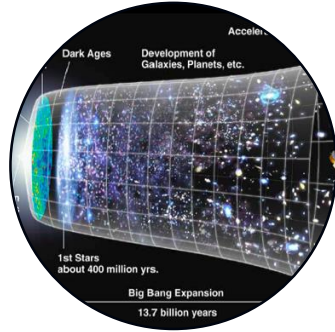


A divulgação e a comunicação de ciência no CERN De olhos postos no futuro

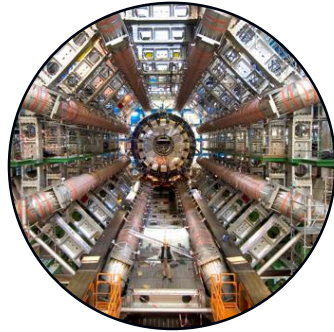
Ana Godinho

Coordenadora do grupo de Comunicação, Educação e Divulgação

CERN's mission is underpinned by four pillars



**Discovery
through
science**



**Innovation
through
sustainable
technology**



**Peaceful
collaboration**

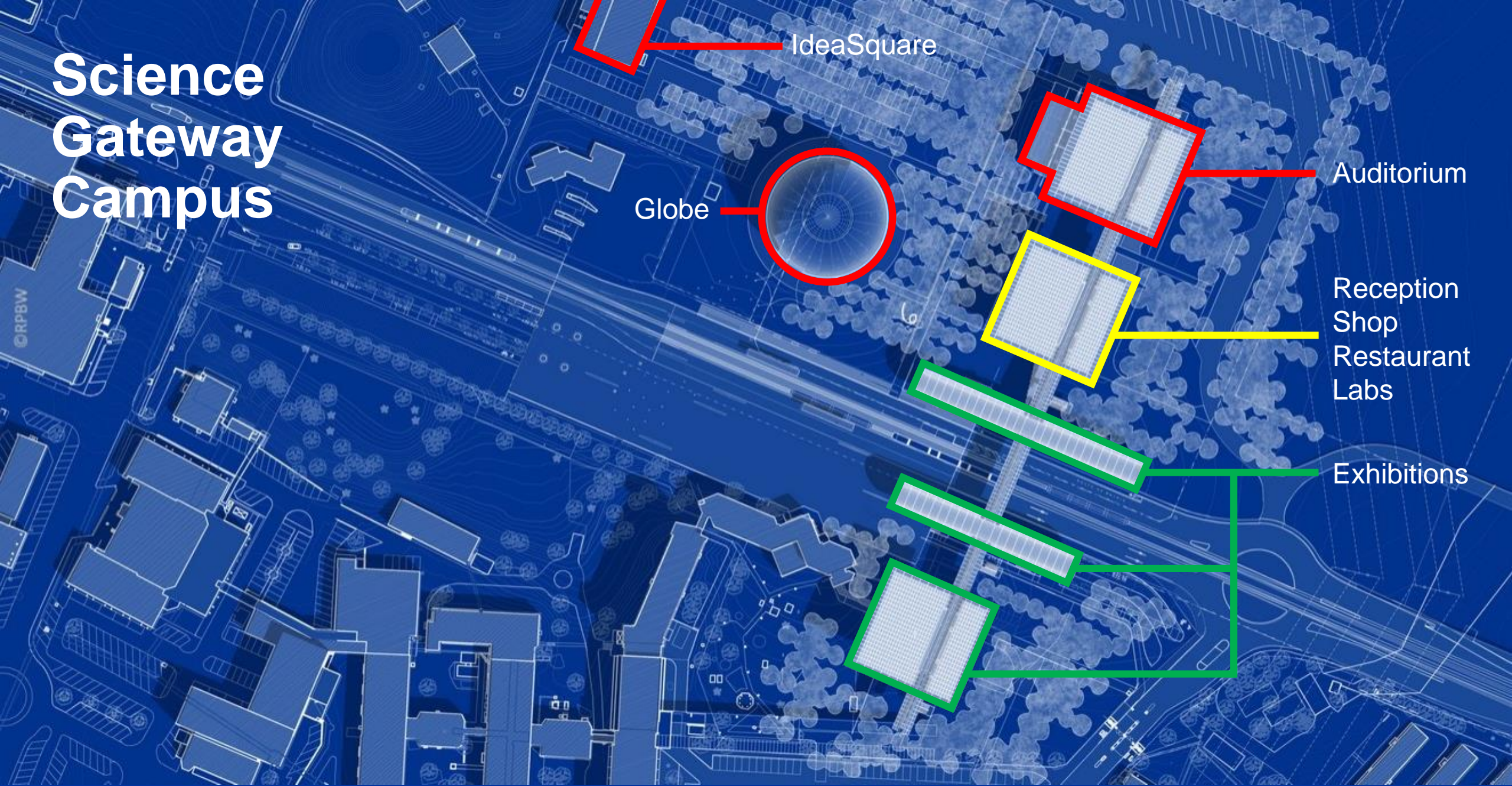


**Education and
Inspiration**

Communications, Education and Outreach



Science Gateway Campus



IdeaSquare

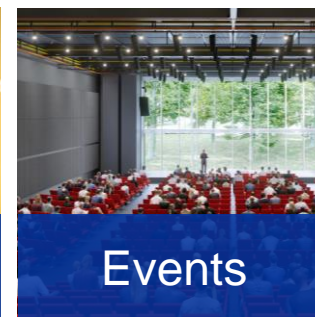
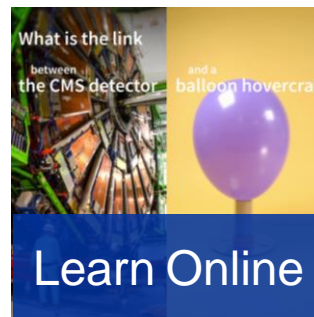
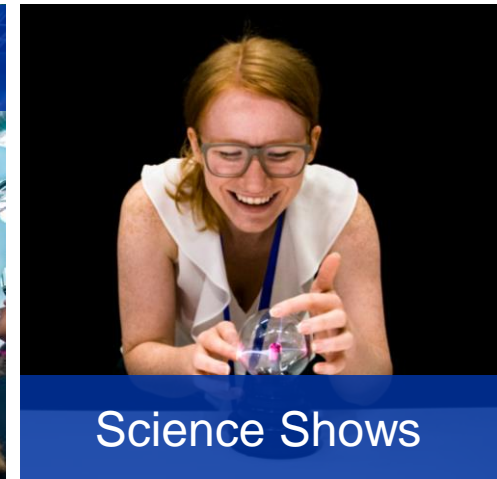
Globe

