

# DESY

## Strategy Review & Re-boost 2022

WA Meeting

H. Dosch, 17 June 2022



# DESY Strategy 2030 Loop 2022

innovativ • nachhaltig  
weltoffen • divers



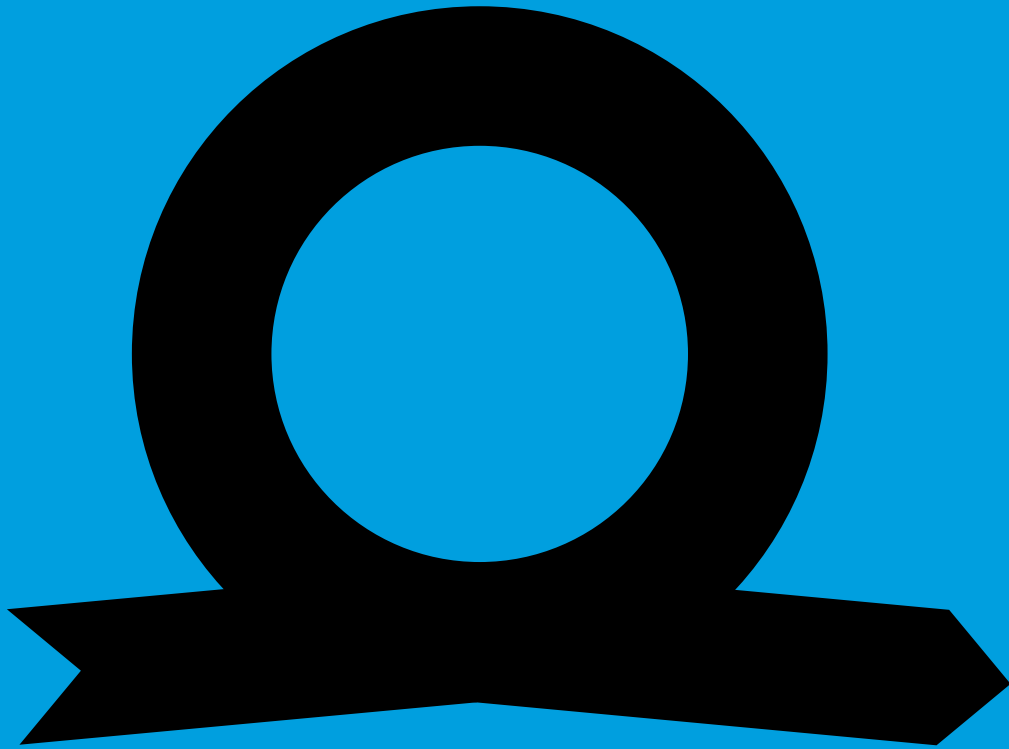
THE DECODING  
OF MATTER

ACCELERATORS  
PHOTON SCIENCE  
PARTICLE PHYSICS  
ASTROPARTICLE PHYSICS

HAMBURG • ZEUTHEN



# Initial process 2017-2018



**DESY 2030 strategy process**



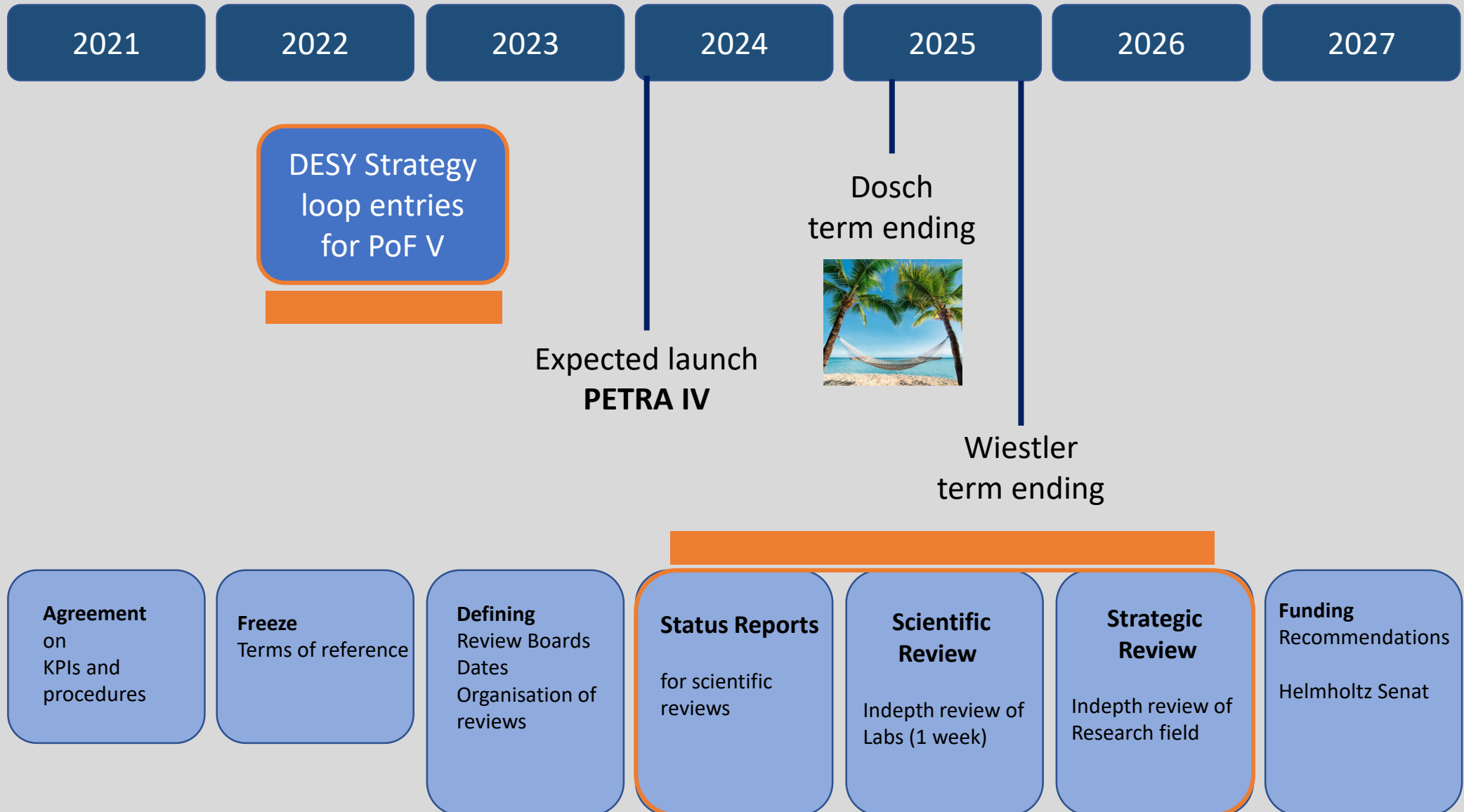
**POF  
III**

**POF  
IV**

## Time table

DESY.

Helmholtz  
preparing  
PoF V



## The 2 DESY Pillars

### DESY's Mission

#### Mission Statement

Exploiting large scale infrastructures, DESY is striving to decode matter in all its manifestations, and the fundamental relations between its structure and function, to provide robust knowledge base for solving the big questions of mankind, and pressing challenges facing science, society and industry.

### DESY's competences to fulfill its mission

#### DESY

##### Research

Accelerator R&D  
Photon Science  
Particle Physics  
Astroparticle Physics

#### DESY

##### Technologies

Large Scale Facilities  
Big Data, Computing  
.....

