



# Introducing the discussion on sustainability and communication: a two-sided link

*Vincenzo Napolano (EGO) – ET-PP wp10 co-coordinator*

**Et-PP Sustainability workshop, Orsay - 17 November 2023**

# Two-sided link

- Communication actions are crucial to sustain and spread sustainability initiatives and projects.
- At the same time support and engagement (NOT acceptance) of society at large ( and local citizens in particular) is itself a sustainability aspect
- We can probably speak of a **social sustainability** of a scientific enterprise or infrastructure (look at the case of nuclear energy in Italy)
- It is important to consider this strict interplay between sustainability and communication ( CERN communication plan)
- This should be explicitly listed as one of the several sustainability points.

# Global versus local actions

- The golden rules of a citizen engagement action:

## **listening / transparency / plan ahead**

- We should be transparent about the plan, the features of the infrastructures, our estimation of impact
- How much is it possible and effective to communicate scientific uncertainty to the general public? (an ongoing debate in science communication)
- At the 'local' level, in Italy and Netherlands, there already ongoing actions and analysis and other are planned.
- Should ET-PP have a role in these actions, helping planning or analysis?



**TELESCOPE  
ON CENTRE**



# Discovery Museum Kerkrade



**DISCOVERY MUSEUM**

[www.discoverymuseum.nl/en/](http://www.discoverymuseum.nl/en/)

events  
**WITH SCHOOLS**



Matteo Serra presentation. ET annual meeting

events  
**WITH SCHOOLS**



**barbara\_rang** Da giornalista scientifica, appassionata di astronomia e amante della Sardegna, sarei fierissima di avere l'Einstein Telescope in Italia, ma più importante è sapere se gli abitanti di Lula siano stati consultati e sono d'accordo...  
22w 2 likes Reply See translation

**Gianfranco Ghironi** • 3rd+  
Ex Docente P.I. MIUR - Animatore Culturale  
Tutta la Sardegna unita, dagli Amministratori della RAS, dai Sindaci, dalle Giunte comunali, dalle Popolazioni dei territori, insieme alle istituzioni nazionali (Governo, maggioranza e opposizione), Enti scientifici di studio e ricerca, devono battersi tutti insieme affinché questo prestigioso progetto, venga realizzato nell'isola millenaria. Fortza paris, totus impari. :-)  
See translation

**Giuseppe Becciu** • 3rd+  
Direttore di Stabilimento presso Buzzi Unicem SPA  
Bellissima giornata di sport, amicizia e... scienza!  
See translation

**Pietro Bellu** • 3rd+  
dirigente industria in pensione presso Buzzi Unicem  
Bellissima occasione di reciproca conoscenza e auguriamo di importanti sviluppi futuri.  
See translation

**Vincenzo Piero** • 3rd+  
Professor at Univ. of Sannio @ Benevento & PI Virgo project @ INFN  
a wonderful initiative.

**Samuele Resmini** @fisicoso · 6 jun.  
Complimenti per l'iniziativa di assoluto rilievo scientifico 🇮🇹🇸🇩  
1 138

**Ivan D'Alessandra** @AlessandraIvan · 6 jun.  
Mi sembra strano xché so che a voi la scienza fa schifo!

**aniello.gammella** @agammella · 10 aug.  
Stupendo  
66

**simosimo** @ilterr0n3 · 10 aug.  
15k€ al mese + benefit, vi rendete conto!!!  
9

**Regione Autonoma della Sardegna** @Reg\_Sardegna · 17 okt.  
@save\_video  
9

**Fabrizio Ranghetti** @FRanghetti · 10 aug.  
Bella poesia... Ma non c'è niente la fuori  
177

**Erik Janssen** · 4 d  
Wat een prachtig initiatief Gene! Je kunt niet vroeg genoeg beginnen...  
Interessant · Reactie | 1 reactie

**Robbert Dijkgraaf** @RHDijkgraaf  
De ondergrondse Einstein Telescoop wordt Europa's meest geavanceerde observatorium voor zwaartekrachtgolven. Hiermee kunnen we bijv. meer leren over het vroege heelal. Ook zorgt de Einstein Telescoop voor een impuls voor het vestigingsklimaat en de economie in de regio.  
2:16 p.m. · 26 sep. 2023 · 3.213 Weergaven

3 9

**Je antwoord plaatsen** Beantwoorden

**Bjorn Eenhoorn** @BjornEenhoorn · 26 sep.  
Onder de grond kan je toch helemaal niks zien? Verspilling van geld!!  
1 28

**Stef van Wijk** @StefVanWijk · 26 sep.  
Waarom zou ik mijn bedrijf ergens willen vestigen omdat er zwaartekracht golven gemeten worden?  
1 33

**Dit keer: De schuld van Putin.** @ditkeer · 30 sep.  
Klopt niet. Zwaarte kracht bestaat niet. Het is het verschil in dichtheid van de stof of iets sneller of langzamer naar beneden valt.

**Hans Priem** · 5 mnd  
Groeifonds staat ook voor industrie-maatschappij return. Hoe garanderen we dat de NL investering van >e800M naar de Nederlandse industrie (maatschappij) gaat? Hier heb ik t antwoord nog niet op gezien.  
Interessant · Reactie | 3 reacties

**Jeroen W.** · 5 mnd  
Teamlead Rabobank Outbound Verzekeren & Teamlead KlantenService Particulieren  
Hoe gaaf zou het zijn als prestigieuze project naar Limburg komt  
Interessant · Reactie | 2 reacties

A quick glance at social media: positive but also critical comments Martine Oudenhoven, ET annu eeting