

WP10 Update: Friday Dec 10th 2021

Education, Outreach and Citizen Engagement

M Hendry, D Rosinska

WP10: Summary of progress / plans

Team more than **20 members (experts)** (but network of **national outreach leads** still missing some countries: Austria, Belgium, Netherland, Switzerland)

Strong support from Ego, Germany, Poland, Spain, UK

FTE (in-kind) contributions, now adjusted for 4-year project duration. We are chasing up the outstanding ones. Total contributions are more than **80 months**.

Summary of progress / plans

We have sent the update to WP10 team

- Status of part B

<https://docs.google.com/document/d/12Xwu3Gfw9nZlw5s7WmJWogk3PBcnpfix/edit>

- Continue polishing text of table entries, including **milestones** timeline and **deliverables**
- Work on identification of **risks and mitigation**
- Feedback to WP10 team on the **budget discussions**
- Arrange regular WP10 **telecon schedule**

● We plan WP10 kick off teleconf **Wed 15/12/21** to discuss:

- The final version of **objectives and tasks** (see next slides)
- Scale of **budget elements**, ahead of today's discussion
- To choose **task leaders**

“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

10 Tasks (how much should we reduce the number of tasks?)

T10.1 Management of Outreach Network

T10.2 Set up procedures for gathering and disseminating regular news updates, press releases and outreach materials, translated into all relevant languages

T10.3 Design, develop and maintain dedicated ET website and social media platforms

T10.4 Production of High-Quality Graphics and Multimedia on ET science and technology

T10.5 Disseminate press releases and political messaging, coordinated on regional, national and transnational levels

Tasks

T10.6 Create exhibition materials on ET science and technology, aimed at formal and informal learners, other scientists, politicians

T10.7 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

T10.8 Develop plan for delivering open days and workshops (on both ET science and STEM careers opportunities) for high school, college and university UG students,

T10.9 Lay the foundations for future Citizen Science initiatives and innovative open educational resources, including online games

T10.10 ECR Mentorship and training programme

Example

Tasks → Tasks(coordinators, budget)

Task 10.4 Educational videos and exhibit materials (XXX [Institute] – task coordinator YYY [name a person])

Based on our previous experience in LIGO, Virgo, LISA projects we propose to produce educational videos and exhibit materials to be used in science festivals and conferences. The theme of these videos will be: detection of GW using laser interferometers, cutting edge technological solutions involved, technological challenges – like seismic noise, and synergies between astronomy in different wavelengths and gravitational waves. We plan to produce a series of 4 short educational videos (3 min each). All these videos will be available through our web-page and our youtube channel.

Budget for task 10.3: xx k personnel + xx k other direct costs

Personnel needs from the INFRA-DEV funds

Draft Budget (425 k€)

| | |
|--------------|---|
| 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.