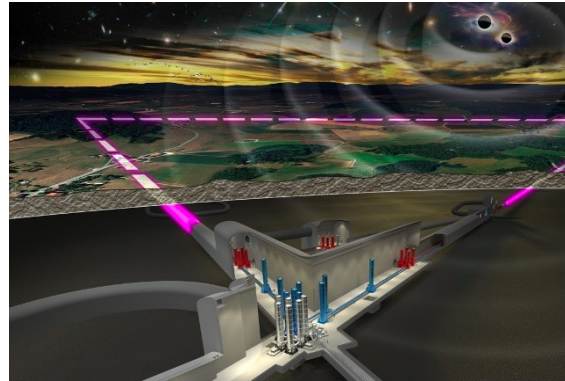


ET-PP Kick-off Meeting

Barcelona, July 19-20

Communication, Web and Outreach



WP10: Education, Outreach and Citizen Engagement

Co-ordinators: Dorota Rosinska (UW), Martin Hendry (UKRI)

WP10 Education, Outreach and Citizen Engagement

WP10 is formed by a large community with huge experience on outreach and communication activities in the framework of LIGO/Virgo and LISA gravitational wave experiments

Work package number	10		Lead beneficiary			UW	
Work package title							
Participant number	4	14	9	12	1	3	6
Short name of participant	UW	UKRI (CU, UG)	EGO	Wigner RCP	IFAE	INFN	NIKHEF
Person months per participant:	38 + 24 (EC)	9,6	28,4	6	3 + 29 (UV, ICCUB, UIB)	5	10 +10 (UM)
Start month	1			End month	48		

30 experts from 15 countries, FTE (in-kind) contributions ~130 months

- Communications and Outreach Coordinator (EC)
- professional graphics designer (EC)
- professional web designer (EC)

From ET-PP Proposal: Part B

Objectives

WP10 - Education, Outreach and Citizen Engagement [led by UW] - has the mandate to promote to the widest possible audience the game-changing scientific potential of ET for astronomy, cosmology and fundamental physics. It will coordinate across all member countries of our Consortium the creation and dissemination of educational and promotional materials that will bring the scientific vision of the ET RI to all relevant stakeholders - including other scientists, journalists, politicians and policy makers, industry leaders, school and university students and the general public. M. Hendry (UKRI) and D. Rosinska (U. Warsaw) act as co-coordinators of WP10 in this proposal.

WP10 Tasks

1. 10.1 Establish a **network of communications and outreach points of contact**, with robust procedures for gathering and disseminating news updates and outreach materials.

10.2 **Develop and maintain ET Consortium website and social media platforms**, supported by **high-quality promotional materials** on ET science and technology

10.3 Develop strategic plan for ET Consortium engagement with the scientific community, funding agencies, politicians and other key stakeholders.

10.4 Develop a sustainable **mentorship and training programme** for ET early career researchers

From ET-PP Proposal: Part B

Deliverables

D10.1 Initiate strategic media and communications plan (M12); **D10.2** Launch consortium website and social media accounts (M24); **D10.3** Formulate strategic media and communications plan (M24); **D10.4** Complete bank of graphics, multimedia resources (M36); **D10.5** Launch ECR mentorship and training programme (M44).

Focus for this meeting:

- Establish activities in support of tasks **10.1** and **10.2**
- Begin work towards deliverables **D10.1** and **D10.2**

How can we do this to promote ET in the most efficient way

Discuss with all WPs and ET Boards:

1. Principles and procedures for gathering and disseminating news updates – **network of POCs**
2. How to ensure **smooth and efficient information flow** to and from WP10? (global communication)
3. What does each WP / Board see as their **key comms & outreach goals and needs?** (we have already input from WP7 and discussion with WP1, WP4 and OSB)

From ET-PP Proposal: Part B

Description of work

Task 10.1 Establish a network of communications and outreach points of contact, with robust procedures for gathering and disseminating news updates and outreach materials.

Task 10.2 Develop and maintain ET Consortium website and social media platforms, supported by high-quality multimedia materials.

