

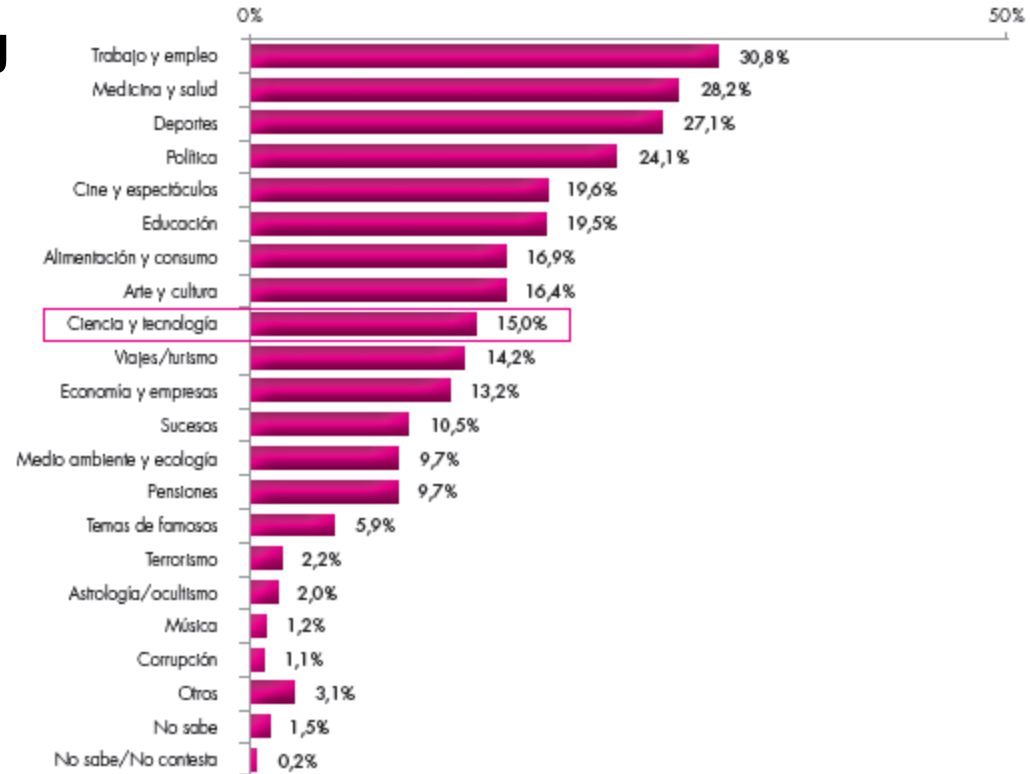


# The ALBA Open Day

*A party for scientists and the general public*



- Still not good but **it's making progress**
- Since 2008, **informative interest in science** has increased by 60%.
- Spanish people believe that **benefits of science are bigger than prejudices.**

