

ESPPU Communications Strategy

Audience maps: Drivers – Desired outcomes – Messages

Meeting with all WG

23.06.2021

Objectives of the ESPPU communications strategy:

Done

Our stakeholders will support the case for a future collider because:

- They acknowledge or have been reassured, inspired or surprised by the ways that particle physics research has impacted all our lives.
- They are surprised and excited to learn that ~95% of the universe is unknown and that this and profound mysteries about our origin and destiny linked to the Higgs boson can be addressed by creating “a bigger bang”.
- They are aware that there exists a strong and growing culture of environmental responsibility and engagement within CERN and the HEP community surrounding current and future large projects.

Promoting diversity and inclusion, and raising awareness of the value of global collaboration in pushing the frontiers of knowledge are cross-cutting goals to the above

Key messages (top-level):

Done

1. [INCREASE UNDERSTANDING OF THE UNIVERSE]

Many fundamental mysteries about the universe remain to be solved, including those linked to the Higgs boson. Future colliders are unique tools to unlock these outstanding mysteries in a controlled way.

2. [BENEFITS TO SOCIETY/KNOWLEDGE & TECHNOLOGY TRANSFER]

Innovation for future colliders will create technologies that can change the way we live and work, and address societal challenges, ranging from health to the environment.

3. [RETURN ON INVESTMENT]

Future colliders will bring industrial, economic and social benefits to local, regional, national and global partners.

4. [ENVIRONMENTALLY RESPONSIBLE RESEARCH]

The particle physics community constantly strives to develop sustainable research facilities and is transparent in communicating their environmental impact

5. [INSPIRE AND STRENGTHEN RELATIONSHIPS BETWEEN NATIONS AND CULTURES]

Collider-based research is one the most compelling example of countries coming together for a common good. It is a proven source of inspiration for future generations.

Priority audiences (high interest; high power)

Audience
Governments/Decision-makers (local, regional, national; MS, AMS, HS, potential MS)
HEP community (including CERN)
Local community away from LHC
Media and influencers (as vectors)
Environmental associations, interest groups, activists
Industry

Second priority audiences (low interest; high power)

Audience
General public (MS, AMS, HS)
Local community near LHC
Donors

Done

High

Keep Satisfied; Ensure buy-in

Benefits to society	Physics case	Minimising environmental impact
General public (MS, AMS, HS)		
Local community near LHC		
	Media and Influencers	
	Donors	

Priority Audience

Manage Closely; Call to action; Ensure buy-in

Benefits to society	Physics case	Minimising environmental impact
Governments (local, regional, national; MS, AMS, HS, potential MS)		
	CERN Community (incl. as ambassadors)	
	HEP community (as ambassadors)	
Local community away from LHC		Local community
Media and influencers		
		Environmental associations, interest groups, activists
		Industry

POWER

Monitor

Benefits to society	Physics case	Minimising environmental impact
Teachers and students		Teachers and students
IPPOG, HEP community, partner collaborations		
General public in potential MS and Observer States		
CERN contractors, previous visitors		
Int. Organisations	??	??
	Industry	
	Local community	

Keep informed

Benefits to society	Physics case	Minimising environmental impact
Industry		
Governments of Observer States		
HEP institutes and unis		
CERN community	??	??
Donors		
	Teachers and Students	
	HEP community	
		Local communities

Low

INTEREST

High

Low


Map of Target audiences

Audiences x Drivers x Desired outcomes x Messages


Audience: Governments/Decision-makers (local, regional, national; MS, AMS, HS, potential MS)

