

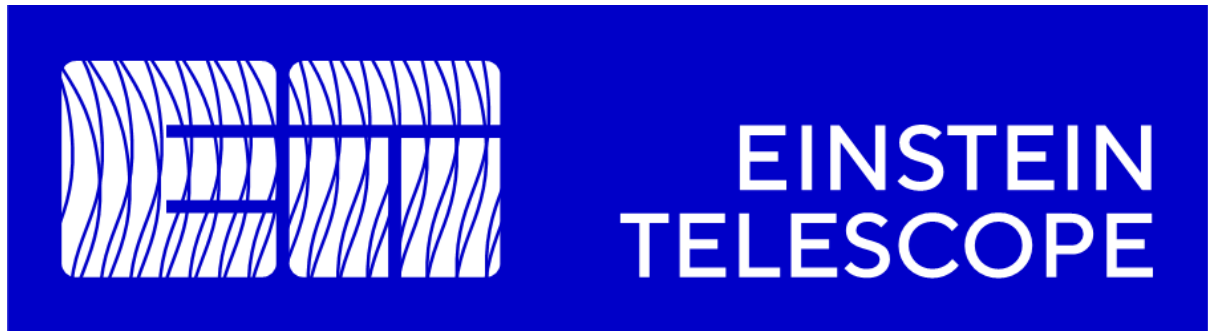
**EINSTEIN
TELESCOPE**

STRATEGIC MEDIA AND COMMUNICATIONS PLAN



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Preparatory Phase for the Einstein Telescope Gravitational Wave Observatory

Deliverable 10.3

Formulate strategic media and communications plan

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CONTENT

DOCUMENT INFORMATION.....	3
LIST OF ACRONYMS AND ABBREVIATIONS.....	5
INTRODUCTION.....	6
MODULE 1: COMMUNICATION SWOT-ANALYSIS & MAIN STRATEGIC PILLARS.....	8
Communication SWOT-analysis.....	8
Main strategic pillars.....	11
MODULE 2: GOALS AND EVALUATION METHODS.....	13
MODULE 3: STAKEHOLDERS.....	15
Identifying the stakeholders.....	15
Stakeholder cube analysis.....	16
Main strategies for working with stakeholders.....	18
MODULE 4: TARGET GROUPS.....	21
Main strategies for working with target groups.....	22
MODULE 5: MAIN COMMUNICATION TOOLS AND CONTENT.....	26
Website.....	26
Social media.....	26
Content management tool.....	30
Outreach Repository.....	31
Contacts with traditional media.....	32
Outreach materials.....	32
MODULE 6: VISUAL IDENTITY.....	33
MODULE 7: ORGANISATION.....	35
MODULE 8: WORKFLOWS AND PROCEDURES.....	39
Workflows.....	39
Procedures.....	40
MODULE 9: ESTIMATED BUDGET (FOR ORIENTATION).....	41
MODULE 10: TIMELINE AND MILESTONES.....	43
Communication Timeline and Milestones.....	45
Towards a unified digital communication framework.....	48
MODULE 11: STRATEGY IN PRACTICE.....	51
Key Actions Implemented.....	51
Examples of content and campaigns.....	52
Events and other outreach activities.....	58
Media Impact.....	61
Final remarks.....	61
LIST OF FIGURES.....	63
LIST OF TABLES.....	63
HISTORY OF CHANGES.....	64
APPENDIX A: Backgrounds organisation of communication	
APPENDIX B: Media Overview 2024-2025	
APPENDIX C: Executive Summary	

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LIST OF ACRONYMS AND ABBREVIATIONS

AEI — Albert Einstein Institute
CCD — Central Communication Department
CEC — Communications and Education Committee
EC — European Commission
EGO — European Gravitational Observatory
EMR — Euregio Meuse Rhine
ESFRI — European Strategy Forum on Research Infrastructures
ET — Einstein Telescope
ETC — Einstein Telescope Scientific Collaboration
ETO — Einstein Telescope Organisation
ET-PP — Einstein Telescope Preparatory Phase
GW — gravitational wave(s)
ICN — International Communication Network
IFAE — Institut de Física d'Altes Energies
INFN — Istituto Nazionale di Fisica Nucleare
MU Maastricht University
MPG — Max-Planck Institute for Gravitational Physics
Nikhef — Dutch National Institute for Subatomic Physics
ROI — return on investment
SMCP — Strategic Media and Communications Plan
TDS — Technical Document System
UW — University of Warsaw
WP — work package

INTRODUCTION

The Einstein Telescope (ET), will be a key future research infrastructure in Europe with global impact. It will serve science and society and build on the extremely successful work of European researchers in the LIGO, Virgo and Kagra projects and be an essential element of multimessenger astronomy. Pushing scientific and technological boundaries even further, ET can drive significant further leaps forward in scientific discoveries and spin-off technologies.

Important big steps have already been taken: the Einstein Telescope obtained ESFRI-status in 2021, the Preparatory Phase project is well on its way, and governments have already committed significant funding. These positive approaches must be maintained and further developed in order to secure wider, sustainable and long-term support. At the early stage of this complex international project, it is also important to establish structures, policies and procedures that support the realisation of ET, including in communication. After all, communication is one of the essential strategic instruments in order to continue this journey successfully.

Nature of the Strategic Communication and Media Plan

The report titled ‘Initiate Strategic Media and Communication Plan’, submitted to the European Commission as deliverable 10.1 in the ET-PP project, provided an initial approach to European communications and described the intended communication and dissemination activities. This follow-up document — Strategic Communication and Media Plan (Strategy, SCMP) (deliverable 10.3) — provides a more robust strategic foundation by evaluating the complex situation and stakeholder landscape from a communication perspective. It then structures the communication activities around five main strategic pillars: **organise, brand, connect, network** and **be a hub**. This provides focus and helps prioritise communication activities along the way.

Scope in terms of entities

Many entities are currently communicating on behalf of ET, including other projects, potential sites (Euregio Meuse Rhine (EMR) and Italy), research institutes and universities. This document focuses on the ‘supranational’ European Einstein Telescope initiative. It is not meant to take over the communication of the local teams at the potential sites, which have already successfully been focusing on local and national dialogue and building host consortia for many years. Nor does it take over the national communications and stakeholder management aimed at for example governments to ask for their support, as this is best done nationally. This document is meant to provide a central and neutral plan for European and overall communication. This central ‘pivot’ has been missing until now, and is needed to align communication strategies and messages of the different entities. All entities can benefit greatly from this and it will contribute to strengthening the whole Einstein Telescope initiative.

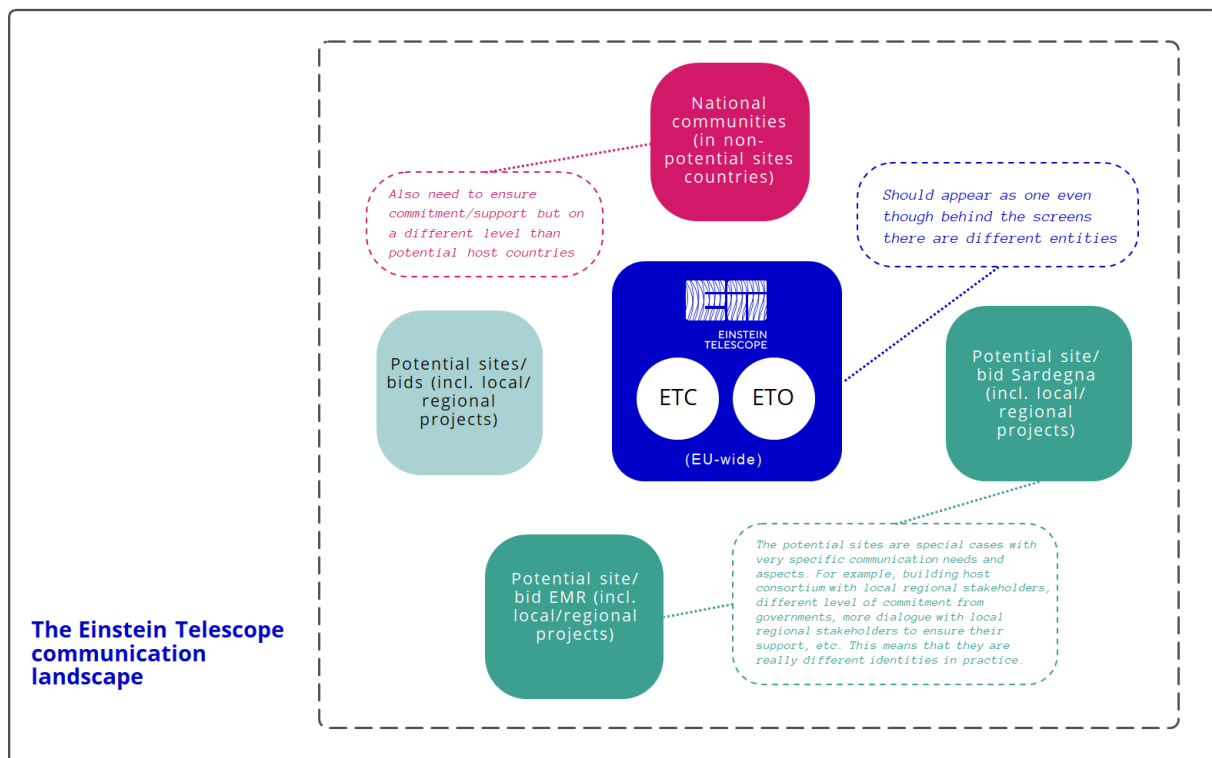


Figure 1: The Einstein Telescope communication landscape, showing the main entities/identities communicating on behalf of the Einstein Telescope. These entities, while distinct with different main tasks and relationships with stakeholders and target audiences, must ensure their communication efforts are properly aligned. Although having different entities isn't necessarily problematic, it is important that all entities position themselves appropriately and avoid conflicting messages.

Scope in terms of phases

For the SMCP we distinguish short-term, medium-term and long-term perspectives. The short-term is from now until the end of the Einstein Telescope Preparatory Phase project (ET-PP) in August 2026. This short-term phase will be used for laying the foundations. The medium-term is from the end of the Preparatory Phase Project until the moment of site decision, assuming that it will take place after August 2026. The long-term perspective is after the site decision. This plan focuses mainly on the short- and medium-term perspectives.

MODULE 1: COMMUNICATION SWOT-ANALYSIS & MAIN STRATEGIC PILLARS

In developing a comprehensive communication strategy for the ET project, it is crucial to first understand the internal and external factors that can influence its success. A SWOT-analysis, which stands for strengths, weaknesses, opportunities, and threats, serves as a foundational tool in this process. This analytical framework allows us to systematically identify and evaluate the core elements that will shape communication efforts for ET. This chapter presents this detailed examination of the strengths, weaknesses, opportunities, and threats related to the communication of the ET project, laying the groundwork for strategic decision-making and action planning. Although it is a ‘Communication SWOT-analysis’, it also contains organisational and more general aspects that are relevant to communication.

This communication SWOT-analysis was done during a series of online meetings with a group of six experienced communication professionals who have been involved in ET and other science projects and research infrastructures on local, national and European levels. During these conversations, the points mentioned below were identified as the main ones that are relevant for communication.

Communication SWOT-analysis

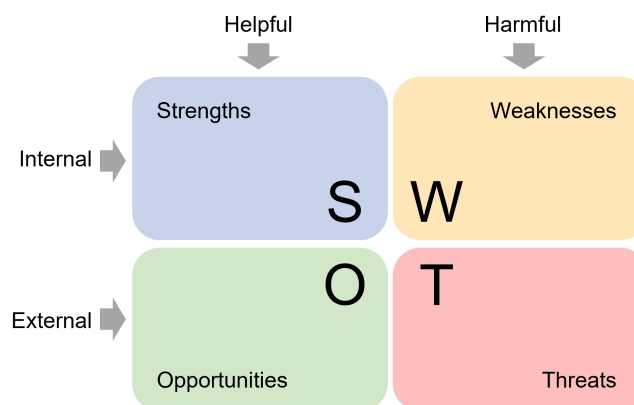


Figure 2: SWOT-analysis structure

Strengths

General strengths that are relevant to communication

- Extensive knowledge and expertise in various fields (not limited to communications).
- Enthusiasm and inspiration; people are genuinely passionate about the Einstein Telescope and their work.
- Highly international collaboration with a large and diverse community.
- Rapidly growing GW community.
- ET is a highly promising scientific infrastructure.
- GW research is a field poised for exciting new discoveries.

Communication specific strengths

- Establishment of a communication network and initiation of communication activities within ET-PP.
- A lot of communication experts are involved.
- The "Einstein Telescope" is a strong, easily recognizable name, with significant societal recognition.
- ET leadership is aware of the importance of effective communication.
- Exceptional communication potential of the project: a mind-blowing topic that is fascinating, will push innovative technologies, and is unique in Europe and globally.

Weaknesses

General weaknesses that are relevant to communication

- High work pressure; many people involved also work for other projects and organisations, leading to divided loyalties and limited time for ET.
- Because of the early phase, there is no clearly established management structure, organisation and strategy yet, resulting in slow decision-making processes.
- General uncertainty and ambiguity about some key characteristics (geometry, location).
- Lack of diversity in top positions (age, gender, ethnic background, professional profile etc).
- Complexity of structure, force field, institutional landscape, and topics, making it difficult to manage and communicate.

Communication specific weaknesses

- No communication infrastructure or activities set up yet; not many materials available.
- Lack of internal communication setup.
- The organisation of communication is currently complex and cumbersome.
- Inconsistent messaging; people are saying different things with varying frames and key messages, leading to a lack of alignment.
- Scientists are not always aware of how their messages and images are perceived locally or by different stakeholder groups.

Opportunities

General opportunities that are relevant to communication

- Potential increased national support (financial, political, governmental, societal); new funding opportunities for the GW field.
- Enhanced networking and international cooperation; strong connections with CERN, APPEC, GWIC.
- Technological innovations improving the ET design and facilitating technology transfer.
- Opportunities for research and development, industry engagement, education, new jobs creation.
- Advancement of GW science as a key component of multimessenger astronomy, leading to a deeper understanding of the universe and participation in a global network

of GW detectors, as well as potential for new discoveries and updates from other experiments in the field.

- ET could make the EU a global leader in gravitational wave research.

Communication specific opportunities

- Establishing a central, neutral, and connecting point for information with central stories and materials, facilitating ongoing dialogue with local stakeholders.
- Leveraging existing media attention and established contacts with journalists to maintain visibility and interest.
- Inspiring interest beyond the scientific community, potentially becoming a movement involving diverse audiences, including fans and curious individuals.
- Capitalising on early initiative phases to engage stakeholders in the journey of setting up a ground-breaking infrastructure, utilising the adventurous and inspiring nature of ET.
- Utilising the familiarity of the GW topic among the public as a starting point for conversations, portraying the initiative as cool and imaginative with significant potential ROI.

Threats

General threats that are relevant to communication

- Political instability, changes in government, and competing plans for potential locations (e.g., windmills) and other funding priorities (e.g., climate change, wars, pandemics); currently insufficient funding, with no reserved funding except from Dutch and Italian governments.
- Escalation of international competition beyond a manageable threshold.
- Lack of support from local and global society (perception of ET as too highbrow and complicated; fear of the unknown); conspiracy theories.
- Competition with other large scientific projects or infrastructures, and for talent with existing GW projects.
- Potential conflicts within the scientific community, leading to external confusion and loss of reputation and credibility; failures or issues with existing GW experiments/detectors.

Communication specific threats

- Misperceptions and unrealistic expectations due to various factors; difficulty in explaining and selling the uncertain and indirect return on investment of fundamental science.
- Losing public attention, interest, and involvement due to uncertainty and long timelines.
- Current communication workflows are not responsive enough to handle future internal and external dynamics.
- Confusion caused by too many websites, logos, and entities communicating on behalf of ET; lack of coordinated communication activities among all parties.
- Missed communication opportunities.

Main strategic pillars

After conducting an in-depth SWOT-analysis, we performed a comprehensive helicopter review of the results. This approach allowed us to holistically assess the entire emerging picture, comparing our weaknesses and strengths, threats and opportunities. From this analysis, we developed five main strategic pillars for ET communication: Organise, Brand, Connect, Network, Be a Hub.

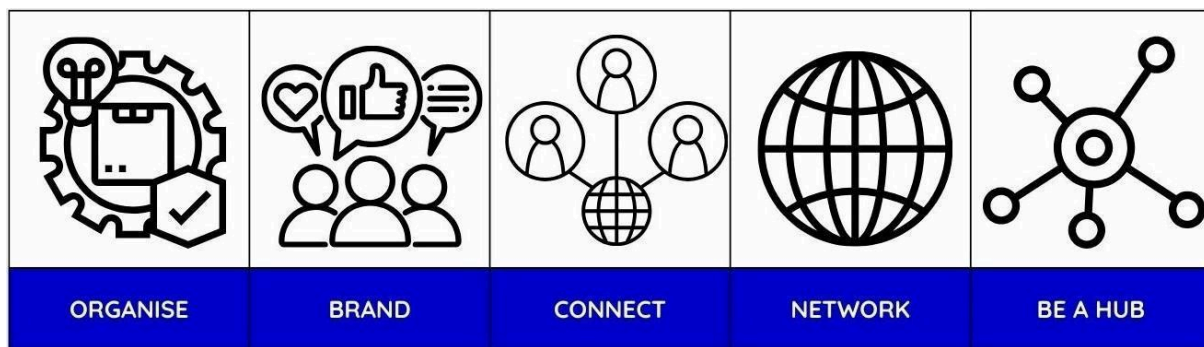


Figure 3. Main strategic pillars for ET communication

The results of the helicopter review and descriptions of each strategic pillar are given below:

1. Due to its early stage ET project faces numerous organisational challenges. Overall structure, frameworks and workflows are still being established. Coordination and communication of and between the main entities play a key role in this and need to be further improved in order to avoid confusion and delay of progress.

Strategic pillar: **ORGANISE**

Establish streamlined workflows, organisational models, and communication channels. Use the advantage of a “blank canvas”, where we can build new connections (external and internal) and craft an image that is new, appealing, and opens numerous perspectives.

2. ET boasts a strong name and enthusiastic supporters, yet it grapples with significant uncertainty and complexity, compounded by the unclear ROI for fundamental research. Additionally, it must engage with a diverse array of stakeholders in the political instability and societal overwhelm presenting itself as an enterprise with a great scientific and economical potential, reliable partner and employer, integrated scientific community.

Strategic pillar: **BRAND**

Define a clear branding strategy for the European ET initiative, aligning perceptions with reality and fostering connections with stakeholders through a compelling mission statement. Follow with key messaging and narratives to reinforce this brand identity. Additionally, leverage the involvement of communication professionals and enthusiasts to develop comprehensive communication strategies that address the complexities and

uncertainties of the project while engaging stakeholders effectively.

3. The initiative consists of numerous entities and individuals sharing expertise and enthusiasm, united by a common goal. However, internal competition and possible conflicts pose risks, potentially fracturing the community or causing inefficiencies and delays.

Strategic pillar: **CONNECT**

Acknowledge that communication cannot resolve all issues, but can aid in fostering cohesion and reinforce a supranational shared identity of ET. Fostering unity and common purpose, emphasising shared goals in all interactions and visual representations (both internally and in the external communication) can play a crucial role to this aim. Representing ET as an inherently and necessarily international and unitary enterprise. Capitalise on the project's strengths, such as the involvement of diverse expertise and enthusiastic supporters.

4. The ET project involves a growing international group of communication professionals, scientists in communication roles and enthusiasts (including other organisations in the field: CERN, APPEC, GWEC, etc.), forming the core of a communication network that can reach many outside of the 'internal' Einstein Telescope community. Leveraging these connections effectively holds the potential for widespread reach and engagement.

Strategic pillar: **NETWORK**

Cultivate a network approach, integrating community management and fan engagement strategies, while maintaining a central communication and storytelling platform. Use the involvement of communication professionals and enthusiasts to develop comprehensive communication strategies that enforce existing networks and connections beyond the Einstein Telescope project.

5. At the national, regional, and local levels, extensive communication, networking, and dialogue are already underway, crucial for maintaining and expanding support among diverse stakeholders. However, this decentralised effort requires a central information hub at European level to achieve coherence and effectiveness.

Strategic pillar: **BE A HUB**

Serve as a central European hub for local, regional, and national communication efforts, being a source of trustful information for the whole ET community, stakeholders and general public, facilitating dialogue with industry and stakeholders to strengthen support and engagement.

MODULE 2: GOALS AND EVALUATION METHODS

After a holistic SWOT-analysis of the project and establishing the main strategic pillars, we progressed to the next stage of the SMCP: defining the primary goals and the methods for evaluating their achievement. Within each of the five main lines, we identified specific goals and potential evaluation methods for monitoring the success in reaching these goals.

Table 1: Goals and evaluation methods for each of the five strategic pillars

ORGANISE	
Goal	Evaluation method
Define and establish roles and a clear workflow for the short term.	Feedback from professionals and relevant (internal) stakeholders through conversations, antennae and possibly surveys.
Create a model for organisation in intermediate term (end ET-PP until site decision) and suggest a possible model for long term perspective.	Check if the model matches the collected input on when organisation of comms is a success during earlier meetings with the ETC executive board, ETO management (March 2024), and a side meeting with communication professionals at the ET symposium (May 2024). Feedback from professionals and relevant internal stakeholders.

BRAND	
Goal	Evaluation method
Develop a clear and compelling brand identity.	Feedback through conversations, antennae and (online) consultation.
Build the image of a reliable enterprise with a high scientific mission and values and spin-off opportunities for industry and society, to align stakeholder perceptions.	Feedback through conversations, antennae, stakeholder feedback and possibly brand perception surveys. Check for consistency and alignment (and reality and fact-check) of different stories.
Raise awareness and visibility of the project, its goals and progress.	(Social) Media analysis. Monitoring engagement with branding materials and campaigns.

CONNECT	
Goal	Evaluation method
Foster unity and a sense of common purpose among ET participants.	Feedback through conversations, antennae and possibly surveys on cohesion and unity. Tracking collaboration and communication among participants.
Emphasise shared goals and (importance of international collaboration.	
Contribute to offline and online (internal) community building	

NETWORK	
Goal	Evaluation method
Build and strengthen a network of communication professionals and enthusiasts.	Mapping and analysing the communication network, feedback sessions. Tracking engagement metrics and reach of communications. Surveying network participants for feedback and suggestions.
Enhance the reach and engagement of the ET initiative.	
Foster collaboration and information sharing within the network.	

BE A HUB	
Goal	Evaluation method
Establish ET as a central, neutral and European information and content hub for all stakeholders, including local communication teams in Italy and the Euregio Meuse-Rhine and those involved in seeking political and financial support for ET in different countries.	Tracking usage and engagement. Surveys and feedback from stakeholders on information quality and accessibility. Monitoring the effectiveness of dialogue and engagement efforts.
Support effective dialogue and engagement with industry and stakeholders.	
Provide reliable and accessible information to the ET community and the public.	
Enhance education and outreach.	
Enable the dissemination of knowledge.	
Support national activities to secure political and financial support from political leaders in Europe.	Evaluate the effectiveness of advocacy campaigns targeted at political leaders, measure changes.

MODULE 3: STAKEHOLDERS

ET stakeholders — individuals, groups, or organisations that have an interest in, are affected by, or can influence the ET project. Creating a comprehensive list of stakeholders is a crucial step in developing the SMCP. It helps to prioritise the stakeholders that require more focus and attention in communication efforts, and to define the main communication strategies in dealing with them.

Identifying the stakeholders

The ET stakeholders can be divided into internal and external. Internal stakeholder groups are those groups or entities that are branded and perceived as a main ‘Einstein Telescope entity’ or are part of one. The other groups and entities are categorised as ‘external stakeholders’.

Internal stakeholders include:

- ETO — ET organisation and management structure with a diversity of professionals involved (e.g. strategy, public affairs, project management, engineering, civil engineering, communication, quality control), organised in departments and offices,
- ETC — ET scientists, organised in boards and research units,
- national/local teams of the potential sites,
- research units.

We identified a long list of *external stakeholders*. For workability, we grouped them together into the following groups and subgroups:

- | | |
|---|---|
| 1. Science & Research | ❖ large companies |
| ❖ scientific organisation/project | ❖ SMEs |
| ❖ scientific institute / research centre | 5. Governments and agencies |
| ❖ GW and multimessenger community | ❖ National governments |
| 2. Science & Education | ❖ European Union |
| ❖ scientific community (scientists and engineers from different fields) | ❖ research councils |
| ❖ universities | ❖ local administration near sites |
| ❖ students | 6. Media |
| ❖ school teachers | ❖ popular scientific media |
| 3. Environmental organisations | ❖ specialised media (e.g. finance or political journalists) |
| 4. Industry | ❖ other media |
| | 7. General public |

Stakeholder cube analysis

As the next step we used a three-dimensional analysis, an adaptation of the stakeholder cube (Hillson, D. & Simon, P. (2007) *Practical Project Risk Management*). The cube method addresses all three aspects (power, interest and attitude towards the project) and labels the stakeholders accordingly. Stakeholders may hold either influential or little direct power over

decision making, and have active or passive interest. They also identify as either a backer, neutral or blocker in attitude.

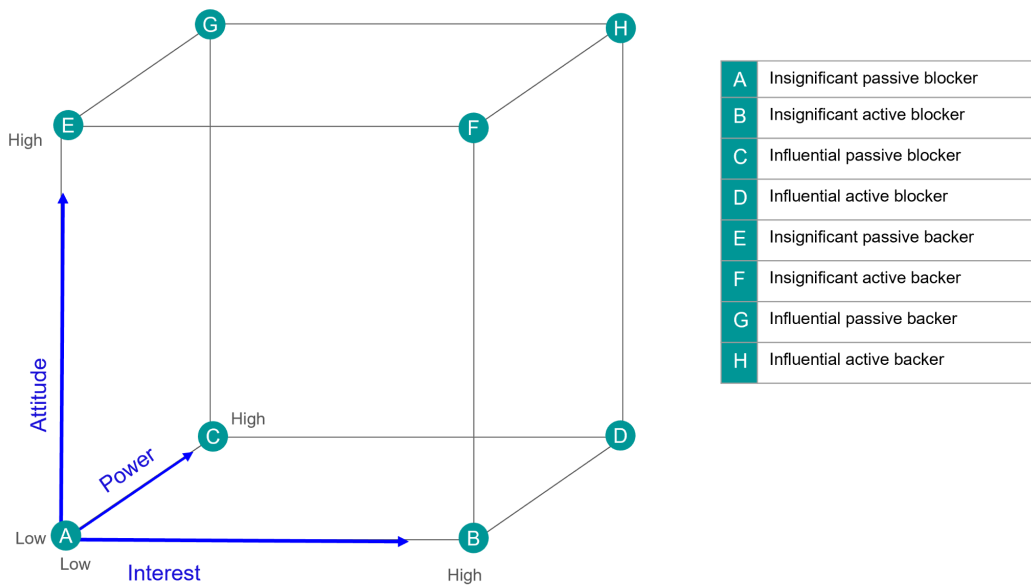


Figure 4: Stakeholder Cube

We performed the stakeholder analysis with a group of six experienced communication professionals who have been involved in ET and other science and research infrastructure projects on local, national and European levels. This means that, together, we have a good understanding of and connection to different stakeholder groups and know their attitudes and points of view towards ET.

Each subgroup of stakeholders was characterised on:

- power with regards to the success of ET (high power received the label ‘influential’),
- interest in the success of ET (large interest received the label ‘active’, little or no interest received the label ‘passive’),
- attitude towards ET becoming a success ((very) positive received the label ‘backer’, neutral received the label ‘neutral’, negative or critical received the label ‘blocker’).

We all ‘scored’ the power, interest and attitude of the identified stakeholder group categories individually, based on our own knowledge and experience. After that, we added the scores together, discussed outliers and differences and different interpretations. Based on this, the scores were adjusted to scores we could all agree on, and in the end the stakeholder categories received the labels as can be seen in the table.

It should be noted that during our conversations, some interesting differences between countries emerged. For example, the influence of large companies is greater in some countries than in others, as is the perceived influence and role of the EU. Additionally, in the potential host

countries, the media are already much more engaged and positive than in other countries. And in some countries, several school teachers are also more engaged and positive compared to those in other countries. The table below should therefore be considered an average general overview.

Table 2: Stakeholder analysis main conclusions

Subcategory	Type
Scientific organisations/projects	active backer
Scientific institute / research centre	active backer
GW and multimessenger community	active backer
Scientific community (scientists and engineers from different fields)	active backer
Universities	active neutral
Students	active backer
School teachers	passive neutral
Large companies	Influential active backer
SMEs	active backer
National governments	Influential active backer
European Union	Influential active backers
Research councils	Influential active backers
Local administration near sites	Influential active backers
Environmental organisations	Influential active blocker
Popular scientific media	active backer
Specialised media	Influential active backer
Other media	Influential passive neutral
General public	Influential passive neutral
ETO institutions	Influential active backer
ET collaboration	Influential active backer
National/local teams potential sites	Influential active backer
Research units	Influential active backer

By identifying and categorising stakeholders systematically, we have laid a strong foundation for our communication strategy, ensuring that all relevant parties are considered and appropriately engaged. This thorough stakeholder analysis will guide our strategic decision-making and help us navigate the complexities of communicating our scientific project effectively. Next steps on how to prioritise and engage with different stakeholder categories, are described below.

Main strategies for working with stakeholders

Before describing the strategies for working with different stakeholders, we want to emphasize that groups with a lower priority at the moment are not unimportant in general or in the longer

term, but in the short term they are less likely to contribute to successfully establishing an Einstein Telescope in Europe.

We also want to emphasise that all detailed strategies are advised in the context of the five strategic pillars: organise, brand, connect, network and be a hub. These pillars provide the overall framework to work in. That means that all interactions with stakeholders have to be aligned with the organisation that is being set up, and the branding that is being developed. Relations with and between internal stakeholders will be supported by activities in the pillars 'organise' and 'connect'. And rather than communication professionals taking over the relations with all other stakeholders, it is important for ET to use the network and existing relations, and for the communication professionals to provide an overall hub of information to support relations.

