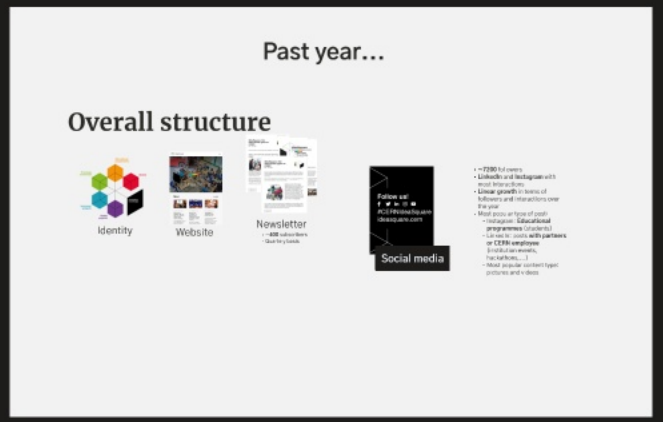
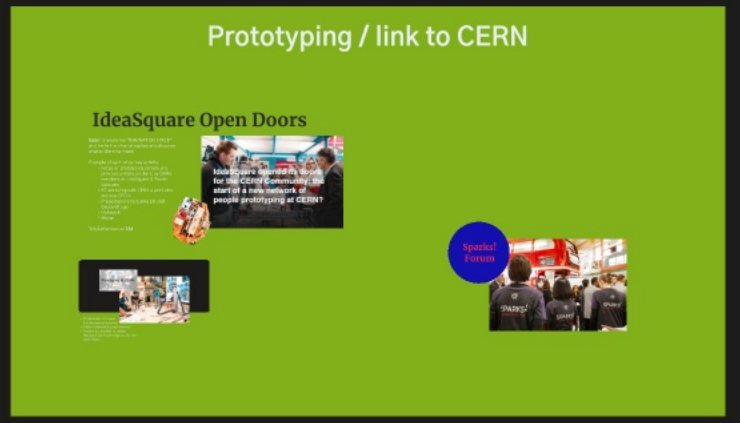
IdeaSquare communication

Goals of communication plan 2021-2024

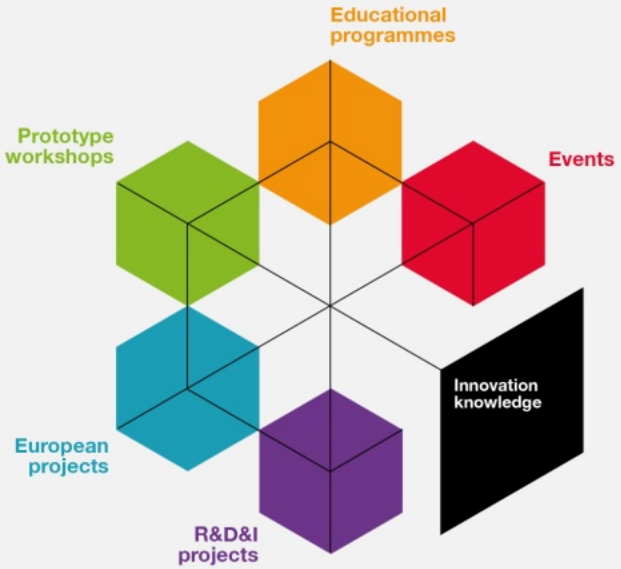
Past couple of years...

The future...

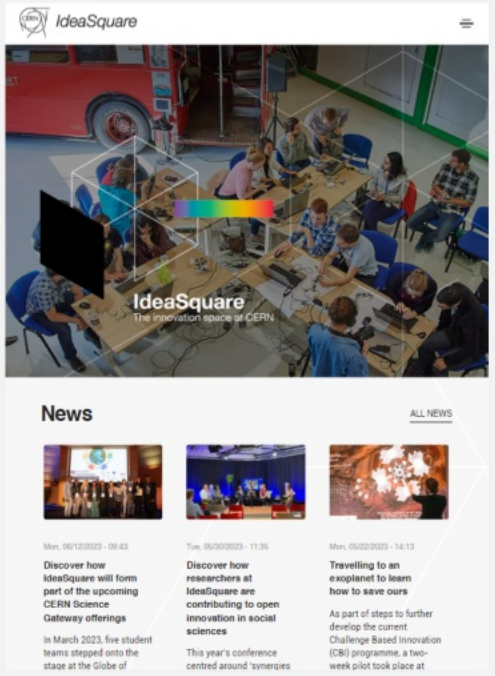




Overall structure



Identity



Website

Newsletter

- ~**400** subscribers
- Quartely basis

Social media

- **~7200** followers
- **LinkedIn** and **Instagram** with most interactions
- **Linear growth** in terms of followers and interactions over the year
- Most popular type of post:
  - Instagram: **Educational programmes** (students)
  - LinkedIn: posts **with partners or CERN employee** (institution events, hackathons,…)
  - Most popular content type: pictures and videos

