



HSE
Occupational Health & Safety
and Environmental Protection unit

Year of Environmental awareness: outcome and future perspectives

CERN, 15 September 2022

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Year of Environmental Awareness: communication campaign



The communication campaign: context and motivation



- ❑ After publication of the first public-facing CERN Environment Report 2017-2018 (autumn 2020) – commitment for an environmentally responsible research
- ❑ In preparation of the publication of the second Environment Report 2019-2020 (autumn 2021) – turning words into actions
- ❑ Opportunity, following the pandemic, to raise awareness on our mobility habits, in the way we live on the “CERN campus”, in the way we perceive the importance of environmental aspects in our daily tasks
- ❑ Along the way, other elements such as the publication of the CERN Masterplan (December 2021) and the CERN Innovation Programme on Environmental Applications (CIPEA, March-June 2022)



The communication campaign: goals and method

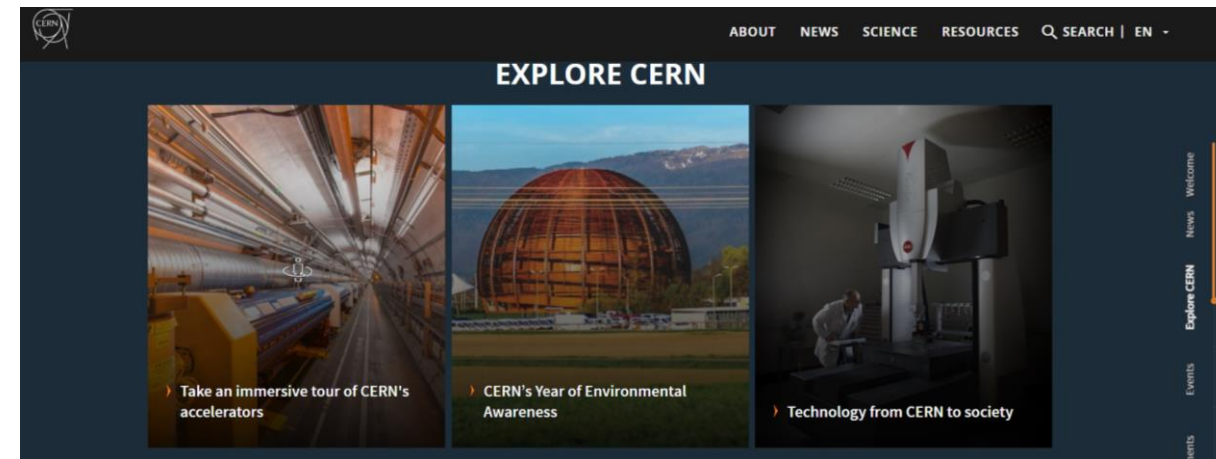


Goals:

- ☐ Increase the environmental awareness and engagement of CERN personnel
- ☐ Inform about present implemented actions and future to come
- ☐ Focus on CERN concerns and align with general messages
- ☐ Raise awareness for back to office during COVID-19
- ☐ Give more visibility to issues of the two CERN Environment Reports

Method:

- ☐ Publication of articles and infographics in the CERN Bulletin from the 8th of June 2021 onwards
- ☐ Engaging activities



Articles



Launching



CERN's Year of Environmental Awareness

Did you know that CERN has committed to decrease its direct greenhouse gas emissions by 28% by the end of 2024? Read this new series of articles focusing on various environmental topics and CERN's ongoing initiatives

News | At CERN | 09 June, 2021

Water



Environmental awareness: CERN's water management: give and take

Did you know that CERN uses water from Lake Geneva to cool its accelerators?

News | At CERN | 05 July, 2021

Waste reduction



Environmental awareness: Tackling waste management at CERN

The best waste is that which is never produced

News | At CERN | 30 July, 2021

Waste recycling



Environmental awareness: Recycling waste

Let's sort better to recycle more

News | At CERN | 21 September, 2021

Noise



Environmental awareness: Mitigation of environmental noise from CERN's installations

Reducing environmental noise: Not just loud words

News | At CERN | 12 October, 2021

Hazardous liquids



Environmental awareness: An environmental perspective on managing hazardous liquids

How are hazardous liquids managed at CERN, and what are the consequences for the environment?

