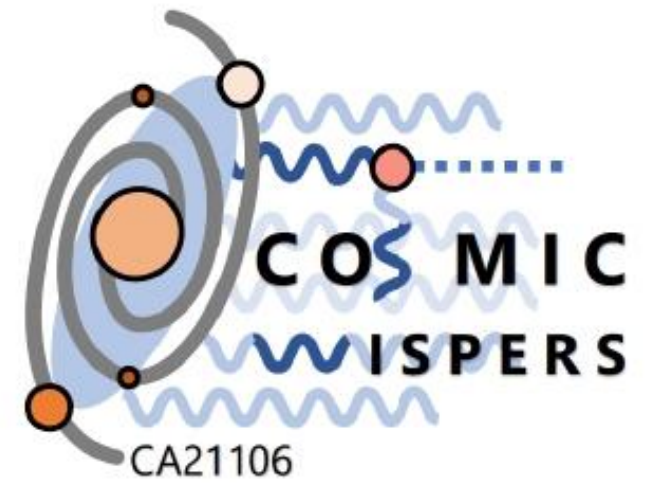




Funded by the
European Union



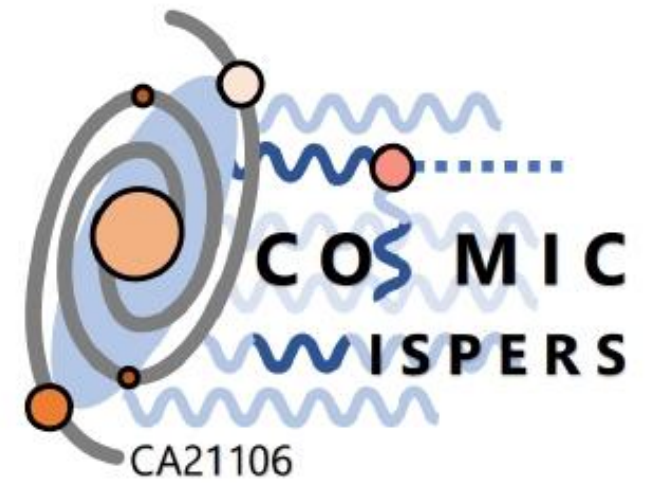
Science Communication Plan

COST Action CA21106

Loredana Gastaldo
Olga Mena
Alessandro Mirizzi



Funded by the
European Union



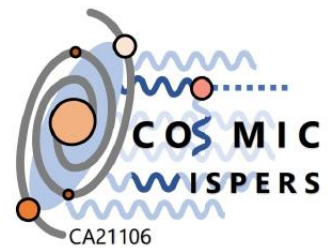
Science Communication Plan

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To be ready in April !

