



Horizon Europe: Coordination
and Support Actions



ET-PP WP10

1st review meeting

Dorota Rosinska, Vincenzo Napolano

14/12/2023

Grant agreement: N° 101079696

WP 10: Education, Outreach and Citizen Engagement

Duration: M1-M48 WPL: University of Warsaw

Objective: WP10, in close collaboration with WP1, will establish procedures for coordination of outreach and communications across national networks and WPs. It will create, disseminate and curate high-quality promotional materials on ET science, technology and design educational resources.

Coordinators: Dorota Rosinska, Vincenzo Napolano (since May 2023), Martin Hendry (until May 2023)



Dorota Rosinska
University of Warsaw



Vincenzo Napolano
EGO, Italy



Martin Hendry
University of Glasgow

WP 10: Tasks

T10.1 Establish a **network of communications and outreach points of contact**, with robust procedures for gathering and disseminating news updates and outreach materials.

T10.2 **Develop and maintain ET website and social media platforms**, supported by **high-quality promotional materials** on ET science and technology.

T10.3 **Develop strategic plan for ET engagement with the scientific community, funding agencies, politicians and other key stakeholders.**

T10.4 Develop a sustainable **mentorship and training programme** for ET Early Career Researchers (ECR).

WP10: Deliverables 2022-2026

Deliverable	Short description	Leaders	Lead Institution Country	Timeline (month)
D10.1	Initiate strategic media and communications plan (appointing comm/outreach officer)	Dorota Rosinska Martin Hendry Susanne Milde	University of Warsaw Poland	11
D10.2	Launch of ET website and social media accounts	Vincenzo Napolano Sascha Rieger Chris North	EGO Italy	24
D10.3	Formulate strategic media and communications plan	Martine Oudenhoven Susanne Milde Vincenzo Napolano	NIKEF Netherlands	24
D10.4	Complete bank of graphics and multimedia resources	Isa Cordero Livia Conti Sascha Rieger	IFAE (University of Valencia) Spain	36
D10.5	Launch ECR Mentorship and training programme	Gideon Koekoek Marek Biesiada Martin Hendry	UKRI UK	44

WP 10: Deliverables and Milestones

1st Period ET-PP

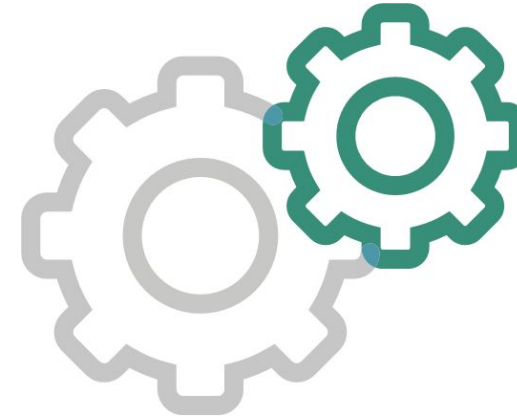
DONE:

D10.1 (University of Warsaw) 11 M -> 12.5 M

Initiate strategic media and communications plan (report)

M20 (University of Warsaw) 9M -> 11 M

Appointing comm/outreach officer



NEXT:

