Project: 101079696 — ET-PP — HORIZON-INFRA-2021-DEV-02

EINSTEIN TELESCOPE

SUMMARY of WP10 parallel session

Funded by the European Union

Horizon Europe: Coordination and Support Actions

WP10

Barcelona, 5-7/05/2026

WP10: Education, Outreach and Citizen Engagement

Lead Beneficiary: UW

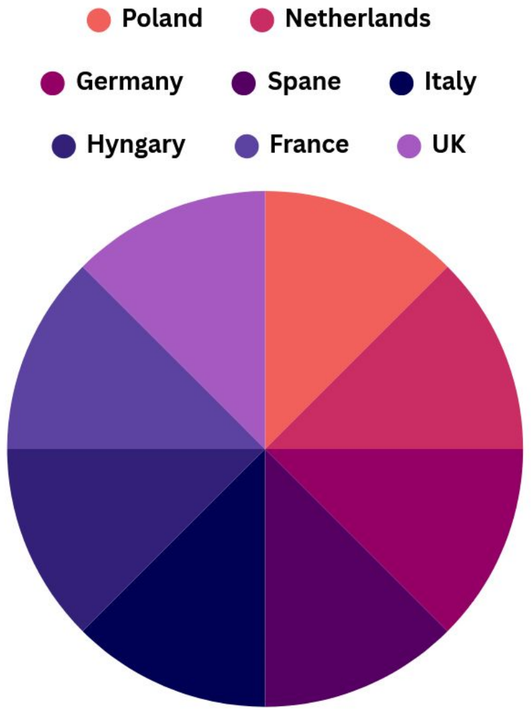
Contributors: INFN, IFAE, Nikhef, EGO, Wigner RCP, UCAR, UGLA,

Coordinators: Dorota Rosinska, Vincenzo Napolano

~40
people contribute

~20
institutions

1/7
meetings min. 1/week



WP10: Education, Outreach and Citizen Engagement

TASKS

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.
Task 10.3 Develop strategic plan for ET Consortium engagement with the scientific community, funding agencies, politicians and other key stakeholders.
Task 10.4 Develop and deliver a comprehensive, sustainable mentorship and training programme for ET Consortium early-career researchers.

Sept ‘22 - Aug ‘23:

D10.1 (University of Warsaw)
Initiate strategic media and communications plan (report)
M10.1 (University of Warsaw)
Appointing comm/outreach officer

Sept ‘23 - Feb ‘25:

D10.2 (EGO) 24M: Launch consortium website and social media accounts
D10.3 (Nikhef) 24M: Formulate strategic media and communications plan
M21 (EGO) 24M: ET Consortium website and social media launched

March ‘25 - Aug ‘26:

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

Previous reporting periods: deliverables and milestones summary

1st reporting period:

Planting the Seeds

- 1-12 months

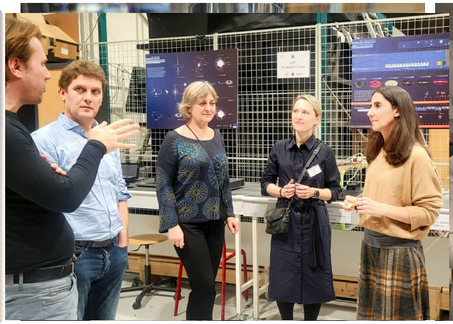
Sept ‘22 - Aug ‘23:

D10.1 (University of Warsaw)

Initiate strategic media and communications plan (report)

M10.1 (University of Warsaw)

