

I.FAST Communication Strategy and Plan 2021-2025

VERSION 1

DANIELA ANTONIO

The communication setup...



Task 2.2. Communication and Outreach

EU Communication Officer *Currently:* Daniela Antonio, CERN



Task 1.3. Internal Communication and Dissemination

Yiota Foka, GSI



Task 1.2. Information Flow Management and Cross-coordination

Toms Torims, RTU

Strategy

BRANDING, GRAPHIC IDENTITY, STRATEGIC PILLARS:

GOALS, AUDIENCE, CHANNELS, KEY MESSAGES, EVALUATION, REVISION

Communication Objectives

Implement effective **knowledge sharing** among the **project participants**

Engage the wider **scientific community** with the **project developments**

Facilitate the **knowledge transfer** between academia and **industry**

Engage the **public** with **accelerator science** and its applications

Demonstrate the **impact** of the project to the **public** and policy makers

Demonstrate the project is on track and its **objectives** are being achieved





Audiences

- ✓ Project participants
- ✓ Accelerator community
- ✓ Scientific community
- ✓ Students
- ✓ European industry
- ✓ Funding agencies & decision-makers
- ✓ Public

	Information needs	Drivers	Channels	Outcome
Project participants	Project information; updates on work plan implementation (e.g. events, results), outreach materials	Community spirit; career development	Website, mailing lists, project meetings	Engagement with project results; sense of pride
Accelerator & wider scientific community	Main advancements in accelerator science; opportunities to collaborate	Scientific excellence; peer recognition; funding	Newsletter Accelerating News; beneficiaries' and projects' channels (e.g. ENLIGHT network); community events	Identifying common challenges, knowledge sharing, closer collaborations
Undergraduate students	Main advancements in accelerator science; career opportunities	Peer recognition; career development	Innovation programme	Attracting talent; supporting the next generation of researchers
European Industry	Academic publications, potential knowledge-transfer opportunities,	Innovation; job creation; collaboration	Academia Meets Industry events organised by IFAST; beneficiaries' channels	Knowledge and technology transfer, joint R&D
Funding agencies & decision-makers	Summary of results; project impact; policy recommendations	Scientific excellence; economic and societal impact	Website, newsletter Accelerating News, marketing material (e.g. brochure)	Support to project community; demonstration of return of investment in accelerator S&T
Public	Societal impact of accelerator tech	Curiosity, societal impact	Social media, including the beneficiaries' channels; public talks	Support for fundamental research

Logo and Branding

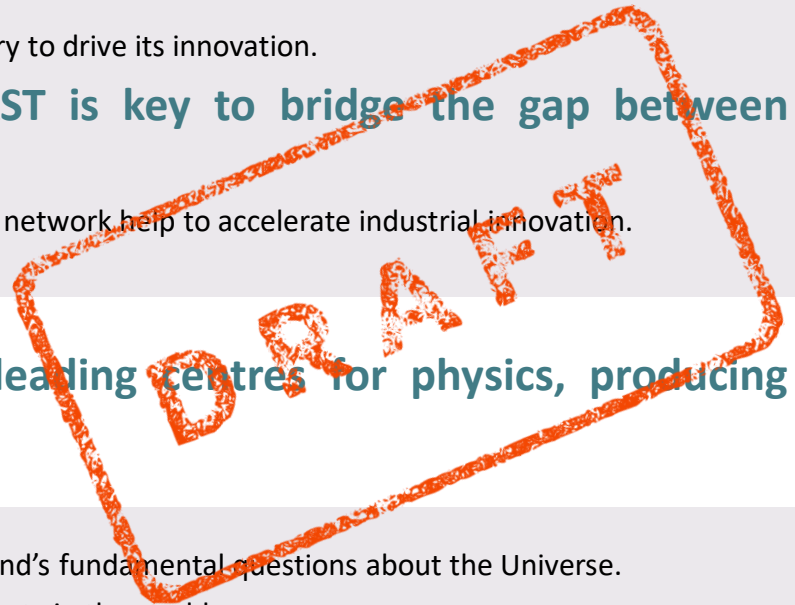
Keywords:

Accelerators, Innovation, Society, human applications, Futurism, Collaboration i.e. “bringing countries together”, Prototype, “mosaic of new technologies”...

Coming soon...