#### DESY

##### Innovation

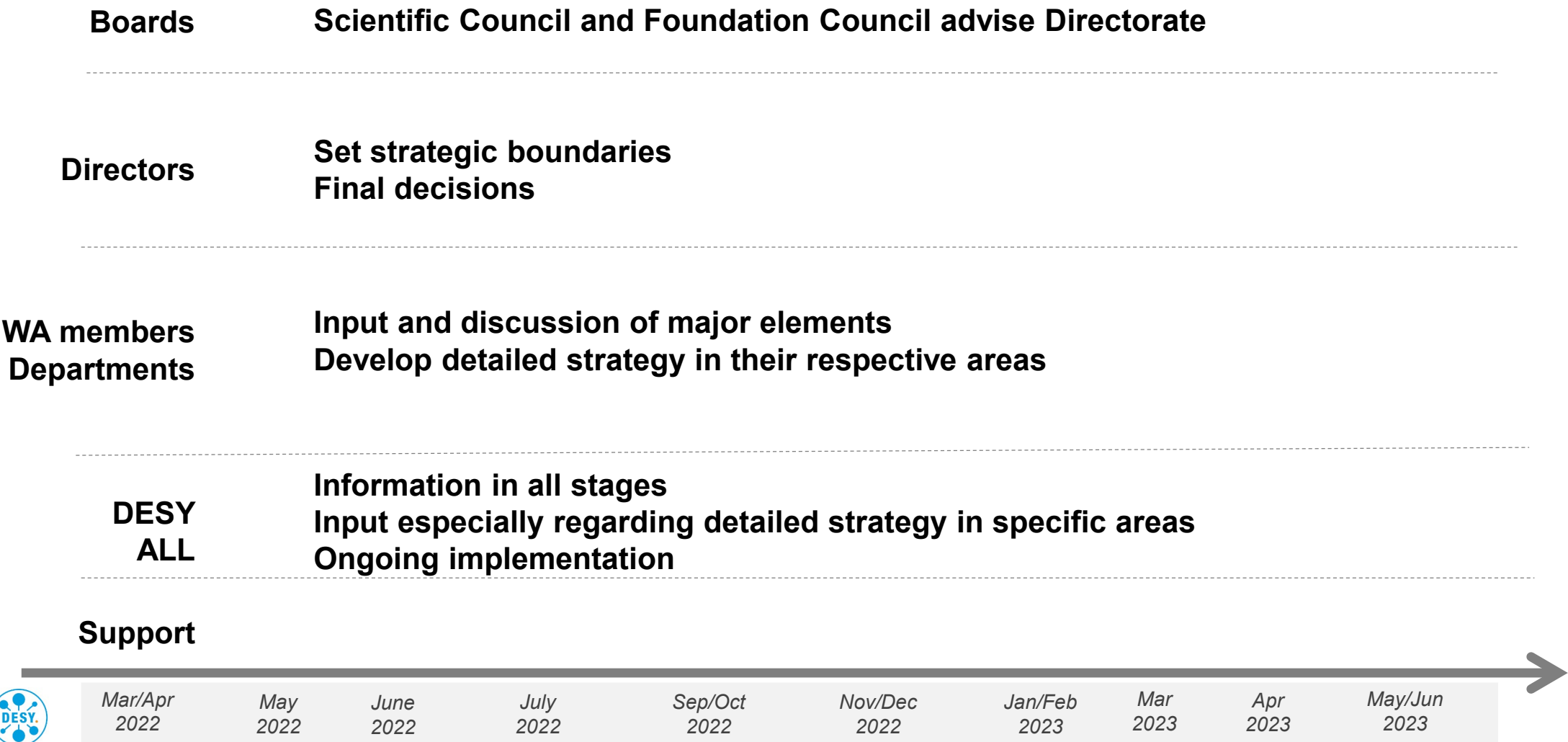
Industry Cooperation  
Start-up Environment  
Service Infrastructure

