



European Organization for Nuclear Research - Organisation européenne pour la recherche nucléaire

A more dynamic communication in the local area

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Group

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Meyrin Site, start of the works, May 1954



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PS in Meyrin (1965)



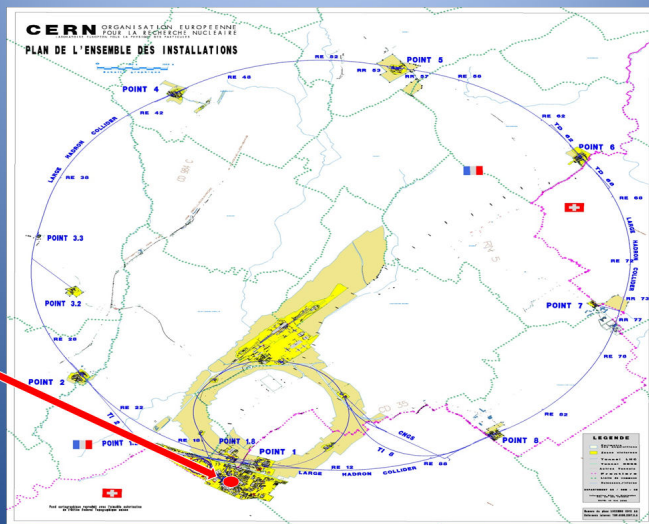
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Prévessin site (1972)



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CERN sites today



PS, still working!



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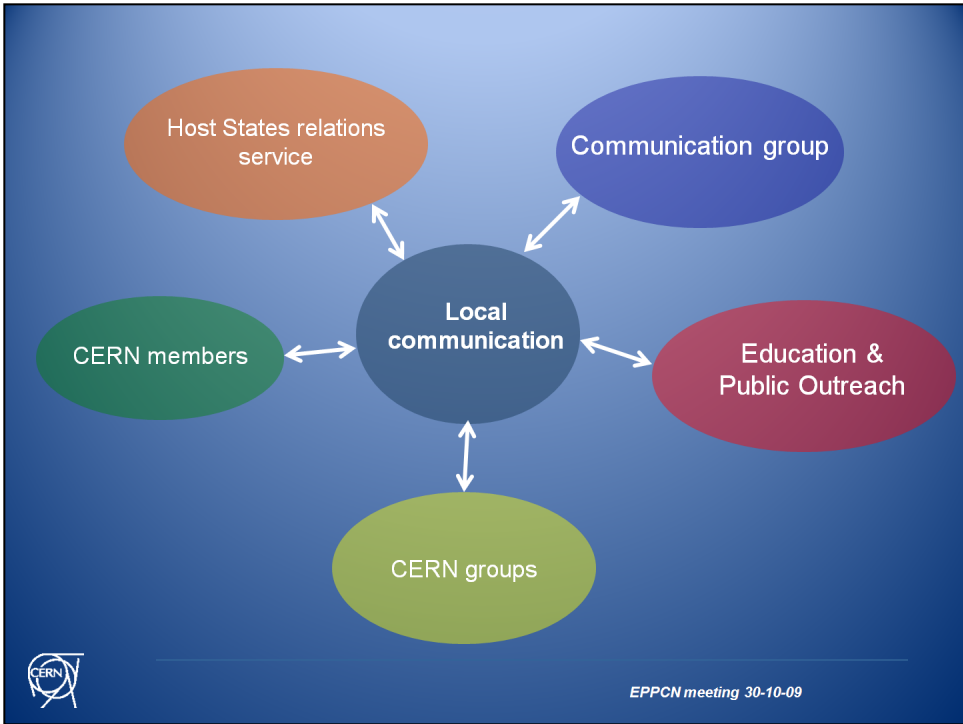
- CERN sites in Canton of Geneva and France Pays de Gex

- 450 000 persons in Geneva

- 70 000 persons in Pays de Gex



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People have heard of CERN but...

