



# Éducation, Communication et Sensibilisation au CERN

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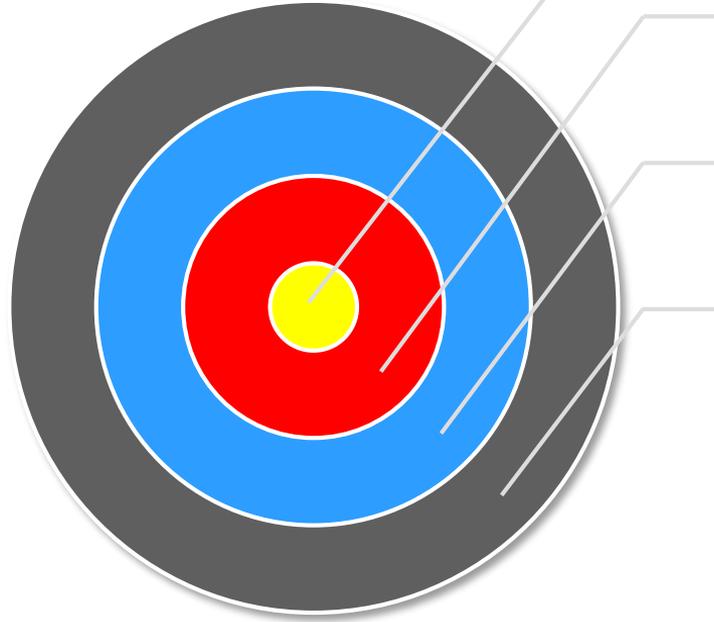


# Pourquoi ?

- **Conscientisation** à propos du CERN et de ses activités
- **S'engager** pour expliquer au grand public ce que nous faisons et pourquoi nous le faisons
- **Soutien** pour les décideurs du CERN
- **Investir** auprès du grand public
- **Education** et inspiration pour les écoles et les enseignants



# Publics



Media,  
Gouvernements

Press Office, Publications,  
Web, Social Media, Visites VIP.

Enseignants

Programmes pour enseignants  
Ressources pour enseignants

Ecoles

Programmes pour étudiants  
Labo pour les étudiants  
Visites virtuelles

Grand public  
(local et global)

Visites guidées  
Expositions au CERN  
Expositions itinérantes  
Événements spéciaux (foires,  
musées des sciences, arts,  
événements locaux etc.)

Audiovisuel  
Identité graphique.

