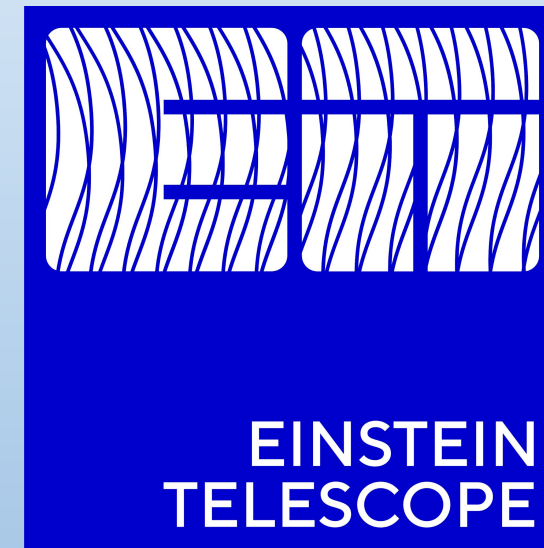




Horizon Europe:  
Coordination and Support Actions



# ET-PP WP10: Education, Outreach and Citizen Engagement 2<sup>nd</sup> review meeting (RP2)

15/05/2025

Grant agreement: N° 101079696

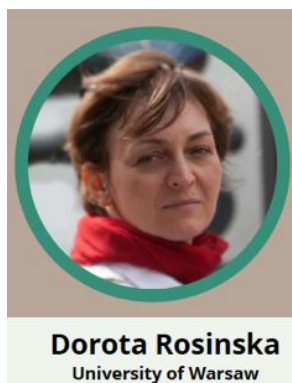
# WP 10: Introduction and objectives

Duration: M1-M48 WPL: University of Warsaw

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

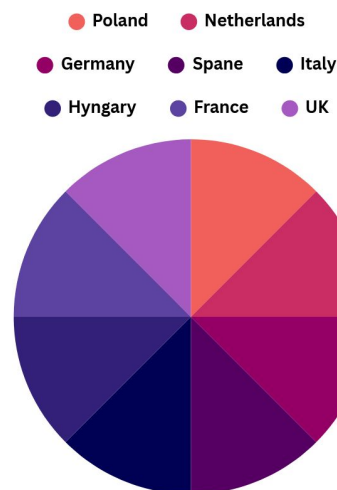
**Objective for RP2:** To create a **strategic basis** for communication with all stakeholders, as well as launch communication channels and tools.

## Coordinators:



## Participants:

- Institutions: UW, EGO, IFAE, Nikhef, Wigner, UCAR, UKRI, UGLA, AEI, INFN, NCBJ, LMA, Valencia University
- Researchers and Communication experts gathered in 4 working groups + all-hands group
- Representatives of ETO and ETC



# 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).

# WP 10: Deliverables and milestones

## RP1

### D10.1 (University of Warsaw)

Initiate strategic media and communications plan (report)

### M10.1 (University of Warsaw)

Appointing comm/outreach officer



## RP2:

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

(V.Napolano, Y. Hoika, S.Rieger, C.North, G. Rossy, M. Jakubiak, D. Rosinska, S. Milde)

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

(M.Oudenhoven, S.Milde, Y.Hoika, V.Napolano, J.Freixanet, A.Varaschin)

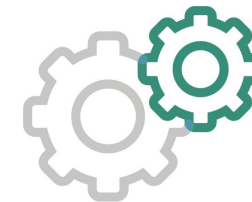
**M21 (EGO) 24M:** ET Consortium website and social media launched

