



WP10 Report

ET-PP Annual Meeting

17 June 2024

Grant agreement: N° 101079696



**Horizon Europe: Coordination
and Support Actions**

ET-PP WP 10: Education, Outreach and Citizen

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



Dorota Rosinska
University of Warsaw



Vincenzo Napolano
EGO, Italy

M. Oudenhoven (ETO comm office)
S. Milde (ETC comm & education board)

C&O officers:

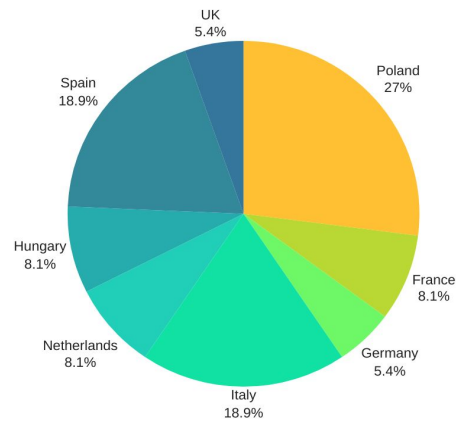
Y. Hoika (0.5 FTE ET-PP) 2024(-> 1 FTE for 2nd ET-PP)
M. Jakubiak (0.15FTE, UW+Polish Ministry of Science)

WP10 team

- International team, 4 working groups (D10.2, D10.3, D10.4, D10.5)
- M. Oudenhoven (ETO comm office), S. Milde (ETC comm board)
- 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

WP 10: Deliverables and Milestones

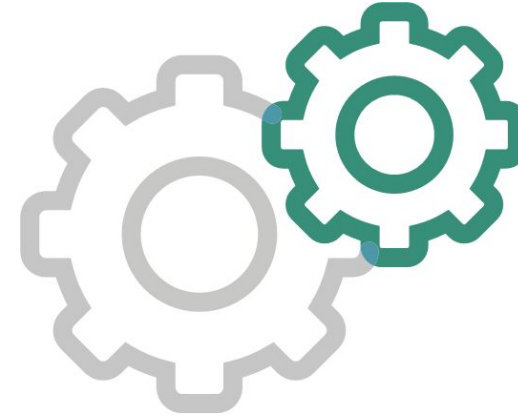
DONE:

D10.1 (University of Warsaw)

Initiate strategic media and communications plan (report)

M10.1 (University of Warsaw)

Appointing comm/outreach officer



NEXT:

D10.2 (EGO) 24M: Launch consortium website and social media accounts (V. Napolano, Y. Hoika, S. Rieger, Ch. North..)

D10.3 (Nikhef) 24M: Formulate strategic media and communications plan (Martine, Susanne, Yuliya, Vincenzo, Pepe)

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

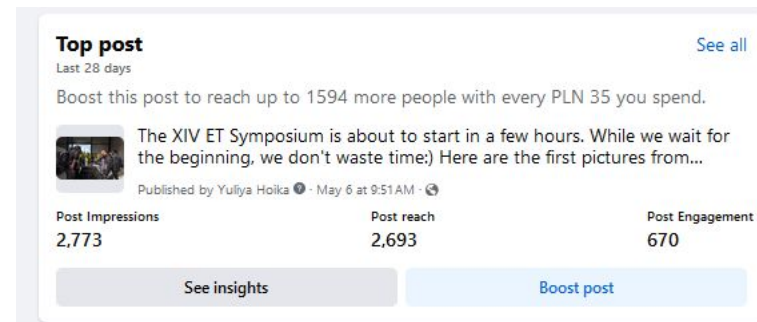
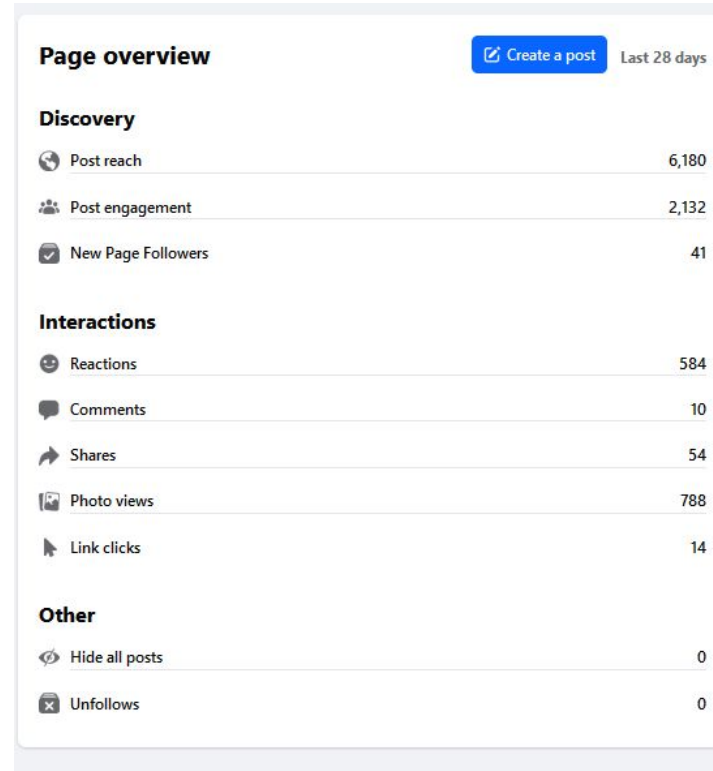
D10.2 (24M) – Task 10.2

