FUTURE
CIRCULAR
COLLIDER

COMMUNICATING THE FCC FEASIBILITY STUDY

30 June 2021

Speaker: Andrea Perez Fernandez

CERN-IR-ECO-CE- Local Communication

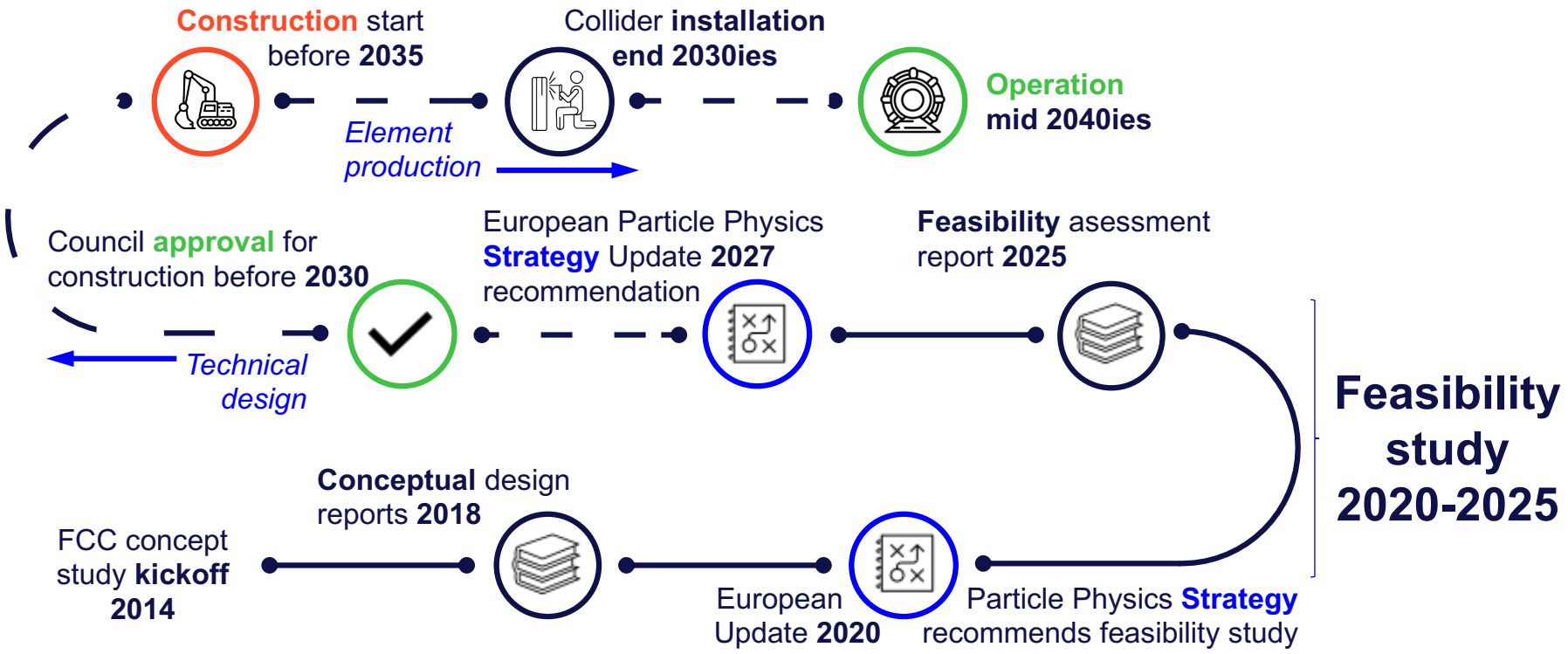
FCC feasibility study

European Strategy for Particle Physics 2020 Update

Core sentence and main request “order of the further FCC study”:

“**Europe, together with its international partners**, should investigate the **technical and financial feasibility** of a future hadron collider **at CERN** with a centre-of-mass energy of at least 100 TeV and with an electron-positron Higgs and electroweak factory as a possible **first stage**. Such a feasibility study of the colliders and related infrastructure should be **established as a global endeavour** and be completed on the timescale of the **next Strategy update**.”

