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WP8 - Outreach, Engagement and Impact

WP8 lead
European Polar Board

WP8 partners:
AU, AWI, IGOT-UL, INACH, NASC, ULUND

EUROPEAN
POLAR BOARD
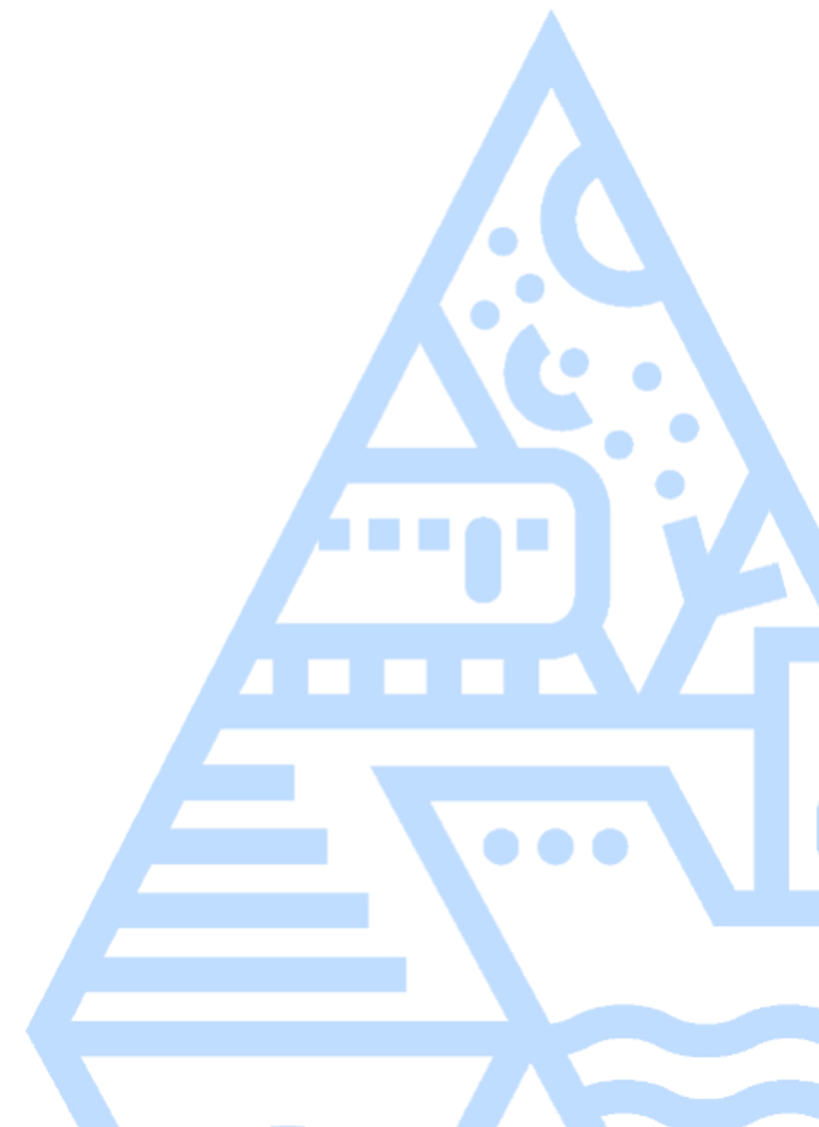
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EUROPEAN UNION

Overview

1. Objectives

- Communication
- Outreach
- Engagement

2. Tasks

- Task 8.1 Visibility and communication of POLARIN **(EPB, INACH, IGOT-UL)**

- Task 8.2 Engagement of Service Users and Ambassadors **(EPB, IGOT-UL, INACH)**

- Task 8.3 Evaluation of the communication and engagement activities and the impact of POLARIN **(EPB, IGOT-UL)**

Task 8.1 Visbility and communication of POLARIN

➡️ High visibility and efficient communication of POLARIN

- Implement the tools for effective communication (website, social media, etc.)

