



## KEPLER Deliverable Report

### Report on Deliverable D6.1

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<b>Deliverable name</b>	Communications plan		
<b>Scheduled delivery</b>	<b>month:</b> 03	<b>date:</b>	March 2019
<b>Actual delivery</b>	<b>month:</b> 03	<b>date:</b>	March 2019
<b>Report type</b>	Internal report		
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### Contributing authors

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### Context of deliverable within Work Package

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This deliverable outlines internal and external communications plans, and therefore involves all work packages and integrates across the project. See D6.2 for more information on the website and social media aspects of the project.

### Explanation of delays

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n/a





## Report

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### Overview

The communications strategy of KEPLER builds upon the following considerations and experiences:

- Traditional communication channels such as hard copies of research reports are no longer appropriate to reach many audiences as there are many new mediums through which people can and want to obtain information. These groups turn away from use of traditional mediums to obtain information. Social media, for example, has an increasingly important role to play as a communication tool and can also help to build an important two-way dialogue between the project and its stakeholders.
- The project's key messages should be at the heart of all communication, which also needs to be accessible, concise, and relevant to each stakeholder.
- Project websites are only successful for communication with external groups if they are actively maintained, user friendly, and promote the short messages and resources desired by most users. Furthermore websites rely on web-traffic to be actively directed towards them to maximise their valorisation potential;
- An important scientific message will not necessarily engage today's media outlets. Organising novel events can help attract the media and give the opportunity to reach a wider audience;
- For communication to be successful the same approach and values to the methods undertaken need to be integrated across the project;
- Communication will be ongoing throughout the project despite final findings not being available until it ends. Suitable findings and events will be carefully selected to ensure the communication is relevant and effective;
- An awareness of dialogue-oriented dissemination methods, rather than one-way 'show and tell' communication.

### Internal Communications

#### Key objectives

The specific objectives of the KEPLER communications are to:

- Ensure smooth running of the end-user and stakeholder engagement activities within KEPLER;





- Ensure that KEPLER staff are adequately informed of one another’s activities, and have sufficient opportunity to engage across the programme;
- Promote good practice, equal opportunities, and open debate, throughout KEPLER’s activities.

Communication Tools

The following is a summary of the actions to be undertaken in proper support and effective internal communications within KEPLER.

General Assembly meetings

The Kick-Off meeting and the two Annual project meetings will be organised by the Project Office. The GA will be the main science meeting for the project, it will comprise all Beneficiaries, funded researchers and allied staff, and welcome a limited number of guests. It will provide an opportunity for the KMB to give scientific leadership and management guidance, and highlight areas of excellence. It will promote cross-fertilisation between science disciplines, and will be organized with that goal in mind.

Video conferencing

Attendance at international conferences is an essential component of the end-user and stakeholder process. However, this can be costly, time consuming, and the amount of travel required by many participants, often requiring air travel, can create a substantial carbon footprint. For this reason, and for the purposes of increasing the breadth of communication within work packages, KEPLER will make appropriate use of video conferencing. UKRI-BAS has a WebEx account that can be used for the project for larger meetings, and the PA can set these up for any partner, whilst Skype, Google Meet, Jitsi<sup>1</sup> or appear.in<sup>2</sup> are used for many smaller group and 1 to 1 meetings.

Document sharing

We will use Google Drive for internal document sharing, as this enables all members to add resources and content directly to documents. The project management software Asana is being used by the KEPLER Management Team (KMB) to monitor progress of the project.

Mailing lists

The following mailing lists exist for KEPLER.

<a href="mailto:kepler@met.no">kepler@met.no</a>	General enquiries – accessed by MET Norway and BAS.
<a href="mailto:kepler-all@met.no">kepler-all@met.no</a>	Everyone in the project, only members can send to it.
<a href="mailto:kepler-board@met.no">kepler-board@met.no</a>	Project management, only members can send to it.

<sup>1</sup> <https://jitsi.org/>

<sup>2</sup> <https://appear.in/user>





<a href="mailto:kepler-pab@met.no">kepler-pab@met.no</a>	Project advisory board, only members can send to it.
<a href="mailto:kepler-stakeholders@met.no">kepler-stakeholders@met.no</a>	Stakeholder mailing list.

#### Budget

The portion of KEPLER funding allocated to internal communications covers:

- Video-conferencing
- General Assembly and Kick-Off meetings
- Work package meetings
- Specific workshops (e.g. sub-work packages)

#### Review

Throughout the project, the effectiveness of KEPLER internal communications will be reviewed by the KMB at regular meetings, and revised accordingly as needed.





