
Public Outreach at the Universe Cluster

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Excellence Cluster Universe

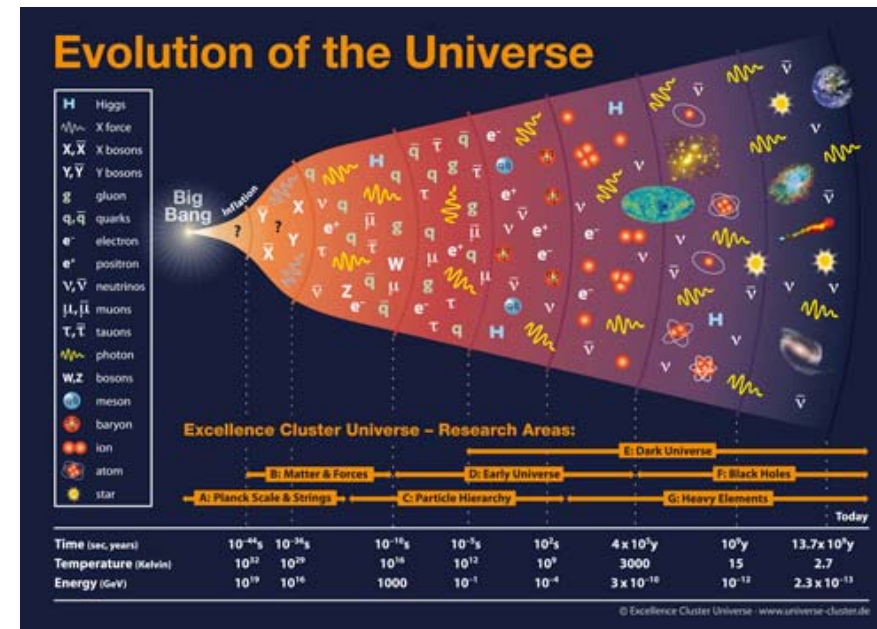
Outline

- Our institution
- Public Outreach
- Co-operation and future

The Excellence Cluster Universe

Background

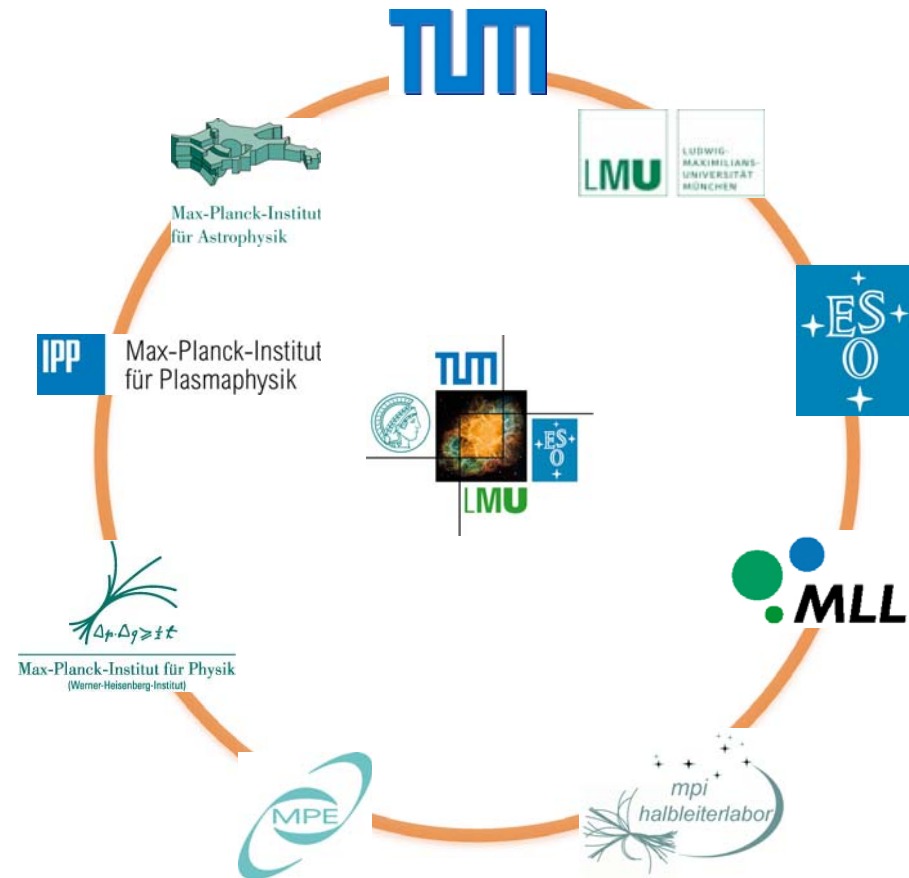
- Founded in October 2006
- Framework: the German Excellence Initiative
- Duration: Five years, initially
- Located at TUM
- Goal: Boost for research in cosmology and astrophysics in Germany
- Collaboration of wide range of disciplines