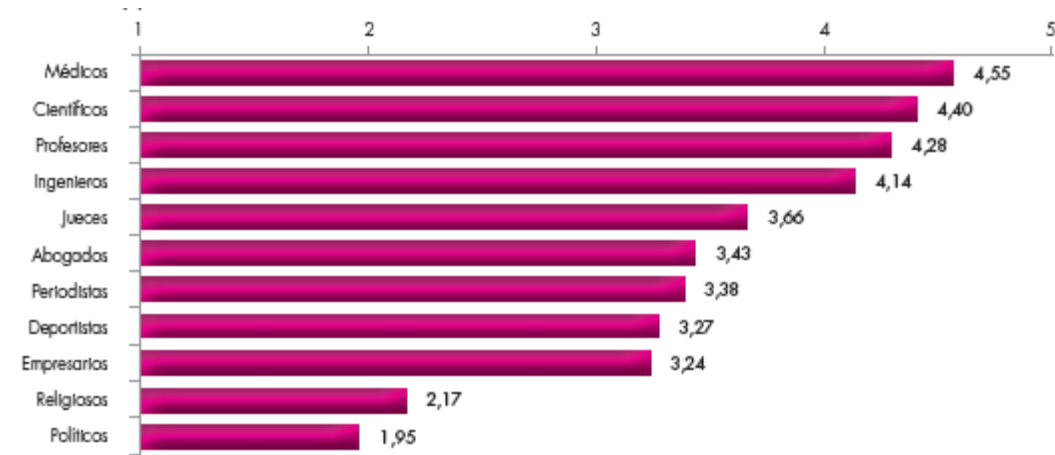


Fuente: FECYT, EPSCT2014.

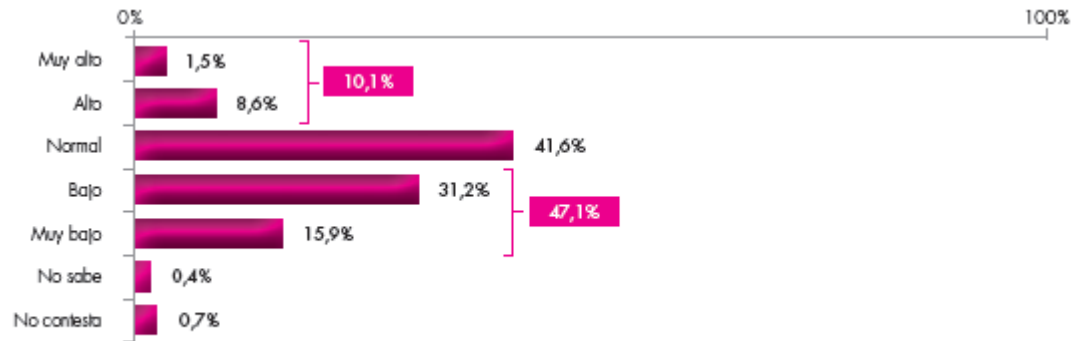
FECYT, 2014

- Most appreciated jobs are **doctors and scientists**
- Still **24.3%** of Spanish population is **not keen on science**, because:
  - It's not appealing for them (39,4%)
  - It's not understandable (35,9%)

FECYT, 2014



Fuente: FECYT, EPSCT2014.



Fuente: FECYT, EPSCT2014.



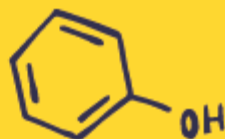
# ALBA Open Day, our flagship event



20 MAYO  
2017



**OPEN DAY**  
JORNADA DE PUERTAS ABIERTAS



# The ALBA Synchrotron

**A national facility**

A complex of electron accelerators for analysing the structure of matter at atomic and molecular level