News | At CERN | 08 November, 2021

[LINK](#)

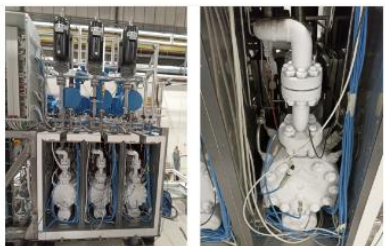


15/09/2022

Year of Environmental Awareness: communication campaign

Articles

GHG
emissions



Environmental awareness: Greenhouse gas emissions

With climate change a growing concern, the Organization is committed to reducing its greenhouse gas emissions

News | At CERN | 10 January, 2022

Technologies



Environmental awareness: creating a positive impact on the environment through innovation

A new programme will harness CERN's technologies and know-how to contribute to society's efforts towards preserving the planet

News | At CERN | 08 February, 2022

IT



Environmental awareness: the challenges of CERN's IT infrastructure

CERN's strategy for mitigating the environmental impact of the energy consumption incurred by data processing

News | At CERN | 08 March, 2022



Environmental awareness: how CERN supports and encourages alternative forms of mobility

A step-by-step approach to environmentally responsible commuting and duty travel

News | At CERN | 20 April, 2022



Environmental awareness: the importance of environmental considerations for future projects

Pursuing CERN's scientific mission through environmentally responsible research

News | At CERN | 05 April, 2022



Environmental awareness: managing and optimising CERN's electricity consumption

Use less, increase efficiency, recover more

News | At CERN | 23 May, 2022



Environmental awareness: exploring CERN's biodiversity

Take a walk around CERN to discover the rich flora and fauna that surround us

News | At CERN | 22 June, 2022



Mobility

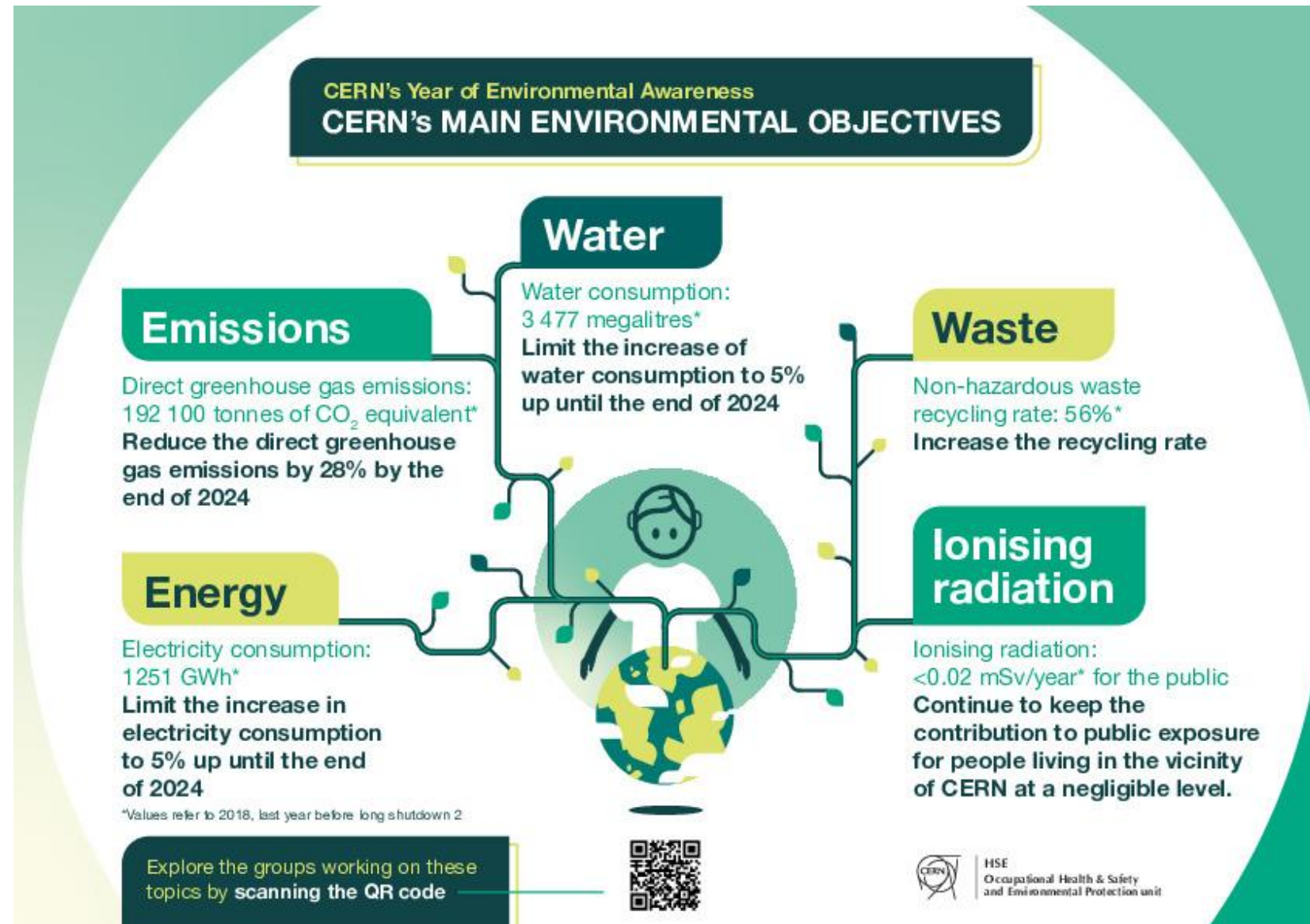
Future
projects

Electricity

Biodiversity

[LINK](#)

