



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

I.FAST Communication & Outreach Review of the 1st year

I.FAST 1st Annual Meeting

Antoine Le Gall (CERN), WP2



Communication set-up

Communication team

- **Antoine Le Gall** (CERN) – Task 2.2.
External Communication
- **Yiota Foka** (GSI) – Task 1.3.
Internal Communication & Dissemination

Communicating I.FAST can be challenging

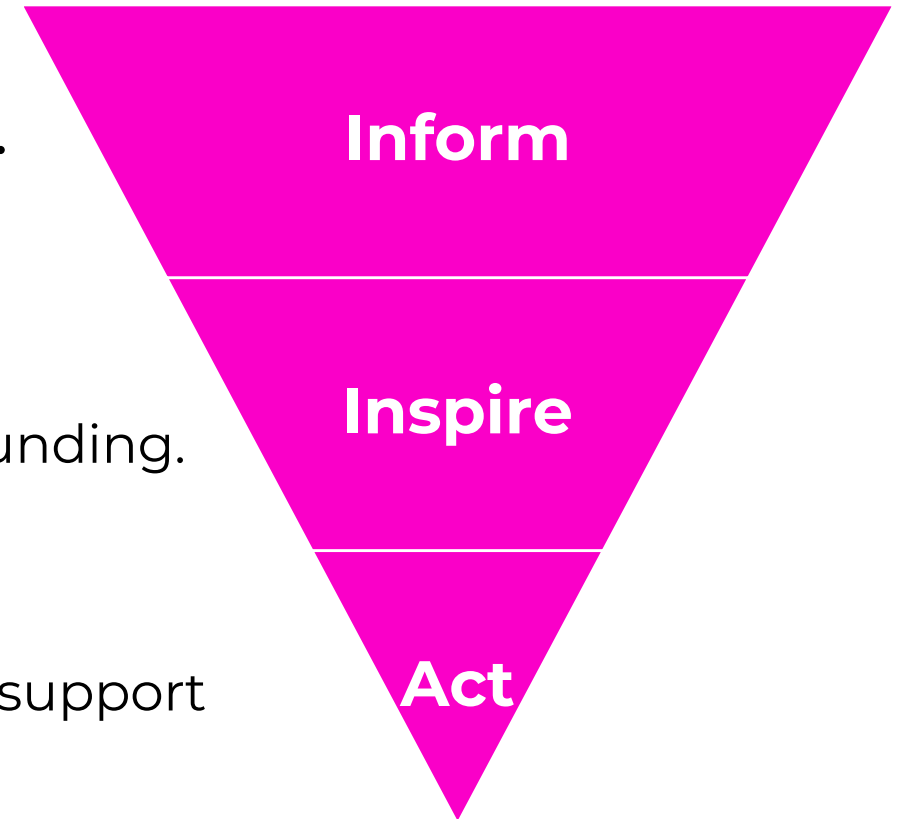
- Not one communication team but 49!
48 beneficiaries, 15 European countries, different types of organisations – some don't even do communication.
Different scientific, technological, industrial priorities – with impact on the communication.
- Not one technology but many!
9 thematic areas - 5 transverse.
Different stages of advancement – from theory to industrial process.
Focus on science and innovation; yet increasingly important role of sustainability and applications.
- A large variety of audiences:
Internal audience is diverse and requires effective knowledge sharing.
External audience wants to learn about the impact of the project.

Three pillars for communication

- **Communication strategy:**
 - Deliverable 2.1: Communication strategy (M6)
 - Presented to the Steering Committee in November 2021.
- **Social media strategy:**
 - Guidelines for members and beneficiaries.
 - One hashtag: #IFASTprojectEU
- **Communication network** within all beneficiaries and with other EU projects:
 - For coordination (joint articles, press release).
 - For dissemination (press release, social media).

Our communication objectives

- Raise **awareness** about the project.
- Help understand its **purpose**:
project progress, impact, calls, opportunities for funding.
- Engage with **our communities**:
New links inside and outside accelerator science, 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.

