

brightness²

General Assembly

WP5: International Outreach, Community Engagement and Dissemination for Impact

Ute Gunsenheimer, ESS

Jason Li-Ying, DTU

12 February, Brussels



brightness²

This project has received funding from
the European Union's Horizon 2020
research and innovation programme
under grant agreement No 823867

brightness² WP5: Overview and Timeline

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

Deliverables		
D5.1	BrightnESS ² 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
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brightness² Activities and Results: Outreach and Stakeholder Engagement (5.1)



2019 1ST BILBAO NEUTRON SCHOOL

SCIENCE AND INSTRUMENTATION FOR
COMPACT ACCELERATOR-DRIVEN
NEUTRON SOURCES (CANS)
JUNE, 17, 18, 19

More information and registration:
www.BNS2019.org



9
Basque
companies

17
lecturers

45
students

6
nationalities



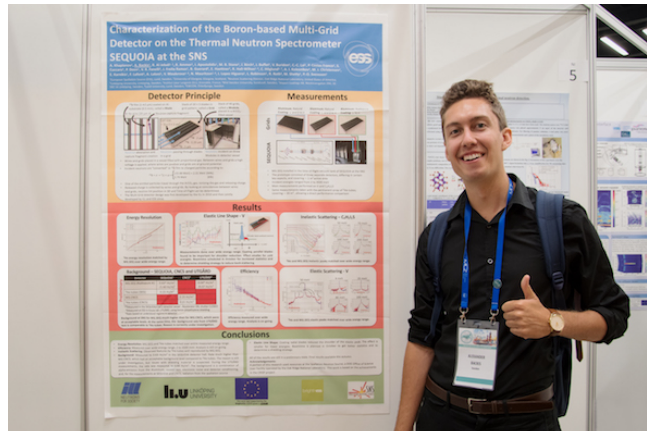
brightness² Activities and Results: Outreach and Stakeholder Engagement (5.1)



- Almost all **project partners participated**
- **WP2 side meeting** to discuss neutron vision for Europe
- **Dissemination of BrightnESS results:** Posters and talks on detector development for ESS and other technology highlights
- **South African participation:** Andrew Venter from Necea presented a vision of neutron scattering in Africa

570
participants

4
geographic
regions



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brightness² Activities and Results: Outreach and Stakeholder Engagement (5.1)



- **LENS website and Twitter** launched in March 2019
- **First LENS General Assembly and Executive Board** meeting in March 2019 in Liblice, Czech Republic
- Official **LENS launch** on the eve of ESFRI meeting in Liblice
- **First LENS participation in ECNS:** Plenary talk by LENS Chair, Robert McGreevy; presentations and posters by LENS members; LENS brochure in welcome package



