

# **CHIPP Outreach Group Meeting**

# Physiscope Geneva

9 March 2011 HP Beck



# Agenda

11:00	Welcome	H.P. Beck
11:20	Report from Zurich University	Teresa Marrodán Undagoitia
11:40	Report from ETHZ	Christoph Grab
12:00	Report from PSI	Tilman Rohe
12:30	Lunch	
13:30	Physiscope demonstration	Olivier Gaumer
15:00	Report from Bern	H.P. Beck
15:20	Report from EPFL	Fred Blanc
15:40	Report from Geneva	Olivier Gaumer
16:00	Statement from SER	Bettina Mühlebach
16:20	Discussion	All
16:50	aob 05'	



# CHIPP Outreach Group

- > The primarily role shall be the coordination of outreach activities in Switzerland
  - Outreach will normally be done by individual institutes
    - but should emphasize CHIPP and our common or related activities wherever this is sensible

#### Target Audience

- General Public
- Schools
  - > pupils
  - teachers
- Universities
- **>** ..

#### Changes since last CHIPP Board meeting

- Marie-Christine Sawley left ETHZ; replacement not yet identified
- > Laurent Salzarulo changed department in SER; replacement: Bettina Mühlebach
- Beat Gerber, left in November 2009. No successor could be identified
  - discussions with Uni Bern (rector, press office) as well as with PSI press office (head: Dagmar Baroke) were sobering.
    - rector in principle positive, if resources could be identified
    - press offices state their impossibility to report CHIPP wide, as their mandate defines a different scope (conflict of interest)
      - still possible to help out with infrastructure, or writing dedicated articles,... i.e. press office core business

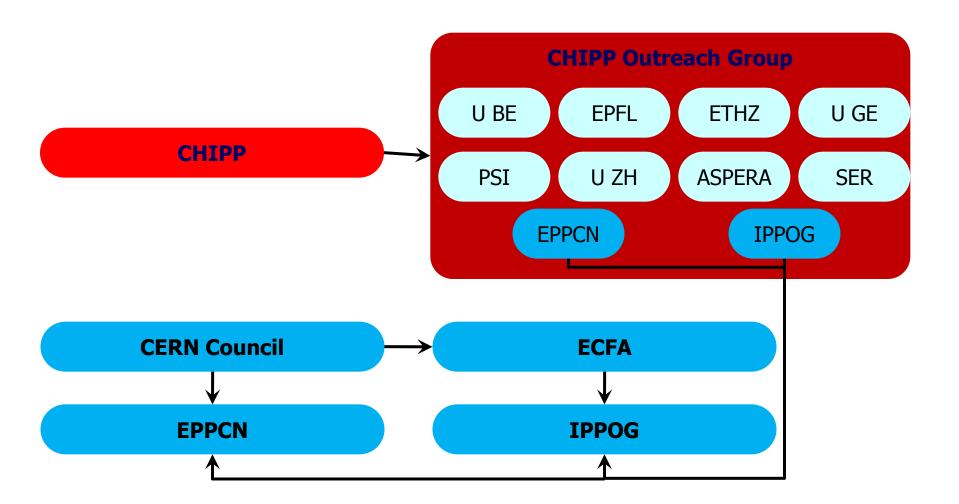


# CHIPP Outreach Group Composition

<u>Bern</u>	HP Beck (chair) Thomas Becher	contact alternate	Hans.Peter.Beck@cern.ch becher@itp.unibe.ch
<u>EPFL</u>	Frederic Blanc Aurelio Bay	contact alternate	fred.blanc@epfl.ch Aurelio.Bay@epfl.ch
<u>ETHZ</u>	Christoph Grab	contact	grab@phys.ethz.ch
<u>Geneva</u>	Olivier Gaumer Bernard Révaz	contact alternate	Olivier.Gaumer@unige.ch Bernard.Revaz@unige.ch
<u>PSI</u>	Tilman Rohe Malte Hildebrand	contact alternate	tilman.rohe@psi.ch malte.hildebrandt@psi.ch
<u>Zürich</u>	Angela Buechler-Gehrmann Teresa Marrodan-Undagoitia	contact alternate	abuechle@physik.uzh.ch marrodan@physik.uzh.ch
<u>ASPERA</u>	Bernard Révaz		Bernard.Revaz@unige.ch
SER	Bettina Mühlebach		Bettina.Muehlebach@sbf.admin.ch
<b>EPPCN</b>	vacant		
CMS ATLAS	Vincenzo Chiochia (Uni ZH) Alison Lister (Uni GE)		Vincenzo.Chiochia@cern.ch Alison.Lister@cern.ch