D10.2 (EGO) 24M: Launch consortium website and social media accounts

D10.3 (Nikhef) 24M: Formulate strategic media and communications plan

D10.4 (IFAE) 36M: Complete bank of graphics and multimedia resources

D10.5 (UKRI) 44M: Launch ECR mentorship and training programme

M21 (EGO) 24M: ET Consortium website and social media launched

M22 (UW) 44M: Mentorship and Training programme established

Deliverable 10.1 Initiate strategic media and communications plan

Deliverable 10.1 completed

Due date: 11M Delivered: 12,5M

Lead beneficiary: Warsaw University

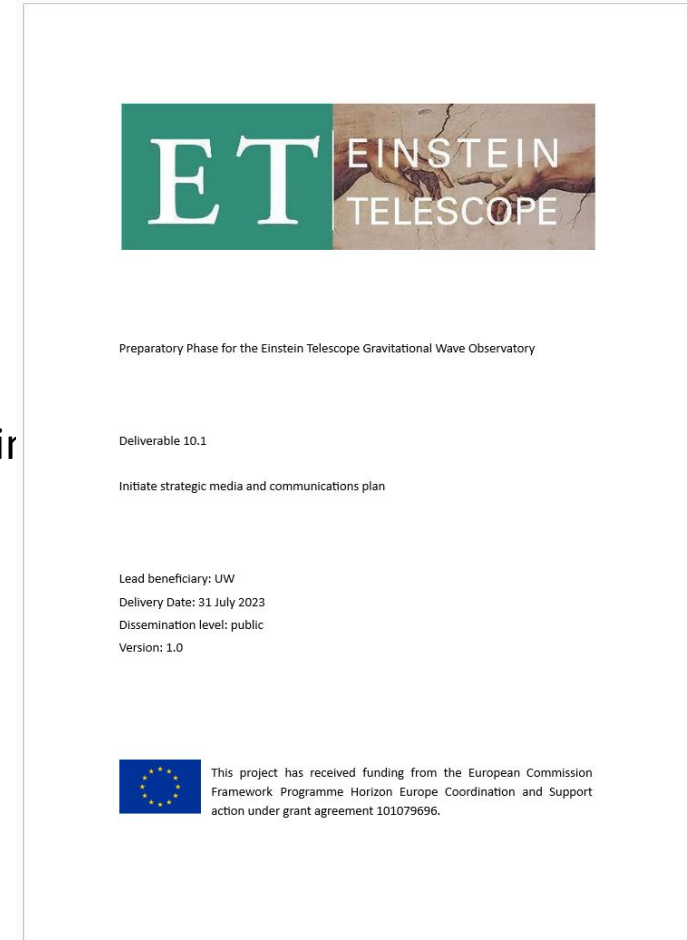
Authors: UW (Dorota Rosinska, Yuliya Hoika),

Martin Hendry (UOG), Susanne Milde (AEI), Vincenzo Napolano (EGO), Martijn Oudenhoven (NIKEF)

Revised by EGO, NIKEF, AEI, NCBJ

Revisited by all WP10 members

Final approval: Mario Martínez (IFAE)

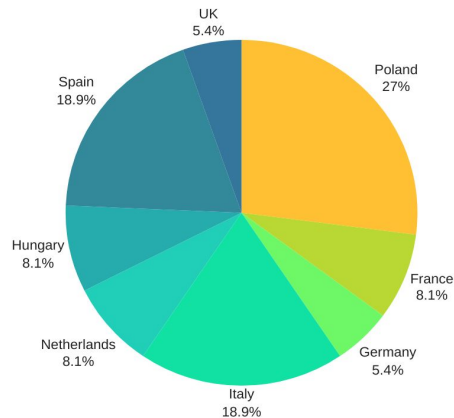


Deliverable 10.1 Initiate strategic media and communications plan (11M)

HIGHLIGHTS:

- WP10 team established;
 - leaders for deliverables assigned (3 for each);
 - 2 Comm& Outreach specialists employed at University of Warsaw;
 - large community with huge experience on outreach and communication activities in the framework of LIGO/Virgo and LISA
- **great potential to significantly increase social awareness of the ET project**

International team



WP10 team in numbers

1/7
We meet every week at least once

37
people contribute

~20
institutions

4(5)
subgroups

~100
person/month of total engagement



[WIKI ET](#)

email: et_comm@astrouw.edu.pl

Deliverable 10.1 Initiate strategic media and communications plan

KEY ACTIVITIES/TOOLS:

- regular meetings (more than 50):
 WP10 bi-weekly,
 WP10 subgroups weekly, bi-weekly, monthly
- meetings with ETO and ETC management;
- 3 workshops;
- presentations at meetings and symposia;
- contacts with other groups established (WP1, WP4, WP7, WP8 WP9 and OSB);
- visiting education centers;
- text, photos, interviews and video materials;