Design: Backyard Design Studio / Janis Zalitis

AUDIENCE	DRIVERS	KEY MESSAGES
Project participants	Community spirit Career development	<ul style="list-style-type: none"> ▪ I.FAST will be instrumental in the developments of the next particle accelerators ▪ I.FAST attracts the brightest minds and some of the most talented people in the world.
Scientific community	Scientific excellence Peer recognition Funding	<ul style="list-style-type: none"> ▪ CERN, the organisation coordinating I.FAST, is at the forefront of particle physics and technology. ▪ Collaborations like I.FAST are models for large-scale approaches to big science.
Industry	Innovation Job creation Collaboration	<ul style="list-style-type: none"> ▪ Contracts with academia and research institutions help industry to drive its innovation. ▪ The unique know-how within the I.FAST is key to bridge the gap between fundamental research and its applications. ▪ Co-operations between industry and science within the I.FAST network help to accelerate industrial innovation.
Decision-makers	Scientific excellence Economic/societal impact	<ul style="list-style-type: none"> ▪ Participants are some of the world's leading centres for physics, producing cutting-edge science and technology.
Public	Curiosity Societal impact	<ul style="list-style-type: none"> ▪ CERN is a unique place that contributes to answering humankind's fundamental questions about the Universe. ▪ CERN has built and runs some of the largest scientific instruments in the world. ▪ The work at CERN across all three pillars – physics, engineering and computing – has a meaningful impact on society.



About the project

Particle accelerators currently face critical challenges related to the size and performance of **future facilities for fundamental research in particle physics**, to the increasing demands coming from **accelerators for applied science**, and to the growing **applications in medicine and industry**.

I.FAST aims to enhance innovation in the particle accelerator community, mapping out and facilitating the development of **breakthrough technologies** common to multiple accelerator platforms. The project involves **49 partners, including 17 companies as co-innovation partners**, to explore new alternative accelerator concepts and advanced prototyping of key technologies. These include, among others, new accelerator designs and concepts, advanced superconducting technologies for magnets and cavities, techniques to increase brightness of synchrotron light sources, strategies and technology to improve energy efficiency, and new societal applications of accelerators.

External channels



Website **ifast-project.eu**



Mailing lists, including internal newsletter



Accelerating News **acceleratingnews.eu**



Project meetings



Events

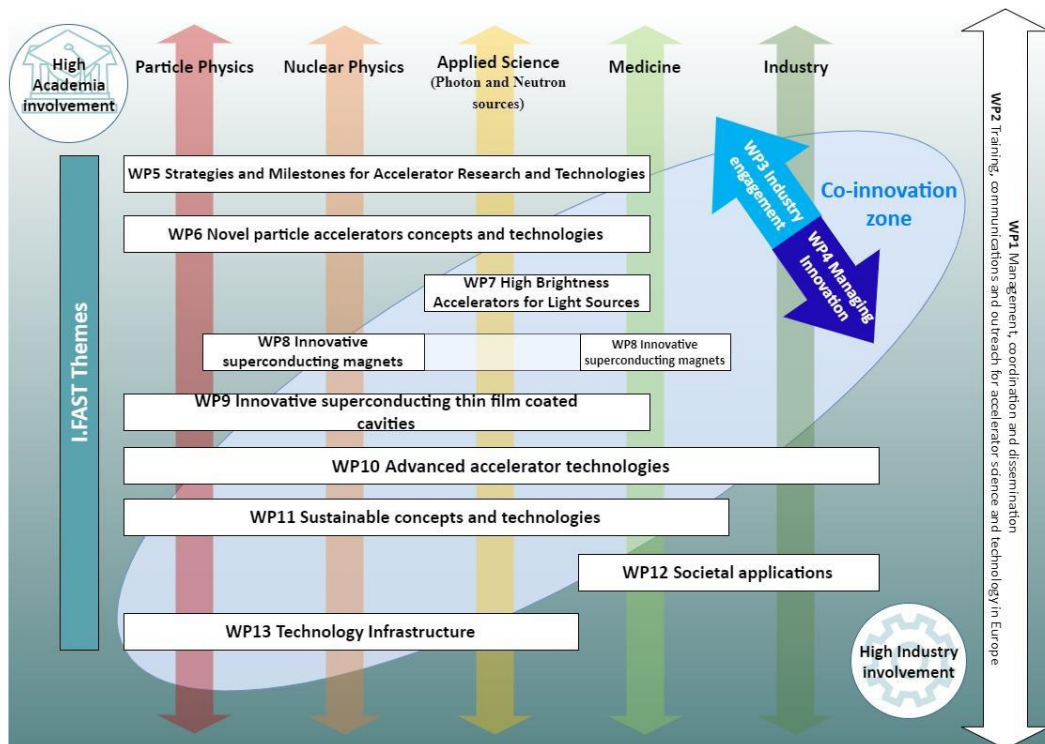


Participant channels, including social media

Internal Communication

CHANNELS SET UP TO KEEP THE FLOW OF INFORMATION

Information flow and cross-coordination



- Overall cross-coordination and information flow between the I.FAST WPs
- **The tool will have the form of an interactive input-output I.FAST flow chart.**
- To outline schematically and information-wise the links between various project WP tasks, sub-tasks, their deliverables, milestones, information, time-span, deadlines, cross-WP and cross-Task outputs/inputs.

