



Horizon Europe: Coordination  
and Support Actions



# ET-PP WP10

## 1<sup>st</sup> review meeting

Dorota Rosinska, Vincenzo Napolano

14/12/2023

Grant agreement: N° 101079696

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

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

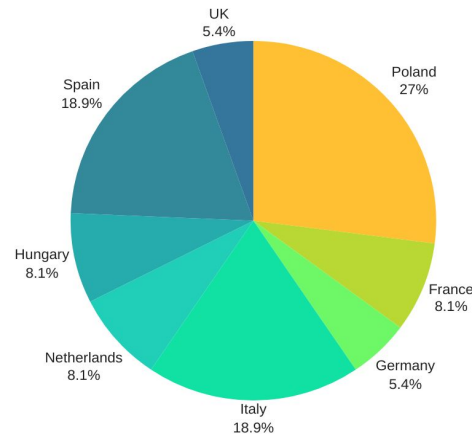
T10.4 Develop a sustainable **mentorship and training programme** for ET Early Career Researchers (ECR).

# 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

## DONE:

- WP10 team established (huge experience on outreach and communication activities in the framework of LIGO/Virgo and LISA)
- since May 2023 – support of **Martine Oudenhoven**, the communication advisor at NIKEF, the head of the ETO communication Office;
- since July 2023 – Josep Freixanet, the communication officer at IFAE;
- leaders for deliverables assigned (3 for each);
- contacts with some groups established (WP1, WP4, WP7, WP8 WP9 and OSB)
- regular meetings (>50) and 3 workshops;
- M1 delivered (C&O coordinator hired)..
- → **great potential to significantly increase social awareness of the ET project.**

## We are international



[https://wiki.et-gw.eu/INFRA\\_DEV/WP10/WebHome](https://wiki.et-gw.eu/INFRA_DEV/WP10/WebHome)

email: [et\\_comm@astrouw.edu.pl](mailto:et_comm@astrouw.edu.pl)

**2/7**

We meet every week at least once

**~20**

institutions

**37**

people contribute

**4(5)**

subgroups

**WP10 team  
in pictures and  
numbers**



# 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.

## WP 10 recent activities during 2nd ET Annual Meeting, November 2023:

- Presentation on communication during the plenary session  
Martine Oudenhoven
- WP 10 parallel session  
Dorota Rosinska and Vincenzo Napolano
- ET logo brainstorming session  
Y. Hoika, M. Jakubiak, M. Oudenhoven, S. Milde
- Photo and video material, interviews  
M. Jakubiak, Y. Hoika
- Visit at APC education centre  
Giulia Vannoni
- WP10 presentation at the Sustainability Workshop



14/12/2023

Project: 101079696 — ET-PP, 1<sup>st</sup> review meeting

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

- 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 (in this first phase) 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.**

### 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**.
- Web texts and contents.
- In parallel we are preparing to a **new logo and visual identity** development.



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

### IN PROGRESS:

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.

**FB:** We repurpose ([@EinsteinTelescope](#)) into general project profiles, both for ETO and ET Collaboration.

**For LinkedIn and Twitter** we are re-activating the existing accounts.


**Einstein Telescope** 😊 motivato/a a Orsay, Francia.

13 novembre alle ore 15:05 · 🌐

🌐 In the 16 months since the ET collaboration was officially established it has grown further. Today it includes over 1500 members from 217 institutions across 24 countries! 🌐

The 2nd ET Annual Meeting, scheduled for November 14-16 at the Paris-Saclay University in Orsay, will bring together this global community — both in person and remotely. It's a great chance for everyone to meet, recap the past year's achievements, and discuss key aspects of ET.