**In Cerdanyola del Vallès, 10 kms from Barcelona**



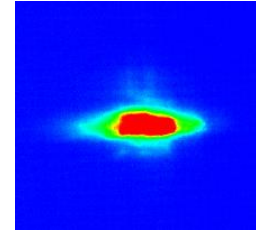


# A complex of accelerators to emit synchrotron light





# Brief history



1990

First attempt to obtain funding

2003

Project is approved

2006

Construction begins

2009

Accelerators are installed

2011

Electron beam in the storage ring

2012

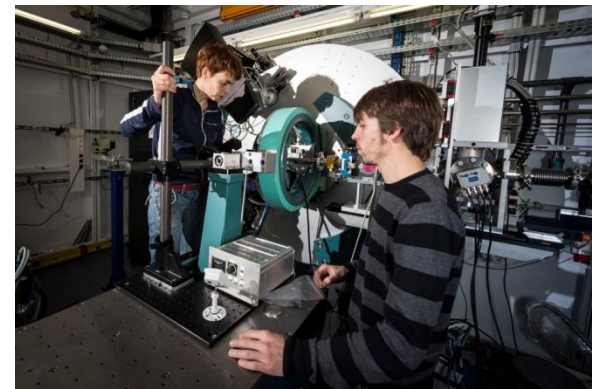
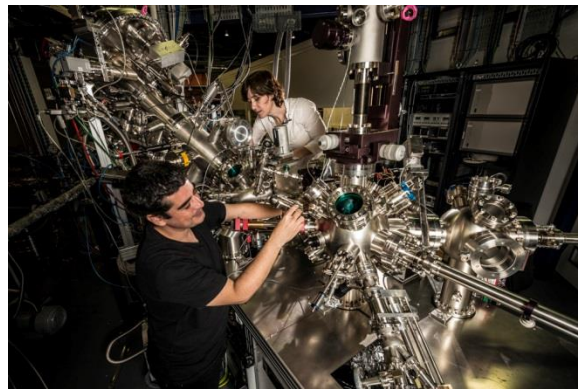
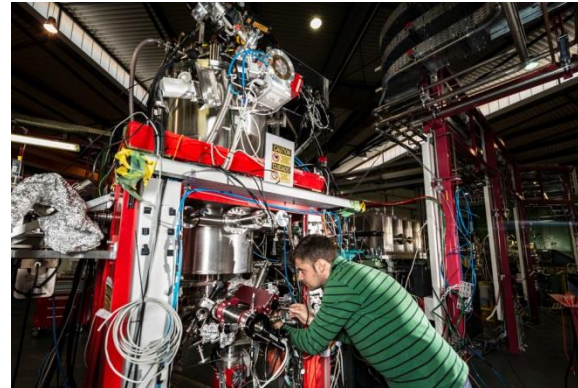
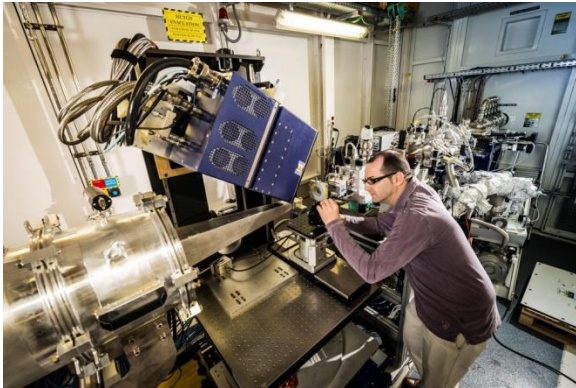
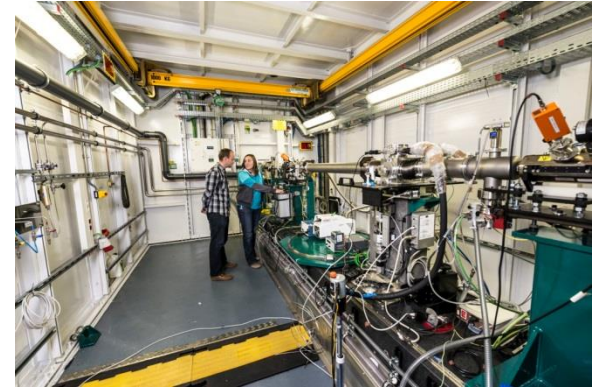
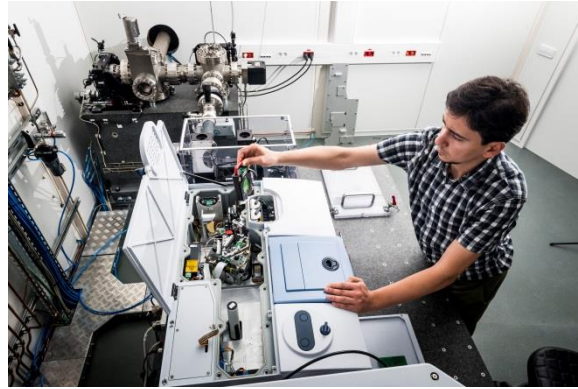
Official users started using ALBA





