EUROPEAN PLASMA RESEARCH ACCELERATOR WITH EXCELLENCE IN APPLICATIONS



# WP2: Dissemination and Public Relations

Carsten Welsch (Cockcroft Institute/University of Liverpool) Susanna Bertelli (INFN)





This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101079773



# WP2 Team





### Based at CI/ULIV

WP2 Leader Prof Carsten P Welsch









WP2 Deputy-Leader Dr Susanna Bertelli

### ...and many others!

C.P. Welsch – S. Bertelli

Minh Cao





### Milestones

- M2.1 Project website update and maintenance plan (M03) COMPLETED
- M2.2 Update of dissemination, exploitation & communication plan (M06) COMPLETED
- M2.3 Detailed plans for EuPRAXIA industrial meetings (M12) COMPLETED

### Deliverables

- D2.1 Website update (M6) COMPLETED
- D2.2 Dissemination, exploitation & communication plan updated (M6) COMPLETED
- D2.3 EuPRAXIA Brochure published (M12) COMPLETED
- D2.4 EuPRAXIA Symposium and outreach event (M24) NEXT WEEK!
- D2.5 EuPRAXIA Open innovation forum and 2<sup>nd</sup> Symposium (M46)



# Target audiences & Messages

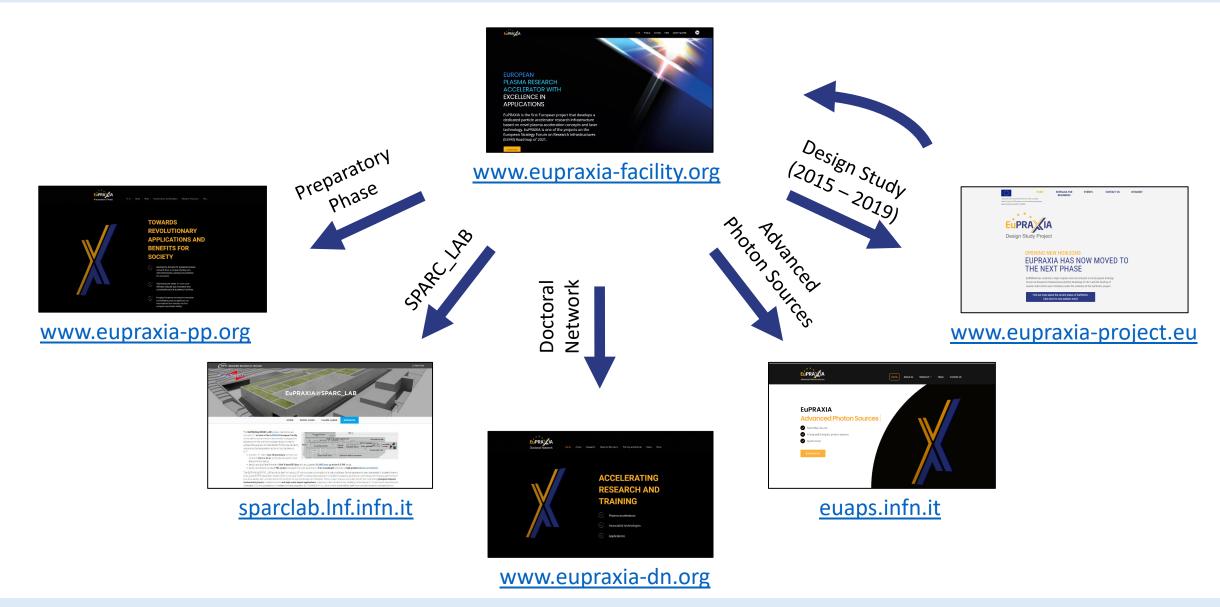


| Audience  | Messages   |
|---|--|
| General public                                    | <ul> <li>Societal benefits of particle accelerators in general and compact accelerators in particular.</li> </ul>  |
| Policy makers and funding agencies                | <ul> <li>Scientific and economic advantage of plasma accelerator facilities in general and<br/>EuPRAXIA in particular.</li> </ul>  |
| Scientific community and potential user community | <ul> <li>Scientific and technical applications of EuPRAXIA.</li> <li>Opportunities to users for scientific discovery and technical development.</li> <li>Technical specifications of the different beamlines to be offered in EuPRAXIA.</li> </ul> |
| Industry  | <ul> <li>Opportunities for commercial collaboration, product development and exploitation.</li> <li>Tender opportunities.</li> </ul>   |
| EuPRAXIA community                                | <ul> <li>Scientific and technical developments resulting from research in EuPRAXIA.</li> </ul>   |



# **EuPRAXIA Web Structure**







# **EuPRAXIA-PP Website**



EUPRA IA

About Organization News Research Resources



#### TOWARDS REVOLUTIONARY APPLICATIONS AND BENEFITS FOR SOCIETY

Meeting the demand for accelerator-based research from a compact facility with ultra-short pulses, opening new potential for innovation.