# CHIPP Outreach Group





### **EPPOG** → **IPPOG**

# The International Particle Physics Outreach Group (IPPOG) (Formerly EPPOG)

- promotes the outreach activities of particle physics institutes and laboratories in the CERN Member States.
- acts as a forum for the exchange of ideas and experiences related to particle physics outreach.
- was formed under the joint auspices of the European Committee for Future Accelerators (<u>ECFA</u>) and the High Energy Particle Physics Board of the European Physical Society (<u>EPS-HEPP Board</u>).
- is composed of
  - one member nominated by the particle physics community of each CERN Member State (HP Beck for CH).
  - **one membe**r each from **DESY** and **CERN**, appointed by the managements of those laboratories.
  - additional representatives from particle physics experiments, astroparticle physics and non-Member States of CERN.
- Next IPPOG meeting: 14-16 April in Kosice



### **EPPOG** → **IPPOG**

# 27th Meeting of the European Particle Physics Outreach Group (EPPOG) at CERN

#### **Thursday 14 October 2010**

Introduction - 160-1-009 (09:00-09:15)

- Presenters: BARNEY, David; KOBEL, Michael

National Reports - 160-1-009 (09:15-10:40)

- Presenters: BARNEY, David

Coffee Break - 160-1-009 (10:40-11:00)

Masterclasses - 160-1-009 (11:00-13:00)

- Presenters: KOBEL, Michael

Lunch - (13:00-14:00)

Databases (EPPOG members, best-practice) - 160-1-009 (14:00-15:40)

- Presenters: MC CARTHY, Lisa

Coffee Break - 160-1-009 (15:40-16:10)

<u>Future of EPPOG</u> - 160-1-009 (16:10-18:15)

- Presenters: BARNEY, David; KOBEL, Michael

Dinner - 160-1-009 (19:00-22:00)

#### Friday 15 October 2010

Cosmic ray detectors for education - 160-1-009 (09:00-17:00)

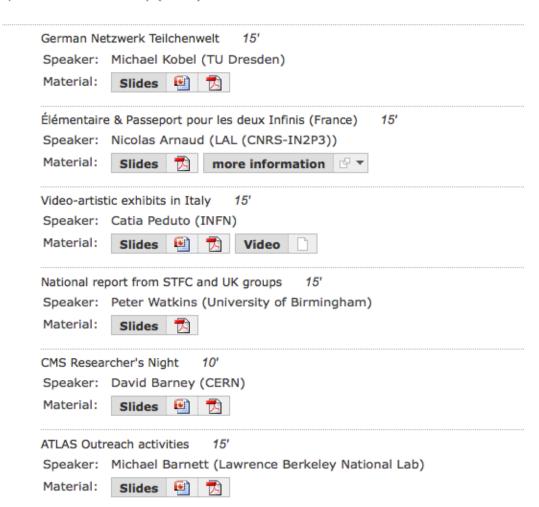
http://indico.cern.ch/conferenceDisplay.py?ovw=True=99542



### **IPPOG**

#### National Reports 1h25'

Speaker: David Barney (CERN)





# National Reports - Germany

#### Netzwerk Teilchenwelt

#### Network Structure

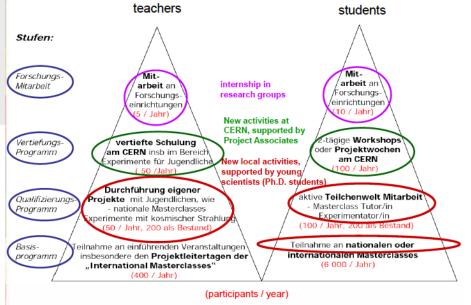
- Network between scientists, young people and multiplicators for insight in scientific research in direct contact with CERN
  - Students as young researchers aged 15-19
  - Multiplicators: Teacher as working group leaders at school workshop responsibles in museums, science centres or school labs
  - ◆ All ~ 20 institutes of (astro) particle physics in D
- 4 central elements
  - Local projects all over the country (national masterclasses and cosmic rays)
  - On-site experiences at CERN
  - Development of context materials
  - Scientific evaluation
- 4 levels for multiplicators and students
  - Basic level masterclasses as introduction
  - Qualification level for membership
  - Advanced level at CERN
  - Research level internships at the institutes





