

FCCIS Workshop

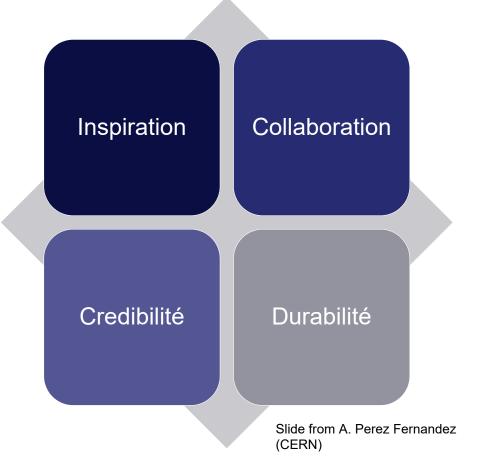
WP5 Leverage & Engage Tadeusz Lesiak on behalf of WP5 Monday 5 December 2022



Communication strategy FCC (FCCIS D5.1, TMFS)

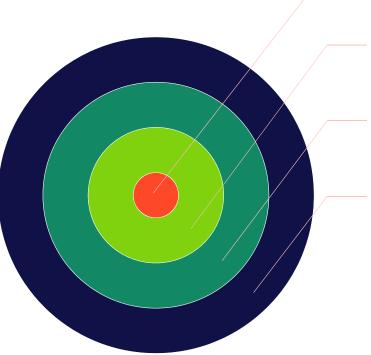
Messages

- **CERN** has a nearly 70-year track record of success. (Credibility-trust)
- The **cost** of FCC is reasonable when put into the perspective of its time span as well as the cost of other major endeavors
- FCC brings a global project to Europe. (Collaboration)
- FCC is a solid **science mission** for the **21st century**.
- FCC is a **training** ground for generations of global researchers. (Inspiration)
- Contracts with a long-term project like FCC provides security for European industry.
- FCC is the first major global project subject to the strict guidelines of the United Nations **Sustainability** Goals. (Sustainability)
- FCC <u>Feasibility Study</u> is exactly that a study not construction or implementation phase.





FCC Local Communication Strategy



Territorial dialogue	→ Take the pulse of stakeholders
FCCfs Local Communication strategy	Establish guidelines for FCC Communication at local level
FCC Communication Strategy	A guideline for FCC communication at national and international level
CERN Communication Strategy	Framework for all strategies
FCC-CERN Local communication and engagement group (J. Gillies, A. Perez Fernandez)	Local Expert in Territorial Dialogue (Stratis/Etat D'Esprit) Territorial dialogue coordination group (Coordinated: F. Eder, Y. Lechevin)



FCC Local Communication Strategy

CONFIDENTIEL

Stratégie de communication locale CERN pour l'étude de faisabilité FCC

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C Un territoire de communication différencié

L'étude du projet FCC comporte une spécificité, son **ancrage multi-géographique**. Le projet dispose d'une aura **internationale** tout en ayant un impact **local**. De cet ancrage découlent **plusieurs enjeux** auxquels le plan de communication répond :

Privilégier une action locale

Développer le dialogue permanent avec territoires impactés, identifier en amont les attentes et les craintes des élus locaux.

Renforcer les actions en Haute-Savoie

Sensibiliser tout particulièrement les élus de Haute-Savoie qui, à l'inverse de l'Ain, sont moins acculturés au projet.

Toucher les décideurs départementaux et régionaux

Au-delà du périmètre direct de l'étude, sensibiliser et susciter l'adhésion des élus départementaux et régionaux, plus influents.

Intégrer les relais nationaux et internationaux

Compte tenu de l'ampleur du projet et de l'étude, intégrer des relais d'opinion d'ampleur nationale ou internationale



24 anît 2022

UK

Local Area

Les objectifs du plan de communication

La stratégie de communication a pour objectif de faciliter la conduite de l'étude de faisabilité du Futur Collisionneur Circulaire du CERN.