Auditorium

Reception
Shop
Restaurant
Labs

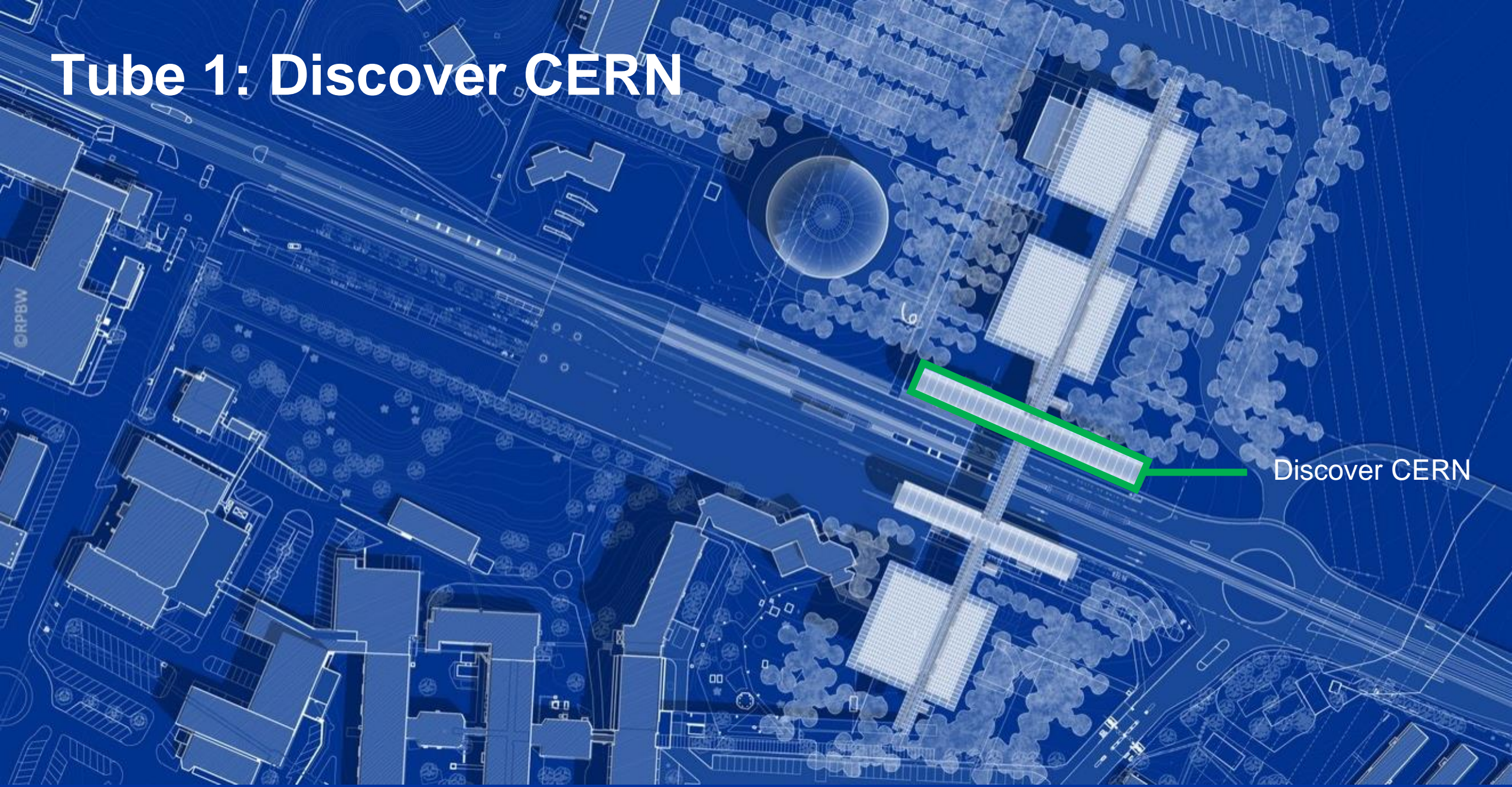
Exhibitions

CERN Science Gateway programme



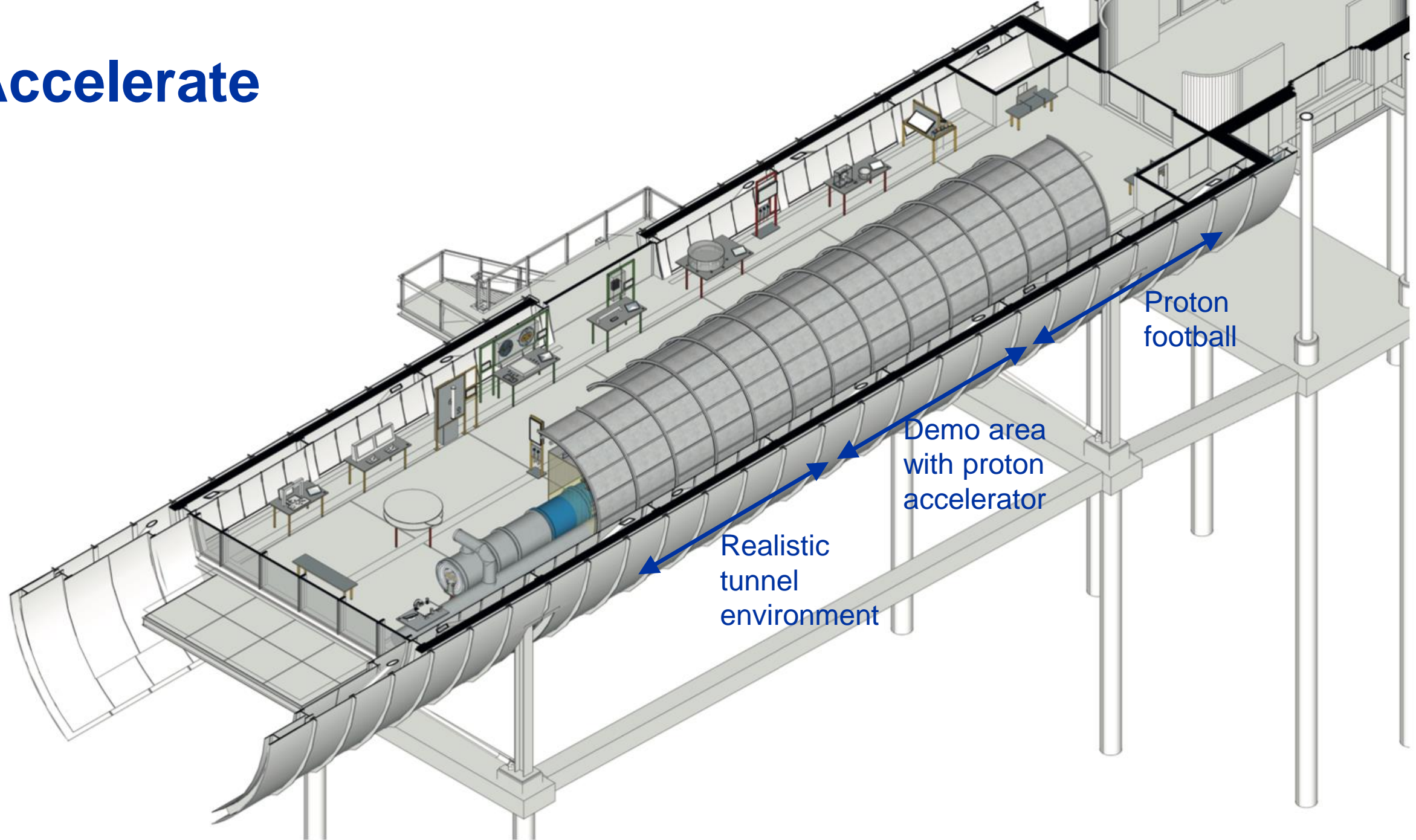
Science Gateway Exhibitions

Tube 1: Discover CERN



Discover CERN

Accelerate



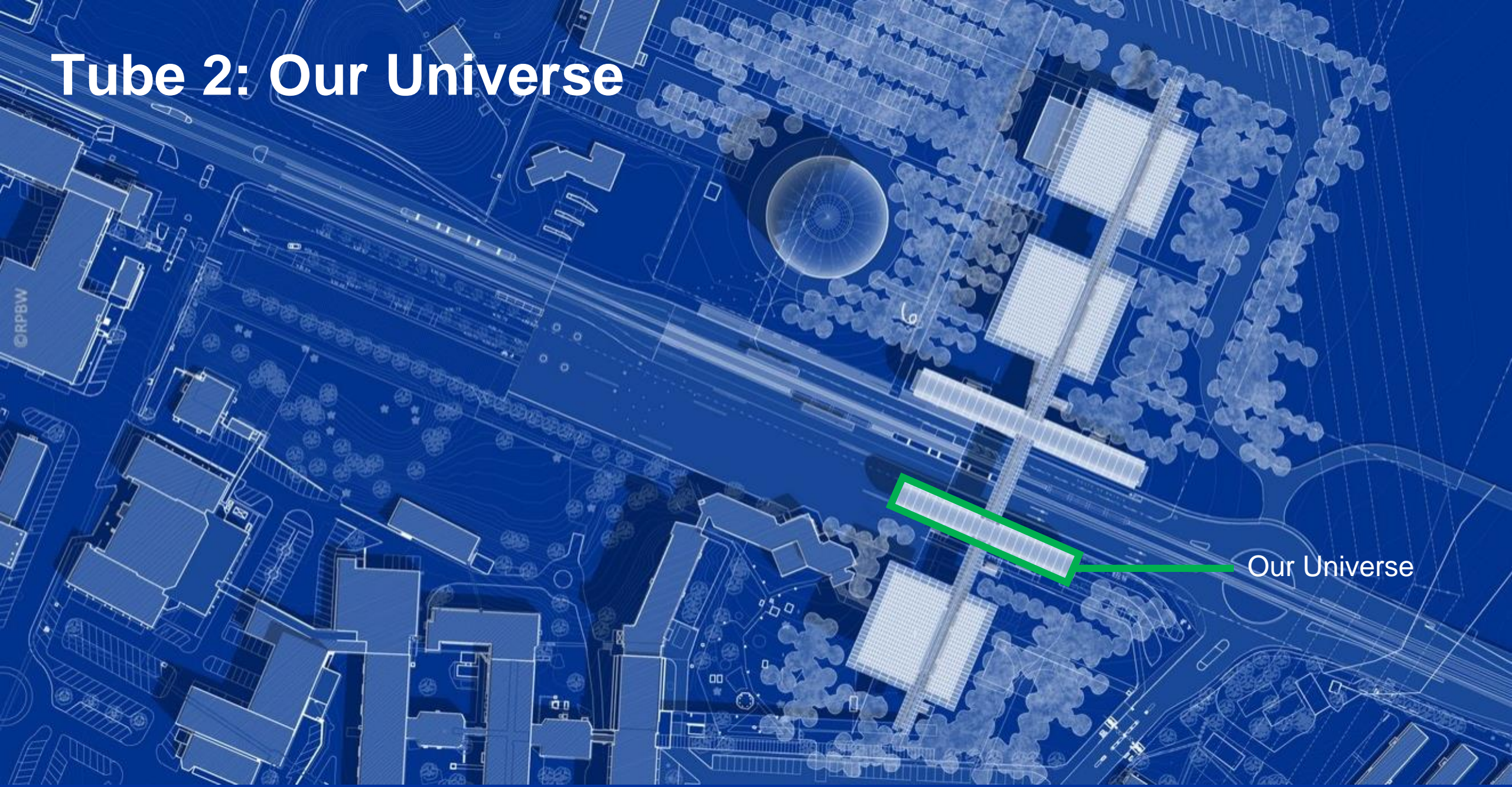