8 operational beamlines

3 more in construction

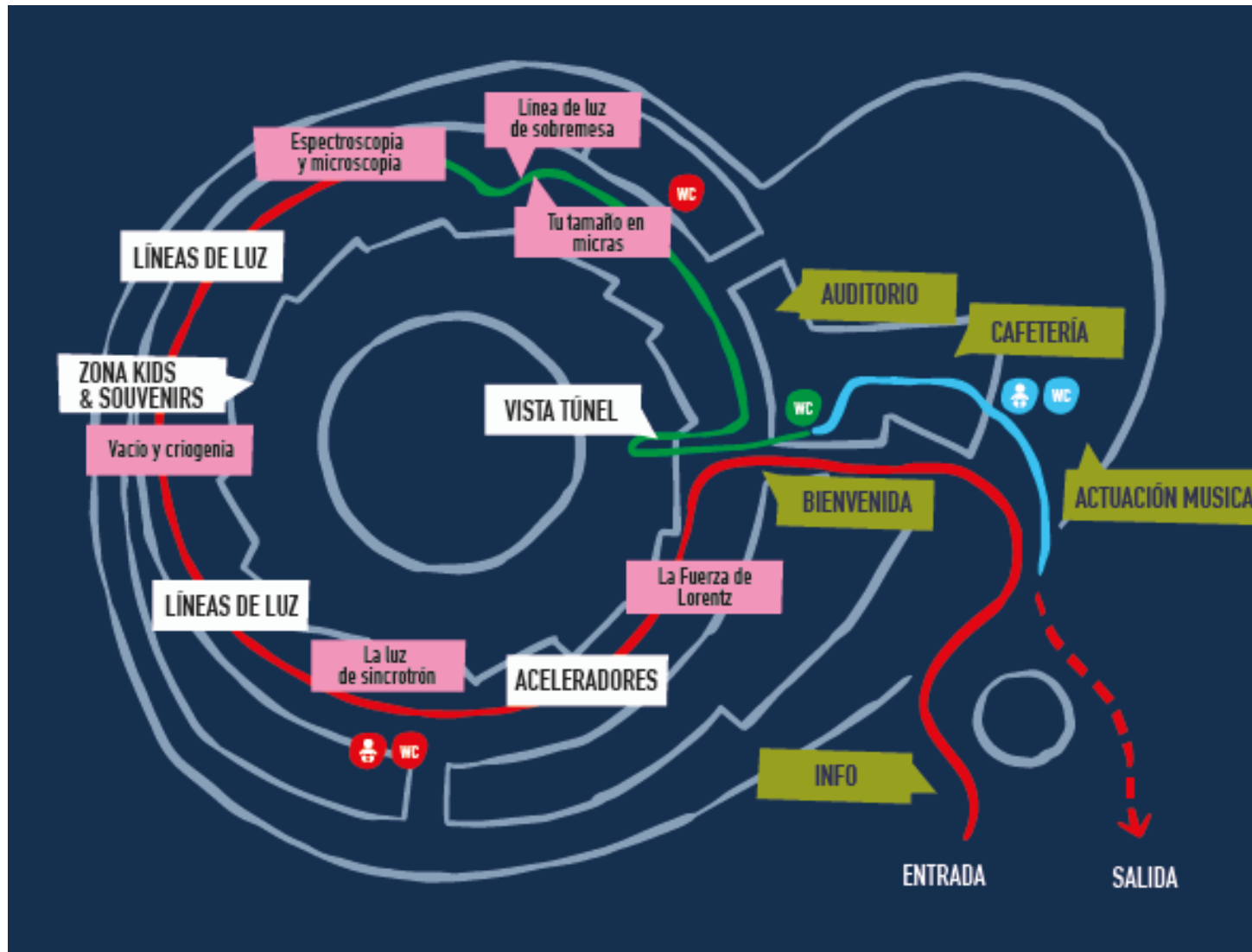


# ALBA Open Day



- **Free event**
- **From 09:00 to 19:00 h on a Saturday**

# Free itinerary through the facility



2,5 h  
approx.







