

Minutes of the 23rd EPPCN Meeting

CERN

23-24 April 2018

Present

Corinne Mosese (APPEC), Ana Godinho (CERN), Arnaud Marsollier (CERN), Minna Meriläinen-Tenhu (Finland), Perrine Royole-Degieux (France), Thomas Zoufal (Germany), Eleonora Cossi (Italy), Vanessa Mexner (Netherlands), Hilde Lynnebakken (Norway), Pawel Bruckman de Renstrom (Poland), Pedro Abreu (Portugal), Monica Dobre (Romania), Slobodan Bubnjevic (Serbia), Isidoro Garcia (Spain), Angela Benelli (Switzerland), Terry O'Connor (United Kingdom)

Apologies

Brigitte de Monte (Austria), Lubos Veverka (Czech Republic), Eleni Chatzichristou (Greece), Barbara Vizkelety (Hungary), Ivan Melo (Slovakia), Rocio Vilar Cortabitarte (Spain)

Monday 23 April 2018

1. Welcome

Perrine Royole-Degieux and Arnaud Marsollier welcomed everyone.

They introduced a new member:

- Monica Dobre new representative for Romania.

And they announced three departures:

- Barbara Vizkelety representative for Hungary
- Avital Baer representative for Israel
- Christopher Buratta representative for United Kingdom

Perrine and Arnaud reminded the aim of this meeting: get a clear communication plan for each working group.

Minutes of the previous meeting were approved.

2. News from CERN

Ana Godinho presented the last news from CERN.

- High-School Students Internship Programme (HSSIP): started in 2017. This programme welcomes around 22-24 students (>16 years old) for 2 weeks at CERN and the students participate to proper projects. Each year five Member States take part in the programme. In 2017 they were Bulgaria, France, Hungary, Norway and Portugal. For 2018 there will be Czech Republic, Israel, Netherlands, Poland and Sweden. CERN does not select the students as each country has its own way to select them.

- Global Physics Photowalk: This photo competition comes from Interactions and the competition being held at CERN will be on 1st June. CERN received 102 applications from all around the world and selected 20.

- ECSITE in June 2018: CERN is member of the Local Organising Committee and will be involved in visits for participants, speakers' reception in the Globe and will have several sessions.

- High Luminosity LHC (HL-LHC): ground-breaking ceremony on 15 June. Press has been invited to attend the event and a press briefing will be organised before the ceremony. A media pack will be

developed about HL-LHC and can be shared with EPPCN network. The list of attendees could also be shared.

- LGBTStem Day on 5th July: the goal is to raise awareness and increase support for LGBT+ people in STEM to openly be themselves. Non-anglophone support is encouraged. Contribution possible through #LGBTSTEMday hashtag on social media and videos.
- TEDxCERN on 20th November at Bâtiment des Forces Motrices (downtown Geneva): the theme for this edition is “Engaging with the elephant”.

In 2019, there are two major events:

- The WWW at 30: celebration on 12 March with a TEDx-like event in the Globe; communications campaign with web stories; exhibition in the IT/Data Centre.
 - CERN Open Days on 14-15 September. Labs and Institutes welcome to take part on site and/or remotely (virtual visits).
- Suggestions: Poster of “CERN in the Member States”; street food from different countries.

3. New CERN’s website and Q&A session

Harriet Jarlett presented the status of the work done on CERN’s new website.

Timeline:

- New update for Drupal so migration from Drupal 7 to Drupal 8.
- Design finalised
- Themes being built
- Content being reviewed and written
- Migration begins in Spring
- Launch in Summer (live by the end of the year)

Harriet showed a video presentation about the new website, then she explained the main changes:

- Several sections divided by type of content and not anymore by kind of audience
- Creation of a multimedia gallery
- The Press site moves to the Home site
- Creation of a new page on impact of CERN

It is a challenge to have public and internal information on the same website.

They are also developing a new tool for website building so everyone who needs to build a website at CERN has more or less the same layout.

- Is there a possibility to build national websites?

Kate Khale will send to Sophie the criteria about the websites and Sophie will circulate the information in EPPCN.

For national websites it will have to go through Protocol and International relations offices.

There is no place for national websites on the public CERN website.

On the International relations website one can link to national websites depending on the resources.

However, the web team is not supporting these pages.