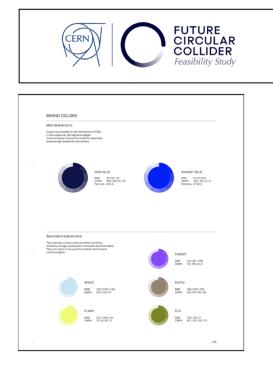
Pour cela, le plan de communication vise à renforcer la compréhension, la lisibilité et l'acceptabilité du projet, par l'ensemble des parties prenantes.

Compte tenu de la multiplicité et de l'hétérogénéité des cibles à atteindre, le plan de communication propose des actions et des outils d'accompagnement adaptés pour accompagner le déploiement du dispositif.



Communication

FCC New Visual Identity (TMFS/Bleed)



Reviews:

FUTURE CIRCULAR COLLIDER

i) <u>https://bpando.org/2022/10/25/branding-future-circular-collider/</u> ii)<u>https://www.horizont.at/agenturen/news/blick-auf-welt-veraendern-cern-beauftragt-bleed-fuer-neuen-auftritt-83053</u>

iii) https://fontsinuse.com/uses/37753/future-circular-collider-identity

New FCC Public Website: https://cern.ch/fcc

- EN & FR version (upcoming) + possibility for adding languages
- Both for Collaboration & Public
- Transfer from Sharepoint to Drupal 9



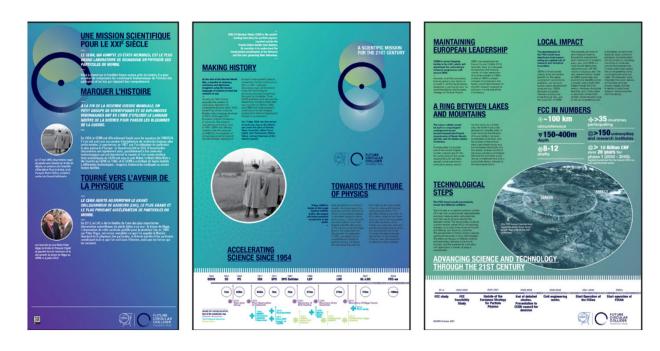
Evergreen content:

- a)<u>https://home.cern/science/accelerators/future-circular-</u> collider
- b)<u>https://voisins.cern/fr/etude-sur-le-futur-collisionneur-</u>circulaire-fcc-campagne-de-mesures



FCCfs Local Communication: materials in preparation

General CERN-FCC Poster



Intro Video



Photographic Exhibition (A1 size)

<u>Comprendre</u> <u>L'Univers</u>

LA PHYSIQUE DES PARTICULES, TOUT COMME L'ASTROPHYSIQUE, ÉTUDIE LES LOIS DE L'UNIVERS, EN QUÊTE DE RÉPONSES AUX ÉNIGMES DE L'UNIVERS.

Les astrophysiciens utilisent des télescopes pour observe des galaxies distantes alors que les physiciens des particules recourent aux accelérateurs pour reproduire dans des expérienc des conditions semblables à colles qui prévalaien pendant les premiers instants de l'Univers.



CBRN

FUTURE CIRCULAE COLLIDER

FUTURE CIRCULAR COLLIDER

Communication

Standard Set of FCC Introductory Slides



L'étude FCC porte sur la faisabilité de la construction d'une nouvelle

accueillir la prochaine génération de collisionneurs de particules haute performance de 91 km, qui prendra la suite du LHC, une fois que la phase de haute luminosité (HL-LHC) de cette machine sera arrivée à son terme, vers 2040.

