

ErUM-Data-Hub & DIG-UM present

Follow-Up Meeting: Communication in ErUM-Data

August 12, 2026



Gefördert durch:



Welcome! Lets discuss Communication in ErUM-Data:

Agenda & Goal for today:

- Summary: Where are we?
- Summary: Key points of the market analysis & outlook on next steps (incl. Q&A)
- **Discussion:**
 - Self Identification
 - Target Group(s)

Goal: Create a solid basis for the next step, which is to determine concrete channels and strategies.



All Info, Links & Materials available here:

Wiki: [https://wiki.erumdatahub.de/bin/view/DIG-UM/ErUM-Data Summit 2026/](https://wiki.erumdatahub.de/bin/view/DIG-UM/ErUM-Data%20Summit%202026/)

ErUM-Data Community Summit on Communication and Transfer:

- 17. June 2026 at DESY
- <https://indico.desy.de/event/52516/>
- Meeting Notes: [Notes Summit 2026.pdf](#) (Includes the discussion on communication, a tentative narrative, a SWOT analysis & the ErUM-Data transfer goals of the participants)

Results of Market Analysis on Visibility and Communication of ErUM-Data:

- Slide-Deck: [Market Research ErUM FINAL.pdf](#)
- Methodology Core Literature: [Statista target-audience-science-and-technology-enthusiasts.pdf](#) Moessner et al. (2024), [Evaluate Market Potential of an Initial Product Concept With Jobs-to-Be-Done.pdf](#)
- Supplementary Data: [Analysis ErUM JTBD Segments STC.xlsx](#)
- Content Production Examples: [Collaeb Ecosystem Project Example.pdf](#)

Next steps:

- We want to keep discussing, starting with a follow-up meeting on our next steps on communication. If you want to join, please enter your availability for end of July here: <https://terminplaner6.dfn.de/p/15c64b90237a515204c5c1b0ebabd5be-1815847>
- In the meantime, you'll have the opportunity to review the open-ended questions from the notes, reflect on them, and take your time to review the results of the market analysis (including information on the methodology).
 - Our contacts from the marketing agency will also be present at the follow-up meeting. In the second phase of the market analysis (starting in August 2026), we'll focus on the specific message that ErUM-Data should convey. Before this phase begins, the marketing agency is asking for your input (questions you'd like answered, feedback on the results, etc.). We'll set aside time for this during the meeting.
- We are looking forward to take on the next steps in this process with you!
- The next meeting is scheduled for Wednesday, 29. July 2pm: <https://rwth.zoom-x.de/j/62050415051>



Summary: We recognise the need to better represent ErUM-Data to the outside world & are willing to work on this.

Who are we? (Self-identity & Brand-identity)

- We still find it challenging to formulate an understandable definition of ErUM-Data
 - We should not overcomplicate how we describe ourselves (Aktionsplan, etc.)
- Where do we start: ErUM or ErUM-Data? Do we need to involve BMFTR and PT.DESY?
 - **In our understanding, we would like to represent ErUM-Data Community**
- We need to clarify who is responsible for creating unified visibility
 - **ErUM-Data-Hub 2 could coordinate and implement, but would need help from the community for contents (e.g. <https://collaeb.io/>)**
 - For this, there needs to be a strong self identification within the community

We are not starting from zero!

Decisions from Summit in Hamburg in green.

Who do we want to talk to?

- **We need to define our target groups, as the general/interested public is too broad**
- We cannot use the same contents for industry, future young scientists, etc



Summary: We recognise the need to better represent ErUM-Data to the outside world & are willing to work on this.

Possible steps:

1. What is ErUM-Data Community?
2. Self identification and community engagement/building
 1. Get people involved: Identification with ErUM-Data
 1. Why should the Community care about this?
 2. Create role models and enthusiastic ErUM-Data Communicators
3. External visibility (Target groups, message, platforms, unified and clear mission)

We also discussed:

- Possible platforms and the importance of remaining independent: We can't avoid posting there (e.g., YT), but need a backup
- Resilience must be factored into all plans
- Radio and TV should also be taken into account as channels



What is ErUM-Data? Digital Transformation in:

Gefördert durch:



Bundesministerium
für Forschung, Technologie
und Raumfahrt

Astroparticle Physics

Elementary Particles Physics

Research with neutrons

Research with nuclear probes and ion beams

Research with synchrotron radiation

German Observatory Council

Accelerator Physics

Hadron and nuclear physics

Related sciences and industry



Who is the ErUM-Data Community for you?

