

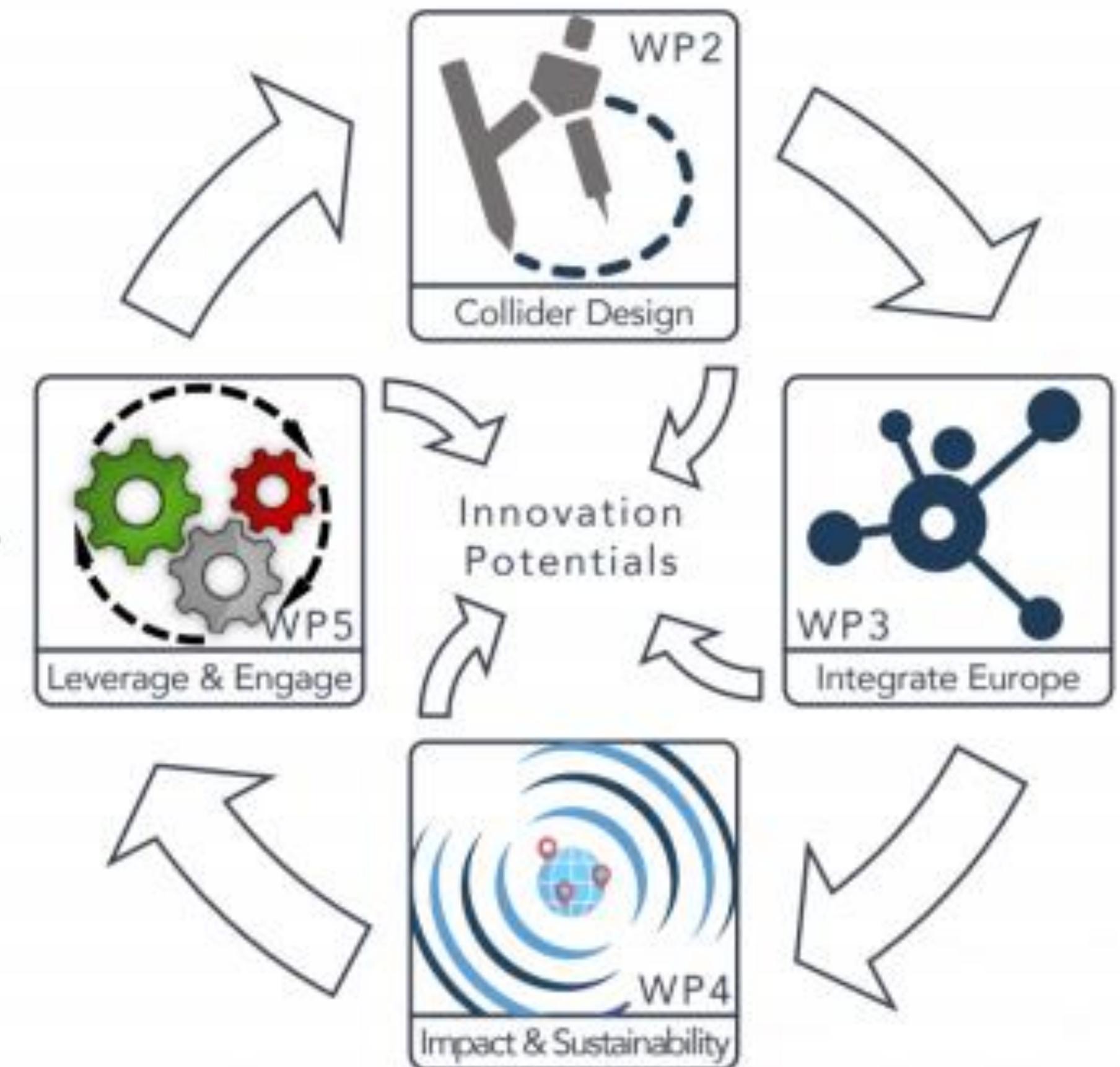
LEVERAGE & ENGAGE (WORK PACKAGE 5)

Marcin Chrzaszcz (ifj)
Wednesday, 11 November 2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant No 951754

WP 5 RATIONALE

- ⇒ WP 5 of the FCCIS focuses on the leveraging and engaging:
- ⇒ Developing the BRAND identity.
- ⇒ Web and social services.
- ⇒ Communication strategies.
- ⇒ Disseminate of HEP large audience.
- ⇒ Disseminate scientific and technical materials (open access).



See other presentations in this session!