The meeting is hosted by ... **Altro...**



👍 Tu e altri 41      Condivisioni: 12



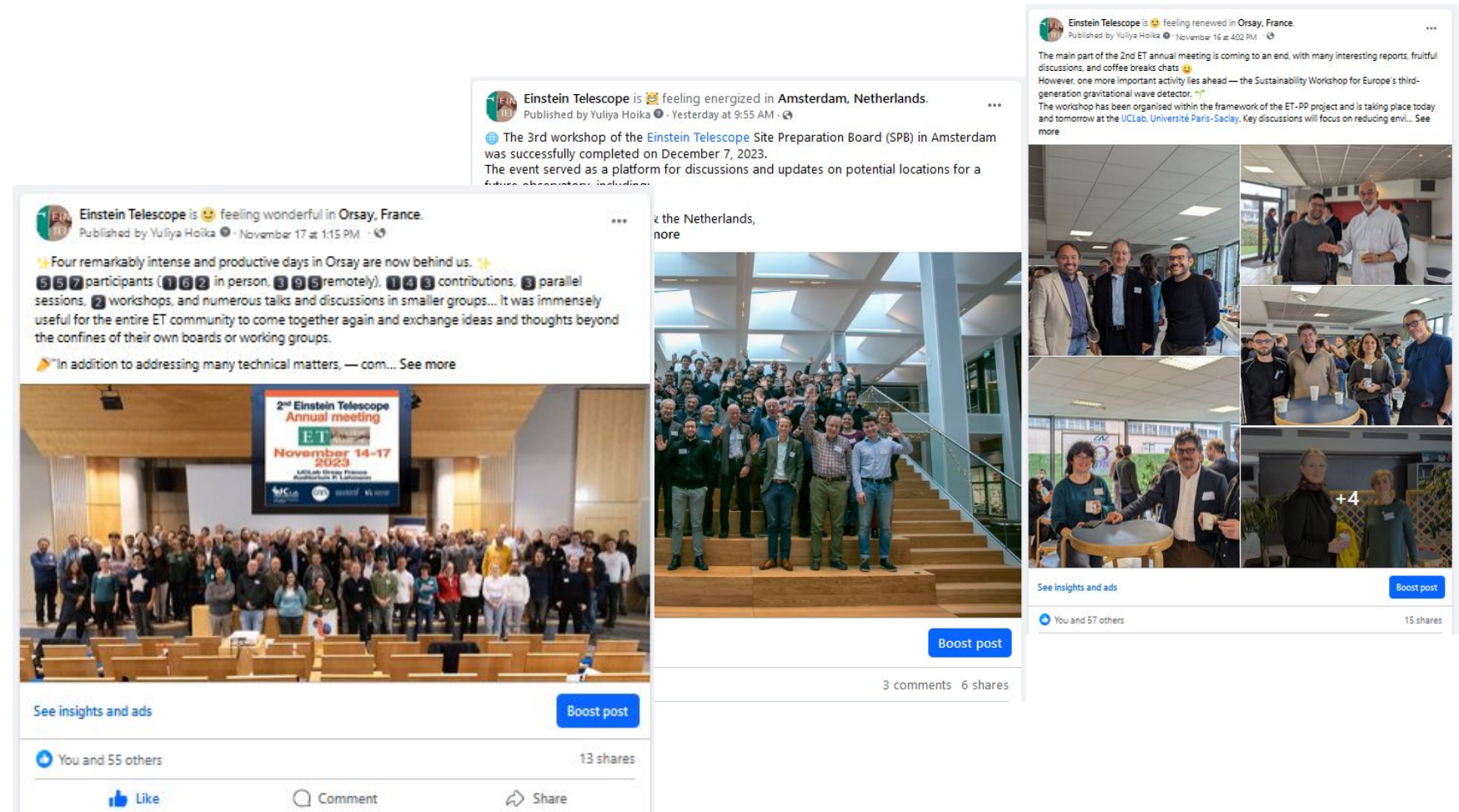
# Task 10.2 Develop and maintain ET Consortium website and social media platforms - ET fb

## Facebook rerun

Occasion: 2nd ET Annual Meeting,

November 2023

Frequency: 1–2 posts per week



14/12/2023

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## Task 10.2 Develop and maintain ET Consortium 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.
- We launched brainstorming events among ET Collaboration and ETO people for collecting inputs for a conceptual brief for the future LOGO (2nd ET Symposium) -> *involvement, community integration, engagement..*  
-> on-line meeting 19th Dec 9:30 am
- **At the same time the selection of a designer will be finalized at the beginning of 2024.**

