

PERIAMAR

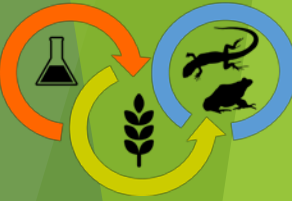


COST Action CA18221

Review of communication strategy and discussion on next steps

Second General Meeting

22 September 2022



- ▶ 1. Introduction
- ▶ 2. Activities and products until today
- ▶ 3. Communication strategy - current version
- ▶ 4. Revision of communication strategy
- ▶ 5. Other

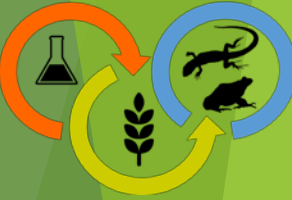


1. Introduction

Science Communication Committee:

- ▶ Members:
 - ▶ Neftali Sillero, Spatial Biology Lab, Portugal
 - ▶ Jan Dieter Ludwigs, Rifcon, Germany
 - ▶ Emily McVey, Ctgb, Netherlands
 - ▶ Thijs Schippers, Stichting RAVON, Netherlands
 - ▶ Lennart Weltje, BASF Agricultural Center, Germany

- ▶ Science Communication Coordinator:
 - ▶ Cristina Borca, Aquatim, Romania, until January 2022
 - ▶ Anamarija Žagar, from January 2022 on



1. Introduction

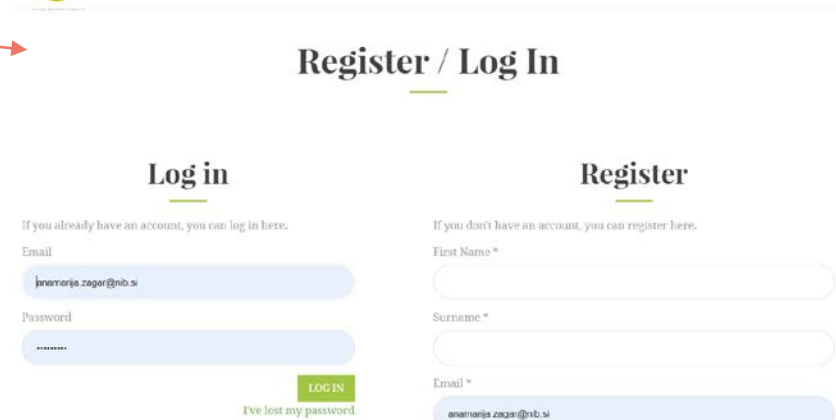
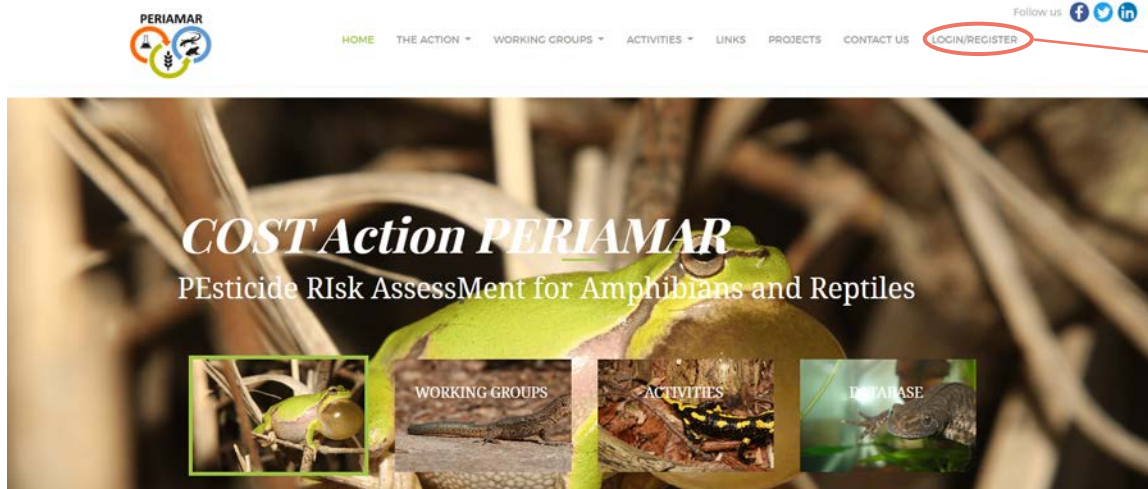
Dissemination and Communication Objectives (DCO)

