

Outreach for D-EPPSU

Freya Blekman

with inputs from

Uta Bilow, Marius Hoffmann, Christian Klein-Bösing, Christian
Schwanenberger, yHEP and many more!



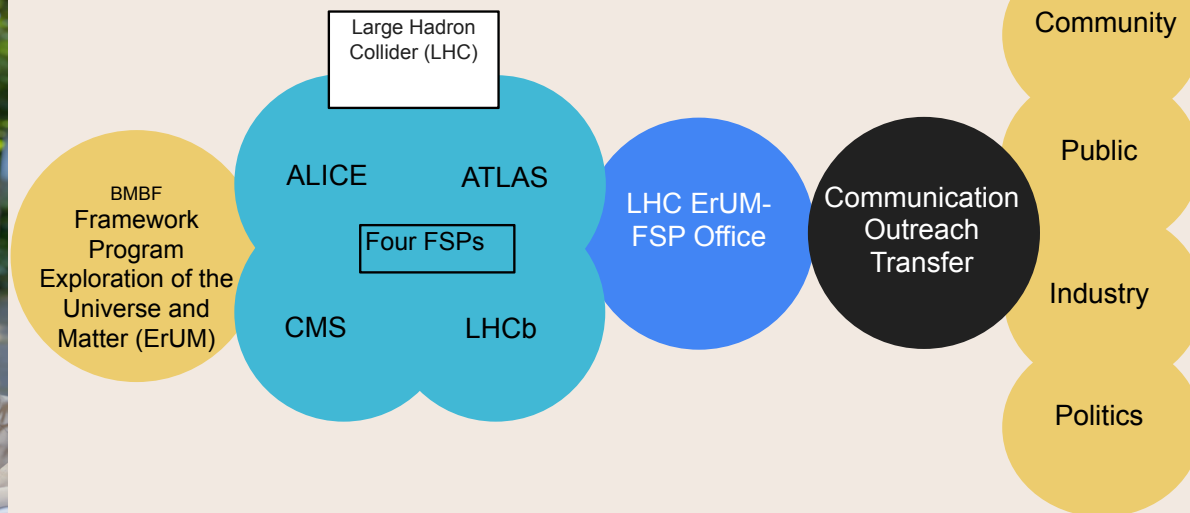
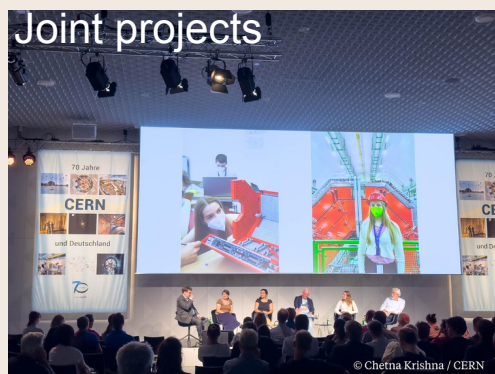
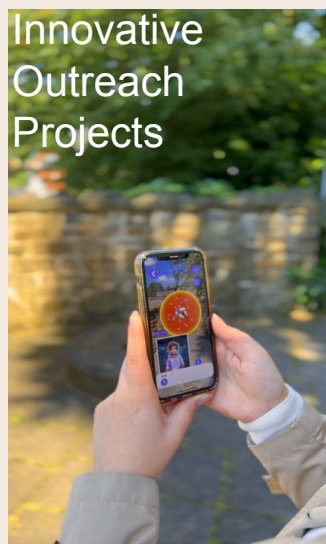
A success story: Netzwerk Teilchenwelt

34 universities+MPIs+DESY+CERN

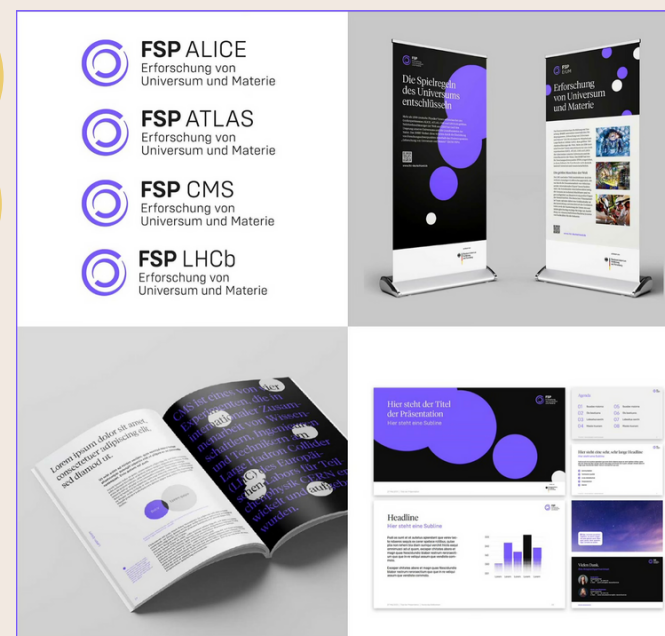
- Shared resources
- Audience = high school students (mostly, huge numbers), general public, physics students
- Sadly currently running “low flame” until next round
- Needs full support from community to come back to full strength when funding ramps up again!



