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Communication Strategy (D5.2)

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1. ECOTIP's communication objectives

How does communication help achieve ECOTIP's objectives?

Communication, as defined by the European Commission: Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange of information.

Communication plays a crucial and integral part in achieving ECOTIP's objectives. The research undertaken in ECOTIP does not operate in isolation but will need to interact with a whole diversity of stakeholders to get the work done and collaborate with other scientists, to interact with local communities and other non-scientific stakeholders, and to influence policy at various levels and create lasting impact. It is essential that the various target groups of ECOTIP are informed in a timely and appropriate manner about the project, using the right communication channels.

For this reason, this Communication Strategy has been developed to guide the strategic development and use of various communication tools in order to achieve ECOTIP's overall objectives and stated impact.

ECOTIP's Objectives:

- To map the current biodiversity of Arctic marine ecosystems and its past and present interaction with external drivers (multiple stressors), using traits as a measure of functional diversity
- To investigate the vulnerability of marine communities (with different trait compositions), functions and ecosystem services to multiple climatic and non-climatic stressors, and to determine their potential for ecosystem tipping points
- To use the analysis of functional (trait) diversity to predict changes a) in the local production and type of fisheries and b) in carbon sequestration by biological pump under multiple anthropogenic stressors
- To engage in dialogue and co-creation of alternative governance structures and adaptation strategies for the local and indigenous communities, as well as industries and regulatory authorities
- To ensure effective exploitation of the project results in international scientific assessments of Arctic biodiversity change and by policy-makers, to ensure dialogue, communication and dissemination to indigenous societies and European citizens, and to provide recommendations for optimizing the monitoring of Arctic biodiversity and ecosystem services

This plan is guided by a series of simple questions:

- Who should be informed about the project? (target audiences)
- Why do the target audiences need to know about the project?
- What should they be informed about? (key topics or information)
- How should the project seek to inform them? (channels and tools to use)
- When should they be informed?
- What reaction or change is expected within the target audience? (intended result)

2. ECOTIP's Target audiences

In the proposal phase, the consortium identified the following target groups for ECOTIP, which remain highly relevant. In practise, some of the target groups may not be so easily pigeon-holed and may relate to one or more categories, as noted in a few instances below. Table 3 below, and Table 3 in the Plan for Dissemination and Exploitation of Results (PEDR), elaborate on the strategies for communicating and disseminating to these target groups.

Scientific community (including early career scientists): includes the scientific networks and communities of the partner institutions themselves; it includes a number of international research projects and programs such as IMBeR, IOCCP and US OCB, and it includes the cluster of research projects such as FACE-IT and Charter that are undertaking similar work in the field. The scientific community further includes early career scientists and PhD students.

Scientific advisory bodies: include some of the major scientific global and regional scientific assessment processes including the IPCC, IPBES, as well as working groups and expert panels linked to these processes including the GOOS Expert panels. Furthermore, it includes the Arctic Council and its working groups, and ICES including its newly established ICES Working Group on Integrated Ecosystem Assessments in the Greenland Sea.

EU, UN and other international organisations: ECOTIP mainly seeks to target and inform EU policy including the Arctic policy and Blue Growth policies and related activities including contributing to EU PolarNet 2 and the Polar Cluster. Other target institutions and groups in this category include the United Nations including processes such as the UN (Arctic) Ocean Decade, projects and initiatives under the United National Environment Programme, and the European Environment Agency.

National ministries and authorities – they are an important stakeholder in Greenland (see below). Also, for a number of scientific advisory bodies, close liaison with national focal points and representatives is essential for ECOTIP to engage successfully in such processes. Such entry points are elaborated further in the PEDR.

Greenlandic Stakeholders: The target (sub-)groups are now elaborated in more detail compared to the project proposal including in Table 3 below and in the PEDR. In practice, this group includes the private sector (e.g. Royal Greenland and its sub-entities), and National Ministries and local municipalities and some NGOs too.

Non-governmental organisations, private sector and industry

ECOTIP's research and activities are relevant to both NGOs and the private sector in Greenland, and in the larger frame of the Arctic. In Greenland (as mentioned above), important stakeholders identified include some NGOs (WWF) and a number of private sector organisations (mainly fisheries, including Royal Greenland). Other NGOs include the Lighthouse Foundation, Oceana and others. Private sector organisations or umbrella organisations, such as the European Fishmeal and Fish Oil Producers and other diverse interest organisations ranging from fisheries to pollution management, are also relevant.

European citizens, including media outlets and science multipliers

European citizens are a diverse group but remains important in the sense that it links all the research back to societal benefit in Europe. Table 3 below has identified a number of more specific targets within this category.

3. ECOTIP's communication channels for each target audience

The following table is a summary. Please see section 3 for further details on the channels, and section 4 for the timeline and responsibilities.