## NEXT:

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

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

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



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

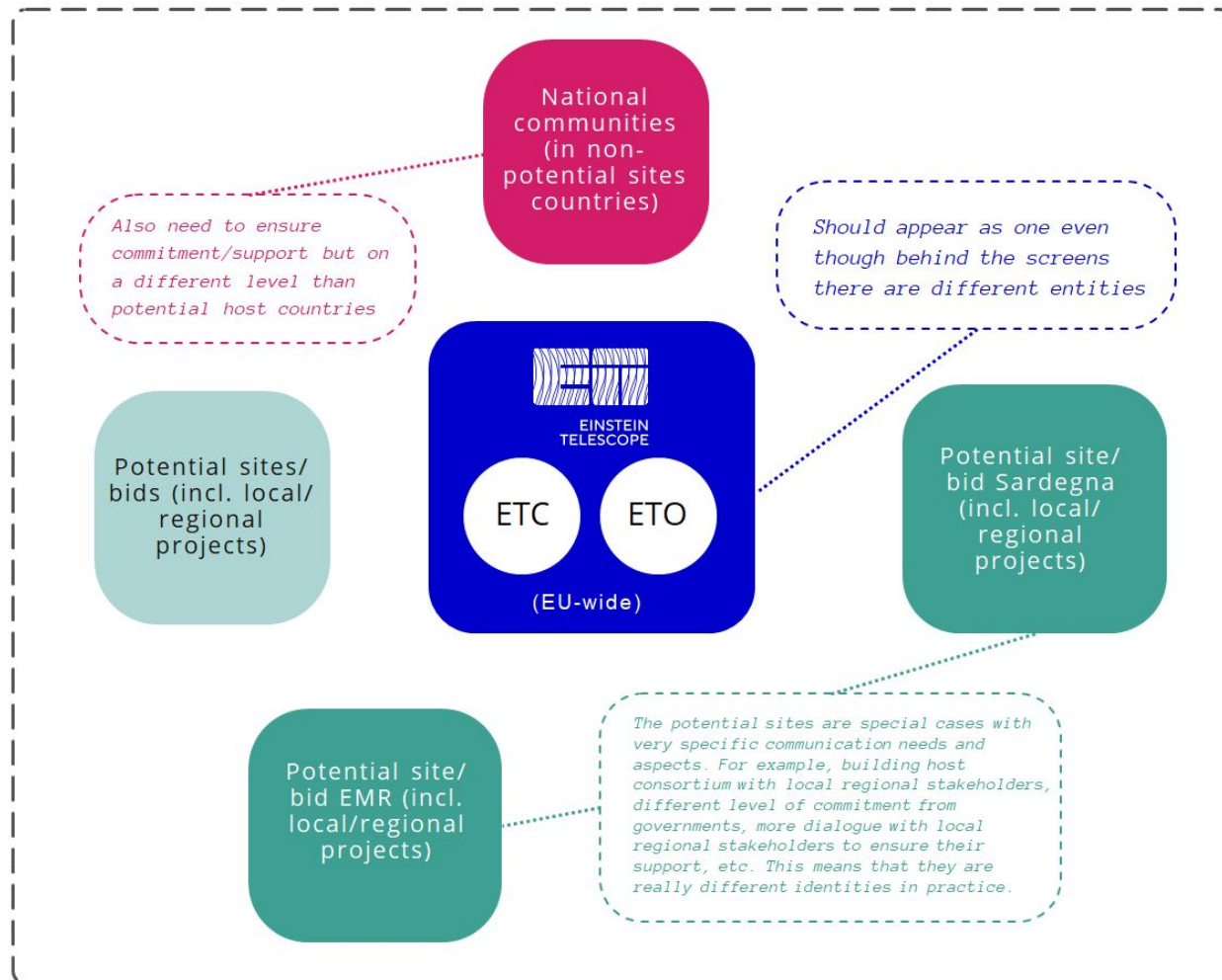
## D10.2: Launch consortium website and social media accounts

We started from creating a new supranational **visual identity**.

### The ET communication landscape

Source: ET Strategic Media and Communication Plan (2024)

**Figure 1:** The Einstein Telescope communication landscape, showing the main entities/identities communicating on behalf of the Einstein Telescope. These entities, while distinct with different main tasks and relationships with stakeholders and target audiences, must ensure their communication efforts are properly aligned. Although having different entities isn't necessarily problematic, it is important that all entities position themselves appropriately and avoid conflicting messages.







## D10.2: Launch consortium website and social media accounts

### Visual identity

#### STEP 5. Implementation

- New Visual Identity was officially presented at the 3rd ET Annual Meeting in Warsaw (Nov. 2024)
- Integrated on the new webpage and social media
- Templates of presentations, business cards, letters, etc.
- Printing materials for the following events:
  - Big Science Business Forum (Trieste, 1-4 Oct 2024) - WP7 & WP10
  - The 3rd ET Annual Meeting (Warsaw, 12-15 Nov 2024)