Driver (What motivates this audience?)	Desired outcomes	Messages
<ul style="list-style-type: none"> • Be a part of scientific excellence • Economic and social impact (through innovation and KT) • Return on investment (industrial, etc) • Job creation • Inspiration for STEM • Control of environmental impact <p><i>Reminder of Top level key messages</i></p> <ul style="list-style-type: none"> • Many fundamental mysteries about the universe remain to be solved, including those linked to the Higgs boson. • Future colliders are unique tools to unlock these outstanding mysteries in a controlled way. • Innovation for future colliders will create technologies that can change the way we live and work, and address societal challenges, ranging from health to the environment. • Future colliders will bring industrial, economic and social benefits to local, regional, national and global partners • The particle physics community constantly strives to develop sustainable research facilities and is transparent in communicating its environmental impact • Collider-based research is one of the most compelling examples of countries coming together for the common good. It is a (proven) source of inspiration for future generations. 	<ul style="list-style-type: none"> • Political and financial support for a future collider • Advocate for continued collider-based exploration in multilateral debates <div data-bbox="1014 596 1352 862" style="text-align: center; color: white; background-color: #76b82a; padding: 10px; transform: rotate(-15deg); font-size: 2em; font-weight: bold;">Done</div>	<ul style="list-style-type: none"> • Your region/country will have a stake in answering some of the outstanding fundamental questions about the universe • The unique know-how and expertise needed to develop a future collider will bring industrial, economic and social benefits to your region/country (<i>including unique learning and training opportunities for highly-skilled professionals in a diversity of roles</i>). • Clear, decisive political and financial support for a future collider is required to ensure Europe's leadership role in research and innovation. • The particle physics community constantly strives for environmentally-responsible research, such as reduction of the carbon footprint.


Audience: HEP community (including CERN)

Driver (What motivates this audience?)	Desired outcomes	Messages
<ul style="list-style-type: none">• Scientific excellence• Future of the field, dependent on a future large-scale project (including influx of new researchers)• Access to large-scale research infrastructure• Funding (access to large amounts of funding)• Be part of a global collaboration project <p><i>Reminder of Top level key messages</i></p> <ul style="list-style-type: none">• Many fundamental mysteries about the universe remain to be solved, including those linked to the Higgs boson.• Future colliders are unique tools to unlock these outstanding mysteries in a controlled way.• Innovation for future colliders will create technologies that can change the way we live and work, and address societal challenges, ranging from health to the environment.• Future colliders will bring industrial, economic and social benefits to local, regional, national and global partners• The particle physics community constantly strives to develop sustainable research facilities and is transparent in communicating its environmental impact• Collider-based research is one of the most compelling examples of countries coming together for the common good. It is a (proven) source of inspiration for future generations.	<ul style="list-style-type: none">• Be united in support for the choice of a post-LHC collider in Europe• Join the research programmes built around the future collider• Be well-prepared ambassadors for a post-LHC collider• Strive for environmentally responsible research and be transparent in communicating about it• Pursue societal applications of future collider R&D	<ul style="list-style-type: none">• Failing to come together on a future collider will stall progress in HEP• Designing, building and operating a future collider will benefit the whole HEP community for decades• Minimising environmental impact is crucial for the approval of a future collider project• The community pursuing the next future collider must be diverse and inclusive• Your passion and enthusiasm make you the best ambassadors to secure the future of the field, and can contribute to your scientific impact 

Audience: Local community away from LHC

Driver (What motivates this audience?)	Desired outcomes	Messages
<ul style="list-style-type: none">• Economic and social benefits <i>(including tourism)</i>• Impact on environment, on individuals <p><i>Reminder of Top level key messages</i></p> <ul style="list-style-type: none">• <i>Many fundamental mysteries about the universe remain to be solved, including those linked to the Higgs boson.</i>• <i>Future colliders are unique tools to unlock these outstanding mysteries in a controlled way.</i>• <i>Innovation for future colliders will create technologies that can change the way we live and work, and address societal challenges, ranging from health to the environment.</i>• <i>Future colliders will bring industrial, economic and social benefits to local, regional, national and global partners</i>• <i>The particle physics community constantly strives to develop sustainable research facilities and is transparent in communicating its environmental impact</i>• <i>Collider-based research is one of the most compelling examples of countries coming together for the common good. It is a (proven) source of inspiration for future generations.</i>	<ul style="list-style-type: none">• Political and public support for a future collider project• Support of communities directly affected by the construction of a future collider• Prestige on being associated to an ambitious scientific project <p style="text-align: center;"></p>	<ul style="list-style-type: none">• A future collider at CERN will create jobs and other economic developments in our local area.• CERN is world famous and brings a positive cultural spotlight to our region.• CERN adheres to the highest standards of health, safety and security, and consistently strives to deliver environmentally responsible research.• CERN takes its place in the community seriously. We work closely with local institutions and authorities for the CERN of tomorrow.

