



# International Relations Sector and IR-ECO Group

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EPPCN  
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# Objectives of International Relations (IR) Sector

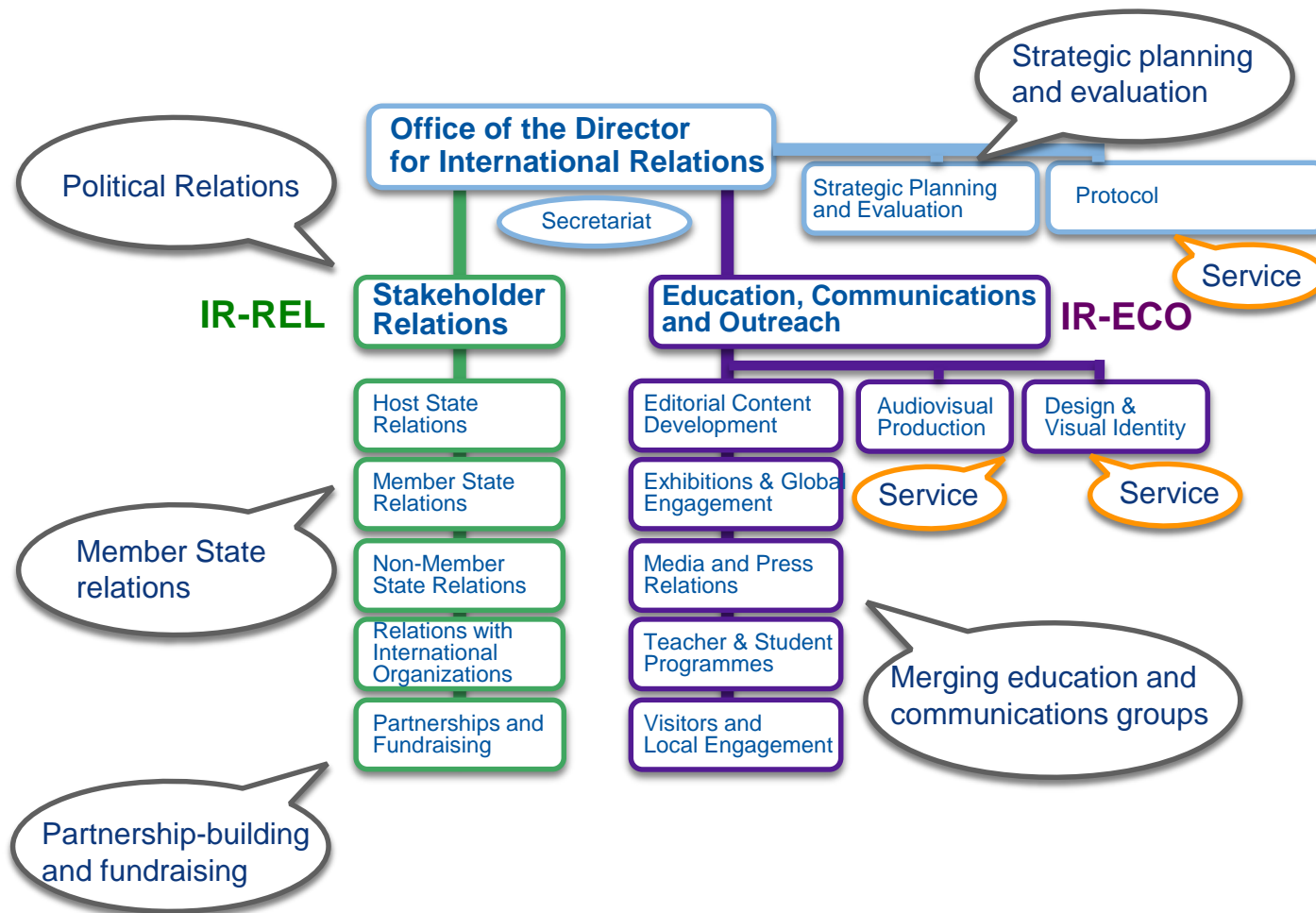
*Enable CERN to promote **science** in our discipline and more generally, and serve **society** on a **global** level, **now** and for the **future***