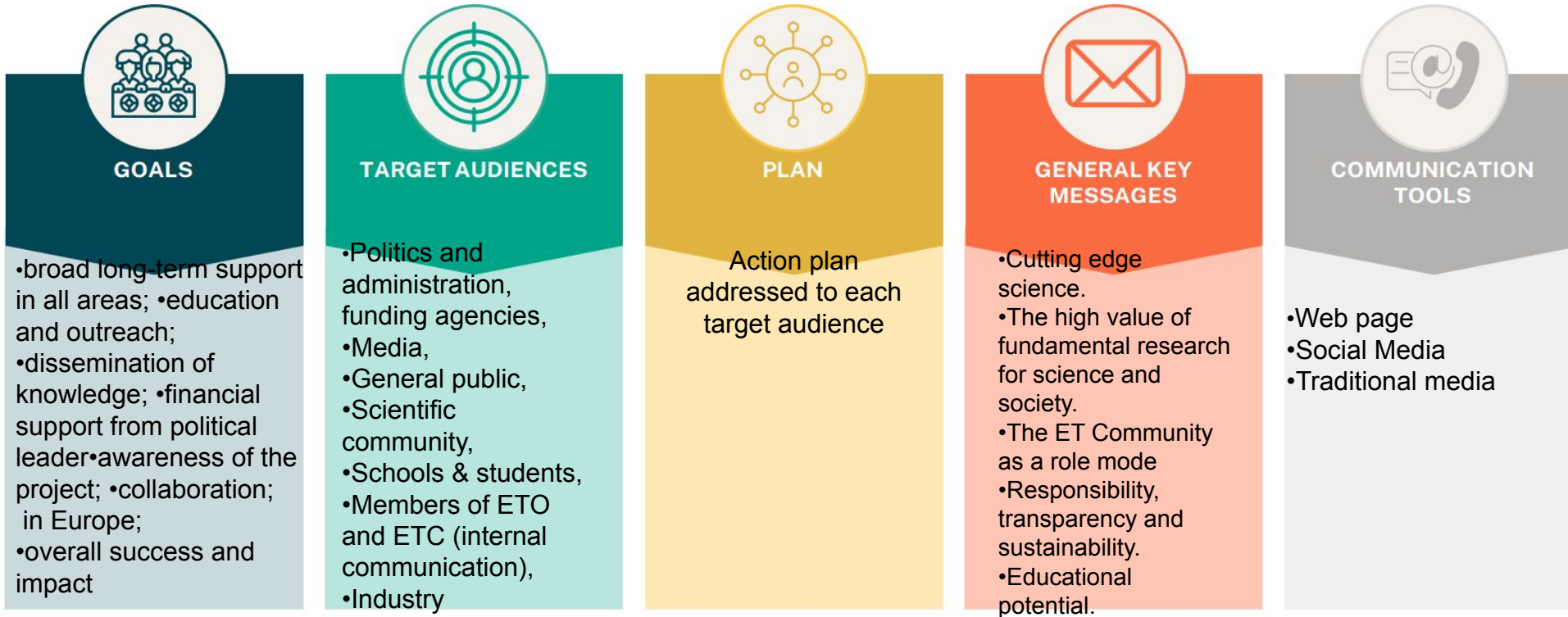


14/12/2023

Project: 101079696 — ET-PP, 1st review meeting

Deliverable 10.1 Initiate strategic media and communications plan

CONTENT



DOCUMENTS:

- ET Communication Timeline;
- Initial Strategy Communication & Social Media Plan;
- ET web page navigation tree and home page layout;
- ET website plan

Milestone 20: Appointing Communication & Outreach officer

Milestone 20 achieved

Due date: **9M** Delivered: **11M**

- **Communication Officer Recruitment Committee** was formed; 7 members including management (ETO,ETC and ET-PP) and four WP10 experts;
- Position officially announced on April 1, 2023;
- 12 applications received, indicating a strong interest;
- 6 candidates shortlisted based on qualifications and fit;
- **Y. Hoika** was selected as the Communication Officer and commenced employment at UW on **July 1, 2023**
(EC -> 0.5 FTE)
- **M. Jakubiak** from reserved list was also appointed as Communication Specialist (**UW and the Polish Ministry of Science funds -> 0.15 FTE**).

