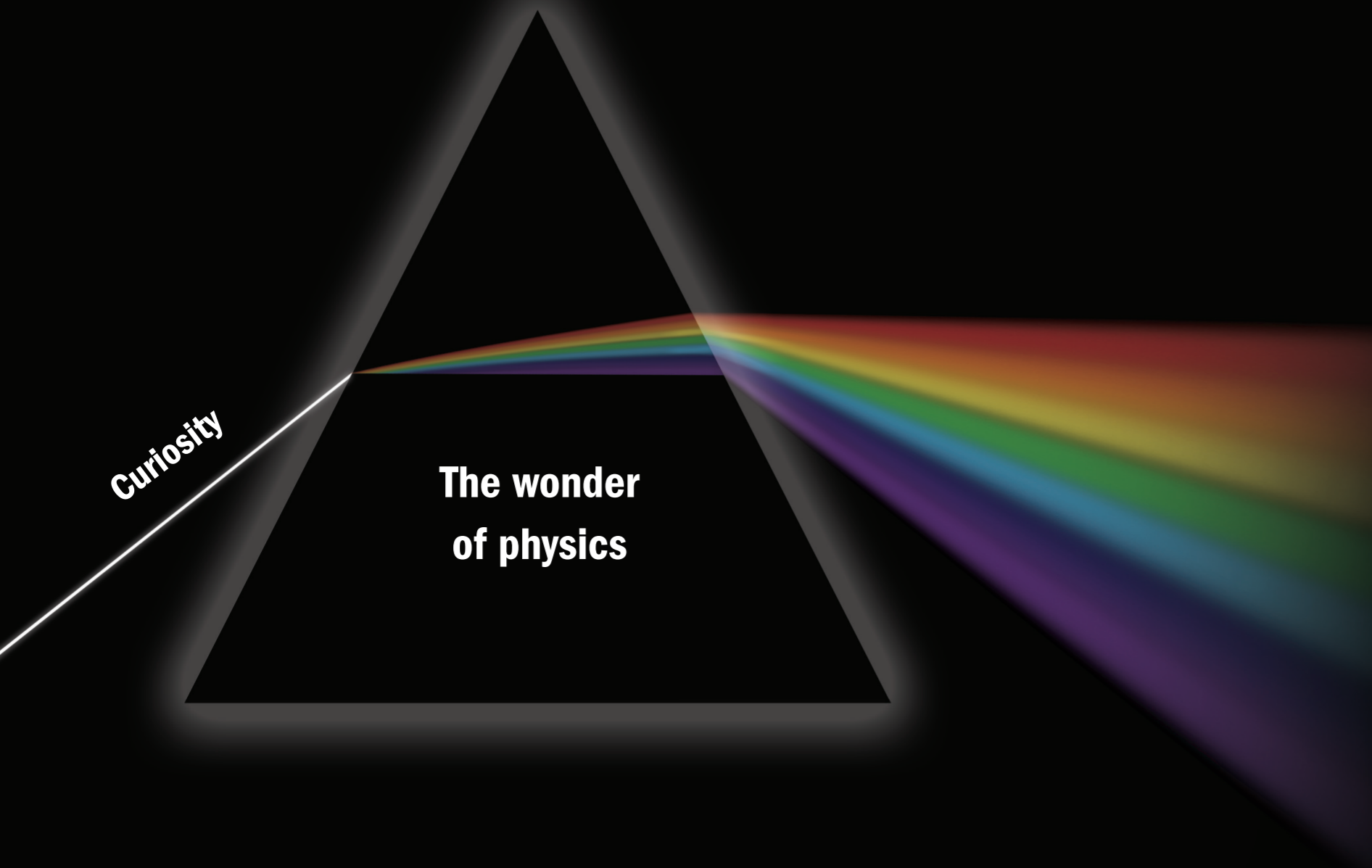


# IOP Campaign

Sharing the beauty and relevance of physics



The aims of the IOP campaign for physics which is being launched this year sets out the areas of our work where your gift can make a real impact

## Discovery

- enable visionary discoveries
- foster a greater exchange of ideas across boundaries

## Society

- raise aspirations by popularising physics
- show how physics enhances people's lives

## Economy

- bring more innovative research to market
- create a better talent pool up to board level

## Education

- make physics more attractive and accessible to all
- unlock careers for girls in physics