

Minutes IdeaSquare Strategy day

25th of September 2020

Present were Giovanni Anelli, Hans Boe, Oday Darwich, Liselott Fredriksson, Pietari Kauttu, Marzena Lapka, Claudia Marcelloni, Silje Uhlen Maurset, Romain Muller, Markus Nordberg, Ash Ravikumar, Pablo Garcia Tello, Tuuli Utriainen, Laetitia Veyrat, and Laura Wirtavuori on site, and through Zoom Luciana Leveratto and Harri Toivonen

Presenting the draft strategy paper (Markus Nordberg)

For context, the NTNU screening week and CESP are counted as part of CERN activities and student activities.

In the decisions we make we have to take into account how proposals fit into our strategy. For example, if we rent out IdeaSquare for executive management programmes, what will move away to make space for the exec mgmt activities? A concern is, that if IdeaSquare is rented out, even though it might bring in crucial resources, the connection to CERN might be weak. One potential solution could be the KT entrepreneurship team having a discussion with the renters on potential collaboration.

Update on Attract planning and Q&A (Pablo Tello)

Attract is written in a way, that there is space for incorporating existing programmes.

We can pay for international students only if they come to IdeaSquare, and we are linking Attract projects to students. The EU has shown specific interest in the student activities connected to Attract. Tech transfer workshop with KT will be held as part of Attract.

Coming over from ATTRACT phase 1 to phase 2: what will happen?

- How to not loose the Attract phase 1 people? Can't host them all.
- Would there be a link to Garage? Or student teams?
- *Open question: Would the CERN garage be open for ATTRACT teams as well?*

Mission, vision, values

The vision is what we want to become.

At the strategy day, the vision was stated as follows:

A neutral platform where scientific principles and methods fruitfully interact with evidence-based policies for society and for the benefit of all nations; a place where current and future scientists and innovators can meet to address longer-term societal challenges by pushing the boundaries of knowledge; an open depository where to share and explore new ways to reach societal impact through research and technology; a space designed for collaboration through curiosity, creativity and science. A place where people have a license to dream.

Feedback on the vision:

- They are 3 concepts that can be reduced. Make it more readable.
- It's not only about communication. They are too many concepts, so we lose the message. We have to choose which one is the most important driver. The message is there, but there is some repetition.

- We want to say that CERN technology is an important ingredient, but CERN is not mentioned in the text.
- Through CERN technology and know-how.
- We are ambitious and really trying to do something different and unique. For example creating a new planet.
- The vision is something that we all want to fight for.
- It needs to be condensed in one sentence.

*Note: The vision was later defined based on this feedback and previous definitions, and a definition of what IdeaSquare currently is was added, together with Claudia, Luciana, Marzena, and Laura: **Become the global reference for how science and society collaborate in multidisciplinary teams to create innovative solutions for the future of humankind.***

The definition of what IdeaSquare is: IdeaSquare is an open unique CERN space designed to experiment multidisciplinary collaboration, and to co-create and tinker innovative solutions for the future of our society, inspired by R&D in particle physics and scientific thinking. A place where people have the license to dream.

The mission is what our goals are today.

At the strategy day, the mission was stated as follows:

Our Mission is to foster next-generation of scientists and innovators, to help them in their early-stage Research & Development & Innovation (R&D&I) initiatives and to help to address societal needs, exploring novel solutions for a future shared with all humankind.

Feedback on the Mission:

- The uniqueness in the mission is missing because this statement can be given by other institution.
- There is no other place like ID.
- From particles to humankind.
- To get people that don't meet to talk to particle physicist.
- Particle physics should appear somewhere. Enable people to get together.
- Maybe we want to add ATTRACT in this.
- We have the largest accelerator on earth.
- Maybe we don't need to link it with physics.
- We are capable of scaling up facilities.
- At IS2 we collide mind and people.

*Note: The vision was later defined based on this feedback and previous definitions, together with Claudia, Luciana, Marzena, and Laura: **IdeaSquare's mission is to provide a space to tinker and co-create, and to foster the next generation of scientists and innovators by supporting and inspiring them in their early stage science, technology, and open innovation initiatives for the future of society.***

Values are what we take for granted as the important building blocks of how we prioritise and work.

