Scratch community

Joek van Montfort (Scratchweb Foundation, Amsterdam, The Netherlands)

Claude Terosier (Magicmakers, Paris, France)

Marie Duflot-Kremer (INRIA, Nancy, France)

Alan McCullagh (Code Club, Orange, France)

Samir Saidani (Babel, Niort, France)

Frank Sabate (Teacher primary school, Barcelona, Spain)

Agnese Addone (Coderdjo Italy, Roma, Italy)

Angela Sofia Lombardo (FabLearn Fellow, Bologna, Italy)

Jens Mönig (SAP, Nebringen Germany)

Margareth Low (Warwick University, Coventry, UK)

Genevieve Smith-Nunes (Ready Salted Code, Brighton, UK)

Mags Amond (Trinity College, Dublin, Ireland)

Susan Ettenheim (Teacher secondary school, New York City, USA)

Mercy Ngoiri (Warefab, Nairobi, Kenya)

Max Musau (USIU, Nairobi, Kenya)

INRIA

Didier Roy

Thierry Vieville

Martine Courbin

Florent Masegla

Yoan Mollard

## *The Event in a nutshell*

Scratch2017BDX event was a 3-day conference at ENSEIRB with a packed and dynamic program. The day before and the day after the conference there were side events that aimed to directly engage with the citizens of Bordeaux, including master classes and events for French teachers and children from Bordeaux. Every evening there was an informal program in the centre of the city. At night Marchés des Doves acted as the living room of all attendees. All together there was non-stop program from the evening of Monday July 17th till Saturday July 22nd.

## *Bordeaux City as a venue*

The city of Bordeaux turned out to be an inspired choice for the Scratch conference 2017. The proximity of, and ease of transit to and from the airport, the public transport, taxi and bike hire systems, and a wide choice of accommodation made the logistics easy for visitors. The relaxed atmosphere of a university city, and the wide choice for high quality, good value open air dining in every quarter, made for a pleasant after conference experience for attendees. It is quite probable that many Scratch2017BDX conference goers will be returning to Bordeaux as tourists, and recommending others to do the same.



### Special guests

Following are lists of speakers and guests for which conference paid travel and stay. In the days before conference we learned that Evelyn Eastmond and Natalie Rusk had to cancel for medical reasons, and that Samson Goddy and Mercy Ngoiri were denied visa. Guests were invited to contribute to the themes of the conference.

#### Invited speakers

- Cynthia Solomon (Created Logo w/ Seymour Papert and Wally Feurzeig, Sommerville, MA, USA)
- Evelyn Eastmond (Researcher at eleVR/YCR, Providence, RI, USA)
- Natalie Rusk (Director of Learning Research at MIT Media Lab, Cambridge, MA, USA)
- Zoe Philpott (Director at Philpott Design / Ada.Ada.Ada, London, UK)
- Mitch Resnick (LEGO Papert Professor of Learning Research at MIT Media Lab, Cambridge, MA, USA)
- Sam Aaron (Research Associate, University of Cambridge, UK)

#### Invited guests (Africa)<sup>2</sup>

- Taryn Basel (@Bubble103, Cape Town, South Africa)
- Samson Goddy (Sugarlabs, Port Harcourt, Nigeria)
- Mercy Ngoiri (Warefab, Nairobi, Kenya)
- John Okewole (Yaba College of Technoly, Lagos, Nigeria)
- Rose Funja (She codes for change, Dar es Salaam, Tanzania)
- Alphonse Habyarimana (Kepler Lab, Kigali, Rwanda)
- Max Musau (USIU, Nairobi, Kenya)
- Marian Muthui (Mekatilili Project, Nairobi, Kenya)
- Adel Kassah (Teacher, Menzel Bourguiba, Tunisia)

#### Invited guests (Next Generation)

- Taryn Basel (@Bubble103, Cape Town, South Africa)
- Samson Goddy (Sugarlabs, Port Harcourt, Nigeria)
- Linda Fernsel (International Scratch wikis, Berlin, Germany)
- Jennifer Lin (Turtle Stitch student, New York City, USA)
- Matthieu Brandt (French Scratch wiki, Brussels, Belgium)

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<sup>2</sup> Sponsor Orange invited several Africans involved in their Supercoders program

### Special events

July 17-July 22, **Ateliers SuperCodeurs** (CapScience and other places around Bordeaux)

July 17, **Arbalet Frontage**: Outdoors coding session on a pixelated building facade, which offered families the chance to control the lighting display (Building A1 of University of Bordeaux)

July 18, **Masterclass Beetleblocks** (ENSEIRB) Jens Mönig and Bernat Romagosa lead a day of teaching and supporting learners in coding and 3-D printing their own designs.

