

ASSIGNMENT DESCRIPTION

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1. Introduction

Introduction project Einstein Telescope

The objective of the Einstein Telescope is to build a large-scale research infrastructure that will be the next generation gravitational wave detector for further scientific research of the cosmos. The Einstein Telescope is adopted in the 2021 European roadmap for research Infrastructures (ESFRI). This confirms the excellent science case and the plans to construct the Einstein Telescope in Europe, including the site selection.

The starting conditions of the Euregio Meuse-Rhine to host the Einstein Telescope are favourable. The unique soil allows for dampening vibrations and building the research infrastructure in a relatively quiet landscape. The multimodal infrastructure and international living and business climate are attractive for the scientific community. This region offers strong research institutes, high-tech industry and educational institutes to drive the innovation and skills development; they already work together at the ETpathfinder, ET-CRISTAL and ETEC facilities. Belgium, the Netherlands and North Rhine-Westphalia work together and are open to other countries joining their ambition to host the Einstein Telescope. This is the foundation for a solid ET-EMR Bidbook and Consortium.

The Einstein Telescope offers the Euregio Meuse-Rhine (EMR) an unique opportunity to take a global leadership position in a new pioneering area of science: gravitational wave research. Housing the Einstein Telescope in this region will boost a positive impact on science, economy and society. The science case, infrastructure case and economic case feasibility studies and plans provide the input for the Bidbook. The required conditions for the plans provide the input for the Consortium proposals. And a solid ET-EMR candidate site branding and stakeholder communications will ensure to effectively reach decision makers and influencers. For more info see www.einsteintelelescope-emr.eu.

Project office ET

At the ET Ministerial Conference 26 September 2023 in Brussels, delegates from Belgium, the Netherlands and the German Federal State of North Rhine-Westphalia agreed to prepare a bidbook and joint consortium to establish the Einstein Telescope in the Euregio Meuse-Rhine. The ET-EMR Taskforce has several tasks, including delivering the bidbook and the host consortium proposals. The ET-EMR Project Office is tasked by the Ministerial agreement (DoI, 26 September 2023) to deliver the feasibility studies to realise the Einstein Telescope in the Euregio Meuse-Rhine. On 30 May 2024 the EMR ministers signed an addendum to the DoI. This addendum delegates the preparations of the bidbook to the Project Office. The ET-EMR Taskforce supervises the work of the Project Office.

European context

While the ET-EMR Project Office is focused on site-specific aspects, the European ET Organisation (ETO) is setting up the organisation to prepare a plan for the Einstein Telescope: the technical design, the organisation and financial management. The ETO Directorate has announced to develop a roadmap to deliver this plan. The highest decision making body at European level, the Einstein Telescope Board of Governmental Representatives (BGR), will also have to agree on the process of realizing the Einstein Telescope, including the procedure and criteria for site-selection. At the BGR meeting of 4 October 2024, the Terms of Reference for a Working Group on Site Selection Procedure and Criteria were approved. This Working Group will provide advice to the Board of Governmental Representatives on a procedure to select the host country for ET, including the criteria to be taken into account as well as their respective weighting, the decision procedure, and the timeframe and intermediate steps. This Working Group will be expected to deliver an interim version of its draft execution plan on the site selection procedure by the beginning of the year 2026 and a final version no longer than six months before the submission date of the bidbook.

2. Assignment

The preparations of the bidbook include work package 5 (BB-WP5 Communications); this includes three products that are closely related, both in process and output, both in plan and execution;

1. Optimal European positioning and presentation of the EMR as a candidate site; (execution 2025 Q3-2026 Q4);
2. ET-EMR Bidbook writing and effective communications; (execution 2025 Q3-2026 Q4);
3. Stakeholder communications; (execution 2025 Q3-2026 Q4);

The work is further described in Chapter 3.

Chapter 5 contains the Annexes.

3. Work

3.1. General

The bidder must provide a list of subcontractors (in so far as this is the case);

3.2. Communications

3.2.1. Client – Contractor

Client and contractor will both appoint a senior Product / Project Manager who will be in charge of the day-to-day management and will be the first point of contact for all operational matters.

The Client shall also appoint a Contract Manager. Adjustments or changes with financial implications, can only be made after written approval by both project managers and the Contract Manager.

3.2.2. Communication with the environment

- The client is responsible for external communication. Any questions from press or members of the public have to be passed on to the Product Manager.
- Publications are allowed only after explicit review and permission from the Client.

3.3. Bidbook Communications; ET-EMR branding and stakeholder communications

Central question: How can communications be organised in a way to optimize the opportunities for a positive site decision for the anticipated ET-EMR Bidbook and Consortium?

The assignment is to deliver following (plan and execution):

The preparations of the bidbook include work package 5 (BB-WP5 Communications); this includes three products that are closely related, both in process and output, both in plan and execution;

1. Optimal European positioning and presentation of the EMR as a candidate site; (execution 2025 Q3-2026 Q4);
2. ET-EMR Bidbook writing and effective communications; (execution 2025 Q3-2026 Q4);
3. Stakeholder communications; (execution 2025 Q3-2026 Q4);

Notes;

- Plan and execution distinguish between decision makers, supporting influencers and wider public;
- Plan and execution integrate activities of project office, taskforce and EMR stakeholders;
- These products and activities are additional to the environmental management and ET-EMR spokespersonship already in place to stakeholders in the EMR Euregion. The primary target groups for the

bidbook plan are identified as including the EMR and European ministers as the decision-makers, and the EMR stakeholders and European scientists as influential actors.

- The ET-EMR Taskforce supervises the work of the Project Office. The Project Office Directorate will keep in close contact with the Taskforce on the progress of the preparations of the bidbook. The Taskforce steering group is delegated to prepare the Taskforce meeting; to be kept engaged in the progress and outcome of work package 5. The work of BB-WP5 is in communicative support to executing the EMR Taskforce International Partner Strategy (IPS); the Project Office will be in close contact with the Working Group IPS on all planning and executing.

4. Planning

1. Optimal European positioning and presentation of the EMR as a candidate site; (execution 2025 Q3 – 2026 Q4);
2. ET-EMR Bidbook writing and effective communications; (execution 2025 Q3 – 2026 Q4);
3. Stakeholder communications; (execution 2025 Q3 – 2026 Q4);