

STIMULATING PUBLIC ATTITUDE TOWARDS ADVANCED MATERIALS

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WHY IS OUTREACH IMPORTANT?

Encouraging outreach activities is a way to bring the general public closer to scientists.

People must be informed on: the economical, societal, environmental impact of scientific results

REACH.OUT! is a science communication competition that aims to award those who have participated in a public outreach activity in the EU. The Reach.Out! Award ceremony will be held during E-MRS Spring Meeting 2014 in Lille, France

Find out more and participate at:
www.materialsfuture.eu/en/community/contests
www.emrs-strasbourg.com

"More than 70% of all technical innovations today depend on the development of Advanced Materials."

STIMULATE project aims to:

- Introduce and attract **young people** to the field of **Advanced Materials**
- Pass the message that **"advanced materials are our allies for a sustainable future"**
- Bridge the gap between the scientists and the **general public**
- Encourage scientific **outreach** activities

Are you considering studying in the following fields in order to get jobs requiring scientific education?

| | Yes, definitely | Yes, probably | No, probably no | No, definitely no |
|------------------------------|-----------------|---------------|-----------------|-------------------|
| Social sciences / humanities | 16 | 23 | 17 | 43 |
| Economics / business | 15 | 21 | 16 | 46 |
| Biology, medicine | 13 | 18 | 16 | 52 |
| Engineering | 11 | 17 | 17 | 54 |
| Natural sciences | 10 | 15 | 19 | 54 |
| Mathematics | 9 | 15 | 17 | 57 |

Base: all respondents %EU27, DK/NA not shown

#MATERIALSFUTURE

Materials Really Matter!

www.materialsfuture.eu

Facebook: "Materials Future" in Facebook
Twitter: "Materials Future" tweets @MATERIALSFUTUR1
YouTube: "Materials Future" in YouTube

Who should have the biggest influence in your country on decisions about the division of research funds?

| | Firstly | Secondly |
|--------------------------|---------|----------|
| The citizens | 26 | 18 |
| The scientific community | 20 | 17 |
| The government | 18 | 20 |
| Research organisations | 16 | 17 |
| The European Union | 13 | 16 |
| Private enterprises | 2 | 5 |
| The media | 2 | 3 |
| DK/NA | 3 | 5 |

Base: all respondents %EU27

OUR PRODUCTS

FILM

A **documentary film** based on strong **character-led feature stories**, will visualise materials science concepts through dynamic real-world examples.

GAME

A **serious video game** comprising **puzzle and action games** will be freely available **online** in order to communicate in an interactive way the power and importance of Advanced Materials.

ONLINE PORTAL

A **web portal** will be the entrance to the film and the game, providing also several educational resources and many ways of interaction with scientists.

JOIN US

Become member of our online Community and contribute in one or more of the following ways:

- Add you research
- Post an article
- Proof read articles
- Translate
- Become moderator in our forum
- Become one of our Ambassadors

Contact us by e-mail: contact@materialsfuture.eu

We will be delighted to hear from you!

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PARTNERS

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