



EASITRAIN Spring Lectures

PANOS CHARITOS
CERN
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Outline

- Work Package Team
- Objectives
- Description of Work
- Deliverables
- Milestones
- Resources
- Current Work
- Next steps (until December 2018)

Co-funded by the



Work Package Team

Composition of the team for that particular work package at all participating beneficiary and partner sites, potentially also additional cooperation partners from academia and industry. Indicate clearly, which roles remain to be filled and when.

Institute	Name	Role/Description
CERN	Emilie David, Panagiotis Charitos	Leads WP7 on communication
Terra Matter*	Markus Mooslechner	Communication training
IEEE	Bruce Strauss	Support the network communication (especially to engineering communities).

***About Terra Mater:** It focuses on core genres –science and history, but also moves on to create top-end productions for the big screen and develops new and innovative factual formats for every media platform.

Terra Mater Factual Studios: world-known studio for visual excellence and storytelling of the highest level.

Objectives of WP7

- Identify different target audiences and the key messages for each audience.
- Find the right tools to disseminate your message
- Produce material (digital and printed) about the key goals & results of the project: **website, film, brochures, social media, travelling exhibition.**
- Foster collaboration between research centers with industries at local, national & international level and other international organizations (WEF, UNECE, EC, WTO, a.o).
- Strong synergies with the other EASITrain Working Packages (especially WP1, WP5 and WP6).

Communication

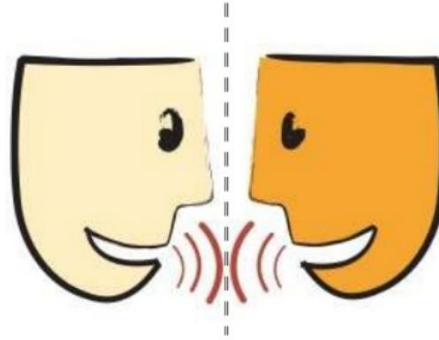


Is **not only** about what you say but how you say it !

1. Why communication matters?

- Ability to solve problems often in complex environments (identify the problem parameters and translate them to a different language).
- Explain the potential impact of your research results for the society.
Communicate WHY your work matters.
- Networking and building a larger network (share knowledge, experiences & create opportunities).
- Set realistic target and meet your goals throughout the project.
- Personal wellbeing: level of stress, satisfaction with your work, etc.

2. Communication Barriers



- ✓ Common Barriers
 - ✓ The Barriers From Sender
 - ✓ The Barriers From Receiver

- Language, Time, Culture, Distractions, Distance, Noise, Discomfort with the topic, Number of questions.
- Remember that communication is a **two-way interactive process**. The sender and the receiver both have some agency at the same time.

If we were meant to talk more than listen, we would have two mouths and one ear. – M. Twain

Barriers from Sender

- Don't know what the audience expects.
- Conveying many issues in a single message.
- Going around and not straight to main points of a conversation.
- Wrong assumption about the receiver's knowledge and skills to understand.
- Use unfamiliar words or examples that can be interpreted in different ways.

Barriers from Receiver

- Jumping to conclusion.
- Not paying attention or listening inactively.
- Embedding all meaning in its own horizon of understanding.
- Overwhelmed by emotions.
- Tending to resist any message in contrast to self-beliefs of assumptions.

3. Communication elements

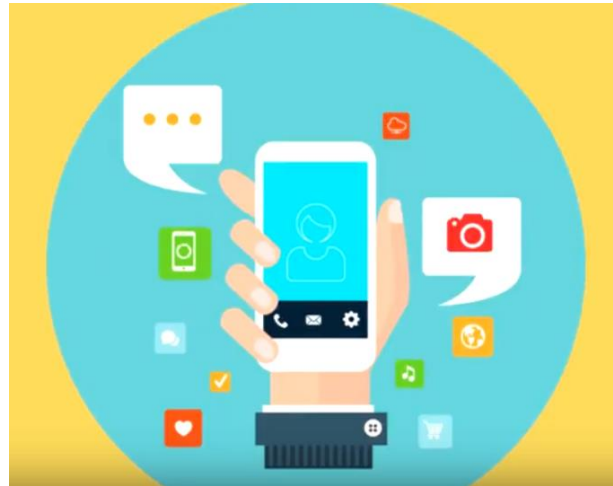
a) Verbal and Non-verbal elements.



c) Storytelling matters!



b) The environment (public sphere)



Description of Work



Media training in collaboration with Markus Mooslechner (Executive Producer, [Terra Matter studio](#)).

