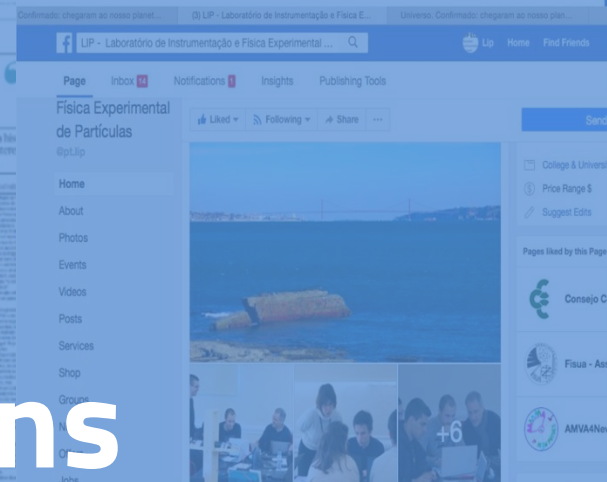


ANNUAL REPORT 2016

LIP NEWS
PETER
SONDEREGGER

Contribution to the PT input to the
ESPPU 2026

Education, Communications & Outreach



Pedro Abreu
for the
LIP-ECO group

Lisbon, January 2025

CERN-PTLTP23

15ª Escola de Professores no CERN em Língua Portuguesa
15th Portuguese Language Teachers Programme

CERN, Geneva, 3-8 September 2023/

TRAIN THE STUDENTS

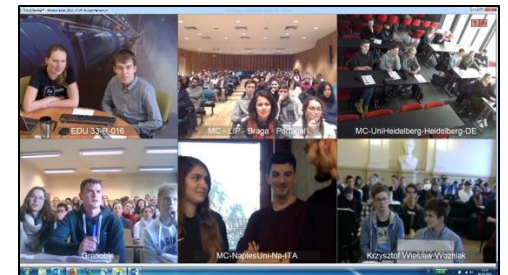
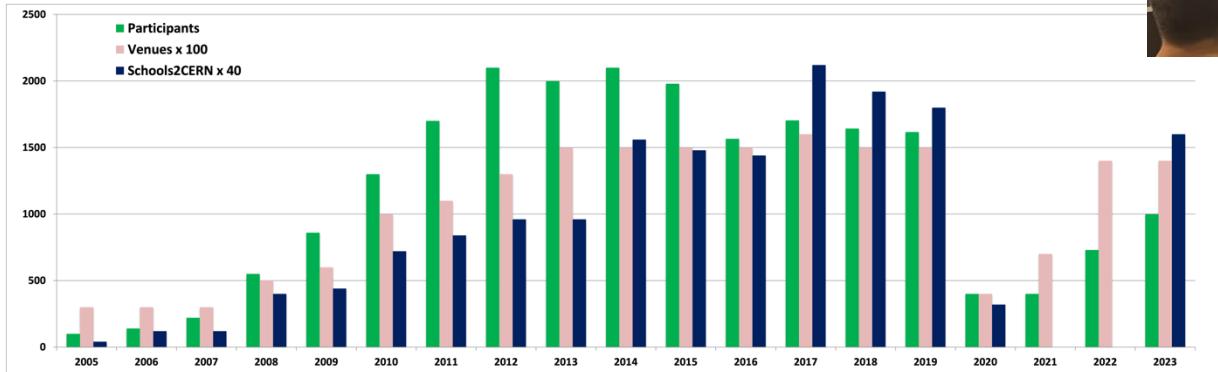
... and the Researchers

- Open minds
- Efficient communication skills
- Public engagement and outreach
- In academia or in specific programmes



HIGH-SCHOOL TEACHERS AND STUDENTS' ENGAGEMENT

- High-quality Teachers Programmes
...such as CERN's PT Language Teacher Programmes
- Activities for high-school students
...such as IPPOG's Masterclasses
- Support for Science Clubs at Schools
...such as PT Ciência Viva Science Clubs programme
- Outreach talks at schools



PUBLIC ENGAGEMENT AND OUTREACH

- Mandatory component of a Researcher's Activities
*...with a **minimum level** of commitment (1%? - 2 days/year ?),
but more should be encouraged*
- Institute Support
...human resources, logistics, financial
- Active Involvement
...of the scientists connected with the field



COMMUNICATION

- Should be a key priority of the field
- Promote its successes in all its missions
(*research, R&D and applications, training highly skilled people, public engagement and international peaceful collaborations*)
- Networks with scientists and professional communicators
(*considering target audiences, media, goals, and knowledgeable about social media*)
- Train the scientists to deal with the media!
(*and social media!*)
- Usage of modern communication tools
(*interactive digital platforms, storytelling and visualization techniques*)



RECOGNITION

- Efforts in public engagement and communication activities of Researchers
(*these are as important as all other aspects of the missions of a Researcher and should be an assessment criterion in the evaluation of her/his career*)
- Importance of the outreach and communication in projects
(*projects should contain a minimum commitment/investment/resources to the public communication and outreach of the project*)



SCIENTIFIC DIPLOMACY

- Should be encouraged in all Researchers
(*they should act as Ambassadors of the field*)
- Dissemination in their communities
(*seek understanding and support among peers [specially those outside the field], family and friends, general audiences at public events*)



Conclusions

- Education, Communication and Outreach are **essential pillars** for the future of Particle Physics.
- Many scientists, at different levels of commitment, **along with experts in outreach and communication**, are **already engaging the public and students** in different venues and carry outwards the excitement of the field.
- **Communication & Outreach** in our field **need YOUR support and contribution**,
 - as actively being an **ambassador** of the field,
 - as speaker/moderator/motivator/organiser/educator/tutor,
 - as **evaluator** of projects/career assessment/applications/positions,
 - consider **experience in outreach** when evaluating people,
 - and/or helping creating the conditions for a better Edu-Comm-OR in PP.

...an ongoing process!

Comm_unication and O_treach need U



*Planting
a future*

Thanks!

(this is a big thanks!)

to all the people already contributing!
...and for your attention!

Any questions?

You can find me at abreu@lip.pt

