

$$\ddot{\phi}(t) + 3H\dot{\phi}(t) + m_{\phi}^2\phi(t) = 0$$

# Science Communication & Transfer: LHC-ErUM-FSP-Office & Belle-II-Office

Stephanie Hansmann-Menzemer  
KET Strategy Meeting, 21.11.2025

# Transfer & science communication in ErUM-Pro calls

(from the currently ongoing call for Astro-(particle)physics)

## Transfer to industry

- Zur Stärkung der Innovationsfähigkeit Deutschlands soll der Transfer von Ideen und Erkenntnissen aus den geförderten Arbeiten in innovative Produkte und Dienstleistungen unterstützt werden. Maßnahmen, die die Schnittstelle zwischen wissenschaftlichem und wirtschaftlichem Bereich effizienter gestalten, können projektbegleitend gefördert werden.

## Transfer to society & science communication

- Die Sichtbarkeit der Erforschung des Universums an Großgeräten im Rahmen von ErUM soll erhöht und die Partizipation der Gesellschaft an Erkenntnissen und Erfolgen der Forschung sichergestellt werden. Betreffende Maßnahmen, die die Relevanz der Projekte für Gesellschaft und Wirtschaft öffentlichkeitswirksam kommunizieren, können projektbegleitend gefördert werden.

## Sustainability Research

- Technologische und methodische Entwicklungsarbeiten, die zu nachhaltigen und insbesondere klima- und ressourcenschonenden Betrieb und Nutzung der oben genannten Großgeräte und Experimente beitragen, können projektbegleitend gefördert werden. Dadurch kann perspektivisch ein Beitrag zur Erreichung der Klimaschutzziele und zur Umsetzung der Nachhaltigkeitsziele der „Agenda 2030“ geleistet werden.

# Transfer & science communication in ErUM-Pro calls

Science communication and transfer to industry and society are cross-sectional topics of BMFTR and part of the call.

The question is not if we want to do science communication and transfer but **how can we organize science communication and transfer the best and most effective way.**

The LHC-ErUM-FSP-Office and the Belle-II-Office are bundling the efforts and are doing the major part of this work for us.

# Target groups

## LHC-ErUM-FSP-Office & Belle-II-Office

Potential partners in industry

Our home institutions (rectorates, Helmholtz presidents, MPI directors, ...)

General public/society

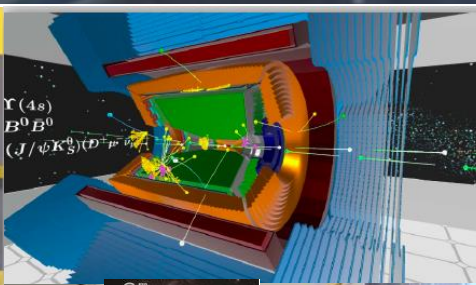
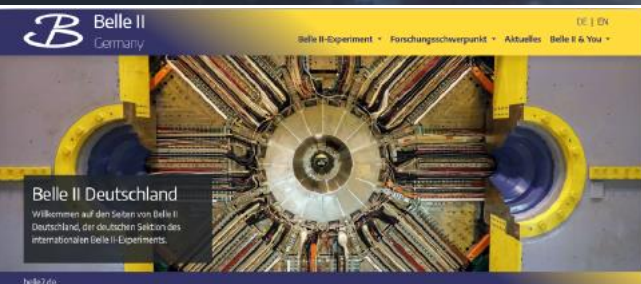
Stakeholders in BMFTR and the federal parliament

## Netzwerk Teilchenphysik

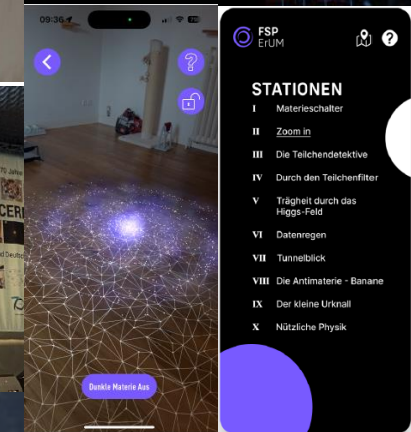
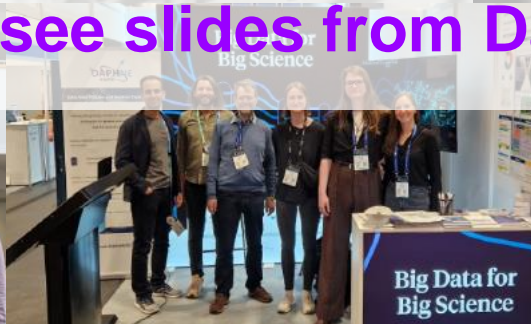
Our future students (schools, pupils, teachers, ...)



