

IUPAP Communication

The collage features several key elements:

- Newsletters:** Multiple issues of the "IUPAP Newsletter" are shown, including the June 2018 issue with the headline "IUPAP NEW COMMISSION, COUNCIL, AND PRESIDENTS — A NEW START!".
- Group Photo:** A large group of IUPAP members and staff posing for a group photo in a circular hall.
- Social Media Profile:** A screenshot of the IUPAP Twitter profile, showing the name "IUPAP", handle "@IUPAP_physics", and 808 followers.
- Website Screenshot:** A view of the IUPAP website (http://iupap.org) featuring a banner for the "30th General Assembly of the International Union of Pure and Applied Physics" held from 20 to 22 October 2021 in Geneva, Switzerland.
- Social Media Icons:** Large blue icons for Twitter and Facebook are positioned on the right side of the collage.

IUPAP

International Union of Pure and Applied Physics

IUPAP Communication Newsletter



IUPAP International Union of Pure and Applied Physics
Newsletter

DECEMBER 2021
President: Michel Spiro • Editor-in-Chief: Kok Khoo Phua • Editors: Silvana Ponce-Dawson, L.C.Kwek; Paola Rodari; Cecilia Cressi; Sandro Scandolaro; Judy Yee; Lionel Seow

PRESIDENTS' NOTE
Dear readers and friends of IUPAP,

We are starting a year full of celebrations: 2022 marks the 100th anniversary of the creation of our Union and it has also been declared International Year of Basic Sciences for Sustainable Development by the UN General Assembly.

We will have a Centennial Symposium at the ICTP in Trieste, Italy, on 11-13 July 2022. This will be an opportunity to discuss our new vision and advance with our Action Plan. The Symposium will include plenary talks by keynote speakers and other activities, with an emphasis on aspects of the IUPAP history, on developing countries, collaborations among countries, physics education, and many other items consistent with the IUPAP mission. Everybody is invited to celebrate the centenary of IUPAP in their own countries and regions. In particular, there has been a regional e-conference organized by the Pakistan Physical Society that was very successful. Michel Spiro gave some opening remarks at the conference where he introduced a brief portrait of the IUPAP. Another regional initiative, "100 years of Physics in Africa – Past, present and Future", was organized by the African Physics Community in celebration of the IUPAP Centenary. The project plans to share stories that celebrate and communicate the immense contributions that physics education and research have made to Africa's development. A regional conference is also expected to be organized in Latin America to celebrate both the IUPAP centenary and the 60 years of existence of the Latin American Center for Physics (CLAF).

We will have a photo contest to portray the beauty of physical processes, the impact of physics on our everyday lives and the ways in which physics research and education is carried out all over the world. The contest will be divided in two categories: "Beyond Our Eyes" (for images that have been obtained through special scientific equipment or are the result of numerical simulations) and "At A Glance" (for all other images that have been obtained with a professional, amateur or cellular camera). Submissions for the contest will be open on February 14th. A specially selected jury will choose 12 finalists, six of which will receive a monetary award (three in each category). Two more photos in each category will be voted through social networks. The winners will be announced by the beginning of July and will receive their awards during the Centennial Symposium. We expect to have an exhibition in Trieste with the 12 finalists selected by the jury and 4 additional photos voted over social networks. These 16 photos/images will be made available for printing and to be used as screensavers on various formats, both on the IUPAP's website and over its social networks. They will also be used on IUPAP posters and other material related to the Centenary celebrations. More details on the contest can be found on the IUPAP's website.

The celebrations for the centennial will be combined with those of the International Year of Basic Sciences for Sustainable Development (IYBSSD) which will be launched with a special event at UNESCO headquarters in Paris on July 1st, 2022. We expect to close both the celebrations for IYBSSD and for the IUPAP Centennial with a ceremony at CERN's Science Gateway.