ECOTIP's identified target audiences	Why do we want to communicate to this audience? Why/how are they relevant to ECOTIP?	What are our <u>communication</u> objectives to this audience? What do we want to achieve by communicating to them?	What <u>type of messaging</u> should we adopt in our communication? What type of language should we adopt? How scientific should our messaging be?	How might we want to communicate with them? What channels/products might we want to use?	Who should communicate with them? What roles for each consortium members?	When should we communicate?
Scientific community including: <ul style="list-style-type: none"> Individual scientists Early career scientists Specific scientific groups including: <ul style="list-style-type: none"> Integrated Marine Biosphere Research (IMBeR) Human Dimensions Working Group Scientific Committee on Oceanic Research (SCOR) Working Group 149: "Changing Ocean Biological Systems (COBS): Other specific EU Cluster and specific projects) – FACE-It & Charter Life Projects Nature and Biodiversity Earth Observation projects 	<p>Scientists working in the same or similar fields need to be informed about ECOTIP's ongoing work in order to strengthen science collaboration, avoid duplication of work, strengthen synergies, make use of the science being produced for further research and make use of the data.</p> <p>Early-career scientists are a specific target for ECOTIP.</p>	<p>Inform the scientific community specifically about the science being undertaken in the project and what results and expected impacts can be expected: various work packages, key milestones and products and data being produced, and opportunities to collaborate.</p> <p>We want to inform early-career scientists of the opportunity to undertake communications trainings.</p>	<p>Messaging will be as scientific as needed to inform and communicate with other scientists.</p>	<p>Social media channels including partner institution channels</p> <p>Scientific networks</p> <p>Scientific conferences</p> <p>Website/flyers/other comms products</p> <p>EU Polar Cluster and other network initiatives</p>	<p>Each partner has the opportunity to communicate about ECOTIP</p> <p>DTU – overall coordination of events and full overview of science</p> <p>GRID-Arendal – making specific communication products available to partners</p> <p>GRID-Arendal and partners conducting communication training for early-career scientists</p>	<p>Ongoing by each partner through life of the project</p> <p>See calendar of events for conferences, etc.</p> <p>Month 18 for training of early-career scientists</p>

Scientific advisory bodies Major scientific assessments and groups <ul style="list-style-type: none"> • IPCC • IPBES • UN World Ocean Assessment • GOOS Expert Panel • Working Groups of the Arctic Council including CAFF, AMAP, PAME • IASC • ICES Working group on Integrated Ocean Assessment 	ECOTIP is designed to address knowledge gaps that these scientific advisory bodies seek to fill. Furthermore, ECOTIP has the opportunity to influence policy by contributing to important science-policy assessments.	Inform and engage these bodies early on and highlight the important work and research that ECOTIP will be undertaking and how this can potentially contribute to ongoing or planned assessments and other processes.	Messaging will be as scientific as needed to inform and communicate with other scientists as well as coordinating lead authors of assessments.	Speaking at science-policy conferences Attending specific working group meetings to inform about ongoing and planned work Informing national representatives of relevance of ECOTIP and possible nomination of experts for specific assessments	WP5 coordinate specific efforts with Arctic Council, UN Arctic Ocean Decade, GOOS, other DTU – ICES, others where needed	As and when opportunities arise and in line with planned processes and assessments
EU and other international bodies <ul style="list-style-type: none"> • EU policy including Arctic and blue growth • EEA • UN Environment 	The EU sets overarching policy and strategies which also influence the Arctic. Key policies include “An integrated European Union policy for the Arctic” and the EU Blue Growth Strategy.	<p>We want to inform the EU and relevant structures that ECOTIP can provide new insights into the effects of increasing economic activities (shipping, mining, oil exploration) on the Arctic ecosystems and their services, to contribute to regulatory frameworks on sustainable use of marine resources like the EU Blue Growth Strategy and the EU Arctic Policy.</p> <p>The EU Arctic policy also states that the EU should work with regions in the Arctic to draw up appropriate adaptation and mitigation measures that take account of the local circumstances and special nature of the Arctic regions. This is also aligned with ECOTIP objectives and something ECOTIP will be able to provide.</p>	<p>Present clear and cohesive arguments supported by the evidence from the research. Address the needs of specific targets (i.e. EU actors or local municipality actors).</p> <p>Clear and feasible recommendations that are linked to relevant policy processes.</p> <p>Language should be understandable for non-specialists and visual tools should be used to engage the readers and assist communicating the findings</p>	<p>EU Polar Cluster and related EU-specific events: this is the primary vehicle for ECOTIP to communicate with and to the EU.</p> <p>Maintain close and regular contact with ECOTIP’s project officer</p> <p>Social media and news including specific targeting and help from EU comms desk</p>	DTU and WP5 with involvement of all partners	Regular EU Polar Cluster meetings and events
Greenlandic stakeholders, including local and indigenous communities and some private sector organisations	ECOTIP will produce scientific results, including in the social sciences, that will be highly relevant to Greenlandic stakeholders. ECOTIP	<p>We want to Inform Greenlandic stakeholders of the objectives of ECOTIP and how the project is relevant to them.</p> <p>We want to engage in two-way communication to identify general</p>	There should be a clear scientific backing in messages to these stakeholders, but the messages should be delivered	Individual conversations with key stakeholders over by phone, online chat, in person or other methods	WP4 takes lead in coordinating communications with support from WP5 (see Stakeholder engagement section in this document)	Before and during the first stakeholder meetings, subsequent WP4 visits and thereafter on a need’s basis

