

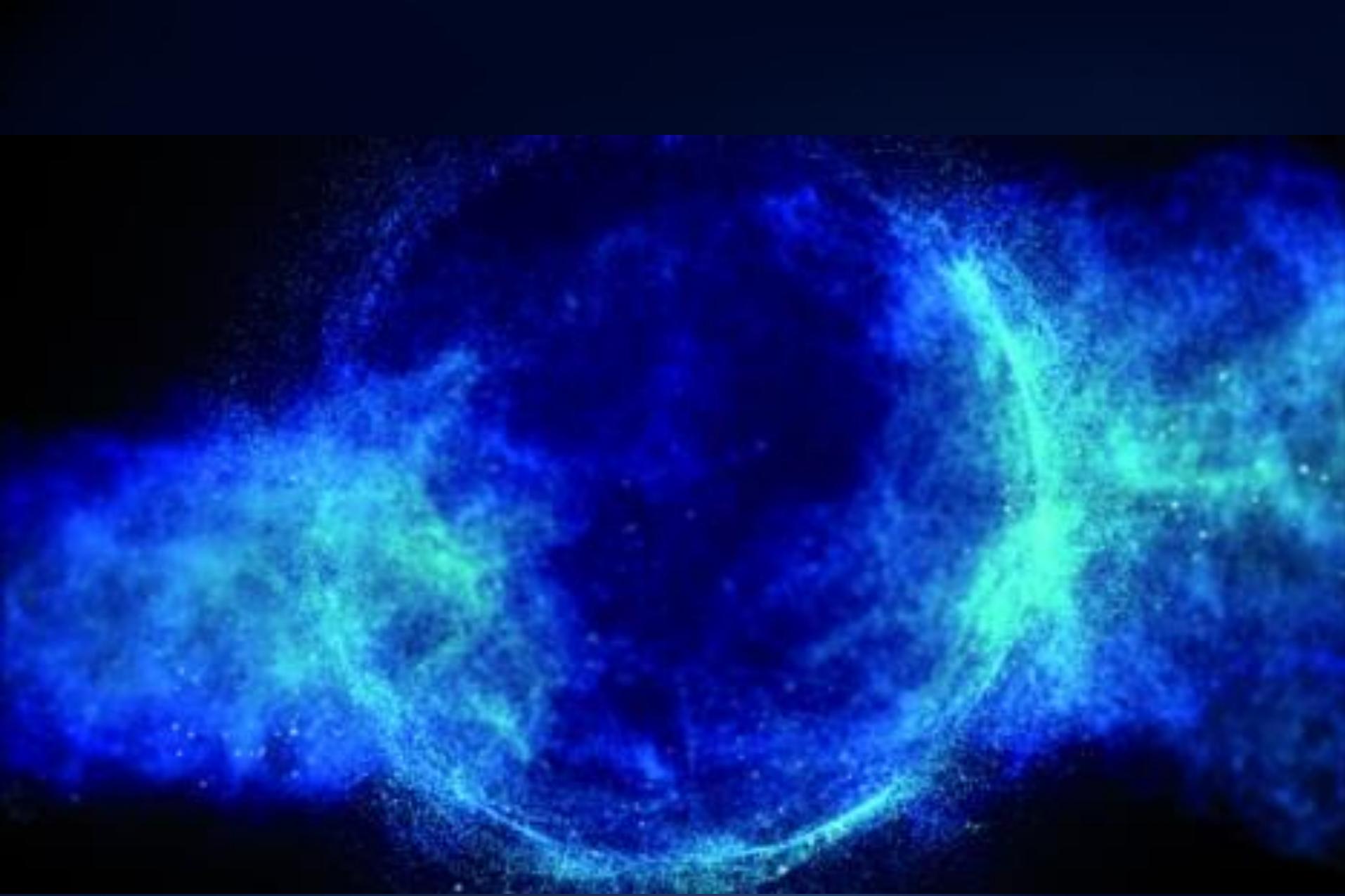
# Why Are We Here?: Connecting the Micro and Macro