Addressing the needs for more costefficient, reduced size, innovative and sustainable particle accelerator facilities.

Keeping European accelerator innovation world-leading and competitive in an international race towards the first compact accelerator facility.

#### DESIGNING THE FUTURE

#### FIRST COMPACT ACCELERATOR FACILITY

EuPRAXIA-PP is a project designed to develop the organizational, legal, financial and technological aspects of the EuPRAXIA infrastructure, following the recommendations of the European Strategy Forum on Research Infrastructures (ESFRI).



Project Coordinator

Steering Committee

organized by the project manager.

The project coordinator is the coordinating person of the

responsible to supervise and coordinate EuPRAXIA-PP

Work Package tasks to their full completion, and in this

The project is directed by the steering committee. It is

responsible for the coordination and management of the

work packages. The committee consists of work

package leaders and experts and will be chaired and

EuPRAXIA Preparatory Phase project. They are

capacity, they will follow up on milestones and

deliverables, and monitor the use of resources.

Home About Organization News Research Resources More

The overall approach of EuPRAXIA is that of a big science collaborative project. A managerial structure and clear responsibilities are established, including milestones and deliverables. An overall planning and a resource-loaded

schedule are agreed within the project. As far as possible a flat hierarchy with direct communication channels between

all levels of management will be implemented. At the same time an open scientific approach will be pursued, based on

technical excellence. Several committees will advise the project management and will regularly evaluate the progress of the FuPRAXIA-PP project

Management Support Team

as well as event organization and media.

**Collaboration Board** 

Review of the work progress and final decisions

allocation of the funding, on the accession and

withdrawal of partners as well as on default and

representing the members of the consortium. The collaboration board consists of one representative of each of the project partner organizations.

termination, will be made by the collaboration board

regarding modifications to the work program or the

The project coordinator will be supported by the

management support team. They shall assist the

management in communicational and financial matters.

#### MANAGEMENT

### Preparatory Phase Hom

Home About Organization News Research Resources More

#### THE EuPRAXIA FILES

The EuPRAXIA Files is a collection of publicly available abstracts of published articles that are relevant to the EuPRAXIA project. Putting together the latest research in plasma accelerators, the aim is to facilitate the work of the many researchers involved in EuPRAXIA and to highlight the scientific outcomes of the various projects supporting the initiative.

Click on the preferred issue to download via the link!

| Issue 1 - May 2016      | Issue 2 - October 2016  |
|-------------------------|-------------------------|
| click here to download  | click here to download  |
| Issue 3 - March 2018    | Issue 4 - August 2017   |
| click here to download  | click here to download  |
| Issue 5 - December 2017 | Issue 6 - January 2018  |
| click here to download  | click here to download  |
| Issue 7 - May 2019      | Issue 8 - March 2023    |
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| Issue 9 - June 2023     | Issue 10 - October 2023 |
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#### C.P. Welsch – S. Bertelli

