



Communicating Science Gateway

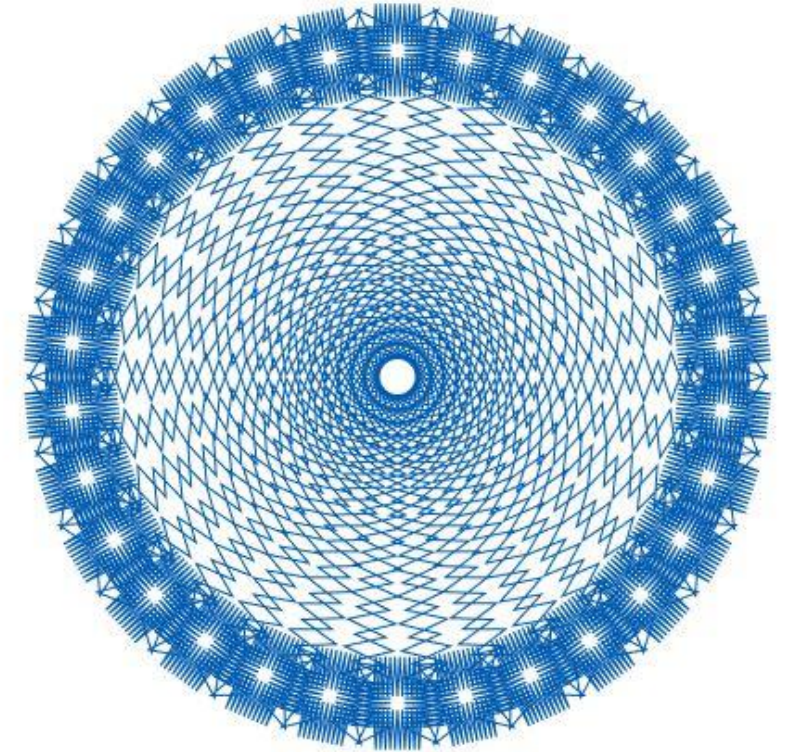
Kate Kahle

28 November 2024

CERN's Main Objectives 2021–2025

CERN management has identified three top-level objectives for 2021–2025:

- To deliver world-class scientific results and knowledge;
- To increase the return to Member and Associate Member States in several areas;
- To strengthen CERN's impact on society.

