

Outreach activities of the Max Planck Institute for Chemistry

As a publicly funded research organization, the Max Planck Society places significant emphasis on communicating its research topics and disseminating knowledge to society at large. To achieve this goal, it operates a central communications office dedicated to engaging with various target groups, including media representatives, educators, students, and the general public. One notable initiative is the publication of a free, prestigious [research magazine](#) available in both German and English.

Aligned with the Max Planck Society's overarching communication strategy, the Max Planck Institute for Chemistry actively collaborates with its peers and maintains ongoing dialogue. The institute's outreach efforts are integrated into the broader framework of the society's 84 institutes, collectively enhancing the outreach activities of the Max Planck Society.

A summary of the MPIC outreach activities in the reporting period 2021-2023 is available on page 102 in the [Scientific Report](#). Below are examples highlighting some of the central communication activities undertaken by our institute.


Regular outreach activities

Our MPIC newsletter, established in 2013, is published four times a year and reports in German and English on current developments at the institute. In the form of short reports, it informs about the latest scientific findings, research campaigns, and most important events such as conferences, workshops, and meetings.

The newsletter is aimed at employees, MPIC alumni, and all those interested in Earth System research. In addition, it is being sent to individual journalists, politicians, and other interested individuals. The newsletter is available at the website:

https://www.mpic.de/3538513/MPIC_Newsletter

MPIC Newsletter 4/2022



Newsletter 4 | November 2022

Inhalt | Contents:

- Fossil tooth enamel reveals the diet
- Responsible conduct
- ATTO movie series launched
- Comeback of the Paul Crutzen Day

[PDF version \(download\)](#)

Facebook, LinkedIn, YouTube, Instagram, Twitter, Email icons

MPIC Newsletter 3/2022




Newsletter 3 | August 2022

Inhalt | Contents:

- Windows to the past
- Taking drone and camera into the jungle
- Staff survey in autumn
- Herculean task tackled
- Work Safety Week & Energy Saving Award

[PDF version](#)

MPIC Newsletter 2/2021



Newsletter 2 | Mai 2021

Inhalt | Contents:

- Schmutzige Luft verändert Pollen / *Polluted air modifies pollen*
- Kosmophysiker Lugmair gestorben / *Cosmophysicist Lugmair has passed away*
- Die Corona-Schnelltesterin / *Covid-19 rapid test specialist*
- Berichte und kurz notiert / *Reports and briefly*

[PDF version \(download\)](#)

Facebook, LinkedIn, YouTube, Instagram, Twitter, Email icons

MPIC Newsletter 3/2023




Newsletter 3 | August 2023

Inhalt | Contents:

- The bee whisperer
- Posterday and Poster-Madness
- Crowds at open day
- Graffiti art at the MPI for Chemistry
- Behind the scenes of basic research
- New parent-child-office

© Sputniklit on Wikipedia

MPIC Newsletter 1/2021



Newsletter 1 | Februar 2021

Inhalt | Contents:

- „Mein Superheld“ – Zum Tod von Paul J. Crutzen / *‘My Superhero’ – Obituary for Paul J. Crutzen*
- ATTO im Remote-Modus / *ATTO working in remote mode*
- Neue Gleichstellungsbeauftragte im Porträt / *Portrait of the New Equal Opportunities Officer*
- Spendenaufruf: Corona-Bonus / *Appeal for donations: Corona-Bonus*
- Berichte und kurz notiert / *Reports and briefly*

MPIC Newsletter 2/2023



Newsletter 2 | Mai 2023

Inhalt | Contents:

- A trip to Panama
- Coral reefs in the Middle of Germany
- President-elect visits MPI for Chemistry
- New climate foundation in Mainz
- KLUGER Transfer: New lineup

[PDF version \(download\)](#)

© Steven Paton

Social media

Through our social media channels [LinkedIn](#), [X](#), [Facebook](#), [Instagram](#), and [YouTube](#), we disseminate information on various topics such as:

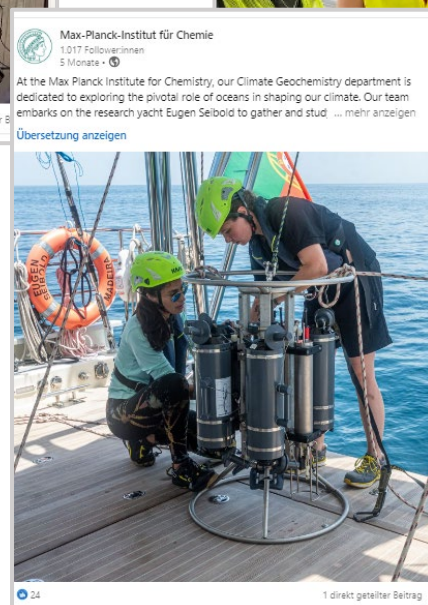
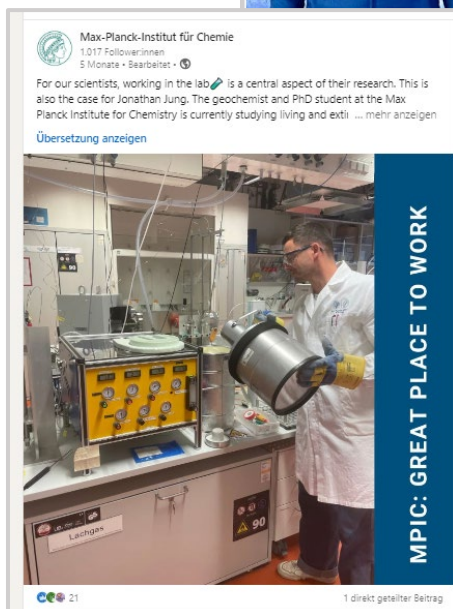
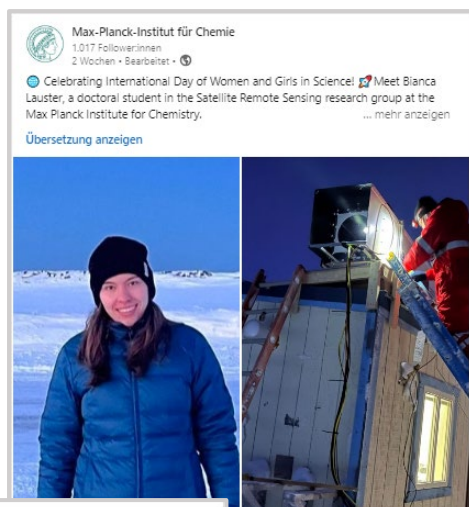
- New research findings and publications
- Research campaigns
- Prizes and awards earned by institute members
- The projects and initiatives undertaken by our employees

Due to the dynamic nature of social media channels, particularly with the increasing prominence of LinkedIn as a vital platform for professionals, we are prioritizing our efforts on this channel and reduce them on X. Facebook is mainly used for the German audiences, while Instagram proves to be a fitting platform for generating interest in our research through attractive images, such as those from our research campaigns.

Since the start of our respective channels, we have published a total of 26 posts on LinkedIn, 40 Videos on Youtube, approximately 900 posts on Facebook, 351 posts on Instagram.

The Social Media channels of the Max Planck Society also feature selected stories, posts, or reports for wider dissemination.