- ▶ **DCO1:** disseminate research results and proposal for a new ERA strategy (receptor: contributing stakeholders and EU agencies)
- ▶ **DCO2:** stimulate formation of consortia to elaborate project proposals to address knowledge gaps or develop ring-tests for validation of new test methods and protocols (receptor: contributing stakeholders)
- ▶ **DCO3:** export the European ERA strategy for herpetofauna to Near Neighbour or International Partner Countries (NNC or IPC) (receptor: non-European registration agencies)
- ▶ **DCO4:** influence policymakers to incorporate innovative strategies to ERA (receptor: risk managers)
- ▶ **DCO5:** identify ways of increased sensitivity of non-target species to pesticides to be avoided in the development of new products (receptor: industry)
- ▶ **DCO6:** raise public awareness on the importance of protecting wildlife in general, and herpetofauna in particular, against undesired pesticide impacts (receptor: laypersons)
- ▶ **DCO7:** use herpetofaunal ecosystem services as environmental education models to raise farmers' awareness on the importance of sustainable agricultural practice (receptors: farmers)
- ▶ **DCO8:** enhance the importance of herpetofaunal communities inhabiting farmland habitats to promote further studies and programs focused on these communities (receptor: academia and NGOs).



2. Activities and products until today

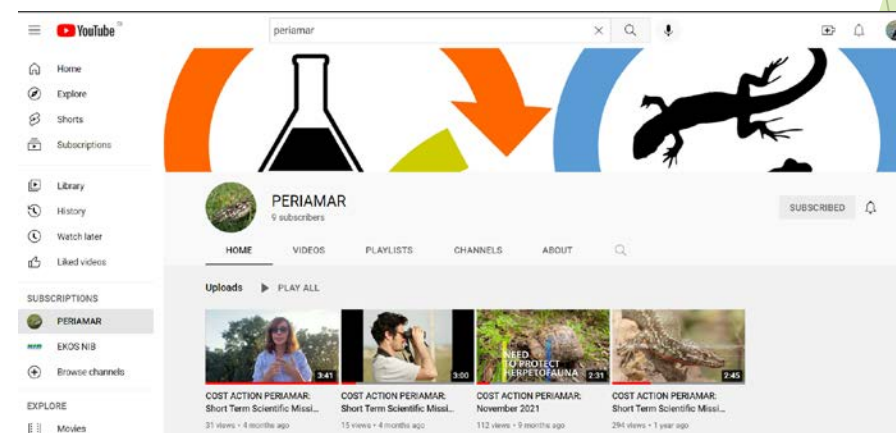
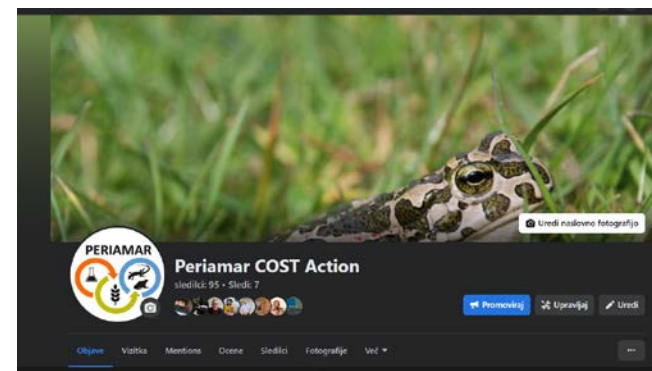
► Action webpage: <https://periamar.com/>

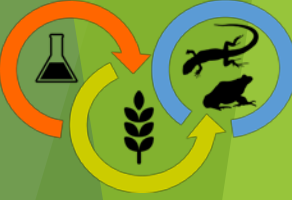




2. Activities and products until today

- ▶ Facebook: Periamar COST Action
- ▶ LinkedIn
- ▶ Twitter
- ▶ YouTube Channel
 - ▶ PERIAMAR
 - ▶ Periamar Communication (**new!**)





2. Activities and products until today

▶ VIDEOS

- ▶ Need to protect herpetofauna
- ▶ STSM: Bruno Bekić visiting NIB, Slovenia
- ▶ STSM: Raluca I. Bancila visiting Spatial Biology Lab, Portugal
- ▶ STSM: Matteo Lattuada visiting Spatial Biology Lab, Portugal
- ▶ Lizard Telemetry study at Rifcon and STSM: Giulia Simbula visiting Rifcon

- ▶ Two more videos in video-editing stage:
 - ▶ STSM: Miruna Vizireanu visiting CIBIO InBio, Portugal
 - ▶ Using mesocosms in herpetofauna studies and their application to ERA of pesticides

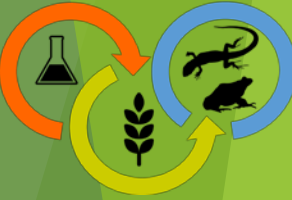


3. Communication strategy – current version

- ▶ 1 Nov 2021 (V. 2021.11)
- ▶ Science Communication Committee

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3. Communication strategy – current version

RISK COMMUNICATION

Risk communication is an integral part of the risk assessment. In the normal communication process, organizations inform the public about various aspects of their work or the results of their work. In risk communication, communication is about persuading the stakeholders, including the public, to act in a certain way when a danger or risk occurs.

