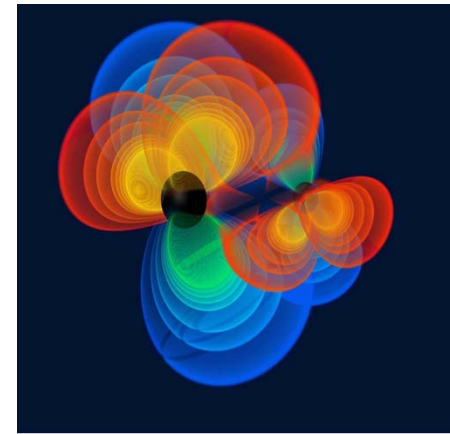
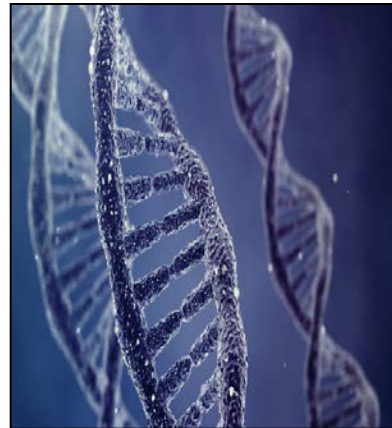
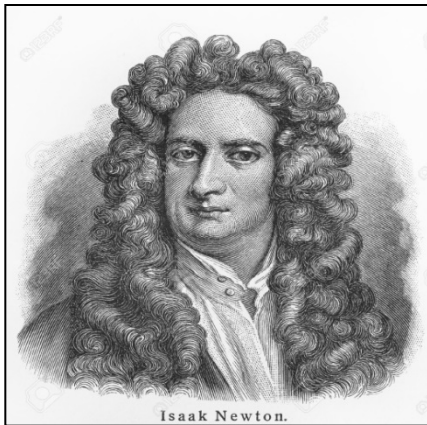


Opening new windows on science

Christopher Buratta

Science and Technology Facilities Council

Science opens new windows on the world



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Science allows us to see the world differently

Communicators open new windows on science?



Science allows **us** to see the world
differently

Why we must make **US** bigger

Engaging with larger, more diverse audiences maximises the potential benefits

If we are to tackle global 21st Century challenges we need to draw talent from the widest pool

It is publically funded and we have a duty to engage

Strategic theme:
**Building Science
Capital**

- inspire the next generation of scientists/engineers
- feed the STEM skills requirements for the UK and STFC.
- target 8-13 year-olds to engage with, study, or work in STEM.
- reach new and diverse groups to contribute to the wider goal of gender equality and diversity in our sciences.



Audience

Eight to 13 year olds

With a dedicated focus on:

- Low science capital
- Increased reach into geographic areas remote from STEM activities

Influencers

- Teachers
- Families
- Youth leaders
- STEM ambassadors
- Science communicators

Insight

- Misconception about the routes to entry, ie. It is only “for the brainy” creating a “not for me” barrier
- Despite widely held positive views, the majority of 10-14 year olds do not aspire to science careers– not viewed as “useful”
- Many struggle to name STEM career other than “scientist”

Kings College London, Aspires2

<http://www.kcl.ac.uk/sspp/departments/education/research/ASPIRES/Index.aspx>

Strategic theme:
Building Science
Capital

Campaign(s)

Campaign: #teamscience

Objective:

The campaign will **increase the aspirations of STEM careers** in key audience (**8-13 year-olds, low science capital**) and **improve the diversity balance** of those undertaking post-16 STEM subjects or training.

The campaign will utilise a multi-channel approach to present science and engineering as a “team game”.





Take part
with science

Test through focus groups

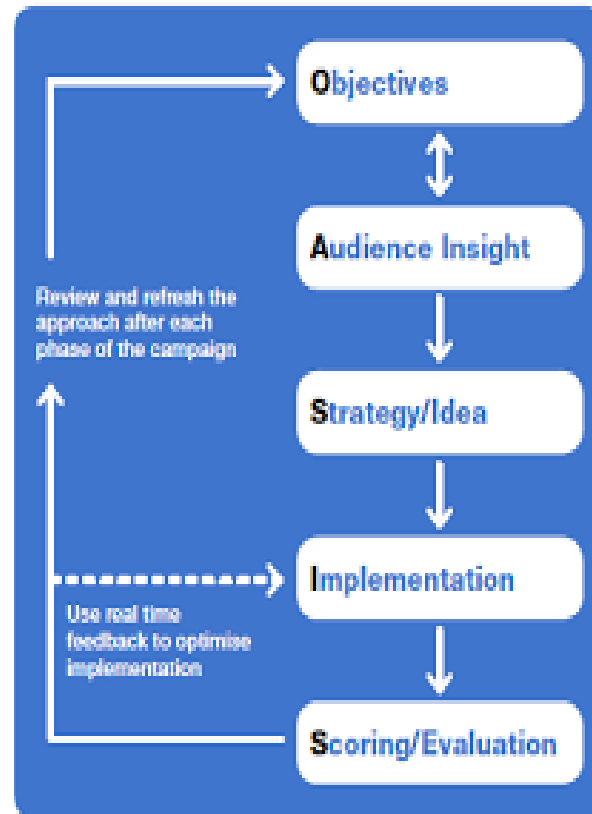


Think big
with science



Level up
with science

Opening new windows on science



“We are what we repeatedly do. Excellence then, is not an act but a habit”

- Aristotle



Science & Technology
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