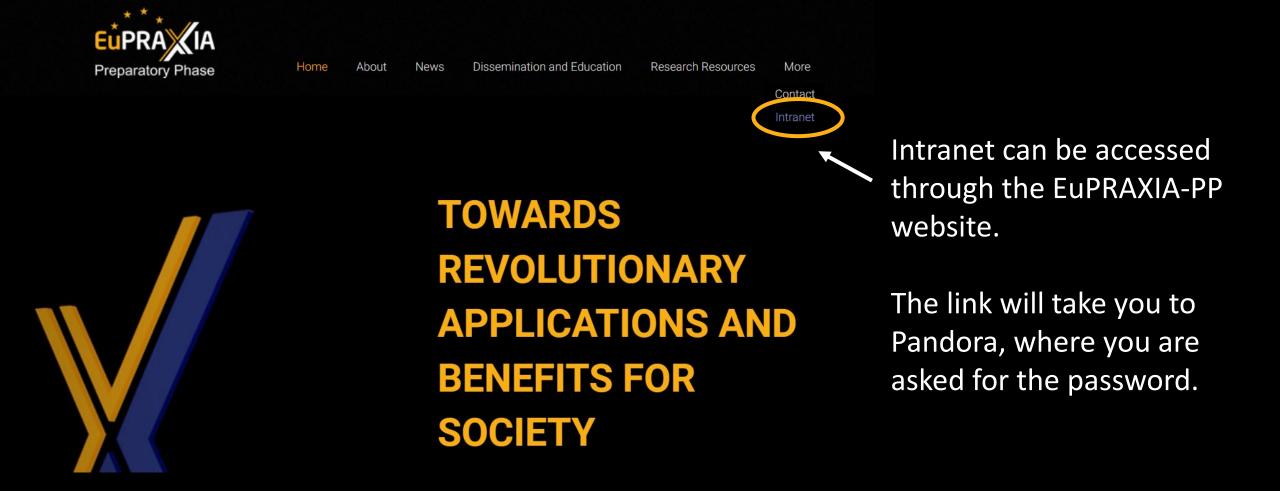
LEARN MORE

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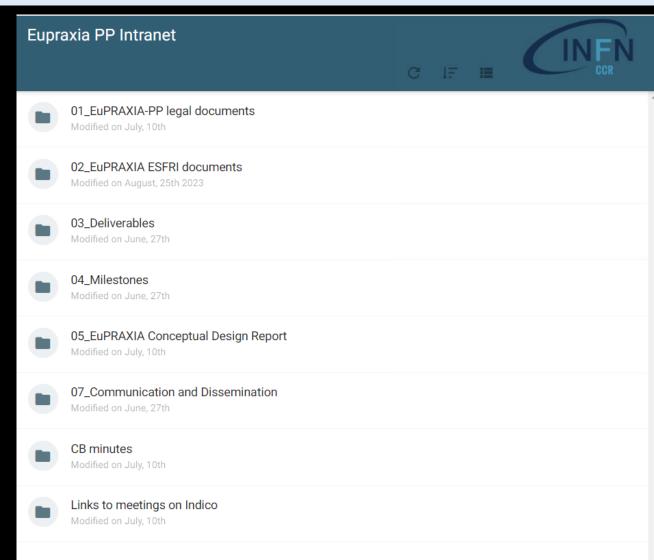






# Intranet





### Internal documents.

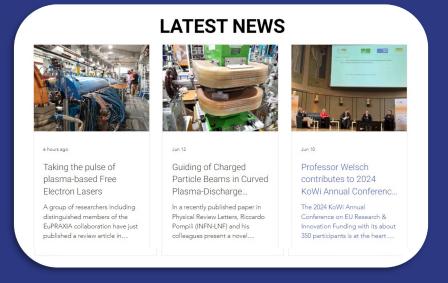
# Only accessible to EuPRAXIA-PP members.

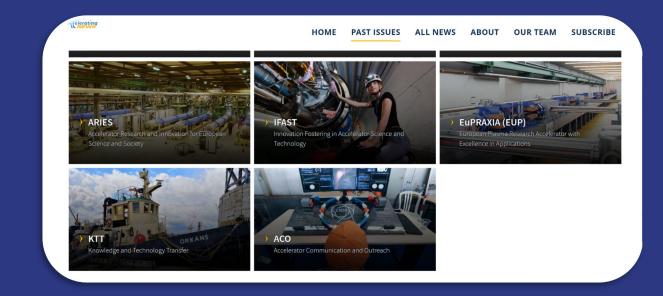
(Please get in touch with Claudia Pelliccione in case of any access issues)





- The project releases regular news articles showcasing scientific results, events, general project and partner updated on the project's website.
- Highlight articles feature regularly in CERN's Accelerating News.



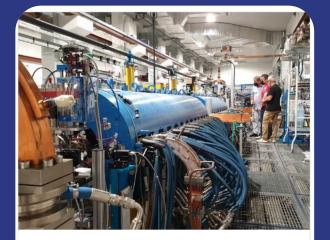


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# News





#### Sep 9

Taking the pulse of plasma-based Free Electron Lasers

A group of researchers including distinguished members of the EuPRAXIA collaboration have just published a review article in... published a review article in.. C.P. Welsch – S. Bertelli group of researchers including

Latest news about an article in Nature Photonics published by M. Galletti, R. Assmann, M. E. Couprie, M. Ferrario, L. Giannessi, A. Irman, R. Pompili, and W. Wang

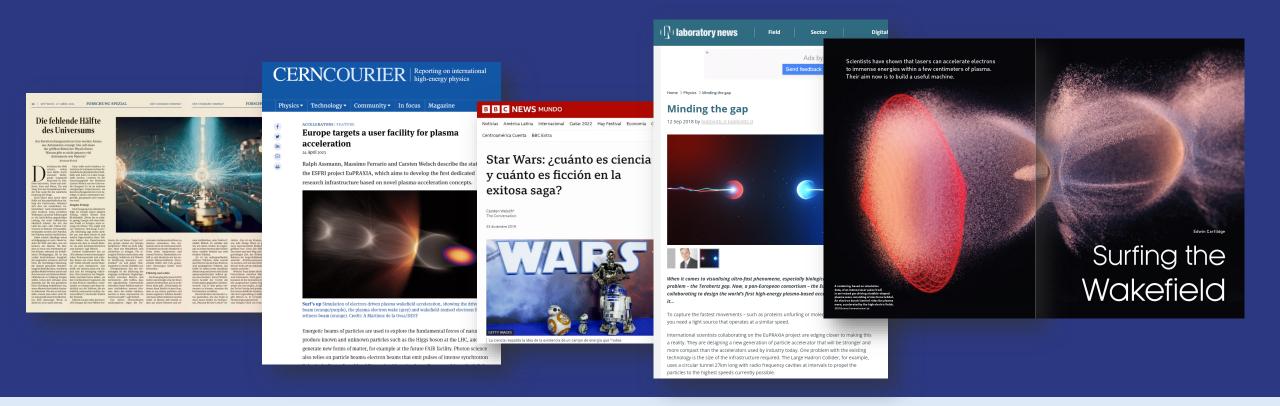
### We need your contributions!



