MINING THE FUTURE

Contest Performance and Output
Hello, I’m Katrien

I’m a communications strategist and science communicator at Arctik, a Brussels-based agency.

I’m helping the FCCIS team run the Mining the Future competition.

You can ask questions at the end of this quick presentation or email me at katrien.witpas@arctik.eu.
What is Mining the Future?

Building the FCC and its related infrastructure related would unearth about 9 million m³ of excavated materials, mainly molasse.

The Mining the Future contest by the FCC collaboration, CERN and Montanuniversität Leoben, with the support of the EU-funded H2020 FCCIS project wants to identify sustainable reuse solutions for these excavated materials.

www.cern.ch/miningthefuture
What are we looking for?

Promising and credible solution for the reuse of excavated molasse materials.

- TRL3 now
- TRL 9 by 2030

Individuals
For-profit organisations
Non-profit, academia and HE
IEIOs

By 31 October 2021
How are we doing this?

• Large-scale social media campaign (Led by Arctik)
• Stakeholder engagement actions (Led by the FCCIS consortium)

Goals

• Receive applications
• Increased visibility
How is it going?

Month 1 results

Audience reach

- Total reach: 926.2K
- Monthly reach: 926.2K
- Total on Facebook: 632.5K
- Monthly on Facebook: 632.5K
- Total on Twitter: 293.7K
- Monthly on Twitter: 293.7K

Engagements

- Total engagement: 47.4K
- Monthly engagement: 47.4K
- Total on Facebook: 39.4K
- Monthly on Facebook: 39.4K
- Total on Twitter: 8.0K
- Monthly on Twitter: 8.0K

Website visits

- Total page views: 2.0K
- Monthly page views: 1.9K
- Total visitors: 797
- Monthly visitors: 767

Interest in applying

- Total downloads: 70
- Monthly downloads: 70
- Total clicks to Zenodo: 13
- Monthly clicks to Zenodo: 13
- Total clicks to apply: 27
- Monthly clicks to apply: 27

Applications

- Total applications: 0
- Monthly applications: 0

Aquisition

- Page Views: 1,866
- Sessions: 921
- Visitors: 767
- New Users: 754
How can you help?

Spread the word!

• Like and share our posts on social media
  • @FCC_study on Twitter
  • @FCCstudy on Facebook
  • FCC study LinkedIn
• Use #miningthefuture to post about the campaign yourself.
• E-mail your contacts who might want to apply or can help make noise.
• Include the contest in your newsletter
• Send out our flyer in English or French
• Or post about us in your blog!

We’ve made a toolkit to make that easier for you:
www.dropbox.com/sh/j3l6sl7y6cs8yh8/AADYOTjRo96mYaWsvlipzh0Sa
Thanks for your attention
Any questions?