Appointing comm/outreach officer

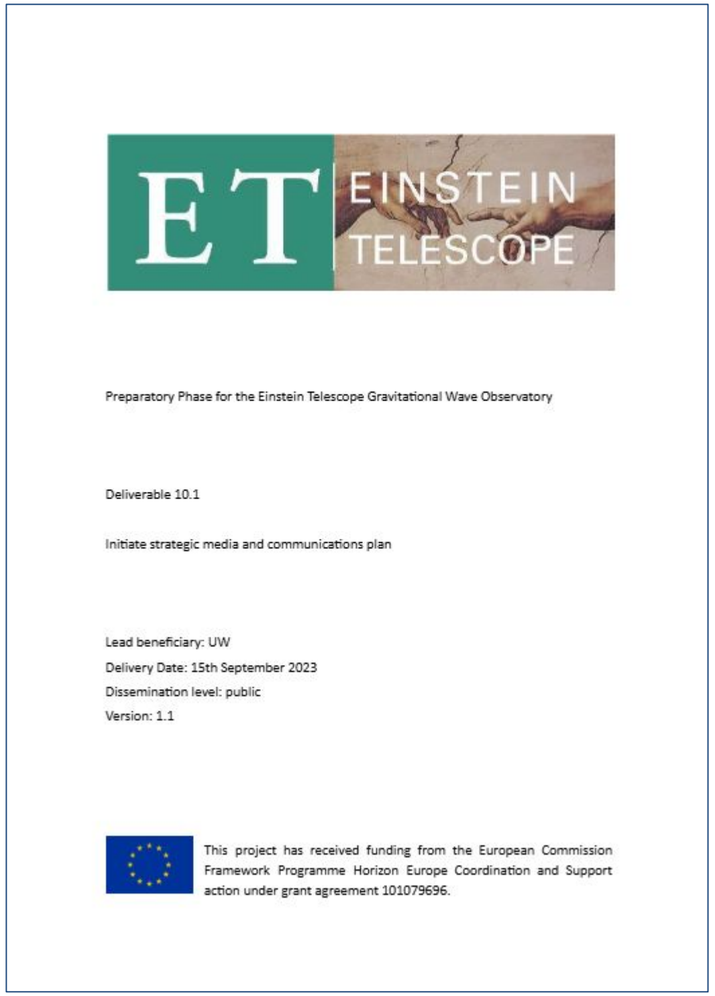





D10.1: Initiate strategic media and communications plan

- Sept 2023: Report on how we initiated WP10 group activities
  - preparatory actions, human resources
  - goals, target groups
  - initial action plan
  - key messages
  - comm tools
  - outreach materials

- Contributors: UW, UKRI, Nikhef, EGO, AEI


ET EINSTEIN TELESCOPE

Preparatory Phase for the Einstein Telescope Gravitational Wave Observatory

Deliverable 10.1

Initiate strategic media and communications plan

Lead beneficiary: UW
Delivery Date: 15th September 2023
Dissemination level: public
Version: 1.1

This project has received funding from the European Commission Framework Programme Horizon Europe Coordination and Support action under grant agreement 101079696.

M10.1 Appointing comm/outreach officer

- Yuliya Hoika and Magda Jakubiak at UW

2d reporting period

Finding ET's Voice and Image

Building the Strategy

- 13-30 months

Sept '23 - Feb '25:

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

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

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

D10.2: Launch consortium website and social media accounts

Aug 2024 >> Feb 2025

- Visual identity
- Web page
- Social media

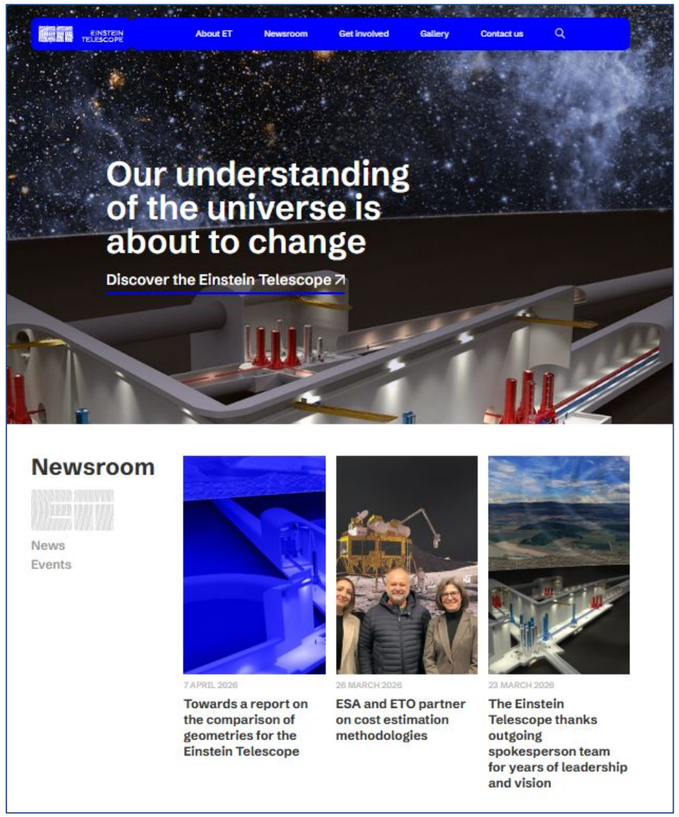
EinsteinTelescope

einstein.telescope

EinsteinTelescopeEU

einsteintelescope.bsky.social

einstein-telescope

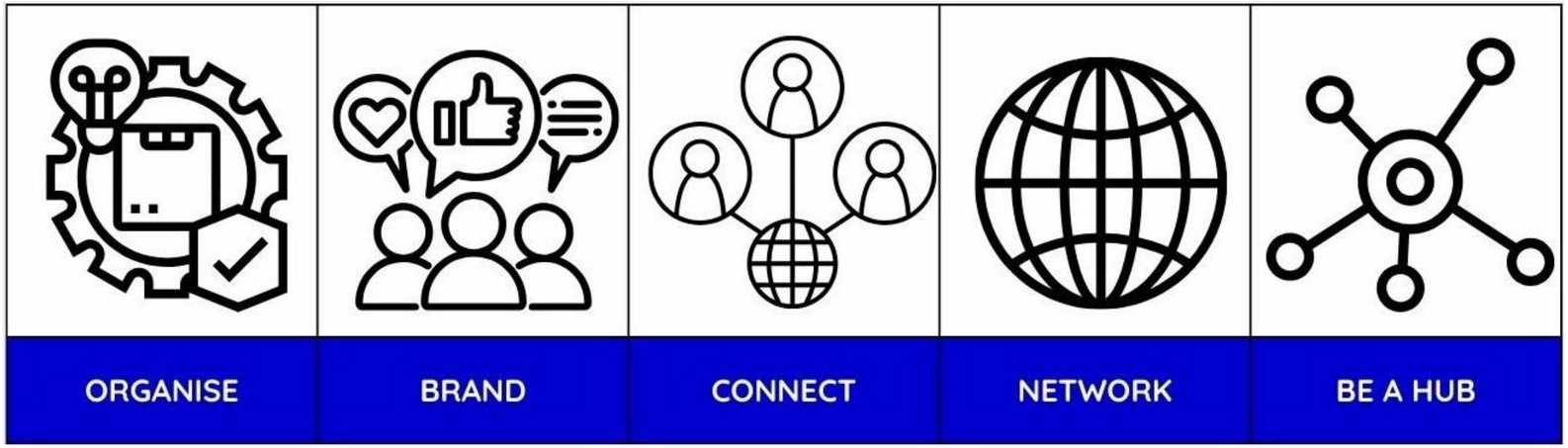


M21: ET Consortium website and social media launched

D10.3: Formulate Strategic Media and Communication Plan

v 1.0 Oct 2024 >> v 2.0 Feb 2025 >> v 3.0 Sept 2025

Module 11: Strategy in Practise; media overview for 2024-2025 (75 pages) + statistics from INFN