Collide



09.09.2022

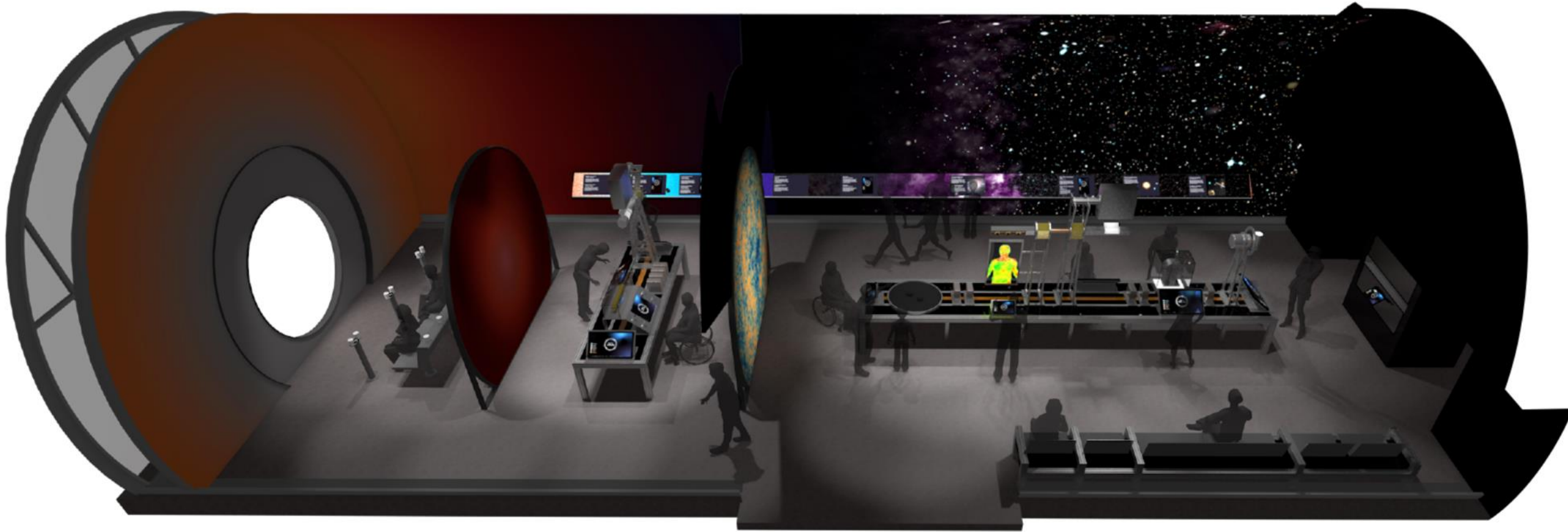
2022 PT Language Teacher Programme

Tube 2: Our Universe



Our Universe

History of the Universe



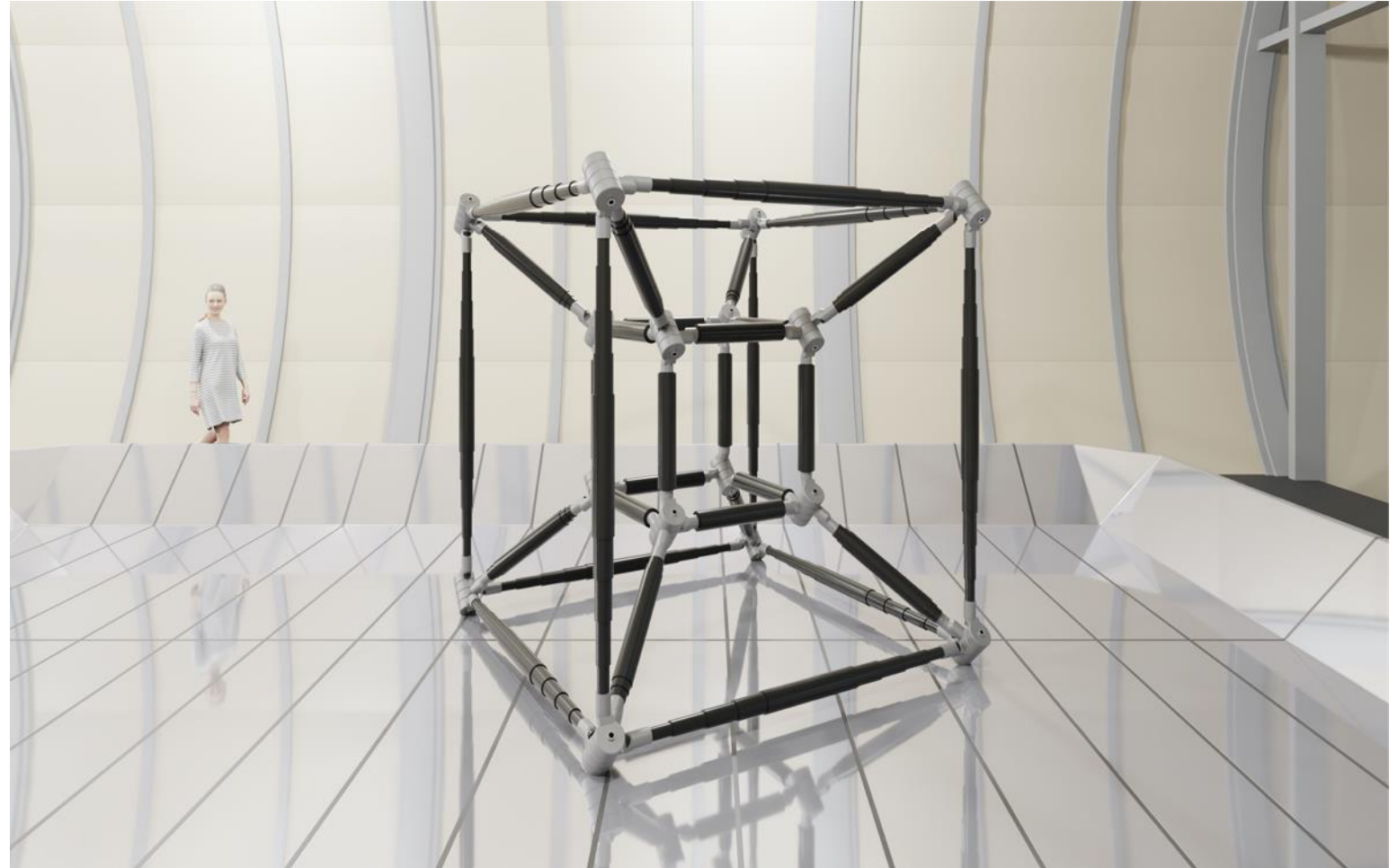
Exploring the Unknown

