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1st NA2 (Impact through Outreach and Engagement) Annual Report

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PP	Restricted to other programme participants (including the Commission Service)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
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Abstract: In its first year, Europlanet’s Work Package NA2 ‘Impact through Outreach and Engagement’ has achieved its objectives of engaging a range of audiences (the general public, policymakers, journalists, teachers, students) with the activities of Europlanet and with general planetary science. The Europlanet Outreach website was relaunched in December 2015 (Deliverable 13.9, due month 9) and now uses a template optimised for cross-platform use (mobiles, tablets, laptops etc). The Europlanet Media Centre has issued 15 press releases relating to the project (including the European Planetary Science Congress), which have been covered by leading media outlets worldwide. Europlanet animations on the ‘Transit of Mercury’ and ‘Jupiter and its Icy Moons’ have been viewed more than 75,000 times on Europlanet’s social media channels and international media outlets. Europlanet’s social media following has grown significantly, by 54% on Twitter (from 612 in September 2015 to 940 in July 2016) and by 280% on Facebook (from 180 in September 2015 to 685 in July 2016). An outreach best practice workshop (Deliverable 13.13, due month 12) was attended by 24 researchers, journalists and outreach professionals from 8 countries. A training workshop (Deliverable 13.10, due month 12) on engaging with teachers was attended by 16 researchers and outreach professionals from 5 countries. A successful dinner debate (Deliverable 13.6, due month 12) was held in the European Parliament on the ‘Impact of the EU on Planetary Science’. The event was attended by 23 guests, including 5 MEPs, 2 representatives of the offices of MEPs, a representative of the Commission’s DG GROW and members of the European planetary research and industrial communities. The NA2 team in collaboration with STOA has secured an exhibition space for Europlanet in the European Parliament in November 2016 (Deliverable 13.8, due Month 36) to tie in with the annual STOA Christmas lecture, which will have a space theme in 2016. Europlanet awarded 48 bursaries in 2015 and 27 bursaries in 2016 for young planetary scientists to attend dissemination events, including the European Planetary Science Congress. Good progress has been made with the development of the astroEDU collections (Deliverable 13.5, due month 24), the first of which are expected to be available by the end of 2016, and with the “Space Climate Detectives” outreach tools (Deliverable 13.7, due month 30).

Contents

1. Continuous reporting	3
1.1 Dissemination	3
1.2 Deliverables	3
1.3 Milestones	4
2. Explanation of the work carried out by the beneficiaries and Overview of the progress	5
2.2 Explanation of the work carried per WP	11
2.3 Impact	13
2.3.1 Inclusion - engaging European citizens across the EU	13
2.3.2 Dissemination of results	14
2.3.3 Inspiration and education	14
2.3.4 Engaging with Policy Makers	15
3. Deviations from Annex 1	16
Appendices	16

1. Continuous reporting

The following sections will be also fed into the portal, under the continuous reporting, so that this document constitutes part of the first periodic report, for the first 12 months of the project.

1.1 Dissemination

Can be found at the link below

<https://docs.google.com/spreadsheets/d/1KYgqt7cwBF49T4pFfJSKHOdgla-1gfvGEo0DzQwjUZA/edit?usp=sharing>

1.2 Deliverables

D 13.1	1st NA2 Annual Report	M12	This document. An annual report was submitted to summarise all the activities of Europlanet's Networking Activity 'Impact through Outreach and Education' during the first year of the project.
D 13.6	European Parliament Dinner Debate	M12	A Dinner Debate on 'The Impact of the EU on Planetary Science', hosted by MEP Clare Moody, took place at the European Parliament in Brussels on 27 April 2016. 5 MEPs attended and a further two MEP offices were represented. A total of 23 guests participated in the dinner debate.

D 13.9	Europlanet IOE Website	M9	The new Europlanet Outreach website was launched on 14 December: http://www.europlanet-eu.org
D 13.10	1st Training Workshops	M12	Europlanet 2020 RI's first communication training workshop was held at the Coral Hotel in Athens on 5th July. 16 participants attended from Greece, Lithuania, Romania, Slovakia and the UK.
D 13.13	Outreach Professional Mtg	M12	Europlanet's first Outreach Innovation Day took place on 4th July at the Coral Hotel in Athens. 24 people attended, including researchers, students, teachers, outreach professionals and journalists, with participants from Greece, France, Germany, Lithuania, Romania, Slovakia, Sri Lanka and the UK.