Communication & Transfer of research from the ErUM-universities: LHC-Office



ErUM Participating Institutes:
23 universities from all over Germany
6 scientific institutions
more than 1300 scientists



Operation, production and distribution of:

- Website LHC-Deutschland.de
- Various info material (brochure, flyer)
- Outreach materials



Are we missing something beyond our gems?

Is this enough?

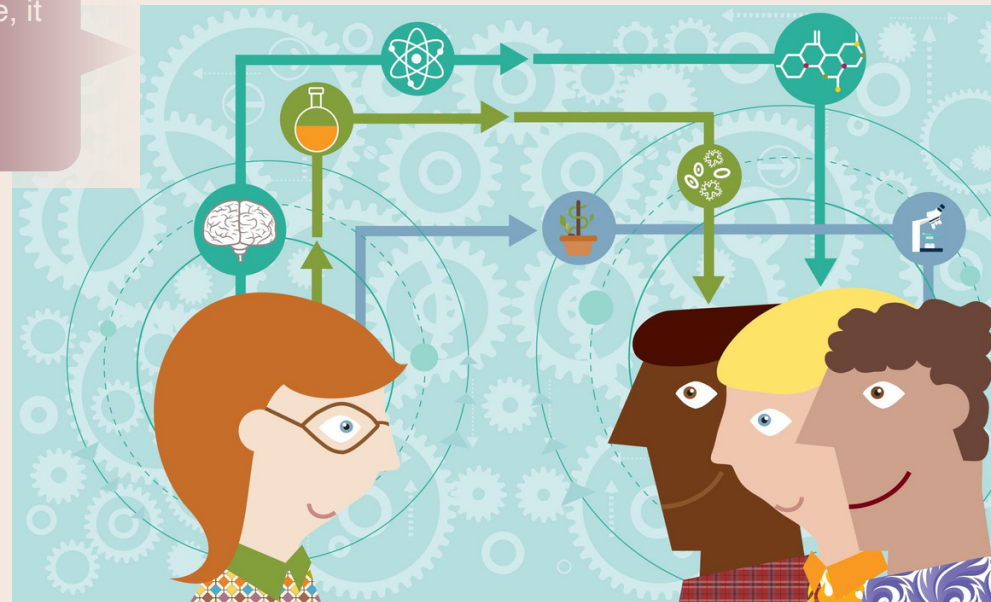
whatever the new
flagship project will be, it
will need very wide
society support

Strategy

is our present effort
sufficient?

Plan

Should any other outreach
strategy be in the document?



For any future collider, is outreach enough?

My opinion: This is a discussion that will also take place in the newspapers, on TV, online, *everywhere*