12

CV

9

longlist

6

shortlist



Yuliya Hoika



Magda Jakubiak

WP 10: Critical risks, deviations from Annex I, contingency plans

- 1 risk has been identified for WP10 for the 1st period

RISK	Proposed risk-mitigation measures	Did the risk materialized?	Risk-mitigation measure applied
<p>Delay in appointment of outreach and communication officer. (i) M; (ii)</p>	<p>Temporary use of in-kind contributions from WP10 team to coordinate activities.</p>	<p>YES</p>	<ul style="list-style-type: none"> • One more communication specialist from UW has been engaged in the task implementation (for 0.15 FTE), financed by the University of Warsaw and the Polish Ministry of Education and Science. • Work on D10.1 was intensified (including in-kind contributions from other members of the team).

WP 10: Contribution from each partner

INSTITUTION		PM as per Annex I	PM in the period
IFAE	CONTRIBUTIVES	3	0,75
	REQUESTED EC	0	0
INFN	CONTRIBUTIVES	5	0
	REQUESTED EC	0	0
UW	CONTRIBUTIVES	20	2,76
	REQUESTED EC	24	0,6
Nikhef	CONTRIBUTIVES	10	1,47
	REQUESTED EC	0	0
EGO	CONTRIBUTIVES	28,4	2,1
	REQUESTED EC	0	0,3
Wigner RCP	CONTRIBUTIVES	6	1,5
	REQUESTED EC	0	0
UCAR	CONTRIBUTIVES		1,2
UGLA	CONTRIBUTIVES		1,2
Total Person Months	CONTRIBUTIVES		10,98
Total Person Months	REQUESTED EC		0,9
		106	11,88

% PMs used = 11

WP 10: NEXT Deliverables and Milestones

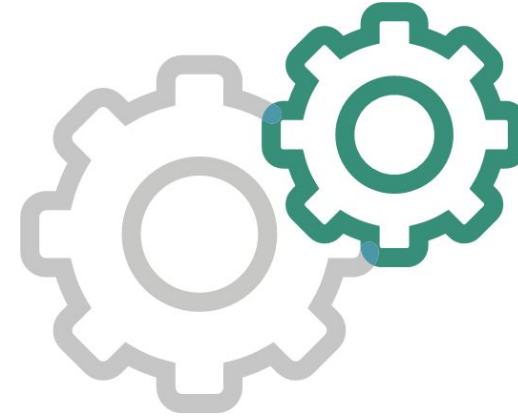
DONE:

D10.1 (University of Warsaw)

Initiate strategic media and communications plan (report)

M10.1 (University of Warsaw)

Appointing comm/outreach officer



NEXT:

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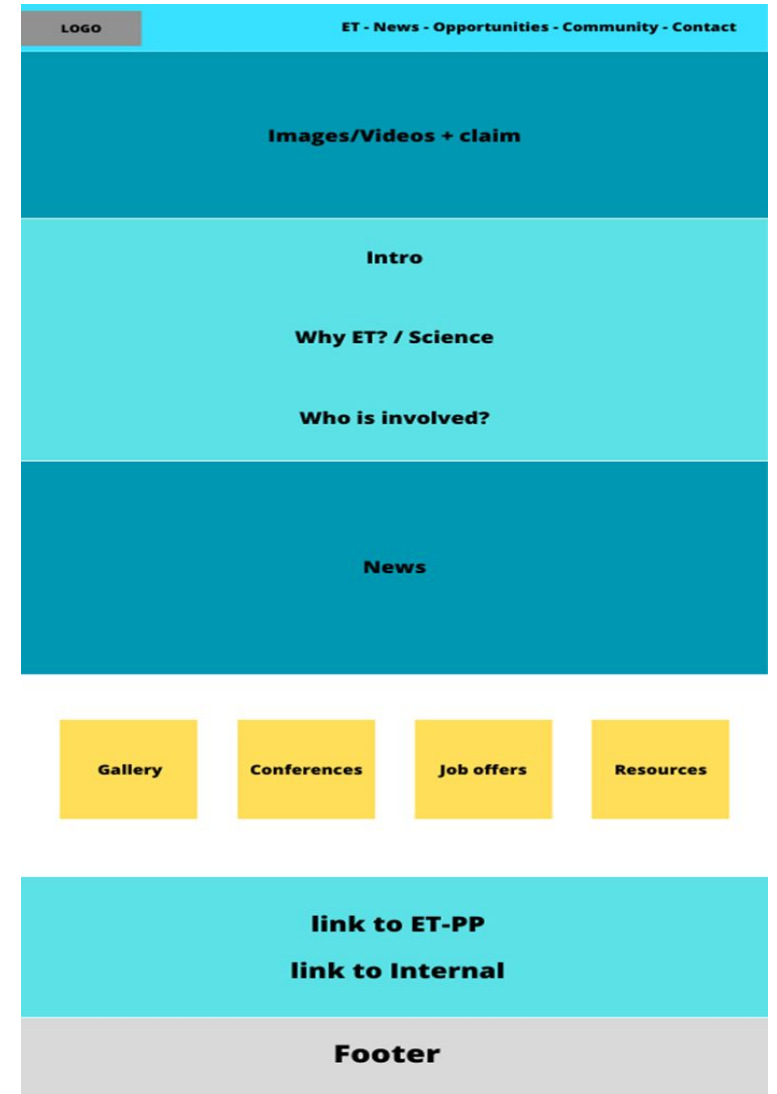
M22 (UW) 44M: Mentorship and Training programme established

D10.2 (24M) – Task 10.2

Develop and maintain ET Consortium **website** and social media platforms

- The ET supranational website will represent the joint effort of the gravitational wave community for the realization of the Einstein Telescope, both as ETO and ET Collaboration.
- The ET website will serve the function of providing an institutional presentation and an initial outline of the scientific content.
- The homepage and the content of the site should then address three main audiences:
 - Relevant Stakeholders (wider scientific community, policy makers...)
 - Media
 - General Public

The objective is to represent the joint and supranational effort of the GW community for Einstein Telescope, both as ETO and ET Collaboration.



