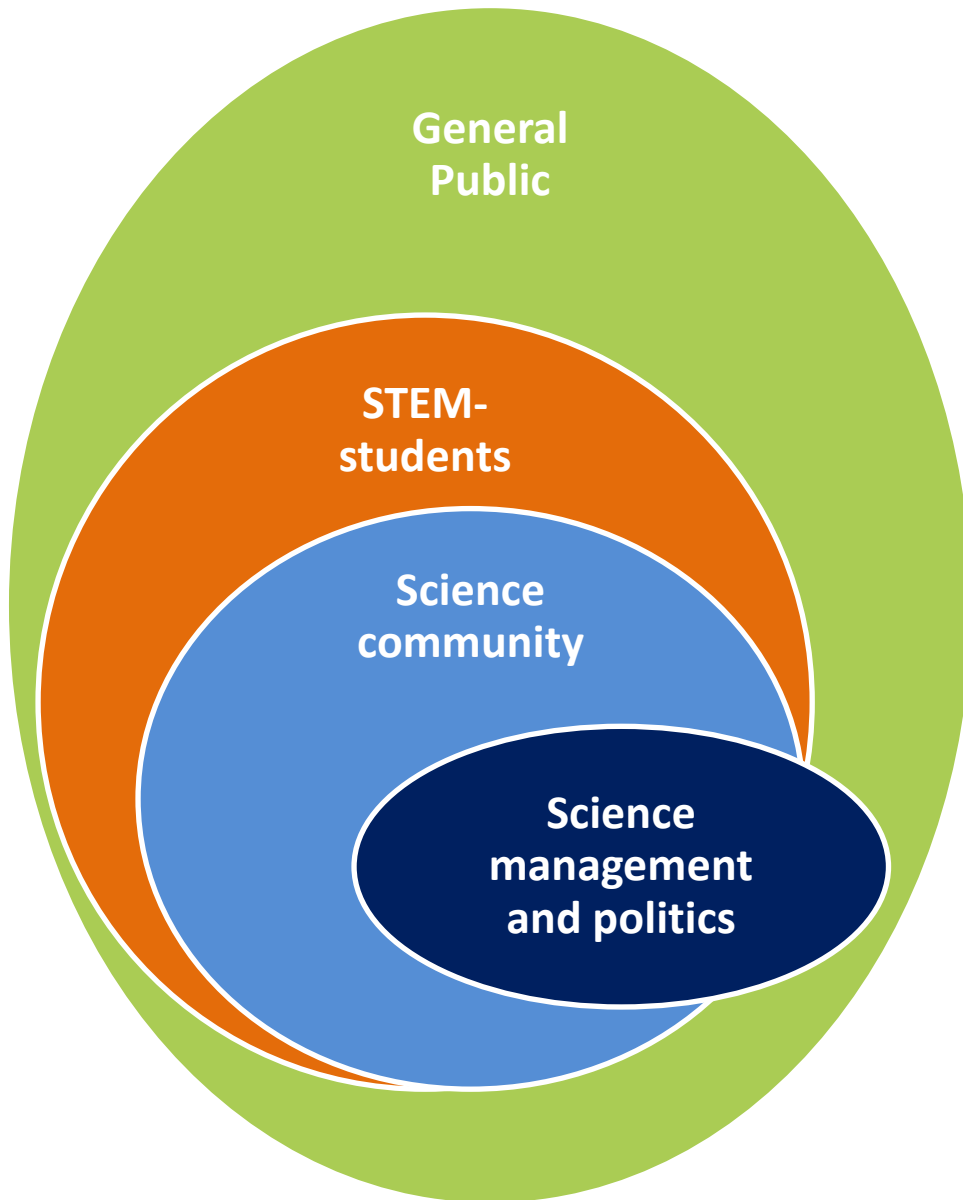


Challenges and goals of outreach and communication of research at large scale infrastructures

Ina Helms, Helmholtz-Zentrum Berlin
Head of Communication

To watch video please go to:
<https://www.youtube.com/watch?v=cvp0HrHZUDY>





Reaching different audiences!

Classics:

Press relations, Media products, public Events

New:

Social Media Channels
HZBzlog.com
Youtube-clips

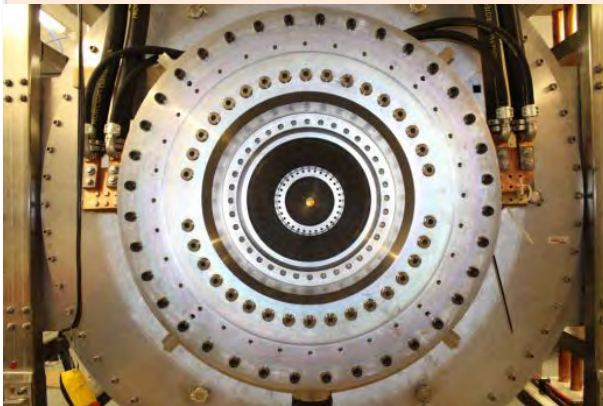
Fundamental:

Science Case & Technical Design Report

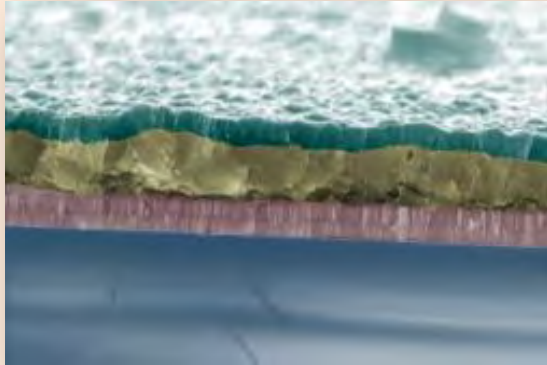
“Ours is a messy world: we face enormous challenges. In a world of plenty – 1 out of 9 people go to sleep hungry....Science must be put at the service of society, and rooted in the culture of peace and development.”

Kofi Annan

During a visit at CERN last year



Two Large Infrastructures, Materials and Energy Research



Neutron Source BER II
Berlin-Wannsee

Energy Research

Photon Source BESSY II
Berlin-Adlershof

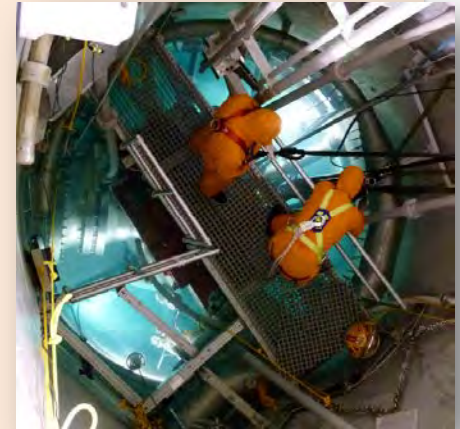




Neutron Source BER II



- Operational since 1991 (Shutdown 2019)
 - Medium neutron flux reactor source
 - Upgrade in 2011
- Increase in neutron flux
by factor of 2 to 10 at sample position



Building a unique world record magnet within planned time and costs!



scientific / technical reports /
evaluations / peer reviews

Classical communication
activities:

Events

Webnews

Print products

Press releases

AND: Communicating the process! Continous storytelling: www.hzbzlog.com

The screenshot shows the #HZBZLOG website interface. At the top, it features the hashtag #HZBZLOG and the HZB Helmholtz Zentrum Berlin logo. A progress indicator shows 100% completion. The main content area is titled '#HZBFHM Building the Strongest Magnet in the World of Neutron Scattering'. Below this, there are sections for 'All Episodes (9)', 'Sources (23)', and 'All Projects'. The 'All Episodes' section lists several episodes with their completion status and duration, such as '26 Tesla' (completed 3 months ago), 'Wie quetscht man einen Superhelden in eine Matrioschkapuppe?' (completed 3 months ago), 'Stairway to Heaven' (completed 10 months ago), 'Cool down' (completed 11 months ago), and 'Test Pilots' (completed a year ago). The 'All Projects' section lists '#HZBFHM Building the Strongest Magnet in the World of Neutron Scattering', '#HZBNEAT The Path of the Neutron', '#BESSYvSR Becoming a "Muybridge of Atoms" (IN PREPARATION)', and '#HZBEMIL Watching the Secret Lives of Atoms'. A 'Subscribe to the #HZBzlog feed and never miss an update.' button is visible at the bottom.

