

# I.FAST

Innovation Fostering in Accelerator Science and Technology

Horizon 2020 Research Infrastructures GA n° 101004730

## DELIVERABLE REPORT

### Communication strategy

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#### ABSTRACT

This document details the project communication and dissemination plan for I.FAST, including all actions that will be taken by the consortium to maximise visibility and increase the project impact.

I.FAST Consortium, 2021

For more information on IFAST, its partners and contributors please see <https://ifast-project.eu/>

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### Delivery Slip

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## Executive summary

*I.FAST communication strategy has the objective of enhancing inter-laboratory coordination of external communication and outreach to maximise efficient use of resources for engaging the European public in the use and benefits of particle accelerators for science and society.*

*This document details goals, audiences, channels, and evaluation metrics for the project's communication. It also describes the communication material for industry and other audience, as well as the social media strategy of the project.*

*Annexes:*

*1/ Communication tools in detail*

*2/ Digital and social media strategy*

*3/ Partners' dissemination channels*

## 1 Introduction

The I.FAST project aims to enhance innovation in the particle accelerator community, mapping out and facilitating the development of breakthrough technologies common to multiple accelerator platforms. The project coordinated by CERN involves 48 partners, including 16 companies as co-innovation partners, to explore new alternative accelerator concepts and advanced prototyping of key technologies. These include, among others:

- New accelerator designs and concepts;
- Advanced superconducting technologies for magnets and cavities;
- Techniques to increase brightness of synchrotron light sources;
- Strategies and technology to improve energy efficiency;
- New societal applications of accelerators.

I.FAST Communication and Outreach activities fall within the scope of *WP2: Training, communications and outreach for accelerator science and technology in Europe*. The goal of Deliverable 2.1 is to set up a communication strategy and plans for the project.

I.FAST communication strategy has the objective of enhancing inter-laboratory and inter-WP coordination of external communication and outreach to maximise efficient use of resources for engaging the European public in the use and benefits of particle accelerators for science and society.

The communication strategy is based on CERN's experience and learnings from communicating similar H2020 projects – more immediately, EuCARD-2, ARIES, and AIDA-2020 – and on its best practices in communication and outreach for multi-channel, multi-stakeholder scenarios.

This document details goals, audiences, channels, and evaluation metrics for the project's communication. It also describes the communication material for industry and other audience, as well as the social media strategy of the project.

## 2 Background

The communication plan of I.FAST is built on the work of ARIES, its direct predecessor, as well as similar H2020 projects like EuCARD-2 and AIDA-2020. ARIES communication activities were two-fold:

- Communicate the project developments through the *Accelerating News* newsletter.
- Support communication/outreach initiatives across the European accelerator community. An activity which generated several actions: two workshops and a dedicated section for communication in a newsletter with a wide reach.

In turn, these activities allowed to report on communication and outreach activities taking place in Europe and to propose additional activities for future accelerator communications.

Since ARIES' communication strategy, the future direction in the field of accelerators for particle physics have been decided, with important consequences for the wider community involved in particle accelerator R&D. The *European Strategy for Particle Physics Update*, which is based on critical developments in the field of accelerators, got published in June 2020. It reported on the need to further strengthen the unique ecosystems of research centres in Europe as well as the relationship between the particle physics community and the European Commission, more particularly through “*funding-mechanism opportunities for the realisation of infrastructure projects and R&D programmes in cooperation with other fields of science and industry*”<sup>1</sup>.

Several large-scale new accelerator projects, based on advanced technologies, are aiming for a recommendation to proceed. Many light sources accelerator laboratories are planning major upgrades in the coming decade and several projects are currently in development. Accelerator communication, in this and similar contexts, can be pivotal for the support of such future accelerators.

## 3 Communication and dissemination strategy

### 3.1 OBJECTIVES

Based on CERN's experience and learning from communicating similar H2020 projects, I.FAST' description of action (DOA) highlighted the following main goals for the internal and external communication plan:

The main communication goals for the project are:

1. Implement effective knowledge sharing among the project participants
2. Engage the wider scientific community with the project developments
3. Facilitate the knowledge transfer between academia and industry
4. Engage the public with accelerator science and its applications
5. Demonstrate the impact of the project to the public and policy makers

<sup>1</sup> *Id.*, p. 12.