July 18, **Décodons le numérique**, rencontre internationale des enseignants autour de la pédagogie innovante avec le numérique (Side event with ESPE Aquitaine at ENSEIRB) Thierry Vieville of Class'Code France lead a master seminar and atelier for 70+ local teacher volunteers. The possibilities for using code at all levels of education in France were discussed, and guest teachers Susan Ettenheim, Andrea Mayr Stayler, Mags Amond, Richard Millwood and Wolfgang Slany offered mini-ateliers for smaller groups.

July 18, **Colloque Robotique<sup>3</sup> et Éducation** 2017 (Side event of INRIA and EPFL at ENSEIRB)

July 18, **Opening reception** at CapScience with welcome speeches by Alain Turby , conseiller délégué au numérique au sein de Bordeaux métropole, and Yves Boillot (Orange) and main talk on *the roots of Scratch and the fruits that Scratch may bear one day* by Brian Harvey (UC Berkeley, USA) as a replacement for the announced talk by Evelyn Eastmond.

July 19, Talk by **Cynthia Solomon**, co-inventor of Logo on 50 years of Logo (Marché des Douves)

July 19, **Teachmeet** (Marché des Douves), high speed engaging short talks in a lively setting, in which conference attendees share ideas with each other, hosted by Drew Buddie of TeachMeet UK and Mags Amond of TeachMeet IE

July 20, **International Mars Mission** (lunch event ENSEIRB) live demo of three international teams of children controlling together several robots on Mars (simulated at EPFL, Switzerland)

July 20, **Mary's removal**, a play performed by employees of INRIA showing a multitude of ideas to teach Computer Science *without* computers.

July 22, **Code and Tinker Party "C iCi"**, 6 hour coding event for the children of Bordeaux at Marchés des Douves

July 22, **Hands-on with GP**: A new, general-purpose blocks language, 4-hour master class led by the inventors of GP (John Maloney, Jens Mönig and Yoshiki Oshima)

July 22, An **open transgenerational atelier**, which was lead by choreographer and programmer Genevieve Smith Nunes. Participants were invited to improvise dance moves individually in front of Kinect which recorded their movements, in order to program the sprite they would become in a VR world. Ambient music was live coded in Sonic Pi by Sam Aaron

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<sup>3</sup> <http://dm1r.fr/roboeduc-2017-en/>

### *Plenary sessions*

July 19: keynote by Zoe Philpott on the important role women played in development of computing and should play in future.

July 19: keynote by Ricarose Roque (Assistant Professor at University of Colorado Boulder, USA): Growing up in Scratch, on how Scratch is designed to encourage exploration, feedback, collaboration and contribution. Ricarose took the stage reserved for her former colleague and mentor Natalie Rusk who was to ill to attend Bordeaux conference

July 20: Plenary session Scratch 3.0 Preview led by Andrew Sliwinski (Director of Design & Engineering, Scratch, MIT Media Lab) and Carl Bowman (Scratch Team, MIT Media Lab)

July 20: keynote by Mitch Resnick on the four P's that underpin Scratch: Passion, Projects, Peers and Play. For this occasion extended with a 5 P: Purpose

July 20: keynote by Sam Aaron on SonicPi, software to live code music, invented to learn children programming and computational thinking while they are working their way to be a rock star

July 21: plenary session led by African participants

Africans shared a wide variety of projects they work on in their countries. Despite their work there is opportunity for more Scratch. John Okewole coined the hashtag #BAM4Scratch (building African momentum). Africa wants to host a future Scratch conference, preferably in 2019.

July 21: closing plenary session led by Next Generation

### *Performing arts*

July 18 Uwe Geisler: Digital Enlightenment (CapScience), the core of computing, logical gates, brought to life with an installation of night lights.