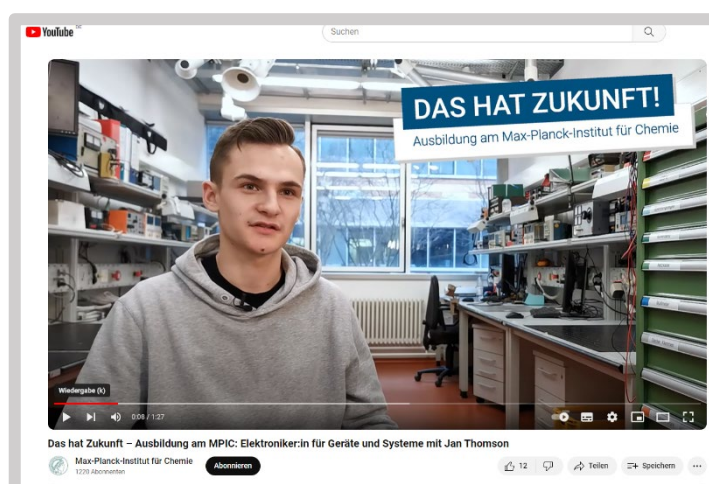
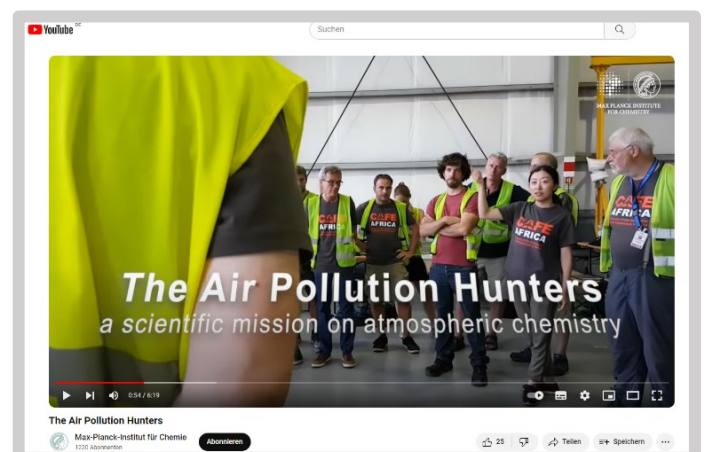
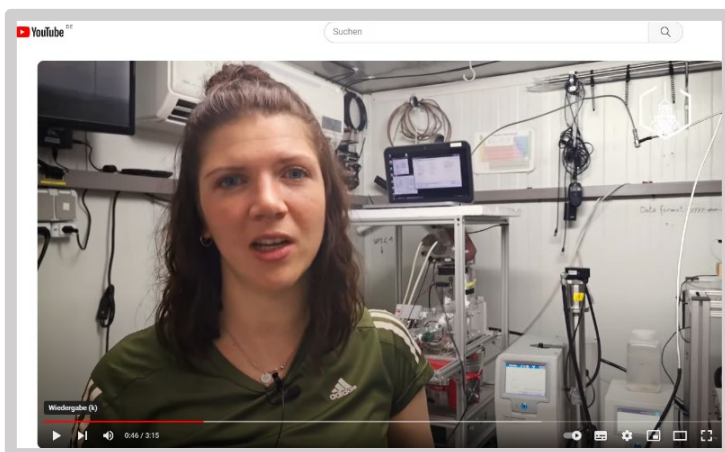
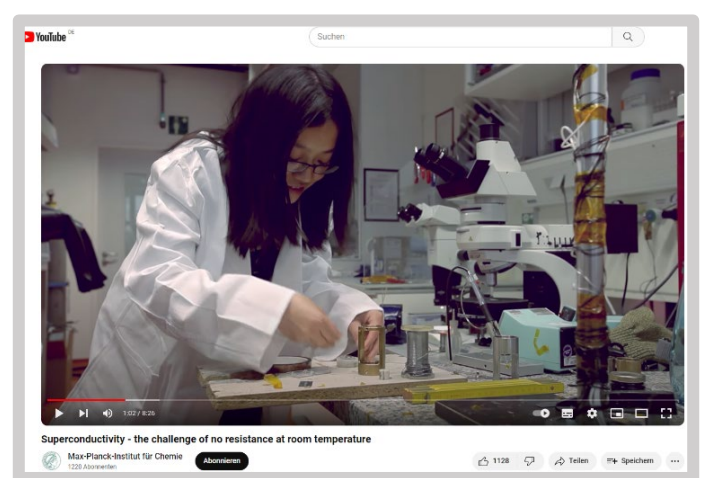
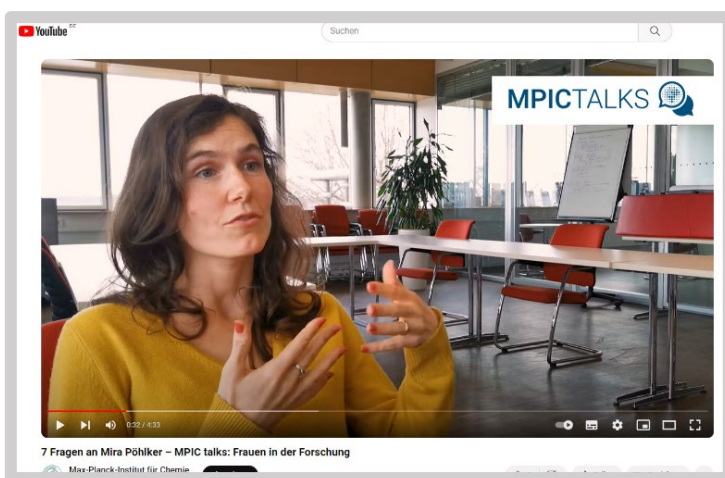
LinkedIn



