

I will advocate that the interplay of quantum gravity with matter provides a largely unexplored way towards confronting quantum gravity with observational tests. Specifically, I will use the example of asymptotically safe gravity to show how the interaction with quantum spacetime could actually determine properties of the Standard Model. In particular, I will show how a “memory” of Planck-scale physics is encoded in the couplings of the Standard Model, such that some properties of the Standard Model at the electroweak scale are a direct consequence of the interplay with gravity at the Planck scale.