July 20 Zoe Philpott: Ada Ada Ada, French premiere (Marché des Doves) a theatre show celebrating the work and life of Ada Lovelace, world's first computer programmer to engage contemporary "Ada's" to live up their dreams

July 21 Sam Aaron: SonicPi algorave (IBoat), this Scratch conference had a closing party at IBoat, a club in the former submarine base of Bordeaux. Upper decks were available for sharing final thoughts over food and wine. The lower deck saw attendees of all age dance on live coded music by keynote speaker Sam Aaron.

### *Special program Africa*

The African voice is underrepresented at Scratch conferences, which is a pity for both sides. Scratch2017BDX invested a lot to change this. We organized a 2-day Scratch educators meetup in Nairobi to let Africans prepare for participation. We sponsored paperwork, travel and stay of 9 participants and gave 13 other Africans significant reduction on the conference fee. During conference #BAM4Scratch (Building African Momentum) was launched and MIT Media Lab is willing to help host a future Scratch conference in Africa. For the short term important partnerships were started: Between New York City, Vienna and Nairobi in the realm of TurtleStich. And the UK based AdaAdaAda performance found partners in Nigeria and Tanzania.

### *Scratch Tales, a book celebrating 10 years Scratch*

To recognise and celebrate the 10th birthday of Scratch the conference organizers invited the global Scratch community to share their best memories. These stories came from all around the world. A selection of these stories was published in a book Scratch Tales of which first copy was presented to Mitch Resnick and John Maloney at opening reception at Cap Sciences. All attendees found a copy in their conference bag.

### *Regular program*

On top of the events described above the three day conference at ENSEIRB was packed with a wide variety of different sessions, with presenters travelling from all around the world. Eight one hour time slots over 8 rooms give way for:

- 26 Ignite talks
- 35 Workshops
- 1 Panel discussion
- 6 Long Talks (30-60 minutes)
- 32 Short Talks (15-20 minutes)
- 4 Long Demos (30-60 minutes)
- 8 Short Demos (15-20 minutes)

And the end of July 20 La rue was filled with 41 posters and demonstrations during the poster session. Full program in separate PDF.

### *Language*

To facilitate non-English speaking attendees we invested in other ways to lower language barrier.

- All attendees decorated their badges with stickers for languages spoken, this way it was easier to connect with fellow attendees.
- All plenary sessions and the lecture room with most talks were live captioned. A second screen next to presentation screen showed the text spoken.
- The artists of Getekend Verslag covered all sessions with visual notes. This too was live and turned out to be a great discussion starter during the breaks.

### *Dissemination*

- Live streams of three lecture rooms were captured and are available through a youtube channel<sup>4</sup>.
- Video reporters covered *everything* in between opening reception and closing party and published their impressions via the Vimeo channel<sup>5</sup> of Scratchweb.
- A small number of participants choose to record their work in the academic annals via INRIA's HAL<sup>6</sup> page.
- A variety of posts written by attendees on their personal blog spaces<sup>7</sup>.

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<sup>4</sup> [https://www.youtube.com/watch?v=4miyEBZhvYM&list=PL\\_ZZHWrftpdSHHiPF0YPEh6d1pNop21ff](https://www.youtube.com/watch?v=4miyEBZhvYM&list=PL_ZZHWrftpdSHHiPF0YPEh6d1pNop21ff)

<sup>5</sup> <https://vimeo.com/scratchweb>

<sup>6</sup> <https://hal.inria.fr/SCRATCH2017/>

<sup>7</sup> Mags Amond: <https://magsamond.com/2017/08/04/scratch2017bdx-inclusive-intricate-inspiring/>  
Joachim Wedekind: <http://programmieren.joachim-wedekind.de/2017/07/26/my-scratch2017bdx/>



## Attendees

The conference was attended by 309 people from 33 countries / 6 continents. France accounted for around 40%, rest of Europe 35%, rest of World 25%.  
127 women (41%) and 182 Men

Working in different fields, e.g. education (Primary, Secondary and Higher Education), research (EPFL, INRIA, Cambridge, Warwick, Delft, MIT, Berkeley, Boulder, to name a few), outreach, robotics, software development, ...

A little over half of the attendees actively participated by giving a talk, presenting a poster or leading a workshop.

With participants aged 10 to 80 we connected three generations.