<ul style="list-style-type: none"> Greenland Institute of Natural Resources /the Climate research Centre SQAPK (travels or online) Greenland Employers (also representing the three below) Royal Greenland Polar Seafood Municipalities Ministry of fisheries etc. Ministry of environment etc. Ministry of industry etc. Youth ICC WWF 	<p>will need to engage and jointly collaborate with these stakeholders, to shape the research focus, obtain indigenous and local knowledge, and encourage policymakers to consider and use the science and policy recommendations.</p>	<p>concerns and priorities for biodiversity and fisheries, to ensure relevance of research to their needs.</p> <p>We want to clearly communicate how we will engage them as “equal partners” or “advisors” throughout the project, including through use of their traditional knowledge.</p>	<p>in accessible language. There should be other messaging components that emphasise the human factor and may result in an emotional response.</p> <p>Messages should not only highlight issues and problems, but also offer solutions and alternatives that are practical and achievable.</p>	<p>Dedicated stakeholder meetings and other public outreach events in Greenland</p> <p>Engagement with local newspaper media</p> <p>Website (possible translation into Greenlandic)</p> <p>Direct and strategic engagement through social media (e.g. Facebook has high use in Greenland)</p> <p>In all the above, it’s important to elevate the voices of those who are seeing evidence of and experiencing these “tipping points” already.</p>		
<p>NGOs and the Private Sector</p> <ul style="list-style-type: none"> See above list for Greenland-specific list Other include: <ul style="list-style-type: none"> Lighthouse Foundation Oceana European Fishmeal and Fish Oil Producers (EFFOP) 	<p>NGOs do lobbying. They need science and information to put forward the best arguments. ECOTIP can provide some of that science and those arguments.</p> <p>Private sector umbrella organisations represent the interests of companies</p>	<p>We want better decision making and more engagement amongst civil society. NGOs have the power to influence politicians and shape public opinion. They can be a positive channel to bring relevant and accurate science to the attention of the general public and decision makers.</p> <p>We want to improve the decision-making framework for companies to improve their sustainability</p>	<p>Focus on the upcoming research results that will be relevant to their work. This includes facts and figures related to stressors as well as adaptation solutions.</p> <p>Simple to medium language with scientific terms explained.</p>	<p>Direct engagement through workshops and events</p> <p>Social media with direct tagging</p> <p>Distribution list for reports and policy papers</p>	<p>All partners, WP4 in lead for Greenland-specific</p>	<p>When there are more results</p>
<p>European citizens</p> <p>Teachers and students at middle to high school</p> <p>Families with young children</p> <p>Students at universities</p> <p>Interested adults with environmental and scientific interest</p>	<p>European citizens: They have a say in politics. They can be part of the solution. ECOTIP is funded by them. We will focus mainly on the younger generation.</p> <p>Teachers and students: They shape</p>	<p>European citizens: Take responsible decisions in their daily lives.</p> <p>Teachers and students: More interested students will lead to better understanding of ocean ecosystems and potentially larger changes in the society.</p> <p>Families with young children: Increase the engagement and understanding of ecosystems.</p>	<p>European citizens: Simple language, no scientific terms, focus on inspiration and engagement rather than critical messages.</p> <p>Teachers and students: What do we know about the ocean ecosystem?</p>	<p>Traditional media (See media strategy)</p> <p>Photo exhibit planned for zoos, aquariums and/or museums</p> <p>Social media</p> <p>Science magazines</p> <p>Public lectures and other opportunities</p>	<p>GRID-Arendal: specific products (e.g. media engagement, social media, photo exhibit)</p> <p>All partners: public lectures</p> <p>All partners: feeding of information and collaboration with GRID-Arendal to</p>	<p>General social media engagement at the start of the project (video, etc)</p> <p>Media engagement on a rolling basis when new results are available</p> <p>Photo exhibition in month 30</p>

	<p>the knowledge of the society</p> <p>Families with young children: They teach their children to become curious and engaged</p> <p>Students at universities: The world is in their hands and they absorb knowledge and information</p> <p>Interested adults in the population who read newspapers and magazines</p>	<p>Students at universities: Students are soon to start their professional careers and will take better decisions if informed during their studies. They are still open-minded and can bring up important discussions in society.</p>	<p>The world under water is fascinating.</p> <p>Families with young children: Make children interested in the ocean.</p> <p>Students at universities: What are the parts of the ocean ecosystem, and how are they connected? Ecosystem value chain. Small changes in the chain make big impacts on the ecosystem, with examples of today's situation.</p>	<p>Frontiers for Young Minds – science journal for 11-15 years old</p>	<p>prepare press releases and other media material</p>	<p>Publish in magazines when new interesting results are available</p> <p>Public lectures</p>
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4. Communication Tools currently available and planned

4.1 Internal communications

Internal communication is key for the smooth implementation of the project. The partners will therefore ensure that there is good housekeeping, easy guidelines and all necessary IT-means to ensure good and frequent communication without overwhelming the partners with too much information.