6. Demonstrate the project is on track and its objectives are being achieved  
*I.FAST DOA, 2020, page 27.*

On the basis, we can refine these general objectives in more concrete and action-oriented ones:

- Cognitive (make notice):
  - o Create a good flow of information among the project participants;
  - o Raise awareness on the project within every partner organisation;
  - o Raise awareness of EU policy makers on the I.FAST project.
- Affective (make understand):
  - o (internally) inform/report on the project’s progress;
  - o Inform/report on the project’s impact to a wider, external audience (public, policy makers);
  - o Inform/report that the project is on track and its objectives are being achieved;
  - o Inform/report about open calls, opportunities for funding.
- Conative (engage, make interact):
  - o Create new link with communities inside and outside accelerator science.
  - o Have support for fundamental and applied research.

### 3.2 MESSAGES

Audience	Drivers	Key messages
Project participants	<ul style="list-style-type: none"> <li>• Community spirit</li> <li>• Career development</li> </ul>	<ul style="list-style-type: none"> <li>• I.FAST is instrumental to the developments of the next generation of particle accelerators;</li> <li>• I.FAST is pushing back the technological boundaries of particle accelerators (superconductivity, cost and energy efficiency);</li> <li>• I.FAST brings together and attracts the brightest minds and some of the most talented people in the world.</li> </ul>
The accelerator and wider scientific community	<ul style="list-style-type: none"> <li>• Scientific excellence</li> <li>• Peer recognition</li> <li>• Funding</li> </ul>	<ul style="list-style-type: none"> <li>• I.FAST is at the forefront of particle physics and technology;</li> <li>• I.FAST is pushing back the technological boundaries of particle accelerators (superconductivity, costs, energy efficiency);</li> <li>• Collaborations like I.FAST are models for large scale approaches to big science.</li> </ul>
Students	<ul style="list-style-type: none"> <li>• Career development</li> <li>• Scientific excellence</li> <li>• Curiosity</li> </ul>	<ul style="list-style-type: none"> <li>• I.FAST brings together and attracts the brightest minds and some of the most talented people in the world... <u>including you</u></li> <li>• I.FAST is at the forefront of particle physics and technology;</li> <li>• I.FAST supports the use of accelerators to address global societal challenges, in particular medicine and environment.</li> </ul>

<p>Industry</p>	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Job creation</li> <li>• Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• The unique know-how within I.FAST is key to bridge the gap between fundamental research and its applications;</li> <li>• Contracts with academia and research institutions help industry to drive and exploit its innovation;</li> <li>• Co-operations between industry and science within the I.FAST network help to accelerate industrial innovation;</li> <li>• I.FAST maintains an innovation ecosystem around accelerator-based research infrastructure by enhancing industry.</li> </ul>
<p>Decision-makers / funding agencies</p>	<ul style="list-style-type: none"> <li>• Scientific excellence</li> <li>• Economic/societal impact</li> </ul>	<ul style="list-style-type: none"> <li>• Participants are some of the Europe’s leading centres for physics, producing cutting edge science and technology;</li> <li>• I.FAST paves the way towards a sustainable generation of accelerator (costs, energy efficiency, environmental impact, inter-operation);</li> <li>• I.FAST supports the use of accelerators to address global societal challenges, in particular medicine and environment.</li> </ul>
<p>Public (including media)</p>	<ul style="list-style-type: none"> <li>• Curiosity</li> <li>• Societal impact</li> </ul>	<ul style="list-style-type: none"> <li>• I.FAST contributes to advance in a sustainable way our quest for answers to humankind’s fundamental questions about the Universe;</li> <li>• The institutes at I.FAST built and run some of the largest scientific instruments in the world.</li> <li>• I.FAST develops new technologies that may change the way we do science and may have an impact on industry and on society.</li> <li>• I.FAST supports the use of accelerators to address global societal challenges, in particular medicine and environment.</li> </ul>

### 3.3 TARGETS

The identification of the project’s audiences:

- Project partners;
- The accelerator and wider scientific community;
- Students;
- Industry;

- Decision-makers / Funding agencies;
- General public (including media).

