TETTRIs

Deliverable 8.2

PART1: External Communication Strategy

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TETTRIs

Transforming European Taxonomy through Training, Research, and Innovations

TETTRIs

TETTRIs related product

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Introduction

The TETTRIs project aims to effectively communicate its results and activities to the target audiences in order to maximise the impact and visibility of the project and its outcomes. This document outlines the strategies and approaches that will be used to achieve this goal.

The communication messages and content will be carefully crafted to effectively communicate the goals of the project, and the importance and benefits of the outcomes to the different target audiences. The content will include highlights of the project's main achievements, the impact of the project's results on the scientific community, as well as the potential benefits of the project's outcomes to the wider society. This will be achieved through the provision of clear, concise and engaging messages that can resonate with the target audiences (new generations of taxonomists, citizen scientists, users in need of taxonomic knowledge for their practice, decision-makers).

The delivery of the communication messages will be through project partners, who will act as ambassadors for the project, and who will be responsible for conveying the project's messages to their respective networks via their own channels. Additionally, other stakeholders, such as policymakers, journalists, industry players, and the general public will also be reached through identified channels such as the official website, the official social media accounts and a series of workshops and panels to be organized towards the second part of the project itself.

The External Communications Strategy is introductory to and a building block of the plan for dissemination and exploitation of results (PDER), which will be regularly reviewed and updated in month 40. Key Performance Indicators that involve the tracking and analysis of communication metrics, such as reach and engagement of the communication channels and messages are outlined in the PDER.

Objectives

The objectives of the External Communications Strategy are to:

1. Increase visibility and awareness of the TETTRIs project and its results among the target audiences outlined in the stakeholder assessment
2. Define the activities and methods used in the plan for the dissemination and exploitation of the project results.
3. Establish a clear and consistent message about the TETTRIs project, our objectives, results, and activities.
4. Amplify diffusion of new taxonomic data, tools, methods, and knowledge in biodiversity hotspots

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Relevant stakeholders to TETTRIs will become aware of the project's activities regarding taxonomic data, tools, methods and knowledge, and their impact on the field via dissemination, exploitation, and communication actions. This knowledge sharing pipeline will result in more widespread acknowledgement and adoption of the project results. By creating the Community Implementation Board (CIB) with representatives from major stakeholders, a wide reach and amplifying repercussions via each connected representative is enabled. Additionally, the CETAF consortium provides strong networks of leading taxonomic institutions that enable further dissemination of results.

Defining Communication

Communication is the act of promoting action and results. It has a wide reach, from stakeholders to the media and the general population. Communication occurs throughout the project. With increased engagement, more experts can be attracted to the project, actions can generate market demand and the general public can see how public money is spent as well as the success of European collaborations. Dissemination and Exploitation have a different goal and target. These are addressed in the Plan for Dissemination and Exploitation of Results.

Internal communication refers to the tools and strategies to communicate within the consortium and is the subject of a dedicated document. External Communication refers to how the world views and interacts with the TETTRIs project and vice-versa.

Consortium Communication Obligations

-Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

- Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

- Communication activities of the beneficiaries related to the action must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

-Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):
"Funded by the European Union. Views and opinions expressed are however

those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

External Communication Strategy

The Internal Communication Strategy (D8.1) details the TETTRIs visual identity. This identity will be deployed during our external communications.
The TETTRIs project will employ the following strategies to reach the target audiences:

- ## Website

    The project website (https://tettris.eu/) was published online in M2 containing the what, where, who and how's of the TETTRIs project. Stakeholders will be able to follow the results of the project itself and find important information relevant for Third-Party-Projects, when available. The website will be linked to in our outreach (where appropriate) and social media posts. News on the project activities and research outcomes will be posted regularly on the website and then shared by the partners and invited external parties via their own channels.

- ## Social Media

    Social media is used to create a community around the project and stimulate bi-directional communication and provision of feedback, while facilitating the findability of TETTRIs online. Twitter in particular has proven to be an effective tool among the scientific community. The TETTRIs Twitter account (@TETTRIsEU) and related hashtag (#TETTRIsEU) were announced before the project Kick-Off meeting. A Facebook page has also been created @TETTRIsEU in order to help the searchability. A LinkedIn page will follow soon as this was identified as a place where TETTRIs stakeholders are found.