1.3 Milestones

Milestone number	Milestone Title	WP number	Lead beneficiary	Due date (in months)	Means of verification	Status
MS111	Europlanet IOE Website	WP13	7 - SO	9	Impact website re-launch	Website relaunched on 14 th December 2015
MS112	European Parliament Dinner Debate	WP13	7 - SO	12	1st European Parliament Dinner Debate	Dinner debate held on 27 April 2016
MS114	Outreach Professional Mtg	WP13	31 - IASA	12	1st Outreach meeting coordinated by IASA and VU	Workshop held on 4th July 2016 in Athens
MS117	1st Training Workshops	WP13	32 - U LEIDEN	13	1st Training workshop	Workshop held on 5th July 2016 in Athens
MS120	1st Prize and funding awards	WP13	2 - OBSPARIS	11	1st Prize and funding awards	Europlanet Prize for Public Engagement 2016 (Cash prize of €4000 Euros) paid to Stéphane Le Mouélic and François Civet in June 2016. Formal presentation to take place at DPS-EPSC 2016 meeting in October

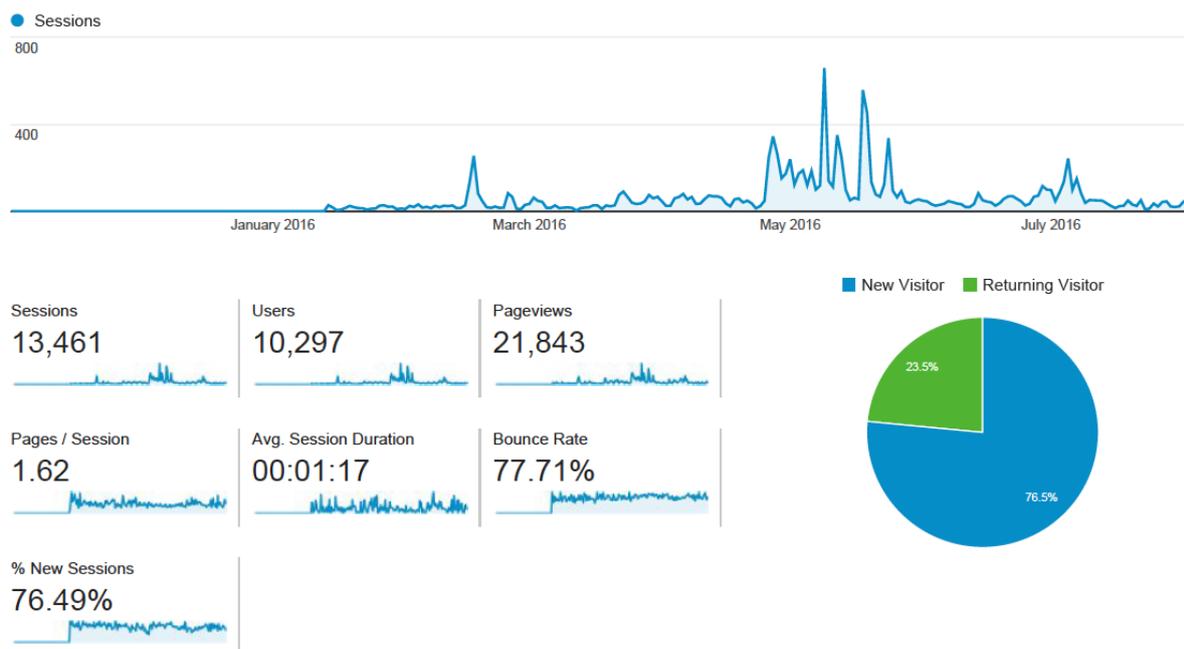
2. Explanation of the work carried out by the beneficiaries and Overview of the progress

2.1 Objectives

Objective 1: To take the successful Outreach and Engagement activities of Europlanet RI from FP7 to wider audience and more professional level in Horizon 2020;

Progress in Project Year 1:

- The Europlanet outreach website has been completely redesigned with a new template appropriate for multi-platform users. A snapshot of the analytics for the website from January 2016-July 2016 can be seen below.



Language	Sessions	% Sessions
1. en-us	6,204	46.09%
2. en-gb	1,326	9.85%
3. ru	1,142	8.48%
4. fr	493	3.66%
5. de	346	2.57%
6. ru-ru	322	2.39%
7. pt-pt	284	2.11%
8. pt-br	264	1.96%
9. es-es	245	1.82%
10. es	242	1.80%

- Europlanet's WP13 tasks have used a range of outreach tools and communication channels to target engagement with different audiences, including:

- The public, both through social media (Facebook, Twitter, Instagram, Flickr, YouTube and campaigns e.g. #MercuryTransitSelfie) and through public events (e.g. Juno Event in Athens on 5th July, session, talks and exhibition stand at ESOF 2016 and BlueDot)
- Teachers (training workshops, events in Athens)
- Schools (Google Hangouts, career interviews videos in partnership with Space Awareness)
- Policy makers (1-1 briefings with MEPs, dinner debate in the European Parliament, briefing sheets, written evidence for Parliamentary inquiries, participation in the EU policy survey)
- The media (press releases, media briefings)
- Outreach professionals (best practice meetings, outreach sessions at EPSC, conferences e.g. Ecsite, ESOF).

