



FUTURE CIRCULAR COLLIDER

The Future Circular Collider Innovation Study (FCCIS) project has received funding from the European Union's Horizon 2020 research and innovation programme under grant No 951754.'



FUTURE
CIRCULAR
COLLIDER





TERRA MATER

Factual Studios

FROM EXECUTIVE PRODUCER LEONARDO DICAPRIO



A NETFLIX ORIGINAL DOCUMENTARY

THE IVORY GAME

THE HUNT FOR THE HUNTER

NOVEMBER 4

NETFLIX

OFFICIAL SELECTION TELLURIDE FILM FESTIVAL 2016

DIRECTED BY RICHARD LADKANI AND KIEF DAVIS

THE CARTELS, THE BLACK MARKET AND THE FIGHT TO SAVE A SPECIES

WINNER Sundance

OFFICIAL SELECTION hotdocs

OFFICIAL SELECTION HKIFF43

"A HEART-GRABBING EXPOSÉ." *Variety*

"URGENT AND SUSPENSEFUL." *Hollywood Reporter*

FROM EXECUTIVE PRODUCER LEONARDO DICAPRIO AND THE MAKERS OF THE IVORY GAME

SEA OF SHADOWS

NATIONAL GEOGRAPHIC DOCUMENTARY FILMS PRESENTS A TERRA MATER FACTUAL STUDIOS PRODUCTION IN ASSOCIATION WITH APPAIN WXY MALAKA PICTURES AND THE WILDLENS COLLECTIVE "SEA OF SHADOWS" WRITTEN BY RICHARD LADKANI PRODUCED BY WALTER KÖHLER AND WOLFGANG KNÖEPFLER EDITED BY GEORG FRESHER VERAENA SCHÖNHAUER DIRECTED BY SCOTT SALINAS DIRECTOR OF PHOTOGRAPHY RICHARD LADKANI COSTUME DESIGNER WOLFGANG KNÖEPFLER EXECUTIVE PRODUCERS LEONARDO DICAPRIO JENNIFER DAVISSON PHILIP WATSON SCOTT Z. BURNS PRODUCED BY DINAH CZEZIK-MÖLLER MICHAEL FRENSCHOWSKI DIRECTOR OF PHOTOGRAPHY CAROLYN BEINSTEIN EXECUTIVE PRODUCERS RYAN HADGINGTON JESSICA LAURA WAX BEBECCA CAMARGA

THIS FILM IS NOT YET RATED SEAOFSHADOWS.FILM

ACTIVIST. CONSERVATIONIST. REBEL.



A FILM BY LESLEY CHILCOTT


WATSON

MAKE WAVES.

ANIMAL PLANET PRESENTS PARTICIPANT & TERRA MATER FACTUAL STUDIOS PRESENT AN INVENTED BY GIRLS PRODUCTION A FILM BY LESLEY CHILCOTT "WATSON" WRITTEN BY GREG FINTON, ACE DIRECTED BY LOGAN SCHNEIDER MUSIC BY CHRISTOPHE BECK EDITOR CRISTIAN DIMITRIUS PRODUCED BY HEIDI ADAMS COSTUME DESIGNER FRANK GAETA EXECUTIVE PRODUCERS JEFF SKOLL DIANE WEYERMANN ELISE PEARLSTEIN WALTER KÖHLER DINAH CZEZIK-MÖLLER PRODUCED BY WOLFGANG KNÖEPFLER PRODUCED BY LOUISE RUNGE, P.G.A. LESLEY CHILCOTT, P.G.A. DIRECTED BY LESLEY CHILCOTT

SAPIENS

THE RISE OF THE MIND



SAPIENS

THE RISE OF THE MIND

OFFICIAL SELECTION Transitions Film Festival 2018

Official Selection ILLUMINATE Film Festival 2017

THE RED BULLETIN ACTION / SPORTS / TRAVEL / ARTS / MUSIC
 A BEYOND THE ORDINARY MAGAZINE

RED BULL STRATOS
 THE WHOLE STORY
 Technology Health Risks Records
 WATCH LIVE AT REDBULLSTRATOS.COM

Der Sinn des Lebens
 12 Tipps für einen erfüllten Alltag – von Star-Autor Jay Shetty

Der Reiz des Ungewissen
 Ein Aussteiger will die Welt mit einer revolutionären Yacht allein umsegeln.

Bio-Hack Yourself!
 Diese innovativen Gadgets optimieren Körper und Geist.

INNOVATOR
 02/20 AUSGABE SCHWEIZ CHF 7

Diese Schweizer erobern die Welt

NASA
 Thomas Zurbuchen, Forschungsdirektor

Ava
 Lea von Bidder, Gründerin

Google
 Urs Hölzle, Technikchef

9 Eidgenossen, 9 aussergewöhnliche internationale Karrieren

THE RED BULLETIN
 BETTER FUTURE EDITION

TERRA MATER
 DIE WELT ENTDECKEN UND BEGREIFEN

AUSGABE 03/2019
 MAI / JUNI
 AT/DE/IT EUR 7,00
 CH SFR 9,00
 BE/LUX EUR 8,00

DAS REZEPT GEGEN HUNGER

Wenn sich das Klima wandelt: Kann die Welt sich in Zukunft satt essen? In der Bio-Bank in St. Petersburg wächst die Lösung.

WER WAR JESUS? Antworten auf Fragen, die sich jeder stellt
LEMUREN Die Clowns unter den Affen
KULTKAPELLE Indiens feurigste Hochzeitsmusiker verwandeln Lärm in allerbeste Laune

CERN & TERRA MATER FACTUAL STUDIOS

WHY A COMMUNICATION STRATEGY?