The Excellence Cluster Universe

Partners

- Technische Universität München (TUM), Physik Department
- Ludwig-Maximilians-Universität München (LMU), Fakultät für Physik, Universitätssternwarte
- Europäische Südsternwarte (ESO)
- Max-Planck-Institut für Astrophysik (MPA)
- Max-Planck-Institut für extraterrestrische Physik (MPE)
- Max-Planck-Institut für Physik (MPP)
- Max-Planck-Institut für Plasmaphysik (IPP)
- Maier-Leibnitz-Laboratorium der LMU/TUM
- Halbleiterlabor der Max-Planck-Gesellschaft



The Excellence Initiative

Background

- Funding program of the German Federal Government and the States; decided in 2005
- Incentive for research and university education in Germany
- 1.9 billion Euros for 5 years
- Three Funding Tracks: excellence clusters, graduate schools and future concepts
- Led by DFG

Deutsche
Forschungsgemeinschaft
DFG

Today in Germany

- Excellence Clusters: 37
- Graduate Schools: 39
- Future Concepts: 9
- Elite Universities: 9, including TUM and LMU

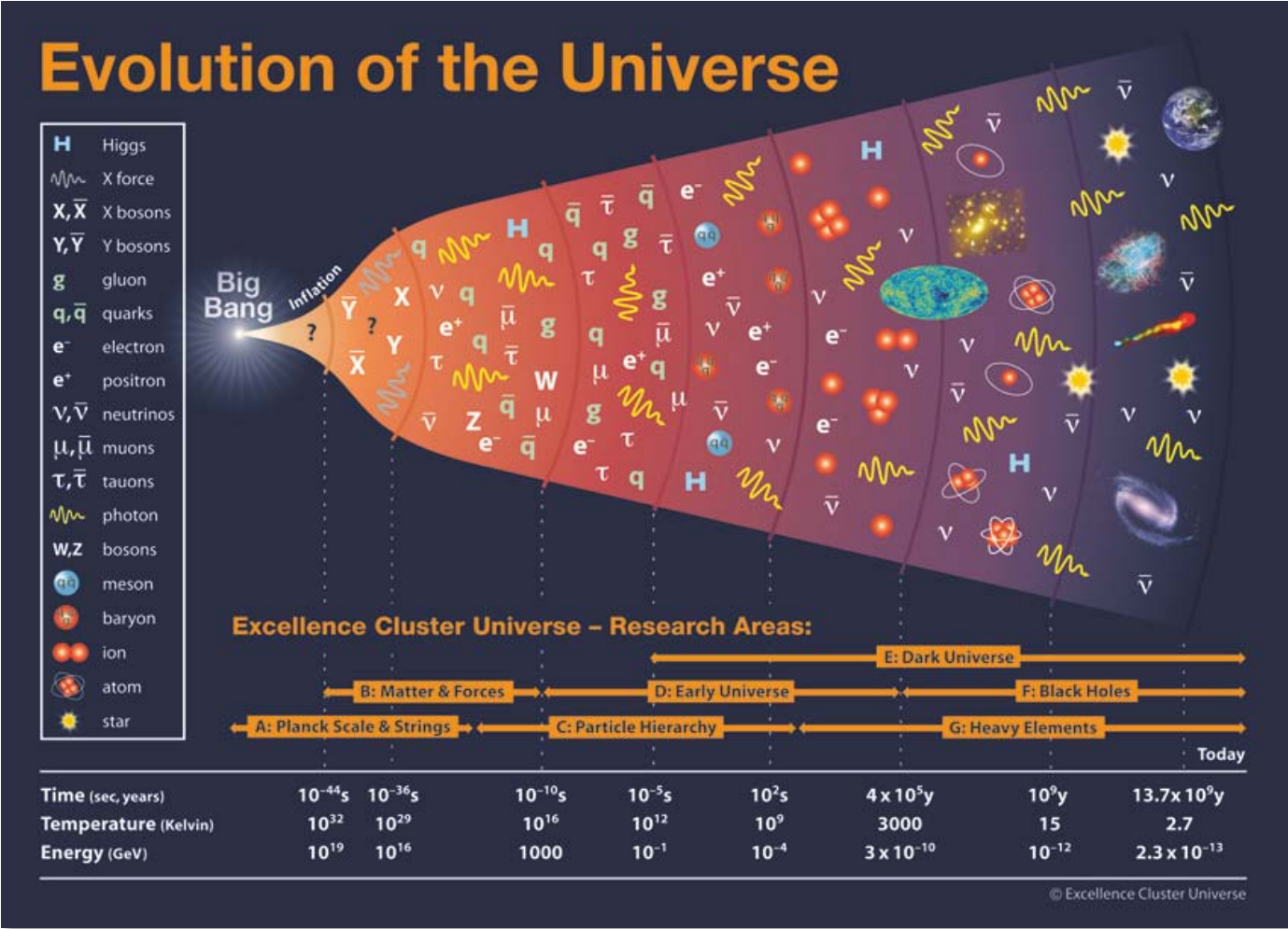
The Cluster Today

Facts and Figures

- Funding from 2006 to 2011: 39 Mio Euros
- Own building since August 2007
- Staff for general management, scientific and P.O. coordination, accounting, IT
- 7 out of ten Junior Research Groups installed
- 80 Principal Investigators
- 50 visiting scientists
- more than 200 research members
- International Cooperations



Research Areas in the Cluster



