



Integrating High Resolution Solar Physics

WP4 Engagement, Dissemination and Communication

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Previous achievements

Source: SOLARNET Dissemination & communication plan; Report on Public Outreach

- Develop & maintain SOLARNET website (www.solarnet-east.eu)
 - Example usage (2014-2016): 10,000+ unique users from 100 countries
- Educational activities in The Canary Island (IAC) –
 - **SolarLab**: 80000 students, 300 teachers, 171 participating centers
 - **Teide Observatory Open Doors Days**: 5975 visitors
- Educational activities (all partners)
- Social networks - YouTube: EST/SOLARNET TV Channel



On-going **PRE-EST** activities

Source: PRE-EST Communication, Education & Public Outreach Strategic Plan

Communication and Public Outreach

- Relay work at research centres & laboratories to citizenship: public talks, articles, audio-visual products, etc.
- Deliver message - **EST will allow many long-standing questions in solar physics to be answered & to create awareness of EST.** Key target: policy makers and industrial stakeholders.

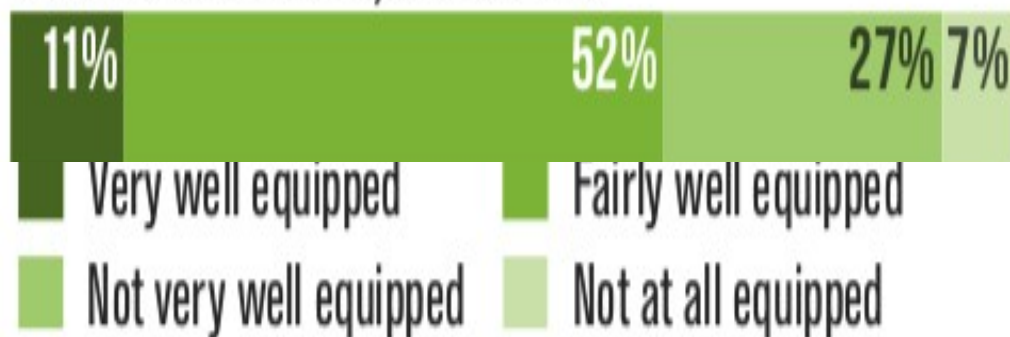
Dissemination **Informing scientific & technical community, policy makers & general public about achievements in design work.**

- Meetings with industrial stakeholders and policy makers (local/regional/national).
- EST press releases - key milestones of the project, important meetings, etc.

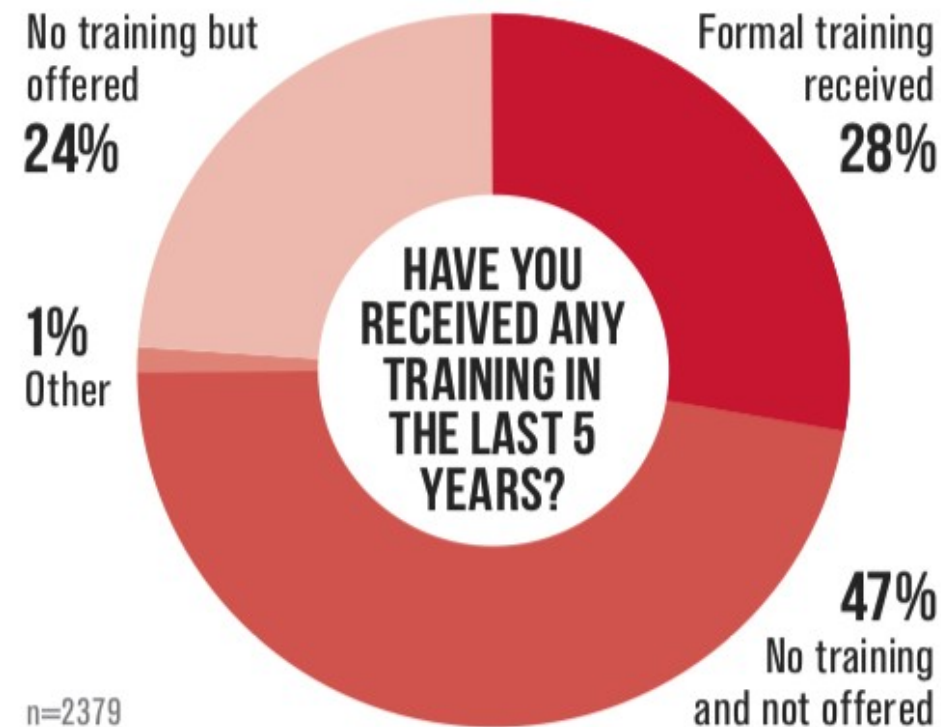
Education EST build 2021 & first light 2026. Potential beneficiaries are currently young people. A big effort in education activities - may also help to foment STEM vocations particularly among young women. Coordinate the efforts on public outreach by the individual partners to increase the impact of the actions and to achieve a truly pan-European dimension. EST Communication Office established at IAA-CSIC

Motivation

STEM researchers, 2015 n=1521



Source: *Factors affecting public engagement by researchers – Wellcome Trust*



Opportunity for synergy with on-going efforts in PRE-EST

WP4 Objectives

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- **Build capacity** in the SOLARNET community through Public Engagement training;
- **Share best practice** in effectively utilising outreach to engage and educate, **engendering changes in attitudes** – both amongst consortium members and the general public;
- **Share key achievements** of the consortium and related science with the wider research community and the general public.
- Develop and maintain the plan for the dissemination and exploitation of the project's results and the data management plan.