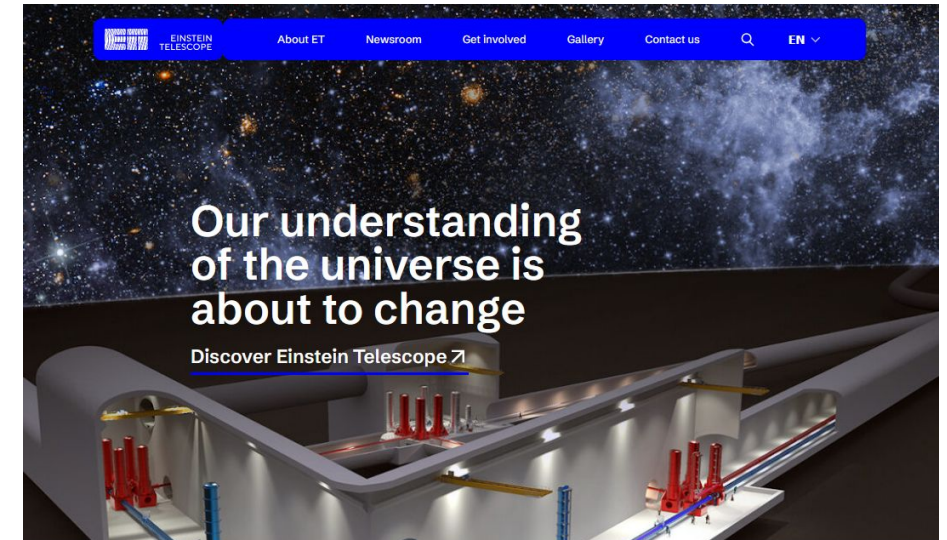
## D10.2: Launch consortium website and social media accounts

### Web page

- Web developer selected through a competitive process (UW)
- Working group established within WP10 to collaborate with the web developer.
- October 2024: Website launched in test mode.
- Content reviewed by WP10 members (completed mid-February 2025).
- Dedicated review panel appointed by ET-PP Coordinator Mario Martinez, including ETO and ETC members and comm. specialists.

**Live from 11 April 2025: <https://einsteintelelescope.eu>**

- Highlights the collective efforts of the ET community, including the ETO and the ETC.
- Provides updates and news related to both entities, offering neutral coverage of developments at potential host locations and ensuring balanced representation until the site decision is made.



#### Newsroom



News  
Events  
Press review



20 MARCH 2025

The ET Blue Book has been published



18 MARCH 2025

Croatia joins the Einstein Telescope



11 FEBRUARY 2025

Happy International Day of Women and Girls in Science!

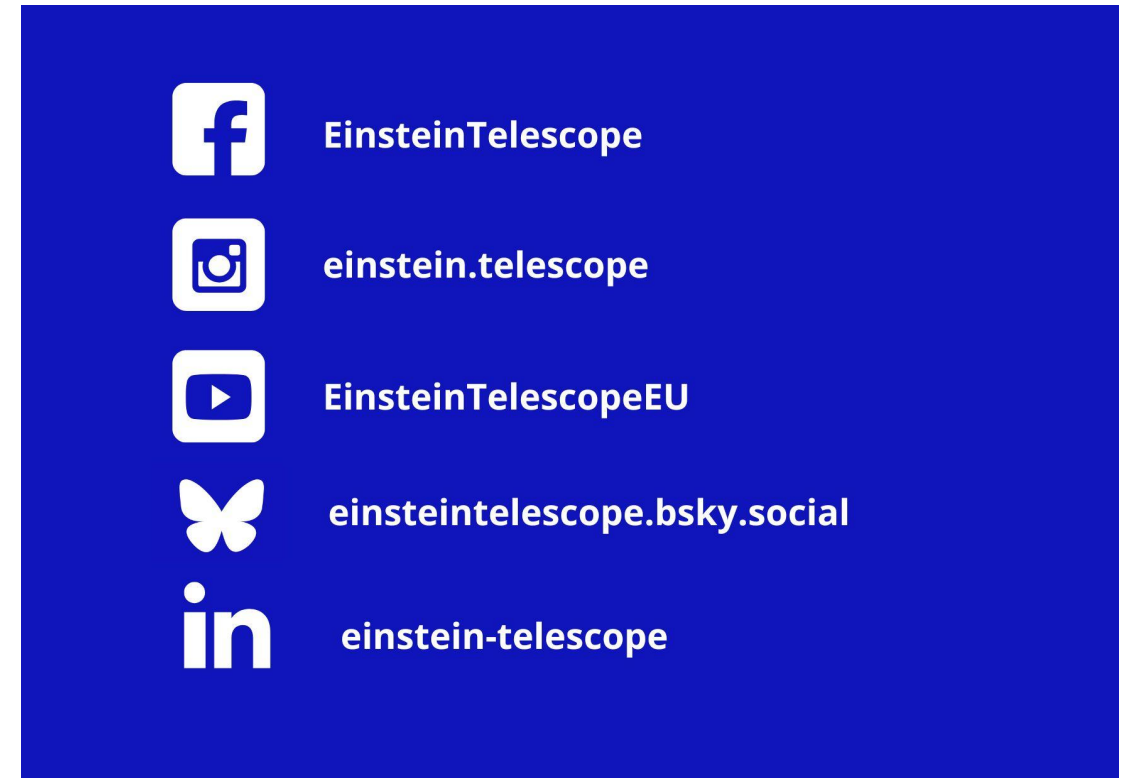
## D10.2: Launch consortium website and social media accounts

