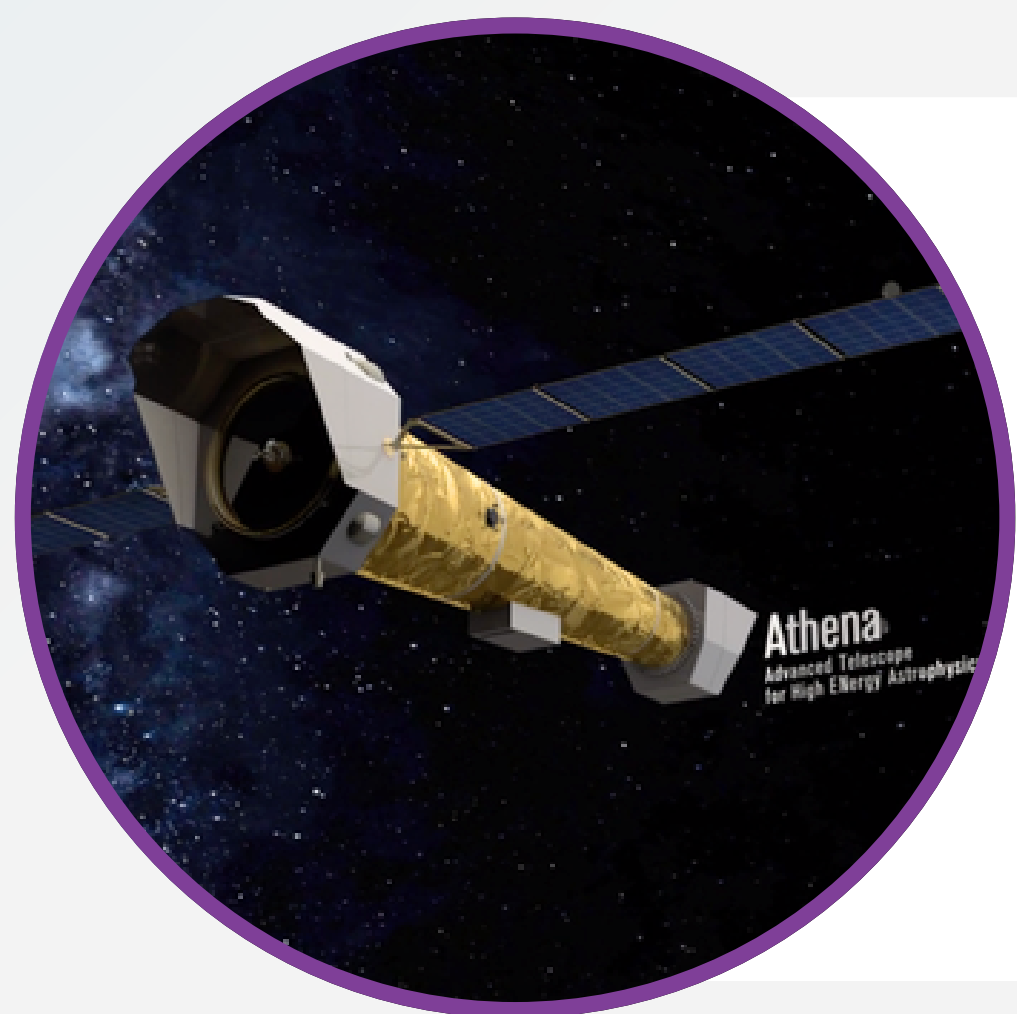


Communicating about a future space science mission: NewAthena and its revolutionary spectrometer X-IFU

Maélyss Larrieu (IRAP), Didier Barret (IRAP), Silvia Martínez-Núñez (IFCA), Maite Ceballos (IFCA) & Francisco J. Carrera (IFCA)

About NewAthena and X-IFU



NewAthena is an ESA space science mission that is set to be launched ~ 2037. It will be the biggest **X-ray observatory** ever built, to study some of the hottest and most energetic phenomena in the Universe with unprecedented accuracy. The mission was chosen by the European Space Agency (ESA) as part of its **Cosmic Vision program** to address the scientific topic of **the Hot and Energetic Universe**. To achieve this, it will carry out a **revolutionary spectrometer called the X-ray Integral Field Unit (X-IFU)** and a **Wide Field Imager (WFI)**.