## PART 2 External Communications

### Aim of KEPLER communications

The purpose of the external communications strategy is to provide a clear framework that can be used by all KEPLER partners. This will ensure the outcomes of KEPLER are communicated consistently, accurately and effectively to the right audience in the right way.

### Key objectives

The specific objectives of the KEPLER communication strategy are to:

- Engage end-users and stakeholders on their requirements for the future development of Copernicus for the Polar Regions. This will enable the development of key requirements by KEPLER that can be used to provide a sound foundation for future policy by the Commission (DG GROW);
- Explain the current plans for Copernicus development, particularly future satellite observing missions, to all stakeholders, and discuss how and why this information is important to them;
- Promote and explain to a wide audience how Copernicus can currently benefit those interested in the Polar Regions, and what steps could be taken to further increase its relevance;
- Establish KEPLER and its partner institutes as a key source of information on Copernicus for the Polar Regions.

### Key messages

Overarching messages underlying all KEPLER communications are:

- KEPLER will provide the first opportunity to assess the current relevance of the Copernicus programme and its thematic services for end-users and stakeholders in the Polar Regions;
- KEPLER will contribute to building a foundation for Copernicus services development surrounding information provision for the Polar Regions;
- An improved understanding of Polar Regions end-user and stakeholder requirements will provide the best basis for understanding the economic and social consequences of Copernicus development plans to the EU;
- KEPLER is a formidable pan-European effort and the integrated nature of the project has been crucial in developing an effective programme to engage with the broad spectrum of end-users and stakeholders.

Additional messages are:





- The Polar Regions contain both maritime and terrestrial environments, and the information requirements for monitoring these cannot be assessed in isolation: KEPLER will use multiple disciplines to identify the key questions that need to be put to end-users and stakeholders, and to have a comprehensive understanding of their needs.;
- KEPLER aims to improve the assessment of different observing options through the use of Quantitative Network Design (QND) to evaluate different scenarios.;
- KEPLER will address the relevance of the different Copernicus High Priority Candidate Missions (HPCMs) and Sentinel-NG for Polar Regions end-users and stakeholders.

### Stakeholders

The outcomes of the KEPLER project will be of interest to a range of stakeholders, and therefore the budget for dissemination is relatively large compared to typical Horizon 2020 projects. The project will therefore focus on a broad range of end-users and stakeholders that can be grouped within wider policy and industry groups; this will ensure that the programme's communications efforts are effective and have impact.

The primary stakeholders to target include:

- European Commission (EC):

The EC is charged with directing and monitoring the programme on behalf of the European Union (EU).

- European and member state governments, and their policy advisors:

A changing Arctic environment presents opportunities and challenges and thus effective monitoring these changes, in both Polar Regions, is high on the agenda of governmental agencies and departments. We will provide clear opportunities for them to fully engage with KEPLER and thereby provide input as to their needs and requirements. This knowledge can be used to identify gaps in observing capacity and develop recommendations for future Copernicus development, both of the observing infrastructure and information services, that can support evidence-based economic, policy and management decisions.

- Intergovernmental Organizations:

The Polar Regions are areas for international cooperation and engagement. As a result a number of organisations, for example the UN agencies IMO and WMO, international diplomatic forums including the Arctic Council and Antarctic Treaty Consultative Meeting (ATCM), and groups with a focus on observing capacity such as GEO, have a need for accurate and relevant information to support their decisions. Our choice of Advisory Board members means that we should have a clear route for dialogue between KEPLER partners and relevant Governmental stakeholders in order to disseminate the knowledge gained.

- Industry:

In the Arctic the energy, shipping, insurance, fisheries and tourism industries all have significant interests. KEPLER will engage with these end-users and more to assess the information needed to support their planning and decision-making processes. KEPLER recommendations





will lay the foundations for a Copernicus programme that is more relevant to operational monitoring, and in particular engages the existing ice information providers.

It is clear that an increase in Arctic change knowledge brings with it socio-economic opportunities and challenges, which enables evidence based planning, policy and management systems to be developed. Within the first six months of the project we will establish a stakeholder User-Group that consists of key players from the policy and industry stakeholder groups. This multi-sectorial partnership between KEPLER and its User-Group will be an ongoing process throughout the lifetime of the programme.

