



NEXT

New Exploration Technologies

DELIVERABLE 7.4

Report on Activities of the Press Bureau

Horizon 2020 Project: **NEXT**

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Date: **October 2018**

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Deliverable administration			
No & name	Deliverable 7.4 Report on Activities of the Press Bureau		
Status	Final	Due	M6
		Date	2018-10-28
Author(s)	Torsten Gorka (DMT)		
Dissemination level	Public		
Description of the related task and the deliverable.	WP7. Dissemination and Exploitation, Task 7.2 Set-up and Operation of Dissemination Tools and Channels		
Participants	DMT, GTK		
Comments			
V	Date	Authors	Description
1	28.10.2018	Gorka	v0.1 (1 st draft)
2	30.10.2018	Gorka & Kaija	v1.0 (Final)

About NEXT

NEXT consortium consists of 16 partners from leading research institutes (3), academia (3), service providers (5) and industry (5). The members come from 6 EU member states (FI, FR, DE, MT, ES and SE) and represent the main metal producing regions of Europe, Fennoscandian Shield, Variscan Belt of Iberia and Central European Belt. These economically most important metallogenic belts of the EU have diverse geology with evident potential for different types of new mineral resource. The mineral deposits in these belts are the most feasible sources of critical, high-tech and other economically important metals in the EU. The project consortium has also a vast international collaboration network, e.g. 50% of the Advisory Board members have been invited from outside EU.

In addition to the variable geology, the vulnerability of the environment and the glacial sedimentary cover in the Arctic regions of northern Europe, and the thick weathering crust and more densely populated nature of the target areas in the Iberian and Central European belts influence the mineral exploration in different ways. New environmentally sound exploration concepts and technologies will be optimized and tested on diverse mineral deposit types.

NEXT will develop new geomodels, novel sensitive exploration technologies and data analysis methods which together are fast, cost-effective, environmentally safe and socially accepted. Methods developed reduce the current high exploration costs and enhance participation of civil society from the start of exploration, raising awareness and trust. Moreover, the reduced environmental impact of the new technologies and better knowledge about the factors influencing social licensing will help promote social acceptance of both exploration and mining and therefore support the further development of Europe's extractive industry.

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1 PUBLIC RELATION ACTIVITIES

An important aspect of NEXT is the effective communication and dissemination of the achieved project results to the public and all other interested stakeholders. As one measure for promoting NEXT, a press bureau as communication interface to relevant media has been established.

The press bureau is in charge for organizing press conferences, editing and distributing press releases, handling with press enquires, establishing relation with journalists and cooperating with professional journals.

1.1 Activities of the Press Bureau

During the first six months of the project first activities of the press bureau of NEXT were initiated. DMT set up a central for the communication with media and other public audience. Here Mr. Torsten Gorka from DMT GmbH & Co. KG acts as the main media contact for press enquiries. The press bureau also acts as an interface between the media and the technical specialists involved within the NEXT consortium.

1.1.1 Media contact to NEXT

For any external requests, a separate email address for all public relations was set up. NEXT can be contacted via

info@new-exploration.tech

On the NEXT website (www.new-exploration.tech) a separate media page has been designed for PR and interested general public. It shall offer open access to all available public deliverables, relevant publications, press releases and other important documents, as well as photos and videos explaining the project and the new developments consequently during project progress. A separate section on the media page gives contact details for press enquiries and offers an option for the download of a press kit on NEXT. The press kit is currently in preparation and will contain project information, photo and descriptions of the main responsible staff in NEXT, and additional media like NEXT logo or photos to the press.

Additionally, a contact form is available on our homepage to get in touch with us and for any requests regarding the project.