### Social media

- **Facebook** (created in in Dec. 2017, managed by the WP10 team since Sept 2023): >2000 followers; purpose: *community building*, *news* showcasing the progress, people of ET, sharing partners' content, popular knowledge about ET
- **LinkedIn** (managed by WP10 team from March 2025): ~600 followers; purpose: to establish an *employer* profile for ET; *professional community* building, connections with *industry*, attracting collaborations and financial support

#### Recently created by the WP10 team:

- **YouTube** (Sept. 2024); purpose: to inform and educate through *video content*
- **Instagram** (Dec. 2024); purpose: to build a community (in particular - *ECR*), attract collaborations, inspire and engage
- **BlueSky** (Jan 2025): *info hub* for ET community by *sharing timely* project updates, research insights

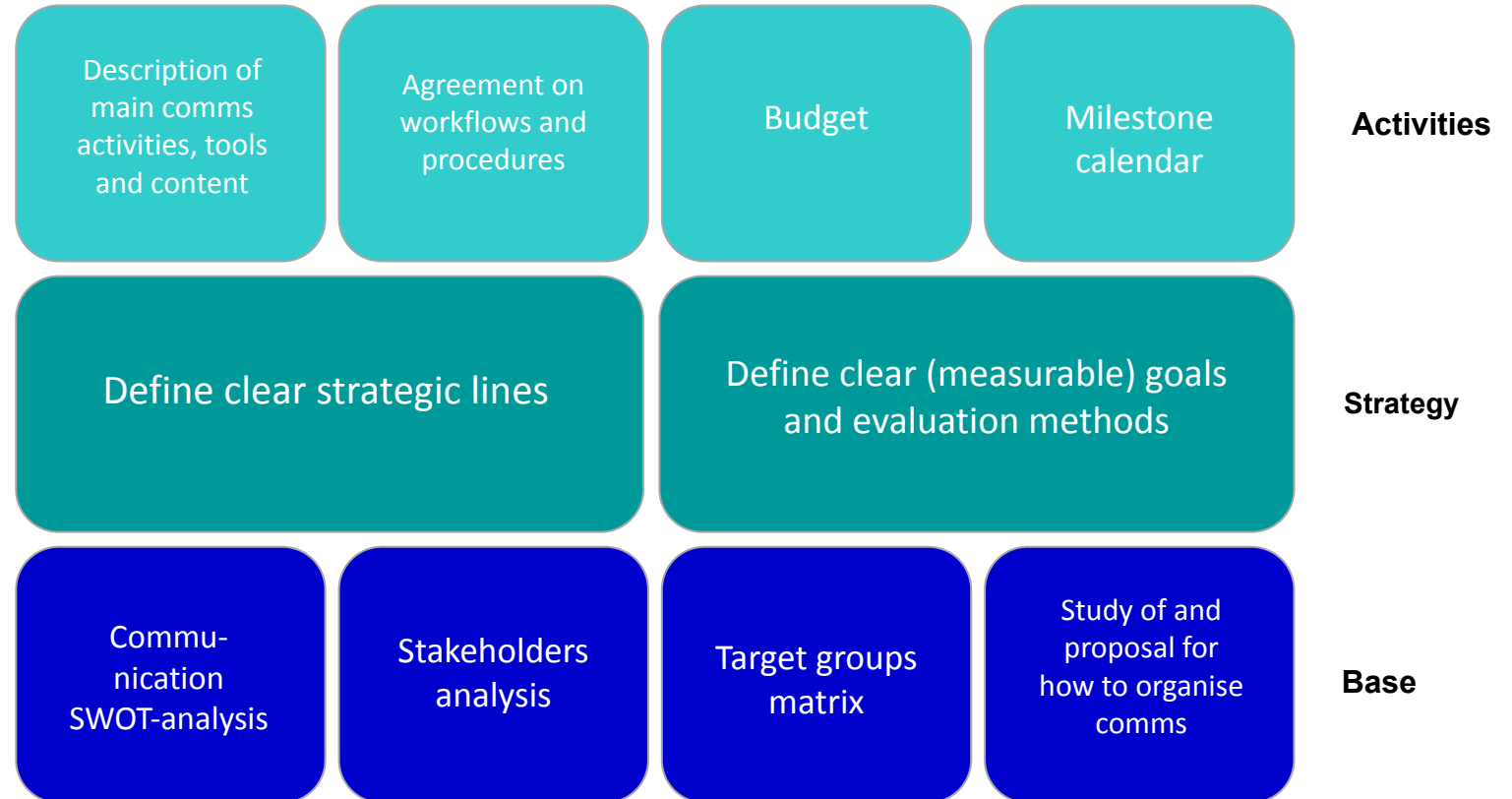


D10.3: Formulate strategic media and  
communications plan  
(Nikhef)

