EuCARD-2 Communication Strategy

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EuCARD-2 Communications

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Based on Communicating EU Research & Innovation – A guide for project participants
http://ec.europa.eu/research/social-sciences/pdf/communicating-research_en.pdf

Contents

1. Formal requirements

2. Communication, why?

3. Strategy and key elements

Formal obligations

- Engage with the public and the media about the project

- Everyone's responsibility
  - Individual participants
  - Task leaders
  - WP coordinators

- Acknowledge the financial support (e.g. website footer, but also publications)

EuCARD-2 is co-funded by the partners and the European Commission under Capacities 7th Framework Programme, Grant Agreement 312453. design based on dcarter | Webmaster | Contact

Communication, why?*

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

* based on "A guide for project participants" EC publication

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Communication in EuCARD-2

- WP1 Management and communication
  - Task1.2 Communication, dissemination and outreach
  - Task1.3 Scientific publications & monographs -> Ryszard
- Goals of Task 1.2:
  - To form Communication Liaison group for gathering info
  - Coordinate internal and external communication
  - Website, Intranet, newsletter, promote articles to media
  - Outreach
- "X.1 Coordination and communication" task of all WPs

Strategy*

- 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)
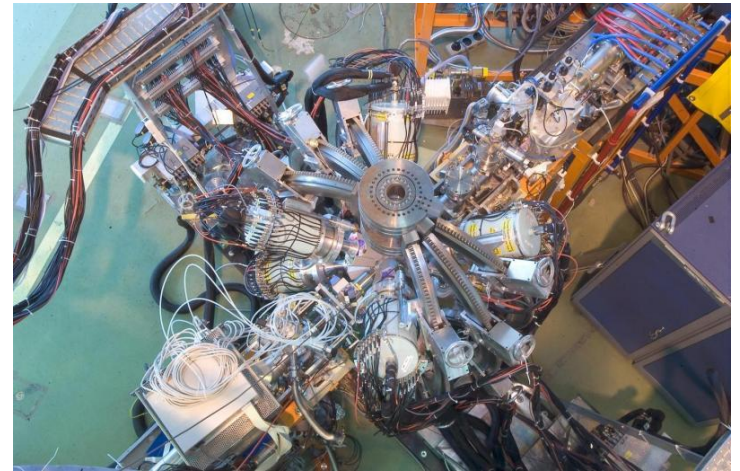- Evaluate your efforts (WITH WHAT EFFECT)

*also followed by the European Commission

WHO

- 40 beneficiaries, 13 WPs, 50 tasks
- Project Coordinator – higher level of communication
- Communication Liaison group = WP leaders + co-leaders
  - 1st task in each WP -> Coordination and communication
  - Highlight the most important WP results
  - "Keep alive" WP website with news, events
  - Contribute to Accelerating News
  - Keep track of WP events (Indico),
  - Keep track of WP publications, incl. PhDs (CDS)
- Scientific contacts
  - Promote project and results on regional level

- Target group:
  - Accelerator community
  - Other scientific communities (e.g. medical science)
  - Industry (KT and TT)
  - General public (e.g. with applications)
  - Policy makers
- Different needs
- Different channel
- Different expected outcome

- Keep in mind:
  - What is the news?
  - Who is it interesting for? (audience)
  - Why is it interesting for this audience?
  - What does it trigger? How does it relate to everyday life? (socio-economic impacts)
  - Future plans
- Key elements:
  - Fantastic images
  - Videos

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

- Website

http://cern.ch/eucard2

- CORDIS website (factsheet)- to come!

http://cordis.europa.eu/projects

- Accelerating News newsletter

http://www.acceleratingnews.eu/

- Articles (e.g. in CERN Bulletin, CERN Courier)

- Scientific events, Annual meetings
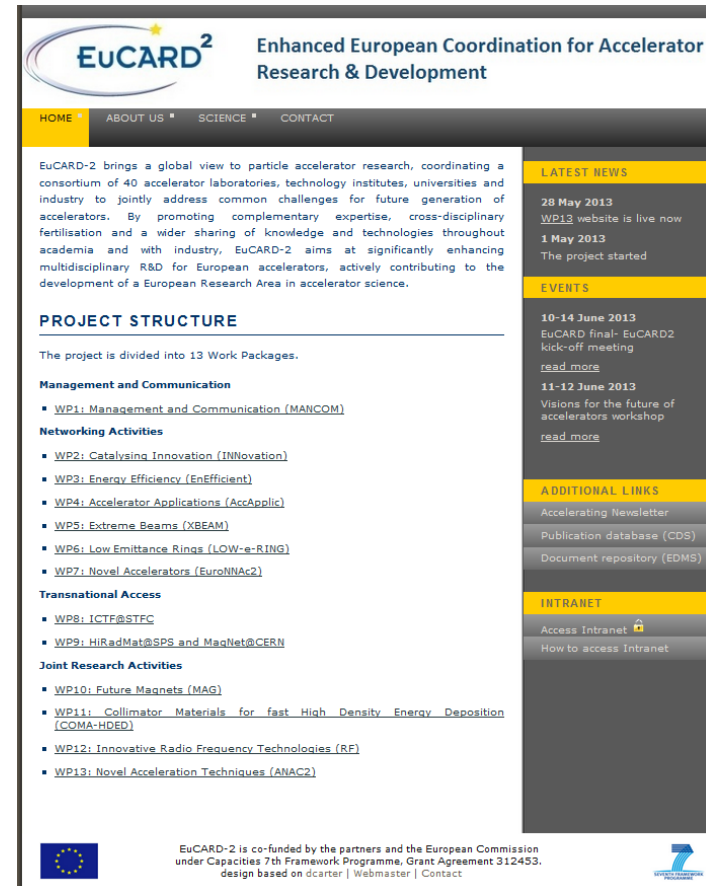
- Seminars, outreach talks

- Institute's website

+ scientific publications (Task 1.3)

WP websites

- Main entry point:

  EuCARD-2 website

- WP3 and WP13 sites live

- All other WPs are requested to set up their websites (external or Intranet)

Accelerating News

- Quarterly newsletter, started under EuCARD
- 5 issues, 6th upcoming (after EuCARD'13):
  www.acceleratingnews.eu
- Collaborative newsletter
  – EuCARD -> EuCARD-2
  – HiLumi LHC
  – TIARA
  – External stories e.g. CRISP
- More than 1000 subscribers
- Articles of ~200 words, intro to events, reports, publications
- ~2 articles per issue on EuCARD-2

New members
please subscribe

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Outreach

- Who should we engage?

- What are the relevant topics for engagement?

- How should we engage audiences?
  - Hands-on?
  - Schools/science museums/labs?
  - Dialogue?

Looking forward to a fruitful collaboration.

Thank you