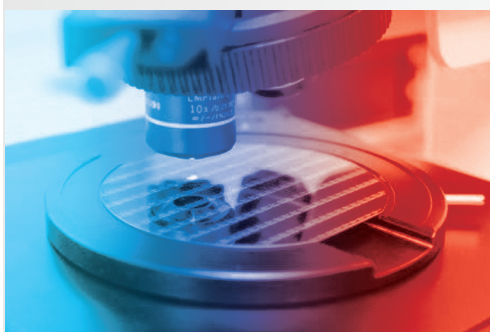




THE PROJECT "STIMULATE"

Stimulate the public attitude towards Advanced Materials



More than **70% of all technical innovations** today depend on the development of Advanced Materials. Advanced Materials enable a **sustainable, smart and inclusive economic growth**.

WHAT IS STIMULATE

STIMULATE is an exciting project that aims to:

- introduce and attract young people to the field of Advanced Materials
- highlight the importance of materials research
- bridge the gap between the scientists and the general public
- encourage scientific outreach activities

"Advanced Materials are our allies for a sustainable future"

We aim to communicate this message in 23 European languages through our free products:

- A character-led documentary **film**
- A web based **serious game**
- Online **educational resources**

THE FILM



"Materials are the stepping-stones we use to pick our way through history. Materials Science is set to define the next half-century of human evolution and it promises to revolutionise every aspect of our lives."

- A **documentary film** will be produced with Advanced Materials as its central core
- In a collection of strong **character-led feature stories**, dynamic real-world examples of materials science concepts will be visualised
- The film will appeal to viewers with **no scientific background** with emphasis on **young adults**

THE GAME



"This serious game places the players in the middle of the hunt for future materials. Materials that will help create a sustainable future, cure disease and make future life a better life. A future hero is needed. Will you answer the call?"

- A **serious video game** will be freely available **online** in order to communicate in an interactive way the power and importance of Advanced Materials
- **Puzzle and action games** will introduce the Advanced Materials behind some of the most important fields of our everyday lives
- This game is targeted mainly towards **teenagers**

Reach.Out!

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

Reach.Out! is a science communication competition that aims to award the members of the European Materials Community who have participated in a public outreach activity in the EU.

This outreach activity must be related to Advanced Materials and its main aim must have been to uncover, to the non-specialists, one or more of the following aspects:

- Applications
- Impact on the creation of sustainable societies
- Impact on the economy
- Possible controversies

Types of eligible outreach activities

Project ideas may include tools like:

- ✓ Popular science articles, blogging, storytelling
- ✓ Experimental exhibitions, science shows
- ✓ Theatre, music or stand-up comedy shows
- ✓ Videos or mini documentaries
- ✓ Café scientifique talks or presentations
- ✓ Science and Art blending
- ✓ Games

Find out more and **participate** at:

www.materialsfuture.eu/en/community/contests/
www.emrs-strasbourg.com