- Develop consistent templates

- Set up promotional materials

Task 8.2 Engagement of Service Users and Ambassadors

➡️ Engagement of (potential) RI users with POLARIN services

- Develop and implement a communication, dissemination and engagement plan

- Organise an online seminar series highlighting POLARIN Service Users' (and Ambassadors') success stories

- Provide guidelines and templates for the appropriate communication tools

- Set up and maintain continued contact with POLARIN Ambassadors

Task 8.3 Evaluation of the communication and engagement activities and the impact of POLARIN

➡️ Access and evaluate the impact of all engagement, outreach, and communication activities

- Assess and evaluate the impact of POLARIN engagement, dissemination and communication activities

- Set up and maintain the POLARIN publications repository

3. Partners roles and responsibilities

- WP8 participants: AWI, ULUND, AU, EPB, NASC, IGOT-UL, INACH

4. Approach

Communication and engagement plan finalisation and implementation

⬇

Channels and tools development

⬇

Activities and events (all WPs)

⬇

Keeping track of activities and events (input from all WPs)

⬇

Assessment of the Communication and engagement plan (KPIs), impact evaluation

5. Next steps for implementation

- Launch of the website and social media
- Implementation of the Catalyst cooperation tool and regular meetings
- Finalisation of the Communication, dissemination, and engagement plan
- Creation of the Content Creation Guidelines
- Quarterly newsletters (June)

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6. Critical risks for implementation

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- Missing information regarding Activities and events (all WPs responsible)

7. Collaboration with other WPs/programmes

- TA2/WP2 to coordinate the outreach regarding POLARIN service calls

- TA3/WP3 to reach new TA/RA users

- WP4 to disseminate POLARIN products including the data discovery hub

- VA1/WP5 to engage users with the virtual access portal

- WP7 to engage potential training-users (also design of flyers, brochures)

- WP9 to reach the science community through the EU Polar Cluster

8. Upcoming deliverables (Year 1)

Deliverable	Title	Due (month)	Due (date)
D8.1	Implement POLARIN website and social media channels (IGOT-UL)	M2	Apr-24
D8.2	Brand Identity and guidelines package (logos, general lay-out etc.) (INACH)	M2	Apr-24
D8.3	POLARIN promotional materials (press releases, promotion video, flyers, roll-ups etc.) (INACH)	M3	May-24
D8.4	POLARIN Communication, dissemination, and engagement plan (EPB)	M4	Jun-24
D8.5	Content Creation Guidelines (short video tutorials) for POLARIN service users to support outreach and engagement (EPB)	M8	Oct-24
M8.1	Introductory online seminar to POLARIN call 1	M10	Dec-24

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9. Expected results

Measurable outcomes:

- KPIs in Communication and engagement plan: engagement, statistics (number of visitors, readers, activities)

10. POLARIN Communication, dissemination, and engagement plan

- O1: To promote the project throughout the full lifespan of the project,

- O2: To actively advertise POLARIN's services: TA to RIs, VA to data, data tools, data services and data products, and training opportunities.

- O3: To inform and reach out to society and show the activities performed, and the use and benefits the project will have for citizens.

- O4: To contribute to evidence-based policy-making.

- O5: To support internal communication.

10. POLARIN Communication, dissemination, and engagement plan

- **Target audiences:** Scientific community, Early career researchers, National polar programmes and research institutions, Funded (polar) projects or projects that need polar data, Technicians and engineers, Multilateral and international organisations

- **Other target groups:** POLARIN consortium members, User groups, Research infrastructure operators, International agreements and international partnerships, Policy and decision makers, Maritime industry, Media, Civil society, Educators

10. POLARIN Communication, dissemination, and engagement plan

- **Communication channels and tools:** Corporate identity (logo, templates), Website, Internal website (reports, deliverables), Social Media, Newsletter, Flyers, brochures, posters, rollups on demand, Press releases, Videos, Formal email, Guidelines, Publications from service users

- **Communication activities and events:** Consortium meetings (WP9), Clustering with other initiatives (WP8/WP9), Scientific and non-scientific events (all), Promotion of project results, Outreach beyond Europe, Translations of outreach activities (e.g., social media posts) into native languages of consortium partners, Dedicated outreach to Ukraine

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Andrea Peña Aguirre
www.inach.cl