- **Visitors are able to see the devices of the accelerator and beamlines**



- **And hear and talk to ALBA scientists and technicians**



ALBA  
OPEN DAY

Designed by Jakob Borenius, Engineering program of the ALBA Synchrotron

ALBA Synchrotron  
ALBA Synchrotron



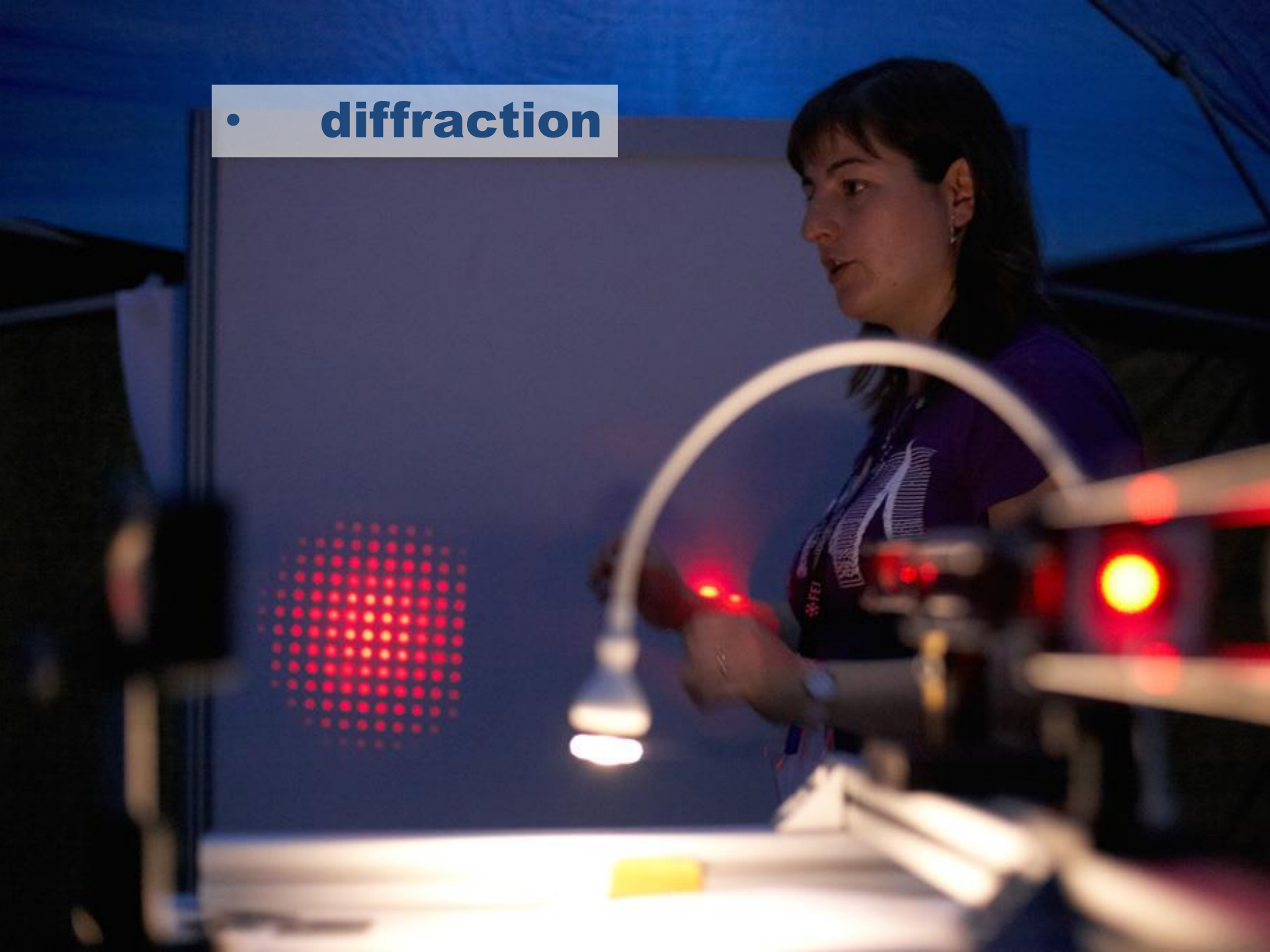


- **Accelerator tunnel open on the occasion**



- **Hands-on experiments about spectroscopy or microscopy**

- **diffraction**



• **Accelerators physics**



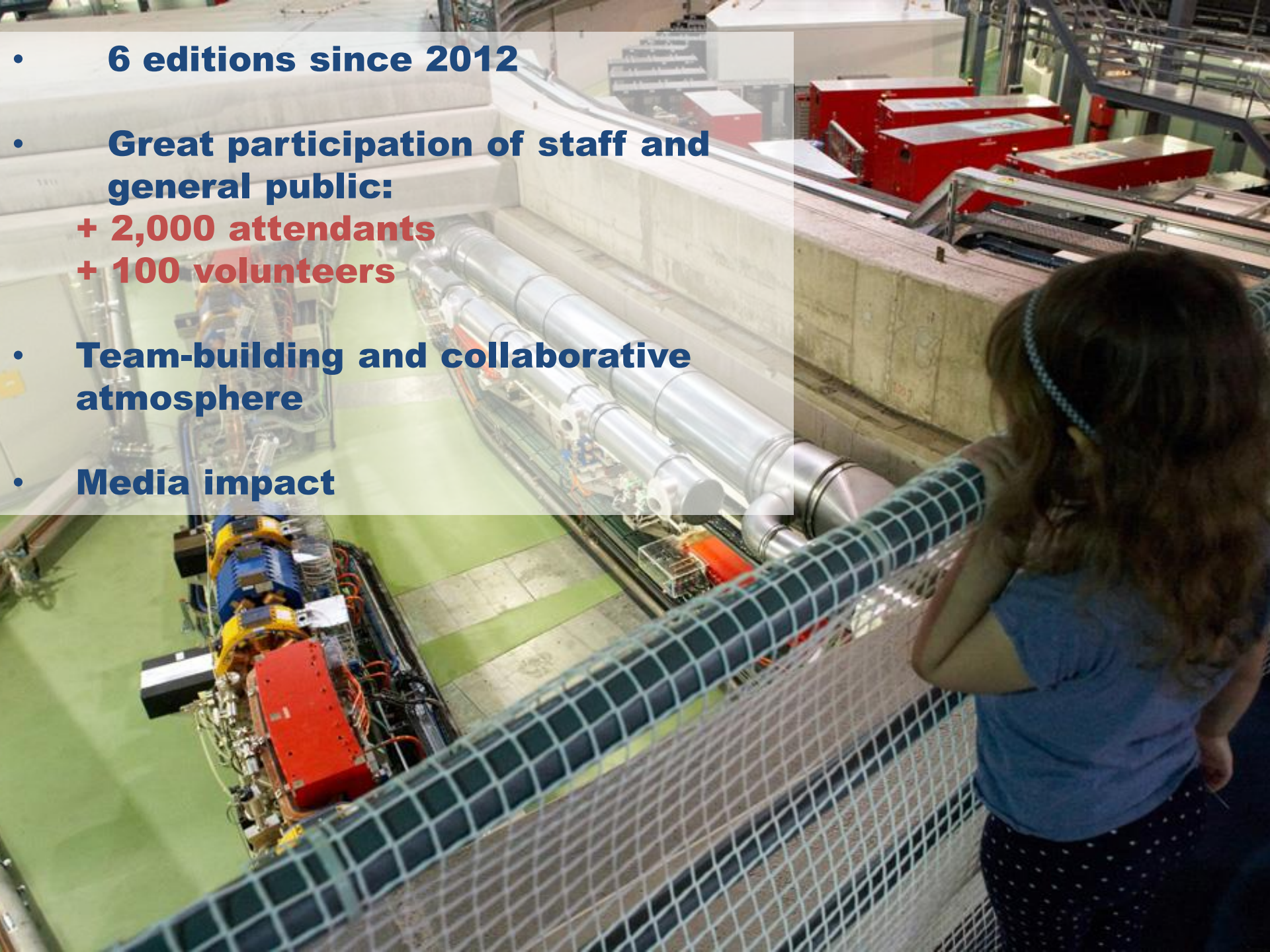


- cryogenics



• **Survey and alignment**

- **6 editions since 2012**
