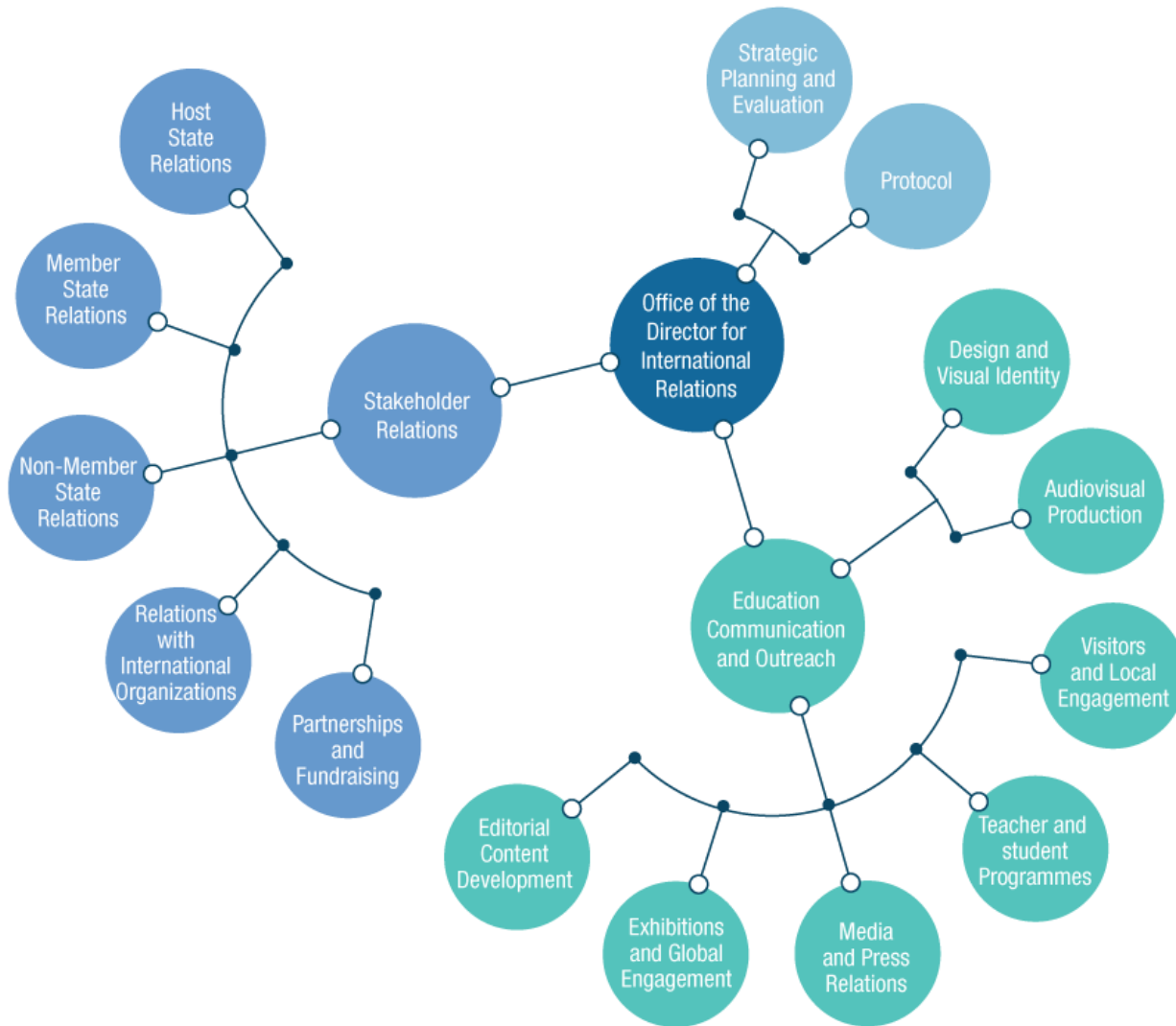


# International Relations Sector



*The Sector has been created to **strengthen relations with stakeholders** (MS, AMS, NMS, IOs, media, schools, public and many others) so as to ensure **broad support for CERN and our discipline**, and to enable the Organization to **serve society on a global level**, now and in the future*



# IR Strategic priorities 2017



- Building on strategy developed in 2016, continuing targeted enlargement effort → focus on **Ireland, Canada, Australia, Korea**
- Initiating “**Science Gateway**” project around the Globe as new flagship outreach platform → name to be determined!
- Formally launching **CERN Alumni Programme**
- Rolling out the new **communications strategy**, with focus on **impact**, and **redevelopment of the website**
- Expanding options for teachers & students with **High School Student Internship Programme, S’Cool Lab Summer Camp** and **2-week Intl Programme for Teachers**
- Increasing local outreach, CERN to serve as honorary host of annual **Automnales** event at Palexpo, ~ 150,000 visitors expected
- Working with international community in Geneva and beyond for contribution to **Sustainable Development Goals agenda**, integrating the perspectives of science and technology at multilateral level





- The strategic priorities are placed **within the framework of the broader priorities of the Organization** as set out by the DG
- The strategic priorities are **owned by the entire Sector** and provide **overall guidance** throughout the year, as well as pointing towards the future beyond the individual calendar year in terms of what the Sector will be working on
- The annual strategic priorities are **overarching processes** or **cross-cutting projects** that will involve several, often all, of the Sections and Services working together
- The priorities do not mean that regular activities and processes do not continue and are not important; they represent a **specific focus or emphasis to drive forward a particular area at a given point in time**
- The annual strategic priorities are a framework that is **complemented, on a daily basis by a myriad of individual decisions** on how best to structure and prioritize the work → sound judgement prevails



# IR Strategic priorities 2018 ?



- **Alumni First Collisions event** → 2 and 3 February
- Formal launch of **CERN Heritage Committee** → community meeting to discuss priorities and programmes 1 and 2 February
- Launch of redeveloped **CERN website** → June 2018
- Start of preparations for **CERN Open Days 2019** → asap
- Conclusion of **merger** of CERN & Society Foundation and Foundation for the Globe of Science and Innovation → during first semester
- **Science Gateway** → throughout the year
- Launch of first **public CERN Environment Report** → second semester
- **World Economic Forum** → higher CERN profile than previously to promote fundamental research and science for policy → January<sup>5</sup>



- Presentation of these slides to IR-ECO Group → **12 October**
- Call for ideas and input from Sections → **throughout October**
- Preliminary discussion at IR Management Board → **30 October**
- Dedicated discussion at IR Management Board → **27 November**
- Presentation and discussion at IR Town Hall → **1 December**
- Finalization and dissemination → **mid-December**
- Presentation to all staff → **January 2018**