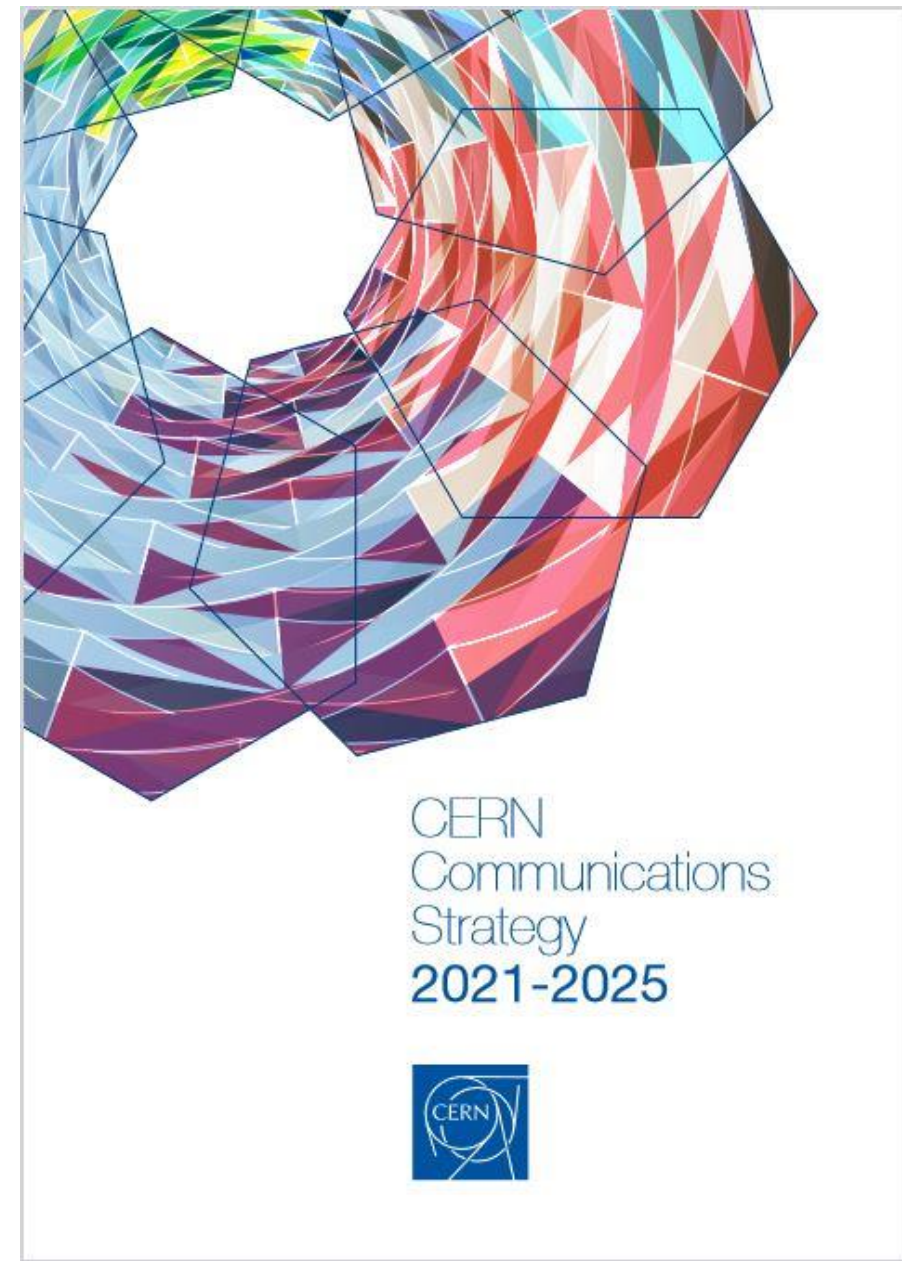


CERN'S Main Objectives
for the period 2021-2025



CERN Communications Strategy 2021–2025

CERN's strategic objectives	Communication objective
<i>Strategic objective 1: To deliver world-class scientific results and knowledge</i>	1. To engage key stakeholders with CERN's world-class research to sustain and enhance support for the Lab's scientific goals.
<i>Strategic objective 2: To increase the return to Member and Associate Member States in several areas</i>	2. To increase visibility of Member and Associate Member States' participation in CERN's activities, and the associated return on their participation.
<i>Strategic objective 3: To strengthen CERN's impact on society</i>	3. To generate awareness and engage citizens with the societal benefits of CERN's activities. 4. To consolidate CERN as a leading voice for science