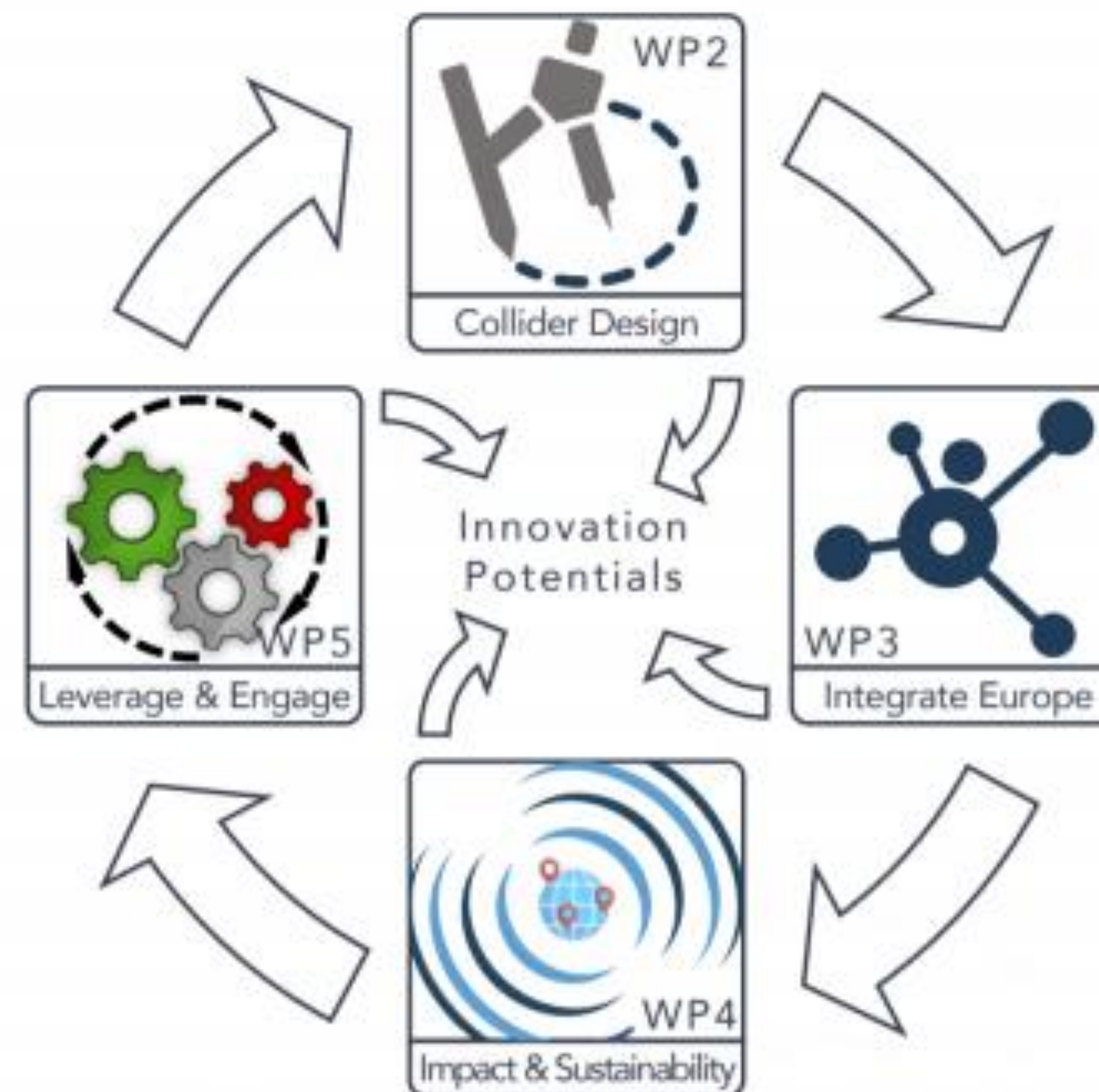
LEVERAGE & ENGAGE

⇒ WP 5 of the FCCIS focuses on the leveraging and engaging:

⇒ Outreach for different audiences including younger generations and gender balance.

⇒ Creating self sustainability for the project:

- Building theoretical and experimental communities (advocating for FCC).
- Engaging funding agencies to create financial sustainability.
- Project preparation in the host states.



Deliverables

- ⇒ Communication strategy
- ⇒ Preliminary collaboration governance framework
- ⇒ Project scenario information package for institutional stakeholders
- ⇒ Engagement plan for stakeholders and non-scientific experts
- ⇒ FCC-ee physics research programme
- ⇒ FCC-ee design report

Savage Chickens

by Doug Savage



Communication strategy

- ⇒ Document establishing the strategy of the communication.
- ⇒ Defines:
 - Target groups
 - Communications channels
 - Communication elements.
 - Monitoring of the effectiveness of the communication.