- **Great participation of staff and general public:**
  - + **2,000 attendants**
  - + **100 volunteers**
- **Team-building and collaborative atmosphere**
- **Media impact**





- **A family event**



- **Specific activities for kids**



- **Of all ages**







  
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# Conferences during the Day



otrón



Designed by Jaquelin González, Engineering division of the ALBA Synchrotron.

- **ALBA users from other research centres**



- **Event fully organized inside the facility**
- **The staff is called to propose new activities for the event**
- **T-shirts are designed by one member of the ALBA staff.**





**More than 500 merchandising items sold during the event**



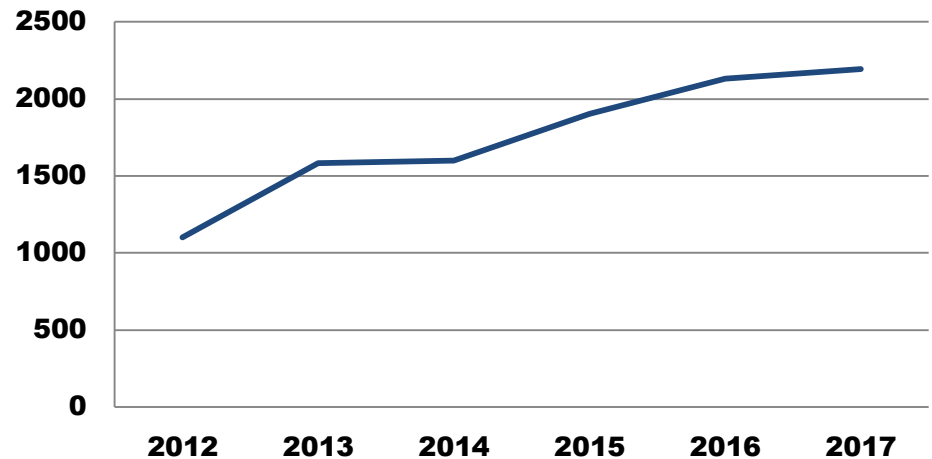
- **ALBA Music band to play popular songs for explaining what a synchrotron is**



# ALBA Results

- Number of attendees has **almost doubled**
- All the available tickets (near 3,000) are **sold out weeks before** the event
- According to visitors, the **evaluation of the event is very positive** (9.45/10 in 2017)
- Some **visitors do repeat** year after year
- **Sponsors** covering almost full costs of the event

