Communication, Dissemination & Outreach

Céline Tanguy, CEA

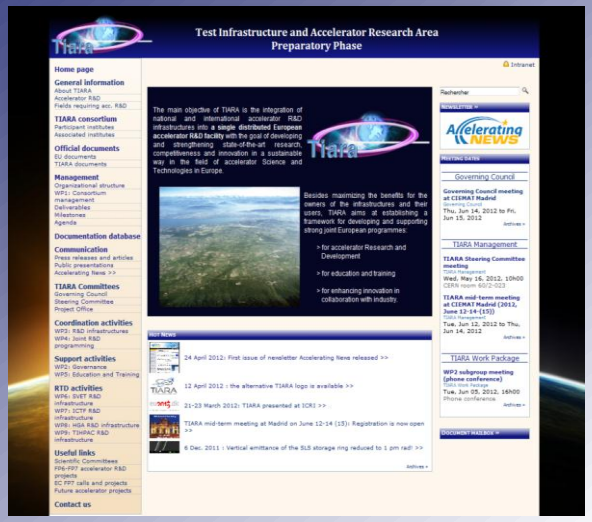
12/06/2012

1. **TIARA logo**
2. **Websites (public/intranet)**
3. **Documentation database**
4. **Newsletter**
5. **Brochure *Accelerators for Society***

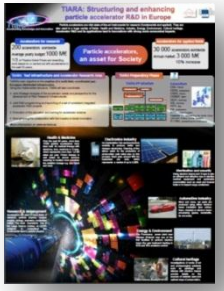
1. New TIARA logo

- **Both logos can be used during the preparatory phase**
- **Several formats** and **templates** available on intranet

2. Public website www.eu-tiara.eu



- **Press articles**

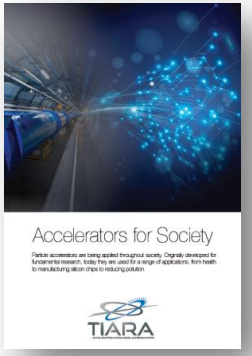


- **Public presentations**
  at Uppsala U., ESRF, ICRI12…

- **Newsletter**
  www.AcceleratingNews.eu

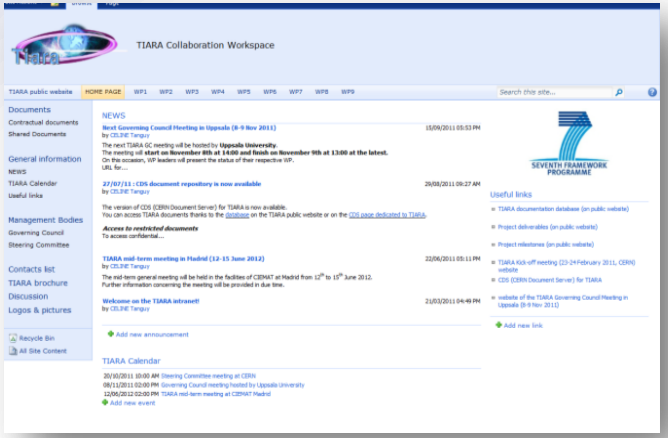
-Coming soon:

- Access to databases
  - WP5: Education & training resources
  - WP3 (+WP4): Infrastructure web-based
- Access to brochure *Accelerators for Society*



2. Collaboration workspace

Log in with a CERN (external) account



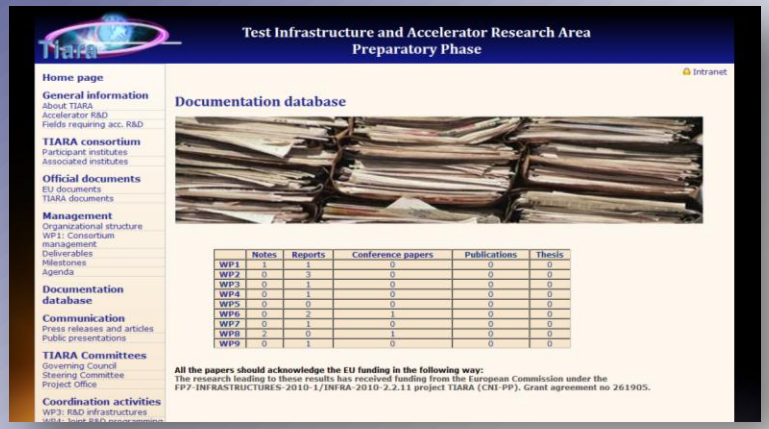
>> To create a CERN external account:

https://www.cern.ch/cernaccount/RegisterAccount.aspx

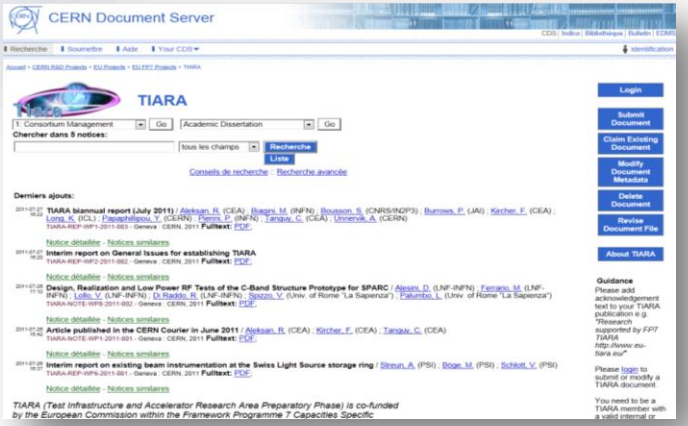
3. Documentation database

Access

- On public website
  http://www.eu-tiara.eu/database

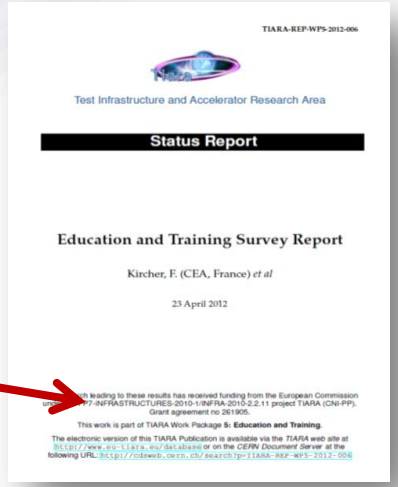


- On CERN Document Server (CDS)
  http://cdsweb.cern.ch/collection/TIARA



- 21 documents submitted so far (12/06/2012)
- **Restricted documents** : Access with a CERN account or external lightweight account (also used to access the intranet)

3. Documentation database
Nota bene


TIARA-REP-WP5-2012-006

Test Infrastructure and Accelerator Research Area

Status Report

Education and Training Survey Report

Kircher, F. (CEA, France) *et al*

23 April 2012

- **TIARA front page**, including acknowledgements, integrated automatically during submission to CDS.

- Please acknowledge TIARA in your scientific publications:
  The research leading to these results has received funding from the European Commission under the FP7-INFRASTRUCTURES-2010-1/INFRA-2010-2.2.11 project TIARA (CNI-PP). Grant agreement no 261905.

4. Accelerating News www.AcceleratingNews.eu

- **Editorial Board:**
  - EuCARD, HiLumi LHC: Kate Kahle (CERN)
  - EUROnu : Elena Wildner (CERN)
  - TIARA : Céline Tanguy (CEA)

- **Launched in April 2012**
- **Quarterly publication**
- **Nearly 900 subscribers**

- **Advertising in the press:** CEA/IRFU, CERN Courier
  >> to encourage new subscriptions

4. Accelerating News

First issue – Spring 2012

- **Content :**

TIA **Jewels in the crown: TIARA's key research areas and R&D issues [by P. Pierini]**

EuC EuCARD highlights new developments

HiL Why do we need a High Luminosity LHC?