It is also important to establish a system for regular feedback from different groups, and to use this information to adequately and timely adjust our engagement strategies, and address any emerging issues. The position of stakeholders can change over time.

Influential active backers

Influential active backers are crucial to find resources, advocacy and wider acceptance. Their support can be critical in overcoming obstacles and pushing the project forward.

- **Strategy:** To engage these groups regularly and closely. To involve them in decision-making processes, to keep them informed about project progress, and to leverage their support for advocacy and resources.
- **Communication and engagement activities:** regular updates on project progress; meetings, discussions on the project status to address concerns and gather feedback; to involve them in specific project activities, consultations, or advisory roles.

Active backers and neutral

These groups have an interest in ET and are positive or neutral. They can be advocates and potential future contributors to the project and their enthusiasm and support can provide valuable momentum. It is important to keep earning their support, but they do not influence high level decision making directly (at short term).

- **Strategy:** To keep these groups informed and engaged at a moderate level. They can provide valuable support and advocacy for ET, but they do not require intensive resources.
- **Communication and engagement activities:** periodic updates through social media, newsletters, meetings; project-related events, workshops, or seminars.

Influential active blockers

We identified one potentially influential group of active blockers at this time: environmental organizations. Although they are not currently actively opposing the ET project, they are critical and could become blockers since their interests may partially diverge from those of ET. It is important to proactively engage with them, as the local communication teams at the potential host sites are already doing.

- **Strategy:** To proactively address their concerns. To engage them in dialogue to understand their objections and to seek to find common ground or compromises.
- **Communication and engagement activities:** regular updates on project progress; meetings, discussions on the project status to understand and address concerns and gather feedback; to involve them in specific consultations, or advisory roles; consider involving third-party mediators if necessary.

Influential passive neutral

These groups could have a high influence on decision making, but have no strong interest and are at the moment overall neutral towards ET. It is important to earn their trust and prevent them from becoming blockers.

- **Strategy:** To engage and maintain their support through continuous education and positive communication. Use social media to share the benefits of ET, address any misconceptions, and gather feedback. Encourage public participation and maintain transparency to foster trust and enthusiasm for the project. Collaborate with the media on content and ensure accurate, widespread dissemination of information.
- **Communication and engagement activities:** to keep track of their concerns and positions (surveys or feedback); to use media and communication strategies to address their concerns and keep them informed about the project's positive impacts.

Passive neutral

At the moment, the only stakeholder group in this category is 'school teachers', referring to school teachers in general throughout Europe. While some teachers might already be 'active backers', especially in the potential host countries, here we are talking about the group as a whole. The designation of 'passive neutral' indicates that school teachers, as a collective, are not actively engaged and do not exert a strong direct influence on the project's success at present. However, they have the potential to be informed and supportive, and we can work to potentially turn them into active backers—ambassadors for the ET initiative—even though they are currently not engaged.

- **Strategy:** To monitor their position and address any minor issues. To be open to engagement, to ensure they feel included and valued.

Strategic Media and Communications Plan

- **Communication and engagement activities:** to keep track of their concerns and positions (surveys or feedback); to use media and communication strategies to address their concerns and keep them informed about the project's positive impacts; to provide educational materials (lesson plans, presentations, videos) for classroom use and explore collaborative projects and future site visits.

MODULE 4: TARGET GROUPS

In the pursuit of successful communication and engagement for ET project, it is essential to consider both stakeholders and target groups. The distinction between stakeholder and target group engagement lies primarily in their direct involvement and influence on ET. Stakeholders require detailed, tailored strategies that address their specific interests and concerns, whereas target groups benefit from broader educational outreach and community engagement efforts aimed at building awareness and support. This chapter outlines distinct strategies tailored for target groups, recognizing their unique roles and perspectives in relation to ET.

The table below lists the main target groups, and the communicative predispositions: knowledge, attitude and behaviour. These predispositions are useful because they provide important clues on how to approach communications and establish connection. Being aware of the predispositions is thus the ‘starting point’ for communication.

Table 3: Target groups description

TG	What do they know?	Attitude (How do they feel?)	Behaviour related to ET
Policy makers (national and international)	Likely aware of the importance of science and research for societal and economic progress. May have limited understanding of GW astronomy but can value its potential impacts.	Viewing ET as a flagship project that aligns with EU priorities. May be sceptical or indifferent.	May allocate funding, support legislation, or advocate for policies that promote scientific research.
Economic stakeholders	Different levels of knowledge (from limited to deep expertise) depending on their specific industry sector, resources, and strategic priorities. Some of them have an understanding of the potential opportunities and challenges presented by ET; some have dedicated research and development departments focused on cutting-edge technologies and innovations.	Pragmatic, prioritising potential economic benefits such as industry partnerships and market opportunities.	May seek partnerships, funding opportunities, or commercial applications that align with their business interests and strategic goals.
Broader scientific community	They may have a diverse range of knowledge about ET. While they may not be experts in GW astronomy, they are likely to have a general understanding of ET's scientific goals, technical challenges, and	They are generally supportive of scientific projects that advance knowledge and contribute to their field of expertise but may have varying levels of interest or involvement depending on	May engage through collaborative research proposals, data analysis, publications, conference presentations, and participation in international research networks.

Strategic Media and Communications Plan

	interdisciplinary nature.	their research priorities and expertise. May also be neutral or negative (when it does not contribute to or even competes with their topic(s) at funding level).	
Local communities	May have limited knowledge about GW astronomy and ET technologies, but can be familiar with ET project through local news, community meetings, or interactions with project developers.	Some may welcome ET as a source of economic opportunities and cultural enrichment, while others may be apprehensive about potential disruptions to their daily lives and surroundings. May be interested in understanding its potential impacts on their region, environment, and quality of life.	May engage with the project by attending public meetings, participating in community consultations, voicing concerns or feedback, and seeking information about potential benefits or risks.
Relevant media (national and international)	Are generally informed about current events, scientific discoveries, and emerging trends; may have varying levels of expertise and interest in specialised topics like GW astronomy, and ET in particular.	Are often interested in covering stories that are newsworthy, relevant to their audience, and have human interest or societal impact.	May cover ET topics through news articles, features, interviews, documentaries, and multimedia content to inform, educate, and engage their audience.
Science educators and students	They have a basic understanding of science concepts and may be familiar with topics related to astronomy and physics, but may not be deeply knowledgeable about GW and ET.	Are generally curious, eager to learn, and interested in engaging with cutting-edge research and discoveries in science. Can be neutral or critical.	Science educators may incorporate information about the ET project into their curriculum, lessons, and educational activities to inspire student interest and engagement in STEM fields. Students may seek internships, research projects, or graduate studies, may engage in extracurricular activities.

Main strategies for working with target groups:

Before going to the suggested strategies for the different target groups, we want to emphasize that this also should be seen in the context of the five strategic pillars: organise, brand, connect, network and be a hub. These pillars provide the overall framework to work in. That means that all communication actions have to be aligned with the organisation that is being set up, and the branding that is being developed. And rather than central communication professionals taking over all communications, it is important for ET to use the existing networks and relations, and for the communication professionals to provide an overall hub of information to support all

communication and engagement. This also supports the communication and engagement activities of local and national teams.

Table 4: Strategies, tools, messages for different target groups

Target group	Strategies	Communication tools	Messages
Policy makers: national and international	Engagement and awareness	- Meetings and workshops (on local, national and European levels) - Direct contact with members of the ET community - Official correspondence - Website - Social media (Mainly Twitter/X and LinkedIn) - Reports, statements and white papers - Newsletter	Key message: Supporting ET is a strategic opportunity to drive groundbreaking scientific discoveries and technological innovation, ensuring Europe's leadership in global research and economic competitiveness. Your support is crucial to making this vision a reality. Other: - ET is next level cutting edge science expected to lead to great discoveries. - ET pushes the boundaries developing new technologies. - Fundamental science in general, and ET in this case, can have a great potential impact on knowledge, technology and innovation. - Investing in fundamental science has a high ROI return of investment in the long term. - ET will inspire and contribute to train future generations of European students and innovators to the benefit of Europe's strategic autonomy and economy. - ET is an opportunity not to miss, you want to be part of this! Are you on board? - Governmental support and collaboration are crucial for infrastructure like ET. - Supporting ET is in alignment with EU priorities for research, innovation, and economic competitiveness. - These are the latest updates - This is the roadmap/path towards ET and this is how things are organised.
Economic stakeholders	Business development	- Industry conferences, brokerage events and exhibitions	Key message: ET offers unique opportunities in

Strategic Media and Communications Plan

	and networking	- Direct contact (via ao ILO network) and webinars - LinkedIn - Website	R&D, partnerships, and spinoff technologies. Collaborating with ET can drive innovation, create jobs, and deliver significant economic benefits. Other: - These are possible R&D schemes. - These are collaboration and partnership opportunities. - These are tenders/offers. - ET needs collaboration with industry. Are you interested in collaborating?
Broader scientific community	Collaboration and networking, awareness	- Research conferences and collaboration platforms - Direct contact with members of the ET community - Website - Social media (Twitter/X, LinkedIn, Facebook) - Optional: Professional networks like ResearchGate and ET collaboration platforms?	Key message: ET is a transformative project that will push the boundaries of fundamental science and technology, offering unprecedented opportunities for groundbreaking discoveries and research advancements. Other: - We want to establish ET in Europe. - This is the status and plan. - ET provides opportunities for collaboration and research. - ET provides opportunities for technological developments and new knowledge. - Here are career opportunities. - Fundamental science is attractive. - These are the challenges we are facing. - Your involvement in ET will shape the future of gravitational wave astronomy and fundamental physics.
Local communities	Community engagement, dialogue Education and outreach	- Public meetings, information sessions and community consultations (organised locally by local teams) - Local media, websites and social media (organised by local teams) - Educational materials and resources	Key message: ET will bring significant benefits to your community, including job creation, improved education and training opportunities, technological advancements, and increased investment. We are committed to working closely with you to ensure the project enhances local life and respects your environment.

Strategic Media and Communications Plan

			Other: - This is ET and its scientific goals. - This is the status of the project. - These are potential impacts (technologies, benefits, environmental considerations, collaboration opportunities) - We are transparent and honest. - This is how we are dealing with questions and concerns.
Relevant media (national and international)	Use network (media relations), content creation	- Press releases - Media kits - Press conferences around big events Direct contact with members of the ET communication network, media briefings - Coordinated efforts around milestones and events - Offer interviews with project leaders and scientists - Website - Social media - Multimedia content (movies, visuals, infographics)	Key message: ET is set to revolutionize our understanding of the universe with groundbreaking discoveries in gravitational wave astronomy. It will drive technological innovation and economic growth, positioning Europe at the forefront of global science. Stay tuned for updates! Other: - This is ET's milestones. - This is ET's societal impact. - This discovery was made. - This is an opportunity for collaboration.
Science educators and students	Educational outreach and engagement	- For potential host sites: educational resources, lesson plans, interactive activities - In general: ET as part of existing (gravitational wave) outreach activities and events - Social media (mainly Facebook) and website - At late stage (when ET becomes more real): educational resources, lesson plans, interactive activities that integrate ET topics into STEM curricula, workshops, student conferences, educational outreach events - Internship and research opportunities - Social media (Facebook, Instagram, Youtube) and educational platforms	Key message: ET offers a unique opportunity to engage with cutting-edge science and technology and explore the frontiers of gravitational wave astronomy. Other: - Consider the possibilities of your future scientific career in ET. - This is an opportunity for internships, research projects, learning, self-development. - This is ET's curriculum. - ET is inspiring curiosity, fostering a sense of wonder, and brings a lot of opportunities. - Here are resources to enhance STEM education.

MODULE 5: MAIN COMMUNICATION TOOLS AND CONTENT

To achieve multiple communication goals, the project will actively use the priority communication tools described below.

Website

The website will serve as the primary institutional presentation of ET, providing an overview of the project's goals, progress, and significance, and demonstrating the collective and supranational effort. It will be an overall, neutral and accurate point of information (a hub), and will refer to other websites for example location specific information.

Main features of the ET website:

- built on the WordPress CMS, easy to navigate and manage;
- optimised for search engines to increase visibility and attract a broader audience;
- responsive design, ensuring an optimal browsing experience on all devices;
- compliant with EU digital accessibility standards;
- access to an intranet platform (for scientists involved in the project).

The website will highlight the collective efforts of the ET community, including the ETO and the ETC. It will provide updates and news related to both entities, offering neutral coverage of developments at potential host locations and ensuring balanced representation until the site decision is made.

Social media

Social media have become pivotal in contemporary communication, driven by their unparalleled ability to swiftly respond to events, establish an immediate connection with recipients, facilitate interaction, and ensure widespread availability.

To achieve ET communication goals we will use social media:

- share timely updates and news,
- engage and interact with the community,
- inform the public about upcoming events and actions,
- highlight news and developments from the host sites that is posted on the social media and website of ET Italy and ET EMR (and in the future perhaps Saxony), make sure there is a balance and to provide the European/overall neutral context,
- distribute educational materials,
- build and strengthen professional networks,
- humanise science by sharing personal stories and experiences,
- disseminate research findings and results.

Strategic Media and Communications Plan

For this European/'supranational' plan, we suggest starting by using the existing accounts on **Facebook**, **LinkedIn** and **Twitter/X** (alternatively **BlueSky**).

Table 5: Existing profiles associated with ET¹

	Facebook	LinkedIn	Twitter / X	Instagram	YouTube	BlueSky
Supranational	YES	YES²	YES²	YES	YES	YES
Italy	NO	YES	YES	YES	YES	NO
EMR	NO	YES	YES	YES	YES	YES

Table 6: Social media description

Social media platform	Description
Facebook	Purposes: community building, inspirational, informative, educational. Target groups: scientists, general public, media, people seeking popular knowledge / "astro geeks", science educators and students. Tone of voice: informative and approachable; friendly and accessible manner in a conversational tone; plain language without scientific jargon to make complex concepts understandable to a broad audience; engaging the audience through comments, questions, and discussions. Content: - news showcasing the progress, - people of ET, - sharing partners' content, - popular knowledge about ET, - ET values: sustainability, green economy, gender equality, open science, - educational and outreach materials (visualizations, infographics, interesting facts).
BlueSky	Purpose: to serve as an info hub for ET community by sharing timely project updates, research insights, and behind-the-scenes content while encouraging open dialogue and collaboration. Target groups: scientists, tech enthusiasts, partner institutions, educators, the interested public. Tone of voice: professional yet approachable, balancing technical accuracy with engaging, clear language.

¹ Status as of 24.02.2025. Italy and EMR show the accounts hosted by 'local teams'.

² Status as of 24.02.2025. Exist but are not being used for supranational communication.

Strategic Media and Communications Plan

	Content: project updates, behind-the-scenes stories, thought leadership on scientific research and tech, interactive community discussions.
LinkedIn	Purpose: to establish an employer profile for ET; community building, attracting collaborations and financial support, inspirational. Target groups: companies, business partners, scientists, journalists. Tone of voice: professional yet approachable, with a focus on clear and concise communication. Content: - showing people (professionals) behind the project; - generating enthusiasm for GW astronomy among followers; - sharing the insights of collaborations between the institutions; - showing the progress of the project; - presenting the business potential of the project (jobs, tenders, subcontracting).
Instagram	Purpose: to build a community, attract collaborations and financial support, inspire and engage followers. Target groups: scientists, business partners, companies, journalists, general public interested in science, educators and students. Tone of voice: more relaxed than in other social media, plain language, friendly. Content: - highlighting the professionals behind the project, - generating excitement for GW astronomy, - sharing insights from institutional collaborations, - showcasing project progress with engaging visuals, - presenting the business potential of the project (jobs, tenders, subcontracting opportunities). Visual Style: - high-quality photos and videos with a clean, modern aesthetic, - ET's colors and logo in posts and stories, - infographics, animations, and other visual tools to make complex information easily digestible.
Mastodon (optional)	Purpose: to build a community, inspire and engage followers Target groups: scientists Tone of voice: plain language, friendly, informative, not too corporate or political Content: - Sharing insights - Showcasing project progress with updates and photos;

Twitter / X (optional)	Purpose: informative, community building. Target groups: politics and administration, fellow scientists, partner institutions, general public, media. Tone of voice: - concise and informative; - due to the character limit, tweets will be concise and to the point; - hashtags related to our project to reach a wider audience; - active communication with other researchers and institutions in our field by retweeting, liking, and responding to their content. Content: - announcing the news being published on the website; - quickly sharing the insights of collaborations between the institutions at the moment — gatherings, work process, etc.
ResearchGate (optional)	Purpose: to engage the scientific community by sharing research, findings, and updates related to ET; facilitate collaboration, networking, and discussion among researchers. Target groups: scientists in the fields of astrophysics, gravitational wave astronomy, and related disciplines; universities and research institutes; students; science communicators and educators; individuals interested in disseminating scientific knowledge related to ET. Tone of voice: professional, informative, and academic, with a focus on accuracy and clarity. Content: - research papers and publications, - project updates, - datasets and technical resources, - collaborative opportunities (calls for collaboration, research positions, and project participation).
YouTube	Purpose: to inform and educate the public and scientific community about ET through engaging video content. The channel. Target groups: general public, media, people seeking popular knowledge / “astro geeks”, students, researchers, educators. Tone of voice: clear, engaging, and accessible. Content: - explainer videos, - project updates, - interviews and talks, - behind-the-scenes: insights into the daily workings and technical aspects of the ET project - educational materials.

Paid promotion

Although it's not a priority for ET, using paid ads on social media can be a strategic decision that makes sense under various circumstances, depending on our goals. Although there are arguments not to use paid promotions, it is important to keep an open mind and take this decision consciously. Here are some scenarios when using paid ads on social media can be beneficial:

- increasing project awareness,
- fundraising for research or outreach activities,
- career opportunities and networking.

Synergy of social media and a website

Social media, as one (but not the only) of the project's communication channels, should be used in synergy with other channels, enhancing the overall effect. The synergy between social media and a website is a powerful combination that can enhance our online presence, engage target audience, and drive meaningful interactions.

Content management tool

The content management tool (platform/app) will streamline the various stages of information/news collection, content creation, review, and final approval. It will track the progress of each piece of content, ensuring it undergoes all necessary checks. Asana, one of the most popular project management tools, will be utilised for these purposes.

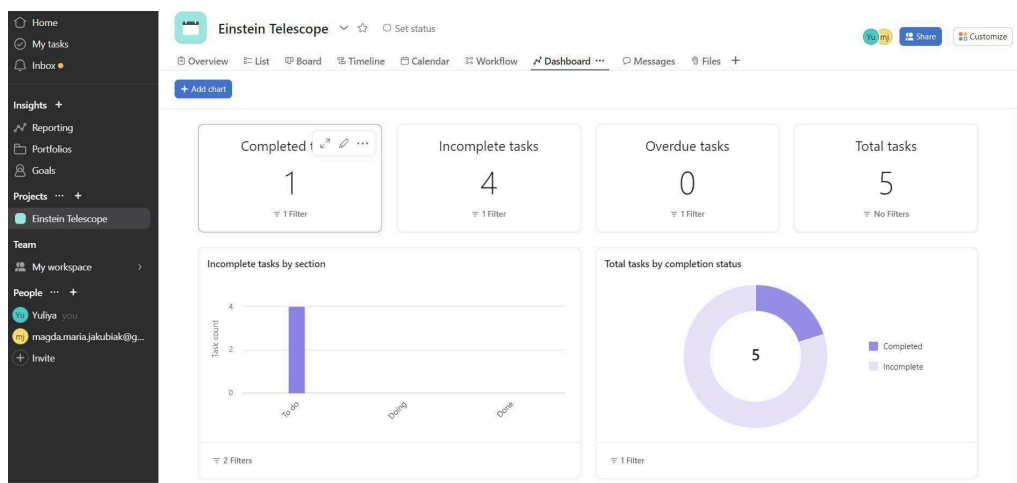


Figure 5: Asana interface

Additionally, the communication team will develop a content calendar in Asana that outlines the planned posts, publication dates, and responsible parties for each piece of content. This calendar can help ensure a consistent and organised flow of content.

Strategic Media and Communications Plan

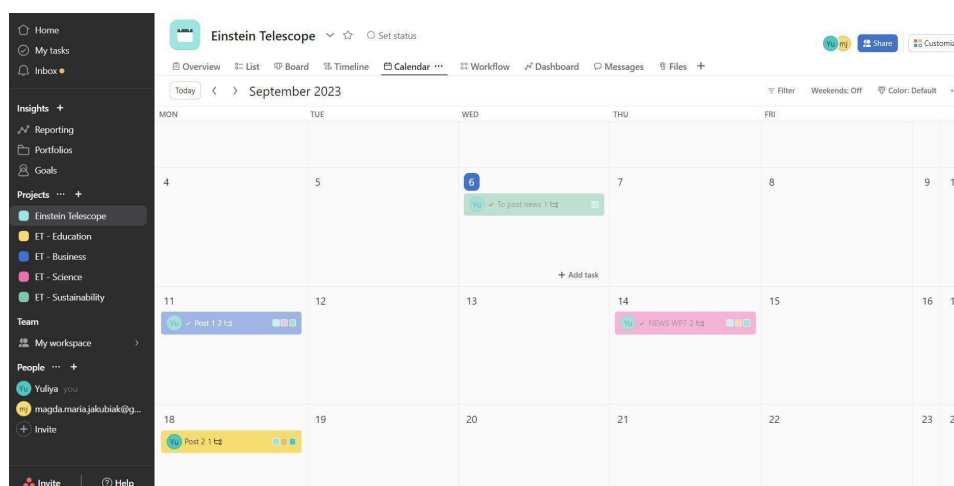


Figure 6: Example of content calendar

Outreach Repository

Development of a well-structured and simple to use repository for outreach materials is essential for ET communication. By collecting strategy documents, approved texts on science and technology, multimedia, and other relevant materials in one place, the repository will enhance seamless communication and collaboration.

Several solutions were considered (e.g. B2DROP, CERN CDS, Google Drive, developing an entire new software, public platforms such as Flickr and YouTube). Finally, we tested a new version of ET TDS (Technical Document System). Repository development will continue based on this platform as (i) its functions and features already include essentials identified for the repository; (ii) it is a system already used by most of the community; (iii) we have strong IT development & hosting support within the community.

The repository will be organised by file types, topics & use cases, also making use of existing ET topical structures. Files will be accessed through an intuitive navigation structure and a search function.

ET Gitlab will be used to develop and manage repository content, only the final versions will be uploaded to the repository (including metadata such as credits, licence, captions, description, use case).

Using the TDS is a good working solution now, and also an efficient way to develop the repository structure and content. If there is a decision to use a different system in the future, the structure and content can be easily migrated to another system.



Figure 7: The TDS interface

Contacts with traditional media

We have begun developing a press kit, and discussed the structure and key aspects of media relations as well as possible milestones for media communication.

Interaction with traditional media should be preceded by thorough preparation. Official project materials will be created by the communication office, then approved by management, and after that sent to the media.

Project spokespersons must speak in one voice, providing the public with only accurate and consistent information.

Outreach materials

Basic information materials that can serve several purposes and chose the following types:

- leaflets,
- roll-ups,
- portable exhibition,
- stickers,
- t-shirts, cups, pens, other swag,
- bookmarks,
- advocacy brochure,
- digital materials (visualisations, infographics, etc.).

MODULE 6: VISUAL IDENTITY

Prior to 2024, the ET initiative lacked a cohesive and distinct visual identity. The existing logo, a combination of image and lettering, has served the ET community for quite a long time. However, it does not adequately reflect the project's essence or effectively communicate its core ideas. Additionally, the communication teams at the candidate sites (EMR and Sardinia) already use their own visual identity systems. While these existing logos effectively address the communication needs of local initiatives, they also contribute to a fragmented perception of ET as a unified project.

As we move forward, it was crucial to develop a new logo and visual identity that:

- strengthens the ET community and initiative at a European level;
- presents ET as a reliable and consistent initiative, easily recognizable and relatable to stakeholders;
- creates an emotional connection with both internal and external stakeholders, aligning with the revolutionary science and technology associated with ET.

The new supranational logo and visual identity should meet the following criteria:

- Modern look and feel (it should be contemporary and aesthetically pleasing).
- Uniqueness and memorability (the design must be distinctive and easily recognizable).
- Representation of revolutionary science symbolizing the innovative science and technology of ET.
- Clear indication that ET is a European project.
- Supranational and neutral, avoiding specific national symbols and shapes related to the future construction (like triangles or L-shapes).
- Copyright compliance.
- Adaptability for various communication tools, including social media.
- Potential for delicate modifications (e.g., descriptors, mutable elements, colours) to distinguish different ET units (ETO, ETC, etc.).
- No depiction of Einstein's image (as it is cliché and lacks uniqueness).

Design and approval process

The design process is overseen by the dedicated logo-and-website subgroup (work package 10 of the ET-PP project) and consists of several steps:

- 1) Brainstorming sessions were conducted with the ET community to gather and validate concepts and ideas.

Two editions of this exercise were organized: an in-person session (November 16, 2023, during the ET annual meeting) and an online session (December 19, 2023). Using the digital tool Mentimeter, we asked participants five questions related to ET, resulting in approximately 1,500 responses. A total of 150 people participated. In addition to gathering valuable insights for the

designer briefing, these sessions fostered community integration, engaging representatives from both the ETO and ETC, and facilitating networking among participants.

2) Work with a graphic designer.

A graphic designer was selected through a tender process, which was won by the Italian artist and designer Cristina Chiappini (<https://cristinachiappini.com/>). She proposed several directions, from which one was ultimately chosen, with the support of the Management.

3) Consultation with the ET community.

Survey for the ET community was conducted, where participants were presented with several logo variations and asked to provide their feedback and opinions. These comments were carefully considered in refining the final design.

4) Finalisation and official presentation.

The new ET visual identity was finalized in October 2024 and officially unveiled to the ET community at the 3rd Einstein Telescope Annual Meeting, held on November 12-15, 2024, in Warsaw. It was subsequently published on the ET Wiki page, along with a detailed guideline.

MODULE 7: ORGANISATION

The objective of this section is to suggest in a preliminary form an organisational model for the communication of the Einstein Telescope. To develop the best recommendation, the ET-PP WP10 group has reviewed various existing models (CERN/LHC, EGO/Virgo, LISA, LSC), evaluating the strengths and weaknesses of each approach to communication and outreach (see appendix A). We also collected insights during a meeting with the Executive Board and the ETO management team, and during a communication-focused side meeting at the Einstein Telescope Symposium in May 2024. Furthermore, our proposal is informed by the extensive experience of several communication professionals involved in the project. Naturally, this has to be combined with the vision of how the Einstein Telescope will develop organisationally, and the final decision on how communication will be structured lies with management.

We have the advantage of starting the design of the organisation of communication at the same time of the design of the general organisation of ET. This has not been the case for several other research infrastructures. We begin by establishing a long-term vision and then work backwards to determine how we can evolve from our current situation to achieve that vision.

A long term vision of the general organisation and the organisation of communication

While discussions and work on financial, organisational and legal aspects and the number of sites are ongoing, we can already conclude that when a site decision is taken and ET will be realised, at some point in the future there will be:

- An **accountable legal entity**, responsible for organisational, financial and legal aspects and construction, operation and ‘running’ of the main infrastructure. This entity will also be the main point of contact for the government(s) of the host country/countries.
- A **scientific collaboration**, focusing on the research and instrumentation.

For the long term, we propose the following structural organisation:

- Central Communication Department (CCD),
- International Communication Network (ICN),
- Communications and Education Committee (CEC).

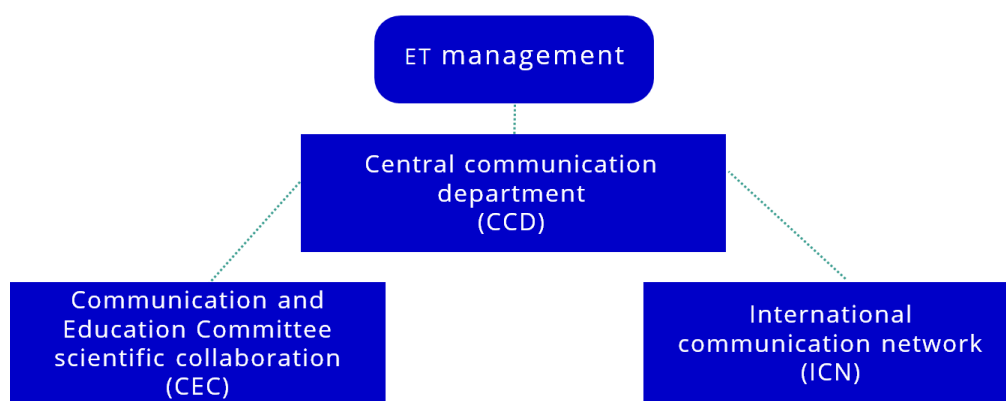


Figure 8: A proposal for the long term vision for organising communication with three main bodies³.

The key characteristics of each body of the ET communication structure are described below.

Central Communication Department (CCD):

- Under an accountable legal entity, it consists of communications professionals.
- The head is part of the ET management and is closely connected to the CEC, ICN and the spokesperson of the ETC.
- Located at/near the site or at headquarters.
- ‘Runs’ and coordinates communication.
- Important features: responsiveness, functional autonomy, effectiveness, and a sense of diplomacy.
- Activities include (but not limited to): central and overall press and media-related activities; strategy development and strategic advice, support public affairs, content production and the production and maintenance of central communication tools and materials (website, newsletters, brochures, etc.); community engagement, including local and internal communication; management of visitor centre(s); coordination of central teacher, student, and outreach programs, including the training of scientists involved in outreach; events and exhibitions.

International Communication Network (ICN):

- Consists of representatives (communication professionals) in different countries.
- Will be enabled and facilitated with information, materials and content by the CCD.
- Sends signals and concerns to the CCD.
- Co-chairing by the CCD can ensure a connection to strategy and central communications.
- Ensures maximum impact in different countries.

³ This is not a definitive decision, and the future organisation of communication will be determined by management, taking into account other organisational developments. A more in depth description and the reasoning behind this proposal is given in Appendix A.