WEBSITE

www.lens-initiative.org



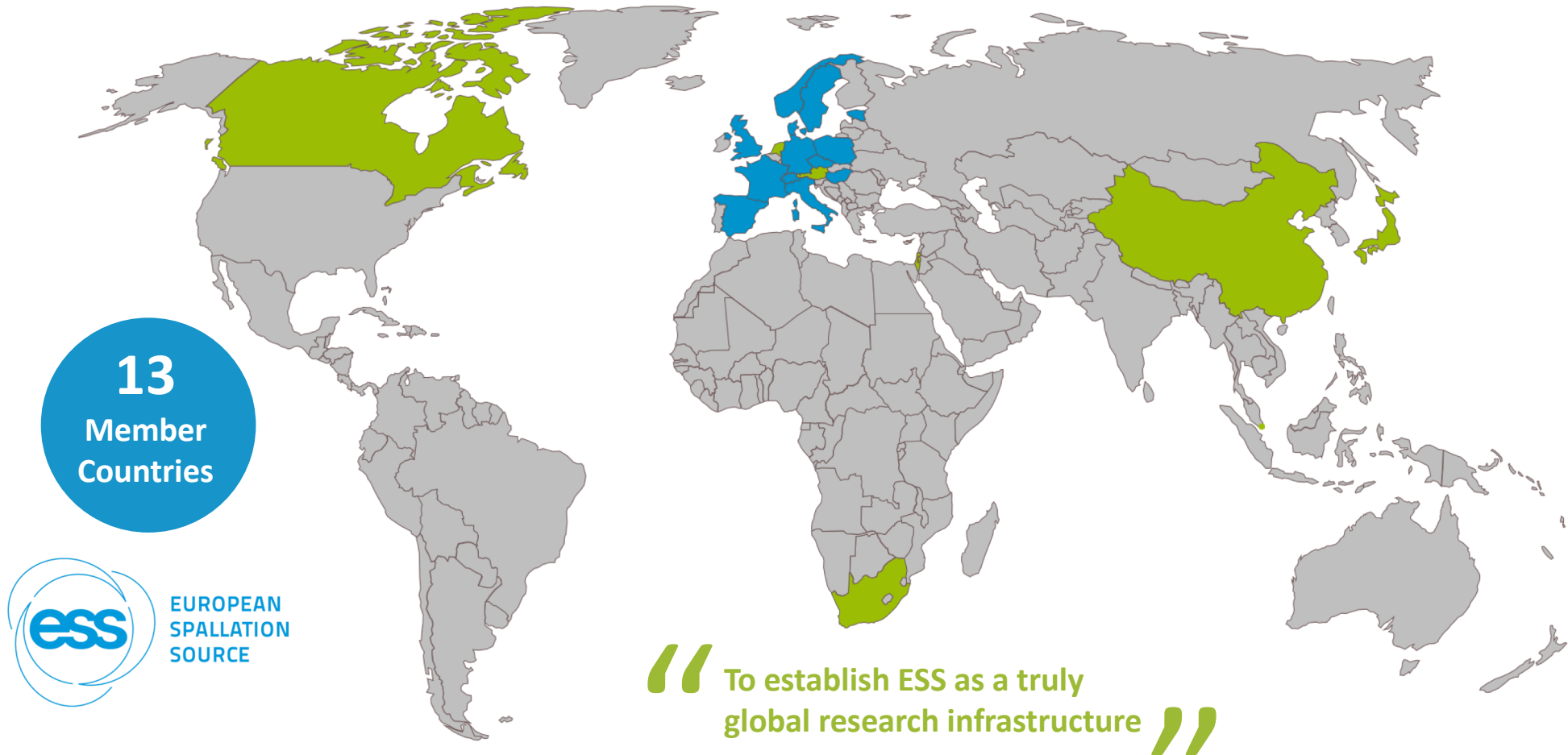
TWITTER

@LENSinitiative



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brightness² Activities and Results: Internationalisation of the ESS Member Base (5.2)



brightness² Activities and Results: Internationalisation of the ESS Member Base (5.2)



Austria



Winter School and Symposium on Neutron and Synchrotron Radiation

- 4-8 March 2019, Altaussee
- 11th edition of NESY with lectures, scientific talks, poster sessions
- Targeting young scientists and graduate students
- Keynote speech by A. Schreyer, ESS



Canada



Roundtable Meeting Towards Establishing "Neutrons Canada"

- 29 January 2020, Ottawa
- In partnership with Fedoruk Centre on behalf of the Canadian Neutron Initiative (CNI)
- University executives from 17 institutions across Canada



China



3rd International Science Centres Symposium

- 17-18 October 2019, Beijing
- Charter establishing the Global Cooperation Alliance of Science Centres (GCASC)
- 17 science centres and cities (5 from China)



Israel



Israeli-Danish Partner Day on Advanced Materials

- 7-8 February 2019, Lund & Copenhagen
- To establish contact between material science researchers from Israel and Denmark
- Visit to ESS construction site



brightness² Activities and Results: Internationalisation of the ESS Member Base (5.2)