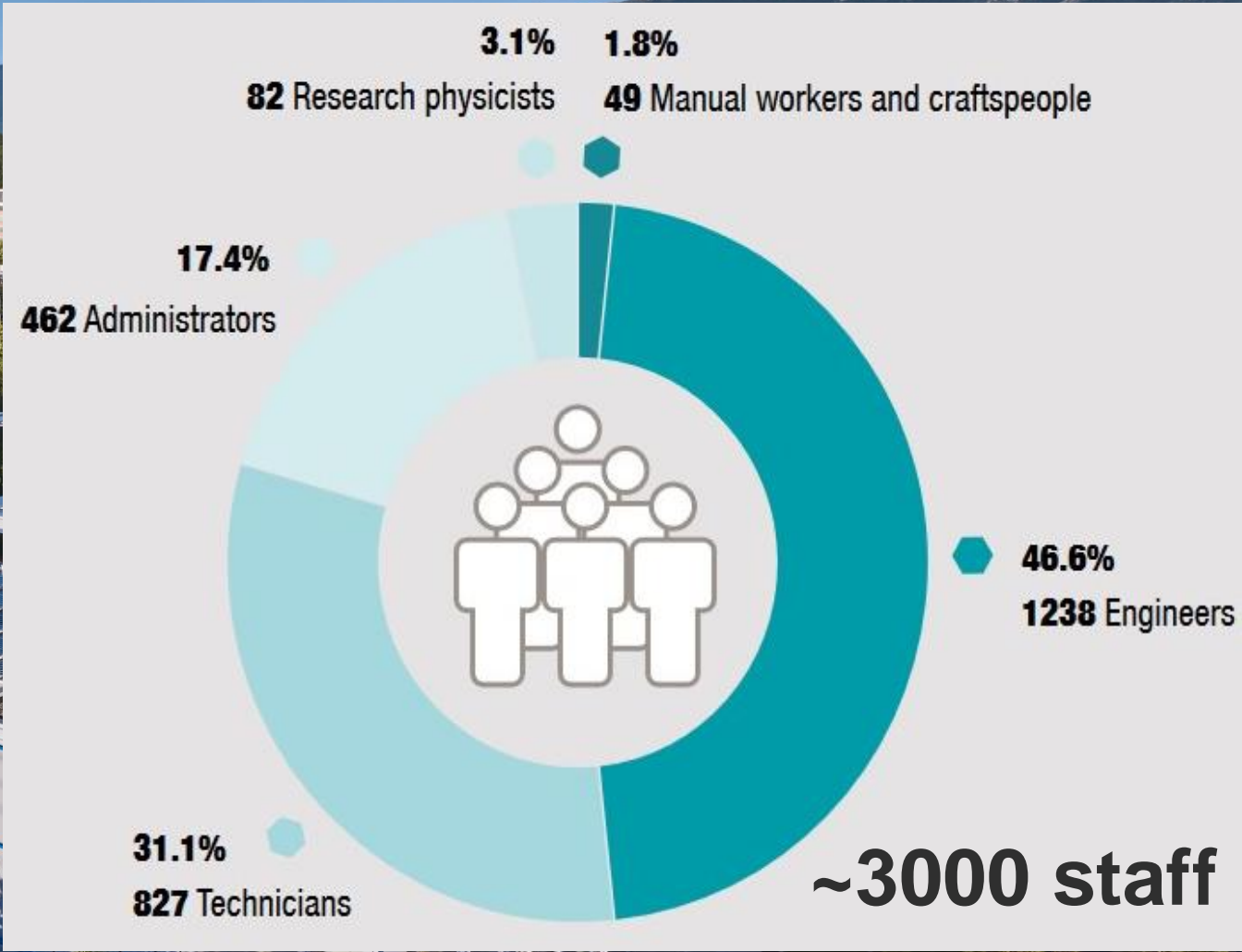


CERN Communications Strategy 2021–2025



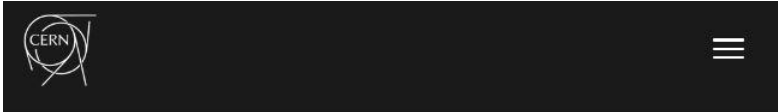


+12,000 worldwide particle physicists



+2000 students and graduates

Building momentum from 2020 onwards



Science Gateway construction gets the green light

Construction of CERN's Science Gateway is to start later this year, following receipt of official permission from the Geneva authorities. This unique facility is due to open to the public at the end of 2022

1 OCTOBER, 2020



A peek into Science Gateway's planned content

Find out what is in store for Science Gateway's exhibitions, laboratories and auditorium

20 OCTOBER, 2020 | By Chetna Krishna



CERN lays first stone of Science Gateway

Today, CERN held a first stone ceremony for Science Gateway, the Laboratory's new flagship project for science education and outreach

21 JUNE, 2021



Building momentum internally...



Science Gateway: Night-time traffic disruptions expected from 25 October to 2 November on the Route de Meyrin

Two new architectural features, a bridge and a second tubular structure, will soon be incorporated into the Science Gateway architectural complex

Announcement | Knowledge sharing | 15 October, 2021



Science Gateway: traffic disruption on the Route de Meyrin expected at night from 29 August to 6 September

Scaffolding around the bridge linking the two tubular structures of the Science Gateway will be installed between 10:00 p.m. and 5:00 a.m. on 29, 30 and 31 August and 1 and 5 September

Announcement | At CERN | 26 August, 2022



Science Gateway: Night-time traffic disruption expected from 3 to 13 April on the Route de Meyrin

Announcement | At CERN | 30 March, 2023

Building momentum internally



CERN Science Gateway: architecture at the service of knowledge

Science Gateway, the most recent of CERN's iconic buildings, is the latest in a long line of innovative architectural concepts aiming to bring different communities together around scientific research

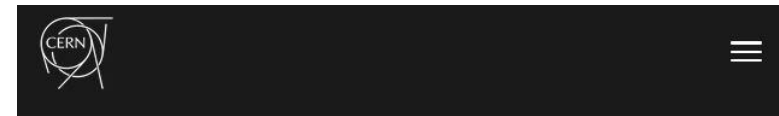
17 JULY, 2023 | By Thomas Hortala



CERN Science Gateway: science and fun for kids (and everyone else)

A large number of visitors are expected at CERN Science Gateway from this autumn, and the youngest ones will be given special treatment

8 AUGUST, 2023 | By Anais Schaeffer



CERN Science Gateway: interactive exhibitions for everyone

The new permanent exhibitions – Discover CERN, Our Universe and Quantum World – are unlike anything CERN has developed before...

28 SEPTEMBER, 2023 | By Naomi Dinmore



Building momentum internally



CERN Science Gateway: public events programme

A season of events for all: find out what is in store now that CERN Science Gateway has opened its doors

13 OCTOBER, 2023 | By Lila Mabilia

CERN PUBLIC EVENTS — SEASON 23/24 SCIENCE GATEWAY		More information and registration three weeks before each event on visit.cern	
Programme of Events		Plus d'informations et inscription trois semaines avant chaque événement sur visit.cern	
3 November at 19h30 – EN/FR Dark Matter Day	9 November at 20h – EN/FR CineGlobe - Mauvais Jeux	13 October at 18h – FR Partage la science	30 October at 19h30 – FR L'aventure de la première grande découverte au CERN
8 December at 19h30 – EN Exploring beauty: when art, music and science collide	12 January at 19h30 – EN The Infinite Monkey Cage	16 November at 19h30 – EN Sparks!	27 November at 19h30 – EN The New Frontier of Interstellar Objects

(Image: CERN)



CERN Science Gateway: pre-inauguration for the CERN community

On 19 and 20 September, Science Gateway will open its doors to the CERN community with a pre-inauguration and visits

15 SEPTEMBER, 2023 | By Ana Godinho



Science Gateway will be a vibrant part of CERN life

7 JULY, 2023



By Fabiola Gianotti
Fabiola Gianotti is the Director-General of CERN.