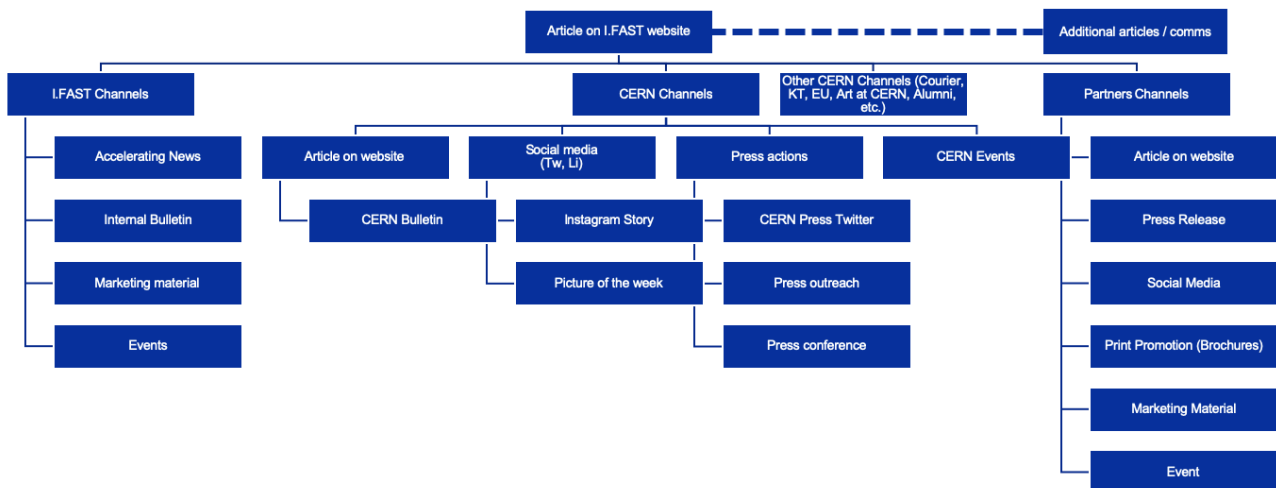
### 3.4 COMMUNICATION TOOLS

With the priority audiences thus identified, the project’s preferential tools for communication can be summarised as:

- project public website;
- intranet collaboration space
- mailing lists, including internal bulletin;
- newsletter Accelerating News and other media channels when appropriate;
- targeted events;
- project reports and other official communications;
- social media (a dedicated social media strategy is presented in *Annex 2*);
- marketing material, e.g. brochure. CERN will create and manage all e-information tools and will make them available to all project participants.

These tools will be used either on their own for single actions or altogether for a prepared communication campaign. As an example, consider the communication campaign done for the ARIES project on ‘Bringing particle accelerators on ships’, shared through [Accelerating News](#), CERN’s and beneficiaries’ channels, as well as during the CERN Open Days.

The communication tools are further explained in *Annex 1*.





### **3.5 ON USING THE BENEFICIARIES' COMMUNICATION CHANNELS**

The communication officer has set up a list of communication contacts within the beneficiaries. This communication contacts will provide space in the dedicated communication channels (social media, newsletter, website, etc.) to publish news on the following topics:

- General news on I.FAST;
- Specific news related to a development in their WP / Task.

In order to help the beneficiary communicating this news, the communication officer will liaise with the communication contacts (mailing list of general news; dedicated emails if specific news). It will also provide the following material:

- Boilerplate text (Annex 1 – Press releases and articles);
- Social media guidelines (Annex 2);
- Picture, footage gallery (work in progress).

