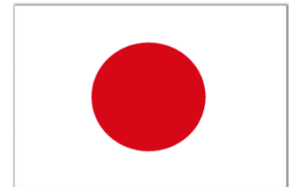




Outreach activities



Japan and Europe Network for Neutrino and
Intensity Frontier Experimental Research

Task 5.1: Management of secondments

Deliverables: appointing project Executive Committee (may 2015)
Secondments DB creation and maintenance (july 2015)

Task 5.2 : Organization of common events

Deliverables: yearly general meeting (with proceedings) (first by april 2016)

Task 5.3: Outreach activities

Deliverables: yearly outreach event (first by april 2016)
yearly school for graduate students (first by april 2016)
BELLE-II inclusion in masterclasses program (april 2017)

Different Outreach targets



different outreach aims !

- **General public:** aim is to report to citizens what scientists do with public money, to obtain a generalized social approval of research in particle physics. Need multiple approach:

Conferences, exhibitions, entertainment...

- **High school students:** aim is both to give young citizens a direct and nice experience of what particle physics does, and to fascinate some of them to get new physics students !

Masterclasses program

- **University students:** aim is to push them to orient their career toward particle physics, and maybe start a thesis in our groups !

Dedicated school

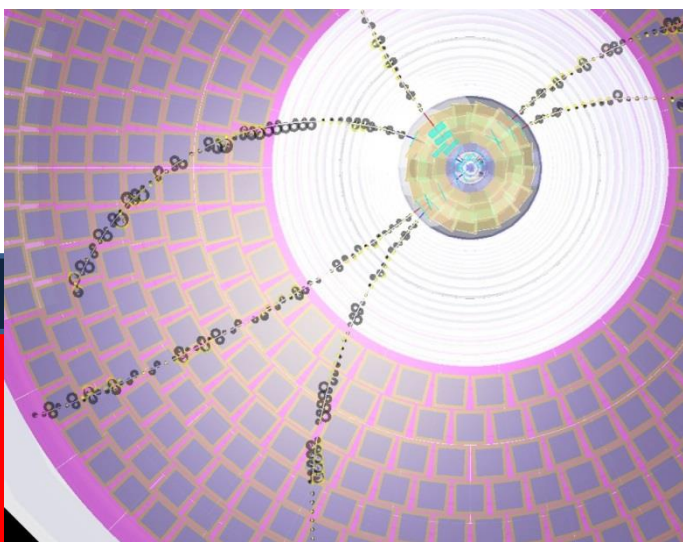
In principle: JENNIFER is committed to organize one outreach event per year, connected with general meeting.

The conference «Asymmetries and Oscillations» was actually held on June 10th evening exploiting an existing Roma Tre outreach program.

Attendance was satisfactory (80÷100 people) but mostly from physicists, physics students and their relatives.

LA FISICA incontra la città

Serata Straordinaria
promossa dal Progetto **JENNIFER***
(Japan and Europe Network for Neutrino and
Intensity Frontier Experimental Research)



Asimmetrie e Oscillazioni

10 Giugno 2015 – ore 20:30

Dr. Marco Ciuchini
INFN Roma Tre



* Progetto finanziato dal programma di ricerca e innovazione Horizon 2020 dell'Unione Europea, con grant agreement Marie Skłodowska Curie n.644294.

La Fisica incontra la città

Ciclo di conferenze divulgative 2015
dei corsi di laurea in Fisica e del
dipartimento di Matematica e Fisica

Comitato organizzatore
Prof. Filippo Ceradini
Prof. Paola Gallo
Prof. Giorgio Matt
Prof. Maria Antonietta Ricci

Le conferenze si terranno
alle ore 20.30 presso
l'Università degli Studi Roma Tre
Aula Magna del Rettorato
Via Ostiense 159 Roma
L'ingresso è libero.

Gli abstract sono consultabili sul sito:
www.fis.uniroma3.it/fisincitta/
contatto e-mail: fisincitta@fis.uniroma3.it

However: after organizing and listening to such conference some considerations and some questions arise

- Existing outreach programs are an important starting point to reach people
- It is important to select **what are the few important concept that we want to explain** and to concentrate on them.
- The level of insight we can give strongly depends on the public we reach
- If we want to reach a wider general public something very different should be done
- One single conference per year in one single place is maybe really too a weak initiative
- More people dedicating efforts and ideas would be needed

Can JENNIFER do something more/better ?

Mostly depends on people availability, but at least let's consider how it could be done!

If we decide to keep the same scheme (one public conference per year) we should anyway decide **where** to do the event next year in Europe (JGM will be in Japan) and **who** will take care of it...

Another possibility: starting from Roma Tre public conference, we could prepare a **standard JENNIFER conference material** and during the project's life organize **one event in each of the JENNIFER institutions**.

This would require:

- **People working on the slides**
- **A serious local organization to reach a large audience**
- **a good local speaker**

Another possible solution: Produce a poster exhibition

Pros:

- Exhibition can be installed in many different places and occasions (large shopping centers, schools, theaters, other science events...)
- They don't necessarily need a speaker. However many speakers can be found also between our PhD students, just to explain posters to the public
- Posters can be sent around JENNIFER Institutions and a list of events can be organized, matching also other large outreach occasions (researcher's night...)
- The effort to select poster content is essentially the same as preparing slides

Contras:

- **Posters cost is higher: graphics setup and printing**
- **Also poster around our institutions has a cost. We can print 2 or 3 copies of the exhibition but this also cost...**

Conclusion

JENNIFER has to choose how to organize its general public outreach activity

Leaving one yearly event to single institutes, non coordinated organization is maybe an economical solution, but not very efficient

Doing a coordinated effort means to find some people available to dedicate some time and effort to it.