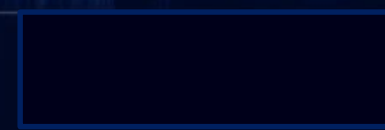


Parallel Worlds: Connecting the Micro and Macro

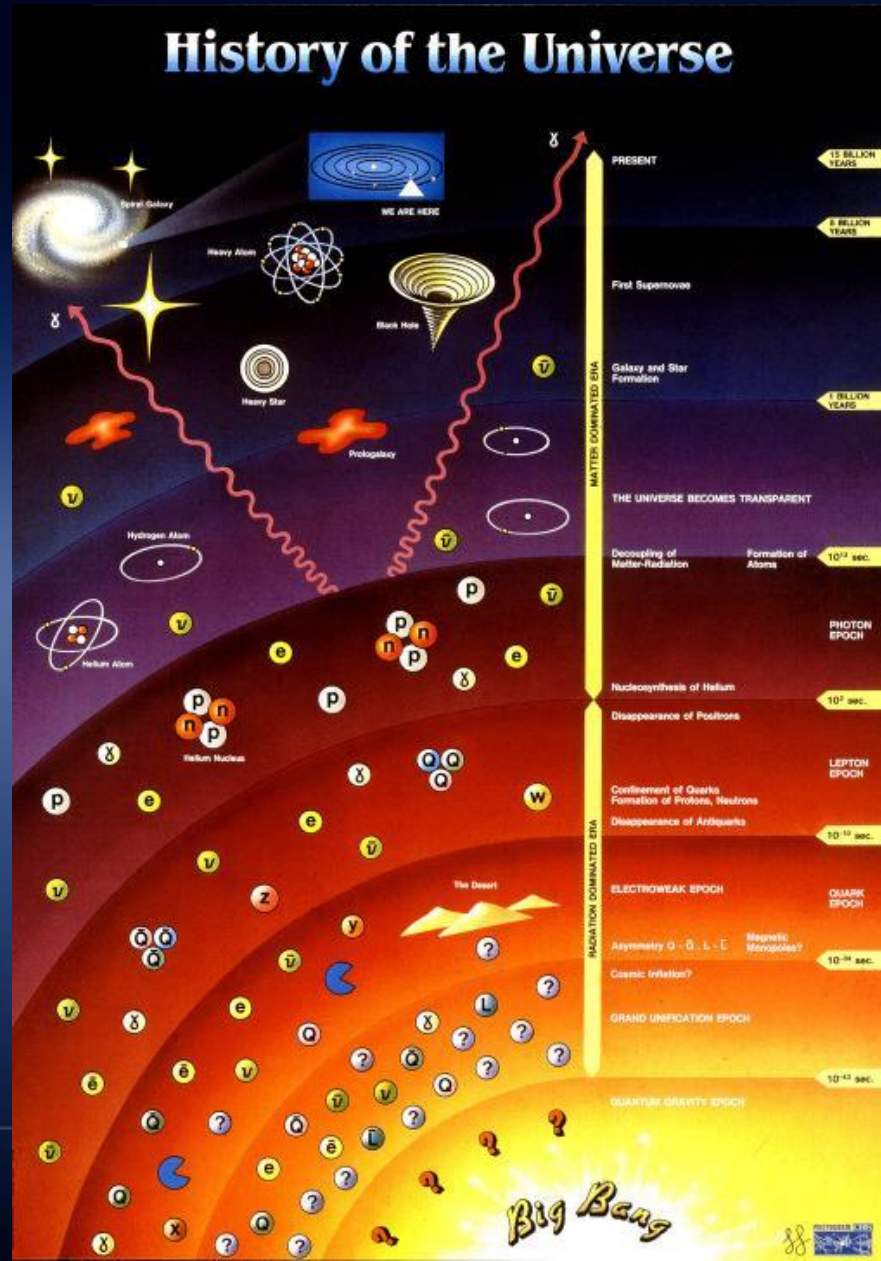
About CERN, Physics, and Innovation

CBI@Med, September 12, 2017

Markus Nordberg (CERN)