Some key messages

- I.FAST is **pushing back the technological boundaries** of particle accelerators.
- Collaborations like I.FAST are **models for large scale approaches** to big science.
- **Co-operations between industry and science** within the I.FAST network help to accelerate industrial innovation
- I.FAST supports the **sustainable use of accelerators** while **addressing global societal challenges**.

Our channels



***Accelerating News
Newsletter***



**Participant
channels**



Website



**SharePoint
& Zenodo**



**Project
meetings**



Events

Accelerating News

- **Quarterly newsletter** on accelerator developments: I.FAST, FCC, HiLumi, CLIC, etc.
- **> 1200 subscribers** (33% open rate).
- **3 issues** since the start of the project.
- In April 2022, change from Mailchimp to **Spotler**, a more data privacy-friendly tool.

Subscribe now!

acceleratingnews.web.cern.ch



Newsletter
April 2022

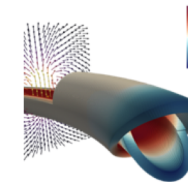
The spring issue of Accelerating News is out!

In this issue, we bring you the latest developments in lasers and medical applications, news from particle accelerator facilities and European projects.

We also revamped the old template of *Accelerating News*. This new structure brings us more clarity, a fresh look and new colours. Happy reading!

Antoine Le Gall for the Accelerating News Editorial Team

[Read the full issue](#)



European projects join forces to investigate the next generation of ion therapy magnets

Two European projects, HITRIplus and I.FAST, have obtained funding to work on different aspects of superconducting magnets for medical accelerators.

[Read more](#)

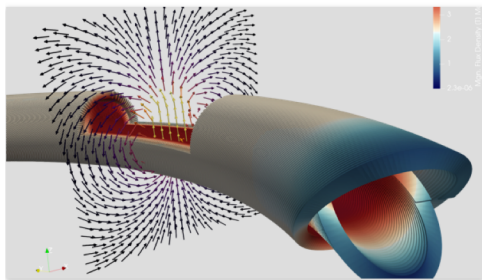


New prototype electron gun to compensate space charge

The ARIES project has developed a prototype electron gun to compensate the effect of space charge with electron lenses in hadron synchrotrons.

A channel for every WP

- Accelerating News had contributions from **WP2**, **WP8** and **WP10**.



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Issue 39 | [I.FAST \(IFA\)](#) | 04 March, 2022



Additively manufactured copper components for linear accelerators

World first: Fraunhofer IWS, together with CERN, RTU and PoliMi, for the very first time prints quadrupole components for linear accelerators

Issue 38 | [I.FAST \(IFA\)](#) | 02 November, 2021

Accelerators for the environment: Announcing I.FAST Challenge-Based Innovation programme 2022

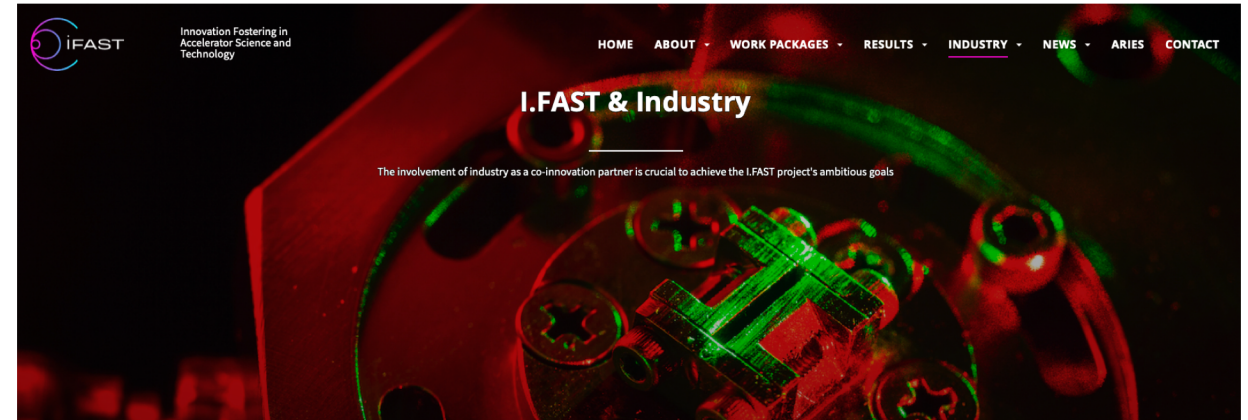
In summer 2022, the EU-funded I.FAST project will challenge students to find new and innovative societal applications for accelerators.

