



# Outreach, communication and dissemination of results

*Bruce Marsh, CERN*

*Kick-off Meeting CERN - 2<sup>nd</sup> December 2019*



Marie Skłodowska-Curie  
Actions

“YOU CANNOT HOPE TO BUILD A BETTER WORLD  
WITHOUT IMPROVING THE INDIVIDUALS.”

MARIE SKŁODOWSKA-CURIE



# **H2020-ITN-2019 Coordinators Info Day 22 November 2019**

## **Communication / Outreach / Dissemination**

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Disclaimer: the information provided in this presentation is not  
legally binding

# Purpose / importance of effective outreach

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- **Accountability** – taxpayers' money
- **Awareness** about the specific research domain
- Relates to **EU political priorities/goals**
- Research has an **impact on our lives**
- Shows the **EU role in the society**

# Definitions

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<b>Communication/Outreach</b>	<b>Dissemination</b>
About the <b>project</b> and <b>results</b>	About <b>results only</b>
<b>Multiple audiences</b> Beyond the project's own community (include the media and the public)	<b>Audiences that may use the results</b> in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
<b>Inform</b> and <b>reach out to society</b> , show the benefits of research	<b>Enable use</b> and <b>uptake</b> of <b>results</b>
Grant Agreement art. <b>38.1</b>	Grant Agreement art. <b>29</b>
Starts at the beginning of the project	When results are available and even after the end of the project
<b>Communication/Outreach</b>	<b>≠ Dissemination</b>



# Dissemination of results

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## PhD Theses

These will all be publicly available and published on the CERN Document Server <http://cds.cern.ch/>. They will be assigned their own DOI.

## Scientific research articles

**Open access** is mandatory, and **open data** if applicable/feasible

## Conferences, Workshops & Professional exhibitions

### **LISA Workshops**

ESRs will organise **their own conference**

At least 1 international conference presentation per ESR

## Patents

If we need to prioritise protecting intellectual property and/or the dissemination of results to an audience with a valorization and economical driven profile then the **CERN KT office** is ready to assist

## Newsletters

### A **quarterly internal newsletter**

Reporting to all members of the network on the WP progress and the status of the milestones and deliverables. This is different from annual external newsletter described in Table G.



## ESR involvement

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# Communication and Outreach Credits (COCs)

All ESRs **must** contribute to the communication strategy and public engagement activities of the network.

The form under which they decide to contribute is however left free to best reflect the diversity of the network participants and their own sensibilities.

The ESRs will be required to complete **100 ‘Communication & Outreach Credits’ (COC)** as part of their participation in the network.



# Outreach

Outreach activity	COC
<b>Presentation to high schools</b>	
Presentations to high school students are one of the most traditional forms of outreach activities in STEM fields. Those are carried out either by going to the schools (e.g. T.E. Cocolios belongs to the Scientist@School team from KU Leuven) (typical audience around 20 per event) or by inviting students for a dedicated presentation in a large auditorium (typical audience >100). The ESRs will be encouraged to participate in such activities at their own institution.	15 / event
<b>Tours of facilities</b>	
Large-scale research facilities such as CERN frequently receive visitors with a wide range of backgrounds (students, public, policy makers, see Figure 2.1). Those are always in need of qualified tour guides to voluntarily show visitors around and inspire them through their personal experience. (typical audience of 12 per tour, per guide)	10 / tour
<b>Open days</b>	
Research institutions regularly carry out open days, when they welcome the local population to better understand the research carried out in their backyard (e.g. S. Rothe, B.A. Marsh participated in Researchers' Night at CERN, while JYU welcomed 2375 visitors in their accelerator lab on the same night, or D. Hanstorp at the International Science Festival in Gothenburg). The activities in these open days range from inspirational presentations, to the demonstration of unique apparatus or concepts. (typical audience >1 000)	15 / day
<b>Public lectures</b>	
A series of public lectures will be organized throughout the LISA network to present some of the key research topics to a general audience. The topics will include <i><b>How weird are the superheavy elements?</b></i> on the atomic properties of the superheavy elements and the impact on their chemistry, and <i><b>Nuclear weapons for cancer? How does that work?</b></i> on the use of actinides for nuclear targeted alpha therapy. Those events will target audiences of ~500 attendees each.	5 / supporting activity
<b>Wiki articles</b>	
At the fringe between dissemination and public engagement, the contribution to <b>online knowledge repositories</b> such as Wikipedia, Wikimedia, or Scholarpedia, is an important task often underestimated by the scientific community, but of high relevance to the general public and students at an early stage of their study. We will encourage the ESRs to contribute to pages on the topics of the network, which currently have limited to no information on Wikipedia, for example: radioactive ion beams; isotope separation online (ISOL); in-gas laser ionisation; resonance ionisation spectroscopy; targeted alpha-particle therapy; the contribution of laser spectroscopy to Atomic Mass Spectrometry (AMS).	5 / updated article 15 / new article
<b>Blogs, podcasts, vlog</b>	
The ESRs are encouraged to explore any form of online outreach communication. Depending on their engagement and the frequency of their contribution, a case-by-case analysis of their impact will be drawn.	Case-by-case