I.FAST internal tool: SharePoint

The screenshot shows a SharePoint workspace titled 'Task10.2' under 'WP10'. The page header includes 'CERN Accelerating science' and 'Signed in as: totorims (CERN)'. The main content area features a title 'Task 10.2 Additive Manufacturing - Survey of applications and potential developments' and a task leader 'Prof. Maurizio VEDANI (PoliMi) maurizio.vedani@polimi.it'. There are sections for 'Newsfeed' (with a 'Start a conversation' input field) and 'Documents' (with a 'new document' button). A 'Task 10.2 calendar' is displayed for March 2021, showing dates from 28th to 31st.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

A dedicated **web-based platform** will be created and updated during the whole project, as an interactive tool to easily access more deep-level project information.

- Survey of current AM applications in accelerators and identification of needs for future development and research actions.
- Promote initiatives to identify how AM can address the needs of the accelerator community.
- Define strategic directions for future AM technologies and foster their impact on accelerator applications (sterilisation, medicine, industry), identifying technology barrier and challenges.

Key Activities

CORE ACTIVITIES FOR DIFFERENT STAGES OF THE PROJECT

Communications setup

STRATEGY & PLANNING

- ✓ Logo + brandbook/styleguide
- Digital + Social Media strategy & plan
- Calendar of major project happenings
- List of communication channels/contacts

COMMUNICATION CHANNELS

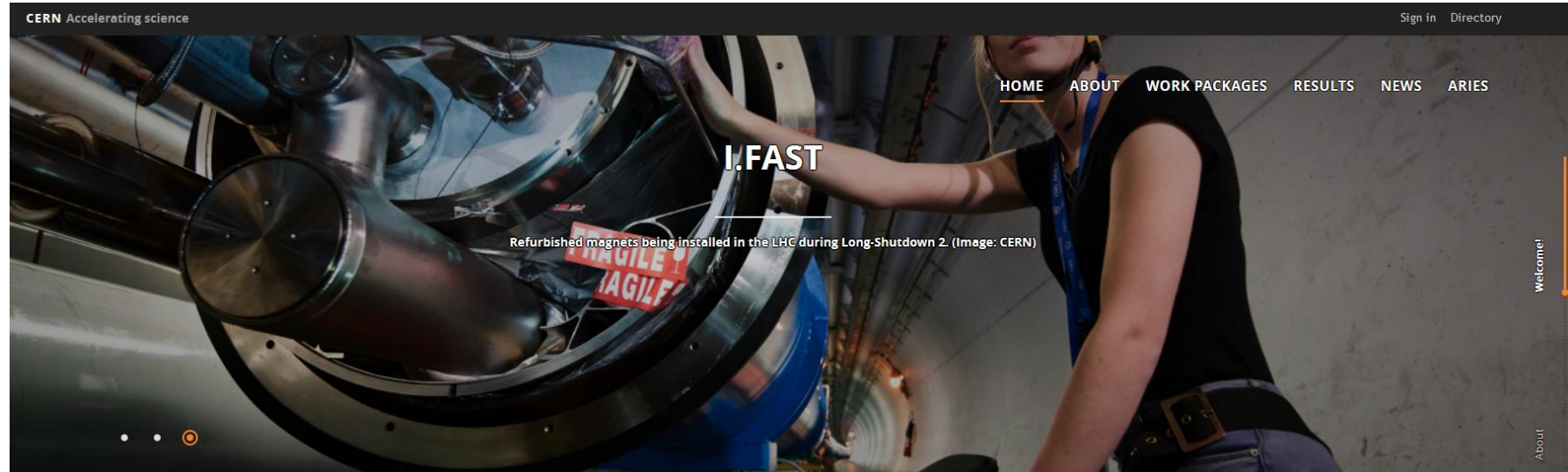
- ✓ Design and develop website
- ✓ Set up SharePoint, Zenodo and Indico
- ✓ Set up mailing lists
- Create new category in [Accelerating News](#)



Let's take a look!