11. Creation of the POLARIN logo

INACH
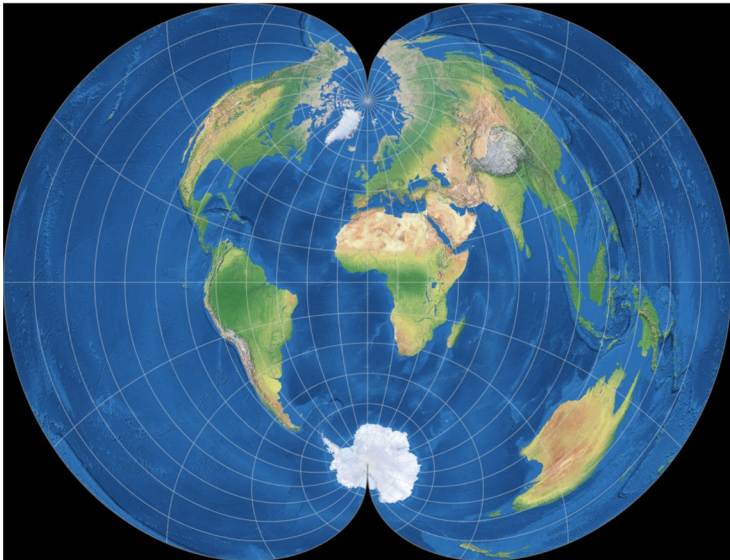INSTITUTO ANTÁRTICO CHILENO
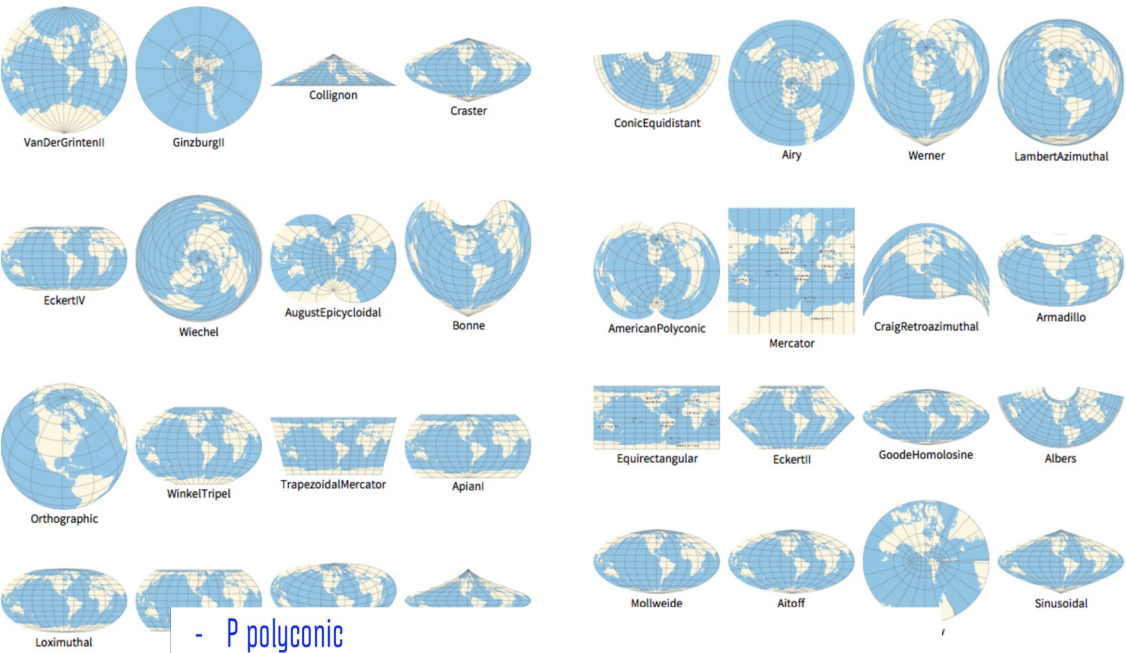
In search of a concept

It is difficult to combine several ideas in a single image. This complexity increases when imagining all the institutions involved, so initially we worked with several concepts.

In search of the concept

Planet projections

- P polyconic

Union
(in context,
but in a broad vision)

Endemism

Application proposals

Some worked very well ——————
animated

POLARIN

As sometimes happens in the first versions, these usually work in only some dimensions.

So we have to work more on the ideas and listen quietly to what the customer means by POLARIN.

