

AHEAD,
H-2020-INFRAIA-1-2014-2015
February 26, 2019

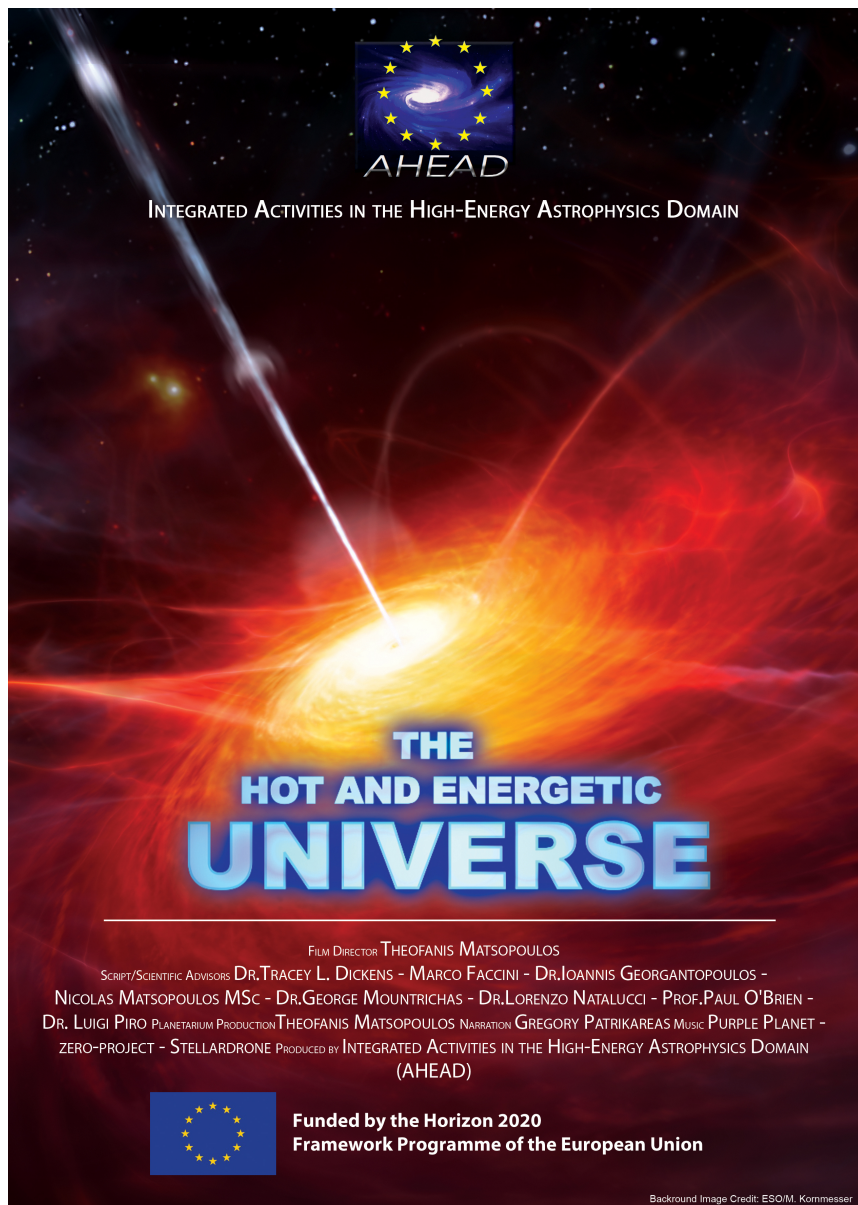


WP3 Public Outreach Final Report

This document contains the final report for the WP3 public outreach. This WP was carried out by the following Institutes National Observatory of Athens, NOA, (Greece), Istituto Nazionale di Astrofisica, INAF, (Italy) and University of Leicester (ULEIC), United Kingdom. The WP leader was I. Georgantopoulos (NOA). The scope of the WP was to inform the general public, students and educators of the exciting discoveries in the area of high energy astrophysics and also to inspire young people to follow careers in space astrophysics. We proposed the following tools in order to accomplish our goals : a) web-page b) a range of videos c) educational material to accompany the videos d) press releases e) series of posters. We list below the actions that have been pursued in the past four years.

a) **web-page.** This was one of the main vehicles of the WP. It provides the main bridge with the general public (<http://ahead.astro.noa.gr>). It hosts scientific news on High energy Astrophysics which are updated regularly. It is the only page of its kind in Europe and possibly in the world. The page hosts all the material produced by AHEAD e.g. videos and press-releases. Following the recommendations of the EU referee we followed a more 'aggressive' campaign for the advertisement of the web-page creating in various Universities web-pages and also in creating a youtube video channel, a twitter account and a Facebook account. This resulted in the drastic increase of the web-page visibility.

b) **Videos.** We created a series of videos which was in well in excess of the number the videos anticipated in the submitted AHEAD proposal. In particular we produced: a) a **dome video** planetarium show with a duration of 35min. The title of the video is “the hot and energetic video” and has been produced by NOA. The video is also available on flat screen while a short excerpt (about 4 min) is also available. The video has been translated so far in over 10 languages including Russian, Korean, Telugu Arabic and Japanese. As the size of these planetarium videos is prohibitively large (Tb size) for downloads from standard web-pages, the video has been distributed to planetaria worldwide with the aid of the European Southern Observatory (ESO) planetarium. An accompanying leaflet has been produced and is distributed by the ESO planetarium. From the downloads it is estimated (albeit with some level of uncertainty) that the video has been seen by several millions of spectators. The video has won the first prize in the International Planetaria Video Competition in Korea. b) a series of three videos of short



duration (3 min each) produced by ULEIC. The videos are available in our youtube channel and have been subtitled already in Greek and Italian. These videos have been accompanied by educational material for schools that has been produced by ULEIC. The educational material is available from the AHEAD public outreach web-page. c) a video explaining what is the AHEAD project showing the participating laboratory facilities across Europe. d) a gamma-ray video with a duration of 10min. This video has been produced following the EU referee suggestion who recommended stronger synergies between the X-ray and the gamma-ray wavelength regime. e) Two virtual reality videos on X-ray astrophysics and the hot Universe. The full series of AHEAD videos can be found [here](#).

c) Press-releases. A series of press releases have been circulated in various European countries. These advertise conferences and events organised by AHEAD or events where AHEAD presentations take place. The press releases are available in the web-page.

d) A series of large posters for exhibition in conferences and open days. The series covers supernova, supermassive black holes, X-ray surveys and other topics. The posters are available in the ahead web-page.