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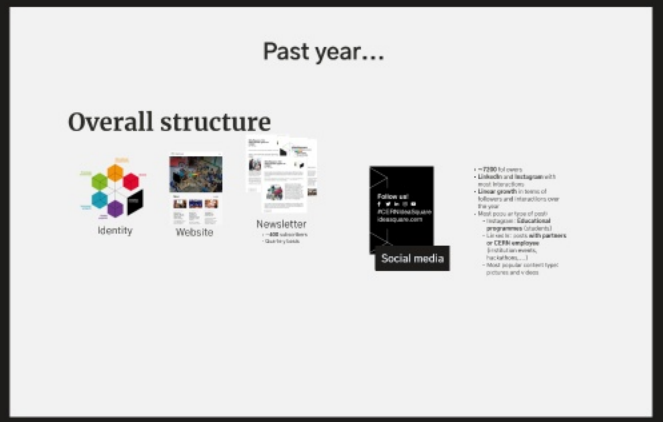

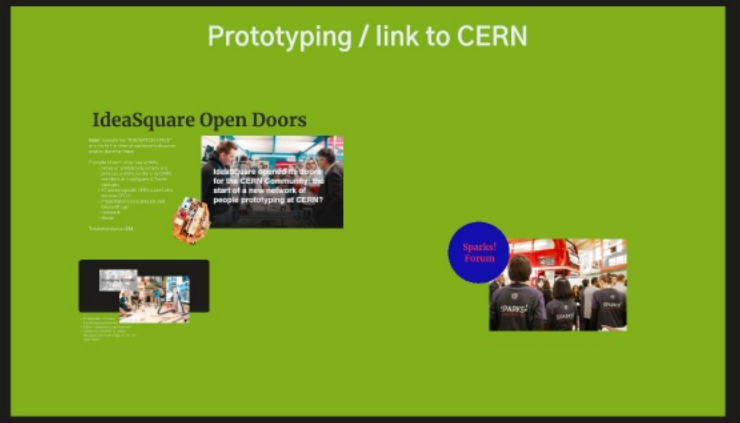

Crowd4SDG

Done?!

- 3 Cycles of Workshops
- Final Conference
- Articles
- Social media
- Videos
- EU reports
- …many young innovators inspired

P1

Done!

P2

Ongoing support

- Comms with Karen Yalta
- Midterm review event
- Social Media coverage of Educationnal programmes

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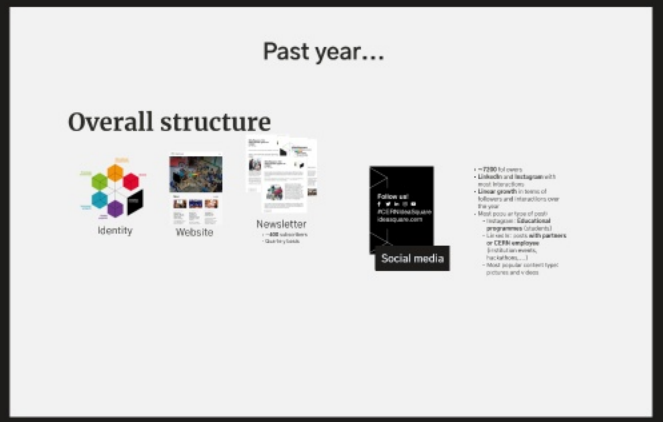

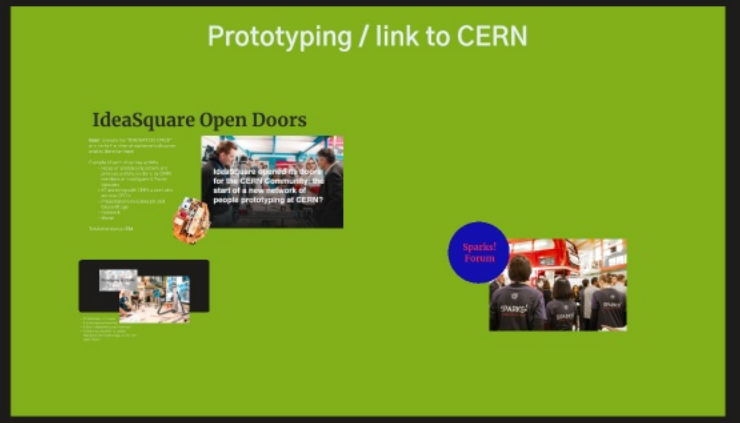

IdeaSquare Open Doors

Goal: promote the "INNOVATION SPACE" and invite the internal audience to discover what is there for them!

