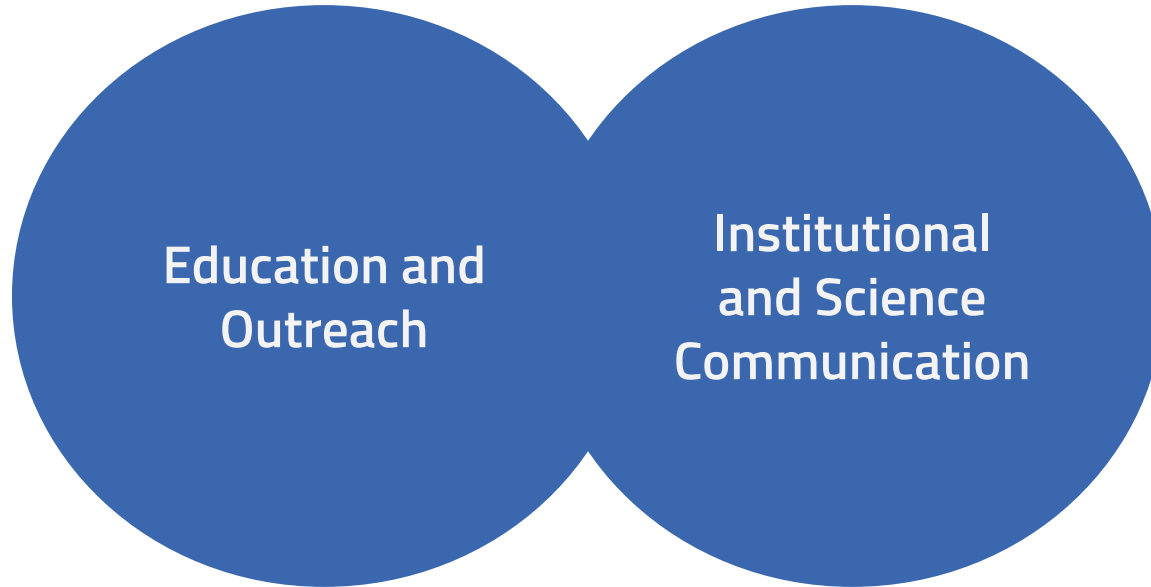


LIP-ECO: Education, Communication and Outreach



Pedro Abreu

Catarina Espírito Santo

Meeting with LIP's International Advisory Committee, Lisbon, 28/04/2023

Education and Outreach (Pedro Abreu)



1. LIP's flagship program for the school community back to in-person mode and recovering participation levels
 - IPPOG Masterclasses
 - CERN Teachers' School in PT
 - Ciência Viva summer internships
 - Talks in schools and visits to LIP
(close to 100 in all 3 LIP nodes)

Support to “Ciência Viva” clubs in schools

Cloud chamber construction kits

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Ciência Viva Education Prize 2022
Re-elected IPPOG co-chair until 2025

Education and Outreach

2. Production of equipment and tools for outreach (with LIP's infrastructures)

- Coimbra' spark and cloud chambers
- Minho's 3D and virtual reality tools
- Geiger detector kits in balloons
- Installing EduLab in Lisbon...
- ...

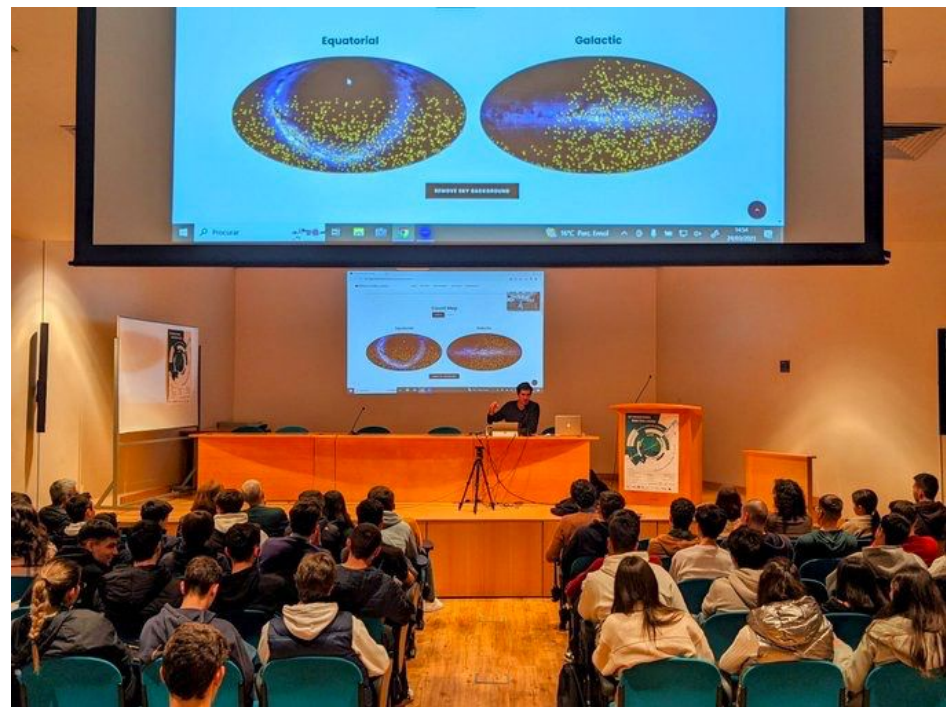
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LIP's Auger Masterclass became an official
IPPOG Masterclass in December 2022