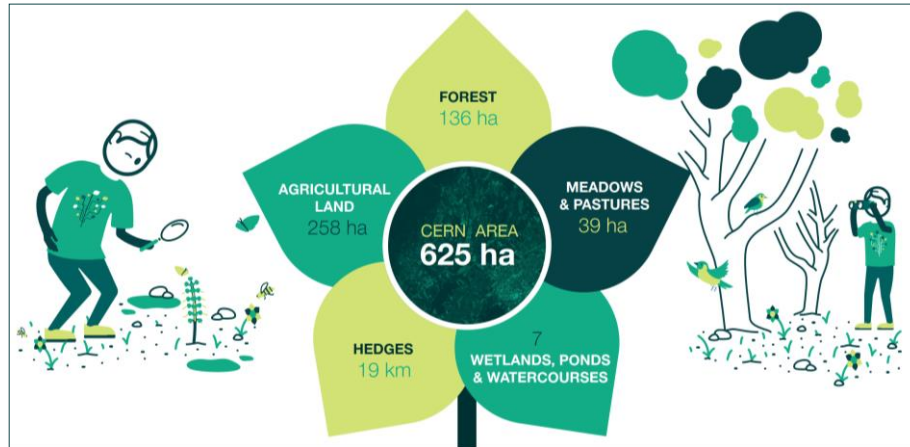
Infographics



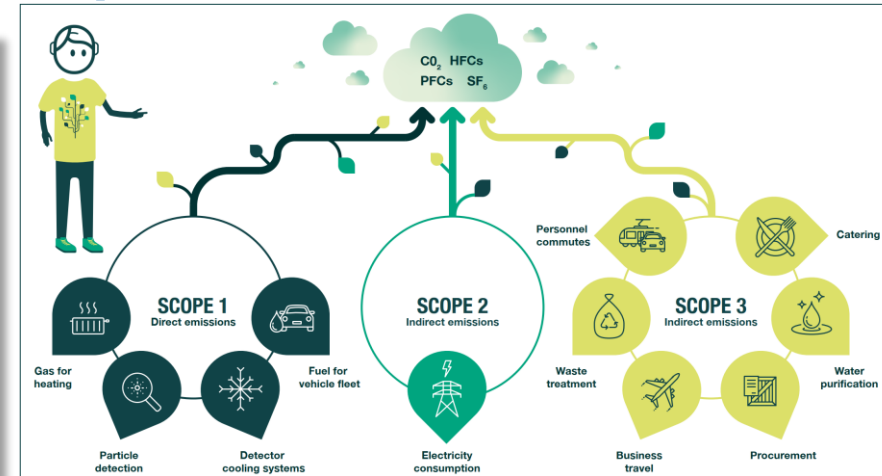


Infographics – some examples

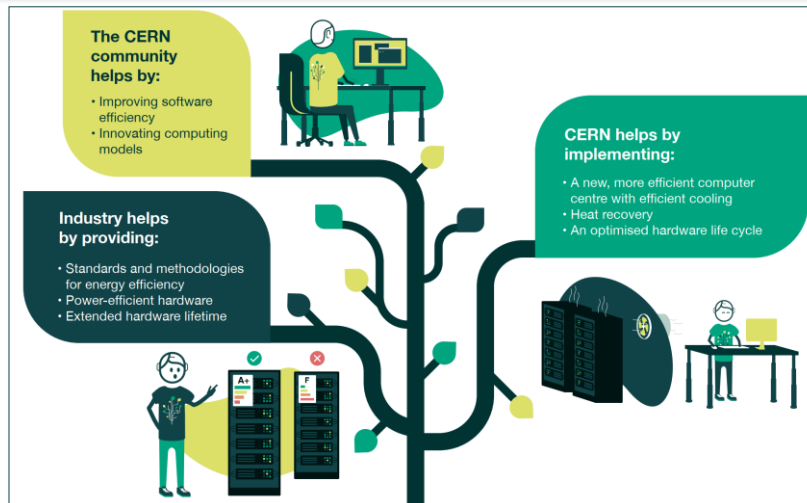
Biodiversity



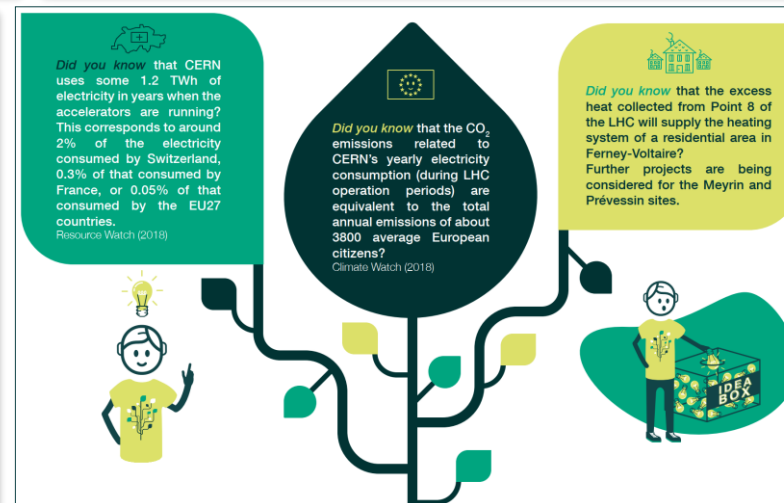