Communications and Education Committee (CEC):

- Consists of an elected chair and communications and outreach enthusiasts.
- Competencies best suited for outreach and education.
- Stimulates scientists to initiate and coordinate education and outreach activities, be aware of and sensitive to communication aspects and opportunities, and collaborate with the CCD.
- Interface with the CCD. CEC chair is also a member of CCD.
- CEC chair is linked to the Collaboration Spokesperson. Both should coproduce (and approve) the relevant scientific news, i.e. news involving scientific results, technological upgrade or somehow related to the collaboration work.
- Co-chairing by the CCD could be useful for connecting to strategy and central communications.
- Activities include (but are not limited to): involvement in strategic planning, supporting national lobby work / political outreach, focusing on more detailed scientific news that is interesting for fellow scientists and hardcore ET science fans but goes a bit too deep for most stakeholders and target audiences.

Present situation

In the present situation, there are several entities and projects communicating on behalf of ET. The ET-PP project comprises a limited set of activities to kickstart communication, and has initiated a network of communication professionals across different countries, working together to align efforts. ETO is in the process of establishing a communication office and evolving into a legal entity. And the ETC is launching CEC.

Local teams in Italy and the Euregio Meuse-Rhine are concentrating their communication efforts on local and national stakeholders, feasibility studies, and forming host consortia. These teams are closely collaborating with both the ET-PP network and the ETO communication office.

While the foundations are being laid at present, the current situation will develop and grow into a more robust and effective organisation of communication for the medium term. The insights provided above and in Appendix A can serve as guidance. In the end, it is up to management to decide how communication will be organised and this should happen in line with other organisational developments of the Einstein Telescope.

Vision for medium term

The current existing entities could develop into the long term model as follows:

Table 7: Organisation of communication in the medium term

ETO communication office	Will expand and fall under a legal entity. Takes over 'daily running' of supranational activities from ET-PP. Serves as a link to local teams. Can later develop into the CDC, for example by merging with the local comms office of the host country/countries.
CEC scientific collaboration	Will grow into a vibrant committee that stimulates scientists to initiate and coordinate education and outreach activities, and interfaces with the ETO communication office. Antennae in scientific collaboration for science news and developments relevant for communication.
ET-PP	Is now kickstarting communication activities, but will dissolve as such (August 2026). Evolves and expands into international communication networks.
Local teams (EMR and Italy)	For now focused on forming host consortia and communication with local/regional/national stakeholders and feasibility studies. After site decision: could merge with ETO communication office into CDC.

For this medium term vision goes the same as for the long term vision: this is not written in stone and has to follow other organisational developments.

MODULE 8: WORKFLOWS AND PROCEDURES

Effective communication is crucial for the success of the ET project, ensuring that key messages about the project's goals, progress, and achievements are conveyed clearly to both internal and external audiences. This chapter outlines the proposed workflows, structures, and procedures for organising the communication activities.

Workflows

1. Content creation and approval:
 - Step 1: Topic proposal
 - Team members propose topics for content.
 - Proposals are reviewed and approved by the content manager.
 - Step 2: Research and drafting
 - Assigned writers conduct research and draft content.
 - Drafts are submitted to the content management tool (Asana).
 - Step 3: Review and feedback
 - Drafts are reviewed by editors.
 - Feedback is provided through Asana.
 - Step 4: Revision
 - Writers revise content based on feedback.
 - Revised drafts are resubmitted for final review.
 - Step 5: Final approval
 - Final drafts are reviewed by the content manager.
 - Approved content is scheduled for publication.
2. Social media management:
 - Step 1: Content calendar planning
 - Social media team plans a content calendar for the month.
 - Topics and posting dates are approved by the communications manager.
 - Step 2: Content creation
 - Social media posts are created and entered into Asana.
 - Step 3: Review and approval
 - Posts are reviewed by the social media manager.
 - Approved posts are scheduled using a social media management tool (e.g., Hootsuite or Buffer).
 - Step 4: Monitoring and engagement
 - Social media team monitors posts and engages with the audience.
 - Engagement metrics are tracked and reported.
3. Event management:
 - Step 1: Event proposal
 - Team members propose events (conferences, workshops, etc.).

Strategic Media and Communications Plan

- Proposals are reviewed and approved by the event coordinator.
- Step 2: Planning and logistics
 - Event details (venue, speakers, agenda) are planned.
 - Logistics are coordinated and tracked in Asana.
- Step 3: Promotion
 - Promotional materials are created and reviewed.
 - Event is promoted through various channels (website, social media, newsletters).
- Step 4: Execution
 - Event is executed as planned.
 - Team members ensure smooth operation and handle any issues.
- Step 5: Follow-Up
 - Post-event feedback is collected.
 - A summary report is created and shared with the team.

Procedures

1. Participation in ETC and ETO meetings:
 - Agenda: Review project progress, discuss upcoming content and events, share feedback and ideas.
 - Attendees: Head of comms ETO / Chair CEC / other members if necessary.
2. Weekly meetings for ET-PP WP10 communication team
 - Agenda: Review the previous week's tasks, set goals for the upcoming week, discuss upcoming content and events, share feedback and ideas.
 - Attendees: ET-PP WP10 Communications team.
 - Documentation: Minutes are recorded and shared.
3. Content calendar planning:
 - Frequency: Monthly planning sessions.
 - Details: Topics, deadlines, and responsible team members are assigned.
 - Tools: Asana for tracking progress and deadlines.
4. Review and feedback process:
 - Initial review: Editors review drafts and provide feedback.
 - Revisions: Writers revise content based on feedback.
 - Final approval: Content manager approves final drafts.
 - Tracking: Asana is used to track the status of each piece of content.
5. Performance metrics and reporting:
 - Tracking metrics: Engagement metrics (social media likes, shares, comments), content performance (views, shares), and event attendance.
 - Monthly reports: Communication manager compiles and shares performance reports.
 - Team review: Monthly review meetings to discuss metrics and adjust strategies.

MODULE 9: ESTIMATED BUDGET (FOR ORIENTATION)

The early stage of the ET project is characterised by numerous uncertainties, which make precise cost calculations difficult. Consequently, this SMCP will focus on outlining broad budget categories and providing rough cost estimations. These preliminary estimations (intended for orientation) will serve as an initial framework and will be subject to revision as the project progresses and more detailed financial information becomes available. This approach ensures transparency and flexibility, allowing us to adapt to evolving circumstances.

Table 8: Estimated ET communication budget

Budget category	Description	Short term (I 2023 - II 2026), €, total	Medium term (III 2026 - IV 2028), €, total	Long term (from 2029, €, per year)
Strategy and Planning				
Communication & Outreach officer(s)	Full-time equivalent staff dedicated to communications and outreach efforts: 3 FTE >> 7 FTE	5 FTE	7 FTE	TBD
Support Fund	Discretionary funds to support ad-hoc collaboration activities and initiatives that align with the communication strategy. Travel costs, external services.	10.000	50.000	TBD
Branding and Identity				
Subcontracting graphic designer: logo production	New visual identity for ET; cooperation with a professional graphic designer (external service, tender)	20.000	50.000	TBD
T-shirts, cups, pens, bookmarks, stickers, other	Design, print (external service)	10.000	10.000	TBD
Digital Presence				
Subcontracting web developer: Website	Approach, navigation tree, design, content, maintenance; cooperation with a professional web developers (external service) >> development and enlargement	15.000	60.000	TBD
Social media	Preparations, establish channels (by comm team: FTE, in-kind contribution, included in FTE mentioned above)	- €	- €	- €
Social media content, e.g. short videos, animations	By comm team: FTE, in-kind contribution (included in FTE mentioned above)	- €	- €	- €
ET promotion videos	External service	5.000	30.000	TBD
Animations	External service	5.000	45.000	TBD
Content Creation				
Photos and video	Definition, coordination of production (external service)	15.000	10.000	TBD
Infographics	External service	15.000	5.000	TBD
Leaflets/brochures/magazine (including advocacy	Design, production (external service), content & coordination of production	30.000	15000 €	TBD

Strategic Media and Communications Plan

brochure)	mainly in-kind FTE			
Education materials	Development of online educational environment, creation of educational materials for ECR	90.000	60.000	TBD
Translations of outreach materials into all the consortium partner languages	By comm team: FTE, in-kind contribution, Adjustment of layout and production costs to be covered by national comms offices	- €	- €	- €
Events and Exhibitions				
Exhibits (eg interferometer, models, 3D prints)	Design, produce (by comm team: FTE, in-kind contribution; external service)	60.000	60.000	TBD
Booth incl. backdrop and multimedia, screens/laptops	External service, purchasing	5.000	15.000	TBD
Shipping for exhibition	Delivery costs	5.000	5.000	TBD
Participation in conferences	Travel costs	20.000	20.000	TBD
Travel costs - exhibitions	Travel costs	20.000	20.000	TBD
Rollups	Design, content, coordination of production, production (external service)	1.000	1.000	TBD
Media Relations				
Press kit	Development of press kit and maintenance (by comm team: FTE, in-kind contribution)	- €	- €	- €
Media work	Definition of topics, media distribution list, development and maintenance (by comm team: FTE, in-kind contribution)	- €	- €	- €
Repositories and tools				
Repository	Definition of tool and organisation, realisation, maintenance (by comm team: FTE, in-kind contribution; external service)	5.000	5.000	TBD
TOTAL (exl FTE)		331.000	461.000	TBD

We acknowledge that precise budget estimation for a long-term perspective is currently challenging due to many uncertainties and evolving factors. However, we can identify several cost categories that are likely to emerge, and detailed cost estimations will be performed as more information becomes available.

Key expenditure areas will include:

- operational costs, covering long-term staff hiring and training;
- creating new outreach materials, modernising existing platforms, and ongoing maintenance;
- resources for international collaboration, coordinating with global research entities, travels and communication for outreach events, hosting international conferences and workshops;
- resources for public engagement and education efforts: long-term educational programs, outreach materials, public engagement platforms

MODULE 10: TIMELINE AND MILESTONES

For the Einstein Telescope initiative, there are several milestones and events that will require thought-through and coordinated communication. We will keep track of these milestones through a living communication calendar.

Table 9: The ET project milestones preview

Event/ milestone	When	Suggested approach	Angle	Coordination
EMR R&D call awarded in NL	Early September 2024	Highlight message EMR-team on social media	Focus on R&D that will be done and collaboration	ET-EMR comms
Geognostic surveys Sardinia	Mid-September 2024	Highlight message Team Italy on social media	Focus on studies and what they signify	ET Italy
ET Roadmap ready	Early 2025	Launch event inviting relevant stakeholders Infographic/mini-brochure	Be clear about what it is and isn't and why it is relevant.	ETO comms
Next TDR ready	TBD	Low key, + news/blog article with interview	Mainly focus on context and the place of this TDR in the whole process	ETO comms
Launch of new supranational ET website	TBD	Announcement in ET community semi-informally beforehand (network). Go live and send mail to the ET community.	Announce that this is the new 'supranational' website for ET, neutral European point of info for various interested stakeholders.	ET-PP wp10
Launch of new logo and visual identity	TBD	Focus on internal, email + put materials and templates where people can find them. Role for directors and spokespersons.	Announce internally, briefly explain the process + how to use this new logo and visual identity. Refer to templates.	ET-PP wp10
Clarity on Lusatia as possible site	TBD	Announcement on website, social media and reach out to media (through network). Together with ET-Germany	Informative and providing context: what does this mean for ET at large	ETO comms together with ET Germany
Configuration decision	TBD	TBD	TBD	ETO comms
Site decision	TBD	Go big, press	Announce decision +	ETO comms

Strategic Media and Communications Plan

		release/announcement/event, offer interviews to journalists, work together with host team, be aware of what happens after	consequences + hint of future process. Emphasise international community	
Bid (book) procedure ready	TBD	First internally (direct communication with supporting document), then externally (news item)	Neutrally and factually explain procedure	ETO comms
New scientific publication		Depends on publication	Announce news + give context (place of this publication in the whole process and initiative)	ET collaboration
Legal form established	TBD			ETO comms

Communication Timeline and Milestones

A. Short-term perspective (2023-2026)

Table 10: ET communication timeline (2023-2026)

1 of 3																																													
TASKS	2023						2024												2025												2026														
	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12			
WEBPAGE																																													
Preparation/Concept																																													
Procurement																																													
Creation																																													
Approval, improvement																																													
Content maintaining																																													
LOGO																																													
Development																																													
Implementation																																													
SOCIAL MEDIA																																													
Setting up, SM Plan																																													
SM activities																																													

Strategic Media and Communications Plan

2 of 3																																																	
TASKS	2023										2024										2025										2026																		
OUTREACH																																																	
Animations, exhibits, movies																																																	
Plan and develop repository																																																	
ECR																																																	
ECR programme dev.																																																	
Organisation and workflows																																																	
Building a comm network																																																	
Develop model for organisation																																																	
Implement and build																																																	
EVENTS																																																	
ET symposia/annual meet.																																																	
Conference: Astronomy/Science ⁴																																																	
Conference: Communication																																																	
Business/industry events																																																	

⁴ European Science Open Forum, Annual EPS meeting, British Science Week, European Science Night, Science festivals around Europe.

B. Medium- and long-term perspective (2026-2028; after site decision)

As we transition beyond our short-term goals, the ET Communication Strategy must adapt to the evolving landscape. Planning for the medium and long-term introduces complexity due to uncertainties, particularly the forthcoming decision on the ET construction site. This decision will profoundly impact our future activities and timelines. Nevertheless, the five strategic pillars — **Organise, Brand, Connect, Network and Be a Hub** — will continue to serve as a vital framework guiding our efforts. They will remain relevant as overarching principles, ensuring consistency and coherence in our communication strategy as we navigate through this pivotal phase.

In the **medium term**:

- Our focus will be on continuing to build and maintain our digital presence, particularly through the ET website. This will involve regular updates, enhancements, and expansions to keep our audience engaged and informed. Social media will remain a critical channel for outreach, with ongoing activities and new campaigns aligned with key project milestones.
- Our branding efforts, including the development and management of the ET logo, will also continue, ensuring that our identity evolves alongside the project. Media relations will be another priority, with proactive outreach to maintain strong relationships with journalists and media outlets, providing them with timely and relevant updates about our progress.
- Outreach programs will expand to include more comprehensive initiatives, targeting various community groups and stakeholders. We'll continually update our repository of outreach materials to support these efforts. Education will be a significant focus as well, with advanced lesson plans and materials being developed for secondary education and beyond.
- Internally, we'll refine our communication tools and procedures to ensure efficient information flow within our organisation.

In the **long term** the focus will shift from gaining financial and political support to the construction phase. As ET transitions from concept to reality, it will attract heightened attention — both positive and negative. For communications, this will mean an intensified emphasis on engaging and maintaining dialogue with local and national stakeholders in the host location. Simultaneously, efforts will need to continue to unify the ET community and strengthen the project's international presence and organisational cohesion. The following aspects of our approach are particularly important:

- Adaptability will be key: as the project progresses, we'll need to be flexible and responsive to new developments and changing circumstances.
- Sustainability of our communication efforts will be crucial, maintaining a robust digital presence and continuous media engagement.
- Global outreach will become increasingly important, as the ET project gains international recognition, and we'll focus on building partnerships and engaging diverse audiences worldwide.

- Innovation will drive our communication strategy, leveraging new technologies to enhance our outreach efforts. Maintaining strong relationships with all stakeholders, including the scientific community, policymakers, industry partners, and the public, will be essential for the long-term success of the ET project.

While it's challenging to create a detailed timeline for these future phases, our commitment to effective and sustainable communication remains strong. We will continuously refine our approach, learning from our experiences and adapting to new challenges and opportunities as they arise.

Towards a unified digital communication framework

The SMCP recognizes the challenge of multiple websites, logos, and entities currently communicating on behalf of ET, which has the potential to cause confusion. To address this, a phased approach can be used with distinct strategies for the current pre-selection phase and the post-selection phase, once a site has been chosen.

1. Pre-Selection phase: fostering alignment and introducing the European brand and 'hub'

At this stage, the main entities communicating on behalf of ET (the potential candidate sites) have very distinct communication goals and are, to some extent, in competition with each other. To reduce potential confusion, the following steps are proposed:

1. **Introducing the new European Einstein Telescope brand and tools and positioning it as a neutral hub**, as described in the SMCP, will significantly reduce confusion. Communication professionals at the two potential sites have already indicated they welcome this and will refer to it, for example by linking to information.
2. All entities must be **consistent and precise** in their branding which means that local teams should present themselves explicitly as local representatives and avoid acting as though they are the Einstein Telescope initiative as a whole. Regular communication between ETO and local teams ensures alignment, with ETO actively monitoring developments and content within ET-PP to uphold consistency.
3. **Fostering cooperation and coordination**: within ET-PP, a network of communication contacts has been established, including representatives from candidate sites. This network facilitates regular exchanges of information, insights, and updates during various meetings, promoting transparency, strengthening the flow of information, and fostering a sense of shared purpose. Representatives from the sites are also actively engaged in WP10 activities, ensuring continuous communication between local and project-wide levels. News relevant for the entire ET community is selected and shared on supranational social media, ensuring visibility at the European level.
4. **Integrating links** between soon-to-be-published European website and local resources will ensure seamless navigation. Local initiatives will be encouraged to

provide reciprocal links to the central page, establishing a stronger connection and improving accessibility for users.

By focusing on cooperation, information exchange, and cross-linking, this stage lays the groundwork for a more unified communication strategy while accommodating the diverse goals of the candidate sites.

Table 11: Overview of existing web pages dedicated to ET (status as of January 2025)

Main url	Entity	Main target audiences and role	Content
https://www.einsteintelelescope.eu (not yet online)	Supranational (European) Einstein Telescope	Europe-wide: national and international policymakers, economic stakeholders, broader scientific community, local communities, media, science educators and students	Updates, backgrounds and stories, focused on neutral, connecting and European-wide relevant content. Will link to other websites mentioned below for relevant content.
https://www.einsteintelelescope-emr.eu/en/	Einstein Telescope Euregio Meuse-Rhine (EMR)	Target audiences: local, regional and (tri)national (the Netherlands, Germany and Belgium). Role: supporting feasibility studies and potential candidacy.	Updates, backgrounds and stories interesting for mentioned target audiences. Will link to a new European website for relevant content.
https://www.einstein-telescope.it/en/home-en/	Einstein Telescope Italy	Target audiences: local, regional, national and potential supporters of candidacy. Role: supporting feasibility studies and potential candidacy.	Updates, backgrounds and stories interesting for mentioned target audiences. Will link to a new European website for relevant content.
https://www.einstein-teskop.de/	Scientific community in Germany	Target audiences: scientific community and stakeholders in Germany. Role: supporting the ‘ET-community’ in Germany.	Backgrounds and updates that are interesting for mentioned target audiences, mainly focused on the science community. Will link to a new European website for relevant content.
https://www.et-gw.eu/	Einstein Telescope Scientific Collaboration	Target audiences: scientists, engineers (ET-community in Europe). Role: supporting the scientific collaboration and ET community.	Updates and documents interesting for mentioned target audiences, heavy focus on scientific community. Will link to the new European website for relevant content until the new website is fully operational and can take over this role, at which point the current website will be discontinued.

Strategic Media and Communications Plan

https://etpp.fae.es/		Target audiences: ET-PP project members and stakeholders. Role: supporting the ET-PP project, will be discontinued after project ends and new European website can take over (part of) this role.	ET-PP project members and interested stakeholders. Will link to a new European website for relevant content.
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2. Post-Selection phase: streamlining communication

Once the site characterization process is complete and a location is selected, we foresee that the communication structure will likely transition to a more unified approach:

- A **consolidated official ET website** and set of communication tools is expected to become the central communication point for the project, probably replacing the candidate site-specific pages and tools. These sites and tools would represent the entire project, aiming to ensure consistent messaging and branding. We foresee this will be coordinated by the Central Communication Department that would by this time be fully in place, as part of the broader organisation.
- Although we do not recommend this, former candidate sites and institutional pages could retain their online presence, provided they would shift their focus fully to **localized content**. These pages would likely emphasize regional contributions, such as technological developments or institutional updates related to ET, while providing links back to the official ET website for overarching project information.
- We would recommend the whole of the ET community, including the former ‘local potential sites’ to use the same consistent logo and branding, which means the multitude of logos would come to an end.

MODULE 11: STRATEGY IN PRACTICE⁵

The development of this document (SMCP, submitted in October 2024) laid the strategic foundations for supranational communication around the Einstein Telescope. This module, **Module 11**, added in August 2025, serves to provide examples of what the implementation of this strategy has meant and means in practice.

Our approach remains flexible and stage-appropriate taking into account the practical instructions given in SMCP (2024).

Key Actions Implemented

At the first stage, the supranational communication deliberately positioned itself to **complement — not override or duplicate — the work of national candidates and host institutions**. The following key actions to lay the basis were implemented by August 2025:

- ❖ **Development of a Supranational Visual Identity**, in a way that engaged not only comms professionals and designers, but also the Einstein Telescope community. It was important to involve them, in order to increase widespread use of the visual identity by the community. An ET community-wide survey was conducted to gather preferences and symbolic associations; results were reviewed and iterated upon with stakeholder input reinforcing transparency and inclusiveness. The final identity has been widely adopted across materials and presentations. Professionally designed templates were distributed across the collaboration.
 - **Result:** the foundation for a more recognizable and professional external image of ET has been laid.
- ❖ **Launch of the Official Website:** The official website of the Einstein Telescope (<https://einsteintelelescope.eu/>) was launched under the ET-PP framework in February 2025 and went public in April 2025. Considering the complexity of the ET's management structure, the number of stakeholders involved in approval process and content creation, and the cross-national procurement process, its launch was a significant achievement in coordination.
 - **Result:** a website that serves as a starting point has been delivered. It provides a neutral supranational platform for communication in the future — not advocating for any candidate site — and acts as a central hub for ET-related news, information, and resources for diverse audiences: scientists, policymakers, industry, and the general public. The Einstein Telescope Organisation (ETO) will now further develop and (strategically) manage the use of the website.
- ❖ **Social media presence:** The social media presence has been expanded greatly, from a single Facebook account to multiple channels: Facebook, LinkedIn, Instagram and Bluesky. (YouTube is already live, but full-scale development has been postponed due

⁵ Added in August 2025.

to limited staff and budget.) Each medium serves different target groups and communication goals. The detailed strategy outlined in Module 5 — covering purpose, target groups, tone of voice, and content types — has guided these developments.

- **Result:** A consistent presence across multiple social media channels with a growing number of followers and engagements. Followers: Facebook: 2100, LinkedIn: 980, Instagram: 161, Bluesky: 145. The impact on social media will be monitored and evaluated.

Examples of content and campaigns

Historically, the Einstein Telescope website and Facebook page mainly served as internal communication channels — to keep track of meetings, show the pictures of meetings like a ‘family album’ and to make documents available to the scientific community. The new website (einsteintelelescope.eu) and social media channels pursue a much wider range of goals and audiences. At this moment, we are still at the starting point for diversifying stories and content.

Examples of current content on the website

- A ‘Get involved >> For industry’ page highlights events where Einstein Telescope representatives will be present and can be met by potential industrial collaborators.

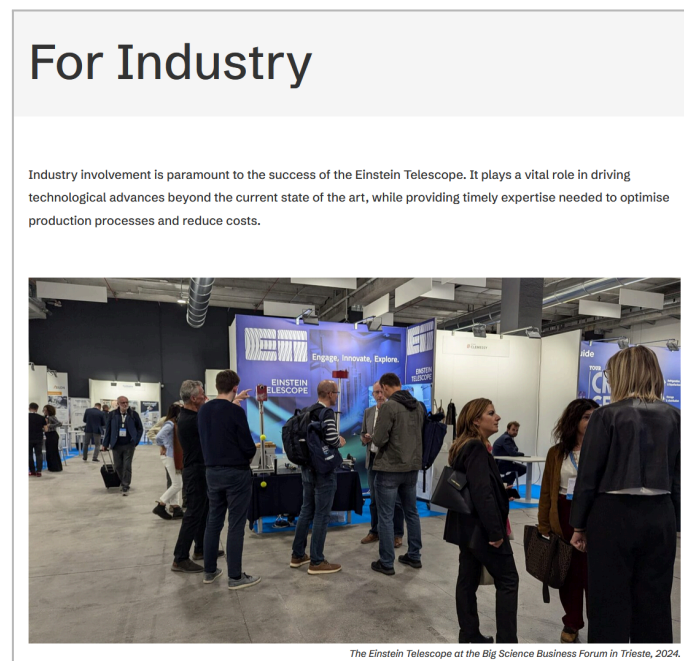


Figure 9: Subpage “For Industry” (<https://einsteintelelescope.eu/get-involved/for-industry/>)

- An up-to-date ‘Job opportunities’ section shows the Einstein Telescope related vacancies, including scientific, engineering and other positions(e.g. ET related project management roles).

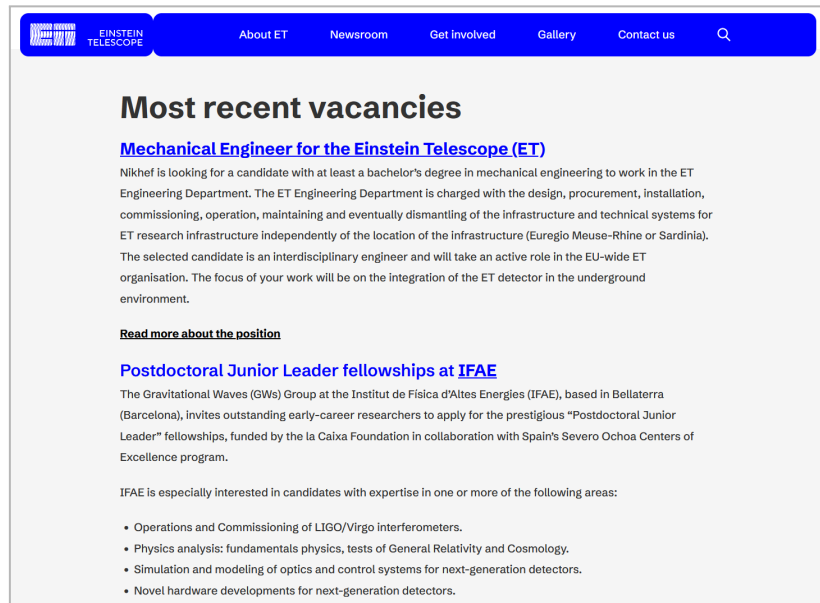


Figure 10: Subpage “Job Opportunities” (<https://einstein Telescope.eu/get-involved/job-opportunities/>)

- A news item highlights and provides context about the latest development in the collaboration with CERN.



Figure 11: Example of a news item (<https://einstein Telescope.eu/news/>)

- A news item highlights the federal-level support for the Einstein Telescope in Germany.

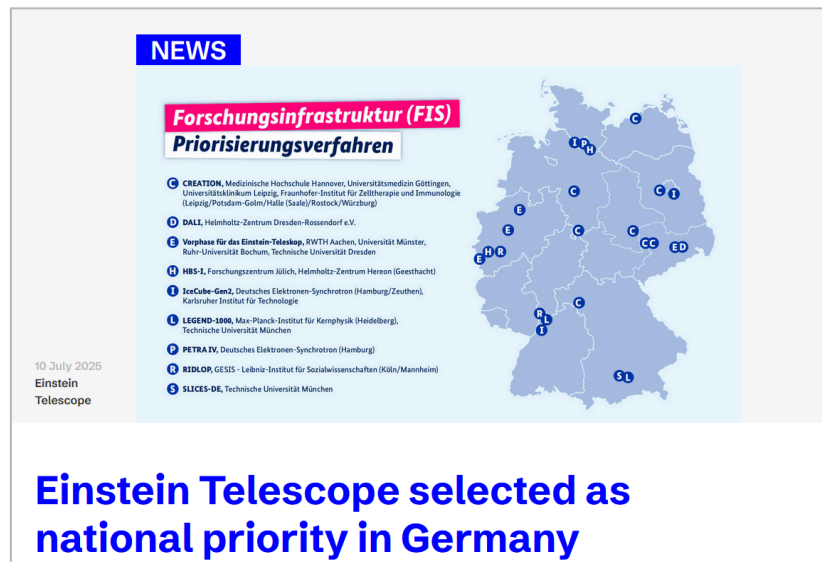


Figure 12: Example of a news item (<https://einsteintelelescope.eu/news/>)

Examples of planned content on the website:

- An article explaining and describing the work leading to a more integrated baseline design for the Einstein Telescope. To show the challenge of integrating work across such a large initiative, but also that it is possible and it was a success in this case. The communication strategist of the Einstein Telescope Organisation is coordinating this.
- An article formally announcing the official candidature of the Lusatia site, including relevant context and proactively addressing questions that stakeholders might have. The communication strategist of the Einstein Telescope Organisation attempts to coordinate this (sensitive) communication carefully together with the directors and relevant entities, as it is related to many stakeholders across and around the initiative.
- Stories on the science of the Einstein Telescope. The ET Blue Book — “*The Science of the Einstein Telescope*” — is a key starting point for this. This ~550-page milestone paper, produced by over 300 contributors within the Einstein Telescope Collaboration, presents the comprehensive science case for ET and state-of-the-art predictions for its performance. It explores ET’s potential to transform fields such as fundamental physics, cosmology, astrophysics of compact objects, matter under extreme conditions, multi-messenger astronomy, synergies with other GW observatories (ground-based and space-borne), and more. Active collaboration with ETC members is foreseen here.
- A story featuring what it is like to work underground, and what complicated safety issues play a role here.
- Stories highlighting how the Einstein Telescope is already pushing the boundaries of technology before it is even here.
- When possible and appropriate: articles that provide context on key processes and decisions, for example on the ET geometry. The ETO will attempt at coordinating this communication, as these may be sensitive subjects.

Social media performance

In terms of content our posts cover a broad range of topics, including scientific updates and technological advances, news from local sites and national consortia, updates from the wider ET and GW community, outreach activities and events, political and policy developments related to ET, as well as regular updates from ETC, ETO, and ET-PP meetings and milestones.

Below is a summary of key successes and overall progress.