FCC timeframe



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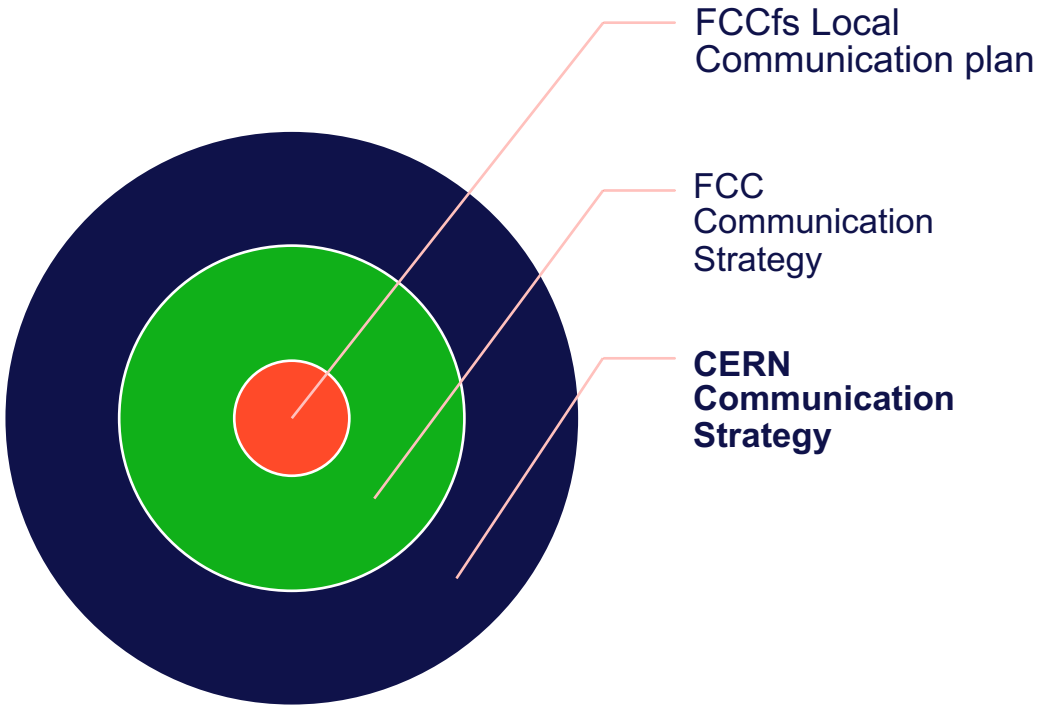
FCC Feasibility Study

Scientific component, numerous technical considerations as well as administrative and financial issues and massive work in terms of territorial feasibility (geological, environmental impact, infrastructures, civil engineering)

First actions in the field → Local communication plan

Ensure that the correct information arrives at the right moment and to the right public with transparency

Communication strategy



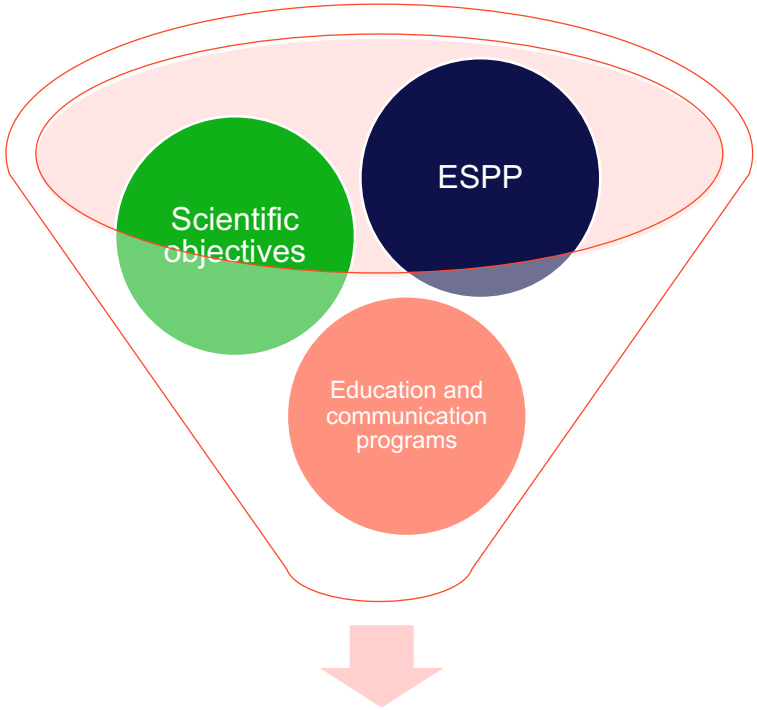
Communication strategy CERN: Goal

2017-2020 2021-2026

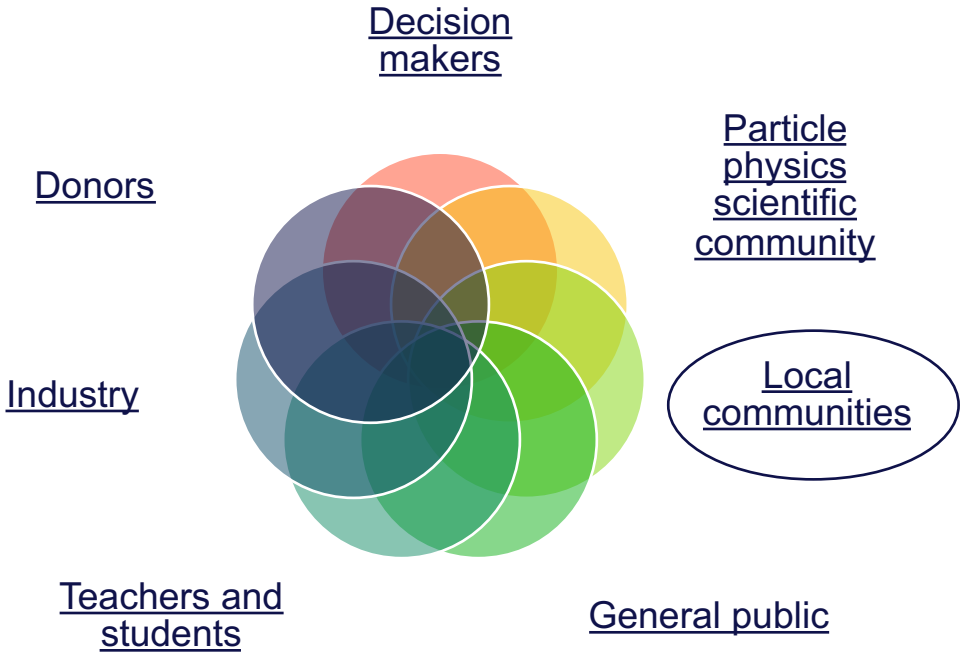
Keep interest for CERN activities

Help ensure the long-term future of CERN's mission and share it with society.