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

- **FB:** We repurpose ([@EinsteinTelescope](https://www.facebook.com/EinsteinTelescope)) into general project profiles, both for ETO and ET Collaboration.
- Regular posting about main community events and some scientific activities
- 1500 -> **1800** followers now
- The audience is active
- Social media comm. plan is being implemented
- Sources of news: cooperation with local ET comm offices (INFN, Nikhef), WP10 group members

TO DO:

- information flow / transparent channels of comm. within ET community -> more engagement from the community



Statistics from 14/05/2024

Social media

Einstein Telescope
Published by Yuliya Hoika · a day ago · 🌐

The XIV ET Symposium is about to start in a few hours. While we wait for the beginning, we don't waste time! Here are the first pictures from yesterday's tour to one of the ET drilling sites (Obsinnich) guided by Bjorn Vink and Marius Waldvogel. This drilling is part of the ongoing studies to characterize the subsurface of one of the candidate sites for the Einstein Telescope, Euregio Meuse-Rhine.



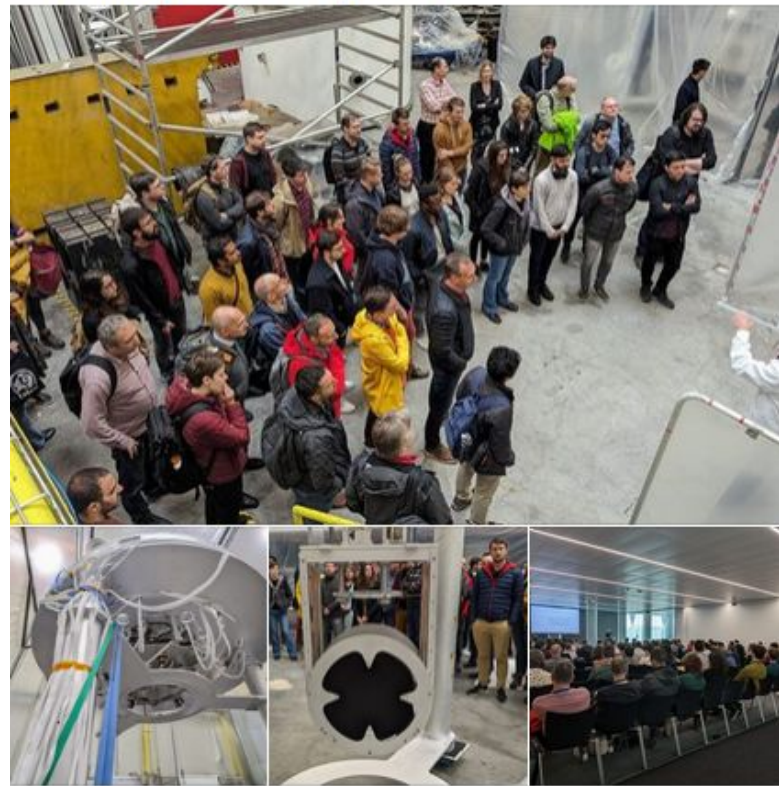
See insights and ads [Boost post](#)

👍 51 💬 2 comments ➦ 9 shares

👍 Like 💬 Comment ➦ Share

Einstein Telescope
Published by Yuliya Hoika · a day ago · 🌐

The first day of the XIV #EinsteinTelescope Symposium was intense and eventful. It kicked off in Liège, Belgium, with a visit to the E-Test project locations and continued at the MECC Maastricht conference center with fruitful parallel sessions. More updates to come!