Communication strategy

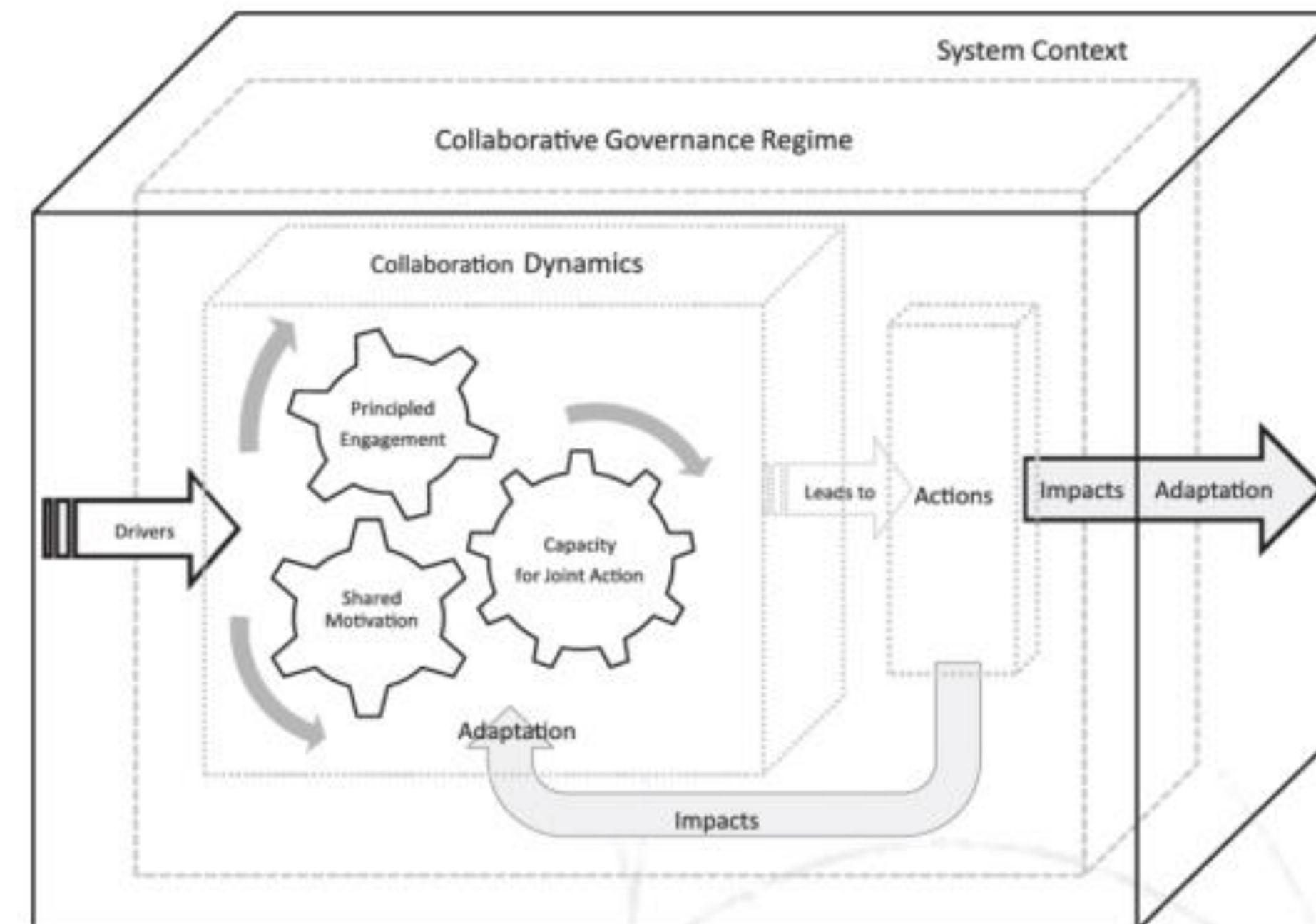
Communication has already started

- **Can only be done with an active participation of national institutes**
 - ◆ France and **Italy** well established already (Contact G. Bernardi, R. Aleksan, **F. Bedeschi**)
 - ◆ UK had their first meeting on 11 September (Contact G. Wilkinson, C. Leonidopoulos)
 - ◆ Spain will have their next future collider gathering on 7 October with, for the first time, a two-hours FCC session (Contact Juan Alcaraz)
 - ◆ Poland plan a FCC information day at Epiphany conference in January (Contact T. Lesiak)
 - ◆ Switzerland well in the FCC-INT roadmap
 - ◆ Green light was given by CERN DG for the creation of a EP/FCC group (Contact P. Janot)
 - ◆ Discussions started with Germany, USA, Austria, Belgium, Netherlands, Estonia, etc.

Preliminary collaboration governance framework

⇒ Document outlining structure of the international collaboration.

- Consistent with the CERN international status and legal requirements.
- Used to create proto-collaboration.
- Includes CERN legal entities.