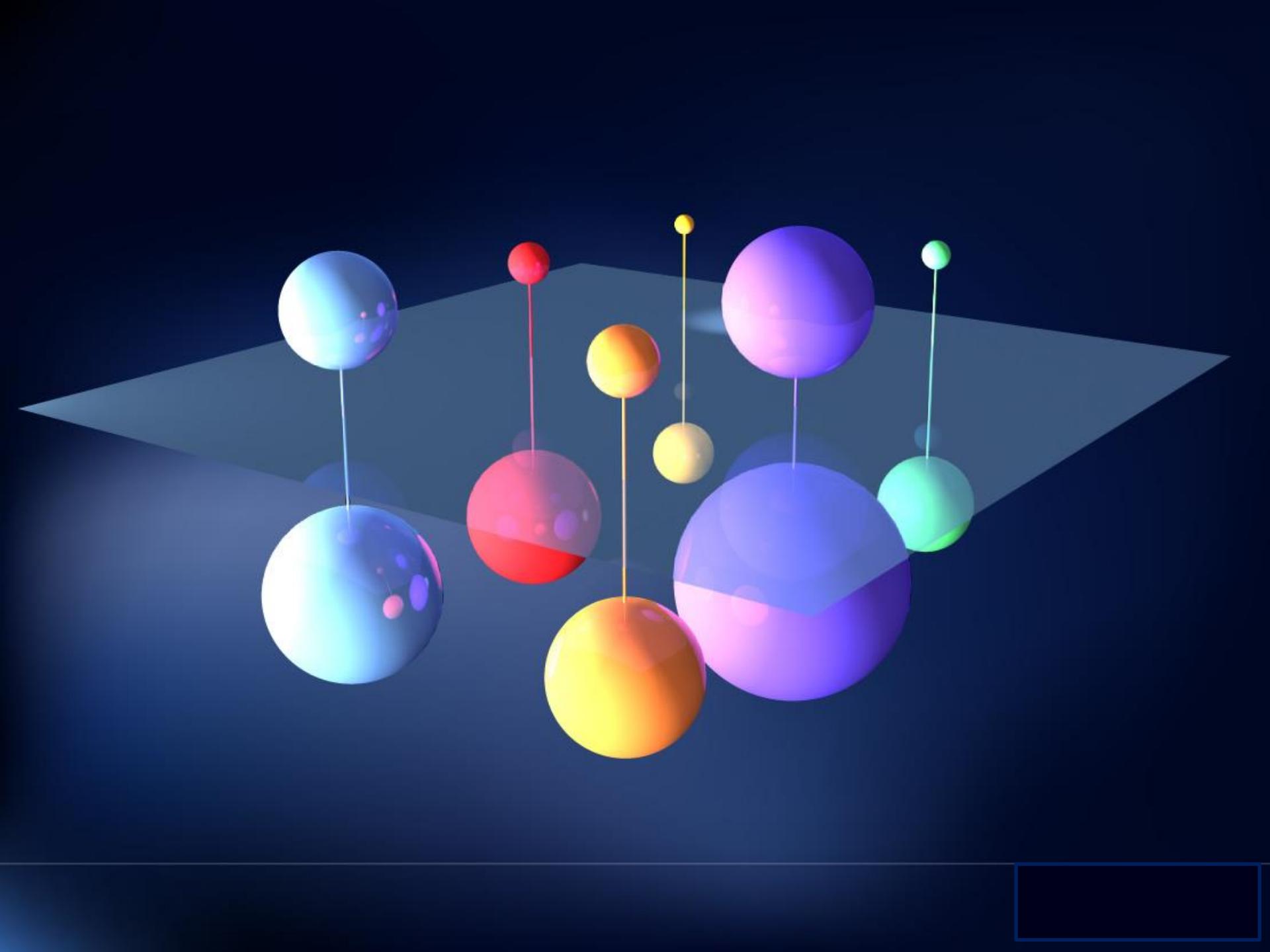
About CERN, Physics, and Innovation

CBI-A3 November 7, 2023  
Markus Nordberg (CERN)

# What is Wrong with this Picture?

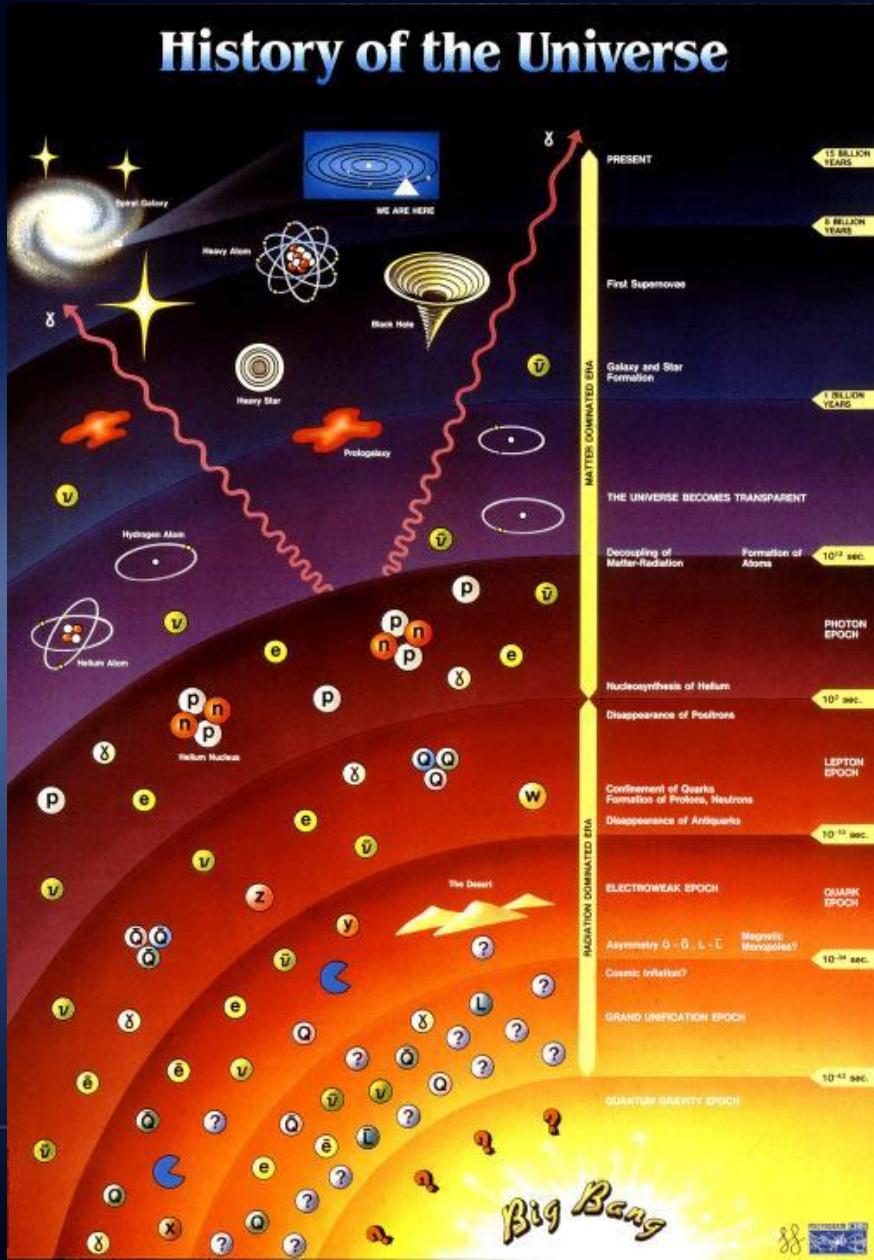
The background of the image is a dark, textured blue, resembling a starry night sky or a nebula. There are several bright, overexposed white and yellowish light sources of varying sizes scattered across the frame, creating a sense of depth and motion. In the bottom right corner, there is a solid black rectangle with a thin blue border, which appears to be a placeholder for a video feed or a button.