See insights and ads [Boost post](#)

👍 31 ➦ 5 shares

👍 Like 💬 Comment ➦ Share

Einstein Telescope
Published by Yuliya Hoika · 1h · 🌐

Another day at the ET Symposium... Today's agenda was packed with productive parallel sessions, an engaging tour to the ET Pathfinder, poster presentation, and plenty of networking opportunities during coffee breaks!



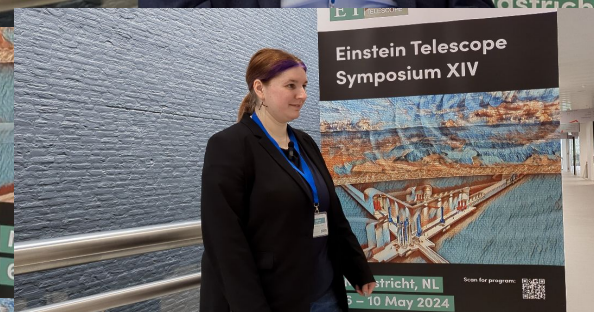
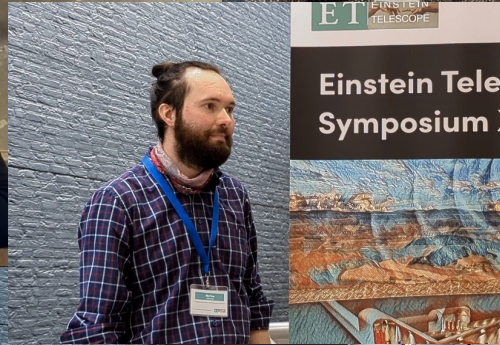
See insights and ads [Boost post](#)

👍 19 💬 2 comments ➦ 1 share

👍 Like 💬 Comment ➦ Share

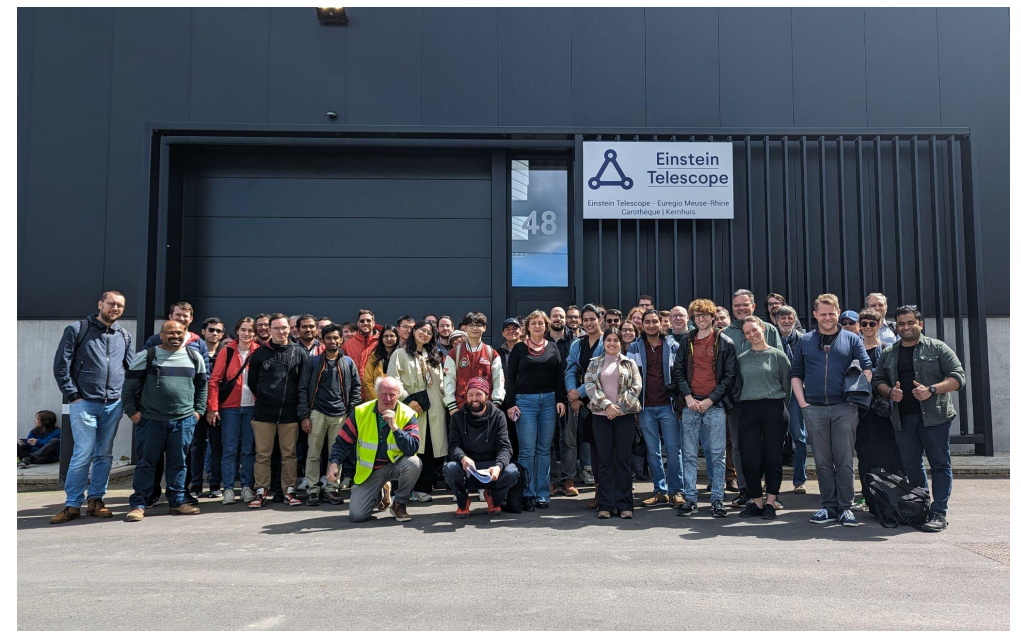
Material collecting

- Organisers, Management, ET Scientists
- Questions about ET and ET Symposium
- Purpose: materials for social media and future web page

