

WP8: Dissemination & Outreach status and perspectives

Coordinators:

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Purpose of the Working Package

- **Dissemination:** make sure that the project's public results are properly spread to the scientific community through
 - Press releases
 - Conferences/Workshop/Seminars
 - Scientific publications
 - Exhibitions
 - Newsletters
 - Websites
- **Outreach:** spread the knowledge and awareness of the project's goals and results to the media, the industry, and the general public

1) INFIERI: WP8 objectives for Dissemination & Outreach

From Mid-term
Wp8
report

1. Objectives:

Objectives for the dissemination of the project results are:

- Publications in scientific journals;
- Presentations at international conferences and workshops;
- Identification of potential 'routes-to market' for further exploitation in collaboration with appropriate industry partners;
- Patents including Industrial partners.

Objectives related to outreach activities for the general public are:

- Design, implementation and maintenance of a website providing communication elements related to the project and its context;
- Production of communication elements regarding the potential societal impact of the project results;
- Pro-active participation in outreach events oriented to the general public

~DONE

the INFIERI website will have elements to highlight the project achievement (scientific/technological breakthrough, patents, awards, prizes etc.) and will contain the list of INFIERI Public talks, Publications and press releases

Why Dissemination ?

**Slide from the
Madrid Workshop**

- To Increase the success rate of our project (provided we have a good communication and dissemination plan and we follow these plans)
- To attract the interest of potential partners
- To encourage talented students and scientists to join our partner institutes and enterprises
- To enhance our reputation and visibility at local, national and international level
- To Networking and marketing the consortium → boosting the potential exploitation of our results

European Community FP7 Funded projects are required:

- To disseminate the public scientific results
- To report on all of the dissemination activities at the annual and final report

DELIVERABLES & DISSEMINATION:

R = Report, P = Prototype, D = Demonstrator, O = Other

WP #	Deliver. No.	Deliverable	Lead Beneficiary (Contributors)	Nature	Dissemination	Month
1	1.1	<i>CMS Pixel Trigger (PT) feasibility study</i>	LIP	R	RE	12
	1.2/1.3/1.4	<i>Proto design/eval/report tests results</i>	CNRS LIP INFN Fermilab Purdue UnivBri	P/P	PU/PU	36/48
	1.5	<i>CMS Outer tracker trigger: feasibility study</i>	INFN	R	RE	12
	1.6/1.7/1.8	<i>Proto design/ eval/ report tests results</i>	CNRS Fermilab CERN	P/P	PU/PU	36/48
	1.9	<i>CTA-L1 feasibility study</i>	UOXF	R	RE	12
	1.10/1.11	<i>Proto design/ proto tests results</i>	CNRS INFN Thales ULeic	P/P	PU/PU	36/48
	1.12	<i>PET-L feasibility study</i>	JvA	R	RE	12
	1.13/1.14	<i>proto design/ report tests results</i>	INFN Thales Spheral CERN	P/P	PU/PU	36/48
2	2.1	<i>VDSM 3D demonstrator + TSV Q(10)µm diameter:</i>	CNRS	R	RE	12
	2.2	<i>-> Goals of the study & applications</i>	SAMSUNG INFN	P	PU	24
	2.3	<i>-> Tests set-up & results</i>	INFN	P	PU	48
	2.4	<i>VDSM 3D studies with TSV Q(1)µm diameter :</i>	CNRS	R	RE	18
	2.5	<i>-> Study goals & applications</i>	SAMSUNG ENAL	P	PU	48
3	3.1	<i>High speed link system integration</i>	FOM (CERN, UvA)	P	PU	48
	3.2	<i>Design of OWC</i>	SSSA	P	PU	24
	3.3	<i>OWC system integration</i>	SSSA	P	PU	48
	3.4	<i>Clock & services/monitoring distribution</i>	CNRS (CERN, UvA)	P	PU	24
	3.5	<i>Evaluation & report test bench for testing links</i>	FOM (CERN, UvA)	P	PU	48

All this info now available on INFIERI web page
infieri-network.eu



Reminder:

- **“NB: Please note that acknowledgement of the European Commission funding under the 7th Framework Programme should be mentioned in all publications and dissemination materials”***

page 27 of ftp://ftp.cordis.europa.eu/pub/fp7/docs/itn_reporting_guidelines.pdf

Therefore **only public documents containing this compulsory acknowledgement should be listed in the dissemination material**

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status and perspectives

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Oops...

