



## XIV ET Symposium

*Communication is  
crucial...*



**Horizon Europe: Coordination  
and Support Actions**

# ET-PP WP 10 (2022-2026): Education, Outreach and Citizen Engagement -> kick starting communication and Outreach

*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.*

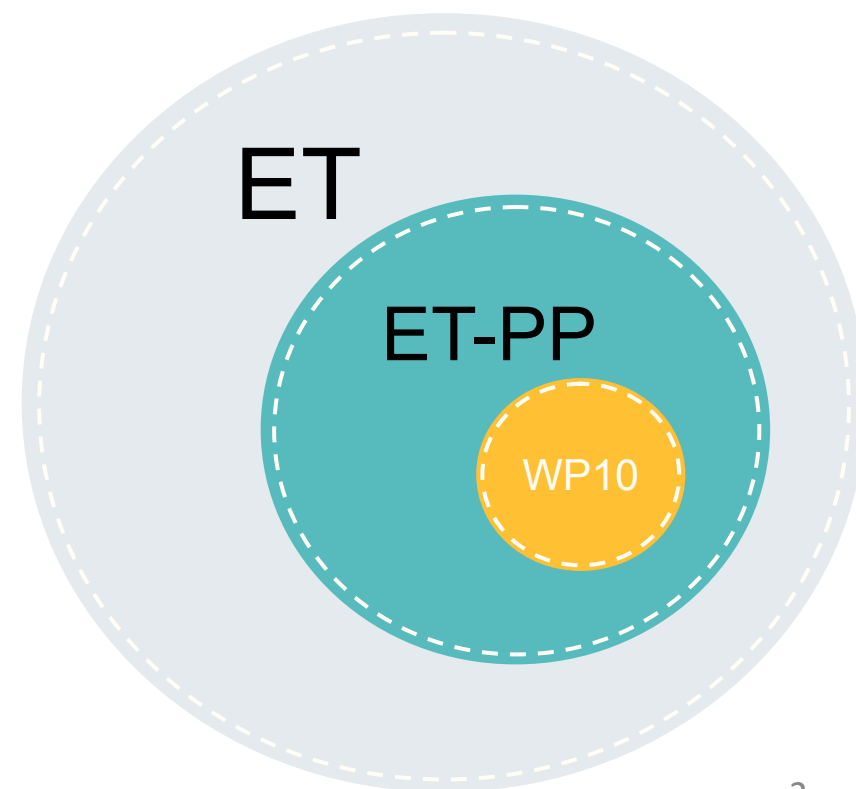
**Coordinators: Dorota Rosinska, Vincenzo Napolano**



**Dorota Rosinska**  
University of Warsaw



**Vincenzo Napolano**  
EGO, Italy





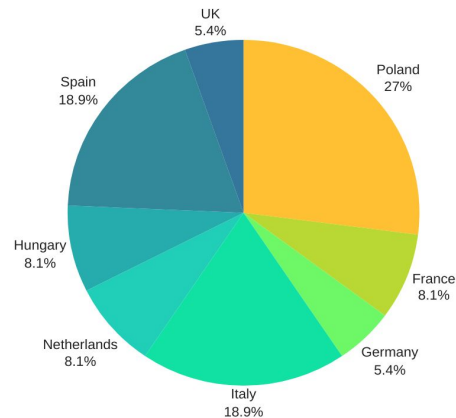
# ET-PP WP10: Deliverables 2022-2026

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

# Initiate strategic media and communications plan

## HIGHLIGHTS:

- WP10 team established;
  - leaders for deliverables assigned
  - M. Oudenhofen (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**



**1/7**  
We meet every week  
at least once

**37**  
people contribute

**~20**  
institutions

**4(5)**  
subgroups

**~100**  
person/month of total  
engagement

**WP10 team  
in numbers**



[WIKI ET](#)

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# 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