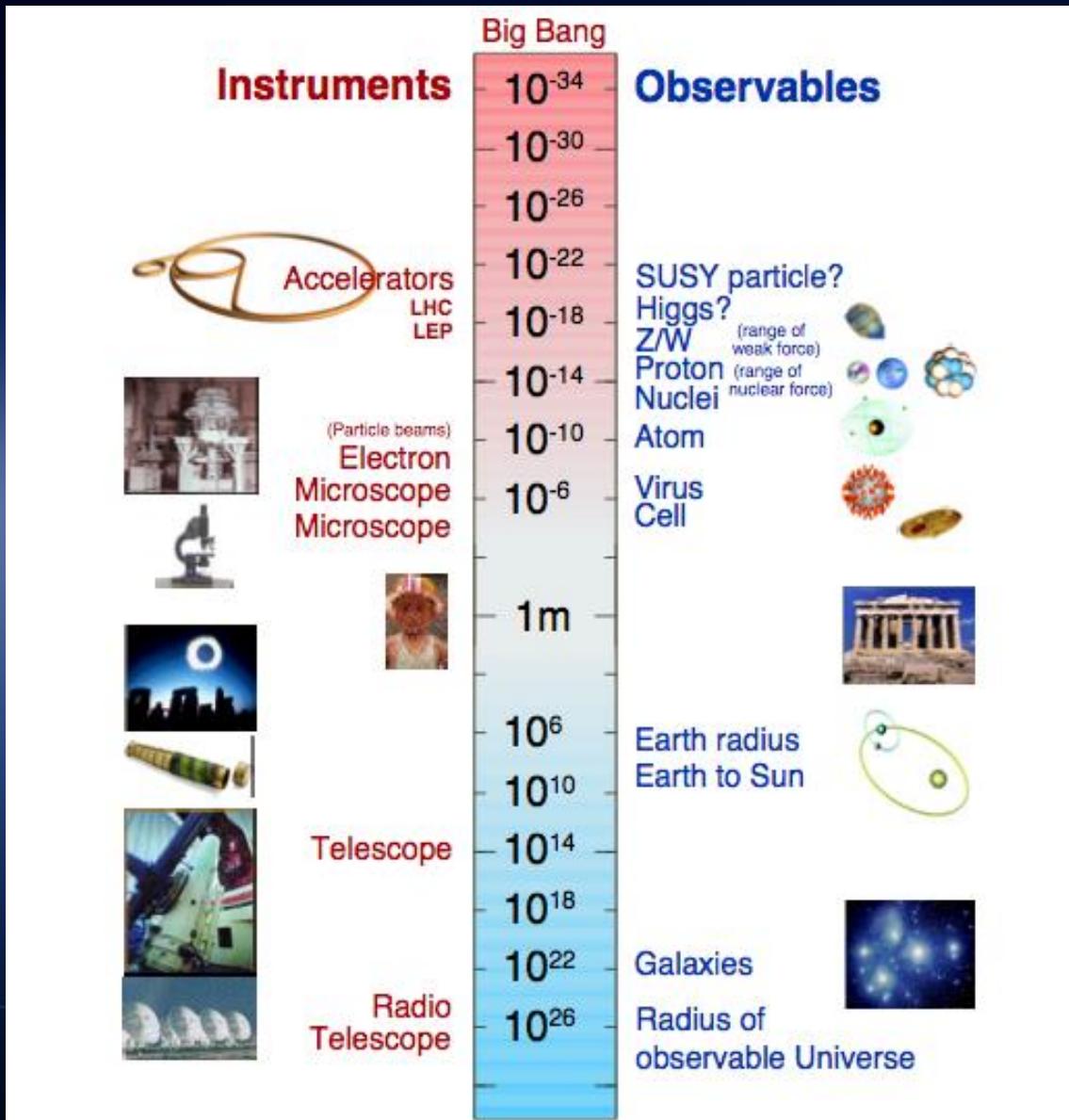




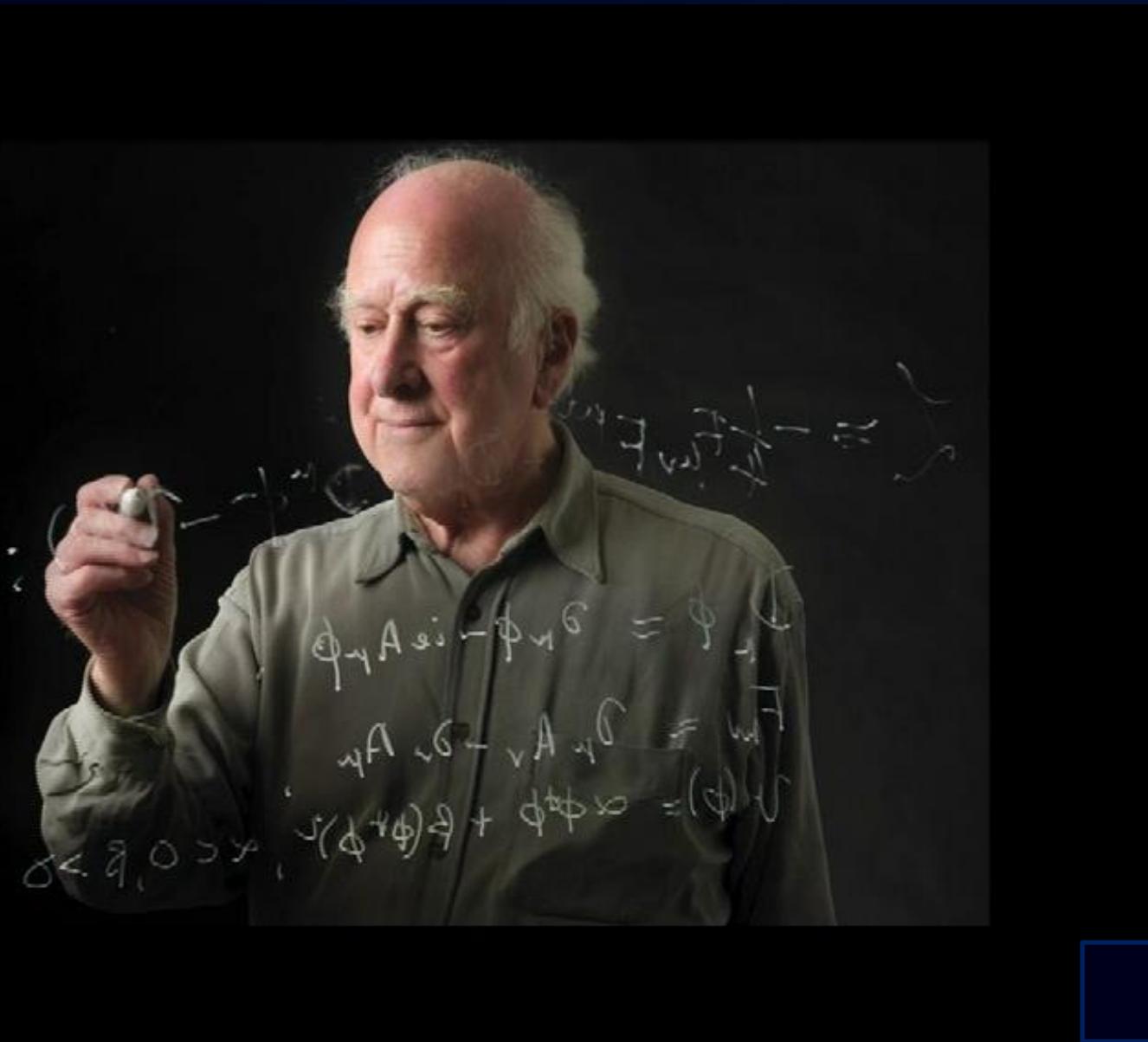
# How does CERN Connect?