Objective 2: To ensure that planetary science inspires the next generation through collaboration with schools-focussed projects such as AstroEdu and SPACE-AWE, and through the development of new outreach and educational tools, making use of the latest developments in planetary science;

Progress in Project Year 1:

- Europlanet has released the first two educational videos in a series of animations:
 - “The Transit of Mercury” is a 2-minute animation produced to promote the observation of the transit of Mercury on 9th May 2016 (and the upcoming transit in 2019). The video was a focal point of Europlanet’s outreach campaign around the transit in May.
 - “Jupiter and its Icy Moons” is a 5-minute animation about Jupiter, its multiple moons and what two robotic missions — Juno, from NASA and JUICE, from ESA — expect to discover about this intriguing planet. The release of the video coincided with Juno’s arrival at Jupiter on 4th July and its premier was part of series of events organized by Europlanet to promote European involvement in Juno.
- Both videos were shared online through Europlanet’s social media platforms, website and featured in press releases on the Transit of Mercury and European involvement in Juno respectively. The use of the Transit video and graphics by the media (including the [Guardian](#) and [Space.com](#)) and the general audience response demonstrates the potential of this content to reach large numbers of people and get the scientific message across in a format that is both entertaining and informative.
- These videos are the first in a series of popular science animations that Europlanet will develop over the next two years, exploring scientific topics that align with the projects activities. Through the animations, Europlanet aims to create a recognizable educational brand and plans to disseminate the videos as widely as possible by translating them into several languages and promoting them through partner networkss (e.g. Space Awareness) and television channels across Europe.
- Europlanet is also developing educational activities about key topics in planetary science (e.g. astronomy, geology, atmospheric sciences and technology) for primary and secondary school education. These educational resources will be part of the official Europlanet collections, reviewed and submitted through IAU astroEDU: the platform for peer-reviewed astronomy educational activities (www.iau.org/astroEDU). The astroEDU peer-review method is similar

to publishing a scientific paper and allows the authors to improve the resource according to the comments received from the reviewers (consisting of one educator and one scientist).

Objective 3: To develop and disseminate “best practice” through organising meetings and workshops;

Progress in Project Year 1:

- Two full sessions on outreach were held during EPSC 2015.
 - Sharing Best Practice in Planetary Science Outreach & Education was convened by Eleni Chatzichristou, Lina Canas and Rosa Doran. It included [6 oral presentations](#) and [5 posters](#).
 - Planetary Science and Exploration through Art was convened by Bernard Foing of ESA and Eleni Chatzichristou. It included [6 oral presentations](#) and [3 posters](#).
 - The oral talks were filmed and posted on the [EPSC 2015 YouTube Channel](#).
- Europlanet’s first Outreach Innovation Day took place on 4th July at the Coral Hotel in Athens.
 - 24 people attended, including researchers, students, teachers, outreach professionals and journalists, with participants from Greece, France, Germany, Lithuania, Romania, Slovakia, Sri Lanka and the UK. It was led by Eleni Chatzichristou and Ioannis Dagleis of IASA in Athens.
 - The day began with presentations on best practice for engaging with journalists, the mass media, social media and the public, as well as a series of presentations on using astronomy-related topics/activities to engage the public, including amateur astronomy, archaeoastronomy, history of astronomy, and astronomy-inspired music. Abstracts and presentations can be found for download [here](#).
 - Following the presentations, the attendees split into two groups to discuss (1) direct engagement with the public through face-to-face or social media and (2) engagement with journalists and the mass media. Both groups were challenged to brainstorm best practice (Dos and Don’ts) and to start a road-mapping process (Priorities, Challenges and Opportunities) for their type of engagement.
 - Europlanet has shared documents online to continue the strategizing begun during the Outreach Innovation Day. The aim is to write up the conclusions as a paper for the Communicating Astronomy to the Public (CAP) Journal in 2016/17.

Objective 4: To train planetary scientists to communicate and engage with a variety of audiences and stakeholders;

Progress in Project Year 1:

- Europlanet 2020 RI’s first communication training workshop was held at the Coral Hotel in Athens on 5th July. It was led by Rosa Doran of the [Galileo Teacher Training Program](#) and Iris Nijman and Wouter Schrier of [TEMI](#). The 16 participants, from Greece, Lithuania, Romania, Slovakia and the UK, were given an introduction to Enquiry Based Learning and the TEMI methodology. They were then challenged to develop activity plans for teachers and students, applying the enquiry based learning and TEMI approaches to planetary related research. The groups came up with three activities, themed around exoplanets; evaluating aurora forecasts; and understanding why large planetary objects take on a spherical form.

Objective 5: To support the outreach, engagement and education communities in planetary science, and provide a forum for new ideas to be developed;

Progress in Project Year 1:

- Europlanet has relaunched its annual [Prize for Public Engagement in Planetary Science 2016](#) and [Outreach Funding Scheme](#) , both of which were implemented successfully during the FP7 phase of the project. The aim of prize is to recognise achievements in engaging European citizens with planetary science, and to raise the profile of outreach within the scientific community. Through the funding scheme, Europlanet aims to encourage new ways of bringing planetary science to audiences across Europe and to inspire the next generation of scientists and engineers. The call was issued on 23rd March 2016 and the Europlanet Outreach Jury (EOJ) met on 2nd June to evaluate the applications and nominations.
 - The Europlanet Prize for Public Engagement 2016 has been awarded to Stéphane Le Mouélic and François Civet for their development of immersive virtual reality techniques to experience martian landscapes, including through a ‘cave’, through VR headsets (Oculus Rift etc) and through mobile phones (Google Cardboard). The cash prize of €4000 has been awarded and the results are published on the Europlanet outreach website, but a formal presentation will be made at the joint DPS-EPSC meeting in Pasadena in October 2016 and a press release issued at that time.
 - Europlanet outreach funding in 2016 has been awarded to Speak Science (<http://www.speakscience.it>), an Italian not-for-profit, to develop an affordable, self-build version of a ‘Science on a Sphere’ display system. As the success of the project depends on whether the display system can be developed as outlined in the proposal, the EOJ has chosen to fund half the requested amount (7,500 Euros) upfront for the development and initial trialling, but to reserve the requested funding for the promotion of the project as second tranche of funding that will be released on proof of concept. If this is not successful, the remaining 7,500 Euros will be rolled over to the 2017 round.
 - There were 15 applications for the funding scheme (from Austria, Belgium, Czech Republic, France, Germany, Italy, Latvia, Netherlands, Poland and UK) and three for the prize (France, Slovenia and UK).
- Europlanet launched an [outreach newsletter](#) in August 2016 to provide a forum for sharing information on outreach activities and new ideas.

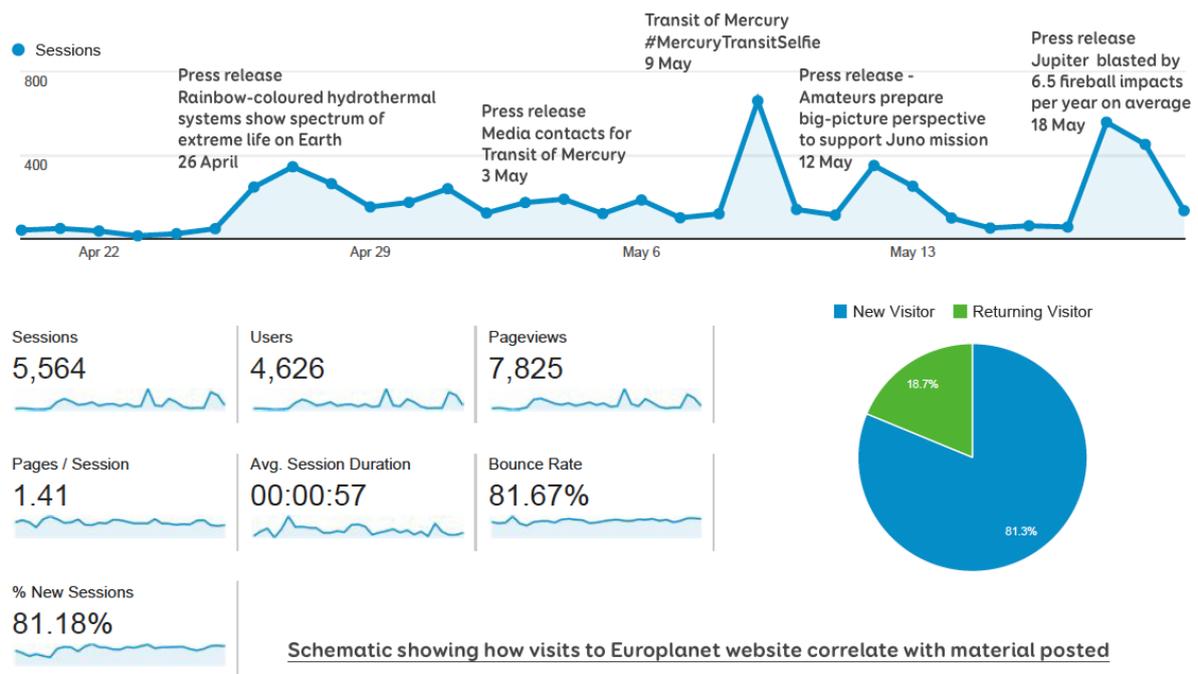
Objective 6: To provide a fully professional approach to using the mass and social media to make planetary science news and information available to a variety of wider publics;

Progress in Project Year 1:

- The Europlanet Media Centre has issued 15 [press releases](#) relating to the project (including the European Planetary Science Congress - see [Appendix 2](#) for the EPSC 2015 media report) which have been covered by leading media outlets worldwide, including the [BBC](#), [Forbes](#), [Gizmodo](#), [The Daily Mail](#), [Popular Science](#), [Le Monde](#), [Le Figaro](#), [Blic.rs](#), [The Guardian](#), [National Geographic](#), [CNN](#), [Yahoo! News](#), [Space.com](#), [Focus](#), [RIA Novosti](#), [La Stampa](#), [ORE](#), [Ciel et Espace](#), [Astronomy Now](#), [Sky at Night](#), [Sky & Telescope](#), [Ma.hu](#), [Přírodovědci](#). Full coverage is available [here](#).
- Europlanet has taken a leading role in coordinating media and social media activities to highlight European involvement in significant planetary-related events. These include the

[Transit of Mercury](#) and the [Juno mission's arrival at Jupiter](#). In each case, Europlanet has created dedicated webpages within the outreach website and issued media notifications to highlight resources, information on European involvement and media contact points. This has been very effective in building closer links with the press and education offices of partner institutions, including ESA, CNRS, the Observatoire de Paris, INAF, the University of Liege and the Open University. Video animations and infographics created by Europlanet have been widely used by the media, and have formed core parts of the social media campaigns:

- [The Transit of Mercury](#) campaign during April/May 2016 included: [#MercuryTransitSelfie](#), in which the public was asked to share photos of themselves observing the Transit of Mercury; a series Google Hangouts on Air with scientists working on Mercury, the BepiColombo mission and the ESO MercuryTransit; and a series of blog posts published on the Europlanet website by leading scientists about Mercury and transits.
- A campaign during June and July 2016 highlighted European involvement in Juno. Europlanet promoted a [teaser](#), [trailer](#) and [posters](#) of its new animation, '[Jupiter and its Icy Moons](#)', through social media in the run up to Juno's arrival at Jupiter on 4th July. It premiered the full animation at a live event in Athens, with a link-up via Google Hangout to Juno PI, Scott Bolton, and Michel Blanc at JPL in Pasadena. Europlanet also co-promoted a [Hangout](#) with one of the European scientists involved in the mission, Dr Leigh Fletcher, at the Royal Astronomical Society's National Astronomy Meeting in the UK.
- The Europlanet Media Centre coordinated a press release for multiple European partners (in the UK, Belgium and Germany) on the [first detection of gases in a super-Earth exoplanet atmosphere](#). The press release was issued by the Europlanet Media Centre under an embargo and published on the Europlanet and UCL websites. ESA HST published a slightly different version. The story was picked up by [BBC Online](#), [Nature.com](#), the [Daily Mail](#), [WIRED](#), [the Washington Post](#), [TIME](#), [Yahoo! News](#), [Discovery News](#), [UPI](#), [SPIEGEL Online](#), [Repubblica.it](#), [Die Standaard](#), [VRT Nieuws](#).
- News from Europlanet partners have also been shared and posted on the Europlanet website e.g. the [Austrian Space Forum's hosting of 100 astronauts](#) and the [University of Liege's involvement in the Juno mission](#).
- Europlanet has revamped and/or set up a core base of social media platforms on [Facebook](#), [Twitter](#), [Instagram](#), [Flickr](#) and [Youtube](#). These platforms are now used in a consistent, professional way with dedicated staff sharing information (text, image and video), news and events related to the projects, as well as to planetary science in general. Europlanet's social media following has grown significantly in the first year of the project- by 54% on Twitter (from 612 in September 2015 to 940 in July 2016) and by 280% on Facebook (from 180 in September 2015 to 685 in July 2016). See [Appendix 1](#) for full details.
- The effectiveness of Europlanet's integrated approach to traditional media, social media and online content can be demonstrated by looking at peaks in visits to the outreach website during the run-up to the Transit of Mercury and press releases associated with Europlanet activities during April and June.



Objective 7: To ensure that policy-makers and industrial partners are well informed and engaged with the planetary science community; to ensure the community is aware of relevant industrial and political developments;

Progress in Project Year 1:

- Europlanet has contacted directly all 134 members and substitutes of the ITRE Committee.
- Europlanet has held one-to-one briefings (see [Appendix 4](#) for full details) with the following MEPs: Clare Moody (UK), Monika Hohlmeier (Germany), Olle Ludvigsson (Sweden), Inés Ayala Sender (Spain), Miloslav Ransdorf (Czech Republic), Cora van Nieuwenhuizen (Netherlands), Marian-Jean Marinescu (Romania), Anneleen Van Bossuyt (Belgium), David Borrelli (Italy), Theresa Griffin (UK), Angelika Niebler (Germany). In addition, it has held one-to-one briefings with representatives of the offices of Jude Kirton-Darling (UK) and Constanze Krehl (Germany).
- Europlanet is working closely with the office of Paul Rübiger (Austria), Clare Moody (UK) and Nera Kuljanic of the STOA secretariat on plans for a space-themed exhibition in the European Parliament from 14-18 November 2016 to tie in with the STOA Christmas Lecture (theme: Space 4.0 for Industry 4.0).
- The first Europlanet Dinner Debate took place on the 27 April at the European Parliament in Brussels. The title was ‘The Impact of the EU on Planetary Science’.
 - The debate was hosted by MEP Clare Moody (UK) and was attended by the MEPs Christian Ehler (Germany), Evžen Tošenovský (Czech Republic), Lucy Anderson (UK), Theresa Griffin (UK), and the office of MEP Philippe De Backer (Belgium) was also represented. Oriana Grasso of the European Commission’s DG GROW and Frank Moeschler of the UK Representation to the EU attended, alongside representatives of the Europlanet community and Eurospace, the trade association for European space. A total of 23 guests participated in the dinner debate.
- Europlanet submitted recommendations for the [EU Space Strategy survey](#) and encouraged the 90+ member institutions of the Europlanet Consortium to submit individual responses.