# Promoting the impact of actinide research

LISA-4-Society Action	COC
<b>Radioecology Field Study</b>	
A first action will be a radioecology field study, sampling the ground in Ukraine, including the <b>Chernobyl exclusion zone (CEZ)</b> . Preparedness for radiological incidences and accidents, requires (a) instruments for fast trace analysis of actinides and (b) skilled personnel versed in sampling and operating the machines. To this end, we will demonstrate the <b>skillset</b> developed by our ESRs <b>directly in the field</b> . Up to 8 persons will travel to Kiev, take environmental samples in the CEZ, perform sample preparation for transport (separation of the high $^{137}\text{Cs}$ activity) go back to LUH IRS for detection afterwards.	30
<b><math>^{225}\text{Ac}</math> for medical applications</b>	
A second action will concentrate on the use of $^{225}\text{Ac}$ for medical applications. A team of up to 8 ESRs will oversee themselves the complete chain in the <b>production</b> of that radioisotope at the CERN MEDICIS facility and its <b>delivery</b> to a medical research facility, starting with the conception of the target unit, its irradiation, the extraction and collection of the radioisotopes, their isolation after collection, and finally the delivery to a medical research facility.	30

For both activities, the team of ESRs will be followed by a camera crew and will also **document the experience** themselves towards the editing of a **documentary-style video** for each application aimed to local television stations and to technology/science-driven channels. A **short promotional video** will be distributed on the LISA YouTube channel prior to the events as a form of teaser. After the action, a **short video clip** geared towards social media distribution will be edited

The aim of these actions is multi-fold: it fosters the **collaboration** within the network by applying a group of ESRs towards a common goal, it **showcases the skills** acquired by the ESRs, and it **promotes the impact** and use of actinides to a wide audience.



Etc, etc ...



# Communication strategies

Communication strategy	COC
<b>Branding &amp; Templates</b>	
As part of the communication strategy, a professional communication expert will be consulted to establish the <b>branding of the network</b> and then coordinate the communication activities of the network. This branding work will also include the creation of <b>templates for reporting</b> deliverables and milestones (scientific reports, technical design reports, test reports, administrative reports, ethics reviews, expense claim justification).	
<b>Website</b>	
The <b>continuous communication</b> will be operated primarily through the <b>website of the network, which will be the pivotal point for all information:</b> network Beneficiaries and Partners, recruitment information, ESRs profiles once recruited (text, picture, video), event announcements, dissemination portal. It will serve as a means of information dissemination as well as for accountability of the research to all (the scientific community, the EU, and the public). It will also be a resource for the ESRs to share relevant information with each other on a protected platform, as well as for the other members of the network.	20 / year for active website maintenance
<b>Promotional material</b>	
A <b>pamphlet, a booklet, ‘beach flags’, and posters</b> will be made to promote the LISA network at the occasion of national and international conferences, workshops, exhibitions, and trade fairs (see list in Table I). Each Beneficiary, Partner, ESR, and WP will be featured in these to offer a global view of the LISA network and its research and philosophy.	
<b>Social media</b>	
The LISA network will establish its <b>presence on social media</b> of professional nature (e.g. LinkedIn, ResearchNet, OrcID) and of public nature (e.g. Facebook, Instagram, Twitter, YouTube). Contribution to the different social media will be made by the ESRs and coordinated by one of them in partnership with the WP7 leader.	10 / year for coordination 1 / post
<b>Newsletters</b>	
An <b>annual external newsletter</b> will be edited by the active members of WP7, reporting on the progress and achievements of the whole network. This newsletter will be distributed to policy makers (e.g. national funding agencies) to show the general progress of the research field and its worth in further support. This is different from the internal quarterly newsletter described in Table G.	5 / article
<b>Mailing lists &amp; Posters</b>	
Event announcements (open training events, awards, outreach events) will be promoted through <b>professional mailing lists</b> and by contacting relevant <b>local associations and event organisers</b> . <b>Poster campaigns</b> will also be used to promote events when appropriate.	5 / poster campaign
<b>Press releases</b>	
<b>Exceptional milestones</b> of the network, such as described in Table 3.1c, will be the chance to further promote the research topic through other media by means of press releases and targeting open media (TV, radio, newspapers, scientific popular journals). <b>Members of the LISA network appear occasionally on national TV programs as experts in their fields.</b>	10 / interview or open media interaction
<b>LISA award for young scientist</b>	
The LISA network will also be promoted to the scientific community through the distribution of an <b>award to promote young researchers</b> at key international conferences (2 awards per year are foreseen): e.g., ARIS, EMIS, ICPEAC, PLATAN. A prize will also be featured at the final conference organized by the ESRs.	



