

IdeaSquare

The innovation space at CERN

Comms

#CERNIdeaSquare

26 January 2022

By Claudia.Marcelloni@cern.ch



Items



- Communication Strategy Plan Goals
- Branding and Graphic Charter application
- Channels and audiences
- Report
- Open Doors Event for the CERN community
- Link to Science Gateway

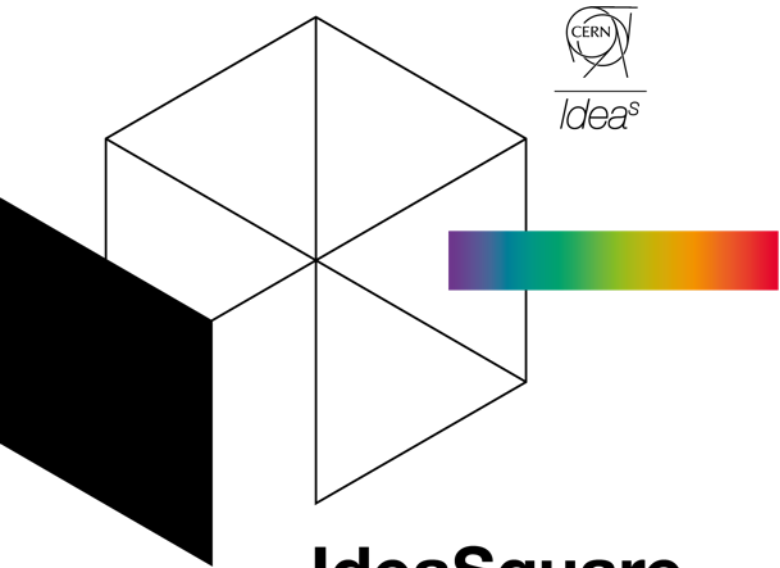


Communication Strategy - Goals



The key goal of the communications plan is to complement and support the implementation of the IdeaSquare strategy for the next four years (spring 2021-spring2025):

1. Establish clear and consistent communication of ID2 identity, establishing it as the innovation space at CERN
2. Clarifying ID2 current offers and activities to its audiences,
3. Revamp all its communications channels
4. Show the added value as a testbed to European-funded projects, specifically through ATTRACT and Crowd4SDG.
5. Support the development of innovative educational programmes
6. Strengthen the link and communicate the value proposition of ID2 to CERN internal stakeholders through prototypes and events
7. Develop platforms and projects to harvest knowledge in innovation
8. Explore links with Science Gateway complementing the offer of the CERN's ECO group to the general public