The New York Times

OPINION

The Uncertain Future of Particle Physics

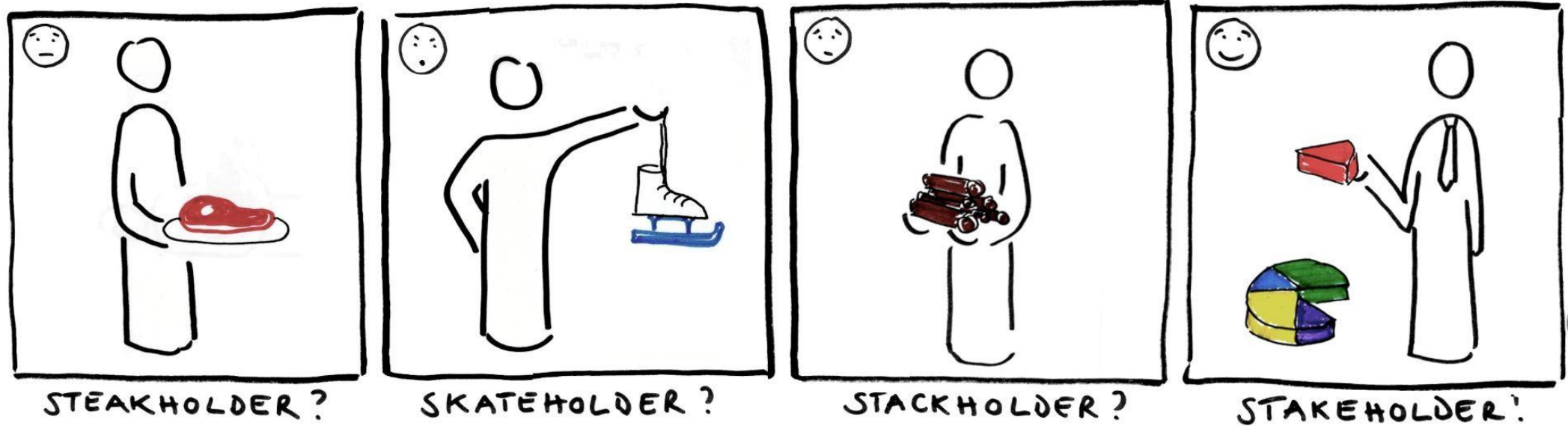
Ten years in, the Large Hadron Collider has failed to deliver the exciting discoveries that scientists promised.