Facebook profile progress (Aug 2024 – Jul 2025)

Over the past year, the ET Facebook profile has grown steadily, reaching **2,098 followers** — a **14.1% increase** compared to the previous 12 months. Engagement also increased, with **4,961 total interactions**, representing a **26.6% year-on-year rise**.

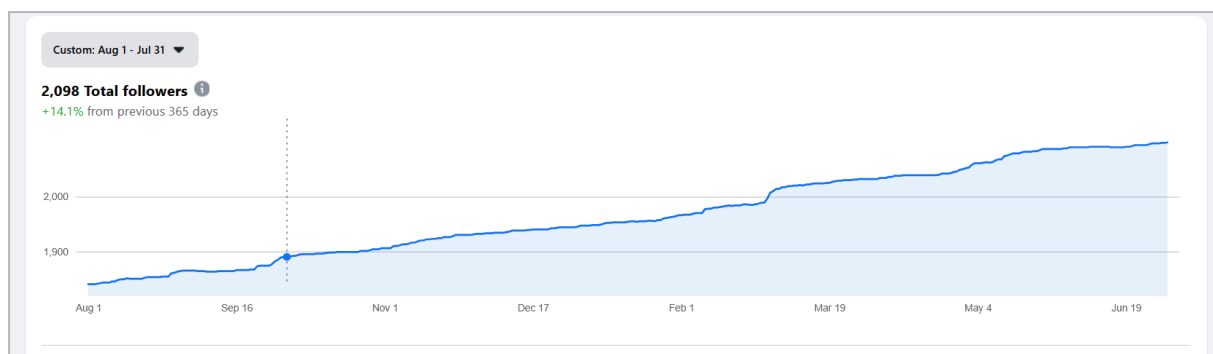


Figure 13: Followers metrics on the Einstein Telescope Facebook profile (01.08.2024–31.07.2025)

Content performance has been driven primarily by key announcements and event-related posts. The top-performing post, announcing the publication of the *ET Blue Book* on arXiv (March 18, 2025), received **131 interactions** and **12,077 views**, making it both the most engaging and the most viewed post of the year. Other high-impact content included field updates, conference participation, and collaboration milestones.

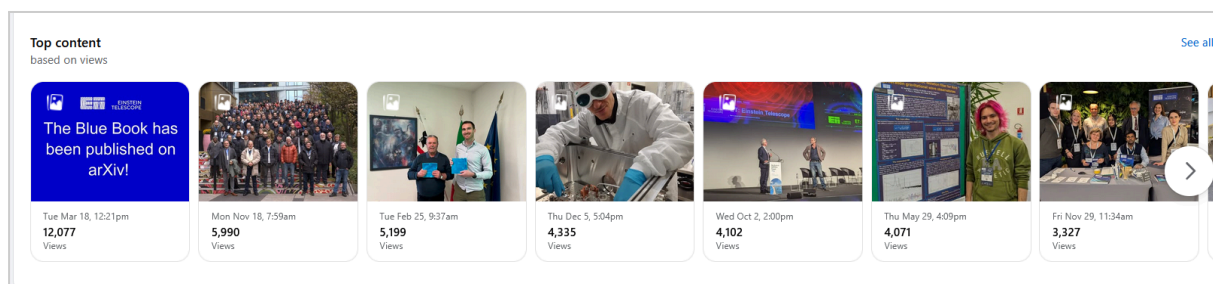


Figure 14: Top content on the Einstein Telescope Facebook profile (01.08.2024–31.07.2025)

Overall, the page maintained healthy, organic growth and demonstrated increasing reach without paid promotion.

LinkedIn profile progress (Aug 2024 – Jul 2025)

Although the profile existed earlier, active management began in February 2025. The chart below illustrates engagement trends up to 31 July 2025. The start of active management had a clear and immediate impact, driving sustained growth in reach and engagement through mid-year. Overall performance: **29,379 impressions** and **865 reactions** — all generated organically, without paid promotion.

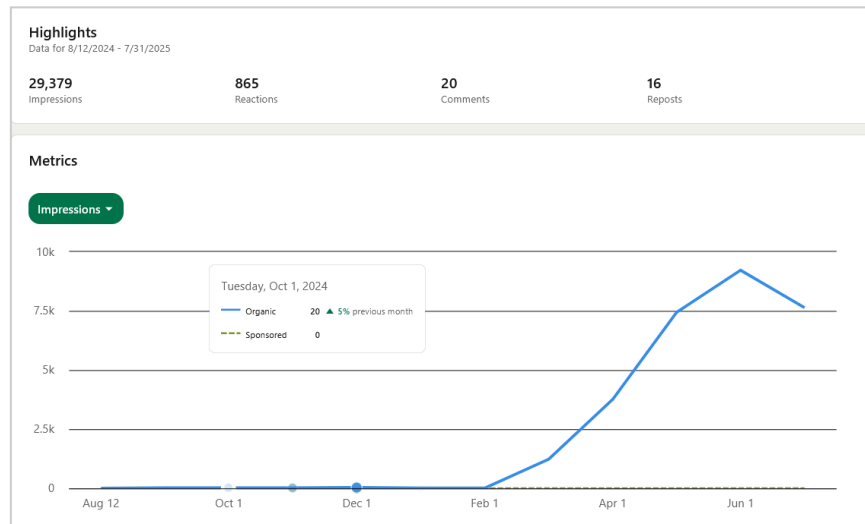


Figure 15: Impressions metrics on the Einstein Telescope LinkedIn profile (12.08.2024–31.07.2025)

Follower growth was strong, with the profile reaching a total of **965 followers**, including **557 new followers**. Growth accelerated from February 2025, when active profile management began, and continued steadily through mid-year.

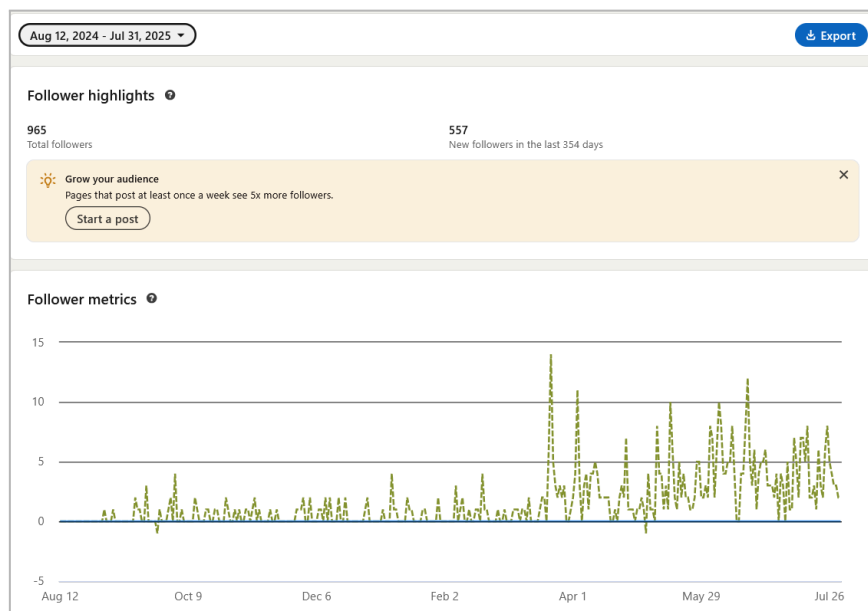


Figure 16: Follower metrics for the Einstein Telescope LinkedIn profile (12.08.2024–31.07.2025)

To maintain momentum, consistent posting and leveraging peak-performing content themes will be important going forward.

Instagram and Bluesky

Instagram and Bluesky are relatively new channels for the Einstein Telescope, with development activities initiated only recently. Early results indicate that Instagram attracts a predominantly younger audience and provides an effective platform to showcase the ET community in a more informal and accessible manner.

Bluesky remains in an early stage of growth. We continue to maintain a presence and monitor its development, with more active engagement planned once adequate resources are allocated.

Content highlights

Notably, the **#ET_young** social media campaign reflects ET's commitment to recognising and supporting early-career researchers — a value also embedded in the ET Early Career Researchers Mentorship and Training Programme (one of the ET-PP project deliverables). The campaign showcases the younger generation working on ET, giving visibility to their contributions and supporting them in building their personal brand within the scientific community.

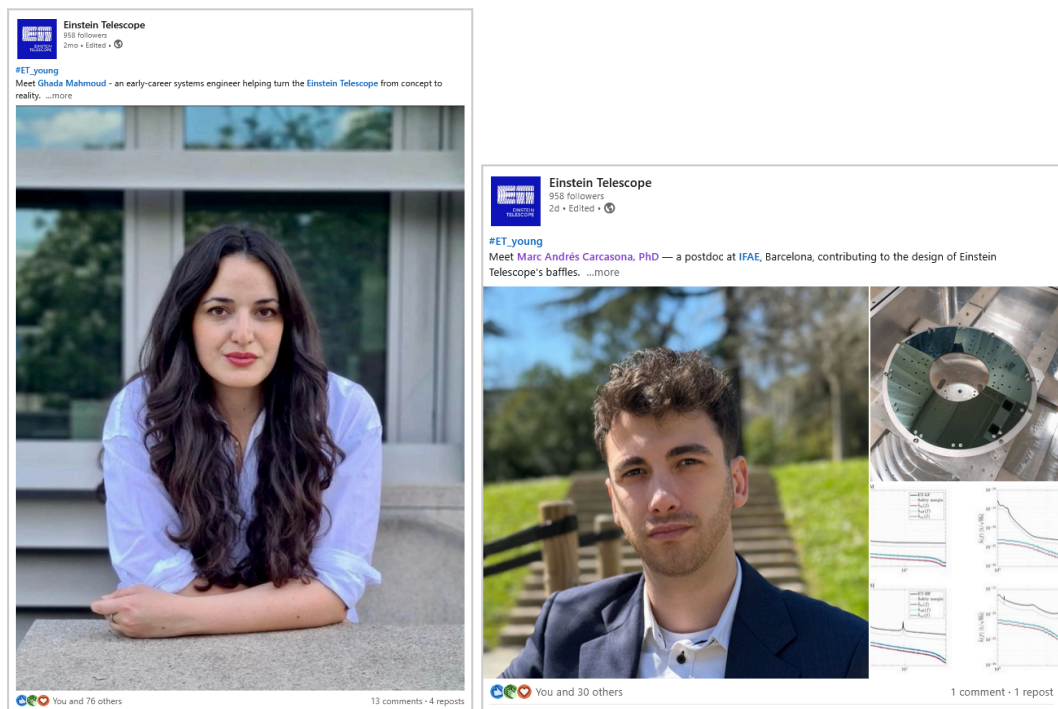


Figure 17: #ET_young posts examples on LinkedIn

In line with our broader communication values, one of the guiding principles of the social media content strategy is **to maintain balance** — ensuring fair representation across the collaboration — and to highlight, wherever possible, **the diversity and inclusiveness of the ET community** (e.g. via using dedicated tags such as *#ET_women*, *#WomentInSTEM*). Where images are used, alt text — short written descriptions that convey the essential content and purpose of the image — is included to ensure **accessibility** for visually impaired audiences, provide context if an image fails to load, and make our communication more inclusive overall.

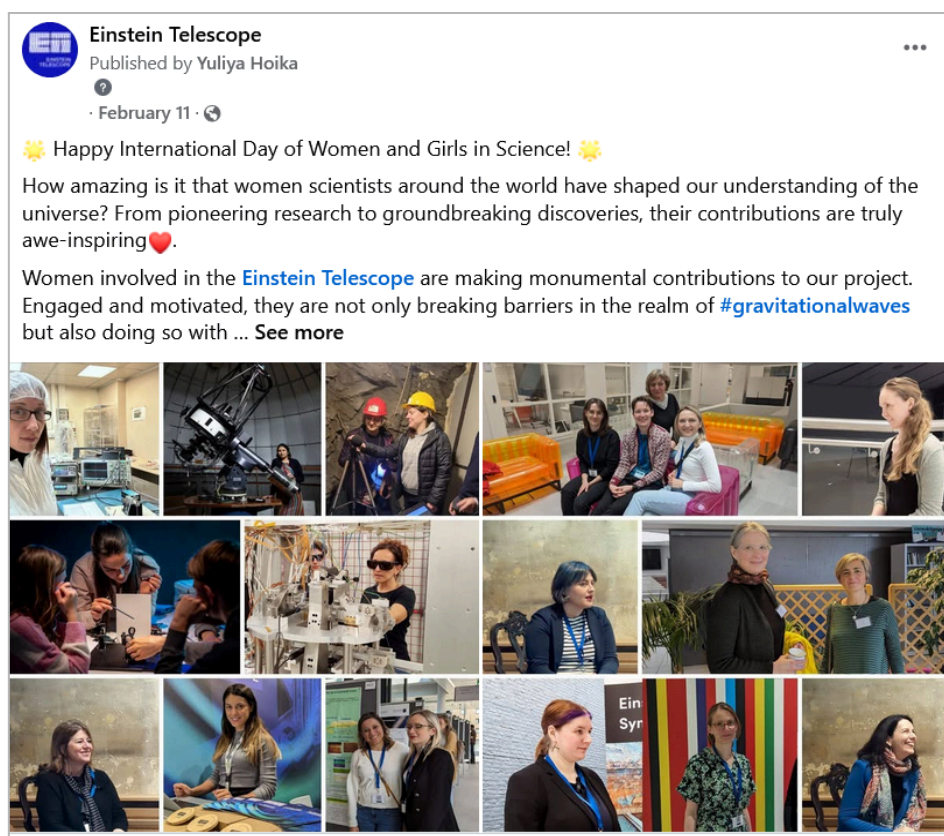


Figure 18: #ET_women post example on Facebook

Events and other outreach activities

The strategy envisaged the active participation of communication experts and scientists in a broad range of events (see Table 10), and these plans have been successfully implemented. Participation in and organisation of outreach events enables direct engagement with diverse audiences, fostering visibility and dialogue.

The following table highlights major categories of engagement — ET symposia and annual meetings, professional communication events, public outreach, university and school engagement, and industry outreach — along with their respective target groups and examples of recent activities.

Table 12: Examples of communication and outreach activities by target group (2023–2025)

Public Outreach and Engagement	
Target groups: general public, science enthusiasts, local communities, students, teachers, informal education networks, science festival audiences, media audiences	ET-PP members and local teams are highly active in organising and participating in public-facing activities. These include concerts, exhibitions, meetings with citizens, participation in science festivals and other popular science events. Notable examples from 2023–2025 include: • Dialogue: “From the Mine to the Stars: The Einstein Telescope Project”, Rome Science Festival, April 2023. • Science show: New eyes for gravitational waves, combining science, music, and art for the general public, BergamoScienza, October 2023 - Journée des Nouveaux Entrants IN2P3: Welcome days for people joining IN2P3. • “Pint of science 2024” festival: presentation of ET to a general audience. • Students scientific club at the University of Warsaw, October 2024. • Booth and presentation: “Gravitational Waves – Astrophysical Sources” (University of Warsaw, Poland). • Series of 10 two-hour popular science lectures “The Extraordinary Universe” for the Open University at the Astronomical Observatory of the University of Warsaw, February–May 2024. • Conference show: “Women listening to the cosmos”, combined science, music, and art for the general public, Genoa Science Festival, October 2024 • Exhibition: “Einstein Telescope: Listening To The Universe”, Lula July-September 2025, Nuoro December 2024-January 2025, Cagliari July-November 2024. • Exhibition: “Einstein Telescope: Uno sguardo nell’universo profondo, Bologna, May 2025. • Show: “L’Universo Sotterraneo – Einstein Telescope in Sardegna” combined science, music, and art for the general public, Bologna, May 2025. • Interactive Van: “Big Bang Machine”: mobile experience making fundamental physics accessible and engaging, Bologna, May 2025. • Dialogues: “A territory of science” and “Italy and Japan in the worldwide Gravitational Wave Network LIGO-Virgo-KAGRA and Einstein Telescope”, Italy Pavilion at Expo2025 Osaka, June 2025. • Conference show: “The Hidden Voice of the Universe”, combined science, music, and art for the general public, Rome Science Festival, April 2025. • Multiple interviews at newspapers, popular journals, radio (Media Overview is attached). • The film “Spacetime, the era of gravitational waves” (best “scientific film” at the Cannes World Film Festival) commissioned by the Dutch Black Hole Consortium (DBHC).
University and School Outreach	
Target groups: primary and secondary school students, university students, educators, academic partners	ET-PP members regularly engage with students at all levels through lectures, workshops, open days and collaborative programmes in multiple countries. Examples: • The Netherlands has established the ‘Einstein Academy to start education on vocational and technical training. • The Netherlands opened the Einstein Telescope Education Centre

	ETEC in 2024 at the Discovery Museum in Kerkrade (Discovery Museum, the Dutch Black Hole Consortium, and Maastricht University). • GRAVIS project: Using Digital Storytelling to Bring Gravitational Waves at School (Matteo Taveri, Unica & INFN Cagliari). • TOSCA 2024: introduction on Einstein Telescope to LASCALA students (Erasmus Mundus on large scale instruments) during their summer school. • Presentation of the ET and ET-PP projects: seminar at LPNHE 2024. • MaGIC international summer school in the Netherlands for physics school teachers (start in Aug 2025) with the ambition to build this out over multiple countries. • "November of Science 2025" in Hannover. • Open day at GEO600 in Hannover in August 2025. • WAVE project (University of Hamburg, DESY, Helmut Schmidt University, GFZ Potsdam, and XFEL): https://wave-hamburg.eu/. • Visit high-school classes at the Astronomical Observatory of UW: Presentation of GW science and the Einstein Telescope, May 2024. • Presentations on ET and GW at high schools in Warsaw (2024). • Students scientific club at UW, October 2024. • Series of lectures on GW and ET for 2-weeks astronomical summer camp for high school students (UW, 2024).
Industry Engagement:	
Target groups: industry stakeholders, technology providers, business developers, innovation networks, research–industry partnerships	Big Science for Business Forum, Trieste (October 2024) • Collaborative booth of several ET-PP institutions (INFN, Nikhef, UW); • Strong industry engagement and professional networking. Hannover MESSE 2025 (April 2025) • A major business event organized by Belgian, Dutch, and German consortia. • Included contributions from ET-PP members. Other events : • Industrial Opportunity Day 2025 (June 2025, Turin, Italy), ET Project Seminar 2024 (December 2024, Turin, Italy), IUVESTA Workshop (February 2025, Delft, Netherlands). Upcoming participation: APPEC Tech Forum (November 2025, Maastricht, NL), BSIFS (December 2025, Madrid, Spain), Swedish Big Science Forum (March 2026, Lund, Sweden), BSBF 2026 (October 2026, Maastricht, NL).
ET symposia and annual meetings	
Target groups: scientific community, policy makers, industry, internal stakeholders (ETC and ETO, national communities)	ET symposia and annual meetings are held regularly. Since the Annual Meeting in Orsay (14–17 November 2023), ET-PP WP10 has delivered plenary presentations dedicated to communication updates at each event. Beginning with the ET Symposium in Maastricht (May 2024), all meetings have included parallel sessions focused on communication, bringing together participants working on ET communication at both supranational and national levels (CERN, EGO, DESY, and local ET candidate sites in Italy, EMR, and Germany). These meetings serve multiple purposes: • Sharing updates and keeping all partners informed; • Organising practical workshops (e.g., ET Symposium in Bologna, 26–30 May 2025); • Strengthening the International Communication Network (ICN).

Professional Communication Event	
Target groups: science comms professionals, informal education providers, astronomy educators, journalists, creatives, prof. and amateur astronomers	In June 2024, ET was presented at the Communicating Astronomy with the Public (CAP) conference – the only large-scale international event fully dedicated to astronomy communication. CAP brings together professionals from science communication, informal education, planetariums, and science centres, as well as professional and amateur astronomers, journalists, and creatives. Our in-person presentation, “A Visual Identity for a Large-scale Scientific Project: the Case of the Einstein Telescope”, showcased ET’s visual identity development to a global audience of outreach professionals.

Every year WP10 members participate in multiple scientific conferences disseminating knowledge about the ET: LVK meetings, Amaldi/GR, Marcel Grossman, Moriond “Gravitation”, TMEX (Theory Meeting Experiments), Frascati Workshop, IWARA (International Workshop on Astronomy and Relativistic Astrophysics), MAGIC (Matter, Astrophysics, Gravitation, Ions and Cosmology), among others. While this activity falls outside the strategic scope of this communication plan due to its scientific character, it is worth mentioning as it effectively spreads the knowledge about ET within the scientific community.

Media Impact

The Einstein Telescope is already widely covered in European and international media, reflecting both its scientific significance and its role in regional development discussions. WP10 contributors — AEI — compiled a press overview documenting coverage from January 2024 to July 2025 (see Appendix B to this document). In this period, nearly 400 individual media items about ET appeared in multiple sources across 10 countries. Coverage was strongest in Italy, followed by the Netherlands, Belgium, and Germany, with additional mentions in France, Switzerland, Spain, Poland, Hungary.

According to data provided by INFN, in the same timeframe the phrase “*Einstein Telescope*” appeared more than 3,000 times in print and online newspapers, alongside 58 dedicated radio and television broadcasts.

Topics ranged from scientific milestones (e.g., black hole collisions, gravitational wave research) to candidate site developments. The tone across national, regional, and international media was predominantly positive or neutral, presenting ET as a driver of scientific progress, technological innovation, and European collaboration.

Final remarks

The first year of the SMCP implementation (within the short-term (ET-PP) phase) has demonstrated that the strategy outlined in Modules 1–10 is not only robust but fully actionable. The supranational communication network has transformed strategic concepts

into an operational framework delivering tangible outputs: a unified visual identity, a centralised repository, an official website, an expanded social media presence, stronger coordination mechanisms, and sustained engagement with all key target groups. Achieved in a complex multinational setting with limited resources, these results establish a solid foundation for the next phases.

Looking ahead, priorities will be shaped by the site decision:

- medium term — maintain and expand the website and social channels, brand and media relations (for example by carrying out coordinated and joint supranational communication campaigns and campaigns in collaboration with other scientific projects and research groups to broaden our audience), outreach and education resources, and internal tools;
- long term — support the construction phase with intensified host-region stakeholder engagement, sustained global outreach, and adaptable, sustainable, innovation-driven communications.

LIST OF FIGURES

- Figure 1:** The Einstein Telescope communication landscape
Figure 2: SWOT-analysis structure
Figure 3: Main strategic pillars for ET communication
Figure 4: Stakeholders Cube
Figure 5: Asana interface
Figure 6: Example of content calendar
Figure 7: The TDS interface
Figure 8: A proposal for the long term vision for organising communication with three main bodies
Figure 9: Subpage “For Industry”
Figure 10: Subpage “Job Opportunities”
Figure 11: Example of a news item
Figure 12: Example of a news item
Figure 13: Followers metrics on the Einstein Telescope Facebook profile (01.08.2024–31.07.2025)
Figure 14: Top content on the Einstein Telescope Facebook profile (01.08.2024–31.07.2025)
Figure 15: Impressions metrics on the Einstein Telescope LinkedIn profile (12.08.2024–31.07.2025)
Figure 16: Follower metrics for the Einstein Telescope LinkedIn profile (12.08.2024–31.07.2025)
Figure 17: #ET_young posts examples on LinkedIn
Figure 18: #ET_women post example on Facebook

LIST OF TABLES

- Table 1:** Goals and evaluation methods for each of the five strategic pillars
Table 2: Stakeholder analysis main conclusions
Table 3: Target groups description
Table 4: Strategies, tools, messages for different target groups
Table 5: Existing profiles associated with ET
Table 6: Social media description
Table 7: Organisation of communication in the medium term
Table 8: Estimated ET communication budget
Table 9: The ET project milestones preview
Table 10: ET communication timeline (2023-2026)
Table 11: Overview of existing web pages dedicated to ET (status as of January 2025)
Table 12: Summary of communication and outreach activities by target group (2023–2025)

HISTORY OF CHANGES		
Version	Publication date	Change
1.0	16-10-2024	Initial final version
2.0	24-02-2025	Modules 5, 6, 10 update
3.0	25-08-2025	Module 11: "Strategy in Practice" added Appendix B: "Media Overview 2024-2025" added List of Figures and List of Tables updated Appendix B: "Executive Summary" renamed to Appendix C

APPENDIX A: Backgrounds organisation of communication

Conclusions after comparing various models of organising communication of scientific infrastructures

(Including CERN, EGO/VIRGO, LISA, LIGO)

What works and could be used for ET	What doesn't work and should be avoided for ET
• Close links between communication and management • Outreach done by scientists, strong interplay between comms and scientists • When everything is connected in a general plan • Close connection to the founding labs • Combination of a communication department that is a hierarchical entity and an international network of comms professionals • In principle: outreach done by scientists, communication by communication professionals • Shared key messages and strong coordination	• Lack of coordination and sharing between different national groups and institutions • Lack of awareness of strategic role of communication amongst part of the scientists • Disconnect between (in part bottom-up organised) outreach and (more top down) organised communication • Too many hierarchical layers between communication and management • Scientists in charge of communication, don't always have time or recognition

Input from ET Collaboration Board – ETO Management team meeting about the organisation of communication

5-3-2024

When are we happy with the organisation of communication?

- When all aspects are considered and respected (internal as well as external communication, right now internal comms seem not to get enough attention).
- When we have an established pattern that people know and can use, when confusion is gone, when we know who to contact
- When the communication message is reflecting what I am doing
- It's a push-pull process, when the comms office is trying to pull info from people, and when I want to push something and there is an established path for this
- I am happy when we see an impact, when the general public is aware and happy that we exist
- When communication is structured

- When I know I am not making any mistakes when I am communicating, when I can be relaxed in communicating internally and externally
- When I know the environment

What do you think ET needs of the organisation of communication?

- One appealing landing page for European communication
- Documents that can be used for external communication
- That things are up to date, and that there is a place to check whether it's up to date
- That we also communicate about things we don't typically communicate but are relevant for stakeholders (we need help to learn this).
- Readiness in order not to miss opportunities
- ET comms office should be aware of what is happening, they should have access to all info to know what's going on

When do you think the communication people would be happy?

- When they are well informed
- When they receive info that has been agreed upon
- When they receive gratification
- Afterwards, Martine (we didn't have time for this): A mix of space and trust (to do our part of the job) and connection and involvement. Clear decision lines.

Input from communication side meeting ET symposium

May 2024

I'm happy with the organisation of communication of ET:

- When structure is settled (now it's going in different directions)
- When ET will be realized and all involved partners collaborate
- If I knew what was going on everywhere
- Speak with one coherent voice
- When structures are clear and sub leaders
- When we have good internal comms
- When the role of people is well defined
- (a scientist): if it was easier to balance comms tasks with other tasks
- If communication follows what's happening (and doesn't leave it up to journalists)
- When people are more aware of our function of communication
- Effectiveness
- When we build a structure and base organisation in order to be responsive and flexible

APPENDIX B: Media Overview 2024-2025

Milde Marketing Wissenschaftskommunikation / Albert Einstein Institute

2025

July

23.07.2025 Sächsische Zeitung (DE)

Chancen für das Einstein-Teleskop in der Oberlausitz wachsen

Another step towards the underground gravitational wave observatory has been taken, although the location is still open.

Print: Sächsische Zeitung, Görlitz, p. 17.

20.07.2025 Frankfurter Allgemeine Sonntagszeitung (DE)

Lasst dicke Löcher um uns sein

Europe is planning a new black hole observatory. Preliminary work for the Einstein Telescope is among the projects the German government intends to support.

[Link](#) (paywall)

18.07.2025 Agenzia Nova (IT) u.a.

The Einstein Telescope website is also available in Sardinian

Sardinian joins Italian, English, French, Spanish and German on the portal promoting Sos Enattos as a candidate site for the future observatory.

[Link1](#), [link 2](#)

17.07.2025 National Geographic

Scientists record a black hole collision they weren't sure was possible

The largest black hole collision ever recorded sparks questions. Future instruments like the Cosmic Explorer and Einstein Telescope will help observe earlier mergers in cosmic history.

[link 1](#), [link 2](#)

17.07.2025 CNN u.a.

Astronomers detect most massive black hole collision to date

Scientists expect even more massive mergers to be detected in the coming decades with instruments like the Einstein Telescope.

[link 1](#), [link 2](#)

16.07.2025 Neue Zürcher Zeitung (CH)

Astronomen beobachten eine Verschmelzung von zwei Schwarzen Löchern, die es eigentlich nicht geben sollte

Signal points to a rare type of black hole; the multi-billion dollar Einstein Telescope is planned in Europe.

[link](#) (paywall)

15.07.2025 La Nazione (IT)

Evento cosmico da record, l'eco della maxi fusione. "Una nuova astronomia"

Current technological developments will be essential to building and operating the Einstein Telescope.

[link](#)

14.07.2025 Spiegel (DE)

Forschende staunen über größte Verschmelzung zweier massereicher schwarzer Löcher

In the future, the Einstein Telescope will also capture very weak signals from the early days of the universe.

[link](#)

14.07.2025 Ministry of Foreign Affairs and International Cooperation (IT)

Vienna, Conference on Gravitational Waves and the "Einstein Telescope"

Science diplomacy event at the Italian Embassy in Vienna focused on gravitational waves and the Einstein Telescope project.

[link](#)

11.07.2025 Physik Journal (DE)

Projekte mit Priorität

The Einstein Telescope is one of nine major prioritized projects in Germany.

[link](#)

11.07.2025 ANSA (IT)

Gravitational waves event at embassy in Vienna

Italy and Austria united for the Einstein Telescope.

[link](#)

11.07.2025 Sächsische Zeitung (DE)

„Für uns ist es ein heißer Sommer“

Görlitz astrophysicists see growing opportunities for the Einstein Telescope in Upper Lusatia.

[link](#) (paywall)

10.07.2025 Institute of Corpuscular Physics (ES)

REDONGRA network to boost Spain's role in gravitational wave astronomy

IFIC among 20 Spanish research groups active in LIGO, Virgo, Einstein Telescope, LISA and PTAs.

[link](#)

10.07.2025 RWTH Aachen et al. (DE)

Multiple national and regional outlets report German government support for the Einstein Telescope, with RWTH Aachen, TU Dresden, Ruhr-Universität Bochum and others involved in the "ET Vorphase".