challenge / hero / episode

posts by experts

dialogue/comments

Short audio and film clips

Documentary

Social media activities

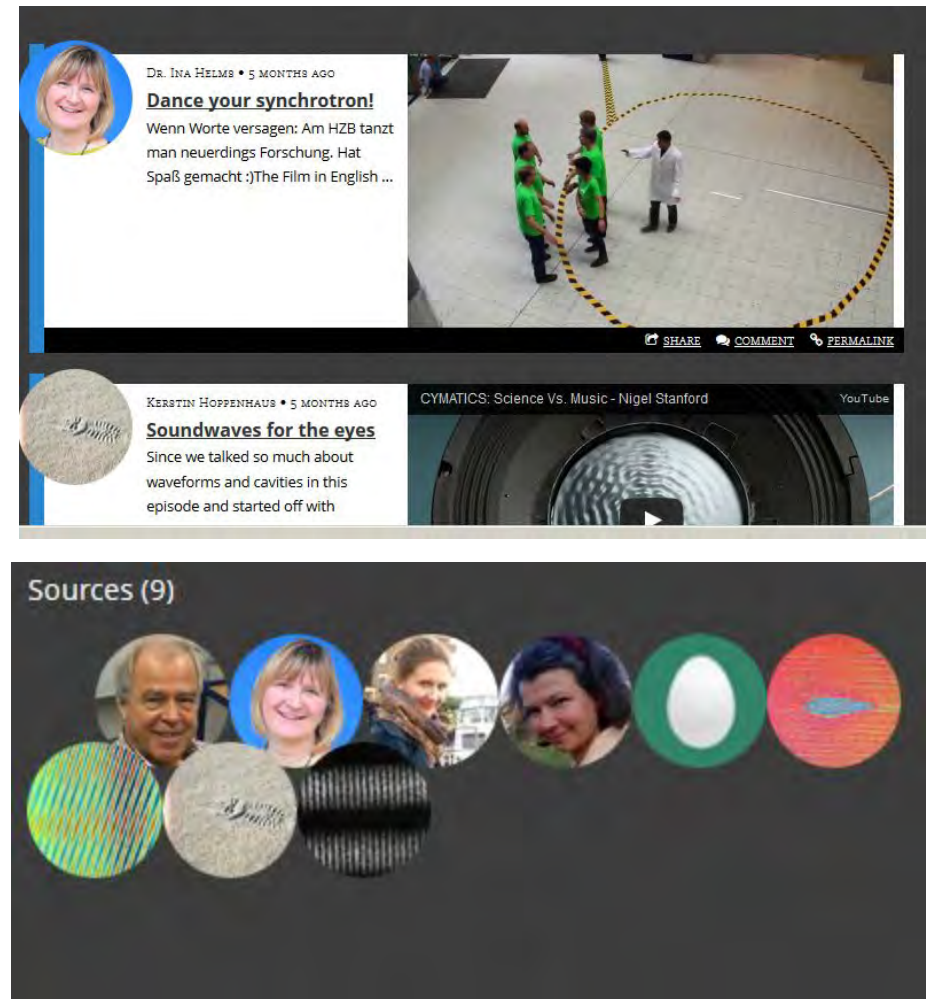


#HZBzlog: collection of formats

With:

- narrative structure
- „dramatic“ arc
- protagonist
- challenge
- beginning and end

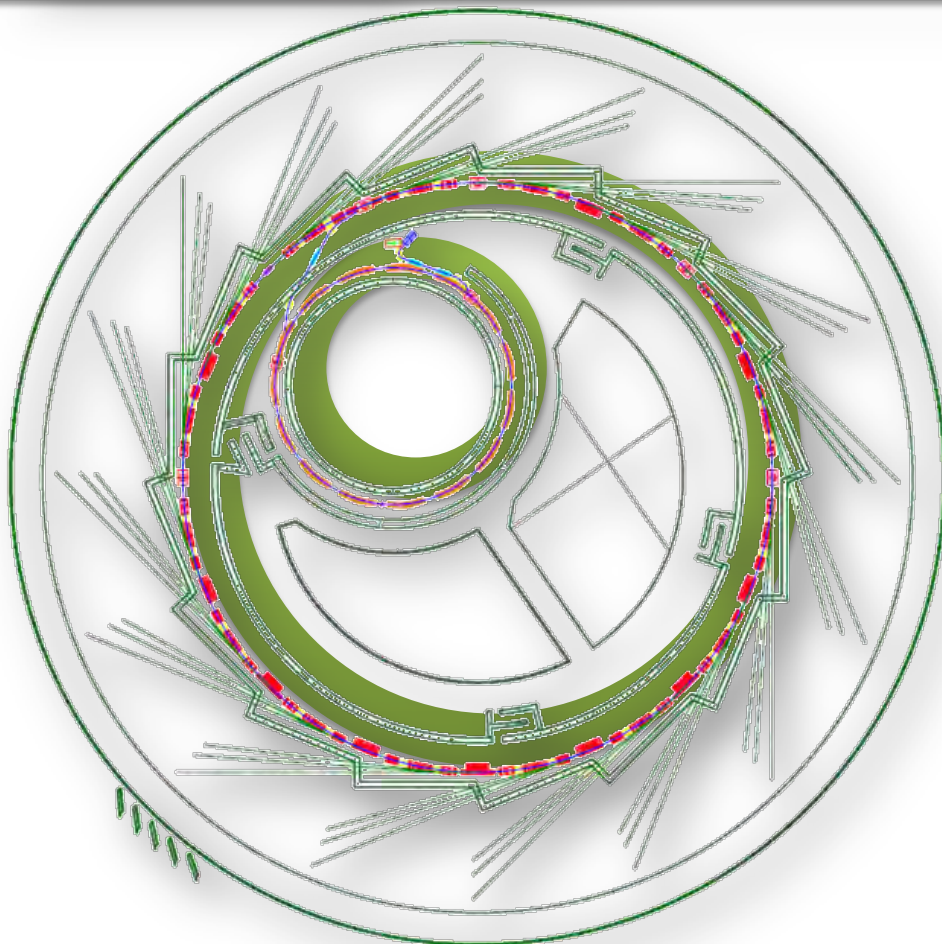
- Variety of sources
- Explanations only when needed