### project overview Netzwerk Teilchenwelt



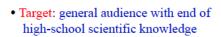




# National Reports - France

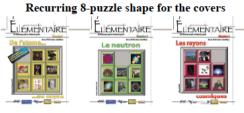
Elémentaire & Passeport pour les deux Infinis: magazines & book for 17-19 years old pupils Free of charge for students & teachers

#### Élémentaire



- N1: From the atom to the nucleus
- N2: The neutron
- N3: The cosmic rays
- N4: The color of the particles
- N5: The neutrinos
- N6: The Standard Model
- N7: When the Universe bangs
- N8: Towards the beyond
- All material available for free download on the website
- Copy cost: 3 euros postage paid
   → A few hundred subscribers
- A few 1000's copies printed per issue

→ Paid by funding agencies and sponsors (Ecole Polytechnique, etc.)







#### Passeport pour les deux Infinis









# National Reports – UK

#### CERN@school: building a cosmic ray detector @ school



#### STFC – Science and Technology Facilities Council

100 k€/year from STFC plus other funds

#### Roadshow to remote places in Scotland

# The 2010/11 Roadshow a brief introduction

The SCI-FUN Roadshow is taking its unique collection of interactive presentations and over forty hands-on exhibits to school groups and public events across Scotland in 2010/11.

We remain committed to the concept of taking the experience of a science centre to venues across the country.

During the course of our 2009/10 tour, we provided an online questionnaire for contact teachers to submit their opinions on various aspects of the Roadshow programme. We were successful in getting responses from the majority of these contacts, and used this information to compile our 2009/10 feedback report.



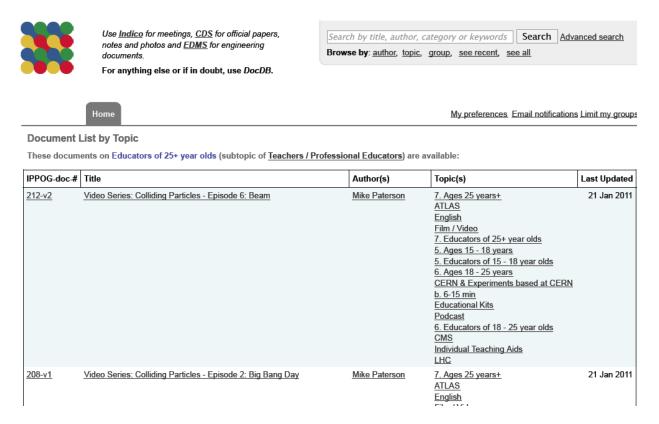
#### How a visit works

Our equipment is transported in our 7.5 tonne lorry (shown above), from which we unload and set up the materials in an assembly or sports hall, usually in less



#### IPPOG Outreach Database

Brand new database that holds recommended tools and materials to be used in bringing the exciting world of particle physics to students of all ages and the general public. Here you can find videos, brochures, posters, talks, ideas for hands-on activities, and more! Items stored here are shared by members and partners of the IPPOG network. http://eppog.web.cern.ch/eppog/EPPOGdatabase.html



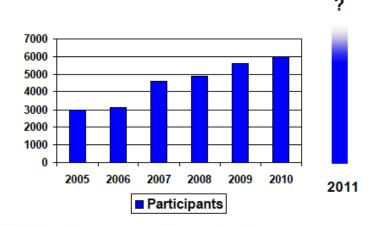


#### **Masterclasses**

## www.physicsmasterclasses.org



6000 pupils in 2010 from Europe, South- and North America were analyzing real data from particle collisions (LEP data)





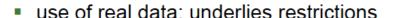


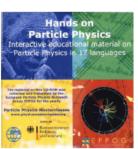


#### Masterclasses for 2011 - 7.3-26.3

#### **Exercises 2011**

- New LHC package with ATLAS and CMS
- W-path and Z-path
- Status: Marge, Konrad, Ken
- + ALICE (extra day)?
- Exercises on CD/DVD and web
- Translation → help of national responsibles needed (Nov/Dec/Jan)





#### Funding and in kind contributions

- Helmholtz-Alliance: Project manager (1/2 time; until end of 2012)
- Wolfgang-Gentner studentship for Konrad Jende (PhD thesis, ending 2012)
- BMBF: upgrade for LHC (development, technical needs, test, translation, CD/DVD, student assistants; ending 2012)
- EPS HEP division (production and shipping of CD)
- CERN IT:
  - Marek Domaracky, CALTECH (CERN)
  - Philippe Galvez, EVO Project Manager (CERN IT)
- CERN outreach (prizes)
- Moderators

n Particle Physics'