Idea^s

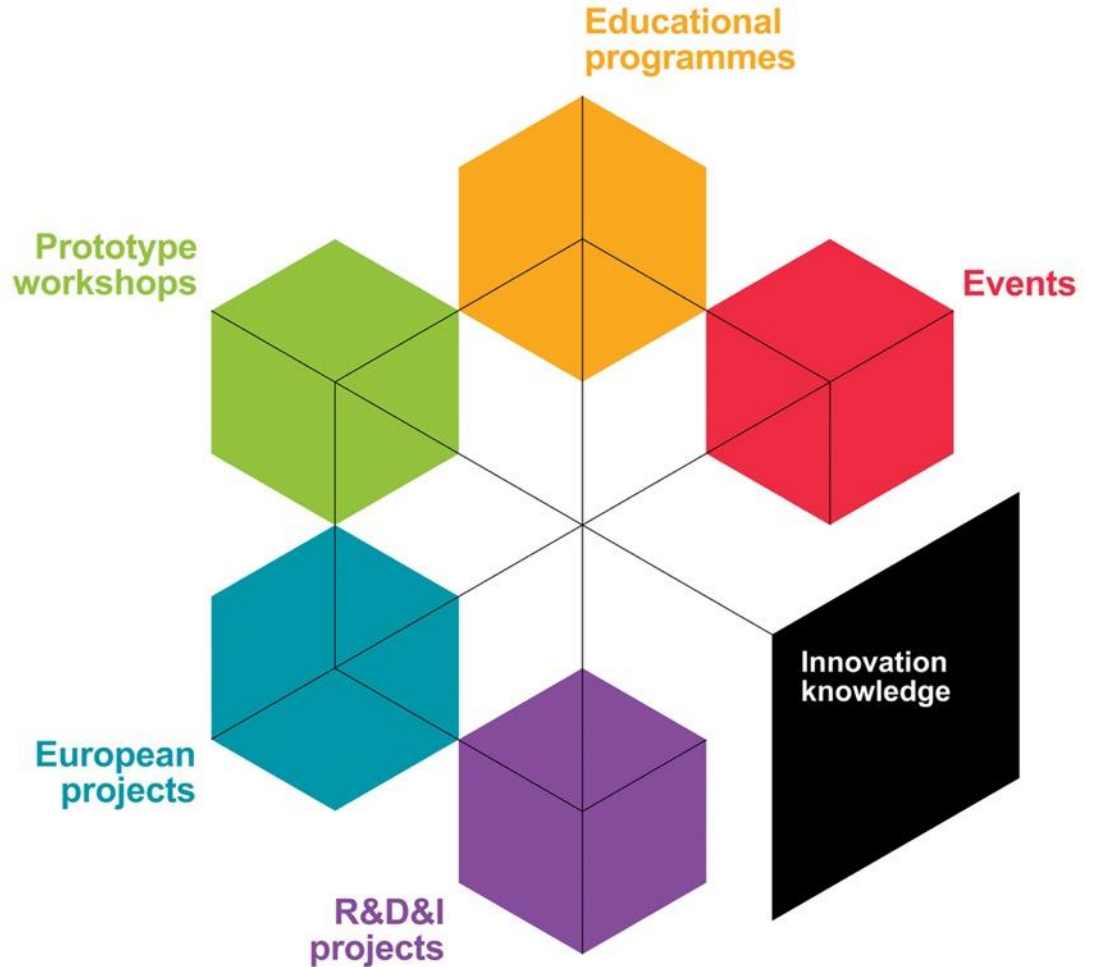
IdeaSquare

The innovation space at CERN

Identity

Activities

IdeaSquare is the innovation space at CERN, that uses collaborative methodologies, access to CERN expertise and cross-connectivity to ideate solutions for the future of humankind. A place where people have the licence to dream.



