

Sicily in Europe

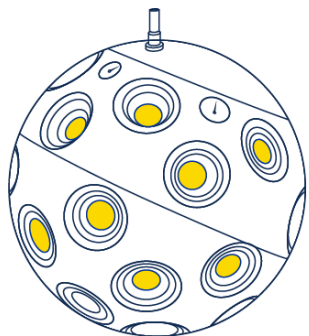
The Future is in the Sea

The IDMAR Project - ERDF Sicilia 2014-2020

INFORM EU - Évora

16-18 November 2022

In Sicily the largest marine laboratory in Europe



The IDMAR project

ERDF Sicilia 2014-2020

 [Watch the TV spot](#)

 [Listen to the RADIO spot](#)

 [Watch the video](#)

 [Visit the Website](#)



AXIS 01

Research and Innovation

Project title

“Multidisciplinary Laboratory on the Sea” - IDMAR

Action 1.5.1

Support for research infrastructures

Total cost

40,000,000 euros

Funding ERDF Sicilia 2014-2020

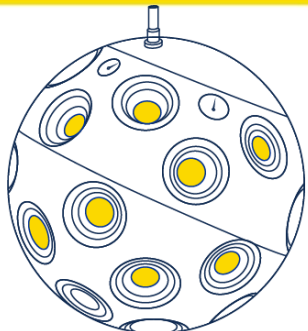
19,000,000 euros

Beneficiaries

[INFN](#) (National Institute of Nuclear Physics)

[INGV](#) (National Institute of Geophysics and Volcanology)

[CNR](#) (National Research Council)

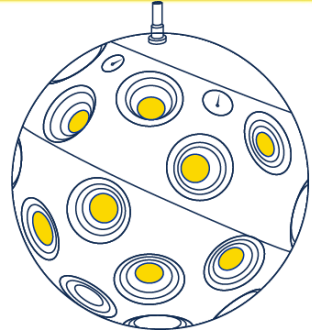


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Why ?

- 1) **Excellent performance of the beneficiary** with regard to self-produced communication initiatives (video, post social, press office) which made it possible to reach a wider target audience.
- 2) A **wide network of actors involved** (regional, national, European and international) and synergy with the regional political levels made it possible to generate better fluidity and timeliness in the actions undertaken.
- 3) This project makes it possible to **focus on issues of vital importance in European policies** and especially the new programming cycle 21-27 (innovation, environmental sustainability, Research and Development).



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Why 1

Storie In Sicilia, il grande telescopio sottomarino in cerca di neutrini (e non solo)

Al largo di Capo Passero, a 3.500 metri di profondità l'Infn sta costruendo il telescopio subacqueo più grande del mondo: l'obiettivo è studiare le microparticelle che contribuiscono a svelare i misteri della materia e delle stelle

di Giuseppe Chielino



Illustrazione di Giorgio De Marinis/Il Sole 24 Ore

I punti chiave

- 1 Particelle che attraversano indisturbate le materie
- 2 In attesa della prossima supernova
- 3 I finanziamenti europei e la concorrenza del Polo Sud
- 4 Non solo neutrini, anche terremoti e tonni rossi

Ascolta la versione audio dell'articolo

A 3.500 metri di profondità, su un'ampia pianura sul fondale del Mediterraneo sta nascendo il più grande telescopio sottomarino del mondo. Nella sua configurazione finale, prevista per il 2027, questo grande occhio degli abissi che occupa un chilometro cubo nelle acque a largo di Capo Passero, a un'ottantina di chilometri a

