

## Notes ErUM-Data Community-Summit “Communication & Transfer”, 17.06.2026

### Discussion Session on Communication

- When it comes to our content, we need to keep in mind the importance of remaining independent from major platforms. We can't avoid posting there (e.g., YouTube), but we must always have a strong backup plan (quote from Sascha Vogel: “If we don't do it, someone else will”). Resilience must be factored into all plans and strategies. Likewise, other channels such as radio and TV should also be taken into account.
- Who are we? What is our brand Identity?
  - We still find it challenging to formulate an understandable definition of ErUM-Data. 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. The goal should be for us to be able to speak for ourselves and clearly define who we are. Then we can also effectively communicate to the outside world our identity and the added value we offer (to society, industry, etc.).
  - We should not overcomplicate how we describe ourselves (Aktionsplan, etc.)
  - We need to clarify who is responsible for creating unified visibility
    - ErUM-Data-Hub 2 could coordinate and implement, but would need help from community for contents, as the planning, strategy and implementation is time consuming full-time job at least
      - Rely on Community for contents. Example: <https://collaeb.io/>
      - For this, there needs to be a strong self identification within the community
    - We need to clarify if we want to brand our future channels as “ErUM-Data” or maybe easier understandable handles like “UniversumToGo”
  - We need to define our target groups (the general public is too broad). We cannot use the same contents for industry, future young scientists, etc.
  - The first step is self identification and community engagement/building
    - Be active part, identify yourself with ErUM-Data (get people involved)
    - Create role models and enthusiastic ErUM-Data Communicators
    - Why should the Community care about this?
  - What does the HTAD mean in this regard? How to take this into account?
  - Possible steps:
    - What is ErUM-Data?
    - Self Identification & Community building
    - External visibility (Target groups, message, platforms, unified and clear mission)
  - We recognize the need to better represent ErUM-Data to the outside world. We are willing to continue working on this. Angela will set up a meeting for anyone who would like to discuss this further.

**Transfer:**

- To ensure effective knowledge transfer, we first need to establish strong external visibility and identity = Communication.

**SWOT Analysis:**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Active interest from the community about transfer</li> <li>- A network that spans many different communities (topic diversity)</li> <li>- Good internal network &amp; motivated people</li> <li>- Organisational structure (Hub active in providing/hosting events)</li> <li>- Governmental backing of ErUM(-Data)</li> <li>- Existing avenues of one-way personnel transfer &amp; highly qualified people in diverse fields</li> <li>- Collaborative mind</li> <li>- Industry relevant knowledge/skills</li> <li>- Possible cooperation between ErUM-Projects (technical side)</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Lack of awareness of transfer opportunities</li> <li>- Lack of alumni network</li> <li>- Lack of internal identity for people to align to</li> <li>- Lack of external visibility (communication)</li> <li>- Lack of contact to industry</li> <li>- Lack of concrete plans</li> <li>- Lack of mechanism for invention discovery</li> <li>- Lack of documentation</li> <li>- Lack of incentives to everyday science life</li> <li>- Lack of founding experience and business knowledge (soft skills, language barrier, "castle building")</li> <li>- Limited funding &amp; upscaling</li> <li>- Bureaucracy</li> <li>- Mismatch in pace industry/science</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Working on a wide variety of current topics in economically-relevant fields</li> <li>- HTAD</li> <li>- DPG Support</li> <li>- Community able to be mobilised</li> <li>- Can widen existing avenues of transfer</li> <li>- Collaboration with other science initiatives, unis, institutes, research centres</li> <li>- Varied points of view</li> <li>- Shareable infrastructure</li> <li>- Societal benefit</li> <li>- New/stronger communities</li> <li>- Scientifically standardized products</li> <li>- Funding opportunities for founding</li> <li>- Understanding (&amp; application) of AI Agent Systems</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Basic research funding becomes deprioritised (potential imbalance and slowing down research)</li> <li>- Blocking explorative mindset</li> <li>- Time critical positioning of ErUM-Data in HTAD</li> <li>- Increased bureaucratic overheads</li> <li>- Perception that people "cannot come back" if they engage in transfer</li> <li>- Competition with other programs</li> <li>- Discarded progress</li> <li>- Scope gets too big</li> <li>- Too niche application fields</li> <li>- Societal threat</li> <li>- Economical/political shift</li> <li>- People leaving academia and taking knowledge with them</li> <li>- Loss of trust in science</li> </ul>

## ErUM-Data Strategy Goals

- Find a business insider as monitor/consultant to ErUM-Data asap
- Establish an alumni network by end of 2026 (+3)
- Hire good, capable people for transfer team in ErUM-Data-Hub 2
- In the next 1-2 years establish a legal system to share resources with industry partners
- Organize professional transfer sensibility workshops with national transfer office partners from institutes/unis (2 - 3 per year)
- Build open network/database of industry contacts and their expertise in the next year
- Community matchmaking by LLM within 1 year
- Establish tighter connection between industry and projects via alumni network
- Funding for infrastructure (ErUM project overlapping: projects needed)
- Yearly ErUM transfer think tanks
- Industry advisory board
- In the next 2 years the ErUM-Data-Hub organizes 3 business knowledge/transfer skill courses per year
  - Series of workshops for founders in ErUM-Data
- Umbrella brand/One source of truth for communication (e.g. tool, platform, website)
- Go to industry fairs
- Religion-Science Workshops
- Prepare a proposal to dedicate at least 1-2% of the budget for dissemination and outreach based on the different levels/scales of target groups
  - Follow up and monitor the effort yearly
  - Tune the plan based on results
- Form a trial pipeline where selected industry partners are identified and a list of economically relevant activities within ErUM-Data are highlighted as priorities within the next 6 months - 1 year

## Personal goals

- Reach out to already successfully transfer projects in the next year
- Teach myself business language (6 hours + practice)
- Get alumni contacts from DPG asap
- Get to know the right people
- Second job (part time, transfer)
- Inform working group members that don't know ErUM-Data yet about projects next year
- Contribute specific materials to ErUM-Data knowledge database
- Understand and apply AI Agent Systems for science applications (transfer) within 1 year
- Train the group to learn how to present their outcomes for media in easy and cheap way
- Communication between ErUM projects and in ErUM projects on sharing similar components together
- Follow existing YT, Insta, Tiktok Channels
- Organise a PUNCH Lunch on a transfer topic
- PhD project with industry partner
- Connect all DPG locations with local ErUM-Data Scientists within the next year
- In the next funding period establish a professional alumni network with alumni from tech sectors