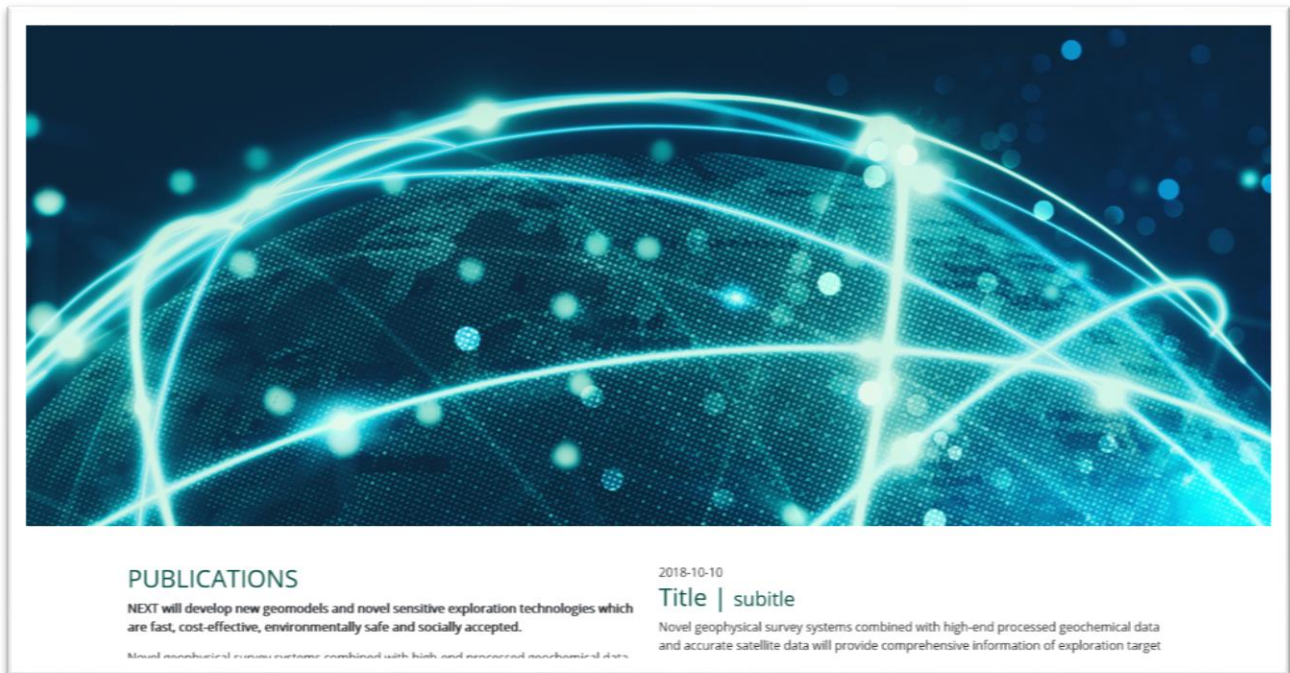
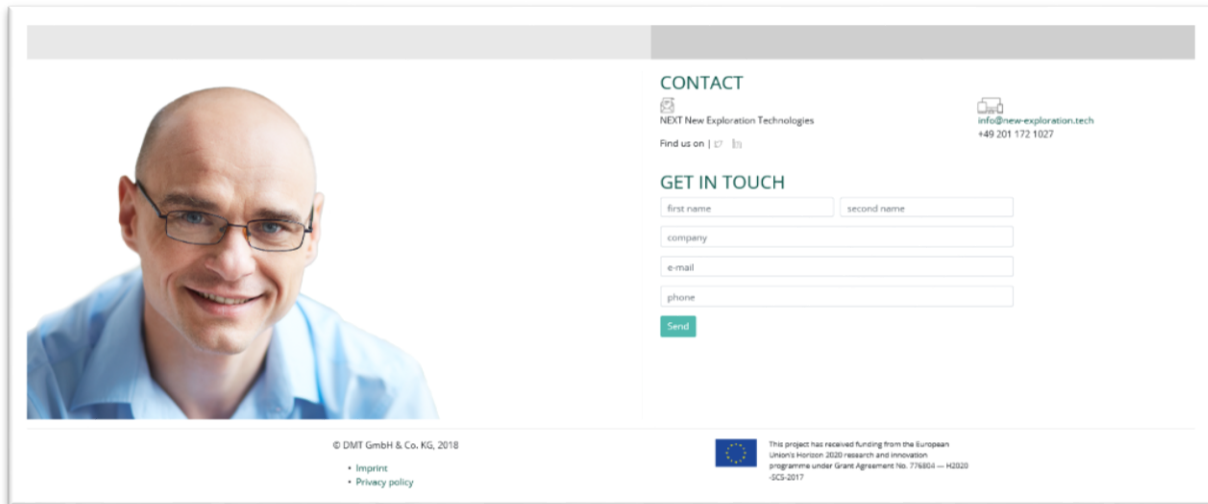




Figure 1: Design of the media page of NEXT project website with download area for publications, public reports, press releases, and other relevant documents.



