



## IdeaSquare communication to CERN stakeholders

This document is part of the outputs from the communication workshops done for the IdeaSquare & ATTRACT teams on 1<sup>st</sup> & 2<sup>nd</sup> of September 2014 in CERN. The first section is a rough draft of possible story for the CERN bulletin to use when communicating to CERN scientists about IdeaSquare. The second section has the communication “building blocks” which were used to create this story draft which can be used in the future for other pieces of communication about IdeaSquare.

## HMW communicate about IdeaSquare to CERN scientists in the Bulletin?

Possible Titles : “SO WHAT IS THAT RED BUS? FIND OUT ABOUT IDEASQUARE” / “IDEASQUARE : A PLACE TO BRING YOUR IDEAS TO LIFE”

In the last few weeks, you may have heard a mention about “IdeaSquare” or seen a big red double decker bus in CERN, and wondered what this all about. Meet Alex (or use a real person who had an idea that went into CBI > add a photo of a real person like Alex?), working in CERN since (x years). Alex has been working on...(explain his focus area in terms of technology in CERN)... and he recently had an idea on how to use this technology to benefit society. He believes that it could be used in Hospitals...(or a real CBI challenge?). Alex is really keen to connect all the incredible R&D technology he knows to help with some of the challenges that society is facing. He is so passionate about this idea that he is ready to put some time and energy into making it happen.

This is where IdeaSquare comes in. When Alex heard about this, he went to find out how IdeaSquare could help. When he spoke with the IdeaSquare team, he first met Markus Nordberg (ex- Resource coordinator in Atlas) who explained that he could get his idea developed and prototyped by some students on the CBI (Challenge Based Innovation, see [www.cbi-course.com](http://www.cbi-course.com)) course. Markus then introduced Tuuli, Joonas and Harri working with the CBI course which connects CERN to the Aalto Design Factory, a university in Finland expert on designing products and services which solve society problems ([add hyperlink to ADF url here](#)). They helped Alex to figure out how to get his idea of (...add the description of his idea...on hospitals?... ) as one of the projects for the students in the CBI course to focus on. Later Alex could even get access to EU funding by taking this idea which was explored with students, into a larger R&D project, and have some PhD students working on this.

The CBI is only one of the ways that IdeaSquare could help Alex with his idea. Just like Daniel Dobos did with his Hackathon (see [theport.ch](http://theport.ch)) (add a screenshot of this?), Alex could also work on it for a couple of days with some colleagues, by setting up a 2 day “Hackathon” and get to use the space and prototyping facilities of IdeaSquare.

For Alex it is very simple : he brings his idea, some time and energy into the IdeaSquare space, and he gets a team, a workspace with prototyping tools and even maybe funding to bring it to life. IdeaSquare is a space with people and resources to help Alex turn his idea into a real project. It is the meeting place of Science and Society. It is where technology from CERN can be applied to tackle some society challenges.

Because this project is a prototype, Alex may see it bringing more ways to help him with his idea, as it evolves in the near future.

So why the red bus?

A 1960's London Transport double-decker bus is a perfect example of how Science and Society can combine into an iconic design.

As Markus likes to say “A useful design doesn't have to be ugly!”. It just also happens to be a cheaper way of creating a flexible office space for teams to work in than a traditional office space.

If you are interested in finding out more, please contact Tuuli Utrianen : [tuuli.maria.utriainen@cern.ch](mailto:tuuli.maria.utriainen@cern.ch).

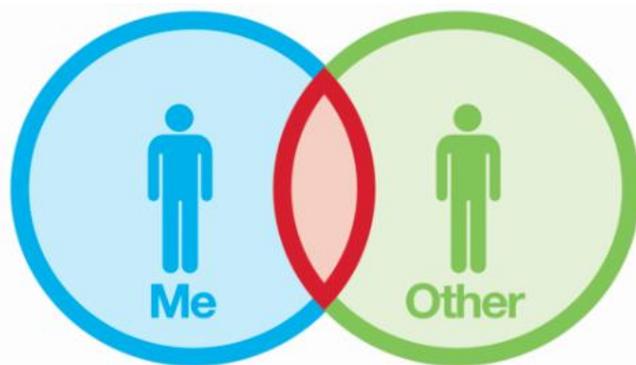
Please note that IdeaSquare is not a place to apply for patents or to just drop your ideas into a box, it is there to help you bring your idea to life.