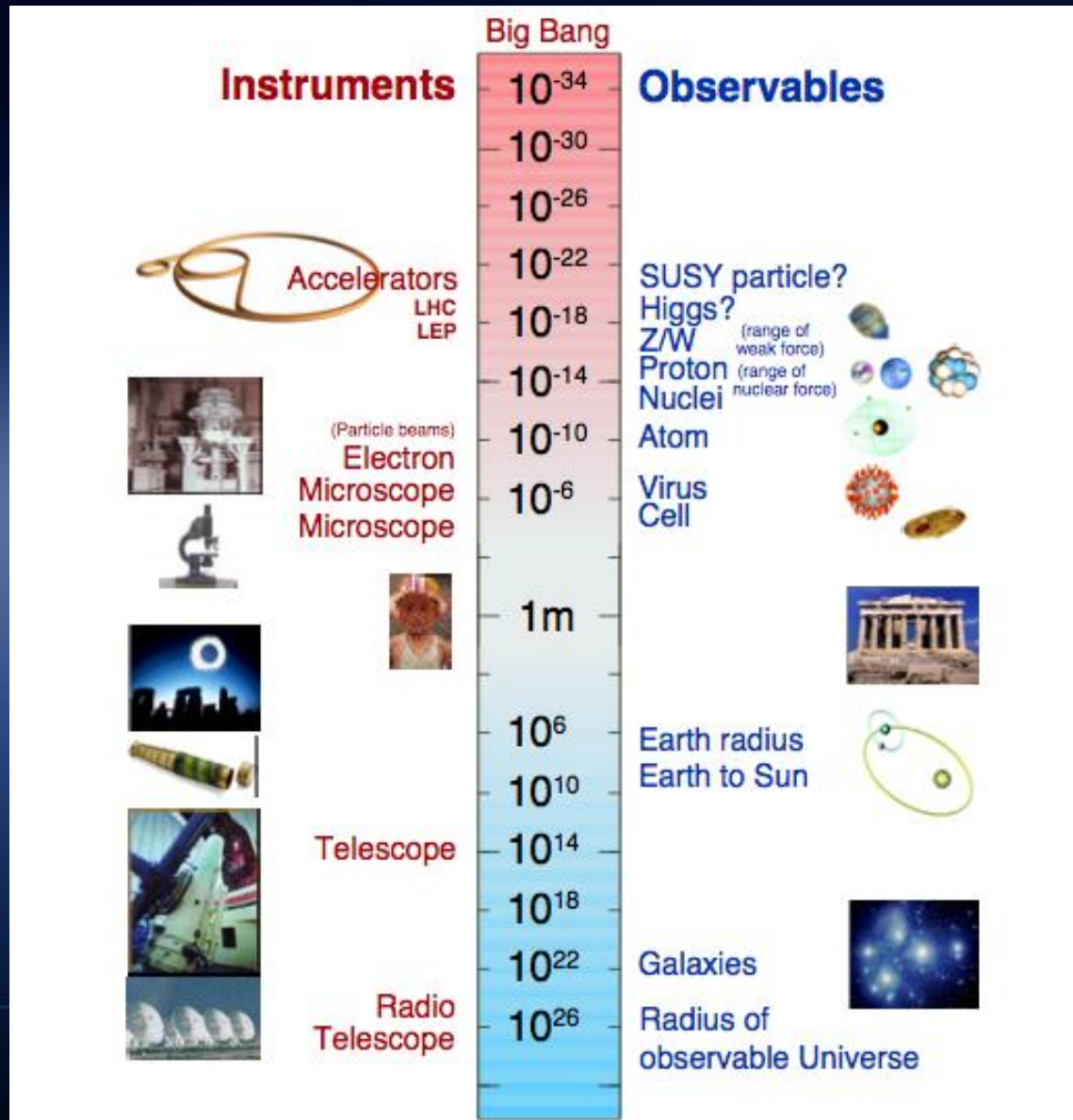


How does CERN Connect?

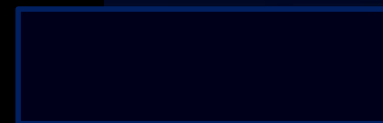
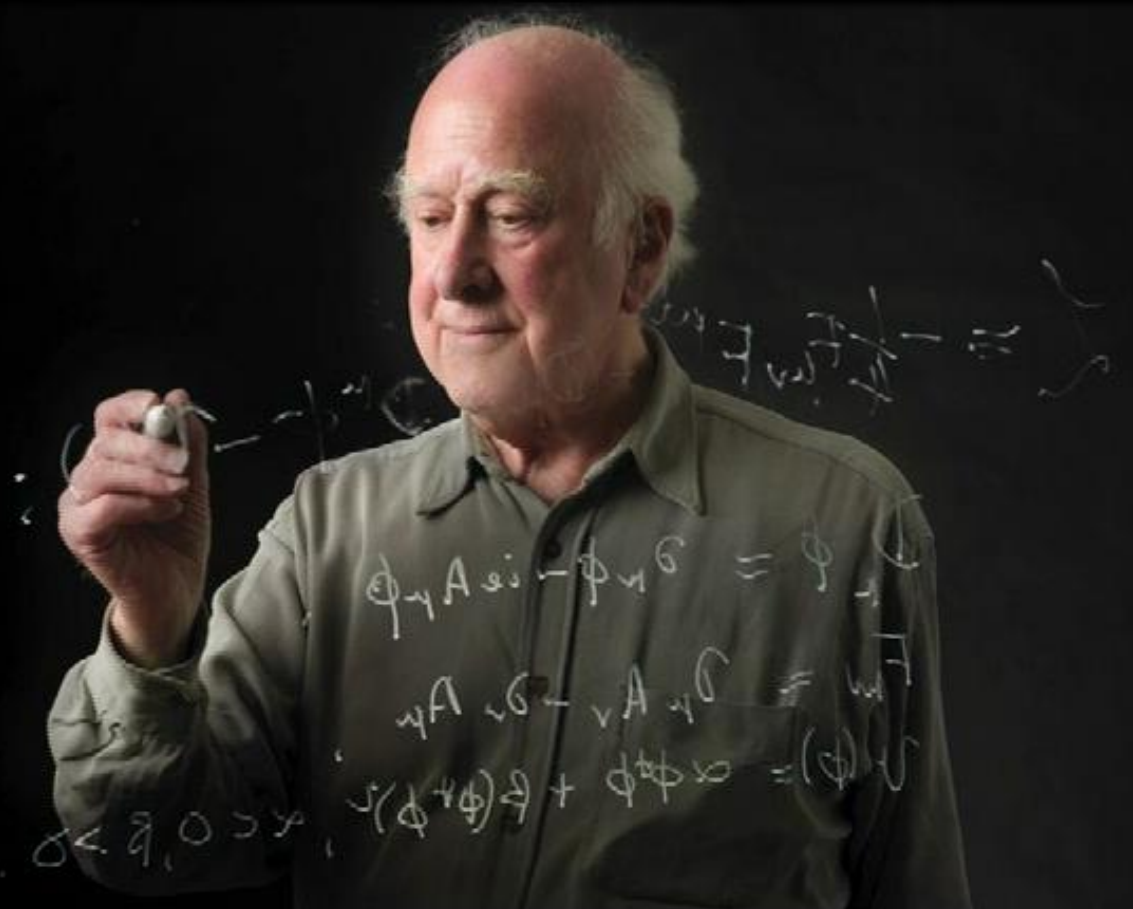


