2020 IS A TRANSITION YEAR – IMPLICATIONS FOR ACTIVITIES PLANNING

• IdeaSquare was originally designed (among other things) for ATTRACT
  • Phase 1 started in May-2019, 170 funded projects running up to September-2020 (19 at CERN, 7 with connections with IdeaSquare)
  • Currently testing CBI-like student programs for Phase 1 (Aalto, ESADE)
  • Phase 2 starts in 2021 => IdeaSquare needs to strongly support selected projects and student interactions (kick-off workshop at Aalto on Jan 23-24)

• There is no CERN budget for IdeaSquare in 2020 (and beyond?)
  • … apart (perhaps) some specific Science Gateway-related activities?
  • We can operate in 2020 with savings from 2019, but 2021 onwards fully reliant on ATTRACT Phase 2

• => IdeaSquare funding needs to come from «outside»
  • ATTRACT
    • We assume that Phase-2 gets funded as planned
  • Other EU-funded projects (like Crowd4SDG)
  • New initiatives we charge for (e.g. Executive Mgmt)
  • Charging for «non-core» events at IS (?)
  • Other sources?
STRATEGY WORK PLAN FOR 2020

1) Continuation of the 2019 internal “Strategy Day” (see doc) on Jan 21, May 26 to form a global strategy plan for IdeaSquare as of 2021-2025
   i. Primary activities (e.g. ATTRACT&"CBI-like"&CIJ)
   ii. Support activities (e.g. users, industry, investors, Science Gateway?)
      i. Who, What, How ($), When
   iii. Supplementary activities (e.g. hackathons, summer schools, events)
      i. Why, Which ones, How ($), When

2) Discuss with key IdeaSquare users (“Open Day”) to sound the Plan ingredients

3) Provide input for ISAB meeting on Jan/Feb-2021
(RELATED) ISAB RECOMMENDATIONS

• Assess & prioritize current IS activities; identify their uniqueness
  • Consolidate & harness CBI-like student activities for ATTRACT using GRADE as a platform
  • Involve student activities closer to CIJ (already started)
• Integrate IS & KT in ATTRACT strategy
  • In progress for Phase 1, now planning for Phase 2
• Explore possible collaboration with Science Gateway
  • Will prepare & submit a proposal to CERN management in Spring
• Explore opportunities for (new) offerings for CERN communities
  • Prototyping workshops, (but depends on available funding)
## RECAP OF WHAT WE HAVE BEEN DOING SO FAR

<table>
<thead>
<tr>
<th>Activity</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students (oBot, CBI, OSU, NTNU, CESP in residence):</td>
<td>6 weeks</td>
<td>9 weeks</td>
<td>9 weeks</td>
<td>20 weeks</td>
</tr>
<tr>
<td>Number of students (MSc)</td>
<td>95</td>
<td>146</td>
<td>225</td>
<td>263</td>
</tr>
<tr>
<td>EU-project meetings (STREAM, Medicis etc.)</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>ATTRACT-related events</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Hacks (e.g. Port, OpenCare, IoT, PiScience):</td>
<td>9</td>
<td>12</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Internal CERN events (e.g. IT, CMS, LHCb)</td>
<td>12</td>
<td>4</td>
<td>7</td>
<td>19</td>
</tr>
<tr>
<td>Regular weekly meetings (e.g. EMU, LabView, IS circle,)</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Workshops, seminars, meetings (e.g. TedX, IDFW, clubs)</td>
<td>16</td>
<td>11</td>
<td>39</td>
<td>18</td>
</tr>
<tr>
<td>Of all above, number of week-end events</td>
<td>17</td>
<td>11</td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td>Scheduled visits to IS</td>
<td>28</td>
<td>12</td>
<td>21</td>
<td>20</td>
</tr>
</tbody>
</table>
## WHAT ARE WE CURRENTLY OFFERING?

