

Work package number WP2		Start Date or Starting Event				
Work package title	Outreach/Dissemination					
Participant number	1					
Short name of participant	ILL					
Person/months per participant:	24+24					
Cash (TTC)	50 000 €per year					
Start month	1			End month	48	

Objectives

The key aspects of the WP2 are to strengthen the ILL user community in the European research area and to raise awareness of the innovation capacity of neutron methods and visibility of the science done there both in already member countries and in potential future members.

The ILL is founded by three founding countries, contributing about three quarters of the total institute's budget. This amount is complemented by significant contributions from ten other member countries. Enhancing the awareness of ILL capabilities and the socio-economic impact of neutron is important to secure the investments of current and future member countries.

The project will initiate events – in collaboration with local universities and research organizations in the partner countries - to enhance and broaden customer liability and trust. Existing and possibly new user groups and research areas (identified by WP3) will be addressed via dedicated roadshows, workshops, seminars and summer schools.

The WP2 will also enhance the visibility in the press of science done at the ILL in as many member countries as possible. This part will be subcontracted. The ILL Press activities are presently subcontracted to an external agency based in the UK, which – for budgetary reasons – focuses mainly on UK press coverage. As a first step the activity should be extended to ILL Associate countries, France and Germany. Then press activities would be launched in present and future scientific partner countries, aiming at increasing awareness of the socio-economic impact of neutron science among their citizens.

In parallel, the WP2 will improve the web based information to create an identity for each member country's user community, in devoting a window where achievements issued from a collaboration of a given country with the ILL will be displayed (high impact publications, press coverage, awards ...). This will enhance the effort to improve the service to users coming from new countries, as described in WP6.

Last but not least, the WP2 will develop communication tools for enhanced use of DOI and Open Access. The ILL (together with ISIS) was the first institute in Europe to develop and put in place a data policy and data management. Since 2012 (first experiments under the ILL data policy), after each successful experiments, ILL mints DOI for every experimental data sets. Dedicated emails are

sent to our users in order to inform and invite them to insert the formatted citation into the reference section of their related articles/publications. As of today, less than 20 (over nearly 2000 potential) scientific publications have been released with those references. After discussion with users we can conclude that there is a need for more communication and especially tools that could explain briefly, in a very simple and attractive way the use and benefits of DOI for the scientists. We also plan to create similar communication tools in order to explain the benefits of our open data policy and foster the use of Open Access model for publishing the scientific results. We will therefore be equipped with a complete Open Science communication tool kit, with the aim to explain and enforce its use in the context of large research facility.

Description of work

The project will focus on three distinct tasks.

2.1) Strengthen the liability and trust of the ILL present and future user community in the European research area (outreach)

- Plan and organize roadshows in some selected current member countries in order to enhance customer loyalty;
- Federate the fragmented user communities within the member countries via national user meetings, in collaborations with existing user associations;
- Once the WP3 bibliometric study has identified the scientific area best represented in each individual member country, organize specific workshops in weaker areas - but with growth potential - to widen the user basis;
- Give beamtime access to users coming from selected non-member countries;
- Organize specific workshops/schools/user meetings in identified potential member countries, in their main scientific areas of interest;
- Reinforce/create press coverage (and hence visibility) in as many member countries as possible, via the organization of national science journalists trips. This task will be subcontracted.

2.2) Dissemination in both current and potential member countries

- Create an identity for each member user community on the ILL web
- Enhance the web presence for different target publics

2.3) Dissemination on current procedure for DOI citation, Open Access

- Develop communication tools for enhanced use of DOI, Open Data, Open Access in Scientific Facilities: motion-design tutorials, videos ...
- Improve related dissemination in conferences, workshop, summer schools...

Two distinct persons with different competences will be needed for the duration of the project: an event manager and a web manager.

Deliverables (brief description and month of delivery)

For virtual access the reports from the external board that will periodically assess the services and the statistics on the access provided must be included as deliverables.

Table 3.1 c: List of Deliverables¹

Deliverable (number)	Deliverable name	Work package number	Short name of lead participant	Type	Dissemination level	Delivery date (in months)
2.1.1	Report on user access	2	ILL	R	PU	24,36,48
2.1.2	Report on outreach activities	2	ILL	R	PU	24,36,48
2.1.3	Report on Press activities	2	ILL	R, DEC	PU	24,36,48
2.2	Web dissemination	2	ILL	DEC	PU	36
2.3	Data management training kit	2	ILL	OTHER	PU	12

KEY

Deliverable numbers in order of delivery dates. Please use the numbering convention <WP number>.<number of deliverable within that WP>.

For example, deliverable 4.2 would be the second deliverable from work package 4.

Type:

Use one of the following codes:

R: Document, report (excluding the periodic or final report)

¹ If your action is taking part in the Pilot on Open Research Data, you must include a data management plan as a distinct deliverable within the first 6 months of the project. This deliverable will evolve during the lifetime of the project in order to present the status of the project's reflections on data management. A template for such a plan is available on the Participant Portal (Guide on Data Management).

DEC: Websites, patents filing, market studies, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

Dissemination level:

Use one of the following codes:

PU = Public, fully open, e.g. web

CO = Confidential, restricted under conditions set out in Model Grant Agreement

CI = Classified, information as referred to in Commission Decision 2001/844/EC.

Delivery date

Measured in months from the project start date (month 1)