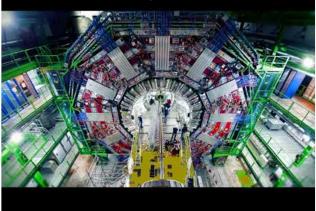
Phase 2 - FCC-hh Collisionneur proton-proton de la plus haute énergie Remplace le FCC-ee au sein de la même infrastructure Permet d'explorer directement les voies de recherche lacunes de notre compréhension actuelle. identifiées au cours de la première phase, en vue d'observer de nouveaux processus physiques. Permet de prédire les plus infimes écarts dans les processus physiques par rapport aux prédictions du Modèle Standard. Permet la validation expérimentale d'un modèle de « réalité » amélioré ou nouveau 2045 - 206 2065 - 2090

FCC-h

FCC-

New Videos

Dubbed FCC introductory video in French



New Video with Peter Higgs - Higgs 10th anniversary



CERN



FCC Campagne de mesures - Communication material (collaboration with WP3)

Brochure (digital & printing)

QUAND SERONS-NOUS PRÈS DE CHEZ VOUS?



Tout savoir sur la campagne de mesures

Video



FAQ + Calendar functionalities





CAMPAGNE DE MESURE

DANS NOTRE RÉGION



0

FCC study @FCC_study · May 4

31 231K views

Q 8

The #MiningtheFuture contest is now live

call for innovative technologies

9 million m^a of excavated molasse to reuse

P up to €40 000 in support to scale up your solution earn more and apply by 31 October at cern.ch/mining

> 9 million cubic metres of soil

t] 123 🖤 1.5K 📩

Mining the Future Competition (M3.1 and D3.2)

the FUTURE®



The Mining the Future contest by the FCC collaboration, CERN and Montanuniversität Leoben, with the support of the EU-funded H2020 FCCIS project identified sustainable reuse solutions for these excavated materials.











FCC study @FCC_study - Jun 17

tl 23

To help create a more #sustainable future, @CERN's Future Circular

What's

YOUR IDEA?

O 211

your reuse idea for excavated materials can help at

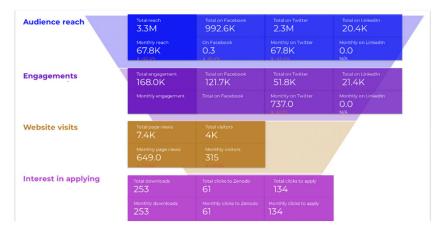
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Collider project wants to take part in the #circular #ec

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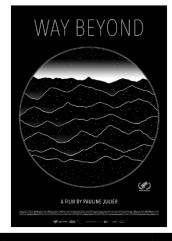
Marketing campaign: >3 million people reached



FUTURE CIRCULAR COLLIDER

Communication

"Way Beyond" Pauline Julier's documentary/film on FCC. Interested to organize a screening in your city: Contact us





Avant Première:

4 Octobre au Cinéma du Grütli, Geneva

19 October Salle Riff Raff à Zurich (with the presence of ETH Rector, Prof. G. Dissertori).

2 November in Neuchâtel and Lausanne

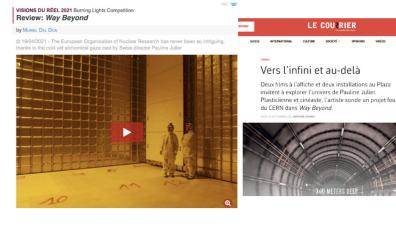
Screened in a number of film festivals:

Visions du Réel 2021 à Nyon / Burning Lights compétition – Nyon, Switzerland

Photo Days 2021 – Paris, France

Solothurner Filmtage 2022 - Solothurn, Switzerland

24th Thessaloniki Documentary Film festival 2022 - Thessaloniki, Greece



LE TEMPS

CINÉMA ABONNÉ

«Way Beyond», la petitesse de 🛛 🖹 l'être humain face au Big Bang

En marge de la sortie de son dernier film, la documentariste et artiste genevoise Pauline Julier est ce week-end à l'honneur au Plaza

«Way Beyond» et «The Great Void»: au cœur de la matière, au bout de la civilisation

Deux films semblent se répondre. Le premier suit les travaux préparatoires du FCC, le futur Collisionneur de particules du CERN. Le second observe un monde dépourvu de tout signe de vie. Sciencefiction et documentaire s'avèrent hautement compatibles. A voir à Visions du Réel jusqu'au 21 et au 22 avril

