

Communicating the Update of the European Strategy for Particle Physics

An EPPCN proposal*

*Adapted from EPPCN presentation to Session of the CERN Council on European
Strategy matters

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Communicating the Update of the European Strategy for Particle Physics

Goal: To achieve coherent communication across CERN member states and beyond, on the importance of the process and its outcome for the future of particle physics

What we've achieved

Launch of the Strategy Update (Oct 2018)

- [Press Release](#)
- Social media
- [ESPPU website](#)
- [home.cern](#) and EPPCN websites?
- CERN Courier

Media
Decision makers
General public
Scientific community

Open Symposium in Granada (May 2019)

- [Press release](#)
- Media briefing during symposium
- [ESPPU website](#)
- CERN Courier articles

Media
Scientific community

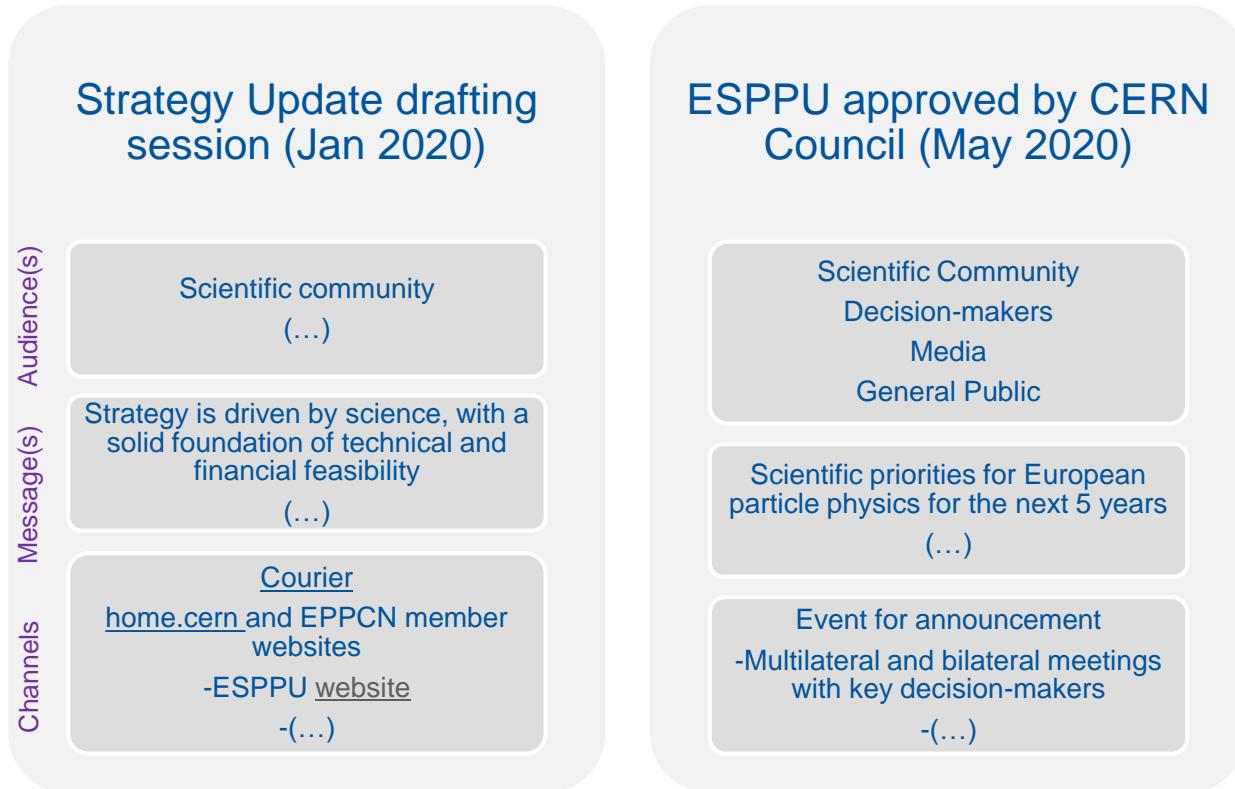
Briefing book (Oct 2019)

- [CERN Courier](#)
- [home.cern](#)
- EPPCN member websites?
- [ESPPU website](#)

Scientific community
General public



Preparing the next stages – planning is key



Requires close collaboration with scientific community, with SPC, with ESG and CERN Council delegates to:

- Sharpen key messages
- Develop content that can underpin messaging
- Engage with key stakeholders and communication partners
- Timely preparation of content



