Why an IR Sector – and why now?

- In a rapidly changing policy environment, **our interlocutors and the way we need to interact with them is in constant change**

- Traditional interlocutors are relatively becoming increasingly less dominant but **new ones appear – who can be important supporters of science and our work**

- Support and **budgets** cannot be taken for granted

- **Priorities, approaches and partners** need to be reassessed on an ongoing basis

- **Structures, institutions and processes** need to adapt more rapidly than previously

- Increasing need for **partnerships as multipliers**
Objectives of the new Sector  
– supporting a global lab with a global mission

Enable CERN to promote **science** in our discipline and more generally, and serve **society** on a **global** level, **now** and for the **future**

1. Strengthen CERN’s position as a global centre of excellence in science and research through sustained support from all stakeholders
2. Help to shape a global policy agenda that supports fundamental research, and includes science perspectives more generally
3. Connect CERN with people across the world to inspire scientific curiosity and understanding

The user community is a key partner across all three dimensions

→ **a joint effort**
The organigramme – no presentation is complete without one....
Key immediate priorities for the IR sector

• Reinforce dialogue and exchange with Member States

• Targeting and reinforcing the geographical enlargement effort, to strengthen the scientific work of the Organization

• Strengthen the fundamental research input and the scientific perspective more generally in global policy debates

• Develop communications strategy 2016-2020, taking into account the needs and concerns of users and other stakeholders

• Enhance and nuance fundraising efforts through ‘CERN & Society’ and ‘Globe Foundation’

• Create new Alumni Programme, with users at the heart of the effort
Future directions for geographical enlargement

Going forward, more targeted and tailored engagement could be directed to the following categories of countries, with different types of instruments:

- **Countries with current applications in progress** > Engage to move forward current dossiers towards completion
- **Countries with tradition and potential for participation in CERN efforts** > Countries that have well-developed particle physics communities and have particular potential for contribution to the work of the Organization
- **Maintaining the European core of the Organization** > In line with para. 28 of CERN/2918/Rev particular attention will be paid to EU/EFTA Member States
- Complementing with International Cooperation Agreements, Protocols and Addenda for countries with developing communities
Current projects in Education, Communications and Outreach

• Updating and developing the website

• Streamlining internal communications: more information in real time and online

• Enhancing audiovisual communications

• Focused communications on overarching themes through cross-cutting task forces
  • Impact
  • Sustainability
  • Diversity

• Improving and expanding the visit options, including virtual tours

• Adding opportunities for more student and teacher programmes

• Preparing large outreach events during the coming five years (2017 and 2019)
Strengthening relations with users

- CERN is a **global lab**, with a **global mission** – the users are essential to the work of the Organization

- The user community shows an **example of global collaboration**, within and beyond the European context, which can inspire and serve as a model

- **Communication to and with users** will be a key part of the work of the International Relations Sector

- The user community serves as a **bridge to new countries and stakeholders** to strengthen support for our collective work
Looking forward to our work together!
Spares