FUTURE CIRCULAR COLLIDER

Code of the Universe – Travelling Exhibition

Updated content in 2022

- Reflecting the 2022 update of European Strategy
- Integrated the new FCC visual identity
- Developed a new website: <u>http://codeoftheuniverse.web.cern.ch/</u>
- Mock-up version presented in Annecy in collaboration with LAPP (see next slide) & CERN's ECO

Previous stops of the exhibition [2019-2021]

include:

Vienna (Austria)

W. Neustadt (Austria)

Graz (Austria)

Brussels (Belgium)

Grenoble (France),

Trieste (Italy)

Genoa (Italy)

In total >30.000 visitors (spending more than

5') including organized school visits

Openings in 2022*

Kroninplatz, Stuttgart Co-organized with Uni. Stuttgart



Kronenplatz Karlsruhe

Co-organized with KIT



Piazza Verdi, Como

Sponsored by **Fondazione** Alessandro Volta

*More info can be found HERE







Ongoing Work (in collaboration with WP4)

Willingness to pay survey: Translation of 2-page summary and 1' video in German, Hebrew, Japanese, Polish.

Brochures-Booklets:

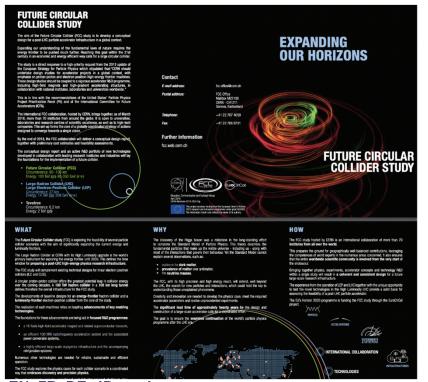
- Economic benefits of FCC induced by consumption [co-authored by L. Alix & J. Gutleber]. EN & FR versions.
- Job creation in the local and EU region (due date: 21/12)
- Project scenario information package for institutional stakeholders (due date for first draft: 15/12)





New FCC official brochure

Update content & visual style of previous version (2015)





EN, FR versions. Volunteers to edit translations in other languages?

EN, FR, DE, JP versions



FCC Physics Workshops

Support in organization & communication



Online only event due to COVID-19 restrictions

Co-organized with the Department of Physics - special thanks to Prof. Carsten Welsch, Head of the Department/member of FCCIS WP5, and his team.

around 700 participants





Public-Outreach event in Liverpool's Cathedral

Discussions on Science and Faith

Venue: Liverpool Cathedral Date: 8 February 2022 >200 participants

Event page:

https://www.cockcroft.ac.uk/2022/03/09/science-and-faithconverge-in-liverpool/

https://news.liverpool.ac.uk/2022/02/01/event-particle-physicsand-religion/

https://indico.cern.ch/event/1066234/sessions/427213/



Panel members included Canon Scientist Dr Mike Kirby, Fr. Andrew Pinsent (University of Oxford), Dr Kate Shaw (University of Sussex), Prof John Ellis (CERN, KCL), Prof Elaine Howard Ecklund (Rice University) and Dr Nikos Rompotis (University of Liverpool), moderated by acclaimed science writer Dr Michael Brooks.



The European Physical Journal

EP

Published May 2022

Focus Point · 2022

Focus Point on A Future Higgs & Electroweak Factory (FCC): Challenges towards Discovery edited by G. Corti, B. Heinemann, P. Hernandez, P. Koppenburg, M. McCullough, A.-S. Müller, A. Seryi, J.Tanaka

Plus





Focus Point on A Future Higgs & Electroweak Factory (FCC): Challenges towards Discovery - Introduction and Overview Guest editors: A. Seryi, A.-S. Müller, B. Heinemann, P. Koppenburg, M. McCullough, P. Hernandez, G. Corti, J. Tanaka