Space



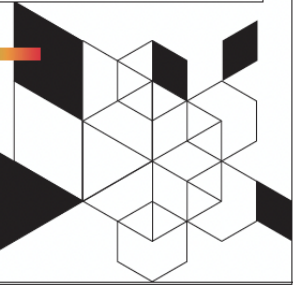
1



2



IdeaSquare
The innovation space at CERN



9,04 m

4,50 m

Space

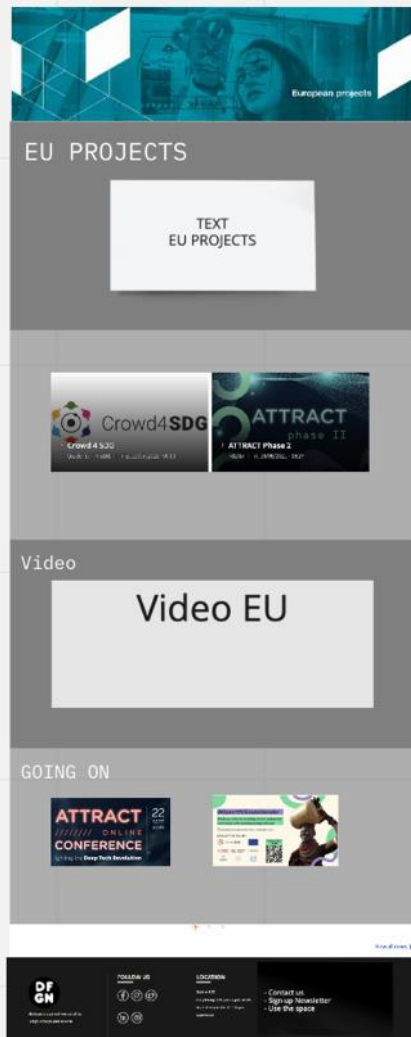


Website



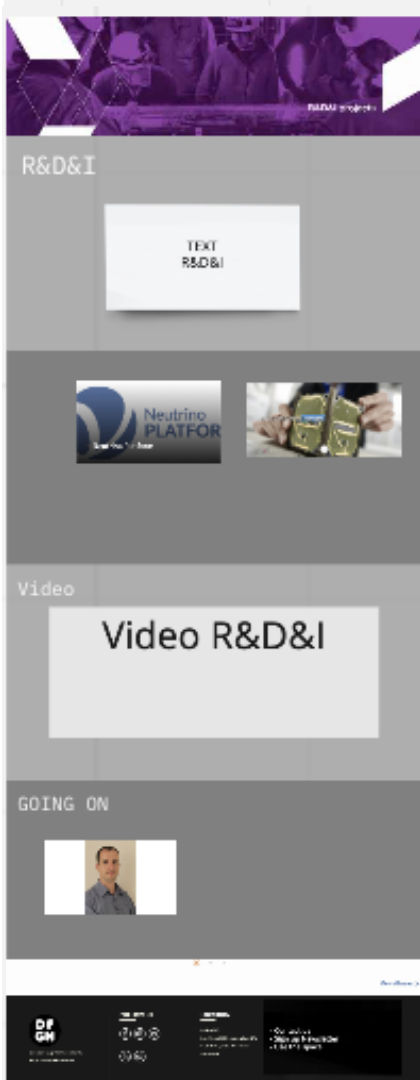
Audience: all

- Innovation Space at CERN
- News on all 5 activities
- The link to Science Gateway



EU Projects

- Overall description
- Links to external websites: Ex: ATTRACT and Crowd4SDG
- Featured video about the activity
- Latest news updates or blogs



R&D

- Focus on Neutrino
- Link to KT



Educational Programmes

- Merge the CBI website to ID2
- Feature all the different Educational Programmes under one umbrella.



