

Europlanet 2020 RI Outreach Innovation and Communication Training Workshops

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Abstract

Europlanet 2020 RI promotes public engagement through science communication, yearly training and best practice workshops, the aim being to develop new ways of communicating planetary science, encourage planetary scientists to communicate their research, engage hard-to-reach, diverse audiences, help develop partnerships between communicators, scientists and educators.

To this end, Europlanet RI 2020 offers a series of **Outreach Innovation Expert Workshops** during the four years of the project (2015-2019). These are “best practice” meetings addressed to a broad range of outreach providers and science communicators, working both professionally and voluntarily, to engage the public with planetary science. The workshops aim to build networks, share resources and best practice, brainstorm in order to develop new ideas for effective communication, and keep in touch with the latest scientific achievements through contact with the broader scientific community.

In parallel, Europlanet 2020 RI holds a series of **Science Communication Training Workshops**, acknowledging that space and planetary sciences fascinate the audience, especially children, offering an inspiring context for science, technology, engineering and mathematics (STEM) education in formal and informal environments. They are addressed to educators and young scientists, with a focus on engaging with schools.

The first **Outreach Innovation Expert Workshop** titled “*Touching the Planets*” was held together with the first Science Communication Training workshop, planned to coincide with the European Week of Astronomy and Space Science (EWASS), in Athens in July 2016. A major outcome of the brainstorming session was the need to provide training for both scientists and journalists on their respective priorities and requirements in order to foster better communication. As a result of the Workshop, Europlanet is-

sued a special call for journalists, science communicators and lecturers in journalism to participate in an expert exchange to visit Europlanet facilities and find out more about the scientific process. This expert exchange program has now been an established Europlanet 2020 RI activity.

To celebrate Juno’s orbit insertion to Jupiter, a public event was organized on the same day, attracting a very large and diverse audience of space enthusiasts. During the event an international panel of space experts (e.g. the Juno principal investigator and co-investigator) engaged in a live discussion with the public.

The first **Science Communication Training workshop** was offered to young researchers, aiming to develop their skills and experience in engaging with education and encourage them to build communication skills and confidence to engage with schools and teachers, based on their field of interest.



Outreach Innovation Expert Workshop 2016

An **Outreach Best Practice session** was held during the **Europlanet Summer School 2017** at the Molėtai Astronomical Observatory in Lithuania. Instead of organizing a stand-alone science communication training workshop in 2017, Europlanet’s outreach activity joined forces with its science networking activity. The summer school lectures and hands-on activities aimed to equip young researchers and amateur astronomers with skills in observational astron-

omy and in science communication with six modules: basics of science communication, writing for the media, engaging with schools, engaging with the public, social media communications. The activities were well attended by students originating from 13 countries.



Europlanet Summer School 2017

The **third Outreach Innovation Expert Workshop**, titled "***Touching the Planets, Evaluating Excellence***", will be held in Athens in July 2018. This year, the workshop will target primarily (but not exclusively) an audience of amateur astronomers, who often perform cutting-edge science partnering with professional astronomers, while also transmit their enthusiasm to wide audiences through sky observing activities. The workshop will also focus on the evaluation of outreach activities, through the real-time application of the Europlanet evaluation toolkit, developed to provide resources to integrate in outreach and educational activities, so as to appraise their impact.

References

- [1] <https://www.europlanet-eu.org/outreach/best-practice/>
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- [3] <http://www.europlanet-eu.org/outreach/science-communication-training/1st-training-workshop/>
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