### Masterclasses in Switzerland

- Masterclass events in Bern, Geneva and Zurich (ETHZ+UNIZH)
  - **16, 11, 24 March 2011** respectively
- No more LEP data, but now first time with LHC data!
- e.g. http://atlas-minerva.web.cern.ch/
  - The aim of the exercise is to identify particles in the **ATLAS** detector at the LHC. We ask the students to scan a mix of various physics events and classify them in the following categories
    - > W → mu nu
    - $\rightarrow$  W  $\rightarrow$  e nu
    - $\rightarrow$  Z  $\rightarrow$  mu mu
    - $\geq$  Z  $\rightarrow$  e e
    - QCD dijet events
  - To do this the ATLAS event display Atlantis is used.
  - After the students have finished the results from each group are collected and calculate together the ratio of W→enu/W→munu and the ratio of Z/W production compare with the predictions and discuss the physics of these measurements.
- Similar exercises are in preparation for CMS, and ALICE



# CERN - Teacher Programmes





Teacher Programmes Teaching Resources Visit CERN



#### Teacher Programmes

Keep up-to-date with the latest developments in particle physics and related areas, and experience a dynamic, international research environment. CERN offers you the possibility to participate in special programmes for teachers and meet with teaching colleagues from your country or from all over Europe.

The three-day Physics Teachers Programme is an international weekend course in English for teachers from all over Europe and includes seminars, visits and educational activities. Click here to find out more.

The High School Teacher Programme is a comprehensive international course held in English, aimed at teachers who would like to spend the first three weeks of July at CERN. The next session will take place from 4th July -24th July 2010. Click here to find out more.

The National Teacher Programmes are held in the mother tongue language of the participants from CERN member states. Click here to find out more about their content, when the next session is planned for your country, to access the agenda, to find archived material of previous sessions and contact information.



International 3-day Programmes



High School Teacher Programme





# CERN - Teacher Programmes

Swiss teachers do not participate in the CERN Teachers Programme (with very few exceptions)

Every year, Swiss Teachers get pointed to the CERN teachers programme, via a written letter from Uni ZH in view of the Swiss Masterclasses — no success?



#### Contacts with Swiss Teachers

- Contact with PHBern and Bernese teachers education
- Contact with PHZH and especially the new ZH effort via HSGYM
  - > a forum to discuss between HighSchool & GYMnasium teachers
- Efforts often limited to cantonal boundaries, with some reaching out to neighbouring cantons ...

### Visits and talks at Swiss high schools

- ZH has contacts with several schools
- BE is organizing every Winter the 'Physik am Samstag' lecture series

### Getting school classes to CERN!

- e.g. one class (14 pupils, 2 teachers) from Kantonsschule Glattal (ZH) next week at CERN, and another class from MNG Rämibühl (ZH) in a few weeks
- ➤ CERN is happy to organize such events (see next slide for details), but indicates that extra resources are not unlimited. Participation from schools, cantonal funds or SER? may be required if this should take off...



# A Swiss School Class program at CERN...

#### 31.1.2011:

- > 13:30 Einführungsvortrag (Sascha Schmeling; 40-R-D10)
- 14:30 Kaffee und Plausch (Sascha Schmeling, Konrad Jende; 501 (R1))
- > 15:30 Besuch der Protonenquelle und des LINAC II ein Linear- und einer der Vorbeschleuniger für den LHC (Sascha Schmeling; 354)
- 16:45 Besuch von SM18 (Konrad Jende; SM18)
- > 18:00 Ende des ersten Tages

#### 01.2.2011:

- 09:30 Ausstellungen auf dem CERN-Gelände (MICROCOSM (33), GLOBE (80))
- 11:00 Vorlesung zu Antimaterie (Michael Doser; 40-R-A10)
- > 12:00 Mittagessen (501)
- 13:30 Besuch des AD Antiproton Decelerator (Michael Doser; 193)
- 15:00 Cloud Chamber Workshop Bau eines Teilchendetektors (Konrad Jende; 6-2-004)

#### **O2.2.2011**:

Der Vormittag ist noch in Planung. Es wird auf jeden Fall eine ausführlichere Führung durch den MICROCOSM geben und vielleicht noch einen Workshop im CryoLab. 13:00 Schnitzeljagd durch Genf zum Erkunden der Stadt Am Abend könnten wir bei Interesse, Bedarf und finanzieller Ausstattung Ihrerseits (das müssten Sie entscheiden) ein traditionelles Käsefondue in Genf einnehmen - hierbei wären etwa 30 Franken pro Person einzuplanen. Bei Interesse melden Sie sich bitte bei mir, damit ich eine Reservierung vornehmen kann.