(Links: Heise, Land NRW, Medienservice Sachsen, t-online, Aachener Zeitung, Antenne AC, Herzog Magazin, Regionalverband Ruhr, TAG24)

09.07.2025 INFN & ANSA (IT)

Infrastrutture per Einstein Telescope: doppia inaugurazione

Sardinia inaugurates high-speed research network and cutting-edge labs (TeRABIT, ETIC) to support ET candidacy.

[link 1](#), [link 2](#), [link 3](#)

09.07.2025 Heuvelland Vandaag (NL)

Wallonië stelt taskforce in om rol in Einstein Telescoop-project te versterken

[link](#)

08.07.2025 Pom Limburg (BE)

Limburg Companies Develop Laser Innovation for Future Einstein Telescope

[link](#)

07.07.2025 Grenzecho & Today in Liège (BE)

Reports on Wallonia's mobilisation for the Einstein Telescope, including outreach at CHIO Aachen and creation of a task force.

[link 1](#), [link 2](#)

03.07.2025 BRF et al.

Wallonia reaffirms support for the ET bid; test drilling begins in Herve.

[link 1](#), [link 2](#), [link 3](#)

03.07.2025 PhysOrg

Physicists create tunable system for enhanced quantum sensing

Future ET will require kilometre-long resonators; the new method achieves similar performance on a tabletop.

[link](#)

01.07.2025 INFN (IT)

Expo2025 Osaka: la Sardegna per Einstein Telescope sotto i riflettori

[link](#)

June

27.06.2025 Les Echos (FR)

Einstein Telescope, le projet phare de l'Europe en astrophysique

Following LIGO and Virgo, third-generation detectors like the Einstein Telescope will significantly advance science. This ambitious project could place Europe at the forefront of gravitational wave detection.

[link](#) (paywall)

27.06.2025 Land NRW u.a.

Gemeinsame Kabinettsitzung in Antwerpen: Nordrhein-Westfalen und Flandern vertiefen strategische Partnerschaft

North Rhine-Westphalia and Flanders are strengthening their cooperation, including on innovation projects such as the Einstein Telescope, which is to be built in the border triangle.

[link 1](#), [link 2](#)

27.06.2025 Neue Rhein Zeitung (DE)

Hafenstädte Duisburg und Antwerpen sollen näher zusammenrücken

Research projects such as the planned Einstein telescope in the tri-border region are also cited as examples of closer cooperation.

[link](#)

27.06.2025 HBVL (BE)

Duitse keuze bepaalt Vlaamse kans op Einsteintelecoop

[Link](#) (paywall)

27.06.2025 Uno4 (IT)

Progetto Einstein Telescope al padiglione della Sardegna a Osaka

Presentation of the Einstein Telescope project during Sardinia Week at Expo 2025 in Osaka.

[link](#)

25.06.2025 Sardegna Live (IT) u.a.

Einstein Telescope all'Expo 2025 a Osaka, vicepresidente Meloni: "Investiti quasi 500 milioni"

The Vice President of the Sardinia Region, Giuseppe Meloni, illustrates the characteristics of Sos Enattos and the investments already made to support the candidacy.

[Link](#), [link 2](#)

24.06.2025 NewSarde (IT)

Einstein Telescope, la Giunta istituisce la cabina di regia

The organizational structure to support SOS Enattos's candidacy to host the telescope is complete.

[link](#)

20.06.2025 Rai News (IT)

Einstein Telescope, via libera della Regione alla cabina di regia

President Todde confirms the project as a strategic priority.\

[link](#)

20.06.2025 L'Unione Sarda (EN)

Einstein Telescope, here is the control room

The regional steering committee is ready to support SOS Enattos's bid against Limburg's competition.

[link](#)

20.06.2025 Agenzia Nova (IT)

The sustainability of ET, interview with Maria Marsella

Republishing an interview on the impact and sustainability of the Einstein Telescope project.

[link](#)

19.06.2025 INFN (IT)

Einstein Telescope: inaugurato a Roma il laboratorio ET-3G LAB

A new laboratory dedicated to geomatics, geotechnics, and hydrogeology will support the design of the future observatory.

[link](#)

16.06.2025 Dresdner Neueste Nachrichten (DE)

Neue Ära der Astrophysik: Forscher beraten in Lausitz über Superteleskope

Conference in Görlitz on large radio and gravitational wave telescopes, focusing on Saxony's support for the Einstein Telescope bid.

Dresdner Neueste Nachrichten vom 16.06.2025, Sachsen und Mitteldeutschland, Seite 8

11.06.2025 Grenzecho (BE)

Studie zur Energieversorgung des Einstein-Teleskops gestartet

The Universities of Hasselt and Leuven are studying sustainable energy supply options for future ET in the Dreiländereck region.

[link](#)

10.06.2025 L1 Nieuws (NL)

De Einstein Telescoop, een wetenschappelijk wonder?

In-depth analysis of Zuid-Limburg's candidacy and its partners in Germany and Belgium.

[link](#)

May

29.05.2025 Bologna Today (IT)

Show *"The Underground Universe – Einstein Telescope in Sardinia"*

A conference-show combining science, art, and local heritage to present one of the most fascinating challenges in contemporary physics: the construction of the Einstein Telescope, the future European underground gravitational-wave observatory, whose ideal site could be in the heart of Sardinia, in the former Sos Enattos mine in Lula.

[link](#)

27.05.2025 L1 Nieuws (NL)

Germany and Italy — competitors or possible partners in the Einstein Telescope?

Will the Einstein Telescope be located in the Heuvelland region near the Limburg–Wallonia border, in Sardinia, or elsewhere? The decision is still pending, but even a choice for Italy might bring opportunities for Limburg, as Italy has proposed a new geometry for the gravitational-wave measuring instrument.

[link](#)

26.05.2025 L1 Nieuws (NL)

Einstein Telescope could be entirely in Wallonia with Limburg role above ground

It is possible that the Einstein Telescope will be built entirely in Wallonia, with Limburg only having an above-ground role.

[link](#)

26.05.2025 De Limburger (NL)

Possibly no Einstein Telescope vertex in the Netherlands: "The soil here is too complex"

[Link](#) (paywall)

26.05.2025 RTV Maastricht (NL)

Einstein Telescope perhaps not going to Limburg after all?

The Einstein Telescope may end up entirely in Wallonia instead of Limburg. It consists of three long underground tubes in a triangular shape to measure gravitational waves.

[link](#)

26.05.2025 Agenzia Internazionale Stampa Estero (IT)

Einstein Telescope: event in Bologna to explore gravitational waves

Over 300 researchers from around the world are gathering in Bologna for the 15th annual Einstein Telescope Symposium, a third-generation European research infrastructure for gravitational-wave detection to be built in the coming years.

[Link](#)

26.05.2025 Science Business

CERN expands its collaboration on the Einstein Telescope

The Einstein Telescope (ET), a next-generation underground gravitational-wave observatory under study, would use sensitive lasers and mirrors in ultra-high vacuum to monitor the lengths of its long detector arms.

[link](#)

26.05.2025 BRF (BE) et al.

Exchange: East Belgium–Germany border issues in focus

Key discussion topics included cross-border mobility, the Einstein Telescope, the Meuse–Rhine Euregio, the Greater Region, geoblocking, and current German border controls.

[link 1](#), [link 2](#), [link 3](#), [link 4](#)

26.05.2025 Oiger

Einstein Telescope: searching for the perfect location in Lusatia

As Saxony bids to host the underground Einstein Telescope, geophysicists are scouting the Lusatia region for the ideal location for the “Low Seismic Lab.”

[link](#)

26.05.2025 dpa Sachsen et al.

Measurements for an underground laboratory in Lusatia

Granite formations in Lusatia, with extremely low seismic noise, are being examined as a possible site for an underground lab about 200 meters deep — a potential advantage for the Einstein Telescope.

[link 1](#), [link 2](#), [link 3](#), [link 4](#), [link 5](#), [link 6](#)

26.05.2025 Kölner Stadt-Anzeiger

"Looking back in time" — Einstein Telescope in NRW, on the trail of the Big Bang

The state government of North Rhine-Westphalia is bidding to host the Einstein Telescope near Aachen — a project that would draw worldwide attention.

[link 1](#), [link 2](#)

24.05.2025 Unione Sarda

Nuoro: €43 million for the forestry school, roads, and the Einstein Telescope

Funds will go to the Forestry School in Nuoro and to improve access roads to the Einstein Telescope site.

[link](#)

23.05.2025 ANSA (IT)

Bernini: "Priority to support CERN and the Einstein Telescope"

The minister named two European priorities: supporting CERN's future projects and new infrastructures such as the Einstein Telescope.

[link](#)

23.05.2025 Università di Bologna

Einstein Telescope: event in Bologna to discover gravitational waves

The Alma Mater is among the organisers of the annual symposium on the third-generation European gravitational-wave observatory, with Sardinia's Sos Enattos mine as one of the candidate sites. The program includes exhibitions, performances, and immersive experiences.

[link](#)

23.05.2025 T-Online et al.

Investment in top research — €10 million for the Einstein Telescope in the border triangle

North Rhine-Westphalia is providing over €10 million for the Einstein Telescope, the region's largest research investment in decades.

[link 1](#), [link 2](#)

20.05.2025 CERN

CERN expands its collaboration on the Einstein Telescope

CERN and the Einstein Telescope consortium signed a new collaboration agreement on engineering and safety for Europe's next-generation gravitational-wave observatory.

[link](#)

18.05.2025 Space.com

Black hole dance illuminates hidden math of the universe

New findings will improve theoretical models predicting gravitational-wave signals — essential for future observatories like LISA and the Einstein Telescope.

[link](#)

16.05.2025 Innovation News Network

Transforming our understanding of the cosmos: 200 gravitational waves detected

Beyond current detections, preparations are underway for the Einstein Telescope, which will achieve unprecedented sensitivity. The EGO consortium will expand its role in research, education, and global coordination.

[link](#)

16.05.2025 IFL Science

Better solutions to black hole collisions thanks to six-dimensional “donuts”

New analytic results will be used in high-precision models for both current and next-generation detectors, including the Einstein Telescope.

[link](#)

16.05.2025 Sachsen.de

Science Minister Gemkow: “Collaboration with Czech partners gives astrophysics research a boost”

The German Centre for Astrophysics signed cooperation agreements with Czech institutions — a promising step toward building the Einstein Telescope in the region.

[link](#)

14.05.2025 SINC (ES) et al.

A pioneering model predicts gravitational waves from black holes

Highly precise theoretical models are crucial for interpreting data from observatories such as LIGO, Virgo, and future projects like the Einstein Telescope.

[link 1](#), [link 2](#)

13.05.2025 Scientific American

Deep Math from String Theory Appears in Clashing Black Holes

Researchers have shown that mathematical functions from string theory can be used to model gravitational waves — vital for next-generation detectors like the Einstein Telescope and Cosmic Explorer.

[link](#)

13.05.2025 Lausitzer Rundschau

Lausitz will be a meeting place for top research

Hundreds of scientists from around the world will come to Görlitz this year for three international conferences.

[link](#)

13.05.2025 Sächsische Zeitung

Strong interest in the Einstein Telescope: Görlitz astrophysicists build ties with Czech Republic

The German Centre for Astrophysics is expanding European cooperation for the Einstein Telescope, now including Czech partners alongside Italy and the Netherlands.

[link](#) (paywall)

13.05.2025 INFN (IT)

Einstein Telescope: ADONI-ET adaptive optics laboratory inaugurated in Florence

As part of the ETIC project, INFN and INAF opened the ADONI-ET lab to develop innovative adaptive optics for the Einstein Telescope.

[link](#)

13.05.2025 Media INAF (IT)

Einstein Telescope, adaptive optics in Florence

The new Adoni-ET lab at Arcetri Observatory will test a novel adaptive optics system for ET mirrors using infrared beams to locally heat and shape a correcting element.

[link](#)

13.05.2025 MDR Thüringen Journal

Einstein Telescope: technology from Jena to be used

TV report on the FIOF project with AEI Hannover involvement, highlighting technology contributions for ET.

[link](#)

07.05.2025 IFL Science

Black Holes Can Exist Without Singularities, Two New Models Suggest

Future observatories, including the Einstein Telescope, could provide data to test these theories.

[link](#)

06.05.2025 Alles Lausitz

Easter riders shook the Earth

Traditional Easter horse riding caused seismic tremors — and the piece connects the topic to gravitational-wave detection and the Einstein Telescope.

[link](#)

04.05.2025 Aachener Zeitung

Could the planned Einstein Telescope slow Roetgen's wind farm plans?

Concerns raised about the ET site and its interaction with wind energy projects.

[Link](#) (paywall)

03.05.2025 HBVL (BE)

Our region has the best cards for the Einstein Telescope, but... "a strange political game could still be played"

[Link](#) (paywall)

April

30.04.2025 Wochenkurier

Test drilling explores underground quiet

Hoske. One of Europe's most significant scientific mega-projects could soon be built in Lusatia. "The Einstein Telescope is in the coalition agreement," announced the DZA representative.

[link](#)

30.04.2025 Lausitzer Rundschau

Einstein Telescope in Wittichenau: Drilling into granite – is the location suitable?

In Hoske near Wittichenau, drilling is taking place 250 meters deep. The results are surprising and encouraging. Is the site suitable for the Einstein Telescope?

[link](#)

28.04.2025 Heuvelland Vandaag

Hasselt University studies residents' opinions on Einstein Telescope

Hasselt University is about to launch a large-scale participation study in the search area for the Einstein Telescope. Over the next year and a half, researchers will map residents'

concerns, wishes, and expectations.

[link](#)

27.04.2025 Aachener Zeitung

Einstein Telescope: Good spirits at RWTH

The long-awaited support from the federal government has arrived. Just two months ago, it seemed unrealistic, but now RWTH physicist Professor Achim Stahl is in high spirits: the coalition agreement between CDU/CSU and SPD explicitly includes the Einstein Telescope. Print: Aachener Zeitung, 27.04.2025, p. 15

26.04.2025 HLN (BE)

Will the giant Einstein Telescope come to Limburg? UHasselt asks residents for their opinion

The Einstein Telescope, designed to measure gravitational waves, could soon be located in Limburg. For this reason, UHasselt researchers are visiting villages to hear residents' expectations and concerns.

[link](#)

22.04.2025 Italian Government

Italian candidacy to host the Einstein Telescope

The promotional campaign continues for building the third-generation gravitational wave detection laboratory, Einstein Telescope, in Sardinia.

[link](#)

22.04.2025 PhysOrg

Scientists improve gravitational wave identification with machine learning

"Our analysis affects all gravitational wave measurements from current and future detectors," said Dr. Gerosa, referring to upcoming observatories such as LISA and the Einstein Telescope.

[link](#)

21.04.2025 Klammm

Europe's billion-euro gamble: Who will get the Einstein Telescope?

An underground observatory for gravitational waves promises scientific breakthroughs and economic growth. Germany is competing with two sites — but Sardinia also has strong arguments.

[link](#)

21.04.2025 IT-Boltwise

Einstein Telescope: Europe's race for the mega-observatory

The race is on to host one of Europe's most ambitious scientific projects. The Einstein Telescope promises groundbreaking discoveries and a significant economic boost for the winning region.

[link](#)

20.04.2025 Welt Online

The hot race for Europe's Silicon Valley – and Germany is in the lead

The Einstein Telescope promises groundbreaking research results. The chosen location will receive a billion-euro boost. Two German candidates are in the race.

[link](#) (paywall)

Print: Die Welt, 22.04.2025, Wirtschaft, p. 11

14.04.2025 INFN (IT)

Computing Technologies for the Einstein Telescope: CTLAB4ET Laboratory inaugurated in Turin

On April 14, the CTLab4ET was inaugurated at the University of Turin's Department of Physics. It focuses on evaluating and developing computing technologies for data analysis for the Einstein Telescope.

[link](#)

12.04.2025 Aachener Zeitung

What Aachen AI expert Holger Hoos says about the coalition agreement

AI expert Holger Hoos from RWTH Aachen sees the new CDU/CSU–SPD coalition plans positively, also for the region.

[link](#) (paywall)

11.04.2025 Grenzecho (BE)

Tailwind for Einstein Telescope

The coalition agreement between CDU/CSU and SPD explicitly includes the Einstein Telescope, a European large-scale research project aiming to offer unprecedented views into the universe.

[link](#)

11.04.2025 Agenzia Nova (IT)

Cisl: "From the Einstein Telescope, a great opportunity for Sardinia's development"

“We strongly support the candidacy; it is important to invest in innovation and research as drivers of development for Sardinia.”

[link 1](#), [link 2](#)

11.04.2025 Grenzwissenschaft-aktuell

Gravitational SETI: Aliens could communicate via gravitational waves

Future observatories such as DECIGO, Cosmic Explorer, the Einstein Telescope, and the Big Bang Observer are expected to be at least 100 times more sensitive than LIGO, increasing the searchable volume by a factor of one million.

[link](#)

10.04.2025 T-online

Will the border region soon provide insights into the Big Bang?

The incoming federal government has included the Einstein Telescope in its coalition agreement.

[link](#)

10.04.2025 RWTH Aachen

Coalition agreement supports the Einstein Telescope

What seemed unrealistic two months ago now delights RWTH physicist Achim Stahl: the CDU/CSU–SPD coalition agreement explicitly includes the Einstein Telescope.

[link 1](#), [link 2](#), [link 3](#)

10.04.2025 BRF (BE)

New German government supports Einstein Telescope

The incoming German federal government has declared its support for the Einstein Telescope research project, including it in the coalition agreement.

[link](#)

10.04.2025 Sächsische Zeitung

What the new federal government plans for Upper Lusatia – construction research center, Einstein Telescope...

Saxony plans to apply for the Einstein Telescope with underground laboratories in Lusatia, for example in Ralbitz-Rosenthal.

[Link](#) (paywall)

Print: Sächsische Zeitung, 11.04.2025, Görlitz, p. 15

10.04.2025 Land NRW

Prime Minister Wüst and Prime Minister De Wever reaffirm cooperation between Belgium and North Rhine-Westphalia

The virtual meeting focused on innovation cooperation, especially progress in the joint bid for the Einstein Telescope research infrastructure project, as well as artificial intelligence.

[link 1](#), [link 2](#)

07.04.2025 ANSA (IT)

A new laboratory for the Einstein Telescope at Sapienza University

The Arc-Etcryo experimental physics laboratory was inaugurated at Sapienza University of Rome. It will develop cryogenic technologies essential for cooling the detector's mirrors to increase the Einstein Telescope's sensitivity.

[link](#)

05.04.2025 Regione Autonoma della Sardegna et al.

Einstein Telescope: 20 million for Minghetti Dam and road improvements

The regional government has approved €20 million for infrastructure work to ensure accessibility, safety, and operational efficiency at the Sos Enattos site in Lula, a candidate to host the Einstein Telescope.

[link 1](#), [link 2](#)

04.04.2025 Aachener Zeitung

Einstein Telescope: NRW puts pressure on the federal government

European Affairs Minister Nathanael Liminski (CDU) wants to bring the project to the tri-border area and sees funding as the decisive issue.

[link](#) (paywall)

04.04.2025 Meteoweb (IT)

Einstein Telescope: Sardinia allocates €20 million for infrastructure

The Sardinian region has allocated €20 million for the Minghetti Dam and access roads to the Einstein Telescope site.

[link](#)

02.04.2025 scanbie | Instagram

#Highlights | Einstein Telescope at Hannover Messe 2025!

[link](#)

March

31.03.2025 Nederlandenachrichten.de

Einstein Telescope: Experience Big Science at Hannover Messe

The state-of-the-art scientific observatory Einstein Telescope will appear as a new exhibitor at the Hannover Messe.

[link](#)

27.03.2025 rbb24 Inforadio Wissenswerte

The Einstein Telescope: Listening to Space

A new telescope could be located in the Euregio Maas-Rhine border triangle. Unlike optical telescopes, this one listens to space. The broadcast includes an excerpt with Karsten Danzmann from 02:04.

[link](#)

26.03.2025 Binnenlands Bestuur (NL)

Agricultural Agreement between Provinces and North Rhine-Westphalia

The Netherlands, North Rhine-Westphalia, and Belgium have long been working to submit a joint bid book in 2026 for the construction of the large underground Einstein Telescope, a facility to detect gravitational waves.

[link](#)

26.03.2025 NRZ – Neue Rhein/Ruhr Zeitung

Huge Einstein Telescope Planned for NRW – Here's the Plan

The Einstein Telescope is envisioned as an underground facility for researching and measuring gravitational waves, with a triangular layout, 10-kilometer tunnels, and a depth of around 250 meters. Lusatia and the Italian island of Sardinia are also competing to host the project.

[link](#)

26.03.2025 Il Sole 24 Ore

The Einstein Telescope Opens Doors to Businesses and New Investments

The Sardinia Region has approved an agreement with the Garr Consortium to interconnect the regional telematic network with the new high-speed Garr-T network.

[link](#)

25.03.2025 dpa u.a.

Netherlands and NRW Want to Curb Illegal Migration

Alongside migration policy, the Netherlands and North Rhine-Westphalia, together with Belgium, are advancing their joint bid to host the Einstein Telescope in the Aachen border triangle. Saxony and Sardinia are also in the running.

[link 1](#), [link 2](#), [link 3](#), [link 4](#), [link 5](#), [link 6](#), [link 7](#), [link 8](#), [link 9](#), [link 10](#), [link 11](#), [link 12](#), [link 13](#), [link 14](#), [link 15](#), [link 16](#)

25.03.2025 ANSA u.a.

Ignazio Locci, Mayor of Sant'Antioco, New President of CAL

Locci described the Einstein Telescope as “the challenge in which mayors will have to show leadership” and listed, among his goals, the commitment to create a unified text of local authority regulations.

[link 1](#), [link 2](#), [link 3](#)

25.03.2025 Beste-ID (NL)

The Mirrors for the Einstein Telescope

Why does an underground telescope even need mirrors? Unlike traditional telescopes that collect light from stars and galaxies, the Einstein Telescope works differently.

[link](#)

25.03.2025 Les Echos (FR)

“Einstein Telescope is an Opportunity Not to Be Missed for Franco-Italian Scientific Collaboration”

Giorgio Parisi, 2021 Nobel Prize in Physics, defends the revolutionary potential of the Einstein Telescope and urges France and Italy to collaborate on the project.

[link](#)

24.03.2025 Adnkronos (IT) u.a.

ET-SUnLab: The Future of Gravitational Wave Research in Sardinia

The new ET-SUnLab research center project was presented — a key step toward building the Einstein Telescope in Sardinia.

[link 1](#), [link 2](#), [link 3](#)

23.03.2025 SH Magazine (IT)

Lula Will Host ET-SUnLab Research Center: A Step Forward for the Einstein Telescope

The underground laboratory to be built at Sos Enattos will host advanced scientific experiments and become a hub of innovation for international research.

[link](#)

18.03.2025 Cosine (NL)

Einstein Telescope: A New Window on the Universe

The underground Einstein Telescope will be Europe's most advanced gravitational wave observatory, with more than ten times the sensitivity of existing facilities.

[link](#)

18.03.2025 AZO Sensors

Einstein Telescope Set to Redefine Gravitational Wave Detection with Advanced Glass Sensors

From 2035, the Einstein Telescope will study gravitational waves with unmatched accuracy. In collaboration with the Max Planck Institute for Gravitational Physics (Albert Einstein Institute AEI) in Hanover, researchers from the Fraunhofer IOF in Jena have developed advanced vibration sensors made entirely of glass.

[link](#)

18.03.2025 L'Unione Sarda

Einstein Telescope, All of Italy Cheers for Lula: "Maximum Effort to Win"

The bid to host the Einstein Telescope at the Sos Enattos mine is strongly backed by the Italian government. The final decision is expected in 2026.

[link](#)

18.03.2025 Meteoweb

Einstein Telescope, Todde: "Sardinia Has All the Right Conditions to Become ET's Home"

In Cagliari, scientists and institutions discuss the future of one of Europe's most ambitious scientific projects: the Einstein Telescope.

[link](#)

18.03.2025 ANSA

Todde on the Einstein Telescope: "Top-Level Science in Lula"

Scientists and researchers gathered in Cagliari for a workshop on the Einstein Telescope project.

[link](#)

18.03.2025 Heuvelland Vandaag

New Multi-Million Investment in Technology for the Einstein Telescope

Six partnerships between Dutch companies and research institutions will receive over €12 million in funding to develop technology for the Einstein Telescope.

[link](#)

17.03.2025 Innovation Origins

Einstein Telescope: Six Consortia Working on the Latest Technology

Three new consortia will receive financial support for the development of cutting-edge technology for the Einstein Telescope.

[link](#)

17.03.2025 Roermund Nieuws (NL)

Border Region Fully Committed to the Einstein Telescope

Ministers from the Netherlands, North Rhine-Westphalia, Wallonia, and Flanders recently visited Maastricht to reaffirm their joint commitment to bringing the Einstein Telescope to the Euregio Meuse-Rhine.

[link](#)

17.03.2025 Astronews

Glass Sensors for the Einstein Telescope

From 2035, the Einstein Telescope will study gravitational waves with unprecedented accuracy. Researchers at the Fraunhofer IOF in Jena, in collaboration with the Max Planck Institute for Gravitational Physics (Albert Einstein Institute AEI) in Hanover, have developed and built vibration sensors for the telescope made entirely of glass.

[link](#)

17.03.2025 IT Boltwise

Glass Resonators Revolutionize Gravitational Wave Research

The Einstein Telescope, a highly sensitive third-generation gravitational wave detector, will measure these waves with unmatched precision. To achieve this, researchers at the Fraunhofer IOF in Jena, together with the Max Planck Institute for Gravitational Physics (AEI) in Hanover, developed specialized vibration sensors made of glass.

[link](#)

14.03.2025 L1 Nieuws (NL)*Five Euregio Universities to Collaborate*

"With the hoped-for Einstein Telescope, we all see a major opportunity for collaboration," said Laura Olaerts, deputy from Belgian Limburg.

[link](#)

13.03.2025 Provincie Limburg (NL)*Euregio Ministers: "Border Region Is the Place for the Einstein Telescope"*

On March 10, ministers from the Netherlands, North Rhine-Westphalia, Wallonia, and Flanders visited Maastricht and jointly reaffirmed their commitment to bringing the Einstein Telescope to the Euregio Meuse-Rhine.

[link](#)

13.03.2025 Ingenieur*Gravitational Waves in Sight: Innovative Glass Sensors for the Einstein Telescope*

Researchers at the Fraunhofer IOF in Jena, in collaboration with the Max Planck Institute for Gravitational Physics (AEI) in Hanover, have developed and built these special sensors for the Einstein Telescope.

[link](#)

12.03.2025 ANSA (IT)*Einstein Telescope: Three Days of Events to Support Sardinia's Bid*

In preparation for the decisive 2026 date, efforts continue to promote the Sos Enattos site in Lula (Nuoro) as the location for the Einstein Telescope.

[link](#)

12.03.2025 MDR*Jena: Scientists Develop Glass Sensors*

Researchers in Jena have developed special glass sensors — a key component for the Einstein Telescope, which will measure gravitational waves from space within the next few years.

[link](#)

11.03.2025 Fraunhofer IOF u.a.*Measuring Gravitational Waves with Glass*

From 2035, the Einstein Telescope will study gravitational waves with unprecedented accuracy. For the first time, researchers in Jena have manufactured highly sensitive sensors entirely from glass, in collaboration with the Max Planck Institute for Gravitational Physics (AEI) in Hanover.

[link 1](#), [link 2](#)

11.03.2025 Fraunhofer IOF u.a.

Measuring Gravitational Waves with Glass (DE version)

The Einstein Telescope will study gravitational waves with unprecedented precision. Researchers at the Fraunhofer IOF in Jena, together with the Max Planck Institute for Gravitational Physics (AEI) in Hanover, have developed and built these vibration sensors entirely from glass.

[link 1](#), [link 2](#), [link 3](#), [link 4](#), [link 5](#)

11.03.2025 RTV Maastricht (NL)

Dialogue on the Einstein Telescope

Minister Dirk Beljaarts visited the city to discuss the underground Einstein Telescope, which measures gravitational waves and is also sought by Sardinia and the German state of Saxony. Together with ministers from North Rhine-Westphalia, Wallonia, and Flanders, he spoke about cooperation and securing the telescope.

[link](#)

10.03.2025 Meteoweb (IT)

Einstein Telescope: €2 Million for a Pioneer Project

The aim is to develop theoretical models describing physical processes inaccessible to current detectors but within reach of the Einstein Telescope.

[link](#)

10.03.2025 Sardegna Live (IT)

ET-Now: Italy Focuses on the Einstein Telescope in Sardinia

The project, led by Paolo Pani, aims to develop theoretical models for the future gravitational wave observatory, with €2 million in funding.

[link](#)

10.03.2025 L1 Nieuws (NL)

Einstein Telescope Aims to Ride Europe's Innovation Wave

The Einstein Telescope project is presented as a flagship of innovation, with the Netherlands, Belgium, and Germany working to secure it.

[link](#)

10.03.2025 Rijksoverheid (NL) u.a.

Netherlands, Germany, and Belgium Join Forces for the Einstein Telescope

“The border region of the Netherlands, Germany, and Belgium is the place for the Einstein Telescope, and we will make every effort to bring it here,” said Minister Beljaarts during a joint visit with his colleagues from North Rhine-Westphalia, Wallonia, and Flanders.

[link 1](#), [link 2](#)

10.03.2025 Ministry of Economic Affairs of North Rhine-Westphalia u.a.

Minister Neubaur Visits Einstein Telescope Pathfinder with Dutch and Belgian Officials

The Einstein Telescope will be a massive underground facility for detecting and studying gravitational waves, aiming to answer fundamental scientific questions.

[link 1](#), [link 2](#)

03.03.2025 Cagliari Today

Tourism and the Einstein Telescope: Sardinia and USA Closer

Regional President Alessandra Todde meets U.S. Embassy Chargé d’Affaires Shawn Crowley to explore new cooperation opportunities.

[link](#)

03.03.2025 Pro Physik

Pure Tones Reveal the Interior of Neutron Stars

Gravitational waves provide insights into the equation of state of neutron star matter. With the planned Einstein Telescope in Europe, long decay signals could be clearly measured.