THE CARTELS, THE BLACK MARKET AND THE FIGHT TO SAVE A SPECIES.



"A HEART-GRABBING EXPOSÉ."
VARIETY

"URGENT AND SUSPENSEFUL."
Hollywood REPORTER

FROM EXECUTIVE PRODUCER
LEONARDO DICAPRIO
AND THE MAKERS OF
THE IVORY GAME

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THIS FILM IS NOT YET RATED. SEAOFSHADOWS.FILM

Narrative Strategy

Evidence-led storytelling strategies linked to literacy and behaviour change

+

Characters and story arcs framed to feed seamlessly into campaign activations

+

Elevating place-based stories in a global context

Top-Down Strategy

Screenings for decision-makers at regional, national and international level

+

Integrated impact comms strategy between politicians and national news outlets

+

International working group to pressure Mexican government

Grassroots Strategy

Events, comms and social platform cross-promotions with conservancy partners

+

Fundraising driven toward NGOs featured in the film to build capacity for action

+

Grassroots group sales and regional social engagement

Public Activation Strategy

Rigorous social media plan aimed at recruiting participation in activations

+

Online calls-to-action on Change.org, postcard campaign, and screenings

+

Educational screening tour and discussion guide

2017

SEP 2017
Vaquita rescue operation launches from San Felipe

THE WORLD

SEP 2017
Filming starts in San Felipe, MX

THE FILM

APR 2017
Ru Mahoney is engaged as Impact Producer on the film in pre-production

THE CAMPAIGN

NOV 2017
Carlos Loret confronts law enforcement with leaked document on known corrupt authorities on MX national news; Film team there to cover it

THE IMPACT

2018

DEC 2017
Oscar Parra murders a corrupt marine in the streets of San Felipe; MX Navy admiral replaced

FEB 2018
MX Navy operation to counter poaching in the refuge

MAR 2018
Violent riot in San Felipe protesting the fishing ban; 3 marines hospitalized

JUN 2018
Chinese nationals arrested at US border with \$4 mil in totoaba bladder

APR 2018
Impact team joins 3-day working meeting between fishermen and regional authorities

JUL 2018
-In situ needs assessment indicates that alternative livelihoods is a leading priority for sociopolitical stability across rural fishing communities in Baja
-Reframing the narrative around the vaquita crisis to highlight need for economic alternatives becomes central to the impact campaign mission

JUL 2018
US announces embargo on MX seafood in response to vaquita crisis

MAY 2018
Andrea Crosta reveals evidence of trafficking rings and corruption on national news in Mexico

2019

SEP 2018
Oscar Parra is re-arrested and sent to federal prison

JAN 2019
Sea of Shadows world premiere at Sundance, Wins Audience Choice Award

MAR 2019
Screens at CPH:DOX, Hong Kong FF, and Diagonale

MAR 2019
SOS screens at United Nations in NYC

FEB 2019
DiCaprio announces Sundance award on social, 750k+ views

MAR 2019
-CIRVA announces fewer than 10 vaquita remain
-China arrests additional 11 people and confiscates \$119 mil in totoaba bladder

APR 2019
-Screens at SoHo House LA, EarthX & Hot Docs
-Selected for American Film Showcase

APR 2019
-Screens at MX Senate in CDMX, Fishermen from San Felipe and El Golfo speak directly to MX Senate
-Screens for US Dpt of State in DC
-Postcard campaign launch

APR 2019
-2 MX Senators speak about vaquita on the senate floor, demand government action;
-Mx Senator speaks about the film on Bloomberg News MX, highlights need for alternative livelihoods in region

MAY 2019
MX Minister of the Environment steps down

MAY 2019
Screens at Cinema Planeta and DocAviv

MAY 2019
Richard Ladkani (Director) and Ru Mahoney (Impact) present MX premiere at Ambulante, Fishermen speak to standing-room only crowds and press

MAY 2019
US Fish and Wildlife requests screening, Andrea Crosta and Dr. Cynthia Smith present

JUN 2019
Screens at Hola Mexico, Doc Edge, AFI Docs, and Climate Days FF (Austria)

JUN 2019
-Screening and Working Panel at UN w/ CITES in Geneva

JUN 2019
DiCaprio announces premiere on social, 2.3 mil views
-Rural fishermen attend working meetings with CITES Sec. Gen. in La Paz, Mexico

2019

JUL 2019
IUCN Announces updated RED List; 9,000 new species added

THE WORLD

JUL 2019
-Leonardo DiCaprio and Jane Goodall at LA Premiere
-SOS opens in 32 theaters across America
-SOS is New York Times Critic's Pick

THE FILM

JUL 2019
-Director Richard Ladkani publishes Op Ed in the LA Times
-Character Andrea Crosta (ELI) publishes Op Ed in Daily Beast

THE CAMPAIGN

JUL 2019
-Screens to LA World Affairs Council
-Ru Mahoney (Impact Producer) and Kaitlin Yarnall (Nat Geo Society) present SOS to Impact Media Funders (NYC)
-DiCaprio shares trailer to Insta, 800k views

THE IMPACT

AUG 2019
-CITES CoP18 in Geneva
-New US Ambassador to Mexico takes up his post (Embassy requests SOS screening for him)

AUG 2019
-SOS headlines AREI Summit
-Paul Watson presents film at AREDAY Summit

AUG 2019
-Ru Mahoney presents SOS to fishing communities around Baja with Tijuana US Consulate
-CITES presents film at CoP18, working meetings between US, MX, and China
-Change.org Petition reaches nearly 100k signatures