## 4 Communication channels per target group

Audience	Information needs	Drivers	Channels/Platforms	Outcome
<b>Project participants</b>	<ul style="list-style-type: none"> <li>Project information;</li> <li>Updates on work plan implementation (events, results),</li> <li>Outreach materials</li> </ul>	<ul style="list-style-type: none"> <li>Community spirit;</li> <li>Career development.</li> </ul>	<ul style="list-style-type: none"> <li>Website;</li> <li>Mailing lists;</li> <li>Project meetings</li> </ul>	<ul style="list-style-type: none"> <li>Engagement with project results;</li> <li>Sense of pride</li> </ul>
<b>Accelerator &amp; wider scientific community</b>	<ul style="list-style-type: none"> <li>Main advancements in accelerator science;</li> <li>Opportunities to collaborate</li> </ul>	<ul style="list-style-type: none"> <li>Scientific excellence;</li> <li>Peer recognition;</li> <li>Funding.</li> </ul>	<ul style="list-style-type: none"> <li>Newsletter <i>Accelerating News</i>;</li> <li>Beneficiaries' and projects' channels;</li> <li>Community events</li> </ul>	<ul style="list-style-type: none"> <li>Identifying common challenges;</li> <li>Knowledge sharing;</li> <li>Closer collaborations</li> </ul>
<b>Undergraduate students</b>	<ul style="list-style-type: none"> <li>Main advancements in accelerator science;</li> <li>Career opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Peer recognition;</li> <li>Career development.</li> </ul>	<ul style="list-style-type: none"> <li>Challenge-Based innovation programme (Task 2.3)</li> </ul>	<ul style="list-style-type: none"> <li>Attract talent;</li> <li>Support next generation of researchers</li> </ul>
<b>European Industry</b>	<ul style="list-style-type: none"> <li>Academic publications,</li> <li>Potential knowledge-transfer opportunities,</li> </ul>	<ul style="list-style-type: none"> <li>Innovation;</li> <li>Job creation;</li> <li>Collaboration.</li> </ul>	<ul style="list-style-type: none"> <li>Academia Meets Industry events organised by I.FAST;</li> <li>Beneficiaries' channels</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge and technology transfer,</li> <li>Joint R&amp;D</li> </ul>
<b>Funding agencies &amp; decision-makers</b>	<ul style="list-style-type: none"> <li>Summary of results;</li> <li>Project impact;</li> <li>Policy recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Scientific excellence;</li> <li>Economic / societal impact</li> </ul>	<ul style="list-style-type: none"> <li>Website, newsletter <i>Accelerating News</i>,</li> <li>Marketing material (e.g. brochure)</li> </ul>	<ul style="list-style-type: none"> <li>Support to project community;</li> <li>Demonstration of return of investment in accelerator S&amp;T</li> </ul>
<b>Public</b>	<ul style="list-style-type: none"> <li>Societal impact of accelerator technologies</li> </ul>	<ul style="list-style-type: none"> <li>Curiosity,</li> <li>Societal impact</li> </ul>	<ul style="list-style-type: none"> <li>Social media, including the beneficiaries' channels; Public talks</li> </ul>	<ul style="list-style-type: none"> <li>Support for fundamental research</li> </ul>

## 5 Timeline / Breakdown of plan

The following table presents an overall timeline of the communication activities that will be taken during the lifespan of the I.FAST project. (Blue, the periods dedicated to work on this activity; yellow: when possible; P: publication of the newsletter, X: completion of an activity, E: event)

### YEAR 1+2

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Visual identity (logo etc.)	Blue	Blue	Blue																					
Website	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Social media						Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Newsletter		Blue	Blue	P		Blue	Blue	P		Blue	P		Blue	P		Blue	P		Blue	P		Blue	P	
Promotional materials							Blue	Blue	Blue	Blue	Blue	X												
Leaflet							Blue	Blue	Blue	Blue	Blue	X												X
Press release									Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Social media campaign									Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Events						Blue	E				Blue	Blue	E		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow

**YEAR 3+4**

	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
Visual identity (logo etc.)																								
Website																								
Social media																								
Newsletter		P			P			P			P			P			P			P			P	
Promotional materials																								
Leaflet												X												X
Press release																								
Social media campaign																								
Events																								E

## 6 Monitoring of communication actions

Evaluation processes and methods will be set in place to ensure the effectiveness of each of the proposed communication activities. Those key progress indicators are based on the “*Dissemination and other impact target of I.FAST*”<sup>2</sup> included below. Other include website, newsletter, and social media statistics, as well as event attendance.

Outreach channel	KPI	Target Y1	Target Y2	Target Y3	Target Y4
Social media	# digital campaign leveraging beneficiaries SM				
	# posts on social media channels by partners	40	40	40	40
Website Accelerating News	# visitors	300	350	350	350
	# articles	2-3 x 4	2-3 x 4	2-3 x 4	2-3 x 4
	# subscribers (1393 as of 21/09/2021)	1500	1600	1700	1800
Industrial workshop & events	# events		1		1
	# attendees	100		100	100
Scientific dissemination	# journal publications	2	2	3	3
	# conference contributions	3	20	20	25

<sup>2</sup> I.FAST Proposal, p. 28.

The objectives in blue are the ones applicable to the communication plan.

<b>Impact Objectives</b>	<b>I.FAST targets</b>
<b>Scientific dissemination</b>	30 journal publications, 20 conference contributions
<b>General communication and news</b>	10 articles in newsletter and other media > 1500 subscribers of Acceleration News >1 digital campaign leveraging beneficiaries' social media
<b>Cross-border cooperation</b>	48 beneficiaries from 14 countries
<b>Knowledge sharing in the community</b>	>500 project members in 13 work packages
<b>Knowledge exchange with industry and non-accelerator scientific communities</b>	>2 industrial workshops and events, Industry Advisory Board
<b>Training of PhD scientists and engineers</b>	20 PhD students in the WPs 10-15 exchange trainees with industry
<b>Exploiting the innovation potential</b>	>5 patent applications

## 7 Future plans

This communication strategy makes the choice of using its partners social media channels to communicate its news. If successful, this strategy will be recommended and/or applied to other EU projects coordinated by CERN, on the basis of the network established for I.FAST.