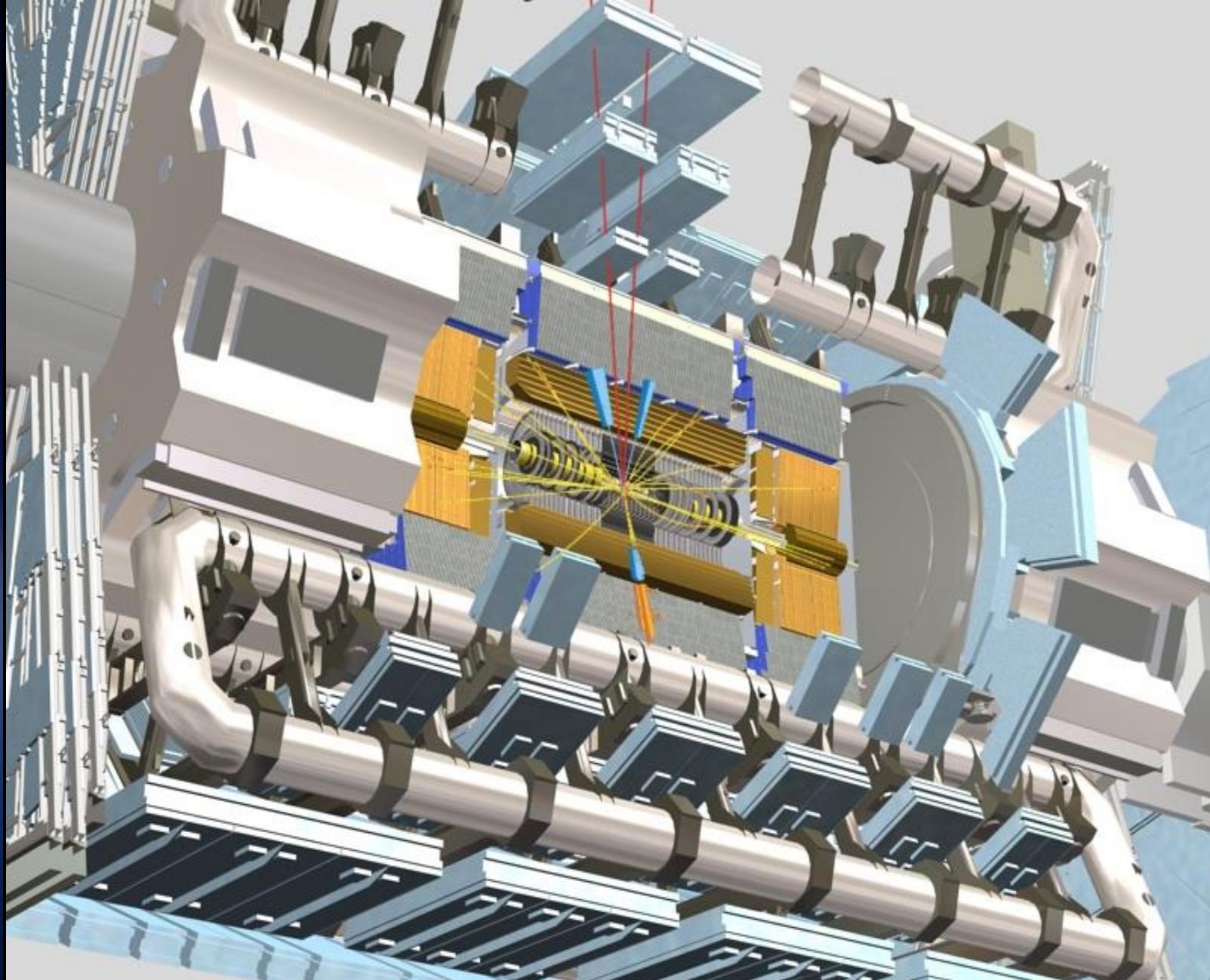
# Size of things How does CERN Measure?