One of the criteria to have a “.cern” website is to have the national language plus French and/or English.

Member states are mentioned in the Governance page.

Marika Flygar is the contact regarding International relations website.

4. Debrief on meeting with Halina Abramowicz about European Strategy Update

Perrine Royole-Degieux did a summary of the meeting with Halina Abramowicz on 3rd April in presence of Charlotte Warakaulle. Halina wants EPPCN to communicate the strategy update and the key message is: it is a bottom-up process. This process starts now until September 2019 then it is closed.

Working groups will be decided during the September Council Week. The proposals need to be submitted to the European Strategy Group (ESG) by December 2018. EPPCN shall be part of the Communications working group.

What Halina is expecting from us is a clear description about the networks (EPPCN, Interactions, IPPOG).

- Should we have a working group to report on communications and outreach with EPPCN presence? YES!

EPPCN should send a proposal to ESG proposing a working group and suggesting members of the working group and include IPPOG and Interactions representatives as well.

By September, propose a suggestion on working group on communications, outreach and education. Suggestion to have one representative for each network and someone for education.

Discussion to be continued during the European strategy working group tomorrow. The working group should come with a proper proposal.

Timeline to communicate the main steps of the strategy update to be discussed during the working group tomorrow as well.

5. Gravity exhibition

Eleonora Cossi presented the Gravity exhibition, a science-arts exhibition, that is currently in Rome until 6 May 2018. It is at the MAXXI museum. It had a very high visibility in cultural press.

Scientific partners of the exhibition are ASI (Italian Space Agency) and INFN.

This museum has its own communications/advertisement plan and this was included in the cost of the exhibition. The total cost is 900k euros (INFN contribution was 300k euros).

The exhibition is divided in three sections: Spacetime / Borders / Crisis.

They had 30'000 visitors during the first month and it is really good for this museum.

Now they are looking for another museum to welcome the exhibition.

It would be good to know the cost to welcome such exhibition.

It would be good also to approach the ECSITE network.

6. Status on High-Luminosity LHC

Isabel Bejar Alonso presented the High Luminosity LHC project (HL-LHC) that started in 2010.

The aim of this project is to increase the luminosity of the LHC by a factor 5 to 7. This will request to change 1.2km of the LHC.

This project allowed to develop new technologies for upcoming machines after the LHC. It will need to build parallel tunnels at Point 1 and 5 that could fit the new equipment for HL-LHC.

The main excavation will be done during LS2 but they are already starting now to dig.

There are many milestones to communicate as this project will touch almost all the points of the LHC but with bigger works on Point 1 (ATLAS), 4 (RF cavities) and 5 (CMS).

HL-LHC is a collaborative project since the beginning what was not the case for the LHC. It is a new kind of collaboration with the Member States.

They have a lot of visual material including graphics, pictures and videos.

7. CERN's Alumni Programme

Antonella Del Rosso presented CERN's Alumni programme. It is new network for CERN and it has been launched in June 2017. It counts almost 3000 members. It is a very inclusive network.

CERN's alumni are spread over the world (94 nationalities).

The goal for the management to have this new network was to find out where people go after CERN.

Services provided by the Alumni network:

- Provide job vacancies (mostly for young people)
- Propose mentorship for young alumni (help transition from academy to private companies)
- Protected environment for the network
- Personal treatment

The first CERN Alumni event was on 2-3 February 2018 and it was very successful.

The challenge now is to keep momentum and stay alive.

The Alumni platform is only accessible by the community but the social media channels are open to everyone.

EPPCN members were requested to advertise this programme to former CERN members in order to increase the community of CERN's alumni.

On the other hand, Antonella cannot share data. But if you are member of the network you have access to other members who can agree to share their profile.

8. Update on Social Media working group

Julie Haffner presented the social media activity in 2018 (January to April), with 569 posts, 618.3k mentions and 441.9k engagement. This is better than in 2017 for the same period.

Top sources: Instagram is the most engaged platform. Now CERN is looking for more engagement than followers (for example we have a lot of followers on Twitter, but less engagement than on Instagram).

Lessons learned:

- Start using Insta Stories: they stay only for one day but they increase the traffic of CERN's website (and it is easy to do)
- Facebook live: The Facebook live organised in the LHC tunnel (was the first time) broke all the records on audience because Julie contacted influencers like IFLS and they shared the Facebook live on their page. This gave a big impact on CERN's Facebook live.