- Europlanet has submitted written evidence for three UK Parliamentary inquiries, following consultations with the Europlanet and UK planetary community:
 - The House of Lords Science and Technology Select Committee Inquiry into ‘Relationship between EU membership and the effectiveness of UK science’. The [Europlanet Consortium Written Evidence](#) was referenced in paragraph 145 (p 47) of the House of Lords Science and Technology Select Committee’s report, [EU Membership and UK science](#), published on 20th April 2016.
 - The House of Commons Science and Technology Select Committee Inquiry into ‘Satellites and Space’. [Europlanet Consortium Written Evidence](#) published 2 February 2016.
 - The UK House of Commons Select Committee Inquiry on Leaving the EU: implications and opportunities for science and research (Europlanet 2020 RI Written Evidence submitted 2nd August 2016).
- Europlanet submitted recommendations for the Horizon 2020 Space Work Programme 2018-20.
- Europlanet took part in the [Science and the Assembly 2016](#) event at the Welsh Assembly organised by the Royal Society of Chemistry.
- Europlanet published an article, [Europlanet 2020 RI – Creating Space for European Planetary Science to Thrive](#), in a special edition of The Parliament Magazine on EU Space Policy published on 7th March 2016.
- Building links with MEPs not already engaged with space will be a priority for Europlanet during the next year of the project.

Objective 8: To provide access to research students and early career researchers – particularly from the Inclusiveness Member States – to the key dissemination events for planetary science.

Progress in Project Year 1:

- Europlanet awarded 48 bursaries for young researchers (23 female/25 male) from 15 countries to attend the European Planetary Science Congress (EPSC) 2105 in Nantes.
- Europlanet anticipates funding 17 bursaries for young researchers (10 female / 18 male) from 10 countries to attend the joint meeting of EPSC and the American Astronomical Society’s Division of Planetary Science (DPS) in Pasadena in October 2016 (a further 10 bursaries for the DPS-EPSC meeting will be funded by ESA. See [Appendix 3](#) for full details of bursaries).

2.2 Explanation of the work carried per WP

The Science Office (Participant #7) coordinates the Work Package (WP 13, Task 13.1) and is also responsible for Dissemination to Stakeholders (WP13, Task 13.3, which comprises activities of the Europlanet Media Centre, Online and Social Media, and Engagement with Policy Makers and Industry) and Planetary Video Shorts (WP13, Task 13.4.1). The Europlanet outreach website was redesigned and launched in December 2015 (Deliverable 13.9, Due PM 9). The Europlanet Media Centre has issued 15 press releases and organised three media briefings relating to the project (including the European Planetary Science Congress) that have led to coverage by leading media outlets worldwide, including Le Monde, The Guardian, National Geographic. A spreadsheet of selected coverage can be found [here](#). Europlanet’s social media following has grown significantly (by 54% on Twitter (from 612 in September

2015 to 940 in July 2016) and by 500% on Facebook (from 180 in September 2015 to 677 in July 2016). The Science Office has produced two animations for Europlanet: a 2-minute introduction to the Transit of Mercury and a 5-minute animation on 'Jupiter and its Icy Moons'. The latter was released to coincide with the arrival of NASA's Juno spacecraft at Jupiter, and highlights the contribution of European researchers to the mission. In total, both videos have been viewed 75,000 times. More than 20 individual briefings have been held with MEPs or their representatives in the European Parliament. A successful dinner debate was held in the European Parliament on the 'Impact of the EU on Planetary Science', attended by 23 guests, including 5 MEPs, representatives of the offices of 2 further MEPs and members of the European research and industrial communities related to planetary science. The NA2 team is working with STOA on an exhibition in the European Parliament (Deliverable 13.8, due Month 36) to tie in with the annual Christmas lecture, which will have a space theme in 2016.

The Institute of Accelerating Systems and Applications (IASA) (Participant #31) and the University of Vilnius (Participant #30) lead the task on outreach meetings (WP 13, Task 13.2.2). The first best practice workshop was held in Athens on 4th July. It was attended by 24 people (12 female and 12 male), including researchers, students, teachers, outreach professionals and journalists, with participants from Greece, France, Germany, Lithuania, Romania, Slovakia, Sri Lanka and the UK.

The University of Leiden (Participant #32) leads the task on outreach services (WP13, Task 13.2.1) and Training (WP13, Task 13.2.3). Good progress has been made on Task 2.1, for which Europlanet will deliver 4 new planetary-related collections on [AstroEdu](#) (Deliverable 13.5, PM24). The University of Leiden has identified and edited two education/outreach activities that will be submitted for the Europlanet collection. A request has been sent out to the Europlanet community for further activities for submission. The first full collection should be ready in the coming months. The University of Leiden organised Europlanet 2020 RI's first communication training workshop (Deliverable 13.9, due PM12) at the Coral Hotel in Athens on 5th July. The 16 participants (9 female and 7 male), from Greece, Lithuania, Romania, Slovakia and the UK, were given an introduction and hands-on tasks relating to Enquiry Based Learning and the TEMI methodology.