# 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.





# 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*





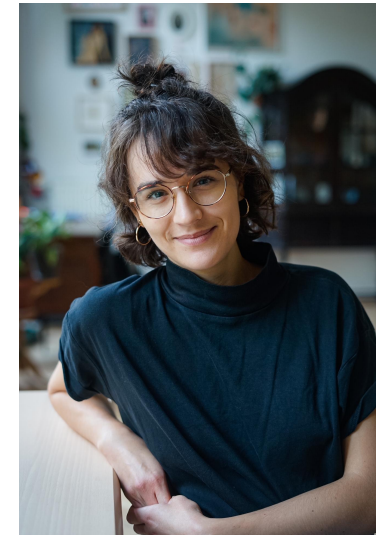
# ET-PP: Communication & Outreach officers since July 2023

- **Y. Hoika** was selected as the Communication Officer commenced employment at UW since **July 1, 2023**
- **M. Jakubiak** Communication Specialist (**UW and the Polish Ministry of Science funds -> 0.15 FTE**).

t



**Yuliya Hoika**



**Magda Jakubiak**



# 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

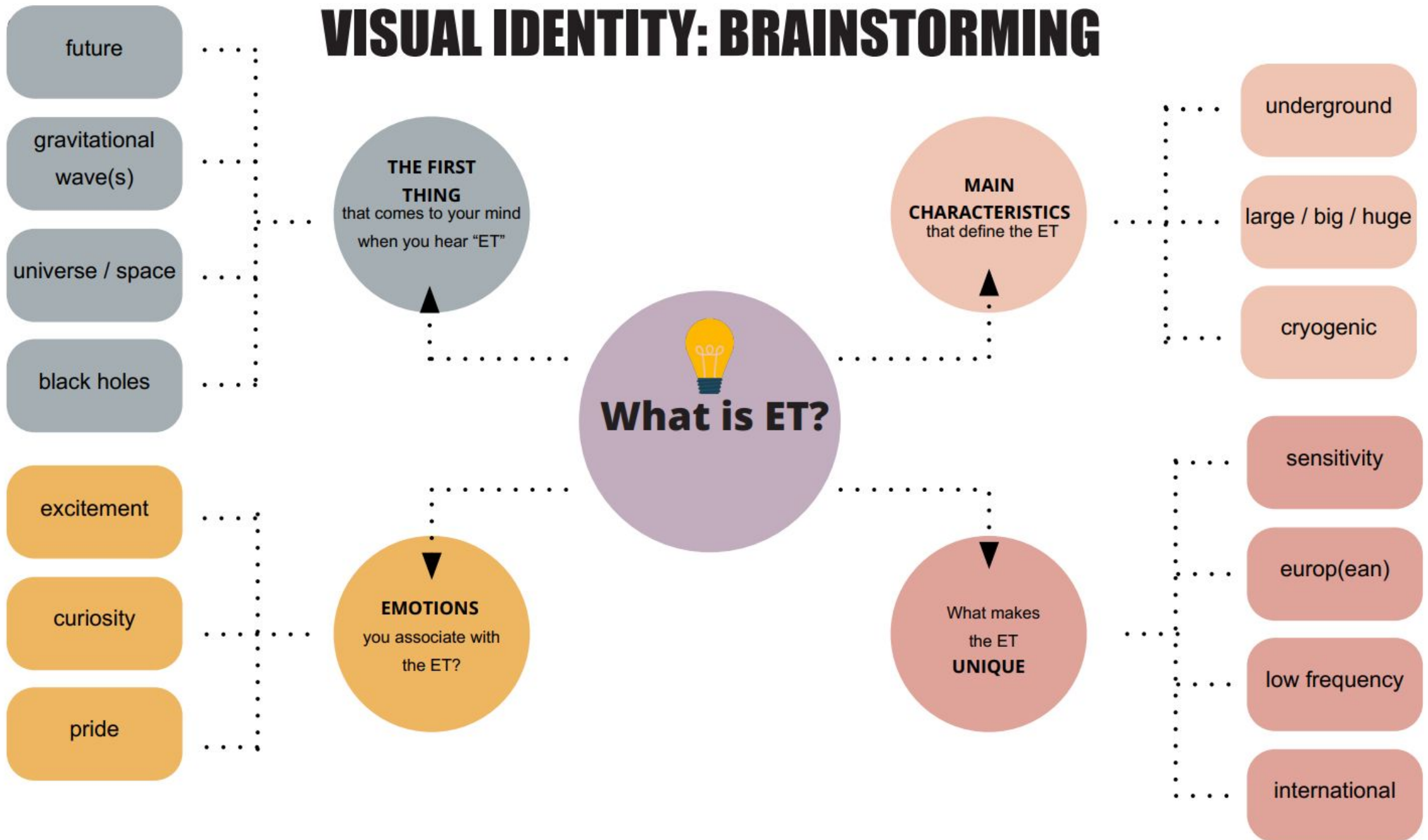
**Tool:** Mentimeter

**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





**THE FIRST THING** that comes to  
your mind

when you hear  
"Einstein  
Telescope"