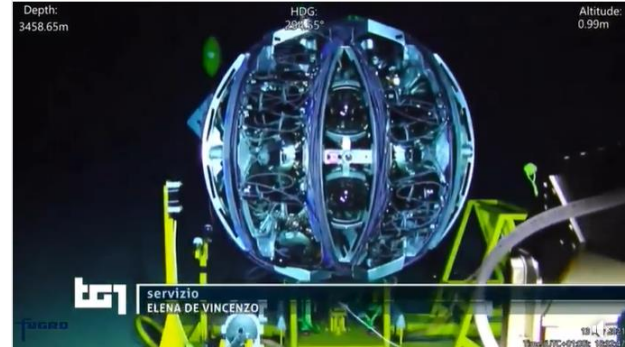
INFN - Sezione di Catania

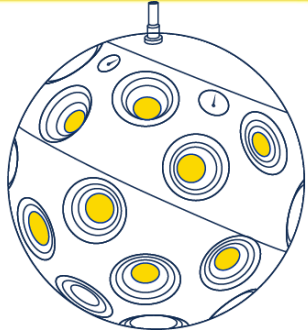
La copertina del numero di novembre-dicembre 2022 di #CERN #Courier è dedicata a #KM3Net, il telescopio per #neutrini in fase di costruzione da parte di un team internazionale di persone provenienti da una decina di laboratori in #Italia, #Francia e #Olanda, situato al largo delle coste siciliane di #Portopalo di Capo Passero, a 3.500 metri di profondità.
<https://cerncourier.com/...> #CERNcourier2022NovDec... #Arca #orca #Antares #med... Altro...



INFN - Laboratori Nazionali del Sud

Sul #TGT1 delle 13.30 è andata in onda l'intervista a Giacomo Cuttone, direttore scientifico del progetto #IDMAR, sulle operazioni di ampliamento dell'infrastruttura sottomarina #IDMAR e dell'installazione di cinque nuove stringhe di rivelatori del telescopio per #neutrini #KM3NeT #ARCA nel Mar #Mediterraneo al largo di #Portopalo di #Capo Passero #ERIC #ESFRi #Sicilia #INFN #INGV



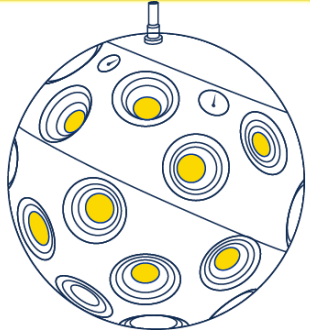


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Why 2

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Why 3

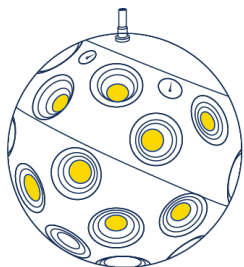
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Attractiveness of marine elements

