



# WP2: Communication & Dissemination

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HEARTS Kick-Off Meeting  
20 Jan. 2023

[indico.cern.ch/event/1216205/](https://indico.cern.ch/event/1216205/)

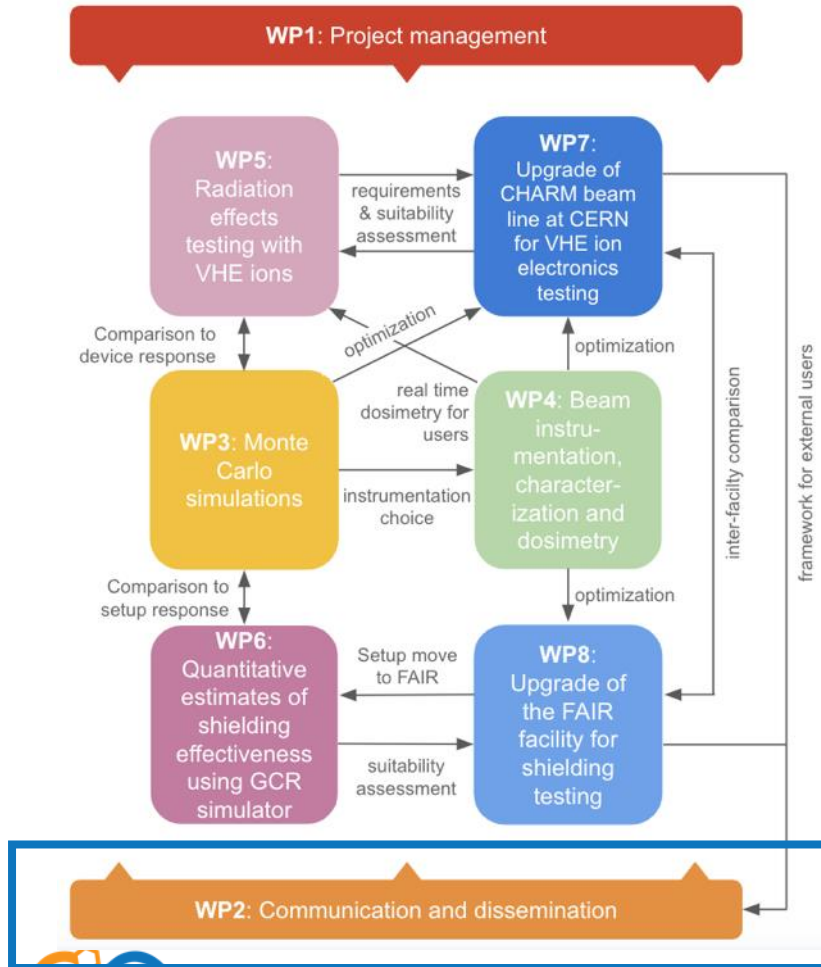


Antoine Le Gall  
(CERN)



Co-funded by  
the European Union

# WP2: Overview



- Main objectives:
  - **Maximise the project's impact** on the economical, societal, commercial, industrial, technical and scientific levels.
  - **Dissemination of the R&D** achieved within the project and about knowledge transfer to external parties.
- Organisation:
  - Participants: CERN, GSI, UNIPD.
  - 18 person-months committed.

# The Communication setup

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- **Internal and external communication**  
→ **Antoine Le Gall, CERN**
- **Information flow management**  
→ **Pablo Lopez, CERN**

With support for:

- **Website Management**  
→ **Dávid Lucsányi, CERN**
- **External communication**  
→ **Ygor Aguiar, CERN**

# WP2: Tasks

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- **2.1. Communication** M1-M12
- **2.2. Dissemination and outreach** M1-M48
- **2.3. Knowledge transfer** M24-M48

## 2.1 Communication / Information flow management within the project

### ***CERN (P. Lopez), GSI***

- Build a **working plan for data and information exchange** across partners and WP stakeholders.
- Make use of **CERN resources and collaboration tools** (Indico, EDMS, CERNbox, Mattermost).
- Set up **mailing lists** per WP, per ad-hoc projects, etc.