At the strategy day, the values were stated as follows:

In line with the above values, IdeaSquare at CERN in particular promotes the following value attributes: openness, honesty, diversity, readiness to question given assumptions, co-creating ideas and solutions, achieving common goals by sharing and collaborating, committing to highest quality of work.

Feedback on values:

- Only 2 or 3 values
- Readiness to question given assumptions
- Co-creating ideas
- This valid but it needs to be tidied up.
- We can have something related to → better future.
- The values could be more ambition like the vision.
- To move forward to new planet, new etc. Make a better world.
- The values should also be unique.
- We just have to find 3 words and make them live!
- Example: Sharing, caring.

*Note: The vision was later defined based on this feedback and previous definitions, together with Claudia, Luciana, Marzena, and Laura: **In line with the above values, IdeaSquare at CERN in particular promotes the following value attributes: Dream Big, Be open, Collaborate, Experiment, and Learn.***

General feedback on the vision, mission, and values:

- Oday: The first thing that I think about with IS2 is Open source.
- IS2 place where everything was happening (forum).
- Idea: Where ideas are coming to life.
- We have everything in the name. We should develop around it.
- Ash: was the first time that he was hearing the story of IS2 name and it is really interesting. We should really work on this.
- IS2 is not only a place where people meet. For example, we should replace “meet” by something like “to vision the world” or something like this.
- The vision, mission, and values should be coherent with each other.

To conclude:

- We don't really emphasize the uniqueness of IS2 and link with CERN.
- We should write down the story and look at the previous material that we have. *(done by Pablo, and looked at by Claudia)*

Insight, Foresight, Oversight and Hindsight

Feedback:

Markus – A lot of things have been said, but a lot might have been forgotten as well.

Laura – add system thinking to the foresight and the ability to work across disciplines.

Clarification of foresight – *Address diversity of cultures* is the ability to accommodate many cultures in our increasingly connected world. Proposed to change the wording.

SWOT

Feedback:

Claudia – Co-creation and prototyping should be mentioned as a strength of IdeaSquare.

Discussion on the student activities

The main idea is to tie the student activities closer to ATTRACT and CERN in general. Students coming from now on could build on the same projects so that ideas can go all the way to implementation.

- Have project owners for student projects so that there is continuity to the projects?
- Build on the work of others?

Using the pandemic to test and prototype different approaches to online education, so that in the future we can have it as a regular part of the IdeaSquare menu. Join discussion on online strategy through letting Laura know that you want to do so.

Feedback:

- **Markus** – MOOC or MOOP is a concept that we could discuss some other time. This is one of the proposals we could give to Science gateway. This would allow us to prepare the teachers coming to Science gateway so that their time at CERN would be better. As part of this it would be possible to get funding for webcasting equipment to produce this online content.
- **Markus** - The end goal is to have students design
- **Claudia** – A bit unclear how the integration between the projects and ATTRACT/CERN will go.

Trainings, events, and opportunities for CERN community

FPGA course, laser course, etc...

Feedback:

- Remove the word « younger », instead for members of CERN community.
- Is there a way to get some funding? We are offering the courses and there is a budget for paying for CERN employee trainings, “externals training budget”. We can do this for free for some time, and if there is a need for this, then we can charge for it. This should be discussed with the training people and with HR.
- We should have the reason why we do this. Should we push this forward stronger? What is it enabling? What are we making possible within or at CERN? Justification.
- The freedom and coming to IdeaSquare. How open is it?

Discussion on EU projects and EU support office

Crowd4SDG could be more integrated into IdeaSquare, and how could the two benefit from each other?

A stronger outreach (EU, UN?) could be valuable and possible. Integrating ID2 into this could then make our name more known within and outside of CERN. Online education could be a part of this together with Crowd4SDG, mentoring and guidance to the teams. Important that C4SDG, CESP, and other, now online courses, share experiences to become better. By learning

as much as possible from the student courses we could make better programs for Citizens. In C4SDG we are taking what we already have one step further towards citizen science. Thus, the project connects with the future environment outside CERN.

IdeaSquare will study how the participants are interacting.