- Steering Committee Meetings happen every 2-3 months: these will be conducted online. Progress of the task meetings (see below) will be reported at the steering group meetings.
- Work Package Meetings take place as and when they are needed and called for by Work package leads and their members
- Task groups, storyline groups and other ad-hoc groups are created as and when needed and are comprised of individuals from across the work packages
- General Assembly – this is an in-person meeting arranged once a year

Communication Portals and platforms:

- Email lists: a dedicated ECOTIP email list exists which includes all the contact emails of partners. This list is kept up-to-date by DTU and will take care of the everyday internal communication.
- Slack: Slack is the primary online platform to be used by all project partners. In order to ensure a smoother communication across the work packages and to keep email threads and discussions to a minimum (also bearing in mind it becomes difficult to track discussions over email), Slack should be prioritized over email as the way to keep in touch within and across Work packages and other groups.
- Files and data storage system: IOPAN will establish an online cloud system (based on NextCloud) which will be operational by end of 2020.
- Zoom meetings, Team meetings, Skype and other meeting platforms: generally speaking, the person organizing the meeting is responsible for choosing the platform to host a call on.

4.2 External communications

An important note about Ethics: ECOTIP conforms to GDPR and a number of measures have been put in place to ensure and protect personal data in ECOTIP, including in the use of data for several communication products. Please refer to The Ethics Deliverable, D7.1.

Visual Identify, Logos etc.

ECOTIP's visual identity consists of a series of consistent graphical elements which will be used across all communication products during the lifetime of the project, helping ECOTIP to easily stand out and be recognizable. These will all be made available on the NextCloud.

ECOTIP Logo

The logo is available in colour and black and white. The logo will be used across all ECOTIP communication products including presentations by partners at conferences and other events. We encourage all partners to use the logo in any correspondence (e.g. email signatures) while working on the project.



Technical information – for publishing:

- Logo colours are CMYK 50-0-0-0 and 85-50-0-0.
- Logo font is Myriad Pro

N.B.!! In any public products, the use of the EU emblem including grant number is required in order to acknowledge the European Commission as the funder of the project.

Several versions exist of the EU emblem and logo, depending on what you need it for, including blue text, black and white text, short version and long version.



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Word and PPT templates

A series of Microsoft Word and PowerPoint templates have been developed. All partners are encouraged to use these templates in written correspondence, as cover page for Deliverables, and when presenting ECOTIP to various target audiences. The templates are designed to be as simple and clean as possible to allow maximum flexibility.



Illustrations

A library of illustrations will also be made available for ECOTIP. These consist of drawings representing biodiversity, scientists and activities in Greenland. These illustrations will be used stand-alone on the website as icons, as well as within the ECOTIP map and ECOTIP illustration, both of which will form part of the media package.

Website

The ECOTIP website is available at ecotip-arctic.eu. The website is designed to serve as a tool for both Communications and Dissemination tool by:

- providing an informative overview of what ECOTIP aims to do (objectives), how (work package design and activities), by whom (partners and third-party institutions)
- providing key contact information for the project and individuals involved, to be used by other interested scientists, media and other institutions
- providing key results from the project through a dedicated Publications and Results section
- providing access to the latest news from the project
- providing an easy gateway to social media

The target audiences for the website are mainly the scientific community, scientific and advisory bodies, national ministries, NGOs and to a certain extent the private sector. Thus, the information posted on the website is of a fairly technical nature and suited to an informed audience. The website is also targeted at indigenous and local communities in Greenland. For this, WP5 will explore with WP4 the need for translating certain sections of the website into Greenlandic or Danish. The website is not intended directly for European citizens – there are other, better channels for this audience. However, it does provide a gateway for journalists to access key information.

As the project evolves, more information will be added to the website and it will grow. WP5, led by GRID-Arendal, will post periodic updates to the website, relying on other partner institutions for information.

The roles and responsibilities regarding the website and how often and when it will be updated are outlined in “Roles and Responsibilities”.

Social media

Please see the social media strategy at the end of this document in the Annex for full details of this strategy. ECOTIP will develop content primarily for two platforms: Facebook, and Twitter. An ECOTIP page has been created for Facebook, which will serve as a useful online platform to share results, announce events, and keep the community of followers updated about the project. Social media messages will also be prepared for Twitter, although we rely on the partners to share information through their own channels. For the moment, no Twitter account has been created to ECOTIP.

Platform	Handle & hashtag
Facebook	@EcoTipArctic (handle) https://www.facebook.com/EcoTipArctic
Twitter	#EcoTipArctic
Instagram	#EcoTipArctic

Press releases & media package

Press releases are part of the overall media strategy and will be developed in advance of any notable publications to get the word out to media. Please see the Annex for further details on the media strategy.

Press releases, as well as a series of royalty-free photos and other material including illustrations and maps, will be made available through a **media package** for ECOTIP. The media package will be housed

on the ECOTIP website in the “Newsroom” section. At a minimum, the media package will contain 1) an illustration explaining the ECOTIP processes and 2) a map explaining the various sampling areas and efforts of ECOTIP. Both are under preparation and will be finalized by the end of 2020.