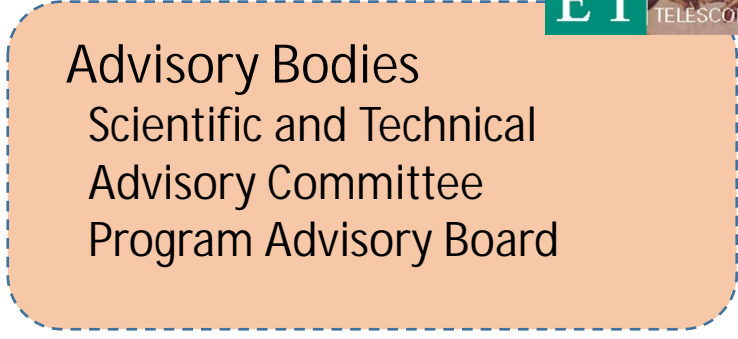
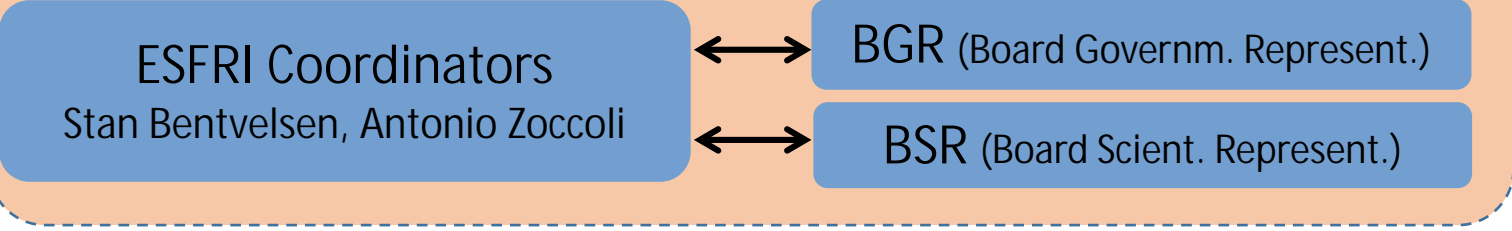
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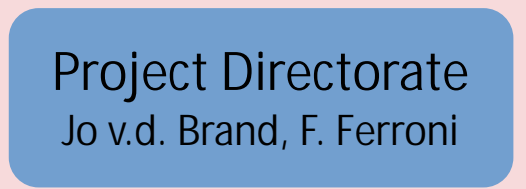
How will we do this?

- Discuss with WP1 and others
 1. How can WP10 best support ET-PP comms strategy?
 2. Scope of the website and social media accounts? (Infra-dev website, several ET websites ..)
 3. Process for appointing outreach officer?

