

EIROforum Ad-hoc Communications Working Group Meeting CERN, 24 February 2020

Present: Delphine Chenevier (ESRF), Bernd Ebeling (European XFEL), James Gillies (CERN), Misha Kidambi (Eurofusion), Terry O'Connor (EMBL), Anna-Lynn Wegener (ESO).

Minutes: James Gillies

Agenda: <https://indico.cern.ch/event/879643/>

Svet Stavrev (CERN, EIROforum coordination group chair) and Ana Godinho (CERN, Head of Education, Communications and Outreach) were present for the morning session.

Welcome

Participants were welcomed by Charlotte Warakulle, CERN's Director for International Relations.

Overview of EIROforum activities

The first presentation was from Svet Stavrev, who gave an overview of recent EIROforum activity and a report from the most recent meeting of the coordination group. Svet's presentation showed that there has been a great deal of activity, and therefore much to communicate, should the DGs wish.

Website and social media report

James Gillies presented statistics on the EIROforum website provided by Spilios Vasilopoulos of EMBL, and CERN's Loïc Bommersbach presented data for the EIROforum social media channels. The overall picture is of a quiet online presence. There are many new visitors to the website, few returning ones, and the site has a high bounce rate. However, the recent coordinated communication for the International Day of Women and Girls in Science had high visibility, and people stayed for over three minutes. This indicates that the subject is appealing, and that the EIROforum online presence could grow if the DGs wish, and resources were available to manage it more pro-actively.

Status report on Science in Schools

Ana Godinho and Terry O'Connor reported on the work of the task force set up to examine the future of Science in Schools. The task force has met three times and drafted a proposal to be submitted at the end of the month for feedback from DGs. There is a general consensus that outreach to schools from the EIROs should be maintained. Ideas being proposed will involve a commitment from the EIROs. The task force's recommendation is to make the activity more relevant to the EIROs, and to curricula. In the meantime, there will not be a further issue of the journal, but articles will be published on-line only until a decision is taken.

ESOF2020

James Gillies reported that the EIROforum proposal for a session at ESOF2020, requested by the CG, has been approved. He initiated a discussion what form that session should take, and whether other activity should be envisaged for the conference, or for other upcoming conferences such as AAAS2021, WCSJ2021.

There was consensus that the session should not be dominated by standard PowerPoint presentations, but should rather be a conversation between the moderator and participants for 60 of the 90 minutes, before opening up to the audience. Each speaker should therefore work with the moderator to prepare one or two questions. Each speaker may also provide one or two largely visual slides to illustrate their points. These will be packaged into a single file, that will be controlled during the session by the moderator.

There was also consensus that a dedicated EIROforum presence at AAAS does not represent good value. We could investigate whether we could provide brochures for distribution on the European Commission's stand. We could also build something around the presence of individual EIROs, if sufficient are attending.

ESO is potentially interested in WCSJ2021, since they have facilities on the continent.

Environmental reporting

James Gillies presented CERN's first environment report, which is nearing completion and will be presented to the CERN Council in March. A round the table discussion revealed that environmental awareness is growing within the EIROs generally. ESO has completed a carbon audit, for example, EMBL has recruited an environment officer and European XFEL has established a working group on the topic. At CERN, there are two bodies looking at environmental matters. The CERN Environmental Protection Steering board, CEPS, identifies priorities, sets targets, and manages a budget allocated by the senior management for environmental protection measures, while the Energy Management Panel identifies areas where savings can be made, or energy recovered.

Diversity and Inclusion

Louise Carvalho (CERN's Diversity and Inclusion officer) presented the work of the recently-formed AWG on Diversity and Inclusion, drawing attention to the success of coordinated DG-level communications on such issues. She sees considerable added value in communicating as EIROforum on such matters. She would like to see a section on the EIROforum website devoted to Diversity and Inclusion. Future activity may include more coordinated communications linked to world days, for example, for LGBT or disability.

Use of EIROforum branding by external events

In the light of a recent request from ILL, James Gillies raised the question of whether individual EIROs can use the EIROforum brand in the communication of events they are supporting. Terry O'Connor suggested that rather doing this, individual EIROs should be encouraged to use EIROforum branding on their own communications accompanied by wording along the lines of: 'CERN is a proud member of EIROforum'. This could then be used on communications supports for events supported by EIROs, without explicitly engaging all EIROforum partners. This is to be suggested to the CG.

AOB

The idea of producing a coordinated communication on environmental protection for Earth day (April 22) was discussed and will be suggested to the CG.

The question of whether to maintain the group's Alfresco pages was discussed. It was agreed that these should be maintained, and that all the materials from this meeting should be placed there.

Meeting Closed

Actions

James Gillies:

- Provide input to Svet Stavrev for the next CG meeting:
 - o Evidence from the recent coordinated DG-level communication for the International day for Women and Girls in science suggests that if the DGs see a need, the EIROforum website and social media channels could be developed into an effective communications channel if adequate resources are allocated. Earth day on 22 April might be a suitable testing ground for this.
 - o Proposal for use of the EIROforum brand on EIRO communications.
 - o Ask CG whether they wish us to prepare proposals for any upcoming conferences such as AAAS.
- Provide introduction for Anna-Lynn Wegener to the Chief executive of the World Federation of Science Journalists.
- Work with moderator and speakers to prepare ESOF 2002 session.
- Put all materials from this meeting on the Alfresco site.

All:

- Inform James Gillies of any proposed presence at AAAS, WFSJ, ESOF etc.