Focus Point on A Future Higgs & Electroweak Factory (FCC): Challenges towards Discovery - Part I: The Next Big Leap: Accelerator Technologies for the Precision Frontier. Guest editors: A. Seryi, A.-S. Müller

Focus Point on A Future Higgs & Electroweak Factory (FCC): Challenges towards Discovery - Part II: Physics Opportunities and Challenges Guest editors: B. Heinemann, P. Koppenburg

Focus Point on A Future Higgs & Electroweak Factory (FCC): Challenges towards Discovery - Part III: Theoretical Challenges Guest editors: M. McCullough, P. Hernandez

Focus Point on A Future Higgs & Electroweak Factory (FCC): Challenges towards Discovery - Part IV: Software Developments and Computational Challenges Guest editors: G. Corti, J. Tanaka

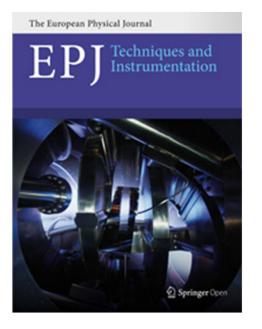


This project has received funding from the European Union's Horizon 2020 research and innovation programme under the European Union's Horizon 2020 research and innovation programme under grant agreement No 951754.

All news



Ongoing topical collection since 2022



Accelerating the design of the future circular collider

Guest Editors

Angeles Faus-Golfe, CNRS/In2p3 Tor Raubenheimer, SLAC

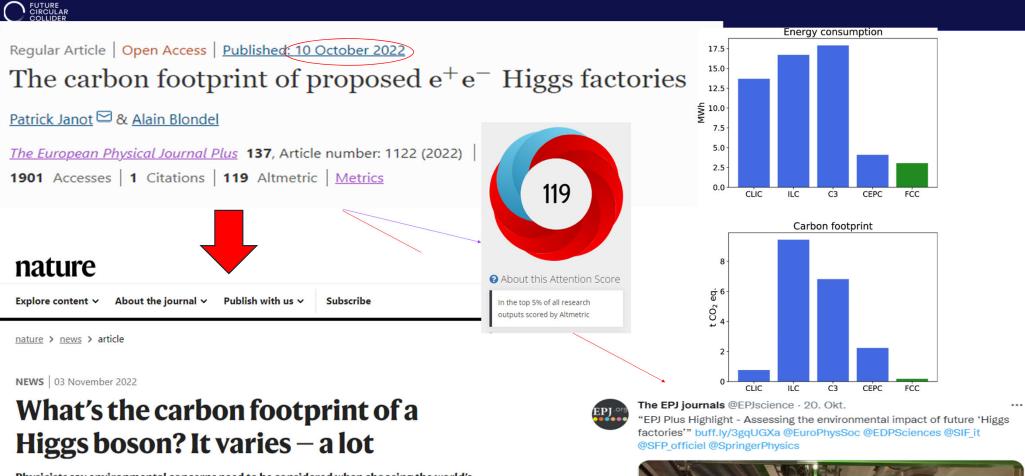
This collection of articles describes progress on the Future Circular Collider (FCC) lepton (electron-positron) design as well as the hadron collider design. Topics include a parameter and layout update for the electron-positron collider, optics considerations for the hadron collider, fundamental beam physic challenges including collective effects as well as optics correction and stabilization, and possible technological solutions for some of the challenging hardware in the FCC complex.

Status Nov 2022

6 articles published, several submitted – remains open for submission during FCCIS

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the European Union's Horizon 2020 research and innovation programme under grant agreement No 951754.





Physicists say environmental concerns need to be considered when choosing the world's next collider.