Our communication work focuses on 3 main objectives

Raising awareness of the NewAthena mission and animate the scientific community



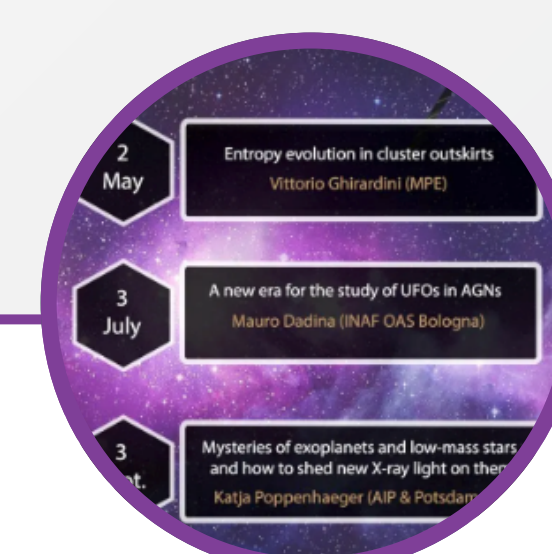
Community People

The **NewAthena community** currently consists of **1,037 researchers** located around the world. Their support is crucial for a long-term mission like this one. To highlight the community, we publish **interviews** with members #AthenaPeople and #PeopleOfXIFU on our **websites and social media**.



Nuggets

They are **small pieces of Athena scientific or technical knowledge on the observatory**, written by experts of the community. The nuggets are written using simple concepts and direct language, **highlighting how the topic addressed impacts mission performance** and/or its scientific potential.



Webinars

Science seminars are focused on the **science case of the mission** and are aimed at keeping the NewAthena community aware of exciting new science in areas relevant to the observatory's scientific objectives. It is **open to the wider astronomy community**.

Leading outreach activities as part of a philosophy of science-society interaction



Our outreach policy

Our outreach policy is based on **collaborating with partners** on relevant international dates and always considering **gender and diversity dimensions**. It is a collaborative effort between Athena Community Office, the X-IFU and WFI consortia and the EU H2020 - AHEAD 2020 and XMM2Athena projects.



Outreach in international dates

We **engage with the public** by developing online and open-access materials for significant **international events** such as the International **Day of Women and Girls in Science (February 11)**, **Black Hole Week**, and **European Researchers' Night**.



Inspiring the next generation

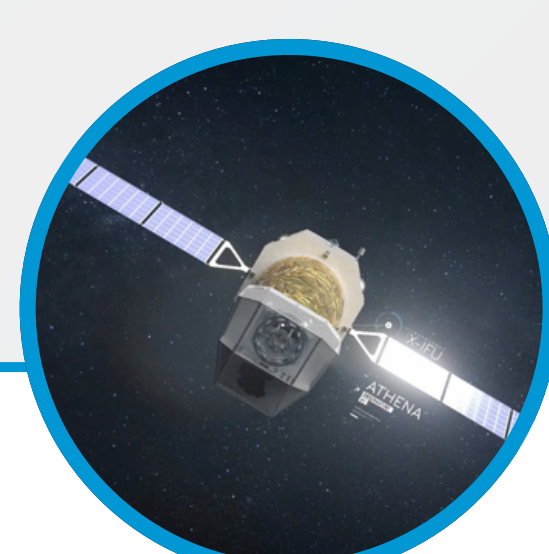
Our science outreach work is designed to explain the benefits of scientific research for society. Throughout the year, we work with **school groups** (more than a hundred pupils a year) to raise young people's awareness of astronomy.

Highlighting science, technology & X-IFU performances



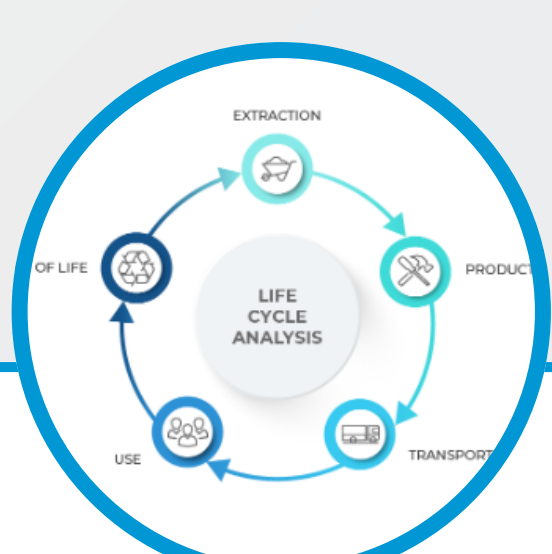
Website & social media

The **X-IFU website** allows us to detail the project's scientific objectives, highlight the instrument performance and **disseminate project news**. On **social networks**, we publish **news, articles and interviews** to raise awareness of the project.



Videos & multimedia

A **series of videos** on the instrument has been posted on YouTube. They are **available in the languages of the Consortium** countries. The videos have been designed to be **accessible**, using simple language and visual models to explain how the instrument will work.



Environmental commitments

In 2021, the X-IFU Consortium kicked-off a **life cycle assessment (LCA)** of the instrument in order to get a better picture of the **environmental impacts** related to its development. Communication around the project plays a key role in **promoting the results**.

By scanning this **QR Code**, you'll find on our [Linktr.ee](https://linktr.ee) all the links to our communication materials and useful contacts if you'd like to exchange or collaborate with us.