The Observatoire de Paris (Participant #2) leads the Europlanet Prize and Funding Scheme (WP13, Task 13.2.4). The call for nominations for the prize and applications for the funding scheme was released on 23rd March. The Europlanet Outreach Jury met on the 2nd June 2016 at the Observatoire in Paris to evaluate the nominations and applications. The 2016 Prize will be awarded to Stéphane Le Mouélic and François Civet, both of the Laboratoire de Planétologie et Géodynamique at the University of Nantes, for their development of immersive virtual reality techniques to experience martian landscapes, including through a 'cave', through VR headsets (Oculus Rift etc) and through mobile phones (Google Cardboard). The cash prize has been awarded but there will be a formal presentation at the joint DPS-EPSC meeting in Pasadena in October 2016. Europlanet outreach funding in 2016 has been awarded to Speak Science (<http://www.speakscience.it>), an Italian not-for-profit, to develop an affordable, self-build version of a 'Science on a Sphere' display system. As the success of the project depends on whether the display system can be developed as outlined in the proposal, the EOJ has chosen to fund half the requested amount (7,500 Euros) upfront for the development and initial trialling, but to reserve the requested funding for the promotion of the project as second tranche of funding that will be released on proof of concept. If this is not successful, the remaining 7,500 Euros will be rolled over to the 2017 round.

The University of Latvia (Participant #27) and CAB-INTA (Participant #5) lead the development of “Space Climate Detectives” outreach tools (Task 13.4.2, Deliverable 13.7, due month 30). A prototype of the Raspberry Pi-based climate detector has been produced and was successfully trialled during the JRA-1 field trip to the Danakil Depression in April 2016.

University College London (Participant #3) leads the Task 13.5, Access to Dissemination Events. It awarded 48 bursaries for young researchers from 15 countries to attend the European Planetary Science Congress (EPSC) 2105 in Nantes, and anticipates funding 17 bursaries from 10 countries to attend the joint meeting of EPSC and the American Astronomical Society’s Division of Planetary Science (DPS) in Pasadena in October 2016 (a further 10 bursaries for the DPS-EPSC meeting will be funded by ESA. See [Appendix 3](#) for full details of bursaries).

2.3 Impact

2.3.1 Inclusion - engaging European citizens across the EU

In its proposal, Europlanet 2020 RI highlighted the need to address the “information v. interest” gap in science and technology, as highlighted in the European Commission’s 2013 Special Eurobarometer 401, which looked at “Responsible Research and Innovation, Science and Technology”. This is particularly prevalent in Inclusiveness states, such as Latvia, Estonia and Greece. Europlanet 2020 RI’s outreach activities have placed a particular emphasis on these countries - and indeed the task is led by Portuguese SME, Science Office. The Best Practice Meetings Task (2.2) is co-led by IASA in Greece and the University of Vilnius in Lithuania with the aim of attracting researchers from Eastern and Southern Europe to attend workshops. So far, it appears that this approach is proving effective: the first best practice workshop was held in Athens in July 2016 and was attended by participants from Greece, France, Germany, Lithuania, Romania, Slovakia, Portugal and the UK. The next workshop will be hosted by the University of Vilnius in the summer of 2017, and will be followed up by outreach sessions, meetings and training workshops associated with the European Planetary Science Congress (EPSC) 2017 in Riga, Latvia. Plans are already underway for public events and an exhibition at EPSC 2017 to maximise engagement with the local community (including the public, schools, educators, policy makers and industry) in Latvia and neighbouring Baltic countries.

An outcome of the brainstorming session at the Europlanet Outreach Innovation Day in Athens was the need to provide training for both scientists and journalists on their respective priorities and requirements in order to foster better communication. Since the workshop, Europlanet has put a group of scientists and journalists from Inclusiveness Countries (specifically Poland, Romania and Slovakia) in touch, with the aim of developing such modules/short courses.

Bursaries provided by Europlanet have supported young researchers from Bulgaria, the Czech Republic, Poland and Portugal to attend EPSC 2015 and the DPS-EPSC Joint Meeting 2016.

2.3.2 Dissemination of results

The results of Europlanet's activities have been successfully disseminated through the Europlanet Media Centre and Europlanet's social media channels. Europlanet 2020 RI has issued 15 press releases to date on its activities, and has also assisted partner institutions to reach a wider audience by translating their press releases into English and by posting on the Europlanet website and on the AlphaGalileo media service. Europlanet activities have been covered by many of the world's leading and most trusted media outlets around the world, including the BBC, the Associated Press, CNET, National Geographic, Discovery News, Le Monde, Le Figaro, Der Spiegel, Nature, Time, El Mundo, New Scientist, Lietuvos Rytas.

Europlanet had a strong presence at the EuroScience Open Forum (ESOF) 2016 in Manchester. The 'Europe Goes to the Planets' stand, coordinated by the Open University, showcased Europlanet 2020 RI as well as the planetary-related Horizon 2020 projects Upwards, EURO-CARES, NeoShield-2, Space Awareness, ODYSSEUS II, AstRoMap, PPOSS and Small Bodies Near and Far, and the COST Life-ORIGINS Action and European Astrobiology Campus. More than 180 booklets summarizing the projects were distributed and several hundred people interacted with by the staff manning the stand. By hosting an interactive round-table session, which featured speakers from the European Space Agency, Google Lunar XPRIZE, universities and citizen science projects, Europlanet engaged participants at ESOF in a dialogue on the changing role in planetary exploration of space agencies, commercial companies, and private individuals; this has since generated coverage in the media e.g. by the [Smithsonian](#).