Example of each of our key activity

- Focus on prototyping activity and previous prototypes done by CERN members at IdeaSquare & Poster Sessions
- KT workshop with CERN alumni who are now CEO's
- Presentations including EU and Green Village
- Holodeck
- Movie

Total attendance: **234**

- 22 attendes + i2 team
- 8 prototypes presented
- A lot of networking and interest!
- Posters by Jennifer to collect feedback and knowledge, as for the open Doors

Sparks! Forum

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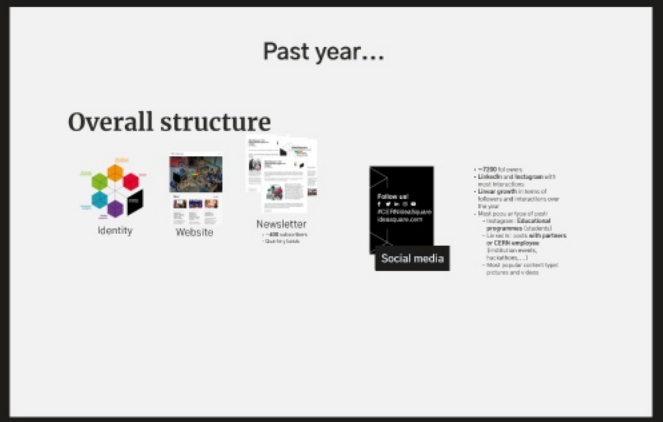