Henrique Carvalho, Raul Sarmiento, Sofia Andringa

Education and Outreach

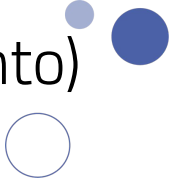


- Well established, set of activities
- Large network of teachers
- Able to reach thousands of students every year
- Participation of many LIP researchers, students and high-school teachers
- collaboration with CV, SPF, etc. and Integration in international networks



- Need to improve coordination / integration of different people and efforts
- Planning ahead is essential!
- Lack of resources for HW production and lab activities
- Still hard to go beyond the school community
- Need to move towards more participative models... citizen science?

Communications (Catarina Espírito Santo)



- 2016 First communication strategy
 - Priority audiences: Internal community | Science policy (FCT, univs) | Students
- 2021 Revision of the communication strategy
 - Main goal: to build a solid and much wider reputation for LIP
 - News audiences: Science community | General (media as vectors)
- 2022 Two main goals
 - Internal: to recover from distancing caused by the pandemic
 - External: to widen LIP's reputation

A year full of in-person events – organized by LIP, groups, collaborations,...
and with a science policy change in Portugal

Communications



- Around 70 news items published in LIP's public web page
- Close to 15% of them issuing press releases or communications sent directly to journalists
- Over 200 posts (close to 100 stories) on Instagram, Facebook, Twitter, LinkedIn
- Preparation of LIP's yearly reports
- Support to the organization of events and other communication needs by the groups
- Collaboration with CERN/EPPCN (Environment WG)
- Produced a small exhibit that was shown in a shopping mall in Coimbra
- Provided the Portuguese translation of CERN's Higgs@10 poster series, available online
- Hands-on session on speaking in public at the LIP Internship Programme tutorials week
- Attempts to reinforce the social component of LIP's internal life and events — limited success
- It was not possible to publish neither the LIP-News bulletin nor the internal newsletter
- Plans to produce an institucional video, a welcome kit for news members postponed

Communications

2022 Media highlights

10 years of the Higgs boson

LHC restart



Proof-of-concept ERC

Interviews



Communications



- Increasing awareness of the importance of Communications
- Collaboration of a few researchers and graduate students
- Crucial participation of Computing Group HR
- Design competences
- All LIP nodes working together



- Trapped in the low resources / low impact cycle
- Lack of HR: constant struggle: daily tasks vs. other projects; hard to keep focus on strategy
- Very limited budget (and no time to look for funding)
- “Culture clash”: resistance to “new” ideas, from branding to community building
- Interactions with other groups and services at LIP: processes, responsibilities, channels

16.MAIO.2023
DISCUSSÃO PÚBLICA

Lisboa · Coimbra · Braga

A PROPÓSITO DA REEDIÇÃO DO ENSAIO

JOSÉ MARIANO GAGO

MANIFESTO
PARA A CIÊNCIA EM PORTUGAL

RELANÇAMOS O DEBATE

 **LABORATÓRIO DE INSTRUMENTAÇÃO
E FÍSICA EXPERIMENTAL DE PARTÍCULAS**
partículas e tecnologia

gradiva

EDIÇÃO N°2023/1

INTERACÇÕES

Bosão de Higgs - 10 anos de uma descoberta

O LIP na calibração de ProtoDUNE-II

SND@LHC - uma nova experiência no LHC