## D10.3: Formulate strategic media and communications plan

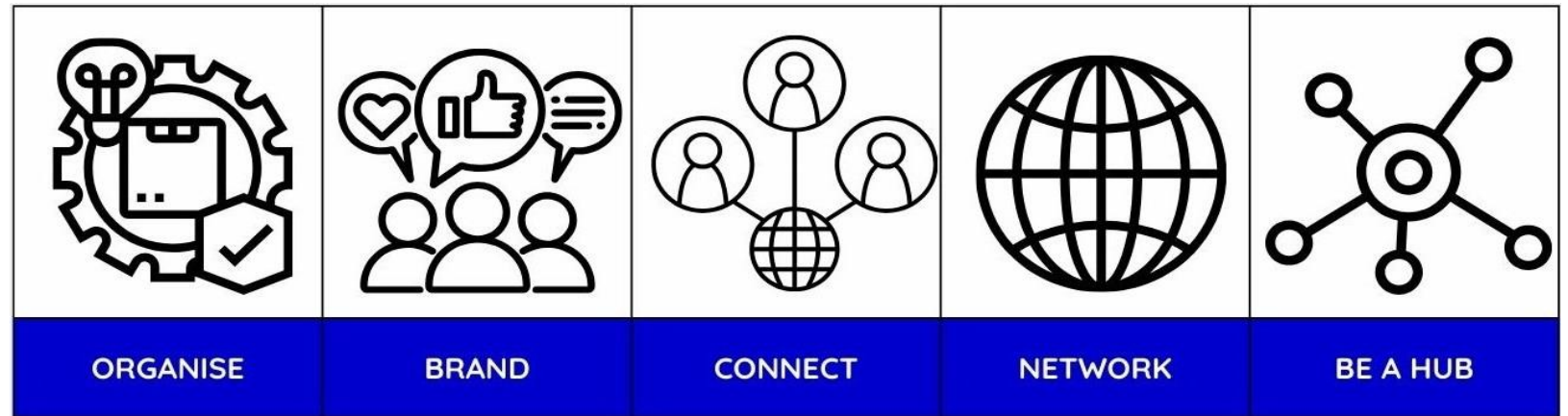
- Follow-up on ‘Initiate Strategic Media and Communication Plan’ (**D10.1**) - more robust strategic foundation.
- Focused on **supranational** communication.
- Consists of **10 modules, 3 layers**.
- Short-term (ET-PP), medium-term (till site decision) and long-term (after site decision) perspectives.

### 10 Building blocks of ET SMCP



## D10.3: Formulate strategic media and communications plan

A comprehensive **55-pages** document has been submitted in Oct 2024 and **now guiding stakeholder communications** across the project based on **5 strategic pillars**.





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

Risk Number	Description of Risk	WP	Proposed risk-mitigation measures	Did your risk materialise? Yes / No	Did you apply risk mitigation measures? Yes / No	Comments <i>(insert comment if needed; mandatory if the risk mitigation measures have not been applied)</i>
13	Delay in design of Consortium website. (i) M; (ii) M.	10	Use a simpler template to ensure a minimal website can be launched.	YES	YES	<ul style="list-style-type: none"> <li>• Social media activities were intensified to maintain visibility and stakeholder engagement during the delay.</li> <li>• New social media profiles were launched across additional platforms.</li> </ul>

# WP 10: Contribution from each partner

INSTITUTION		PM as per Annex I	PM in the RP2	PM in the RP1
IFAE	CONTRIBUTIVES	3	1,13	0,75
	REQUESTED EC	0	0	0
UW	CONTRIBUTIVES	20	11,13	2,76
	REQUESTED EC	24	14	0,6
Nikhef	CONTRIBUTIVES	10	6,91	1,47
	REQUESTED EC	0		0
EGO	CONTRIBUTIVES	28,4	1,9*	2,1
	REQUESTED EC	0	1,14	0,3
INFN	CONTRIBUTIVES	5	0.68*	0
	REQUESTED EC	0		0
UCAR	CONTRIBUTIVES	4,8	1.8	1,2
	REQUESTED EC	0		0
UGLA	CONTRIBUTIVES	4,8	1.8	1,2
	REQUESTED EC	0		0
Wigner RCP	CONTRIBUTIVES	6	3	1,5
	REQUESTED EC	0	0	0
Total Person Months	CONTRIBUTIVES	82	28,35	10,98
Total Person Months	REQUESTED EC	24	15,14	0,9
		106	43,49	11,88