SEP 2019
Social Good Summit in NYC

SEP 2019
-Vienna premiere opened by Jane Goodall
-Theatrical premiere in Mexico, opens in 25 cinemas across MX
-UK theatrical premiere
-Screens to SBIFF Call to Action Film Festival

SEP 2019
Screens to UN-Interpol Transnational crime agency

SEP 2019
-DiCaprio shares trailer on Instagram, 1 mil+ likes and shares
-Richard Ladkani speaks at the Social Good Summit
-Baja Governor attends MX premiere, commits to form working group w/ fishermen
-Minister of the Environment attends MX premiere, Press conference with national news outlets

2020

DEC 2019
Giving Tuesday; SOS raises funds for Sea Shepherd, ELI and National Marine Mammal Foundation

NOV 2019
-Screens at Doc NYC, SFF Doc Stories
-Broadcast premiere on Nat Geo in 172 countries in 42 languages

OCT 2019
Screens at Bergen International FF, Morelia, SDIFF, and Deutsche Naturfilm

OCT 2019
SOS screens to 4k+ students at 22 campuses with Picture Motion, Discussion guide with Next Gen Science Standards and Common Core benchmarks available to educators online

OCT 2019
-MX government sends 600 additional marines and 14 additional PROFEPA agents to vaquita refuge
-Oversight of the vaquita refuge is moved out of the Ministry of Environment and into the more powerful Ministry of Interior

MAR 2020
US extends embargo on MX seafood in response to death of a vaquita in gillnet

MAR 2020
300k+ earned media articles about the film and counting...

MAR 2020
154k followers across social platforms...

FEB 2020
SOS wins the Cinema For Peace Award (Berlin)

MAR 2020
American Film Showcase screenings in 5 countries and counting...

#BRACEFORIMPACT | SEA OF SHADOWS







36,131
FOLLOWERS

@SeaofShadowsSOS



19.3K
FOLLOWERS

@SeaofShadows



2,104
FOLLOWERS

@SeaofShadowsSOS



Change.org

98.2K
PETITION
NEWSLETTER



50+
THEATRES
4
COUNTRIES



3.8M
LIKES FOR
6 POSTS
OVER 9 MONTHS
BY **DICAPRIO**



13
GOVERNMENT
SCREENINGS
UN | CITES
US DPT STATE
INTERPOL
MX SENATE
US FISH & WILDLIFE



NEWS MEDIA

THE NY TIMES
NIGHTLINE
THE GUARDIAN
LA TIMES
VARIETY
HOLLYWOOD REPORTER
DEADLINE
DAILY BEAST
NEW YORK POST
SAN FRANCISCO CHRONICLE
VOX