Artworks as an entry point to the big open mysteries in physics

Exhibition Themes: **Space & Time, the Void and the Invisible.**

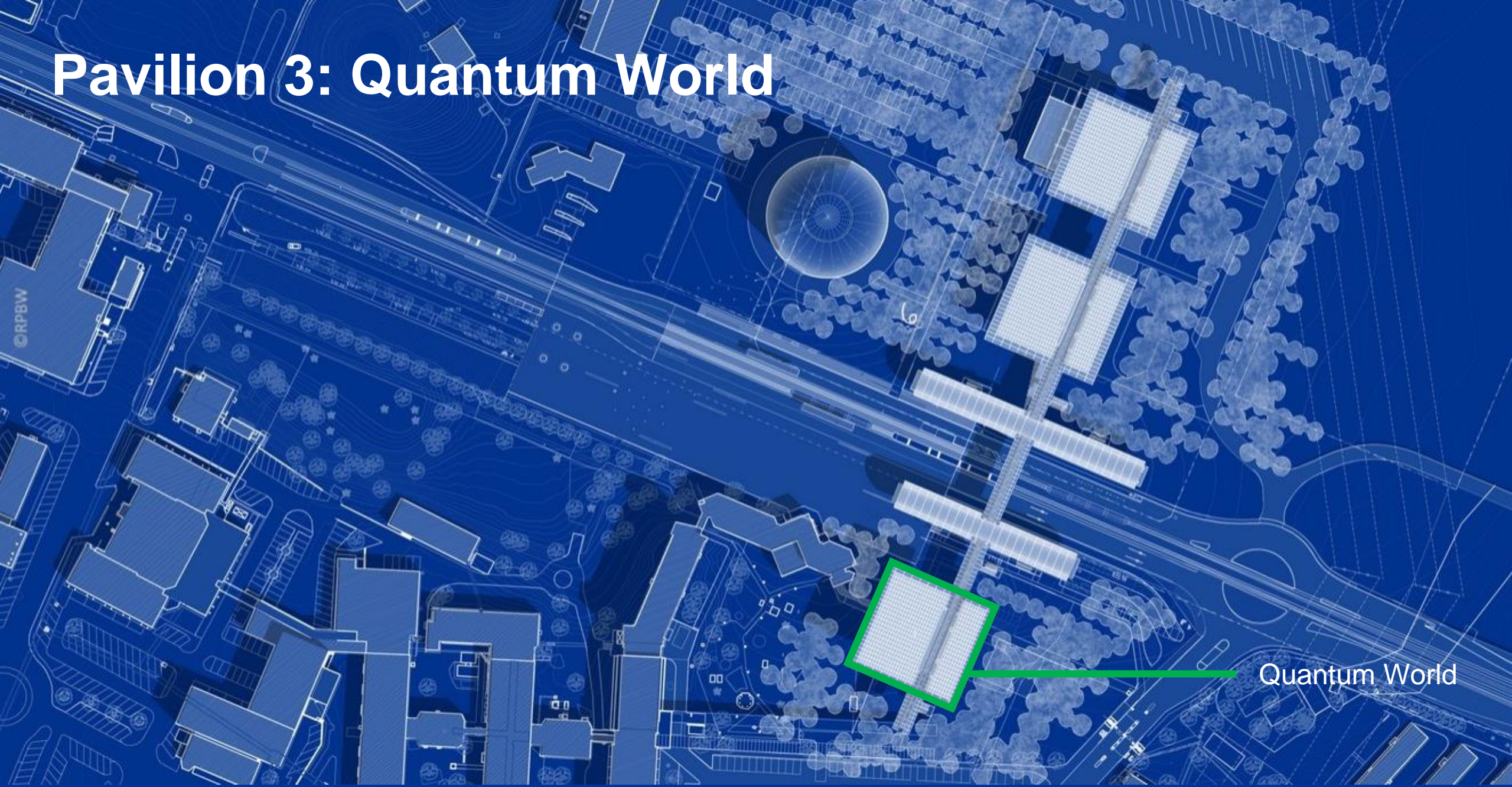
New commissions from Julius von Bismarck, Chloé Delarue & Ryoji Ikeda, Yunchul Kim, Dorota & Egle, in collaboration with Arts at CERN.