WP	Dissemination References	Nature/Dissemination	EU Aknow	info to catch paper (doi...)
1	The CTA Consortium, including Paoletti, R. , The Cherenkov Telescope Array Large Size Telescope, <i>CTA contributions to the 33rd International Cosmic Ray Conference (ICRC2013), Rio de Janeiro (Brazil), 2-9 July 2013</i> , arXiv:1307.4565 [astro-ph.IM]	Proceedings of International Conference P/PU	NO http://www.cta-observatory.org/?q=no... in addition https://portal.cta-observatory.org/Pages/FundingAgencies.aspx We have received funding from the European Union's Seventh Framework Programme (FP7/2007-2013) under Grant Agreement 262053	ok
1	The CTA Consortium, including Paoletti, R. , Development of the readout system for the Cherenkov Telescope Array Large Size Telescope, <i>CTA contributions to the 33rd International Cosmic Ray Conference (ICRC2013), Rio de Janeiro (Brazil), July 2013</i> , arXiv:1307.3386[astro-ph.IM]	Proceedings of International Conference P/PU	NO	ok
1	R. Paoletti and H. Kubo, Development of the readout system for the LST telescope of CTA using the DRS4 waveform digitizing chip, <i>IEEE Transactions on Nuclear Science</i> , 60, 27 (2013), DOI: 10.1109/TNS.2013.2660944	Proceedings of International Conference P/PU	NO	ok
1	D. Dumas et al. including T. Greenshaw and J. Hinton, SS1 dual-mirror telescopes for the Cherenkov Telescope Array. Proceedings of the SPIE, Volume 9145, id. 91452Z 12 pp. (2013). DOI: 10.1117/12.2023778	Proceedings of International conference P/PU	?	ok
1	Heavy ion irradiation of silicon photomultiplier tubes: characterization for the Cherenkov Telescope Array: silicon photomultiplier versus multi-anode photomultiplier tube Proceedings of the SPIE, Volume 8852, id. 88520K 17 pp. (2013). DOI: 10.1117/12.2023778	Proceedings of International conference P/PU	?	ok

From Wp8 Mid-term Report

All this info now available on INFIERI web page infieri-network.eu



INFIERI web site

- Fellows' Publications page (restricted)
- Dissemination page (restricted)
 - List of the the publications, both public and restricted, issued in the project's framework
- Outreach page (public)
 - Currently listing the outreach events
 - Has to be improved – this will be the job of WP8

fellows' publication page

WebMasters
Davide Cieri
Daniele Vadrucchio

- the fellow's publication page on the website is not visible from the outside.
- All INFIERI members must be able to access the posted files (most are indico links). [please register!](#)
- In our view, the **public results** by ERs and ESRs should be made accessible to outsiders on a dissemination page

