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DELIVERABLE 7.4

Scientific Community Outreach Strategy

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Lead partner:	ELI ERIC
Authors:	Alexandra Schmidli
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Contact

In case of any questions or clarifications regarding this deliverable, contact the Project Management Team pmt-impulse@eli-laser.eu or impulse@eli-laser.eu for general inquiries.



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LIST OF ABBREVIATIONS

Abbreviation	Meaning
EC	European Commission
ELI	Extreme Light Infrastructure
ELI-ALPS	ELI Attosecond Light Pulse Source Facility
ELI-NP	ELI Nuclear Physics Facility
ELI ERIC	ELI European Research Infrastructure Consortium
ERIC	European Research Infrastructure Consortium
ESFRI	European Strategy Forum on Research Infrastructures
H2020	Horizon 2020
KPI	Key Performance Indicators
PC	Project Coordinator
RIs	Research Infrastructures
TL	Task Leaders
WP	Work Packages
WPL	Work Packages Leaders



1 Introduction

Outreach activities are an essential tool to establish a strong user community around ELI ERIC which is a fundamental building block for the sustainable operation of the facility. The IMPULSE project aims to raise awareness and strengthen the brand image of ELI ERIC among the established user community, as well as reach out to prospective user communities. The ambition is to achieve this through an interactive dialogue with the target groups. This Scientific Community Outreach Strategy will outline the objectives, target group, define types of activities and provide criteria for the selection of activities to help define the measures to be implemented while also presenting concrete activities and publications. This Deliverable is based on the Deliverable 7.2 Project – Communications and Dissemination Strategy and Milestone 70 – IMPULSE Communications Plan as well as Milestone 71 – Guidelines for the Selections of Outreach and Support to User Communities.

1.1 Objectives

The IMPULSE outreach activities will support the development of the user base through outreach towards established and prospective user communities by raising awareness about ELI ERIC's scientific offer and user training measures. Effective outreach activities aim to strengthen the brand image of ELI ERIC among its user community and key target groups. It does that by enforcing and maintaining an interactive dialogue with them to understand their needs and expectations, and communicate the opportunities ELI ERIC has to offer.

1.2 Key Stakeholders

The Key Stakeholders for outreach activities include:

- Project partners
- Scientific and academic users (laser-based science)
- Potential existing and new user communities
- Industrial users
- Multipliers (ex. scientific associations, societies, networks)

Core user communities per countries are in the process of being identified.

1.3 Key messages

To complement the core mission of ELI as a the world's foremost high-energy laser facility, ELI aims to communicate benefits society and industry through its science and engineering focus in many fields with the following key messages:

- ELI facilitates research for scientists from around Europe and the world – **ELI's focus is on USERS.**
- ELI is the world's most advanced international laser research infrastructure open to a global user community – **ELI is LEADING.**
- All interested scientists and countries are invited to join ELI ERIC as Users, Members, Observers (with the possibility to join), or Strategic partners – **ELI is OPEN.**



- ELI opens new frontiers in laser science and technology, fundamental research, industrial and societally relevant applications – **ELI is an INNOVATOR.**
- ELI is setting a milestone in structuring European laser research and it will act as an open centre of competencies, attracting the best researchers worldwide – **ELI is INTERNATIONAL.**
- ELI is a multi-site organisation: together the Facilities staff over 700 scientists, technicians, and support staff charged with user support and managing international collaborations – **ELI is ONE.**

1.4 Key Stakeholder Specific Messages

The following specific messages have been developed under IMPULSE:

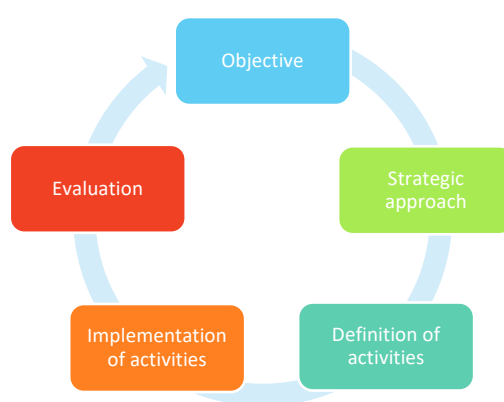
- ⇒ **Project partners:** IMPULSE is a source of information and collaboration opportunities with leading laser facilities in Europe and key ELI stakeholders. It is also a platform through which their various activities and opportunities can be promoted. Moreover, it is a learning platform in which project partners can expand and co-develop knowledge on the current developments relative to ELI ERIC and how to resolve open issues and be stronger together.
- ⇒ **Research communities in ERA,** globally, particularly laser-based science: IMPULSE aims to provide information, best practices, potential solutions and opportunities for researchers to use the ELI Facilities. It also includes scientists from outside the ERA. IMPULSE raises awareness about all the consortium partners, with a particular emphasis on the point that the operations and use of the ELI Facilities is imminent and integrated.
- ⇒ **Research communities in industry,** especially laser suppliers (broadly) and industry that apply lasers in their value chain: the IMPULSE project is a platform that provides information on the services (such as experiments possibilities and the use of data) to European industry, including laser manufactures and industry applying lasers in their processes. The IMPULSE consortium in particular is looking to ways to standardize approaches to metrology and interactions with industry.



2 Implementation

2.1 Process

The process of developing and implementing communications, outreach and engagement activities at ELI is recursive. This pattern begins by defining the objective, and then selecting activities, considering timing and budget. In the next steps, target groups and strategic approach are defined. During the last phase of the process, a set of tailored and purposeful activities addressing the specific communications needs of each of the identified target groups are developed and implemented. Results are continuously tracked and evaluated. Based on these experiences new activities are planned as necessary.



2.2 Types of activities

The following are types of activities for outreach and support to the user community:

Dissemination

- Website
- Social media
- Newsletters (internal/external)
- Annual Activity Reports
- Information materials, brochures/leaflets
- Promotional materials, adverts, giveaways
- Activity Plan
- Slides
- Audio Visual content
- Publications (see list of publications)

The content developed can serve a variety of functions including raising awareness about ELI ERIC as a whole, informing the target groups, creating target group specific materials and engage the user and potential user community towards an interactive dialogue.

Events

- Workshops, Seminars (ex. technical workshops)
- Trainings (ex. user trainings)
- Conferences, Symposia (ex. ICEL, ExHILP, ELOS)
- Lectures (ex. university classes, summer schools, etc.)
- Information days (ex. Partner and Industry days)

Participation in the above types of events can be in a both active and passive manner. Active participation in an event would imply being a speaker, lecturer, moderator, or giving a presentation, being a co-organiser or sponsor of the event. Passive participation could be simply in the form of visitor or observer to the event and participation for learning and networking purposes.

Collaborative activities

- Grants
- Joint-projects

Collaborative activities can also take on both an active and massive approach. Active approaches imply an active engagement or participation in a grant or project or even taking on the lead role. While a passive approach would be in the form of a observing or supporting role with for example a Letter of Support.

2.3 Criteria for the selection of activities

The following criteria will be considered for the effective selection of outreach activities:

Objective

- Does the activity support the overall objective defined for the outreach activities?

Theme/Content

- Is the theme/content relevant and appropriate to and for the user community?

Relevance

- Is the activity relevant for the high-power, high-repetition laser community or for a potential user community, IMPULSE partners, stakeholders or industry?

Impact

- Is the activity appropriate to achieve the overall objective and the target group?

Cost & Benefit

- Does the cost of the activity warrant the benefit?