Size of things

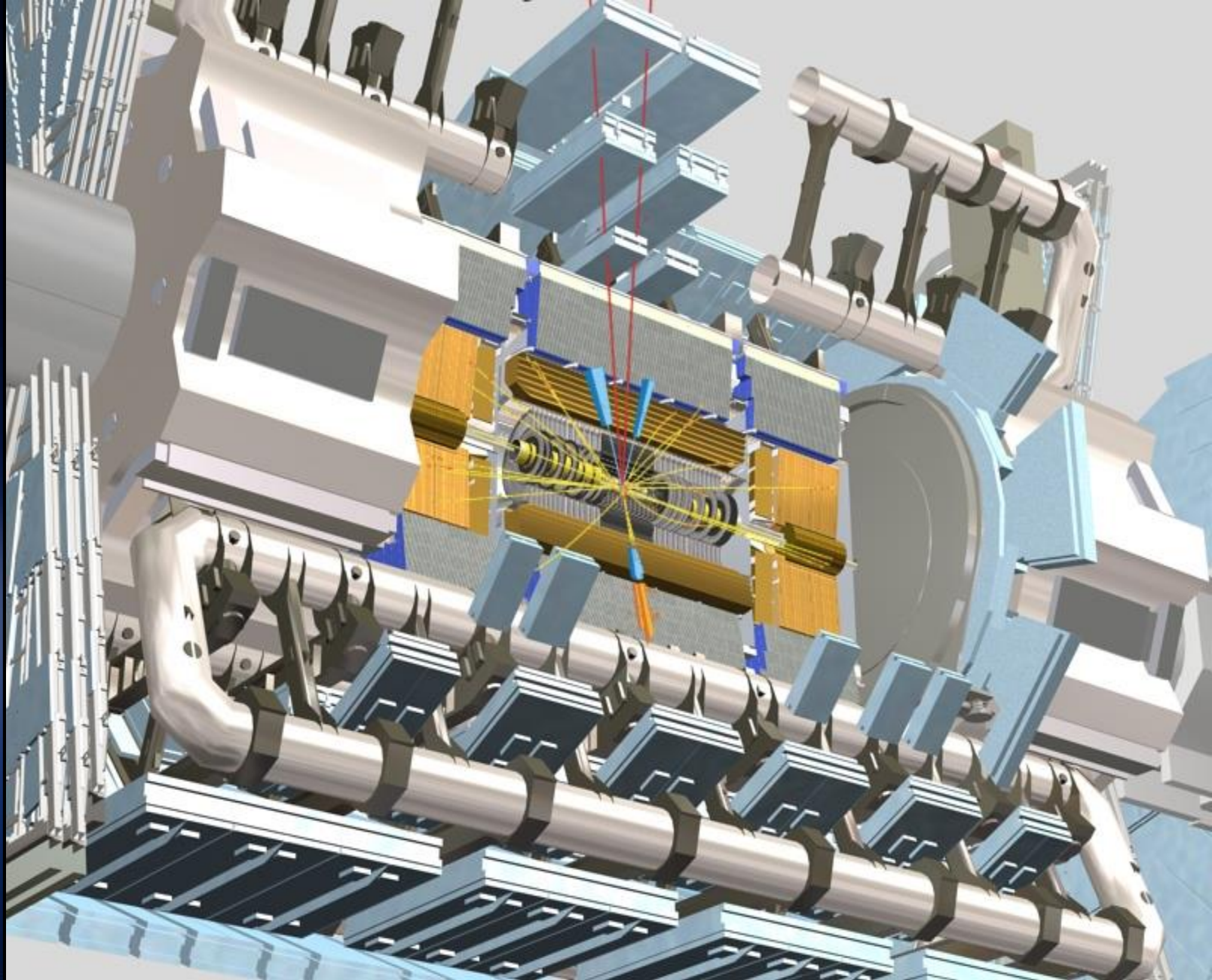
How does CERN Measure?

