



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***





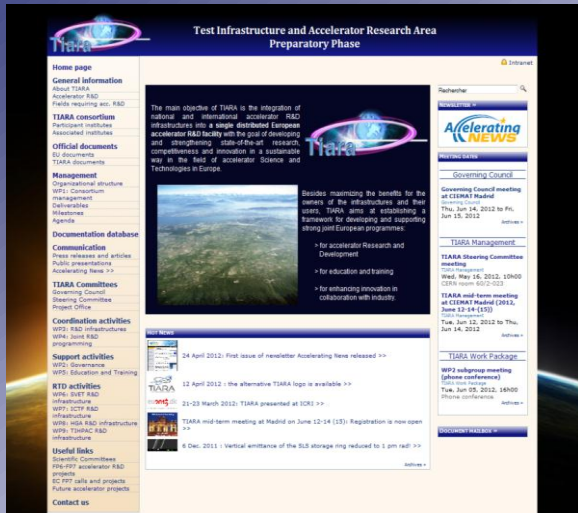
1. New TIARA logo



- **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*



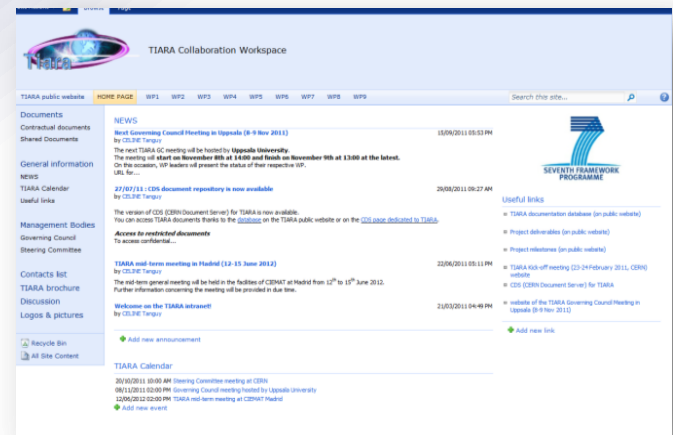
Accelerators for Society
Particle accelerators are being applied throughout society. Originally developed for fundamental research, today they are used for a range of applications, from health to new banking services to making global...



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>

	Notes	Reports	Conference papers	Publications	Thesis
WP1	1	1	0	0	0
WP2	0	3	0	0	0
WP3	0	1	0	0	0
WP4	0	1	0	0	0
WP5	0	0	0	0	0
WP6	0	2	1	0	0
WP7	0	1	0	0	0
WP8	2	0	1	0	0
WP9	0	1	0	0	0

All the papers should acknowledge the EU funding in the following way:
The research leading to these results has received funding from the European Commission under the FP7-INFRASTRUCTURES-2010-1/INFRA-2010-2.2.1.1 project TIARA (CR1-PP). Grant agreement no 261905.

TIARA

Chercher dans 5 notices:

Documents ajoutés:

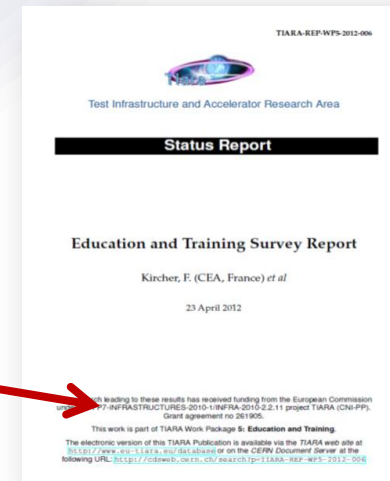
- 2011-01-12 TIARA biannual report (July 2011) / Akhmanov, R. (CEA) ; Baigis, M. (INFN) ; Bionton, S. (CERN/INFN) ; Burrows, P. (AN) ; Kircher, F. (CEA) ; Long, S. (CCL) ; Papadimitrakis, Y. (CERN) ; Poma, D. (INFN) ; Tarakan, C. (CEA) ; Urmovik, A. (CERN) ; TARD-REP-WP2-2011-002 - Geneva - CERN, 2011 Fulltext: PDF
- 2011-01-12 Meritum report on General Issues for establishing TIARA / TARD-REP-WP2-2011-002 - Geneva - CERN, 2011 Fulltext: PDF
- 2011-01-12 Design, Realization and Low Power RF Tests of the C-Band Structure Prototype for SPARC / Alessi, D. (INFN) ; Ferraro, M. (INFN) ; Lobb, V. (INFN) ; Di Rocco, R. (INFN) ; Spizzo, V. (Univ. of Rome "La Sapienza") ; Talamo, L. (Univ. of Rome "La Sapienza") ; TARD-REP-WP2-2011-003 - Geneva - CERN, 2011 Fulltext: PDF
- 2011-01-12 Article published in the CERN Courier in June 2011 / Akhmanov, R. (CEA) ; Kircher, F. (CEA) ; Tarakan, C. (CEA) ; TARD-REP-WP2-2011-001 - Geneva - CERN, 2011 Fulltext: PDF
- 2011-01-12 Meritum report on existing beam instrumentation at the Swiss Light Source storage ring / Strou, A. (PSI) ; Boge, M. (PSI) ; Schott, V. (PSI) ; TARD-REP-WP2-2011-001 - Geneva - CERN, 2011 Fulltext: PDF