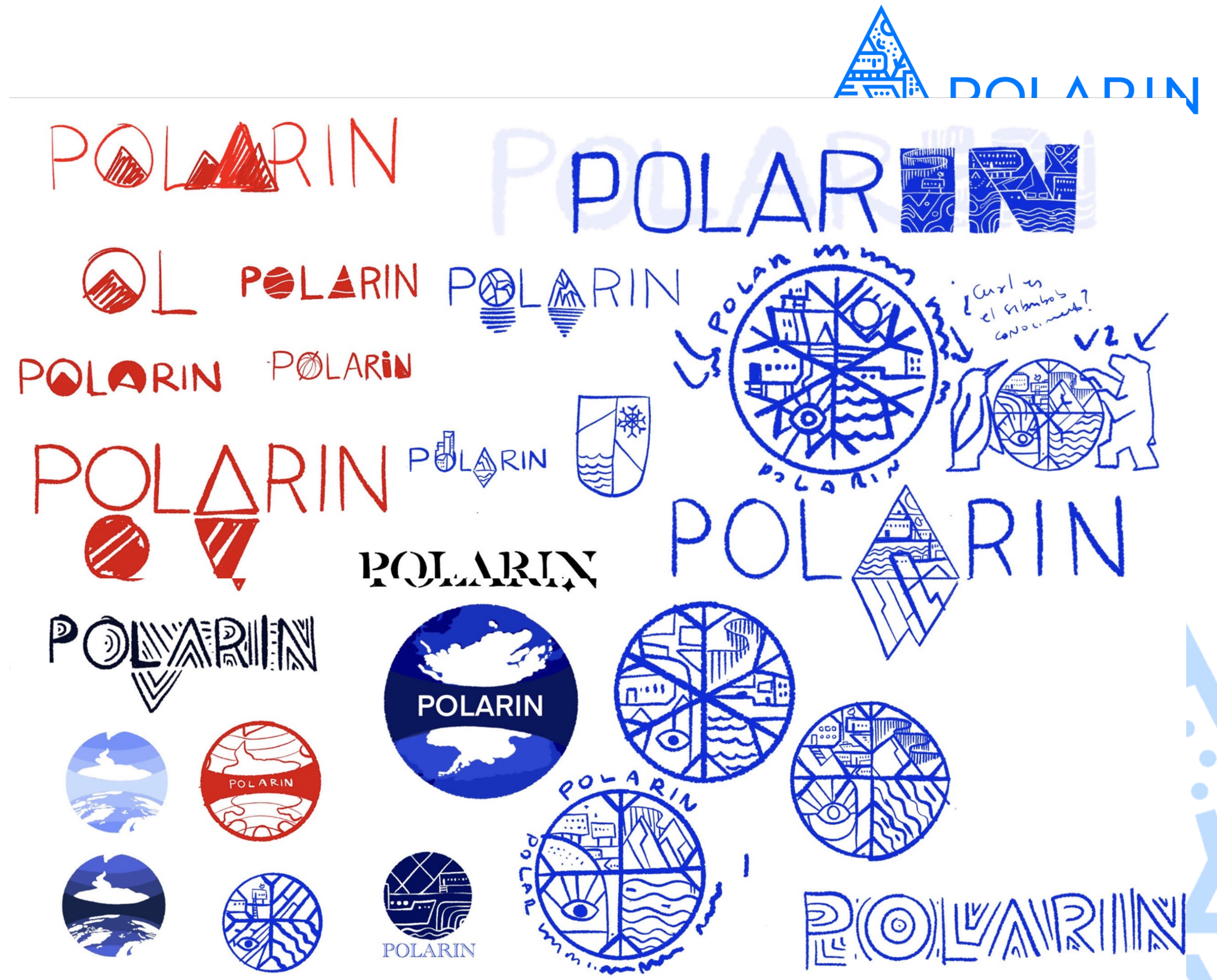# In search of a
V2 concept

Many probably think that ideas come from spending hours in front of a computer.