PROTOTYPING

TEXT
PROTOTYPE

Machins Shop



Electra Shop



3D Studio



Light Lab



Video

Video Prototyping

GO



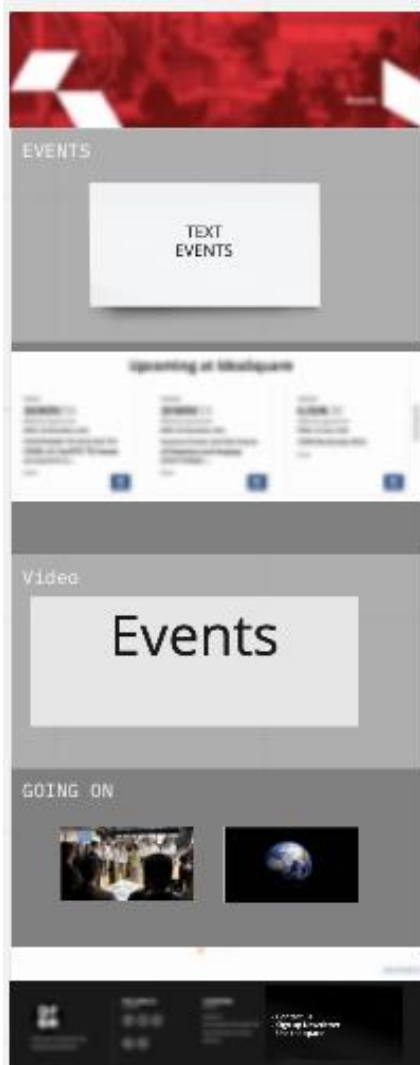
View all items >

DF
GN

DESIGN
COMMUNITY

DESIGN
COMMUNITY

CONTACT US
info@dfng.com
+41 79 310 1111



Events

- Feature agenda
- Will also feature workshops for Science Gateway



INNOVATION KNOWLEDGE

TEXT INNOVATION
KNOWLEDGE

Read the
CERN IdeaSquare
Journal of Experimental
Innovation

Read the CERN IdeaSquare
Journal of Experimental
Innovation

BLOGS

Video

Innovation
Cafe/MOOCs

this part
should be but
but hidden for
now

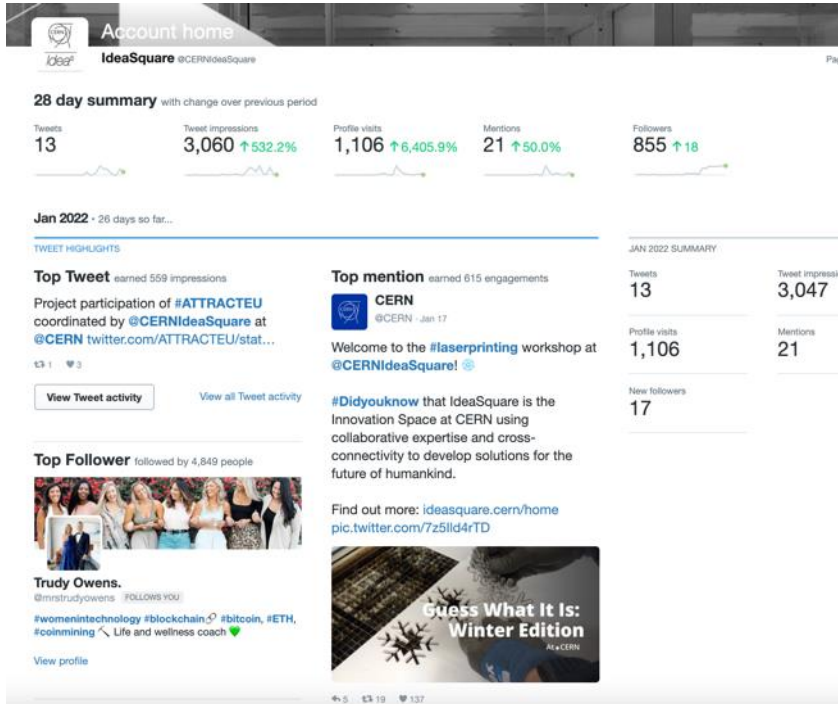
GOING ON



Innovation Knowledge

- Feature CIJ
- Blogs – invitation to partners
- Potential new formats

3) Social Media – Twitter



Audience: Partners and organizations. Ex: EU partners and CERN

Type: punctual with tweet-ups of events

Followers: 855

Impressions: around 1-2K/post

Top activity: 13K impressions

[Full Stats](#)

Tweet activity

Apr 7 - Jul 4, 2021




Export data

Your Tweets earned **33.9K impressions** over this **89 day** period



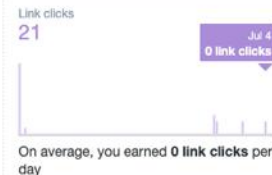
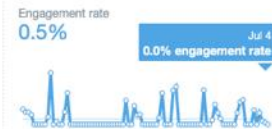
YOUR TWEETS
During this 89 day period, you earned **381 impressions** per day.

Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

| | | | |
|--|--------|----|------|
|  IdeaSquare @CERNIdeaSquare · Jul 2 Fabiola Gianotti, @CERN's general director, is one of the judges of the student projects for the 2021 edition of the #innovation4change conference organized by @CDITorino in collaboration with #CERNIdeaSquare pic.twitter.com/gFaztcMqbp View Tweet activity | 13,699 | 96 | 0.7% |
|  IdeaSquare @CERNIdeaSquare · Apr 7 The papers and discussions on the value of open and collaborative approaches in scientific research will be at the core of the #oisconf21 starting today, which @CERNIdeaSquare is proud to co-host @OIS_Center @CBSsoph #OpenScience #openinnovation ois.lbg.ac.at/en/research/oi... pic.twitter.com/vtzuiVQuaQ View Tweet activity | 7,316 | 87 | 1.2% |
|  IdeaSquare @CERNIdeaSquare · Apr 7 A visual map of the lively discussions on the potential impact of #crowd and #AI on the #innovation process triggered by the keynote @H_DigInnovation during the #OISconf21 opening session organized by the collaboration of @CBSsoph, @SI_Copenhagen @CERNIdeaSquare pic.twitter.com/1h9LDJuC3N View Tweet activity | 2,783 | 58 | 2.1% |

Engagements

Showing 89 days with daily frequency



Social Media – LinkedIn



CERN IdeaSquare

1,060 followers

7mo · 🌐



[Laura Wirtavuori](#) and [Oscar Lillelækken](#) from [#CERNIdeaSquare](#) are enjoying one of the very first in person student events of the year, and they are excited! [#innovation4change](#) in Turin is happening now with the participation of [CERN](#) general director Fabiola Gianotti :

<https://lnkd.in/dXJnR95>



Matteo Vignoli and 36 others

1 share

Audience: Partners, organizations and external users. Ex: universities

Type: focus on the initiative and outcomes

Followers: 1006

Impressions: around 500/post

Top activity: 14K impressions

[Full stats](#)



Top posts LinkedIn



- [We are back into business – 2K](#)
- [College des ingenieurs workshop](#) – 1.2K
- [VIP visit to IdeaSquare](#) – 3.8K
- [Innovation 4 change Torino](#) – 2.4K
- [Design the Future](#) – 1.3K
- [FDGA workshop at ID2](#) - 2.4K

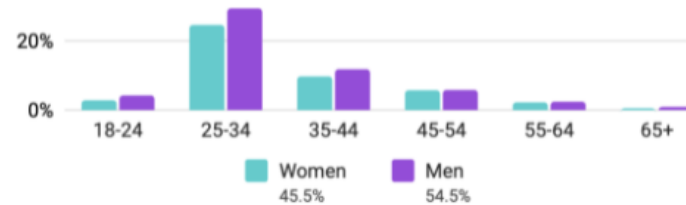
Social Media – Facebook

Audience ⓘ

Facebook Page Likes ⓘ

1.2K

Age & Gender ⓘ



Results [See what's new](#)

Facebook Page Reach ⓘ

10,041 ↓ 26.1%

Audience: Partners and internal users
Type: focus on groups and individual accomplishments































Followers: 1.2K

Impressions: 100/post

Top activity: 668 impressions

[Full stats](#)

Top Posts Facebook

| | | | | | | | |
|-----------------------|---|---|---|-----|---|----------|--|
| 07/08/2021 1:05 PM |  #bt #ThrowbackThursday In 2018, CMS experiment at CERN brought |  Photo |  | 572 |  | 23 10 |   |
| 11/05/2021 4:26 PM |  Today Oscar gave our team, a tour of the #CERNideasquare, showing |  |  | 453 |  | 40 20 |   |
| 10/19/2021 6:24 PM |  Getting back to business! We at #CERNideaSquare are thrilled to |  |  | 387 |  | 7 26 |   |
| 01/24/2022 5:51 PM |  Today we were at #CasaSeat for the kick off of the Challenge-Based |  |  | 363 |  | 14 26 |   |
| 01/27/2021 5:13 PM |  Pablo Garcia Tello, the coordinator for European-funded projects at |  |  | 351 |  | 17 20 |   |

Newsletter (with KT)