Why the SCP is important for EU funding

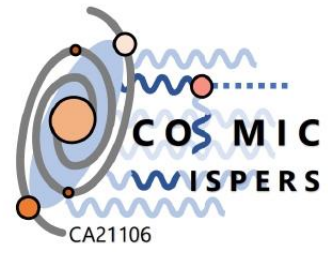


Or why it is relevant to communicate about the Action

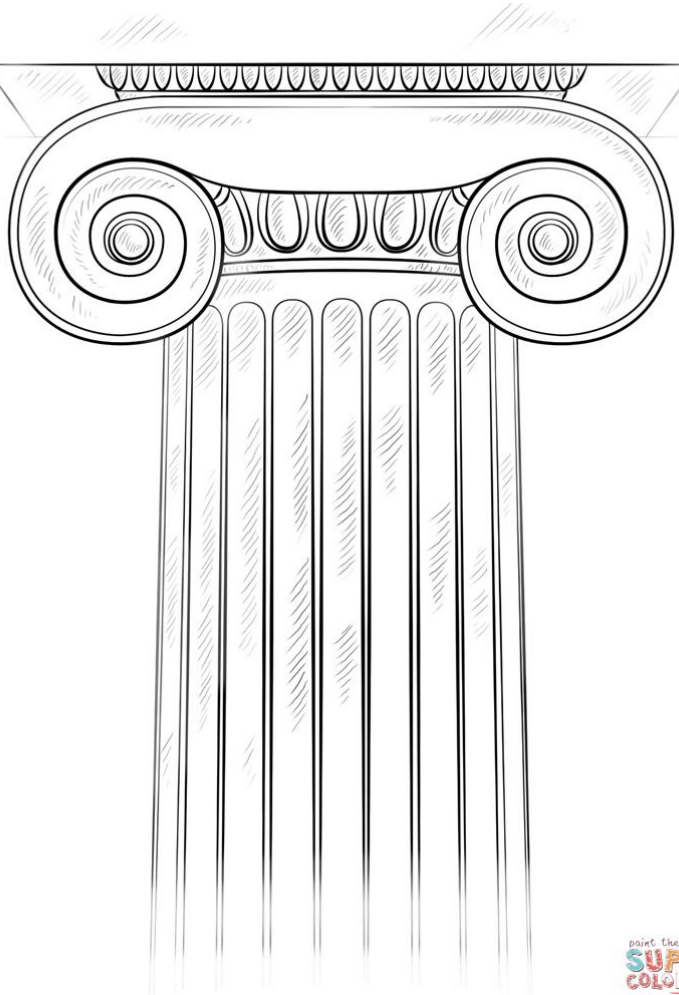
A few examples:

- Research has been **scattered** across Europe
- Urgent need for coordinated and joint effort to build a **collaborative platform** linking science, industry and management
- Raise **awareness**
- Bring added value of belonging to a **multidisciplinary network** involving **numerous countries**
- To spark **new collaborations**