Website

ifast-project.eu



Innovation Fostering in Accelerator Science and Technology (I.FAST)

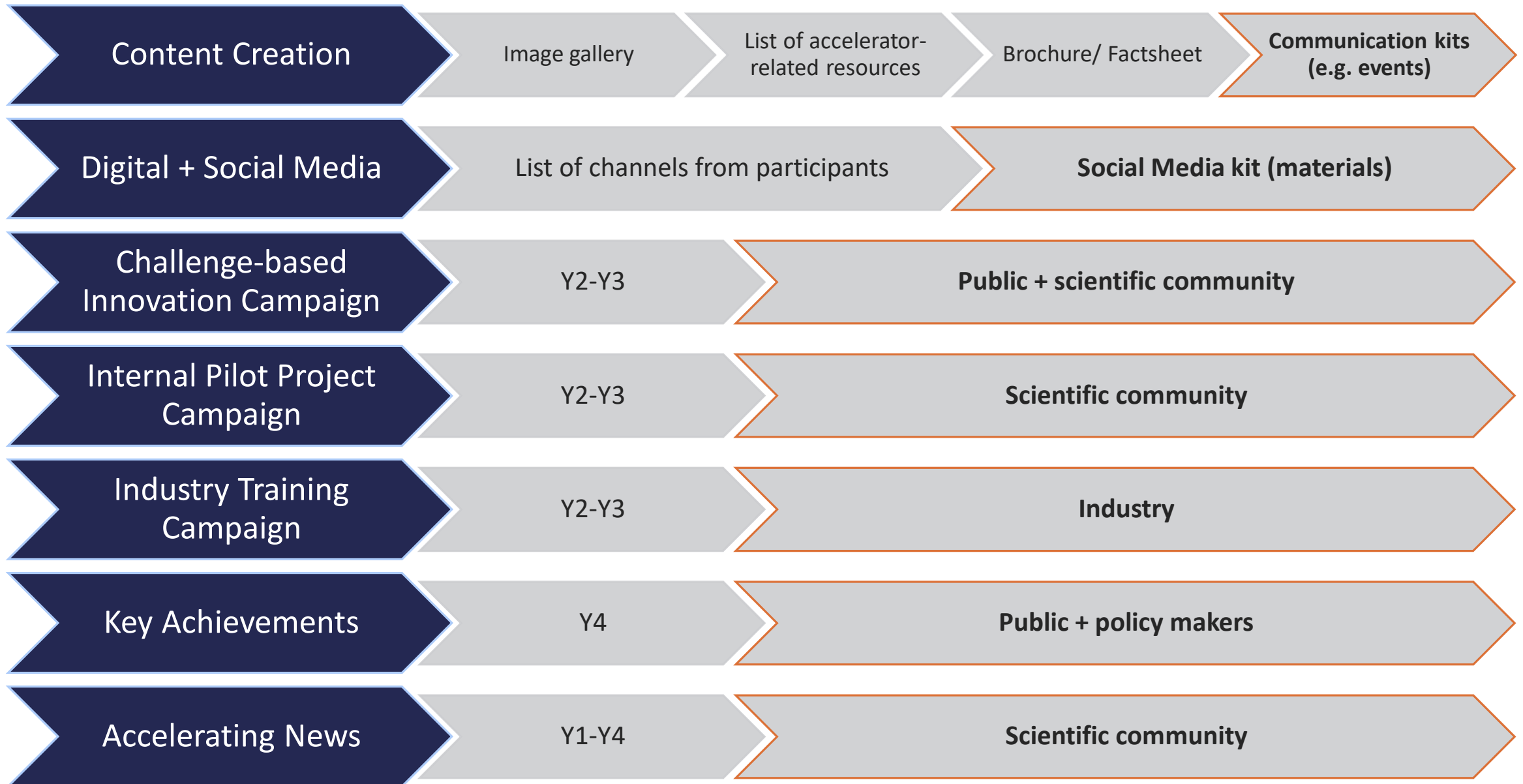
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Campaign 1: H2020 in 2020 (Y1)

- **Goal:** [not targeted – generate awareness]
- **Audience:** Industry, Decision-makers, Public
- **Channels:** Participants and H2020 social media
- **Content:** I.FAST/ARIES project success stories
- **Dates:** start September (under discussion)
- **Metrics:** engagement rate + audience reach
- **Outcomes:** Drive traffic to the websites + watch video + download brochure/factsheet





Workflow

A FEW NOTES ON THE IMPLEMENTATION

What we need from WP coordinators?

- ❑ Review the **goals for each task** [in the website](#), knowing they must be short and concise
- ❑ Help us complete a **communication calendar** with key points in each work package
- ❑ Help us review **key messages** and ensure they represent the entire group of partners
- ❑ Identify **communication channels** and contacts in your institutions for dissemination
- ❑ Contribute to the **image gallery** with images representing your institutions and WP
- ❑ Create an **introduction video** for each task (we will provide guidelines)

Questions?