Japan



SAKURA
MOBILITY PROGRAMME

Inauguration of the SAKURA Mobility Programme

- Funded by IntSam under the lead of Swedish Research Council
- Launched on 4 Nov 2019 in Stockholm, second call to be launched in Feb 2020
- 15 scientists, academics, and experts will travel to Japan and Sweden to conduct strategic research in 2020



The Netherlands



Research Infrastructure Landscape Analysis

- Netherlands Organisation for Scientific Research requested updated information to prepare new National Roadmap of 2020-2024
- Delft University of Technology and ESS submitted data in December 2019



South Africa



Activities with South African Partners

- First South African workshop on neutron research: 13-14 Aug 2019 at iThemba
- Andrew Vente's (Necsa) participation in ECNS in St. Petersburg in Jun/Jul 2019
- Keynote presentation by M. Hartl (ESS) at Catalysis Society of South Africa's annual conference (CATSA2019) in Nov 2019



Singapore



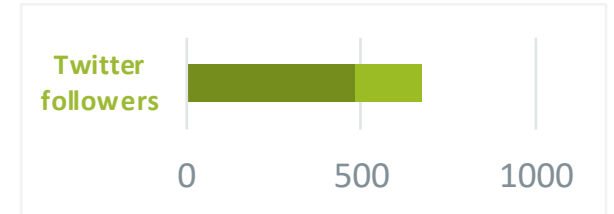
Scientific visit to Singapore

- 21-22 Feb 2019, Singapore
- Lecture by A. Schreyer (ESS) at the School of Materials Science and Engineering at Nanyang Technological University
- Meetings with National Research Foundation (NRF), and Singapore Synchrotron Light Source (SSLS)



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brightness² Activities and Results: Communication and Dissemination (5.4)



~40% increase since kick-off meeting

Website: Geolocation of users (2019)



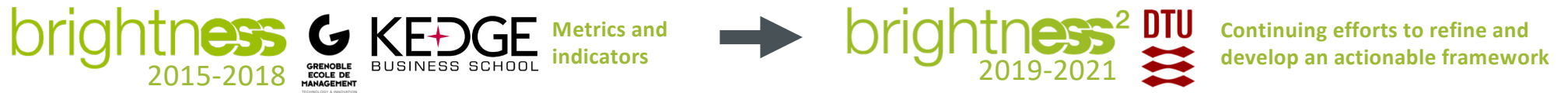
 **WEBSITE**
brightness.esss.se

 **TWITTER**
@brightnessEU

 **NEWSLETTER**
brightness@ess.eu

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brightness² Socio-economic Impact Assessment of ESS (5.3)



Existing frameworks

OECD

- Based on in depth questionnaires, workshops, case studies
- 25 Core Impact indicators, and 33 additional indicators

ESFRI

- Based on questionnaires, workshops
- 21 detailed key performance indicators

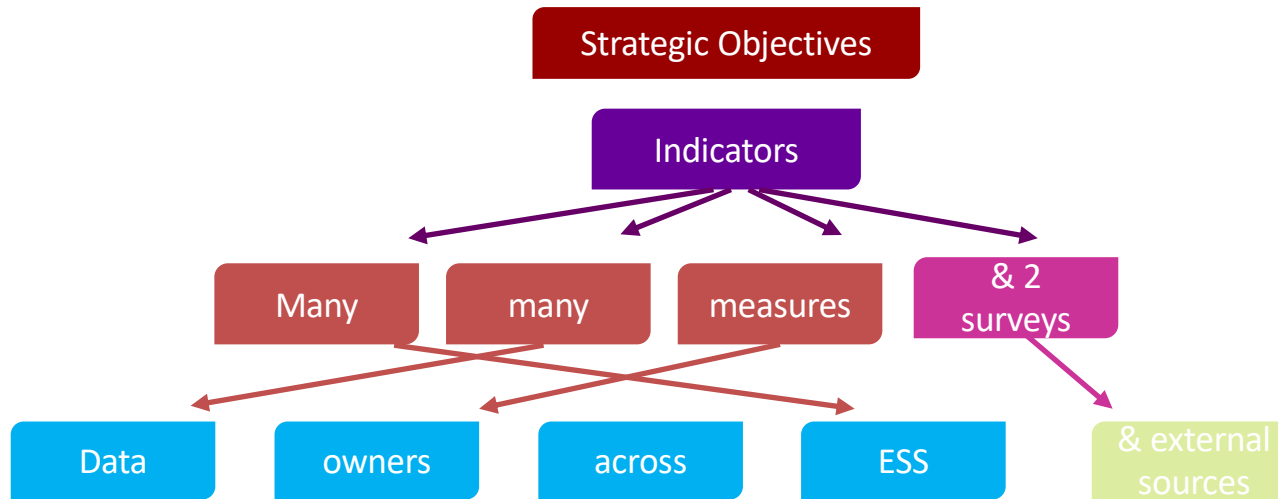
ACCELERATE - H2020 (ongoing)