"This workshop is for those who want to communicate science. It will give each participant the opportunity to x-ray their professional lives as scientists and distil them into compelling, unique stories, to make them ready for the next pitch or scientific paper."

Key objectives:

- Have a general overview of how media work and of their role in an increasing interconnected world.
- Understand importance of preparing for media interactions. Hands-on experience.
- Know how to present your work.
- Understand where to search for further assistance in dealing with media.

MSCA & EU specific channels

- Launch social media channels (@EASITrain - #EASITRAIN, #Superconductors, #Cryogenics, #innovation)
- Facebook: Marie Curie Actions (nominate a fellow), EUSciComm
- Twitter: @MSCAactions, @EUSciComm
- #MSCA, #H2020, #superconductivity, #EASITrain







Milestones

ID	Title	Due	What to do
D7.1	Project Website	01/01/2018	Available (review & revise)
D7.2	Rich media project brochure	01/08/2019	First draft available.
D7.3	Industry meets academia event	01/12/2020	Identify and contact the appropriate industrial partners.
D7.4	Final multimedia project brochure with ESR profiles	01/03/2021	Closely working with WP6
D7.5	University Information package	01/08/2021	Appoint a communication contact/person in each institute

“Powering the future”.



For more resources visit:
<https://fcc.web.cern.ch/easitrain/Pages/default.aspx>

EASITrain

European Advanced Superconductivity Innovation and Training

A Marie Skłodowska-Curie Actions Innovative Training Network coordinated by CERN

Launch your career in domains at the forefront of technology.

Obtain your PHD in a truly international environment!

EASITrain is looking for early stage researchers with backgrounds in superconductivity, cryogenics, material sciences, magnets, mechanical engineering, manufacturing, applied physics.

EASITrain IS HIRING!
easitrain.web.cern.ch

WHERE WOULD YOU LIKE TO WORK?

COUNTRIES
Germany | France | Italy | Austria

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CERN | Bruker | CEA | CNR | Columbus | HZB | I-CUBE | INFN
Technische Universität Dresden | Technische Universität Wien
Universität Siegen | Universität Stuttgart
Wirtschaftsuniversität Wien

Transform the Future. Join now!

@easitrain

EASITrain is a Marie-Skłodowska-Curie Action, funded by the European Union's Horizon 2020 Research and Innovation programme under grant agreement 764879



- Visual identify of the project.

- Design & develop website, poster, roll-up banner, factsheet.

- Develop a mini exhibition including photos & artefacts related to superconductivity.

- Produce articles related to the project.

- Produce a documentary (?)

Summary of current work

- Thank you for your input to the EASITrain website:
www.easitrain.web.cern.ch
- Articles about EASITrain and hiring opportunities published in CERN Courier, Cold Facts, European Physics Newsletter & Accelerating News.
- Developed a visual identity for this project.
- IEEE innovation award.

Hackathon 2017

CERN IdeaSquare
September 22 - 24, 2017
Award ceremony: 24 September (12:00 PM)

SUPERCONDUCTIVITY HACKATHON

www.cern-hackathon.org

Powering the future
CONNECTING TECHNOLOGY & BUSINESS

Logos at the bottom: EUGAS 2017, EASITrain, Idea², WU, Fraunhofer venture, High Luminosity LHC, FCC, CERN.

- Brought together students from different fields to prototype novel applications.
- Collaboration with WU Vienna, Fraunhofer Venture, CERN's Idea Square & Knowledge Transfer group & industrial partners (Siemens, Oxford Instrument, Bruker, Bilfinger Noell).
- Produce a report with possible applications and their market potential.
- www.cern-hackathon.org
- [Space Launch Application](https://www.youtube.com/watch?v=5fCv_eoFr88)
https://www.youtube.com/watch?v=5fCv_eoFr88

Next Steps

- Social media training event (March 2018) and Media Training event (September 2018).
- CERN and WUW provide training for presenting project proposals.
- Document **YOUR** work (including technical & social aspects).
- Produce an illustrated book on superconductivity.
- Public events in different cities (including talks & travelling exhibition) starting with Vienna in autumn during the EASISchool
- Joint events with international organizations (WEF, UN, IEEE) and the industrial partners.

- Share your ideas & passion!

Questions?

Thank you for your attention!