Figure 2: Press contact and download option of press kit designed on NEXT media page.



CONTACT
NEXT New Exploration Technologies
Find us on |  

GET IN TOUCH

first name second name

company

e-mail

phone

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 This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 776304 – H2020-GC-2017

Figure 3: Contact form on www.new-exploration.tech

1.1.2 Press release to international media for project launch event

Subsequent to the Kick-off Meeting of NEXT that took place in Rovaniemi, Finland, a press release was published to international media to announce the launch of the project (Figure 5).

2 OUTLOOK

The activities of the press bureau will accompany NEXT during its complete 3 years development. It will co-operate and actively exchange with international media and promote the project and the new developments by continuous updates, i.e. on our web page / news sections, press releases on milestones achieved, organize a press conference and initiate coverage in terms of published articles in related journals. Registration for a newsletter on NEXT activities will be available on www.new-exploration.tech soon.

Press Release NEXT – New Exploration Technologies

04.07.2018

EU project NEXT (New Exploration Technologies) started

Rovaniemi, Finland, 04.07.2018. On 23 and 24 May 2018, the research project NEXT, financed by the European Union as part of the HORIZON 2020 Research and Innovation programme, started with a kick-off meeting in Rovaniemi, Finland. NEXT will develop new geomodels, novel sensitive exploration technologies and data analysis methods, which together are fast, cost-effective, environmentally safe and potentially more socially accepted.

The NEXT consortium is coordinated by the Geological Survey of Finland (GTK) and consists of 16 partners from research institutes, academia, service providers and mining industry from the six EU member states Finland, Sweden, Germany, France, Malta and Spain. They represent the main metal-producing regions of Europe: the Baltic Shield, the Iberian Variscan Belt and the Central European Belt. "These economically most important metallogenic belts have diverse geology with evident potential for different types of new mineral resources," says Vesa Nykänen, Research Professor and Scientific Coordinator of the project. "The mineral deposits in these belts are the most feasible sources of critical, high-tech and other economically important metals in the EU."

The project is built on three pillars of technological advances: (1) Mineral systems modeling, (2) exploration methods and approaches as well as (3) data processing and data integration tools. NEXT will combine the knowledge derived from the geological mineral systems research with the new advanced exploration techniques. The development of data analysis techniques is a crucial step in getting most out of the vast exploration data with lower costs and better accuracy. With these principles in mind, NEXT is taking steps toward more efficient and economically and environmentally sustainable mineral exploration. "This will eventually lead into better success rate in exploration and new discoveries, which is important for the raw materials supply for European industrial development now and in the future", highlights Vesa Nykänen.

The most important components of the project are:

- Produce robust conceptual 3D models for selected target sites that in combination with pathfinders allow to predict the location and the size of ore deposits at depth,
- Develop new geophysical EM airborne methods (also with UAVs),
- Improve, facilitate and promote cost-efficient and environmentally-friendly multi-source surface geochemical exploration techniques for target scale mineral exploration,
- Integrate spectral, multiscale, multisensory exploration data,
- Develop self-organizing map software, which enables analysis of large amounts of data in order to find typical pattern for certain deposit types,
- Develop practical guidelines and generate strategies that improve relationships between industry and local actors and communities.

"Methods developed will reduce the current high exploration costs and enhance participation of civil society from the start of exploration, raising awareness and trust", explains Project Manager

Figure 4: Press Release on start of NEXT, page 1.

Juha Kaija from GTK. "Moreover, the reduced environmental impact of the new technologies and better knowledge about the factors influencing social licensing will help promote social acceptance of both exploration and mining and therefore support the further development of Europe's extractive industry."

The project has a budget of 6.9 M€ and it will run for 3 years.

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776804 — H2020-SC5-2017.

Figure 5: Press Release on start of NEXT, page 2.