

# Fontana dei Quattro Fiumi — Piazza Navona



BrightnESS<sup>2</sup> is funded by the European Union Framework Programme for Research and Innovation Horizon 2020, under grant agreement



# WP5: International Outreach, Communication and Dissemination for Impact

Ute Gunsenheimer

Head of External Relations & EU Projects, ESS



# brightness<sup>2</sup> WP5: International outreach, communication and dissemination for impact

## Aim

Establish ESS as a truly global research infrastructure with an impact in and outside Europe via strategic communication and dissemination activities targeting the experts' community and society at large

Tasks		
5.1	Outreach and stakeholder engagement	ESS
5.2	Internationalisation of the ESS member base	ESS
5.3	Socio-economic impact assessment of ESS	ESS
5.4	Communication and dissemination	ESS



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Deliverables		
D5.1	BrightnESS <sup>2</sup> website	M02
D5.2	Stakeholder engagement and enlargement activities I	M13
D5.3	Stakeholder engagement and enlargement activities II	M25
D5.4	Socio-economic impact of ESS	M34
D5.5	Stakeholder engagement and enlargement activities III	M35

Milestones		
MS1	First Activity Plan for outreach and enlargement	M03
MS8	Second Activity Plan for outreach and enlargement	M13
MS12	Presentation of the ESS socio-economic impact assessment approach and first results in international fora	M18
MS18	Third Activity Plan for outreach and enlargement	M25

# Task 5.1: Outreach and stakeholder engagement



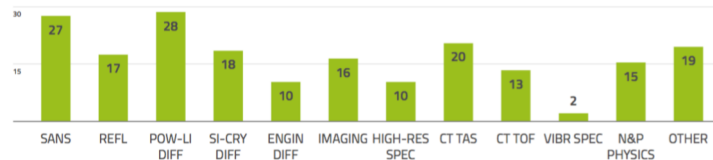


# brightness<sup>2</sup> Stakeholder analysis under BrightnESS (2015-2018)

## A) Neutron users in Europe: Facility-based insights and scientific trends

Europe: Number of instruments per method

Total: 195 (176 + 19 non-scattering instruments)



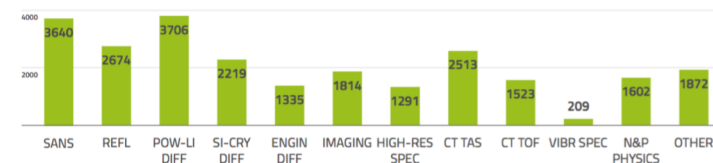
Europe: Number of experiments per year per method

Total: 4 788 (3 912 + 876 non-scattering experiments)



Europe: Number of beam days available to users per year per method

Total: 24 398 (22 526 + 1872 beam days for non-scattering methods)