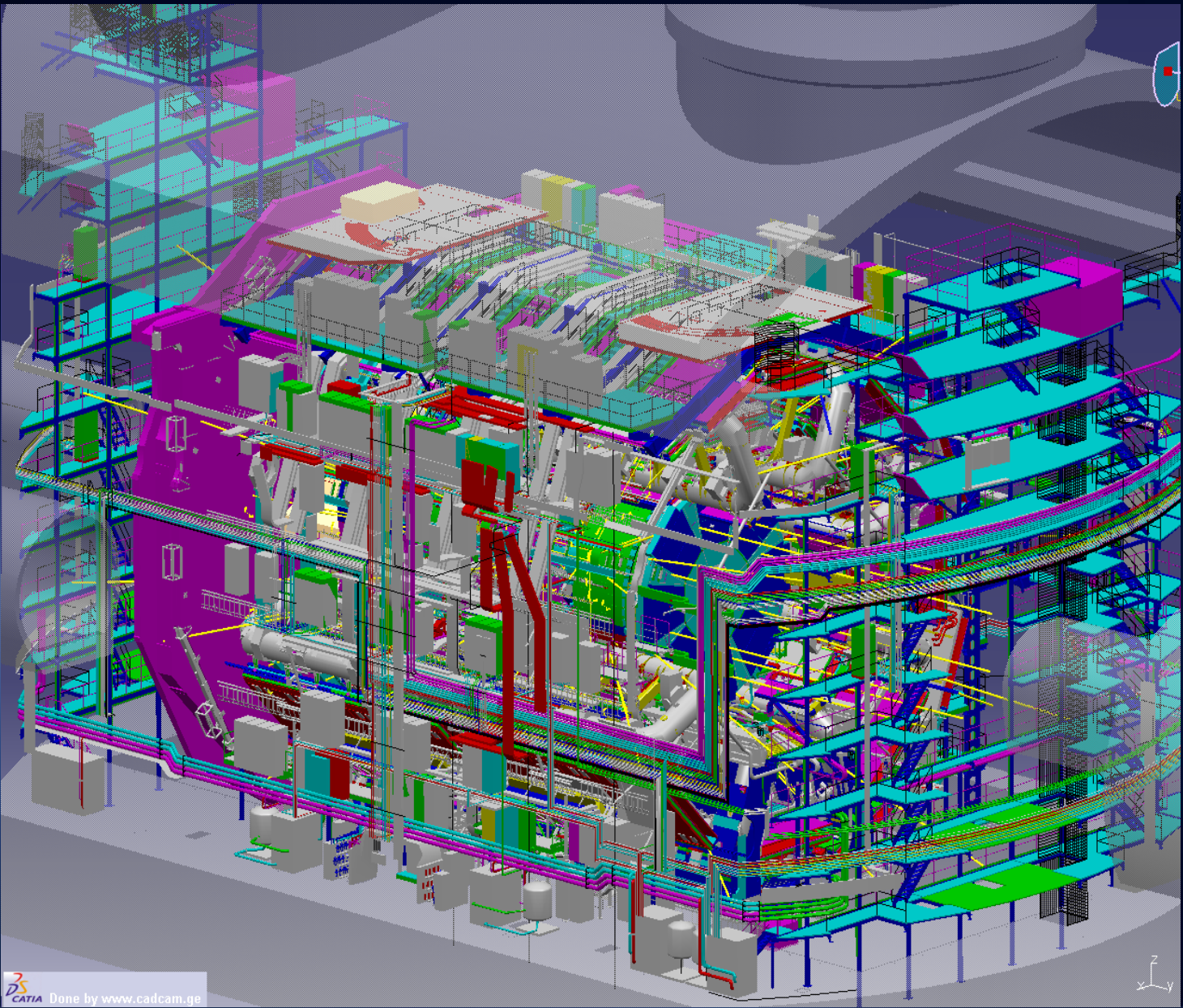


Where do we start?