Residencies in 2021 where artists exchanged on the scientific topics of the exhibition with theorists.

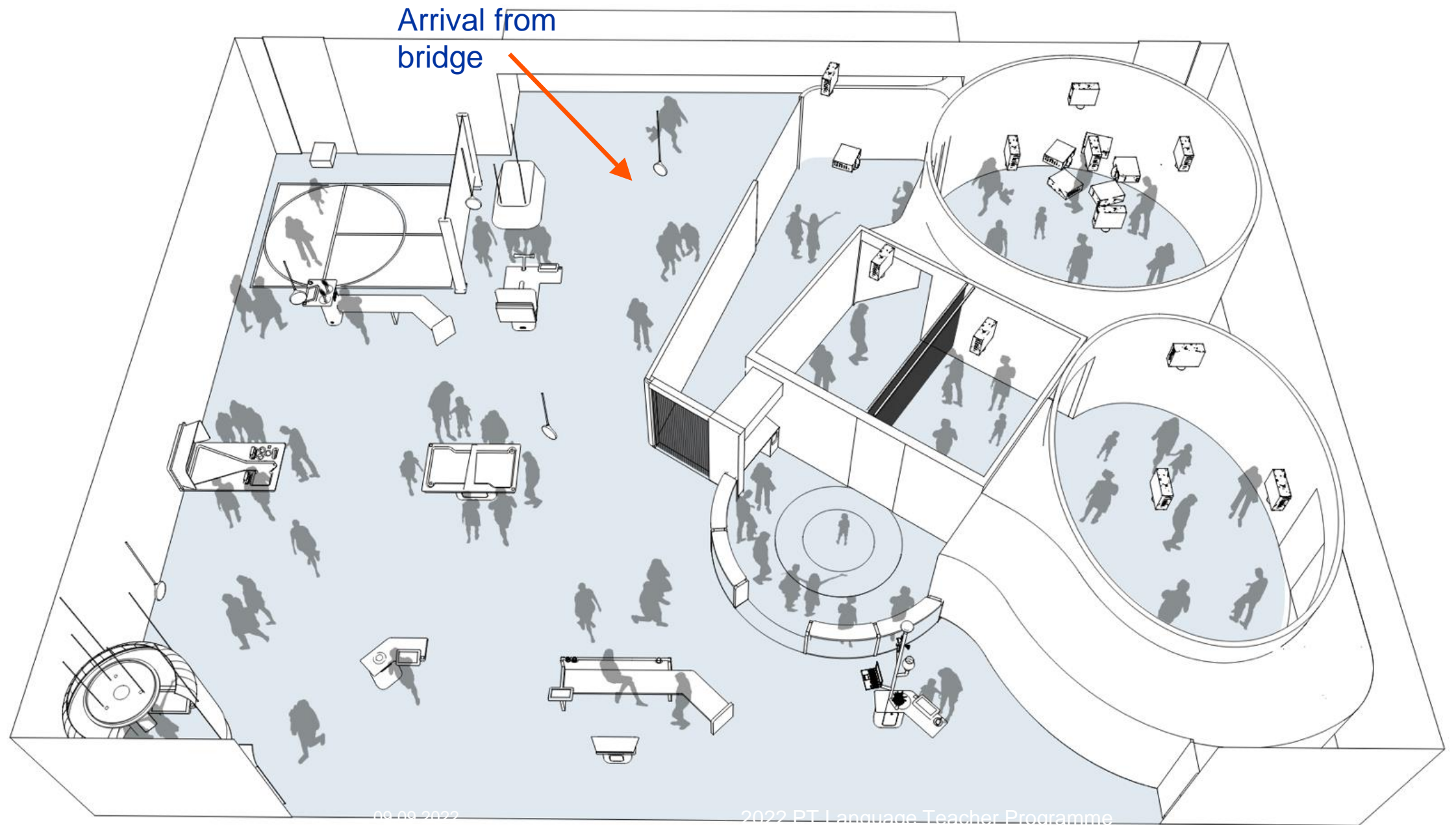


Main Art Commission: *Round About 4 Dimensions* / Julius von Bismarck

Pavilion 3: Quantum World



Quantum World



Arrival from
bridge

09.09.2022

2022 PT Language Teacher Programme

window



Science Gateway Education

Science Gateway Education Activities

Labs

Discover your inner scientist



Science Shows

Explore the stories of discoveries



Online Learning

Engage online to find out more



Science Gateway Education

Labs

Discover your inner scientist

- 45-90 min workshops in different languages & tailored to age groups
- Focus on independent hands-on experimentation and teamwork
- Two lab spaces for each 24 participants

Science Shows

Explore the stories of discoveries



Online Learning

Engage online to find out more



Science Gateway Education

Labs

Discover your inner scientist

- 45-90 min workshops in different languages & tailored to age groups
- Focus on independent hands-on experimentation and teamwork
- Two lab spaces for each 24 participants

Science Shows

Explore the stories of discoveries

- 30-45 min shows tailored to an international audience and different age groups
- Focus on surprising demonstrations and interactive storytelling
- Auditorium for 200+ people

Online Learning

Engage online to find out more

Watch on Twitter

Whichattering object
object d first?

