

# WP3: Outreach and Communication Policy

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KM3NeT 2.0 Kickoff, Athens

15/2/17

Partner number and short name	WP3 effort
1 - FOM	4.00
2 - CNRS	18.00
3 - FAU	3.00
4 - UVEG	4.00
5 - INFN	4.00
6 - NCSR-D	4.00
<b>Total</b>	<b>37.00</b>

# Mind Blowing Science

The highest energy cataclysmic processes in the Universe

Fundamental properties of the mysterious neutrino

Exploration of the Abysses

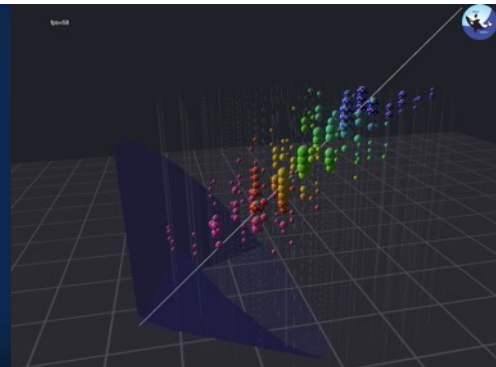
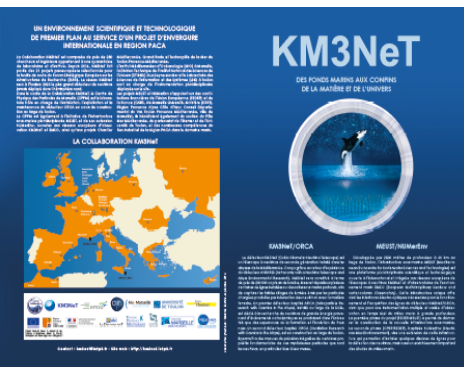


# Task 3.1: Outreach Plan

- Set up an international outreach and communication committee (OCC) with representative from the various countries involved in the KM3NeT Collaboration;
- Establish links with the KM3NeT scientific working groups and committees;
- Establish links with the national outreach/communication teams of the various funding agencies involved in the project;
- Develop an outreach and communication plan for the KM3NeT Collaboration;
- Select one or more professional PR agency to help implement the plan;
- Regular video meetings (3-4 per year) of the OCC to facilitate monitoring and planning of the activities.

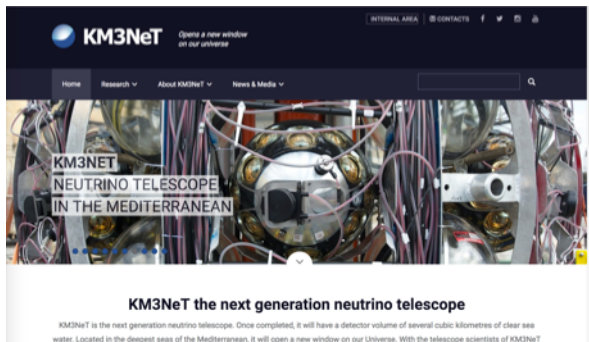
# Task 3.2: Prepare Outreach Material

- Define the house-style of the KM3NeT Collaboration;
- Prepare branding materials for the KM3NeT project;
- Create a KM3NeT brochure for informed communities and the general public;
- Oversee the production process to create audio, video, image, apps, and text products that explain the scientific goals and the results of KM3NeT;
- Ensure translation and adaptation of outreach resources for the different national communities.



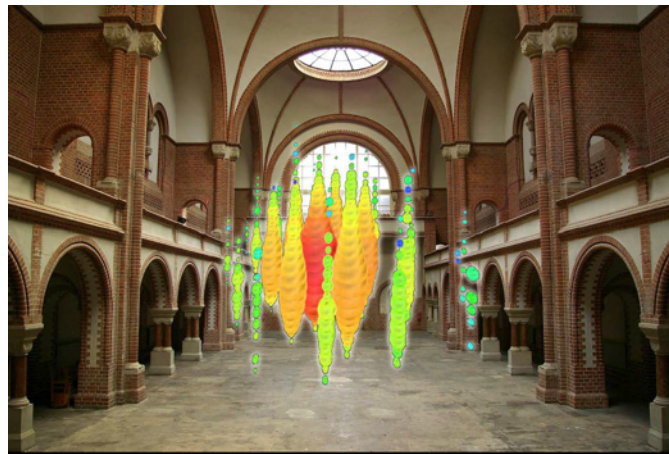
# Task 3.3: Develop KM3NeT Online Presence

- Create official KM3NeT online social media accounts (YouTube, Facebook, Twitter, Instagram, etc.);
- Develop and manage the outreach pages of the KM3NeT web site;
- Animate the online media with regular news items and updates of the KM3NeT progress.