1 DECEMBER, 2021 | By [Nicolas Delerue \(IJCLab\)](#)

A promotional poster for the 'PARTICLE ACCELERATORS FOR THE ENVIRONMENT' challenge. The poster features a purple and blue gradient background with a photograph of a person pointing towards a landscape. The text on the poster includes: 'PARTICLE ACCELERATORS FOR THE ENVIRONMENT', 'Join a ten-day challenge for senior bachelor's & master's level students (all backgrounds)', 'In Archamps, France (near Geneva, Switzerland)', 'From 26 July to 4 August 2022', 'APPLY NOW', 'Deadline: 14 February 2022', and 'More details: www.ifast-cbi.particle-accelerators.eu'. Logos for IFAST, the European Union, and various partner institutions are displayed at the bottom.

I.FAST Website

- Migration to **Drupal 9**
- **Continuous updates** following your requests:
 - Pages per WP;
 - Industry section;
 - 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 [9 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.

What results?

Media impact

- > 40 press articles
- ~ 15 articles from beneficiaries

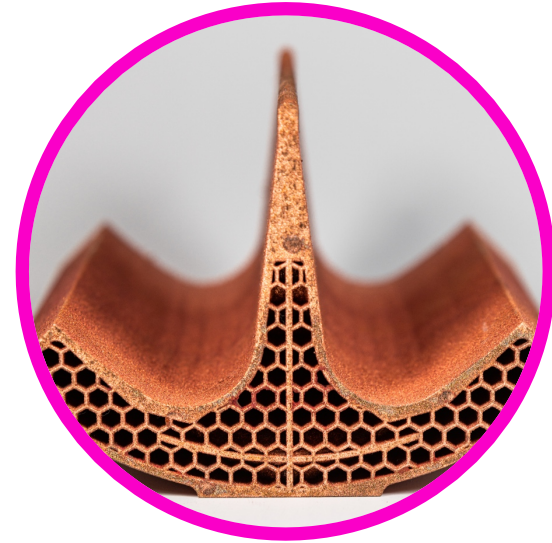
Website

- > 10 000 visitors.
- > 23 000 pageviews (18k uq).

What results?

Challenge-based innovation (WP2)

- > 2000 website visits
- > 185 applications



World-first AM for acc. components (WP10)

- > 1000 website visits
 - > 25 press articles
- Success on social media

What's next?

- **More communication!**
- Focus on:
 - **Creating an I.FAST community**: a common language and culture, cooperation between institutes, synergies between WP.
 - Explaining **our activities** inside and outside of the project.
 - Insisting on **science sustainability**.
 - Highlighting the many **societal applications**.

**What can you do
to help us build a more effective,
engaging communication ?**

What can you do?

1. **Explain** your activity.

You are the expert of your field. We must work together to help people outside of your field understand your work, its context and its future.

2. **Coordinate** your communication with us.

You are already doing communication actions (workshops, presentation, etc.). Our channels are efficient tools, complementary to disseminate your work and events, and to report on its conclusion outside of the field.

3. **Involve** your institute and the beneficiaries you work with.

You already have ties with your partners. We must take advantage of the multinational, diverse nature of I.FAST to best disseminate your work.



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