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15  
facilities

5 777  
unique users

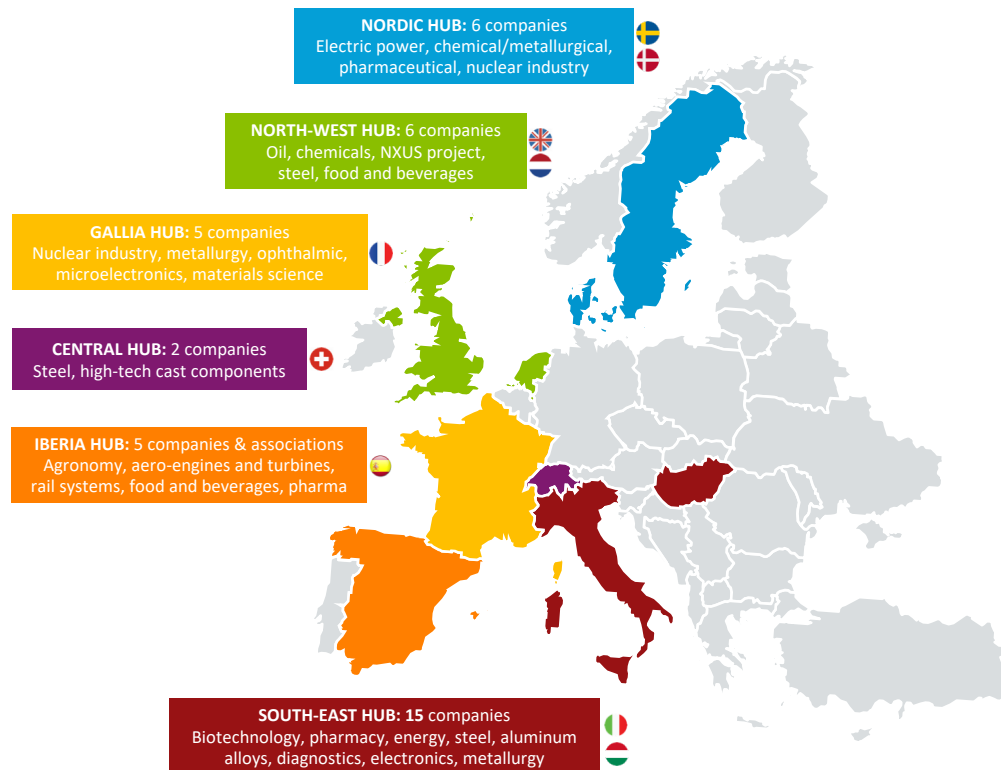
3 559  
principal  
investigators



# brightness<sup>2</sup> Stakeholder analysis under BrightnESS (2015-2018)

## B) Industrial use of neutron sources in Europe: Qualitative assessment

Industry group	Experienced users of RIs (incl. neutron sources)	Potential users with R&D capacity	Companies with no R&D capacity
Needs and expectations	Well-defined access modes and procedures for industrial users	Better understanding of neutron techniques and compatibility with X-ray techniques, collaborative R&D through academia and other intermediaries	Awareness of neutron research and its societal impact
Recommendations for ESS engagement approach	Commission a study to analyze best practices in Access Policies at RIs worldwide	Engage companies indirectly, establish synergies with European projects, set-up incentive schemes in collaboration with academia	Awareness-raising actions at regional level
Strategic objective for ESS	Build a community of ESS industrial users	Build capacity in collaborative R&D	Raise awareness



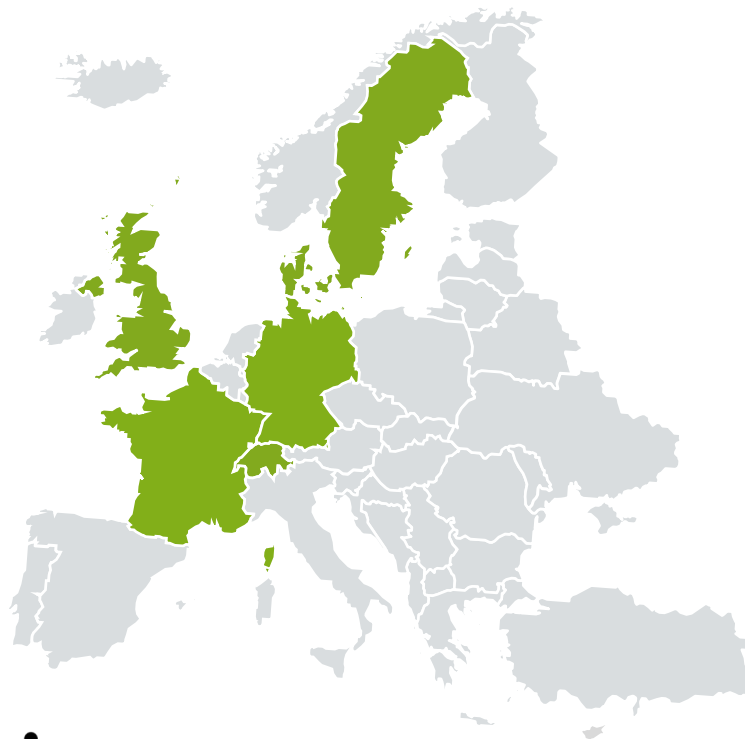
# brightness<sup>2</sup> Stakeholder analysis under BrightnESS (2015-2018)

## C) Innovation Ecosystem of ESS: Mapping

LOCATION	COUNTRY	POPULATION	FACILITIES
Greater CPH	DK / SE	3,877,887	ESS / MAX IV
Rhône Alpes	FR	6,510,561	ESRF / ILL
Thames Valley	UK	2,361,105	ISIS / Diamond
Aargau	CH / DE	4,089,991	SINQ / SLS



Greater CPH has the **largest research and development activity** as percentage of GDP.