## Communication Building Blocks for communicating with CERN scientists

### How to use these communication “building Blocks”?

The purpose of the building blocks is to help build several pieces of INFLUENTIAL (vs. simply informative) communication to this one stakeholder fast and efficiently, while also keeping each different piece of communication coherent. These building blocks” are intended to be key elements to help build several pieces of communication, such as a bulletin in the immediate future, but also can help to build brochures, a website, a digital panel display or any other piece of communication to CERN Scientists (perhaps with a different order and emphasis to the “blocks”). Each colour represents a different type of information. You can see below for a reminder of what each colour means and here [www.estevepannetier.com](http://www.estevepannetier.com) for more. Markus and Harri have got a more detailed set of recommendations in a PDF document called “CERN core team briefing kit”.



#### GREEN BUILDING BLOCKS

These are not to inform, they are simply bringing out what is in the mind, heart or experience of the reader. The aim is to capture interest and prepare for the message and action.

#### BLUE BUILDING BLOCKS

These are new things which come from the IdeaSquare team’s knowledge and experience, to INFORM and to REASSURE, perhaps even PROOVE and make something legitimate and credible.

#### RED BUILDING BLOCKS

What are we trying to get them to do as a result of the communication?

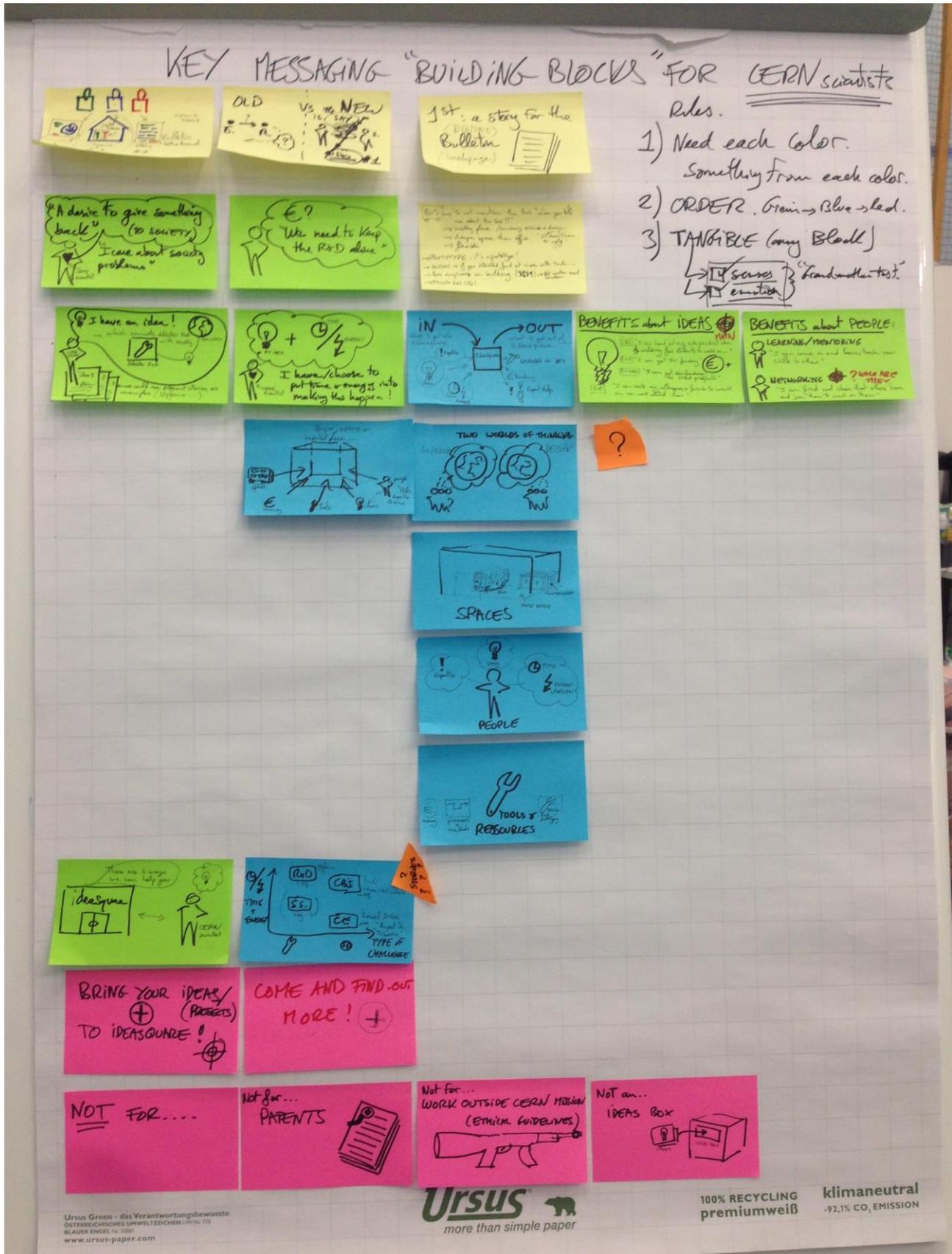
These are ACTIONS involving IdeaSquare AND the person we are communicating to.

