

**Centre of High-Energy Physics and Accelerator Technology,
CERN National Contact Point in Latvia
And
CERN Latvia Group**

**Communication Strategy for 2020-2021
Summary**

The objective of the Centre of High-Energy Physics and Accelerator Technology, CERN National Contact Point in Latvia and CERN Latvia Group is to create and develop relevant technology and physics branch and their community in Latvia and the Baltic States.

Our vision:

To become a center of excellence of technology and physics in the Baltic region by providing the opportunities at CERN for scientists and industries.

Our values:

Openness (to science);

Transparency (free exchange of information);

Cooperation (on all levels - scientific, industrial, governmental, Baltic States, European countries);

Support (professional, informative);

Evaluation (for the potential of scientists and industries and their progress).

The aim of communication strategy:

To inform, educate, involve and support the target audience, at the same time providing an added value to the physics community in Latvia and the Baltic States and becoming a CERN Associate Member.

The message we deliver:

- Latvia's accession to CERN will contribute not only to science but also national economy;
- Latvia will progress in technology and science, as well as inspire many young people to choose their career in the STEM sector, which is and will demand qualified professionals;
- Latvian companies will have an opportunity to participate at CERN-organized tenders and provide their products and services, meanwhile creating and developing innovations;
- Latvian and Baltic scientists and Doctor degree holders will have real opportunities to participate at CERN scientific projects, while gaining international experience and recognition and being part of the world's leading physics community;
- Latvia has been actively participating at several CERN projects already, in this way demonstrating the scientific excellence and the potential in future;
- The united cooperation between the Baltic States will ensure even higher scientific capacity and contribution to CERN;

- The Latvian government has confirmed the willingness to join CERN as an Associate Member by providing a political and financial scope;
- CERN is a large multidisciplinary organization who require a wide-range products and services to operate, where half of the CERN budget returns back to the industries through realized procurement contracts;
- CERN is a great example of science transmission - creator of the internet and a pioneer in other widely used technologies like touchscreens, magnetic resonance, oncological treatment, etc;
- CERN is a unique place where answers to fundamental questions of humankind and the universe are sought;
- School pupils and students can attend and participate at CERN activities and projects to see how exciting the science, engineering, technologies and mathematics can actually be.

The target audience:

Primarily, the partners from Latvian and Baltic universities along with CERN officials. Secondly, stakeholders from Latvian governmental institutions and industries with high added value. Thirdly, mass and social media, the youth and physics teachers.