Every 5 Years
Available online



Communication strategy CERN: Target public

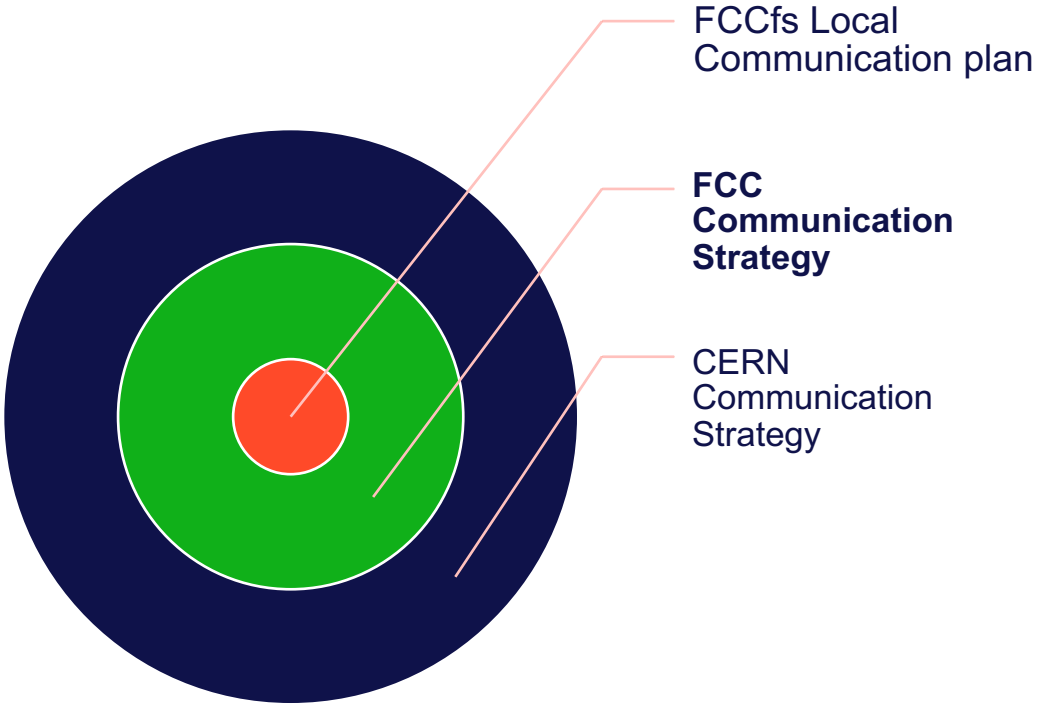


Communication strategy CERN: Messages for local public

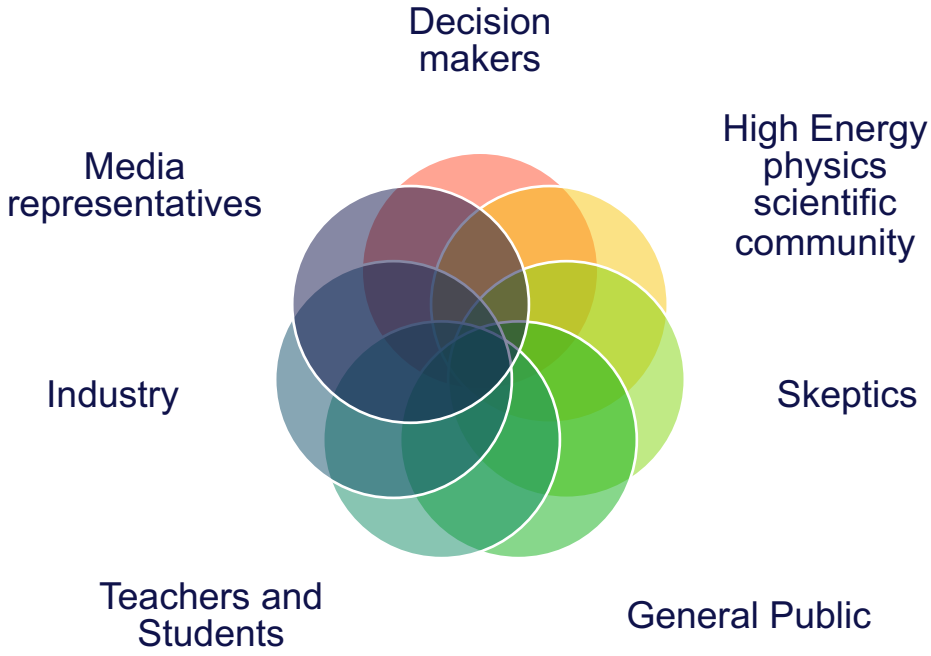
Tourism Economic benefit Education Impact on the environment