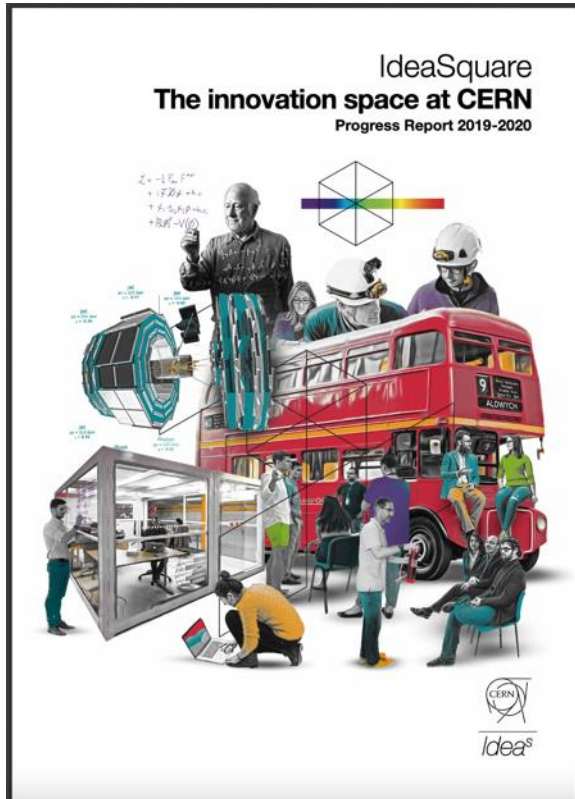
spotler

maakt
e-mail marketing
makkelijker

www.spotler.com

Audience: internal, management and key stakeholders

Report



Audience: CERN Management, current and future partners

Stopped by a global pandemic? We accepted the challenge and emerged victorious!

2017-2018
+370 students

2019-2020
+550 students

2019-2020 in a nutshell

Committed
collaborators

Despite 2020 being one of the toughest years in recent times for humanity, the IdeaSquare team managed to engage remotely with as many CBI students as in previous years. ID2 also pushed through an unexpectedly large number of education programmes and networking events, most of which had to be held online due to the pandemic's restrictions.

+550
students

+750
external participants
(2019)

+129
university lecturers

36 collaborating
institutions

176 authors
published
in *CJ*

+20
CERN staff involved in
educational activities

Fun facts

Every day, people at IdeaSquare meet **five** new people

+20,000
cups of hot beverages consumed:

+6,000
pictures taken in our photobooth

65% black coffee (including espresso)
15% hot water (tea)

ONE BAZILLION COVID-free Zoom meetings held

10% coffee with milk (including capuccino)
10% hot milk (hot chocolate)

158,500
total cups of hot beverages since ID2 opened

Activities held

144
Total events

European projects

2 ongoing projects
170 innovative funded projects

77%
occupancy rate (2019)

Prototype workshops

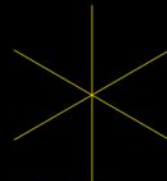
+200 CERN personnel users yearly

R&D&i projects
6 ongoing projects (incl. ATTRACT)

Educational programmes

Special events
+20 events

+90 Challenge-Based Innovation projects/prototypes developed
+90 societal challenges addressed



What comes next

IdeaSquare's unconditional reception from students, collaborating institutions worldwide and the CERN community has been proudly bedazzling for many of us. People seem to like what we do, and they have been asking for more "open-mind, innovation-driving facilities" like ours ever since our foundation.

We are honoured to have ISAB-G's and CERN's growing support in this task, and we are now joining forces to go the extra mile, intending to consolidate IdeaSquare as a "global reference for how science and society collaborate, with special emphasis on young innovators and multidisciplinary teams to create innovative solutions for the future of humankind."