In a few short months from now, on 7 October, we'll be formally inaugurating the [CERN Science Gateway](#). The ceremony will mark the culmination of a project to which many of you have contributed, and the start of a new phase of sharing our passion and drive for science with our neighbours and people from around the world.

Science Gateway is CERN's new flagship centre for science education and outreach. It will allow us to receive many more visitors than we're able to welcome today, going a considerable way towards satisfying demand, which currently runs at over 300 000 requests for visits per year. It will also allow us to expand our education and outreach activities, reach new audiences from 5 years old and upwards, engage more with the local population, attract the young generation to careers in science, technology, engineering and mathematics (STEM) and forge new links with science education and

Motivating the CERN community to get involved



You'll never guess these six unlikely benefits of being a CERN Guide

It may surprise you, but being a CERN Guide can give you unexpected benefits, especially with Science Gateway about to open this autumn.

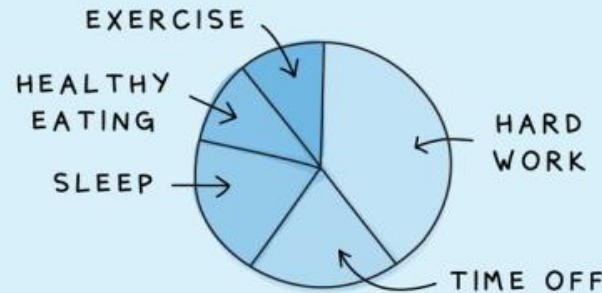
30 JUNE, 2023 | By Kate Kahle



WHAT I THOUGHT WOULD
MAKE ME PRODUCTIVE



WHAT ACTUALLY DOES



LIZ FOSSLIEN



Take part in the CERN Science Gateway inauguration ceremony!

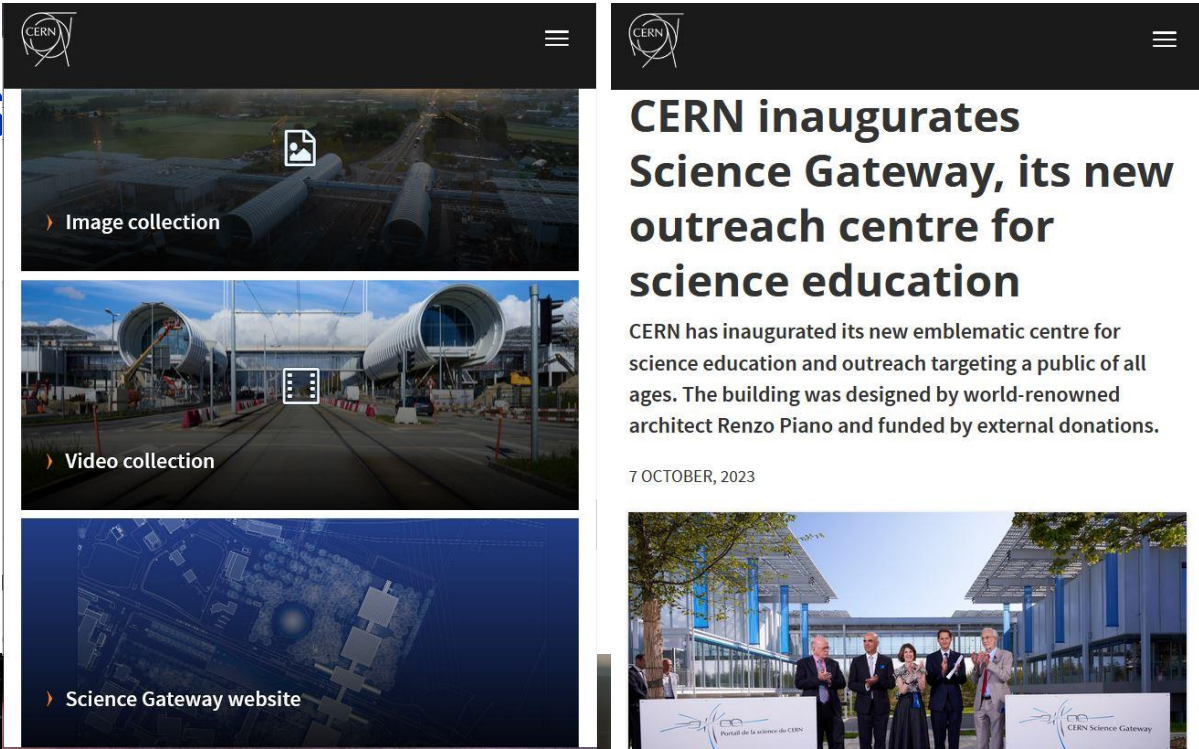
On 7 October 2023, CERN will officially open the Science Gateway. Volunteer to take part!

