



## Outreach activities



## Outreach

- Why?
- Who?
- What?
- How?



## Why do we need to communicate?

- Is our work interesting?
- Do we want to inspire others?
- Will the knowledge be of use to one everyday live?
- Do we need support?



## • We need to communicate...

- To share knowledge
- To contribute to education
- To inspire young
- To get support - money and resources!

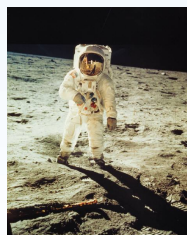


### With whom do we need to communicate?

- General public - i.e. the taxpayers
- The media
- Schools
- Decision makers
- Industry
- The science community



- **What to communicate?**
- Our work! Our research! Our results!



## How are we going to communicate?

- Different concepts lend themselves to different methods of communication.
- Remember: What will make our product stand out from the rest?



## Outreach activities



## What is Europlanet?

- Europlanet is a network bringing together planetary scientists from across Europe.
- The aim of Europlanet is to promote collaboration and communication between partner institutions and to support missions to explore our Solar System.
- Created in 2005
- Funded by the EC under the 6FP for a period of 3 years

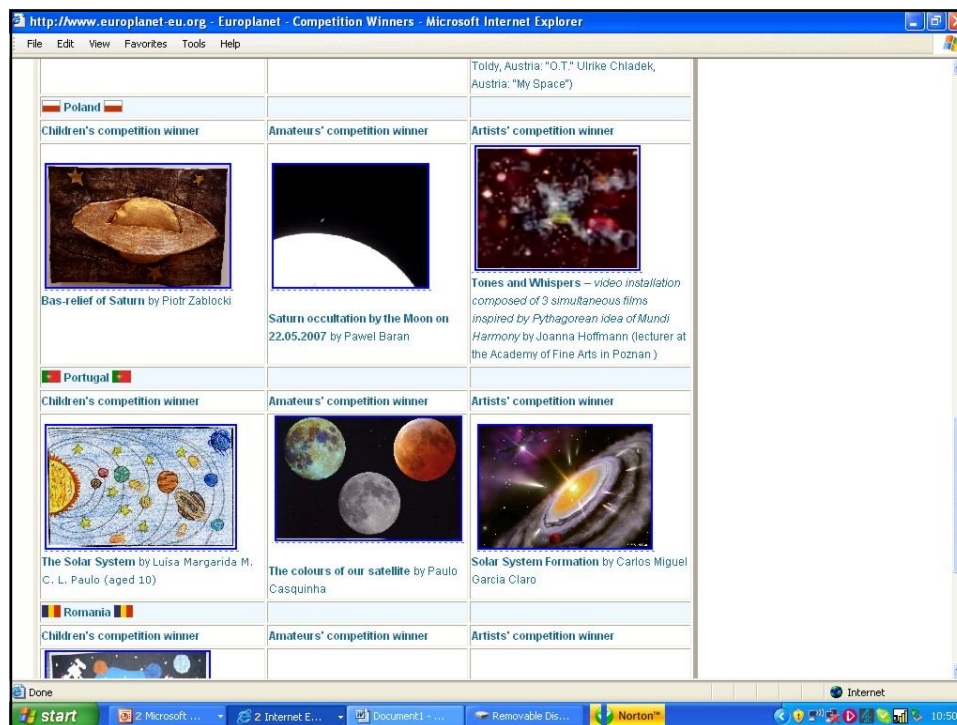
## Outreach activities (FP6)

- Workshops
- Outreach Steering Committee (OSC) teleconferences
- EPSC (European Planetary Science Congress) outreach sessions
- "Very Spatial Year" competition
- Website

## Very Spatial Year Competition (FP6)

- 8 countries participated
- Website with multilingual information
- Competition categories for children, artists and amateurs
- National level winners
- European level prizes and trips for winners to ESTEC and Pic du Midi Observatoire





