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Communicating for the future of particle physics

The European Particle Physics Communication Network (EPPCN) has its origins in the inaugural European Strategy for Particle Physics exercise in 2006. The need for greater coordination in communicating CERN's large-scale scientific projects was a key recommendation and EPPCN was established at the request of the CERN Council.

EPPCN provides strategic communication guidance to CERN and its Member and Associate Member States, ensuring coordinated and effective public engagement in particle physics. As the field faces critical decisions regarding its next major research infrastructure, proactive communication is essential to secure public and political support.

This paper outlines the need for a strengthened European strategy for communicating particle physics, emphasising the importance of transparency, inclusivity, and outreach. It highlights four key recommendations:

1. establishing a central office to coordinate a common European vision and strategy and joint initiatives for communications,
2. encouraging all members of the community to engage in outreach activities,
3. transparently addressing environmental sustainability in particle physics communications, and
4. ensuring adequate funding for education, communication and outreach initiatives.

By implementing these recommendations, the particle physics community can foster greater public trust, demonstrate its societal value, and build a broad coalition of support for future scientific endeavours. Effective communication will be instrumental in inspiring the next generation of scientists, reinforcing international collaboration, and securing the resources necessary for the continued advancement of fundamental research.

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