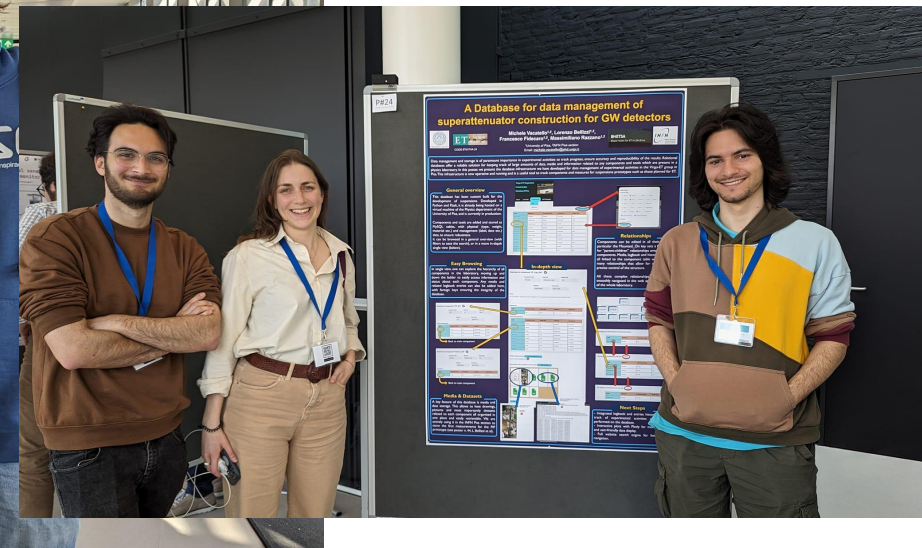
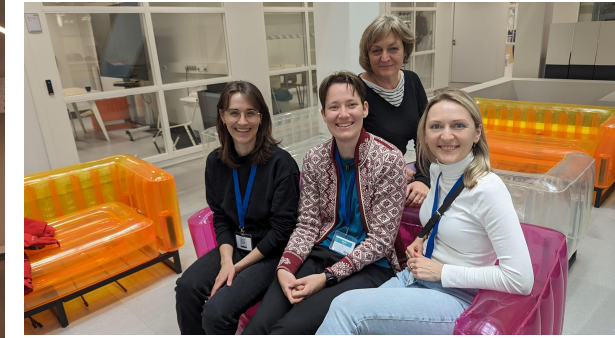


Material collecting

- ET drilling site (Obsinnich) guided by Bjorn Vink and Marius Waldvogel
- E-Test project locations (Liège, Belgium)
- ET Pathfinder



Events reporting



8th May 2024: f2f meeting on ET communication activities

- **Martine Oudenhoven** *Introduction*
- **G. Koekoek** *ET Education Center*
- **M. Serra Sardinia** *local communication*
- **Henk Schroen** *EMR local communication*
- **Y. Hoika** *European communication*
- **Discussion on future organisation of communication**



