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The H2020 Opticon RadioNet Pilot Project: Overview, challenges and lessons learnt from its communications and outreach activities

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The H2020 Opticon RadioNet Pilot (ORP) project brings together the well-established ground-based astronomy community, in an effort to support and develop seamless access to radio and optical facilities in an efficient, co-ordinated and future-looking programme. It offers access to an unrivalled set of major and specialised observatories across Europe (and around the world) covering the optical, infra-red, sub-mm and radio wavebands to open the way to new discoveries.

Due to both the international nature of its consortium and the different audiences targeted (astronomers, policy makers, general public), ORP communications and outreach initiatives rely on a multi-channel strategy with targeted messages and actions to reach the identified audiences that is optimised to maximise dissemination efforts at local/national, European and international level to maximise impact.

In this talk, the on-going efforts related to ORP communications and outreach will be presented as well as the challenges and lessons learnt so far.

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