Work with SN/Overleaf

- Customization of a newly released universal template for LaTeX journal articles (July 2021). Significant departure from previous offerings in that it takes a content-first approach, with minimal formatting and elements that can be represented in XML (see next slide).
- A bespoke version of the template optimized to support the creation and submission of <u>CDR-type</u> manuscripts is the first milestone.
- A first internal assessment has been made to explore how to prepare the basic CDR template for a 'contributed volumes' workflow, whereby individual chapters (= article sections) could be called into a master document.
- SN and Overleaf are presently working on a specific user's guide/manual to document this approach and the final version of the "FS report template" will be deposited in the Overleaf template gallery.
- Integration of Overleaf into the submission workflow of SN's new manuscript handing system (Snapp), which uses the Overleaf compile servers to generate the PDF for handling the peer-reviewing process of submitted manuscripts. This is a first step towards tackling the collaborative "piecemeal" submissions, to be developed at later stages of the project. (see next slide)
- Give authors a better all-round experience of proofing, the process must be moved significantly upfront and be embedded in the LaTeX to full-text xml conversion. This is achieved through an early XML view using the internally developed "Automated Conversion and Documentation Creation (ACDC)" tool, that automatically runs on the LaTeX file to generate the XML 'proof'.

Two major journals of relevance to the FCCIS project (EPJ Plus and EPJ Special Topics) are taking part in and strongly driving this pilot, in particular EPJ Special Topics, where the final report of the FCC feasibility study will be published.

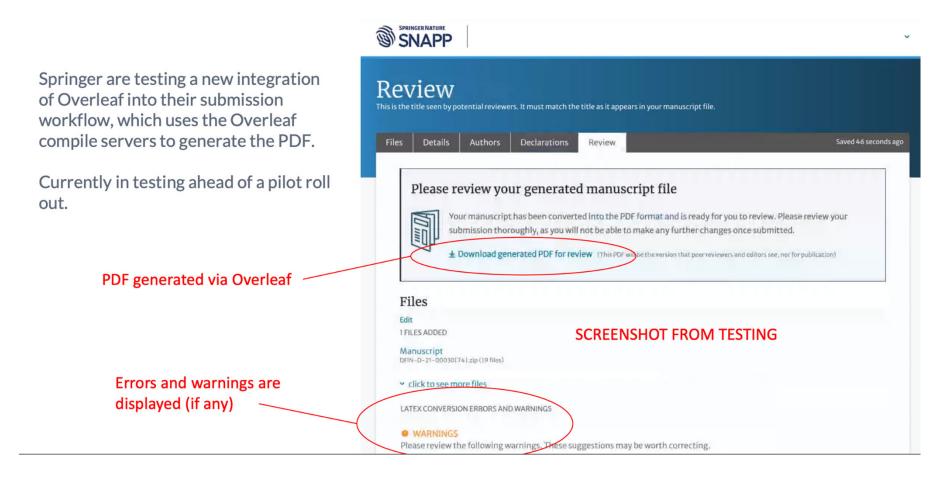


Springer Nature – XML-first workflow pilot





Springer Nature - integration of Overleaf into submission flow





Overleaf has developed a number of new features and updates

Zotero – support for group libraries: Zotero can store references in a single collection called My Library and, if desired, its groups facility can be used to organize and share additional collections of references with colleagues and team members.

'bibtex-tidy' integrated allowing to manually create a references file by combining similar such files from various sources and which, as a result, might thus have some duplicate references. Bibtex-tidy helps deduplicating and tidying up such references files.

CodeMirror6: New source editor brings many improvements over the existing source editor, including improved support for tablets and - enabling extensions such as Grammarly to work in the Overleaf editor. It also will enable us to add further improvements / extensions to the editor going forward.

Layout selection – detach PDF into separate tab: This feature allows users to see the PDF preview of their project in a separate tab, so they can use the code editor in full screen mode without losing the final view of the PDF. This was one of the most frequent feature requests made by Overleaf users, and it's now fully released.

Edit dictionary - remove misspelled words: This feature allows users who have added to their custom dictionary to also now remove any words that they added by mistake.

Stop on first error: LaTeX has two typical compile modes – halt on error or continue despite errors. Halt on error ensures that a PDF is only generated when the source code is error free; continue despite errors attempts to generate a PDF if possible, even with errors in the source. We have now added a "stop on first error" mode, to allow uses to apply the stricter setting.