# Reference to the EU funding



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Acknowledgement  
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[https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm)

In all **communication activities** like:

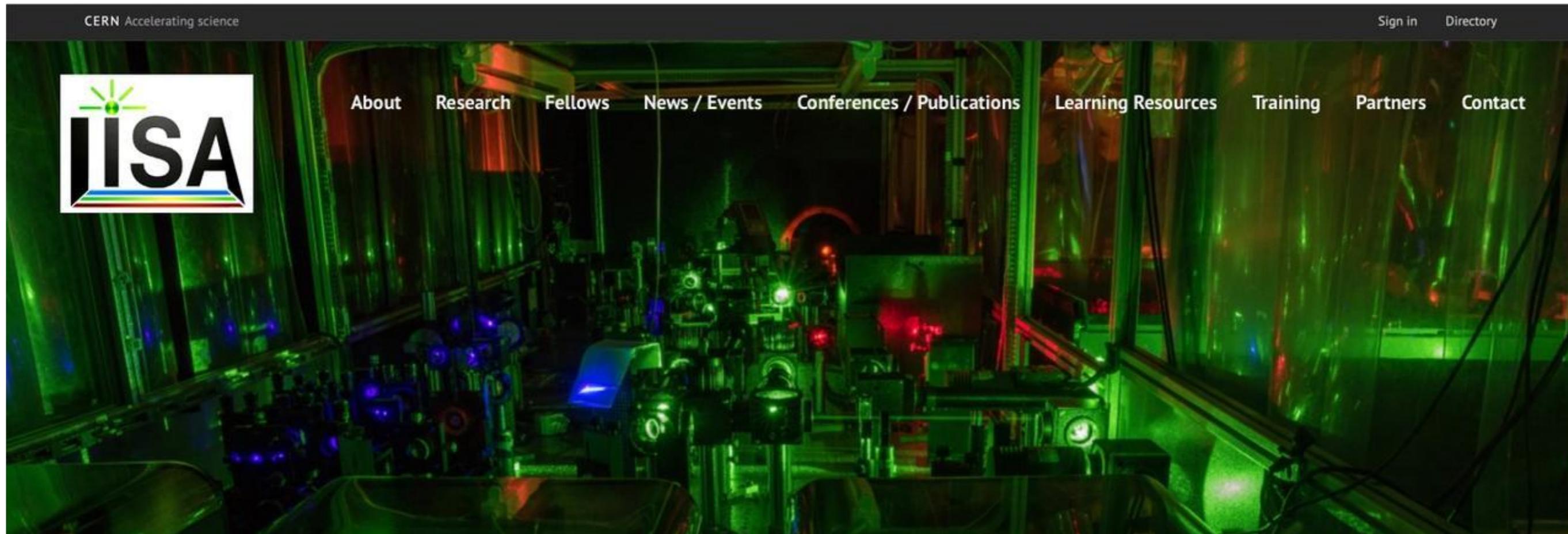
- **Press releases** and **articles**,
- **Website, social media, videos**,
- **Templates** of presentations,
- **Brochures**, flyers, promotional material,
- **Equipment**, etc.

In all **dissemination activities** like:

- **Presentations**,
- **Posters**,
- **Publications**,
- **Deliverables**,
- **Patents**,
- **Code**, etc.

# Website

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<https://wireframeapp.io/app/preview/e028134f>

Please look at this page and send website text and material to me, or upload it to the workspace

Keep the ideas coming...

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Start thinking of outreach and communication initiatives

If you have any ideas, please share them in the communications part of the Sharepoint page

*<https://espace.cern.ch/LISA-Workspace>*

# This evening...

## Visit to ISOLDE and MELISSA



### Dinner at 8 pm

### Leave ISOLDE at **7 PM**

7:18 PM - 7:55 PM (37 min)

18

7:22 PM from Cern  
 6 min

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SCHEDULE EXPLORER

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7:18 PM 46.2337481, 6.0523948

Walk  
About 4 min, 290 m

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7:22 PM Cern

18 Grand-Lancy, Bachet-de-Pesay  
About 31 min (18 stops)

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7:53 PM Plainpalais

Walk  
About 2 min, 170 m

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7:55 PM Le Philanthrope  
Boulevard des Philosophes 12, 1205 Genève

A Google Maps screenshot showing a route from Cern to Le Philanthrope in Geneva. The route is highlighted in orange and includes walking segments and a bus ride on line 18. A red location pin marks Le Philanthrope. An orange banner with the Le Philanthrope logo and name is overlaid on the map. The map shows the Rhône river and various districts like Plainpalais, JONCTION, and CHAMPEL.



CERN DATA CENTRE

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**Thank you!**