3 List of Activities

Event title	Target group
ELI	
Teachers & Scientists Online Lecture at ELI Beamlines	Outreach/Training/Education
Laser Day for Universities at ELI Beamlines	Outreach/Training/Education
International Day of Light at ELI Beamlines	General public
ELI-NP Day at Carpathian Summer School of Physics	Scientific/User community
ELI ALPS Teacher's Course	Outreach/Training/Education
ELI Summer School (ELISS 2021)	Scientific/User community
St. Wenceslas Celebration at ELI Beamlines	General public
European Researchers' Night (ELI ALPS and ELI Beamlines both joined)	General public
ELI ALPS Scientific Open Day (for local cooperations)	Scientific/User community
ELI ERIC User Meeting	Scientific/User community
International Conference on Extreme Light (ICEL)	Scientific community
IMPULSE	
IMPULSE Kick-off Meeting / Annual Meeting	Project Partners
ELI ALPS Scientific Day (IMPULSE presentation)	Scientific community
European conference on Plasma diagnostics (ECPD)	Scientific/User community
Conference on Plasma Physics	Scientific/User community
LaPLaSS (Summer School)	Scientific/User community
ELI-IMPULSE Fellows program (IST)	Scientific/User community
ELI ERIC Partner Days / Country specific	Scientific/User community/Industry/Decision makers
Training activities	Scientific/User community
Themed Workshops	Scientific/User community
European events	
ExHILP	Scientific/User community
ELOS	Scientific/User community
ETSF Young Researchers' Meeting (17th)	Scientific community
European Optical Society Annual Meeting (EOSAM 2021)	Scientific community
Photonics Applications Week (Eindhoven, NL, 2021)	Scientific/User community
Big Science Business Forum	Industry
EU Open Data Days, online event	Scientific/User community
ESFRI Days (Ljubljana, SL)	Decision makers, RI managers
Realising the Open Science Cloud	ESFRI clusters and user community
European Research Facilities – ERF-AISBL meetings	Users and RI managers
EOSC Secretariat workshops and events	Decision makers, RI managers
ESFRI / EOSC events	Decision makers, RI managers
Visegrad Group Events	Decision makers, RI managers



Intl Conferences	
Nuclear Photonics Conference	Scientific/User community
Annual International Laser Physics Workshop (LPHYS'21)	Scientific community
SPIE Optics + Photonics	Scientific/User community/Industry/Decision makers
Intl. Materials Research Conference	Scientific community
International Conference on Processes in Isotopes and Molecules (PIM 2021)	Scientific/User community
IRMMW-THz Conference	Scientific community
Conference on High Intensity Laser and Attosecond science (CHILI2022), Tel-Aviv, Israel	Scientific/User community
International Laser Technology Congress (Aachen, Germany)	Scientific/User community
CLEO Conference	Scientific/User community
ATTO	Scientific/User community
ICRI (ICRI 2022, Brno)	RI managers

4 List of Relevant Publications

Following is a list of publications which are relevant to the scientific user community:

- Nature
- Physics Report
- Journal of American Chemical Society
- Journal of the Optical Society of America
- Science Advances
- Nature Communications
- Optica
- Physical Review Letter
- Advanced Optical Materials
- Scientific Reports
- Optics Letters
- Radiotherapy and Oncology
- Applied Physics Letters
- New Journal of Physics
- Physical Review
- Applied Science
- Anticancer Research
- Physica Scripta
- Laser Physics Letters
- European Journal of Physics
- Laser and Particle Beams
- Nuclear Instruments and Methods in Physics Research
- Proceedings of SPIE
- Laser Physics
- Physics of Plasmas



- Chemical Physics
- Acta Physica Polonica
- Plasmonics
- Radiation Physics and Chemistry
- Optics and Laser Technology
- Nano Research

Additionally, journals of national user communities in the relevant fields should also be considered for publication, in particular with regards to activities to promote the ELI ERIC Membership Base.

5 Evaluation

To ensure effective implementation of the defined objectives, all activities will be tracked and evaluated in order to measure the impact of the activity and to ensure the effectiveness of the activity. This will be achieved through the collection of both qualitative and quantitative information about the specific activities such as, for example, by way of feedback and evaluation forms shared with participants of events, tracking of statistics of the activity (ex. number of participants, reach of measure, etc.), summary reports about the activities. This information will also be presented in the Annual Reports for Outreach.

6 Annex

Annex 1: Deliverable 7.2 Project – Communications and Dissemination Strategy

Annex 2: Milestone 70 – IMPULSE Communications Plan

Annex 3: Milestone 71