D10.2 (24M) – Task 10.2

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

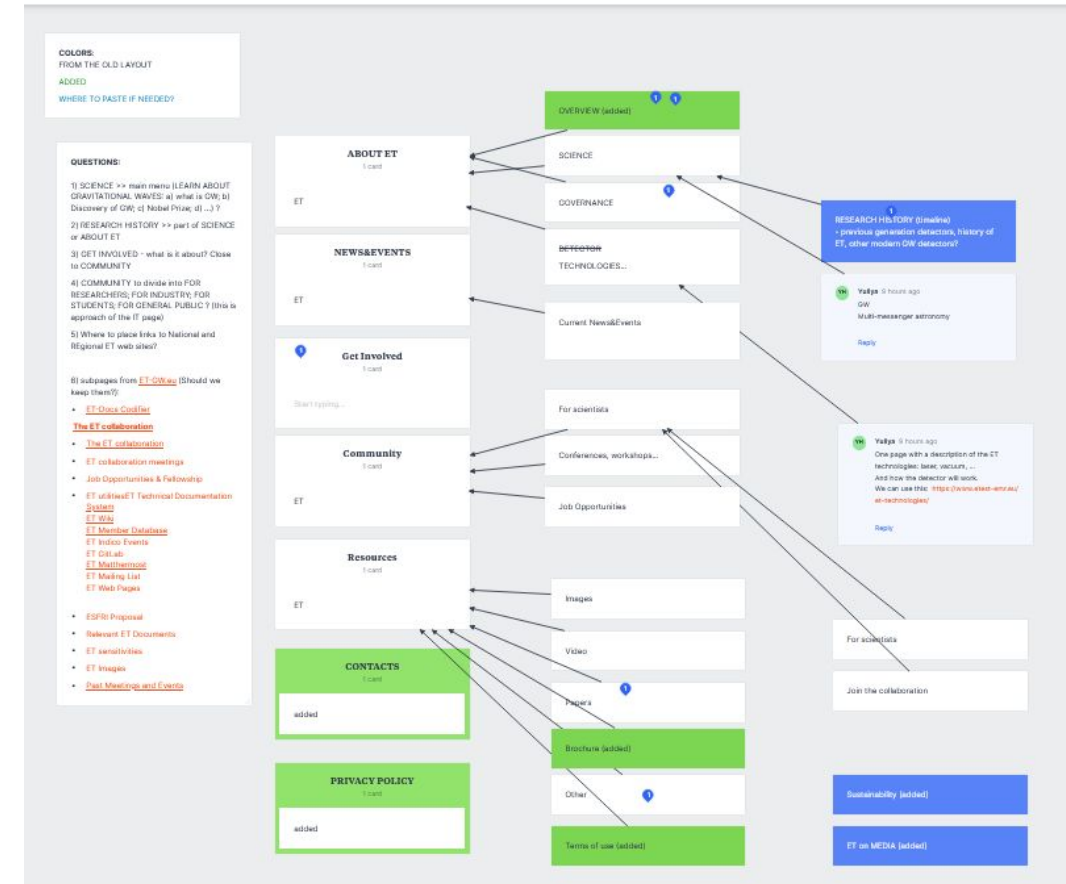
DONE:

- **Web developer (Betawerk company) has been selected (UW)**
- The contract has been finalised
- Working group established (5 specialists from WP10)
- Timeline has been settled by Betawerk (date of webpage delivery - 15 August)

IN PROGRESS:

- Hosting server - Betawerk as a neutral solution
- Web texts and contents (WP10)
- Web structure (WP10 + Betawerk)
- Web design (Betawerk + Cristina Ciappini + WP10)

