

International Particle Physics Outreach Group

ESPPU and the IPPOG Working Groups

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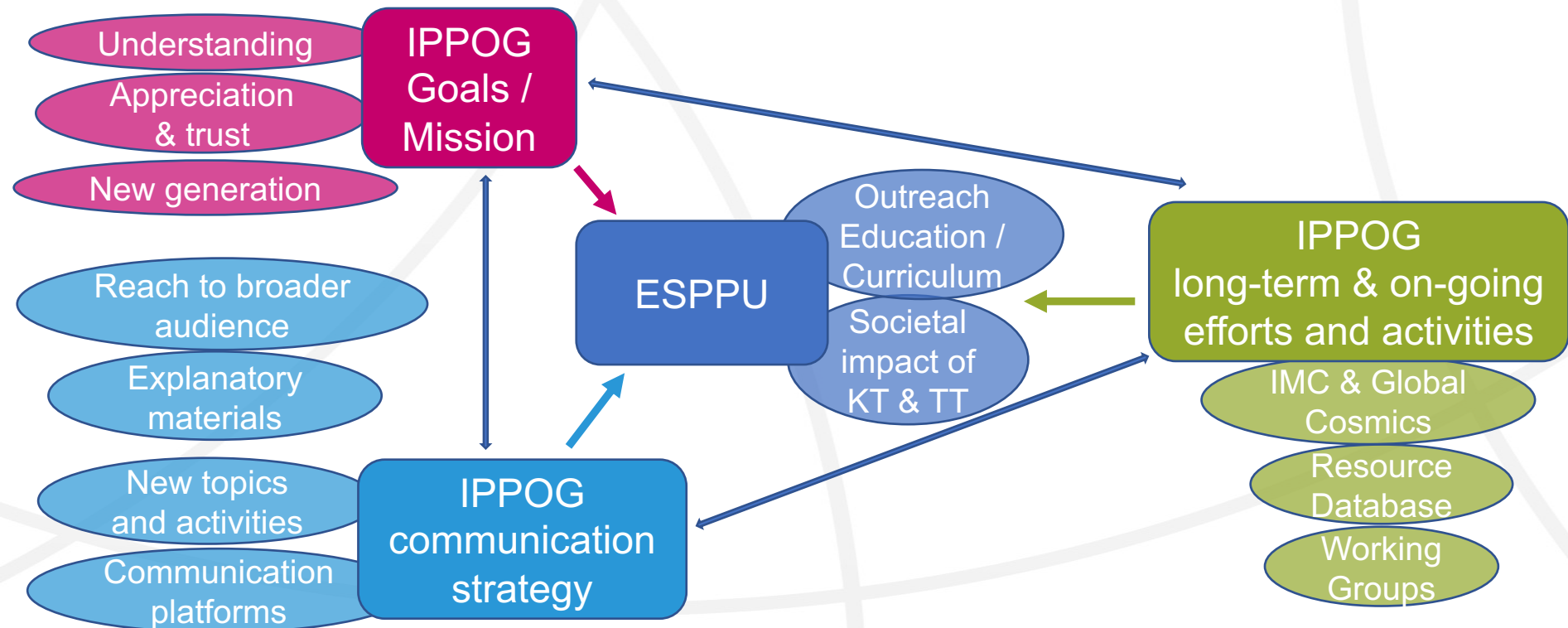
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IPPOG Panel Discussion on ESPPU Communication Strategy, 18 Nov 2021



IPPOG and ESPPU





ESPPU and the IPPOG Working Groups

Working Group on Explaining Particle Physics to a Lay Audience

- Explanations of complex subjects of particle physics to non experts
- Arguments why fundamental research is worth funding (scientific method, precision...)

Recent example discussions:

How to explain the need for a new e^+e^- collider to the public?

How to "translate" terms like "Higgs factory" to formulations understandable by laymen?

Aim to bring about appreciation and trust in fundamental research and its tools

Working Group on Outreach of Applications for Society

- Short, appealing stories directly publishable in mainstream media
- More detailed versions to be used by teachers

Role of new dynamic website and resource database:

Make these stories and other content readily available to classrooms, the media, the public

Active social media programme will complement and aid dissemination

Aim to connect "abstract" science with tangible spin-offs and applications used by public in everyday life



ESPPU and the IPPOG Working Groups

Working Group on Bringing Masterclasses to New Countries

- Strategic efforts to expand the reach of our work to new regions and peoples
- Well-proven, hands-on methods to teach particle physics, standard model, research

Broader goals of Masterclasses

Instil excitement for fundamental research, understanding of scientific process, evidence-based reasoning

Bring new, young minds (and perhaps old ones) into STEM

Can be extended to various topics, experiments, applications (Why not other sciences?)

Working Group on Exhibitions and Public Events

- Exploring new methods to engage the public in fundamental research
- Build support and attract new ambassadors

New directions in activities

Integration of Art, Music and Science to encourage engagement and establish new networks

Attracting larger variety of students, public

Collaboration with established individuals, festivals, events



SPARE SLIDES



European Particle Physics Strategy Update

CERN-ESU-014



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Environmental and societal impact

Particle physics has contributed to advances in many fields that have brought great benefits to society. Awareness of knowledge and technology transfer and the associated societal impact is important at all phases of particle physics projects.

Particle physics research centres should promote knowledge and technology transfer and support their researchers in enabling it. The particle physics community should engage with industry to facilitate knowledge transfer and technological development.

Exploring the fundamental properties of nature inspires and excites. It is part of the duty of researchers to share the excitement of scientific achievements with all stakeholders and the public. The concepts of the Standard Model, a well-established theory for elementary particles, are an integral part of culture. ***Public engagement, education and communication in particle physics should continue to be recognised as important components of the scientific activity and receive adequate support. Particle physicists should work with the broad community of scientists to intensify engagement between scientific disciplines. The particle physics community should work with educators and relevant authorities to explore the adoption of basic knowledge of elementary particles and their interactions in the regular school curriculum.***