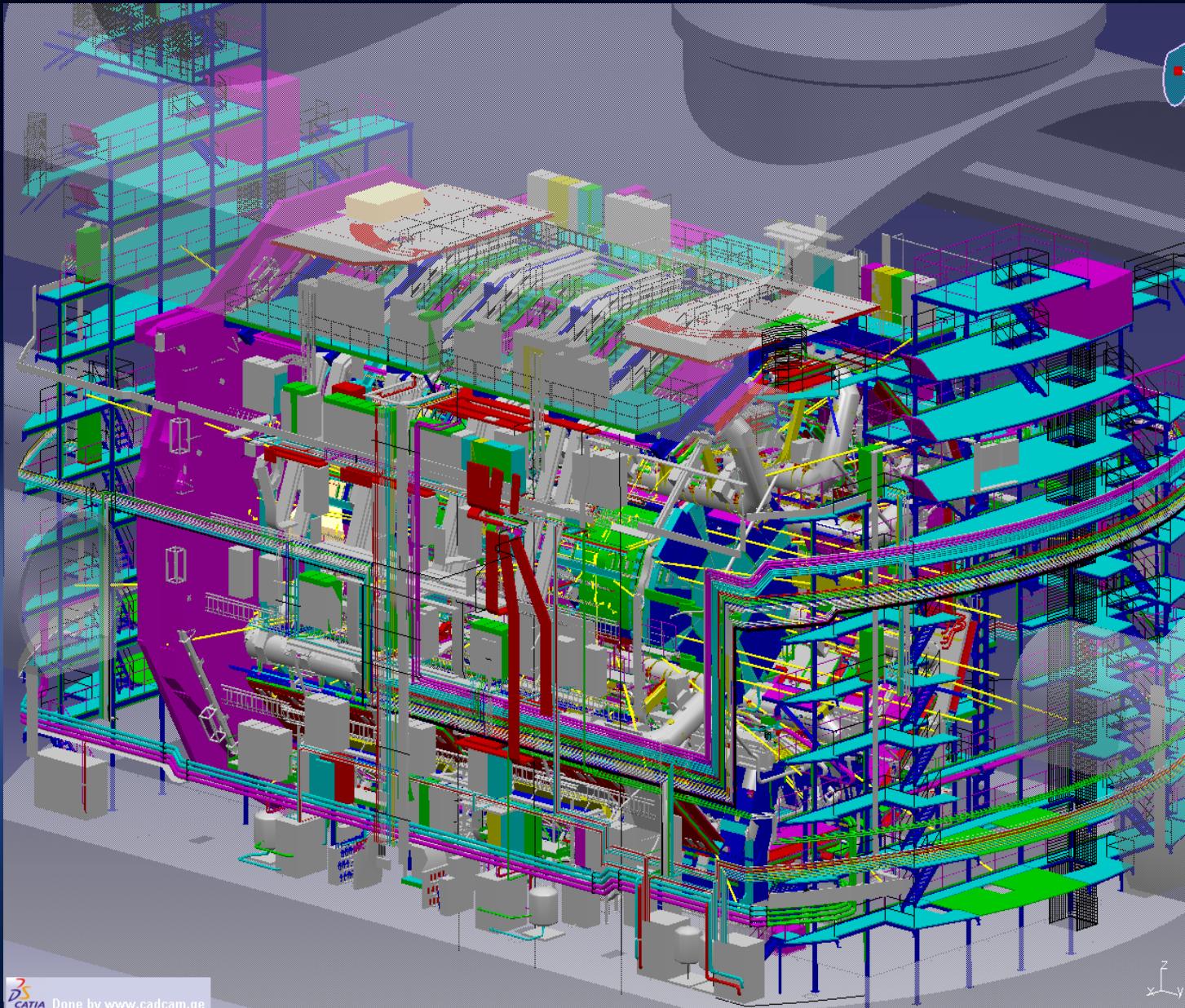


# Where do we start?



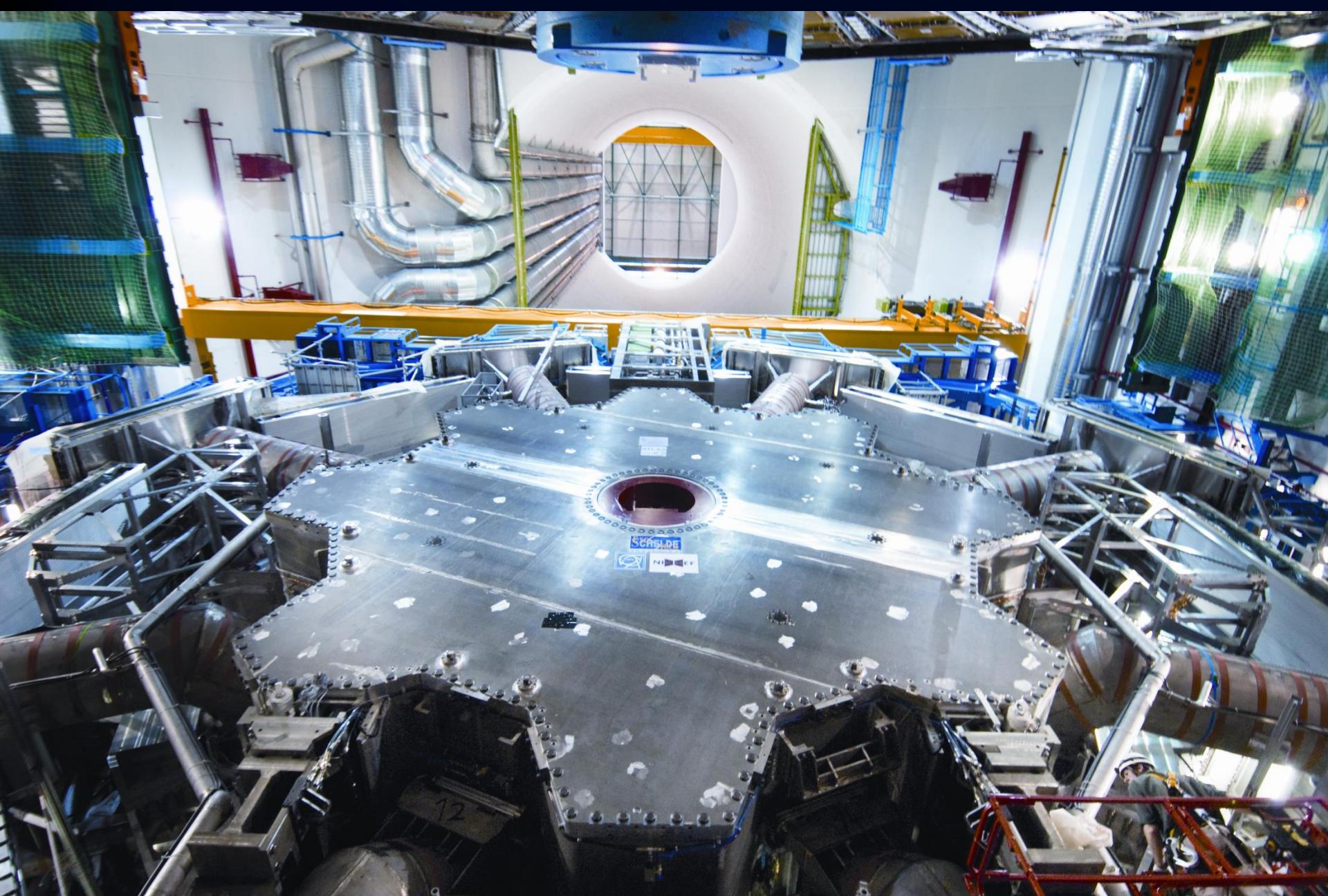




