



International Particle  
Physics Outreach Group

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# Panel on Outreach of PP Applications Report

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# Motivation

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- ❑ Nowadays nothing is for granted
- ❑ Scientific community must be ready to justify / convince / prove...
- ❑ Pressure on science/research funding - Research becoming extremely competitive
- ❑ Concrete examples of impact of science being asked!

# Motivation

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- ❑ Most of the general public including decision makers do not see the importance of particle physics / fundamental research the way PP community sees it: value of curiosity, knowledge...
- ❑ They ask: “What does it mean for my everyday life? How does it connect to “normal” people?”
- ❑ Even EC funding for medical applications dropped recently, because it is not close enough to patients...

# Motivation

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Important to see **the whole picture** combining points of view / interests / drivers of all stakeholders of society

- Scientists – curiosity, knowledge
- Funders/decision makers/politicians – impact on society, return to industry, economy, education (– hopefully!)
- Media / opinion makers – sensations, interesting information +
- General public – what is it good for - how it influences their lives
- Young generations – is it cool? Fun? Inspiration/motivation – important for their future

# Outreach of PP applications

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## KT success stories about PP applications are:

- ❑ One of the ways how to get closer links to the society / broad public
- ❑ Good tools to show to different audiences about how science connects to their lives. These kind of stories connect directly to the people regardless of their neutral or even negative or biased opinion about science.
- ❑ One way of arguments for PP community to justify what we do?
- ❑ Show the society how PP is present and important in their everyday lives and for the global future development
- ❑ Inspire new generation who might not realize the potential of becoming scientist
- ❑ Raise awareness of these in the HEP community

# Outreach of PP applications

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## AIM

- ❑ Offer to the PP outreach community tangible stories connecting to everyday lives of “normal” people
- ❑ Find the ways how can IPPOG be helpful in making PP applications more visible

## STARTING POINT

- ❑ Many facts and different resources exist at different places
- ❑ KT group at CERN has many resources

# Outreach of PP applications

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## CHALLENGE: STORY TELLING

- Public is very interested
- Industry doesn't seem to have any interest in telling that they developed things in connection with science
- Media not so interested

ONLY WE (PP COMMUNITY) CAN DO IT!

IPPOG CAN PLAY ROLE HERE?

# Outreach of PP applications

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## Creating IPPOG made materials

- ❑ New IPPOG database would have a category “PP and society”
- ❑ So far empty
- ❑ We need to populate it by the “IPPOG made stories” and collection of good existing resources (to be found)



# PLAN - Outreach of PP applications

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- ❑ IPPOG WG on Outreach of PP applications
- ❑ CERN KT group provide us with all materials (KT reports, newsletter and all others)
- ❑ Reps from KT group participate at WG discussions
- ❑ Take facts and build stories around
- ❑ Reconstruct the stories – important, very challenging, difficult and time-consuming
- ❑ Collect all what exist – different articles, videos, talks, etc.
- ❑ Define the applications, Identify the stakeholders, Approach them and interview them
- ❑ Talks, Events

# Outreach of PP applications

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WG members ?