[link](#)

03.03.2025 Sardegna Live (IT)

Region of Sardinia: €350 Million for the Einstein Telescope Project

President Todde announces significant investments for Nuoro and Ogliastra, aiming to boost the local economy and improve infrastructure.

[link](#)

03.03.2025 ANSA (IT)

Todde–Confindustria Nuoro Focus on Transport and Energy

“The €350 million allocated for the Einstein Telescope project is not hypothetical money but will be spent with immediate benefits for the whole region,” said President Todde.

[link](#)

03.03.2025 Cagliariapad

Confindustria–Region Meeting, Todde Assures: “Concrete Commitment”

President Todde reiterated that the €350 million for the Einstein Telescope will be spent with immediate positive impacts on the region, acting as a true economic accelerator.

[link](#)

03.03.2025 Italpress

Todde Meets Confindustria: “Many Topics, Continuous Dialogue”

“The region cannot afford not to make the most of the €350 million for the Einstein Telescope,” said Todde.

[link](#)

February

28.02.2025 Vrije Universiteit Amsterdam (NL)

Revolutionizing the Einstein Telescope Design

This project receives a €3 million grant from the Dutch Research Council (NWO) as part of a national initiative to advance the Einstein Telescope, announced last September.

[link](#)

27.02.2025 Frankfurter Allgemeine Zeitung

Was der Klang der Neutronensterne verrät

When neutron stars collide, they generate gravitational waves. Researchers from Frankfurt and Darmstadt have calculated what these signals could reveal. Within the next ten years, Europe’s Einstein Telescope is expected to detect such signals.

[link](#)

26.02.2025 Nikhef

New impulse for instrument design Einstein Telescope

A team of six PhD students and six postdocs has begun work on improving the design of the Einstein Telescope.

[link](#)

25.02.2025 Astrospace (IT)

Inaugurati a Napoli due nuovi laboratori per la ricerca su Einstein Telescope e superconduttività

The PLANET laboratory will focus on developing key technologies for the Einstein Telescope, an international project that could be built in Italy at the Sos Enattos site in Sardinia.

[link](#)

24.02.2025 Sächsische Zeitung / Görlitz

Zehn Forderungen an die neue Bundesregierung

Following the Astrophysics Center, Lusatia aims to win the European competition to host the Einstein Telescope and secure long-term funding for the construction research center.
(print edition)

23.02.2025 La Repubblica (IT)

Federico II, via ai laboratori PLaNet e Ail, funzionali alla realizzazione del futuro interferometro

The University of Naples “Federico II” inaugurated the PLaNET and AIL laboratories, which will support the creation of the Einstein Telescope.

[link](#)

23.02.2025 Earth.com

New technology dramatically boosts gravitational wave detection

Europe’s planned Einstein Telescope aims to use underground triangular tunnels to reduce seismic noise in gravitational wave observations.

[link](#)

20.02.2025 BRF (BE)

Parlamentspräsidentin der DG wirbt in Brüssel für Einstein-Teleskop

Patricia Creutz-Vilvoye used her visit to Brussels to promote hosting the Einstein Telescope in the Euregio Maas-Rhine.

[link](#)

20.02.2025 Grenzecho

Parlamentspräsidentin Patricia Creutz-Vilvoye leitet belgische Delegation in Brüssel

During informal talks with Belgian, German, and Dutch parliamentarians, Patricia Creutz-Vilvoye again advocated for locating the Einstein Telescope in the border region.

[link](#)

20.02.2025 New Sarde (IT)

EINSTEIN TELESCOPE – IN ARRIVO NUOVE ULTERIORI RISORSE DALLA REGIONE

The Sos Enattos site has all the ideal characteristics to host the Einstein Telescope, a major European project for the world's most powerful gravitational wave observatory.

[link](#)

20.02.2025 Sardinia Post (IT)

Einstein Telescope, in Consiglio passa la mozione del Pd per stanziare più fondi

The regional council unanimously approved a motion to allocate more funds for the Einstein Telescope.

[link](#)

20.02.2025 Cagliari Today (IT)

Dall'Einstein Telescope 36mila posti di lavoro: quali figure professionali serviranno

The Einstein Telescope could generate tens of thousands of jobs over its nine years of construction, given the wide range of professional roles required.

[link](#)

20.02.2025 CagliariPad (IT)

Einstein Telescope, servono più risorse | Deriu: "Segnale forte"

The regional council approved a motion committing the Todde government to make the Sos Enattos bid more competitive.

[link](#)

20.02.2025 Grenzecho

Einstein-Teleskop: Wird hier bald das Universum erforscht?

The planned Einstein Telescope could become one of Europe's largest scientific projects and may be built in the Euregio Maas-Rhine.

[Link](#)

19.02.2025 Radio 700

Einstein-Teleskop könnte Flandern Vorteile verschaffen

According to a study, hosting the Einstein Telescope in the Euregio Maas-Rhine could increase productivity in Flanders by up to €1.5 billion.

[link](#)

19.02.2025 Goed Nieuws (NL)

Nieuwe stap vooruit om Einstein Telescope naar grensregio te halen

The Netherlands is in the running to build the Einstein Telescope. A new network organization, Einstein Telescope Nederland (ET-NL), has been established with partners in Germany and Belgium to strengthen the bid.

[link](#)

18.02.2025 The Brussels Times

'Einstein Telescope' can boost Flemish productivity and innovation, study shows

A study suggests the Einstein Telescope could bring €1.5 billion in productivity growth, create up to 925 jobs, and foster a high-tech cluster in Flanders.

[link](#)

18.02.2025 Sächsische Zeitung

Signal an den Bund: Idee für Bauforschungszentrum lebt

Politicians from Bautzen and Dresden emphasized the importance of creating a construction research center, possibly linked to attracting the Einstein Telescope to Upper Lusatia.

[link](#)

18.02.2025 BRF (BE)

Einstein-Teleskop: Projekt könnte Provinz Limburg stärken

The planned Einstein Telescope could boost productivity in Flanders by 0.22%, equivalent to €1.5 billion.

[link](#)

18.02.2025 belga news agency (BE)

Einstein Telescope could boost Flemish economy and innovation, study finds

The Einstein Telescope could generate €1.5 billion in productivity growth and around 925 jobs in Flanders, positioning the region as an innovation hub.

[link](#)

18.02.2025 De Specialist (BE)

Einsteintelecoop, hefboom voor Vlaamse productiviteit en innovatie (studie)

The Einstein Telescope could deliver €1.5 billion in productivity gains and around 925 jobs in Flanders, as well as develop a high-tech scientific cluster.

[link](#)

18.02.2025 De Tijd / Podcast (BE)

18/02 | Europese leiders verdeeld na top in Parijs | Vlaamse regering zet vaart achter plan voor industrie | Einsteintelecoop is duur maar return is groot

Can Flanders build the Einstein Telescope? The costs are high, but the potential returns are significant.

[link](#)

18.02.2025 De Tijd (BE)

Hoe een peperdure ondergrondse telescoop de vergrijzing in Vlaanderen mee moet opvangen

The €2 billion Einstein Telescope could bring thousands of jobs and productivity growth to Flanders—if it is built in the Limburg border region.

[link](#)

17.02.2025 Roermond nieuws (NL)

Einstein Telescope brengt ook banen naar Midden-Limburg

With the Dutch government naming it a “national priority,” the Einstein Telescope promises not only scientific advancement but also jobs and economic benefits for the region.

[link](#)

17.02.2025 VRT News (BE)

Meer dan 12.000 jobjaren en 1,5 miljard euro: studie berekent socio-economische impact van Einsteintelecoop op Vlaanderen

If built at the three-border region, the Einstein Telescope could deliver over 12,000 job-years and €1.5 billion in benefits to Flanders.

[link 1](#)

[link 2](#)

13.02.2025 Provincie Limburg (NL)

Kabinet: Einstein Telescope is nationale prioriteit

The Dutch government has declared the Einstein Telescope a national priority and created ET-NL, a new coordinating organization, supported by €16 million in additional funding.

[link](#)

13.02.2025 NPO Radio1 09:30 - 11:30 (NL)

De Einsteintelecoop

Planned to be the largest scientific project in Europe after CERN, the Einstein Telescope will revolutionize gravitational wave research.

[link](#)

13.02.2025 ANSA u.a.

Einstein Telescope, nata task force per valutare costi e rischi

A 30-expert task force has been established to assess costs and technical risks for building the Einstein Telescope at Sos Enattos in Sardinia, updating its configuration and ensuring flexibility.

[link](#)

12.02.2025 chapeau magazine

Einstein Telescope en lokale samenwerkingen

Local companies, such as SBE in Eijsden, are contributing to the Einstein Telescope project in cooperation with RWTH Aachen University.

[link](#)

12.02.2025 Engineersonline.nl

Sjoerd Sjoerdsma en Stan Bentvelsen moeten de Einstein Telescope naar Nederland gaan halen

Sjoerd Sjoerdsma (CEO) and Stan Bentvelsen (CSO) will lead Einstein Telescope Nederland (ET-NL), coordinating Dutch efforts to bring the telescope to the Euregio Maas-Rhine.

[link](#)

11.02.2025 L1 Nieuws (NL)

Nieuwe regering België omarmt Einstein Telescoop

The new Belgian federal government supports the Einstein Telescope project, which may be built under the South Limburg hills.

[Link](#)

11.02.2025 Rijksoverheid (NL)

Nieuwe stap vooruit om Einstein Telescope naar grensregio te halen

The Netherlands is making a major push to secure the Einstein Telescope for the Euregio Maas-Rhine. The province of Limburg, the Dutch Research Council (NWO), and the national government have established Einstein Telescope Nederland (ET-NL) to coordinate efforts with partners in Germany and Belgium.

[link](#)

11.02.2025 BRF (BE)

Einstein-Teleskop: Der Stand der Dinge

Colliding neutron stars, black holes, and gravitational waves—space has much to offer. To better understand it, humanity must develop new technologies. The Euregio Maas-Rhine is at the forefront, as the Einstein Telescope could be built there in the coming years.

[link](#)

08.02.2025 Sächsische Zeitung

Astrophysiker suchen Standort für Untergrundlabor in der Oberlausitz

The German Center for Astrophysics plans to build an underground laboratory in Lusatia. Recently, a site visit took place in Hoske, Wittichenau, to assess potential locations.

[link](#)

08.02.2025 Grenzecho

Euregio ist weiterhin im Rennen um das Einstein-Teleskop

The Euregio Maas-Rhine remains in the race to host the Einstein Telescope, potentially impacting parts of East Belgium. Project spokesperson Henk Schroen explained the science, current planning, and possible regional effects.

[link](#)

07.02.2025 IT Boltwise

Neutronenstern-Kollisionen: Einblicke in die Geheimnisse der Kernmaterie

The discovery of “long afterglow” signals from neutron star collisions opens new possibilities for studying their mysterious internal structures. The planned Einstein Telescope in Europe could measure this phenomenon with high precision.

[link](#)

06.02.2025 Goethe Universität Frankfurt u.a.

Stimmgabeln im All: Wie reine „Töne“ das Innere von Neutronensternen enthüllen können

Scientists at Goethe University Frankfurt have developed a new method to study neutron stars' interiors using gravitational waves from collisions. The planned European Einstein Telescope could precisely measure the "long afterglow" effect.

[link 1](#), [link 2](#), [link 3](#), [link 4](#)

January

30.01.2025 Universität Hamburg

Gravitationswellenforschung made in Hamburg — Mit dem Einstein-Teleskop zu den Anfängen des Universums

Together with partners, researchers from the Quantum Universe Excellence Cluster at Universität Hamburg are developing and testing components for the future Einstein Telescope, a third-generation gravitational wave detector to be built in Europe in the coming decades.

[link](#)

29.01.2025 Bild der Wissenschaft

Gläserne Federn fürs Ohr zum All

Researchers are developing a new gravitational wave detector — the Einstein Telescope — whose core components are sensors made entirely of glass.

[link](#)

29.01.2025 Wochenspiegel (BE)

Das Einstein-Teleskop: Ein spannender Blick in die Zukunft

On February 11, Lupe invites the public to a special event introducing the Einstein Telescope — a major modern research project aimed at unlocking the secrets of the universe.

[link](#)

28.01.2025 Italpress

Sardegna, Todde "Unità di progetto per ospitare Einstein Telescope"

Sardinia continues its campaign to host the Einstein Telescope. Following a €350 million allocation, the creation of a research center, and hosting the G7 of Science at Sos Enattos, a new Project Unit has been established to strengthen the candidacy.

[link\](#)

25.01.2025 Agenzia Nova (IT)

Sardinia establishes Einstein Telescope project unit at Sos Enattos

The new Project Unit will serve as an operational and technical hub, collaborating with regional bodies to gather documentation and preliminary opinions needed for construction. This marks another step in Sardinia's bid to host the observatory at the Sos Enattos mining site.

[link](#)

25.01.2025 ANSA u.a.

Einstein Telescope a Lula, book candidatura con unità progetto

As announced, the regional government, led by President Alessandra Todde, has created a Project Unit to coordinate efforts for Sardinia's candidacy to host the Einstein Telescope at Sos Enattos in Lula.

[link](#)

24.01.2025 RAI News

Il fascicolo sulla candidatura sarà preparato dall'unità progetto

The regional Project Unit will oversee the preparation of the official candidacy dossier for the Einstein Telescope at the Sos Enattos site in Lula.

[link](#)

24.01.2025 ANSA u.a.

Ricercatori del Crenos a Bitti per volata a Einstein Telescope

On January 30 in Bitti, researchers, institutional representatives, and stakeholders will meet at the Ariston cinema-theater for a public event titled "*Einstein Telescope — Challenges and Opportunities for the Territory.*"

[link](#)

23.01.2025 Meteoweb (IT)

25 anni di INAF: satelliti e super-telescopi nel futuro dell'astrofisica italiana

INAF's president noted that with next-generation telescopes, detections of gravitational wave events — such as with the space-based LISA and the Einstein Telescope — will become much more frequent.

[link](#)

20.01.2025 Space.com

Gravitational waves offer a 'cosmic DNA test' for black holes

Future observatories — LIGO, Virgo, the planned underground Einstein Telescope, and the space-based LISA — will help refine models for interpreting gravitational wave signals and uncovering black hole origins.

[link](#)

19.01.2025 Heuvelland Vandag

Nieuwe metingen in Gulpen-Wittem en Vaals voor Einstein Telescoop

In the coming months, new measurements for the Einstein Telescope will be carried out in Gulpen-Wittem and Vaals using a specialized vehicle at various locations.

[link](#)

18.01.2025 Nieuwsblad (BE)

Meer dan miljoen voor ontwikkeling van lasrobot voor Einsteintelecoop: "Ook nuttig als hij niet komt"

[link](#)

18.01.2025 BRF (BE)

Einstein-Teleskop: 1,4 Millionen Euro für die Entwicklung eines Schweißroboters

Several companies and universities in the Euregio-Maas-Rhine are investing €2.8 million in developing a welding robot to produce pipes for the Einstein Telescope.

[link](#)

16.01.2025 ANSA (IT)

Gssi 'in prima fila nel progetto dell'Einstein Telescope'

At the opening of the academic year, the Rector of the Gran Sasso Science Institute expressed pride in being at the forefront of one of Europe's major research projects — the Einstein Telescope, for which Italy is bidding.

[link](#)

14.01.2025 TV Limburg (BE)

Specifieke commissie Vlaams Parlement buigt zich over kandidatuur Einstein Telescoop

[link](#)

13.01.2025 Heuvelland Vandaag (NL)

Vragen in Provinciale Staten over gevolgen Einstein Telescoop na aardbeving

Political party JA21 has asked whether earthquakes could pose an obstacle to building the Einstein Telescope, addressing the question to the Provincial Executive of Limburg.

[link](#)

13.01.2025 Science News

How we might finally find black holes from the cosmic dawn

Primordial black holes may have formed just after the Big Bang and could explain dark matter. Observatories like LISA, the Einstein Telescope, and Cosmic Explorer may be able to probe this earliest epoch.

[link](#)

07.01.2025 TV Limburg (BE)

Vlaamse regering wil Saksen overtuigen om mee te stappen in Euregionaal dossier voor bouw Einsteintelecoop

The Flemish government seeks to persuade the German state of Saxony to join the Euregio Maas-Rhine's bid to host the Einstein Telescope.

[link](#)

07.01.2025 MDR

Prognose: Welche wissenschaftlichen Durchbrüche wird es 2025 geben?

The article highlights anticipated scientific breakthroughs for 2025, including plans for the Einstein Telescope in Lusatia, a European third-generation gravitational wave detector aimed at listening back to the Big Bang.

[link](#)

07.01.2025 Cardiff University u.a.

Origins of black holes revealed in their spin, study finds

The Einstein Telescope could detect more massive black holes than ever before, offering unprecedented insight into their origins.

[link](#)

06.01.2025 HBVL (BE)

Duitse deelstaat Saksen officieel kandidaat voor bouw Einsteintelecoop

The German federal state of Saxony is now officially a candidate site for the Einstein Telescope, joining Sardinia as a competitor to Limburg.

[link](#)

2024

December

30.12.2024 – Sächsische Zeitung u.a.

Blick in die Sterne: Großforschungszentrum wächst in Görlitz

The universe presents scientists with countless mysteries. In Upper Lusatia, data streams from space will in the future be collected to shed more light on the darkness. ... The area in the triangle of cities between Bautzen, Hoyerswerda, and Kamenz is also being discussed as a possible location for the Einstein Telescope (ET).

Links: [1](#), [2](#)

Print: Dresdner Neueste Nachrichten, Döbelner Allgemeine Zeitung, Lausitzer Rundschau, 31.12.2024

27.12.2024 – Le Scienze

La corsa italiana per l'Einstein Telescope

By Domenico D'Urso, Viviana Fafone, Giancarlo Ghirlanda, and Michele Punturo

In Europe, the design of a new-generation gravitational wave observatory is gaining momentum. An excellent candidate site to host it is in Sardinia ...

[Link](#)

26.12.2024 – Beste-ID (NL)

Miljoenen voor ontwikkeling Einstein Telescoop

Construction of the Einstein Telescope will not start until after 2028, but preparations are in full swing. To ensure that the innovative technologies are ready on time, NWO has awarded a grant of €3 million to the National Institute for Subatomic Physics (Nikhef) and its university partners—Maastricht University, Vrije Universiteit Amsterdam, and Utrecht University—for research to enable the Einstein Telescope.

[Link](#)

26.12.2024 – Tag24

Europäisches Großprojekt in Sachsen: Unterstützung für das Einstein-Teleskop!

The presidents of the Euroregion Neisse—Stephan Meyer (Saxony), Martin Půta (Czech Republic), and Jerzy Łuźniak (Poland)—have expressed their support for the realization of the so-called Einstein Telescope. In Görlitz, they signed a corresponding declaration of support ...

[Link 1](#), [Link 2](#)

22.12.2024 – Görlitzer Anzeiger

Einstein-Teleskop: Das CERN des Ostens?

The Einstein Telescope is a planned international research project for measuring

gravitational waves. In an underground observatory, signals will be captured that allow insights into the earliest moments of the universe ...

[Link](#)

20.12.2024 – Provincie Limburg (NL) u.a.

Onderwijsminister geeft gehoor aan Limburgs appèl voor maatwerk in onderwijs

... An amount of €15.9 million has also been made available for the Einstein Telescope, an ambitious scientific project that will put Limburg on the map as an innovation region. Part of this is the creation of the Einstein Academy, which will further strengthen vocational education in South Limburg.

[Link 1](#), [Link 2](#), [Link 3](#)

20.12.2024 – Landkreis Görlitz

Rat der Euroregion Neiße tagte in Görlitz und unterzeichnete Erklärung zur Unterstützung des Einstein-Teleskops

... Signing of the declaration of support for the Einstein Telescope. Following presentations, the presidents of the Euroregion Neisse-Nisa-Nysa—Martin Půta, Jerzy Łużniak, and Dr. Stephan Meyer—signed a declaration supporting the project to establish the Einstein Telescope in Lusatia.

[Link](#)

20.12.2024 – WinFuture u.a.

Einstein-Teleskop: Sachsen bewirbt sich um Gravitationswellen-Detektor

In Saxony's Lusatia region, drilling is currently in full swing on a large underground granite block. The aim is to quickly prepare a bid to host a new gravitational wave telescope.

[Link 1](#), [Link 2](#)

20.12.2024 – RAI News

Regione, università e istituti di ricerca, insieme per portare ET a Sos Enattos

Agreement signed for development initiatives, from transport to education. From strengthening air and road transport to studying sustainable mobility solutions compatible with ET, and creating international schools and other initiatives to attract foreign researchers.

[link](#)

20.12.2024 – Italtpress

Todde "Einstein Telescope strategico per la Sardegna"

"We were very keen on signing this agreement, which follows the resolutions and funding already allocated in recent weeks. The Einstein Telescope is a strategic infrastructure for us,

and we have been working on it since day one."

[link](#)

20.12.2024 – Sardegna Live

Sardegna unita per l'Einstein Telescope: firmato l'accordo di sostegno

The community in Sardinia joins forces to support the candidacy of the area near the disused Sos Enattos mine in Lula (Nuoro) as the site for the Einstein Telescope, a major European research facility for gravitational wave detection.

[link](#)

20.12.2024 – ANSA u.a.

Intesa fra gli enti di ricerca per l'Einstein Telescope

Region, universities, INFN, INAF, and INGV unite to support the local area. Sardinia presents a united front in support of the candidacy of the area around the disused Sos Enattos mine in Lula (Nuoro) to host the Einstein Telescope, the future European gravitational wave research infrastructure.

[link 1](#), [link 2](#)

19.12.2024 Oiger

Im Ringen ums Einsteinteleoskop schmiedet die Lausitz internationale Bündnisse

To improve its chances of winning the bid for the planned European Einstein Telescope, researchers from the German Center for Astrophysics (DZA) in Görlitz plan to cooperate with colleagues from Italy and the Netherlands.[link](#)

19.12.2024 MDR

Wettlauf mit der Zeit um das Einstein-Teleskop in der Lausitz

The Einstein Telescope would transform the former coal-mining region of Lusatia in eastern Saxony into a world-class scientific hub overnight. But time is running out.

Interview with Günther Hasinger (audio, 7:32 min.)[link](#)

16.12.2024 Universe Vision / Youtube

Il Segreto dietro il Telescopio Einstein: Come Sta Rivoluzionando l'Esplorazione Spaziale!

Discover the exciting challenge of the Einstein Telescope, the future gravitational wave detector that promises to reveal the secrets of the early universe, right after the Big Bang.

[link](#)

16.12.2024 Reformatorisch dagblad u.a.

Miljoenen voor wetenschapsonderzoek, zoals Einstein Telescoop

Scientists will receive a total of 64 million euros for 21 research projects, with amounts ranging from 1 million to 3 million euros. According to the Dutch Research Council (NWO), which is distributing the funding, this money should help researchers “achieve a breakthrough” in their groundbreaking fundamental projects.

[link 1](#), [link 2](#)

16.12.2024 Maastricht University (NL) u.a.

Millions for enabling the Einstein Telescope

The construction of the Einstein Telescope is not planned to begin until after 2028, but preparations are already in full swing. To ensure that innovative technologies are ready on time, NWO granted 3 million euros to the National Institute for Subatomic Physics (Nikhef) and its university partners—Maastricht University, Vrije Universiteit Amsterdam, and Utrecht University—for research that will make the Einstein Telescope possible.

[link 1](#), [link 2](#), [link 3](#)

12.12.2024 INFN (IT)

EINSTEIN TELESCOPE: FIRMATA UNA LETTERA DI INTENTI TRA INFN E DZA

The National Institute for Nuclear Physics (INFN) and the German Center for Astrophysics (DZA) have signed a letter of intent to start a collaboration aimed at strengthening research and technological development activities for the Einstein Telescope project.[link](#)

09.12.2024 RTV Maastricht (NL)

Derde locatie in beeld voor Einstein Telescoop

In addition to the border area between Belgium, the Netherlands, and Germany, and Sardinia, a third potential location for the Einstein Telescope has emerged: the eastern German state of Saxony.

[link](#)

06.12.2024 De Limburger

'Nieuwe' concurrentie voor Einstein Telescope: ook Duitse deelstaat Saksen wil de detector bouwen

The Einstein Telescope could be built in the area—not far from the border with the Czech Republic and Poland—near the new German Center for...[link](#)

06.12.2024 Business AM (BE)

Vlaanderen en Nederland versterken banden op ministeriële bijeenkomst

Special attention was given to cross-border projects such as the Einstein Telescope, an initiative that positions Flanders and the Netherlands as leaders in innovative science.

[link](#)

06.12.2024 Hoyte24DE

Wie die Region im Koalitionsvertrag vorkommt

The coalition agreement, reached between the CDU and SPD for a new Saxon government, consists of 110 pages. In addition to establishing the German Center for Astrophysics, the state aims to secure the Einstein Telescope as a European large-scale research facility.

[link](#)

06.12.2024 Einstein Telescope (EMR)

Auch Sachsen will das Einstein-Teleskop bauen

In addition to the Belgian–Dutch–German border region and the Italian island of Sardinia, a third site is now in the running to host the Einstein Telescope: Saxony wants to bring the telescope to this eastern German state.[link](#)

04.12.2024 L'Unione Sarda

"Einstein Telescope, in ascolto dell'universo": a Nuoro l'inaugurazione della mostra e un convegno

Event at the Municipal Multifunctional Centre, where experts and authorities will speak about the major research project being proposed for Sardinia.

[link](#)

November

30.11.2024 Nieuwsblad (BE)

Baanbrekend ruimteonderzoek én een miljardenboost voor onze economie: waarom de Einstein Telescoop zo belangrijk is voor Vlaanderen

(Paid article, no description available.)

[link](#)

28.11.2024 University of Warsaw (PL)

"Einstein Telescope" Annual Meeting

500 scientists from across Europe attended the international annual meeting of researchers involved in the Einstein Telescope (ET) project.

[link](#)

28.11.2024 ANSA

Due esperimenti ascoltano il silenzio sismico nel sito dell'Einstein Telescope

At the disused Sos Enattos mine, the Italian site bidding to host the Einstein Telescope, two experiments are measuring the so-called seismic silence of Sardinia—an island that remains stable in the middle of a constantly moving Mediterranean.

[Link](#)

27.11.2024 L'Unione Sarda

Einstein Telescope, a Sos Enattos due studi sul silenzio sismico

Listening to the silence at Sos Enattos, the Lula mine, which is a candidate site to host the Einstein Telescope.

[Link](#)

26.11.2024 BRF (BE)

Einstein-Teleskop Thema beim Benelux-Gipfel - Auch NRW eingeladen

The joint efforts to establish the Einstein Telescope in the Belgian–German–Dutch border region were also a topic at the Benelux summit in Brussels.

[Link](#)

26.11.2024 Land NRW

Ministerpräsident Wüst beim Benelux-Gipfel in Brüssel

Ministerpräsident Wüst: Nur grenzüberschreitend und europäisch bewältigen wir die Aufgaben der Zukunft

Belgian Prime Minister Alexander de Croo, Dutch Prime Minister Dick Schoof, and Luxembourg Prime Minister Luc Frieden discussed, together with Minister-President Wüst and Minister for European Affairs Nathanael Liminski, the strengthening of European competitiveness and the joint efforts of the Netherlands, Belgium, and North Rhine-Westphalia for the Einstein Telescope.

[Link](#)

19.11.2024 GrenzEcho

Einstein-Teleskop in der Euregio: DG forciert Standortinitiative

At a strategic meeting between the DG Minister for Rural Development Gregor Freches (PFF), Walloon Economy Minister Pierre-Yves Jeholet (MR), and Limburg Province representative Stephan Satijn (VVD), the joint commitment to the Einstein Telescope project was reaffirmed.

[Link](#)

18.11.2024 Ostbelgien direkt (BE)

DG verstärkt ihre Bemühungen um eine Ansiedlung des Einstein-Teleskops in der Euregio Maas-Rhein

The Einstein Telescope will be a world-leading instrument for detecting gravitational waves. The Euregio Meuse–Rhine and the Italian region of Sardinia are bidding to host this groundbreaking facility.

[Link](#)

18.11.2024 BRF (BE)

Einstein-Teleskop-Projekt: Grenzüberschreitende Zusammenarbeit in der Euregio-Maas Rhein bestätigt

The decision on the location of the planned Einstein Telescope is still pending.

[Link](#)

09.11.2024 SH Magazine (IT)

Novembre al Castello di San Michele a Cagliari tra mostre, colazioni e percorsi sensoriali

The programme at the Municipal Art and Culture Centre continues with the exhibitions "Castellum Castri" and "Einstein Telescope – Listening to the Universe," open until 24 November, along with new Sunday events.

[Link](#)

October

29.10.2024 Land NRW

Antrittsbesuch der niederländischen Botschafterin: Ministerpräsident Wüst empfängt Hester Somsen in der Staatskanzlei

Minister-President Hendrik Wüst welcomed the new Dutch ambassador, Hester Marie-Jeanne Somsen, to the State Chancellery for her inaugural visit. One project of particular current importance is the joint effort of North Rhine-Westphalia, the Netherlands, and Belgian partners to host the Einstein Telescope.

[Link](#)

29.10.2024 ANSA (IT)

*Dall'Italia 1,3 miliardi per l'Einstein Telescope
In Sardegna il G7 sulle infrastrutture per la ricerca*

Italy is more determined than ever to host the future gravitational wave observatory, the Einstein Telescope, with a planned total investment of €1.3 billion from both government and Sardinia regional funds.

[Link](#)

29.10.2024 ANSA Sardegna (IT)

Einstein Telescope, Todde 'voglia di riuscire è valore aggiunto'

For Sardinian governor Alessandra Todde, “the determination to succeed is an added value,” affirming that the Region is ready to play its part in the Einstein Telescope project.

[Link](#)

29.10.2024 La Nuova Sardegna (IT)

G7 Scienza, Alessandra Todde: «Sardegna pronta ad accogliere l'Einstein Telescope»

At the G7 Science meeting in Oliena, Sardinian president Alessandra Todde stated that today is an extraordinary way to tell the world Sardinia is ready to welcome the Einstein Telescope.