D10.2 (24M) – Task 10.2

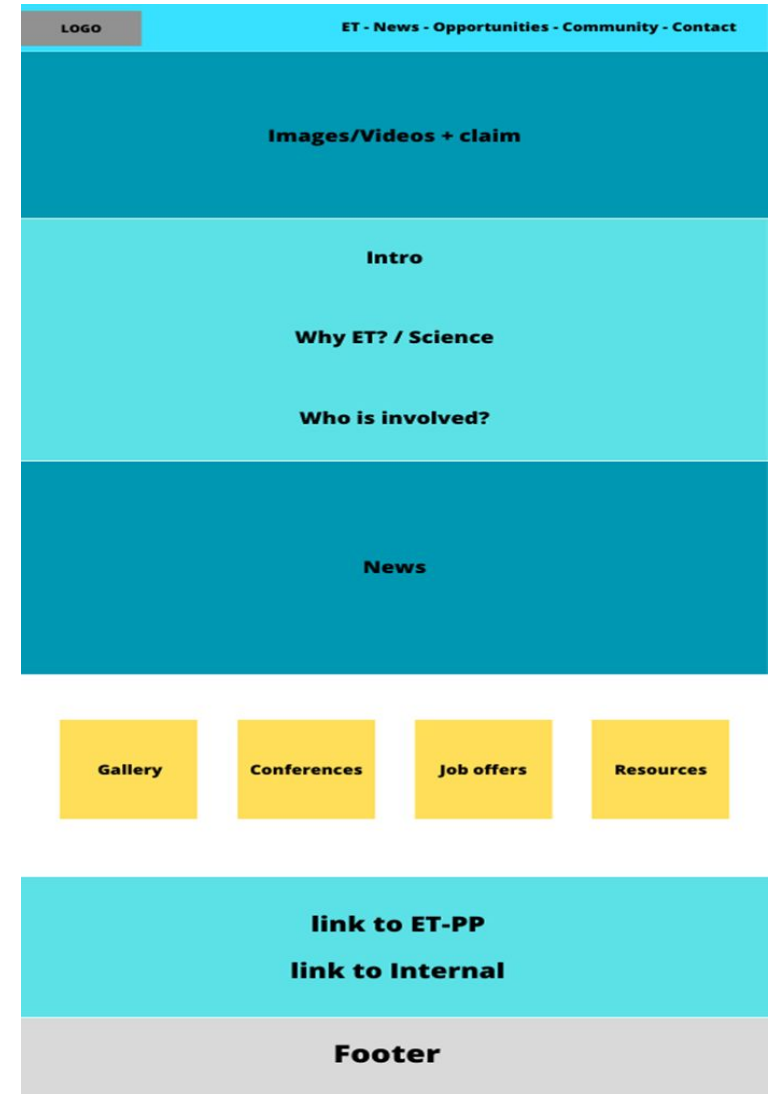
Develop and maintain ET Consortium **website** and social media platforms

DONE:

- Initial layout of future web page approved by the management.
- A brief outlining the primary requirements for our future official website was sent to 13 agencies, and we have received 5 proposals.

IN PROGRESS:

- The selection process of web developer (UW) – early 2024.
- Definition of the hosting server.
- Web texts and contents.
- In parallel we are preparing to a **new logo and visual identity** development.



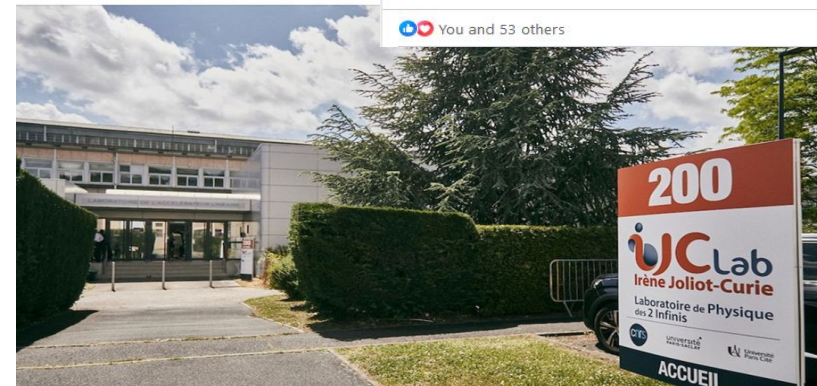
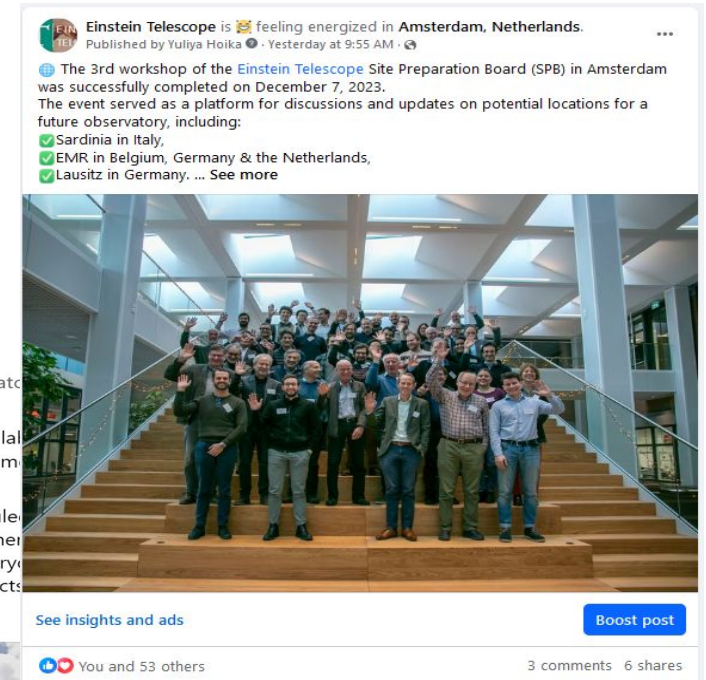
D10.2 (24M) – Task 10.2

