



# Communication and outreach: The EuCARD experience

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# Contents of presentation

- 1. Communication, why?**
- 2. Strategy**
- 3. The EuCARD experience**
- 4. Conclusions**

- Showing how European collaboration has achieved more than would have otherwise been possible
- Showing how the outcomes are relevant to our everyday lives
- Making better use of the results (making sure they are taken up by decision-makers, policy-makers, industry...)

\* based on “A guide for project participants” EC publication

- **Select communicator (WHO)**
- **Define audience (TO WHOM)**
  - Accelerator community
  - General public
- **Define key messages (SAYS WHAT)**
  - Update on latest progress
  - Why is it exciting?
- **Define channel (IN WHICH CHANNEL)**
- **Evaluate your efforts (WITH WHAT EFFECT)**

**\*also followed by the European Commission**

- **Website**
- **Newsletter**
- **Publications, monographs**
- **Events**
- **News**

- **Targeting both scientific community and general public**
- **Utilise existing resources (e.g. institute web team) to set it up**
- **Build links to other projects/organizations to improve visibility**
- **Update regularly with news and events**

- Audience = Project members, then extending to a wider accelerator community
- EuCARD project newsletters – 4 per year
- Further evolved -> Accelerating News
  - Combined resources with other accelerator projects
  - Increased range of content
- Goal to further extend audience
- To be cont'd in EuCARD-2

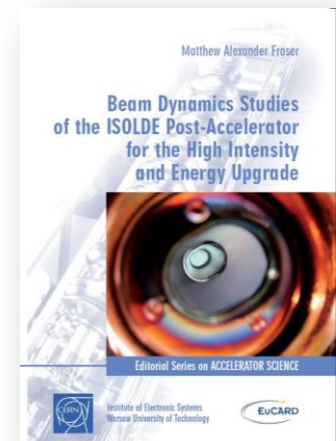


- **Publications:**

- Technical reports, manuals, PhD thesis, journal articles, etc.

- **Monographs/booklets:**

- Intermediate step between publications and books
- Written by accelerator experts, also key publications repackaged
- Available for free
- Sent to libraries worldwide
- Requires a sustainable roof





- **For EuCARD participants**
- **For Industrial partners**
- **Outreach events**
- **Link project participants to existing events to maximise the effect**

- **Selecting carefully the message**
- **Promote via existing communication channels (e.g. institute's website and social media)**
- **Fantastic images**
- **Videos...**

<http://newslines.linearcollider.org/2013/05/16/get-to-learn-more-about-ilc-with-videos-in-two-different-styles/>

- **2 approaches:**
  - 3 companies as partners (Bruker HTS, Columbus, RHP Technology)
  - Industrial purchases (survey on triggered R&D)
  
- **Goal to evaluate Industrial impact, give recommendations for later projects**

## Strengths

- Wide range of topics
- Largest part of EU community
- Excellence

## Weaknesses

- No major international partners (except US and Japan networks)
- No sync light sources (except XFEL)
- Few links between WPs
- Segregated specialities

## Opportunities

- EU-wide collaboration
- Ambitious vision for long term sustainability

## Threats

- Limited duration
- Limited funding
- Not all WPs continued in EuCARD-2

Not all of these **components of merit** will be addressed

- **Communication & *Dissemination***
- ***Cooperation, Interaction***
- ***Outreach***
- **Research**
- **Synergy**
- **Efficiency**
- **Resources**
- **Impact**
- **Transient effects, Lasting effects, Time horizons**

- **Initial assumptions:**

European Infrastructural project, comm. & diss. is obligatory

- **Where:**

Internal, between WPs, Scientific communities, Website, Journals, Conferences, Workshops, Formal and Informal meetings, Networking activities

- **How:**

Web pages, Articles, Invited talks, Seminars, workshops

- **Successes:** ACCNet, Newsletter, (perhaps) Booklets

- **Not used opportunities:**

Modest presence on institutes' website,

Social webs: LinkedIn, Twitter, Facebook

WP leaders to avoid extra effort for communication

- **Assumptions:**

project reputation depends on outside cooperation&communication;

- **Where:**

industry, related communities, outside EuCARD, business, government, other projects, institutions,

- **How:** cross-correlation between related projects, invited speakers from other projects, Direct communication between project leaders and outside communities

- **Successes:** AccNet, Neutrino community, Newsletter

- **Not used opportunities:**

More cooperation with related entities, projects (joint events)

- **Assumptions:**

Specific results, cannot be directly used in everyday life, infrastructure is not a hot and publishable subject,

- **Where:**

wide public, schools, teachers,

- **How:**

Direct visits; Outreach web; multimedia; movies,

- **Successes:** modest outreach web

- **Not used opportunities**

Outreach of WP1 and WP2 versus other WPs

Social channels



**EuCARD publications are no different than in other projects**

- **They are massively uploaded nearly exclusively just before the meetings – AM, SC and GB**
- **A number of them is without a direct reference to the project**
- **There is a big difference between publication activities among WPs**
- **A lot of journal publications are in full disguise (preprints with no data on the journal)**
- **The aggregated number of publications is nearing 500, which is an astonishing number**
- **Continued (CARE, EuCARD, EuCARD-2) booklet series is a new quality**

- **Each WP of EuCARD has its own, separately financed DCO task**
- **EuCARD DCO (WP2) was expected to coordinate/communicate the effort**
- **In practice WPs DCO worked quite independently, WPs only focusing on technical work and few communication triggers to WP2**
- **Obstacles in centralization of the DCO effort: a lot of ad-hoc activities, meetings, workshops, difficult to centrally keep track**

- **Total manpower for DCO WP2 was very confined, just a few person-months**
- **DCO WP2 finances were mainly for booklets at WUT**
- **Relevance of human resources and costs to the tasks**
- **Most of the DCO finances resided in WPs other than WP2**

- **Define audience**
- **Make best use of resources**
- **Collaborate with existing channels to maximize the impact**
- **Encourage participants to proactively promote the research (images, videos, highlight results)**

# For further reading

- **Lasswell Model of Communication**

<http://communicationtheory.org/lasswells-model/>

- **Communicating EU Research & Innovation – A guide for project participants**

[http://ec.europa.eu/research/social-sciences/pdf/communicating-research\\_en.pdf](http://ec.europa.eu/research/social-sciences/pdf/communicating-research_en.pdf)

## Thank you