EPPCN Campaigns and Social media group in 2018:

- April fool from INFN
- Nikhef filming of students
- CNRS Facebook live
- STFC Instagram account
- STFC filming of students
- Women in Science Day (it would be good to involve more countries for next year)

What's next?

- Relaunch the Follow Friday campaign?
- Videos campaign about technical people at CERN
- HL-LHC communication: official #HiLumiLHC
- For any questions, ideas please contact social-media@cern.ch

9. Upcoming Conferences

- LHCp 2018, 4-9 June in Bologna:

There will be a public event with Fabiola.

ATLAS and CMS will announce results about the Higgs (we plan a press release at the beginning of the conference)

- ICHEP 2018, 4-11 July in Seoul:

LHCb results should be ready for this conference but not sure.

- ESOF 2018, 9-14 July in Toulouse:

There will be a session about Physics beyond the LHC with a focus on HL-LHC.

- AAAS 2019, 14-17 February in Washington DC:

There will be one session on Big Data and a keynote speech from CERN's DG.

- WCSJ 2019, 1-5 July in Lausanne:

There is a call for session open until May 2018.

Would EPPCN members be interested in submitting a session?

Tuesday 24 April 2018

10. Working groups session

Each working group did a short debrief on the previous working session before going back to individual session to better define the activities of each working group and prepare an action list.

1) Campaigns and Social Media:

- The aim of this working group would be to attract new people to science (technical people)
- Not only covering the LHC (other activities, experiments)
- Audiences: young people interested in science; politics; gender perspective; human resources teams.
- Tools: social media channels (also in national languages); video interviews; Tweet for 1 day/1 week/etc.
- Timescale: 3 years is not enough to measure the impact.
- Topics:

- HL-LHC: what it is?; role of national labs in HL-LHC.

Target general public / journalists

Visual tools to show the difference between the LHC and HL-LHC.

Discuss with Interactions collaboration

- Higgs boson, only the beginning

Difficult to say what will come.

- Science and Peace

This message can be underlined in other campaigns.

- Training next generation of scientists, very important.

Topic to be developed.

2) Future Colliders and European Strategy:

- Outcome: See a future collider at CERN by building long-term support for particle physics, for new collider, by maintaining support for LH-LHC, by convincing the world to support a European Future Collider.

- Need more clarity on the process, stages and decisions.

- Local community engagement around CERN.

- Issues:

- Timescales: engage people on the long-term. Phased communication objectives.
- Do we know the direction of the European Strategy update? Ensure EPPCN is involved.
- What if HL-LHC is regarded as enough or not a success?

Objectives for 2018 (1 year):

- Have a clear idea of strategy process.
- Ensure EPPCN is involved.
- Communication plan developed

Objectives for 2020 (3 years):

- Launch of strategy update.
- Focus on LH-LHC
- Potential question: why required?
- Supported by social media campaigns.

3) Knowledge Transfer:

Push to talk about KT in national countries but the situation is very different from one country to another.

- First thing to do is to identify stories in each country then share them.

- Identify new technologies but also old stories, good examples that worked in the past.

- Technologies are made by humans so find the human factor in these stories. This could be done through the CERN Alumni programme.

- Knowledge Transfer Forum: interface with them and also Ideasquare in order identify interesting projects.

- Useful material: Brochure done in 2013 for the former strategy update.

- Important to show CERN's impact on national people lives, really newsworthy.

After this first debrief each working group met again in order to reply to the following questions:

- Define an action plan / how the group will work?

- How will we answer pending questions?

- What resources are needed to achieve the work?

Presentation of each working group with actions for each of them:

1) Campaigns and Social Media:

Realistic objectives:

- Relaunch **Follow Friday** (#FollowFriday, #FF) - one per country starting on 8 June.

- Launch **Photo of the week** on Instagram, Facebook and Twitter. CERN can give one spot per month to the Member States to feature a beautiful photo (not necessary newsy).
- **Women in Science:** Participate again in 2019, way to actively promote our #CountryatCERN hashtags. Not only on Twitter. Regarding the theme for 2019 see KT working group objectives.
- **Video campaign:** CERN APS team could help with the filming of such campaign. They already have a format used on Youtube (I love physics). The goal of this campaign is to attract young people in the field.
- **High-Luminosity LHC campaign:** Provide to CERN APS team information regarding the HL-LHC for the experiments. For any HighLuminosity related social media post, use the hashtag #HiLumiLHC. EPPCN could help in translating videos on CERN Youtube. Do a test with the Hi-Lumi video that will be produced in May for the groundbreaking ceremony on 15 June.

