



EuCARD-2 Communication and Outreach

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Link to complement slides*:

<http://goo.gl/JsUDHZ>

Or check your emails NOW

*8 questions only, All in the context of the project



Whom are we talking to?

- Project members (internal comms)
- Other scientists (non-project members)
- Students
- Policy makers (EC, other funding agencies)
- Industry/ SMEs
- Public (tax payers)

**Q1: Whom are YOU communicating to about EuCARD-2?
Whom else should the project reach out to?**

<http://goo.gl/JsUDHZ>

The logo for EuCARD² features a stylized blue and red swoosh with a yellow star above the text. The text "EuCARD²" is in a bold, blue, sans-serif font.

EuCARD² What channels are we using?

- Accelerating News
- Project website
- Project mailing lists
- CERN Courier
- Institutes' newsletters (e.g. CERN Bulletin)
- European Commission website
- EuCARD-2 Monographs
- Pan EU Networks/ Horizon2020 projects website
- School/seminars (e.g. JUAS)

Q2: Where do you get your information from? (in this field, not limited to project)

- Website
 - Avg. monthly (past 11 months): 535 unique visitors with a max of 751 in March / 335 members
 - Most from: CH, FR, CN, RU, DE... (9% non-partner countries)
 - Most visited pages: activities, events, partners

Q3: Do you find the project website useful (in its current form)?

What is missing from the website?

- Project video
 - 3:39 minutes
 - 662 views
- Upcoming events updates via project mailing list
 - Every 2-3 months, WP organized events

Q4: Do you find the project video useful?

Q5: Do you find the “upcoming events” email useful?

- Accelerating News
 - Quarterly stories from: EuCARD-2, HiLumi LHC, FCC, CERN EC Support for SESAME Magnets, STFC
 - New look since Oct. 2014
 - More than 1600 subscribers
 - Avg. 2 EuCARD-2 stories per issue

Q6: Do you find the Accelerating News newsletter useful? How do you read it? Suggestions for stories?



Publications in general

- **Long version:**

"The research leading to these results has received funding from the European Commission under the FP7 Research Infrastructures project EuCARD-2, grant agreement no.312453"

- **Short version:**

"The work is part of EuCARD-2, partly funded by the European Commission, GA 312453."

- **Image for presentations:**

- **PhD theses to be collected on Intranet**



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- Since September 2014
- After the 1st Annual Meeting, with the help of some EuCARD-2 colleagues
- <http://cern.ch/eucard2/about/outreach-education-materials>
- Content:
 - General Tips
 - Educational resources
 - Inspiring videos/shows

Q7: Are you using the outreach resources collected on the website?

- Integrating survey results into future comms activities
- Investigating the use of social media...

Q8: Are you a social media user?



**THANK YOU FOR CONTRIBUTING TO
THE VISIBILITY OF EUCARD-2!**