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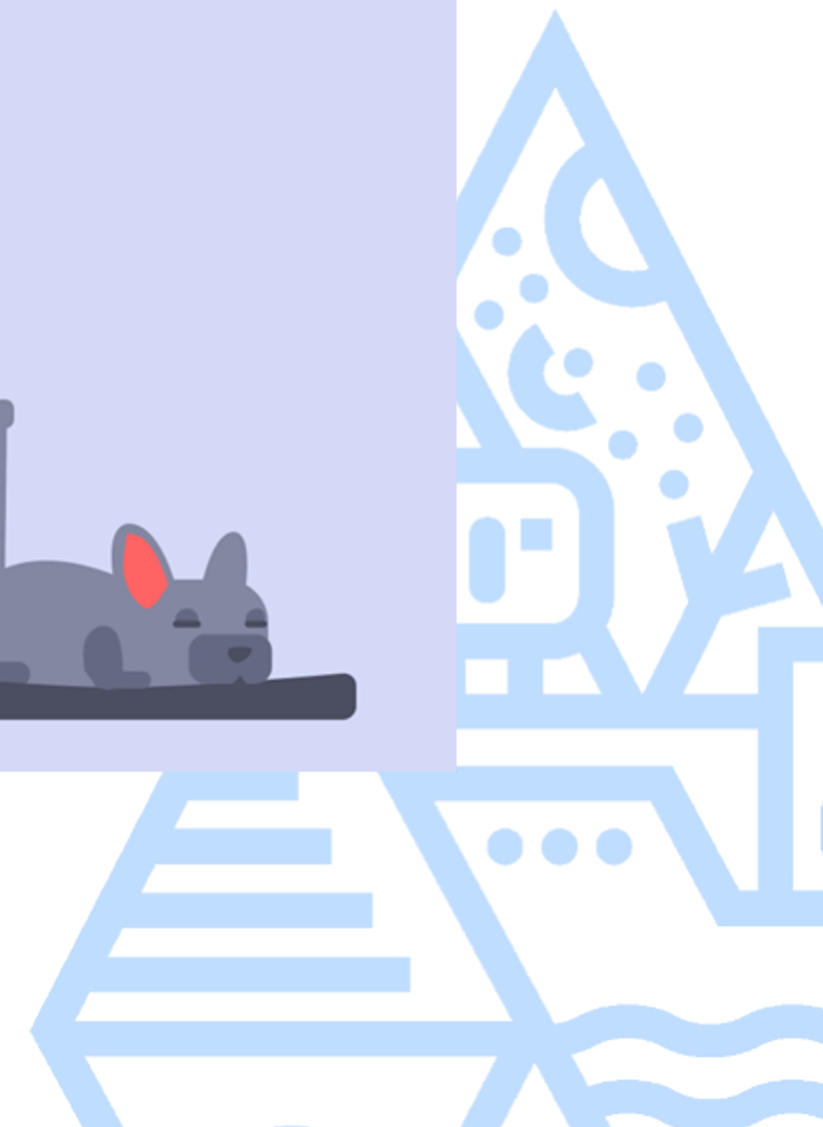