Incubators



Private & public  
funding



Private companies



Support networks



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# brightness<sup>2</sup> Activities of Task 5.1 during BrightnESS<sup>2</sup>

## Task 5.1 adopts a flexible approach to support:

- 1 **Stakeholder engagement** and cross-promotion of efforts and activities **under other WPs**
- 2 **Inter-continental best practice exchange** and knowledge transfer with leading spallation sources **outside Europe**

## Type of activities:

- **Workshops and conferences** on issues related to the future of the **European neutron scattering landscape**
- **Best practice seminars** on particular challenges associated with **IKC installations**, such as testing, safety and health aspects etc.
- **Awareness raising** among future users from **academia and industry**
- **Training and educational** activities targeting **young generation of scientists**



# Action point for all partners: First Activity Plan for Outreach and Engagement



Photo by [camille on Unsplash](#)

1

Identify **external events** in 2019 that would benefit your WP, e.g. participation in international conferences, workshops etc.

2

Decide what **events and activities you want to organise** in 2019 for your WP

3

**Submit** your suggestions to your WP leader

4

Each WP leader consolidates suggestions and submits the final list to WP5 **by 15 February 2019 for approval**

5

**Execute your activities**



# Task 5.2:

## Internationalisation of the ESS member base



## Two new member countries under BrightnESS (2015-2018)



### United Kingdom

Member since **June 2016**

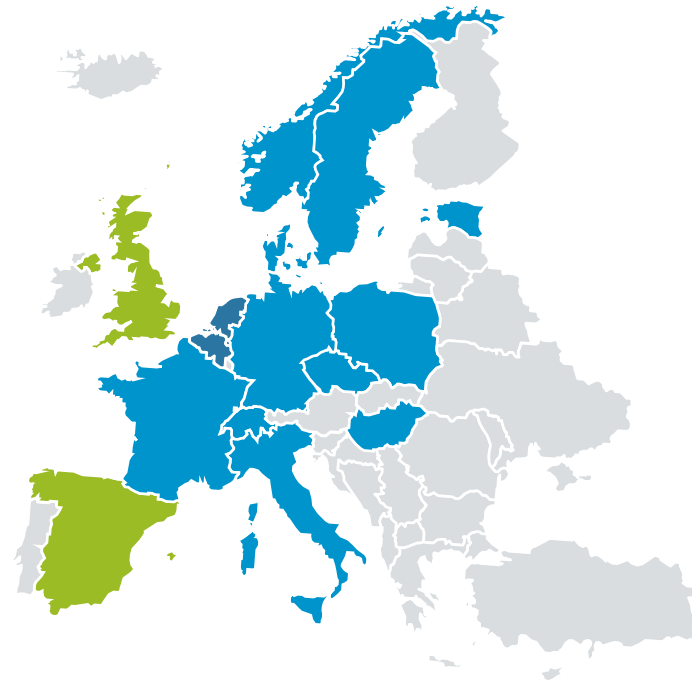
Spain will contribute **10%**  
of the total ESS  
construction costs of  
1843M€<sub>2013</sub>



