The European Particle Physics Outreach Group (EPOG)

A Status Report

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Getting Started

• In 1997 the then CERN Director General proposed that ECFA supported the setting up of a group to promote particle physics in the CERN Member states

• Frank Close was asked to chair this group and was detached from RAL to CERN.
  - I was appointed as the CERN liaison to the group and was asked to help set-up a web-site

• The national representatives were proposed by ECFA.

• The name “European Particle Physics Outreach Group” was chosen
  - Not the most “catchy” but we couldn’t think of anything better than this US version of English!
How?

• Who should be carrying out public communications?
  - Primarily the responsibility of scientists in the member states

• The main role of the OR group, was to help Member State scientists to better communicate particle physics to the young people and the general public within their countries.
  - Facilitate access to CERN resources where needed.

• This was not another CERN committee
  - CERN provided ‘seed funding’ (me & Frank + secretarial help) and some financial support for meetings and visits.
Getting Started

• The group first met at CERN on 19th September 1997
  - Format was agreed to be 1-2 days, normally Fri/Sat
  - Twice a year - Spring and Autumn

• From the beginning it was clear that there was already a lot of outreach activity going on throughout Europe.
  - Lots of initiatives never got “out of” their country or region
  - What was missing was the European dimension which would allow counties to easily interchange ideas.
Getting Started

• It also became clear that ATLAS and CMS (pushed by the US parts of the collaborations) were also very active in their own right and this 'axis' needed to be addressed by the OR Group
  - DOE/NSF funding was given on condition that some of it be dedicated to outreach

• LHC Experiments were asked to appoint a representative
  - ATLAS - Erik Johansson
  - CMS - David Barney
  - LHCb - Richard Jacobsson
  - ALICE - Aris Angelis now Yiota Foka
outreach.cern.ch

• We decided that the web was the obvious way for the group to communicate, both internally and externally

• I set up the group web-site

• We decided on a common look and feel for all the countries.

• We started with all national information being held at CERN

• The aim was for each country to develop their own web server.
  - The central CERN server would then simply mirror these national sites
European Particle Physics Outreach Group

The "European Particle Physics Outreach Group" is a network of people, representing member states, who are involved with the dissemination of information in the field of particle physics.
European Particle Physics Outreach Group

France

Last updated on Wednesday, 11 July 2001 by Webmaster
What has been achieved?

- The group has met twice a year since 1997 (mostly at CERN)
  - Meetings are always well attended and we have trouble fitting everything in.
  - National reports about what is going on in each country
    - Leads to exchanges and link ups (joint school visits to CERN)
  - We now try to have one meeting per year in a member state
    - So far Paris, DESY, Pisa, Vienna, Athens

- The CERN Travelling exhibition
  - The group helped with suggestions for last upgrade
  - Encouraged the establishment of national contribution when the exhibition visits a country

- LHCb and ALICE outreach programmes have been encouraged by the group
  - ALICE is now particularly active

- A LHC outreach group has been formed with the EPOG representatives for the experiments + one person from the LHC project + CERN ETT representatives:
What has been achieved?

- The OR group was instrumental in the selection of participants for the initial "Physics on Stage"
  - This was an ambitious project between CERN, ESA and ESO to try to address the falling numbers of physics students.
  - Judged by everyone to have been a great success.

- The group has stayed active in the organising and participation in all subsequent "Physics on Stage" events.
What has been achieved?

- It seems that group members are now seen as a natural point of contact for European-wide “outreach” activities.

- The idea of “Masterclasses” was developed in the UK and has now been exported to Germany and recently tried out in Poland.
  - Aimed at 6th form students and their teachers
  - A standard format, with supporting material agreed throughout the UK

- For the WYP 2005, the group has been instrumental in setting up a project to run “Masterclasses” in each member state
  - About 60 institutes have signed up
  - Over a period of 10 days, students will come to institutes and be instructed how to measure LEP events using “Hands on CERN”
  - Each day 5–6 groups will compare their results at the end of the day by video-conference.
  - Funding has come from EPS.

- For CERN’s 50th Anniversary many national events have been organised by the EPOG delegates.
What has been achieved?