Feedback:

- Can we tie this to the CERN environmental report in a way?
- As CERN is in charge of the communication for C4SDG this creates a lot of opportunity for creating good outreach for IdeaSquare.
- **Pablo** – This is a project that is of importance for IdeaSquare as it is connecting to the general public. A lot to be learned from this on how to communicate science to citizens, and collaborate with them.
- **Oday** – We want to learn from students and citizens, but how do we capture these learnings?
 - o **Romain** - This is captured by CRI.
- **Pablo** – Will the same ways to teach students be applicable for citizens?
- **Markus** – Being part of this project is an opportunity to contribute with the CERN way of thinking.
- **Markus** – A tool for capturing the process of the student projects is still missing. Oday is working on a tool for capturing this information and we are looking for a pilot for testing this tool. CESP or NTNU Screening week could be a potential pilot partner for testing this tool.
- **Giovanni** – KT and IdeaSquare should team up with regards to communication. A hook to connect the communication to CERN is not hard, but very important. On a different note, IdeaSquare could contribute to the KT newsletter.

CIJ

The journal of IdeaSquare where we publish articles on research on innovation process in our student courses.

CROWD4SDg could provide data for a study to CIJ.

Join forces with communications: Marzena.

Comments:

- **Pablo** – The socio-economic study of the ATTRACT initiative is not going to be a single classical study, but several studies and with different viewpoints. ESADE has the lead on this.

Discussion on workshops, hackathons, SDG related events, and other

What is the type of events and workshops that we will no longer do? What are ID2s criteria for accepting an event to be held at IdeaSquare? How do we prioritize? Could there be a fee for using the space if it is not a CERN related event?

Applying CERN thinking not to build detectors, but for climate change.

Feedback:

- **Laura** – In the previous strategy day we discussed our currencies, and how we use those for each event held. How do we trade our currencies for other currencies? Could we trade our currency of our space for money? Course for thinking / imagining a future worth fighting for. Not just individuals, not just little less shitty.
- Elements of AI – Elements of CERN thinking?
- **Claudia** – We could ask for communication in return where the organizations that are renting the space.
- **Laura** – Unless there is a good agreement with the body of an event of how ID2 gain something from having the event in our space, it should be dropped. There need to be some clear gains for ID2 in order for it to be valuable to us.
- **Giovanni** – A prioritizing is very important so that there is a clear picture of what ID2 is. Any event that fit our vision or mission should be accepted, and we should not “sell our soul” to gain income from an event that pays but does not fit our vision or mission. Each event should be a piece in the bigger puzzle of creating our vision.
- **Markus** – from 2021-2024 we need to find 50k CHF extra to fund IdeaSquare. One way to do this could be the exec. Mgmt. courses where the CBI/CERN thinking methodology is taught.

Emergency Response Comments:

Markus – The community at CERN that did the hands-on building for the COVID task force could be gathered at IdeaSquare to form a “response group” that could respond to other emergencies. Terraforming and emergency response could be the themes students work on at IdeaSquare.

The Action Plan

Crowd4SDG is missing in the action plan. Moreover, further elaboration is needed on the funding of IdeaSquare.

Comments:

- **Oday** – Is there opportunity for bringing funding possibilities to the table?
- **Markus** – If we can quickly respond to a request it is possible to do it. However, if we have to invest time and/ or money it is not beneficial for us.
- **Pablo** – **Minimum effort, maximum output.**
- **Laura** – Having the action plans gives us a very tangible way of direction so that if anyone have spare time one can work towards our vision.
- **Claudia** – Prioritizing the action plan would be very beneficial.
- **How does this relate to the vision?** Create an image to clarify.
- **Beyond incremental:** we preach it, but how do we do it?

Comments received afterwards

From KT:

What IdeaSquare as a whole does and what its focus is remains unclear. More effort should be put into communications, especially within CERN. The higher level mission and vision are important, but in addition there should be more down-to-earth communications, for example through communications campaigns, to give concrete examples on what IdeaSquare focuses on and how people at CERN can be a part of it. This is related to streamlining IdeaSquare

activities further, for example to the education and training side, and for example executive management training could be enlarged so, that it would include also technological training to companies.