



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under GA No 101004730.

Communication activities

2nd Steering Committee | 14 November 2021

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iFAST



Introduction

Task 2.2 Communications and outreach (**CERN**, GSI)

D2.1 M6 (October): Communication Plan

- 1. Communication & social media strategy**
- 2. Case study: Additive manufacturing for RFQ**
- 3. I.FAST website.**
- 4. Accelerating News (input & support)**
- 5. Internal electronic bulletin (production)**
- 6. Accelerator Communication and Outreach workshops**

Communication strategy – Objectives

- Raise awareness about the project.
- Help understand the purpose of the project :
 - Inform/report on the project's progress;
 - Show impact, open calls, opportunities for funding.
- Engage with our communities:
 - Create new link inside and outside accelerator science.
 - Have support for fundamental and applied research.

Audience	Drivers	Key messages
Project participants	Community spirit Career development	<ul style="list-style-type: none"> • I.FAST is pushing back the technological boundaries of particle accelerators • I.FAST brings together and 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"> • I.FAST is at the forefront of particle physics and technology • I.FAST is pushing back the technological boundaries of particle accelerators • Collaborations like I.FAST are models for large scale approaches to big science
Students	Career development Scientific excellence Curiosity	<ul style="list-style-type: none"> • I.FAST brings together and attracts the brightest minds and some of the most talented people in the world... including you • I.FAST supports the use of accelerators to address global societal challenges, in particular medicine and environment
Industry	Innovation Job creation Collaboration	<ul style="list-style-type: none"> • The unique know-how within I.FAST is key to bridge the gap between fundamental research and its applications (contracts, cooperation) • I.FAST maintains an innovation ecosystem around accelerator-based research infrastructure by enhancing industry
Decision-makers	Scientific excellence Economic/societal impact	<ul style="list-style-type: none"> • Participants are some of the Europe's leading centres for physics, producing cutting edge science and technology; • I.FAST paves the way towards a sustainable generation of accelerator and supports the use of accelerators to address global societal challenges
Public (including media)	Curiosity Societal impact	<ul style="list-style-type: none"> • I.FAST contributes to advance in a sustainable way our quest for answers to humankind's fundamental questions about the Universe; • I.FAST supports the use of accelerators to address global societal challenges; • The institutes at I.FAST built and run some of the largest scientific instruments in the world; • I.FAST develops new technologies that may change the way we do science and may have an impact on industry.

Communication strategy – Tools

- Channels:

Web	Website ifast-project.eu (+ intranet)	Participant channels, including social media
Newsletter	Accelerating News acceleratingnews.eu	Mailing lists, including Internal Bulletin
Project	Project reports and other official communications	Project meetings and targeted events
Marketing material	Brochures, yearly leaflet, posters, etc.	

- A communication contact network has been set up to use the participant channels:
 - So far we have **36** out of the 48 partners
 - This network is useful for coordinated communication (press release, social media) and for dissemination.

Social media – Guidelines in a nutshell

- Write **I.FAST without the dot** (only on social media!). Not doing so would create a link and provoke confusion.
 - IFAST
- Mention the following:
 - #IFASTProjectEU
 - #H2020 and/or @EU_H2020
 - @CERN and @name(s) of the institute
- Use the recommended hashtags (see SharePoint).