- CERN is one of the **drivers of economic and cultural development in our local** area.
- CERN is world famous and puts a positive spotlight on our region.
- CERN adheres to the highest standards of **health, safety and security.**
- CERN consistently strives to deliver environmentally responsible research, both through how it operates and through the results it produces.
- We take our place in the community seriously.
- We **work closely with local institutions and authorities**, for the CERN of today and tomorrow.
- CERN organises dedicated events and has specific channels to engage with the local community.
- We are working to ensure a **bright future** for CERN

Communication strategy FCC:



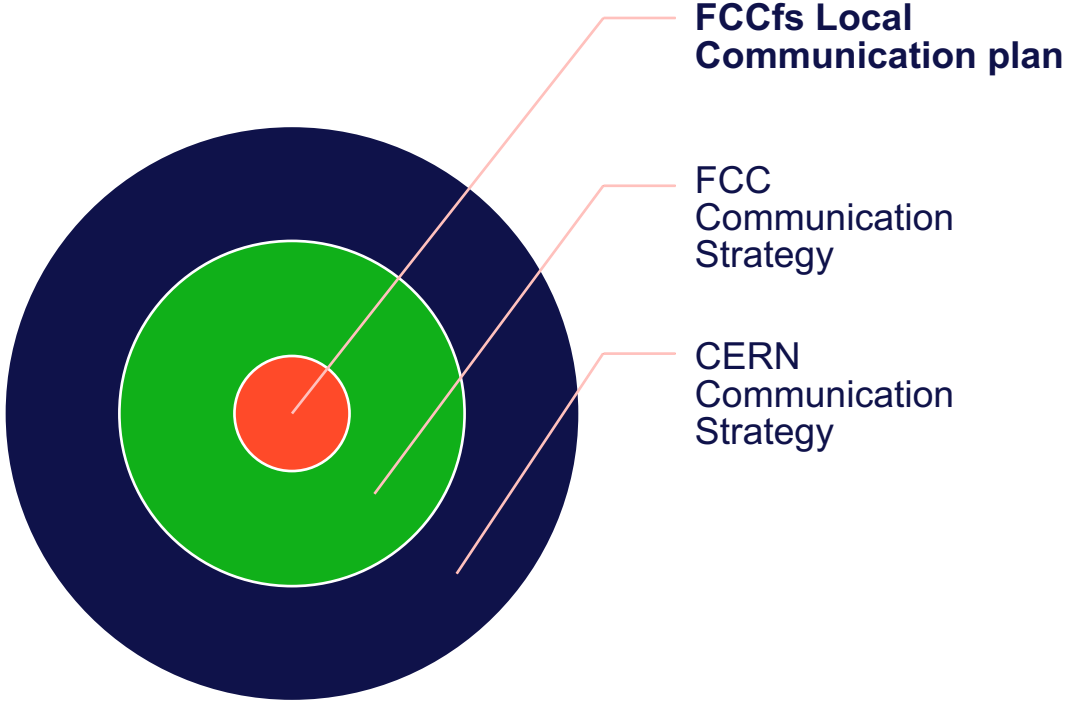
Communication strategy FCC: Target public



Communication strategy FCC: Messages

- **CERN** has a nearly 70-year track record of success.
- The **cost** of FCC is reasonable when put into the perspective of its time span as well as the cost of other major endeavors
- FCC brings **a global project** to Europe.
- FCC is a science mission for the **21st century**.
- FCC is a **training** ground for generations of global researchers.
- Contracts with **a long-term** project like FCC provides **security** for European industry.
- FCC is the first major global project subject to the strict guidelines of the United Nations **Sustainability** Goals.
- FCC **Feasibility Study** is exactly that – a study – not construction or implementation of a machine.

FCCfs Local Communication plan



1. Timing
2. Concept of Local
3. Main goals
4. Target publics
5. Communication channels
6. Messages
7. Communication supports
8. Monitoring tools

FCCfs Local Communication plan: Concept of “Local”