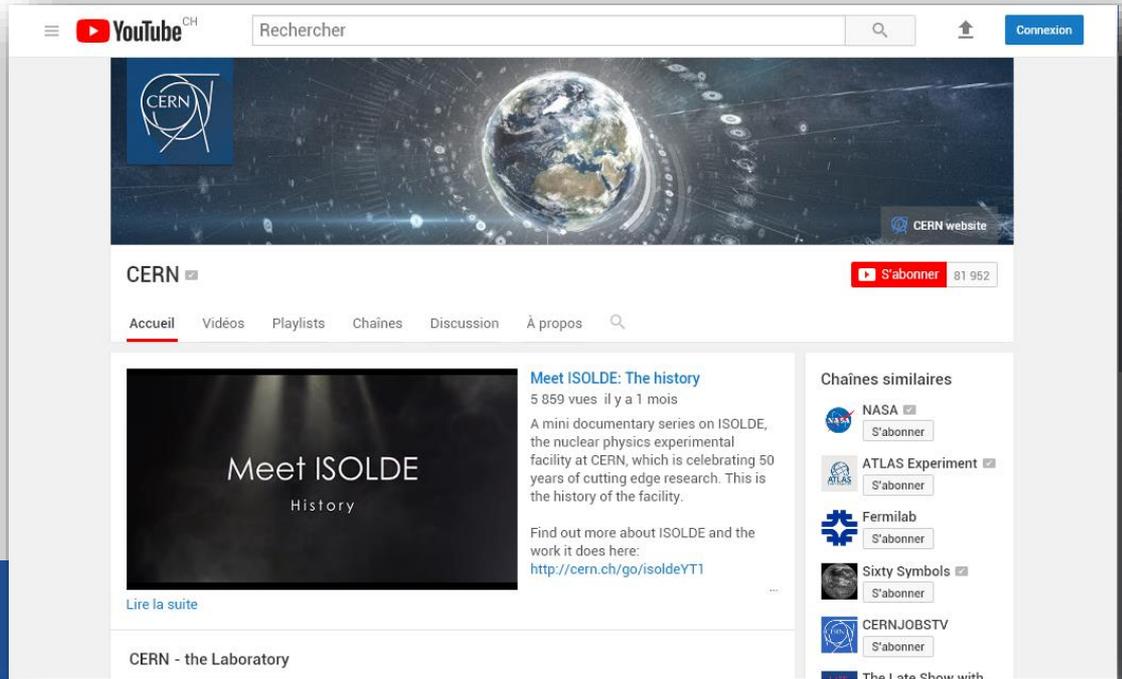
# Communication pour les scientifiques

- Communauté du CERN
- Communauté scientifique
- Etats membres



# Communication via les médias sociaux

- Twitter 2.6m
- Facebook 655k
- Instagram 275k
- YouTube 86k



The image shows a screenshot of the CERN YouTube channel page. At the top, there is a navigation bar with the YouTube logo, a search bar containing the word "Rechercher", and a "Connexion" button. Below the navigation bar is a large banner image featuring the CERN logo on the left and a globe surrounded by particle tracks on the right. Underneath the banner, the channel name "CERN" is displayed, along with a red "S'abonner" button and a subscriber count of "81 952". A menu bar below the channel name includes "Accueil", "Vidéos", "Playlists", "Chaînes", "Discussion", and "À propos". The main content area features a video thumbnail titled "Meet ISOLDE History" with a dark background and white text. To the right of the video, there is a description for the video "Meet ISOLDE: The history", which has 5,859 views and was uploaded a month ago. The description mentions that it is a mini documentary series about the ISOLDE facility at CERN, celebrating its 50th anniversary. Below the description, there is a link to the CERN website: <http://cern.ch/go/isoldeYT1>. On the right side of the page, there is a section titled "Chaînes similaires" (Similar channels) which lists several other channels with their respective logos and "S'abonner" buttons: NASA, ATLAS Experiment, Fermilab, Sixty Symbols, and CERNJOBSTV.

