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## **Empowering particle physics beyond discoveries: a unified European communication strategy for the next generation research infrastructures**

Our society is experiencing a delicate historical moment, marked by critical issues and global challenges that are often interdependent. At the same time, the European particle physics community is facing decisive choices that will shape the future of research in the field and must ensure Europe's long-standing leadership in one of the most cutting-edge scientific sectors. In this complex context, science communication—particularly particle physics communication—plays a crucial role, both for society and for the advancement of research. To meet this responsibility, CERN and the European National Institutes must make a shared and coordinated commitment to ensuring that science and science communication are as effective as possible.

Building on these premises, INFN Communication Office would like to propose a set of strategic recommendations for communicating European particle physics: strengthening a European common vision and strategy for science communication, supported by a strong coordination, to more effectively implement joint initiatives; shifting the narrative in science and physics communication, expanding the focus beyond groundbreaking discoveries to include the scientific method, research processes, personal stories, and the daily work of scientists; enhancing the role of research infrastructures as valuable assets not only for science but also for society and communication—promoting both large international facilities like CERN and national laboratories that contribute to CERN's mission; recognizing institutionally and funding adequately science communication, ensuring the necessary human and financial resources to implement these strategic recommendations successfully.

The ultimate goal of these recommendations is to create in Europe a critical mass of research institutions to promote knowledge and science effectively; to increase the engagement of all the stakeholders in scientific research, in its activities, and in its outcomes; to strengthen society's ability to counter misinformation and disinformation; and to raise national awareness of each country's contributions to the advancement of global science and technology

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