

Grant Agreement No: 645479

# E-JADE

Europe-Japan Accelerator Development Exchange Programme  
Horizon 2020 / Marie Skłodowska-Curie Research and Innovation Staff Exchange (RISE)

## DELIVERABLE REPORT

# COMMUNICATION STRATEGY

## DELIVERABLE: 28

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### Delivery Slip

	Name	Partner	Date
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<b>Approved by</b>	General Assembly		10/10/16

## **Deliverable**

*Month 12 CommStrgy:* Communication strategy report including links to communicators at the participating institutes

## **Executive summary**

The key communication actions of E-JADE are identified and take the following form: setting up public web pages, industry workshops, communication strategy report, publications, school visits, guided tours, multimedia /social media and a public exhibition. Making use of existing resources in the participating institutes, these activities are realistic and in many cases already on-going. Special actions are needed for the multimedia / social media presentations and public exhibition towards the end of the project.

## 1. COMMUNICATION ACTIONS

Summarizing from the project description the following communication activities are planned for E-JADE:

<b>Description</b>	<b>When</b>	<b>Action, Target(s), Status</b>	<b>Responsible</b>
Setting up Public Web pages	Month 3	<b>Action:</b> Setting up public web pages as well as providing information for media and general public. <b>Target:</b> Project members, scientific community and general public. Accelerator project stakeholders. <b>Status:</b> This was done by month 3. The pages are currently maintained and updated.	CERN, DESY
Industry workshops	Months 20 and 45	<b>Action:</b> Workshops for industry connected to accelerator projects in Europe and Japan. In connection with annual meetings of all E-JADE participants or other conferences where the community participates. <b>Target:</b> Industries and Scientific accelerator project leaders. <b>Status:</b> The first workshop will take place during the IEEE conference in Strasbourg early November 2016.	CERN with all partners
CommStrgy	Month 12	<b>Action:</b> Communication strategy report. <b>Status:</b> This document constitutes the communication strategy report.	CERN
Publications	During the project	<b>Action:</b> The results of the research will be presented at conferences and published in open-access journals. They will also be made available in the public domain via web sites and video casts as well as public lectures and magazines. <b>Target:</b> Scientific community and general public. <b>Status:</b> The major projects supported by E-JADE	All partners

		secondments are presenting results in conferences and in open-access journals. Overviews are shown in the annual reports.	
School visits	During the project	<p><b>Actions:</b> School class and university visits to the laboratories with involvement of the seconded researcher.</p> <p><b>Target:</b> Enhanced interest in science subjects on high schools and universities as well as interest in scientific careers and recognition of the international aspect/possibilities of science.</p> <p><b>Status:</b> Such visits are normally arranged as part of the general visit programme of the laboratories. An overview of such visits carried out by E-JADE members will be provided for the Dissemination Report month 36.</p>	All partners
Guided tours	During the project	<p><b>Actions:</b> Guided tours, visitor programmes and science open days at all research institutes, in order to inform the general public and motivate young adults on following a scientific career. Communicate on research benefits and justify tax expenses.</p> <p><b>Target:</b> General public including school classes.</p> <p><b>Status:</b> Ongoing in all the large labs participating in the project. Examples:  <a href="http://visits.web.cern.ch">http://visits.web.cern.ch</a>  <a href="https://www.kek.jp/en/PublicRelations/Visit/">https://www.kek.jp/en/PublicRelations/Visit/</a>  <a href="http://www.desy.de/about_desy/visiting_desy/hamburg/index_eng.html">http://www.desy.de/about_desy/visiting_desy/hamburg/index_eng.html</a></p>	All partners
Multimedia / Social media about E-JADE	During the project	<p><b>Action</b> Seconded researcher will be interviewed about their experience.</p> <p><b>Target:</b> General public, schools, E-JADE project members.</p> <p><b>Status:</b> This is being prepared with the help of the communication groups at CERN, DESY and KEK.</p>	CERN, KEK

E-JADE public exhibition	Around month 45	Presentation of the results and experiences from the E-JADE programme. <b>Target:</b> General public. <b>Status:</b> Preparation will start in month 34.	CERN, KEK
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## 2. OVERVIEW OF COMMUNICATORS AT E-JADE INSTITUTES

The following list of people are in charge, together with the work package leader of work package 4 "Management and Dissemination", of putting the relevant actions in place.

<b>E-JADE Partner</b>	<b>Contact(s)</b>
CEA	Olivier Napoly (olivier.napoly@cea.fr)
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## 3. SUMMARY

The E-JADE project started 01.01.2015. In the meantime the key communication actions of the project have been identified. These activities will make use of existing resources in the participating institutes and are in most cases already on-going. Specific additional actions are needed for the multimedia/social media presentations and public exhibition towards the end of the project, and the planning for these are well underway.