# Many great activities ongoing ...



see slides from Daniel Heuchel





# The Team – ErUM-FSP Office

- Sophia Haves (seit Januar 2024)
  - ➔ Abschluss Journalismus und mehrjährige Erfahrung in der Wissenschaftskommunikation
- Kim Wegner (seit Juli 2025)
  - ➔ Abschluss Physik & MSc in Wissenschaftskommunikation und mehrjährige Erfahrung in der Wissenschaftskommunikation
- Dr. Daniel Heuchel (seit August 2025)
  - ➔ PhD und breite Wissenschaftskommunikation-Erfahrung im Bereich Teilchenphysik



[Sofar only two positions funded by BMFTR]

Highly qualified team with degrees in media, journalism, science communication and physics

→ Science communication and transfer at a very high level

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Funding perspectives unclear for the next funding period.

→ Large fluctuations in the team, loss of efficiency due to frequent changes.

# Former Members

Sarah Aretz (07/2020 – 07/2022)

→ Deputy Head of Communication of XFEL and  
Coordination of Xcool Lab



Marie-Lena Dieckmann (07/2020 – 08/2023)

→ Referent of the senator of science of Hamburg



Marius Hoffmann (08/2022 – 06/2025)

→ Head of Science Communication of the MPI  
for Structure and Dynamics of Matter in Hamburg



The LHC-ErUM-FSP-Office is an excellent stepping stone to a permanent position.



# The Team – Belle-II-Office



Veronika Kratzer

2012 - 2015

**Audio Visual Media Designer**

Apprenticeship

Bayerischer Rundfunk



2016 - 2025

**Physics B.Sc. and M.Sc.**

LMU Munich



Now

Outreach for **Belle II Germany**



and



Science Communication for **science birds GmbH**

1/3 of a position granted for 3 years

→ turned into a ½ for two years (= one year break)

**Highly qualified personal**, but (almost) undercritical personpower to be effective.

# Current tasks of both offices

## Keep contact to scientist in the FSP

important source for inputs for web-pages, and social media  
→ be present at FSP, DPG, KET, KHuK meetings

## Networking with stakeholders in science communications

ErUM-Data-Hub, Netzwerk-Teilchenwelt, Welt der Physik, stakeholders at DESY, at CERN, a KEK, ...

## Transfer

Presence at industry fairs (Hannover Messe 2025, ISC 2025), transfer workshops with partners in industry, entrepreneurship trainings, FSP-Alumni-Meetings

## Maintenance Web Page & Brochure

in english and german, with up-to-date news, ...

## Provide to us a cooperate design

logos, brochure, flyers, slides, web-page, stall, ...

## Contact person for ideas and events from the community

CERN70, but as well smaller projects

## Maintenance of AR-App „Unser Teilchenuniversum“

# Many more ideas ....

## Install and maintain presence in social media

(production and frequent launching of videos,  
interviews, fotos, text, ...  
linking with other social meedia networks, providing visibility)

Only possible due to  
temporary (13 months)  
extra position of  
Kim Wegner  
in LHC-ErUM-FSP-Office;  
not possible at  
Belle-II-Office

## Implement additional transfer formats

Transfer to industry is the hardest of all  
communication tasks, still need to collect experience

## Homework from Round Table Discussion at BMFTR

provide frequently exciting pictures, news to the BMFTR  
to promote involvement of German universities/industry at  
the LHC and in Belle-II  
(under the new ministry it is possible and wanted  
to post frequent news to the BMFTR internal networks)

Currently  
not covered,  
but  
LHC-ErUM-FSP-Office  
would be very  
interested  
to do so

# Organisational Matters & Challenges

Bi-weekly meetings with the spokespersons of the FSPs

Most of the communication with the FSPs/the experiments goes via the spokespersons

collection of news/highlights, transfer of information in both directions, consulting about content of workshops/industry fairs/talks/App/flyers, ...

Extremely high non-standard administration effort (for LHC-ErUM-FSP-office)

Personal and funding spread over four (or more) FSP sites + DESY

Should be handled better in the next funding period!

Limited availability of FSP spokespersons creates additional inefficiency and limits productivity of the offices.

**LHC-ErUM-FSP-Office need contact persons in the FSPs**

(was formally the role of the administrative directors of the FSPs)

Belle-II Office is embedded in the Belle-II group in Munich (site of FSP spokesperson)



# Summary

Both offices are equipped with an excellent team and provide great output.

Current personpower very tight in both offices.

Several topics (social media, promotion towards BMFTR, ...) are not sufficiently covered.

Uncertainties for the next funding period result in frequent changes in the teams.

The link of the offices to the FSPs cannot be provided by the FSP spokespersons alone.

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Current condition are suboptimal for transfer and science communications

Additional funding (especially for personpower) could build on a solid basis and thus would have a huge leverage.

**A firm commitment to science communication by the community is needed.**