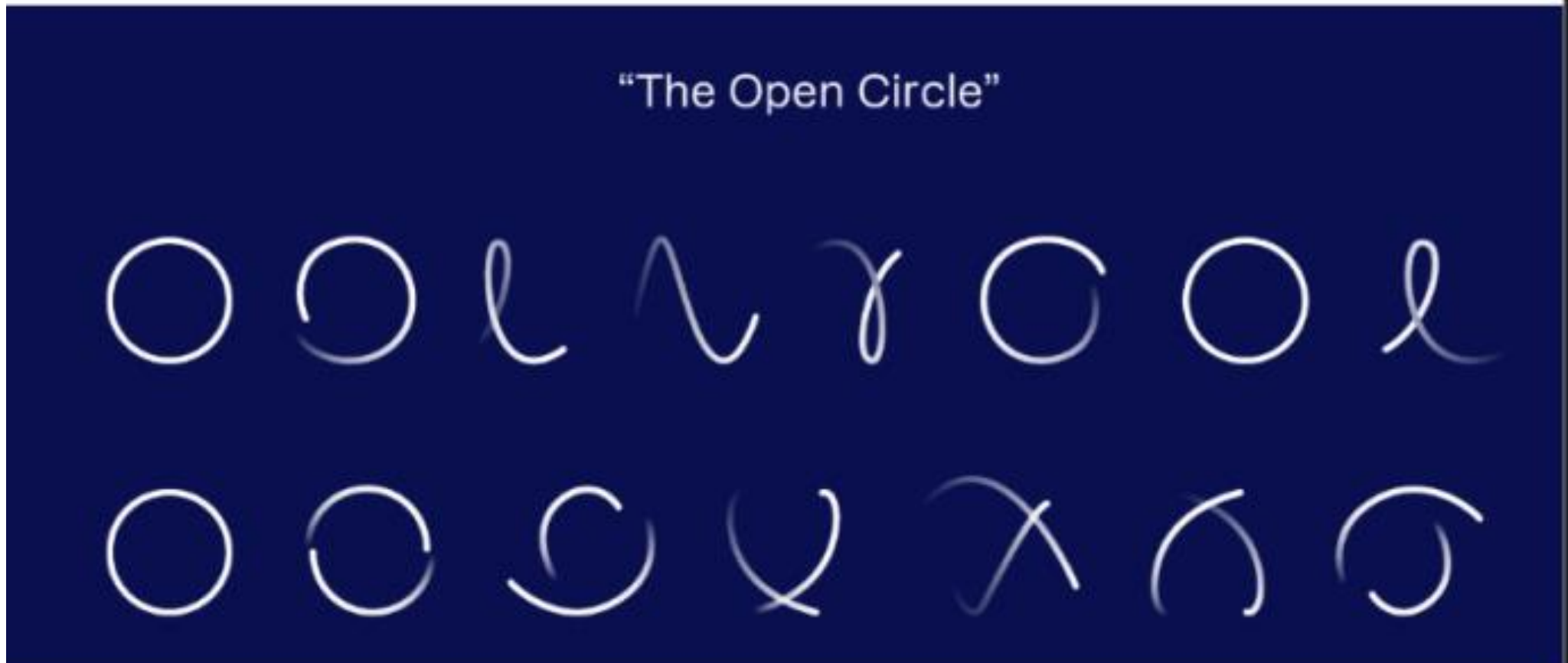


New Visual Identity

A glimpse to the new identity -

The concept of the Open Circle:

Dedicated presentation from BLEEDS in this session



Project scenario information package for institutional stakeholders

- ⇒ Producing a set of documents:
- English, French and German.
 - Targeting the host state representatives.
 - Include physics, cost, implementation, economic impacts, etc.



“Well, this certainly explains much of the company’s missing data. Who else thought the ‘DEL’ key on their computer was for delegating work?”