YouTube

[YouTube](#) serves as an excellent platform for engaging with younger audiences, STEM students, and individuals interested in science. In addition to featuring videos on research campaigns and specific projects, we have developed several video series in-house to cater to our audience's interests. These include **MPIC Talks** and the special series **Women in Science** and **Workplace ATTO**, which showcase testimonials from institute members. Currently, we are in the process of developing a new series tentatively titled **Impressions of Germany**. The aim is to provide interesting and important information for Internationals who are interested or about to start a position at the MPIC.

The videos are being produced in-house, incorporating testimonials from institute members to ensure authenticity.



Facebook

Max-Planck-Institut für Chemie
8. Juni 2023 · 🌐


Am 8. Juni ist UN-Welttag der Ozeane. Der Tag erinnert an die ökologische Bedeutung der Meere und an die Gefahren, denen die Ozeane durch Klimawandel, Verschmutzung und Überfischung ausgesetzt sind. Bei uns am Max-Planck-Institut für Chemie befasst sich die Abteilung Klimageochemie mit der Bedeutung der Ozeane für das Klima. Auf unserer Hochsee-Forschungsyacht Eugen Seibold sammeln und analysieren unsere Forschenden Meerwasser-, Plankton- und Luftproben – für ein besseres Ve... [Mehr anzeigen](#)



Max-Planck-Institut für Chemie
11. November 2022 · 🌐

+++ VERANSTALTUNGSHINWEIS: Tag der Technik am 18. und 19.11. +++
Wo: Mainz-Mombach, ILW
Anmeldung: www.tagdertechnik-rheinhessen.de

Am Max-Planck-Institut für Chemie bilden wir Feinwerkmechaniker:innen und Elektroniker:innen aus, die zusammen mit unseren Wissenschaftlern Geräte für die Forschung entwickeln. Ob im Labor, an Land oder auf hoher See: überall erforschen wir die Gru... [Mehr anzeigen](#)




👍 Bewirb diesen Beitrag für 14 €, um bis zu 876 zusätzliche Personen zu erreichen. [Beitrag bewerben](#)