20,5%

gravitational wave(s)

12%

universe

4%

black holes

8%

triangle

3%

discovery

4%

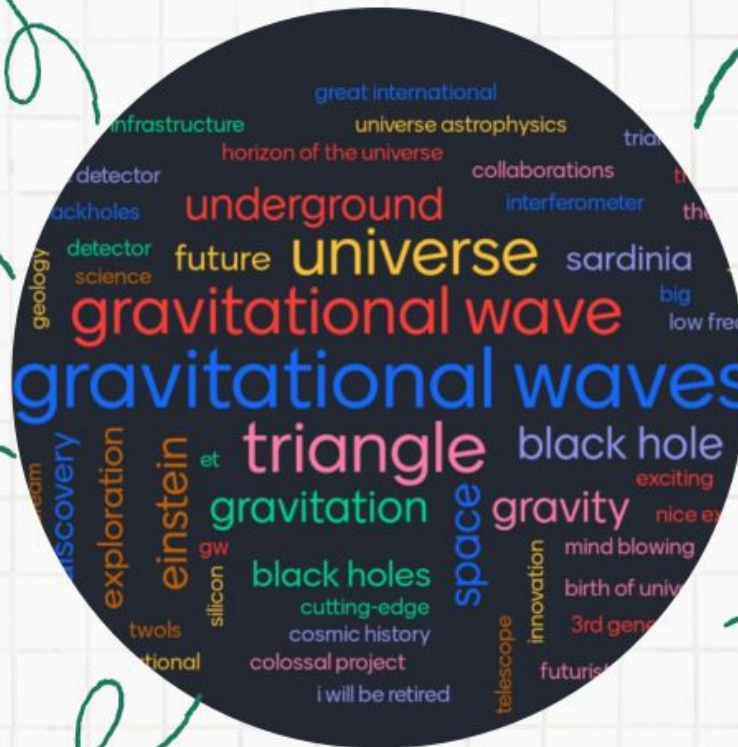
future

3%

Einstein

3%

gravity



The main  
**CHARACTERISTICS**  
that define  
the Einstein  
Telescope

that define  
the Einstein  
Telescope

**12%**

underground

**5,5%**

cryogenic

4%

sensitive

4%

european

**9,5%**

big/large/huge

8%

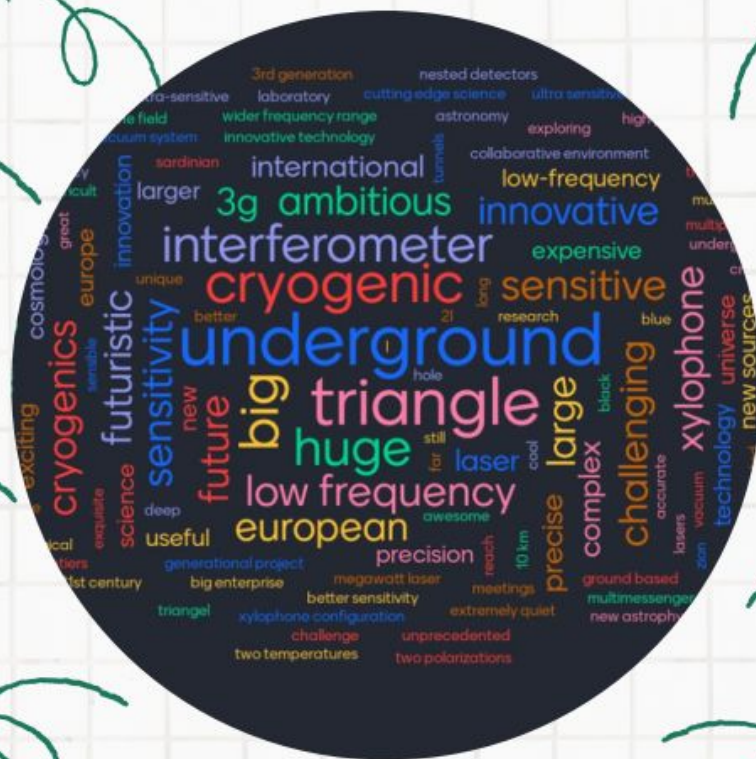
```
triangle
```

4,5%

interferometer

3%

future/futuristic





# EMOTIONS you associate

with the  
Einstein  
Telescope?

14%

excitement

7%

curiosity

7%

pride

6%

stress/fatigue/  
frustration

6%

hope

5%

challenge/  
ambition

4%

happyness/joy/fun

3, 5%

enthusiasm/  
fascination





# What makes the Einstein Telescope

UNIQUE?

10%

triangle

7%

sensitivity

5%

European