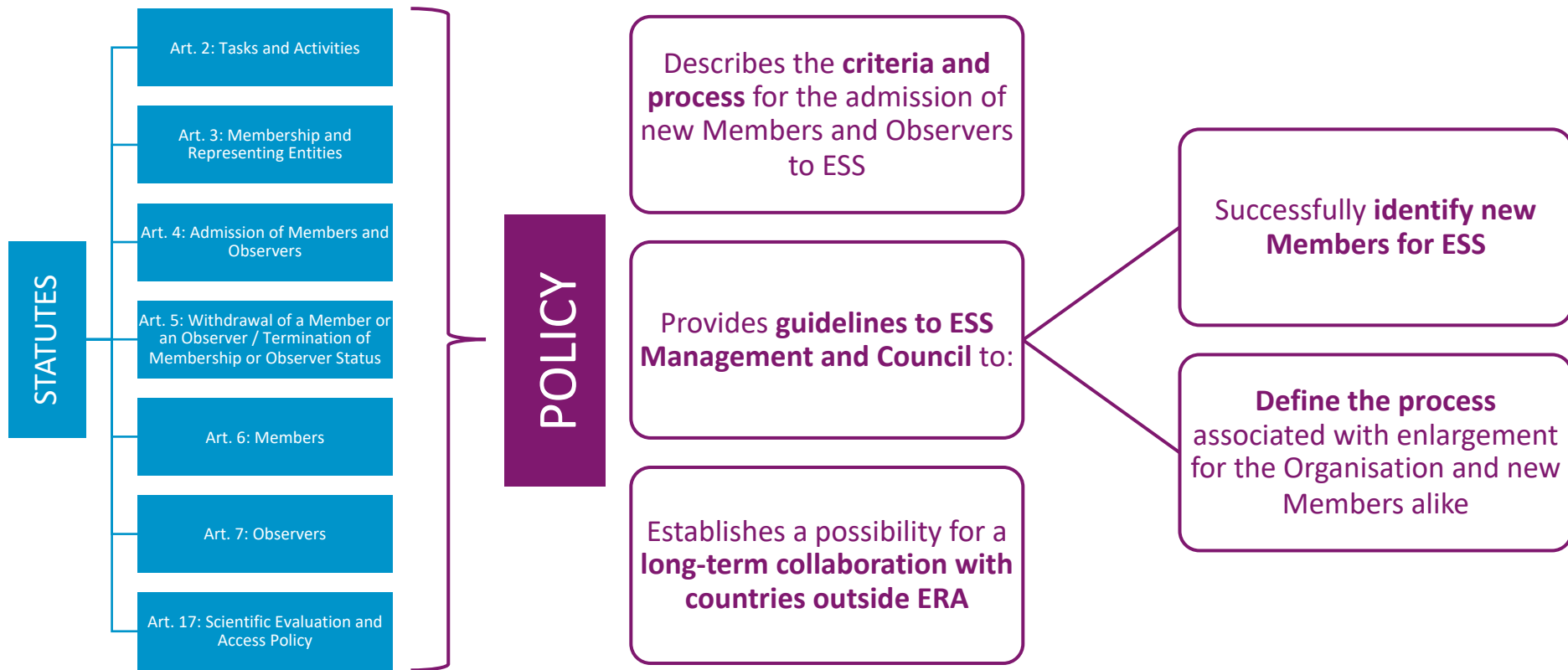
### Spain

Member since **April 2018**

Spain will contribute **3%**  
of the total ESS  
construction costs of  
1843M€<sub>2013</sub>



# brightness<sup>2</sup> New Members Policy: Approved by Council in Dec 2017



# Collaboration Categories

## What is new and why is it important?

1

Associates: new category allowing **non-ERA countries** to pursue partnership with ESS on **member-like terms**

2

Possibility for ESS to position itself as a truly global research infrastructure

Members

Observers

Associates

Guests



# Activities Targeting Canada

Visit of Canadian Neutron Science Delegation to ESS

21-23 November 2017 | Lund & Copenhagen

**7 delegates** from Canadian Neutron Initiative, Canadian Neutron Beam Centre, Canadian Institute for Neutron Scattering, Brockhouse Institute for Materials Research, Simon Fraser University, Queen's University, University of Quebec at Trois-Rivières, Western University

**John Root:** “Before coming to Lund, we knew only about our urgent need to establish a new framework for stewardship of Canada’s program for materials research with neutron beams. In Lund, **we met a community who opened several doors for us to refine our own vision for this stewardship. We can imagine participating in this visionary international endeavour, both now, in building it, and in the future, through access to the world-class facility.”**

Letter of Support for BrightnESS<sup>2</sup> from:



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# Activities Targeting South Africa

## Visit of South African Science Delegation to ESS

4-6 July 2018 | Lund

**6 delegates** from iThemba LABS, University of Cape Town, Necsa, and Department of Science and Technology

**Daniel Adams:** “Access to global research infrastructures has always been an essential part of our national scientific landscape, and **collaboration with ESS presents an excellent opportunity to contribute to South Africa's strategic approach to national development.**”

BrightnESS<sup>2</sup> partners from South Africa



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# Countries in focus



Austria



Canada



India



Israel



Australia



China



Japan



Singapore



South Africa



Portugal



Group of Senior Officials  
on Global Research Infrastructures

# brightn<sup>ess</sup>² Activities of Task 5.2 during BrightnESS²

## Building on activities initiated during BrightnESS, Task 5.2 will:

- 1 • Continue activities in support of Canadian membership/associate status with ESS
- 2 • Continue activities targeting South Africa and establish a bilateral collaboration framework
- 3 • Explore new membership opportunities in Europe, and predominantly in ERA, and on the global scale.

## Type of activities:

- **Organisation of events** such as ESS Partner and Industry Days, science visits and delegation visits
- **Participation in conferences, and meetings with stakeholders** from the national communities, funding agencies, industry etc.



## **Task 5.3:**

# **Socio-economic impact assessment of ESS**



# brightness<sup>2</sup> Measuring socio-economic impact of ESS

?

**WHY** is socio-economic impact important?

Meeting the societal grand challenges with enabling scientific infrastructures

Growing role of science in the society

High investment from multiple stakeholders

Ex ante to help the management decision process

?