1. Strengthen CERN's position as a global centre of excellence in science and research through sustained support from all stakeholders
2. Help 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

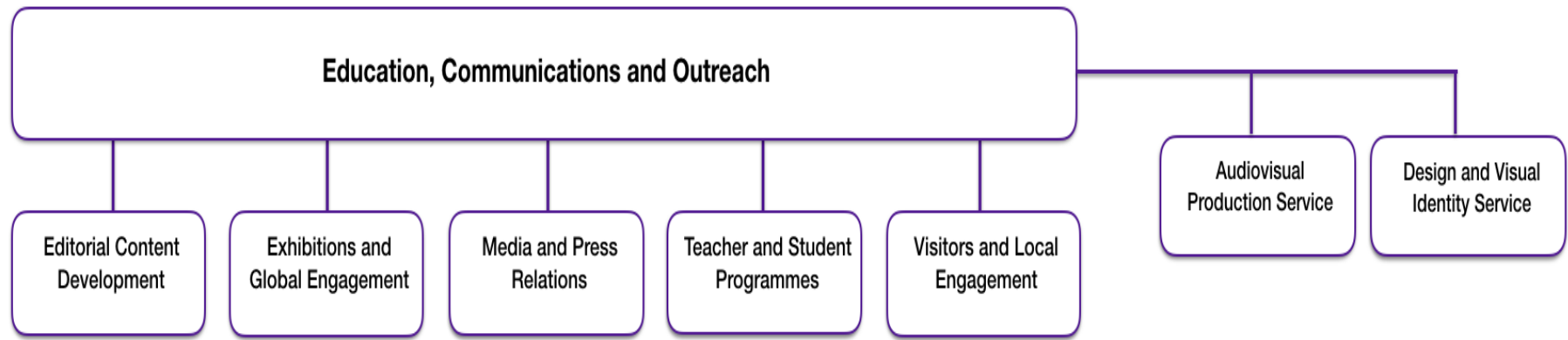
Bringing greater institutional and strategic coherence in stakeholder management

→ *Communications cuts across all three objectives*

# The organigramme – no presentation is complete without one....



# Consolidated and integrated: the IR-ECO Group



The sections and services **deliver together** on **Education, Communications and Outreach** through different types of *engagement*, in interaction with different types of *audiences* and using different *tools*



## Key immediate priorities for the IR sector

- Reinforce dialogue and exchange with Member States
- Enlargement policy: overview and future directions, as input for Council discussion
- Strengthen the fundamental research input and the scientific perspective more generally in global policy debates
- Develop communications strategy 2016-2020
- Enhance and nuance fundraising efforts through ‘CERN & Society’ and ‘Globe Foundation’
- Create new Alumni Programme

## Current projects in the IR-ECO Group



....when we are not occupied with local wildlife, that is.....



## Current projects in the IR-ECO Group

- 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)



# Central stakeholder relations initiatives

## Strengthening relations with Member States

- **Designate a “Management Liaison” for each Member State**
  - Ongoing dialogue and possibility to flag concerns
- **Establish series of Thematic Forums, bringing CERN and Member States together**
  - Sharing information with Member States on a regular basis, with format and frequency determined according to topic and needs
  - Some working groups for expert engagement, and others for briefing and information exchange

## Future directions for geographical enlargement – from demand-driven to targeting

- **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**
- Complementing with International Cooperation Agreements, Protocols and Addenda for countries with developing communities





## And then what about the EPPCN?

- **Developing strong partnerships that can benefit all of the community is part and parcel of the work of the new Sector**
- **Looking forward to discussing how we can work together to make the EPPCN serve as a strong partner for all of us in generating support for fundamental science – in Europe and beyond**



Thank you for your attention.