Einstein Telescope WEB



D10.2 Visual Identity – Task 10.2

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

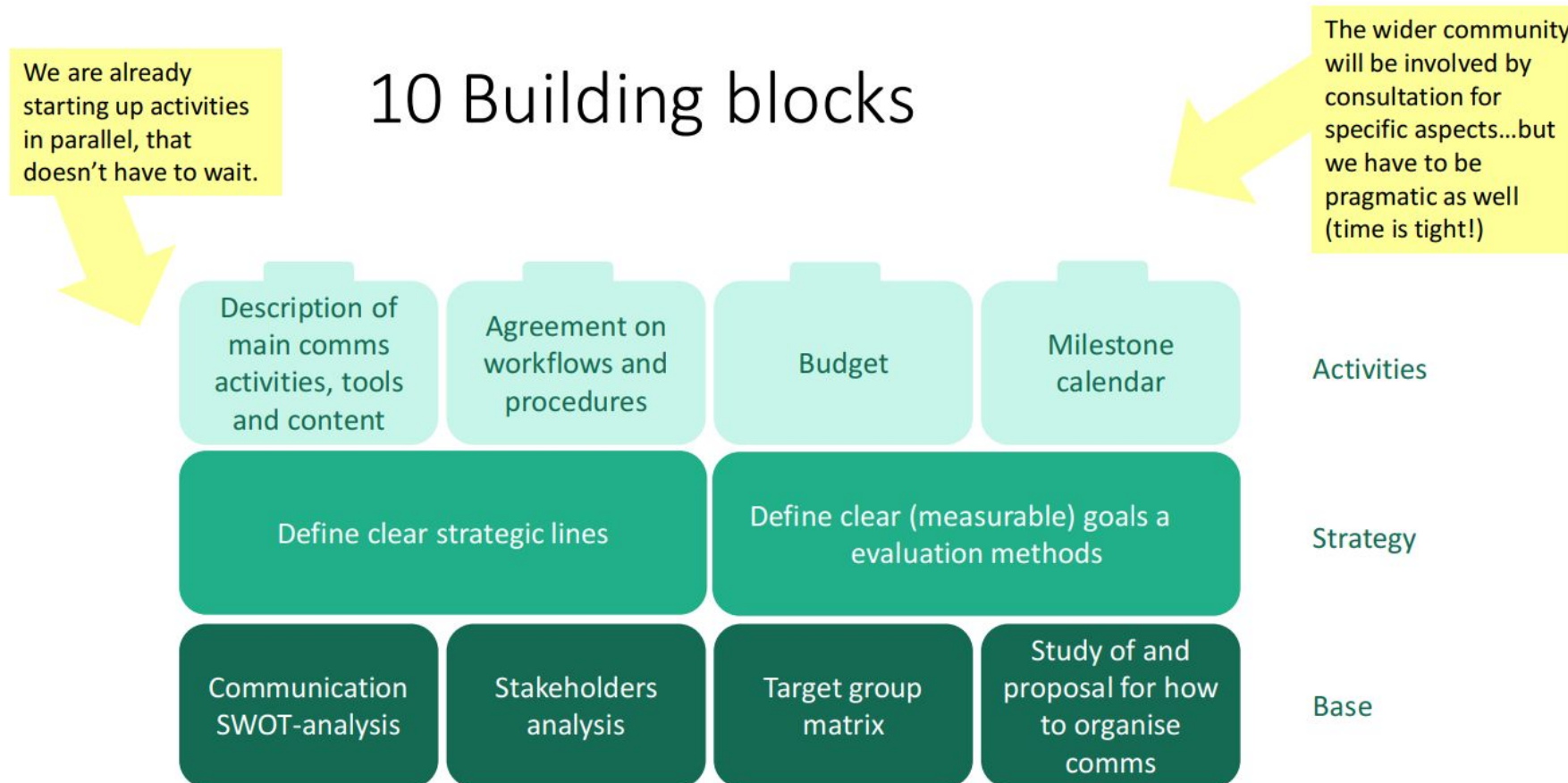
- The ET new supranational **visual identity**.
- **Graphic designer - Cristina Chiappini. Contract with UW has been signed.**
- Briefing for the designer (results of brainstorming session with ET community + technical task)
- since 22/04 - several presentation from the Designer to the WP10 logo group and ETO, ETC and ET-PP Management
- 07/06 approval of one of the proposals by. the Management.
- **Consultations with ET community is coming: feedback from ETC and ETO members**
- 19/06 - graphic designer + web designer+WP10 meeting



Source: <https://cristinachiappini.com>

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

- ET Communication: **SWOT analysis, stakeholder analysis** are finalised.
- Definition of **clear strategic lines, goals, milestones, workflow** and evaluation processes - in progress.
- Risk of tiny delay. Mitigation: C&O officer - 0.75 FTE -> 1 FTE



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

- Solutions examined: B2DROP / Nextcloud developed at Barcelona; Supercomputing Centre (BSC); ET Technical Document System (**ET TDS**) hosted at EGO (**recommended by D10.4**);
- Meetings with **CERN/ATLAS and EGO representatives**.

TO DO:

- create initial structure (file types; list of tags); implement structure; help develop ticketing, comments, chat.
- Collaborate with InfraDev WP8.

