

Oxford Thinking

Ideas that change the world

ANNUAL APPEAL 2013

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Dear

A great deal of exciting research takes place at Oxford University and we firmly believe this should be widely accessible. My role as Charles Simonyi Chair in the Public Understanding of Science lets me engage with the public in all kinds of ways. But I want to ensure all our researchers get opportunities and support for engagement. In this way we can create the capacity and culture for us to share our research as widely as possible. Oxford Sparks is key to this.

Many audiences, from schools to the public, government and industry, have an interest in what happens here. It's vitally important we engage with them to promote and share our work. Not only does this raise the profile of Oxford as a hub of cutting-edge scientific research, but it allows them to feel a part of, and inspired by, our work.

Oxford Sparks was established to become a digital hub for sharing our science with the wider world.
The project provides a platform for the sharing of research via animations, blogs, podcasts, social media and other digital formats. Instead of searching through different departmental websites to find resources, visitors can now access a broad range of materials from one easy-to-use website. We are also developing a training programme to support researchers to develop their engagement skills. This will include networking events with experienced communicators from around the University, as well as a selection of courses covering everything from narrative skills to creating a hands-on activity. The enclosed brochure tells you more about the project. You can also get involved at www.oxfordsparks.net and via our social media feeds.

It costs us on average £110k per year to run Oxford Sparks. This actively supports researchers across the whole range of sciences at Oxford. With this in mind we are seeking the support of our alumni who will understand the importance of communicating research. A gift of £10 a month could help to train a group of researchers in narrative skills so they can share their work with wider audiences.

Yours sincerely,

Professor Marcus du Sautoy OBE
Professor of Mathematics, Fellow of New College

You are an
important part of
our community.

Your support is
invaluable.

Whatever you can afford to give to Oxford Sparks, it all helps us to continue our work in communicating the exciting research of Oxford to the wider public. Collectively, our alumni can make a real difference and we hope that you will choose to make a donation.

We thank you for your support and encourage you to engage with Oxford Sparks!



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