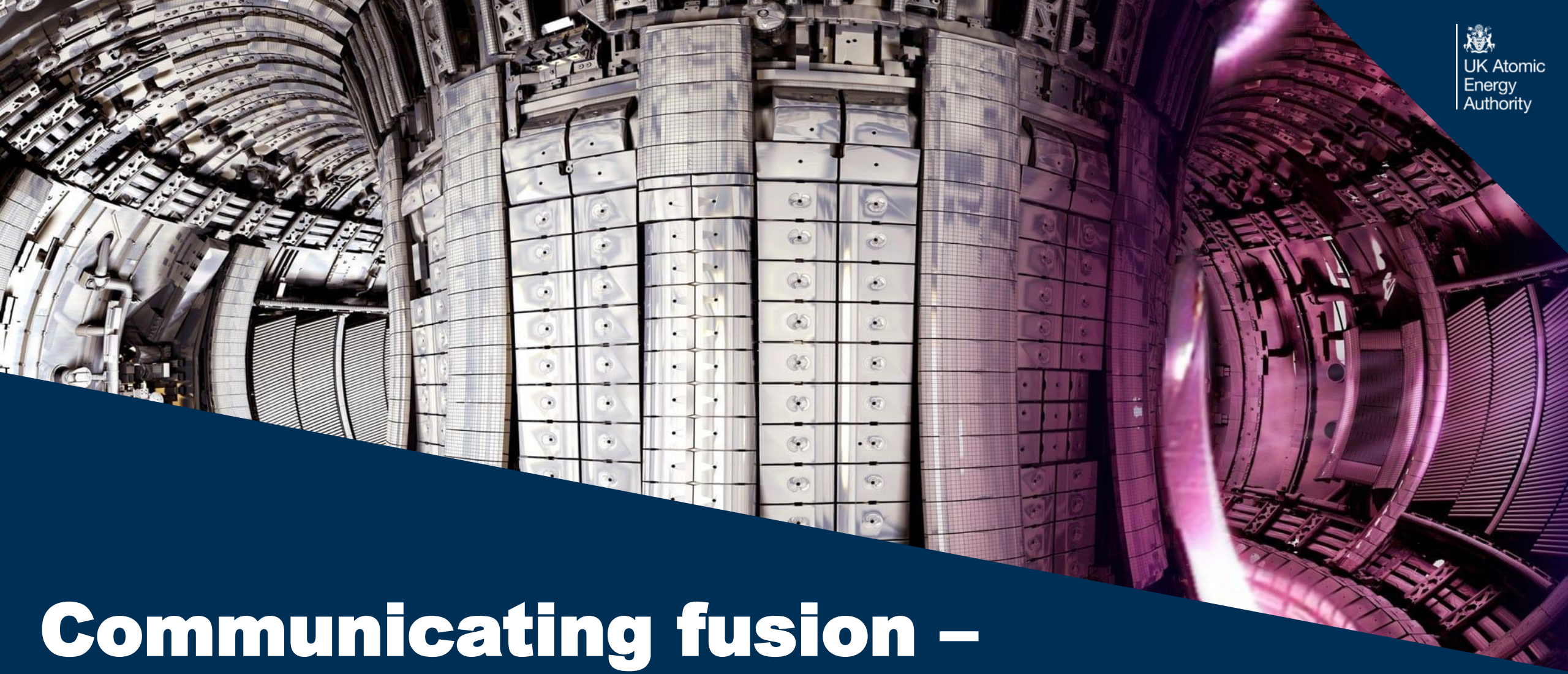


UK Atomic Energy Authority

Communicating fusion – outreach

Chris Warrick

Why?

UK Atomic Energy Authority

Spread awareness of fusion	Increase knowledge of fusion	Encourage a love of STEM	‘Science is for me’
Increase diversity in STEM	‘Hearts and Minds’	Social/ moral responsibility	Careers and recruitment (long lead times)
Build relationships with communities	Local awareness of our activities	Staff Training	Society expects us to do outreach …

To Whom?

UK Atomic Energy Authority

Public

Often the scientifically literate ; those interested. Challenge to reach more sceptical groups e.g. green / environmental groups ; climate sceptics ....

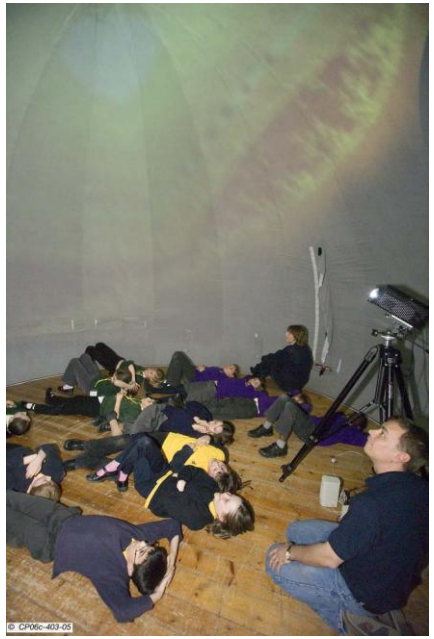
Education

Primary School – KS2
Secondary School – KS4 and 5
University – undergrad, masters, PhDs

How?

THE UK'S FUSION RESEARCH LABORATORY
VIP

THE FUTURE IS FUSION
WHAT IS
WHY IS IT SO CHALLENGING?
WHAT'S THE SOLUTION?
Robotics for fusion energy
UK Atomic Energy Authority
UK Atomic Energy



Where?

Local to Culham, UKAEA Yorkshire and increasingly W Burton is very important.

Real focus on visits to Culham

Some national events – New Scientist Live (overlaps with media, politicians)

It works ...

Impossible to measure effectiveness / give ROI etc.

But occasionally you see the fruits of your labour ...