#### **>** 03.2.2011:

- 09:30 Besuch bei LHCb/CAST (Martin Hawner; Abfahrt bei Gebäude 33)
- > 11:00 Masterclasses-Einführungsvortrag (Konrad Jende; 503-1-001; gemeinsam mit Deutsche Schule Genf)
- 12:00 Mittag (501)
- > 12:45 Masterclasses-Messung an echten LHC-Daten (Konrad Jende; 503-1-001)
- > 15:00 Masterclasses-Abschlussbesprechung(Konrad Jende; 503-1-001)
- > 15:30 Besuch bei ATLAS (Konrad Jende, Martin Hawner; 3162)
- 16:30 Evaluation der Masterclasses (Konrad Jende; 4-3-006)



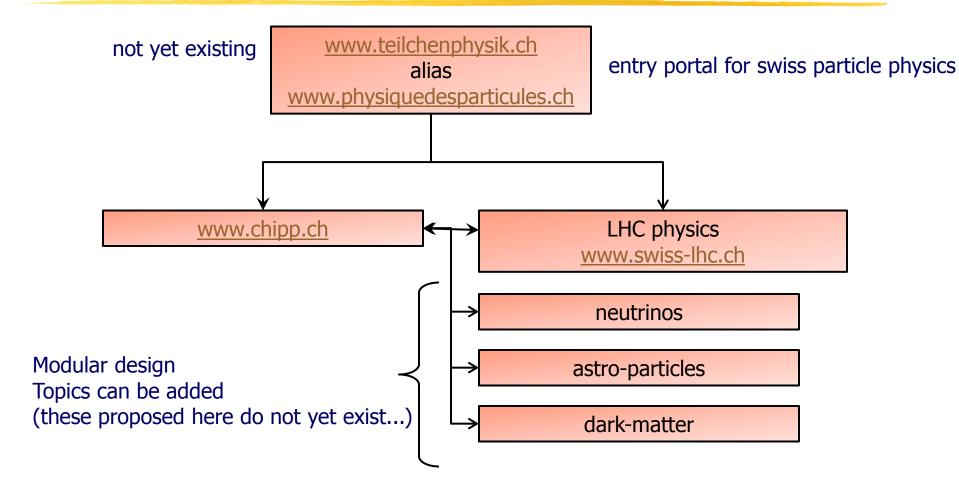
### Media

- Good coverage in Swiss media
  - in particular regarding LHC and nu tau oscillation
  - Press (TdG, BZ, Tages Anzeiger, NZZ,...)
  - > TV (Einstein, 10vor10, Sternstunde Philosophie,...)
    - but also smaller brochures
      - > e.g. Kundenmagazin Centralschweizerische Kraftwerke CKW, etc.

- Press releases from CERN are a good trigger for media
  - University, ETH & PSI press offices active from time to time
    - but: press offices claim that if the Swiss media is reporting, then their message on top of the Swiss media reports would go unseen...!
    - > We need: press releases with **Swissness** enhancement to gain impact



### **Swiss Web Sites**



WP-1 & WP-2: design, implementation and maintenance of Swiss particle physics web portal



# Funding CHIPP Outreach

CHIPP Outreach needs funds to effectively do its job

### Agora

- brand new tool from SNF
- http://www.snf.ch/E/funding/science-communication/Pages/agora.aspx
- supports public science communication projects by researchers
- budget of one million Swiss francs for the 2011 call for proposals, which must be submitted between mid-May and mid-August 2011.
- Document describing Swiss Outreach activities and commitments (EPPCN, IPPOG) ~ready.
  - ➤ 5 Workpackages described covering the Web portal (design and maintenance), press releases and news feeds, the Swiss node for the CERN LHC communication group, common publications, a best practice database, and extra events and would require a budget of 100 kCHF/year recurring for a 50% FTE plus 30 kCHF travel, print, misc.
  - Kick-start overhead of: 1 FTE for six months + 115 kCHF to set up the web-portal.



# Agora

3/3/2011

#### Taking science into the public

With its new funding scheme "Agora", the Swiss National Science Foundation (SNSF) wishes to intensify the dialogue between science and society. "Agora" is open to researchers from all disciplines for communication projects. The first call for proposals will be launched in mid-May 2011.



