

# **EPPCN**

## **European Particle Physics Communication Network**



## ORIGINS

- EPPCN was born in 2006 at DESY Zeuthen as part of the European Strategy for Particle Physics

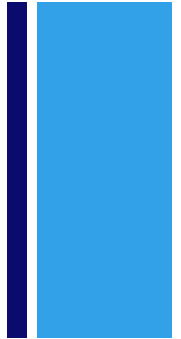
*“Council will establish a network of closely cooperating professional **communication officers from each Member State**, which would incorporate existing activities, propose, implement and monitor a **European particle physics communication and education strategy**, and report on a regular basis to Council”*





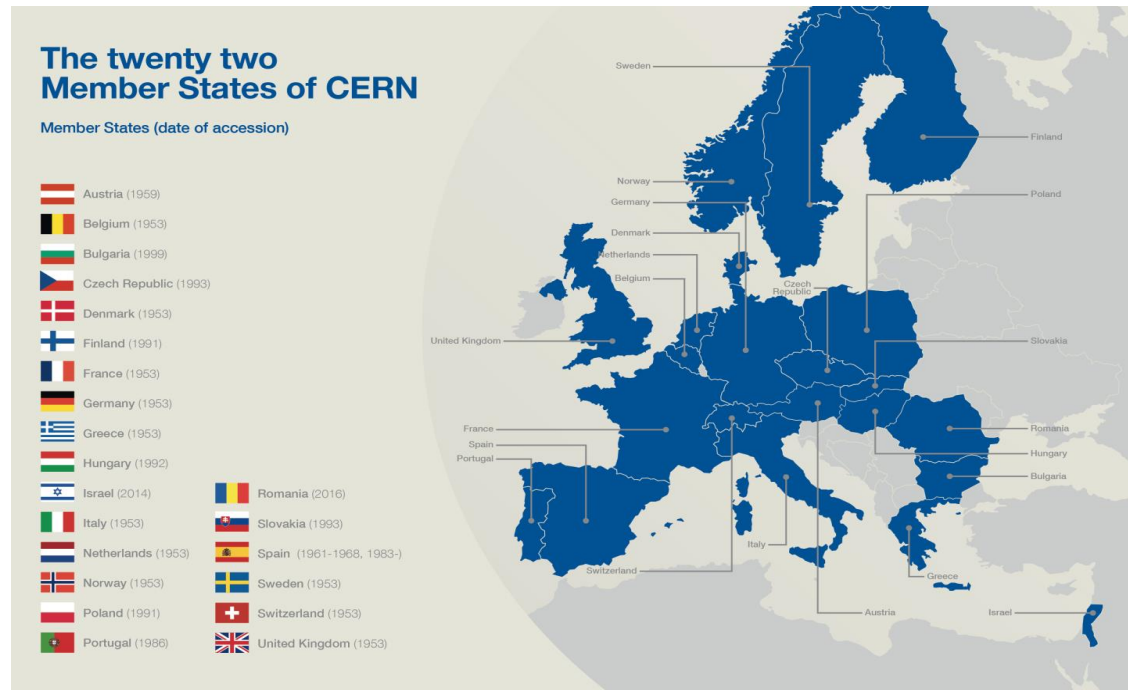
# MISSION

- The mission of the European Particle Physics Communication Network (EPPCN) is to strengthen the communication of particle physics in the Member States of CERN, the European Organization for Nuclear Research, through communication officers in the Member States and at CERN working together. The EPPCN reports to the CERN Council.



# CONTEXT

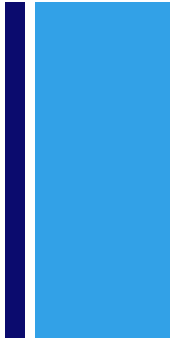
- Different institutions
- Different media landscapes
- National peculiarities





# ACTIONS

- • Strengthen communication between communications officers in the Member States;
- • Review existing communications practices at CERN and in the Member States with a view to sharing best practice and maximising benefit in the Member States;
- • Offer constructive advice on communication issues to Council based on consensus decisions made by the network;
- • Prepare and implement communication activities based around the start-up and results from the LHC;
- • Propose, implement and monitor strategies designed to foster long-term support for sciences related to CERN's mission, in support of the European strategy for particle physics.



# ACTIVITIES

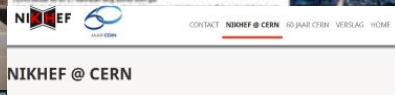
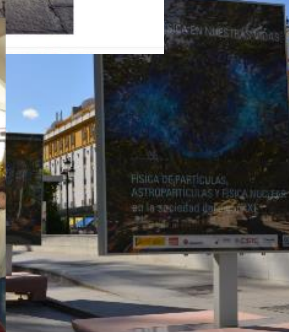
- Press office, Media visits, Websites, Social media, events for general public, events for schools, Brochures, exhibitions....