Evaluate Information Needs

1. Canton of Geneva /Pays de Gex

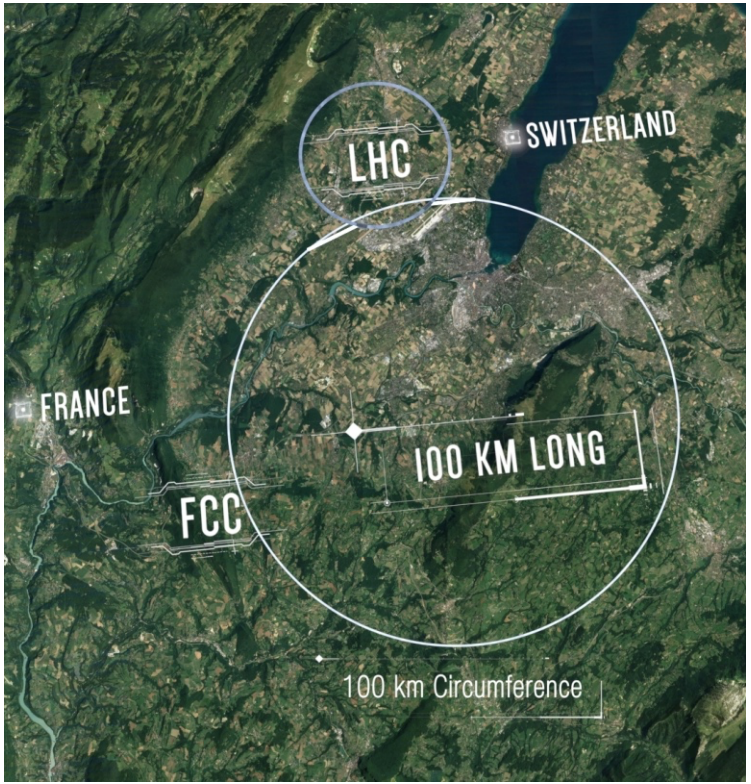
CERN + FCC

2. Haute Savoie / Ain / Canton de Genève / Vaud

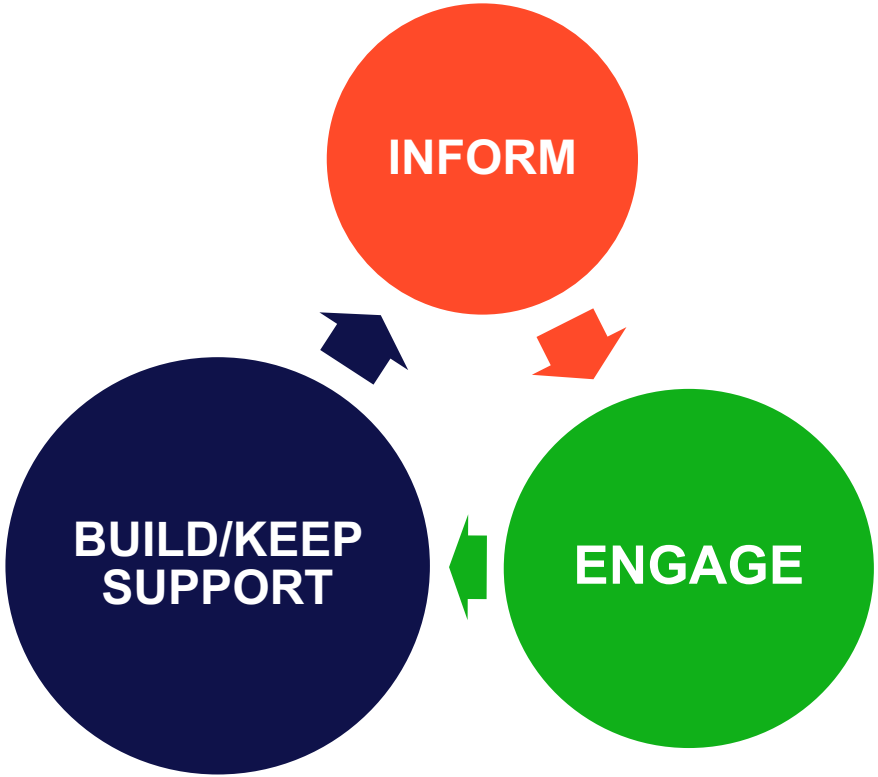
CERN + FCC

Tailored messages

At the right moment



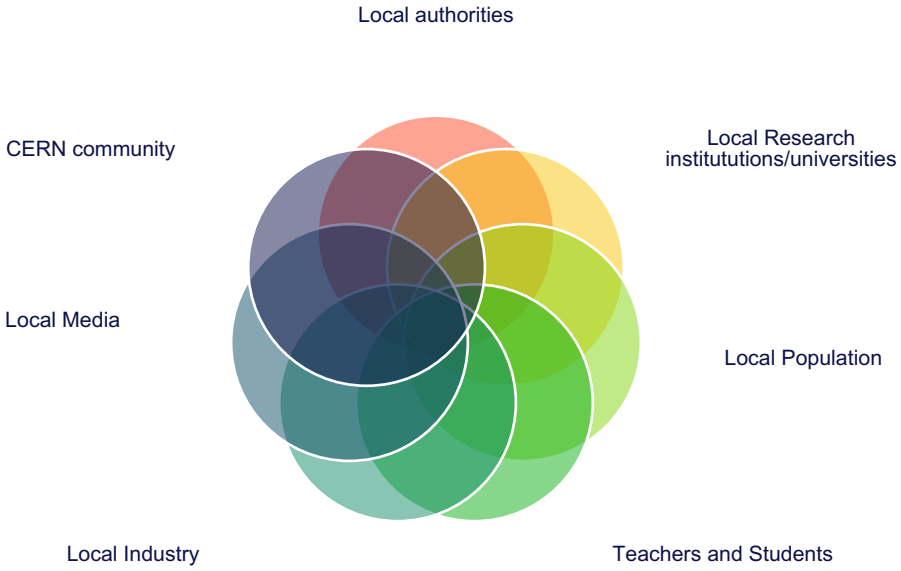
FCCfs Local Communication plan: Goal



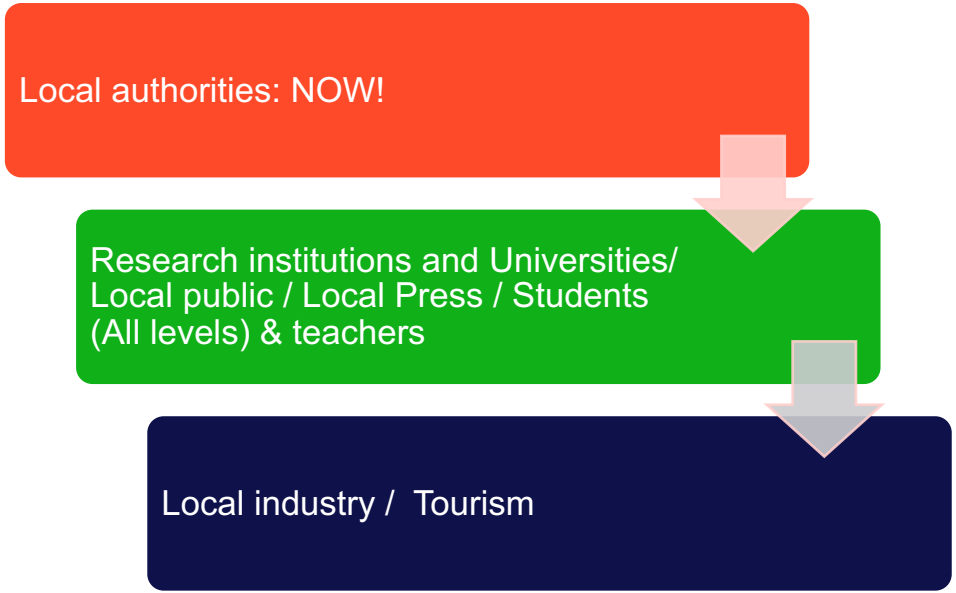
FCCfs Local Communication plan: Internal objectives

1. Ensure **symmetry** of information France / Switzerland
2. Guarantee communications **in agreement with FCC and CERN communication strategies**
3. Ensure information **Correct** / **Tailored / Transparent / Through Timely Engagement/ Correct channel**
4. Establish mechanisms to **obtain feedback**
5. **Use feedback** to improve local communication in the future

FCCfs Local Communication plan: Target publics



FCCfs Local Communication plan: Target Public



Approaching local communities

FCCfs Local Communication plan: Channels

- Local authorities
  - Newsletters / email
  - Relation host-states
  - Talks (salles communaux)
  - Meetings
- Local population
  - Events (Fête de la Science) exhibitions
  - Educational activities (30km)
  - Visits (on site / virtual)
  - Email/voisins.cern/ Home.cern /Social networks
- Teachers and students
  - Dans la peau des scientifique (primary)
  - Master classes (High Schools)
  - International day of women in science and technology
  - Visits
- Local Press
  - Packs press / Internet
  - Monitoring/support
  - Visits / Press conferences
- Academy and research institutions
  - Educational programs
  - Talks and events
- Local industry
  - Pole entrepreneuriat
  - Contracts CERN activities
- CERN Community