# **Feature articles**



- Research articles are supported by international press releases;
- We work with mainstream and scientific media on stories for science-engaged and general audiences.



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# **EuPRAXIA-PP Leaflet, Brochure and Banner**





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# **Project Representation**









## **Research Resources**





#### FOREWORD FROM THE COORDINATOR

A new issue of the EuPRAXIA Files is presented here, collecting the most relevant books and papers recently appeared in literature about accelerators, lasers and plasma science and strictly correlated with technologies that will be used at EuPRAXIA. I present the Files with particular pleasure, as in March, the EuPRAXIA Collaboration Board choose me as the new EuPRAXIA ESFRI Preparatory Phase Project Coordinator, succeeding to Ralph Assmann, which has lead the Collaboration since the early Design Study in 2015, moved to a prestigious position at GSI-FAIR Laboratory. To Ralph we convey all our gratitude for the nearly 10 years of effective and high-level running of the EuPRAXIA dram.

Together with him, I share this dream, to setup a network of brilliant people across Europe, to foster an ESFRI infrastructure for advanced particle acceleration, in the field of accelerators, lasers and plasma technology, based on two "physical" pillars (two beam-driven and laser-driven FELs) and on a set of clusters of excellence around the most important European Laboratories.

The EuPRAXIA files is an intelligent and clever way to make this network effective, looking after the many successes and new ideas in the field. A big thanks to the authors.

I wish you a fruitful reading,

Pierluigi Campana

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EUPRAXIA

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#### THE EUPRAXIA FILES

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| Issue 11 - February 2024 | Issue 12 - May 2024           |
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# **Educational Resources**



Lectures and Seminars

Information about the science and technology of EuPRAXIA



#### **Print Materials**

Magazines, books and press releases, explaining the science behind plasma accelerators.



#### FAQ's

Frequently asked questions about plasma accelerators and their applications.



#### **Contact Us**

Get in touch to know how we can bring our outreach to you.



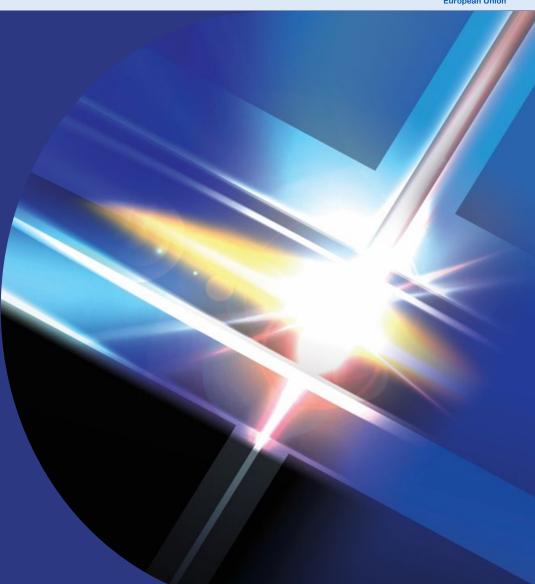


# **Lectures and Seminars**



#### • Lectures:

- > Short lectures designed for school children
- using simple and easy-to-understand language
- Seminars:
  - > Approximately 1-hour long seminars
  - Designed for science-engaged audiences, students and researchers,
  - ➢ focused on the science and technology of EuPRAXIA.
  - These seminar videos will be recorded during the brand-new EuPRAXIA Seminar Series!





# **EuPRAXIA Seminar Series**





- EuPRAXIA Seminar Series:
  - Monthly online seminars with speakers from academia, research centres and industry, presenting insights into cutting-edge research on laser- and electron-beam–driven plasma wakefield acceleration
  - Recordings will be published on the EuPRAXIA YouTube channel @EuPRAXIA-facility







- Collection of frequently asked questions about plasma accelerators and their applications.
- Published as part of our teaching resources for schools, students and anyone who shares our excitement for plasma accelerators.

