

Integrating Activities for Advanced Communities



D1.3 - Communication Plan

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the Consortium (including the Commission Services)	
CO	Confidential, only for members of the Consortium (including the Commission Services)	

Table of Contents

Publishable Executive Summary	3
1. Introduction	4
2. External communication	4
2.1. Purpose.....	4
2.2. Users.....	4
2.3. External communication channels.....	4
3. Internal Communication	7
3.1. Purpose.....	7
3.2. Users.....	7
3.3. Internal communication channels.....	7

Publishable Executive Summary

INTERACT has a very important role to contribute with knowledge from the Arctic to the rest of the world. As climate change and its impacts are twice as fast in the Arctic and the impacts are global, the need for data from this region is huge. INTERACT has developed communication strategies for internal as well as external communication to be able to contribute to e.g. education, development of future mitigation and adaptation strategies and science diplomacy. This communication plan is however a living document that can change throughout the project period to ensure that we can use new opportunities of communication if they arise.

1. Introduction

INTERACT communicates with several thousands of people on an annual basis both within and outside of the project. The external users include everything from school kids, to university students, to politicians to general public. In INTERACT III, the communication mechanisms have been taken to the next level in a variety of ways. This communication plan has been divided into an external communication part and an internal communication part. The plan is considered a living document to allow flexibility in communication strategy during the project period if for example new opportunities are provided. The INTERACT Secretariat coordinates the internal as well as the external communication in the project.

2. External communication

2.1. Purpose

The purpose of INTERACT's external communication is to:

- promote INTERACT's vision, goals, offer, and results, to the general public;
- disseminate the results (e.g. the Educational Resources) of the project among the general public;
- communicate with interested individuals and institutions (post new messages/materials, answer questions).

2.2. Users

Any individual or institution interested in the project's activities.

2.3. External communication channels

External users will be made aware of the project's activities through a variety of mechanisms that range from providing resources for educators, new communication technology for local and Indigenous communities, policy briefings for decision makers and films to influence society at large. In INTERACT III the external communication will be carried out using the following channels:

- *INTERACT web site* INTERACT's main portal for information flow is its web site that is available at eu-interact.org . As all INTERACT products and resources are open access, all INTERACT's achievements are freely available via the web site. INTERACT's web site development is state of the art and targets many audiences. The products are reports, scientific papers resulting from JRAs and the resources include educational materials, virtual tours of Arctic environments and stations. The web site and its resources reach a wide audience including school children, undergraduate students, educators, the

general public, decision makers, researchers and local and Indigenous communities. The web site is used for both external and internal communication.

- *INTERACT Social Media* INTERACT has a Facebook page “@InteractArctic”, a twitter account at “INTERACT66” and an Instagram profile “eu_interact”. These are all used to reach out to external users about news, events, new products and everything that can be news worthy.
- *Presence at major Arctic meetings* INTERACT is attending all the major Arctic conferences and meetings such as the Arctic Circle, the Arctic Science Summit Week, ArcticNet, Arctic Frontiers and is often presented with a booth where external users can learn about the project, its products etc.
- *VA Single-Entry Point* for provision of Virtual Access to station-based data and metadata. This is embedded in the INTERACT website, and several new features and functionalities will be developed in INTERACT III. These functionalities are for open access data and metadata provision from the stations. <https://eu-interact.org/accessing-the-arctic/virtual-access/>
- *Films.* The Natural History Unit of BBC Studio Productions Limited is unrivalled in the quality of its films and world leading outreach to more than 1.5 billion people. This unique communication ability influences society for example raising the issues of plastics. In INTERACT III, BBC Studio Productions Limited will as a sub-contractor produce four films highlighting climate change impacts on Arctic environments.
- *Smart online Station catalogue.* This online catalogue communicates details of research stations and their surrounding environments as potential field sites for new excellent science by researchers from around the world. The attractive format is designed to be appealing and informative to decision makers and influential people. https://eu-interact.org/app/uploads/2020/03/INTERACT_StationCatalogue2020_web_2mar.pdf
- *Smart online field guide.* Field work in remote areas of the Arctic is potentially hazardous and requires special skills and preparation. The smart online field guide has been prepared by early career scientists (APECS) and it communicates perfectly with researchers doing field work in areas to which they are not accustomed and educators accessing the Arctic for the first time. It also communicates to experienced researchers as a check list and could be helpful to tourists. <https://eu-interact.org/app/uploads/2019/09/INTERACT-Fieldwork-Planning-Handbook.pdf>
- *Smart online pocket guide on data management.* Field work in the Arctic and monitoring at INTERACT research station generates a vast amount of data every year. It is of outmost

importance that this data is made available in open access databases. This pocket guide provides guidelines on how to ensure that data will be stored in a safe repository that will make the data widely available. https://eu-interact.org/app/uploads/2020/03/DataManagement_3folder_14x18_20feb.pdf