Coordination:

- Skype every two months
- Coordination done by Hilde and Perrine until November then by Vanessa.

Actions:

- FF: Google Excel sheet to fill in (waiting for Julie)
- Women in science: we will rediscuss this in November
- I love physics, discuss in June via skype provided we receive the concept via Paola
- Julie nominates one person to be in contact with EPPCN: Achintya Rao will be responsible.
- HL-LHC survey form? + upgrades for LS2. learn from STFC: Ask Steph how much feedback she received.
- CONTACT missing members of the WG and invite them to read this action list and take part in the next skype meeting

2) Future Colliders/European Strategy Update: *for the time being focused only on the European strategy update.*

Route A: Development of the Strategy

Route B: Communications of the Strategy

- **Route A:** we want a WG on Comms & Outreach to be a formal part of the drafting strategy and should include professional reps. from comms. and outreach (and let them focus on what it matters). Deliverables: a letter supporting the request (by mid-may), a formal paper on comms. good practices focusing on the importance of these to maintain public interest and support (by mid-december).
- **Route B:** we want to develop a comms. plan(*) for the strategy process and strategy itself, segmented by audiences (public at large, stakeholders, and community) (1-page structure of the plan accompanying the letter, full plan by June). If the plan gets approved, we'll need a comms. contact based at CERN in the strategy secretariat, as a point of contact to the networks (EPPCN&IPPOG&Interactions).
- **Route A:** need to prepare a paper/2-pages doc for the benefits of good comms, education and outreach, as part of the development of the strategy - Terry will draft the -1 draft with the main ideas; involve also Interactions and IPPOG. Formal paper to be prepared in September - workshop on one afternoon+one morning;
- **Route B:** develop a communications plan for the EPPSU (2 steps, coordinated by Terry);
 - By mail (for the docs.);
 - Challenges: Approval process, resources; potential needs: a person at CERN (point of contact); overall lead for the activity from EPPCN side.

(*) Following procedure OASIS - Objectives; Audience; Strategy; Implementation; Score

3. Knowledge Transfer:

Objective: Develop more success stories about CERN knowledge transfer in Member states.

Actions: Do two campaigns general enough that could work for every Member state and give them a KT angle.

a) Women in Science campaign:

- The idea is to showcase women working in KT at CERN
- By the end of the summer: have a list of seven women, selected with Anais Rassat (CERN KT group)
- Not all countries will be featured in 2019, so keep that in mind for 2020
- Format: picture, caption, testimonial
- What are the advantages of this theme? Content reasonable for every country, general theme.
- Aim: have everything ready by the end of the year
- Need to liaise with CERN Social media in order to check if possible.

b) Campaign about WWW in view of the 30th anniversary in 2019:

- Do a survey for KT forum people about WWW to find interesting stories to showcase.
- Work with CERN social media and Campaigns and Social media WG to launch a campaign about WWW with KT angle for 30th anniversary.
- Survey to be produced during next EPPCN meeting in Athens.

11. Next meeting

Next meeting will be in Athens, Greece during the week of 19 November. Sophie to set up a doodle with dates for that week.

Next Spring meeting will be at CERN and then in Autumn it could be in Serbia.

12. Summary and actions

- HL-LHC: by 15 June CERN to provide briefing packs, list of journalists and invitees attending the event. EPPCN members ready to say something about HL-LHC. Share social media stories. At the next meeting in November we will discuss the Open Days.
- Gravity exhibition: EPPCN members asked to think about museums that could welcome this exhibition. Vincenzo Napolano to provide more information about the exhibition.
- Alumni: Advertise the network in the community. EPPCN cannot access the database but can help to identify people and then check with Antonella Del Rosso.
- Web Design: Presence of Member States online in the new CERN's website. Do one page document about concerns/ideas regarding the new website and share it with the web team. Wait until the website is out to do this.
- Workshop about the strategy update on 24-25 September at CERN to be confirmed. Sophie to set up a doodle.