

- **No.50**
- **The Münsterland Expedition - a community outreach project initiated by the Westfälische Wilhelms-University Münster**

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 - **Abstract:** Communicating science and research in the form of exhibitions, activities or innovative concepts for events creates transparency and acceptance and places them in an attractive light. It produces synergy effects and initiates exchange processes between the university and the public - specialists and the layman or woman alike. For some time now AFO - Innovation Office has been heavily involved in WWU research marketing by means of research-related exhibitions. As a result of increasing numbers of scientific exhibitions at WWU itself and in the city of Münster, Münster's progress towards being seen as a science city for students and staff at WWU is becoming visible. Making this an ongoing progress will be the aim of a community outreach approach which has started in 2010 with the Münsterland Expedition to the scientific sites of the region. You might think we know our way around this part of the world. But no! The level of knowledge displayed by students and academics about the region, the quality of life here and the opportunities it offers seems to be on a steep decline - which is no wonder, as internationalization, restrictions on obtaining university places and much changed structures in courses of studies make it more difficult to look at what's happening locally. Many roads lead to Münster – but which ones lead to the Münsterland? To operate in a region with the aim of increasing regional prosperity, this first of all means one thing: you have to recognize the region, know it and know how to reach it. The Münsterland Expedition sees itself as a bridge between the academic world and society, not only bringing Münster University's store of knowledge to the people, companies and municipalities in the region, but also stimulating an exchange process between the region and the university. "Benefits from the region and into the region" is the philosophy of this scheme to take on social responsibility for the Münsterland. Together with a variety of regional partners, the Münsterland Expedition gets to grips with science at an astonishing number of places, giving impetus to the exchange process between the university and the region.