



EPN2020-RI

EUROPLANET2020 Research Infrastructure

H2020-INFRAIA-2014-2015

Grant agreement no: 654208

Deliverable D13.13 First Outreach Professional Meeting

Due date of deliverable: 31/08/2016

Actual submission date: 30/08/2016

Start date of project: 01 September 2015

Duration: 48 months

Responsible WP Leader: Eleni Chatzichristou, Institute of Accelerating Systems and Applications (IASA)

| Project funded by the European Union's Horizon 2020 research and innovation programme | | |
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| Dissemination level | | |
| PU | Public | x |
| PP | Restricted to other programme participants (including the Commission Service) | |
| RE | Restricted to a group specified by the consortium (including the Commission Services) | |
| CO | Confidential, only for members of the consortium (excluding the Commission Services) | |

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|-------------------------|---|
| Project Number | 654208 |
| Project Title | EPN2020 - RI |
| Project Duration | 48 months: 01 September 2015 – 30 August 2019 |

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|--------------------------------------|-------------------------------------|
| Deliverable Number | D13.10 |
| Contractual Delivery date | 31.08.2016 |
| Actual delivery date | 30.08.2016 |
| Title of Deliverable | First Outreach Professional Meeting |
| Contributing Work package (s) | WP13 |
| Dissemination level | PU |
| Author (s) | Anita Heward, Eleni Chatzichristou |

Abstract: 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.

See [Appendix 1](#) for a report on outcomes, attendees and evaluation of the meeting.