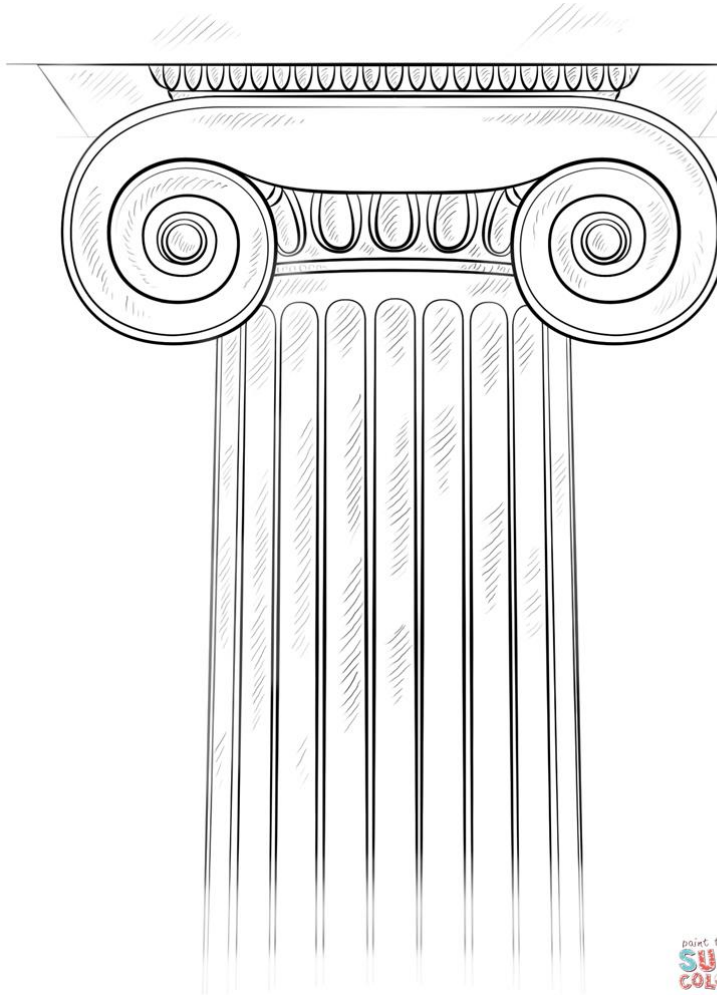
3 Pillars



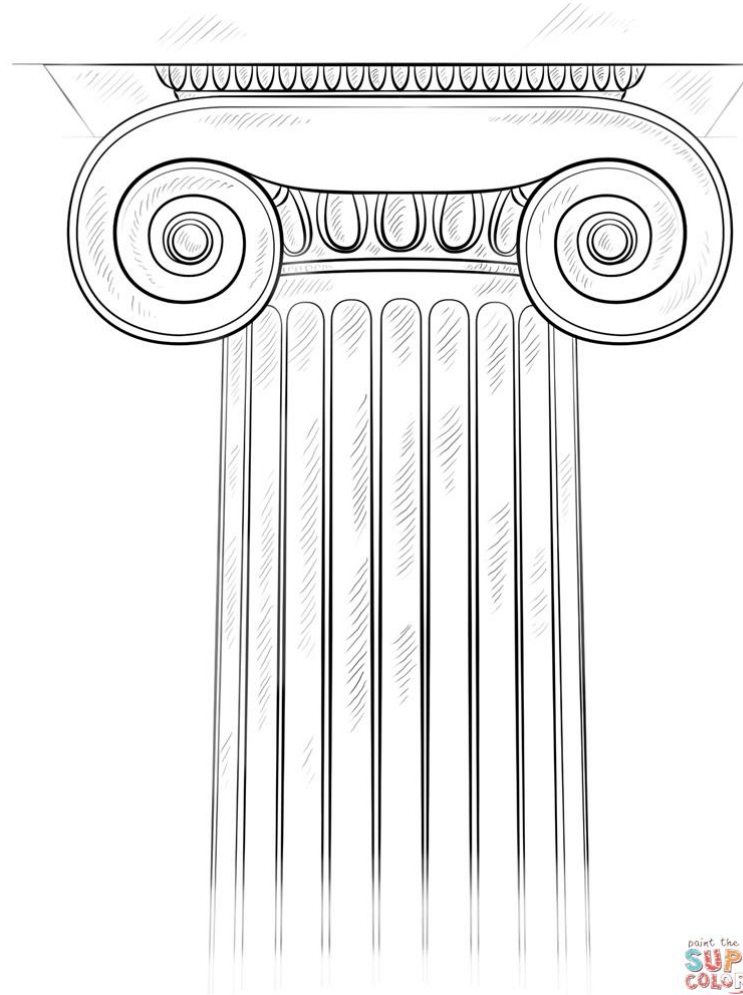
Communication



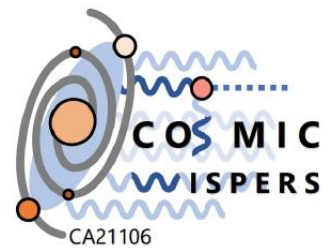
Dissemination



Valorization



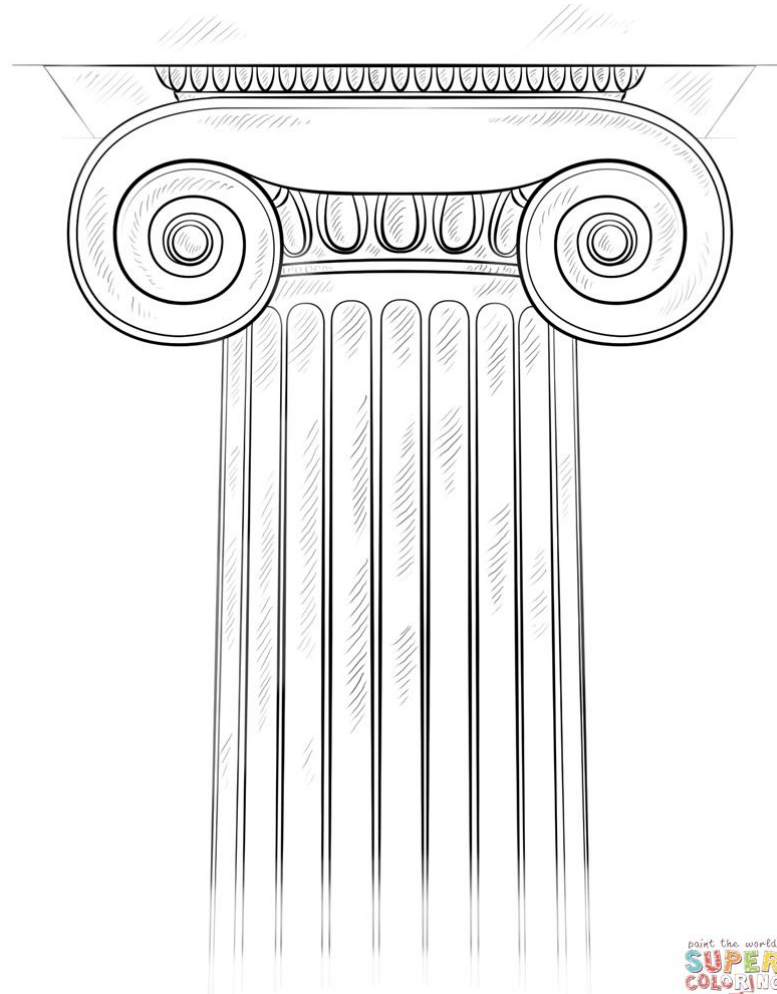
3 Pillars



