

“Ever Wondered...?” campaign kicks off

Doha, Qatar – March 9, 2008: Today, the need for scientific research is more vital than ever. The world racing to reach the highest possible level of knowledge which will ensure humanity’s continued creativity and production and guarantee mankind’s lasting excellence. Therefore, scientific research has become an essential element of human knowledge in all fields and is also an outstanding achievement of the modern era. Scientific research is one of the most important factors driving the wheel of rapid development and advancement, contributing to overcome challenges by the most scientific and educated methods. In this day and age, those who possess knowledge and proper technique are, essentially, the engine of the new world system and are the mainstays and benefactors of resulting economic development and progress.

From this conviction came the idea to develop the “Research Skills Development Unit” program, established by the Supreme Education Council. The Council operates under the umbrella of the Education Authority, implementing the instructions of Her Highness Sheikha Mozah Bint Nasser Al-Misnad, Vice President of the Supreme Education Council, who gives great attention to the education sector and strives to lead future Qatari generations towards an economy built on knowledge and scientific research.

The "Research Skills Development Unit" program aims to develop critical and creative thinking skills among students; to help them solve problems; and to overcome all the difficulties they may face in various spheres of life, whether political, economic or social. Additionally, the program aims to further develop the capabilities and skills of teachers in order to improve the efficiency of their educational performance, so they may guide and direct student activities related to scientific research. The reach of the "Research Skills Development Unit" program is not limited only to students and teachers, but it also extends to the entire Qatar society through promoting discovery, invention and the gathering of new information to better service all citizens.

To achieve these strategic objectives, the Office of Communications of the Supreme Education Council prepared an extensive media campaign to communicate the culture of scientific research, through which they adopted and utilized the symbol of the "Question Mark." The mark functions as an emblem for the media campaign, and the purpose of the campaign is to deliver a message to the Qatari society about the importance of incorporating

research into daily life, with a focus on teaching and applying the enlightening concepts of scientific research in schools. The Question Mark (?) will be installed in key locations throughout the country, and the campaign will also include ads in newspapers and magazines, on the Council website and on school buses, in order to ensure maximum exposure and the effective motivation for all of society to participate in and benefit from this important educational campaign.

The State of Qatar is the first country in the region that gives this wealth of attention to scientific research. Qatar is intensifying its efforts, on all levels, to promote scientific research, because it believes that a nation's greatness and superiority is due not only to its natural wealth, but also to the scientific, intellectual and behavioral capabilities of its people.

*The Supreme Education Council was established by Emiri decree in 2002. It serves as the primary authority on education policy in Qatar and, with its three Institutes, is leading the effort to transform the nation's schools into a modern, world-class education system. More information about Qatar's education reform effort, **Education for a New Era**, is available at: www.education.gov.qa*