## Questions to be addressed

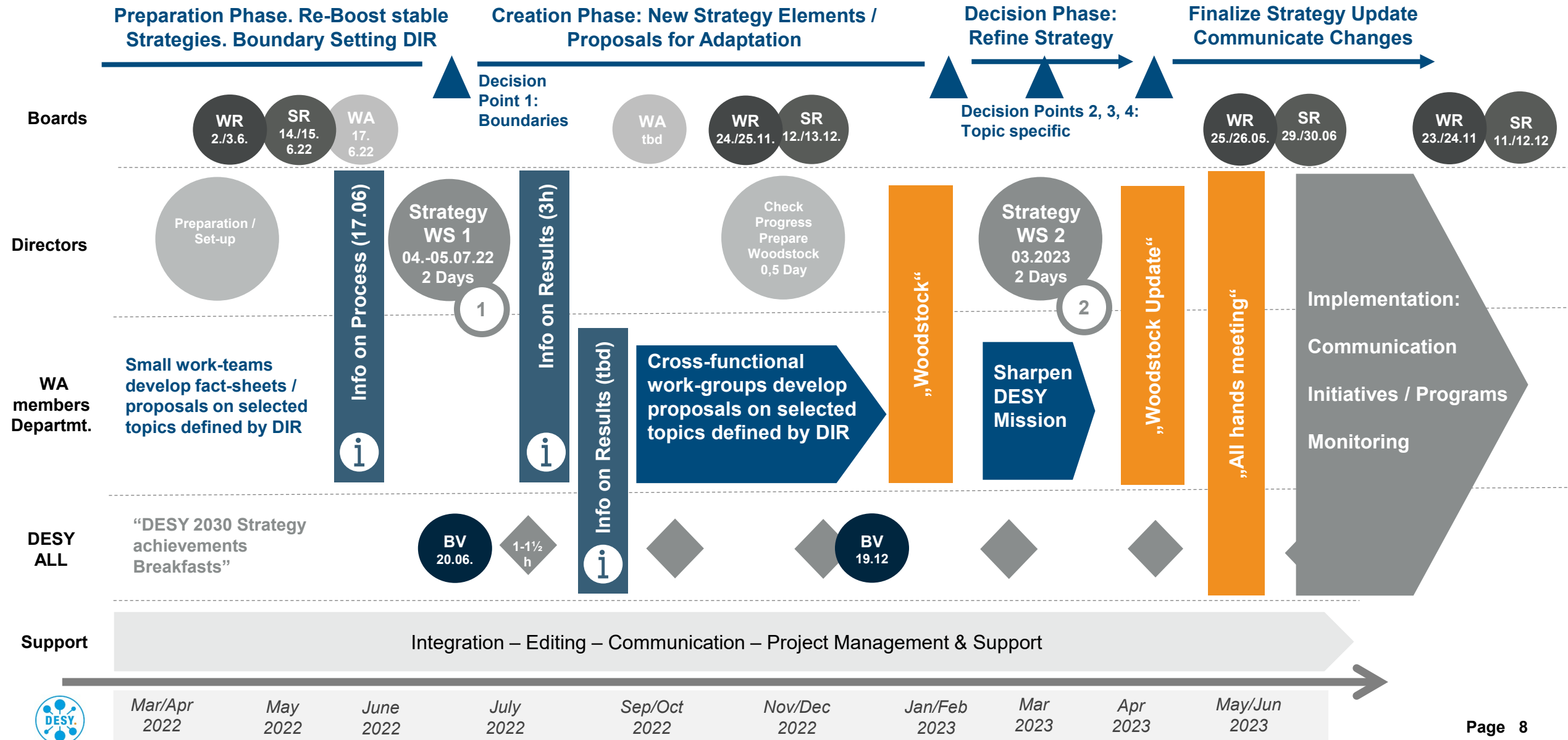
1. DESY's science and innovation **gold** mines ?
2. DESY's mission-critical research infrastructures ?
3. DESY's research infrastructures  
with high discovery potential ?
4. DESY's role in international collaborations.
5. DESY's future applications fields ?  
*How can we increase the societal impact of the lab ?*
6. DESY's role in the Helmholtz Association

# DESY. Strategy Review & Re-Boost Process

Who is doing what?



# DESY. Strategy Review & Re-Boost Process





# Next Steps with involvement of WA / DESY Staff

## Strategy Review

### Strategy Workshop (4-5 July 2022)

- Screen topics (Dir & WA +)
- Directorate defines (new) strategic boundaries where necessary & feasible

### Cross-functional working groups (Sept 2022)

- develop proposals on selected topics

### „Woodstock“ Format Workshop (Jan / Feb 2023)

- Deep dive discussions on selected topics
- Define changes / adaptations of strategy

## Continued Strategy Implementation

All: Keep going 😊!