D10.5 ECR Training program (44M)

- Development of a (super-national) Mentorship and training program for ET Early Career Researchers (2025-2026) - in progress
- I. A "manifesto" for the mentorship and training programme (MTP) was identified
 1. Screening - collect good practice and experience of ECR MTPs already existing in advanced projects and RIs
 2. Scoping - elaborate the scope of skills and knowledge ECRs should acquire for the benefit of the ET and GW community
 3. Assessment - capabilities and willingness of institutions to host MTP
- II. Form a "Mentorship and Training Council"
- III. Develop and implement a plan for enlisting mentors and mentees

Given ET horizon - preparing the inflow of future students and ECRs by educating teachers; A series of Lesson Plans have been created

COOPERATION WITH OTHER WP7

- Goal: presentation of ET during the BSBF (ET booth)
- Working group for WP7/WP10 cooperation has established
- Weekly meetings
- Scope of work: help with **exhibits, video materials, brochure (WP7 presentation)**

[Big Science Business Forum](#) is a business oriented congress, focused on high technology and innovation with the aim to be the main meeting point between Research Infrastructures and industry in Europe. In 2024 Italy will host the third edition of the event in the city of Trieste, after the success of the previous editions in Copenhagen and Granada, where more than 1.000 delegates from more than 500 organisations and 30 countries gathered together to discuss the future prospects of the Big Science Market.

The graphic is a promotional poster for the Big Science Business Forum 2024. It features a large circular image of the Trieste waterfront with a blue sky and white clouds. To the left of the circle, the text reads "Big Science Business Forum 2024" in black and blue, followed by "TRIESTE 1-4 OCTOBER 2024" in blue. Below the circular image, there is a smaller rectangular image of a booth with a white desk and chairs, set against a background of a space-themed mural. A red 'X' is drawn over the booth image. The overall design includes several decorative circles and a grid pattern in the bottom right corner.

10th May 2024: presentation during plenary session

Dorota Rosinska, Yuliya Hoika, Vincenzo Napolano

- WP10 in ET communication structure,
- Results of brainstorming session
- WP10 activities during the 14th ET Symposium



Thank you!

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et_comm@astrouw.edu.pl

EXTRA SLIDES

Initiate strategic media and communications plan

- regular meetings
WP10 monthly (Mondays, 9 am)
WP10 subgroups weekly, bi-weekly, monthly
- meetings with ETO and ETC management;
- workshops;
- presentations at meetings and symposia;
- visiting education centers;
- collecting text, photos, interviews and video materials
- **FB:** We repurpose ([@EinsteinTelescope](#)) into general project profiles, both for ETO and ET Collaboration.
- Regular posting about main community events and some scientific activities.



ET-PP 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

Ongoing activities

Activity	By whom/what context	Status
ET-PP Work Package 10	Coordinated by Dorota Rosinska and Vincenzo Napolano	In progress, Initiate media and communication plan delivered
Logo + visual identity	ET-PP WP10, Deliverable 2 (Vincenzo Napolano, Yuliya Hoika and others)	In progress, due August 2024
Kickstarting website + social media	ET-PP WP10, Deliverable 2 (Vincenzo Napolano, Yuliya Hoika and others)	In progress, due August 2024
Repository for outreach materials	ET-PP WP10, Deliverable 4 (Isa Cordero, Liva Conti, Sascha Rieger and others)	In progress, due August 2025
Strategic media and communication plan	ET-PP WP10, Deliverable 3 (Martine Oudenhoven, Susanne Milde and others)	In progress, due August 2024
Early career researcher mentorship and training programme	ET-PP, Deliverable 5 (Marek Biesiada, Gideon Koekoek and others)	Starting up, due June 2025
10 reasons to build ET	Side project (Pep Freixanet and others)	In progress
Local/regional/national comms potential sites (own branding and tools, lot of dialogue)	Sardegna: Matteo Serra EMR: team Henk Schroen	Ongoing
Internal communication	Part ET-PP different work packages (WP8?), ETO? > to be clarified	To be clarified

D10.3 Communication Strategy (24M)

- ET Communication: **SWOT analysis, stakeholder analysis** are finalised.
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- 2-3 month delays are foreseen (mitigation: C&O officer - 0.75 FTE -> 1 FTE)

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VISUAL IDENTITY: BRAINSTORMING

ET logo: a journey of discovery

5

open
questions

~1500

answers

~150

participants
(in person and
remotely)

2 editions: 16.11.2023 (ET annual meeting);
19.12.2023 (zoom)