172
COUNTRIES
42
LANGUAGES

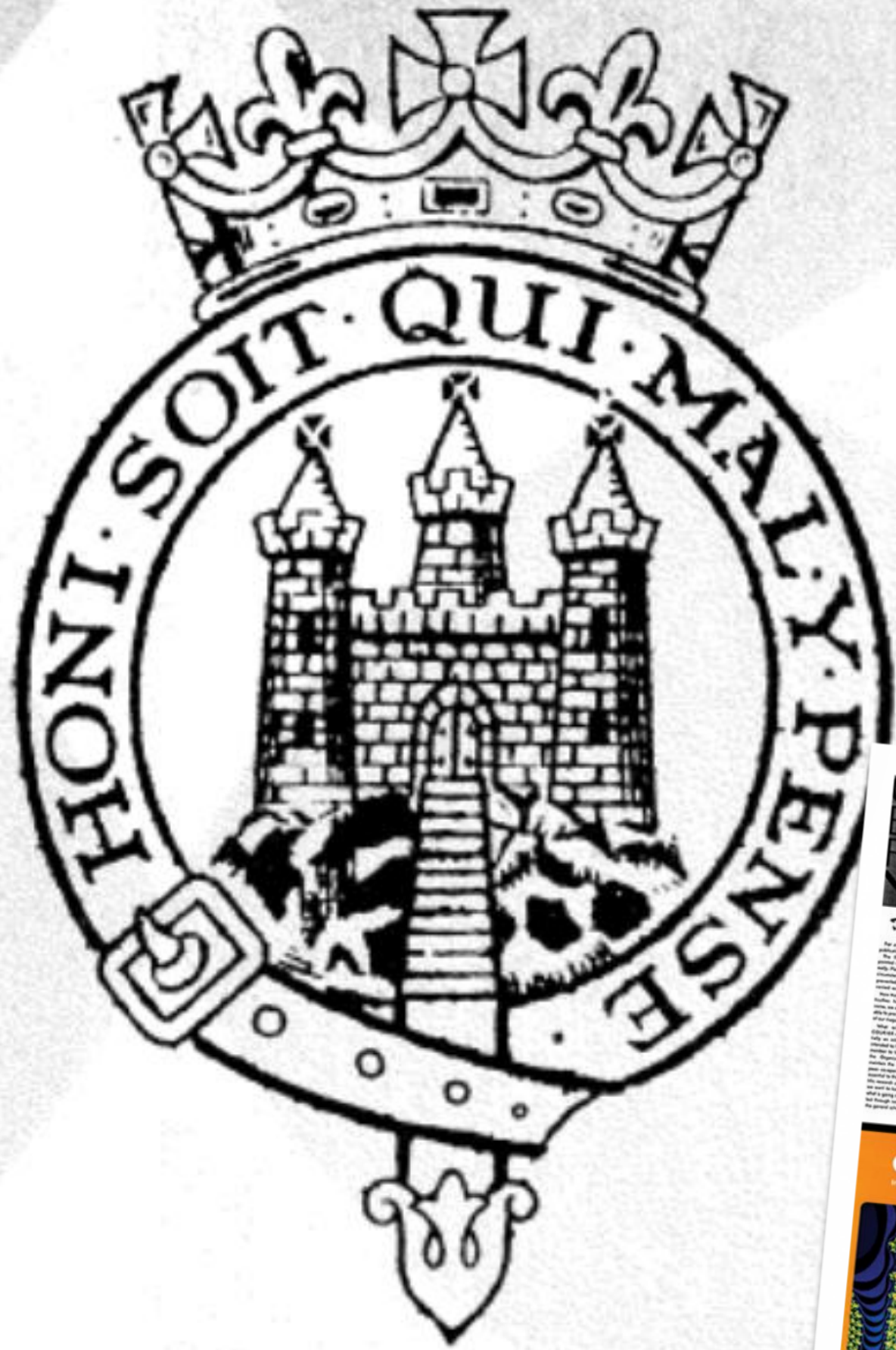


100+
FILM FESTIVALS
AND IMPACT
SCREENINGS



4K
STUDENT
AUDIENCE

THINKING IN STORIES



Royal visit to CERN



The Duke of

The Duke of
on June 10th, 1921.

He served in the Royal Navy

The Duke
d for the future?
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The development of science
Similar sentiments exist now in view of a post-LHC collider. There is also nothing new, as the field grows ever larger in scale, in attacks on high-energy physics from outside. In an open letter published in the *Courier* in April 1964, nuclear physicist Alvin Weinberg argued that the field had become "remote" and that few other branches of science were "waiting breathlessly" for insights from high-energy physics without which they could not progress. Director-General Viki Weisskopf, writing in April 1965, concluded that the development of science had arrived at a critical stage: "We are facing today a situation where it is threatened that all this promising research will be slowed down by constrained financial support of high-energy physics."



nsul-General in
Kingdom delegate to the CERN

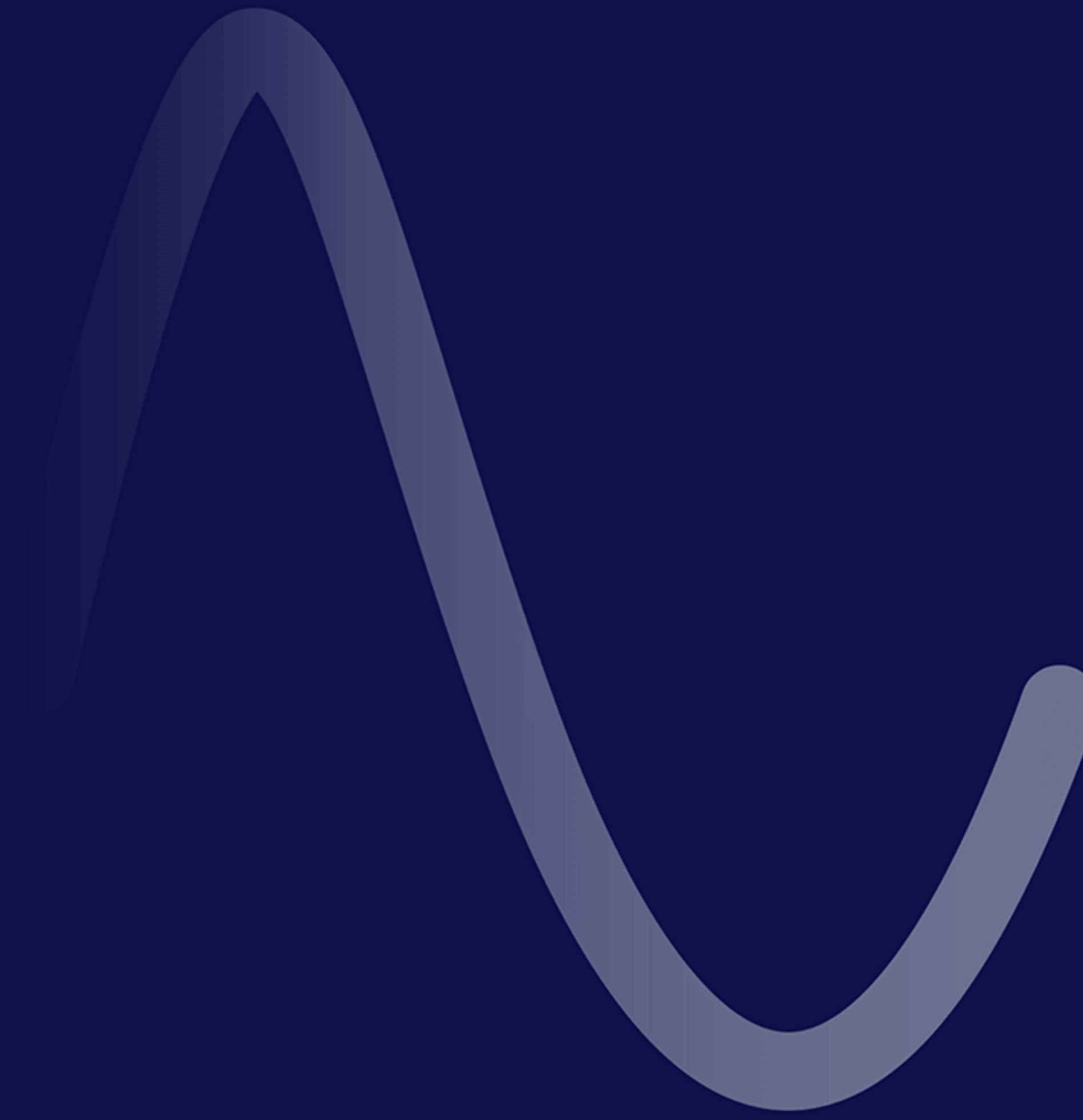
d at the entrance to the Adminis
building by Mr. F. de Rose, President of the

The development of science

Similar sentiments exist now in view of a next LHC collider. There is also nothing new

Deciding where to build the next collider and getting international partners on board was also no easier in the past, if the SPS was any guide. The September 1970 issue wrote that the “present impasse in the 300 GeV project” is due to the difficulty of selecting a site and: “At the same time it is disturbing to the traditional unity of CERN that only half the Member States (Austria, Belgium, Federal Republic of Germany, France, Italy and Switzerland) have so far adopted a positive attitude towards the project.” That half-a-century later, the SPS, soon afterwards chosen to be built at CERN, would be feeding protons into a 27 km-circumference hadron collider with a centre-of-mass energy of 13 TeV was unthinkable.