Science Gateway Education

Labs

Discover your inner scientist

- 45-90 min workshops in different languages & tailored to age groups
- Focus on independent hands-on experimentation and teamwork
- Two lab spaces for each 24 participants

Science Shows

Explore the stories of discoveries

- 30-45 min shows tailored to an international audience and different age groups
- Focus on surprising demonstrations and interactive storytelling
- Auditorium for 200+ people

Online Learning

Engage online to find out more

- Videos with quiz questions, DIY experiments, material for educators
- Focus on independent learning
- Material in English and French

Topics

- **Detectors & sensors:** making the invisible visible
- **Accelerators & magnets:** manipulating particles
- **Information Technology:** creating a unique computing infrastructure
- **Engineering:** making the impossible possible
- **Theory:** rationalising, predicting and explaining phenomena
- **Data reconstruction & analysis:** making sense of observations
- **Technology:** manipulating robots, vacuum and cryogenics
- **Applications:** bringing CERN's technologies into our everyday life
- **Scientific methods, models and nature of science:** doing science
- **STEM careers:** exploring STEM occupations and workplaces

Learn Online

The CERN- Solvay Education Programme

level 1

Online social media educational videos

- Tiktok-style short videos showcasing a « do-it-yourself » experiment linked to CERN's research or technologies
- Goal: to **trigger** STEM interest

level 2

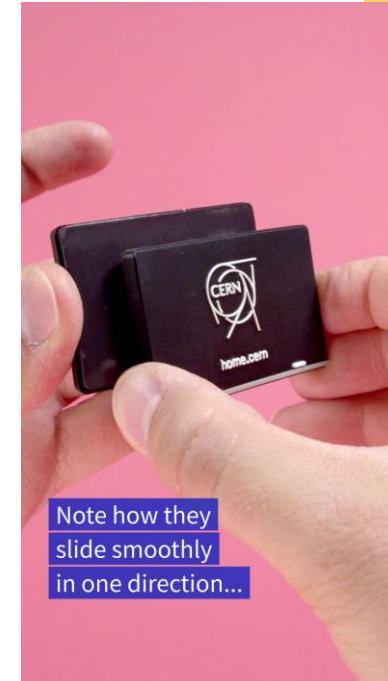
Online long-form explainer videos

- 10-15 min long explainer videos focusing on various aspects of the science of CERN
- Goal: to **develop** interest in STEM

level 3

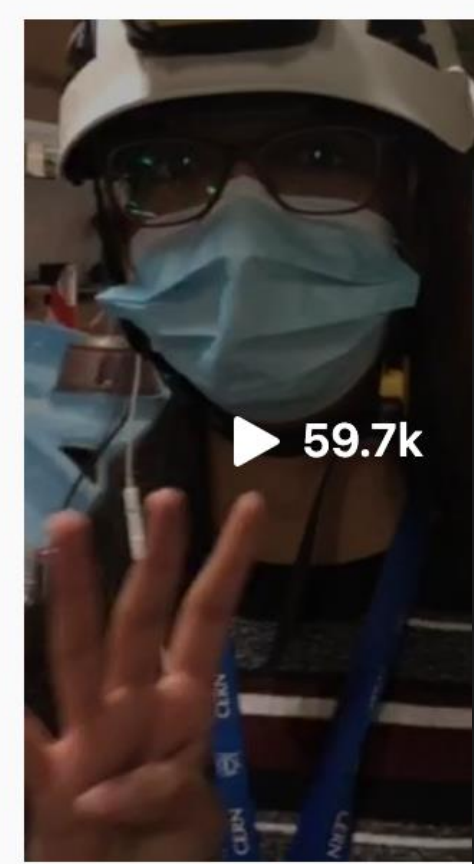
On-site camp for high-school students at CERN

- 30 participants per year from around the world
- Goal: to **build confidence** & transform STEM interest








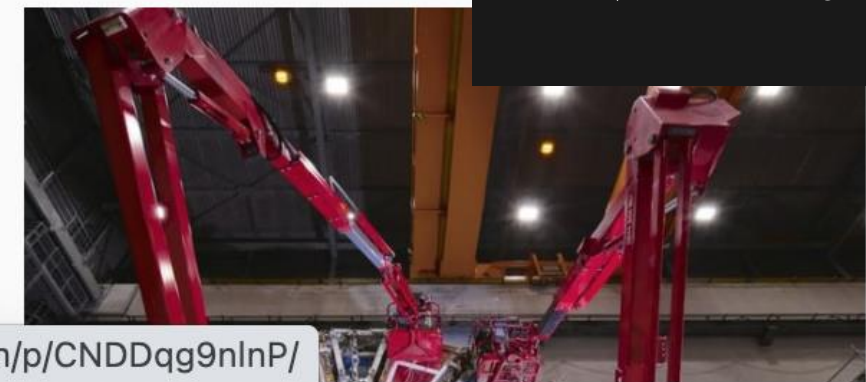
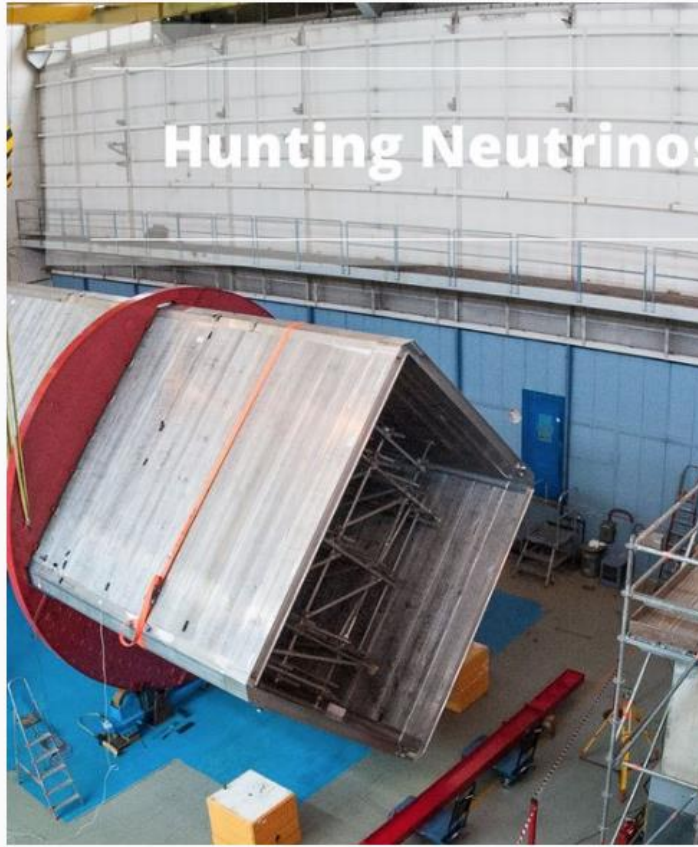
Note how they slide smoothly in one direction...