Research at the Universe Cluster

Local Investments

- Underground Laboratory
- Ultra-cold neutron source
- Modernization of the Wendelstein Observatory



Highlights

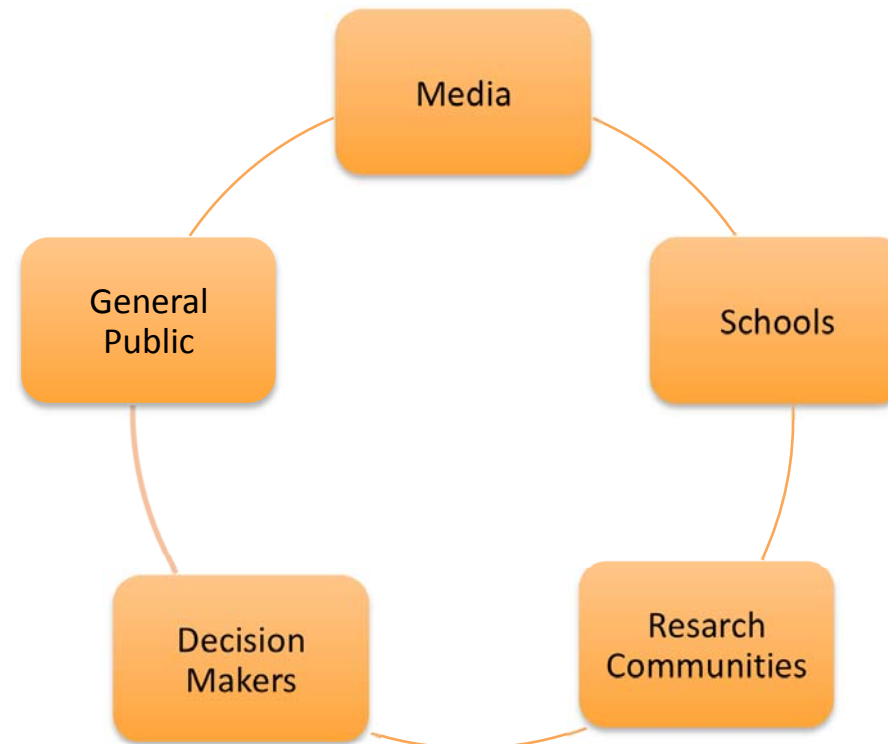
- Extensive collaborations between researchers of all institutions
- RA A: Construction of string vacua and new brane solutions
- RA B: first real time detection of solar neutrinos (BOREXINO)
- RA C: First operation of a high yield UCN source at a TRIGA reactor
- RAA-D: LHC start and first beam circulations
- RA E: Measurement of growth rate of cosmic structures at high redshift
- RA F: Detection of most massive black hole (MX33) with Chandra
- RA G: Progress in understanding neutrino driven core-collapse supernova

Public Outreach at the Universe Cluster

Communication goals

- Awareness and visibility
- Scientific success stories
- Attractive place to do research
- Recruitment of excellent young scientists
- provide “proof of concept”
- Most importantly: safeguarding our future

Target Groups



Activities I

Public Events

- Cluster Opening 2007
- Science Night 2007
- Science Mile at 850-year celebration (2008)
- Astronomy Day (2008)
- Open Day in Garching (2008)
- Seminar Series at the Deutsche Museum
- Public Talks



Activities II

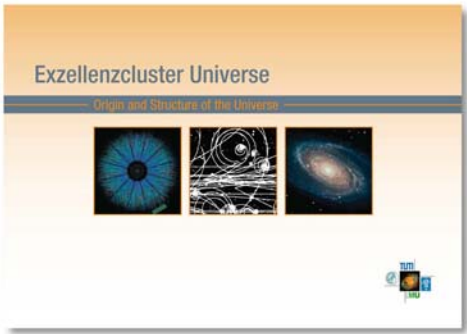
Media

- Press releases
- Featured articles
- Interviews
- Participation at Blog "Kosmologs"