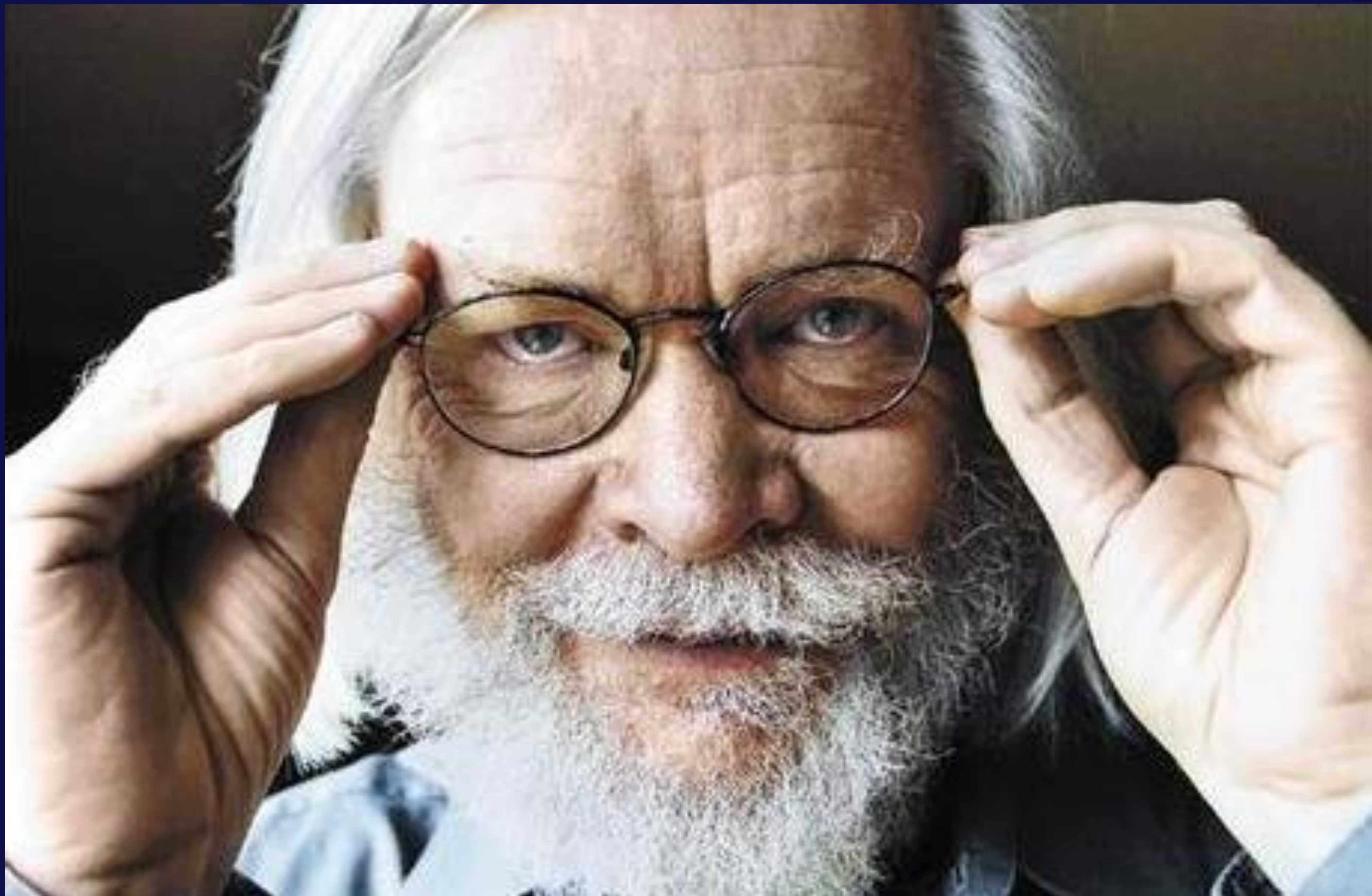




WHY DOES SCIENCE NEED COMMUNICATION?

WHAT IS THIS NARRATIVE ALL ABOUT?