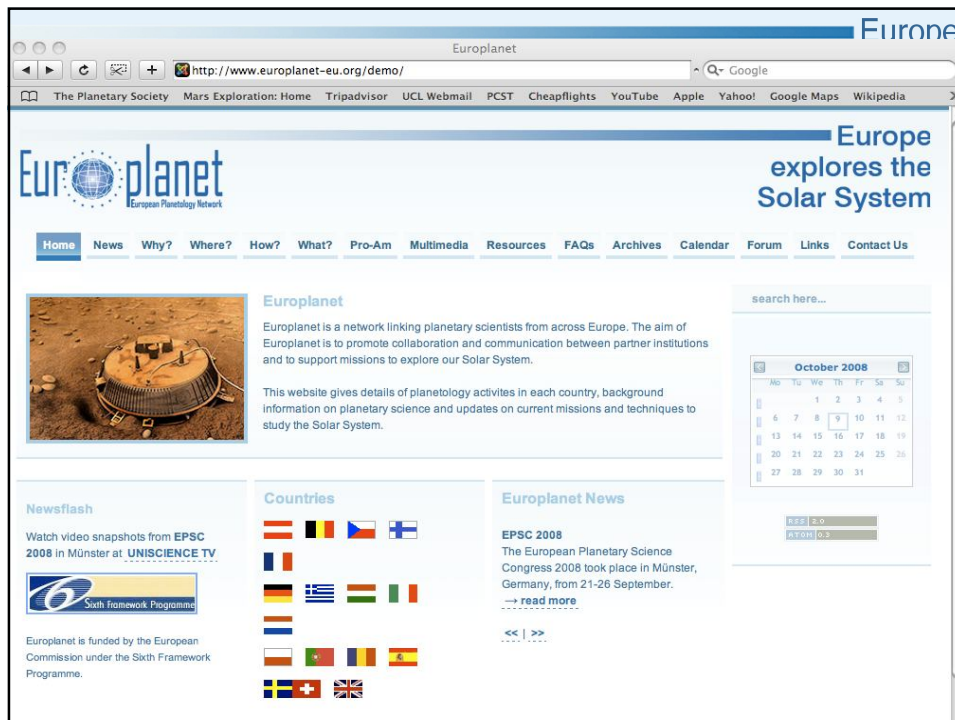


**Europlanet**  
European Planetary Network

Europe  
explores the  
Solar System

## Website (FP6)

- Europlanet news
- Background information about planetary science
- Details of European involvement in planetary missions
- Multimedia resources for the public/media
- Outreach resources for the community





Europe  
explores the  
Solar System

## Resources (FP6)

- Europlanet DVDs – introducing concept and science of Europlanet in 10 languages
- Huygens CD-ROM translated into multiple languages
- Best practice guidelines for Cosmic Vision mission proposal teams
- List of Theatre plays with links to planetary science/planetology



Europlanet - Multimedia Main Item

http://www.europlanet-eu.org/demo/index.php?option=com\_content&task=view&id=18&... Google

The Planetary Society Mars Exploration: Home Tripadvisor UCL Webmail PCST Cheapflights YouTube Apple Yahoo! Google Maps Wikipedia


**Europlanet**  
European Planetary Network


Europe explores the Solar System


Home News Why? Where? How? What? Pro-Am **Multimedia** Resources FAQs Archives Calendar Forum Links Contact Us

Please select one category to expand:

**Video (3)**

 **Venus Films**  
Europlanet promotional Video

 **Europlanet Science**  
Europlanet Project Video

 **Venus Films**  
Christmas greetings from Venus -- with a new educational film.

**CD-ROMs (1)**

**Multimedia Galleries (4)**

search here...

**October 2008**

Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SSP 2.0  
ATOM 0.3

**Europlanet**  
European Planetary Network

Europe explores the Solar System

## What are the the Good news?

### FP7

- Europlanet hav been funded under the FP7 to continue its activities for 4 more years!!!



## Outreach Activities (FP7)

- Ongoing networking activity
- National node persons aimed for all Europlanet countries
- European Planetary Media Centre
- Outreach Innovation Laboratory
- Training

## National Nodes – Profile

- Someone who is already paid to do outreach activities as part of their job e.g. press officer for an institution, astronomy schools liaison officer, science centre representative responsible for links to academic community, scientist that has an outreach component to their job.
- Someone who has well developed links to other outreach organisations and planetary scientists.

*We have identified nodes in Germany, Greece, UK, Poland, Hungary, Romania, Italy, Belgium and France.*

*If your country is not in the above list, do you know someone who fits the description?*

## National Nodes: Job description

1. **To be the contact** for all outreach activities related to Europlanet **in that country**
2. To respond to queries from the general public and press on national planetary science issues e.g. if a specialist of a particular nationality is needed to talk to the media.
3. To be aware of outreach and media opportunities for planetary science in their country and **to be proactive in offering support from Europlanet**. To regularly update Europlanet outreach contacts on activities.
4. **To translate, expand and maintain their national page** on the Europlanet outreach website.
5. **To be proactive in organising events and activities to promote planetary science** and to actively share their experiences with other Europlanet outreach contacts.

## Media Centre (FP7)

- **Bring Europlanet's activities to the media's attention**
- Timely press releases about European-led research, translated for local and regional media
- **Build up links with local, regional, national and international journalists**
- Prepare media fact sheets/web-based resources highlighting European and national involvements in planetary science
- **Act as a first point of contact**

## Outreach Innovation Laboratory (FP7)

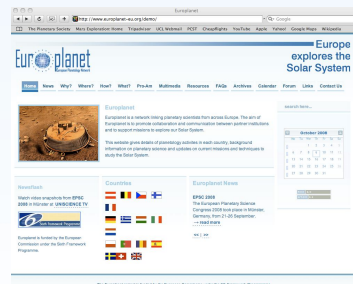
- **Organising meetings to bring outreach professionals to share Best Practice and resources.**
- **Providing a forum** to develop new ideas
- Annual award for achievement in planetary science outreach (from 2010)

## Training (FP7)

- **Training for planetary scientists in Europe in presenting ideas to the media, the public, educators, decision makers**
- **Aimed mainly at younger planetary scientists**

Keep an eye on the website:

[www.europlanet-eu.org](http://www.europlanet-eu.org)



Thank you!