Warm-up: 10 Minutes

<https://www.figma.com/board/wo9TJ5FsLKCfsaoKJo3amz/Untitled?node-id=1-298&t=6SwwD8BeahCUs2RP-1>

Draft narrative from discussion with DIG-UM, HTAD, and MISTRAL

- 1) Wir entschlüsseln die grundlegenden Bausteine des Universums – von den kleinsten Teilchen bis zu den größten Strukturen des Kosmos – und entwickeln dabei Technologien, die Gesellschaft und Wirtschaft nachhaltig prägen.
- 2) Als Netzwerk von über 20.000 Forschenden verbinden wir Spitzenforschung mit innovativen Anwendungen, um aus fundamentalen Erkenntnissen Lösungen für die Herausforderungen von morgen zu schaffen.
- 3) Unsere Forschungsinfrastrukturen sind Katapulte für Deep-Tech-Innovationen: Sie ermöglichen nicht nur bahnbrechende Entdeckungen, sondern auch die Entwicklung von Technologien in den Bereichen Energie, Medizin, Materialien und digitaler Datenräume.
- 4) Gemeinsam gestalten wir ein Ökosystem des Wissens, in dem Disziplinen wie Teilchenphysik, Astroteilchenphysik und Beschleunigerforschung synergistisch zusammenarbeiten – für Fortschritt, der die Grenzen des Machbaren verschiebt.
- 5) Unser Antrieb ist die Neugier, unser Ergebnis ist Fortschritt: Ob in der Grundlagenforschung oder im Transfer in die Praxis – wir schaffen die Grundlage für eine technologisch souveräne und zukunftsfähige Gesellschaft.

Goal: Create an unified sense of belonging and a joint & understandable definition for external parties.



What is ErUM-Data for you?

Discussion:

- We need to talk about us: the ErUM-Data **Community**
 - We are not talking for ErUM-Data
- Rather use the term „facilities“ than „experiments“ (or: accelerators & telescopes, depending on target group!)
 - People don't know what Großgeräte are.
- Our definitions show a lot of parallels. It also becomes clear, that it is very much possible to come up with an understandable definition. We must learn to communicate this way to the outside.
- Next steps: Agree on prioritised target groups(s) and come up with a good definition for that target group(s).

A community of 20.000 German Physicists that all work with data from big experiments (e.g. CERN).

Angela Warkentin

The ErUM-Data Community consists of 20k German Physicists from different research fields that explore Universe and Matter using advanced data analytics technologies (e.g. Machine Learning).

Angela Warkentin

In the big physics experiments huge amounts of data are generated. This data needs to be processed, stored, distributed and analyzed. Researchers of the ErUM-Data-Community tackle these challenges and develop solutions utilizing state-of-the-art technologies (e.g. AI).

Veronika

Network of scientists and research infrastructures across the "ErUM" fields who work on the "big data problems".

A community of scientists using and developing state-of-the-art technologies and combining them in complex systems for uncovering the mysteries of our universe.

Thomas

For me Erum-Data is an emerging community than a fully defined organisation or brand. The community: we are people from different fundamental research fields who are trying to work together on the data, scripts, digital tools, and infrastructures needed to understand the physics, the universe and matter.

Ali

To me, ErUm Data is a community of physicists who have a genuine interest in the sustainable use of big data incl. technologies.

The ErUM Data community consists of 20,000 Scientists working across Germany at large scale facilities (Accelerators and Telescopes) which generate large amounts of data to answer fundamental questions about our universe.

Big data needs big infrastructures to handle this data, and the ErUM Data community works together to collect, store, analyse data in a sustainable manner, share knowledge, and help train the next generation of scientists.