- *INTERACT Arctic Research Blogs.* To excite and inform the general public and to encourage future scientists, TA blogs are communicated by TA Users from their varied field sites all over the Arctic to all members of society. As many of the sites are remote and require specialised expertise to work in, these blogs give society an otherwise impossible experience which leads to a greater awareness of the value of the changing Arctic environment, its peoples, its beautiful landscapes and exotic wild life. <https://arcticresearch.wordpress.com/>
- *INTERACT GIS.* The numerous research stations cover a wide and diverse environmental envelope that has experienced research and monitoring activities for over 110 years in some cases. INTERACT GIS gathers meta data on past and ongoing monitoring and research projects and presents this information in a searchable, geographically explicit framework. INTERACT III will introduce thematic maps to the system in cooperation with relevant providers to give extensive contextual material to researchers. <https://interact-gis.org/>
- *Policy briefing and awareness meetings.* The great experience from the INTERACT community will be used to identify barriers of communication and transport across national borders that remain after the implementation of the Agreement on the Enhanced Arctic Scientific Cooperation signed and ratified by all Arctic eight countries in 2017 (in WP5). These suggestions will be presented by the European Polar Board via National Authorities to the Arctic Council. In addition, INTERACT III will give advice to governments on Arctic issues and will formulate recommendations for sustainable Arctic tourism.
- *Educational resources.* There is a growing awareness of the sensitivity to accelerated change which is leading to an increased demand for information by educators and the public. INTERACT works with the UK Wicked Weather Watch Charity and Polar Educators International and builds on Edu-Arctic's achievements to identify resources (and their preferred format required) by educators. INTERACT III will continue to design and provide these resources which include tailored packages on topics such as permafrost and glaciers and standalone resources such as process animations, photo gallery, glossary and webinars. The mass online outreach course on the changing Arctic

operated by the Coursera platform will be maintained. <https://eu-interact.org/arctic-awareness/>

3. Internal Communication

3.1. Purpose

The purpose of INTERACT's internal communication is to create a space for communication inside INTERACT: scientific mentoring, technology contacts, exchange of information, share of experience; to create possibility to ask questions on specific topics related to station management, scientific research, Transnational Access, administration & accounting aspects, etc.

3.2. Users

Internal communication is dedicated to INTERACT participants and it is available to registered users such as:

- INTERACT partners' employees
- Scientific Advisory Board
- Collaborating experts
- Transnational Access Applicants

3.3. Internal communication channels

In INTERACT III the internal communication will be carried out using the following methods and channels:

- *Full project integration* The fully integrated model used in INTERACT III explicitly follows a matrix structure in which all activities (coordination, networking activities, transnational access and JRAs) combine their different skills to tackle major societal challenges. This matrix structure ensures complete communication within the consortium.
- *"Watch dogs"* The coordination office will include specific "Watch dogs" that will communicate with the whole consortium to ensure successful innovation, data transfer and appropriate educational output.
- *INTERACT web site* The main portal for internal information flow is the web site that is available at eu-interact.org. The project partners find all deliverable reports,

information about upcoming events where INTERACT will be present, news items approximately twice week that keeps them up to date with ongoing activities in the project.

- *INTERACT Social Media* In addition to the official social media channels mentioned above, INTERACT has a Facebook page for INTERACT TA Users. This page presents upcoming TA opportunities, presents the research stations that are providing TA. It has proven to be an especially important communication channel to the TA users during the current COVID-19 situation when we need to be constantly updated on the progress in the different countries to see if TA visits is possible at all in the summer season 2020.
- *INTERACCESS* An on-line system (INTERACCESS) has been developed as an advanced tool for communication internally and externally and this innovates to provide communication among station managers, TA coordination, TA applicants and the TA Selection Panel.
- *Consortium meetings* The Coordinator ensures communication at all stages and to all partners by convening regular consortium meetings (general assemblies) as well as intermediate meetings if needed.
- *Station Managers' Forum meetings* The Station Managers' Forum explicitly assembles station managers to communicate on issues related to station management, to build awareness of developments in the JRAs, and to facilitate JRAs activities and to derive benefits from their results.
- *TA webinars* Webinars will be held for TA Users, Station Managers and administrative personnel related to Trans-national Access issues.
- *Station Managers' Forum seminars* These will increase the mutual knowledge on station management at INTERACT stations through share-of-knowledge seminars on environmental, operational, technical and safety aspects for station managers and/or technical staff.
- *Project Handbook (D1.1)* An easy overview about the project, upcoming milestones that should be reached and deliverables that should be submitted. In addition, information about who to contact when is included.
- *Alerting system* An automatic alerting system that will keep responsible informed by email, about upcoming due date (Deliverable to be released, Milestone to be reached, Late reminder).