Developing a new website for the project

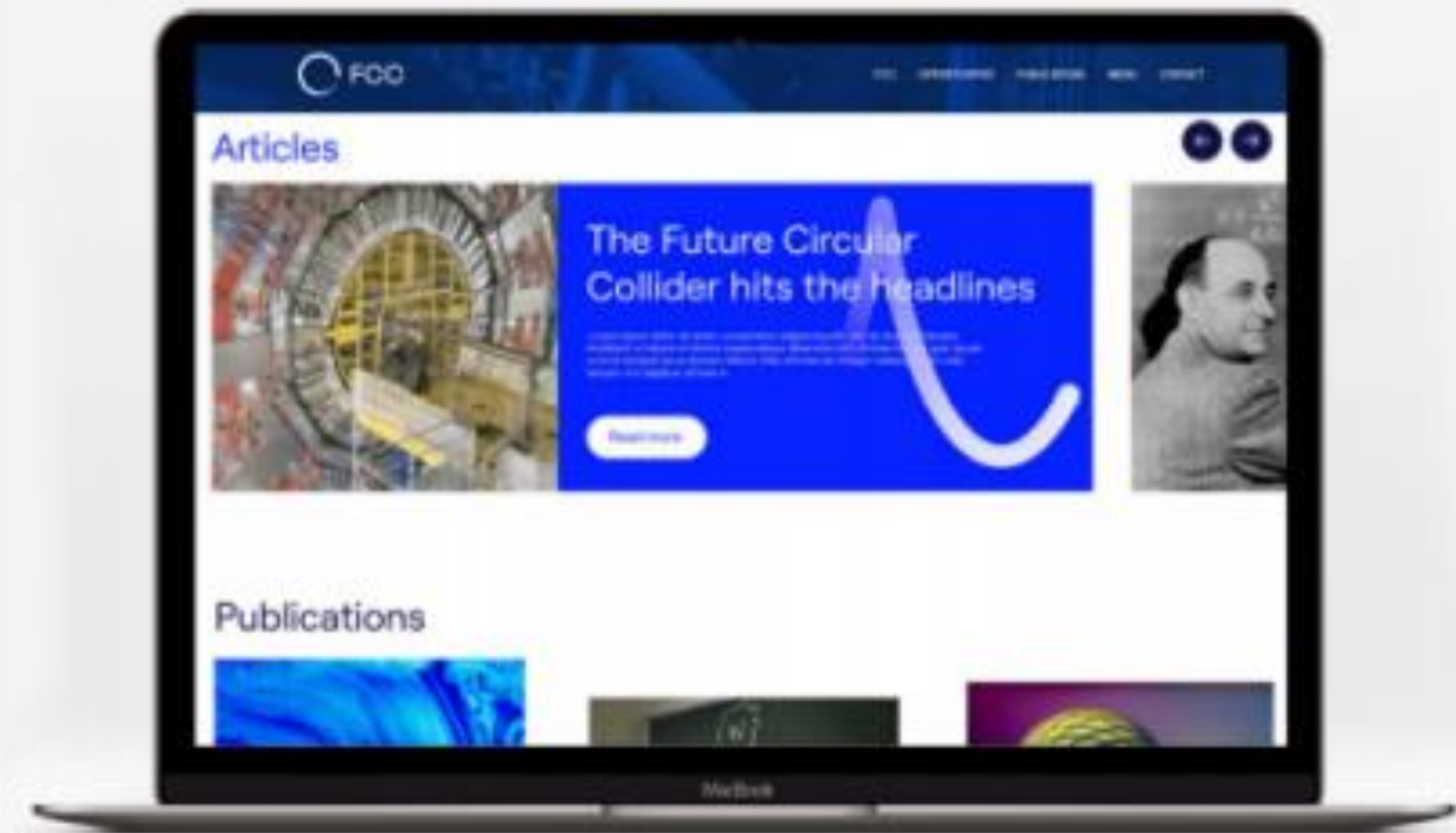
- Based on CERN's Drupal 8 existing infrastructure & theme
- Migrate current TLEP/FCCee website from Drupal 7 to Drupal 8 for the FCCee scientific community
- Develop a new public website for the overall FCC project providing links to further resources for the different project stakeholders
- Respect the new FCCIS visual identity
- Tender launched and concluded in August.
- 3 Designs presented end of October
- Integrate newsletter functionality



