

15. Division of External Affairs

The Division of External Affairs has been focusing on the following six activities with a view to increase social recognition of the necessity of nuclear fusion research and also NIFS's scientific achievements.

- Planning and conducting NIFS Tour
- Participation in local events and festivals
- Publication of the PR magazine "NIFS NEWS"
- Creation of showpieces and booklets to make PR efforts more attractive and effective
- Improving the simplicity of the NIFS website
- Educational tie-ups with national high schools / Educational programs for local communities (i.e. work experience, scientific demonstration, and workshop)



Fig. 1 A photo at the Tajimi Festival in Tajimi City

As a result of these efforts, a total of 4,501 visitors enjoyed the NIFS Tour in 2016. Here are details of the PR efforts made by the Division of External Affairs.

- NIFS Tour
 - Handling requests, coordinating schedules, and conducting tours of the institute
 - Development of various materials and devices for scientific demonstrations/attractions during the tour
 - Upgrading of the scientific exhibit space "Kids Corner"

- Publications

- Design, publication, and distribution of the PR magazine “NIFS NEWS”
- Design, publication, and distribution of the PR booklets: “NIFS 2016-2017”, “Fusion – Energy to Pave the Way for Future”, “NIFS Does Research Aimed at Extracting Energy from Sea Water”, “Introduction to NIFS and the NIFS Tour”, and “Welcome to NIFS”
- Design, publication, and distribution of the PR leaflet “Plasma-kun Dayori”

- Web

- Renewal of NIFS Web pages
- Release of information through Web pages, mailing lists and SNS
- Design of signs and other advertisement materials
- Creation of special website featuring scientific events, symposia and conferences
- Creation of frames for research divisions’ pages
- Upgrading of various on-line application forms
- Expansion of in-house contents

- Educational contributions

- Educational partnership activities of Super Science High School (SSH): Seventeen high schools and 606 students participated.
- Special alumnus lectures and other visiting lectures: Seven high schools were visited.
- Internship and working experiment programs for junior and high school students: 5 schools were accepted.
- Internship programs for technical college students: twenty-one students were accepted.
- Science handcraft workshops for local communities: forty-two workshops were organized and a total of 1500 participants attended.

(K. Takahata)



Fig. 2 Super Science High School activity



Fig. 3 Science handcraft activity at children’s house