

WP10 Update: Friday Dec 3rd 2021
Education, Outreach and Citizen Engagement

M Hendry, D Rosinska

Summary of progress / plans

- WP10 telecon held on **Wed 01/12/21**. Constructive discussions on:
 - Level of **FTE in-kind** contributions
 - Drafting **objectives and tasks** (see next slides)
 - Scale of **budget elements**, ahead of today's discussion
- Following today's call we will
 - Circulate to WP10 team call for **task leaders** (we have nominations for most)
 - Continue polishing text of table entries, including **milestones** timeline and **deliverables**
 - Work on identification of **risks and mitigation**
 - Feedback to WP10 team on today's **budget discussions**
 - Arrange regular WP10 **telecon schedule**

“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.

We have sought to translate the above into **objectives** and **tasks**

Objectives

1. Establish procedures for **coordination of outreach and communications** across national networks and WPs.
2. Create, disseminate and curate **high-quality promotional materials** on ET science and technology
3. Design **educational resources** on ET science and technology, aligned with national STEM curricula
4. Develop a sustainable **mentorship and training programme** for early career researchers

Tasks

- Establish network of national outreach points of contact across Consortium countries and Work Packages
- Set up procedures for gathering and disseminating regular news updates, press releases and outreach materials, translated into all relevant languages
- Design, develop and maintain dedicated ET website and social media platforms
- Design and produce range of professional-quality videos and interactive resources, on ET science and technology
- Disseminate press releases and political messaging, coordinated on regional, national and transnational levels

Tasks

- Create exhibition materials on ET science and technology, aimed at formal and informal learners, other scientists, politicians
- Coordinate short-term public exhibitions (at participating Institutes, science festivals, science centres, museums) with a focus on engaging with hard-to-reach and minority audiences
- Develop plan for delivering open days and workshops (on both ET science and STEM careers opportunities) for high school, college and university UG students,
- Lay the foundations for future Citizen Science initiatives and innovative open educational resources, including online games
- Develop mentorship and training programme for ECRs, including a training plan for design and delivery of future summer schools

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

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.