- ## Media

    Press releases will be used to outreach to media at international, EU and local levels to ensure important findings and project awareness

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reach all corners of society, and to instigate and increase the perception of the importance of biodiversity and taxonomy. We will use EurekAlert! -one of the world largest online distributors of science news, that distributes press releases to more than 5000 mass media and independent science journalists. We will also use CORDIS Wire (the European Commission's information service).

- ### Events

    A number of events will occur such as external conference attendance, as well as our own TETTRIs events, workshops and webinars.

Communication tools

Below is an overview of the TETTRIs communication strategy and tools

Tool: Internal Communication Guide; Target audience: consortium members

Both internal and external communication is a prerequisite to successful project execution and obtaining results. Internal Communication Guidance will be implemented via WP9 to structure both communication flows.

Tool: General Assemblies and Workgroups; Target audience: CETAF and ECSA members

TETTRIs needs support from CETAF and ECSA member institutes that are not a direct beneficiary to TETTRIs. To acquire their input and collaboration, the project will be a topic of discussion during General Assembly meetings at CETAF and TETTRIs and discussed in relevant workgroups.

Tool: Communication plan; Target audience: Consortium members, external stakeholders, and the 3PP applicants.

An internal and external communication strategy will be drafted, which will include guidelines and KPIs to describe and measure communication activities. Messages tailored for the relevant target groups will be produced.

Tool: Communication plan; Target audience: eLTER

eLTER is a world-class ecosystem research infrastructure that connects an extensive community of experts that is supported by advanced sites and facilities and openly shared data and capacity building programmes. A communications plan will be developed to engage eLTER in providing insights to optimise the 3PP. For example, identifying biodiversity hotspots that need taxonomic knowledge, training, and/or innovative tools.

Tool: Project Website; Targeted audience: All stakeholders

The TETTRIs project site will be developed and maintained by CETAF and linked as a dedicated section on its website. It will contain all essential information regarding the project's objectives and outcomes. The website will serve as the foundation of TETTRIs' communication, exploitation, and dissemination plans. It will present the consortium members, provide links to relevant websites and social media accounts, announce important events and trainings, embed a repository of open access publications and their abstracts, include the communication material (e.g., newsletter, press releases and articles), store content on project activities, and link to the 3PP portal.

Tool: Open access Publications; Targeted audience: Scientists, policymakers, non-professional taxonomists

The project results will be shared via relevant peer-reviewed scientific journals. Special reference is made to EJT, the community endorsed European Journal of Taxonomy (EJT). If the impact of the scientific journal is similar, preference will be given to open access (direct free online access by the publisher). A RIO (Research Ideas and Outcomes) Collection for TETTRIs will allocate all relevant project work and results.

Tool: Educational Website, Webinars, and videos; Targeted audience: Researchers, Citizen Scientists, Students

CETAF will establish an innovative, engaging website that contains accessible content such as animations, explainer videos and graphical explanations. The target audience is youth and students (of any age and needs), who will be offered possibilities to contribute content. The Moodle platform for online training is also linked here.

Tool: social media; Targeted audiences: All stakeholders

Partners will communicate on TETTRIs to wider audiences through social platforms such as Twitter, LinkedIn and ResearchGate. They will communicate TETTRIs progress, conference attendances, and publications to get valuable insights from external audiences. As influencers and educators in their fields, they will be able to reach public, scientific, economic, and regulatory stakeholders. Social media pages for the project will also be created and used to report progress as well as tag individual experts to maximise public outreach. A social media workplan will be developed in WP8 to coordinate and optimise efforts of measurably increasing TETTRIs' reach.

Tool: EU-Citizen.Science; Targeted audiences: Citizen Scientists

EU-Citizen.Science is an online platform for sharing knowledge, tools, training and resources for citizen science for the community. TETTRIs results pertaining to these stakeholders will be communicated here to engage and empower this diverse group of users to reach out to their respective networks and further increase impact.

Concluding remarks

The External Communications Plan of the TETTRIs project is a critical component of the project's dissemination and exploitation strategy. By effectively communicating the project's outcomes and activities to a diverse set of external stakeholders, the project will maximise its impact and legacy, and contribute to the advancement of taxonomic knowledge in Europe even beyond 2026.

APPENDIX 1

ID	Reference or Related Document	Source or Link/Location
1	*Internal Communication Strategy* 03.D8.1.InternalCOMStrategy.TETTRIs.20230228.V03.docx	*LINk to Google shared drive*
2	*PDER* WP8, Deliverable.8.2 PDER.docx	*LINk to Google shared drive*