  - Internal communication
  - Social networks

TWO-WAY COMMUNICATION

FCCfs Local Communication plan: Key messages/topics

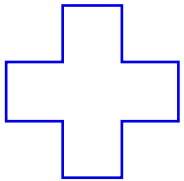
- **CERN** is a prestigious institutuion
- **FCCfs is an International collaboration**
- Provide basic scientific/technical information (Particle,accelerators…LHC and Higgs)
- **New physics after higgs**
- **Need for technological advances in Particle physics**
- Impact on society: Technology applications Health, computing, technology, science, education
- **Feasibility study & European strategy for particle physics**
- Accelerators at cern and the HL-LHC as an intermediate step between HLC and FCC
- **FCC Not the only project** being considered in the world
- FCC Technology
- **Ennvironmental Impact** Avoid/Reduce/Compensate
- FCCfs Actions on the field

- **FCC Infrastructure (size, shafts, location…)**
- **Timeframe (short and long term)**
- **Costs**
- **What is the Plan B if FCC does not go ahead?**

Advantages and disadvantages

FCCfs Local Communication plan: Key messages (Local impact)

Advantages / Disadvantages



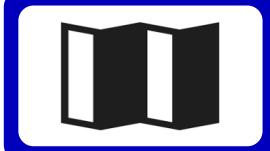
- CERN prestige
- Economic development (busines incubation centres)
- Human capital
- Educational programs
- Training (Students and professionals)
- Tourism

- Works during the feasibility study (investigation on the field)
- Works during construction (traffic disruption, noise, vibrations…)
- Environmental impact (water, noise, energy)
- Impact on individuals (noise, actions on site)

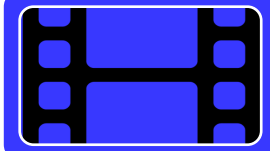
KEEP and EXPAND local benefits

Avoid/Reduce/Compensate

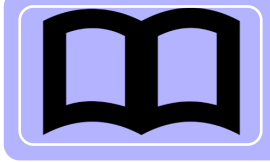
FCCfs Local Communication: materials in preparation