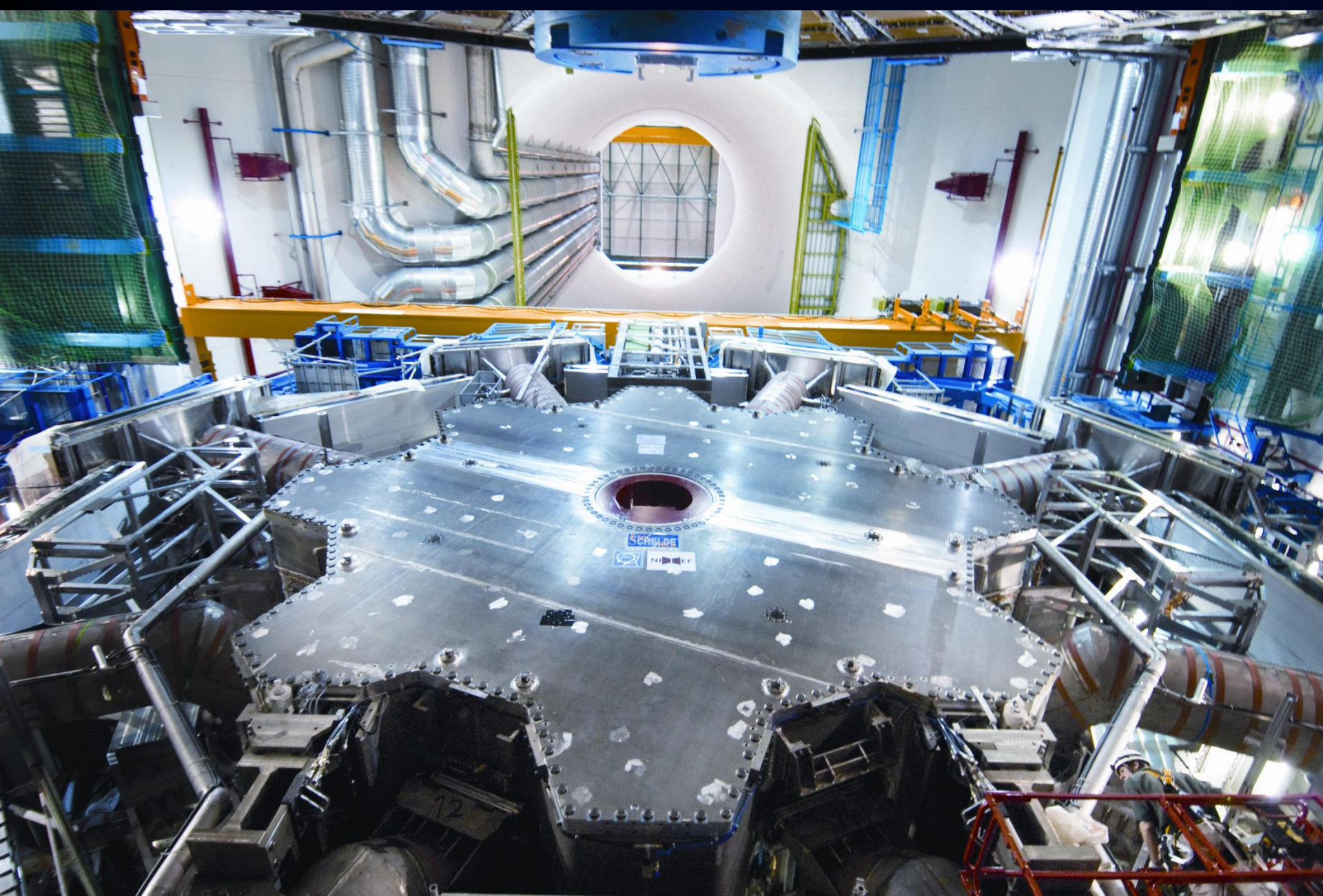




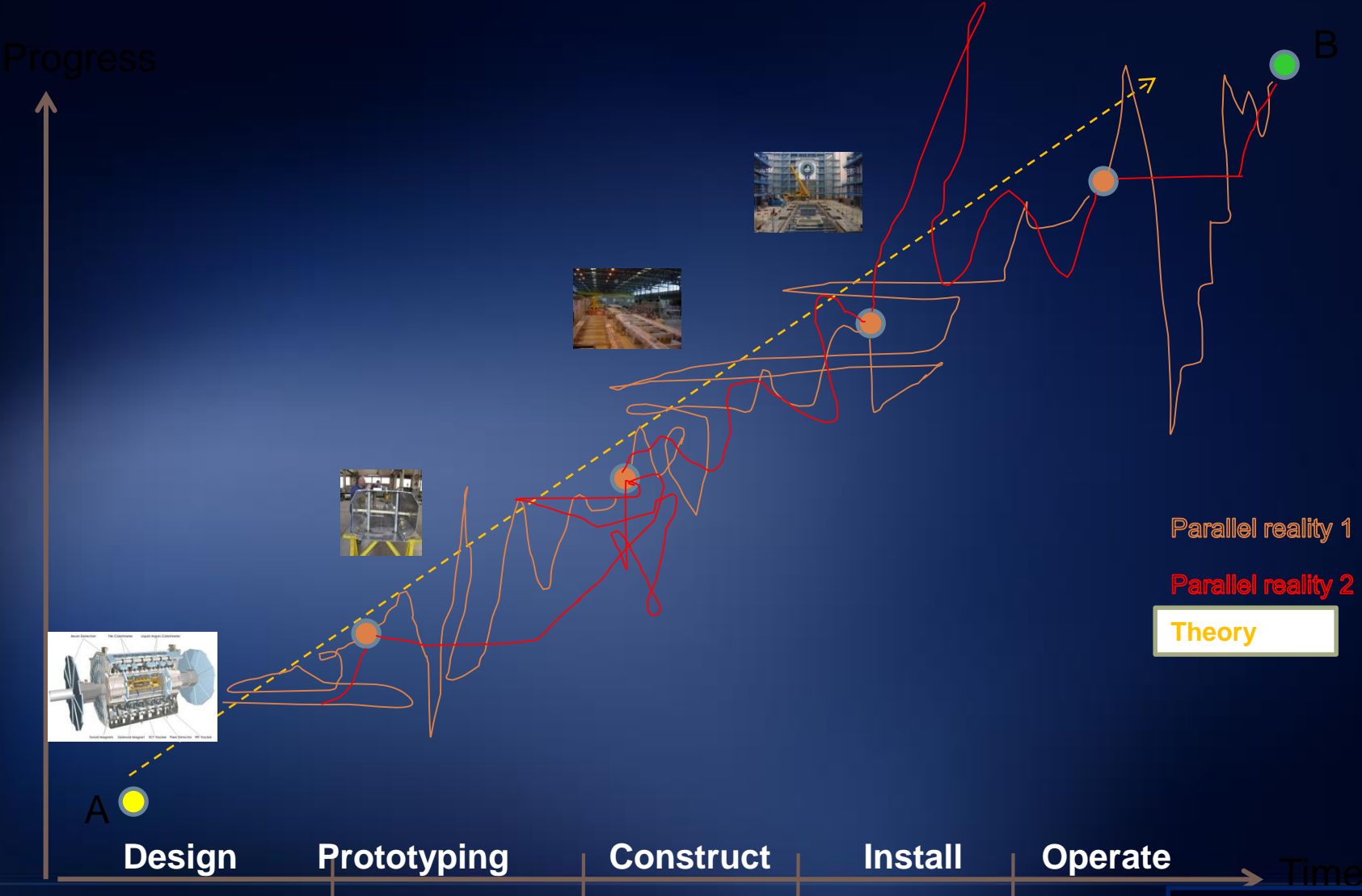




DS
CATIA Done by www.cadcam.ge

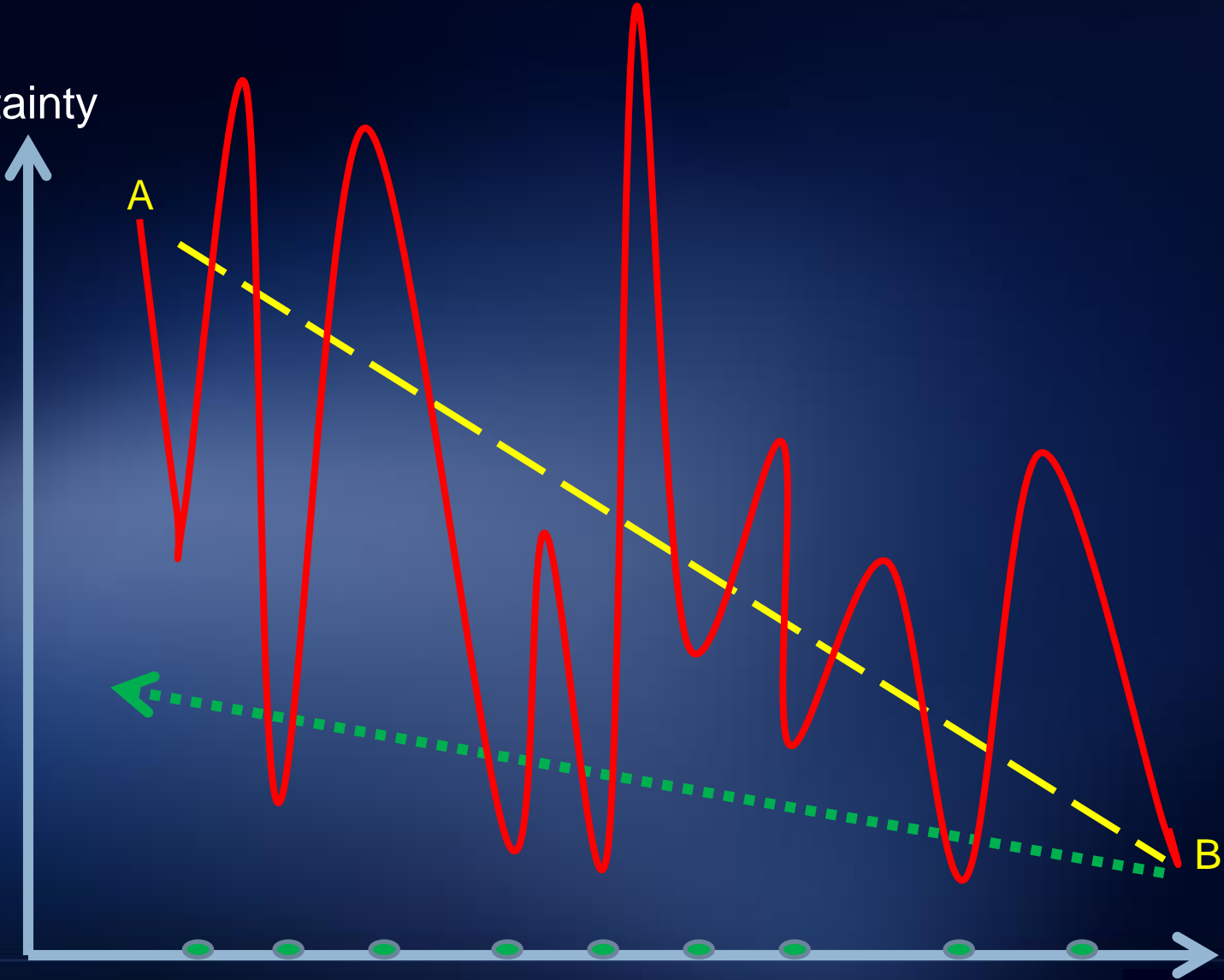


Implementing Strategy is Not Linear



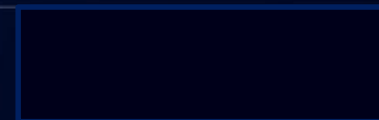
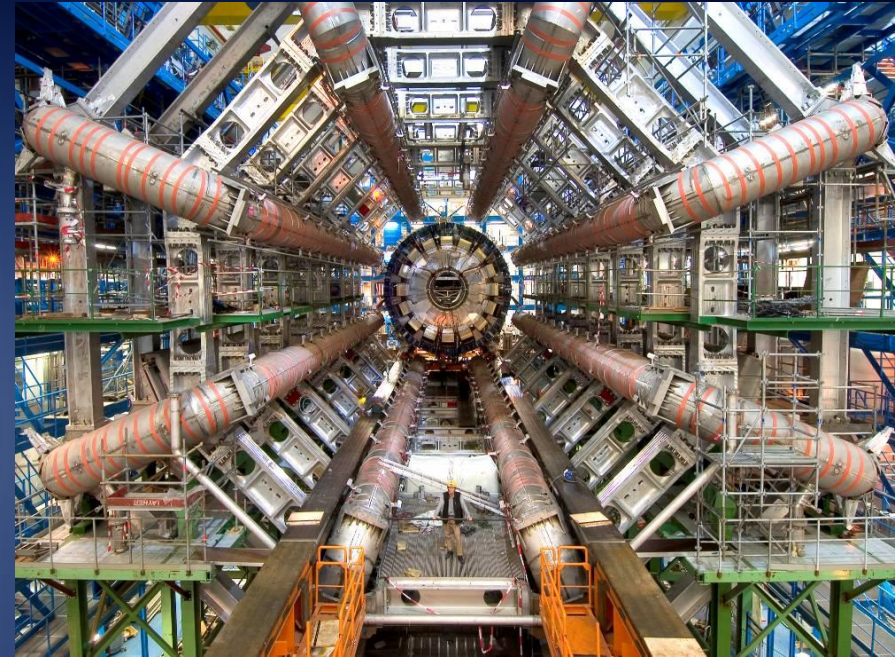
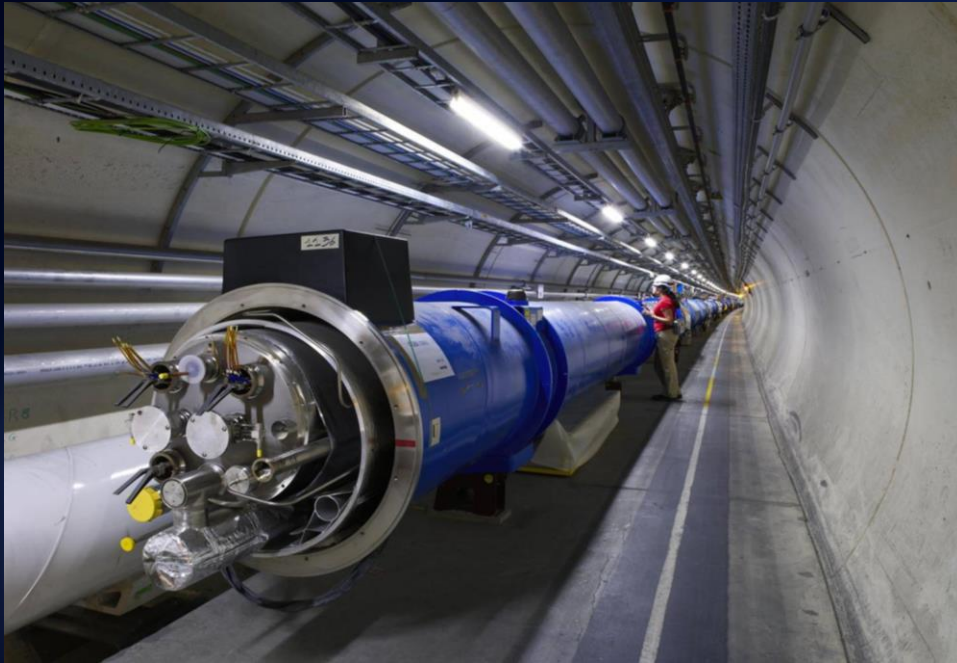
Absorbing vs. Reducing Uncertainty

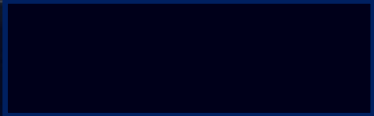
Uncertainty



Time

Seeing the Micro needs the Macro (scopes)







CERN was founded 1954: 12 European States Today: 22 Member States

- ~ 2300 staff
- ~ 730 other paid personnel
- ~ 12 000 users
- Budget (2017) ~1000 MCHF