### A few pragmatic notes on how to use them :

1. Always try to cover at least one building block from each colour
2. Ideally order them from Green>Blue>Red to get maximum interest and influence with the person receiving the communication.
3. Each colour element can be used either in text, visuals, or even better in direct demonstration or experience (like visiting a building, seeing a bus...)
4. Each building block needs to be as TANGIBLE as possible which means it should trigger as many SENSES and EMOTIONS as possible (“the grandmother test” : “would you grandmother understand it?”). It usually is therefore best to use visuals, videos, or even better prototypes and examples to make things tangible.
5. You can change the emphasis of the different blocks depending on your communication objective (for example focusing more on CBI than the other aspects)



Building Blocks for communication to CERN stakeholders :  
(see below picture for detailed notes)





## GREEN BUILDING BLOCKS

These are not to inform, they are simply bringing out what is in the mind, heart or experience of the reader. The aim is to capture interest and prepare for the message and action.

### A DESIRE TO GIVE BACK TO SOCIETY

"I care about society problems"

### SURVIVAL €

"we need to keep the R&D alive!" (Behind this : "I want to keep my paycheck")

### IDEA

"I have an idea which connects R&D technology and society"

### TIME / ENERGY

"I want to put some time and energy into making this idea happen"

### BENEFITS about using IdeaSquare:

"What do I get out of IdeaSquare? what's in it for me?"

### MAKING YOUR IDEAS HAPPEN (€ + Space & Resources...) > Main benefit

"I can get a space, people and even funding to make my ideas come to life"

**MONEY** R&D "I can get EU funding"

CBI : "I can hand my side product idea of welding for CBI students to work on"

DIY Labs "I can do shed-projects"

Challenge Events : "I can invite my friends and colleagues to work on non-work related ideas in a space with prototyping facilities (for free!)"

### INTERACTING WITH PEOPLE > Secondary benefits

Learning : "I can come and learn things from others"

Mentoring : "I can find cool new ideas that others have and help them out"/"I can help others with their ideas"

Networking : "I can come to meet and hang out with interesting people" (Secondary benefit > not to play up to much to avoid free-riders just coming for coffee!)

## BLUE BUILDING BLOCKS

These are new things which come from the IdeaSquare team's knowledge and experience, to INFORM and to REASSURE, perhaps even PROOVE and make something legitimate and credible.

### PROTOTYPE

This project is a prototype, so expect it to evolve & improve as we learn from doing (we can use the Bus and Containers as tangible example of the prototypal nature of the project)