[Link](#)

26.10.2024 Der Spiegel

»Einstein fände das ziemlich cool«

European researchers aim to capture signals from the early universe with a new super telescope. The Max Planck Institute for Gravitational Physics (Albert-Einstein-Institut, AEI) in Hannover, a key player in gravitational wave detection, recently installed a highly precise laser system at the Maastricht test facility for the Einstein Telescope. AEI researcher Harald Lück, co-coordinator of the 1,700-member ET Collaboration, has been advocating for the observatory for two decades.

[Link](#) (paid)

24.10.2024 Earth and Space

New Gravitational Wave Telescope Set to Revolutionize Our Understanding of the Universe

The Einstein Telescope (ET), located underground in Europe, will have three triangular arms, each 10 km long—more than double LIGO's length—offering unprecedented sensitivity and scope for gravitational wave detection.

[Link](#)

23.10.2024 Engineers Online (NL)

Vlaamse regering reserveert 200 miljoen voor Einstein Telescope in Limburg

The Flemish government has allocated €200 million for the construction of the Einstein Telescope in the Belgium–Netherlands–Germany border region, announced during the fourth ministerial meeting on the project.

[Link](#)

23.10.2024 ANSA (IT)

Una governance per candidatura italiana Einstein Telescope

A multi-level governance structure is being created to support and promote the candidacy of Sos Enattos in Lula (Nuoro province) to host the Einstein Telescope.

[Link](#)

23.10.2024 Meteoweb (IT)

La Sardegna vuole l'Einstein Telescope: nasce una task force

Sardinian president Alessandra Todde announced the creation of a project unit to oversee the authorization process for the Einstein Telescope.

[Link](#)

23.10.2024 Gazzetta Sarda (IT)

Villa Devoto: la Giunta Regionale rafforza il sostegno a Sos Enattos per l'Einstein Telescope e adotta nuove misure

The regional government has approved the creation of multi-level governance to support the candidacy of Sos Enattos as the site for the Einstein Telescope, a major scientific project that could place Sardinia at the forefront of international research.

[Link](#)

23.10.2024 Sardinia Post (IT)

Einstein Telescope, la Giunta lancia l'Unità di progetto con un team per sostenere la candidatura di Lula

The Sardinian regional government approved an agreement with institutional and local partners to create multi-level governance for promoting the Sos Enattos site as host of the Einstein Telescope.

[Link](#)

23.10.2024 Agenzia Nova (IT)

Sardegna: Einstein Telescopoe, Regione creerà governance per promuovere candidatura Sos Enattos

The Sardinian regional government gave the go-ahead for an agreement with institutional and territorial partners to create multi-level governance supporting the Sos Enattos bid for the Einstein Telescope.

[Link](#)

22.10.2024 Einstein Telescope Italy

DELEGAZIONI DEI PAESI G7 IN VISITA A SOS ENATTOS

On October 29, delegations of G7 member states and representatives of scientific institutions and major research infrastructures will visit the Sos Enattos site, a candidate location for the Einstein Telescope.

[Link](#)

21.10.2024 BRF (BE)

Gute Nachrichten für Einstein-Teleskop

Initial test drilling in the Euregio Maas-Rhine region has yielded promising results for the Einstein Telescope project, although the final site decision has yet to be made.

[Link](#)

18.10.2024 Rijksoverheid u.a. (NL)

Einstein Telescope in Limburg stap dichterbij

Major progress has been made toward building the Einstein Telescope in the Belgium–Netherlands–Germany border region. Flanders has reserved €200 million, and Belgium and the Netherlands support steps in Germany to secure funding.

[Link 1](#), [Link 2](#), [Link 3](#), [Link 4](#), [Link 5](#), [Link 6](#), [Link 7](#), [Link 8](#)

16.10.2024 Radboud Universiteit (NL)

Nijmeegse studenten waarschuwen ruimtemissie voor lawaaiige witte dwergen

Two master's students and their supervisor predict that background noise from orbiting white dwarf stars will exceed that from binary black holes for the LISA space mission, but note that it can be filtered and even yield new insights.

[Link 1](#), [Link 2](#)

16.10.2024 vrt News (BE)

Ausstellung zum "Einstein Teleskop" im Thor Park in Genk

This autumn, the FacThory in Thor Park is hosting a temporary exhibition dedicated to the Einstein Telescope.

[Link](#)

14.10.2024 Galvanotechnik

Einstein-Teleskop startet neue Ära in der Astronomie

The future gravitational wave detector Einstein Telescope will employ the latest laser technology to study the universe.

[Link](#)

03.10.2024 MeteoWeb (IT)

Einstein Telescope, nuovo incontro oggi in Italia

At today's meeting in Italy, participants discussed the project's timeline and possible configurations for the Einstein Telescope.

[Link](#)

03.10.2024 HuffPost Italia

Duello Italia-Olanda per il Telescopio Einstein

At the Big Science Business Forum in Trieste, INFN President Antonio Zoccoli presented the €2 billion project to build the Einstein Telescope in an abandoned Sardinian mine, noting Italy's optimism but recognizing strong competition from the Netherlands.

[Link](#)

03.10.2024 ANSA (IT)

A 20 anni Virgo fa da volano all'Einstein Telescope

Minister Bernini said the Virgo detector is a model for gravitational wave research and expressed hope for closer collaboration between Virgo and the future Einstein Telescope in Sardinia.

[Link](#)

02.10.2024 Rai News (IT)

Il sogno del Telescopio Einstein in Sardegna: connessione tra scienza e imprese

At the BSBF in Trieste, INFN President Zoccoli said the Einstein Telescope would create a high-tech industrial ecosystem, benefiting both science and business.

[Link](#)

02.10.2024 Antenne Sachsen u.a.

Hier wird bald in Görlitz an Technologien der Zukunft geforscht

In Görlitz, prototype silicon mirrors for the Einstein Telescope and imaging sensors will be developed in collaboration with TU Dresden and Fraunhofer Institutes.

[Link 1](#), [Link 2](#)

02.10.2024 dpa u.a.

Deutsches Zentrum für Astrophysik bekommt Ausrüstung

The German Center for Astrophysics in Saxony is receiving equipment for research, including cryogenic receivers for radio telescopes and prototype silicon mirrors for the Einstein Telescope.

[Link 1](#), [Link 2](#), [Link 3](#), [Link 4](#), [Link 5](#), [Link 6](#), [Link 7](#), [Link 8](#), [Link 10](#), [Link 11](#), [Link 12](#), [Link 13](#)

01.10.2024 Sächsische.de

Görlitzer Forscher hoffen auf das Zwei-Milliarden-Euro-Teleskop

The state of Saxony aims to bring the €2 billion Einstein Telescope to the Lausitz region.

[Link](#)

September

28.09.2024 radiolina (IT)

Ep. 28 – Einstein Telescope - Una Finestra sull'Universo con Manuel Floris

A Window to the Universe, the Radiolina program that explores the cosmos from Earth to the Moon and beyond, presented by astrophysicist and director of L'Unione Sarda Planetarium, Manuel Floris. (Podcast, 14:56 min.)

[Link](#)

17.09.2024 MSN (NL)

België, Nederland en Duitsland leggen laatste hand aan kandidatuur Einstein Telescoop

Belgium, the Netherlands, and North Rhine-Westphalia (Germany) signed a declaration of intent for their joint bid to host the Einstein Telescope at the tri-border area, announced by Walloon Minister of Innovation Willy Borsus.

[Link](#)

17.09.2024 Provincie Limburg (NL) u.a.

Einstein Academy voor opleiden vakmensen in Limburg

The Dutch government, the Province of Limburg, and NWO will invest €15.9 million to stimulate innovation and create the Einstein Academy, expected to train hundreds of skilled workers over the coming years to build and maintain the Einstein Telescope.

[Link 1](#), [Link 2](#), [Link 3](#)

17.09.2024 Universe Today u.a.

Future Gravitational Wave Observatories Could See the Earliest Black Hole Mergers in the Universe

Researchers modeled the evolution of black hole mergers to predict gravitational wave signals detectable by the Einstein Telescope in the coming years, with hopes of studying primordial gravitational waves from the Big Bang using next-generation observatories like LISA.

[Link 1](#) [Link 2](#)

16.09.2024 NL Times

Netherlands in the race for massive underground telescope project: Budget Day leak

The Netherlands is competing to host the Einstein Telescope, a massive underground observatory measuring 10 km per side. Government sources say millions will be allocated to secure the project in Limburg.

[Link](#)

15.09.2024 RTL (NL)

Nederland aast op ondergrondse telescoop van 10 kilometer: 'Een ongekend project'

The Netherlands aims to host the 10 km × 10 km underground Einstein Telescope in Limburg, with funding commitments expected on Budget Day, RTL Nieuws reports.

[Link](#)

13.09.2024 Sächsische Zeitung u.a.

Kultur zwischen Welterbe und Astro-Zentrum

About 100 people met in Knappenrode to strengthen cultural connections between Saxony and Brandenburg. Plans include developing new technologies and materials, as well as proposing the Einstein Telescope—designed as an equilateral triangle with 10 km arms—for the Lausitz region.

[Link 1](#), [Link 2](#)

08.09.2024 La Nuova Sardegna

Anna Maria Bernini punta su Et: «A Sos Enattos sorgerà una città della scienza»

Minister of University and Research Anna Maria Bernini announced plans for a “city of science” in Sardinia to revitalize the area, highlighting the Einstein Telescope project at the

Cernobbio Forum.

[Link](#)

08.09.2024 Innovation Origins

Nederlandse consortia krijgen €2,75 miljoen voor onderzoek naar trillingsdamping Einstein Telescope

Dutch consortia have received €2.75 million to research vibration damping for the Einstein Telescope, Europe's most sensitive gravitational wave observatory.

[Link](#)

05.09.2024 MDR

Seismische Messungen für Untergrundlabor in der Lausitz

Seismic measurements are being conducted in the Lausitz region as part of preparations for an underground astrophysics laboratory, potentially linked to the Einstein Telescope.

[Link](#)

04.09.2024 Universiteit Leiden (NL)

Chasing gravitational waves: damping vibrations in underground Einstein Telescope

Leiden researchers and companies will develop vibration damping technology for the Einstein Telescope, requiring extreme sensitivity and operation near absolute zero.

[Link](#)

03.09.2024 Mashable India

Something Happened Before The Big Bang, Study Says. It May Solve Dark Matter Mystery

A new theory suggests primordial black holes formed before the Big Bang may be the source of dark matter. Future observatories like LISA and the Einstein Telescope could detect the gravitational waves they produced.

[link](#)

02.09.2024 WinFuture

Neue These: Dunkle Materie kommt aus der Zeit vor dem Urknall

A growing number of cosmologists propose that the Big Bang was not the beginning of time. Gravitational waves from primordial black holes, potentially detected by LISA or the Einstein Telescope, could confirm if they make up dark matter.

[link](#)

01.09.2024 LiveScience u.a.

The universe had a secret life before the Big Bang, new study hints

Researchers modeled gravitational waves from black hole formation before the Big Bang, concluding they could be detected by next-generation observatories such as LISA and the Einstein Telescope.

[Link 1](#), [Link 2](#)

August

31.08.2024 De Limburger (NL)

Einstein Telescoop kan veel leren van CERN

[Link](#) (paid)

31.08.2024 Alles Lausitz

Die Astrophysik hält bei Kahlbaum in Görlitz Einzug

Minister Gemkow stated: "We also want to bring the Einstein Telescope to Saxony and support all efforts leading to a location decision for Lusatia."

[link](#)

29.08.2024 ANSA (IT)

All'Einstein Telescope serve silenzio, misure sui rumori in Sardegna – Installati strumenti nell'ex miniera di Sos Enattos nel Nuorese

How quiet is the site of the former Sos Enattos mine in Lula, Nuoro province, Italy's candidate to host the Einstein Telescope? Measurements are being taken to study environmental noise levels at this location.

[link](#)

28.08.2024 Sächsische Zeitung

Görlitzer Forscher hoffen auf das Zwei-Milliarden-Euro-Teleskop

The state of Saxony wants to bring the Einstein Telescope to Lusatia. Görlitz astrophysicists see this mega-investment as an opportunity for cutting-edge research.

[link](#)

26.08.2024 Sächsische Zeitung

Hundert Millionen Euro für Sachsens Forschung, daraus sollen letztlich Firmen werden

Saxony's new astrophysics institute hopes to host the €2 billion Einstein Telescope deep in Lusatia's granite. Funding has already been allocated for feasibility studies.

[link](#)

23.08.2024 Sachsen Fernsehen

Schwarze Löcher, fremdes Leben im All – was ist dran? Großforschungszentrum kommt in die Lausitz

Saxony wants to bring the Einstein Telescope to Lusatia. The facility would detect and analyze gravitational waves from space.

Duration: 3:13 min.

[link](#)

22.08.2024 Simons Foundation

New Detectable Gravitational Wave Source From Collapsing Stars Predicted From Simulations

Ripples in space-time from the collapse of massive spinning stars could be within reach of LIGO and Virgo. Future detectors like the Cosmic Explorer and Einstein Telescope could detect dozens of such events annually.

[link](#)

22.08.2024 Radio Lausitz

Meilenstein für Deutsches Zentrum für Astrophysik in der Lausitz

The state government will support efforts to establish the Einstein Telescope in Lusatia.

[link](#)

22.08.2024 dpa Sachsen u.a.

Sachsen will Einstein-Teleskop in den Freistaat holen

The Saxon government wants to bring the Einstein Telescope to eastern Saxony, competing with other European regions.

[link 1](#), [link 2](#), [link 3](#), [link 4](#), [link 5](#), [link 6](#), [link 7](#), [link 8](#), [link 9](#), [link 10](#), [link 11](#), [link 12](#), [link 13](#), [link 14](#)

22.08.2024 Oiger

Sachsen will Einstein-Teleskop in die Lausitz holen

Saxony's politicians and scientists aim to host the underground Einstein Telescope in Lusatia, enabling the detection of gravitational waves with unprecedented precision and combining them with radio telescope data to study the universe's "nursery."

[link](#)

22.08.2024 Lausitzer Rundschau

Astrophysik in Görlitz: Neben dem DZA soll nun auch das Einstein-Teleskop nach Sachsen

Saxony has purchased several ruins in Görlitz for the German Center for Astrophysics campus. The state now also wants to host the Einstein Telescope.

[link](#)

22.08.2024 Zeit Online

Sachsen will Einstein-Teleskop in den Freistaat holen

Saxony supports all efforts toward a location decision for the Einstein Telescope in Lusatia, said Science Minister Sebastian Gemkow at a German Center for Astrophysics event in Görlitz.

[link](#)

22.08.2024 Sachsen.de

DZA-Campus kommt auf Görlitzer Kahlbaum-Areal – Freistaat will Einstein-Teleskop nach Sachsen holen

Saxony's Science Minister Sebastian Gemkow confirmed the state's commitment to securing the Einstein Telescope for Lusatia.

[link](#)

21.08.2024 Sächsische.de

Sachsens Grüne stellen Programm für nach der Landtagswahl vor

Green Party leader Franziska Schubert supports bringing the Einstein Telescope to Lusatia to search vast areas of the universe for gravitational waves.

[link](#)

21.08.2024 Euregio Aktuell

Aktuelle Euregio Nachrichten #1

The Euregio Maas-Rhine is making further progress in its bid for the Einstein Telescope. Senior representatives from Belgium, Germany, and the Netherlands met to advance the project.

[link](#)

19.08.2024 De Limburger (NL)

Meld je aan voor het MKB Zomer Event van Provincie Limburg

On 18 September, the Province of Limburg will host the MKB Summer Event in Maastricht, where entrepreneurs can network and learn about major developments in the region, including the Einstein Telescope.

[link](#)

14.08.2024 Sardegna Reporter (IT)

A Cagliari Castello di San Michele aperto per Ferragosto

The first floor's main hall hosts the exhibition *Einstein Telescope – Listening to the Universe*, featuring topics from gravitational waves to black holes, neutron stars, and dark matter.

[link 1](#), [link 2](#)

12.08.2024 Raketa (HU)

Új ablak nyílik az univerzumra az Einstein-teleszkóppal, ami ezerszer több gravitációs hullámot észlel elődeinél

Hungarian researchers' muon detector studies will help determine where to build the Einstein Telescope, capable of detecting a thousand times more gravitational waves than its predecessors.

[link](#)

03.08.2024 L'Unione Sarda

“Onde gravitazionali, Et e cielo stellato”: incontro tra esperti a Ittiri

The municipality of Ittiri, together with Pro Loco and AIF, is organizing the event “Gravitational Waves, Einstein Telescope, and Starry Sky in Ittiri,” a journey through 14 billion years of cosmic history.

[link](#)

July

26.07.2024 ANSA u.a.

Il progetto dell'Einstein Telescope in una mostra a Cagliari

At the Castello di San Michele until 24 November, an exhibition presents the Einstein Telescope project.

[link 1](#), [link 2](#)

26.07.2024 Provincie Limburg / YouTube

De beste plek voor de Einstein Telescope? Zo wordt het onderzocht

The perfect location for the Einstein Telescope? This video shows how the research is conducted.

Duration: 01:21 min.

[link](#)

23.07.2024 La Stampa

Lula, il paese fantasma che sogna il super telescopio

This small town in the province of Nuoro, battling depopulation and unemployment, is competing—together with the Netherlands—to host the Einstein Telescope. Residents say: “This place is dying, this way it can be reborn.”

[link](#)

10.07.2024 Astronews

Laserlicht für Gravitationswellen-Detektor der dritten Generation

The Einstein Telescope will be a third-generation gravitational-wave detector in Europe, about ten times more sensitive than current instruments. Technologies are being developed and tested at the ETpathfinder facility in Maastricht, including a newly installed and stabilized laser source from AEI Hannover.

[link](#)

08.07.2024 Popular Mechanics

This Tiny Particle Could Upend Everything We Know About Gravity—And the Universe—Scientists Say

A breakthrough at the smallest scale could help solve major cosmic mysteries. “We’re hoping to build the successor to LIGO/VIRGO, called the Einstein Telescope,” says Oosterkamp. Planned for the mid-2030s in Europe, it will be a next-generation gravitational-wave detector.

[link](#)

06.07.2024 PhysOrg

Exploring the possibility of probing fundamental spacetime symmetries via gravitational wave memory

Researchers, including members of the Einstein Telescope collaboration, study the observational prospects of gravitational wave memory, aiming to test fundamental spacetime symmetries.

[link](#)

05.07.2024 Schweizerische Astronomische Gesellschaft

Laserlicht für den Wegbereiter des Einstein-Teleskops

Scientists from the Max Planck Institute for Gravitational Physics and Leibniz University Hannover have installed and tested a laser source at ETpathfinder, a key R&D facility for the future Einstein Telescope.

[link](#)

05.07.2024 CERN Courier

CERN teams up with ET on civil engineering

The Einstein Telescope, a proposed third-generation gravitational-wave observatory in Europe, will require a new underground triangular infrastructure with 10 km-long arms.

[link](#)

05.07.2024 Oiger

Bund gibt 1,1 Milliarden für neues Astrozentrum in Lausitz, Sachsen kauft die Grundstücke

Germany will invest up to €1.1 billion by 2038 in the German Center for Astrophysics planned in Lusatia. The team also aims to host the Einstein Telescope at an external DZA site in the region.

[link](#)

02.07.2024 Allgemeine Bauzeitung

ESD- und Explosionsschutz für Einstein Telescope – Geschützter Blick in den Himmel auf Sterne

The Einstein Telescope's technology is protected from damage by electrostatic discharge and contamination through a special ESD floor system.

[link](#)

02.07.2024 Il Sole 24 Ore

Spazio: Spagna supporta la proposta italiana per costruire Einstein Telescope

Italy's candidacy to host the Einstein Telescope in Sardinia is strengthened by Spain's support, formalized in an agreement signed in Olbia.

[link](#)

02.07.2024 Olbia

A Olbia firmato l'accordo per l'Einstein Telescope

The Italian government reaffirmed the Einstein Telescope as a top priority, signing a cooperation agreement with Spain to support the project in Lula.

[link](#)

02.07.2024 RAI News

Olbia, accordo Italia-Spagna per l'Einstein Telescope

Minister Anna Maria Bernini signed an agreement with Spanish Deputy Minister Juan Cruz Cigudosa to support Italy's bid for the Einstein Telescope.

[link](#)

02.07.2024 Astrospace (IT)

La Spagna firma con l'Italia per sostenere la costruzione di Einstein Telescope in Sardegna

The agreement provides Spain's support for building the Einstein Telescope in Sardinia, a major underground interferometer for gravitational wave research.

[link](#)

02.07.2024 L'Unione Sarda

Einstein Telescope sotto attacco: «Le nostre pale hanno la priorità»

Some wind farm proponents argue their projects between Nuoro and Orune should take precedence over the Einstein Telescope investment.

[link 1](#), [link 2](#)

02.07.2024 ANSA u.a.

Einstein Telescope, firmato l'accordo di cooperazione scientifica Italia-Spagna

[link 1](#), [link 2](#)

02.07.2024 ANSA u.a.

Einstein Telescope, l'intesa con la Spagna rafforza la candidatura dell'Italia

Minister Bernini signed an agreement in Olbia with Deputy Minister Cigudosa, securing Spain's support for Italy's bid to host the Einstein Telescope at Sos Enattos.

[link 1](#), [link 2](#)

02.07.2024 INFN

EINSTEIN TELESCOPE, AGREEMENT ITALY-SPAIN TO SUPPORT THE ITALIAN CANDIDACY

Italy's bid to build the Einstein Telescope in Sardinia gains momentum with the signing of a cooperation agreement between Minister Bernini and Deputy Minister Cigudosa.

[link](#)

June

27.06.2024 INFN

FROM KAGRA TO EINSTEIN TELESCOPE: ITALY-JAPAN AGREEMENT FOR A GRAVITATIONAL WAVE RESEARCH PROJECT

During a meeting on scientific and technological cooperation between Italy and Japan, Italian Minister of University and Research Anna Maria Bernini and Japanese Minister of Education, Culture, Sports, Science and Technology Masahito Moriyama announced the launch of an important research project on gravitational waves.

[link](#)

25.06.2024 L1 Nieuws

Onderwijscentrum geeft uitleg over Einstein Telescope

To engage students in the large scientific project Einstein Telescope, the Discovery Museum in Kerkrade has opened a special education center.

Start of report at approx. 15:25 min.

[link](#)

25.06.2024 Provincie Limburg

Educatiecentrum over Einstein Telescope officieel geopend in Discovery Museum Kerkrade

Interactive learning, hands-on research, and sharing experiences — that's what secondary school students will do when visiting the Einstein Telescope Education Centre (ETEC).

[link](#)

25.06.2024 Corriere dell'Economia

Einstein Telescope: opportunità di sviluppo per la Sardegna

President Todde announces the Einstein Telescope project, which will transform the region and bring confidence in the island's future.

[link 1](#) , [link 2](#)

25.06.2024 Earth.com

Einstein Telescope will revolutionize cosmic observations

The proposed Einstein Telescope gravitational wave detector aims to transform our understanding of the universe. Planned at the Germany–Belgium–Netherlands border triangle, it will use advanced laser technology to measure gravitational waves and provide unprecedented insights into cosmic events.

[link](#)

25.06.2024 L1 Nieuws

Scholieren krijgen een lesje Einstein Telescope: 'Natuurkunde in het echt toepassen'

Whether the Einstein Telescope will come to South Limburg will be known only next year.

[Link](#), [link 2](#)

21.06.2024 askanews u.a.

Todde: Einstein Telescope opportunità straordinaria per Sardegna

“The Einstein Telescope is an extraordinary opportunity for Lula and the entire Nuoro area,” said Sardinia’s President Alessandra Todde during the meeting “Lula and the Territory Meet E.T.” in Lula.

[link 1](#) , [link 2](#), [link 3](#)

21.06.2024 Aachener Zeitung

Noch viele Hürden bis zum Einstein-Teleskop

The prospects for realizing the Einstein Telescope at the border triangle remain open, but the vision is becoming clearer, with more groundwork being laid for this major project.

Print: Aachener Zeitung, 21.06.2024, Local, p.18

[link](#)

20.06.2024 Sardegna Live

Alessandra Todde domani a Lula per l'incontro-dibattito sull' Einstein Telescope

A day of discussion and in-depth exchange organized by the Municipality of Lula. Live streaming on Sardegna Live.

[link](#)

17.06.2024 Sächsische Zeitung

Astrophysik in der Lausitz: Was das für die Anwohner bedeutet

The Einstein Telescope will be a gravitational wave detector ten times more sensitive than existing instruments. Building it in Lusatia would be a huge success, says Christian Stegmann. The underground lab is essentially a precursor to the Einstein Telescope.

Print: Sächsische Zeitung, 17.06.2024, Local Hoyerswerda, p.7

15.06.2024 Hoyte24

Will Sachsen zum Labor auch das Teleskop?

According to Stegmann, a decision is expected in late summer on whether Saxony will join the race to host the Einstein Telescope.

[link](#)

14.06.2024 Sächsische Zeitung / Hoyerswerda

Einstein-Teleskop: Astrophysiker hoffen auf Sachsen

Astrophysicists hope that Saxony will invest in bringing the unique Einstein Telescope to Lusatia. There are three competitors: a region in the Netherlands and Belgium near Maastricht, the Italian island of Sardinia, and Lusatia.

Print: Sächsische Zeitung, 14.06.2024, Hoyerswerda, front page

13.06.2024 TVL (BE)

Jo Brouns wil dat Einstein telescoop wordt opgenomen in Vlaams regeerakkoord

The Einstein Telescope goes beyond the Limburg level. Funding must be included in the new Flemish coalition agreement.

[link](#)

12.06.2024 Ingenieur.de

Können wir bald live bei der Geburt von Gold im Universum zuschauen?

While medieval alchemists failed to make gold, the Einstein Telescope could help us observe gold being born in space.

[link](#)

12.06.2024 Fraunhofer ILT u.a.

Einstein-Teleskop startet neue Ära in der Astronomie

The future Einstein Telescope gravitational wave detector will use cutting-edge laser technology. One possible construction site is the border triangle of Germany, Belgium, and the Netherlands.

[link 1](#), [link 2](#), [link 3](#)

12.06.2024 Fraunhofer ILT u.a.

Einstein Telescope launches new era in astronomy

The future Einstein Telescope will use the latest laser technology to study gravitational waves and deepen our understanding of the universe.

[link 1](#), [link 2](#), [link 3](#), [link 4](#)

11.06.2024 Land NRW/Sachsen

Nordrhein-Westfalen und Sachsen rücken noch näher zusammen

North Rhine-Westphalia and Saxony reaffirm their commitment to the major Einstein Telescope project, which is considered a large-scale research infrastructure of international

importance for Europe and Germany's research and economic standing.

[link 1](#), [link 2](#)

10.06.2024 Media INAF

Giovani promesse spaziali crescono

The European Space Agency has awarded eleven research grants for young scientists to independently carry out space research for three years at ESA facilities. Gravitational waves are the focus of Lorenzo Speri from the Max Planck Institute for Gravitational Physics in Potsdam (Germany), whose project will develop models and algorithms for analyzing data from the future LISA mission.

[link](#)

07.06.2024 Rai

Un G7 della scienza anche in Sardegna per lanciare l'Einstein Telescope

The G7 science ministers will also visit Lula, at the Sos Enattos site, which is a candidate to host the Einstein Telescope, the most powerful instrument for studying gravitational waves and, thus, the universe.

[link](#)

04.06.2024 Teleregione Live

L'Italia candida la Sardegna oltre per l'Einstein Telescope anche per l'Earth Telescope: i dettagli

Italy has applied to host the Einstein Telescope in Sardinia, and the Sos Enattos site could also host the Earth Telescope, a project aimed at studying the Earth's core.

[link](#)

04.06.2024 Wired (IT)

Cos'è Earth Telescope, il progetto che studia il cuore della terra

The Earth Telescope is a new project that could be hosted in Sos Enattos (Sardinia), the same site proposed for the Einstein Telescope, the largest gravitational wave detector Italy aims to host.

[link](#)

03.06.2024 Cagliariipad

In Sardegna si studierà il cuore della Terra: nasce Earth Telescope

In the Sos Enattos project, the National Institute of Volcanology already plays a key role in studying seismic activity in the area intended to host the Einstein Telescope.

[link](#)

03.06.2024 L'Unione Sarda

Not just Einstein, the Earth Telescope arrives: «In Lula we will study the heart of the Earth»

Beyond gravitational waves, the Sos Enattos site could also host the Earth Telescope, a project to analyze Earth's inner workings alongside the Einstein Telescope.

[link](#)

03.06.2024 Agenzia d'informazione

Einstein Telescope: Roma, all'Ingv un incontro per rafforzare la candidatura italiana ad ospitare l'infrastruttura di ricerca europea

The "Einstein Telescope" is the major European research project that Italy applied to host in Sos Enattos, Sardinia, in 2023. INGV has been conducting experiments and research there since 2019.

[link](#)

03.06.2024 ANSA u.a.

*Non solo Einstein Telescope, nasce il progetto Earth Telescope
Nello stesso sito di Sos Enattos in Sardegna. Presentato all'Ingv*

Not just cosmic phenomena: alongside the Einstein Telescope, Sos Enattos could host the Earth Telescope, another large-scale project to study the Earth.

[link 1](#), [link 2](#), [link 3](#)

May

30.05.2024 L1 Nieuws (NL)

Ministers bij elkaar voor voortgang Einstein Telescoop

High-level visit in Aube, Belgium, on Thursday: ministers and dignitaries from the Netherlands, Belgium, and Germany gathered to discuss the progress of the Einstein Telescope.

[link](#)

30.05.2024 GrenzEcho

Fortschritte bei der Sicherung der Mittel für das Einstein-Teleskop

On Thursday afternoon, the Ministers for Research and Science Policy of the Euregio Meuse-Rhine (EMR), along with all parties involved in the Einstein Telescope, met at the Heidelberg Monastery to discuss funding progress and next steps.

