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The CERN Festival Programme

The CERN Festival Programme offers a novel approach to science communication by embedding cutting-edge research and technology into mainstream cultural events across Europe. Since its inception in 2016, the programme has successfully engaged diverse and typically underserved audiences, effectively addressing contemporary societal challenges such as science skepticism, sustainability, and the educational impacts of artificial intelligence. By transforming passive observers into active participants through interdisciplinary activities and authentic scientific materials, the programme has fostered deeper public understanding and appreciation of fundamental research.

To sustain and amplify its impact, the programme recommends explicitly expanding geographical reach across Europe, cultivating new collaborations to engage broader audiences; further integrating interdisciplinary collaborations between science, art, and emerging technologies to create compelling and accessible educational experiences; and enhancing volunteer and early-career researcher engagement to provide valuable professional development for future science communicators. These strategic recommendations ensure the programme continues to bridge the gap between scientific research and public engagement, promoting long-term sustainability, and reinforcing CERN's role as a leader in science communication.

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