- Emphasises the importance of narratives (situation, context, societal impact)

RI PATHS - H2020 (ongoing)

- Based on a series of workshops
- separate indicators for relevant activities from those for impact
- identified a set of pathways



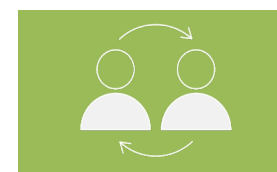


Phase	Indicators	Measures
Construction only	3	8
Construction & operations	35	183
Operations only	28	90

Example

Indicator	Measure	Owner
Use and Production of Open Data	Number of Open Dataset Accesses	DMSC
	Number of Open Dataset Made Available	DMSC
	Number of Open Dataset Downloads	DMSC

Feedback rounds



BrightnESS² Work Package 5 Leader and Data Owners across ESS

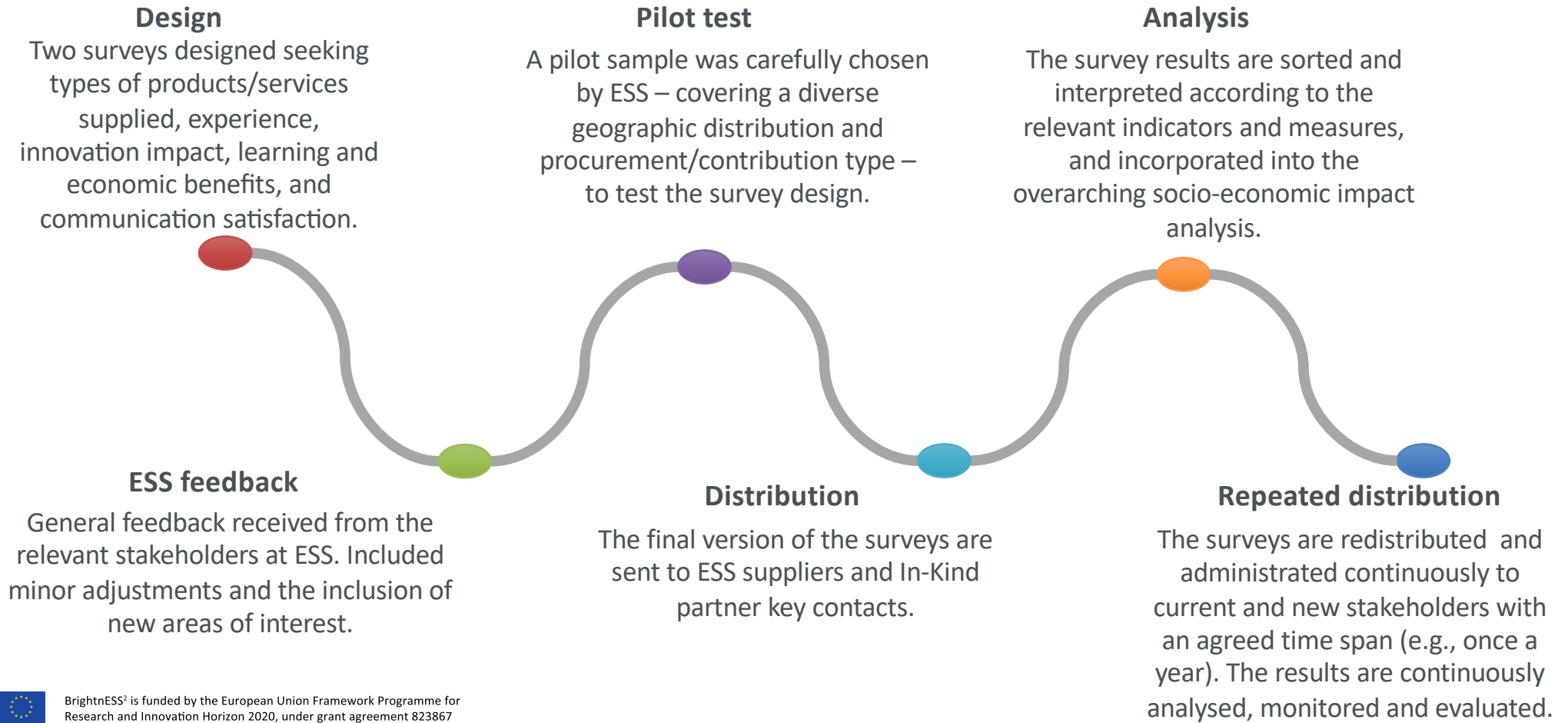


What should be kept?
 What should be defined?
 What should be adjusted?
 What should be added?



A customized list of indicators and measures meeting the interests and needs of ESS and their stakeholders

brightness² Supplier & In-Kind Partner Surveys



brightness² Supplier & In-Kind Partner Surveys



**2000+
suppliers**

Recipients of the industrial supplier survey includes suppliers to products and services of all values (with and without tenders).