GRID-Arendal will also create a **folder on the website linked through the Newsroom page** for royalty-free photos that journalists, researchers and others can use. All ECOTIP partners will be invited to contribute photos to this album.

Roll-ups, flyers and posters

Roll-ups and posters will be created for ECOTIP based on specific expressed need from partners, for example ahead of important events. A general ECOTIP flyer will also be produced, depending on expressed need.

Videos

Short 1-2 minute clips: ECOTIP will produce a series of videos in the popular “NowThis News” style, made to be posted on social media. They will be under two minutes each in length, and tell a story using text on screen over related images or videos, so that viewers can watch on their phones without sound. The goal of these videos is to draw viewers in with their stunning visuals of Greenland or other areas, convey easily digestible scientific information about the ECOTIP project, and be highly shareable, leading viewers to the website to learn more. The audience is intended to be broad and include the general public, scientists, EU institutions, etc.

Additional video opportunities: Other opportunities for producing interesting videos and getting interesting footage for the short video series will be sought throughout the project. Scientists may be asked to take short clips during their fieldwork. Communications experts will seek out opportunities to interview scientists during General Assembly meetings and stakeholders during various events.

International conferences, events, workshops and stakeholder meetings

ECOTIP will engage in a number of possible events in 2020 and 2021 and a selection of candidate events is included below. This calendar of events will be updated regularly and will provide a good planning tool to see what communication support can be provided by WP5.

Mapping of relevant upcoming events of interest to ECOTIP		
Event /Category	Date	Role / Institutions present (if known)

European Polar Science Week	October 2020	Speaking at public EU Cluster Meeting (DTU) EU Cluster representation – closed meeting (GRID-Arendal, DTU) Co-organising dedicated session (DTU, others?)
MBON-MODIV workshop on plankton modelling data requirements	November 2020	Agenda co-developed by IOPAN. IOPAN and DTU attending on behalf of ECOTIP.
International Virtual Conference on “The use of Environmental DNA (eDNA) in Marine Environments: Opportunities and Challenges”	December 2020	Attending (DTU)
Arctic Circle	Reykjavik: 14/17 October 2021	ECOTIP sponsored session (DTU, AB, Advisory board)
ASLO/AGU Aquatic Sciences Meeting 2021	JUN 22 - 27, 2021 Palma de Mallorca, Spain	TBC
ASLO/AGU Ocean Sciences Meeting 2022	FEB 27-MAR 4, 2022 Honolulu, HI, USA	TBC
EGU General Assembly 2021	Vienna, Austria 25–30 April 2021	TBC
EGU General Assembly 2022	Vienna, Austria 3–8 April 2022	TBC

Polar Cluster meetings	Meets yearly (time to be confirmed)	TBC
Arctic Frontiers	Jan 2021 / 2022 / 2023	TBC
Arctic Council Working Group Meetings	Feb 2021 - CAFF Board Meeting	TBC

EU Polar Cluster

ECOTIP is part of the EU Polar Cluster of projects: <https://www.polarcluster.eu>. The EU Polar Cluster is currently a network of 21 EU-funded projects. The cluster thus merges a broad spectrum of research and coordination activities - ranging from the most up-to-date findings on permafrost and sea ice, from enhancing observation to improving predictions, and from networking research stations to coordinating access to icebreakers.

The added value for ECOTIP to be part of the cluster includes:

- Higher impacts than single project's outputs
- Upscale collective projects' efforts
- Increased knowledge sharing
- Less but better engagement with stakeholders
- Greater visibility
- Better use of citizens' money

One of the principal means for ECOTIP to engage with the Cluster is through its tasks groups, which include the Communication and Dissemination; Policy; Education and Training; Data; and Stakeholder interactions.

Stakeholder meetings in Greenland and elsewhere

In the initial stages of ECOTIP, we will prepare for and hold a stakeholder meeting in Greenland, which will provide a good opportunity to initiate contact with Greenlandic stakeholders and invite them into discussions about ECOTIP.

WP5 will work closely with the Greenland Institute of Natural Resources and other WP4 colleagues, including within the Stakeholder Task Force, to ensure that communication objectives in Greenland will be met. The same task force will ensure that ECOTIP activities are well communicated to the national media, including Sermitsiaq (paper + web) and KNR (web, radio + TV). The stakeholder meetings will provide us with further information and guidance on how to further develop communication tools such as the photo exhibit.

Targeted briefings for policy makers

Face to face meetings are an important dissemination tool and ECOTIP will use these where necessary. Table 3 within the Plan for the Dissemination and Exploitation of Results provides an overview of the possible face to face briefings.

Key ECOTIP publications

A number of flagship products are planned which include a series of policy briefs, an adaptation cookbook and possibly other short publications based on need and opportunity. While these Key ECOTIP publications are designed as dissemination products, they will also serve for communication. Details of these publication are elaborated further under the Plan for the Dissemination and Exploitation of Results.