Outlook and perspectives

# WP 10: Outlook and perspectives

## RP1

### D10.1 (University of Warsaw)

Initiate strategic media and communications plan (report)

### M10.1 (University of Warsaw)

Appointing comm/outreach officer

## RP2:

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## NEXT:

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

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

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



# WP 10: Outlook and perspectives

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

### MATERIALS

A dedicated working group has been established to systematically **create, collect, and organize** communication materials and multimedia resources related to ET (currently stored in a temporary repository - Google Drive).

By the end of RP2, the following resources have been developed and made available:

1. **Einstein Telescope visual identity:**
  - [BrandBook](#),
  - [graphics](#) and [logo files](#) (multiple formats),
  - Communication [templates](#) (presentations, documents, digital materials),
  - [mockups](#) for various promotional materials
2. **Social media and digital communications**
  - ET [Social Media Content Plan](#), coordinated via Asana





# WP 10: Outlook and perspectives

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

### MATERIALS

#### 3. Promotional multimedia content

- Official Einstein Telescope promotional [video](#) ([on YouTube](#))
- [Photo](#) albums capturing highlights from significant events
- [Video](#) recordings documenting key ET events and conferences



#### 4. Printed and digital promotional materials (WP7 & WP10)

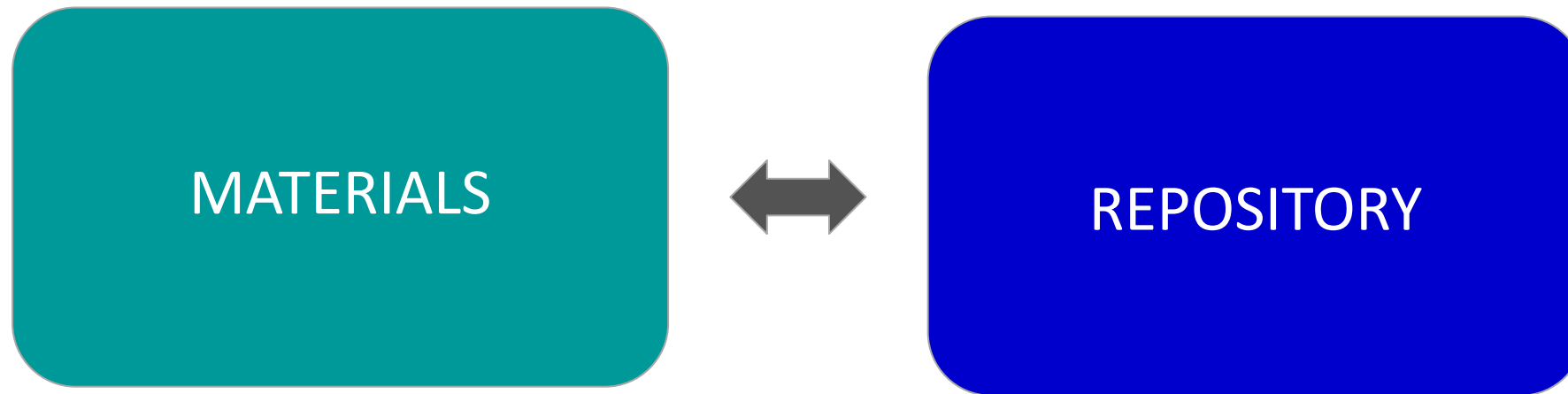
- [Brochure](#) highlighting ET technologies and innovations
- Design and implementation of the ET [exhibition booth](#) (debuted at the Big Science Business Forum event, October 2024, Trieste, Italy)

**PERSPECTIVE:** More materials will be created by the end of the project (infographics, collection of slides, printed materials, templates for press releases, media kit, etc.).