CERNBox



## 2.2 Dissemination & outreach / External & internal communication

### ***CERN (A. Le Gall), GSI, UNIPD***

- Create a **Communication and Dissemination Plan**.



**Project website**  
hearts.web.cern.ch



**Mailing lists,**  
including internal newsletter



**External newsletter**  
*Accelerating News* (quarterly).



**LinkedIn account**



**Participants channels,**  
including social media



**Events**  
Workshop, conference, nights

# Mapping our target audiences

	Drivers	Channels	Expected impact
<b>Project participants</b>	Community spirit Career development	Website, Social media, Internal newsletter, External newsletter, Annual events	Inform/report on the project's progress.
<b>Scientific community</b>	Scientific excellence Peer recognition Funding	Website, Social media, External newsletter, Industry events, Journal publication	Increase visibility of the project and dissemination of results. Attract students in radiation testing.
<b>Industry</b>	Innovation Job creation Collaboration	Website, Social media, External newsletter, Industry events, Promotional material, Presentations at conferences/workshops	Increase visibility of the project and dissemination of results. Enhance access to radiation facilities. Attract new users and customers.
<b>Funding agencies &amp; decision-makers</b>	Scientific excellence Economic/societal impact	Website, Social media, External newsletter, Industry events, Promotional material	Justify investment in radiation testing.
<b>Students</b>	Career development Scientific excellence Curiosity	Website, Social media, Open days, e-learning, Webinars?	Attract new users and customers. Increase visibility of the project and dissemination of results.
<b>Public</b>	Curiosity Societal impact	Website, Social media, Open days, Press release (+ media)	Raise awareness about radiation testing. Increase visibility of the project and dissemination of results.

# Acknowledging the European Union

- Make sure to display the **European flag**.
- Add the **funding statement** (in local languages, where appropriate) - [Guidelines](#); [Download](#).



This project has received funding from the European Union's Horizon Europe Research and Innovation programme under GA No 101082402.



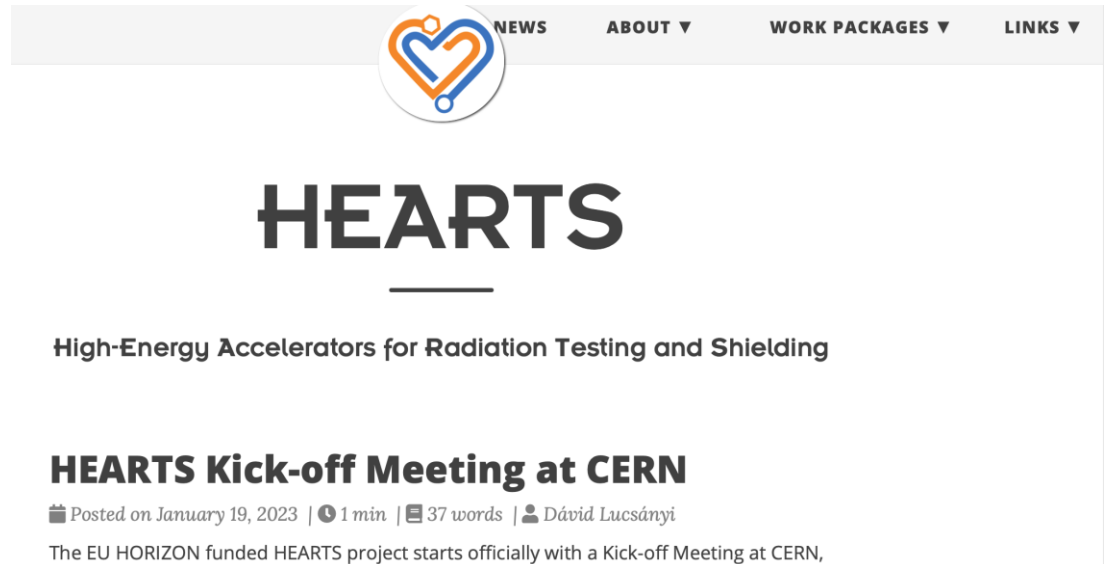
**Funded by  
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*Or co-funded?*

