



# STRATEGY OF POPULARISATION ACTIVITIES OF THE INSTITUTE OF ATMOSPHERIC PHYSICS OF THE CZECH ACADEMY OF SCIENCES

With financial support from the project “Development of Capacities for Research and Development at Institute of Atmospheric Physics of the Czech Academy of Sciences, v. v. i.”, Reg. No. CZ.02.2.69/0.0/0.0/18\_054/0014500, **the Institute of Atmospheric Physics of the Czech Academy of Sciences** (hereinafter referred to as the “IAP CAS”) has drawn up the following popularisation strategy as an output of voluntary popularisation activity.

The document presents goals, means and processes set within *Strategic setting and development of popularisation of research and development at the IAP CAS*. The main role of a public research institution like the IAP CAS is to do science. Beside this, other activities of the Institute include also popularising and presenting the work of the Institute’s researchers to the lay as well as professional public.

## 1. Popularisation goals

Science and research popularisation means a process in which scientific results and processes are distributed so as to attract, in particular, the young generation and the lay part of the population and to arouse their interest in further knowledge. Through a wide range of media and by organising a number of popular science events, competitions, and using other promotional tools, the Institute’s researchers who are actively involved in the popularisation try not only to communicate science in an attractive way, but also to educate the specific target group of the population which is targeted by such events. These groups are usually not only university and secondary school students, but also primary school pupils or lay people from the general public.

In addition to the above, within the framework of the popularisation, activities are organised that are aimed at professional public and which target the establishment of cooperation within and across disciplines.

## 2. Target audience

Popularisation can be categorised on the basis of the target groups into which it is targeted. These categories include, without limitation:

- **Primary school pupils** – popularisation activities for this group primarily include building and strengthening a positive relationship with the given scientific disciplines, which should motivate the youngest generation to pursue a career in a scientific environment;
- **Secondary school students and graduates** – this group, in addition to the results from the scientific fields, is also presented with the possibilities of studying at cooperating university faculties and provided with specialised lectures. Tours of the Institute’s premises and observatories are also organised. Visits by the Institute’s staff to secondary schools are also of great importance in order to popularise and promote science;
- **University-level students** – in this case, this is predominantly about motivating students to greater activity in research, particularly promoting the possibility of





supervision of PhD theses. The intention is to increase the knowledge of scientific research results and to strengthen a positive attitude to research;

- **General lay public** – for this group, the aim is to highlight the importance of basic and applied research for the society, to introduce scientific results and their application and to strengthen the prestige of scientific and research professions. Considerable public funds are used to support research; therefore, it is necessary to ensure that the public is more aware of the importance of scientific research and the usability of its results;
- **Private business sector and other entities operating in R&D fields** – for this group, the goal is to introduce, and possibly implement, mutually beneficial cooperation that helps companies and other institutions increase their efficiency and competitiveness in the market. On the other hand, due to this cooperation, research organisations can put the results of their research into practice and profit from them;
- **Expert scientific community** – through popularisation and specialised events, researchers expand their knowledge in other disciplines of science and research, which strengthens interdisciplinary collaboration.

### 3. Means of popularisation

The means of popularisation can be divided based on various activities. These include, without limitation, the following options:

- Mass media such as TV, radio, printed and electronic periodicals;
- Website of the institution, which must be well designed in bilingual format and user-friendly. In particular, however, it should offer up-to-date information and, where appropriate, useful online services;
- Social Media, which is very effective and appeals predominantly to a large number of young people in particular. The Institute as well as specialised popularisers can present themselves on Facebook, Instagram, YouTube, Twitter and other such platforms;
- Various fairs, especially those focused directly on science and research, but also post-secondary education fairs, etc.;
- Promotional trips organised to present the IAP CAS and its results in science and research. In the case of secondary schools, in addition to the presentation of the Institute, special lectures can also be given to motivate the students to studies at universities and subsequent scientific work. In the case of universities, the trips include, in particular, introduction to scientific work and possibilities to be involved in doing science, for instance, in the form of supervision of Bachelor's theses, diplomas and doctoral dissertations by an IAP CAS researcher;
- Excursions and tours of the Institute's premises – in the case of secondary schools, universities and wider public, this involves visits to scientific workplaces and observatories, e.g. in the form of an Open Day;
- Other popularisation events for the lay and professional public, which can be irregular lectures, workshops or various courses focused on the popularisation of science and research.





## 4. Popularisation processes

In order to make the work in the area of popularisation of science and presentation of the Institute to the public and media more effective, an advisory body for the Director has been established – the Popularisation Committee. This Committee is composed so that all the Institute's departments and work groups are represented. In the performance of its tasks, the Committee cooperates especially with researchers and students involved in the popularisation and the IAP's Director. The Committee meets regularly and informs the IAP CAS's Director and the Board of the IAP of its activity.

Presentation and popularisation of the obtained results and research as such is one of the remuneration criteria for the employees, by which the IAP CAS supports these activities of the employees. At the same time, these activities are one of the criteria for periodic evaluations of the researchers.

Further, the popularisation processes set in the IAP CAS may be summarised as follows:

### a) Media

The IAP CAS staff may independently, or through targeted addressing, provide information on the results and procedures of scientific work to all standard media (TV, radio, etc.). The results may be in the form of an article, spoken input, interview, etc. The contact details of the IAP CAS employees that are relevant in respect of a given topic are passed directly or by the Popularisation Committee members and the member of the Council of Popularisers of the Academy of Sciences. Further, outstanding scientific results and popularisation events may be published, in particular because of their reach, through press releases that are drawn up and published by the Press Office of the Academy of Sciences. Information is passed to the Press Office of the Academy of Sciences either directly or through the members of the Popularisation Committee.

### b) Website

Up-to-date information on scientists and their contact details, professional activity, projects that are under process and popularisation activities is regularly published on the website. The website is administered by an authorised person (webmaster) who ensures the publication of the above information. Each department appoints a person that is responsible for the administration of its own part of the website and provides information to the webmaster.

### c) Social networks

The IAP CAS staff can use the social media channels of the Czech Academy of Sciences (Facebook, Twitter, etc.) to popularise outstanding results or promote popularisation events, especially because of their wide audience and reach. The information is provided either directly or through the members of the Popularisation Committee.

### d) Popularisation activities

As part of its popularisation activities, the IAP CAS repeatedly takes part and participates in the number of educational and popularisation events for wider public. All the activities are presented on the website and through the social media channels of





the Czech Academy of Sciences. In cooperation with the Centre of Administration and Operation of the Czech Academy of Sciences, the Institute actively collaborates to popularise the scientific results of research, in particular by participating in major events such as Earth Day, a Science Fair or the Week of the Czech Academy of Sciences.

e) Lectures for secondary schools and universities

As part of their popularisation, and especially educational, activities, the IAP CAS employees regularly give lectures at secondary schools and universities. The aim is to educate and to present science and research as necessary part of a modern and successful society. Some of the employees are at the same time also university and secondary school teachers and supervise Bachelor's theses, diplomas and doctoral dissertations. The IAP CAS employees also regularly conduct secondary school internships as part of the Open Science project. For primary and secondary schools, the Institute offers onsite as well as online lectures published on the Institute's website.

f) Activities for the professional public

The IAP CAS researchers publish the results of their scientific work in leading scientific journals and collections. Moreover, the results of their work are presented at domestic as well as international conferences and symposia.

g) Regular special seminars

The IAP CAS organises regular special seminars at which the Institute's employees and external guests give lectures. For these purposes, the Institute has been equipped with audio-visual technology that responds to the requirements of onsite as well as hybrid/online lectures.