Education, Communication and Outreach in the new ESPP

Input to the European Particle Physics Strategy Update 2018-2020



Contribution ID: 22

Type: not specified

Communicating particle physics matters

Public and political support for particle physics is essential for sustaining the long-term future of the field - whether this is for attracting young people into STEM careers, gaining support from local communities for building new experiments, or for securing government funding for international experiments. The importance of communication has long been recognized by the discipline, with significant effort invested over many years by institutions and individuals to inspire and involve young people and adults. The current European Strategy for Particle Physics emphasizes that sharing the excitement of scientific discoveries with the public is part of the duty of researchers, and recommends that communication and outreach in particle physics should be considered as a core activity and recognized as a central component of the scientific activity. This submission stresses the need for the next version of the Strategy to expand on the recommendation [1] from the previous version as follows:

"Outreach and communication in particle physics should receive adequate funding and be recognized as a central component of the scientific activity" across all European countries. Professional communication teams should be in place, to ensure that increasing visibility and enhancing reputation are always included in any communication activity.

In addition, we make the following recommendations to:

- 2) Maintain and support effective networks of professional communications staff to plan and coordinate communication activities effectively, in a coordinated manner, making use of new tools and techniques, and sharing best practice.
- 3) Demonstrate to the widest possible audiences the societal and economic benefits arising from current and historic investment in particle physics using appropriate metrics.
- 4) Play a positive role in promoting equality, diversity and inclusion in particle physics through the coordinated planning and delivery of specific communications campaigns, materials and activities that also target new and underresourced audiences across Europe and beyond.

This document also discusses the current and future challenges that particle physics communicators face; notably the pace of change in social media and channels, the speed of dissemination of good news, bad news, and rumors, the need to trust and transparency, and the complexities of maintaining public interest until the next big discovery. A significant challenge is the decline in dedicated science journalism within the mainstream media. All of these issues require a network of professional science communicators to work together, sharing best practice to achieve our common goals. The overall goals of our communication strategy are to communicate the excitement of particle physics research, and to share new discoveries and the process of extending human knowledge with the wider society.

[1] See <https://cds.cern.ch/record/1567258/files/enc-e-106.pdf>, page 3 n)

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- EPPCN submitted a proposal to Strategy Update process
- We welcome the setting up of WG5 on ECO
 - Provided input to the WG on vision and strategy for the next 5-7 years
- Look forward to the recommendations of WG5
- Stand ready to help implement the recommendations, with Member States and in collaboration with other communication and education networks

Acknowledgements: Perrine Royole-Degieux, Arnaud Marsollier



Council decision that May 2020 Council meeting will be in **Budapest**

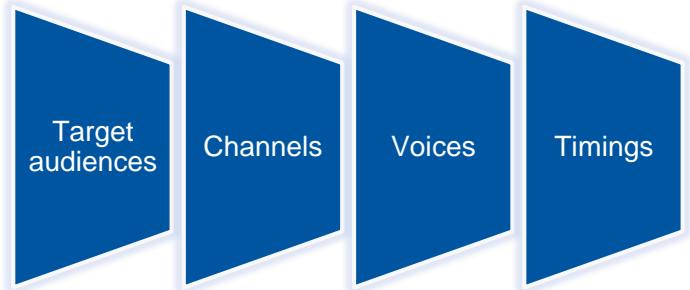
Between 21-30 May (proposal)

- Meeting with Hungarian delegate in week of 4 November to discuss preparation of meeting, public events and comms



To discuss today

- Communicating the strategy process
 - incl. presence at Bad Honnef
- Preparing for Budapest, May 2020
 - Set up ESPPU-comms WG/Taskforce?
- Communicating the value of particle physics research (at the crossroads)
 - Editorial (owned)
 - Media – OpEds, interviews



Input for our discussion today

- May meeting: comms on ESPPU should centre on importance of the process for future of particle physics
 - an ongoing journey of discovery (analogy of island looking out to other islands)
 - questioning, discussion and debate amongst peers is an integral component
 - future colliders (whichever one) mentioned within broader narrative
 - Identify ambassadors in each MS (to use with media, on social media, bilateral meetings, etc)
- CERN's Scientific Policy Committee (SPC) - prepared a series of physics arguments to "make the case for future, post-LHC, projects"
- EPS report commissioned to Cebr (UK), "The Importance of Physics to the economies of Europe"
 - Turnover (16%), GDP (12%), employment (up to >12%) of Europe's total business economy
- Massimo Florio's book "Investing in Science – Social Cost-Benefit Analysis of Research Infrastructures" (MIT Press)
- Some key messaging to underpin comms (discussed in ECO):
 - First time that there are different options; community is coming together to discuss all the options
 - Particle physics (and astronomy) are the key recruiters of bright-minds into science
 - Value of colliders (cost has not increased) and applications
 - ...
- In 2020 – 10th anniversary of first physics at LHC

