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

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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?





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Matteo Serra presentation. ET annual meeting



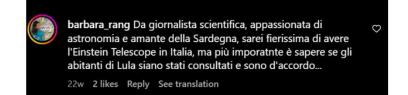


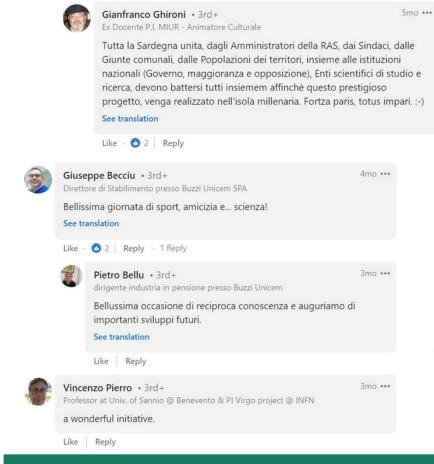
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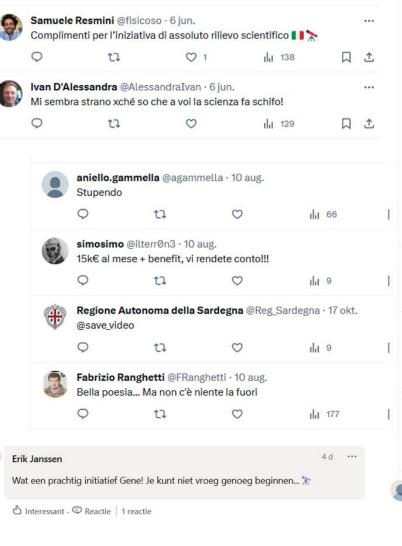












A quick glance at social media: positive but also critical comments Martine Oudenhoven, ET annual