👤 Du und 2 weitere Personen 2 Mal geteilt

Max-Planck-Institut für Chemie
29. Januar um 08:53 · 🌐

Über einen erfolgreichen Messflug mit dem Forschungsflugzeug #HALO freut sich das Forschungsteam von CAFE-PACIFIC. Die Kolleginnen und Kollegen sind über das Great Barrier Reef geflogen, um unter anderem die Emissionen von Korallen und der im Riff lebenden Tiere zu messen. Genau wie Pflanzen an Land emittieren auch Lebewesen unter Wasser flüchtige organische Verbindungen. Sie geben Partikel frei, die in die Atmosphäre gelangen und deren Chemie beeinflussen können. Inwieweit d... [Mehr anzeigen](#)



Max-Planck-Institut für Chemie
18. Dezember 2022 · 🌐

Während der gesamten #CAFEBrazil-Mission starten die Wissenschaftler:innen und Wissenschaftler Wetterballons mit Radiosonden. An Tagen, an denen #HALO fliegt, lässt das Team drei bis vier Sonden steigen, an flugfreien Tagen eine. Die Sonden ermitteln meteorologische Daten wie Temperatur, Luftdruck und Windgeschwindigkeit und funken sie an die Bodenstation. Die Werte sind für die Auswertung der Messungen wichtig, die die Instrumente an Bord des Forschungsflugzeuges machen. Fra... [Mehr anzeigen](#)



Mainzer Wissenschaftsallianz

As an active member of the [Mainzer Wissenschaftsallianz](#) (Mainz Research Alliance), which is dedicated to enhancing Mainz's status as a hub for scientific activities, the institute participates in various formats such as **Meenzer Science Schoppe** (Science in a pub) and the video format **Mainzer Science Sofa**. Another prominent event in which the young MPIC researchers annually showcase a selected research topic in an interactive way is the **Mainz Science Market**. This science festival, located in the center of Mainz, has taken place annually since 2011 on a weekend and attracts thousands of people. In 2023, our booth showcased the virtual ATTO research camp in the Amazon rainforest, allowing visitors to experience the environment remotely. Additionally, we featured an interactive activity called "Riechbar," where people could identify various volatile organic compounds by smell.

Due to the Covid-19 pandemic, no festival took place in the years 2020 and 2022. However, a successful online event was organized in 2021: 2000 **Mainzer Science Boxes** containing 19 small research experiments for kids were distributed. We participate with the [topic of air pollution](#).





Mainz Science Market in 2019.



Meenzer Science Schoppe.

Outreach activities for schools

The Max Planck Society addresses teachers and students with a specific portal which offers current, informative and exciting information for schools. Max-Wissen (Max knowledge) provides e. g. educational material for schools as the GEOMAX magazines. Free downloads on www.max-wissen.de.

In recent years the institute highlighted two research topics in the Max magazines:

- [Measurement from space – on the trail of the air pollutant NO₂.](#)
- [Smoke over the rainforest – how fires in the Amazon region contribute to climate change.](#)

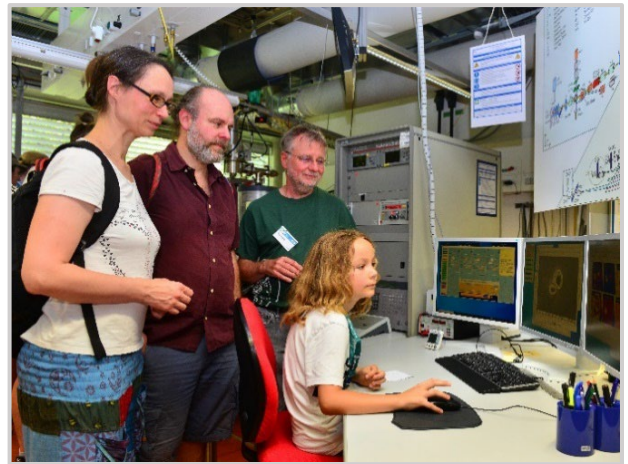


Open day 2023

Approximately every three years, the institute opens its doors to the general public. On July 9th, 2023, we collaborated with the neighboring Max Planck Institute for Polymer Research to host an open day event.