In 2022 we will have two meetings of the Executive Council and Commission Chairs; one in late January and the other immediately before the Centennial Symposium. The week after the symposium we will have a General Assembly, without elections and in virtual form on July 14th 2022. In 2023 we expect to have our GA in hybrid mode, with the in-person part at CERN in Geneva, Switzerland.

Keep the dates and stay tuned for new announcements on the very exciting activities that will surround the IUPAP's centenary and IYBSSD!

Michel Spiro
President of IUPAP
Chair, Steering Committee for the proclamation of IYBSSD 2022

Bruce McKellar
Past President

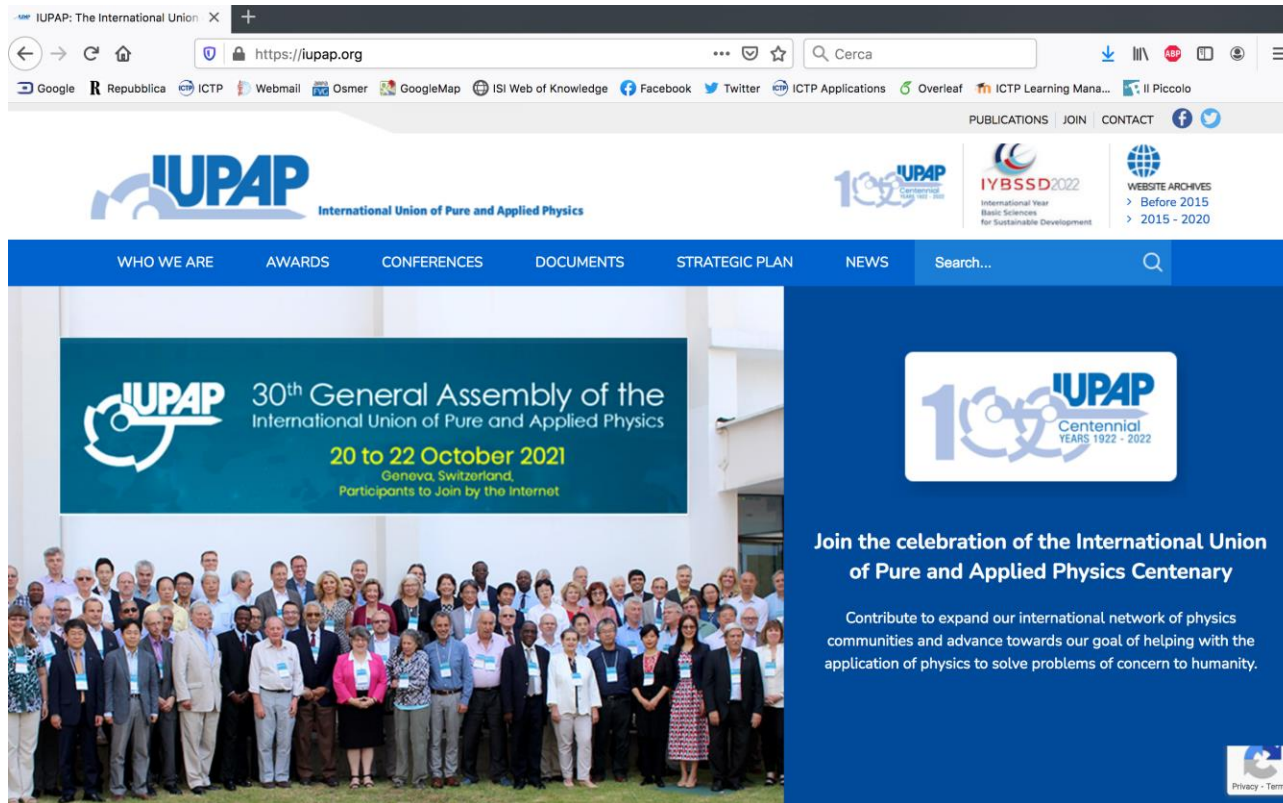
Silvana Ponce Dawson
Acting President Designate