SCIENCE AND ENGINEERING
INTERNATIONAL
COLLABORATION
BIG SCIENCE PROJECT
MANAGEMENT
REAL PEOPLE

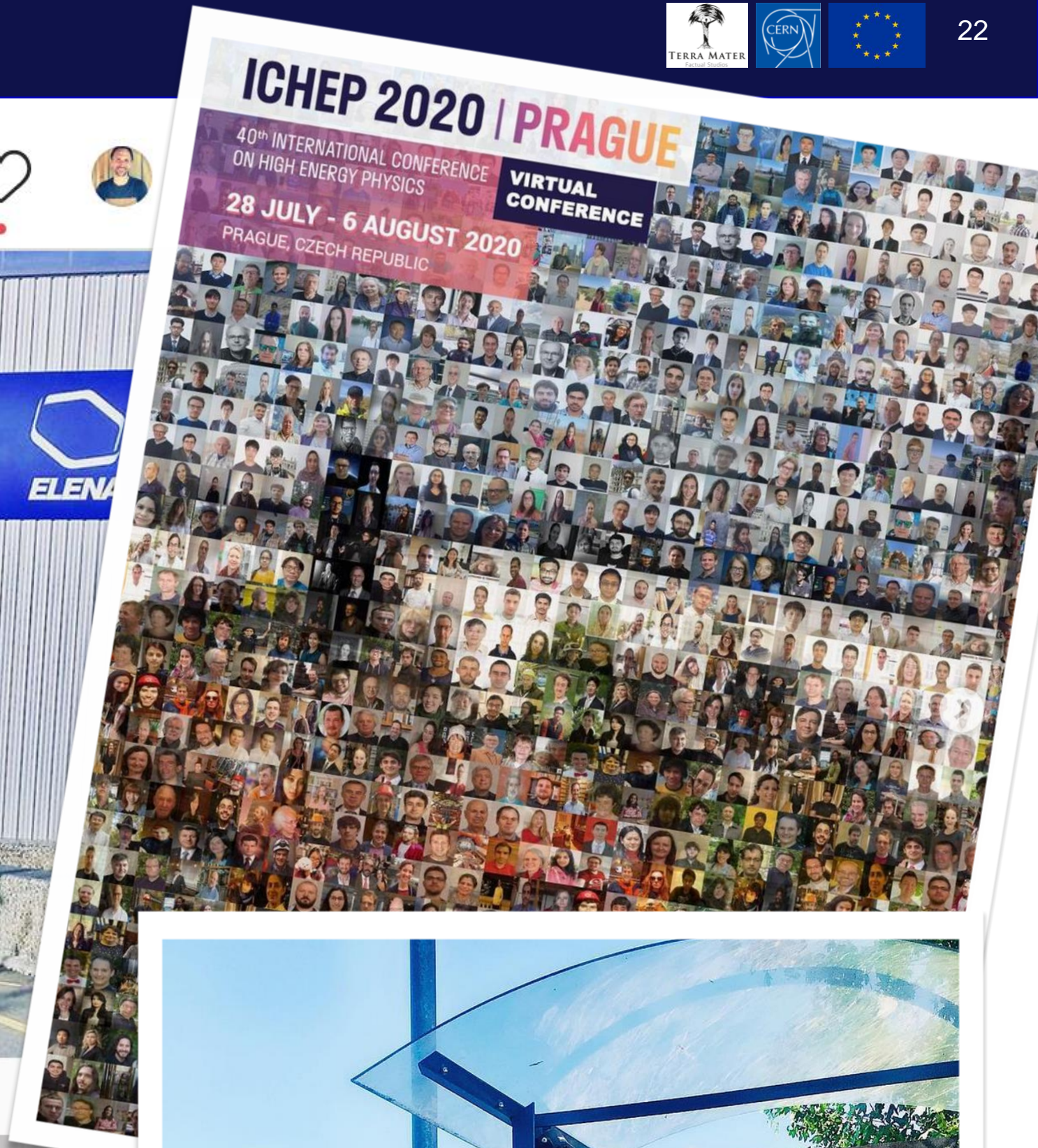
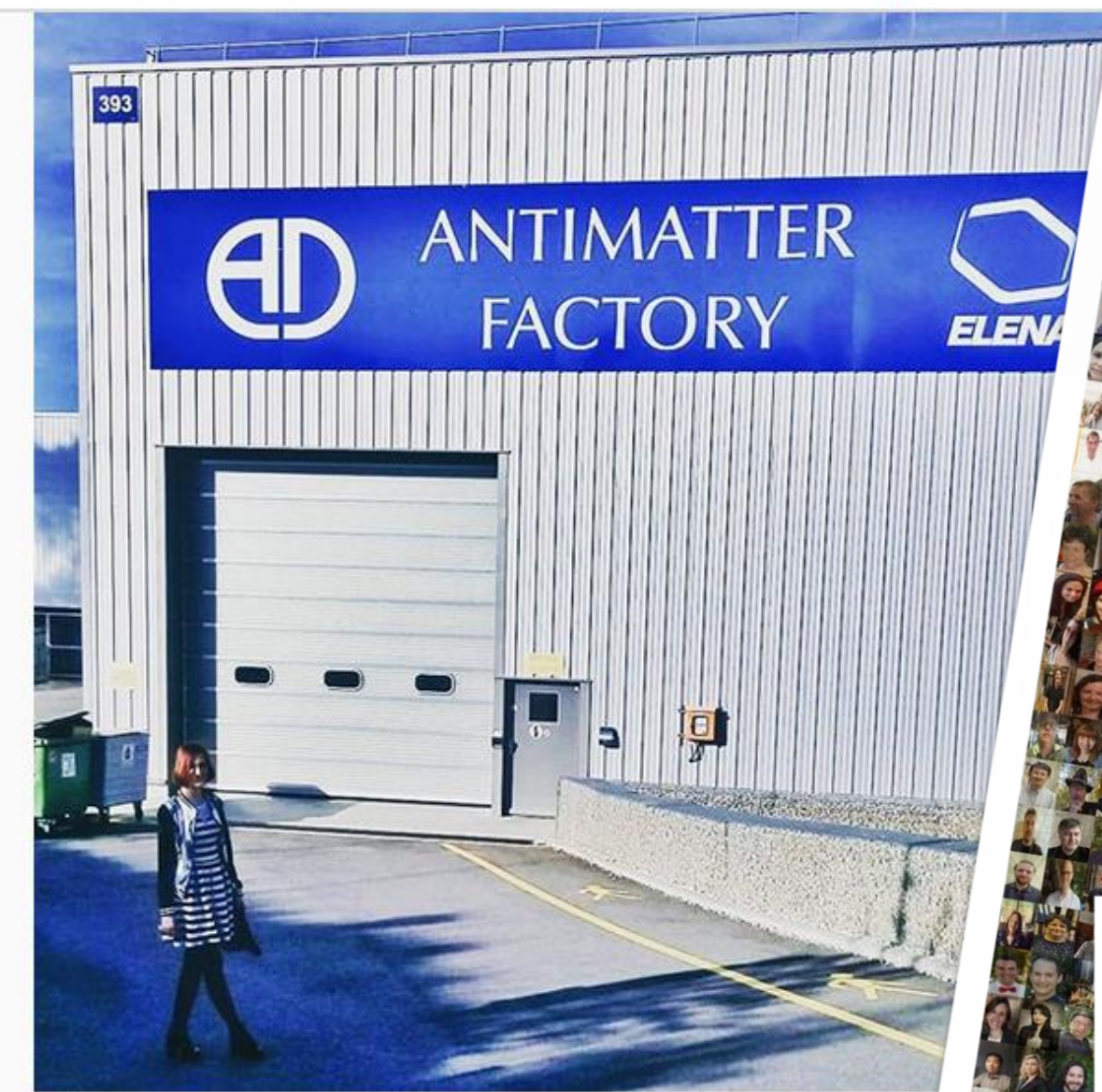
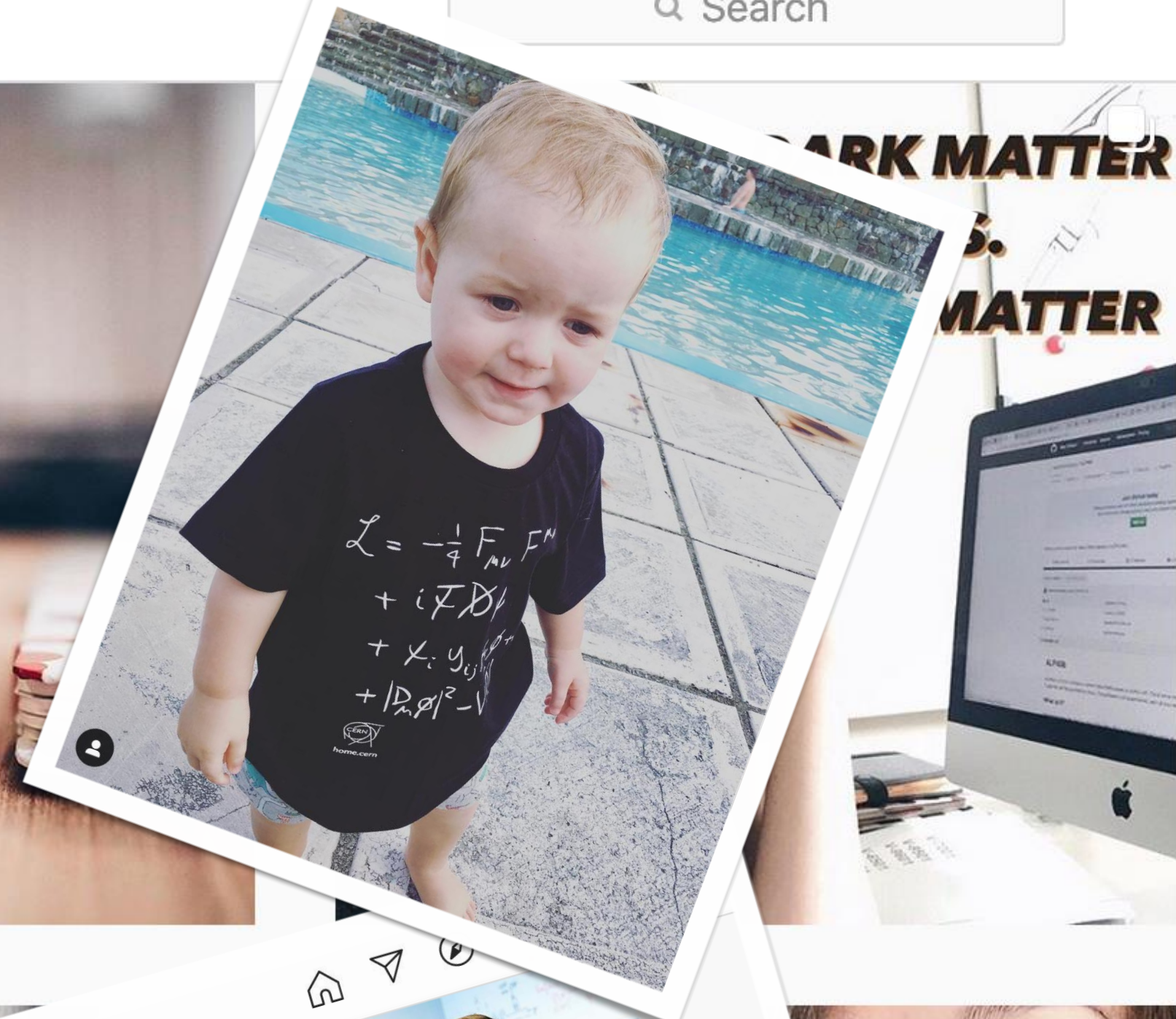