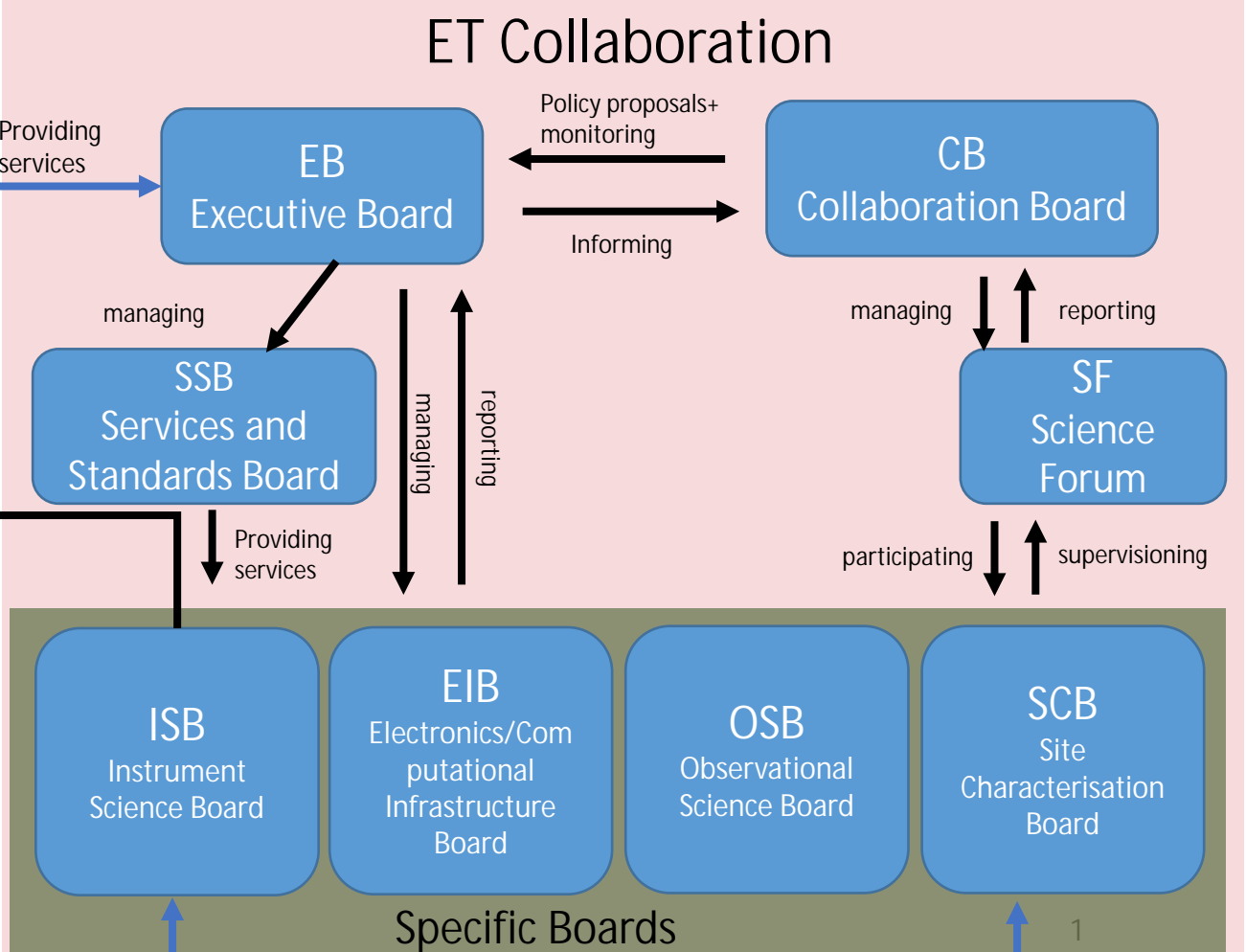
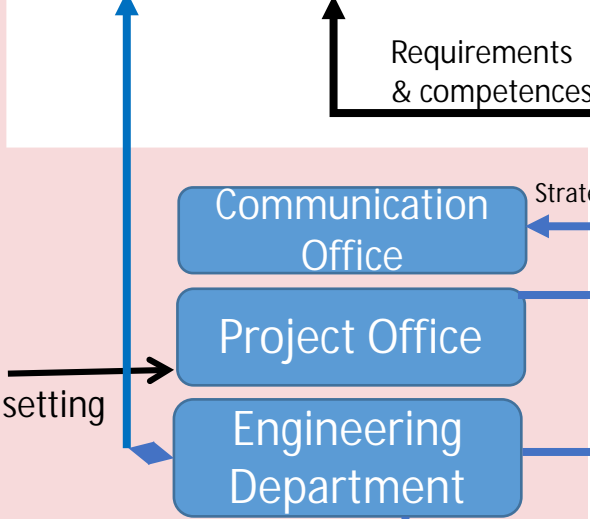
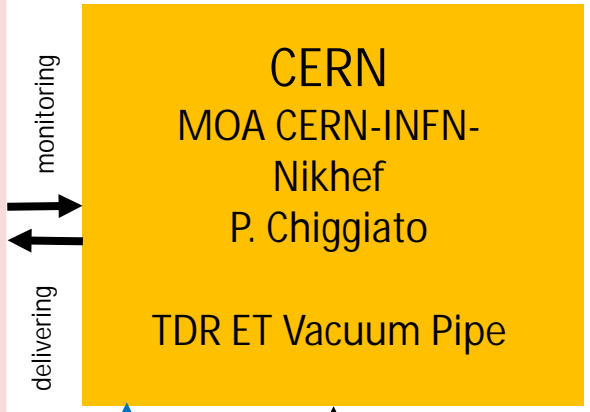
Proto-council



Policy & monitoring



Deliverables:
Beam pipe vacuum
Site Preparation
Civil Infrastructure



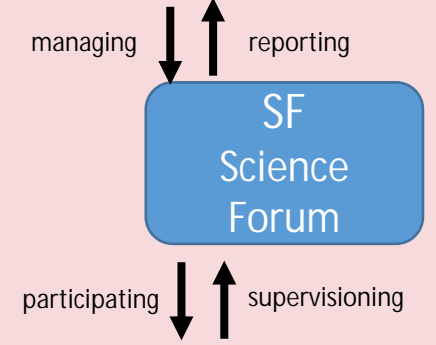
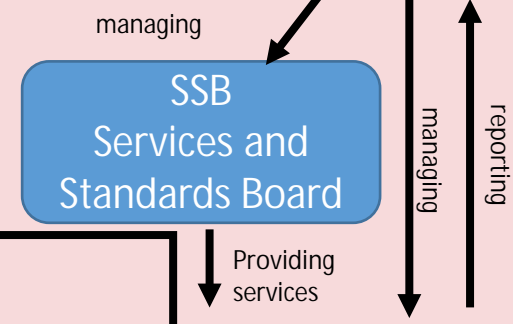
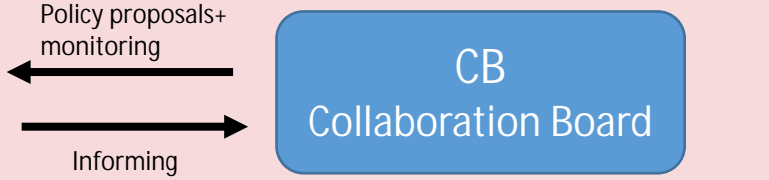
monitoring
delivering

Requirements & competences

Strategy

setting

ET Collaboration



Specific Boards

From ET-PP Proposal: Part B