2.3.3 Inspiration and education

Europlanet 2020 RI has close links with the Space Awareness project (with whom it shares a number of beneficiaries), and is supporting the project in its objectives to inform children and young adults about current research and issues related to space sciences, as well as the numerous career opportunities offered by space. Europlanet researchers have been interviewed as part of a series of videos to highlight the range of space-related jobs. Europlanet also helped initiate, coordinate and promote a [careers survey](#) to find out how background, experiences and choices have led the scientists and engineers working in Europe's planetary science community down their own career paths. The University of Leiden, who leads Space Awareness, provided training on enquiry-based learning for Europlanet researchers at the first Europlanet science communication training workshop, 'Engaging with Teachers', in Athens. A public event in Athens on 5th July, organised by Europlanet to celebrate Juno's arrival at Jupiter, was attended by a significant cohort of teachers attending the international Galileo Teacher Training Programme workshop in Marathon the same week.

Google Hangouts provide an opportunity for members of the public and schools to interact directly with researchers and engineers. Europlanet has piloted a programme of Hangouts during the spring of 2016 and will implement a regular series from the Autumn of 2016 onwards, with a particular emphasis on engaging with young people.

Europlanet 2020 RI has produced two animated videos, already viewed by at least 75,000 people, that aim to engage, inform and educate and entertain young people and members of the public with

planetary science. A series of these videos will be complete by Month 30 of the Europlanet 2020 RI project, after which they will be promoted through TV channels and educational networks.

Since Europlanet's first field trip to the Danakil Depression in April 2016, opportunities have arisen to collaborate with Barbara Cavalazzi at the University of Bologna and colleagues at the University of Mekele in Ethiopia on outreach activities. Europlanet is strongly committed to following this up, and is looking at opportunities to build links with Ethiopian schools into its 'Space Climate Detectives' project (due for launch in Project Month 30).

2.3.4 Engaging with Policy Makers

The 33 beneficiaries of Europlanet 2020 RI are a subset of the wider Europlanet Consortium, currently 90+ research institutions, companies and SMEs linked by a Memorandum of Understanding (MoU). Europlanet's policy engagement activities are thus largely undertaken on behalf of this wider community. This has been particularly relevant for Europlanet's UK membership over the past year: Europlanet has responded to three Parliamentary inquiries in recent months and these submissions have aimed both to highlight the importance of EU support and European collaboration for planetary science as a whole, but also to provide an additional platform for planetary science groups in the UK to express their views and concerns in the wake of the Brexit vote.

Although Europlanet had an active programme of engagement with the European Parliament under FP7, the period that elapsed between the end of the previous RI in December 2012 and the launch of Europlanet 2020 RI in September 2015 meant that many of its key contacts were no longer in the Parliament. Thus, even before the official start of the 2020 RI project, Europlanet commenced a new programme of one-to-one briefings with members and substitutes of the ITRE Committee and the Sky and Space Intergroup. More than 20 briefings have been held to date with MEPs and their representatives, and the first year of activities culminated in a successful dinner debate held in April 2016 on the 'Impact of the EU on Planetary Science'.

However, Europlanet's efforts to date have been focused on MEPs that (to some extent) are already engaged with space or science. From Year 2, Europlanet 2020 RI (with the support of key MEPs, such as Monika Hohlmeier) is planning to extend its activities to those MEPs that are less aware of planetary science and the potential benefits of the EU's support for space research and exploration. The initial focus of this programme will be an exhibition to tie in with STOA's Christmas lecture on 16th November, which will have as its theme 'Space 4.0 for Industry 4.0'. STOA has approved the concept of an exhibition and space has now been booked for the week of 14-18th November on the 3rd floor of the Altiero Spinelli building in the European Parliament. Europlanet has offered to liaise with ESA Exhibitions on behalf of STOA. Europlanet also plans to produce a series of short info sheets explaining how EU member countries can benefit from EU support in planetary science (highlighting economic and social benefits, innovative technology and opportunities for job creation in inclusiveness countries). Ms Hohlmeier has offered to help distribute these via the Sky and Space intergroup.

Europlanet's new Industry Officer, Dr Marcell Tessenyi (Blue Skies Space Ltd/UCL) will play an active role in engagement with policy makers and industry, particularly in planning events and an exhibition associated with EPSC in Riga, Latvia in September 2017. Europlanet sees this as a vital opportunity to

build links with policy makers and industry in Inclusiveness countries, particularly Latvia, Estonia, Lithuania and other Baltic countries.

3. Deviations from Annex 1

A budget transfer of 24,000 EUR from Beneficiary # 27 (LU) to Beneficiary #7 (SO). This corresponds to the money to be paid toward a subcontractor, which has been moved to a different beneficiary in order to avoid complying with Latvia's procurement rules, which would cause a delay of 8-9 months in the payment.

Appendices

[Appendix 1](#) - Social Media Report

[Appendix 2](#) - EPSC 2015 Press Office Report

[Appendix 3](#) - Bursaries funded by Europlanet 2020 RI in Project Year 1

[Appendix 4](#) - Summary of 1-1 Briefings by Europlanet 2020 RI in 2015/2016, Europlanet Policy Briefing Sheets.