

ACCU Report

2016 CHIPP meeting Lugano

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Appointed 2015 as Suisse ACCU representative (replacing Michele Weber, Uni BERN)

- **ACCU = Advisory Committee of CERN Users**

Forum for discussions between CERN Management and USER (country) representatives: to review the practical means taken by CERN for the work of Users of the Laboratory. details here <http://ph-dep-accu.web.cern.ch/ph-dep-ACCU/>

Meetings “first” Tuesday of March, June, September and December

For details about ACCU meetings and minutes see <http://indico.cern.ch/category/1058/>

- **Some topics from the June 2016 meeting: see next slides**

(1) Report from the Management: usually 20-30 minutes “Exchange” with the DG.

(2) Reports from the (new) CERN international relation sector (C. Windberg Warakaulle)

(3) CERN Communication Strategy (J. Gillies)

- **Let me know topics/problems to be addressed at future meetings.**

To make ACCU more lively (please email) suggest items to be discussed (early enough).

Information from the Management/DG (1)

(F. Gianotti)

- **Short overview from DG (ongoing council meeting and increasing entrance control/security issues)** For entrance control see also R. Martens, Report from SMB services: <http://preview.tinyurl.com/hytxkeq> (He also talked about improved "mobility" and hostel issues)

Security and site access

- **Enforced security at the entrances of the CERN sites:**
 - Following recommendations of our host state authorities the enforced security at the CERN entrances will remain in place at least until the end of July.
- **Turnstiles at entrance B for pedestrians**
 - Shortly 4 turnstiles will be installed at entrance B (two on either side).
 - Equipped with card readers to check validity of badges.
 - This will result in savings and improved access control.
 - Provisions are foreseen for people with reduced mobility and group access.



Information from the Management/DG (2) (F. Gianotti)

- Further increasing entrance control/security issues:
DG mentioned that during next days she will inform all of us about:
“Obligation to carry the CERN access card visible at CERN” following the suggestion from *unnamed “security experts” from unnamed countries.*
- Several delegates, including myself, objected, pointing to the **obvious impossibility** about forcing people (by internal police?) to carry the access card visibly and the **conflict (see next items) between being a open “university like” place with a long history of trying to reduce international tensions/conflicts.**
(about outreach and university like place: see also next slides)
On July 20, the Finnish USER community wrote an email to the ACCU members expressing a **strong opposition to the proposal.**
- **So far, the management seems to reflect about the criticism!**
(Wondering what will appear in the minutes).

new CERN IR (International Relations) (1)

New International Relations of CERN sector

entire presentation <http://tinyurl.com/ju9tvj2>



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

new CERN IR (International Relations) (2)

International Relations: Projects



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)

A New CERN communication Strategy (1)

see J. Gillies <http://tinyurl.com/hn4axf6>

Challenges and solutions

- A lot of people communicate about CERN and on its behalf.

This must be embraced but there must be at least clear direction, guidelines and policies from the centre

- CERN by its very nature is ambitious and even some within the community think its proposals are unrealistic in terms of future funding

Be stronger in disseminating the utilitarian impact of CERN alongside (not instead of) its contribution to fundamental science

- CERN has finite central resource for communication – a lot of which is taken up by reacting to requests, firefighting and disseminating science results

Add extra capacity for proactive campaigns, enable networks and encourage member states to install communicators in-house

A New CERN communication Strategy (2)

see J. Gillies <http://tinyurl.com/hn4axf6>

Draft positioning

Current Positioning:

CERN is a unique place where fundamental research unites people from all over the world to push the frontiers of science

Draft New Positioning:

Scientists at CERN make discoveries that explain the nature of the universe and transform our everyday lives

This “draft positioning” proposal was criticized/objected by several delegates (let me know your view!) (but with no discussion following. Seemed to be a top-down information only(!?))

Future of ACCU

More active input from Users in Switzerland?

- Participated in all meetings so far (happy to continue if you want)
- Slides and official Minutes of the past ACCU meetings can be found on the ACCU webpages <http://indico.cern.ch/category/1058/>
Usually little discussions about presentations, but in case let me know if you want in addition some short minutes (about discussions) directly after the meetings by email.
- **Next ACCU meetings: September 6 and December 6, 2016.**
Please contact me about topics/problems/questions for the next meetings!

Many thanks for your confidence and suggestions for coming ACCU meetings!