3d (current) reporting period: deliverables and milestones summary

3d reporting period:
Equipping the Community

- 31-48 months

March ‘25 - Aug ‘26 >> Nov ‘26

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

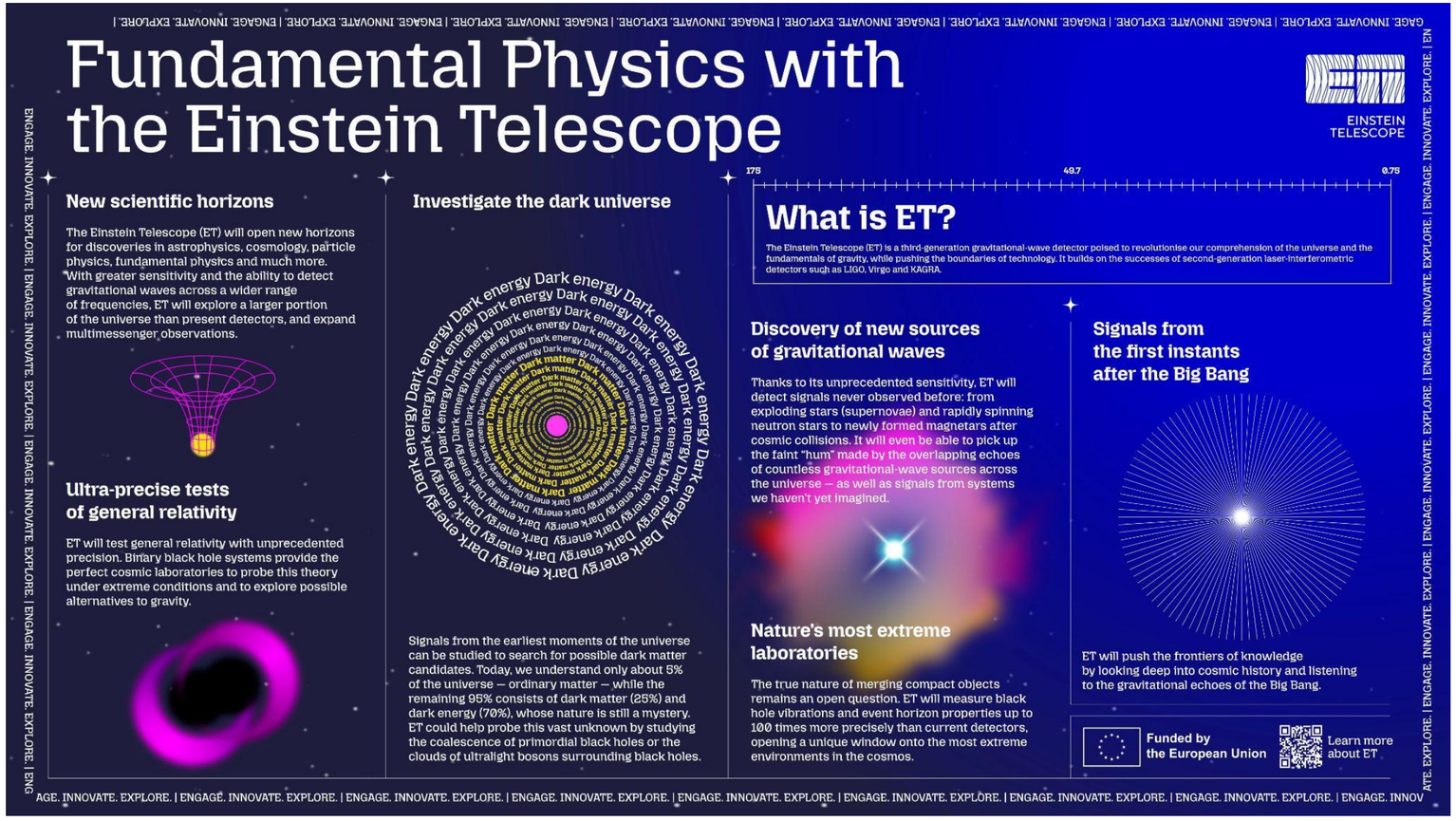
D10.4: Complete bank of graphics and multimedia resources

NEW

- **Infographics**

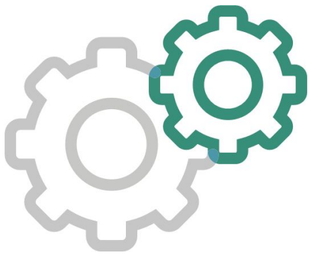
- cooperation with OSB members (conceptual/content input) and graphic designer
- will be **translated** into 8 languages

- Topics:
  - The Story of Gravitational Waves
  - Big Science, Big Business
  - Why ET Matters to Us All
  - Multimessenger Astronomy
  - Technologies of ET



D10.5: Launch ECR mentorship and training programme

MENTORSHIP: KEY STEPS COMPLETED



Screening

Collecting good practices and experience acquired in already existing ECR programmes

12 MTP have been analised, including: LAAC, ECSC, GWECS, LECS, Europlanet Early Careers network, Mentoring@CERN, Mentoring365 program etc.

Scoping

Surveys:

- LIGO-Virgo-KAGRA Collaboration meeting, Melbourne, March 2025
- ET Symposium, Bologna, May 2025
- Amaldi / GR Conference (pre-conference ECR workshop), Glasgow, July 2025

Piloting

Undertaking pilot mentorship and training activities within the ET community

- Application forms created on ET webpage
- Dedicated mail created in ET supranational domain mentorship@einsteintelescope.eu
- **Mentorship & Training Council** established (proto-Council including representatives from **ETC, ETO, ET-PP WP10**), including Early Career Support Committee (**ET ECSC**) and ETC **Communictation & Education** representatives

Pilot launched: **25 Feb 2026**
Deadline to submit applications: **16 March 2026**