WP4.1 – Improving Communication & Engagement capacity

Task 4.1.1 Design Continued Professional Development (CPD) workshops and training sessions targeted at researchers across all career stages - designed to build upon and share best practice in science outreach.

Content will focus on keys areas such as:

- the benefits and need for Responsible Research and Innovation;
- delivering effective science communication;
- pathways to impact and impact evaluation;
- unconscious bias;
- promotion of gender equality.



WP4.1 – Improving Communication & Engagement capacity

Task 4.1.2 The delivery of CPD workshops and training events (open to community)



From 'Imagining the Sun'

The Secret Life of Schools (Y2/Q2) – focused on developing programmes of outreach in both early (primary/junior) and late (secondary/mid-higher) school environments.

- i. *Understanding of their schooling systems;*
- ii. *Abilities of children in early and late education;*
- iii. *Methods of targeting schools and working with them;*
- iv. *Best practice in delivery and session management in schools.*

Developing your practice (Y3/Q1) – focused on enhancing researchers' abilities to deliver outreach to the wider general public.

- i. *developing performance skills for public engagement;*
- ii. *defining and communicating key messages and outcomes of research;*
- iii. *planning and developing effective outreach activities;*
- iv. *methodology for measuring the impact of your outreach.*

Shorter training sessions incorporated into SOLARNET networking and training activities (Summer/Winter schools WP3.4 - Y2/Q1, Y3/Q2, Y4/Q2) - 'An introduction to science communication'

WP4.1 – Improving Communication & Engagement capacity

Task 4.1.3 *Provision of resources for training, education and outreach (initial – month 14)*

- Support continued community development and post-workshop activities.
- Workshop content and additional training materials will be made open access online (Task 4.2).
- Additional activities for other types of public events will also be collated and made available.
- Ongoing support and guidance will be initiated through a community discussion forum.

Task 4.1.4 Develop suitable criteria for assessing impact of CPD to enable changes in the community to be gauged.

- Assessment of the current situation within the community before the delivery of CPD activities, trying to build a general picture of public engagement and science communication.
- A post-workshop assessment will also be undertaken to examine the impact of our activities.
- Mechanism for feedback to enable continued evaluation and evolution of workshops and

WP4.2 – Communication & Dissemination

Task 4.2.1 *Development of infrastructure and maintenance of SOLARNET community website* as hub for wider dissemination activities, hosting of open-access resources associated with community training and public education (WP4.1), and for communication of SOLARNET activities with different key audiences. Partner SMN.

Task 4.2.2 *Open access channel:* On the open access repository for scientific media (www.science-media.org), linked to www.openaire.eu (the EU open access portal).

- Specialised feature to present all media generated within the SOLARNET project, e.g. videos, presentations, documents, and scientific publications.
- Links will be directly made accessible to the SOLARNET database that hosts higher-level data and data analysis tools.

Task 4.2.3 *Conference platform:* Opening and maintaining dedicated websites for all schools, workshops and conferences organized within the SOLARNET project.

- Linked to the project website.
- As a major dissemination activity, the conference presentations (videos, slides of presentations, posters, and complementary documents) shall be collected on the conference website and made available for at least 10 years.

WP4.2 – Communication & Dissemination

Task 4.2.4 Delivery of dynamic online content to provide continued engagement and also interact with new audiences.

- Scientist profiles: to showcase community and diverse careers in solar physics;
- SOLARNET science nuggets: short, easily accessible descriptions of science highlights written by consortium members and beneficiaries of Access Programs (WP9).
- news articles: publicise SOLARNET activities (science, instrument development, project milestones).

Task 4.2.5 Utilisation of social media to generate interest in community activities

Professional support will be available through the expertise of the partner SMN, who is specialised in presenting scientific material to all levels of the educational system and mass media.

Other tasks

Task 4.3 – Dissemination, Communication and Exploitation Plan (due by month 6)

The Dissemination, Communication and Exploitation Plan (DCEP) will be prepared. Dissemination activities will be based on the implementation of this plan, the exploitation of results will be achieved through mobilizing the best expertise, in particular researchers involved in the evaluation of the scientific potential of the tested software, tools, databases and technical developments. Target audience: pupils, students, researchers and engineers, up to private sector, mass media and policy makers.

Task 4.4 Data Management plan (due by month 6)

Organise the activities to be carried out in order to agree on the best practices in handling the data generated within the project.

Describes the strategies for curating and appropriately manage the data created during the project and how to open access to research data (WP5).

- The definition of what type of research data will be generated and collected.
- The used standards for these data. At the project start the standards used will be identified and applied to the data generated. For those data for which non-existing standards applies, an outline on how and what metadata will be created.
- The way to exploit and share the data for verification and re-use. SOLARNET's consortium has defined that the access will be open to the target audience. As an example, data recorded within the trans-national access programme shall be made public after a one-year proprietary period via the SOLARNET project website.

Ensure a long-term preservation of generated data, standard company data integrity procedures will be established.

The SOLARNET consortium will guarantee the preservation of the data during the whole duration of the project and at least after 10 years the project ended.