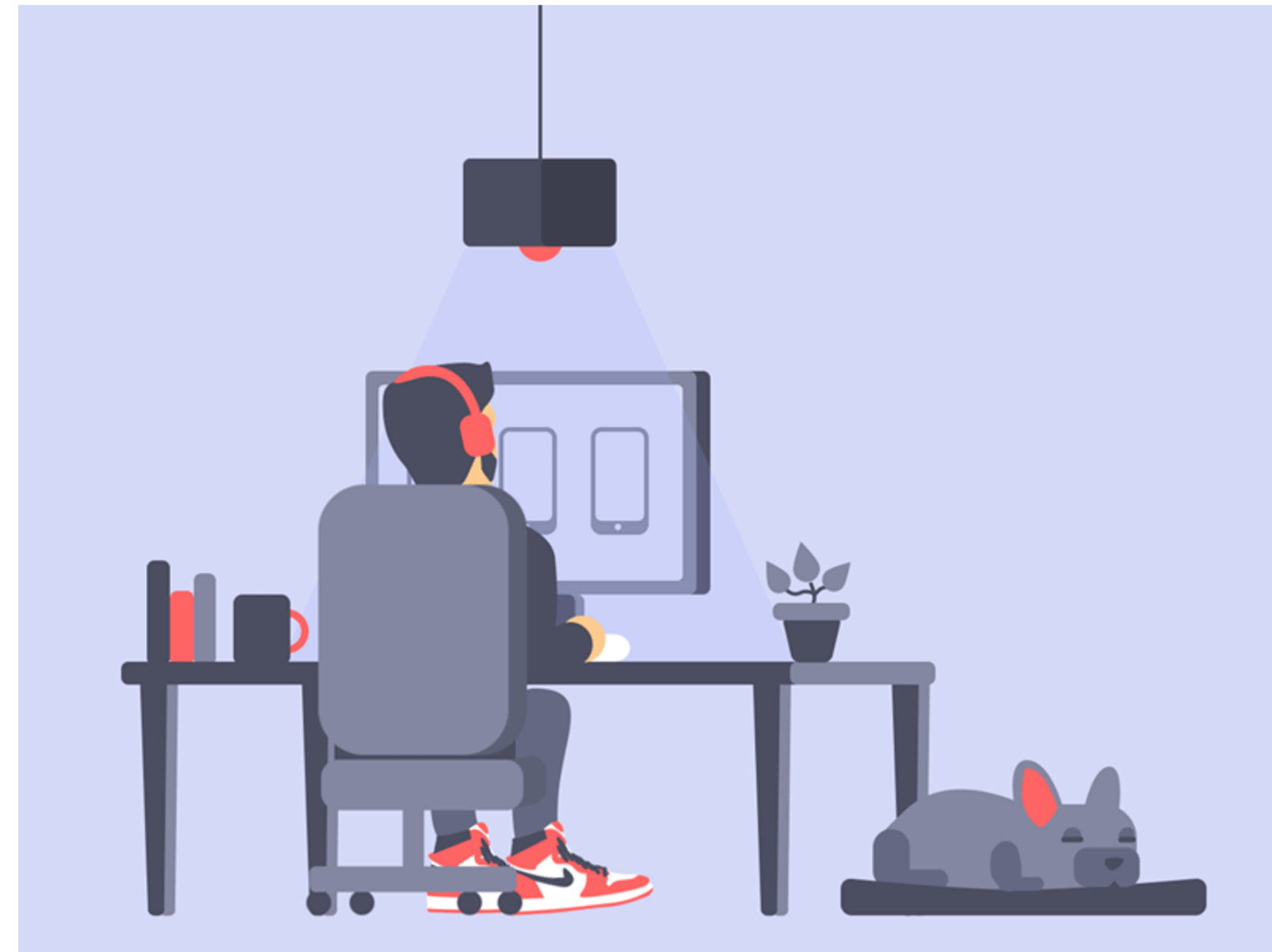
In search of a
V2 concept