Recipients of the In-Kind partner survey includes collaborating institutions, ranging from those with an endorsed Technical Annex to those with an accredited final report.

**130+
collaborating
institutions**

The surveys intend to monitor economic, innovation and knowledge benefits, for which directly data is not available, as well as the recipients' perception of their relationship with ESS.



Status and Next Steps

ONGOING

- Survey pilot-testing
- Database tool being put into place
- Collaborative effort to collect the data

NEXT STEPS

- Sorting data: Narrative formulations based on stakeholders and their interests
- Systematic data analysis report writing

Strategic
objectives

RI
Pathways

Impact
Types

Narratives

Risks



INTERNAL DATA COLLECTION

- Measures providing themselves impossible to collect
- Potential difficulty in achieving cooperation with data collection across the organisation
- More time-gaps (missing data) than expected

SURVEYS

- Low response rates/outdated contact information
- Ensure the right people complete the survey (were involved with the transaction themselves)



Current status: Deliverables and Milestones

Deliverables			
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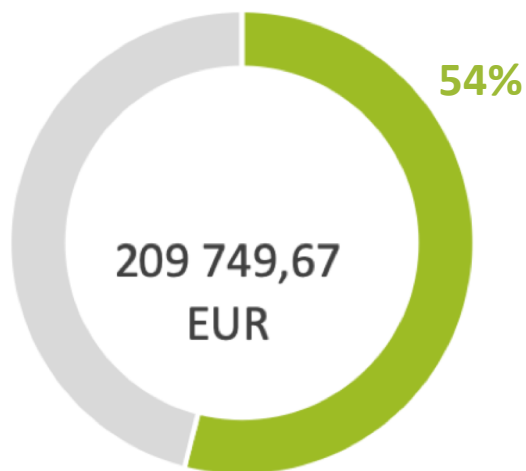
Risks