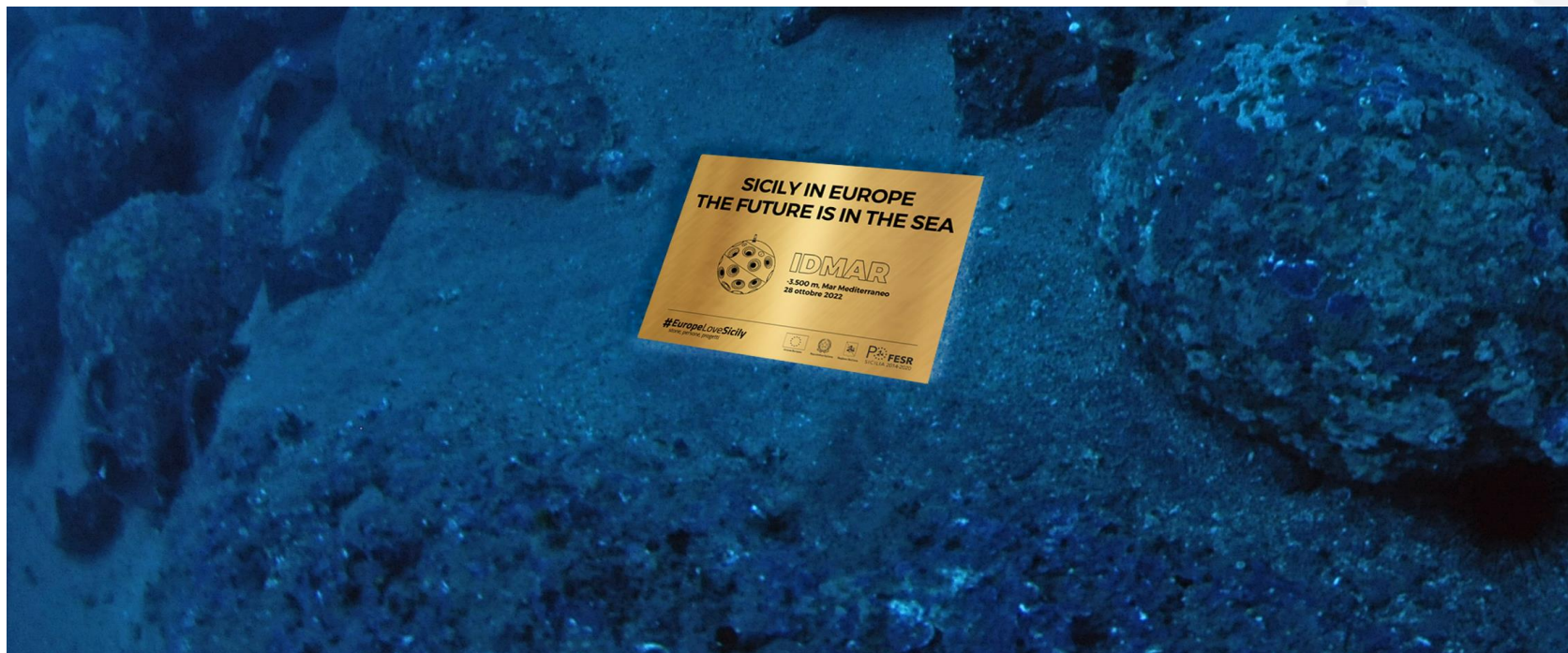
Future possibility to answer questions about who we are, where we come from and where we go



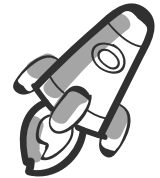
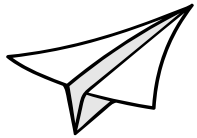
The Future is in the Heart of the Mediterranean Sea



#EuropeLoveSicily at -3500 meters



The Future is in the Heart of the Mediterranean Sea



- PLAQUES REALIZATION
- WEBSITE
- SOCIAL
- NETWORK ANIMATION



- VIDEOS
- BENEFICIARIES AWARD
- SCHOOL CONTESTS



- TV SPOT
- RADIO SPOT
- VIDEO
- WEBSITE



- LAYING PLAQUES
- FLASH MOB
- PRESS OFFICE
- SOCIAL CAMPAIGN



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Example of a plaque to be placed on the seabed



Example of a flash mob

Communication actions envisaged:

- **Realization of plaques to be placed on the seabed** and on land in the offices/laboratories of INFN, INGV and CNR
- **Flash mob** organization at **Idmar laboratories** (involvement of local residents and citizens)
- **Press office** activities in Italian and English + opening and closing **press conference** of the initiative
- **Social campaign** (FB – YT) with **contest** and challenge

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Informative video on the Idmar project

More Communication actions envisaged:

- Informative **video** on the Idmar project with scientific **data** and **interviews** with researchers, to be disseminated on the **web** and on **social** networks
- Awarding of the "European Ambassador for the **ERDF**" plaque to the **beneficiaries** of the **Idmar** project

 [Watch the video](#)

#EUinmyregion

Extra news



Unione Europea



Repubblica Italiana



Regione Siciliana



EuropeLoveSicily
storie, persone, progetti

The project will also be disseminated as part of the **#EuropeLoveSicily** brand initiatives.

To find out more, go to the website at www.europelovesicily.it.

Thanks for your attention