2, 5%

people

4%

low frequency

4%

international

4%

challenge/ambitions

3%

collaboration



Finish the sentence:  
**I hope the Einstein Telescope  
will allow us to...**

01

explore the Universe

02

do great science

03

get a job

04

understand  
stars/black  
holes/GW/universe

05

hear/listen  
[smth]

06

discover  
new/more/staff

07

look/see/observe  
[smth]

08

hear **big bang**/  
see the **beginning**





# XIV ET Symposium





# 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.

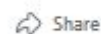


See insights and ads

Boost post

51

2 comments 9 shares



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



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

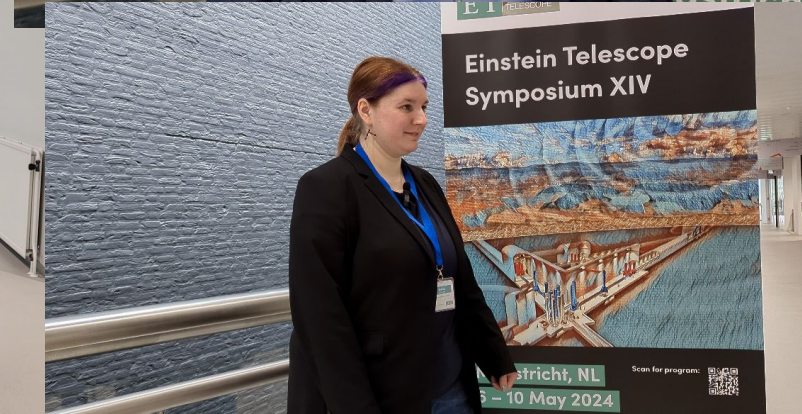
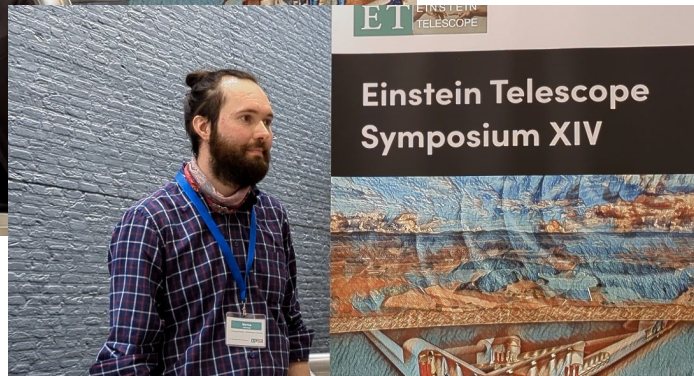
19