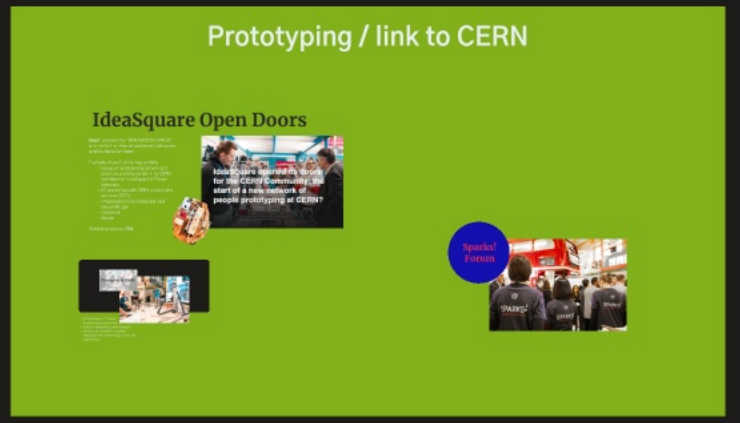

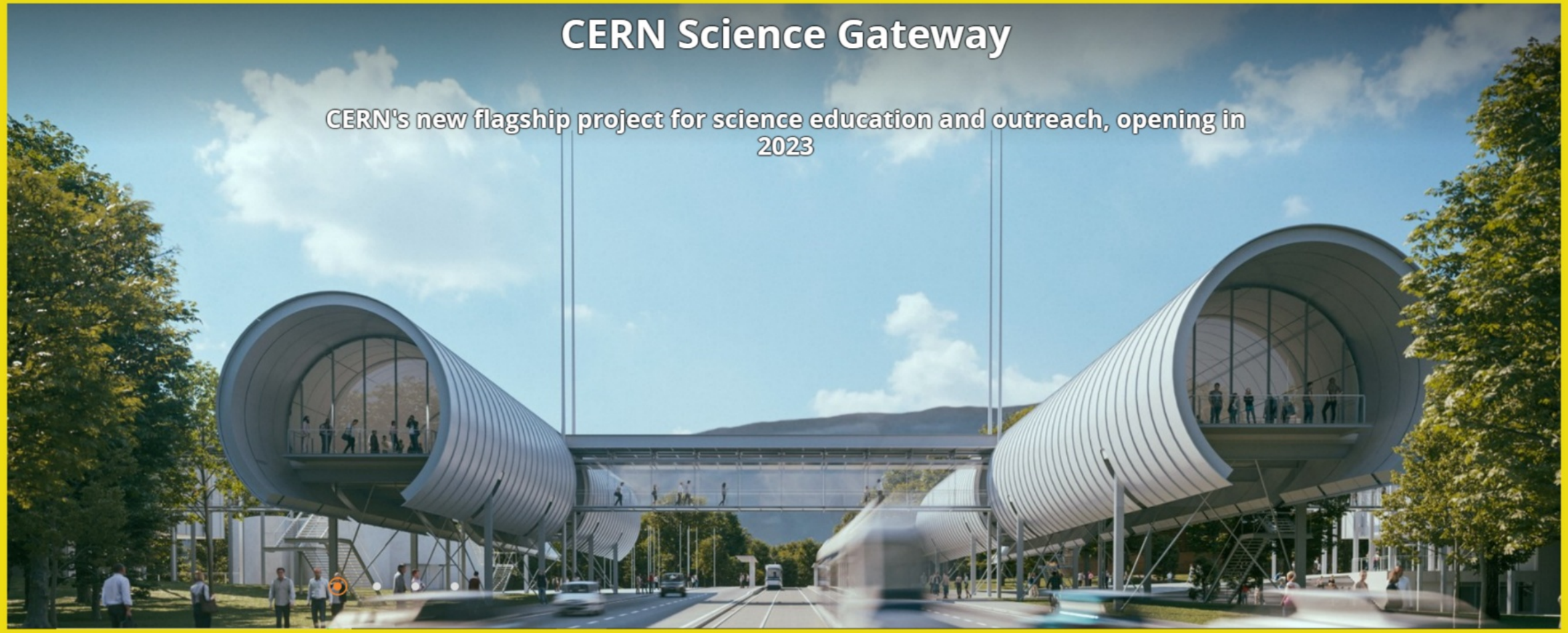
CERN Science Gateway
CERN's new flagship project for science education and outreach, opening in 2023

New educational programme curriculum of IdeaSquare

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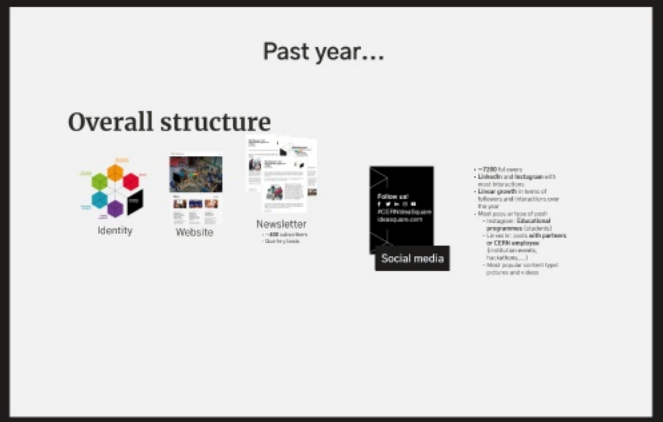

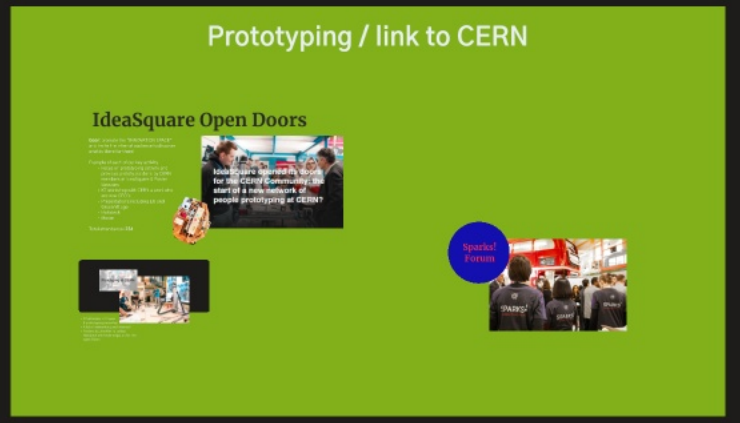

2023

2023

- September
  - Innovation knowledge: improving CIJ comms
- October
  - New Prototyping at CERN event
  - Progress Report
- November
  - Science Gateway

2024

2024

- New curriculum
  - Develop material that explains what is it?
  - How will it fit into (or event better connect) all our activities
- IdeaSquare 10th Anniversary
  - When? What will it be? To whom? Do we involve the alumni?

2025

2025

- January
  - ATTRACT final event

2023

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