# WP 10: Outlook and perspectives

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



# WP 10: Outlook and perspectives

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

### REPOSITORY

Tech solution has been chosen and now is being configured: ET Technical Document System (**ET TDS**) hosted at EGO

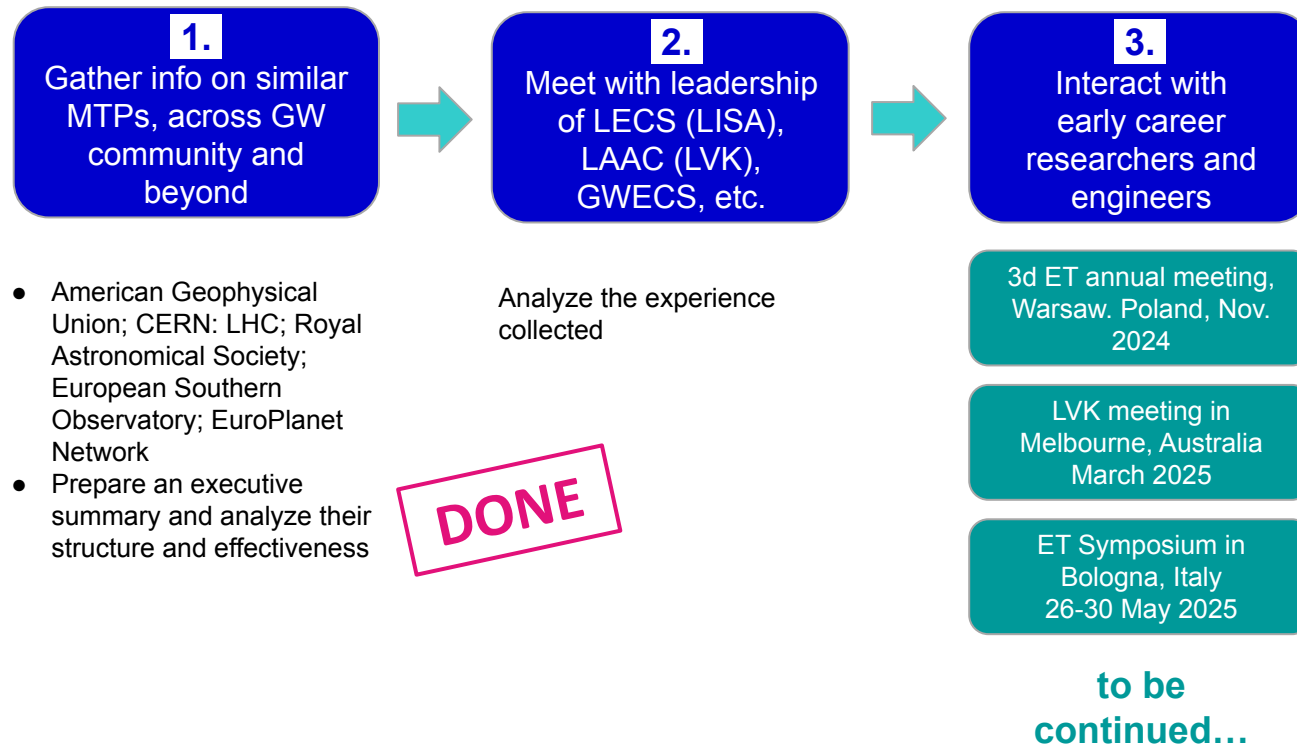
#### ESSENTIAL FEATURES:

- **simple access** and clear structure
- long-term (**sustainable**) solution (supported by EGO)
- **accessibility** for all ET = ETO, ET Collaboration & ET-PP
- different **access levels** to files e.g. Admin, WG, ET-wide, media
- uploads to preconfigured categories/subcategories (**=tags**) to form series; search by tags
- **meta-information** attached to all files
- shared **editing**, commenting & versioning of documents and multimedia files before publication
- including **alerts/ticketing** system
- **intuitive** user interface

**Backup** - B2DROP / Nextcloud developed at Barcelona Supercomputing Centre (BSC).

# WP 10: Outlook and perspectives

## D10.5 (UKRI) 44M: Launch ECR mentorship and training programme / M22 (UW) 44M: Mentorship and Training programme established