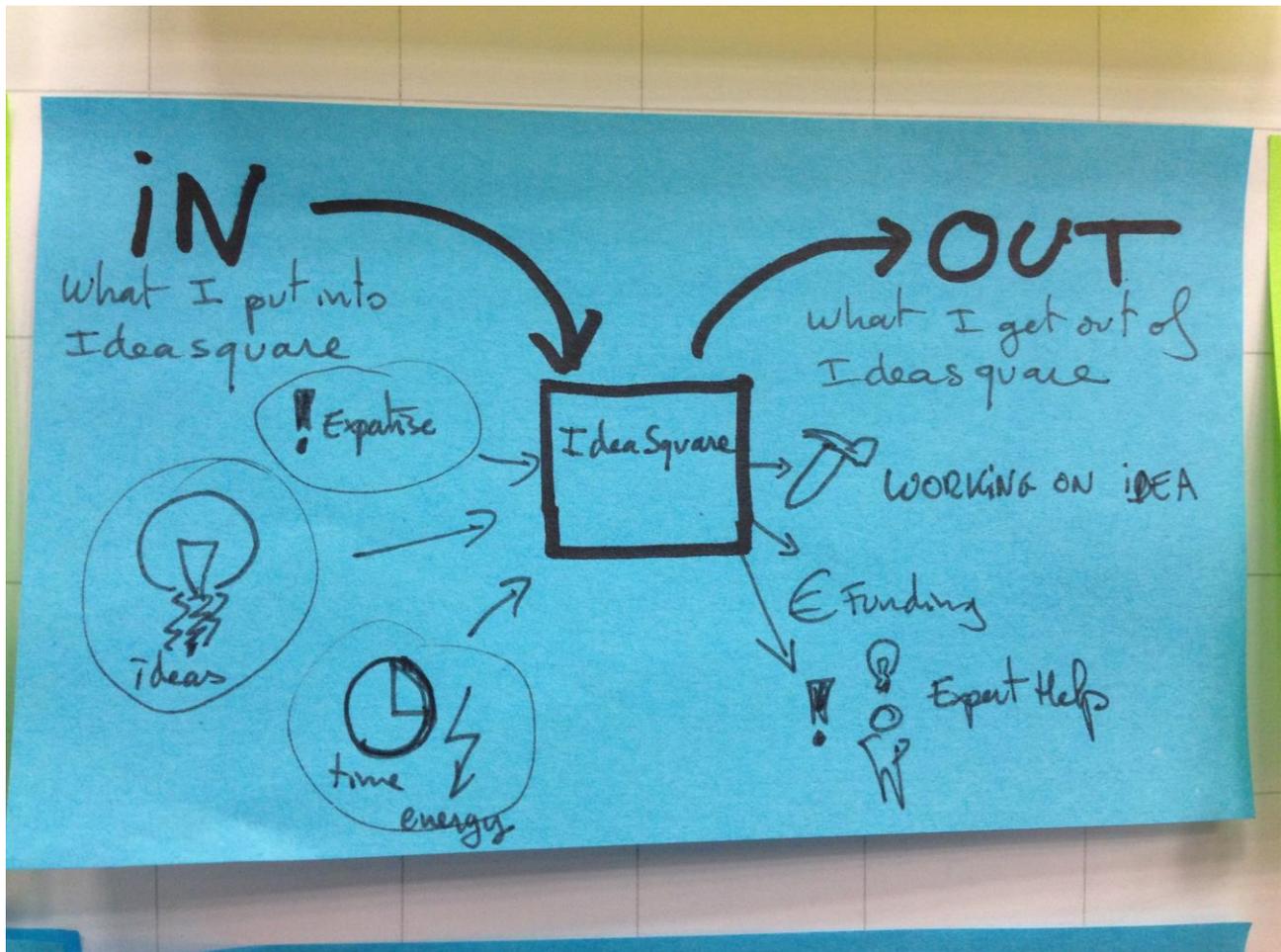
### IN / OUT Practically

What do you put IN to IdeaSquare? What do you get OUT of it?

IN : Time & energy > (CBI focus with CE, R&D and Summer Schools as btw)

OUT Ideas building : "you can get bring your idea of ... for students to work on in the CBI"

People as side benefits: At the same time you will be exchanging and learning new things with other, perhaps even bump into some other ideas which you would like to focus on.



## TWO WORLDS

World of Fundamental Research, driven by CURIOSITY, where we focus on solving TECHNICAL CHALLENGES to UNDERSTAND the world meets with...

World of Applied Research (or Industrial R&D and Design Thinking), driven by EMPATHY, where we focus on UNDERSTANDING the world to solve SOCIETY CHALLENGES

(but could be used to make this tangible : "its a symbol, meeting place, combining science, engineering & design)

## ACTIVITIES

What are the different activities which you will see in IdeaSquare at the moment?