## 8 Annexes

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### 8.1 ANNEX 1: COMMUNICATION TOOLS IN DETAIL

#### 8.1.1 Project public website and intranet

Most of the project's communication tools are online-based. The public website and intranet describe the project activities, objectives and results. It is mostly used by the project participants and their stakeholders.

##### **8.1.1.1 Website**

The I.FAST website ([ifast-project.eu](http://ifast-project.eu)) is the project's main source of information. Its main purpose is to act as a central information hub, including upcoming events, publications, news and announcements. The website was developed using the Drupal engine, which is common to all CERN websites.

All partners are expected to deliver content for the website and all Deliverables without confidential content will be made available.

Specific sections are made available for specific audiences:

- About: Description of the project, key areas, objectives, structure, participants and job opportunities (to be added: resources).
- Work Packages
- Results: Deliverables, publication, milestones.
- Industry: Industrial participation to I.FAST, Industrial Advisory Board, Traineeship programme, Innovation Fund.
- News: News and *Acceleration News*.
- ARIES.
- Contact.

##### **8.1.1.2 Intranet collaboration space**

The Intranet provided by the WP1 internal communication team will further support project participants in organising meetings and sharing results. Internal communication will include mailing lists to be created for the project, work packages, and tasks, as well as an internal bulletin through which to share project-specific information.

#### 8.1.2 Newsletter and other communication channels

Communication to the accelerator community, and beyond, will use well-established channels (e.g. the newsletter *Accelerating News*, *CERN Bulletin*, *ENLIGHT network*) to communicate the impact of the project's activities. I.FAST will work towards expanding *Accelerating News* to other accelerator-related projects and audiences, building up on the work developed by the ARIES project.

*Accelerating News* is a quarterly online publication that highlights news and results from the largest accelerator research and development projects in Europe, such as ARIES, the High Luminosity LHC,

and the Future Circular Collider Study. Currently around 1,500 members receive the quarterly issues (<https://acceleratingnews.web.cern.ch>).

### 8.1.3 Targeted events

To promote the project to the accelerator & wider scientific community as well as students, IFAST will organise and take part of several community events:

- The Challenge-Based Innovation (CBI) Programme of Task 2.3 will help reach community of undergraduate students and, by that, ensure the formation of the next generation of scientists working on and with accelerators.
- Two Acceleration Communication and Outreach (ACO) workshops to engage the networks to engage the network of communication officer from the major institutes of the European accelerator community.
- Events along the “Academia meets industry” format, organised by I.FAST, will help reach the European industry.
- It is also important to insert ourselves in events reaching specific, national audiences (public talks, conferences, workshops, schools).

### 8.1.4 Official communications

#### 8.1.4.1 Project reports

Detailed information about the project advancement will take the form of periodic reports to the members of the Steering Committee, Advisory Committee and Governing Board. Short status reports will be made available to international science decision-making bodies, such as the CERN Council. The relationship with the European Commission will be maintained via consultations, meetings and workshops.

Where appropriate, information on the scope, objectives and results of the project, in the form of a dedicated brochure, will be conveyed to European funding agencies in a tailored fashion.

In order to reinforce the corporate image of the project, a template for reports and presentations has been created. In accordance with the EU Grant Agreement requirement, all communication material will include the EU flag as well as the acknowledgement that “This project has received funding from the European Union’s Horizon 2020 Research and Innovation programme under Grant Agreement No 101004730.”

#### 8.1.4.2 Press releases and articles

To further reinforce the coherence of the project and connect it with the other EU-funded projects coordinated by CERN, a boilerplate has been created and will be added to every press release and article dealing with the I.FAST project. It exists in a long and a short version:

I.FAST

*Short version*

This project has received funding from the European Commission’s Horizon 2020 Research and Innovation programme under Grant Agreement No 101004730. [I.FAST](#) aims to enhance



innovation in the particle accelerator community, mapping out and facilitating the development of breakthrough technologies common to multiple accelerator platforms. Within CERN, the project is coordinated by the [EU Projects Office](#).