Dissemination page

INFIERI Dissemination landscape

WP	Dissemination References	Nature/Dissemination
1	<p>SungBin Oh, Junho Kim, Chang Seong Moon, Aurore Savoy-Navarro, Un-Ki Yang,</p> <p>"Level 1 E/gamma Trigger Algorithm based on Pixels for CMS detector at LHC,</p> <p>https://cms-mgt-conferences.web.cern.ch/cms-mgt-conferences/conferences/... given at 2014 Korean Physical Society Fall meeting, 22-24 Oct 2014, Gwangju (Korea, Republic)</p>	Proceedings P/PU
6, 8	<p>T. Dey and P. da Silva Rodrigues, <i>Acceleration of Sensitivity Map Calculation for PET Imaging Using Intel Xeon Phi Coprocessor, INFIERI 2nd International School on Intelligent Signal Processing for Frontier Research & Industry, 14-25 July 2014, Paris, France</i></p> <p>https://indico.cern.ch/event/305730/session/28/contribution/65/material/slides/0.pdf</p>	Poster at Int. Conference & Proceedings P/PU
1, 8	<p>Konstantinou G., Chil R., Ripoll J., Udias M., Desco M. and Vaquero J.J. "Simulations, testing and results for the pixelation of LYSO crystals for gamma detectors using the sub-surface laser engraving techniques." IEEE NSS-MIC, 8-15 November 2014, Washington convention Center, Seattle USA, Poster</p>	Poster at Int. Conference & Proceedings P/PU

S

Outreach or “public” page in the original proposal by MAC (jan 2014 Workshop)

HOME | SITE MAP | CONTACT | REGISTER | MEMBERS | SEARCH IN INFIERI

INFIERI
*INtelligent, Fast, Interconnected and Efficient devices
for Frontier Exploitation in Research and Industry*

EUROPEAN UNION
7
SCIENTIFIC FRONTIERS
MARIE CURIE ACTIONS

Home>Outreach

- > About Us
 - Simple outreach text
 - [Infieri Brochure](#)
 - Infieri Posters
- > Links of interest
 - Simple outreach text
 - With links on our activities
 - Links for students
 - Links for teachers
 - ...
 - View more
- > Public Events
 - Simple outreach text
 - Partners Posted outreach events
 - View more
- > Multimedia
 - Simple outreach text-Our Movies (?)
 - Movies on Medical
 - Astroparticle, HEP, Telecomm
 - ...
 - View more
- > Press and News
 - Simple outreach text
 - news from web
 - Newspapers
 - radio
 - ...
 - View more

8) Homework: Outreach

Design (to be improved) WP8. (P.A. & M.A.C + 8)
Blessing by SB (+EC?) is required
Implementation in the website: M.V. & M.A.C

Proposed additions to WP8/outreach page for general public:

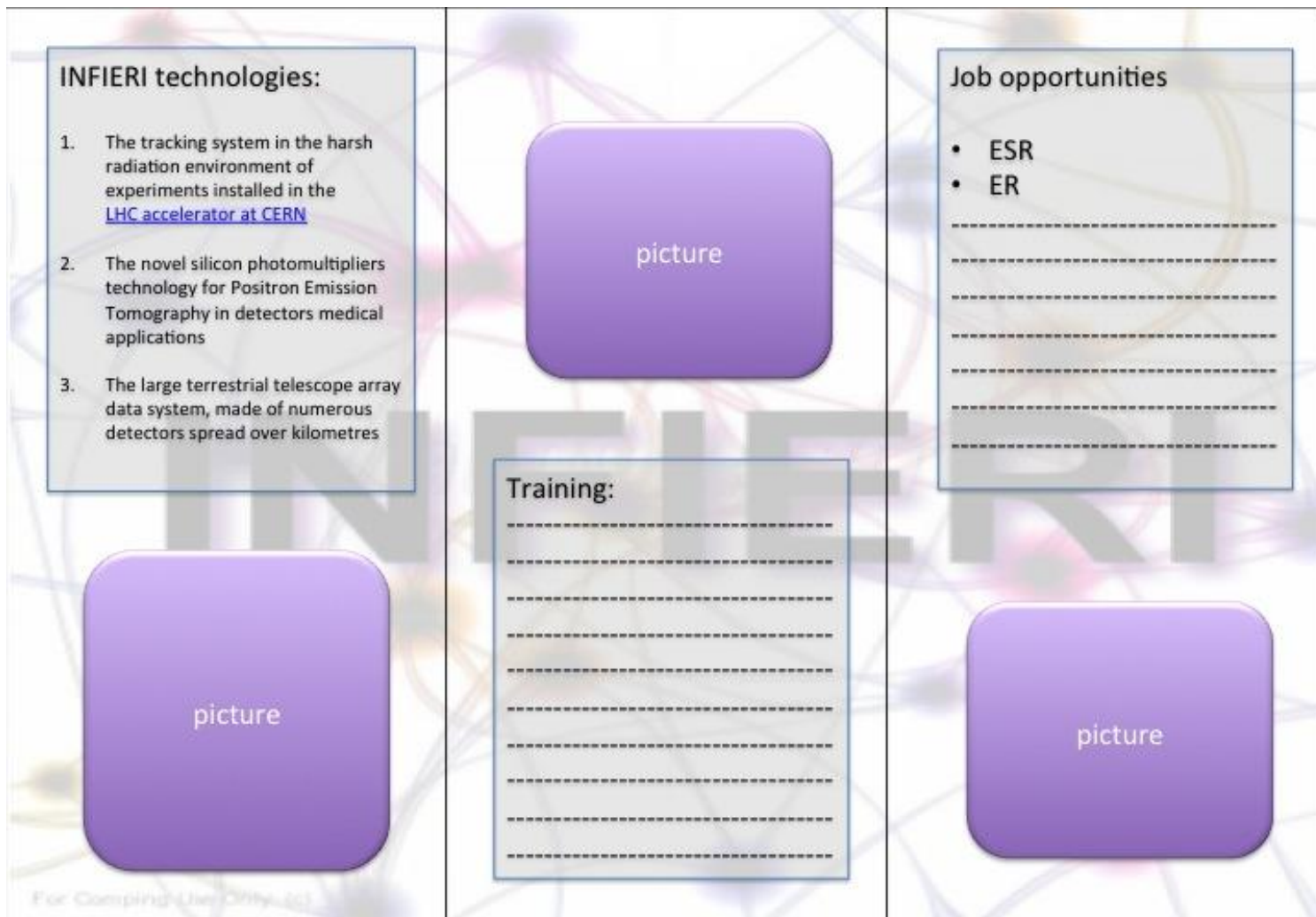
Downloadable **INFIERI Brochure(s)**

- **Formats** and **contents** to be discussed within the WP8
- Which **target**? (Young scientists? Scientific/technological community? General Public?)
- High priority task: **general brochure** (target: science/technology community)
 - Foresee more specific target-oriented ones:
 - For “insiders” (young physicists)
 - handouts for single outreach events
 - Downloadable “posters” for general public
- **Deadline**: as soon as the contents are decided: designing can be rather fast. First general brochure could be **ready in 1 month from now**. dedicated task force will be set up