1.Brochure
Local authorities (General public)



2.Video
Local authorities (General public)

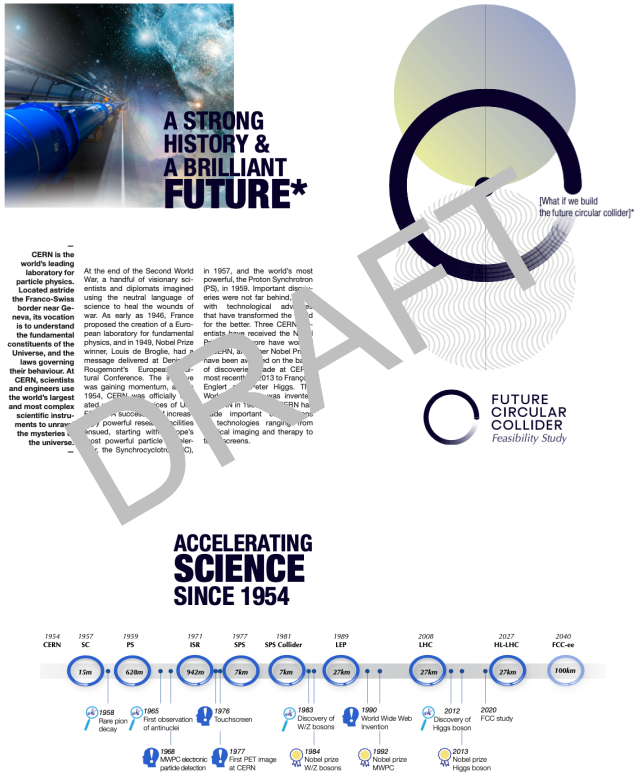


3. Document for Local authorities

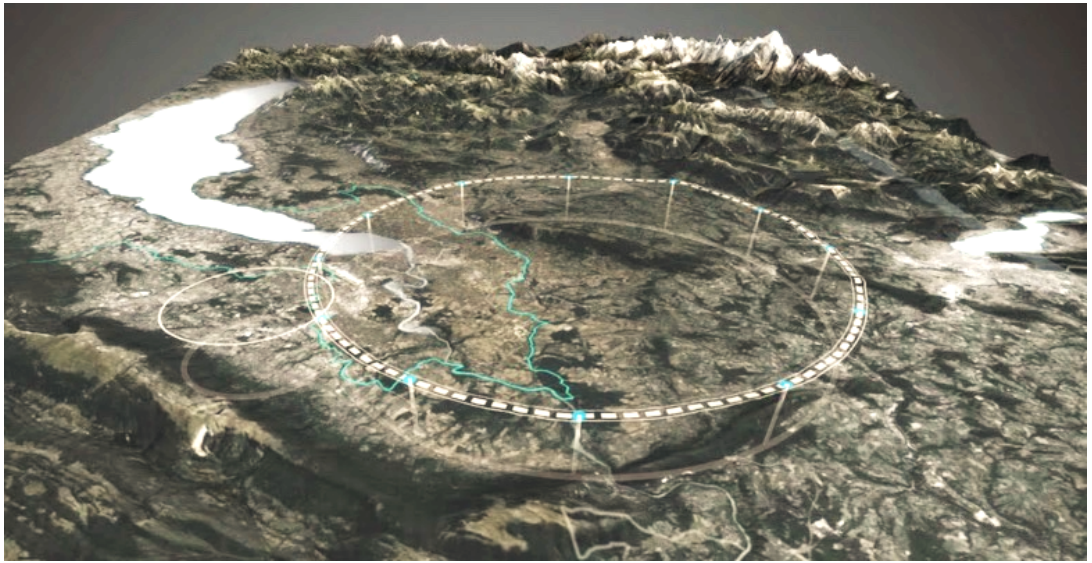
4. Standard Presentation
Local authorities

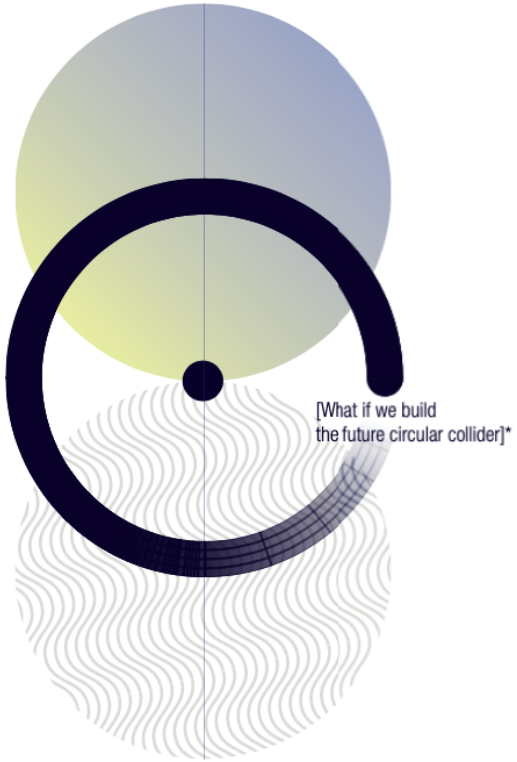
FCCfs Local Communication: materials in preparation

