



AHEAD 2020



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SHARING AHEAD 2022 – Public communication of astrophysics across Europe

Overview

SHARING AHEAD 2022 (<https://indico.ict.inaf.it/event/2111/>) was the first conference within the AHEAD2022 consortium to discuss the science outreach activities carried out among all members and to seek, together with leading science communicators from the EU, best practices in public outreach and social engagement.

In particular, leading scientists and science communicators from the EU and around the world presented the latest cutting-edge public outreach activities in astronomy and space science. The two days' conference have covered topics and case studies as diverse as the AHEAD 2020 consortium partners are. The Meeting aimed at promoting the public engagement, press and social media activities in the field of astrophysics, willing to explore the role of the Research Institution in the present-day communicating science development. At the same time, the Meeting provided an opportunity to strengthen the collaborations and establish new links among the members of AHEAD 2020 Consortium and the members of other EU funded Science Projects, as well as researchers working in the same and in related fields.

The conference, live-streamed on Youtube and held at the University Sapienza of Rome on 3rd and 4th of November 2022, was co-organized by IAPS-INAF and NOA. All participants, including media representatives, registered for the meeting at no cost.



Topics and speakers

Oral contributions have mainly addressed the recent PO activities developed by the Research Institutions, with regards to the goals achieved and the social implication of the activities. The contributions have also been in connection with the related areas of astrophysics, space science and the history of science and culture, involving AHEAD2020.

Two special workshops, taught on the second day by communication experts, explored with hands-on activities the topic of science exhibit design and communication between researchers and journalists.

The list of invited speakers was the following:

Josh Barker - The National Space Centre of Leicester

Silvia Bencivelli - Science journalist

Maite Ceballos - Instituto de Física de Cantabria

Cecilia Collà Ruvolo - Istituto Nazionale di Fisica Nucleare

Marco Ferrazzoli - Consiglio Nazionale delle Ricerche

Marco Galliani - Media INAF

Stefano Grande - Science Exhibition designer

Tobias Harrmann - Max-Planck-Institut für extraterrestrische Physik

Stavros Katsanevas - European Gravitational Observatory

Giovanni Lamanna - Laboratoire d'Annecy de Physique des Particules

Shaaron Leverment - Association for Science and Discovery Centres

Giorgio Manzi - Sapienza Università di Roma

Anna Maria Marras - International Council of Museums

Francesca Mazzotta - Istituto Nazionale di Fisica Nucleare

Vincenzo Napolano - European Gravitational Observatory

James Pearson - ESCAPE (European Science Cluster of Astronomy & Particle physics ESFRI research infrastructures)

Jorge Rivero - ORP (Opticon RadioNet Pilot)

The program of the Conference was the following:

THURSDAY 3 NOVEMBER		SHARING AHEAD 2022	
9:00 - 11:00	REGISTRATION	15:30 - 15:50	Science communication of AHEAD2020 through the social media and webpage Ektoras Pouliaxis, <i>National Observatory of Athens (NOA)</i>
11:00 - 11:30	AHEAD2020, an overview Luigi Piro, <i>National Institute of Astrophysics (INAF-IAPS)</i> Ioannis Georgantopoulos, <i>National Observatory of Athens (NOA)</i>	15:50 - 16:00	Art and play to communicate astrophysics Edwige Pezzulli, <i>National Institute of Astrophysics (INAF-IAPS)</i> Marco Faccini, <i>National Institute of Astrophysics (INAF-OAR)</i>
11:30 - 12:00	The H2020 Opticon RadioNet Pilot Project: Overview, challenges and lessons learnt from its communications and outreach activities Jorge Rivero González, <i>Joint Institute for VLBI ERIC (JIVE)</i>	16:00 - 16:30	COFFEE BREAK
12:00 - 12:30	Citizen Science in ESCAPE (European Science Cluster of Astronomy & Particle physics ESFRI research infrastructures) James Pearson, <i>The Open University</i>	16:30 - 16:50	CosMIC RAYS - A different strategy to explain high-energy astrophysics to youngsters (who usually have too high-energies to stop and hear who explains high-energy astrophysics) Angelo Adamo, <i>National Institute of Astrophysics (INAF-IASF Palermo)</i>
12:30 - 13:00	The REINFORCE project Stavros Katsanevas, <i>European Gravitational Observatory (EGO)</i>	16:50 - 17:10	Virtual and augmented environments for communicating Astronomy: Science, Education and Outreach experiences at INAF Palermo Observatory Laura Leonardi, <i>National Institute of Astrophysics (INAF)</i>
13:00 - 14:30	LUNCH BREAK	17:10 - 17:30	Diversify and conquer: PO activities at IFCA for all ages and for all backgrounds Maite Ceballos, <i>Instituto de Física de Cantabria (CSIC-UC)</i>
14:30 - 14:50	There is not just one Cosmos - Involving, connecting and story-telling in Multimessenger Astronomy Vincenzo Napolitano, <i>European Gravitational Observatory (EGO)</i>	17:30 - 17:50	Expect the unexpected - Space and storytelling with LICIAcube Elisa Nichelli, <i>National Institute of Astrophysics (INAF-OAR)</i>
14:50 - 15:10	Public Outreach Activities of the Max Planck Institute for Extraterrestrial Physics Tobias Herrmann, <i>Max Planck Institute for Extraterrestrial Physics (MPE)</i>	17:50 - 18:10	INAF and its One Thousand and One Stories Martina Cardillo, <i>National Institute of Astrophysics (INAF-IAPS)</i>
15:10 - 15:30	Activities of the Visitor Centers of the National Observatory of Athens Lazaros Koutoulidis, <i>National Observatory of Athens (NOA-IAASARS)</i>	18:10 - 18:30	"Look up! Flip the sky with your finger" a virtual exhibition for the enhancement of the historical astronomical atlases of INAF Federico Di Giacomo, <i>National Institute of Astrophysics (INAF)</i>

FRIDAY 4 NOVEMBER		SHARING AHEAD 2022	
9:00 - 11:00	Hands-on WORKSHOP HOW TO ARCHITECT A SCIENTIFIC EXHIBITION Stefano Grande	14:30 - 16:30	Hands-on WORKSHOP HELLO, I AM A JOURNALIST Silvia Bencivelli
11:00 - 11:30	COFFEE BREAK	16:30 - 17:00	COFFEE BREAK
11:30 - 11:40	A city of science in Rome Giorgio Manzi, <i>Sapienza University</i>	17:00 - 17:20	Public communication of science in the post covid era: online, inclusive and aimed at an interestingly complex audience. Francesca Mazzotta, <i>National Institute of Nuclear Physics (INFN)</i> Cecilia Collà Ruvolo, <i>National Institute of Nuclear Physics (INFN)</i>
11:40 - 12:00	Crowdsourcing and public engagement in cultural heritage Anna Maria Marras, <i>University of Turin</i>	17:20 - 17:40	Pandemic, infodemic. Que reste-t-il? Marco Ferrazzoli, <i>CNR</i>
12:00 - 12:20	EUTOPIA Giovanni Lamanna, <i>LAPP - CNRS</i>	17:40 - 18:00	Astrophysics for Media and Journalists: INAF's version Marco Galliani <i>National Institute of Astrophysics (INAF Press Office)</i>
12:20 - 12:40	Embedding and Valuing University and Science Centre/Museums Partnerships Josh Barker, <i>University of Leicester</i>	18:00 - 18:10	Discussion
12:40 - 13:00	Equity in the UK supporting inclusive engagement using an understanding of science capital Shaaron Leverment, <i>Association for Science and Discovery Centres</i>		
13:00 - 14:30	LUNCH BREAK		

Participation



A total of 55 people attended the conference live.

The meetings were also streamed live on the channels of the Astronomical Observatory of Rome - INAF and received nearly 300 views:

Conference part 1: <https://youtu.be/s9JSc3FpyLM>

Conference part 2: <https://youtu.be/djDt6473iHI>

Conference part 3: <https://youtu.be/dJetAa1PnDI>

In addition to consortium members, researchers and science communication experts from other institutions and from other H2020 projects such as ESCAPE [<https://projectescape.eu/>], REINFORCE [<https://reinforceeu.eu/>] or ORP [<https://www.orp-h2020.eu/>] attended the meeting.