Publications

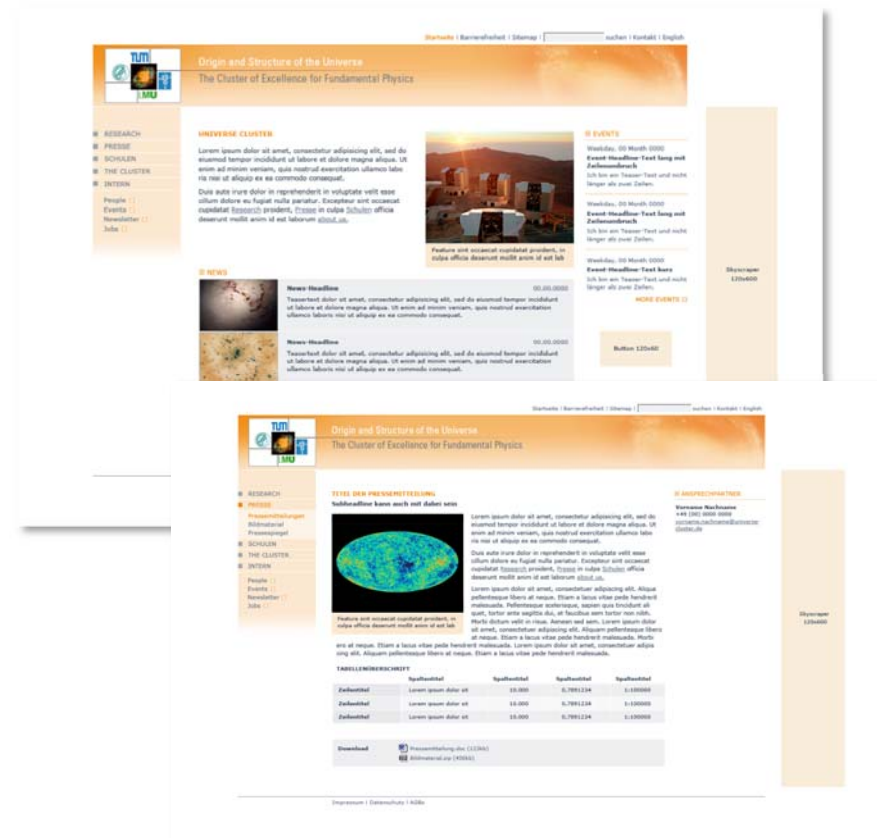
- Bimonthly newsletter
- Cluster brochure
- Event flyers and posters



Activities III

Website

- All news and events
- Background information on research and researchers
- Presentation of Cluster institutions and their activities
- Currently under construction:
 - CMS based on Typo 3
 - to become more admin- and user-friendly



Activities IV

Schools

- Training for teachers
- Visits/talks at schools
- Guided tours through Cluster institutions



Lobbying

- Meetings with decision makers in politics and science
- Installation of „Friends of the Universe“

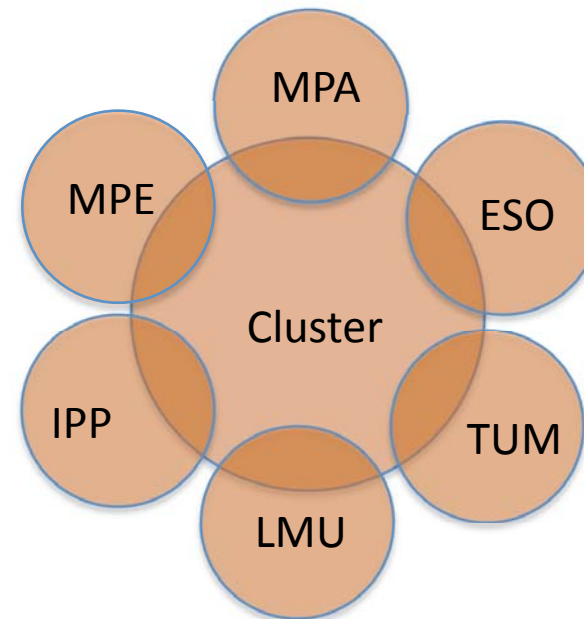
Co-operation with Partner Institutions

Situation

- Good co-operation on some fields
- Independent institutions
- Umbrella institution younger than constituents
- Different philosophies
- Grown structures and „housekeeping“
- Intellectual property of results

Outlook

- Find and exploit synergies
- Sharing of research results
- Joint „marketing“ activities



Future (and joint) activities

Press

- Strengthen Media Relations
- More and more substantial press releases
- Interviews on breakthrough events
- Media training for speakers

General

- Event-Marketing
- Exchange of Website Links, Content
- Use Cluster Website as common platform, e.g. program for schools

Public Events

Join Forces for

- IYA 2009
- Open Day Event in Garching





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