- Arctic regional governments:  
Whereas the national and EU governments can provide policy and strategic direction, it will be the local and regional governments that will be the end-users of information provision systems such as Copernicus. They will also be affected by the actions of other stakeholders such as industry. KEPLER will also engage with regional governments in the Arctic, to understand and learn from them about their requirements.
- Scientific community:  
The scientific community will benefit from a closer, more integrated approach to Earth Observations in the Polar Regions. A more cooperative approach between observational and the modelling community, such as promoted by Copernicus, ensures maximum benefit to the available resources. Our outputs will be highly relevant to the main scientific Arctic organisations such as IASC (International Arctic Science Committee) and the Arctic Council, and they are fully tuned to the needs of the scientific community. KEPLER partners have strong links to this community, with many partners playing a high-level role within these groups.
- Society:  
Climate change and sustainable development in the Polar Regions are intensely debated public concerns engaging indigenous peoples, the media, educators, and NGOs. Arctic change receives particular attention given that changes are dramatic and clearly visible. KEPLER will provide real opportunities for the public, educators, and NGOs to engage and provide their views as to what is required to monitor these changes and the services that need to be developed to support their day-to-day activities.

*Note: the media (broadcast, print, and online) is an important stakeholder, but also a communication tool. By engaging with the media both primary and secondary stakeholders will be reached.*





Communication Routes

A range of communication tools will be used to effectively disseminate the programme’s key messages. Each tool will be tailored to each of the targeted audiences.

The following table outlines the key communication tool that will be used to target each of the stakeholder groups.

	EC	National Policy-makers	Scientists	Industry	Indigenous People	General public	Educators	Young people
www.kepler-polar.eu + social media	3			3	3	3	2	2
Peer-reviewed literature	4		1					
Mass-media		3		5		1	1	1
Conference presentations			2					
Science briefing note		1		4			3	
Targeted verbal briefings	2	2		2	2			
Personal / direct interactions	1	4		1	1			

*Table 1: Target audiences for KEPLER communications and the prioritised routes for effective communications*

Mass-media

Mass-media (TV, radio, printed-press, and web-based publications) provide the most effective dissemination route to the largest general audience. This also provides the first contact with many potentially interested parties, who subsequently become better informed through accessing web-resources. KEPLER will use a mix of scientific results and ‘human interest’ stories to communicate its key messages via the media.

KEPLER partners will be required to ensure that copies of papers, conference posters, and presentation slides that they intend to submit or give make clear reference to KEPLER, Copernicus and Horizon 2020. They will also be copied to the KEPLER Programme Office at the time of submission. This is not intended to constrain scientific freedom, but rather to allow time for each element to be assessed for its potential as the subject of a media release. During this assessment a short (~250 word) layman’s summary will be written for each of the significant papers. This will capture the essence of the research and its significance in plain language and in a way suitable for the non-scientist. Even if the work is not suitable to issue direct to the media via a press release, this





layman's summary will be used to write a news story for [www.kepler-polar.eu](http://www.kepler-polar.eu) at an appropriate time.

When considered worthwhile, a media release will be developed by the Coordinator, in consultation with the appropriate work package leader and authors. Appropriate spokes people will be designated for that particular release, and will be briefed by the Co-ordinator. We will utilise the press and information offices within our host institutes, as well as the Alpha-Galileo Foundation to disseminate media-releases and manage our response. This process is one that has been developed by the coordinator in his host institute, and is routine within his internal programme. This approach regularly delivers substantial media coverage of science issues.

#### Project website / Social media

An official KEPLER website ([www.kepler-polar.eu](http://www.kepler-polar.eu)) will be created as a landing platform for external interest in the project. Key messages from KEPLER will be at the heart of its content, and the website will feature the latest relevant information from the project. Social media will also be used to create a two-way dialogue including through Twitter accounts of individual members and the project [@KeplerEU](https://twitter.com/KeplerEU) and a Facebook page <https://www.facebook.com/KeplerEU>.

See D6.2 for further information on these.

#### Peer-to-peer communication

As a routine part of KEPLER, most work packages will send members to international conferences to deliver results to our scientific colleagues. In most cases, we have requested funds to send each KEPLER researcher to an international conference. In addition, senior KEPLER researchers will be attending similar conferences on routine business, and will make presentations and display posters. To maximise the impact with respect to KEPLER, presentations and posters will be branded with KEPLER logos and style with clear reference to Copernicus and Horizon 2020.

To maximise the impact of KEPLER science within the science community, we will:

- Where possible use high-profile journals;
- Use review papers and cross-disciplinary journals;
- Undertake session organisation at major conferences;
- Use the internal review system to ensure our scientific papers are accessible to a wide scientific audience.