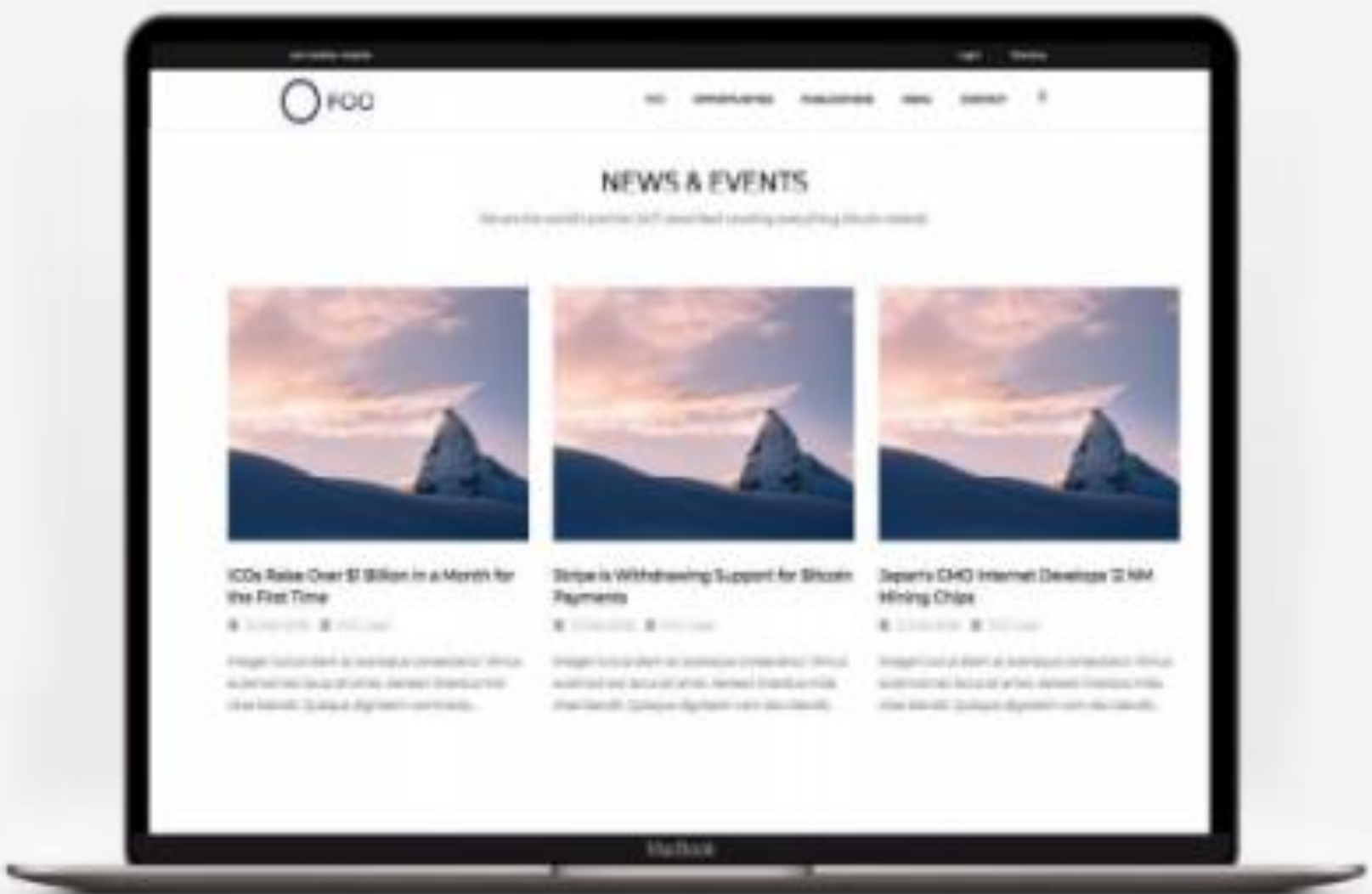
Home



Articles



Home-News

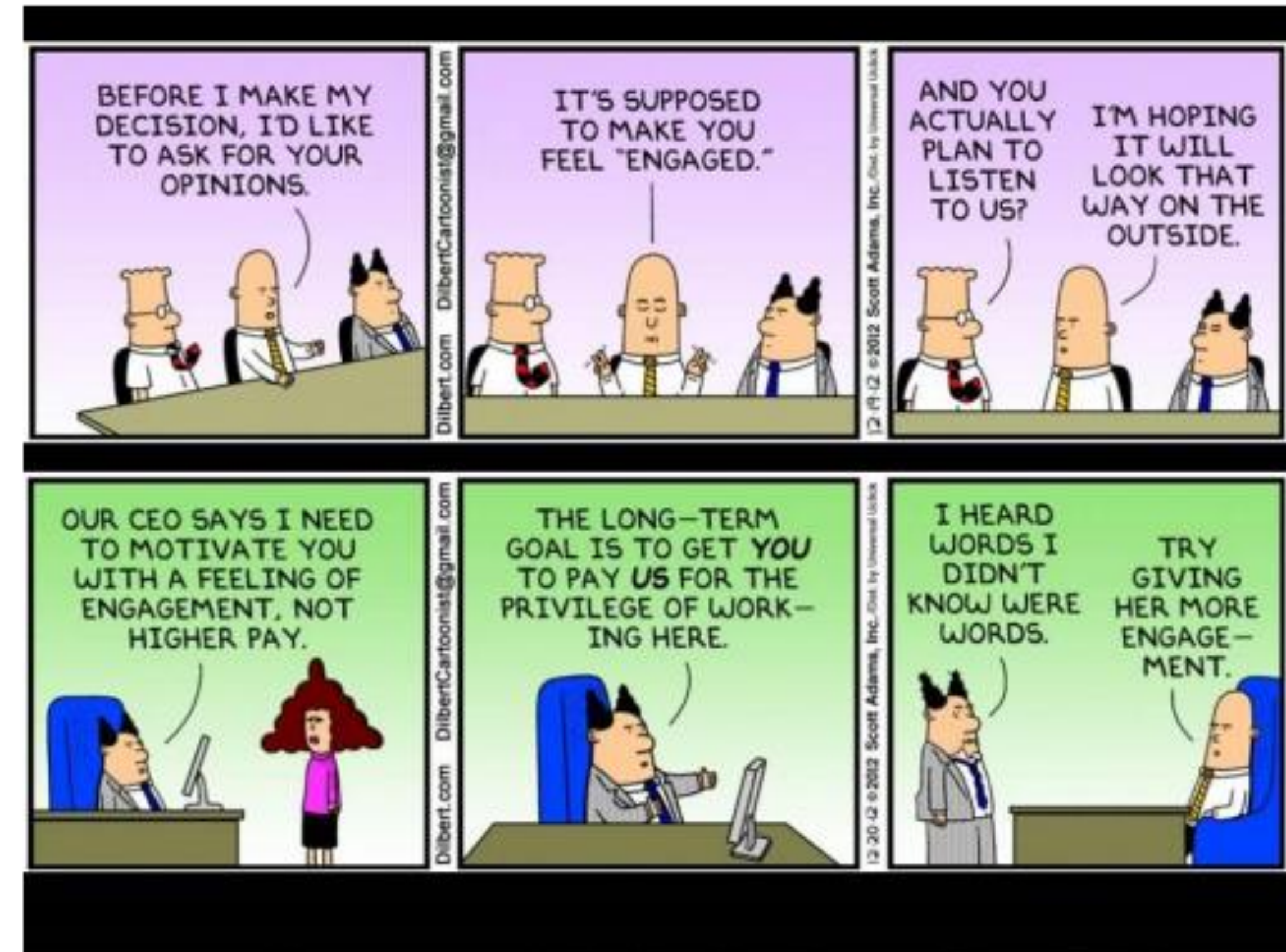


Home-Categories



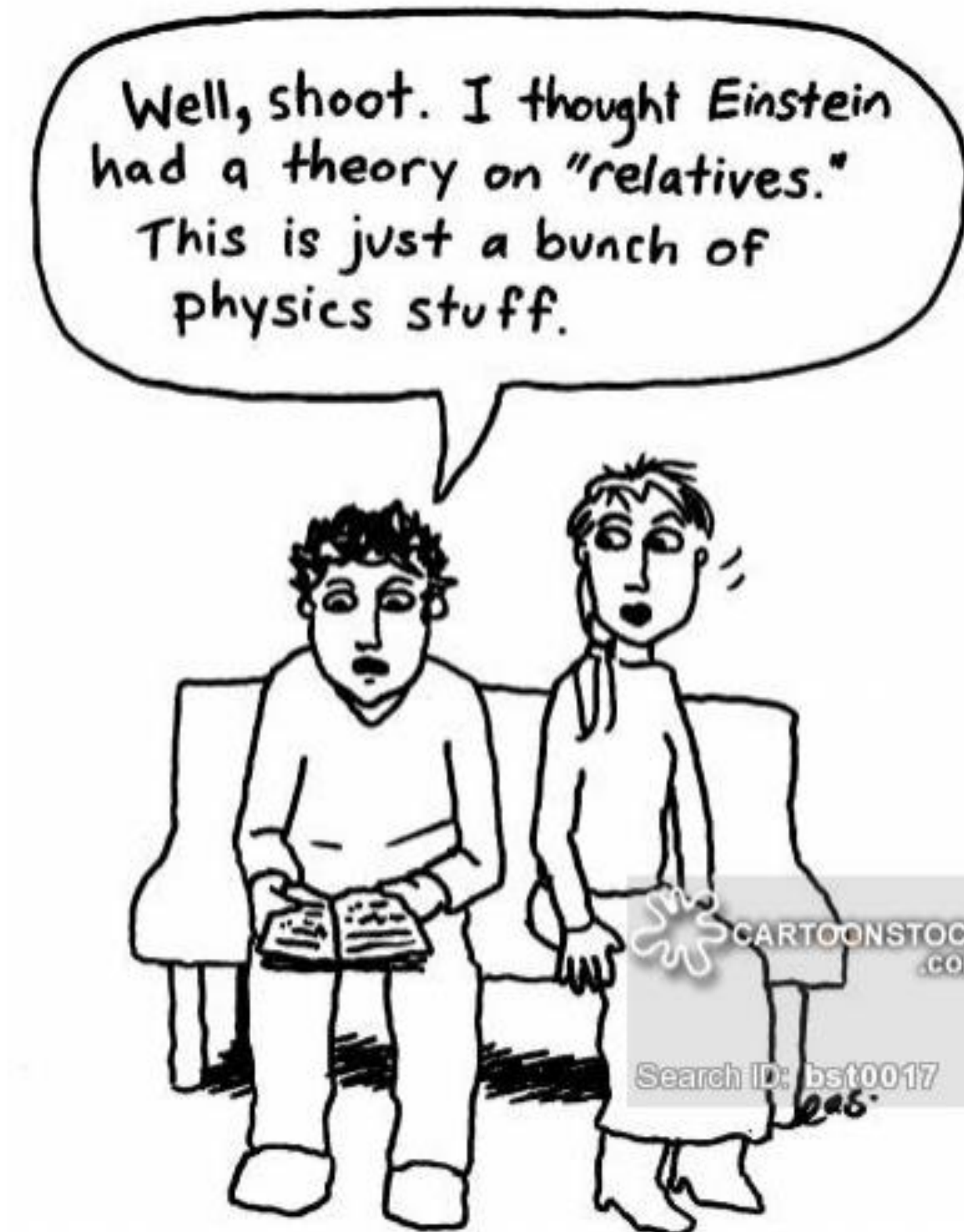
ENGAGEMENT PLAN FOR STAKEHOLDERS & NON-SCIENTIFIC EXPERTS

- Planning individual engagement actions with priorities.
- Estimated personnel and material resources
- Schedule and budget.
- Personnel and material resources.



FCC-EE PHYSICS RESEARCH PROGRAMME & DESIGN REPORT PROGRAMME

- ⇒ CDR++ writeup.
- ⇒ Describing the experimental physics research programme.
- ⇒ Collaboration writing.
- ⇒ Publishing dedicated proceedings from workshops.
- ⇒ Based on theory motivations.
- ⇒ Details the design, infrastructure concepts and implementation plan.