29 AUGUST, 2023



Inauguration media relations

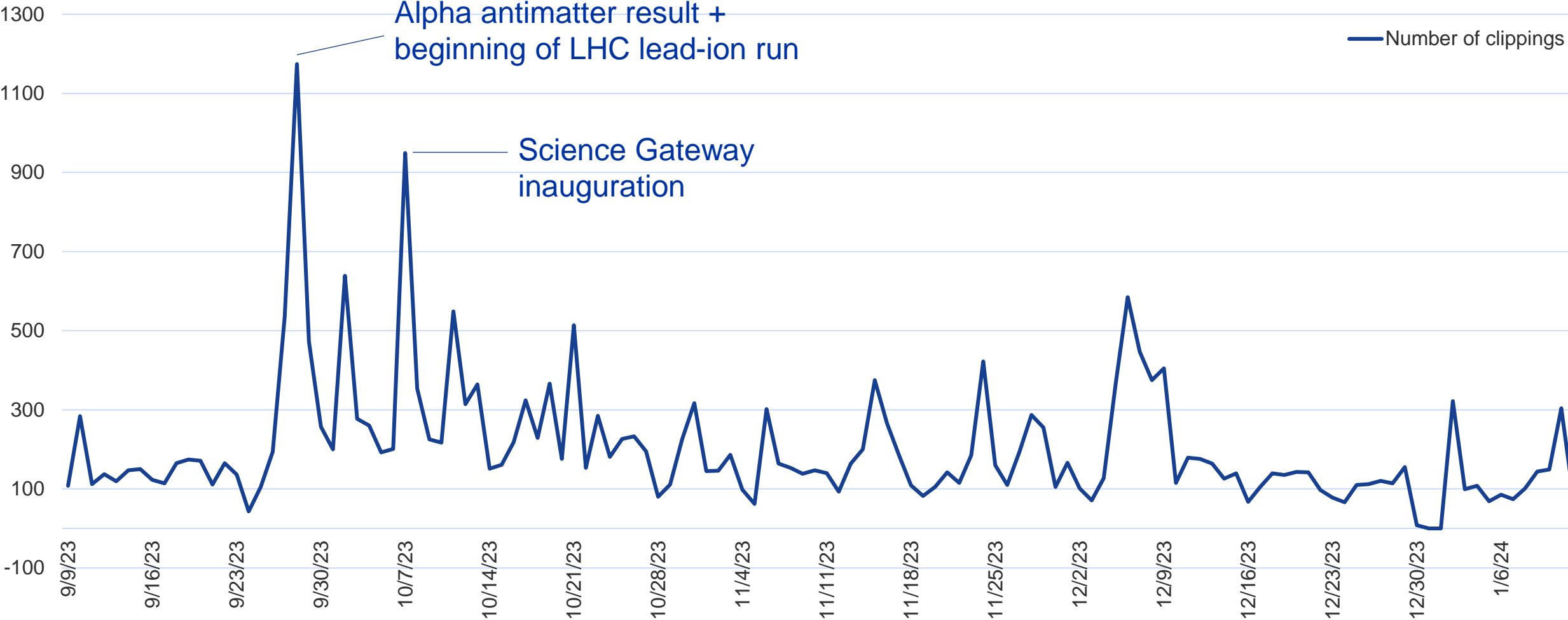
- Media pre-visit and digital media kit
- +80 journalists on site for inauguration
- Radio Lac for public opening