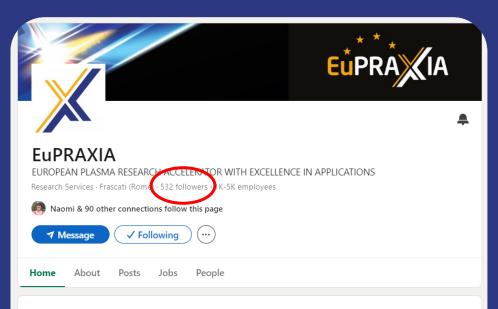
| Frequently asked questions                              | Q |
|---|---|
| What is a particle accelerator?                         | ~ |
| How are particles accelerated?                          | ~ |
| How are the particles really accelerated?               | ~ |
| What is the practical purpose of particle accelerators? | ~ |
| What is plasma?   | ~ |
| How are plasmas generated?                              | ~ |
|   |   |
|   |   |
| How are plasmas generated?                              |   |



# Social Media



- All activities are supported by ULIV's and INFN's established social media channels:
  - X/Twitter: @livuniphysics,
     @QUASAR\_6group, @INFN\_, @INFN\_LNS
  - Facebook: @theQuasarGroup,
     @IstitutoFisicaNucleare, @infn.Ins
  - Instagram: @livuniphysics, quasar\_6roup, @infn\_insights, @lnf\_infn
  - LinkedIn: EuPRAXIA, QUASAR Group Project T.E.A.M.
- Social media campaigns to boost visibility



#### About

The EuPRAXIA project aims at the construction of an innovative electron accelerator using laser- and electron-beam-driven plasma wakefield acceleration that offers a significant reduction in size and possible savings in cost over current state-of-the-art radiofrequency-based accelerators. It is the first Eur ... see more

#### more

The EuPRAXIA project aims at the construction of an innovative electron accelerator using laser- and electron-beam-driven plasma wakefield acceleration that offers a significant reduction in size and possible savings in cost over current state-of-the-art radiofrequency-based accelerators. It is the first Eur ... see

About





# WP2 Team is putting together a 'Style Guide' for EuPRAXIA

- Visual language and style
- Basic rules for dissemination
- List of available promotional resources
- Links to downloadable materials (logos, templates, promotional literature, etc.)

### Soon available to all partners.





# Big Science Business Forum – BSBF 2024





### 1-4 October 2024, Trieste

### EuPRAXIA Satellite Event (1<sup>st</sup> October)

- Overview of the EuPRAXIA's current status
- Collaboration and engagement opportunities for industry
- Funding possibilities
- Discussions and networking
- Distribution of WP5 survey

# INFN booth

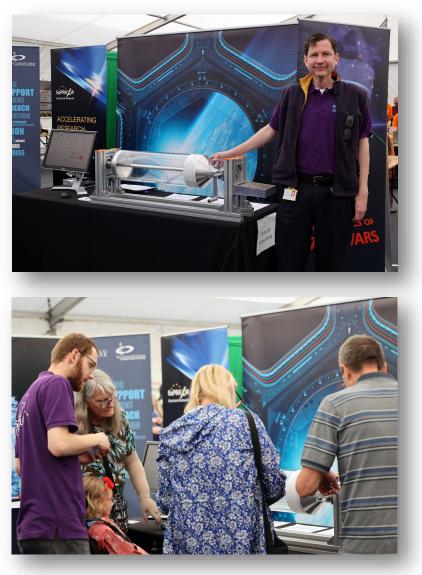
• Information and promotion of EuPRAXIA





- Public open day on Saturday, 15<sup>th</sup> July 2023 school visits in the week leading up to it.
- 40 schools visited across all age groups.
- 25/40 schools from deprived of Nort West England.
- 5,300 general public of all ages came to the Open Day. Activities included walkthrough of CLARA, demonstration stands, tours of vacuum and magnet labs, lectures, and many stands run by universities.







# EuPRAXIA Outreach – Physics of Star Wars

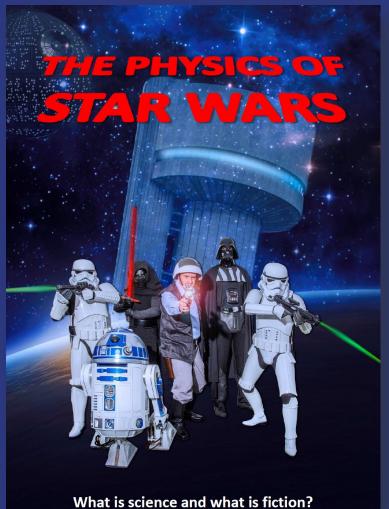












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# EuPRAXIA Outreach – Physics of Star Wars





