GHG emissions



Energy reductions in IT



Energy





Mattermost: Environment@CERN

❑ Top 3 subjects:

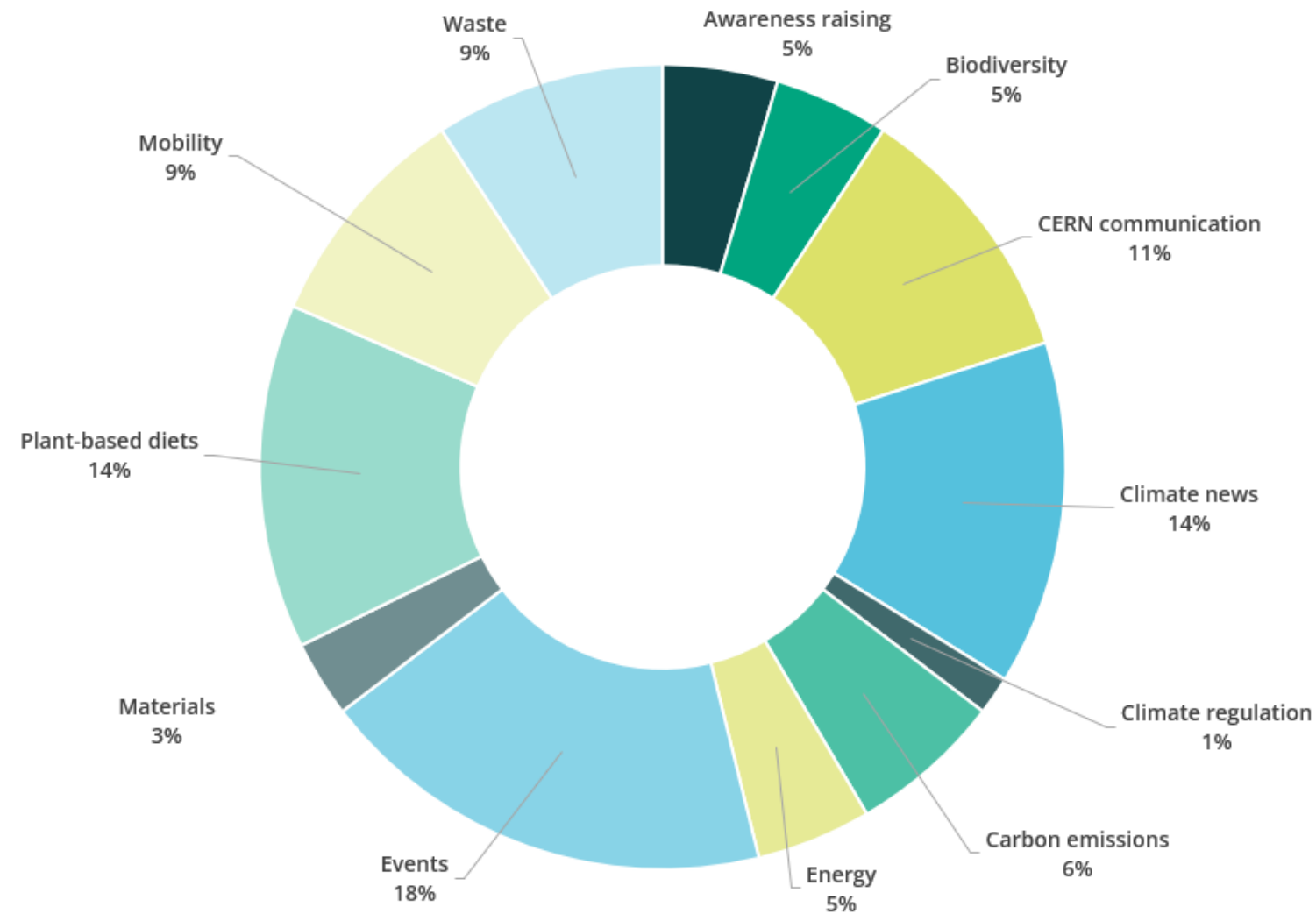
- Events (both at and outside CERN)
- Climate news
- Plant-based diets