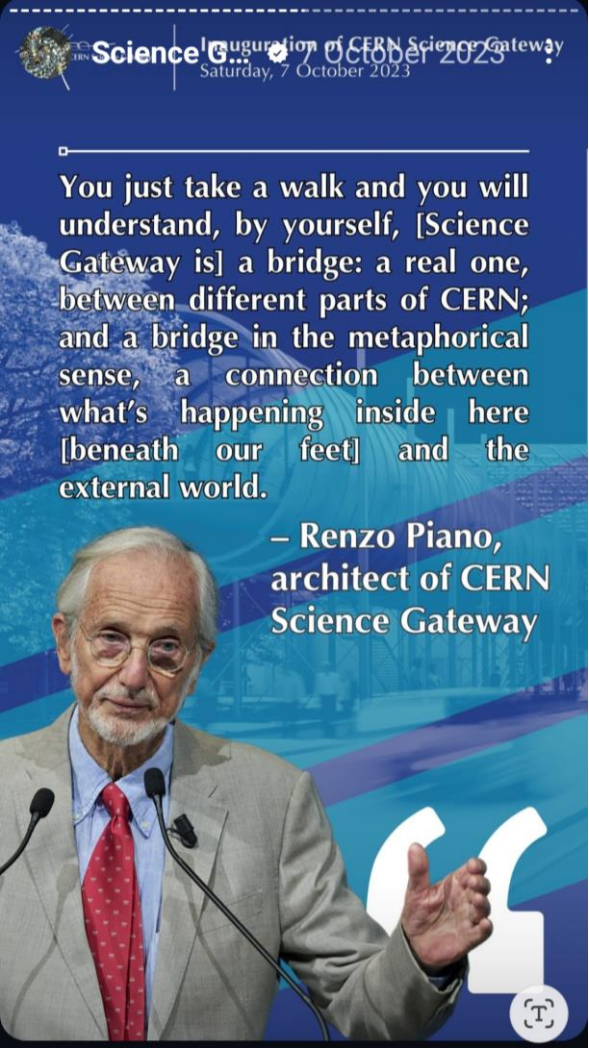
The screenshot shows a CERN website page with a dark header. The main content area features three sections: 'Image collection' with a thumbnail of the building, 'Video collection' with a thumbnail of the building's entrance, and 'Science Gateway website' with a thumbnail of a website map. To the right, there is a text block: 'CERN inaugurates Science Gateway, its new outreach centre for science education'. Below this is a sub-headline: 'CERN has inaugurated its new emblematic centre for science education and outreach targeting a public of all ages. The building was designed by world-renowned architect Renzo Piano and funded by external donations.' The date '7 OCTOBER, 2023' is displayed below the text. At the bottom right, there is a thumbnail of a group of people standing in front of the building.



Media coverage (Q4 2023)



Social media: brand building #CERNScienceGateway



Social media statistics (Q4 2023)

