



OUTREACH ACTIVITY

Outreach and public engagement will be an important part of this DN. QSI partners have an outstanding track record and engagement in media coverage of their research, such as press releases, articles in public science magazines e.g. Physics Today, Physics World, interviews and podcasts on public radio, and participation in public events e.g. showcase events, general public conferences or career fairs.

All DCs will be offered training in communicating their research to a broad audience via CS1-3. All DCs will put this training into practice by engaging in outreach activities. During their doctoral career, each DC at QSI will be involved with **at least one outreach activity per year**. Some of these activities occur at a regular frequency throughout the programme. For instance, via QSI web site, there will be regular story-of-the-month updates, posted by DCs, pitched at the public audience. These public posts will benefit from all sorts of modern communication technology in the form of multi-media releases and interactive platforms. Also, via the regular digital newsletter, DCs will have the opportunity to inform scientists, policymakers and industrial players on the scientific advances achieved in Associated with document Ref. Ares(2022)4533596 - 20/06/2022 Project: 101072637 — QSI— HORIZON-MSCA-DN-2021 27 their projects.

In addition, each DC will approach the local/regional government to promote the importance of QS technologies and their impact on our society. Throughout their PhD, DCs will be keen in using all communication means to engage with the public. In particular, they will take the opportunity to make press releases about the results of their projects and how these results could be relevant to the general public.

They will be distributed worldwide in well-known and established media, such as CORDIS Wire as well as through each partner institution's press office, and will cultivate print and online coverage, television and radio interviews, and other publicity. A press release will be launched immediately after the start of the programme. Additional press releases will be given on a regular basis aligned to the progress of the DC's projects.

DCs will also engage in Open Day activities in their own Schools to publicise the QS technologies to undergraduate and postgraduate students. In addition to the above continuous efforts, DCs will deliver three outreach activities, which will all be overseen by WP7 leader:

- Outreach Day 1 (OD1), Engaging in local public-science events. In their first year of study, DCs will partake in local science festivals and events in their regions, e.g., the 'Be Curious' British Science Week, the Fête de la Science in Paris (<http://www.fetedelascience.fr/>), the "La note dei Ricercatori" in Padova (<https://venetonightpadova.it>), the "Pint of Science Festival" in the Netherlands (<https://www.pintofscience.nl>), and the Nuit de la Science Geneva, the UNIGE's Physiscope (<http://www.physiscope.ch/>), to attract a broad range of people to the fascinations of science. The main objective is to present basic scientific phenomena to an audience of different ages in a simple, exciting, and tangible way. To prepare for this event, DCs are encouraged to visit similar events throughout the year, and plan in advance for their role in and contribution to their local event.
- Outreach Day 2 (OD2), Science art contest. With the help of local Outreach Officers at each partner, in the second year of study, DCs will give a public talk (e.g. in secondary schools in and around their city of residence), and encourage participants to take part in a science art contest



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organized by QSI. Participants should submit, possibly in digital format, any art form (e.g., poetry, music, design, painting, sculpture, and video) on a related scientific subject. All submissions will be shown throughout the week that QSIW holds, and based on the votes from the members of the public, the best three contributions will be awarded. This art competition will engage the public with the frontiers of science in an exciting and engaging way.

- Outreach Day 3 (OD3), QSI open day. In conjunction with the QSIC, there will be an Open Day, where members of the public will be invited to public lectures, given by lead scientists in the field, demonstrations, and (virtual) laboratory tours based on the QSI's research and industrial partners. They will have the opportunity to talk one-on-one with all the DCs and scientists involved and learn about their work first hand.