

Minutes

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1st meeting of the European Strategy WG5

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July 20, 2012 13:00-15:00 (EVO meeting)

Agenda and uploaded files at:

<https://indico.cern.ch/conferenceDisplay.py?confId=200877>

attendees: Etienne Auger, Siggi Bethke, Robin Clegg, Jens-Jorge Gaardhoeje, James Gillies, Sijbrand de Jong, Rolf Landua, Ivan Melo, Mehmet Zeyrek

apologies: Mike Rogers

1. report on current status of particle physics communication (James Gillies)

James reported, in particular, about CERN's communications strategy and the Member States Coordination: European particle physics communication network (EPPCN), which was established 2006 -- see slides on indico.

WG5 congratulates James and his team for a very efficient and successful realisation of the respective 2006 recommendations of the European Strategy Group.

2. further strategic issues (all): list of topics and key words touched.

- report on IPPOC (Ivan Melo)

The European Particle Physics Outreach Group was formed in 1997, and turned International in 2011. Activities include science slams, master classes, a data base for outreach material, cascade projects, and installation of 6 working groups (including one on social media).

- other activities in neighbouring field were mentioned.

(NuPECC pans, <http://www.nupecc.org/pans/index.html> ; ASPERA, <http://www.astroparticle.org/>)

- future activities should make best use of existing structures

- need for increased communication of societal benefits (see ICFA and brochure "beacons of discovery", <http://www.interactions.org/beacons/>)

- relations with industries to be stressed more

- likewise: accelerators in public

- better communication to some countries needed

(e.g. by having 2 members/countries in EPPCN: 1 senior scientist, 1 government)

- Particle Physics to become main stream in physics education at secondary schools.

- Ideas: science teacher organisations, academies, more programs like teachers at CERN (6500 trained at CERN in last 7 years); appropriate material on Particle Physics for teachers

- training of communication skills of particle physicists (media, teaching at schools)

- in general: lack of manpower (-> wider use of doctoral students?)

- connect to other, broader activities like UK Science and Discovery Centres?

3. further ideas for further actions (all)

- social media: defensive (danger of unauthorised spread of information)
- social media: offensive (use for public outreach)

- strategy brochure: EPPCN started to look into publicising ESG results for Council meeting in March 2013 (Brussels) -> James will send information

4. future meetings and general timelines:

plan for two more meetings: end of Sept / October 2012; early December 2012 (will arrange doodle poll).

Notes added later on (12.9.2012, Krakau):

- next meetings: Tuesday October 16 14:00-16:00,
Wednesday December 12 14:00 - 16:00 (8/0/0)

- James brings up the point of providing targeted information to political audiences in CERN member states.

(there were requests by US and UK to install such an organised flow of information; both have installed a person in James' group responsible for that; e.g. there's a newsletter of the responsive UK person for the UK).

(Siggi Bethke, July 23, 2012)