Training activities: Communication training for early-career scientists

ECOTIP will organize a workshop for early-career researchers on how to better communicate their work to non-scientists. The exact format and its location (e.g., as a summer course in the field or back-to-back with a conference) will be developed over the course of the first year of the project. Possible sessions could include:

- Op-ed and journalistic style writing: Writing an academic paper is very different from writing a piece of journalism. Practicing and perfecting that conversational tone, breaking up massive paragraphs, and using simplified language are all key components of journalistic writing, which will be covered in this session.
- Talking to journalists: This session will focus on how to be interviewed by a journalist. At times there can seem to be a disconnect between scientists and journalists, since journalists are looking to simplify things and create eye-catching headlines, while scientists often hesitate to generalize and use complicated and specific terminology that can be difficult to decode. This session will focus on how to find that middle ground and effectively communicate research.
- Communicating science on social media: Many researchers are building large followings on different social media platforms to communicate their own research and contribute to public discourse on their fields of expertise. This section will discuss the pros and cons of this form of science communication and best practices on how to cultivate a following.
- Photography and videography basics: This session will focus on the fundamentals of photography and videography from lighting to framing and beyond. Basic photo and video skills will not only help scientists communicate their research on social media and share “behind the scenes” content, but could also aid in academic documentation of research.
- Slideshow and presentation best practices: Presenting in front of an audience can be daunting, and this session will focus on how to tailor a presentation to different audiences (from a specialized audience, to a general scientific audience, to the general public) and how to make a slideshow that keeps the audience engaged.

In developing the above training opportunity, opportunities to join forces with other projects e.g. FACE-IT or the EU Polar Cluster projects, will be explored.

ECOTIP photo exhibit

The ECOTIP photo exhibit (D 5.5, Month 30) is planned to be a flagship communication and dissemination product for the project, highlighting key results as well as local stories and packaging it into a compelling format for a public audience. It will be launched in a high-profile, high-traffic area in Europe to give the project and its messages maximum visibility.

Early concept development will start in the first year of the project and will be led by WP5 with input from other Work packages. The stakeholder meetings in Greenland will be used to scope possible ideas and seek partnerships with local institutions and individuals. The exhibit will explore the possibility of collaborating with youth or other groups in Greenland to allow them to tell their stories, while also incorporating scientific knowledge from the project.

ECOTIP will use its existing network of contacts within EU institutions, national museums, zoos and aquariums to scope our possible venue(s) for the exhibit, also including within Greenland first before moving to mainland Europe. In close collaboration with the EU project advisor, special effort will be made to find a suitable occasion for launching the exhibit at a relevant EU location (e.g., the EU Parliament or in collaboration with a policy brief together with the EU Polar Cluster).

Frontiers for Young Minds – Science Journal for Kids

Frontiers for Young Minds. <https://kids.frontiersin.org> is a science journal committed to providing high-quality, plain-language articles about cutting-edge science for ages 8-11 or 12-15 years old. Researchers have a chance to reframe their work in language that can be understood by younger audiences, and will need to respond to and integrate the feedback provided by their Young Reviewers.

5. Responsibilities and timelines

5.1 Website operations and responsibilities

Description of tasks	Who is responsible	When
Periodic updating of website pages to reflect new information on the project	<ul style="list-style-type: none"> GRID-Arendal, with input from all partners as needed 	Review and update of the website on a bi-annual basis (x2 times a year)
Highlighting new results through the Publications & Results section	<ul style="list-style-type: none"> Any partners who are lead OR contributing authors are responsible for notifying WP5 of new publications and providing links to the publication article. GRID-Arendal will put the news on the website. 	On a rolling basis – when journal articles or other results are available
Highlighting press releases on release of ECOTIP research with high public relevance <u>(Please refer to the Annex on the media strategy)</u>	<ul style="list-style-type: none"> Any partners who are the lead or contributing author should get in touch with GRID-Arendal well in advance. GRID-Arendal will put the press release and additional material on the website. 	On a rolling basis (<i>see below, media outreach responsibilities</i>). Partners should contact GRID-Arendal at <u>least 6 weeks</u> in advance of expected publication, so that GRID-Arendal can help prepare a press release and reach out to various media.
Highlighting <u>external</u> news stories on the website <u>(Please refer to the Annex on the News and media strategy)</u>	<ul style="list-style-type: none"> Any partners who are aware of or have facilitated news in <i>external media</i> (e.g. in newspapers, online media platforms, etc) should send the link to GRID-Arendal. GRID-Arendal will highlight the coverage the website 	On a rolling basis – when news is published

Gathering website analytics	<ul style="list-style-type: none"> GRID-Arendal will collect data on number and type of visits for both reporting purposes and as a means of improving the design and functionality of the website. 	On a bi-annual basis, aligned with the periodic updating of the website – see <i>Monitoring and Evaluation</i> below for more info
Translation of parts of the website and creation of a section in Greenlandic	<ul style="list-style-type: none"> GRID-Arendal and WP4 will discuss the need for such a translation and decide on a course of action. 	To be decided based on expressed need by WP4.

