



WP 3: Dissemination and Outreach

Barbara Warmbein
ILC Communicator

- WP Participants: DESY, CNRS, INFN, Oxford
- WP 'Executives': European ILC Communicators
 - **Perrine Royole-Degieux (CNRS/IN2P3)**
 - **Barbara Warmbein (DESY)**





The objectives

- to ensure that the characteristics and importance of the ILC, and its place within the world of science and research, is widely disseminated to the peoples of the European Union, and their governments.

Deliverable	Name	Description	Dissemination level	Delivery date (proj. month)
3.1	ILC-HiGrade Webpage	Design and Installation of an ILC-HiGrade webpage for outreach and internal communication	public	6
3.2	ILC Brochures & Documentation	Report on material issued describing the ILC in several EU languages	public	48



In the larger framework of...

Global ILC communications

- **Strategy:** strengthen ILC collaboration and build support in governments and funding agencies
- **Messages:** the science is not only important but also fascinating, LHC and ILC complement each other, industry and thus the economy will benefit, it is a truly worldwide collaborative effort, it trains future generations of scientific and technical experts

The goal: Build the ILC



Established tools

- website
www.linearcollider.org
- Weekly newsletter
NewsLine
- Quarterly printed
newsletter NewsLine Q
- Companion document to
the ILC RDR “Gateway to
the Quantum Universe”
- ILC brochure, press kit
- Presence at large
international meetings
- In production: Technology
Transfer brochure





Communications team

- Objective: one full communicator per region
(fact: full Asian communicator, two half European communicators, currently shared duties for American communicator)
- Support from GDE Directors and Executive Committee
- Help from GDE 'tools manager' for maintenance of website and newsletter
- Members of the international collaboration of particle physics communicators "InterAction"
- In Europe: European Outreach Advisory Group
(established in 2006, meets during larger conferences. Representatives from France, Germany, Italy, UK)

- Change in communication strategy for the Technical Design Phase: more **regionally targeted** communication activities and tools
- Plans: **translations** of key ILC publications like “Gateway to the Quantum Universe”, technology transfer brochure and new quarterly newsletter



 Deliverable 1: set up www.ilc-higrade.eu
(to be extended and updated)

 First press release:

“Five million Euros to prepare Europe for the International Linear Collider”

published 3 July

<http://www.interactions.org/cms/?pid=1026394>

press coverage: Le Monde,
Physikjournal



Synergie in Bestform

*Fünf Millionen Euro, um I
Collider vorzubereiten*

Sechs europäische Forsch



Deux collisionneurs sont déjà à l'étude pour succéder au LHC vers 2025

Article publié le 05 Juillet 2008
Par Pierre Le Hir
Source : LE MONDE
Taille de l'article : 350 mots

Extrait :

LES PHYSICIENS des particules sont des visionnaires. Alors que le nouvel accélérateur de l'Organis
recherche nucléaire (CERN), le Large Hadron Collider (LHC), doit entrer en service cet été, ils réflé
qui pourrait lui succéder vers 2025. Ils savent en effet que le LHC ne suffira pas à percer tous les s
chance, le mystérieux boson de Higgs, dont la théorie prédit qu'il donne leur masse aux choses, y
plus performant sera nécessaire pour connaître ses propriétés. Deux projets concurrents sont à l'é
linéaire international (ILC) et le Collisionneur linéaire compact (CLIC).

- ILC-HiGrade will play a major role in securing Europe's leading role in ILC accelerator R&D. Its governance studies will put Europe on the siting map.
- WP3 will make sure that the community, governments and the public are aware of this.