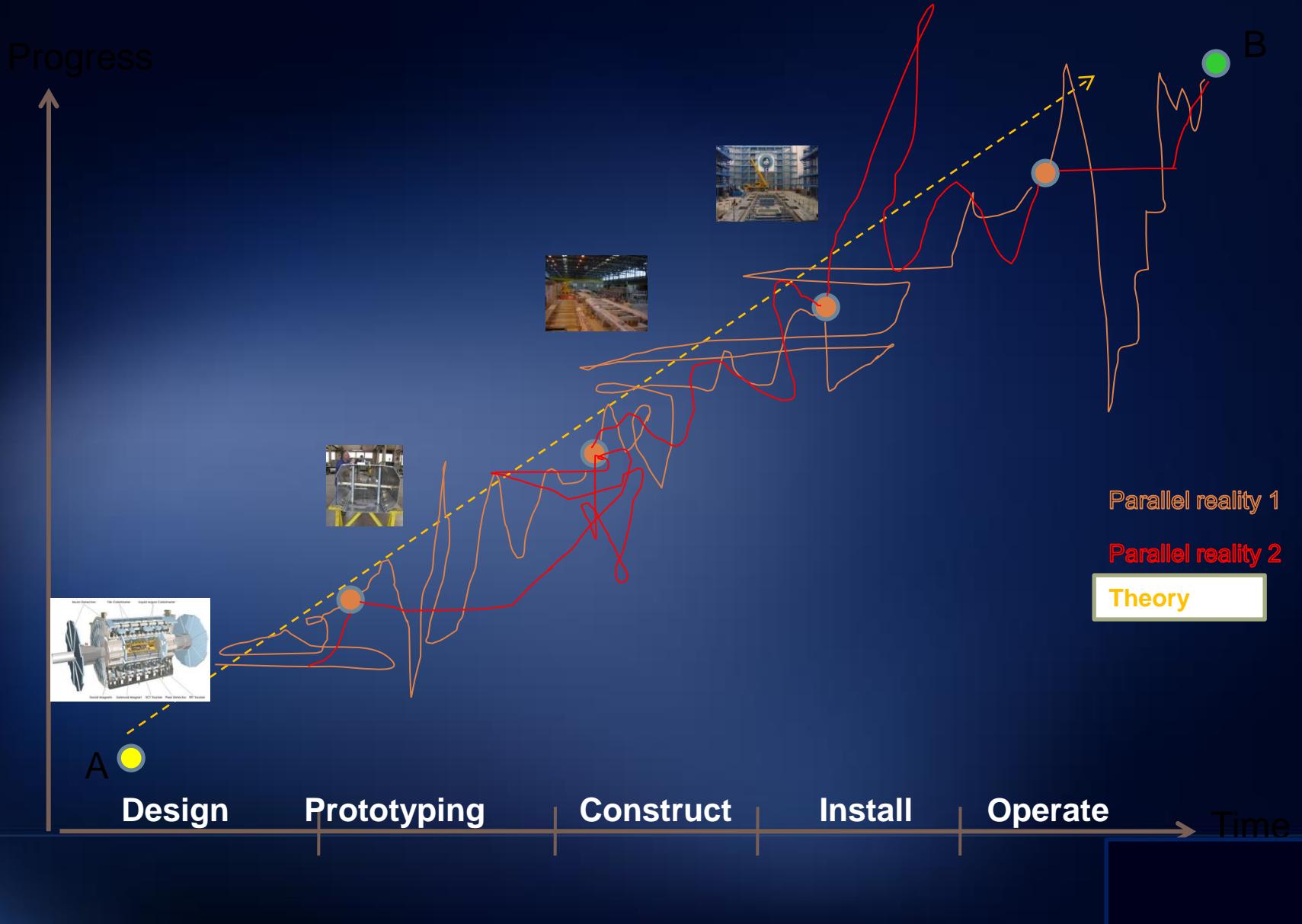


 DS CATIA Done by [www.cadcam.qe](http://www.cadcam.qe)