FOLLOW US

				
746K	818K	2.6M	290K	1931K

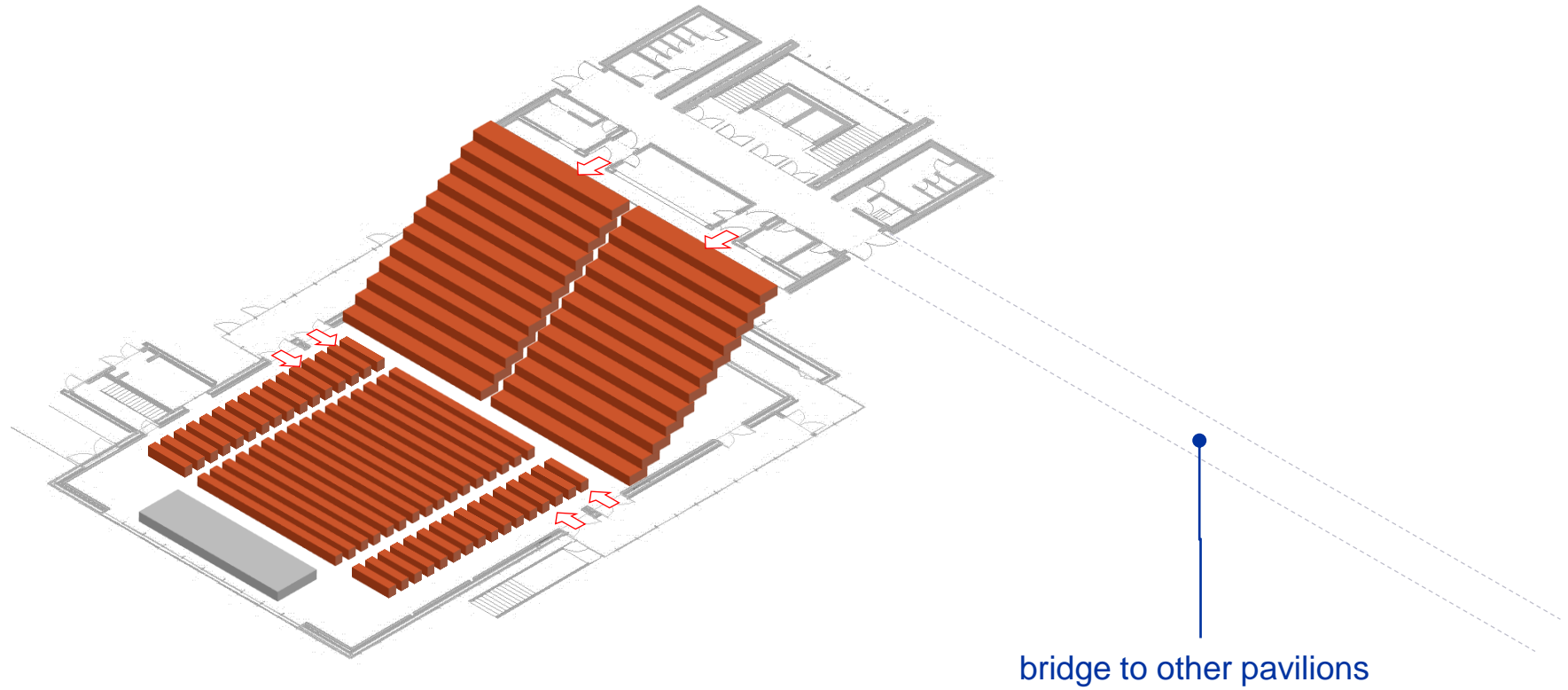


Science Gateway Events

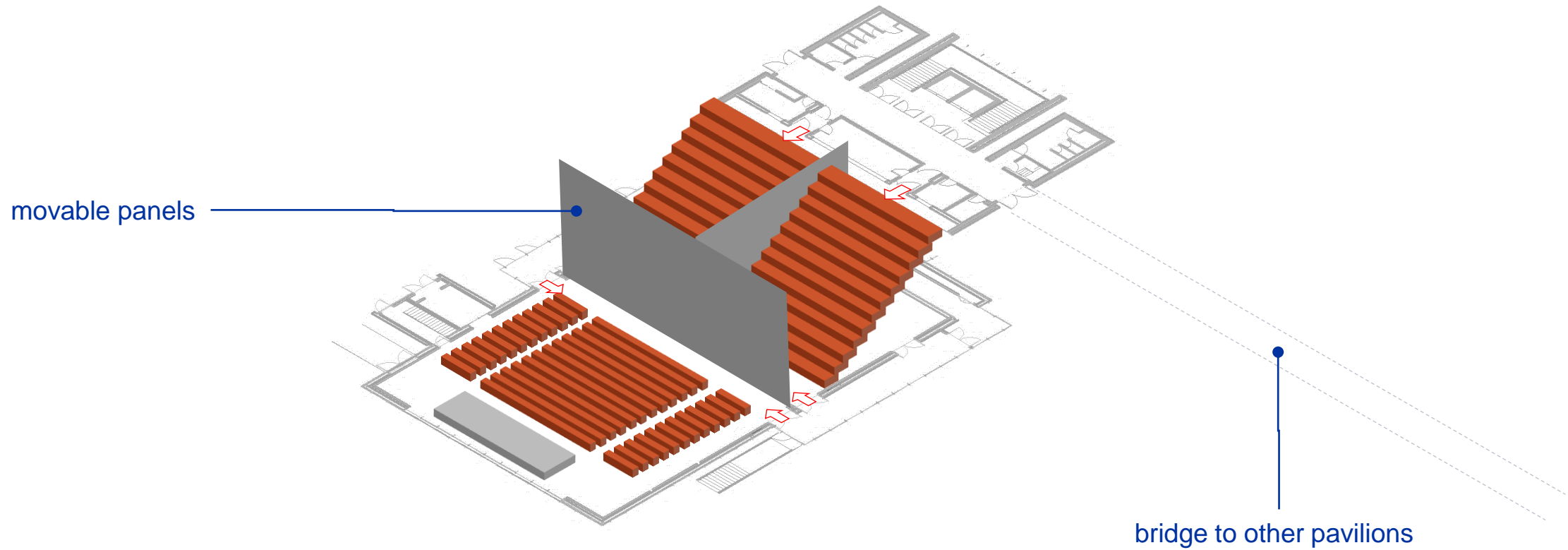
Auditorium



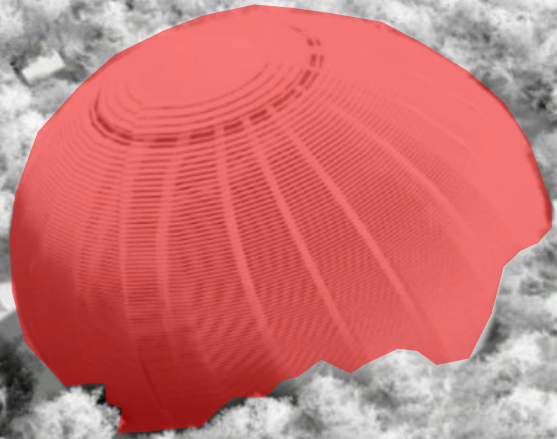
As one auditorium (898 seats)



As three auditoriums (450 + 198 + 198 seats)



Globe of Science and Innovation



Will continue to host events on first floor

Will also offer a multifunction space on ground floor (temporary exhibitions, events,...)



