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Type: **Parallel Talk**

The INFN experience in supporting and improving HEP Outreach

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In 2016 INFN created a National Committee to coordinate third mission activities. One of its aims was to improve the quality of its local outreach activities. INFN results for VQR (the Italian national exercise to evaluate research quality) 2011-2014 showed a clear difference in the quality of outreach activities organized by the Communication Office, and -despite the enthusiasm of the people involved, the ones organized by local units. We will describe how this issue was addressed in an holistic way: providing training, support, resources to researchers involved. We will also present some examples. The results of the new VQR (covering the period up to 2019) -just announced on April 13, showed that this effort was successful.

In-person participation

Yes

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