2 comments 1 share



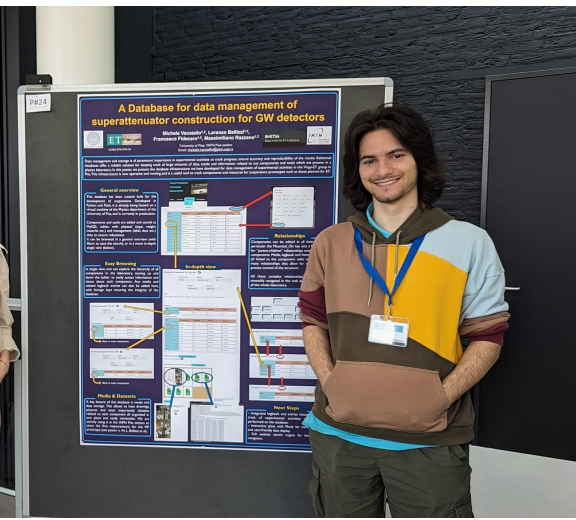
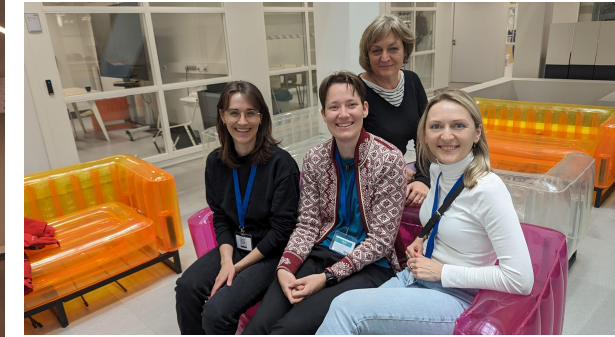


# Interview





# Events reporting



*You are welcome to join our team*  
to contribute to the growth and success of the Einstein Telescope

- “All hands WP” monthly meetings Wednesdays 9:00 am CET
- News, recordings of the meetings, useful links →  
[https://wiki.et-gw.eu/INFRA\\_DEV/WP10/WebHome](https://wiki.et-gw.eu/INFRA_DEV/WP10/WebHome)



Thank you!

Email address

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

## *EXTRA SLIDES*



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

T10.3 **Develop strategic plan for ET 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: NEXT Deliverables and Milestones

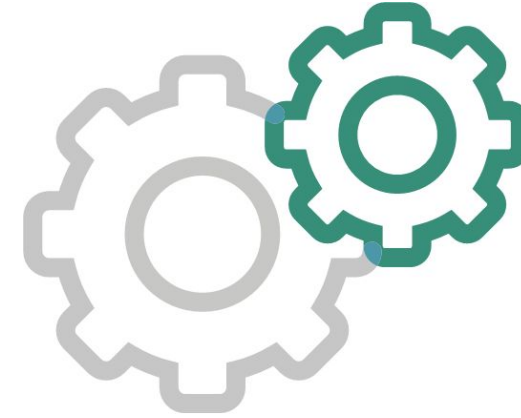
## DONE:

### 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

**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



## D10.2 (24M) – Task 10.2

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

- 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 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.**