[link](#)

29.05.2024 Einstein Telescope (EMR)

Gravitationswellen beim Nerdland-Festival

At the Nerdland Festival in Wachtebeke, our Flemish FWO colleagues from the Einstein Telescope project office guided visitors into the world of the underground observatory, explaining gravitational waves and the technology behind the project.

[link](#)

28.05.2024 National Institute of Geophysics and Volcanology - INGV u.a.

EINSTEIN TELESCOPE | The meeting at INGV to strengthen Italy's candidacy to host the European research infrastructure

On June 3–4, INGV in Rome will host the ET@INGV workshop. Italy has applied to host the Einstein Telescope at Sos Enattos, Sardinia, where INGV has been conducting research since 2019.

[link 1](#), [link 2](#), [link 3](#), [link 4](#)

27.05.2024 TVL (BE)

Vlaanderen benoemt topondernemers tot Einstein-ambassadeurs om telescoop binnen te houden

On the initiative of the Flemish government, 20 top entrepreneurs gathered at the Corda Campus in Hasselt. They will serve as ambassadors to help secure the Einstein Telescope for Flanders.

[link](#)

27.05.2024 De Ingenieur (NL)

Komt de Einstein-telescoop op één of twee locaties?

Both the Netherlands and Italy are candidates to host the Einstein Telescope. While a triangular design is planned, the organization is also exploring a variant with two L-shaped detectors.

[link](#)

26.05.2024 MDR

Mit Gravitationswellen bis zum Urknall lauschen: Das Deutsche Zentrum für Astrophysik in Görlitz

The Lusatia region may also become home to the Einstein Telescope, a multi-billion-euro scientific instrument with the potential to deliver groundbreaking discoveries.

[link](#)

22.05.2024 NOS radio 1 Journal (NL)

Waar moet de Einstein telescoop komen?

Where will the prestigious Einstein Telescope be built? Dutch experts believe that South Limburg, together with neighboring regions in Belgium and Germany, has the best chance.

[link](#)

21.05.2024 ANSA

Bernini, con Todde 'piena sinergia' su Einstein Telescope

Minister Anna Maria Bernini met with Sardinian Governor Alessandra Todde to discuss Italy's candidacy to host the Einstein Telescope in Lula. Bernini emphasized the government's commitment and financial backing for the project.

[link](#)

21.05.2024 Regione Autonoma della Sardegna

Ricerca: "Einstein Telescope", call Bernini-Todde: progetto strategico per Italia e Sardegna

Minister Bernini held a call with President Todde to discuss the strategic importance of the Einstein Telescope project for Italy and Sardinia, highlighting Sos Enattos as a top priority.

[link](#)

17.05.2024 L'Unione Sarda

"From Albert Einstein to Einstein Telescope": the event at the Unione Sarda

A meeting explored the opportunities offered by the Einstein Telescope at the Sos Enattos mines in Lula, Italy's candidate site for the third-generation gravitational wave detector. The project could bring investments of around €5 billion.

[link 1](#), [link 2](#)

17.05.2024 Bauen Aktuell

ESD- und Ex-Schutz für Einstein Telescope

Ein Boden für den Blick ins All

The highly sensitive Einstein Telescope technology is protected from electrostatic discharges and contamination by being installed on a special ESD floor (StoFloor ESD KU 611).

[link](#)

17.05.2024 New Scientist (NL)

Metingen aan zwarte gaten luiden een nieuw tijdperk in voor natuurkundigen

Black holes were purely theoretical for a century, but since 2015 they have been directly observed. The Einstein Telescope, planned in Limburg and neighboring Belgium and

Germany, will be the next-generation underground gravitational wave detector.

[link](#)

14.05.2024 Einstein Telescope (EMR)

Schwarze Löcher: New Scientist NL erforscht Gravitationswellen mit dem Einstein-Teleskop

A special edition of *New Scientist NL* explores black holes and how the Einstein Telescope will study them. Distributed with the May issue and available as a free PDF in Dutch.

[link 1](#)

[link 2](#)

06.05.2024 vrt (BE)

Die belgische Regierung trägt mit 4 Mio. € zur vorbereitenden Phase des Projekts "Einstein Teleskop" bei

The Belgian federal government will invest €4 million in the preparatory phase of the Einstein Telescope project.

[link](#)

04.05.2024 The Brussels Times

Federal Government earmarks €4 million for Einstein telescope project

Belgium's Council of Ministers approved €4 million in funding for the preparatory phase of the Einstein Telescope project, announced State Secretary Thomas Dermine.

[link](#)

03.05.2024 Golem

Ein Observatorium auf dem Mond könnte sinnvoll sein

A gravitational wave observatory on the Moon could better detect supernovae, light black holes, or merging neutron stars. This would bridge the gap between space-based detectors like LISA and future terrestrial detectors like the Einstein Telescope.

[link](#)

03.05.2024 De Tijd (NL)

Federale regering trekt 4 miljoen euro uit voor Einstein Telescoop

The Belgian federal government will contribute €4 million to the Einstein Telescope project.

[link](#)

03.05.2024 Gazet van Antwerpen (BE)

Federale regering maakt 4 miljoen euro vrij voor voorbereidende fase Einstein Telescope

The Belgian federal government will provide €4 million for the preparatory phase of the Einstein Telescope project.

[link](#)

April

27.04.2024 Unione Sarda (IT)

Einstein Telescope, two works instead of one: in Lula and Maastricht

Scientists propose building detectors a thousand kilometers apart, suggesting this configuration could improve performance compared to a single site.

[link](#)

26.04.2024 BRF (BE)

Einstein-Teleskop: Wallonische Region ondersteunt Kandidatur

The Walloon Region has allocated ten million euros to support the Euregio Meuse-Rhine's bid for the Einstein Telescope.

[link](#)

25.04.2024 L'Unione Sarda

Einstein Telescope, «in 2025 we will have the first technical data»

The first technical data for the Einstein Telescope, which Italy is applying to host in Sardinia at the abandoned Sos Enattos mine, will be available in 2025.

[link](#)

24.04.2024 ANSA (IT)

Attesi nel 2025 i primi dati sull'Einstein Telescope

The first technical data are expected in 2025. Until then, Italy will focus on scientific diplomacy to support its bid for the Einstein Telescope, competing against the Euregio Meuse-Rhine site in the Netherlands.

[link](#)

24.04.2024 Provincie Limburg (NL) u.a.

Provincie Limburg doet aanbod én oproep aan formerende partijen en demissionair kabinet

In a letter to forming parties and the outgoing cabinet, the Province of Limburg outlined ambitious plans involving Chemelot's sustainability, realization of the Einstein Telescope, and

production capabilities for defense.

[link 1](#), [link 2](#), [link 3](#)

23.04.2024 Holland High Tech (NL)

Ontwikkeling van optimale combinatie van passieve en actieve trillingsdemping

The second call for the R&D program in the technology domains of the Einstein Telescope is open. The aim is to encourage innovation and accelerate the development of new technologies for the project.

[link](#)

20.04.2024 De Limburger (NL)

Gaan we in het Heuvelland kosmische sirenes horen? Locatiekeuze voor Einstein Telescope nadert

[link](#)

18.04.2024 Nature

Will the Einstein Telescope be split in two?

While Italy and the Netherlands prepare their bids to host the next gravitational wave observatory, the collaboration is considering a design that would utilize both sites.

[link](#)

13.04.2024 VRT (BE)

Probebohrungen für das Einstein-Teleskop im belgisch-niederländischen Grenzgebiet

A Swiss company has begun test drilling in Voeren, in the Flemish province of Limburg, to explore the feasibility of building the Einstein Telescope there.

[link](#)

11.04.2024 Karlsruhe Institute of Technology u.a.

ERC Advanced Grant for Steffen Grohmann from KIT

Key technology for the Einstein Telescope: The European Research Council funds the GRAVITHELIUM project with €3.4 million.

[link 1](#), [link 2](#), [link 3](#), [link 4](#)

10.04.2024 BRF (BE)

Euregio-Vertreter werben in Berlin um Unterstützung für Einstein-Teleskop

Representatives from Aachen and the Euregio Meuse-Rhine presented their cross-border cooperation in Berlin and sought support for the Einstein Telescope project.

[link](#)

10.04.2024 La Stampa (IT)

"Le meraviglie che ci aspettano con la nuova campagna di osservazione delle onde gravitazionali"

Physicist Alessandra Buonanno discusses the next gravitational wave observation campaign, the signals from black holes and neutron stars, and future missions such as LISA, which will complement ground-based detectors like the Einstein Telescope.

[link](#)

09.04.2024 La Nuova Sardegna (IT)

Pressioni del Limburgo sull'Europa: «L'Einstein telescope fatelo da noi»

An exhibition and forum at the European Parliament organized by the Netherlands, Belgium, and Germany aimed at companies, public authorities, and institutions to promote their bid for the Einstein Telescope.

[link](#)

09.04.2024 L1 Nieuws

Einstein-lobby: tentoonstelling opent in Europees

The campaign to bring the Einstein Telescope to Limburg moves to the next stage with the opening of an exhibition at the European Parliament.

[link](#)

09.04.2024 Limburg (NL)

Europarlementariërs bezoeken expositie Einstein Telescope

MEPs and other guests attended the opening of an exhibition about the Einstein Telescope at the European Parliament in Brussels, showcasing the Euregio Meuse-Rhine as a potential location for the observatory.

[link](#)

08.04.2024 RAI News (IT)

E.T. in Sardegna, la sfida non è solo tecnologica ma anche di comunicazione

A discussion with science communicator Adrian Fartade, Silvia Casu (INAF), Matteo Serra (Einstein Telescope communication office), and Laura De Donato (TGR Leonardo) explored both technological and communication challenges of the project.

[link](#)

06.04.2024 Cagliariipad (IT)

Meloni: "Con Einstein Telescope, nuovo slancio per la ricerca italiana"

Prime Minister Meloni said the gravitational wave detector, for which Italy is bidding to host in Sardinia, could become a national research hub.

[link](#)

05.04.2024 ANSA (IT)

ANSA/Clean energy from nukes great prospect says Meloni

Meloni called the Einstein Telescope a "great opportunity not to be missed" and highlighted the recommendations of the Italian Scientists Association's Manifesto for Science.

[link](#)

05.04.2024 Il Sole 24 Ore

Spazio: Meloni, Einstein Telescope progetto unico, Italia ha le carte in regola

Meloni emphasized Italy's strength in its bid to host the Einstein Telescope, describing it as a unique project that could revolutionize astronomy and bring significant economic benefits.

[link](#)

05.04.2024 MeteoWeb (IT)

Einstein Telescope, Meloni: "opportunità che non vogliamo perdere"

Meloni called the Einstein Telescope a unique project that would revolutionize how we observe the universe, with substantial returns for Italy.

[link](#)

04.04.2024 GrenzEcho

Testbohrungen für Einstein-Teleskop haben begonnen

The first test drillings have begun in Voeren to determine whether the ground is suitable for building the Einstein Telescope. Sardinia is the other candidate site.

[link](#)

03.04.2024 De Tijd (NL) u.a.

Limburg geschikt voor Einstein Telescoop? Proefboringen starten

Test drillings began in Voeren to evaluate if the site at the three-country point is suitable for the Einstein Telescope.

[link](#)

03.04.2024 VRT (BE)

Proefboringen voor Einsteintelecoop zijn van start gegaan in Voeren: "We boren naar de toekomst"

A Swiss company has started four test drillings in Voeren, up to 250 meters deep, to assess if one corner of the Einstein Telescope could be located there.

[link](#)

March

27.03.2024 TV Limburg (BE)

Vorbereidingen boringen Einsteintelecoop gestart in Voeren

A Swiss company is starting drilling work in the municipality of Voeren to examine the ground for the possible construction of the Einstein Telescope.

Length: 2:44 min.

[link](#)

21.03.2024 De Limburger (NL)

Dijkgraaf: bouw Einstein Telescope 'onmogelijk' zonder 870 miljoen van Groeifonds

[link](#)

20.03.2024 La Nazione (IT)

Nel cuore della scienza. In Umbria il laboratorio che leggerà i terremoti: "Il nostro futuro è qui"

In Perugia, at the Engineering hub, the foundation stone of "Caos" has been laid. Research at this center will have potentially revolutionary applications in seismology. Professor Helios Vocca, coordinator of the project, said the technology for the Einstein Telescope, a next-generation gravitational wave detector to be built in Sardinia, will be developed here.

[link](#)

19.03.2024 INFN (IT)

EINSTEIN TELESCOPE: POSA DELLA PRIMA PIETRA DEL LABORATORIO CAOS

The first ten-meter-scale prototype of one arm of the Einstein Telescope gravitational wave detector will be built in Perugia at the future International Laboratory CAOS (Center for Applications on Gravitational Waves and Seismology). The foundation stone was laid on 19 March.

[link](#)

12.03.2024 ANSA (IT)

Einstein Telescope, l'esperimento Archimedes a caccia di fotoni oscuri

The prototype instrument is ready. While waiting for the Einstein Telescope, the future European gravitational wave observatory, scientific data collection is already underway in the former Sos Enattos mine in Lula (Nuoro).

[link 1](#), [link 2](#), [link 3](#)

10.03.2024 NOS (NL)

Limburg wil megatelescoop

The Netherlands is competing to bring a giant underground telescope to Limburg. This instrument would measure gravitational waves, enabling a new way to study the universe, including black holes, the Big Bang, and wormholes. The experimental Einstein Telescope could help unravel many cosmic mysteries.

[link 1](#)

[link 2](#)

08.03.2024 BRF (BE)

Probebohrungen für das Einstein-Teleskop in Bleyberg

Test drilling is currently underway in Bleyberg for the Einstein Telescope. The instrument aims to help scientists understand the formation of black holes and galaxies, but first the suitability of the Euregio as a site must be confirmed.

[link](#)

07.03.2024 L1 Nieuws (NL)

Dertig meter in de grond boren voor de Einstein Telescoop

Drilling has started in Hombourg, just across the Dutch border in Belgium, to investigate whether the ground is suitable for the Einstein Telescope's gravitational wave measurements.

[link](#)

07.03.2024 WDR

Der Blick zurück bis zum Urknall: Kommt das Einsteinteleskop?

The Einstein Telescope would be the largest research investment in the border triangle in decades, worth €2 billion. The key question is whether it will be built — a decision could come this year, according to involved scientists.

[link](#)

February

28.02.2024 Aachener Zeitung

Dreiländerfest erstmalig auf deutscher Seite

Discover the beautiful sides of the Euregio Maas-Rhine on 25 May in Herzogenrath. An informative and entertaining program for the whole family. Visitors will also learn about future hydrogen use in the region and the latest developments regarding the Einstein Telescope.

Print: Aachener Zeitung, 28.02.2024, Local, page 17

28.02.2024 ANSA (IT)

Italians to do feasibility study for Einstein Telescope

A consortium of Italian companies has been awarded a European tender worth over €12 million to carry out the technical and economic feasibility study for the large underground research infrastructure of the Einstein Telescope, the future gravitational wave detector that Italy hopes to host in Sardinia.

[link](#)

24.02.2024 Oiger

Astrozentrum starts provisionally in former Görlitz post office

The founders are hoping to be able to set up a large gravitational observatory such as the Einstein Telescope in Lusatia.

[link](#)

24.02.2024 Sächsische Zeitung

Ein Leuchtturm für Sachsens Wissenslandschaft

The German Center for Astrophysics has moved into its first rooms in Görlitz. It will receive €1.1 billion in funding until 2038. The Einstein Telescope could also be built in Lusatian granite, though the decision has not yet been made.

Print: Sächsische Zeitung, 24.02.2024, Dresden, p.8 / Görlitz, p.15

22.02.2024 Innovation Origins

Twente consortium to develop a cooling system for the Einstein Telescope

A consortium including the University of Twente will develop a cooling system for the Einstein Telescope, the advanced gravitational wave observatory.

[link](#)

22.02.2024 Astroblogs (NL)

E-TEST prototype for the Einstein Telescope passes first test series

The E-TEST project in Liège has demonstrated that a special cooling technique for the Einstein Telescope's equipment works as planned.

[link](#)

19.02.2024 1Limburg (NL)

Companies to build high-tech cooler for Einstein Telescope

Companies from Enschede and Hengelo, together with the University of Twente, will develop an advanced cooling system for the Einstein Telescope. Acting Minister for Science Robbert Dijkgraaf has allocated a €2.6 million grant for the project.

[link](#)

19.02.2024 Tubantia (NL)

Twente companies and University of Twente to make high-tech cooler for Einstein Telescope

Companies from Enschede and Hengelo, together with the University of Twente, will develop an advanced cooling system for the Einstein Telescope. Acting Minister Robbert Dijkgraaf has allocated €2.6 million for the project.

[link](#)

17.02.2024 RAI News (IT) et al.

Bernini: "Lula is the best choice for the Einstein Telescope"

The Minister of University and Research described Lula's candidacy as increasingly solid and looks forward with confidence to 2025.

[link 1](#)

[link 2](#)

17.02.2024 Italpress et al.

Research, Bernini: "I bring €950 million to Lula for the Einstein Telescope"

[link 1](#), [link 2](#), [link 3](#)

16.02.2024 University of Liège et al.

Einstein Telescope E-TEST prototype passes its first series of tests

The E-TEST prototype—developed at ULiège and CSL—has been sent to the Liège Space Centre for a series of cryogenic and vibration tests.

[link 1](#), [link 2](#), [link 3](#)

08.02.2024 Ground Engineering

Tunnelling consultants to conduct feasibility study for underground Einstein Telescope

Tunnel Engineering Consultants (TEC) will assess soil conditions in the Belgium-Germany-Netherlands border region for the underground gravitational wave observatory.

[link](#)

06.02.2024 ANSA Sardegna (IT) et al.

Einstein Telescope, Italian consortium wins feasibility study

A consortium of Italian companies has won a European tender worth over €12 million to carry out the technical and economic feasibility study for the underground Einstein Telescope, which Italy hopes to host in Sardinia.

[link 1](#), [link 2](#), [link 3](#)

05.02.2024 RAI News Sardegna

Tender for feasibility studies in the Lula area awarded to a consortium of seven companies

Awarded by the National Institute for Nuclear Physics for €9.5 million, down from the initially planned €14.5 million, to support Italy's candidacy.

[link](#)

04.02.2024 1Limburg (NL)

Boringen voor Einstein Telescoop: wat gaat er gebeuren?

In March, drilling will start in South Limburg and Belgium for the possible arrival of the Einstein Telescope. The article explains exactly what will be investigated.

[link](#)

04.02.2024 1Limburg (NL)

De Stemming

For six months, drilling will take place in South Limburg to determine the right location for the possible underground Einstein Telescope. Interview with physicist Gideon Koekoek and technology manager Wim Walk.

[link](#)

03.02.2024 VRT (BE)

Einstein Telescope: Drilling in Voeren to determine whether the Flemish region is a suitable location

Flanders, the Euregio Maas-Rhine, and the Province of Limburg have long been working to bring the Einstein Telescope to the region.

[link](#)

01.02.2024 MeteoWeb (IT)

Eight years of gravitational waves: multi-messenger astronomy from LIGO-Virgo to the Einstein Telescope

Gravitational waves have opened the door to a new field of study: multi-messenger astronomy.

[link](#)

January

31.01.2024 NPO Radio 1 (NL)

Supersterrenkijker Einstein Telescope waarschijnlijk in Limburg: 'Mooiste apparaat ter wereld'

With the yet-to-be-built Einstein Telescope, scientists will be able to uncover many secrets of the universe.

[link](#)

31.01.2024 NPO Radio 1 (NL)

Waarom moet de Einstein Telescoop in Nederland komen?

It is set to become the new pride of the Netherlands: a telescope capable of mapping the entire universe. The Einstein Telescope will most likely be located in Limburg.

[link](#)

28.01.2024 Amberg Engineering

Feasibility study for iconic Einstein Telescope — Amberg selected as part of JV

The underground Einstein Telescope will be Europe's most advanced gravitational wave observatory. In collaboration with TEC, the Lombardi Group, and Tractebel, the Amberg Group is assessing whether the Meuse-Rhine Euregion's soil is suitable to host this facility.

[link](#)

26.01.2024 Einstein Telescope Italia

IL PROGETTO ETIC ENTRA NEL VIVO

Physicists and engineers from the ETIC project met on 24 January in Rome, at the Department of Civil, Building, and Environmental Engineering of "La Sapienza" University, to

discuss optimization methods for positioning the Einstein Telescope experiment in Sardinia.
[link](#)

25.01.2024 Tractebel (BE)

Tractebel to conduct feasibility study for iconic Einstein Telescope

The underground Einstein Telescope will be Europe's most advanced gravitational wave observatory. Tractebel, together with the Amberg Group, the Lombardi Group, and TEC, is investigating whether the Meuse-Rhine Euregion's soil can host it.

[link](#)

25.01.2024 Lombardi Group (CH)

Lombardi to conduct feasibility study for iconic Einstein Telescope — Cosmic Secrets with Einstein Telescope's Pioneering Vision

The Einstein Telescope will be Europe's most advanced underground gravitational wave observatory. Lombardi, with Amberg Group, TEC, and Tractebel, is assessing the suitability of the Meuse-Rhine Euregion's soil for this facility.

[link](#)

22.01.2024 VRT (BE)

Flanders invests another €21 million to bring the Einstein Telescope to Limburg and the Euregio Maas-Rhine

Flemish Minister for Science and Innovation Jo Brouns (CD&V) is allocating an additional €21 million, according to Het Belang Van Limburg.

[link](#)

22.01.2024 Innovation Origins (NL)

Flanders: €21 million for developing technology for Einstein Telescope

Flemish Minister Jo Brouns has announced €21 million for companies and research institutes to develop technologies for the Einstein Telescope.

[link](#)

21.01.2024 De Limburger (NL)

Vlaanderen trekt miljoenen uit voor Einstein Telescope

[link](#)

19.01.2024 India Education et al.

UK Universities Collaborate to Support Development of Next-Gen Gravitational Wave Detectors

Researchers from UK universities will play a key role in developing next-generation gravitational wave detectors, including Cosmic Explorer (US) and Einstein Telescope (Europe). Both are in the early design phase and expected to be fully operational by the end of the next decade.

[link](#)

15.01.2024 CNRS Le Journal (FR)

Ondes gravitationnelles : un nouvel âge d'or pour l'astronomie

Less than a decade after its emergence, gravitational wave astronomy is transforming all space sciences. Several observatory projects, including the Einstein Telescope in Europe, promise unprecedented views of the cosmos.

[link](#)

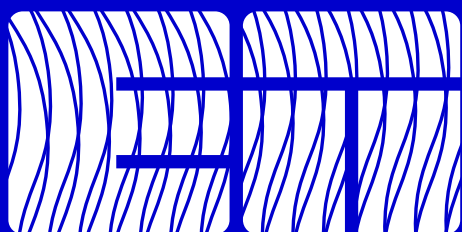
09.01.2024 Innovation Origins

High-tech companies work on groundbreaking technology for Einstein Telescope

LIOF and its partners are supporting new technologies for the Einstein Telescope through a program and R&D initiative for high-tech companies.

[link](#)

APPENDIX C: Executive Summary



**EINSTEIN
TELESCOPE**

**STRATEGIC MEDIA AND
COMMUNICATIONS
PLAN**
EXECUTIVE SUMMARY



**Funded by
the European Union**

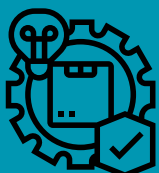
2024

STRATEGY

PROJECT NAME: Preparatory Phase for the Einstein Telescope Gravitational Wave Observatory

EXECUTIVE SUMMARY

The Strategic Media and Communication Plan (SMCP) for the Einstein Telescope (ET) is a comprehensive document that outlines a framework for effective communication. It consists of 10 modules that address various aspects of strategic communication, including a SWOT analysis, goals and evaluation methods, stakeholder engagement, target group strategies, communication tools, visual identity, organisational structure, workflows and procedures, budget planning, and a timeline with milestones. This short document provides an overview and summary of the SMCP.

M1. MAIN STRATEGIC PILLARS	M2. GOALS
 ORGANISE	Define and establish roles and a clear workflow for the short term. Suggest a model for organisation in intermediate term (end ET-PP until site decision) and suggest a possible model for long term perspective.
 BRAND	Develop a clear and compelling brand identity. Build the image of a reliable enterprise with a high scientific mission and values and (spin-off) opportunities for industry and society, to align stakeholder perceptions. Raise awareness and visibility of the project, its goals and progress.
 CONNECT	Foster unity and a sense of common purpose among ET participants. Emphasise shared goals and importance of international collaboration. Contribute to offline and online (internal) community building
 NETWORK	Build and strengthen a network of communication professionals and enthusiasts. Enhance the reach and engagement of the ET initiative. Foster collaboration and information sharing within the network.
 BE A HUB	Establish ET as a central, neutral and European information and content hub for all stakeholders, including local communication teams in Italy and the Euregio Meuse-Rhine and those involved in seeking political and financial support for ET in different countries. Support effective dialogue and engagement with industry and stakeholders. Provide reliable and accessible information to the ET community and the public. Enhance education and outreach. Enable the dissemination of knowledge. Support national activities to secure political and financial support from political leaders in Europe.

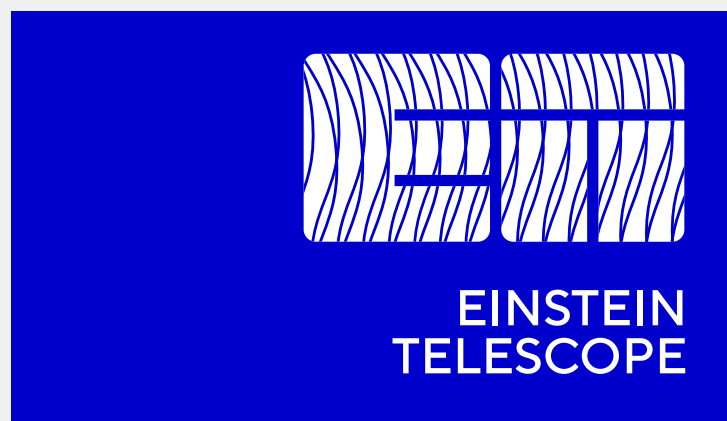
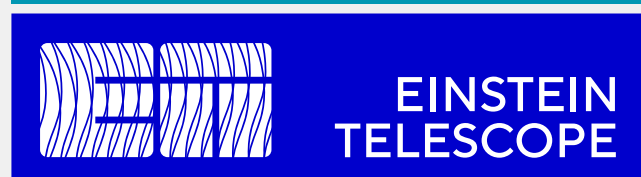
M3. STAKEHOLDERS		
Science & Research	active backers	
Science & Education	active backers/neutral, passive neutral	
Industry	(influential) active backers	
National governments	influential backers	active
Environmental organisations	influential blockers	active
Media	(influential) active backers, influential passive neutral	
General public	influential neutral	passive
Internal	Influential backers	active

M4. TARGET GROUPS		
TG	Strategy	KEY MESSAGE
Policy makers (national and international)	Engagement and awareness	Supporting ET is a strategic opportunity to ensure EU's leadership <...>
Economic stakeholders	Business development and networking	Collaborating with ET can drive innovation, create jobs, and deliver economic benefits <...>
Broader scientific community	Collaboration and networking, awareness	ET will push the boundaries of fundamental science and technology <...>
Local communities	Community engagement, dialogue; Education and outreach	Significant benefits to the community: jobs, education, technology, investment, environment <...>
Relevant (inter)national media	Use network (media relations), content creation	ET is set to revolutionize our understanding of the universe! <...>
Science educators and students	Educational outreach and engagement	Unique opportunity to engage with cutting-edge science and technology <...>

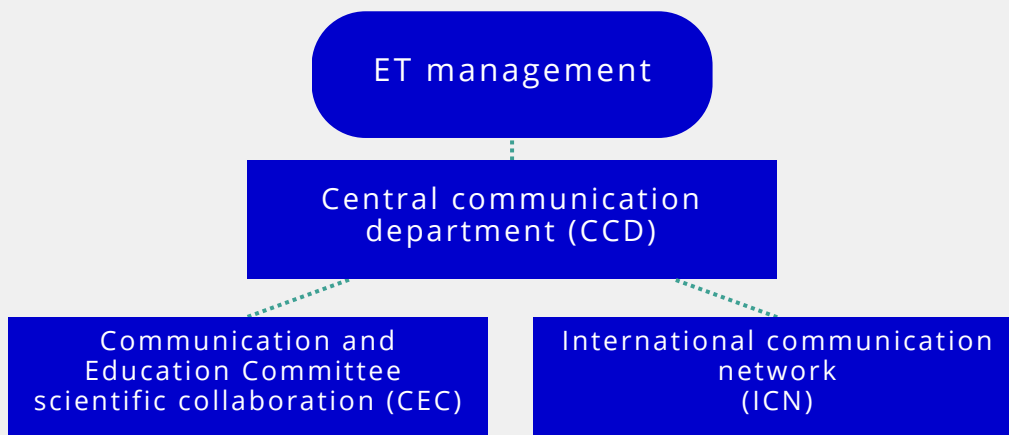
M5. MAIN COMMUNICATION TOOLS

WEB PAGE	SOCIAL MEDIA FaceBook, LinkedIn, Instagram, X, Mastodon, YouTube, ResearchGate
CONTENT MANAGEMENT	REPOSITORY TDS
TRADITIONAL MEDIA	OUTREACH MATERIALS

M6. VISUAL IDENTITY



M7. ORGANISATION (proposed model)



M9. BUDGET

SHORT TERM 2023-2026
MEDIUM TERM 2026-2028
LONG TERM After 2028

M8. WORKFLOWS AND PROCEDURES

CONTENT CREATION AND APPROVAL	ETC and ETO meetings
	Weekly meetings for communication team
SOCIAL MEDIA MANAGEMENT	Content calendar planning
	Review and feedback process
EVENT MANAGEMENT	Performance metrics and reporting

M10. TIMELINE

SHORT TERM 2023-2026	Webpage, Logo, Social Media, Media, Outreach, Education, ECR, Internal Communication, Policies & Procedures, Events
MEDIUM TERM 2026-2028	
LONG TERM After 2028	

The Einstein Telescope communication landscape