❑ Collaborative spirit – sharing information and discussions

❑ The channel will continue as a forum for everyone at CERN interested in environmental issues



Mattermost: Environment@CERN



Posts in the
channel from
June 2021 to
August 2022

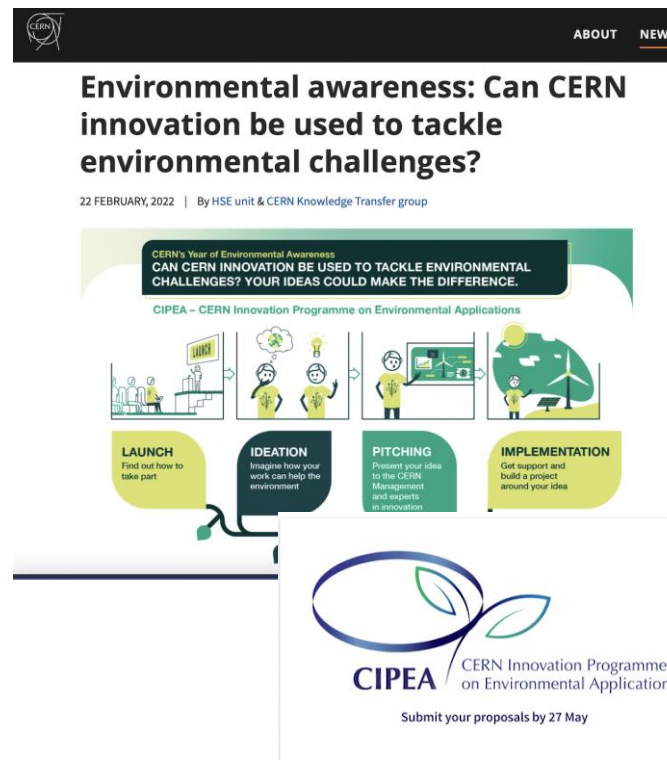
Engaging activities

Tidy up week (Oct 2021)



(Image: CERN)

On 18 September, people in 180 countries worldwide will engage in the [World Clean-up Day](#), an annual social action with the objective of tackling the global waste problem. CERN will contribute to this effort through its "Tidy-up Week", aimed at raising awareness about the need to reduce waste and properly sort recyclable materials.



Idea Box (June 2022)

CIPEA (in collab. with IPT, Spring 2022)





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