5.2 Media outreach responsibilities

Description of tasks	Who is responsible	When
Create a calendar of activities and publications (<i>Excel sheet tracking deliverables, plans for communication/dissemination and related events</i>)	WP5 with input from partners	December 2020 for initial calendar; updates will be ongoing
Create initial media list of outlets and journalists to contact	GRID-Arendal with input from partners	December 2020 for initial list; updates will be ongoing
Write press releases	GRID-Arendal in collaboration with researchers and partner institution press offices	When notable new papers are published
Direct outreach to reporters	GRID-Arendal in collaboration with partner institutions press offices	When notable new papers are published or other events create opportunities
Arranging media visits or trips to research sites or on cruises	GRID-Arendal in collaboration with researchers and partners	When good opportunities arise
Monitoring news to find outlets and journalists covering our issues	GRID-Arendal	Ongoing

5.3 Social Media Strategy

Description of tasks	Who is responsible	When
Create social media account (Facebook)	GRID-Arendal	October 2020

Develop social media content	GRID-Arendal, with input and participation from all partners and their respective institutional media focal points	When new results or notable news from the project is available
Create a list of contacts responsible for social media at all partner institutions	GRID-Arendal with input from all partners	By end of 2020
Monitor impact and analytics	GRID-Arendal in collaboration with partner institutions	Every 3 months

6. Monitoring and Evaluation of Communication Efforts

WP5 will take the overall lead in collecting important statistics and key performance indicators when it comes to Communication efforts, while partners are all responsible for tracking information and providing input on their own activities.

Key Performance Indicator	Specific Indicator	Roles / Responsibilities
KPI 1: Online communications reach, (social) media footprint	Number of website unique visitors/ unique visits/pageviews over a given time period	WP5 with input from partners
	Number of downloads of information products, estimated readership	WP5 with input from partners
	Audience statistics for both print and online media reach (on other platforms)	WP5 with input from partners
KPI 2: Face-to-face meetings	Number of people attending events including presentations, public lectures, etc.	All partners responsible for gathering estimates of number of people attending events (in person or online) – will be collated by WP5
	User feedback on quality and design of products targeted at different audiences.	All partners responsible for keeping testimonials (e.g. written emails or other) expressing user feedback – will be collated by WP5
KPI 3: Policy impact	Appearance or mention of ECOTIP research results or recommendations in policy documents and or documents informing policy processes ranging from local to global	All partners responsible for monitoring where relevant, WP5 will collate
KPI 4: Science impact	Number of publications, number of citations, number of reads and downloads from preprint repositories (e.g. journal websites, ResearchGate). Citations will also be tracked on Google Scholar.	All partners responsible for monitoring where relevant their publications, WP5 will collate
KPI 5: Collaboration and synergies	Number of partners engaged in activities led by or co-organized by ECOTIP	All partners, WP5 will collate
	Number of cluster activities sponsored/co-organized	All partners, WP5 will collate

KPI 6: Local and indigenous societies	Number of outputs from stakeholders with regards to expert opinion in Bayesian model development	All partners, WP5 will collate
	Number of users of assessment tools	All partners especially WP4, WP 5 will collate
	Documented instances where the project has had an influence on Indigenous and local society members	All partners but especially WP4 – WP5 will collate

7. Annex – Practical Guides

7.1 ECOTIP media outreach strategy

News media outlets are an important channel through which to reach a number of our target audiences. We will work to earn media exposure for ECOTIP as a whole and for its specific research projects, papers, and results. By getting coverage of ECOTIP in different types of media outlets, we can reach different types of audiences, including scientists, policy makers, and the general public.

GRID-Arendal will lead the media strategy, but active participation from all partners and their institutions is needed to make the strategy successful.

Key activities:

- Developing and updating an activity and publication calendar
 - We need to be well prepared internally to understand what notable new activities are being launched and what results are being made publicly available, when, and by whom. Partners should make GRID-Arendal aware of new activities, forthcoming articles, or major results at least two to three months in advance of launch or planned publication.
- Writing and distributing press releases
 - GRID-Arendal will work to prepare press releases and other promotional materials as needed, coordinating with press offices in partner institutions to the extent possible.
 - GRID-Arendal will have an initial meeting with researcher(s) to discuss the forthcoming publication, main points to be communicated, people to be quoted, photos or graphics to be shared, etc.
 - GRID-Arendal, researchers, and their institutions' press offices will collaborate to write, edit, and finalize the press release.
 - GRID-Arendal will distribute press releases through EurekAlert, through the ECOTIP website and social media accounts, and through relevant email lists.
 - Partner institution press offices will distribute press releases to their networks and contacts.
- Conducting outreach to journalists
 - GRID-Arendal will share press releases or other information directly with journalists whose beats encompass ECOTIP topics.
 - In certain cases, GRID-Arendal can share advance embargoed copies of research results with journalists who are especially likely to be interested.
 - Partner institution press offices will do outreach to their networks and contacts.
- Hosting journalists to directly observe ECOTIP work
 - GRID-Arendal will collaborate with partner institutions to identify good opportunities for in-person engagement with journalists, e.g., inviting them to join a cruise or attend a research-related event.
 - GRID-Arendal will coordinate any in-person journalist visits and do follow-up.