CBI : Challenge Based Innovation course (Tuuli to add more tangibility here?) where students come and work on ideas which aim to answer SOCIETY CHALLENGES (such as .... > Tuuli to find a good tangible example tangible)

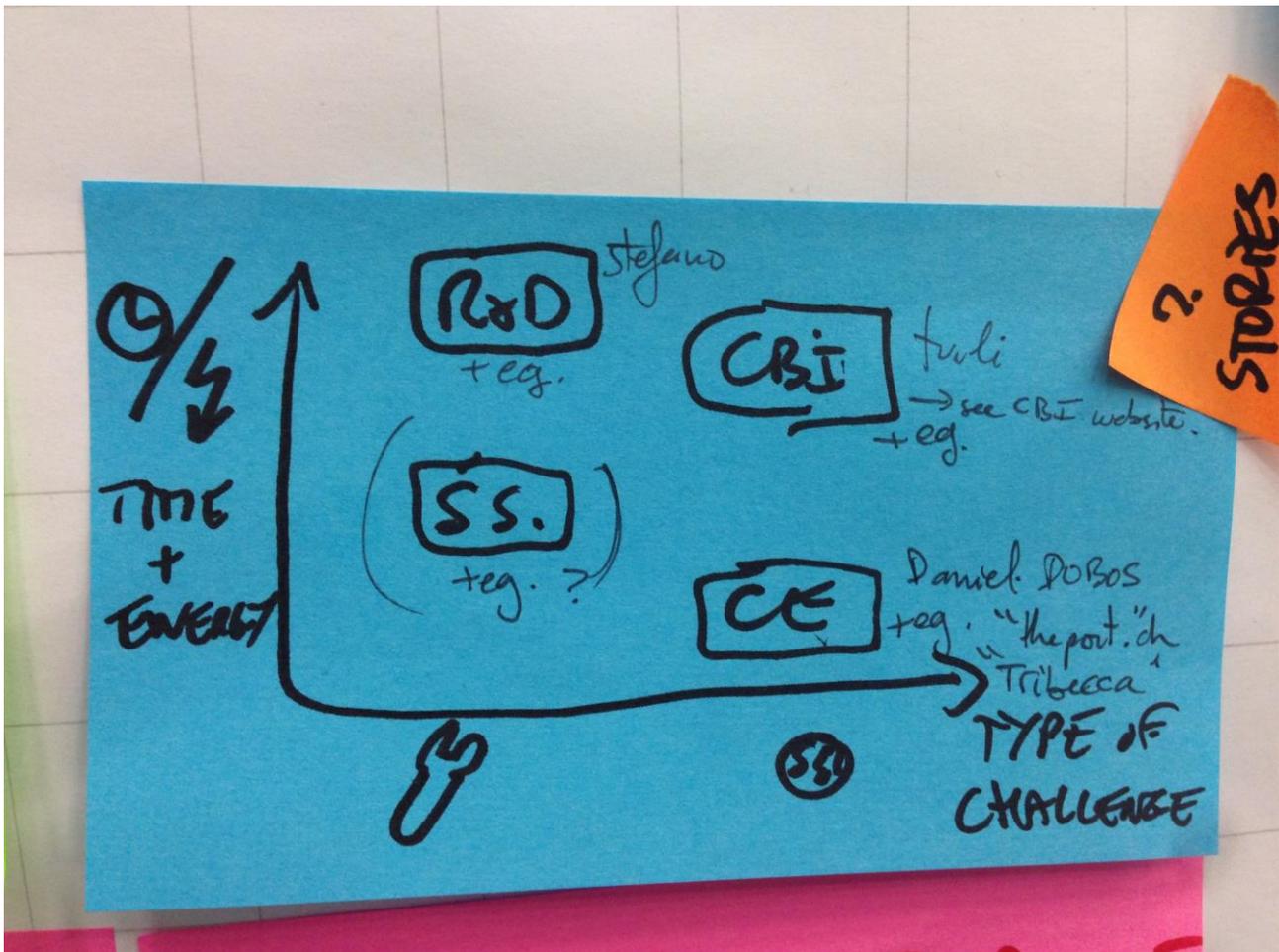
R&D : Some projects involving Phd students are longer term research focusing on TECHNICAL RESEARCH CHALLENGES (such as Stefano's idea about applying his technology in Space)

CE : Challenge Events where anybody can bring a SOCIETY CHALLENGE into a short project (like a Hackathon > See Daniel Dobos theport.ch, Tribecca etc...)

SS: Summer School courses where you bring a TECHNICAL RESEARCH CHALLENGE to a team of students to work on (such as .... > find a good tangible example tangible)

## ACTIVITIES SUMMARY

We could use the 2x2 matrix with the 4 current types of activities with TIME & ENERGY (how much time & energy I choose to put in) vs. TYPE OF CHALLENGE (Technical Research Challenge and Society Challenge)

**SPACES :**

You will see a large workshop, renovated to turn it into a dedicated space for IdeaSquare to manifest. There are dedicated project spaces to make ideas come alive. Perhaps your idea could have a project space in this building?

