

## European Day of Exchange on Chemistry Outreach

Wednesday, May 23, 2018

Sète, Salle Le Palace

9h-9h30 Welcome coffee

### 9h30-10h30 Introduction

- 9h30-9h35 Presentation of "Chimie et Société": objectives of the commission and of the day
- 9h35-10h05 Presentation of invited speakers (5 min each): main activity, activity in the field of scientific outreach, opinion on the importance of outreach actions in chemistry
- 10h05-10h30 Presentation of participants: origin and expectations of participants

### 10h30-12h Exchange 1

#### How to meet chemistry at home via social media?

- 10h30-10h45 Martyn Poliakoff, Université de Nottingham (Royaume Uni)
- 10h45-11h Michel Claessens, Commission Européenne (Belgique)
- 11h-11h15 Jonathan Rangapanaiken, CNRS (France)
- 11h15-11h35 Cross views of the invited speakers
- 11h35-12h Exchange with the participants

**Topics:** What are the key points of content and functionality of a chemistry discovery site for the public to be interested and faithful? How to use websites and web platforms with so-called "social" features? With which tools? What are the methods to develop exchanges of information between individuals - curious or not, professional or general public - (forums, blogs open to comments ...)? On which social media, contents can be shared (articles, photos, e-zines, videos, messages ...)

12h-13h30 Buffet lunch

### 13h30-15h Exchange 2

#### Chemistry outreach and teaching: a hybrid plan

- 13h30-13h45 Carla Morais, Université de Porto (Portugal)
- 13h45-14h Didier Perret, Le Chimiscope (Suisse)
- 14h-14h15 Sokunthéa Thlang, Palais de la découverte (France)
- 14h15-14h35 Cross views of the invited speakers
- 14h35-15h Exchange with the participants

**Topics:** What are the possible and relevant crossovers between mediation and teaching? How to describe the place of the teacher / mediator in the initiation to chemistry? What are the new methods of teaching and mediation in chemistry? Why and when to use multimedia, plastic and live arts and educational technologies in chemistry education? What are the innovative, fun and interactive experiences to offer? Under which conditions can they be proposed them (arrangement, circulation, comfort ...)?

### 15h-15h15 Coffee break

### 15h15 - 16h45 Exchange 3

#### Chemistry outreach through events

- 15h15-15h30 Alice Soldà, EYCN (Italie) and Camille Oger, EYCN (France)
- 15h30-15h45 Damien Jayat, Toulouse (France)
- 15h45-16h Jonathan Rangapanaiken, CNRS (France)
- 16h-16h25 Cross views of the invited speakers
- 16h25-16h45 Exchange with the participants

**Topics:** How to build an accessible and surprising event around chemistry (live arts, rally, digital event ...)? How to use new technologies and digital innovations to generate interest and questioning? How to make an interactive and participatory event? When to offer the public the opportunity to also do their show (drone for a live streaming, community wall ...)? How to arouse emotion through memorable experiences, creating value (data analysis)? What is *Mixed Reality*? How to make unusual, multi-sensory and transcendent experiences through immersive technologies?

### 16h45-17h30 Conclusion and perspectives

Exchanges between speakers and participants to identify new directions of action.