Goals: brief for the designer; community
engagement; integration

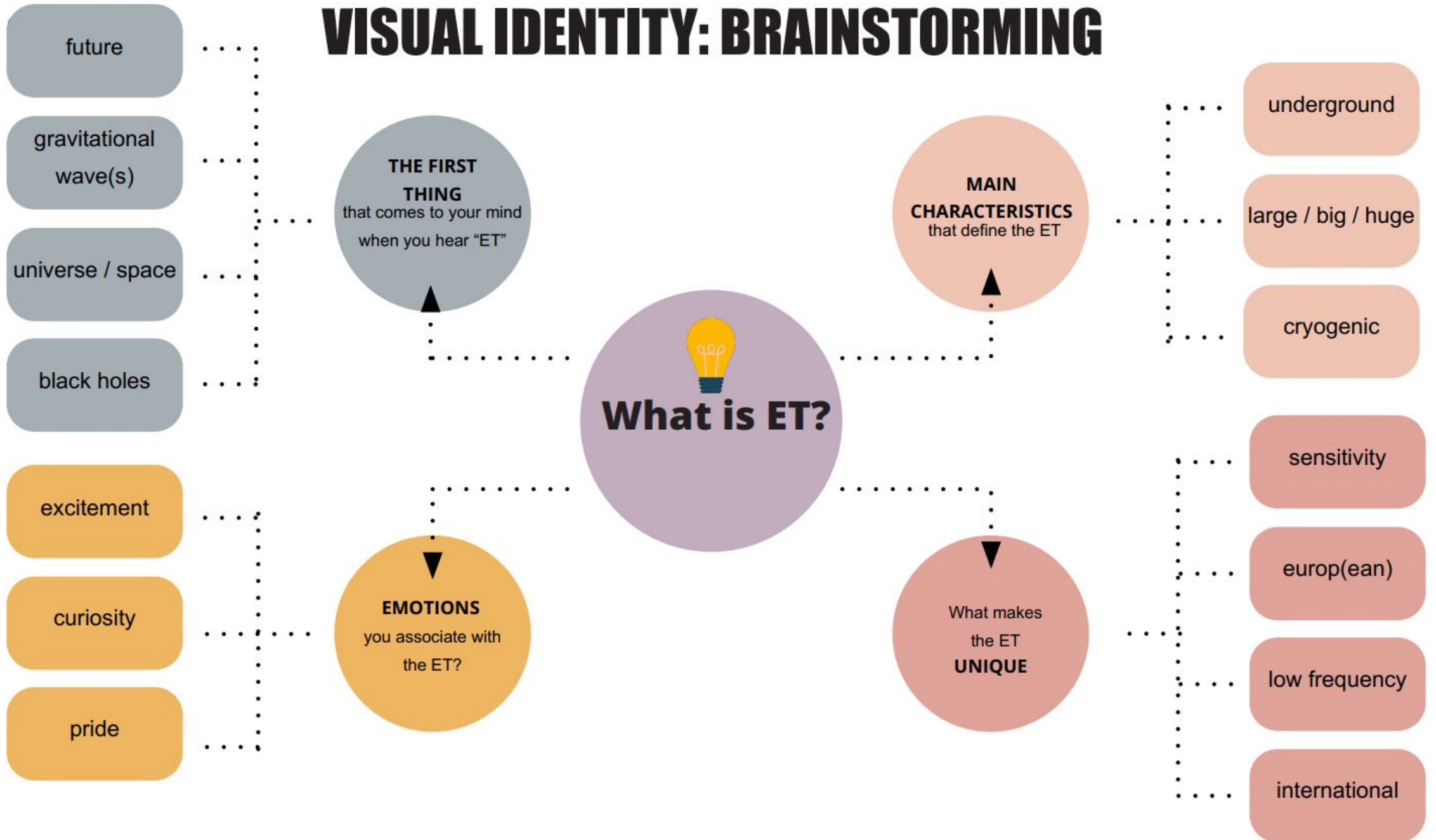
Tool: Mentimeter

Results:

Community integration: ETO and ETC
representatives were engaged; very positive vibes!
A lot of good feedback from people :) Valuable
insights for the designer



VISUAL IDENTITY: BRAINSTORMING



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