

AIDA-2020-MS4

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Advanced European Infrastructures for Detectors at Accelerators

Milestone Report

Project Communication Plan

Szeberenyi, A. (CERN)

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Advanced European Infrastructures for Detectors at Accelerators
Horizon 2020 Research Infrastructures project AIDA-2020

MILESTONE REPORT

PROJECT COMMUNICATION PLAN

MILESTONE: MS4

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Abstract:

The document details the project communication plan and actions shared between CERN and DESY.

AIDA-2020 Consortium, 2015

For more information on AIDA-2020, its partners and contributors please see www.cern.ch/AIDA2020

The Advanced European Infrastructures for Detectors at Accelerators (AIDA-2020 project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654168. AIDA-2020 began in May 2015 and will run for 4 years.

Delivery Slip

	Name	Partner	Date
Authored by	A. Szeberenyi	CERN	20/05/2015
Edited by	A. Szeberenyi	CERN	17/06/2015
Reviewed by	L. Serin F. Sefkow	CNRS DESY	30/06/2015
Approved by	Scientific Coordinator		30/06/2015

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1. THE PROJECT

The AIDA-2020 project brings together the leading European infrastructures and institutes in detector development. In total, 24 countries and CERN are involved in this programme, which follows closely the priorities of the European Strategy for Particle Physics.

AIDA-2020 aims to advance detector technologies beyond current limits by offering well-equipped test beam and irradiation facilities for testing detector systems under its Transnational Access programme. Common software tools, micro-electronics and data acquisition systems are also provided. This shared high-quality infrastructure will ensure optimal use and coherent development, thus increasing knowledge exchange between European groups and maximising scientific progress. The project also exploits the innovation potential of detector research by engaging with European industry for large-scale production of detector systems and by developing applications outside of particle physics, e.g. for medical imaging.

AIDA-2020 will lead to enhanced coordination within the European detector community, leveraging EU and national resources. The project will explore novel detector technologies and will provide the ERA with world-class infrastructure for detector development, benefiting thousands of researchers participating in future particle physics projects, and contributing to maintaining Europe's leadership of the field.

2. COMMUNICATION OBJECTIVES

- Plan and implement project communication strategy
- Establish and integrate communication commitment into all WPs
- Ensure the flow of information within the project (internal)
- Report the results of the project to a wider audience (external)
- Create engagement materials for industry and public
- Establish links with new detector communities within and beyond HEP

3. COMMUNICATION PLAN

The communication plan below is a starting point and will evolve during the lifetime of the project.

3.1. TARGET AUDIENCES AND THEIR NEEDS

Target group	Type	Identified needs	How to reach them	Expected outcome
Project members (individuals)	Internal, scientific and administrative contacts	Project information, participants, contacts, events, results, deliverables, outreach materials	Website, mailing lists, annual and work package meetings, CERN bulletin, LC NewsLine	Enhanced connectedness, greater efficiency, heightened motivation

Related projects from other scientific communities	Scientific, non-detector community	Information on the project, contacts, events, papers, joint events	Dissemination channels of APPEC for astroparticle physics, NuPECC for Nuclear Physics, conferences, open events	Identifying common challenges, sharing knowledge, future collaboration
Industry	With R&D activities and/or products relevant for AIDA-2020	Papers, information on technologies being developed by the project	Targeted industry-academia events	Two-way knowledge exchange, technology transfer and secondments
Funding agencies	Responsible for detector and accelerator R&D programmes	Recommendations, information on state-of-the-art, future trends, summary of results	Newsletters, general public web-site, brochures	Confirmation that investment in public research is paying off; paving way for future projects
Public	Interested public, including school children and students	General information, how is HEP detector R&D relevant to daily life	New media tools (e.g. social media), brochures, videos, public talks	Societal impact of the project, knowledge that fundamental research can benefit everybody

3.2. TOOLS AND PRODUCTS

Products	Targets/channels				
	Project members	Related scientific communities (outside of the project, including phys students)	Industry	Funding agencies	Public
Website	x	x	x	x	x
Collaboration workspace	x				
Project mailing lists	x	x			
Newsletter	x	x	x		
Social media channels	x	x	x	x	x
Project events	x	x	x		
Project videos	x	x			
Educational material		x			x

3.3. BREAKDOWN OF PLAN/ACTIONS

Product	When	How	Responsible	Comment
Logo, presentation template	End of February	CERN designer	CERN	Done
website	Mid March	Done	CERN with help of DESY	It was launched for the kick off: cern.ch/aida2020
Newsletter	Reuse LC platform, then in Q4 or 2 nd year Q1 start own newsletter	Feature regular articles in LC newslines, on interactions, CERN bulletin, courier, then once the critical mass and stories (based on aida results) identified launch EU R&D detector newsletter	CERN and DESY	It is foreseen to be launched in 2016.
LHC experiments media channels	After the project started	To contact them and find ways to reach out to their communities with aida news	Coordinator and Deputy Coordinators	To reach out to LHC outreach coordinators
Social media	When triggered by article, newsletter, big AIDA-2020 event	To promote articles to LC newslines, LHC experiments, CERN, DESY and partners' website	DESY	Reuse existing channels. Before annual meeting (when registration opens)
Educational resources	In Y2/Y3	To start with collecting existing material, assess and explore what is not covered, survey teachers on their needs and create useful and needed resource	With the help of the communication working group, tbd	During the kick-off, volunteers have been identified from amongst the project participants which will form a working group to work on the related tasks. Resources might include animations.
TA videos	Ready for the 1st annual meeting	To be outsourced to INFN team	CERN with in-kind contribution from INFN	Cost estimates done for decision, it will be outsourced to INFN team
Industrial forums	Represent AIDA-2020 at industrial fairs		DESY	In collaboration with the other WP2 tasks.