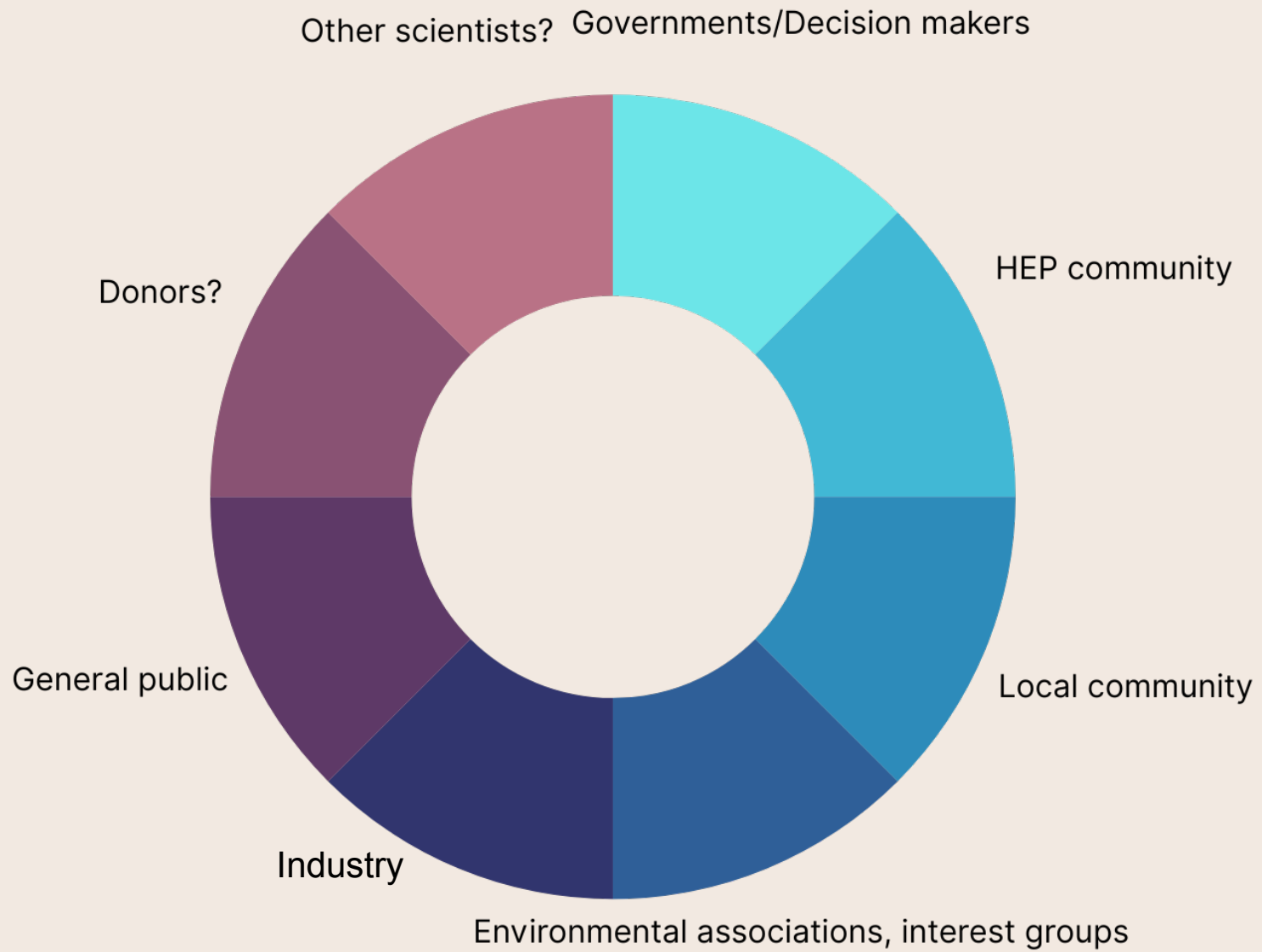
Jan. 23, 2019

By Sabine Hossenfelder

Dr. Hossenfelder is a research fellow at the Frankfurt Institute for Advanced Studies.

Are we reaching all necessary stakeholders?





Not a new idea

CERN courier just before the last european strategy
“howto SciComm” talk by Gudrun Haindlmaier during Bonn KET Future Collider workshop <https://indico.desy.de/event/44074/timetable/>

EDUCATION AND OUTREACH | OPINION

Communicating the next collider

13 May 2019

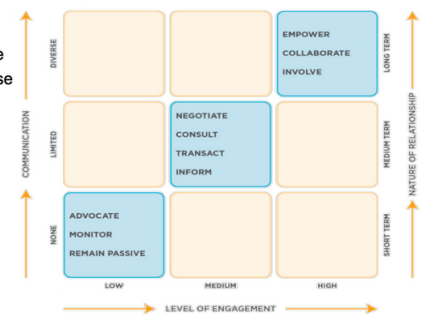


Reaching out The main auditorium at the Granada Conference Centre, where the update of the European Strategy for Particle Physics is taking place this week. Credit: Palacio de Congresos de Granada.

SOME FOOD FOR THOUGHT...

- Social acceptance is highly complex due to multiple factors
 - Risk perception, trust
 - High uncertainty stemming from regulatory bans/limitations
 - Difficulty in assessing acceptance due to ongoing discourse
 - Projections can be influenced by existing polarized discourse
- Navigating public gains vs. individual interests for acceptance (socio-political level, community level, market level)
- Participation ≠ Participation
- Know your target group and stakeholders (long-term perspective)
- No “one-size-fits-all”

LEVELS & APPROACHES TO STAKEHOLDER ENGAGEMENT



23.05.2024

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CERN communications strategy

https://international-relations.web.cern.ch/sites/default/files/files/strategy/Communications%20Strategy_2021-25_v3-planche.pdf (last one, 2021-2025)

Has no dedicated future colliders strategy (only towards local municipalities, industry)



What do we need for the European strategy?

We need reliable funding and people committed to outreach activities
Netzwerk Teilchenwelt needs support from the entire community

We need visibility of the science as well
(at *all levels* and to a *broad range of stake holders*)
The ERUM hubs cannot do that by themselves, needs support from the entire community

We need a dedicated communication effort for the next flagship project ?
But aimed at a broad variety of stake holders so we can adapt to German (and even more local) needs.

Discussion

What do we need to write in the strategy

The following paragraphs will be provided to the strategy document:

"Outreach aims to bring up people with different mindsets, change their attitudes and awareness, and thus aims for a long-term impact. A major task is to motivate, inspire, educate, and fascinate the young generation to attract them to stay tuned in STEM and be there to build and run new experiments and machines planned and designed today. From this point of view, young physicists are especially valuable role models who can inspire the next generation. Many researchers are committed to contributing to outreach, a strengthening feature of the particle physics community that should be encouraged.

Outreach and science communication are essential activities in particle physics. They contribute in multiple ways to securing the field's future. Sustained and adequate financial resources and human expertise are crucial for successfully completing future projects, both for flagship and medium-sized projects.

Any successful European flagship project will need to reserve sufficient resources to do outreach, communicate its science, share its potential for knowledge transfer and multiplicative effect to high-tech industry, sustain the link between science and art, and share scientific principles through outreach and science communication.

Beyond outreach and the communication of the scientific method, particularly more 'soft' topics such as environmental strategy and process transparency need to be communicated beyond the direct stakeholders, specifically to the broader scientific community and the general public.