General Brochure: proposed contents

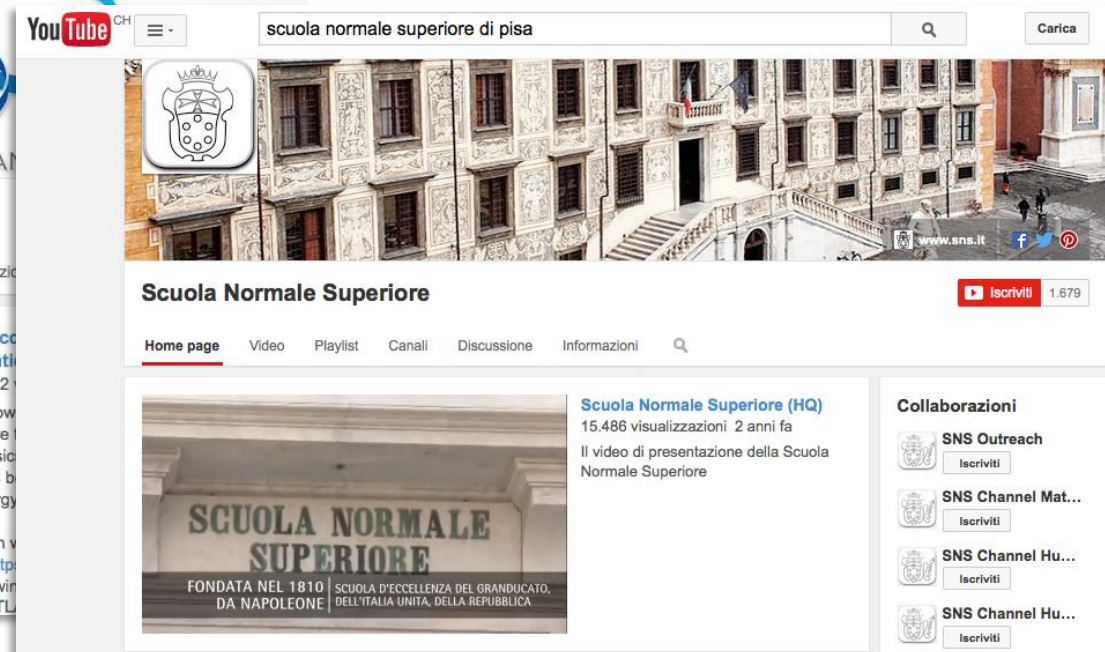
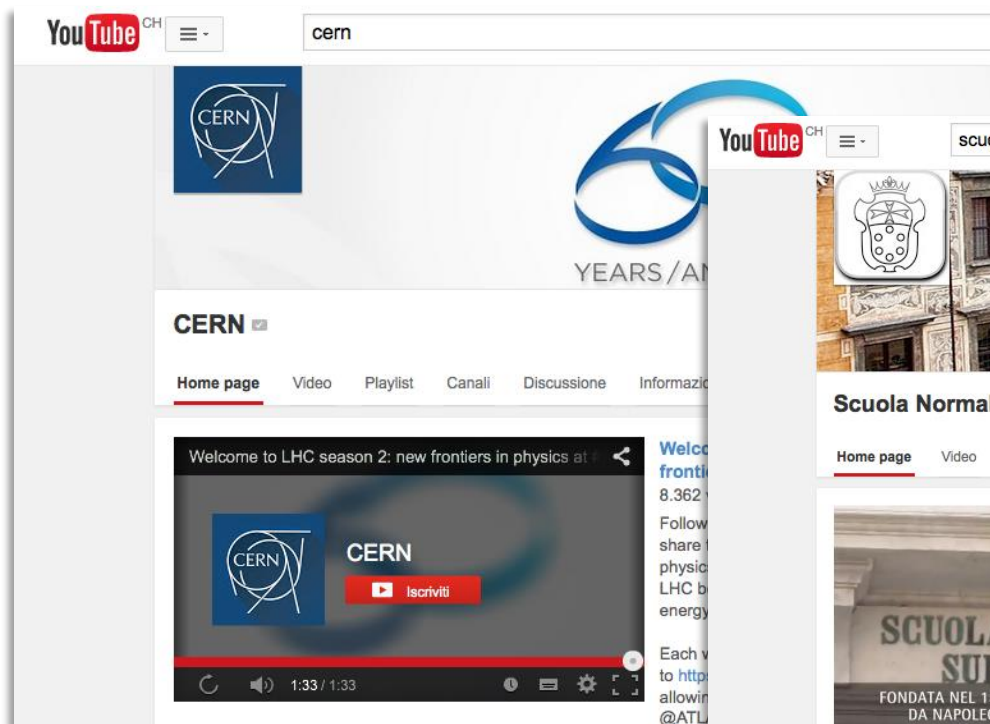
- What the project is
- Which science/technology fields it concerns
- What EU gives to the project and what it expects from it
- What kinds of **technological breakthroughs** are foreseen
- What **job/research/training opportunities** it offers
- What the expected **impact on society, market, etc.** is.