Dwayne I.P.L. Spiteri



Question 2: Who do we speak to (first)?

Target Groups:	Future ErUM-Data Scientists: Physics Students 	Young girls and potentially future female ErUM-Dara Researchers (starting very early)   	Supervisors (Profs./Group Leaders)   	Science Education & STEM Outreach 	Science Communication & Public Outreach    	Industry - Technology Scouting & Partnerships   	Funding Agencies / BMFTR / Politics	Industry (potential partners for projects, hiring, potential customers, intermediaries, liaisons)	Existing research groups (ErUM-Data Community)    	Industry - Applied Research & Methods Transfer 	Alumni in Industry 	Media representatives	Science Sceptics (& people who want to learn) People who don't care	Other Science communities (e.g. computer science) for collaboration formats
Needs	Knowledge/ Education	Knowledge/ Education	Communication of their projects	Knowledge/ Education	Fun	Talent access	Accomplishments (i.e. there money was used well)	Technology	Self Identification for better branding and stronger community feeling	Proven algorithms and tools	Feeling of coming home	trigger news	Emotions beat facts Feeling of understanding Provide real and correct information (give back to society)	Collaboration
	Motivation & Inspiration	Role Models	Information about potential partners	Working Material/ Trusted content	Hands-on, low-level formats/ exhibits	Research partners	Regular Updates	Know-How	Involvement of their research	Expert contacts	Networking	Interview Partner	"Sendung mit der Maus"-Formate	Information/ Exchange
	Network	What are entry points to Physics & Big Data?	Sense of Community	Platforms	Trusted spokespeople	Early visibility into applicable technology from basic research	Visibility (of us, they want to see that we are active)	Personell	Job opportunities	Option to run a joint PoC	Collaboration	Background Infos	Trust	Argument for funding
	Project Work/ Internships	Empowerment	Funding opportunities	Education-Events	accessible narratives	Overview of research	Value for society	low risk	Network		Alumni: network, career links, ways to give back	Interesting stories		Training
			Hiring opportunities	inspiring stories	embeddable content ready to publish or share	Training	in case of the Ministry - Value for themselves	Industrial facility users: access, confidentiality, faster answers, expert support	Training					Shared resources
			Training opportunities		Information: bigger reach		fundors: impact evidence							

<https://www.figma.com/board/GcOkeGhDdaPV3XTFfdECwb/Target-Groups?node-id=0-1&t=6SwwD8BeahCUs2RP-1>



Question 2: Who do we speak to (first)?

Discussion:

- Take into consideration the 4 identified target groups by Els & Luca (Market Analysis)
 - S1 Industry - Technology Scouting & Partnerships
 - S2 Industry - Applied Research & Methods Transfer
 - S3 Science Education & STEM Outreach
 - S4 Science Communication & Public Outreach
- Our brainstorming shows, that the needs of different target groups are overlapping.
 - We can form our own target groups.
- The discussion showed that the priorities of this group would be:
 - Science Communication & Public Outreach
 - Industry (needs to be specified)
 - ErUM-Data Community (Internal Communication, e.g. existing research groups, Profs., supervisors)
 - Take away: „To communicate to others, there has to be a we“ (Thomas Kuhr)
 - We need to first work on the self identification. People need to feel they are part of ErUM-Data and have a sense of belonging. We cannot tackle external communication without this.



Summary of today's session & next steps

- **To-Dos:**

- To-Do, all: Please add your input on target groups & prioritisation in the wiki until Friday, August 28! This will be considered in all further steps! If there is need for discussion, Hub will organise a meeting on this.
- Market Analysis: Luca & Els will look into concrete contents and formats for our target groups
- Hub will organise meetings on the topics of self identification & community engagement: What is missing for better self identification within the community?
- Further steps: How do we want the umbrella brand to look?
 - We need unified visibility: ErUM-Data-Hub 2 could coordinate and implement, but would need help from the community for contents (e.g. <https://collaeb.io/>)
 - Name/Branding: “ErUM-Data” or maybe a more approachable handle like “UniversumToGo”