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

### ET Logo Brainstorming Session:

- Gathering insights and ideas  
Collect diverse insights and creative ideas about the Einstein Telescope from the broad ET community.
- Analysis for conceptual brief  
Analyze the ideas to formulate key concepts of the ET;  
Incorporate them into a comprehensive conceptual brief for graphic designers.
- Inclusive participation:  
Facilitate active participation from all members of the ET community, ensuring that diverse perspectives contribute to the development of the visual identity.
- Community integration:  
Foster community integration by engaging individuals in a shared and significant activity

~120

participants  
(in person and  
remotely)

5

open questions  
(one- and multiple  
answers)

~1300

answers

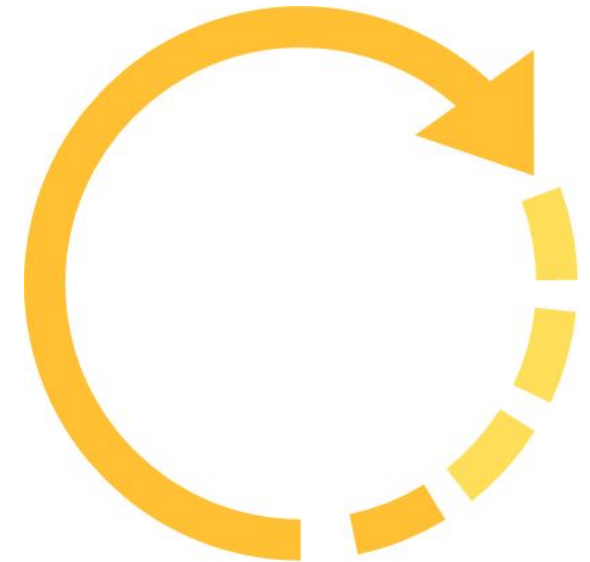
## Task 10.3 Develop **strategic plan** for ET Consortium engagement with the scientific community, funding agencies, politicians and other key stakeholders

### DONE:

- Strategic Media and Communication Plan has been initiated – D10.1 (11M)

### IN PROGRESS:

- Work on the comprehensive Strategic Plan – D10.3 (24M)

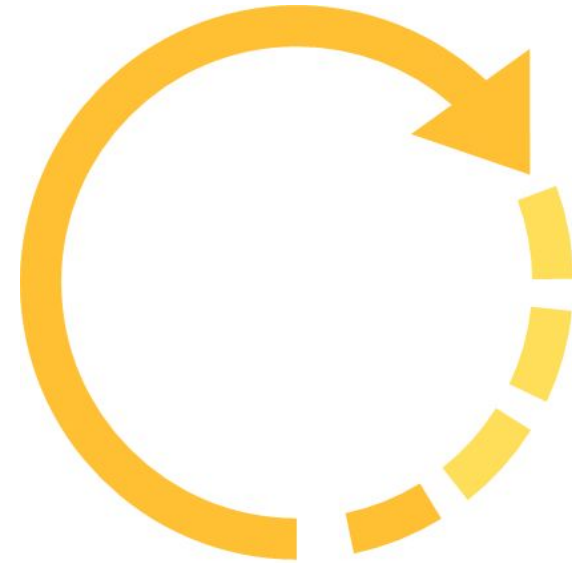




## Task 10.4 Develop a sustainable **mentorship and training programme** for ET Early Career Researchers (ECR)

### IN PROGRESS:

Work on ECR mentorship and training programme has been initiated (D10.5 – UKRI, 44M; M22 – UW, 44M)  
-regular meetings



# WP10: Deliverables

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

# WP 10: Deliverables and Milestones

## 1st Period ET-PP

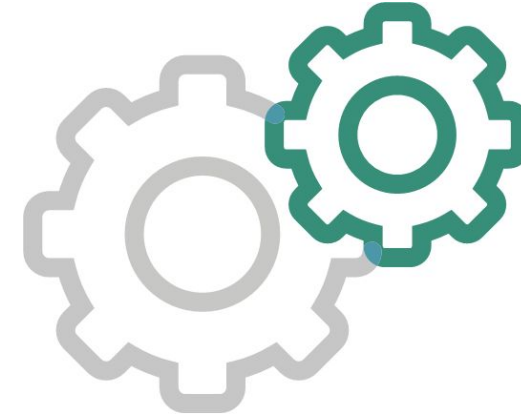
### DONE:

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

Initiate strategic media and communications plan (report)

**M10.1 (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

**DONE:**

**Deliverable 10.1 completed**

**Due date: 11M      Delivered: 12,5M**

Lead beneficiary: Warsaw University

Delivery Date: **31 July 2023** (Initial deadline: 11 M -> 12.5 M)

Authors: UW (Dorota Rosinska, Yuliya Hoika),

Martin Hendry, Susanne Milde, Vincenzo Napolano, Martine Oudenhoven

Revised by EGO,NIKEF, AEI, NCBJ, all WP10 members

Final approval: Mario Martínez (IFAE)

Content:

- Description of preparatory actions
- WP10 overview in preparation to D10.1
- Work on D10.1: Initiate strategic media and communications plan
- Steps taken:
  - Preliminary goals of the ET communication
  - General key messages
  - Planned production of outreach materials
  - Target groups
  - Priority communication tools
  - Implementation plan



# Milestone 20 Appointing comm/outreach officer

## DONE:

### 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 (Warsaw University and the Polish Ministry of Science funding support -> 0.15 FT).

12

CV

9

longlist

6

shortlist



**Yuliya Hoika**



**Magda Jakubiak**

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

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

RISK	Proposed risk-mitigation measures	Did the risk materialized?	Risk-mitigation measure applied
Delay in appointment of outreach officer. (i) M; (ii)	Temporary use of in-kind contributions from WP10 team to coordinate activities.	YES	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Work on D10.1 was intensified (including in-kind contributions from other members of the team).</li> </ul>



# 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: Outlook and perspectives



## D10.2 Website

- Definition of the hosting server.
- Development of contents and web design of the ET super-national website. Publication within 2024.
- Establishing a clear procedure of elaboration, update and publication of contents, involving ET Collaboration, ETO, ET-PP working packages.



## D10.2 Social Media

- Opening lg and X accounts.
- Finalizing a social media comm. plan and clear workflows.
- Intensified content creation on all channels from March/April 2024



## D10.2 Visual Identity

- Finalization of Logo and Visual Identity of the ET super-national initiative within February/March 2024

# WP 10: Outlook and perspectives

## D10.3 Communication Strategy

- ET Communication SWOT analysis and a stakeholder analysis.
- Preliminary comparison among Comm Organization of several scientific institutions and Collaboration: CERN, LIGO/Virgo, LISA, SKA...
- Definition of clear strategic lines, goals, milestones, workflow procedures and evaluation processes (June – Sept 2024).

## D10.4 Graphics and Multimedia

- 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 Training program

- Discussion and elaboration of a (super-national) Mentorship and training program for University and high-school students (2025-2026)



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# WP 10: Outlook and perspectives (TO BE CANCELED)

*Explain what are the objectives expected for the next period and a summary*



## WEBSITE

- To select a web developer.
- Content creation.



## SOCIAL MEDIA

Launch social networks and move forward in accordance with the strategy.



## Visual identity

- Analysis of BS results
- Selection of a designer for development a logo and visual identity.



## Communication

- Logo and visual identity development.
- Internal communication.
- Content management tools (collecting information, etc.)



# to be WP 10 Introduction

*Introduction and Objectives - Explain the introduction and objectives for the WP in general and for the first reporting periods involved, explaining the WP leaders. One slide should be enough.*

**Coordinators: Dorota Rosinska (University of Warsaw), Vincenzo Napolano (since May 2023, EGO), Martin Hendry (UG until May 2023)**

- 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
  - -more than 30 experts from 15 countries (FTE, in-kind contributions, ~100 PM)
  - collaborating institutions: UW, EGO, UKRI, AEI, NIKHEF, IFAE (University of Valencia), INFN, NCBJ, Wigner ..
  - - 1st July 2023 – **0.5 FTE Communications and Outreach officer (EC) at UW, Y. Hoika**
    - 1st July - 0.15 FTE C&O officer at UW (national funds - MNiSW) **M. Jakubiak**
  - since May 2023 – support of **Martine Oudenhoven**, the communication advisor at NIKHEF, the head of the ETO communication Office
    - and since July 2023 - Josep (Pep) Freixanet, the communication officer at IFAE
- **great potential to significantly increase social awareness of the ET project.**