Develop and maintain ET Consortium website and **social media platforms**

OBJECTIVES:

To achieve strategic communication goals and reach target groups we will use social media:

- to share updates,
- to interact with the community,
- to inform about any events/actions open to public,
- to spread educational materials,
- to build professional networkings,
- to show science with a human face,
- to disseminate research results.



Tu e altri 41

Condivisioni: 12

D10.2 (24M) – Task 10.2

Develop and maintain ET Consortium website and **social media platforms**

DONE:

- **FB:** We repurpose ([@EinsteinTelescope](#)) into general project profiles, both for ETO and ET Collaboration.
- Regular posting about main community events and some scientific activities

IN PROGRESS:

- Reactivating the existing accounts of **LinkedIn and X**.
Activation of a new **Instagram** account.
- Finalizing a social media comm. plan and clear workflows.
- **Regular updates on the scientific activity** of the ET-PP work packages and the Collaboration
- Intensified content creation: plan + graphics + texts + multimedia
- Update on activities ongoing on the candidate sites.



D10.2 Visual Identity – Task 10.2

Website and social media platforms, supported by **high-quality promotional materials** on ET science and technology

At the moment, the supranational initiatives of the Einstein Telescope lack a cohesive and distinct **visual identity**.

We suggest to develop a new logo and a visual identity, that will help to:

- strengthen the community and Einstein Telescope initiative at a European level;
- come across as a reliable and consistent initiative, that stakeholders can easily relate to and recognise;
- make an emotional connection to both internal and external stakeholders, that matches the revolutionary science and technology of the future that come with the Einstein Telescope.

D10.2 Visual Identity Task 10.2

Website and social media platforms, supported by **high-quality promotional materials** on ET science and technology

DONE:

- ❖ Preparation of a brainstorming events among ET Collaboration and ETO people for collecting inputs for a conceptual brief
- ❖ **Gathering insights and ideas /Analysis for conceptual brief/ Inclusive participation and Community integration.**

IN PROGRESS:

- ❖ Conceptual brief in progress
- ❖ **Selection of the Logo designer will be finalized at the beginning of 2024.**

WP 10: Outlook and perspectives

D10.2 (24M) / Task 2

- Logo and visual Identity
- Website publication
- Social media
- Establishing a clear workflow, update and publication of contents

D10.3 Communication Strategy (24M)

- ET Communication **SWOT analysis and a stakeholder analysis**
- **Comparison among Comm Organization** of several scientific institutions and Collaboration: CERN, LIGO/Virgo, LISA, SKA...
- Definition of **clear strategic lines, goals, milestones, workflow** and evaluation processes

WP 10: Outlook and perspectives



D10.4 Graphics and Multimedia (36M)

- Definition of a platform for a shared repository of multimedia contents in close collaboration with WP8
- In accordance with the strategic plan design and creation of graphics and multimedia materials (2024–2025)



D10.5 ECR Training program (44M)

- Development of a (super-national) Mentorship and training program for ET Early Career Researchers (2025-2026)



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