EuN Towards the summit of achievements for EUROnu: Entering the final phase

EuC Accelerating cancer treatments

HiL Upgrading together, HL-LHC and LIU

TIA **New world record vertical emittance in the Swiss Light Source Storage Ring [by A. Streun, Y. Papaphilippou, M. Biagini]**

4. Accelerating News: articles

- **TIARA news in 2nd issue (Coming soon)**
  - How many accelerator scientists are we training in Europe? [by Phil Burrows]
  - Half way through the TIARA Preparatory Phase [by C. Tanguy]

- **To add your TIARA news, contact eucard-editor@cern.ch**

5. Brochure *Accelerators for Society*

- **Objective :**
  Explain the importance of TIARA by demonstrating the positive impact of accelerators on Society through their applications in many fields including: R&D, Energy, the Environment, Industry, Health & Medicine

- **Target**: Decision makers, public at large

- **Originality:**
  The brochure is intended to be short while including quantitative elements

4. Brochure *Accelerators for Society*

- Editorial Board formed in March 2011

Institute	Name	Title
CEA	Céline Tanguy	TIARA-PP coordinator assistant (coordinator)
CERN	James Gillies	Head of Communication and CERN's spokesman
CERN	Jean-Marie Le Goff	Coordinator of HEPTech
CNRS/IN2P3-CERN	Arnaud Marsollier	IN2P3 Head of Communication and CERN Contact
DESY	Kerstin Prechel	Head of Technology Transfer Office at DESY (since April 2012, former contact: Katja Kroschewski)
INFN	Antonella Varaschin	Member of INFN communication team (since Oct 2011)
PSI	Terry Garvey	Division Head ABK (Accelerator / Concepts and Development) (since Dec 2011)
STFC	Jenny Hiscock	Member of STFC Science Strategy Team
EuCARD	Jean-Pierre Koutchouk (in 2011)	EuCARD coordinator (CERN)

Graphic design done at CERN by Fabienne Marcastel

4. Brochure AFS: prototype

Format: A4, tri-fold brochure

Status: prototype to be approved by:

- Governing Board (15/06/2012)
- Contacts for CDO matters in TIARA member institutes

4. The project continues…
Website *AcceleratorsForSociety.org*

- **Objective :** Disseminate the brochure widely and with the same goal: demonstrate the positive impact of accelerators on society through their applications in various fields

- **Website created on April 30th by CEA services**
  - Design is temporary (graphic designer contacted)
  - Access is restricted (granted by request (Info on IP address required)

- **Public release** planned by the end of the year

Other tasks related to TIARA CDO

- **WP2 CDO: *Enabling efficient CDO within TIARA***
  - Interim report on CDO structure (MS6) submitted to CDS in January 2012
  - Report on CDO structure (D2.4) due on December 2012

- **Topics under investigation:**
  - Presence on the social network (Blog, Twitter, Facebook)
  - Attribution of ISBN/ISSN numbers for TIARA documents

Thank you for your attention!

Questions and comments are welcome!

Additional slides

Marketing material

- T shirts…
- Scarf
- Pens
- USB sticks
- Bags
- Laser pointers

- Any suggestion?

Press release

- Articles published in 2011:
  - CERN Courrier (June) + CERN bulletin (May)
  - CEA IRFU (June)
  - CNRS IN2P3 (June) + other scientific newspapers
  - STFC (August)
- Mention on the DESY website (as FP7 project)

- **To be continued in local institutes!**

4. *Accelerators for Society*

- List of accelerators applications and classification:

Research	Energy & Environment	Health & Medicine	Industrial applications	Material identification	Prospects
-Fundamental Physics -Biological & chemical sciences -Material sciences	-Cleaning flue gases of thermal power plants	-Treating cancer -Medical Imaging	-Ion implantation for electronics - Hardening surfaces (plastic foils for wrapping food) - Hardening materials (Car tyres) - Welding and cutting - Treating waste & medical material	- Non-destructive testing - Cultural Heritage - Authentication -Cargo scanning	-Safe nuclear power -Using accelerators to produce medical isotopes /replacing ageing research reactors

Means for CDO within TIARA (WP2)

- Conferences and workshops sponsorship
  - Sponsorship of PhD students, postdocs and young researchers to attend the conferences
- Organisation of new types of events
  - European event bringing industry and students together
- Presence on the social Network (?)
  - Creation of a Facebook « fan page » for TIARA (to be investigated)
- Any other ideas…