# **EuPRAXIA Outreach – Physics of Star Wars**





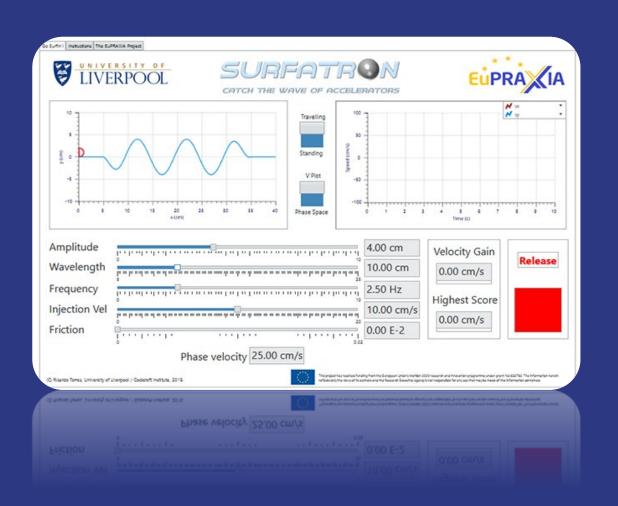
#### Also: Regional TV, UK and US radio stations

#### www.eupraxia-pp.org



# **EuPRAXIA Outreach – Surfatron**







### of accelerators

Ricardo Torres

Try your hand at Surfatron, a game that lets students experience the challenges faced by particle accelerator scientists while learning the physics of waves.

#### Introduction

Accelerator science is a constantly evolving field. New technological advances allow large colliders – like the Large Hadron Collider (LHC) - to reach higher energies and discover new particles. At the same time, particle accelerators that are used in hospitals for cancer treatment may offer a safer, more effective, and more affordable service.

New technology, which could revolutionize the field of accelerators, relies on the ability of scientists to inject a beam of particles with a well-defined energy into a suitable plasma wave to gain energy, much in the same way as a surfer catches a wave at sea to be pushed forward.

Surfatron illustrates the same process, by simulating the motion of a ball on an undulating track. The purpose of the game is to get the ball – the surfer – to gain as much speed as possible by finding the optimum parameters of the wave (amplitude, wavelength, and frequency) and launching the ball at the right time with the appropriate initial speed.

school.org/article/2023/surfatron-catch-the-wave-of-accelerator

A laser pulse travelling through a gas of ionized atoms creates a

a very high energy. Image courtesy of Ricardo Torre

learning to interpret velocity plots.

wake of plasma waves that can be used to accelerate electrons to

To play the game, students have to manipulate the ampli-

tude, wavelength, and frequency of a wave, helping them to

understand intuitively the properties of waves and the ha-

sic working principles of linear particle accelerators, while

#### C.P. Welsch – S. Bertelli

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# EuPRAXIA Outreach...much more...





*'Shining a Light on Particle Physics + Accelerators'* Liverpool Cathedral, March 2024.



*British Science Week event* Victoria Gallery and Museum, March 2024



# **EuPRAXIA-DN Film**





- Media training pioneered in AVA network, now adapted to EuPRAXIA Doctoral Network
- Delivered in Manchester's Media City with industry partner Carbon Digital
- Relying on Virtual Production.





### OUTREACH TALK Hollywood Physics

Professor Carsten P Welsch will take a look at a few of cinema's most mind-boggling moments of scientific inaccuracy. He will talk about where Hollywood gets the physics wrong and how the correct science would impact on the films, as well as about how the actual experiments in his research group often go beyond even the most exciting movie plots.

Date:Tuesday, 24 September 2024Time:21:30Place:Hotel Hermitage, Sala Maria Luisa



Prof Carsten P Welsch University of Liverpool / INFN

**EuPRA** IA Preparatory Phase www.eupraxia-pp.org

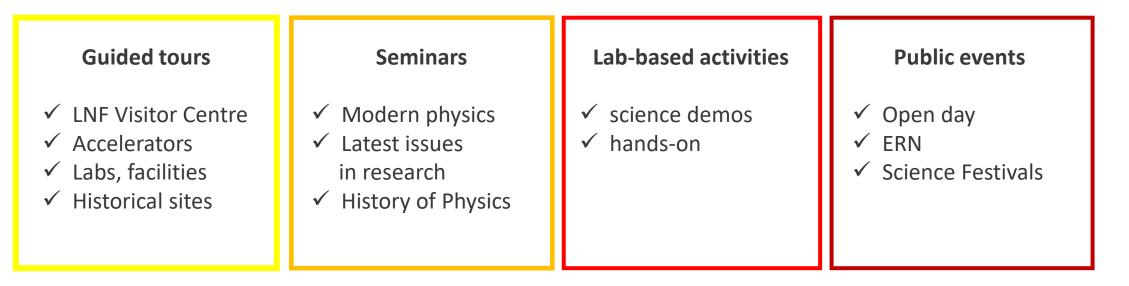
This project has received funding from the European Commission Horizon Europe Research and Innovatio Programme under Grant Agreement no. 101079773





LNF fosters scientific literacy with specific programs encompassing a wide range of activities to communicate the importance of science in expanding our understanding of the Universe along with the applications of research and technology-based outcomes in everyday life.