Maior acelerador de partículas do mundo volta a funcionar

CLARA BARATA 05/04/2015 - 11:09 (atualizado às 16:00)

A próxima tarefa do LHC será procurar indetectável de que é feito cerca de 27%



# + BEHIND GLOBAL NEWS

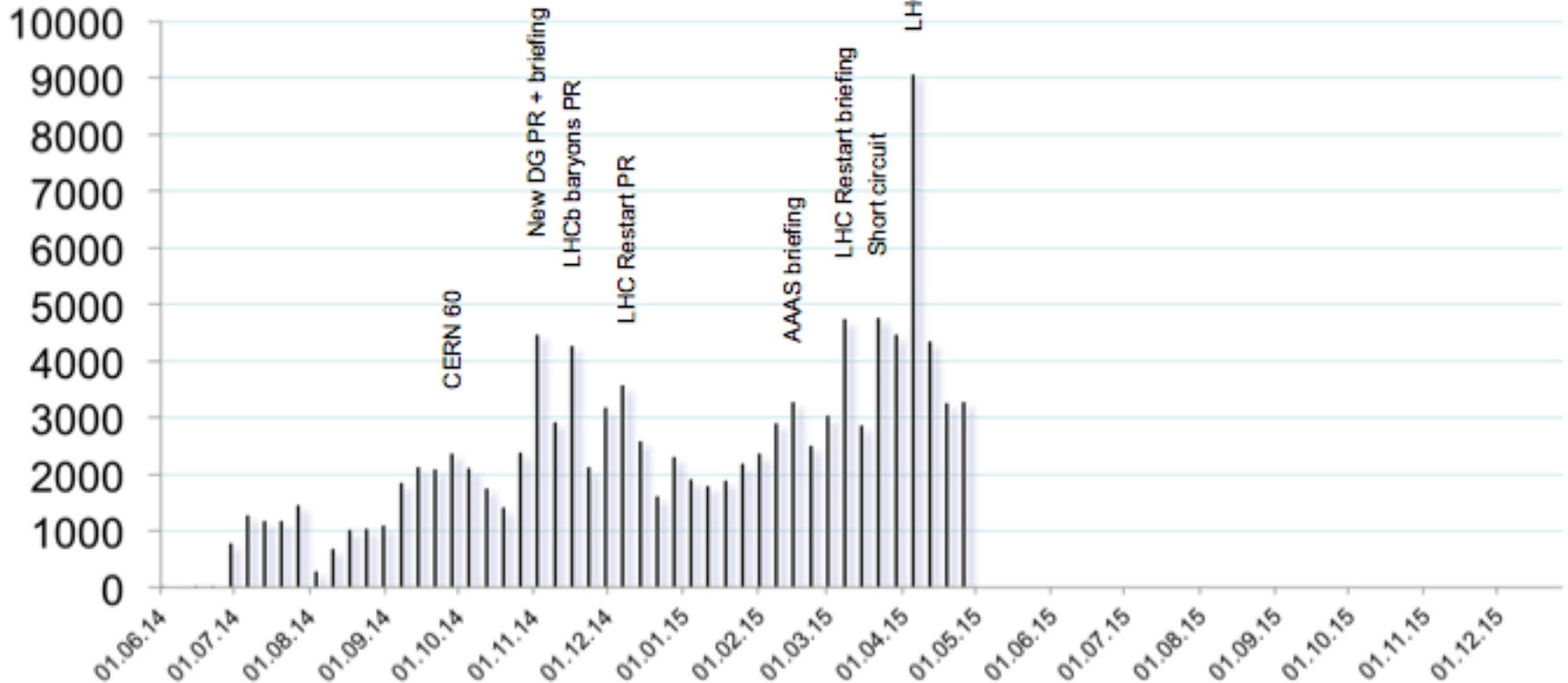
- Global coverage is the result of a shared and coordinated effort to promote a news in many countries with national + global angles

Higgs announcement: 8.000 press cuttings in a single day

LHC restart: 8.000 press cuttings in a week

## Global media coverage

Number of press cuttings – CERN & LHC





# GLOBAL NEWS IS NATIONAL NEWS

## AT CERN

- September 2008. First beam
- March 2010. First Physics
- December 2011. Higgs update seminar
- July 2012. Higgs update seminar
- October 2013 Nobel Prize
- year 2014. Cern 60
- Year 2015. Lhc Run 2



## AT NATIONAL INSTITUTIONS

- Press office activities +websites
- National media events
- Briefing to stakeholders
- National media & press officer visits
- Social media



# SHARING & PLANNING - May 2015/Sept. 2016

## ■ MEDIA

- Bump issue
- Gravitational Waves discovery
- New DG
- 1<sup>st</sup> collisions
- Sesame
- Beamline for schools
- LHC restart