## D10.2 (24M) – Task 10.2

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

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





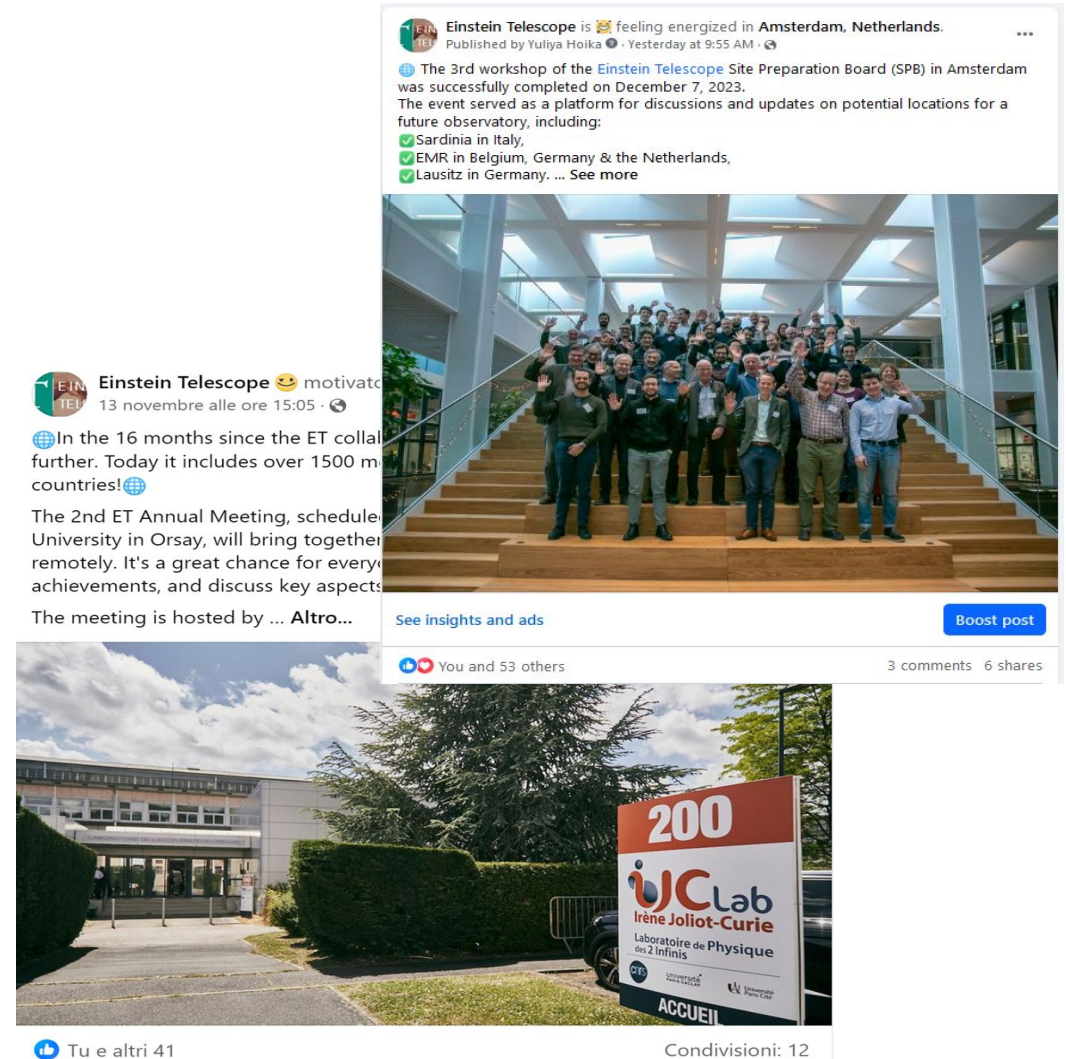
## D10.2 (24M) – Task 10.2

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

#### OBJECTIVES:

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.



## D10.2 (24M) – Task 10.2

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

#### DONE:

- **FB:** We repurpose ([@EinsteinTelescope](#)) into general project profiles, both for ETO and ET Collaboration.
- Regular posting about main community events and some scientific activities

#### IN PROGRESS:

- Reactivating the existing accounts of **Linkedin and X**.  
Activation of a new **Instagram** account.
- Finalizing a social media comm.plan and clear workflows.
- **Regular updates on the scientific activity** of the ET-PP work packages and the Collaboration
- Intensified content creation: plan + graphics + texts + multimedia
- Update on activities ongoing on the candidate sites.



## D10.2 Visual Identity – Task 10.2

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.



## D10.2 Visual Identity Task 10.2

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

### DONE:

- ❖ Preparation of a brainstorming events among ET Collaboration and ETO people for collecting inputs for a conceptual brief
- ❖ **Gathering insights and ideas /Analysis for conceptual brief/ Inclusive participation and Community integration.**

### IN PROGRESS:

- ❖ Conceptual brief in progress
- ❖ **Selection of the Logo designer will be finalized at the beginning of 2024.**

# WP 10: Outlook and perspectives

## D10.2 (24M) / Task 2

- Logo and visual Identity
- Website publication
- Social media
- Establishing a clear workflow, update and publication of contents

## D10.3 Communication Strategy (24M)

- ET Communication **SWOT analysis and a stakeholder analysis**
- **Comparison among Comm Organization** of several scientific institutions and Collaboration: CERN, LIGO/Virgo, LISA, SKA...
- Definition of **clear strategic lines, goals, milestones, workflow** and evaluation processes

# WP 10: Outlook and perspectives



## D10.4 Graphics and Multimedia (36M)

- 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 ECR Training program (44M)

- Development of a (super-national) Mentorship and training program for ET Early Career Researchers (2025-2026)