After recapping our learnings, analysing feedback and scouting the world's trends to know what's being done in innovation research, IdeaSquare — following ISAB-G's invaluable recommendations — has decided to outline what we are certain should be our 2021-2025 strategic milestones. We hope you will see eye to eye with our future commitments for bringing IdeaSquare even closer to the CERN mission.

Thanks for embracing the unconventional.

Markus Nordberg

Head of Resources Development at CERN's Development and Innovation Unit (PT-DI), co-coordinator of the ATTRACT project, and CERN IdeaSquare Manager

R&D&I projects

At IdeaSquare, we host and support R&D&I projects linked to CERN, as well as selected Knowledge Transfer activities. By organising entrepreneurial events, student programmes and research projects, IdeaSquare explores new ways and perspectives to facilitate the finding of novel solutions in many fields and having a positive impact on society globally.

CERN experiments and R&D&I projects

ALICE Experiment
ATLAS Experiment
CMS Experiment
LHCb Experiment
SHiP Experiment
STH Experiment
TESLA Experiment

Knowledge transfer projects

ALICE Experiment
ATLAS Experiment
CMS Experiment
LHCb Experiment
SHiP Experiment
STH Experiment
TESLA Experiment

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European Projects

IdeaSquare is currently involved in two EU-funded projects. ATTRACT (as a coordinator) and ConnectEDU (as a consortium member). In March 2020, the European Commission launched a new call for proposals to identify the most European channels for knowledge valorisation linked to excellent national, regional and organization-level initiatives. IdeaSquare was highlighted alongside other innovation hubs outside Europe, such as the Helsinki and University of Tokyo Joint Research Laboratory. In support of this premise, ATTRACT and ConnectEDU will continue IdeaSquare's highly praised strategy in the coming years.

ConnectEDU

A partnership involving:
CERN
ETH Zurich
Helmholtz Zentrum Berlin
INFN
ITER
ITER-UK
ITER-USA
ITER-Japan
ITER-India
ITER-Korea
ITER-China
ITER-Russia
ITER-Brazil
ITER-Canada
ITER-USA
ITER-Japan
ITER-India
ITER-Korea
ITER-China
ITER-Russia
ITER-Brazil
ITER-Canada

ATTRACT

Partnership with:

CERN
ETH Zurich
Helmholtz Zentrum Berlin
INFN
ITER
ITER-UK
ITER-USA
ITER-Japan
ITER-India
ITER-Korea
ITER-China
ITER-Russia
ITER-Brazil
ITER-Canada

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Events

Incremental or linear innovation is not enough to solve the challenges humanity is facing. Instead, experimental innovation and systems thinking are needed for building the future for our societies. It is in this context that IdeaSquare sees science together with open innovation initiatives, and hosts and organises special events for curious minds and researchers interested in innovation knowledge.

Related activities

ALICE Experiment
ATLAS Experiment
CMS Experiment
LHCb Experiment
SHiP Experiment
STH Experiment
TESLA Experiment

Science Policy

ALICE Experiment
ATLAS Experiment
CMS Experiment
LHCb Experiment
SHiP Experiment
STH Experiment
TESLA Experiment

ConnectEDU

CERN
ETH Zurich
Helmholtz Zentrum Berlin
INFN
ITER
ITER-UK
ITER-USA
ITER-Japan
ITER-India
ITER-Korea
ITER-China
ITER-Russia
ITER-Brazil
ITER-Canada

ATTRACT

CERN
ETH Zurich
Helmholtz Zentrum Berlin
INFN
ITER
ITER-UK
ITER-USA
ITER-Japan
ITER-India
ITER-Korea
ITER-China
ITER-Russia
ITER-Brazil
ITER-Canada

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Prototype workshops

Each year, well over 200 CERN personnel use IdeaSquare's services on a frequent basis. They participate in the 3D Design Thinking and rapid prototyping workshops, enjoy social meetings, and undertake machine shop building, circuit board prototyping and 3D printing. Being one of the places where 3D printers are most easily available, CERN users often return to IdeaSquare to carry out other projects after seeing the obvious full potential. This use of the facilities is free of charge, unless larger volumes of production materials are envisaged.