PRELIMINARY PLANS FOR FCC PHYSICS WORKSHOPS

FCCIS WP5 foresees activities related to user community building. Foreseen to organize 3 FCC PE workshops within the project duration:

Preliminary planning:

- **FCC PE WS 2022: UK, U. Liverpool as local organizer (confirmed by C. Welsh)**
- **FCC PE WS 2023: PI, IFJ PAN as local organizer**
- **FCC PE WS 2024: Fr, LAPP CNRS as local organizer**

NB: timing, contents and specific organizational aspects will follow needs of the study and be confirmed later

Three FCC-ee physics related publications (also deliverables in FCCIS) are decoupled from workshops and will be issued as “progress reports” documenting new results from ongoing research (CERN follow-up P. Janot).

MUCH IS ALREADY GOING

13:30 → 15:10 WP5 Leverage & Engage: Dissemination and stakeholder engagement
 Convener: Dr Panagiotis Charitos (CERN)

1. Wednesday webi... 2. Thursday webinar...

- 13:50 Plan for community building through the development of a joint physics programme at the FCCs**
 Speaker: Dr Marcin Chrzaszcz (Polish Academy of Sciences (PL))
- 14:10 Plan for scientific/technical dissemination**
 Speaker: Dr Christian Caron (Springer Nature)
- 14:30 Fundamentals for the communication strategy of FCC**
 Speaker: Mr Markus Mooslechner (Terra Mater Factual Studios)
- 14:50 Project visual language and guidelines**
 Speaker: Ms Feldner Astrid (Bleed Design Studio)

13:30 → 15:05 WP5 Leverage & Engage: Tools for collaborative writing & publishing of scientific documents
 Convener: Panagiotis Charitos (CERN)

1. Wednesday webi... 2. Thursday webinar...

- 13:30 CERN's Digital Repositories Technology & Services Highlights**
 Speaker: Dr Jose Benito Gonzalez Lopez (CERN)
- 13:50 Collaborative Writing : Overleaf N.N.**
 Speaker: Dr John Hammersley (Overleaf)
- 14:15 Collaborative Writing : Springer Nature N.N**
 Speaker: Dr Volker Boeing (Springer)
- 14:40 Publishing of Proceedings - FCC week 2021 and beyond**
 Speaker: Dr Christian Caron (Springer Nature)

15:30 → 17:00 Overleaf Training: Intro to Overleaf for Intermediate/Advanced users
 Convener: Gessler Paul (Overleaf) Remote

15:30 Intro to Overleaf for Intermediate/Advanced users 1h 30m

Join Paul Gessler, one of the resident TeXperts from Overleaf, as he walks you through some of the more advanced features of LaTeX and Overleaf, and answers any questions you might have. During this webinar Paul will cover: Advanced features within Overleaf, including:

- Best practices for document structures, including an overview into the new file outline feature
- Cross-referencing
- Math Typesetting
- Complex Tables - long tables, multi-line editing
- Managing large images
- Advanced Figures
- Reference Management with Mendeley/Zotero
- Using Templates
- Tips and Tricks for a smoother compile process
- Q&A - 30 minutes

[REGISTER Overleaf, ...](#)

Please have a look at other talks.
 We have a rich agenda.

MUCH IS ALREADY GOING

- ⇒ Together with Terra Mater Factual Studios developing a communication plan (see Markus Mooslechner presentation on Wednesday 11/11 at 14:30).
- ⇒ Develop a new visual identity for the FCC project marking the entering to a new phase of preparing a feasibility study.
- ⇒ Represent the key values of the FCC study (openness, collaboration, visionary, exploration) and ensure that can bridge the highly technical/scientific content with popular culture.
- ⇒ Ongoing work with Terra Mater and Bleeds Creative agency (see presentation on Wednesday 11/11 at 15:00) .
- ⇒ In line with CERN's Visual Identity and Existing Branding.

DELIVERABLES AND MILESTONES

- D16 - Communication strategy TMFS - 01.12.21
- MS5 - Research opportunities captured ULIV - 01.01.22
- D17 - Project scenario information package for institutional stakeholders CERN - 01.07.22
- MS8 - Design report structure established CERN - 01.11.22
- MS9 - Experimental physics goals captured CNRS - 01.01.23
- D18 - Preliminary collaboration governance framework CERN - 01.07.23
- MS11 - Tool support for collaborative publishing workflow available - 35 01.10.23
- D19 - Engagement plan for stakeholders and non-scientific experts TMFS -01.11.23
- MS12 - Research programme consolidated IFJPAN - 01.01.24
- D20 - FCC-ee physics research programme IFJPAN - 01.06.24
- D21 - FCC-ee design report CERN - 01.11.24

Beneficiaries of WP5



THANK YOU

Marcin Chrzaszcz