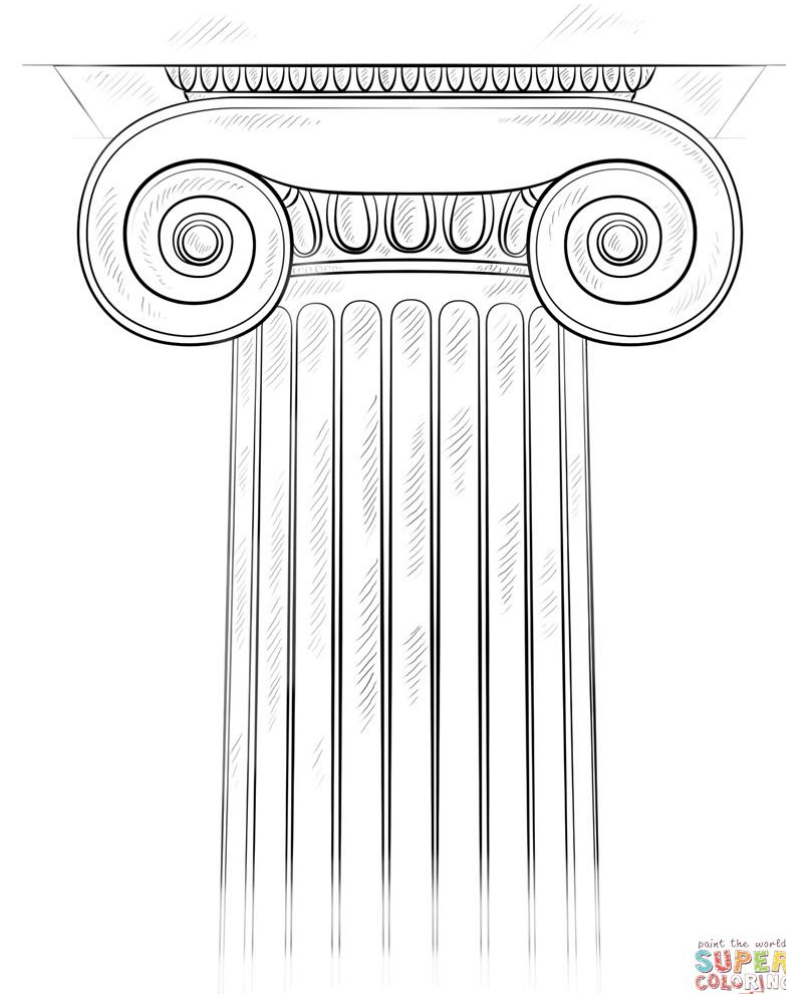
Communication

The communication goal of the Action is to share the motivations and the achievements of this project with policy makers and the public at a level that can be understood by non-experts.