# Task 3.4: Direct Outreach

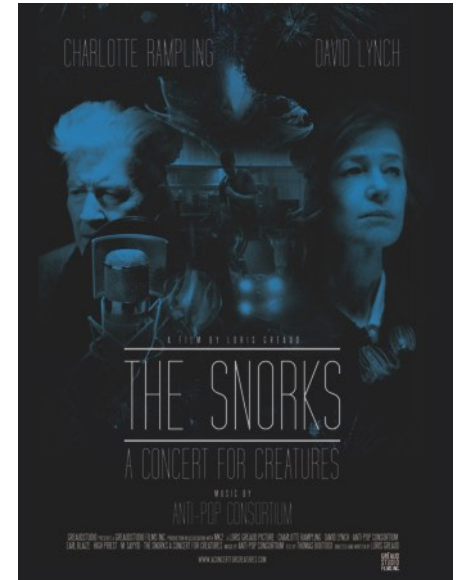
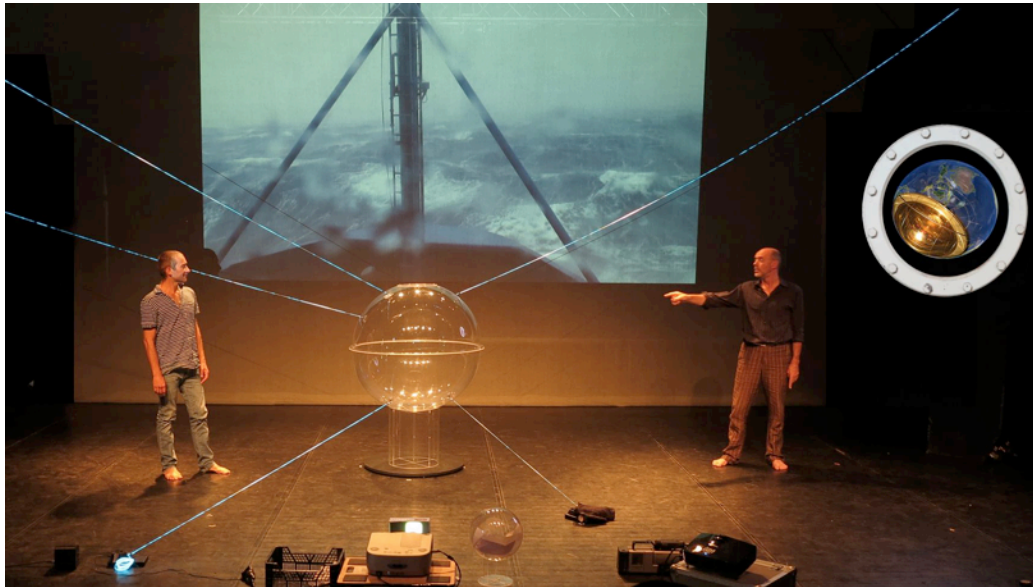
- Attend outreach events and meetings where KM3NeT goals, technology and results can be showcased including industrial and commercial concerns;
- Organise an outreach event (press conference, public lecture) in conjunction with some of the regular KM3NeT Collaboration meetings hosted in the collaborating countries;
- Prepare an itinerant exhibit for science centres and museums based on KM3NeT posters/video/ and actual KM3NeT photo-sensors.



AIS<sup>3</sup>- Berlin+...

# Task 3.5: Art/Science Collaboration

- Foster and support art/science actions inspired by the science of KM3NeT;
- E.g. KM3NeT has recently formed an art/science collaboration with Laurent Mulot and Thierry Poquet, entitled Archipel Aganta Kairos



# Deliverables

<b>Deliverable Number<sup>14</sup></b>	<b>Deliverable Title</b>	<b>Lead beneficiary</b>	<b>Type<sup>15</sup></b>	<b>Dissemination level<sup>16</sup></b>	<b>Due Date (in months)<sup>17</sup></b>
D3.1	KM3NeT outreach and communication plan (month 12)	2 - CNRS	Report	Public	12
D3.2	Report on outreach material (month 24)	2 - CNRS	Report	Public	24
D3.3	Report online presence (month 24)	2 - CNRS	Report	Public	24
D3.4	Report on direct KM3NeT outreach activities (month 36)	2 - CNRS	Report	Public	36
D3.5	Report on Art/Science collaboration activities (month 36)	2 - CNRS	Report	Public	36