But it is a constant jungle of ideas that you have to go through, many times it has no end, the ideas have no schedule, they do not obey a mental order, only the observation and connections of different elements that appea while you travel thro the jungle, help you see the road
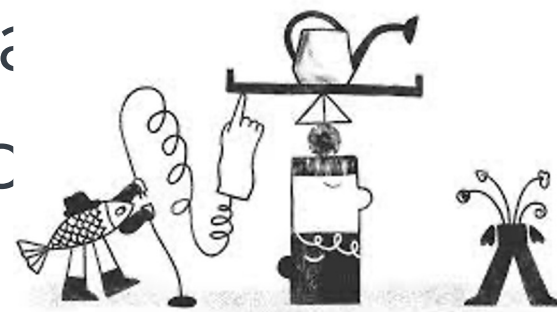
In search of a
V3 concept

What both poles have in common: bases, ships, people, logistics, sea, snow, mountains, glaciers and some mammals

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Glacier / Station / Ship / Sea / Ice / Snow / Eye human or specie / See

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Station / house mix with a Ship

Ice / glacier / mountain / sun

Animal
or Human eye
/
Discover
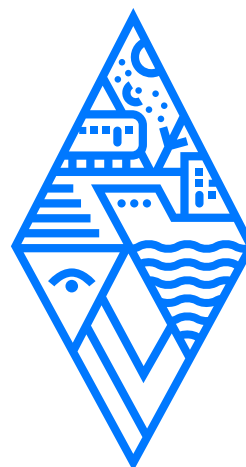/
Observer

mountains

Icebreaker with sea
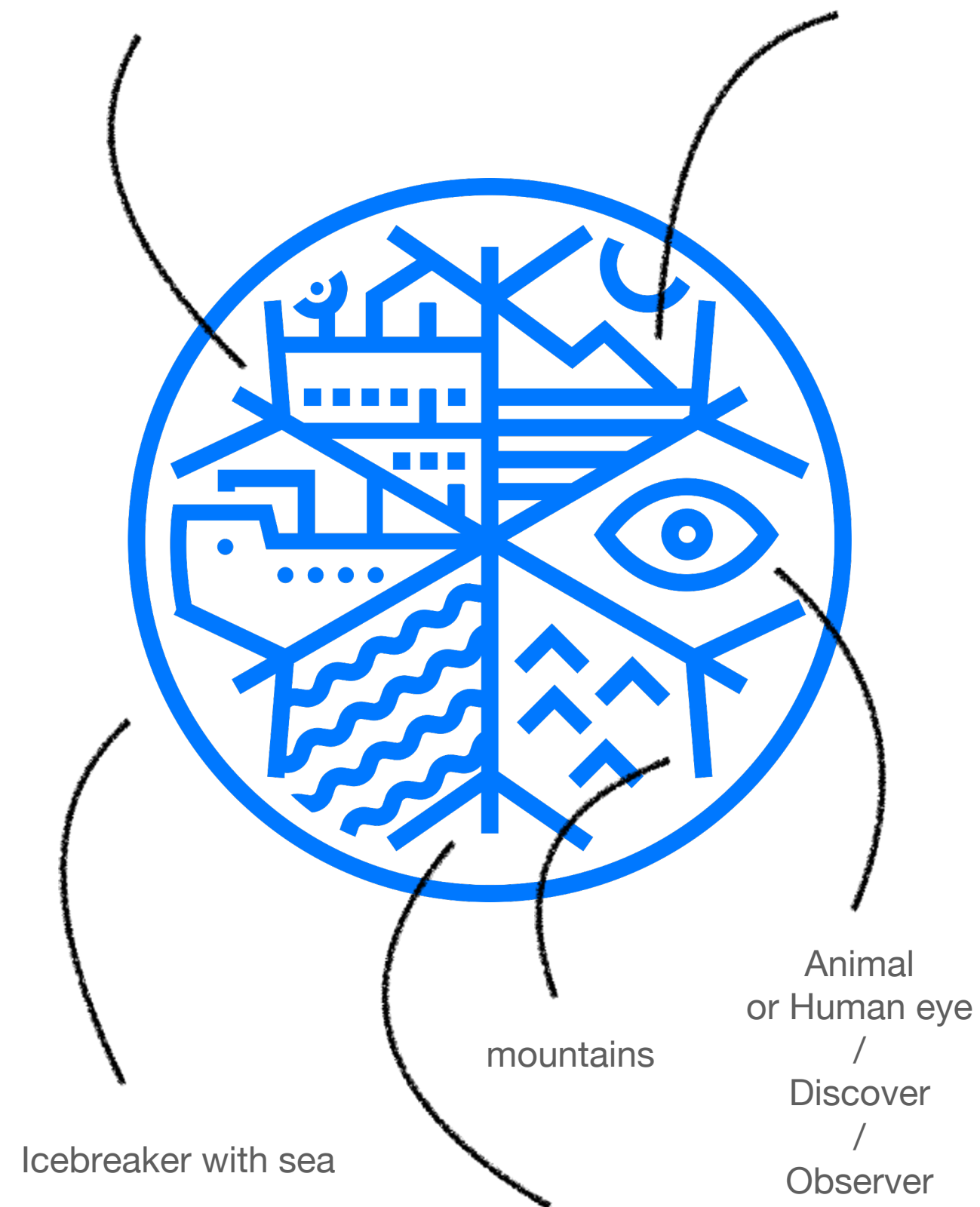
Snowflake in the background on second impact