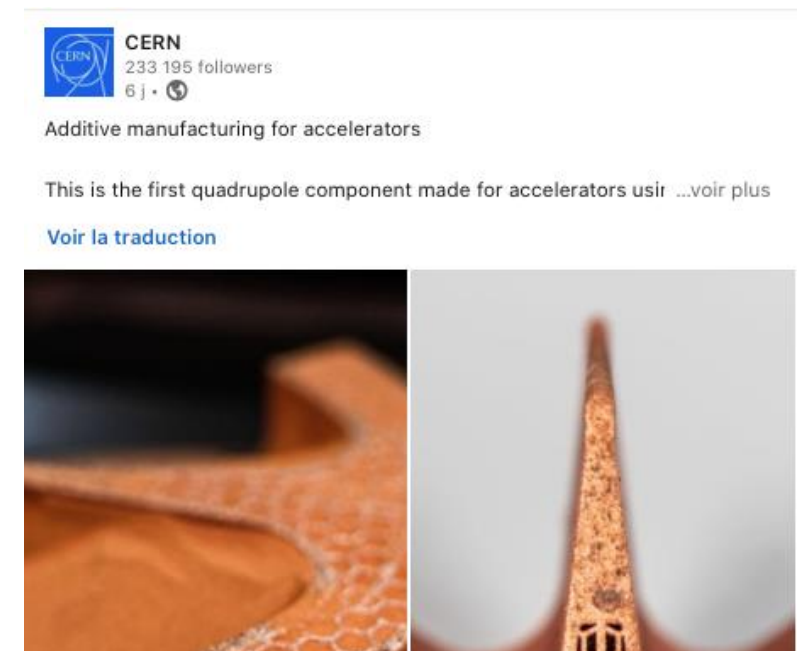
Case study

Additive manufacturing for HF-RFQ

- Press release by IWS Fraunhofer + article on website.
- Shared on social media by CERN, IWS & RTU.

Social media (CERN)	Impression
LinkedIn	150 000 (3 th best pub. of the last 6 months)
Facebook	175 000 (7 th best pub. of the last 6 months)
Instagram	190 000
Twitter	<i>Not available</i>

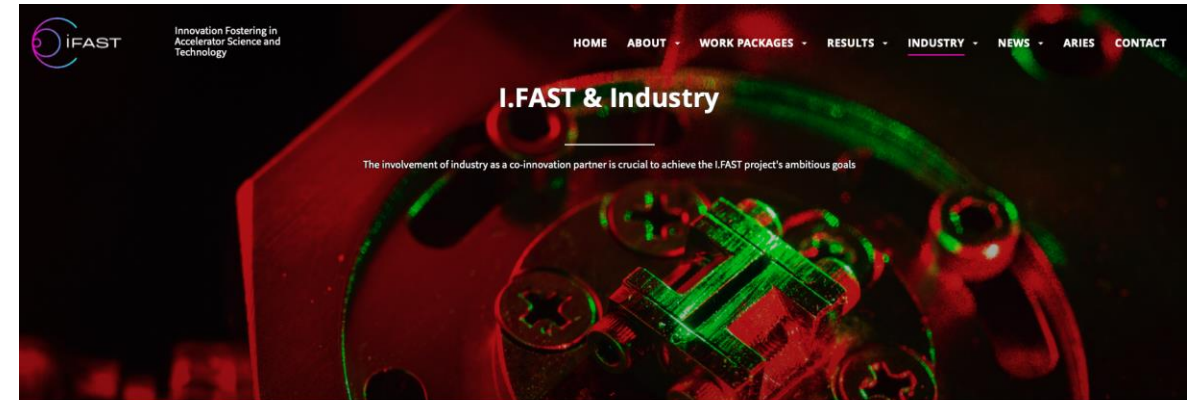
- Press impact:
 - >25 outlets, mostly technical/engineering.



Website – What's new?

ifast-project.eu

- Migration to **Drupal 9**
- **Continuous updates** following your requests:
 - Industry section (see WP3 presentation)
 - Project resources
 - Job opportunities
 - Image gallery



Role of industry in the project

To achieve the I.FAST project's ambitious goals, the involvement of industry as a co-innovation partner is crucial. Indeed, building on the experience of four previous EC Integrating Actions, I.FAST has engaged industry from the initial definition of the R&D program, and now 18 companies are participating either as beneficiaries or associated partners in [3 Work Packages](#).

It is expected that such strong involvement will bring additional technological knowledge and specific expertise in domains like cost optimisation, production-oriented design methodologies, early focus on the development of marketable products. Furthermore, the industrial contributions will be also seminal for the co-innovation activities and the production of prototypes.

Last but not least, I.FAST will also set the foundations for open debate and exchange between researchers and industry by organising [events](#) on I.FAST technologies with potential industrial applications and by fostering the interaction between academia and industry, creating new personal links and connections.

Accelerating News

- Migration to **Spotler**.
- Next edition to be published at the **end of November**.
- Will feature from I.FAST:
 - Challenge-based innovation (CBI) programme;
 - Additive manufacturing for RFQ.
- This purpose of the steering committee is also to found out about **potential articles** for the coming issues.
Feel free to contact me if you have any idea!

What's next?

- **Social media campaigns**
 - To be set up from now;
 - Dependant of each beneficiaries' editorial calendar;
 - Dependant of our content production.
- **Leaflet / brochures**
 - To be ready for I.FAST 1st annual meeting (May 2022).
- **Website**
 - Coordination with WP1 to set up **pages per WP**.

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