General Brochure: sketch of a 3-folded format



Other ideas for outreach tools

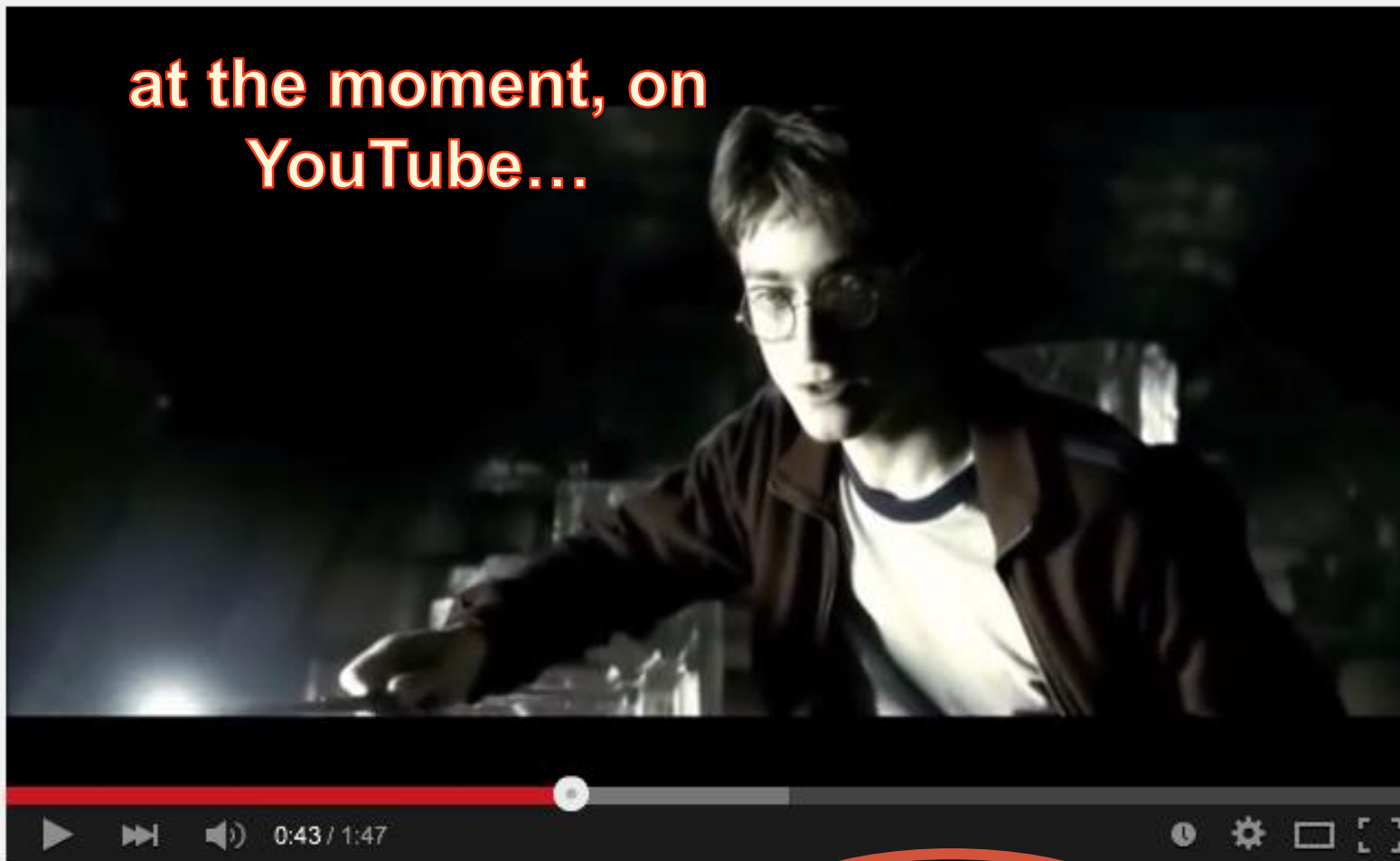
- **Use of social media** for publicity (to be discussed)
 - Create a **Youtube channel** for posting any outreach films/videoclips, or video footage shot at outreach events
- this is common practice nowadays: for instance





infieri

at the moment, on
YouTube...