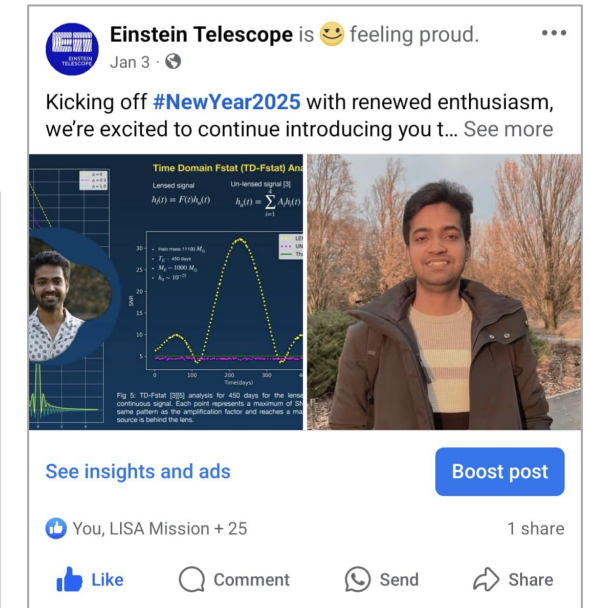
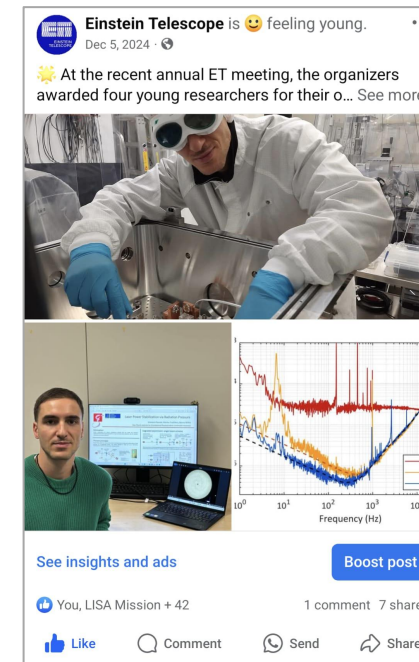
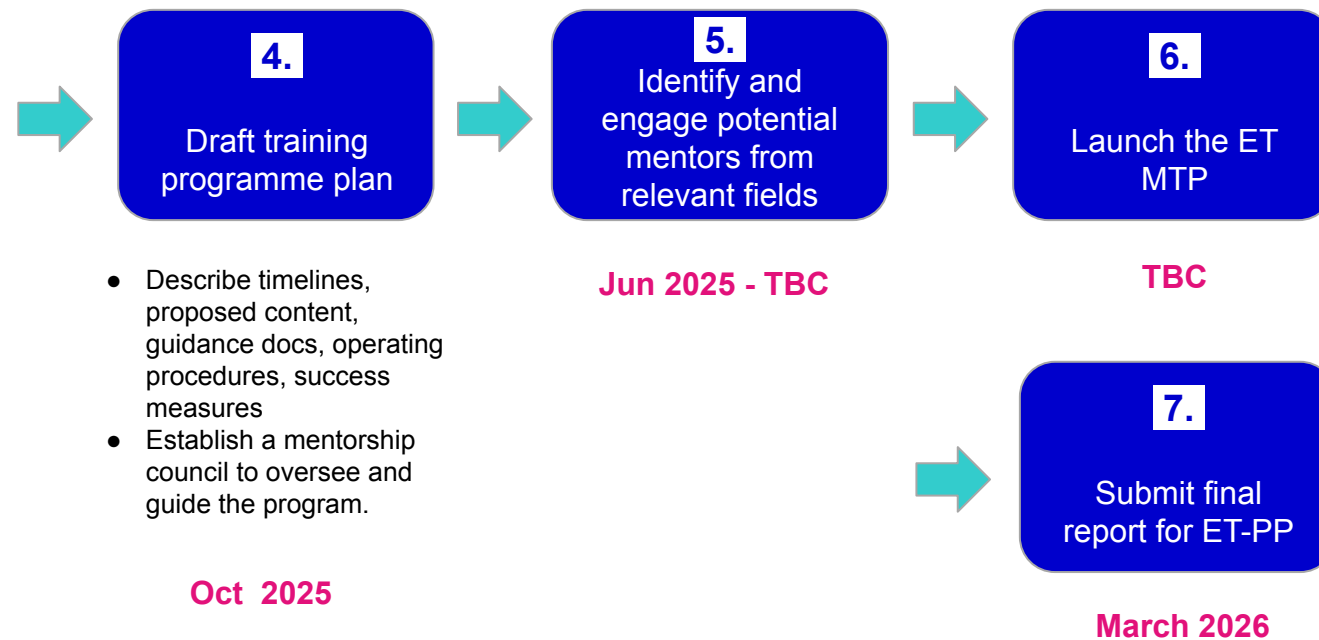
Martin Hendry with ECR, LVK meeting in Melbourne, March 2025

Dorota Rosinska with ECR - winners of the poster competition, 3d ET annual meeting in Warsaw, Nov. 2024



# WP 10: Outlook and perspectives

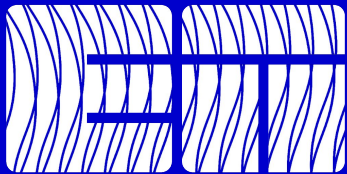
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**M22 (UW) 44M: Mentorship and Training programme established**



Early Career Researchers  
on ET social media



# Thank you!



EINSTEIN  
TELESCOPE

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ETO - Martine Oudenhoven

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ET-PP - Mario Martinez