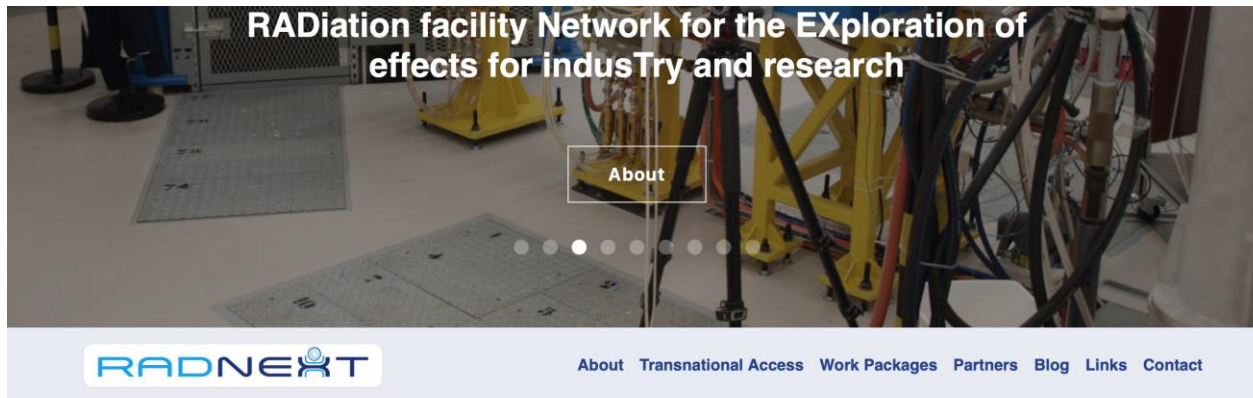


# Website / Work ongoing on <http://hearts.web.cern.ch>

- Taking inspiration from the **RADNEXT website**.
- Under development.
  - Currently with .cern domain.
  - We can have a .eu domain.
- Meeting in the coming weeks to build the website.



# Website / Taking inspiration from RADNEXT



## About RADNEXT

RADNEXT is an H2020 INFRAIA-02-2020 infrastructure project with the objective of creating a network of facilities and related irradiation methodology for responding to the emerging needs of electronics component and system irradiation; as well as combining different irradiation and simulation techniques for optimizing the radiation hardness assurance for

### External

- H2020 Proposal Call (EU)
- H2020 CORDIS (EU)
- Open Research Europe (EU)
- RADNEXT Zenodo
- RADNEXT Facility Database
- LET Calculator (JYU)
- G4SEE toolkit (CERN)
- FLUKA (CERN)

### Restricted

- Indico events
- EDMS documents
- CERNbox
- E-groups
- Mattermost

*In case of any issue, please contact: [radnext-helpline@cern.ch](mailto:radnext-helpline@cern.ch)*

## 2.3 Knowledge Transfer

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### ***CERN, GSI***

- Support wider exploitation with connected industries (space, medical, accelerators).
- Set an **exploitation plan** to render the knowledge built with the project accessible and easier to standardise .
- Organise **two webinars** with interested industrial stakeholders to present would-be technologies.

# WP2: Milestones & Deliverables

Number	Milestone Name	Due date
MS9	Project website launched, with update and maintenance plan	M2
MS10	Project social media launched	M3

Number	Deliverable Name	Due date
D2.1	Communication and dissemination plan	M6
D2.2	Exploitation and data management plan	M12
D2.3	Knowledge transfer turnover report	M36
D2.4	Final report on communication, dissemination, outreach and exploitation	M48

# A glance at the coming months

## Strategy and Planning

- ✓ **Basics:** Logo, presentation template, images.
- ❑ **Communication plan** (messages, contacts, etc.).
- ❑ **Communication calendar** (events, major milestones).
- ❑ **Social media strategy.**

## Communication channels

- ❑ Mailing lists, Zenodo, Indico, CERNbox, EDMS to set up.
- ❑ **Project website** to design and develop.
- ❑ **Project LinkedIn** to design and develop.
- ❑ Category in ***Accelerating News***.

## WP2: Summary

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- Activities are getting started.
- We encourage you to contact us.
- We look forward to delivering our goals!

# Questions?



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