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EURO-CARES A PLAN FOR EUROPEAN CURATION OF RETURNED EXTRATERRESTRIAL SAMPLES

Work Package 8

Deliverable 8.9: Outreach Package

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Outreach Package (OP)

Background: Prior to preparing any materials for an Outreach Package (OP), the Work Package (WP) team held a strategy meeting to consider the content of the package.

- (i) what is the purpose of the OP?
- (ii) what will be the format and content of the OP?
- (iii) who is the audience and how will the OP be distributed?
- (iv) how will it be publicised?
- (v) how could it complement and support the educational material produced for school and university students (D8.6 and D8.7) and informal learners (D8.8)?
- (vi) how could it complement and support the remaining Deliverables: the publicity brochure for opinion formers (D8.10) and the Virtual Exhibit (D8.11)

Outcome: The following decisions were taken at the strategy meeting, regarding the material to be prepared for an OP

- (i) Most of the time was spent in consideration of the first two points above. It was decided that the main purpose of the OP was education, with a secondary aim of awareness raising.
- (ii) Following from (i), the OP will take the form of a televised lecture on the theme 'Space on Earth'.
- (iii) The audience is the general public – globally, not restricted to the EU. Because it was anticipated that the potential audience was global, the content would be delivered in English. Subtitling the lecture in a range of languages also remains an option. The lecture will be light-hearted, and at a general level, accessible for ages around 10 years old and upwards. The OP will be open access, and will be hosted on the EURO-CARES website, as well as uploaded to YouTube and other sites (vimeo, etc.) as appropriate.
- (iv) The OP will be advertised on the EURO-CARES website, as well as through social media, school networks and specialist societies
- (v) There will be links in the educational materials to the OP, and vice versa
- (vi) Links to the OP will be included in the material produced for D8.10 and D8.11

Content: The televised lecture 'Space on Earth' lasts around 40 minutes, and covers the same subject areas as the MOOC described in D8.8:

- What is extraterrestrial material?
 - Meteorites, Cosmic Dust, Space Debris, Remote Observation
- Where does extraterrestrial material come from?
 - Asteroid Belt, Moon, Mars, Comets
- How do we acquire extraterrestrial material?
 - Fall, Find, Atmosphere, Ice, Sample Return Missions
- How do we look after extraterrestrial material?
 - Planetary Protection, Curation
- How do we analyse extraterrestrial material?
 - Non-Invasive, Invasive, Destructive
- Why is it important to study extraterrestrial material?
 - Solar System formation and Evolution, Impact possibilities



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Current Position: the script for the lecture has been written, and copyright clearance completed for about 70% of the images. Three short 'talking heads' clips are in production for insertion into the lecture. We are currently finalising details of where the lecture will be filmed, and whether or not logistics allow for the presence of an audience of local school students.

Next Steps:

- (i) Complete production of the film
- (ii) 'Road Test' the resource by circulating links to the film to several different groups (school and university students, local astronomy society, etc) to view the rough cut of the film, requesting feedback to improve the material
- (iii) Upload the finalised OP to a dedicated section of the EURO-CARES website;
- (iv) Launch the resource in the UK through announcements in the newsletters and websites of the Association of Science Educators, the Geological Society and the Royal Astronomical Society, as well as the UK Space Agency and the STFC. Complement with announcements on social media, etc.
- (v) Launch the resource through appropriate channels in other EU countries.