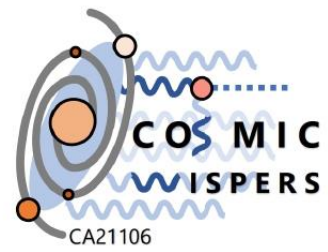
Dissemination



Valorization



3 Pillars



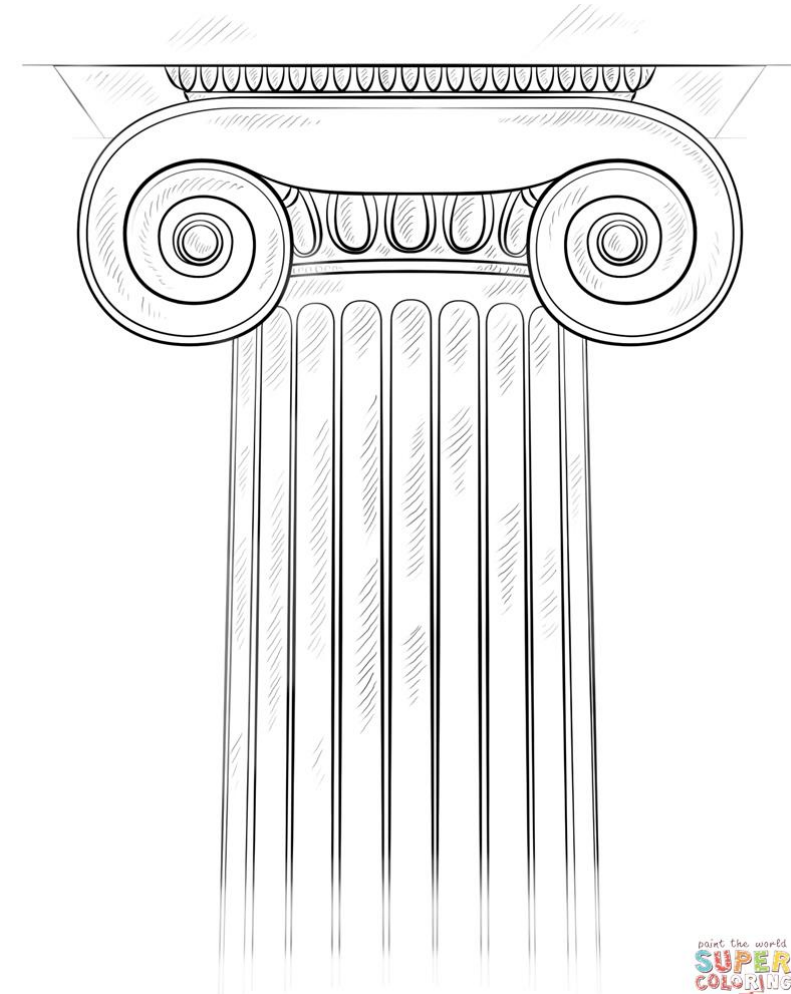
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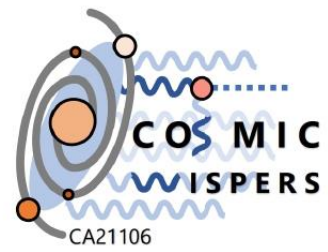
Dissemination

Make research performed within groups in the Action and results obtained by joint efforts to reach high impact in the scientific community and funding agencies

Valorization



3 Pillars



Communication

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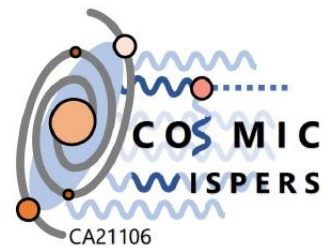
Dissemination

Make research performed within groups in the Action and results obtained by joint efforts to reach high impact in the scientific community and funding agencies

Valorization

Attract Small and Medium Size Enterprises (SMEs) as well as funding agencies to support technological developments for WISPs related experiments

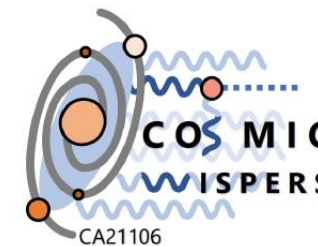
Who can contribute



| Working group | Communication | Dissemination | Valorization |
|-----------------------------------|---------------|---------------|--------------|
| WG1 WISPs Model Building | ✓ | ✓ | |
| WG2 WISPs DM and Cosmology | ✓ | ✓ | |
| WG3 WISPs in Astrophysics | ✓ | ✓ | |
| WG4 Direct WISPs searches | ✓ | ✓ | ✓ |
| WG5 Dissemination and Outreach | ✓ | ✓ | |

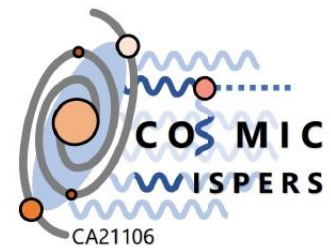
NOT ONLY WG5!