Check out our

ALICE Experiment
ATLAS Experiment
CMS Experiment
LHCb Experiment
SHiP Experiment
STH Experiment
TESLA Experiment



Scan this QR code to

access our services

or contact us

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Educational programmes

IdeaSquare co-designs and runs multiple project-based student courses in collaboration with several international universities from Europe, Australia and the US. Though its courses vary in duration – from five-day design sprints to full eight-month product design projects – all courses aim to provide students with a hands-on learning experience to build their own projects and tackle real-world challenges related to the UN SDGs.

ATTRACT

CERN
ETH Zurich
Helmholtz Zentrum Berlin
INFN
ITER
ITER-UK
ITER-USA
ITER-Japan
ITER-India
ITER-Korea
ITER-China
ITER-Russia
ITER-Brazil
ITER-Canada

ConnectEDU

CERN
ETH Zurich
Helmholtz Zentrum Berlin
INFN
ITER
ITER-UK
ITER-USA
ITER-Japan
ITER-India
ITER-Korea
ITER-China
ITER-Russia
ITER-Brazil
ITER-Canada

Science Policy

ALICE Experiment
ATLAS Experiment
CMS Experiment
LHCb Experiment
SHiP Experiment
STH Experiment
TESLA Experiment

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Innovation knowledge

IdeaSquare's scheme to provide evidence-based results in innovation led it, five years ago, to create the online publication *CU CERN IdeaSquare Journal of Experimental Innovations*. In the short period of time, CU has become a publication of reference for thought-provoking, contemporary and experimental innovation research. With CU, IdeaSquare aims to harvest and share experimental innovation knowledge using a fresh and varied approach.

Award-winning journal scheme

ALICE Experiment
ATLAS Experiment
CMS Experiment
LHCb Experiment
SHiP Experiment
STH Experiment
TESLA Experiment

Open science

ALICE Experiment
ATLAS Experiment
CMS Experiment
LHCb Experiment
SHiP Experiment
STH Experiment
TESLA Experiment

Open science

ALICE Experiment
ATLAS Experiment
CMS Experiment
LHCb Experiment
SHiP Experiment
STH Experiment
TESLA Experiment

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Fighting back against COVID-19

2020 was a challenging year for everyone. Coronavirus struck at our lives with a devastating virulence and forced the world's leading organisations to deploy taskforces and resources to fight against this unknown enemy.

CERN brought its community together in March 2020 under an initiative called CERN against COVID-19. This programme's aim was to collect and coordinate ideas and contributions from the CERN community to fight the COVID-19 pandemic using their scientific and technical expertise.

IdeaSquare's unhesitating involvement

As soon as the pandemic broke out, IdeaSquare reacted swiftly to the COVID-19 pandemic and instantly initiated a 3D Printing Masks Action, thus demonstrating its potential for organised emergency response in crisis situations. ID2 offered its workshop facilities and 3D printers, and designed 3D-printed, open-source, clinical masks, which were in great demand at the time. Similarly, many ATTRACT Phase 1 funded projects resolved to undertake active research to speed up the mitigation of the pandemic.

Learn more: <https://ohwr.org/project/3dmask/wikis/home>



CERN's 3D Printing Masks Team seeking solutions during the COVID-19 emergency.

Photo: Maximilien Brice

Open Doors Event



- Stakeholder interviews to identify potential use of the space
- Offer of workshops form ID2 team
- One week of events to promote and invite people to the space

IF COVID ALLOW US 😊

Link to Science Gateway



- Sparks! Forum and Public Event – annual flagship event
- Workshops for Science Gateway visitors – Wednesdays and Saturdays
- Window of the Science Gateway campus of innovation at CERN (ID2 and KT)



Contact us!
#CERNIdeaSquare
ideasquare.cern