- Preparing researchers to talk with journalists
 - When journalists are interested in reporting on ECOTIP, GRID-Arendal can work with researchers to develop talking points and prepare to be interviewed.
 - Such a training programme can be considered for the early-career training workshop
- Pitching op-eds and opinion pieces
 - GRID-Arendal will brainstorm and collaborate with researchers to identify good opportunities for researchers to publish opinion pieces in newspapers, magazines, and news websites.
 - GRID-Arendal will collaborate with researchers to write and edit opinion pieces.
 - GRID-Arendal will work to place opinion pieces in appropriate media outlets.
- Writing letters to the editor
 - GRID-Arendal will watch the news for good opportunities to weigh in with commentary via letters to the editor about articles on our focus areas.
 - GRID-Arendal will reach out to researchers about opportunities.
 - GRID-Arendal will collaborate with researchers to write and submit letters.
- Investigating sponsored content opportunities
 - GRID-Arendal will look into the possibility of placing sponsored content in key media outlets that reach target audiences.

Potential News Outlets to Target

GRID-Arendal will do outreach to a variety of news outlets to let them know about ECOTIP's work and published research. In addition to collaborating with institutions' press offices and targeting their networks of media contacts, GRID-Arendal will contact journalists at outlets such as the ones below. These lists will grow and evolve as the ECOTIP project progresses, and as partners share their contacts and recommendations.

- Science news outlets:
 - Target publications could include Science News, New Scientist, Popular Science, The Conversation, Horizon Magazine, ScienceDaily, Live Science, Undark
- European general and environmental news outlets:
 - Target publications could include The Economist, The Guardian, Politico EU, Climate Home News, Carbon Brief, Climate News Network
- Arctic and Greenland general and environmental news outlets:
 - Target publications could include Arctic Today, High North News, The Independent Barents Observer, The Arctic (Russian and English), The Arctic Sounder, Arctic Portal News Portlet, Greenlandtoday, KNR (Danish and Kalaallisut)
- Fishing industry news outlets:
 - Target publications could include SeafoodSource, IntraFish, Eurofish Magazine

7.2 ECOTIP social media strategy

Goal: Increase awareness about the tipping points in the Arctic. Make the target group understand their relation to the issue.

Channels: Facebook and Twitter

Target groups for social media:

- Twitter – policy makers in Europe and the Arctic working on climate and environment
- Facebook – students, scientists, organizations working on climate or Arctic issues; engaged citizens

ECOTIP will establish and maintain a presence on leading social media channels, including Twitter and Facebook, and our social media strategy focuses on disseminating messages through pre-existing social media accounts of partner institutions and individual researchers. The best way to reach our target audiences is by taking advantage of the social media followings that ECOTIP partners have already built up. Many partners have tens of thousands of loyal followers (see list below). A single project like ECOTIP is unlikely to build up such an audience over a four-year timeframe, but we can still reach large audiences by collaborating with partners and asking them to amplify our social messages.

As such, the success of ECOTIP's social media strategy will depend on active participation from partners. GRID-Arendal will take the lead on developing social media accounts and messages, and then will ask partners for cooperation and amplification.

To ensure that partner institutions and others share the ECOTIP messages, the strategy will be to make high-quality products for social media rather than daily updates. This will also increase the chance of wide sharing by the targeted groups. We will develop short videos with clear messages and high-quality photo content that triggers emotional connections. We will also share articles from news outlets that cover ECOTIP or related projects.

A list of institutional press officers/social media contact names will be maintained by GRID-Arendal and made available on NextCloud.

ECOTIP will not be active on Instagram, LinkedIn or Snapchat, as we have identified these platforms as less relevant for the target groups and communication goals.

Partners institutions social media account

Fisheries and Oceans Canada
Facebook: @FisheriesOceansCanada
Twitter: @FishOceansCAN

Technical University of Denmark
Facebook: @dtudk
Twitter: @DTUtweet

UiT The Arctic University of Norway
Facebook: @UniTromso
Twitter: @UiTromso

Marine and Freshwater Research Institute
Facebook: @hafrannsóknastofnun

University of Stirling
Facebook: @universityofstirling
Twitter: @StirUni

University of Copenhagen
Facebook: @universitet
Twitter: @uni_copenhagen @koebenhavns_uni

University of Vienna
Facebook: @univiennea
Twitter: @univiennea

Åbo Akademi University
Facebook: @aboakademi
Twitter: @aboakademi

Aarhus University

Facebook: @aarhusbss
Twitter: @AarhusUni

Helmholtz-Zentrum Geesthacht Centre for
Materials and Coastal Research
Facebook: @hzg.de
Twitter: @HZG_de

Aalborg University
Facebook: @AalborgUniversitet
@bluegovernance @AAUArctic
Twitter: @bluegovernance @aautech

Institute of Oceanology of the Polish Academy of
Sciences
Facebook: @InstytutOceanologiiPAN

GRID-Arendal
Facebook: @ArendalGRID
Twitter: @GRIDArendal

University of Tokyo
Facebook: @UTokyo.News.en
Twitter: @UTokyo_News_en

Hokkaido University
Facebook: @HokkaidoUni
Twitter: @HokkaidoUni

Greenland Institute of Natural Resources
Facebook: @GINRpinngortitaleriffik