Communication strategy



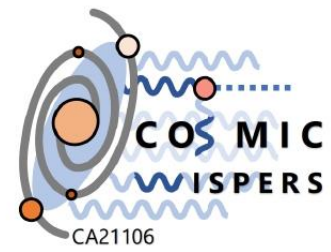
| Objectives | Expected impact | Audiences | Languages | Channels and tools |
|---|---|--|---|--|
| <p>Raising public awareness towards WISP physics case</p> <p>Attract people (devoting a special effort to minorities) towards the exciting world of fundamental physics.</p> <p>Engaging general public in outreach activities of the network</p> <p>Promote and communicate via social media the Action initiatives and developments</p> | <p>Visibility of WISP community towards general public.</p> <p>Success of the research collaborations among different European countries</p> <p>Show that investments in science imply technological innovations and benefit for all the society (MRI magnets)</p> <p>Engagement of young women and less represented groups to pursue scientific careers and become field leaders</p> | <p>General people interested in science focusing on talented young people and minorities</p> | <p>Adapt communication skills to special audience (schools, public talks)</p> | <p>Website</p> <p>Twitter account</p> <p>Special didactical material for high school students (gamification, quizzes, ...)</p> <p>Masterclasses (axion searches)</p> <p>Posters, brochures, videos.</p> <p>Public talks and webinars</p> |

Communication strategy – implementation



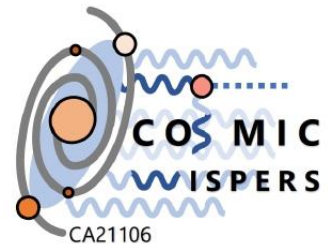
| Deliverable | Title | Due date |
|-------------|---|---------------------------|
| | Setting on the webpage and a repository concerning the Action activities | 6 + periodic updates |
| | Video to introduce to general public the topics of the Action translated in different languages | 12 months + updates |
| | Twitter account to quickly communicate information related to the Action to general public | 6 months + maintenance |
| | Poster and brochure translated in different languages | 6 + periodic updates |
| | Outreach events at local level (Open Days, Science Weeks and the Night of Researchers) | minimum of twice per year |
| | Public talk in universities, research and cultural centres | each three months |
| | Games | twice per year |
| | Masterclasses for high school students | 18 months + updates |
| | Didactic material translated in different languages addressed to school of different levels | 12 months |

Dissemination strategy



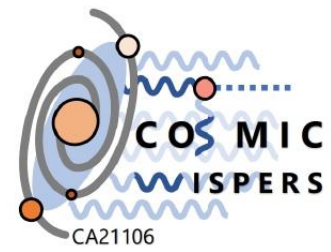
| Objectives | Expected impact | Audiences | Languages | Channels and tools |
|---|--|--|---|---|
| <p>Maximise the impact of Action activities and scientific research outcomes via a large number of channels</p> <p>Attract researchers to work on WISPs, with special emphasis on young scientists and under-represented groups</p> | <p>Establish a shared platform that links together various research efforts and lays the groundwork for current and future WISP experiments.</p> <p>Allow the community to go a step forward with respect to current status based on the Action feedback</p> <p>Maximize interdisciplinarity in the field.</p> | <p>Researchers, industry, stakeholders</p> | <p>Scientific and specialist language</p> | <p>Peer-review journals, scientific or stakeholder conferences, online repository of results.</p> <p>Lecture notes of Training Schools of the Action</p> <p>Recorded talks and seminars of Action workshops</p> <p>Posters, brochures, videos</p> <p>Webinars</p> <p>EU related platforms and services such as Open Research Europe, European Open Science Cloud.</p> |