Harry Potter Half Blood Prince - Infieri Attack



Proposed additions to WP8 repository (for internal use by all WPs):

- **Templates** (e.g. for presentations, including the mandatory EU acknowledgement)
- “Publicity” **picture library**
- Other suggestions are more than welcome

Past outreach events

Listed on INFIERI website's outreach page
<http://infieri-network.eu/content/outreach>

- **Oxford 2013:**
 - **Future Trends in Medical Imaging** (talk)
 - **The after-Higgs discovery: vision on the Particle Physics strategy** (talk)
 - **Astronomy in 2033: What we will (and won't) know about the Universe** (talk)
- **Madrid 2014**
 - **Opportunities for Technology Transfer in Healthcare: Academy, Hospital and Industry Partnership** (workshop)
- **Paris 2014**
 - **The Higgs Boson and the Two Infinities** (talk)
 - **Arts, Research and High Tech: the interconnected XXIst century New World** (performance)

“Outreach” during this workshop

- VISITING CERN
- IDEASQUARE talk by M.Nessi



Planned outreach events

- Next INFIERI WORKSHOP: PISA, 27-29 october 2015



**Visit to
EGO-VIRGO site**

**One event with
three general-public talks
at the Scuola Normale
on social impact of frontier
science**



Thank you

Backup

1) WP8 Dissemination rules & duties: where?

Projects are legally bound by the terms of:

- the **GRANT AGREEMENT (GA, signed)**
detailed/implemented in the **CONSORTIUM AGREEMENT (CA, to be signed today)**
 - **CA is a private contract between FP concerning internal arrangements on work organization, IP management, confidentiality, liability and further matters of their interest**
 - **CA contains some relevant provisions regarding communication, in particular rules for Dissemination like for instance access rights**

2) WP8 rules & duties: where?

- a private contract , the **Partnership Agreement (PA, to be signed)** regulates the relationship between FP and the Associated Partners (AP) and their collaboration
- a private contract, the **Researcher Agreement (RA)**, shall be concluded, between the hosting institution and the seconded researcher

All the ITN participants will ensure the dissemination of the results obtained, complying with the rules stated in GA, CA, PA,RA

Beside all the ITN partners, the Fellows are the main actors in the dissemination activities with individual plans for dissemination

About Dissemination: in INFIERI

Target groups for the dissemination will include:

- the three research communities
- decision-makers in the fields of research and social policy
- stakeholders in the medical imaging field and health officials
- media

The main channels for external dissemination will be:

- the website of the project highlighting the project achievement (scientific/technological breakthrough, **patents**, awards, prizes etc.).
- publications in international peer-reviewed journals
- conferences and other events in the relevant fields

Internally, the project partners will ensure the dissemination of best practice and the exchange of knowledge through regular consortium meetings and joint Network events



Dissemination objective GA: **REMEMBER**

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- Patents including Industrial partners

Dissemination objective GA: REMEMBER

- Fellows oral presentations/posters of their work at the *biannual ITN Workshops*
- Dedicated Web-pages in the INFIERI Website will be prepared for each ITN workshop with the program and the slides accessible to all the partners.
- Internal INFIERI Notes* on the work performed by ITN collaborators and especially ESRs and ERs will be reviewed by the Editing Board and made available on the INFIERI Website to all the partners.
- Fellows will present their work in different international conferences/workshop, such as: IEEE NSS MIC, SPIE, TWEPP, WITT, TIPP, etc
- The project results will be published in international peer reviews, **some PhD thesis will be published.**
- The project results will be presented in general meetings of the large international collaborations in Astrophysics, HEP and Medical Physics and reported in Internal Notes with large diffusion in these large international collaborations.

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