Science explained and discussed: "Agora", the SNSF's new funding scheme, supports public science communication projects by researchers. (c) Philippe Wagneur

One of the strategic objectives of the SNSF is to have more and better communication between science and society. This does not imply merely spreading scientific knowledge among members of the public, rather the aim is to offer insights into scientific working methods and discuss the societal significance of research. Which is why the SNSF encourages researchers from all disciplines to venture forth into the marketplace of Greek antiquity: "Agora" is the SNSF's new funding scheme for public science communication projects. It has been allocated a budget of one million Swiss francs for the 2011 call for proposals, which must be submitted between mid-May and mid-August 2011.

#### Creative freedom for projects

Researchers can plan and conduct projects in collaboration with the public relations offices of universities or with museums, journalists and artists. "Agora" does not set any limits on the form and content of projects: whether exhibitions, books, films, discussions or art/multimedia projects, anything is conceivable as long as it brings science to life. This does not include projects comprising marketing campaigns or institutional communication and media relations. Projects must refer to research of high quality and provide an impetus for true dialogue with the public, in which the researchers are expected to play an active role. As far as possible, the project should be recyclable, generate sustainable interest and form part of a wider regional, national or international framework.

Projects linked to scientific work under a National Research Programme (NRP) or a National Centre of Competence in Research (NCCR) cannot be funded as separate communication budgets have been allocated for such research.

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# Workpackages → see doc for details

WP-1 design & implementation of Swiss particle physics web portal

WP-2: maintenance of Swiss particle physics web portal

WP-3: press releases and news feeds

WP-4: EPPCN delegate

WP-5: common publications

WP-6: IPPOG Database

WP-5: extra events

#### **Kick-off (six months duration):**

90% FTE & outsourcing of web-portal → 115 kCHF

#### From the on:

**50% FTE/year maintenance** & **30 kCHF/year** travel, printing needs → **100 kCHF/year** 



# SER – Status 2010 (Laurent Salzarulo)

#### **50 kCHF from SER**

The project must be further (financially) supported by all involved Universities and institutes. - ok

The project should be for young people who are about to take the decision what to study (tbd)

Should be a global project targeted for young people. Preferably the project is long term (3 years)

My understanding is that CHIPP funding must be confirmed first, only then the 50 kCHF from the SER can be unlocked.

**Bettina Mühlebach** is the new SER representative - replacing Laurent Salzarulo



### **Conclusion**

- CHIPP Outreach activities ongoing
  - > small scale, individual initiatives, all Swiss sites are active, no (or only little) coordination needed
    - Visits to Experiment sites (ATLAS, CMS, LHCb, ...)
      - Schools, Journalists, VIPs
    - > Open day events at local site
    - Student/Fresher days at local site
    - Public talks at schools, clubs (rotary, lions,...), industry, ...
    - > Interviews @ TV / Radio / Printed press
    - Maturitätscommissionen

- Looking for funds from SNF (Agora) to professionalize CHIPP Outreach and its impact
  - would, in my understanding, also unlock SER money



# Special events

### e.g. Einstein in China

two year travelling exhibition in 2010 and 2011 in China

sponsored by: Presence Switzerland (FDFA), SwissNex (SER), Uni Bern, ETHZ Bern Historical Museum,...

- Beijing
  Jun-Oct 2010
- Guangzhou Nov 2010–Feb2011
- Hongkong Apr-Aug 2011
- ShanghaiOct 2011 Feb 2012







# Special events

- many more, as I will learn from the groups delegates at the forthcoming CHIPP Outreach Group meeting at the
  - ➤ **Geneva Physiscope** in one of the coming weeks (doodle poll active). Thanks to Olivier Gaumer for making this possible. <a href="http://www.physiscope.ch/">http://www.physiscope.ch/</a>





# **BackUp**



# CHIPP Outreach Group

One **delegate** (+one **alternate**) physicists from every CHIPP site

 alternate physicist to ensure better coverage of activities at each site not (necessarily) required to participate in meetings

One delegate from ASPERA, EPPCN, EPPOG & SER

Bern HP Beck (chair) & EPPOG contact

Thomas Becher alternate

**EPFL** Frederic Blanc contact

Aurelio Bay alternate

ETHZ Christoph Grab contact

vacant alternate

Geneva Olivier Gaumer contact

Bernard Révaz & ASPERA alternate

PSI Tilman Rohe contact

Malte Hildebrand alternate

**Zürich** Angela Buechler-Gehrmann contact

Teresa Marrodan-Undagoitia alternate

Vincenzo Chiochia

**SER** Bettina Mühlebach

**EPPCN** vacant