1. CERN Historical Contex (In the region)
2. Basic scientific/technical informations “Particles and accelerators”
3. Higgs and the new physics LHC/HL-LHC/FCC
4. ESPP / FCCfs
5. FCC potential Layout
6. Local impact (Advantages/Disadvantages)
7. Timeline



FCCfs Local Communication: materials in preparation





FCCfs Local Communication plan: Next steps

Immediate actions:

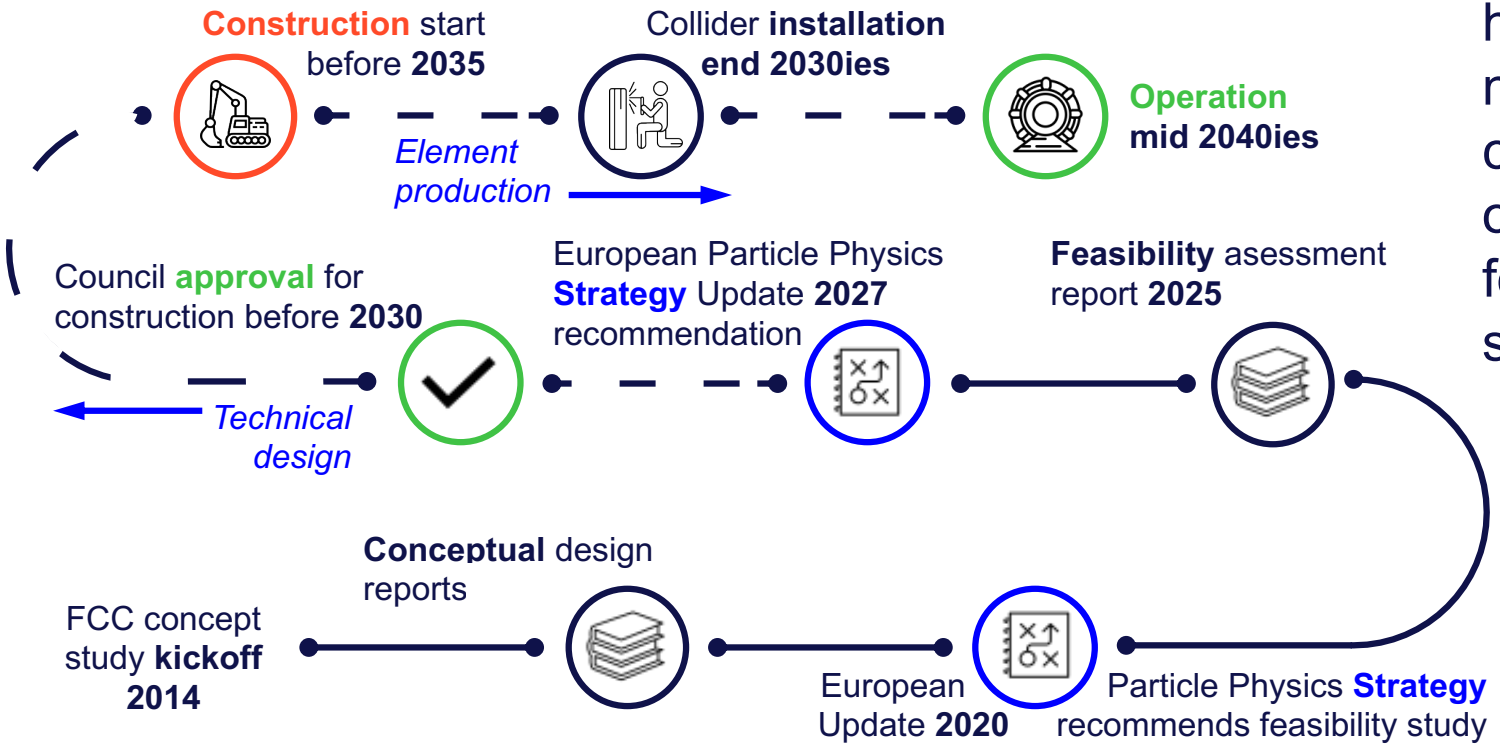
- Identify interlocutors and local ambassadors (Local authorities, research institutions…)
- Evaluate communication needs
- Keep/Establish contact with local authorities: From regional to local
- Keep/Establish communication channels (tailored communication supports local authorities/general public)
- Make the local communication plan evolve (together with local authorities)
- Establish mechanisms for feedback (Identify KPI's, monitoring tools for each action/messages/channels)

FCCfs Local Communication plan: Next steps

Evergreen tasks:

- Set mechanisms for feedback and use feedback results periodically
- Evaluate **communication needs**
- Identify/develop **key messages** evolution/monitoring
- Keep track of any **actions in the field** and communicate ad-hoc
- Update **communication material**

FCC timeframe



Evaluate results will help to set new communicati on objectives for next stages

Modified from: J. Guttleber

Thank you for your attention.