2008 survey:

- they don't know what it is
- communication activities are on-site & this can be off-putting
- local teachers find contact difficult
- our visual identity is inexistent or not understood



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CERN should be something for the local population to feel proud of...

Objectives

- 1.Improve the brand image, awareness and visibility of CERN
- 2.Reinforce our educational offer

Targets

- Local authorities
- Local schools (teachers and students)
- Local families



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1- Brand image, awareness, visibility of CERN

> Reinforce dialogue with local partners
(politicians, industries, education networks, local media)



- ✓ meet local partners
- ✓ tools to communicate : web site for local communities, press releases sent
- ✓ coordinate the network of CERN scientists in the local community



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1- Brand image, awareness, visibility of CERN

> Reinforce dialogue with local partners



On the 20th of October: special event for our local partners
(politicians, education networks, local media)



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1- Brand image, awareness, visibility of CERN

> Reinforce dialogue with local partners

Tools to improve communication: press releases, dedicated web



www.cern.ch/voisins
a new web site for local communities



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1- Brand image, awareness, visibility of CERN

> Reinforce dialogue with local partners

Coordinate the network of CERN
scientists/employees in the local community



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1- Brand image, awareness, visibility of CERN

> Communication actions for local public

- Involvement in local events
- Reserve site visits for local public
- Regular outreach events at CERN (such as Discovery Mondays, Carrerras Lectures, etc.)



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1- Brand image, awareness, visibility of CERN

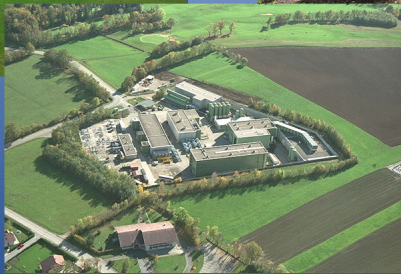
> Improve visibility in the local area



CMS near the village of Cessy



LHC Point 7



LHC Point 4



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Road sign for the LHCb experiment at LHC point 8



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1- Brand image, awareness, visibility of CERN

> Improve visibility in the local area

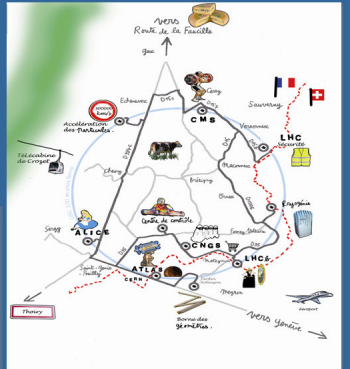
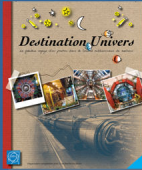
- Improve road signs
- Reinforce visibility at public sites
- Make CERN sites recognizable. Improve identification of the sites, attractive information at the entrance to sites.



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> Passport
Big Bang
project

- 10 exhibition
platforms



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2 - Education

- Visits for local students and training programmes for local teachers

- Increase student awareness of the scientific process
 - ✓ Sponsor school classes (high school)
 - ✓ Talks by physicists in schools
 - ✓ Drawing competition (who's the scientist?) – primary schools



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2 - Education

> Sponsor classes students 15-18 years

WHO: Students 15-18 years-old
Schools near the experiments.

WHAT: each experiment provides an ambassador to at least one class in a local school
HOW: education programme with 4 or 5 visits (in the schools and at CERN). Work done by students (electricity, cosmic rays detectors, analysis of events, other ideas?).



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> Drawing competition

- How children imagine a physicist (following the example of "[Who's the scientist](#)" from FERMILAB)
- 15 classes in France and 15 classes in Switzerland
- Drawing a physicist and writing a dictionary definition in the classroom
- Visit CERN, meet physicists
- Drawing a physicist again
- Exhibition of the best drawings in the exhibition centre

 Dessine-moi un physicien



Before

After



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