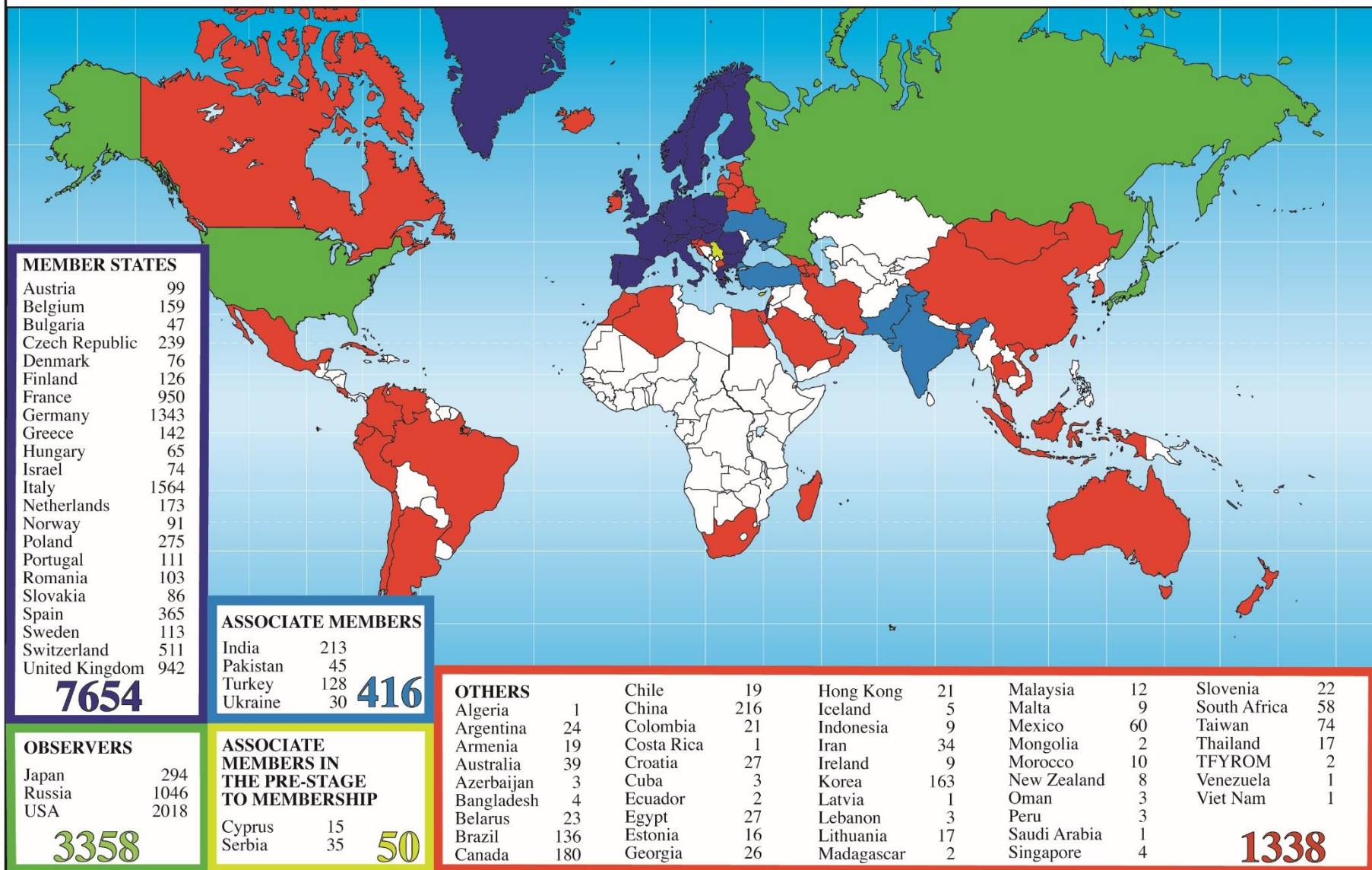
- **22 Member States:** Austria, Belgium, Bulgaria, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Israel, Italy, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland and the United Kingdom.
- **2 Candidate for Accession to Membership of CERN:** Cyprus, Serbia
- **8 Observers to Council:** India, Japan, the Russian Federation, the United States of America, Turkey, the European Commission and Unesco