Audience: Media and influencers (as vectors)

Driver (What motivates this audience?)	Desired outcomes	Messages
<ul style="list-style-type: none">• Audience numbers (readership, viewers)• One of the most ambitious projects in the world (wow factor)• Relevance (benefits to society)• Exclusives (be the first)• Big discoveries• Conflict and competition• Trusted sources• Quirkiness, superlatives <p><i>Reminder of Top level key messages</i></p> <ul style="list-style-type: none">• <i>Many fundamental mysteries about the universe remain to be solved, including those linked to the Higgs boson.</i>• <i>Future colliders are unique tools to unlock these outstanding mysteries in a controlled way.</i>• <i>Innovation for future colliders will create technologies that can change the way we live and work, and address societal challenges, ranging from health to the environment.</i>• <i>Future colliders will bring industrial, economic and social benefits to local, regional, national and global partners</i>• <i>The particle physics community constantly strives to develop sustainable research facilities and is transparent in communicating its environmental impact</i>• <i>Collider-based research is one of the most compelling examples of countries coming together for the common good. It is a (proven) source of inspiration for future generations.</i>		 <p>Matthew and Ana L and Cristina</p>

Audience: Environmental associations, interest groups, activists

Driver (What motivates this audience?)	Desired outcomes	Messages
<p><i>Reminder of Top level key messages</i></p> <ul style="list-style-type: none">• <i>Many fundamental mysteries about the universe remain to be solved, including those linked to the Higgs boson.</i>• <i>Future colliders are unique tools to unlock these outstanding mysteries in a controlled way.</i>• <i>Innovation for future colliders will create technologies that can change the way we live and work, and address societal challenges, ranging from health to the environment.</i>• <i>Future colliders will bring industrial, economic and social benefits to local, regional, national and global partners</i>• <i>The particle physics community constantly strives to develop sustainable research facilities and is transparent in communicating its environmental impact</i>• <i>Collider-based research is one of the most compelling examples of countries coming together for the common good. It is a (proven) source of inspiration for future generations.</i>	<p data-bbox="1472 439 1857 702">Vanessa et al</p>	

Audience: Industry

Driver (What motivates this audience?)	Desired outcomes	Messages
<p><i>Reminder of Top level key messages</i></p> <ul style="list-style-type: none">• <i>Many fundamental mysteries about the universe remain to be solved, including those linked to the Higgs boson.</i>• <i>Future colliders are unique tools to unlock these outstanding mysteries in a controlled way.</i>• <i>Innovation for future colliders will create technologies that can change the way we live and work, and address societal challenges, ranging from health to the environment.</i>• <i>Future colliders will bring industrial, economic and social benefits to local, regional, national and global partners</i>• <i>The particle physics community constantly strives to develop sustainable research facilities and is transparent in communicating its environmental impact</i>• <i>Collider-based research is one of the most compelling examples of countries coming together for the common good. It is a (proven) source of inspiration for future generations.</i>	<div data-bbox="1352 462 1753 788" data-label="Text"><p>Marzena and Vanessa</p></div>	


Next steps

- Meeting next week to close audience maps and work on products/channels mapped to comms hooks
- Establish drafting sub-group – Ana G, Catarina?, Vanessa, Marzena, Ana L
- Deadline for 1st draft – mid-July; circulate to EPPCN

MAY 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
Goals, Top-level messages, Comms hooks/moments						
17	18	19	20	21	22	23
Goals, Top-level messages, Comms hooks/moments						
24	25	26	27	28	29	30
31						

JUNE 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Audience - Drivers - Outcomes - Messages map						
	1		3	4	5	6
Audience - Drivers - Outcomes - Messages Map						
7	8	9	10	11	12	13
Ambassadors. Partners.						
14	15	16	17	18	19	20
Audience - Drivers - Outcomes - Messages Map						
21	22	23	24	25	26	27
Audience - Drivers - Outcomes - Messages Map						
Drafting of comms strategy document					July 3	July 4
Products and/or channels mapped to comms hooks						
Drafting of comms strategy document					July 10	July 11

Print Free Calendar Template from Mondaystartcalendar.com



Presentations to Directorate/ED (TBC)

Ana G + co-chairs

All WGs (joint meetings)

EachWG

To be defined