### Strategy Achievement Breakfast Series

- Update on achievements of last years
- 60-90 minutes, early start to enable participation for everyone interested
- Start with PETRA IV in September

# STRATEGY 2030

Update 2022

„Fact sheet Topics“

Research Infrastructure	Research and Cross-disciplinary topics	Cross-cutting	Operational
PETRA IV Re-Alignment	Quantum Technology	Digital DESY	Technical Service groups
FLASH-XFEL	Water / CMWS	Detector Development	Administrative Service Groups
PITZ and ARES	Imaging	Campus	
UED / REGAE	Nano / Material Research - CIMMS		
Plasma ARD LK1	Life Science / Cryo Platform		
Local particle physics experiment			
Test beam			
Astro: GW / Einstein			
International Cooperations & future role of DESY			
Computing Facilities			

# Strategy Workshop July 4.-5, 2022

## Objectives

- Set strategic boundaries
- Integrate WA members (and other key players) in the start of the strategy process: Kick Off

## What are decisions on „Strategic Boundaries”

- Major decisions on long-term portfolio development of DESY (grow / shrink / get out / by when)?
- Basic assumptions on uncertain future developments, e.g. “PETRA IV will come”  
(-> plan everything else using this assumption as starting point / boundary condition)
- Decisions regarding financial boundaries, internal organization, etc.

## Part 1: Fact sheet presentation for DIR, WA + further key players

- Fact-sheet teams present their findings (2-3 powerpoint slides, 5 minutes)
- Q&A with Directorate
- Written comments & questions by all

## Part 2: DIR workshop

- Draw first conclusions
- Discuss & decide strategic boundaries
- Prepare task for cross-functional teams for those topics that need further preparation

# Strategy Review, Boundaries Setting by DIR

4 July 2022

Time	Step	Detail	Who
<b>Part 1: DIR + WA members + selected others</b>			
	Setting	Hörsaal, fact sheet teams present live, remote participation possible. Q & A between Dir and fact sheet teams only. Miro-Board and / or Zoom to comment in the background.	
1100	Intro	<ul style="list-style-type: none"> <li>Welcome and intro by Helmut Dosch</li> <li>Agenda and procedure</li> </ul>	Dosch Dietl / All
1110	Fact sheet pres.	<ul style="list-style-type: none"> <li>Presentations of fact sheets – 8 Min / Topic (5 Min pres. / 3 Min Q &amp; A)</li> <li>Topics 1-8</li> </ul>	Fact sheet authors
1230	Lunch		
1330	Fact sheet pres.	<ul style="list-style-type: none"> <li>Topics 9-17 – 8 Min / Topic</li> </ul>	Fact sheet authors
1500	Wrap-Up	<ul style="list-style-type: none"> <li>First conclusions &amp; commentaries</li> </ul>	All
1515	Break		
<b>Part 2: Directorate (seminar room 1)</b>			
1545	Conclusions	<ul style="list-style-type: none"> <li>Conclusions &amp; prioritization of topics: Where to set strategic boundaries?</li> </ul>	Dir
1715	Planning day 2	<ul style="list-style-type: none"> <li>Plan topics / procedure day 2</li> </ul>	Dir
1800	End		

# Strategy Review, Boundaries Setting by DIR

5 July 2022

Time	Step	Detail	Who
Directorate – extern: Gastwerk Hamburg, Beim Alten Gaswerk 3 22761 Hamburg			
0830	Intro	<ul style="list-style-type: none"><li>• Intro</li></ul>	
0845	Strategic topic discussion	<ul style="list-style-type: none"><li>• Discussion of prioritized deep dive topics<ul style="list-style-type: none"><li>• Result 1: Strategic boundary setting ( i.e. decided by DIR)</li><li>• Result 2: Task for cross-functional work group</li></ul></li></ul>	Dir
1230	Lunch		
1330	Strategic topic discussion	<ul style="list-style-type: none"><li>• Continue</li><li>• Wrap up: How to proceed with topics not covered</li></ul>	Dir
1430	Break		
1445	Cross-functional work group prep.	<ul style="list-style-type: none"><li>• Prepare topics / tasks for cross-functional work-groups</li></ul>	Dir
1615	Conclusions	<ul style="list-style-type: none"><li>• Conclusions / wrap up</li></ul>	Dir
1645	End		

# DESY. The Decoding of Matter

DESY Strategy Loop 2022



**WA**

17 June 2022

Thank you!