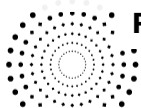


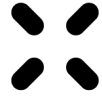
The Eureka's

Supporter Toolkit 2025

IOP Institute of Physics

Published 2025

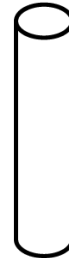




The Eureka 2025 toolkit



Thank you for downloading the Eureka 2025 toolkit!

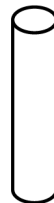
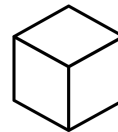
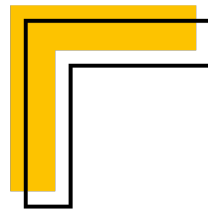


What is The Eurekas?

The Eurekas is an annual physics competition for students aged 11-16 in the UK and Ireland, to showcase the value of physics and to inspire students to see physics differently. It is part of the Limit Less campaign, which has been conceived by the Institute of Physics to broaden and diversify the range of people doing physics after age 16.

Any student can take part, with group entries strongly encouraged, and all entries that fit the criteria will be accepted.

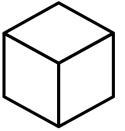
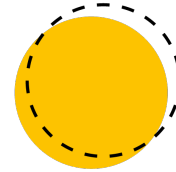
An inspiring panel of judges will select the best entries, with an overall winner receiving **£1,000/€1,200**, plus **£250/€300** for their school. Two runners up will each win **£500/€600** and there will be six prizes of **£250/€300** awarded to an outstanding entry from someone at every age, from 11 to 16.



Why does it exist?

Now in its fourth year, The Eureka has been created to promote the Limit Less campaign, and to **bring physics to life in a relatable way for young people,** so that it feels more inclusive and less limiting. The aim is that over time, the physics world will become **more diverse,** conveying a **richer depth of experience** and demonstrating a **more inclusive community.**

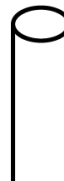
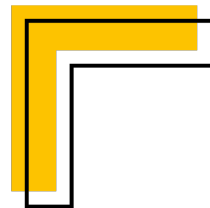
For this, we need to look in other places than where we might usually look. By creating a competition that celebrates creativity, culture, collaboration, diversity and activity underpinned by physics themes, we hope to engage students early on who previously may not have been interested in physics and show them that it's not too late; because **no student showing a passion and potential for physics should be made to feel like physics isn't for them.**





IMPORTANT TO NOTE

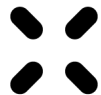
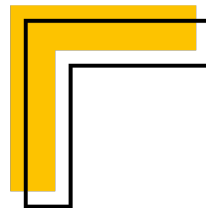
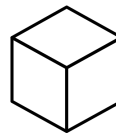
We want to attract students with a wide range of interests, whether they are into art, sport, music, or literature and language, and grab their attention in a different way.



What are we asking students to do?

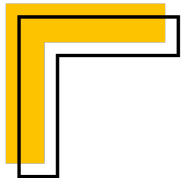
Whether it's a video, an audio recording, a piece of art or sculpture or even a poem, Limit Less will be looking at and listening to all entries, which will be submitted to us via The Eureka's **website.**

We want to see submissions that show students interacting with physics creatively and in a way we might not expect. Everyone has a passion. Maybe theirs is art, sport, music, gaming or something else – physics will be a big part of how it happens. Or perhaps there's an issue or cause they are really passionate about – whether it's worldwide or one that they face day-to-day. We want them to think about how physics is part of that solution. Or maybe they really admire someone famous – physics will have helped them to get where they are today.



The submission can take any form
and must answer the question:

**How can physics help you
see the world differently?**



How to get involved



Last year, we were delighted to receive hundreds of submissions that showed us that young people are brimming with creativity and ideas. And so many have a natural flair for physics – that they may not have recognised before getting involved in The EurekaS.

This year, with a brand new theme and bigger prizes up for grabs, we want to grow this competition so that more students across the UK and Ireland can take part and can begin to see physics differently – as a subject that can be creative, collaborative, active and practical too.

We would love it if you could **spread the word about The EurekaS** by sharing the campaign across your online channels. We have some brilliant materials you can download and share:

- **Suggested social media posts**
- **Ready-to-use graphics for Facebook, Twitter, LinkedIn and Instagram**
- **The EurekaS 2023 video**



And please encourage your network to join us too by asking them to:

- **Sign up to our newsletter**
- **Follow the IOP's social media accounts (Facebook, Twitter, LinkedIn, Instagram)**



Feel free to contact us at **campaigns@iop.org** if you have any queries or would like to set up a social media partnership. Visit the website at **theeurekaS.co.uk** for more information.