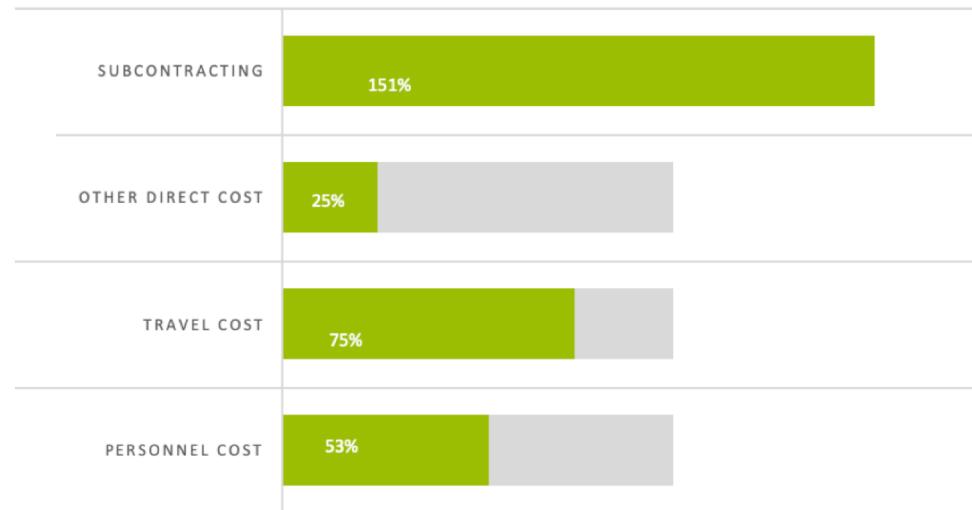
- Challenging for partners to follow ESS procurement rules to make costs eligible
- Impact of enlargement and engagement activities depends on factors that BrightnESS² does not have a control of (political decisions)
- A number of outreach activities was postponed last year – risk of further delay

brightness² WP5 Expenditures and Overall Spending

Overall Spending
M1-M12



WP5
Expenditure per Cost Category



Use of Budget

Partner	Use of budget (%)
ESS	55%



brightness² Next Steps: Activity Plan 2020

Categories

Community building	Knowledge-sharing	External conference or event	Scientific collaboration	Public engagement	Outreach	Education
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Activities

Year	Month	Activity	Place
2020	Jan	XXIV School of Pure and Applied Biophysics: Applications of X-rays and Neutron Scattering in Biology	Venice, Italy
2020	Feb	South African participation in measurement campaigns	Garching, Germany
2020	Feb	LENS Colloquium: How neutrons contribute to mission-based research	Brussels, Belgium
2020	Feb	Meeting of In-Kind Field Coordinators	Brussels, Belgium
2020	Feb	Meeting with ENSA representatives	Lund, Sweden
2020	Feb	ILO Strategy Meeting	Catania, Italy
2020	Mar	Research infrastructure consortia network workshop	Brussels, Belgium
2020	Mar	LENS Vision Document Writing Workshop	Villard-de-Lans, France
2020	Mar	The first Israeli meeting on "The Science of Neutrons"	Ein Gedi, Israel
2020	May	LENS General Assembly and Executive Board Meeting	Didcot, United Kingdom
2020	May	Innovative Inelastic Neutron Scattering (i2ns)	Autrans, France
2020	May	Meeting of In-Kind Field Coordinators	TBD
2020	Jun	Workshop no. 2 in South Africa	Pretoria, South Africa
2020	Sep/Oct	International Conference on Research Infrastructures (ICRI)	Ottawa, Canada
2020	Oct	Big Science Business Forum (BSBF)	Granada, Spain
2020	Oct	LENS General Assembly and Executive Board Meeting	TBD
2020	Dec	Workshops on quality related to In-Kind Contributions	TBD
2020	TBD	Austrian campaign	Austria
2020	TBD	Visit from Singapore	Lund, Sweden
2020	TBD	Press trip for Spanish media	Lund, Sweden
2020	TBD	Visit of Spanish and Basque Delegations	Lund, Sweden
2020	TBD	South African participation in WP2 activities	France