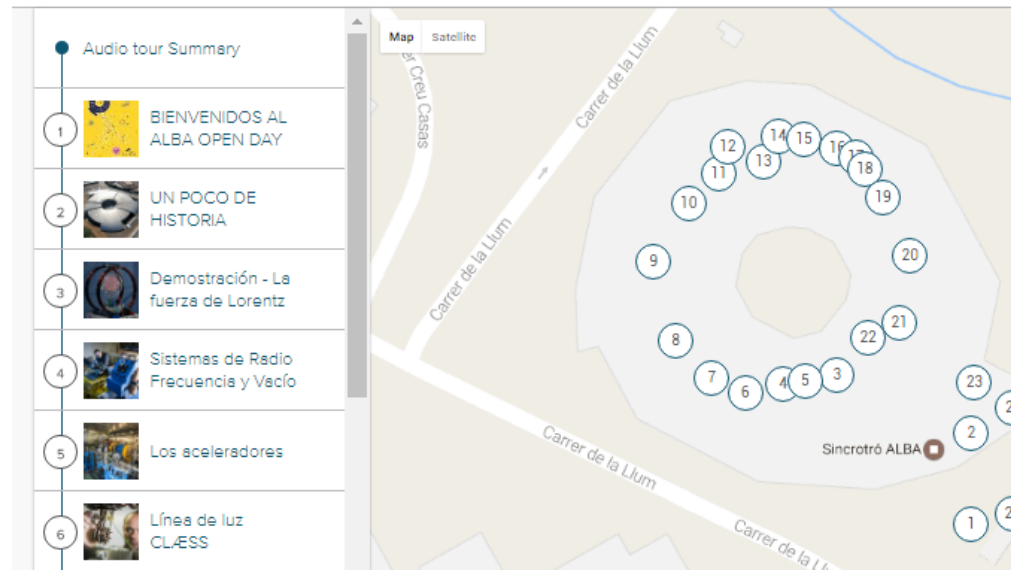
**ALBA Open Day - Number of attendees**





# ALBA Results

- Impacts on **mainstream media**
- Social media engagement: **new followers and videos and pictures** uploaded with **#ALBAOpenDay**
- On-line event – **1,700 reproductions** in IZI.Travel audioguide

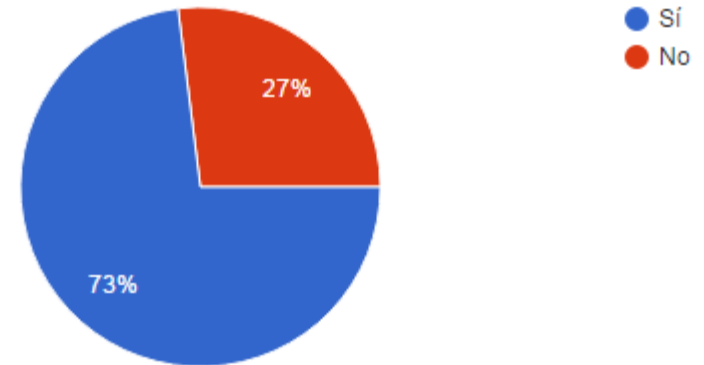




- More than 100 volunteers for the event (**half of the staff**).
- The best prescribers (**64%** of attendees came because of **friends or family**).
- **Good atmosphere**, new relationships between people from other divisions and new activities engaged.

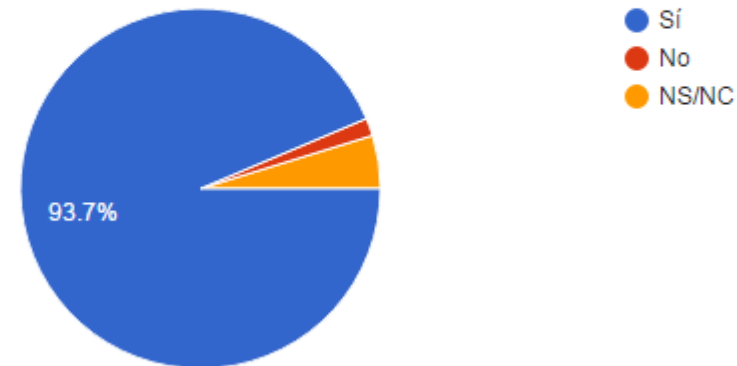
## Have you participated in previous editions?

63 responses



## Will you take part again next year?

63 responses





**Thank you!**

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[www.albasynchrotron.es](http://www.albasynchrotron.es)

