



# Communications

2024-2026



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# CERN IdeaSquare Communications team

- **Science communicator and researcher**

**Jimmy Poulailon**, sociologist and former computer scientist, currently working at IdeaSquare on communication and events, as well as research on the educational programmes. Passionate about sciences, writing, video games and hiking.



- **Communications and anniversary planner**

**Mirabelle B. Breidvik**, studying marketing at Paris Executive business school. Currently working on communications and events at IdeaSquare as an intern. Passionate about plants.





# Why are we here?



The key goal of the communications team is to complement and support the implementation of the IdeaSquare strategy plan for the coming years.

How we do it:

- Growing the audience on I2 communication channels to reach the broader public as well as the CERN community, helping showcase and clarify what I2 offers
- Demonstrate that I2 as a testbed and coordinator of European-funded projects is beneficial for the stakeholders involved
- Strengthen the link and communicate the value proposition of I2 to CERN internal stakeholders
- Consolidate links with Science Gateway, complementing the offer of the CERN's ECO group to the general public
- Support the development of innovative educational programmes

# Now and then: 2023-2024

<b>Activity</b>	<b>Objective</b>
Progress report	To communicate to internal stakeholders what is going on
Development of a book about IdeaSquare mindset	Reach the general public and share the knowledge developed at IdeaSquare about innovation spaces
Development of an object (board game?) for the Science Gateway shop	Reach the general public and share the knowledge developed at IdeaSquare about our methodologies
Studies about developing increasing our presence on CERN campus, and showcasing students prototype inside IdeaSquare	Reach the general public and consolidate the link with Science Gateway, as well as being able to show physical prototypes at conferences/events related to our educational programmes
Creating posts for social media	Improve engagement and growing the audience
10 <sup>th</sup> anniversary event + 10th anniversary campaign and projects (pr, book, board game)	Celebrate I2 achievements, appreciating stakeholders and the I2 community, initiation of new collaboration and updating our collaborator about I2's future

# Impacts of dissemination now and then

- **Social media:**  
Video, picture, articles, workshop and event promotion  
Total followers: 8900+, 26% increase since May 2023
- **Events:** Internal events (Arduino workshops, FPGA programming workshops, Prototyping at CERN events), events for the public (Visits linked to Science Gateway; CineGlobe with artists residencies and workshops for the public)
- **Newsletter:** 2 newsletters sent to 400+ people each
- **Progress reports:** 2021-2023, 2024 special edition upcoming



# Pipeline: 2025-2026

Goal	Required actions
2025 first half: Defining <b>IdeaSquare Planet</b> as flagship programme and showcasing the accomplishments of <b>ATTRACT</b>	<ul style="list-style-type: none"><li>- Communicate about “big steps” such as IdeaSquare Planet going from pilots to a fully-fledged programme</li><li>- Books event at the library</li><li>- Students prototype showcase</li><li>- ATTRACT final conference with student prototypes showcase</li></ul>
2025 second half: Communicating the <b>post-ATTRACT</b> and creating a network of <b>IdeaSquare Planet</b> promoters	<ul style="list-style-type: none"><li>- Establishing the comms with the new EU projects related to IdeaSquare</li><li>- Communication strategy document with IdeaSquare planet advisory board</li></ul>
2026 first half: Consolidating link with <b>Science Gateway</b>	<ul style="list-style-type: none"><li>- Implementing our presence on the campus with the discovery “path”</li><li>- Promoting the routine for the Science Gateway workshops</li></ul>
2026 second half: Consolidating position inside <b>Green Village</b>	<ul style="list-style-type: none"><li>- Being present in internal and external Green Village events</li><li>- Adapting the IdeaSquare Planet comms strategy with people of Green Village</li></ul>



# Sought impact



*Become the global reference for how science and society collaborate, with special emphasis in young innovators, in multidisciplinary teams to create innovative solutions for the future of humankind.*

- Establishing our position as the innovation space at CERN internally
- Proving our expertise in coordinating and running EU projects
- Spreading the innovation knowledge that we produce to the general public