A Global Reach

Distribution of All CERN Users by Location of Institute on 12 January 2017

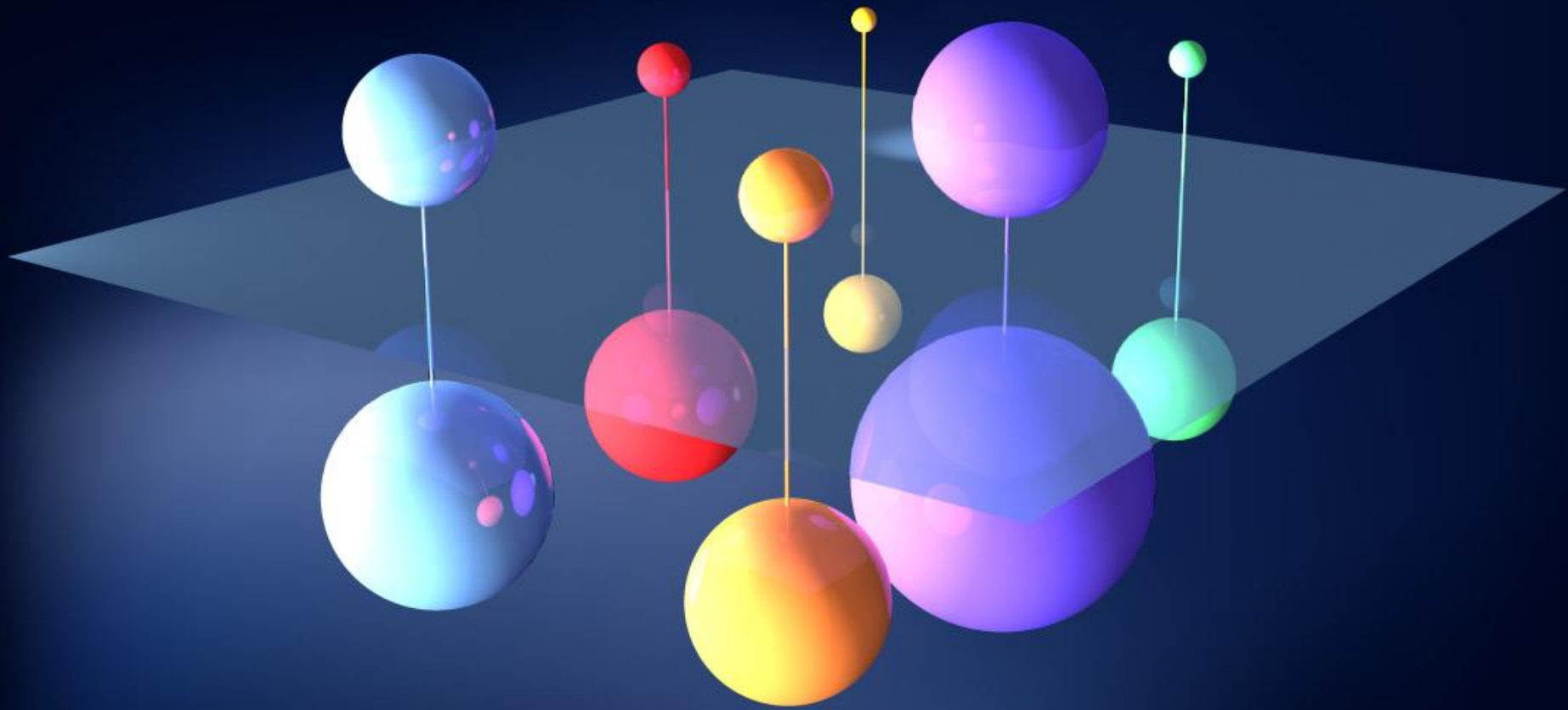


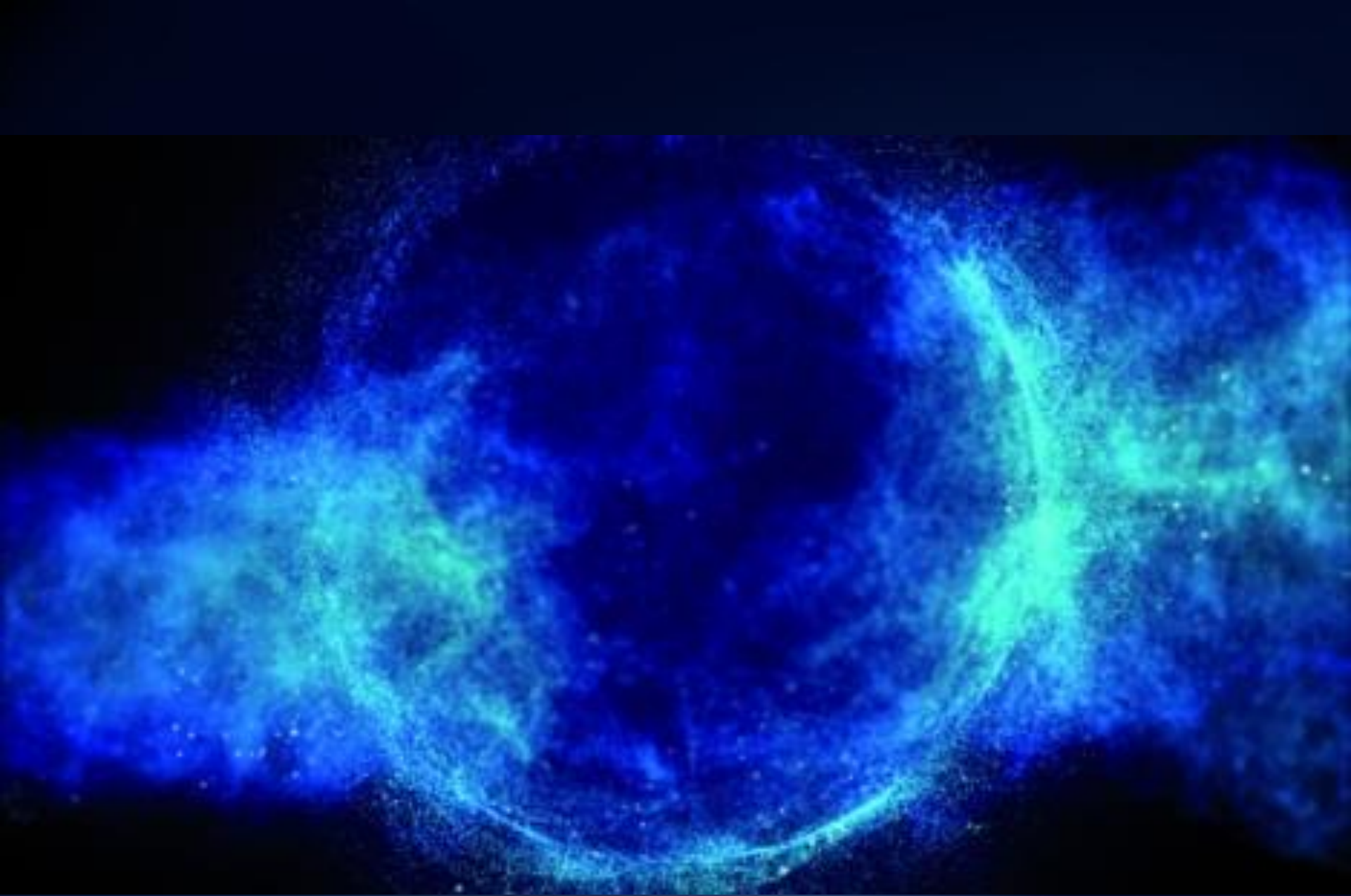
(How) Do We Manage This?

1. Vision
2. Commitment
3. Tolerance

What is Wrong with this Picture?

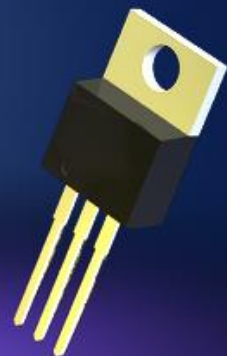














What do you see differently?