According to Lundgren (2018), there are three types of risk communication:

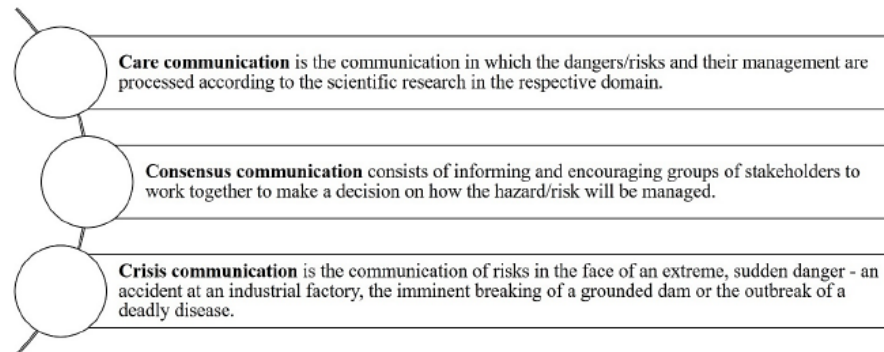


Figure 3 - Various types of risk communication, adapted from Lundgren (2018)



3. Communication strategy – current version

Table 8 – Communication tools

Channels	Tools
Online	Websites (COST Action, university, conferences, etc.), social media, blogs, e-newsletters, e-books, online scientific journals, magazines targeting industry, articles in scientific magazines, videos, citizen science projects
Events	Meetings, conferences, workshops, seminars, exhibitions, conferences, workshops, seminars, congresses, videos, posters, brochures etc.
Online/Print/T V/Radio	Articles for EU policy/research websites & magazines, in national/local media, press releases, videos, e-books, white papers, interviews, articles for national and/or regional/local press, dailies, weeklies, television, videos.
Other	Scientific publishing houses, peer reviewed journals, Universities (e.g. press releases), specialised media target niches, i.e. research communities and industry associations, not-for-profit organisations, scientific libraries COST (website, newsletter and social media accounts).





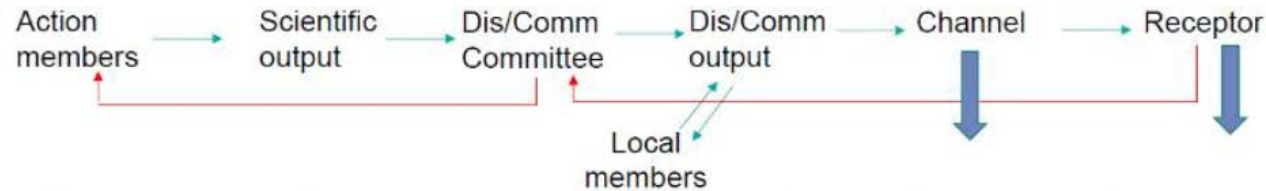
3. Communication strategy – current version

▶ Sci Commun Comm TASKS:

- ▶ Strategic communication on website, social networks and other communication channels
- ▶ Preparation of press dosiers
- ▶ Quality control of communication
- ▶ Creation of a bank of images, standard communication, stakeholder & media database
- ▶ Requesting information from partners
- ▶ Measurement of results
- ▶ Media-relations work
- ▶ Conference/events attendances to present the project work
- ▶ Plan events



3. Communication strategy - current version



Papers, conf. Papers, project proposals, WGM/WS/TS outputs, Action reports, seminars	Academia
Papers, conf. Papers, project proposals, WGM/WS/TS outputs, Action reports, seminars	Industry
Papers, conf. Papers, project proposals, WGM/WS/TS outputs, Action reports, seminars	Reg. Agencies+EFSA
Papers, conf. Papers, project proposals, WGM/WS/TS outputs, Action reports, seminars	SMEs
Papers, conf. Papers, project proposals, WGM/WS/TS outputs, Action reports, seminars	NGOs
Conf. Papers, WGM/WS/TS outputs, Action reports, seminars, digital news	Other EU Ag.
Conf. Papers, WGM/WS/TS outputs, Action reports, seminars, digital news	Non-EU regulat.
Action reports, seminars, digital news	Risk managers
Seminars, press releases, digital news	Farmers
Press releases	Public

Figure 6 – The role of Science Communication Committee



4. Revision of communication strategy

- ▶ Deliver date of the Revised version: **End of October**
 - ▶ Can still be edited and improved afterwards



4. Revision of communication strategy

- ▶ Potential improvements:
 - ▶ Identification of key messages of the project (could be used from the general video)
 - ▶ Link key messages with specific stakeholders
 - ▶ How to get information for dissemination? WG leaders could ask participants for results and transfer them to communication team

- ▶ More ideas...





4. Other (& open discussion)

- ▶ Outputs of the project to be disseminated - send to my e-mail anamarija.zagar@nib.si
- ▶ Ask STSM participants to either do a VIDEO or a POSTER (to represent it on a conference or just for our dissemination use)
- ▶ Buy photos to use them in dissemination (approx 300 eur)

Thank you for your attention



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PERIAMAR (CA18221) GM2, 22 Sep 2022

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