

## Impact Through Outreach and Education with Europlanet 2020-RI

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### Abstract

The Europlanet 2020 Research Infrastructure (RI), funded through the EC's Horizon 2020 programme, was launched in 2015 to support Europe's planetary science community and provide services, access to facilities, new research tools and a virtual planetary observatory. The exploration of our Solar System has long been recognised as a potential 'hook' for attracting people with many diverse backgrounds and interests into science. Europlanet 2020 RI's Impact Through Outreach and Education (IOE) activities aim to engage the widest possible community with the work of Europlanet 2020 RI, and to involve the public, the media, policy makers, educators and students with the ongoing adventure of planetary science and the people that work in the field.

Europlanet 2020 RI's IOE activities have used a range of outreach tools and communication channels to target engagement with different audiences, including:

- The public: through social media, animated videos and through public events and conferences;
- Teachers/students: through webinars, events, peer-reviewed collections of educational resources, videos and careers information;
- Policy makers: through briefings, exhibitions, dinner debate briefing sheets and written evidence;
- The media: through press releases, media briefings and interviews;
- Outreach professionals: through best practice meetings, outreach sessions at EPSC and conferences.

In addition, the annual Europlanet Prize for Public Engagement and the Europlanet Outreach Funding Scheme support outreach efforts within the planetary science community.

EPSC 2017 will mark the half-way point of the Europlanet 2020 RI project. This talk will review the achievements of Europlanet 2020 RI's outreach activities to date and look ahead to objectives and tasks for the final two years of the project.