## ■ CONFERENCES

ICHEP 2016 Chicago

ESOF 2016 Manchester

EPS HEP 2015

## UPCOMING THEMES

Future colliders

Dark matter

EPS 2017 Venice

Sesame

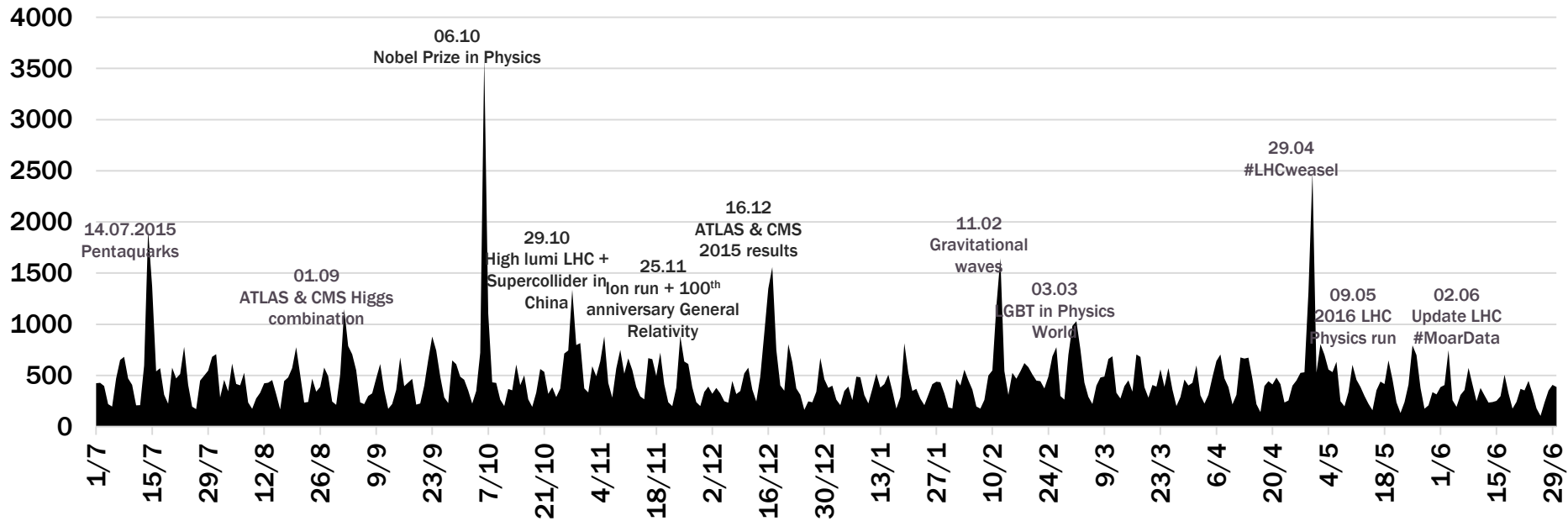
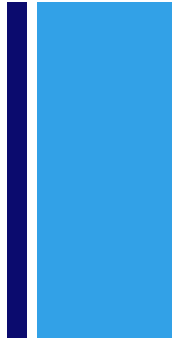
European Strategy for  
Particle Physics

**TOOLS: MEDIA REPORTS,  
PRESS REVIEW, PR+NEWS  
SHARING, MEETINGS, COM  
PLANS**





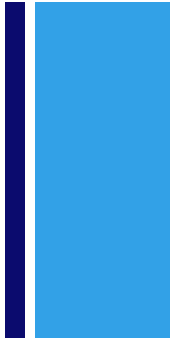
# FOCUSING ON July 2015- June 16



**Global media coverage:** number of press cuttings – CERN & LHC



# COMMUNICATION NETWORKS



■ **INTERACTIONS** is a network of professional science communicators representing the world's particle physics laboratories in Europe, North America and Asia. The collaboration publishes a news wire focused on particle physics for the distribution of press releases, operates the website [www.interactions.org](http://www.interactions.org). Conducts peer reviews and undertakes other joint communication projects

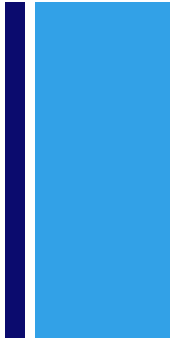
■ **IPPOG** - is a network of scientists, science educators and communication specialists working across the globe in informal science education and outreach for particle physics

## EPPCN

is a network of professional science communicators,  
**1 for member state + Appec**

A working group is at work on Terms of references & Governance

# + EPPCN- Ongoing process to investigate proposal for strengthening the network



## CHALLENGES

From the Higgs to Dark Matter

From SM to New physics

Future colliders/cost issue

European strategy for particle physics

Focus on applications

European Science

## ACTIONS

- Work on new storytelling & metaphors for fundamental science
- Producing & sharing new materials
- Produce and Share a COMM. PLAN for the European Strategy for Particle Physics – **SUPPORT NEEDED**

**THANK YOU!**