<table>
<thead>
<tr>
<th>Current activity at IS</th>
<th>Detector</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Space</td>
</tr>
<tr>
<td>CBI-like student projs</td>
<td>x</td>
</tr>
<tr>
<td>ATTRACT projs</td>
<td>(x)</td>
</tr>
<tr>
<td>LHC experim. Hacks</td>
<td>x</td>
</tr>
<tr>
<td>Other Hacks</td>
<td>x</td>
</tr>
<tr>
<td>Meet-ups, WS</td>
<td>x</td>
</tr>
<tr>
<td>Exec mgmt courses</td>
<td>(x)</td>
</tr>
</tbody>
</table>

- **x** primary offering
- **x** secondary offering
- **(x)** related offering
WHAT HAVE WE LEARNED SO FAR?

• On the Positives:
  • Openness: Flexible and modular, adapts to circumstances and different objectives;
  • Great place for thinking differently: Technological visionary work, creative process, innovation, challenging the status quo;
  • Human connections: Allows people to meet from different backgrounds; combines space and methodologies to inspire multidisciplinary work;
  • Interest from international organizations: top universities in Switzerland and around the world, institutions and companies supporting students want to collaborate with IdeaSquare to connect tech and SDGs;
  • Fun place, inspiring, creating a positive image and good vibes.
WHAT HAVE WE LEARNED SO FAR? (2)

- On the Negatives:
  - Lack of explicit direction/directives/guidelines: How can partners engage, what are the top priorities, how to empower the team, how to engage with other departments at CERN without overlapping?
  - Establishing a strong CERN connection has been challenging: Integration into CERN’s ecosystem and high energy physics community is demanding. IS currently not seen as a core activity of CERN;
  - Bureaucracy: How to allow access (which status?) and engage with outside organizations and not let execution fall back because of heavy, unclear processes;
  - Lack of resources: Needs to improve and be sustainable, but at the same time the team is small
  - For example, Communications: Difficult to explain and visualize, many different activities and messages for collaborators. Sorely missing comms expertise within!
## PRELIMINARY IS BUDGET PLAN

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>330</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>580</td>
<td></td>
</tr>
<tr>
<td>WS, equipment</td>
<td>65</td>
<td>25</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>240</td>
<td></td>
</tr>
<tr>
<td>Consumables, prototyping</td>
<td>40</td>
<td>20</td>
<td>20</td>
<td>40</td>
<td>40</td>
<td>40</td>
<td>240</td>
<td></td>
</tr>
<tr>
<td>Events at IS</td>
<td>65</td>
<td>20</td>
<td>50</td>
<td>50</td>
<td>380</td>
<td>385</td>
<td>80</td>
<td>1030</td>
</tr>
<tr>
<td>... of which charged to ATTRACT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>330</td>
<td>335</td>
<td></td>
<td>665</td>
</tr>
<tr>
<td>... plus using overheads</td>
<td>135</td>
<td>135</td>
<td>135</td>
<td>165</td>
<td></td>
<td></td>
<td></td>
<td>570</td>
</tr>
<tr>
<td>Consulting, travel</td>
<td>97</td>
<td>60</td>
<td>60</td>
<td>70</td>
<td>70</td>
<td>70</td>
<td>70</td>
<td>497</td>
</tr>
</tbody>
</table>

**Sub-total** | **597** | **175** | **180** | **235** | **565** | **570** | **265** | **2587** |

**Average** | **370** |

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**Charged to ATTRACT Phase-2**

Assumes 100 kCHF of new income per year (Exec mgmt etc.)
CONCLUSIONS

• 2020 will be a transition year
• As of 2021, primary focus will be supporting ATTRACT Phase 2 (projects, students, related socio-economic research)
  • We need to think what these supporting activities should/could be
  • We need also to consider how we can better serve CERN
    • Science Gateway (for this, we would need extra funds)
    • Working closer with KT (to gain together revenues?)
• In early 2021, we will present ISAB-G a more detailed plan, taking into account the feedback we look forward to receiving from it
Questions? Comments?

Contact information:
Email
Skype

Let’s have a cup of coffee and make it happen!