Dissemination strategy - implementation



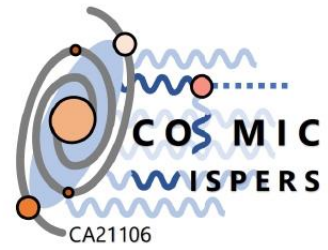
| Deliverable Number | Deliverable title | Deliverable date (months) |
|--------------------|--|---------------------------|
| D1 | Setting on the webpage and a repository concerning the Action activities | 6 |
| D3-4-5-6 | Draft reports on the activities of WG1-2-3-4 | 12 |
| D12 | Report on Technologies Forums | 40 |
| D17 | Lecture notes of the Training School | 12 |

Valorization strategy



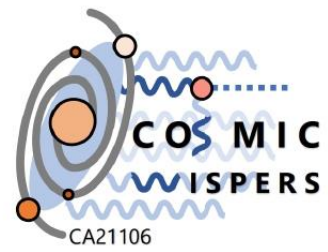
| Objectives | Expected impact | Audiences | Languages | Channels and tools |
|--|---|-------------------------------|---|--|
| <p>Motivate SMEs to invest in technology development to perform new experiments.</p> <p>Convince the funding agencies to promote WISPs large-scale experiments.</p> <p>Make concrete use of results for research, knowledge transfert or commercial use.</p> | <p>Organize the scientific foundation for the next generation of WISPs experiments and searches.</p> <p>Motivate the benefit for industry, technology and society in general from the development of new techniques used in particle physics.</p> | <p>SMEs and policy makers</p> | <p>Combines general and technical language to present reports, results.</p> | <p>Technology Forums and relative reports</p> <p>Reports of WG activities</p> <p>EU related platforms and services such as CORDIS, Horizon Results Booster, Innovation Radar, Horizon Results platform,</p> <p>European Patent Office.</p> |

Valorization strategy - implementation



| Deliverable Number | Deliverable title | Deliverable date (months) |
|--------------------|--|---------------------------|
| D3-4-5-6 | Draft reports on the activities of WG1-2-3-4 | 12 |
| D12 | Report on Technologies Forums | 40 |

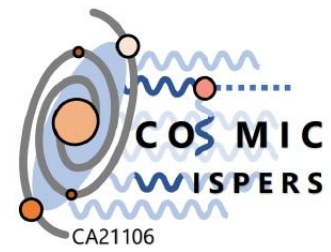
Many opportunities to “Practice”



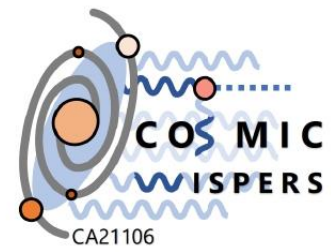
Where and how to communicate and disseminate

Use the tools and channels **to convey the key message** of our CA21106 Cosmic WISPerS:

- Public debates
- TV channels, radio, newspapers, websites, social media
- Workshops, training schools, conferences, festivals,



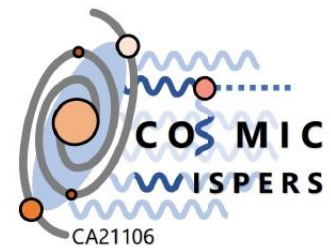
**SCIENCE COMMUNICATION PLAN IS
DUE IN ONE MONTH
INPUT FROM ALL COST MEMBERS AND NODES
ABSOLUTELY REQUIRED!**



Back-up slides

Please have a look!!

Communication strategy – implementation



The Action will settle a **website** to explain the physics case and the activities. The webpage will clearly show an Action **logo** and make reference to the COST visual identity. On the webpage will be also uploaded videos and material to popularise the different activities of the Action.

Videos will be provided also in **different languages** in order to promote WISPs towards people not familiar with English. During the Kick-off meeting in Frascati (IT) (Feb. 2023) will be developed a video to introduce to general public the topics of the Action.

A **Twitter account** will be created to quickly communicate information related to the Action to general public. Important events and results related to the Action activities will be also communicated through press releases.

