

**WP10 Update: Friday Nov 19th 2021**  
**Education, Outreach and Citizen Engagement**

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## 0) Status of process for collecting objectives/deliverables

- Team identified: 14 Consortium members (so far), with more names likely to be added. (Goal is to set up network of **national outreach leads**)
- Start-up telecon held on **Wednesday 17th November** - good brainstorm of objectives / deliverables / milestones and budget (see later)

### *“Mission statement”*

To promote to the widest possible audience the game-changing **scientific potential of the Einstein Telescope for astronomy, cosmology and fundamental physics**. Building upon our **extensive experience and global leadership** of communications and outreach activities in the nascent field of gravitational-wave astronomy, we will coordinate across all member countries of our Consortium the creation and dissemination of educational and promotional materials that will bring the **scientific vision** of the Einstein Telescope project to all relevant stakeholders - including other scientists, journalists, politicians and policy makers, industry leaders, school and university students and the general public.

# 0) Status of process for collecting objectives/deliverables

## **Objectives / Deliverables** *(drafting text for these is underway...)*

- Production of high quality branding and promotional outreach materials, incl. multimedia, infographics, YouTube channel, (podcasts?)
- Creation/maintenance of ET website, incl. regular news updates
- Coordination of content for social media platforms (Twitter, FB, Instagram, blog)
- Citizen science initiatives and open educational resources, incl. development of interactive games (building on experience of “Spacetime Quest”)
- Organisation of summer schools
- Mentorship and training programme for ECRs
- Creation / curation of exhibit materials for science festivals and major conferences

**E&D ethos will permeate all of these objectives, but should be visible in all WPs**

# 1) Interaction with ET Boards

We propose to identify an **EPO Liaison** on each of the following ET Boards:

- Instrument Science Board
- Observational Science Board
- Site Preparation Board
- E-Infrastructures Board

This liaison will help us ensure that WP10 is kept fully aware of **all relevant science news** as it develops, and that issues of precise wording of news items, layout of graphics etc can be signed off rigorously but efficiently.

We would expect to meet regularly (e.g. monthly?) with these liaisons, to develop and maintain a **communications plan**.

*(see also item 5 on WP-WP Bilateral cooperation)*

## 2) WP Subdivisions inside each WP?

In addition to setting up a network of **EPO national leads**, we also expect to identify **coordinators/leads** for different activities (these will likely map directly to the objectives - i.e. the coordinators will be responsible for delivering those):

Examples of coordinator roles (work in progress - below may be too granular):

- Informal education / public outreach
- Formal education programmes
- Citizen Science projects
- Social Media platforms
- Exhibitions / art-science projects (both online and in-person)
- Political outreach
- etc...

***Would these count as sub-divisions?.....***

3) Person months, and how you will be collecting participants?

**14 experienced participants** (e.g. Virgo, LIGO, LISA outreach leads) from France, Germany, Italy, Poland, Spain and UK have already declared their contribution to WP10

In kind contribution ~ 4 person-year

*If there are participants from other countries interested in taking part in WP10 activities please contact us:*

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## 4) Personnel needs from the INFRA-DEV funds?

### ***Draft Budget***

- **150k€**      **Outreach officer (1.0 FTE)**
- 120k€      Budget for professional graphic design/multimedia
- 30k€      Costs of promotional materials
- 45k€      Travel, for coordination meetings and outreach events
- 30k€      Summer School for ECRs
- 50k€      Creation of GW Exhibition

## 5) WP-WP bilateral coordination?

Similar to the proposal for interaction with the ET Boards, we propose to identify an **EPO Liaison** from each of the WPs, to again ensure timely identification of communications opportunities.

One possible model (c.f. LISA Consortium AdvoReach remit) is for WP10 to organise regular **ET Consortium telecons**, to help maintain strong internal communications between WPs.