

IMPACT of Science on Society

15 people enrolled(*)

Divided in two subgroups:

- How to justify public funding of science
- How to convey impact of Particle Physics in Society

(*)list at the end

Science funding

Sources of funding: government, industry, philanthropy.

US example: Before 1945 research was funded by industry and philanthropy.

In 1950, President Harry Truman created the National Science Foundation. For 55 years federal funding expanded. In 2006 expansion stopped.

Industry is focused on applied research that will result in the development of products with immediate commercial application

CERN brochure on impact of science

CERN brochure is a good starting point

CERN has observer status at UN – global voice of science

CERN brochure is CERN oriented, we need local examples

STFC (UK) have similar brochure like CERN (research, innovation, skills):

<https://cloud.3dissue.com/105010/105392/123464/ImpactReport2015final/index.html>

How to communicate to policy/decision makers?

Events with decision makers in Germany and Portugal

Politicians want to be part of prestigious things.

We need nice sentences like

R.R. Wilson: "PP will do nothing directly to defend our country except to help make it worth defending."

F. Gianotti: "CERN is a concrete example of worldwide, international cooperation and a concrete example of peace. The place which makes, in my opinion, better scientists, but also better people"

Barbora: Should we be reactive or proactive?

Use events which make headlines

Use opportunities such as International Cancer Day (or Hadron therapy event in Norway) which make headlines to bring PP into spotlight and show its role.

CERN Alumni program – people trained at CERN start successful business – invite them as an example to IPPOG together with a person from funding agency

Cultural aspect

Dirk: it is important to stress spinoffs, technology, but cultural aspect must be there

Cooperative skills

TO DO

1. Find sentences which capture imagination
2. Pick best examples from CERN brochure & add local examples.

Impact of PP in Society

Very nice discussion about impacts

- keep the young curious (in whatever they'll like to do in the future)
- Passion in science, scientific way of thinking, change mindsets and push for new ideas/processes, convey creativity in science, think out of the box,...
- Impact on teachers (and motivate them to go further)

Impact of PP in Society

- **summary** of ideas/sentences/activities to show possible future outreachers that what they'll do will have impact
- **summary** of convincingly specific impacts of PP in Society (PET Scanners, WWW, Hadron therapy, Int'l Coll., Peace...)
- **Ambassadors** concept (key people "nominated" as special ambassadors of PP)

List of participants in the panel

Barbora, Beatrice, Dirk, Farid, Hans Peter, Ivan,
Jon-Ivar, Kate, Marzena, Natascha, Pedro,
Rasmus, Steven, Uta, Yiota