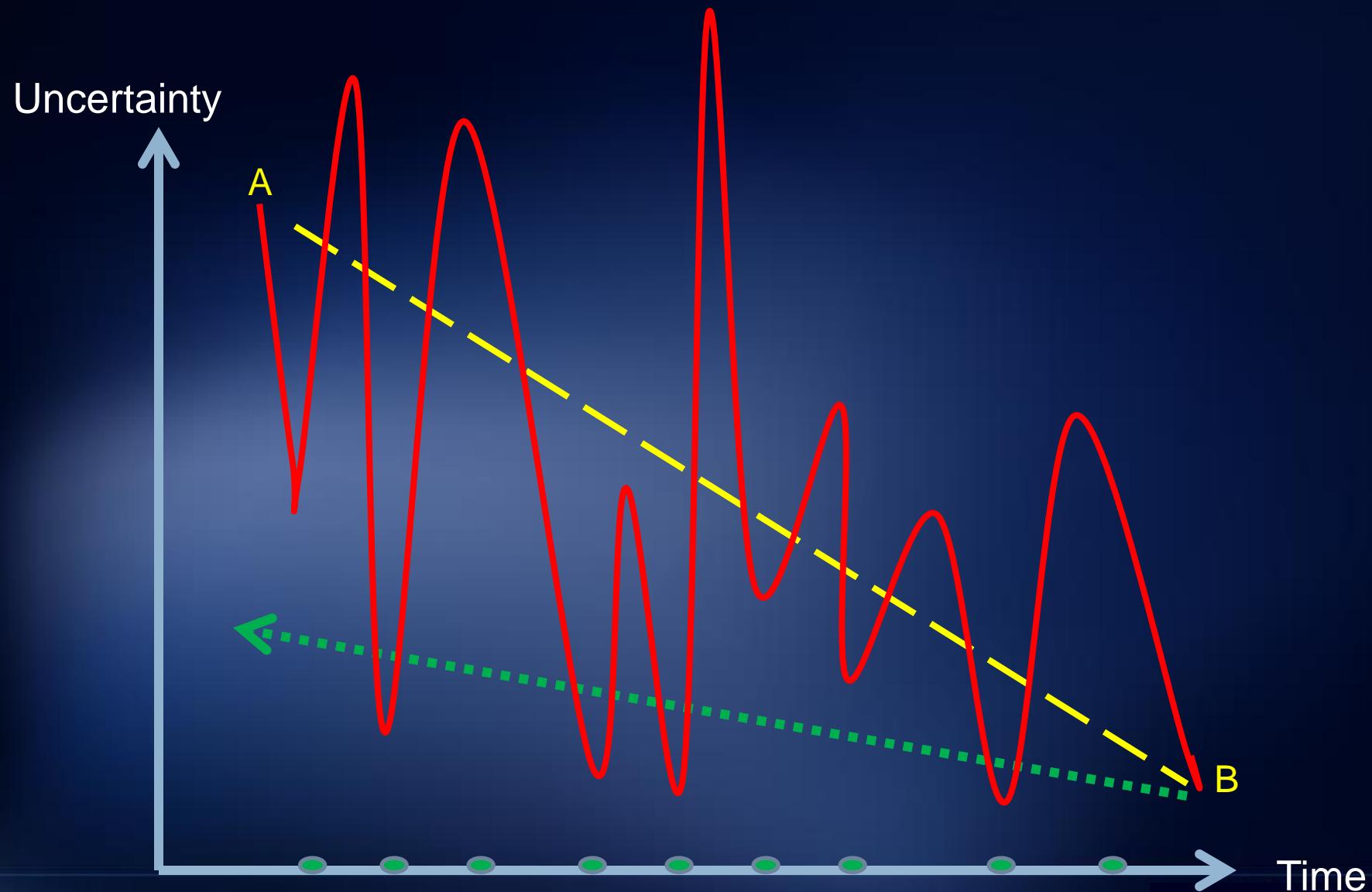
 **ATLAS**  
EXPERIMENT



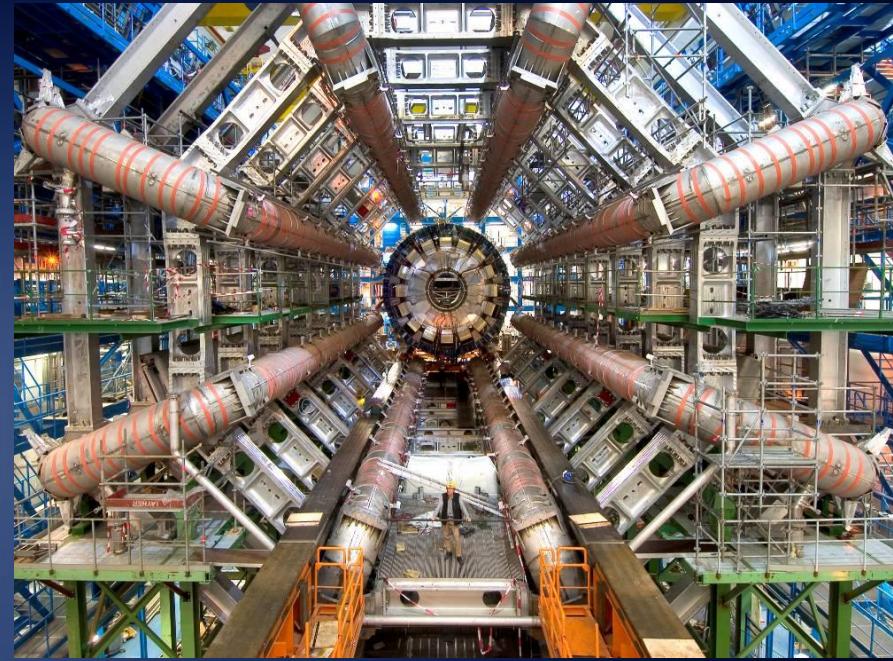
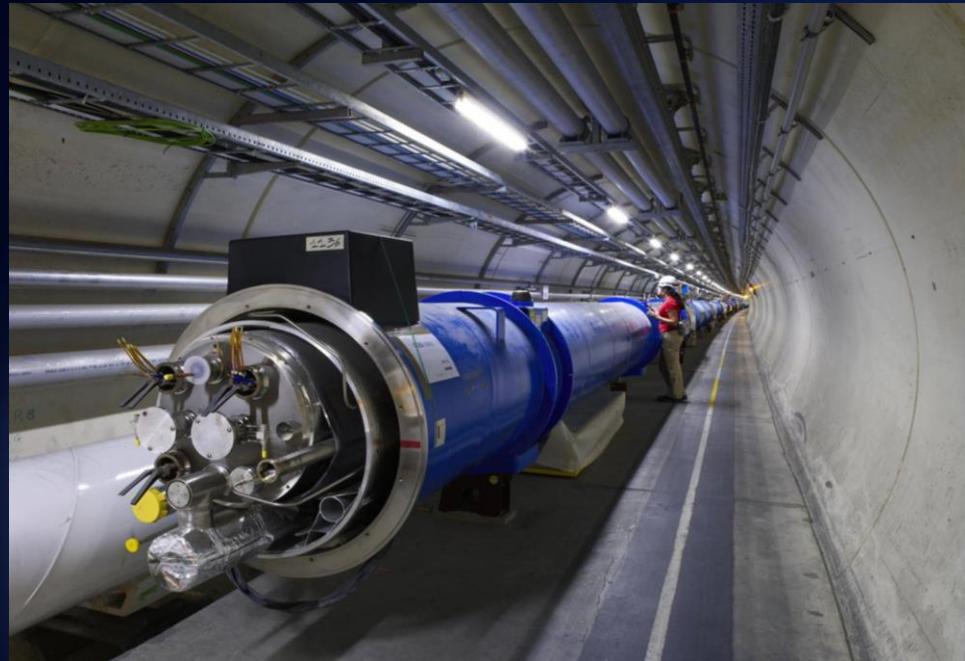
# Implementing Strategy is Not Linear



# Absorbing vs. Reducing Uncertainty



# Seeing the Micro needs the Macro (scopes)







# CERN was founded 1954: 12 European States Today: 23 Member States

- ~ 2676 staff, 783 Fellows
- ~ 1700 other paid personnel
- ~ 11 200 users
- Budget (2022) ~1200 MCHF



- **23 Member States:** Austria, Belgium, Bulgaria, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Israel, Italy, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Switzerland and the United Kingdom.
- **9 Associate Members:** Croatia, Cyprus, Estonia, India, Lithuania, Pakistan, Slovenia, Turkiye, Ukraine.
- **6 Observers to Council:** Japan, the Russian Federation, the United States of America, Turkey, the European Commission and Unesco