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Layout selection - detach PDF into separate tab (just released!)

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Also a shoutout to bibtex-tidy



Zotero - support for group libraries

Zotero can store your references in a single collection called My Library and, if you wish, its groups facility can be used to organize and share additional collections of references with your colleagues and team members.

These features let you create separate libraries within one Zotero profile. Zotero refers to the set of references in a particular group as a Group Library and groups can be made public or private and references within a group can be further organised into folders.

View from Zotero	View from Overla	eaf
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My Library (heading) sup Libraries TeX/LaTeX articles TeX/LaTeX books	My Library My Robry Group Libraries TeX/La TeX articles TeX/La TeX books	بي. ا

Springer Nature - integration of Overleaf into submission flow

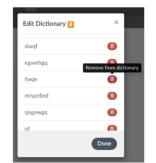
Zotero Integration.

Link to Zotero

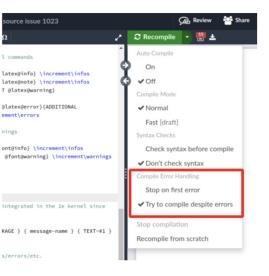
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Edit dictionary – remove misspelld words 🙂

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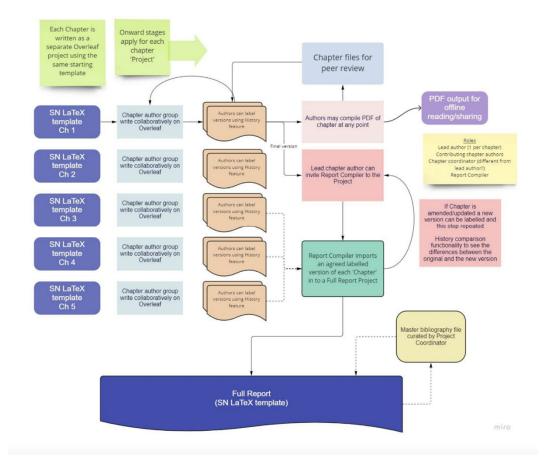
Stop On First Error





Work with SN/Overleaf

Feasibility Study Report: chapter-based workflow user guidance - Graphic Guide



Definition of roles and responsibilities

Chapter Editor: the author responsible for a chapter - expected to submit the chapter for peer review and (when ready) to the report compiler

Author: any contributing author to any chapter

Report Editor: the report editor(s) is/are the scientific editor(s) of the document. They are thus typically also listed on the documents official authors list and are additionally highlighted in an appropriate way as scientific editors of the work (e.g. through footnotes).

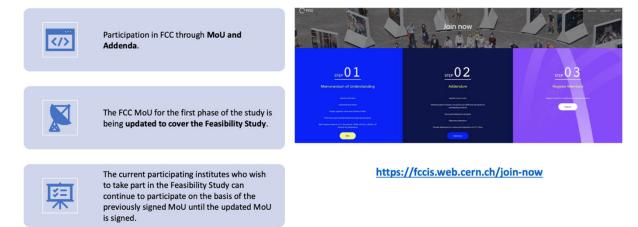
Report Compiler: [TBD] potentially a technical support role that can assist with finalising the full FSR project. The report compilers can be selected among the report editors, or be appointed by them independently



FCC Global Collaboration Working Group (E. Tsesmelis) & Information National Contacts Forum (G. Bernardi, A. Blondel)

- Engage with countries with mature communities, a longstanding participation in CERN's programmes and the potential to contribute substantially to the Organization's long-term scientific objectives, to facilitate opportunities for national participation in the FCC Feasibility Study.
- Support in the organization of engagement meetings with CERN's Member States and Associated Member States.
- Organize dedicated events and launch survey among potential users support the formation of a global user community for a new RI in particle physics.

FCC Feasibility Study Collaboration Membership





Thank you for your attention.