Instagram

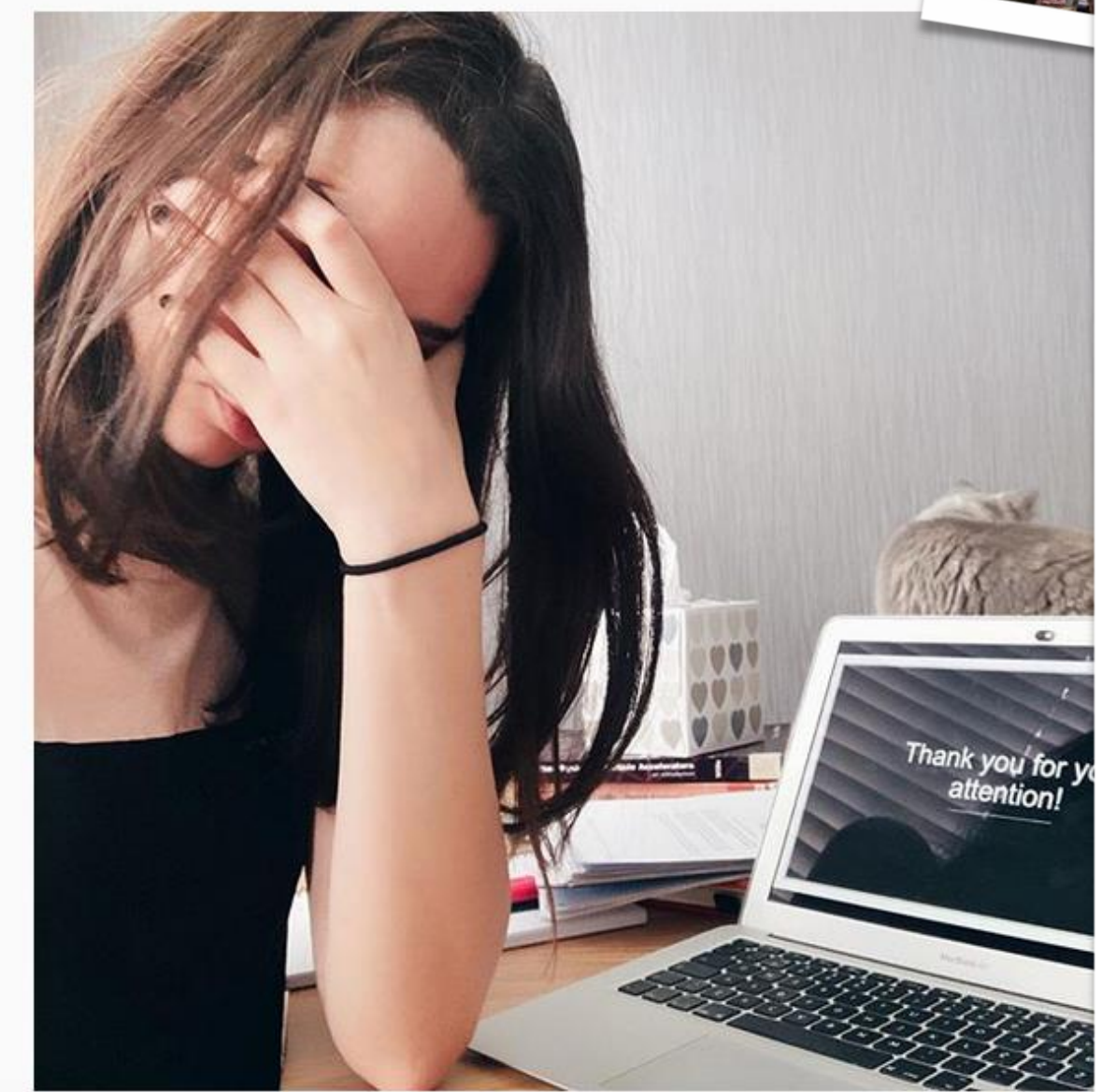
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nariel_137



ICHEP 2020 | PRAGUE
40th INTERNATIONAL CONFERENCE ON HIGH ENERGY PHYSICS
28 JULY - 6 AUGUST 2020
PRAGUE, CZECH REPUBLIC
VIRTUAL CONFERENCE



SCIENCE AND ENGINEERING
INTERNATIONAL
COLLABORATION
BIG SCIENCE PROJECT
MANAGEMENT
REAL PEOPLE
SUSTAINABILITY



THE TOOLS OF THE TRADE



WHAT
HOW
WHY



WHY
HOW
WHAT



NEW PERSPECTIVES



SO
HOW DO WE GET THERE?



COMMUNICATION STRATEGY
FCCIS COMMUNICATIONS
DEPARTMENT
PROJECT ANCHORS
TRUST



VOICES FROM THE OUTSIDE

FALLING WALLS, 2020

CERN IS THE ROLE MODEL FOR THE ENTIRE
HEALTH COMMUNITY WHICH HAS NOT FOUND A
STRONG UNIFYING VOICE
CERN HAS PUT PARTICLE PHYSICS ON THE
WORLD MAP
IS CERN AMBITIOUS ENOUGH?
CERN PRODUCES HUGE INSPIRATION TO
YOUNG GENERATIONS



TIMETRAVEL

Super Proton Synchrotron, SPS). Mervyn Hine of the CERN directorate for applied physics outlined in the August 1964 issue how this so-called “Summit program” should be financed. He estimated the total annual cost (including that of the assumed national programmes) to be about 1100 million Swiss Francs by 1973, concluding that this was in step with a minimum growth for total European science. He wrote boldly: “The scientific case for Europe’s continuing forcefully in high-energy physics is overwhelming; the equipment needed is technically feasible; the scientific manpower needed will be available; the money is trivial. Only conservatism or timidity will stop it.”



ONE MORE THING





Thank you
for your attention.