**HOW** to assess socio-economic impact?

Long term commitment (longitudinal process)

From KPIs to CIIIs

Ex ante: Inform decision-making process and practices

Impact through ESS activities: different dimensions of impact and different stakeholders



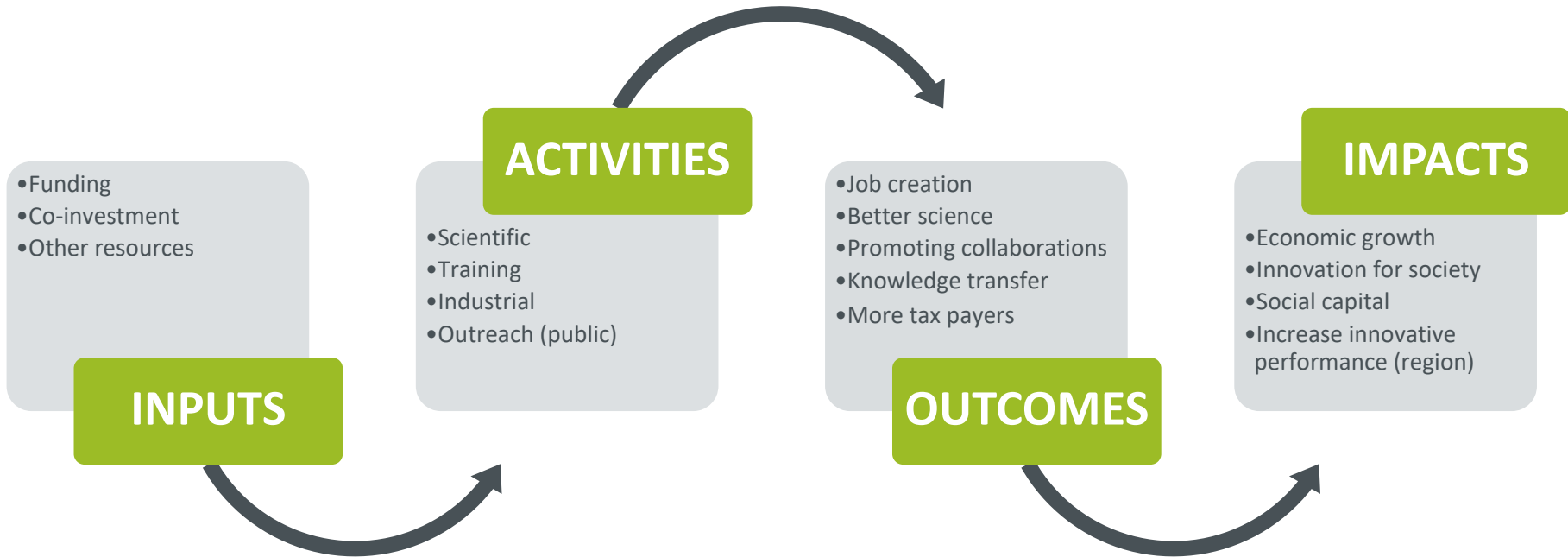
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**KEDGE**  
BUSINESS SCHOOL





# brightness<sup>2</sup> Our socio-economic impact model



Source: OECD “Reference framework for assessing the socio-economic impact of Research Infrastructures” (revised)



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**KEDGE**  
BUSINESS SCHOOL



# brightness<sup>2</sup> ESS Mission and Vision determine the objectives

## Objective 1:

**World-class RI enabling scientific breakthroughs and addressing grand societal challenges**

- Scientific performance
- Grand socio-economic impact
- Scientific breakthrough (Science for society), visibility and attractiveness for public

## Objective 2:

**RI supporting and developing its user community, fostering a scientific culture of excellence and acting as an international scientific hub**

- Network, collaboration, visibility and centrality
- Staff-related diversity, mobility etc.
- Cooperation with other RIs

## Objective 3:

**RI built on time and on budget, operating safely, efficiently and economically, and responding to the needs of stakeholders**

- Budget-related indicators
- Safety
- Efficient and economic operation
- Openness: Reporting to stakeholders and taxpayers
- Value for tax payers and fair return