#### *Long version*

This project has received funding from the European Commission's Horizon 2020 Research and Innovation programme under Grant Agreement No 101004730. [I.FAST](#) aims to allow Europe to maintain leadership in fundamental particle physics and other fields of science based on particle accelerators, providing European industry with a portfolio of advanced accelerator technologies, thus contributing to the construction and upgrade of the next generation of accelerator-based Research Infrastructures, the creation of jobs, and ultimately long-term growth.

Within CERN, the project is coordinated by the [EU Projects Office](#).

#### *Alternative long version*

This project has received funding from the European Commission's Horizon 2020 Research and Innovation programme under Grant Agreement No 101004730. [I.FAST](#) aims to enhance innovation in the particle accelerator community, mapping out and facilitating the development of breakthrough technologies common to multiple accelerator platforms. The project involves 49 partners, including 17 industrial companies as co-innovation partners, to explore new alternative accelerator concepts and advanced prototyping of key technologies. These include, among others, new accelerator designs and concepts, advanced superconducting technologies for magnets and cavities, techniques to increase brightness of synchrotron light sources, strategies and technologies to improve energy efficiency, and new societal applications of accelerators.

Within CERN, the project is coordinated by the [EU Projects Office](#).

### **8.1.5 Social media**

Social media channels of the partner institutes will be used to inform the target groups about the activities and results of the project.

Existing channels are preferred since well-developed audiences can be exploited. As an example, CERN's social media team manages a community of millions, with an engagement rate well above the scientific sector average. This decentralised approach of social media will help reach the accelerator & wider scientific community as well as the industry.

A social media kit will be set up to support the beneficiaries in this endeavour.

A dedicated social media strategy is presented in *Annex 2*.

### **8.1.6 Marketing material**

Project beneficiaries will be encouraged to feature selected topics of I.FAST in their platforms/channels, activities, visit programs, and public presentations.

To support the participants, several items will be made available:

- A communication/marketing kit (guidelines, fact-sheet), which will be using the boilerplate text mentioned in 8.4.2;
- A yearly leaflet to showcase its flagship achievements;
- Posters;
- Web banners;
- Social media cards.

Said marketing material, especially leaflet and posters will need to be ready for I.FAST's first Annual Meeting in May 2022.

## 8.2 ANNEX 2: SOCIAL MEDIA STRATEGY

### 8.2.1 On communication campaigns

Social media channels of the partner institutes will be used to inform the target groups about the activities and results of the project. Existing channels are preferred since well-developed audiences can be exploited. As an example, CERN's social media team manages a community of millions, with an engagement rate well above the scientific sector average. This decentralised approach of social media will help reach the accelerator & wider scientific community as well as the European industry.

The social media strategy will follow the model of social media campaigns adopted at CERN Knowledge Transfer. As such, it will prefer multichannel campaign ran over several days over individual posts.

By going with well-thought out campaigns instead of news driver posts, it is easier to create momentum and "hold" the attention of the audience. This momentum can be either created artificially or connected to other events such as:

- Communication campaign on EU Projects (could be done by partners participating in several EU-funded projects).
- Communication campaign on World Days:
  - o 04/02: World Cancer Day;
  - o 28/02: Earth Day;
  - o 09/04: World Earth Day;
  - o 04/06: World Environment Day;
  - o September – October: European Week for Sustainable Development
  - o 10/10: World Science Day for Peace and Development
- Communication campaign on World events: COP26, etc.

A social media kit will be set up to support the beneficiaries in this endeavour.

### 8.2.2 Writing style


#### 8.2.2.1 *Must and mustn't*

- Write **I.FAST** without the dot. Not doing so would create a link and provoke confusion.
  - o IFAST
- Mention the IFAST project:

- #IFASTProjectEU
- Mention the Horizon 2020 programme:
  - #H2020
  - @EU\_H2020
- Mention the main partners participating in the project and/or in the working package:
  - @CERN
  - @name of the institute

### **8.2.2.2 Tone**

The post should follow the communication tone you have decided to adopt in your social media strategy. Nevertheless, we recommend using the following tone:

- Institutional language
- Active voice
- Examples and figures of the project and of its general context.
- EU flag emoji 

### **8.2.2.3 Platforms**

Based on CERN's experience and the choice to reach corporate targets, the two key platforms for the project will be LinkedIn and Twitter. Instagram might be as well an option if the content allows.