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GENESIS-SKA outreach: how to catch general public, how to engage business - 20'

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The GENESIS-SKA project is supported as PRIN-INAF and its main goal is to study dust evolution, planet formation, and pre-biotic chemical complexity, in the context of preparation of SKA Key Programmes. The funding PRIN-INAF also accounts for communication, public and industrial outreach of the projects' scientific goals and results. This is the reason why the project has a dedicated outreach work package with a specific activities' plan that we would like to present and discuss with the scientific community. The scientific aspects of this project are especially well suited for outreach, being related to the fundamental question of broad interest: How did life emerge? But we can also take advantage of previous professional engagement in many outreach activities related to other science projects.

In this context we are therefore developing different activities for different targets and throughout different approaches: a website for peers, educational activities for schools, highly engaging talks for general public. For as regards industrial outreach we think that such activity is intended to enable businesses in general, from industry to SMEs and entrepreneurs, to be engaged in SKA-GENESIS and thus in the SKA project at large and their scientific and technological challenges.

In the talk we'll start from the analysis of different approaches in the engagement process which targets companies (e.g., industry days, conferences, participation to fairs), highlights the necessity of proposing new typology of activities applying innovative methodologies derived from other areas (e.g., barcamp, hackaton, experiential laboratory) and customized for the business audience.

The aim is to promote SKA-GENESIS and SKA visibility. This activity and a specific event locally organized (e.g., a Barcamp) could contribute at creating science-businesses interdisciplinary links at a more territorial level, engaging the several productive sectors (e.g., mainly consisting of SMEs) and the local business organizations. New approaches to industrial outreach allow new networking and collaboration with companies, especially at local level, opening the way for benefit of EU regional funds for research and innovation.

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