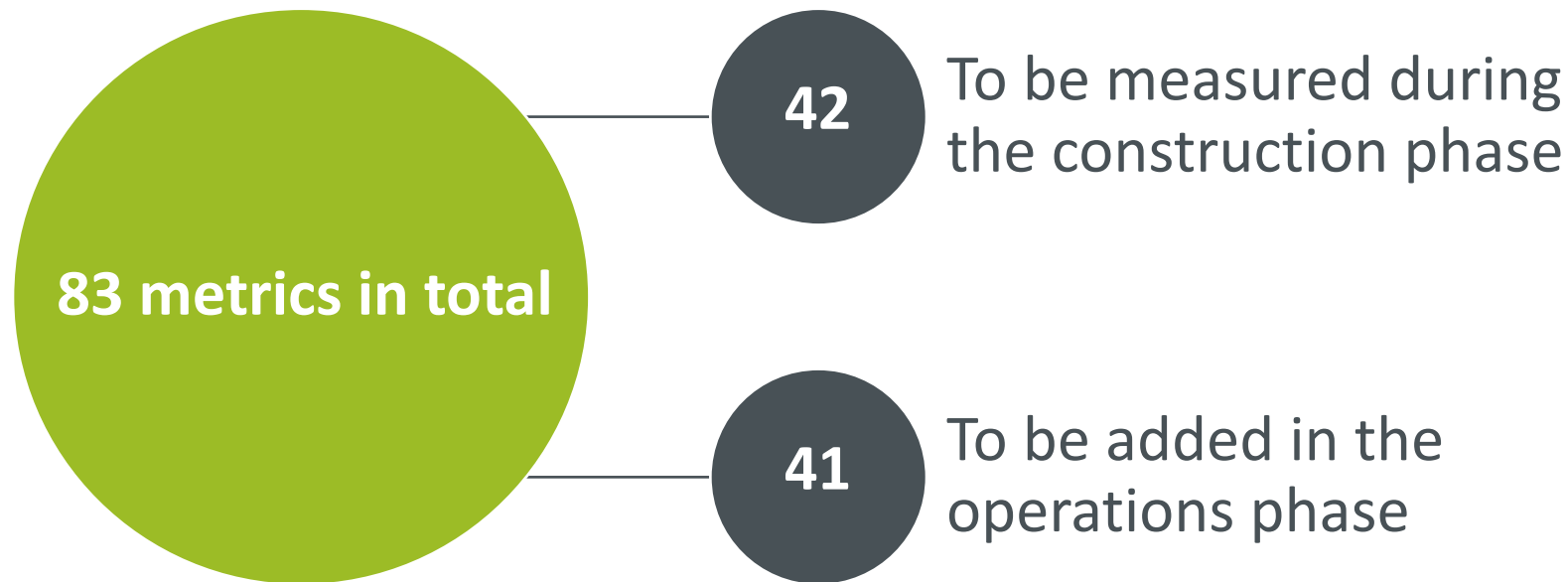
## Objective 4:

**RI that develops innovative ways of working**

- Sustainability
- Innovative ways of working



# The SEI model of ESS



# Task 5.4: Communication and dissemination



brightness<sup>2</sup>

brightness



Building on the well-established  
reputation of the BrightnESS brand



[brightness.esss.se](https://brightness.esss.se)

brightness<sup>2</sup>



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brightness<sup>2</sup>

Communicating to an already  
**existing audience** to maximise our  
reach and dissemination efforts

Do **YOU** follow BrightnESS<sup>2</sup>  
on Twitter?



**@brightnessEU**



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# Action point for all partners: Spread the word!



Photo by [carnival on Unsplash](#)

1

If you are on Twitter, **follow @brightnessEU**

2

**Tell the world** about your BrightnESS<sup>2</sup> activities:

- Use your Twitter account and **don't forget to tag @brightnessEU** so that we can retweet you and get you more exposure
- Not on Twitter? **Send a picture and 1 sentence** describing your event to **lenka.petkova@esss.se** so that we can tweet for you

3

Once your event is over, write a **short text summarising the main highlights and outcomes**, and send it together with pictures to **lenka.petkova@esss.se** for publication on the BrightnESS website: **www.brightness.esss.se**

# brightn<sup>ess</sup>² Activities of Task 5.4 during BrightnESS²

## Activities of Task 5.4 are designed to:

- 1 • Provide **timely and informative updates** on the project progress and results, and **communicate its impact**
- 2 • Support the **production of publications** from selected BrightnESS² deliverables, which feature data and recommendations that could be of benefit for wider community of RIs and stakeholders
- 3 • Promote the **work and events carried out within all WPs**
- 4 • Support the **ESS visitor programme** for impactful engagement of stakeholders and public