DISCUSSION

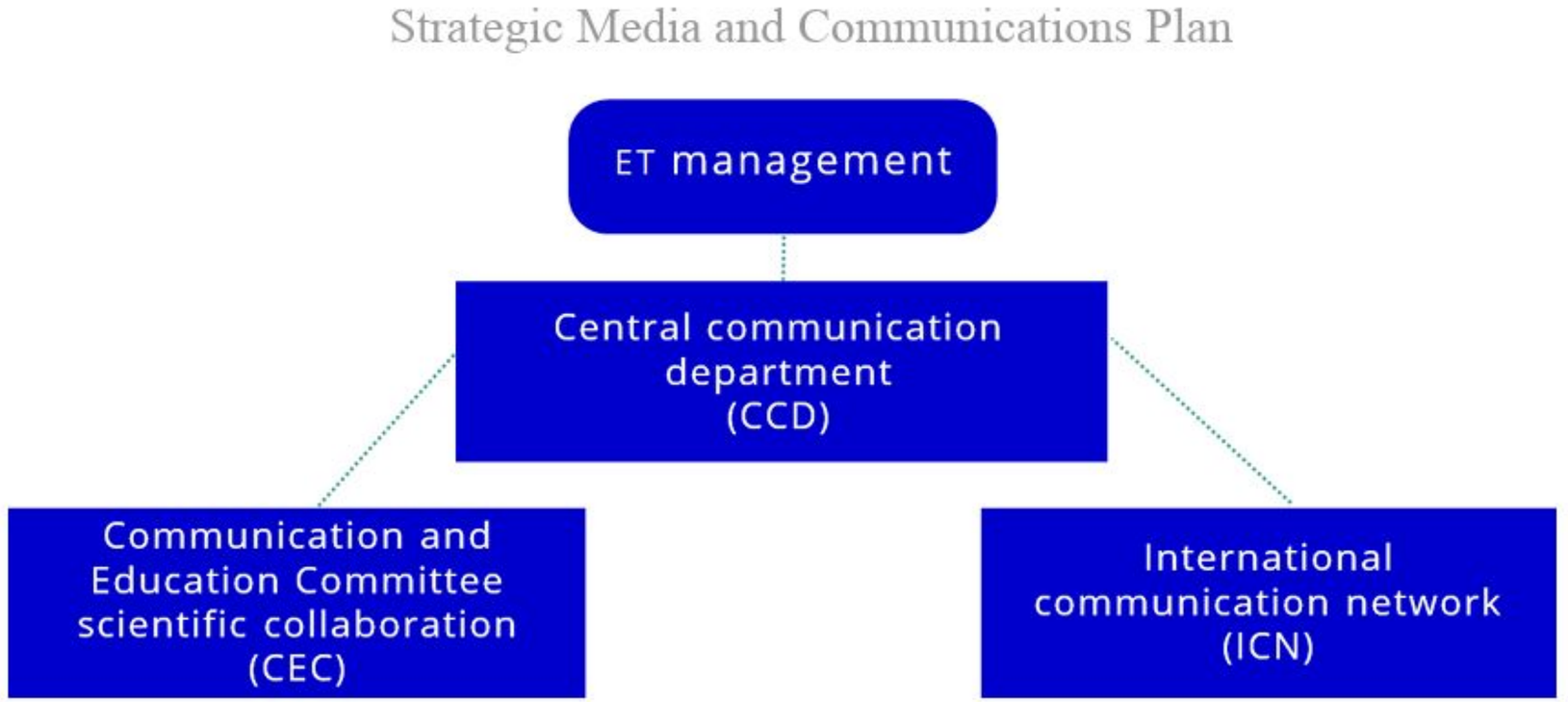


Figure 8: A proposal for the long term vision for organising communication with three main bodies[3].

DISCUSSION

Key points of the discussion

- **Strategy documents: Three crucial ‘levels’**
- **ETO Comm. Office has a clear and already established leadership and coordination role.**
- **How to keep involved Comm people of the other ‘ET stakeholders’?**
- **How to reinforce and increase the ETO capacity?**
- **How to establish a continuous flow of ideas proposal, contents from ETC to communication?**
- **The sense of ‘vacuum’ after ET-PP.**

Outcomes

- **Possibly establish a network of comm professionals of the different Institutions/Stakeholders (EPPCN/CERN model)**
- **A Reinforcement of the ETC Comm and Education Committee is needed.**
- **Timing issue: to wait for a more structured organisation capable to coordinate and lead?**
- **Timing issue: some outside events could require timing communication and coordinated reactions!**
- **Can we setup a light platform coordination among comm professional of the involved Institutions?**

Thank you!

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