The *piazza*

An outdoor space with natural seating that can host public events

Guided tours

GUIDED TOURS



All our guided tours are free of charge
Group tours (12 visitors min) can be booked online
Individual tours can only be booked on the spot
Underground tours of detectors are very limited
The Large Hadron Collider tunnel cannot be visited

- Close to 150 000 visitors / year
- 60% of visitors come from >600km away
- Guides are CERN researchers, engineers and staff
- Can be **combined with workshop in the education labs, a science show, a visit to the exhibitions**

▶ <https://visit.cern/index.php/guided-tours>

Virtual tours and talks

- ▶ <https://visit.cern/virtual>
- ▶ <https://visit.cern/discover-cern-online>

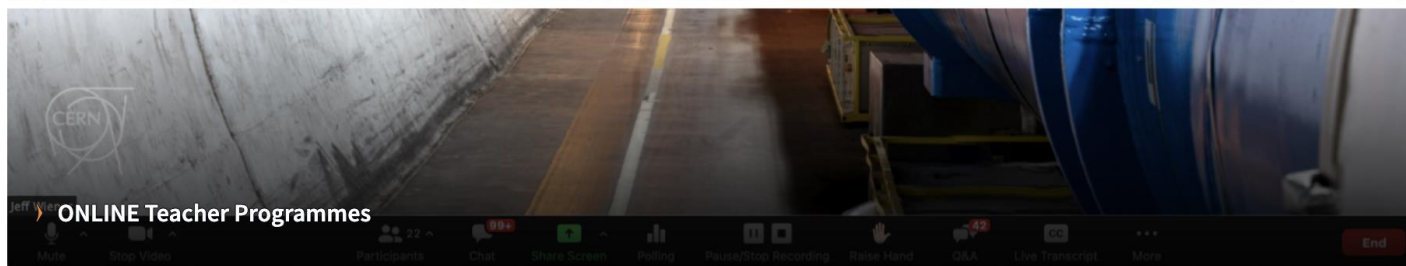
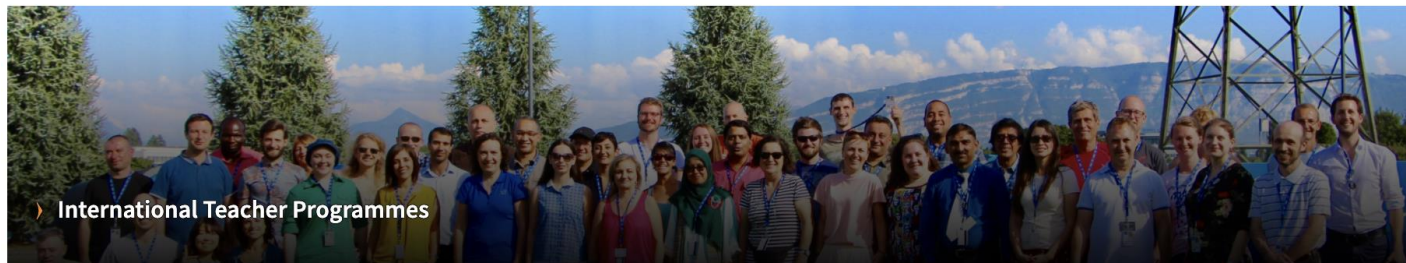
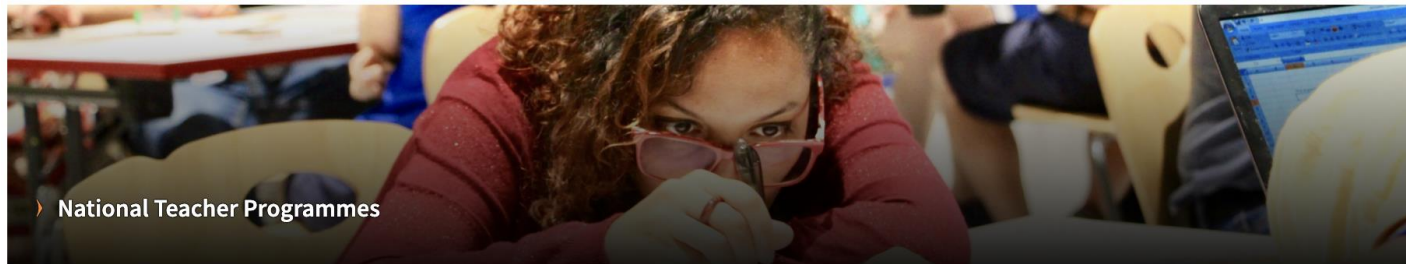


Spend one hour with our experienced guides to discover CERN online. See how it's organised, its tools, its research, the people behind it, see its most inaccessible places, ask questions and all this... from the comfort of your home.

Specific programmes

Teacher programmes continue to be core to CERN's education programme

Huge thanks to the one and only Jeff!



2020 – COVID lead to cancellation of on-site programmes

- Only 3 National programmes, 0 International programmes
- Launched online programmes

2021 – Building back

- 15 online teacher programmes
- 1900+ teachers from 82 countries

2022 – Back on site! Welcome!

- Both international teacher programmes
- 21 national teacher programmes
- Online format too (3 programmes)

▶ <https://teacher-programmes.web.cern.ch/>

Beamline for Schools competition – the greatest value is in competing



For teams of high-school students
(aged 16 and over)

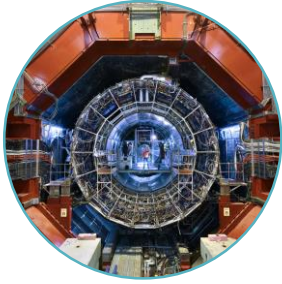
Propose research project using
beamline

2 winning teams each year: GR, NL,
SA, IT, PL, UK, CA, PH, IN, USA, CH,
DE, MX...

**In 2022: 2 winning teams (EG, ES)
at CERN + 1 team (FR) at DESY,
Hamburg**

► <https://beamlineforschools.cern/>

ECO's mission is underpinned by four pillars



Openness
and
Transparency



Knowing our
audiences



Balancing
local and
global



Through
partnerships

Education, Communications and Outreach

Obrigada pela vossa atenção!

ana.godinho@cern.ch



09.09.2022

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