**Communicating the process is much better than only the results.
Classical communication is always news oriented, results oriented.**



BESSY II 3rd Generation Photon Source





BESSY II

3rd Generation Photon Source



- Operational since 1998
- **Dedicated to VUV and Soft X-Rays**
- **Focus on Spectroscopy and Imaging**
- Top up mode & fast orbit feedback:
→ More flux, higher stability, less noise
- 46 different experimental stations
- Continuous upgrade of instruments





BESSY- VSR

Variable Pulse Storage Ring



To watch video please go to:

[https://www.helmholtz-](https://www.helmholtz-berlin.de/mediathek/video/materialwissenschaften/vsrprinzip_en.html)

[berlin.de/mediathek/video/materialwissenschaften/vsrprinzip_en.html](https://www.helmholtz-berlin.de/mediathek/video/materialwissenschaften/vsrprinzip_en.html)





Variable Storage Ring: a brilliant idea with a strong scientific case

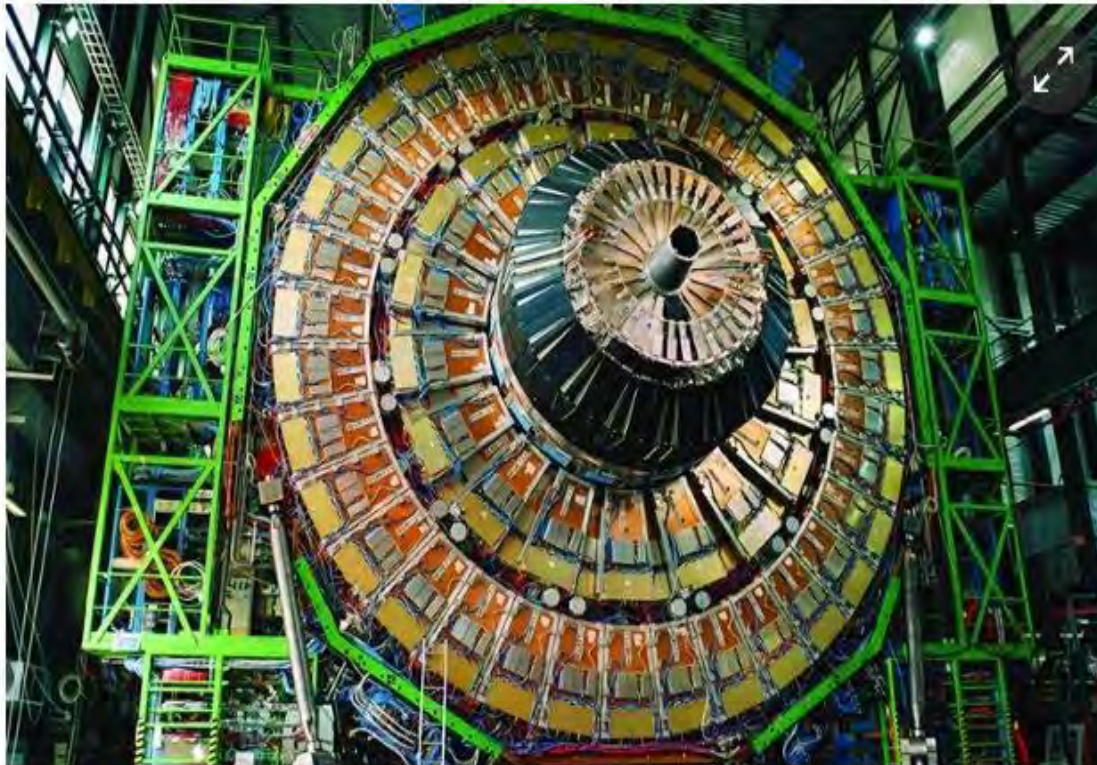
Workshops
Conferences
Scientific case
Technical Design Report
Evaluations

On the roadmap !



How can we stop big science hoovering up all the research funding?

As science money is increasingly awarded to a small number of expensive projects, some academics argue that a new funding system is needed



May 27 2015



Big projects need

- excellent scientific case!
- excellent project management

to win full support of

- scientific community
- broader public
- politics

Reaching different audiences:

- the scientific community
- staff
- students
- broader audiences



Classical media channels as multipliers



Experiment and Explore

new channels, new videoclips



GOAL: confidence and support





THANK YOU FOR YOUR ATTENTION