- Expansion of a Finnish initiative “Web University” to other countries via the group
  - Slovakia, Holland, France and Italy
- Exchange –and translation – of material inside the group
  - “Hands on CERN” and other material gets translated quickly into several national languages.
- The creation of material (e.g. CERN Picture Packs) generated by interest from the group.
- Austria, Germany, Greece, Portugal and UK have their own web sites linked into the European one.
What has been achieved?

- We have had a few changes, mostly enforced, in national or experiment representatives
  - More than 50% of the current members have joined since 1997.
    - The average age seems to be going down!
    - Mostly physicists but there is also the INFN Press Officer and the DESY Press Officer
  - We seem to have the right (active) people
    - C. Sutton (UK) & E. Johannsen (Sweden) were jointly awarded the EPS Outreach Prize in 2001. Michael Kobel (Germany) was awarded the prize in 2002 and Nicolas Tracas (Greece) was also a joint winner in 2003.
What next?

• Erik Johannson (ATLAS) was elected chairman in 2002.
  - A mandate was established with ECFA

• We asked the US to join the group and they appointed Greg Snow (CMS) from Nebraska.
  - He is very active in Cosmic Ray experiments

• EPOG has sent a memo to funding agencies and politicians in each country in an attempt to make them aware that funding outreach activities is vitally important.
Problems

• Hard to find the right delegate. Most physicists have little extra time. Currently we are missing delegates from:
  - Switzerland
  - Bulgaria

• It is impossible for national delegates to know everything that is going on inside their countries, especially the large countries.
  - We don’t always get information fed back to the group in time for joint activities.
# Current EPOG Members

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<thead>
<tr>
<th>Country</th>
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<tbody>
<tr>
<td>Austria</td>
<td>C. Gottfried</td>
<td>France</td>
<td>Y. Sacquin</td>
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<td>Belgium</td>
<td>J. Govaerts</td>
<td>Finland</td>
<td>R. Rinta Finpula</td>
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<td>ALICE</td>
<td>Y. Foka</td>
<td>UK</td>
<td>F. Close</td>
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<td>Czech Republic</td>
<td>J. Rames</td>
<td>Slovakia</td>
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<td>Denmark</td>
<td>R. Moller</td>
<td>CMS</td>
<td>D. Barney</td>
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<td>Germany</td>
<td>M. Kobel</td>
<td>LHCb</td>
<td>R. Jocobsson</td>
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<td>Germany-DESY</td>
<td>P. Folkerts</td>
<td>Poland</td>
<td>J. Turnau</td>
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<td>Greece</td>
<td>N. Tracas</td>
<td>Portugal</td>
<td>P. Abreu</td>
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<td>Hungary</td>
<td>A. Horvath</td>
<td>Spain</td>
<td>M-A. Sanchis-Lozano</td>
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<td>Italy</td>
<td>B. Gallavotti</td>
<td>Sweden-ATLAS</td>
<td>E. Johansson (Chairman)</td>
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<tr>
<td>Netherlands</td>
<td>H. Tiecke</td>
<td>USA</td>
<td>G. Snow</td>
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<td>Norway</td>
<td>L. Bugge &amp; E. Lillestoll</td>
<td>CERN</td>
<td>J. Gillies</td>
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# EPOG Meetings

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<thead>
<tr>
<th>Year</th>
<th>Spring</th>
<th>Autumn</th>
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<tbody>
<tr>
<td>1997</td>
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<td>CERN</td>
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<td>1999</td>
<td>CERN</td>
<td>CERN</td>
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<tr>
<td>2000</td>
<td>Palais de la Decouverte, Paris</td>
<td>DESY</td>
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<tr>
<td>2001</td>
<td>CERN</td>
<td>CERN</td>
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<tr>
<td>2002</td>
<td>CERN</td>
<td>Pisa (VIRGO)</td>
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<td>2003</td>
<td>CERN</td>
<td>Vienna</td>
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<td>2004</td>
<td>Technical Univ. Athens</td>
<td>CERN</td>
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Why Outreach?

• The world does not owe us a living!
  - If we cannot explain importance for society there is no guarantee there will be a future for Particle Physics.

• Moral Obligation
  - Explain to the taxpayers how their money is being spent.

• Reach the next generation of physicists
  - LHC Ph.D. students are at high school today!

• Reach colleagues in other disciplines
  - Need their support not attacks