At MPIC alone, over 1300 guests, primarily families from Mainz and its surrounding areas, were captivated by 17 hands-on research stations and a multitude of activities tailored for children.

https://www.mpic.de/5393558/tdot_programm_asp02_20030707_rz_web.pdf



Institute visits, internships, Girls Days

Starting in 2023, MPIC resumed inviting and hosting various visitor groups and offering internships to secondary school students. Additionally, the institute actively engages in nationwide events such as Girls' Day, aimed at encouraging young girls to pursue careers in science and technology.



Forster summer school in 2022.



Visitor group from a Pakistan university, 2022.



Group of students from the Kurfürstliches Gymnasium Mainz visiting in 2023.



Girls' Day 2023.

Selected outreach activities

In 2023, the Max Planck Society marked its 75th anniversary with a series of events aimed at engaging the public. Among these was an exhibition titled **Pioneers of Science**, showcasing Nobel Laureates associated with the Max Planck Society, including Paul J. Crutzen, a former director of the institute, renowned for his research on ozone layer depletion. MPIC made significant contributions to this exhibition.

The exhibition, which includes the segment developed with the MPIC's contribution, is available online as a traveling exhibition at [The Power of Knowledge](#).

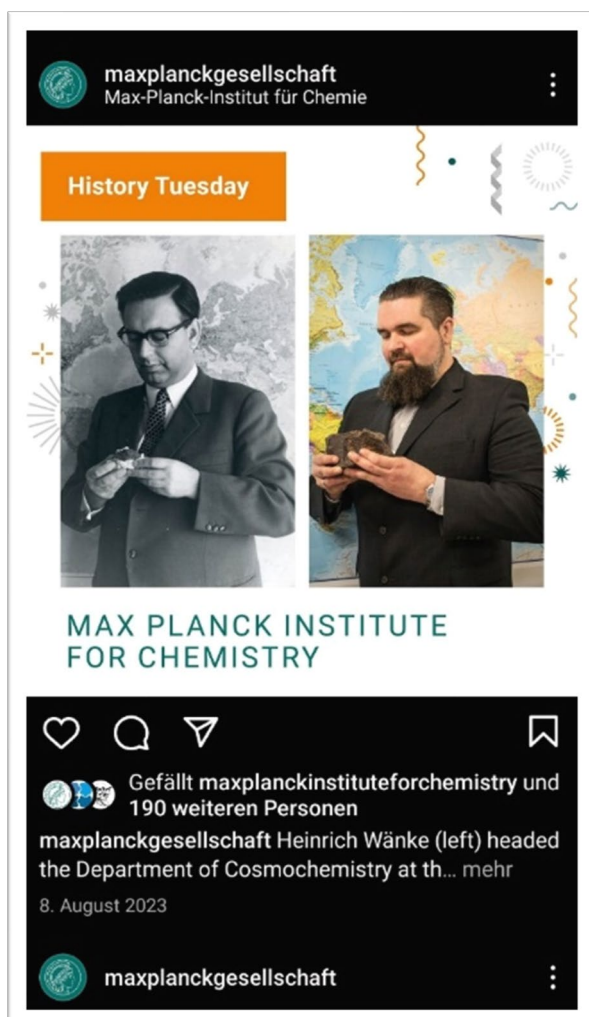
The anniversary celebrations featured extensive social media campaigns and a **festive exhibition** on the market square in Göttingen, the birthplace of the MPG. At our booth, attendees could virtually experience the ATTO research camp in the Amazon rainforest. Furthermore, we shared several stories on social media platforms to further engage with the audience.



Festive exhibition in Göttingen 2023.



MPIC video on the occasion of the 75th anniversary on the Max Planck Society.
<https://www.instagram.com/p/CpPW152rEJE/>



Re-enacted historical picture of the MPIC's former director, Heinrich Wänke (l.), on the occasion of the 75th anniversary of the Max Planck Society.