Total Mentions

122k ↓ 6%
Previous period 131k

Daily Average

1.33k ↓ 6%
Previous period 1.42k

Fermilab cryostat
timelapse
#HiLumiLHC



World Science Day for
Peace and
Development



ISOLDE
news



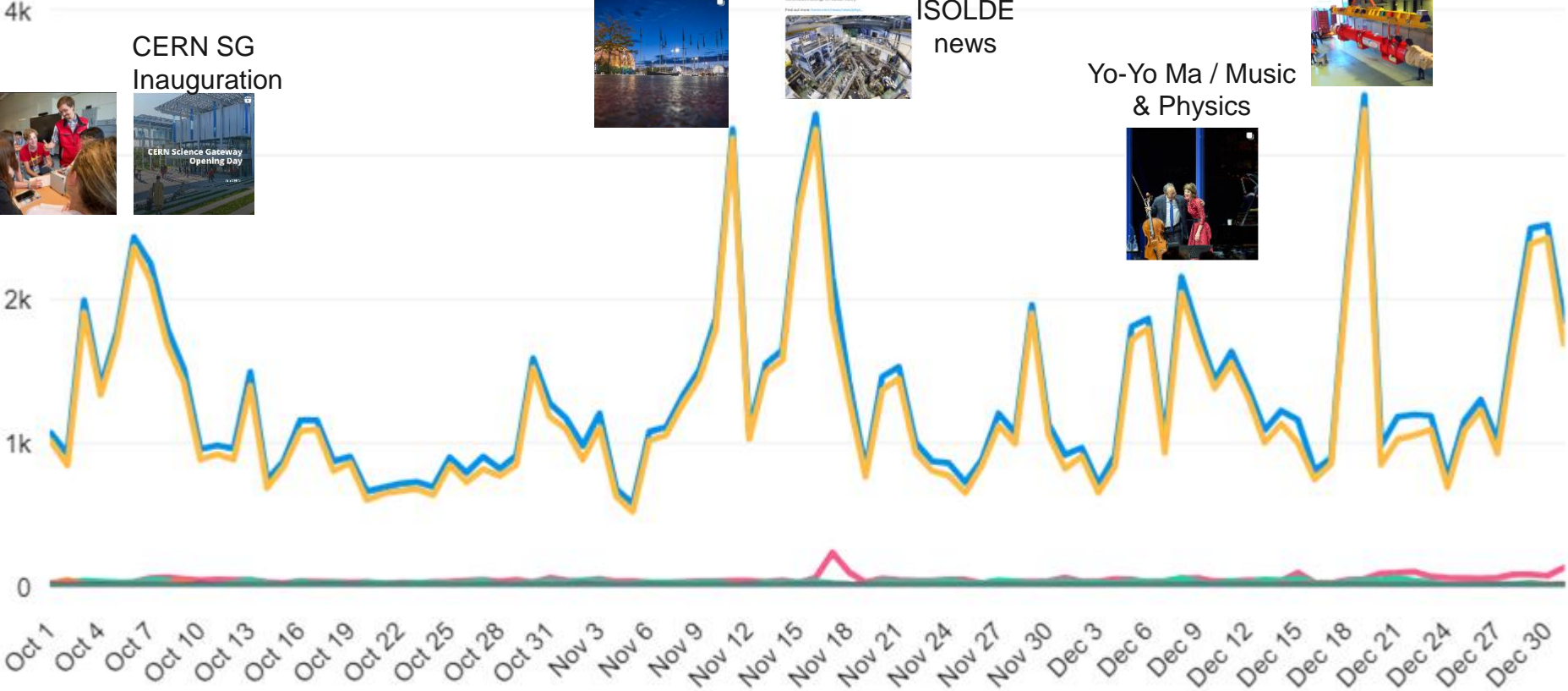
Yo-Yo Ma / Music
& Physics



CERN SG
Inauguration

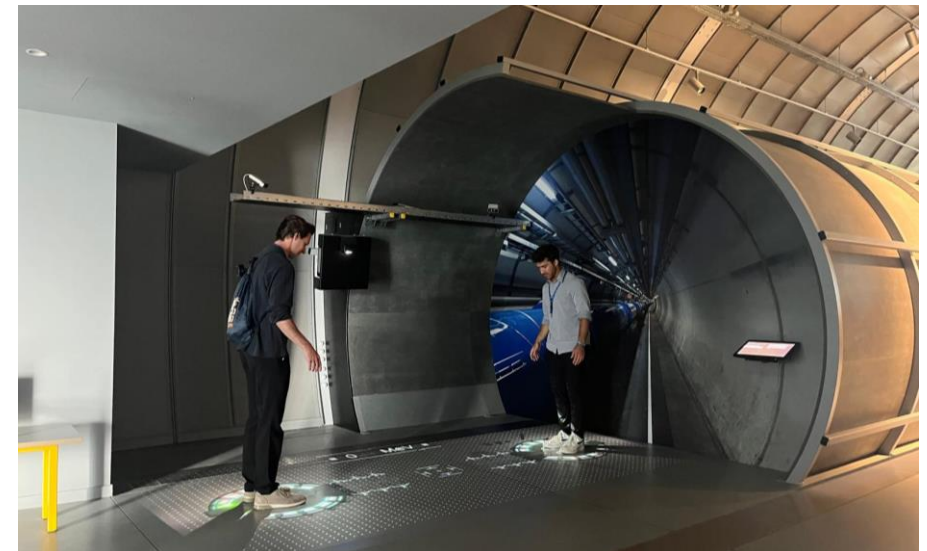
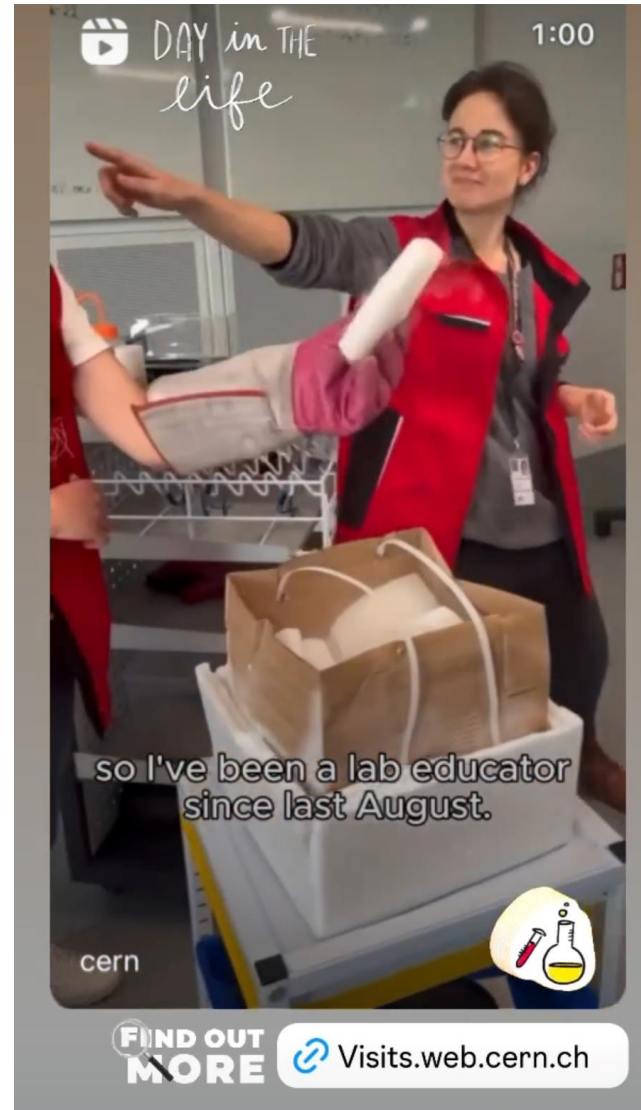