#### Communication Tools

Several tools have been developed to aid with communications, to enable project members to easily include key information and to acknowledge the European Commission's financial contribution. These all have the same branding, based on the logo, to enable stakeholders to readily identify the project. These tools include:





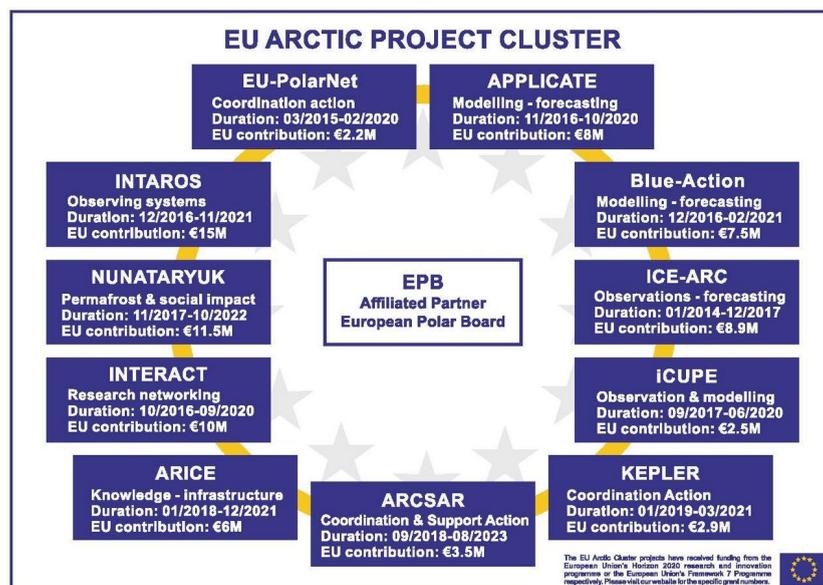
- Project logo - based on Johannes Kepler’s work on planetary orbits, with the colour scheme representing each of the work packages in the project.
- Templates - for presentations, reports, posters, and other documents to enable a consistent design and messaging.
- Banners - two roll up banners were created at the beginning of the project in time for the kick-off meeting, for members to use for dissemination events as needed.
- Leaflets - standard tri-fold A4 leaflet have been created outlining the key aims of the project have been created for distribution to stakeholders at events.
- KEPLER branded pens have been purchased to give to stakeholders at events as a more lasting item to remind them of the project and to encourage ongoing dialogue.

### EU Arctic Cluster

KEPLER has become a member of the EU Arctic Cluster and is participating actively in two of the task groups. Penny Wagner and Nick Hughes (Met Norway) are part of the Stakeholder task group, and Elaine Ford (UKRI-BAS) is a co-lead of the Communications task group.

<https://www.eu-polar.net/eu-arctic-cluster/>

#EUArcticCluster



### Budget

The portion of KEPLER funding allocated to communications is relatively small, and thus needs to be focussed on a few specific activities / events. The following items have been identified for support from the Programme Office budget:





- Website;
- Science briefing note;
- Targeted dissemination to policy-makers;
- Closing symposium.

### Review

The effectiveness of KEPLER external communications will be assessed by the KMB and revised accordingly.

### Risk mitigation

#### Ethical concerns

The issues addressed by KEPLER are not ones that are normally the subject of inquiries or decisions by ethics committees, but are nonetheless important and worthy of some discussion. Similarly, there is a potential to misinform or mislead policymakers.

An important focus of the project is the interaction and communication with indigenous peoples. This will primarily be managed through the Greenlandic partner GCRC, but will also involve other partners also involved in field work with Inuit communities. It is important that aspects of communications are made accessible to Inuit communities, and that impacts on their way of life are taken into account when conducting field work in their territories.

#### Uncertainty

A candid and honest framing of both model and conceptual uncertainty is seen as a key tool in achieving best practice in providing policy-relevant advice. Particular emphasis will be put on effective communication of uncertainty throughout the KEPLER programme. Information provided directly to the general public, policy-makers, and to the media will include explicit framing statements regarding uncertainty, and seek to dissociate the results of the scientific studies from statements of opinion.

#### Conflicting messages

There exists a possibility that conflicting messages will emerge from other user and expert requirements studies at around the same time as KEPLER. Such an event could be detrimental to the general understanding of the requirements for monitoring in the Polar Regions, damaging to KEPLER, and have a negative impact on science in general. It is clearly desirable to avoid any such conflict, whilst at the same time maintaining scientific integrity and open-engagement; this can be achieved by the following:

- Wherever possible, basing communications material on peer-reviewed science outputs;
- Wide engagement with other programmes.



### General policies

In addition to the specific actions listed above, throughout KEPLER communications activities, KEPLER will seek to reduce the likelihood of miscommunication and misinformation by the following actions:

- The KEPLER Project Office (PO) will oversee any press releases / news stories and co-ordinate media training for key spokespeople;
- Circulation of communications material to KEPLER science and press office contacts will be undertaken where practical with sufficient time for adequate translation to other partners' languages;
- KEPLER will encourage staff involved in media communications to be familiar with relevant codes of good practice, for example the EC's communications guidelines:

[http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)

### References

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n/a

### Related Publications and Dissemination Output

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n/a