# Communication via médias classiques

- Media (Journaux, Télévision, Radio)
- Films
- Documentaires
- Emissions TV

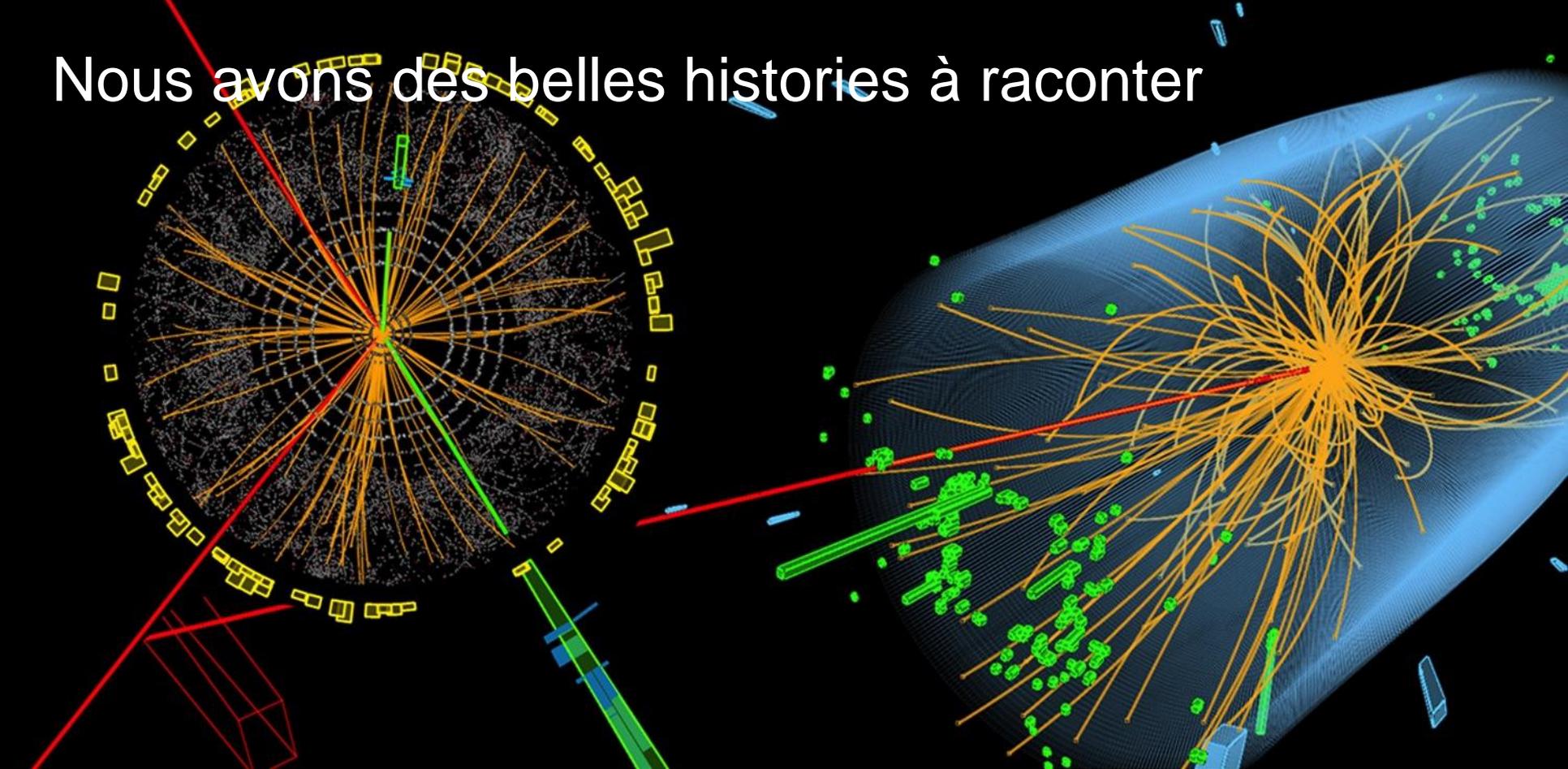


# Communication avec les influenceurs

- Protocole
- Visites VIP
- Stars...



Nous avons des belles histoires à raconter



# Parfois d'autres ont de bonnes histoires à propos de nous aussi

Nous nous engageons avec ces histoires

<http://press.cern/backgrounders/cern-answers-queries-social-media>



## CERN answers queries from social media

### Is the Large Hadron Collider dangerous?

No. Although powerful for an accelerator, the energy reached in the [Large Hadron Collider \(LHC\)](#) is modest by nature's standards. Cosmic rays – particles produced by events in outer space – collide with particles in the Earth's atmosphere at much greater energies than those of the LHC. These cosmic rays have been bombarding the Earth's atmosphere as well as other astronomical bodies since these bodies were formed, with no harmful consequences. These planets and stars have stayed intact despite these higher energy collisions over billions of years.

Read more about the safety of the LHC [here](#)

### What happened with the LHC in 2015 and what does CERN plan to do in 2016?

The Large Hadron Collider (LHC) restarted at a collision energy of 13 teraelectronvolts (TeV) in June 2015. Throughout September and October 2015, CERN gradually increased the [number of collisions](#), while remaining at the same energy. In November, as with previous LHC runs, the machine run with [lead ions](#) instead of protons until mid-December when it had its winter technical stop.



# Production AV

Audio

Vidéo

Photos

3D

Interactivité

Capture de mouvement

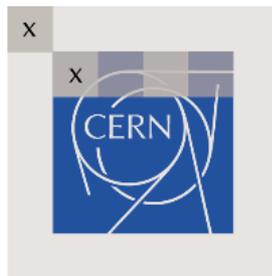


# Identité graphique

- Logos
- Posters
- Papier à en-tête
- Modèles
- Schémas
- Etc...
- Vérifiez les règles  
[cern.ch/design-guidelines](http://cern.ch/design-guidelines)

## Clear space

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X" as shown. This measurement is equal to 1/4 of the width of the logo.



# Enseignants et écoles

- Programmes profs  
952 profs en 2017
- S'Cool LAB  
7'200 étudiants in 2017
- Masterclasses  
10'000 étudiants in 2017
- Programmes étudiants  
1'600 étudiants en 2017



# Expositions

- **Itinérantes**  
Tunnel Interactif LHC  
Accélérateur de science  
>500'000 visiteurs  
16 pays
- **Permanent**  
Microcosm  
Univers de particules



# Visites guidées

- Demande énorme  
136'000 visiteurs en 2017  
2x plus de demande...  
50 pays  
30 langues
- 40% écoles  
70% viennent de > 600km
- Guides volontaires  
Titulaires, boursiers...  
Nous vous formons



# Evénements

- **Locaux**
  - Conférences
  - Arts@CERN
  - Nuit des chercheurs
  - TEDxCERN
  - CineGlobe
  - Automnales
- **Distants**
  - Fêtes de la science
  - Dans les Etats membres



# Nous avons besoin de vous !



<http://cern.ch/guides>



[www.cern.ch](http://www.cern.ch)