World
Teachers
Day



- **All**
122k
- **Twitter**
115k
- **Instagram**
3.98k
- **Facebook**
2.21k
- **Comments**
654
- **TikTok**
211
- **LinkedIn**
196
- **Reviews**
34

Keeping momentum: internal & external influencers



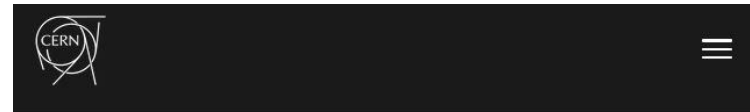
Keeping momentum internally and externally



Accessible by design: how CERN Science Gateway exhibitions are tailored to people with visual impairments

Visitors from the Geneva association for visually impaired people (ABA) test the accessibility of the new exhibitions

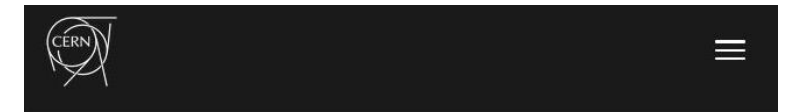
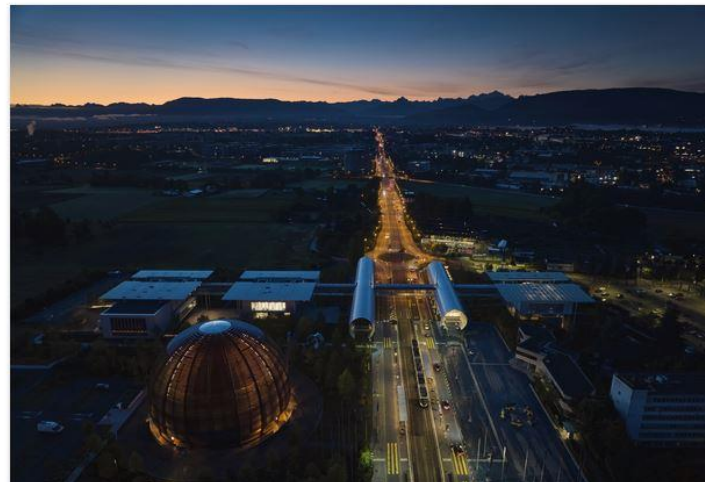
31 JANUARY, 2024 | By Naomi Dinmore



How can I use CERN Science Gateway?

From shop discounts to team-building lab workshops and more: find out how CERN's one-year-old education and outreach centre can benefit the CERN community

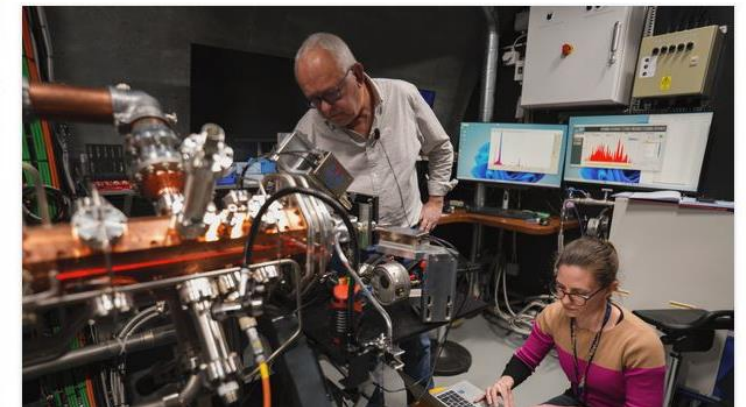
15 OCTOBER, 2024



Science Gateway's mini accelerator is now taking data

The mini proton accelerator ELISA, situated in CERN's Science Gateway exhibition centre, has started analysing archaeological samples

22 NOVEMBER, 2024 | By Naomi Dinmore





CERN Science Gateway
Meyrin, Switzerland

WORLD'S GREATEST PLACES OF 2024

100 extraordinary destinations to explore

HOW WE CHOSE THE LIST

Visit CERN Science Gateway

Free hands-on exhibitions

visit.cern





YEARS/ANS CERN

home.cern