- 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 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

TIARA

The impact of accelerators on Society

Particle accelerators were originally developed for investigating the fundamental laws of nature. These machines have since become essential tools for understanding and creating material worlds that are otherwise inaccessible. These machines are used to create the structure of matter. However, today, accelerators also play an increasingly important role in society and industry with an enormous diversity of other uses, spread out for many years.

Throughout the rest of history, accelerators are indeed not used for fundamental research but for industry processes and for applications relevant to society. Among these, the most noteworthy include electronics, material science, biology and medicine, energy, food, and security. With medical imaging, the treatment of cancer, manufacturing, air pollution and safety of work, of art and ancient objects, training, food and animal products, large learning and possible future applications, business, scientific energy facilities.

Fundamental Physics
Biological & chemical sciences
Material sciences
Research

Treating cancer
Medical Imaging
Health & Medicine

Cleaning fuel
gases of nuclear power plants
Energy & Environment

Industrial applications

- In an application of electronics: Hardening surfaces, Packaging materials, Welding and cutting, Treating waste & medical material
- Non-destructive testing: Cultural Heritage, Authentication, Cargo scanning
- Safe nuclear power: Reducing aging research reactors
- Prospects: Material identification

Material science: The production of new materials is essential for the development of the 21st century. Accelerators play a key role in this process.

Particle medicine: The treatment of cancer is one of the most important applications of accelerators. It is used to create the structure of matter, to create the structure of matter, to create the structure of matter.

Chemical processes: The production of new materials is essential for the development of the 21st century. Accelerators play a key role in this process.

Energy: The production of new materials is essential for the development of the 21st century. Accelerators play a key role in this process.

Food safety: The production of new materials is essential for the development of the 21st century. Accelerators play a key role in this process.

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Food safety: The production of new materials is essential for the development of the 21st century. Accelerators play a key role in this process.

Accelerators for Society

Particle accelerators are being applied throughout society. Originally developed for fundamental research, today they are used for a range of applications, from health to manufacturing, from crops to manufacturing.

TIARA

-270 °C
17000
11 000
60
24 000
200
1B€
US\$500B
391B€

TIARA

TIARA

SEVENTH FRAMEWORK PROGRAM

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

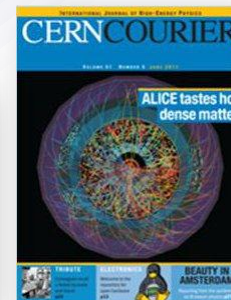
- T shirts...
- Scarf
- Pens
- USB sticks
- Bags
- Laser pointers

- Any suggestion?



Press release

- Articles published in 2011:
 - [CERN Courier](#) (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
<ul style="list-style-type: none"> -Fundamental Physics -Biological & chemical sciences -Material sciences 	<ul style="list-style-type: none"> -Cleaning flue gases of thermal power plants 	<ul style="list-style-type: none"> -Treating cancer -Medical Imaging 	<ul style="list-style-type: none"> -Ion implantation for electronics - Hardening surfaces (plastic foils for wrapping food) - Hardening materials (Car tyres) - Welding and cutting - Treating waste & medical material 	<ul style="list-style-type: none"> - Non-destructive testing - Cultural Heritage - Authentication -Cargo scanning 	<ul style="list-style-type: none"> -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...**