**COST EFFICIENT / FLEXIBLE :** It is built with recycled shipping containers, and an old red bus, to keep the costs lower than traditional workspaces while making it both iconic and flexible.

(The Building play down at the beginning, by not mentioning the exact location until the launch)  
Bus = symbol, meeting place, combining science, engineering & design "it doesn't have to be ugly"

**PEOPLE:**

You will meet Students, Designers, Engineers, Physicists, Entrepreneurs and Investors (EU, or Industrial partners) in this space.

They bring their Time, energy, expertise to work on IDEAS together.

**TOOLS & RESOURCES:**

Tools: When you walk around the space, you will notice the basic Prototyping tools and machinery to allow "rapid prototyping" of ideas.

Money: Some ideas can receive EU funding (via the ATTRACT program)



**RED BUILDING BLOCKS**

What are we trying to get them to do as a result of the communication?

These are **ACTIONS** involving IdeaSquare **AND** the person we are communicating to.

**COME FIND OUT MORE**

If you are interested in finding out more, please contact Tuuli

**BRING YOUR IDEAS**

If you have an idea which connects R&D technology and society, bring it to IdeaSquare, come and talk to us!

**WHAT WE DON'T WANT THEM TO DO**

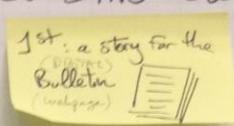
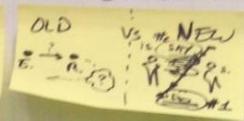
**IDEA BOX** : This is not an IDEAs box to come and leave your ideas without wanting to spend time and energy yourself on them

**Not PATENTS** : Please don't come to just get help on patents

**UNETHICAL** : This is only for work within the CERN's Mission (use military as example of outside CERN's mission)

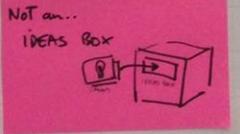
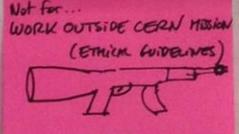
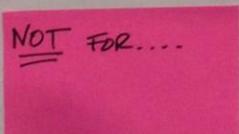
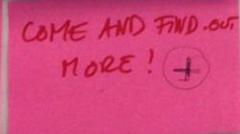
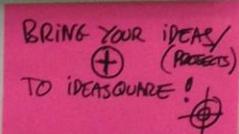
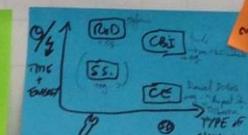
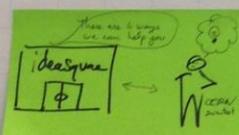
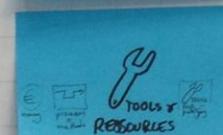
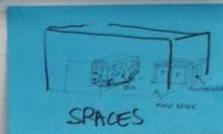
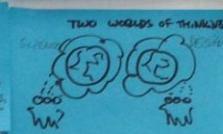
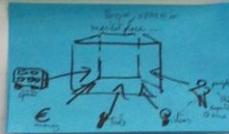
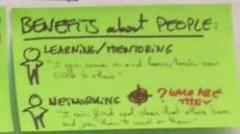
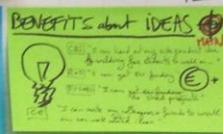
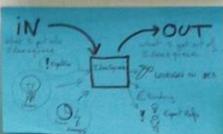
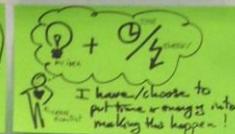
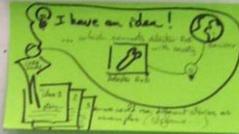
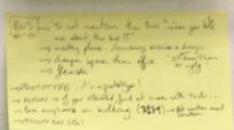
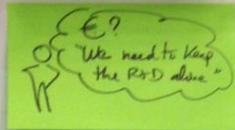
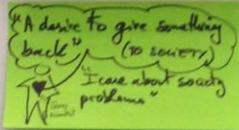


# KEY MESSAGING "BUILDING BLOCKS" FOR CERN scientists



Rules.

- 1) Need each color. Something from each color.
  - 2) ORDER. Green → Blue → Red.
  - 3) TANGIBLE (any Block)
- ↳ **sources** } "Grandmother test"  
↳ **emission**



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