Many of these initiatives focus on EuPRAXIA's main topics to present the project.



Activities carried out both inside and outside LNF site Collaborations with other INFN units, universities and research centres

In 2023, over 25,000 people were reached





# TARGET AUDIENCES







# Activities with a focus on EuPRAXIA

- Seminars (in person and streamed online on the INFN-LNF YouTube channel) 4 times a year
- Guided tours to the Bruno Touschek Visitor Centre and to SPARC\_LAB/Plasma Lab *monthly*
- Science demonstrations and experimental sessions on plasma accelerators
- News, videos, footage for reports and documentaries

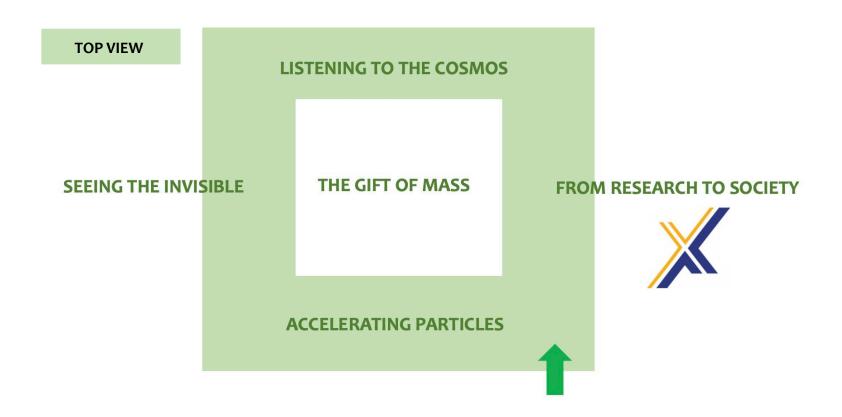




Bruno Touschek visitor centre Laboratori Nazionali di Frascati - INFN

Bridging science and society, sharing knowledge, place for formal and informal physics education activities Chronicle the history of the Laboratory with a focus on particle accelerators and detectors Parts of experiments, video mapping, multimedia, hands-on/body-on experiments, installations



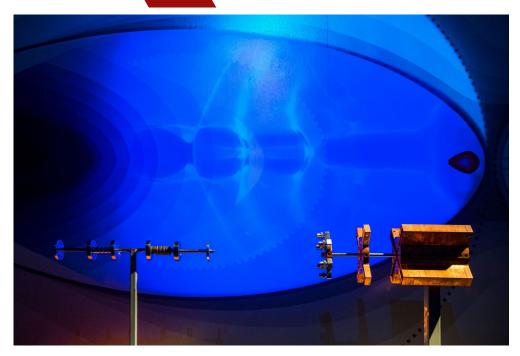


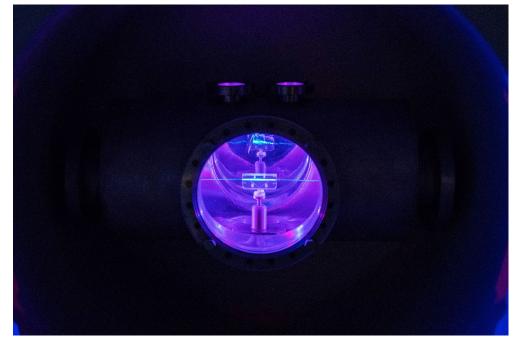






### Future developments – From Research to Society





Radiofrequency cavity

Gas-Filled Capillary Plasma for Laser Wakefield Acceleration





Touschek Virtual tour https://www.teravista.it/infn/ visitor centre Laboratori Nazionali di Frascati - INFN ET è un progetto della Notte Europea dei Ricercatori fi-inziato dalla Commissione Europea nell'ambito delle inter Marie Sklotingea-Curie, GA, 101036127  $\odot$ VISTA AEREA ACCELERATORI -LABORATORI -LUOGHI PUBBLICI ( INFN i = 0 Istituto Nazionale di Fisica Nucleare





ECFA Plenary Meeting July 2024









Documentary on the legacy of Enrico Fermi – Focus tv





Student program

Primary School Middle School High School University The main goals are:

-to inspire and to motivate students towards science;
-to raise awareness of the latest issues in physics and their societal impact;
-to encourage STEM careers.