December 2021 – out soon

IUPAP

International Union of Pure and Applied Physics

IUPAP Communication Website



The screenshot shows the IUPAP website homepage in a browser. The address bar displays <https://iupap.org>. The main navigation menu includes: WHO WE ARE, AWARDS, CONFERENCES, DOCUMENTS, STRATEGIC PLAN, NEWS, and a search bar. The main content area features a large banner for the 30th General Assembly of the International Union of Pure and Applied Physics, held from 20 to 22 October 2021 in Geneva, Switzerland. Below the banner is a group photo of participants. To the right, there is a section for the IUPAP Centennial (1922-2022) with the text: "Join the celebration of the International Union of Pure and Applied Physics Centenary. Contribute to expand our international network of physics communities and advance towards our goal of helping with the application of physics to solve problems of concern to humanity." The footer includes a "Privacy - Termini" link.



IUPAP Communication

Future

1. Document presented by Laura Greene, VP Ethics and **Outreach**, at GA 2021:
 - ✓ First task: to educate the **Physics community(*)** & the public about IUPAP
 - ✓ Commission Chairs send updates to communication@iupap.org
 - ✓ **Social media** presence will be expanded
 - ✓ Small **committee** established to coordinate communication
2. Centenary Campaign
3. e-Newsletter?

(*) estimated number of physicists worldwide: 500,000-1,000,000



IUPAP Communication

Social media

Facebook (1772 followers)

Active



International Union of
Pure and Applied
Physics - IUPAP

★ 5.0 (3) · Nonprofit Organization



Like

♥ Create Action Button



1,772 people like this

Twitter (808 followers)

Inactive since 2015



Following

IUPAP

@IUPAP_physics Ti segue

The official account for the International Union
of Pure and Applied Physics

📍 London, United Kingdom [🌐 iupap.org](https://iupap.org)

📅 Iscrizione a novembre 2014

158 Following 808 Follower

IUPAC:
19,000
followers



International Union of Pure and Applied Physics

IUPAP Communication

Centenary (1)

Primary target: the international community of physicists

Objectives: to disseminate the knowledge about the Union, to enhance the awareness of its importance, to invite people to participate to the symposium (and other events)

Products: press releases (one asap), posts, articles in influential media

Channels: IUPAP web and newsletter; other community newsletters and mailing lists; IUPAP Facebook and other relevant FB groups and/or other social media groups; a few, influential media (Physics Today; Nature Physics; Science, SciDev; Physics World)



IUPAP Communication

Centenary (2)

Secondary target: national communities and stakeholders

Objectives: to disseminate the knowledge about the symposium (and other events), to enhance the awareness of IUPAP importance

Products: press releases, posts, articles in influential media

Channels: national media (collaboration of IUPAP community is necessary; we can produce documents centrally, but the dissemination is local)



IUPAP Communication

Homework for you (especially Chairs)



WE WANT YOU!

Please send us (to **communication@iupap.org**)

- ✓ Newsworthy updates from Commissions / AC / WG
- ✓ Early Career Scientist Prize winner information (and other awards)
- ✓ Any other suggestions to improve the communication
- ✓ Please help us sharing news on social media and involving local communication officers when relevant



International Union of Pure and Applied Physics

IUPAP Communication

Who's who

“Outreach committee” (GA 2021)

Laura Greene, Paola Rodari, Silvina Ponce Dawson, Monica Pepe-Altarelli, Sandro Scandolo

Trieste communication team

Paola Rodari, Federica Sgorbissa (SISSA MediaLab, for Centenary), Sandro Scandolo

A special thanks to **Hari Haran** (GRAPES-3 experiment, Tata Institute of Fundamental Research)

communication@iupap.org



IUPAP email addresses

secretariat@iupap.org: All types of messages

[managed by Cecilia Cressi, read by entire EC]

iupap100@iupap.org: Centenary (Symposium, etc)

[read by Cecilia Cressi]

communication@iupap.org: Items for newsletter

[read by Cecilia Cressi, Sandro Scandolo, Paola Rodari]