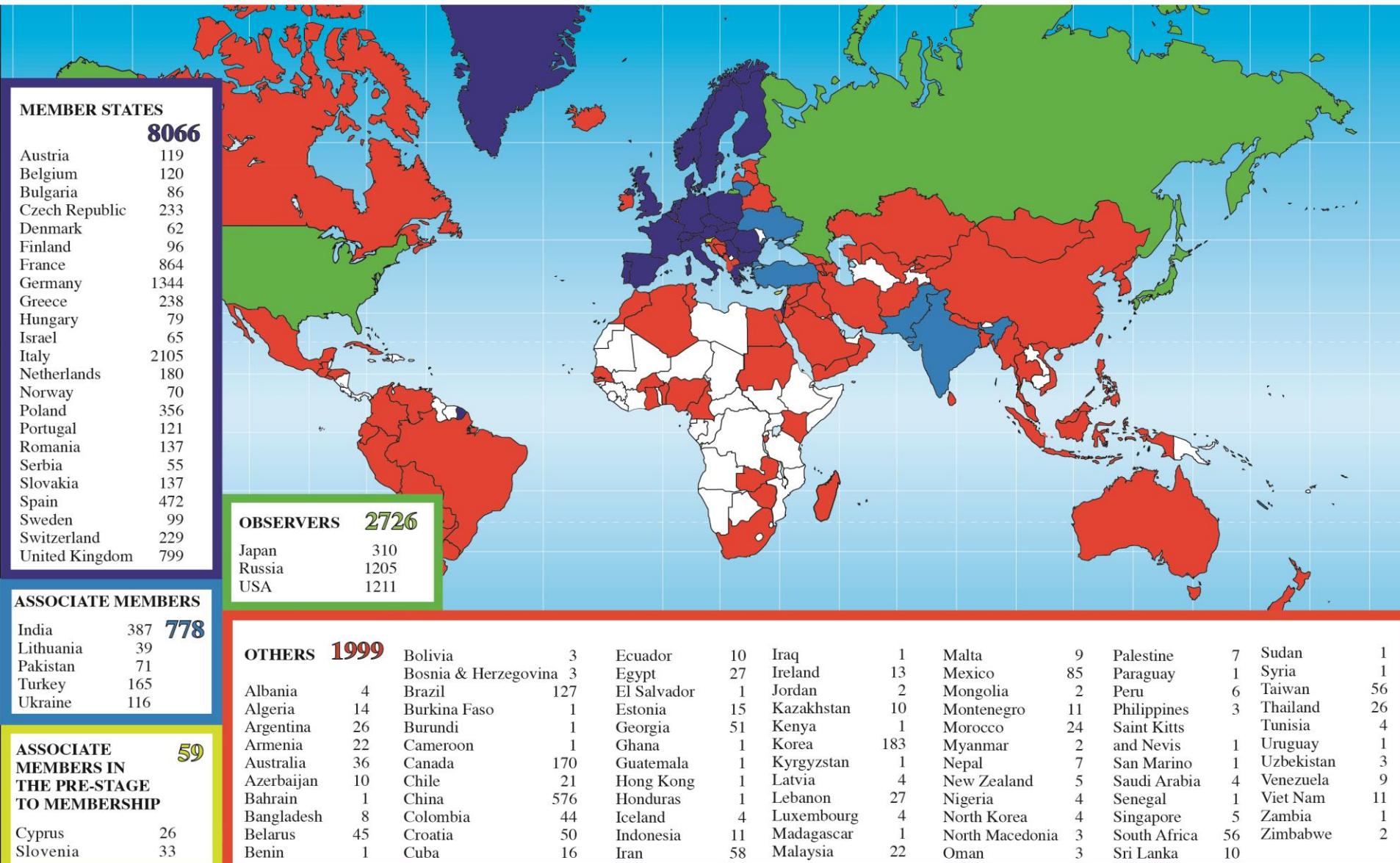
C

D



# A Global Reach

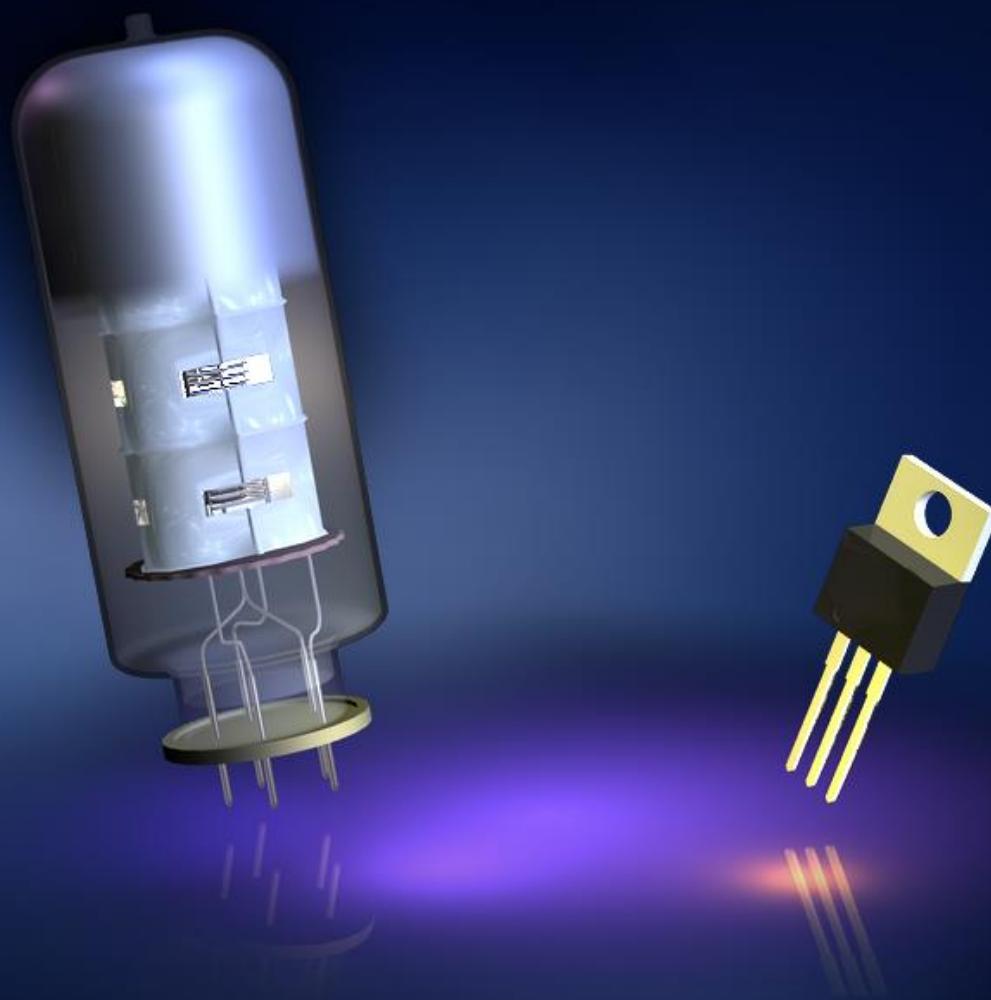
## Distribution of All CERN Users by Nationality as of mid-April 2019



# (How) Do We Manage This?

- 
1. Vision
  2. Commitment
  3. Tolerance







What do you see differently?