Posters and brochures for different audiences and scientific levels describing the COSMIC WISPers Action will also be available on the webpage and will be distributed in the events in which the Action will be involved. Poster and Brochure will be available in **different languages**.

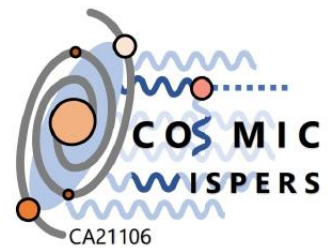
On a **local level**, members of the Action will be encouraged to participate to activities like Open Days, Science Weeks and the Night of Researchers.

Public talks and games will be organised, including science quizzes. During the Kick-off meeting in Frascati (IT) (Feb. 2023) will be organized the first public talk on topics related to the Action. Particular attention will be devoted to create connections with secondary schools and organise in place outreach events for students. Dedicated space will be devoted to outreach activities also on the Action webpage.

Masterclasses to allow high school students to experience the WISPs search.

Didactical material for high schools, primary schools and museums, adapting the format to the audience science level. The description of the material will be translated in different languages

Dissemination strategy - implementation



The Action will develop a **common database** on WISPs theoretical models (**WG1**), on cosmological (**WG2**), astrophysical (**WG3**) and experimental (**WG4**) bounds in order to settle the state-of-the-art of the field.

The research papers resulting from the Action activities will be published in **top-class scientific journals** with an established peer-review system. The support by COST will be acknowledged. Preference will be given to publication which allow **Open Access via the gold or green routes**, whenever possible.

Extensive use will be made of the **e-print server** arXiv.org (<http://arXiv.org>), which is the primary channel for scientific information exchange in the fields of particle physics and astrophysics. This will guarantee **open access** to all publications of the Action.

The journal version of the most relevant publications will also be accessible on a **repository on the Action webpage**.

The final Physics Paper on the WISP Physics Case, summarising the output of the Action activities and shaping the European roadmap for WISP searches, will be available on the Action Webpage and will also be published on a European Open Access top-class journal (e.g. JHEP, JCAP).

Lectures Notes of the Action **Training Schools** will also be published in open-access series, like Proceedings of Science (PoS) from SISSA.

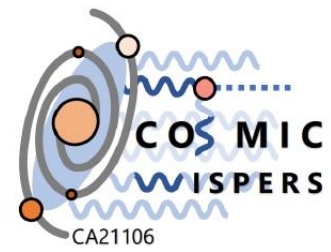
The COSMIC WISPers results will be presented **at major international conferences**.

Results will be disseminated also at **workshops** as well as in **seminars and colloquia** at academic institutions and research centres. All presentations will be clearly recognizable through reference to the visual identity and Action logo.

Events open to all interested scientists will also be organised by the Action: **Workshops, Conferences, Training Schools, online webinars and journal clubs** open to all the community. A monthly **newsletter** on Action activities and on relevant papers and events will be maintained.

Input to SMEs identifying progresses needed in key technologies for present and future experiments. For these purpose, **reports** on technological challenges along with **Technology Forums** will be organized. These reports will also be visible on the Action webpage.

Valorization strategy - implementation



The **Reports and the final Physics Paper** resulting from Action activities will be delivered to the appropriate funding agencies and policy makers (ApPEC, international laboratories like CERN, DESY, LFN and national agencies) for their evaluation. After appropriate reviews and consultancy, the respective organizations are expected to make decisions to realise the considered experiments. These Reports should contain **necessary technical information** required for the decisions, to be combined with the **scientific priorities** of the decision time.

In order to **create connections with industrial partners**, representatives of SMEs developing the key technologies used in WISP experiments will be invited to participate to this Action (in the WG 4). In particular, dedicated **Technology Forums** are foreseen with a focus on specific technologies where leading scientists and entrepreneurs will be invited to show the latest achievements in the sector. The Technology Forums would provide a **discussion platform** for companies and project scientists to define the future ways of boosting cooperation to the benefit of all stakeholders.

Contact with **ECFA** and **PBC** to validate the interdisciplinary spirit of the Action