### **Events carried out related to EuPRAXIA-PP**

INSPYRE International School on modern Physics and Research, April INFN LNF Summer School, June

Target: High school students Type of activity: lectures, hands-on activities, guided tours Discussed topics: modern physics, research and technology and their applications, focus on accelerators Number of total participants: 82 students

#### **Excellence course for Bachelor's and Master's students, July** *Accelerators Physics*

Type of activity: lectures, guided tours, hands-on experiments Number of participants: 37 students **Guided Tours to the Bruno Touschek Visitor Centre and LNF experimental sites** *Target: High, middle and primary school students, University students* Type of activity: informal education, out-of-school learning, guided tours

Discussed topics: INFN research activities, general and modern physics and applications Number of participants [Sept 2023 – May 2024] : 3931 students

Job Placement Day Rome Technopole - March, 20 2024 *Target: University students* Type of activity: presentation of INFN research activities, careers perspectives and job opportunities Number of participants : 25 students





#### Teacher program

Middle School High School The main missions are:

-raising awareness towards different research fields
 -supporting teachers in teaching/learning physics with a focus on experiments
 -sharing experiences and knowledge and enhancing curiosity for physics to be transferred to students

### **Events carried out related to EuPRAXIA-PP**

#### **High School Teachers**

#### **Title: Incontri di Fisica/Physics Meetings**

Type of activity: training and refresher course aimed to promote and support learning/teaching of modern Physics, frontal lectures, hands-on experiments (see experimental activity: Plasma accelerators) Dates: November Number of participants: 140

#### **Middle School Teachers**

#### Title: AggiornaMenti

Type of activity: training and refresher course aimed to promote and support learning/teaching using hands-on methodology Dates: January-February and July Number of participants: 45





#### General public

### **Events carried out related to EuPRAXIA-PP**

#### **OpenLabs, INFN LNF Open Day**

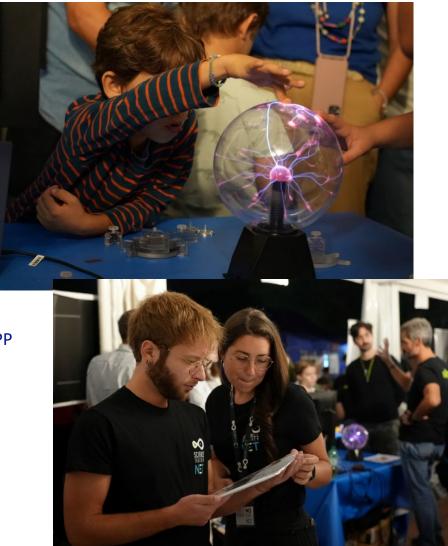
Type of activity: guided tours, public lectures, exhibitions, laboratory-based activities, scientific demonstrations and a very rich program for kids. Corner dedicated to EuPRAXIA-PP Date: 18 May 2024 Number of participants: 2,200

#### European Researchers' Night – scieNcE Together NET project Call HORIZON-MSCA-2023-CITIZENS-01

Type of activity: informal education, lifelong learning, exhibition, corner dedicated to EuPRAXIA-PP Dates: 29-30 September 2023 The activity took place at: Città dell'Altra Economia, Roma Number of participants: 15,000 (in 2023)

#### **Guided Tours to the Bruno Touschek Visitor Centre**

Type of activity: informal education, lifelong learning Discussed topics: INFN research activities, modern physics and its applications Number of participants: 200







### **Upcoming activities**

Implementation of exhibits for primary and middle school students aimed at presenting the key concepts at the basis of particle accelerators. Activity in collaboration with INFN Kids, national public outreach project supported by INFN Third Mission Commission

**EuPRAXIA event for schools** (to be defined)

Target: High school students Number of expected participants: 150 Type of outreach events: plenary talk in the Auditorium and guided tour

Target: primary middle school pupils Number of expected participants: 100 (50 primary school pupils and 50 middle school pupils) Type of outreach events: hands-on laboratory-based experience on electricity or matter and light

Electricity: structure of atom, characteristics of the electron, Coulomb's law, conductors and insulators, charging: friction, induction and contact/conduction, electrostatic machines, electric discharge in gases (plasma ball).

Matter and light: states of matter and main characteristics, atomic structure, phases of change (experiments involving heat and vacuum), focus on plasma, analysis of gas discharge tube containing Hydrogen, Neon and Mercury using a spectroscope realized by students with low-tech materials.





### **Upcoming activities**

Video mapping, virtual and augmented reality-based products, whose realization is currently ongoing, will be realized to explain to the audience how particle accelerators work and the development of medical devices in the field of particle accelerators, alongside experimental tests for their validation.

Activity carried out in the framework of Piano Nazionale di Ripresa e Resilienza - Missione 4 Istruzione e Ricerca - Componente 2 - Investimento 1.5 ("PNRR"), funded by the European Union - Next GenerationEU - Progetto "Ecosistemi dell'Innovazione" - Rome Technopole





# Summary



- We have created a clear and strong **EuPRAXIA brand** very important for a future distributed user facility.
- We maintain an attractive website and various social media channels.
- Very close connection between INFN and ULIV through weekly meetings.
- Our regular news articles and press releases target **diverse audiences**, amplified by established media contacts.
- We engage the **general public** through innovative outreach events and science festivals.
- All of our activities are closely connected with EuPRAXIA-DN, APS, etc.