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Station
/
house mix with a Ship

mountains / sun

Icebreaker with sea

Iceberg / ice
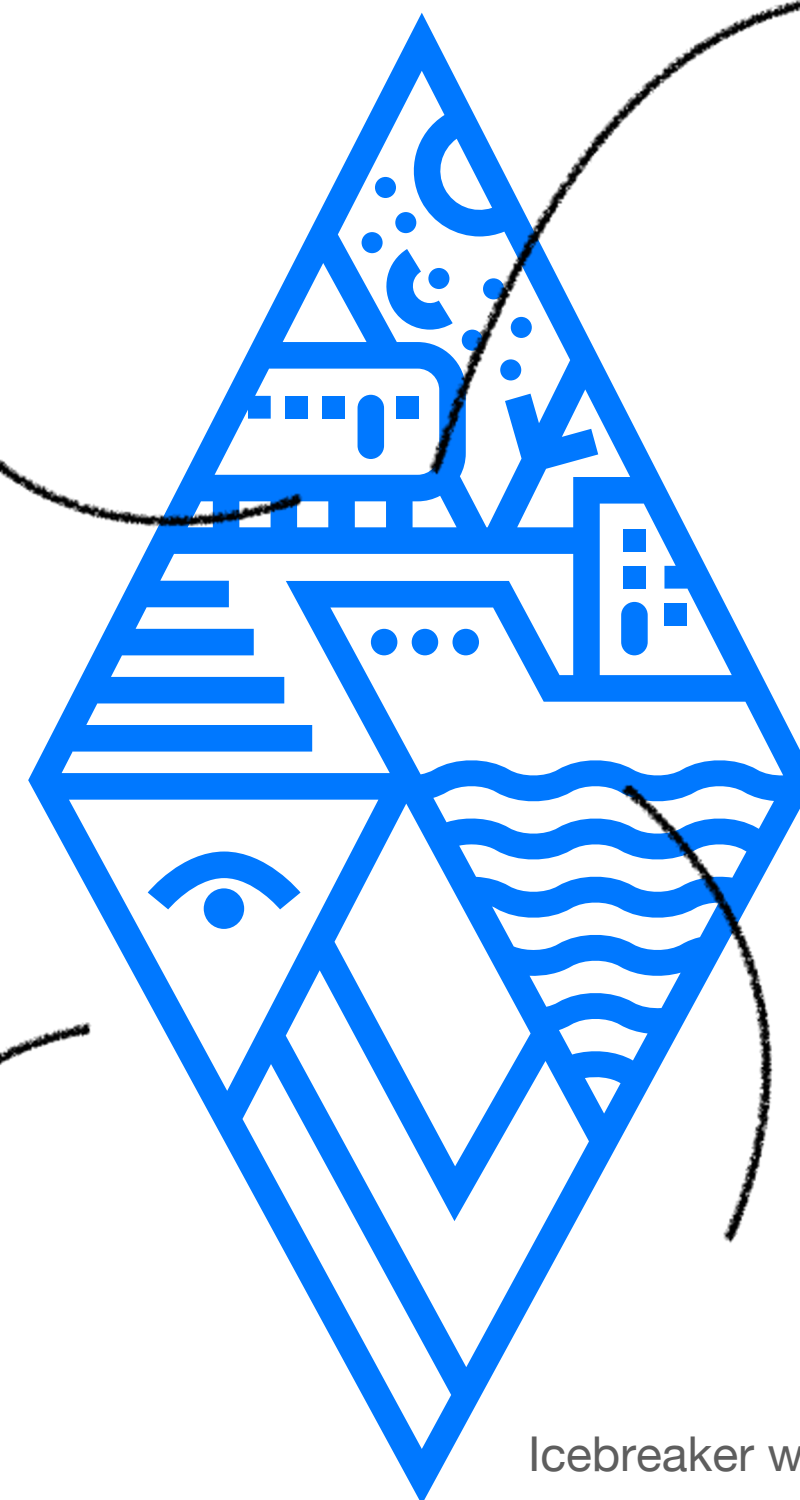
Next stages

It is a logo that manages to get out of the circle and in its applications it can be considered multipurpose, since it must coexist with many other institutions or it will always be accompanied by other logos, so in the brandbook you will find solutions and versions of the logo that They adapt better to different uses

Thank you very much **to all !**

www.inach.cl

D8.1 Implement POLARIN website and social media channels, M2, (IGOT-UL)
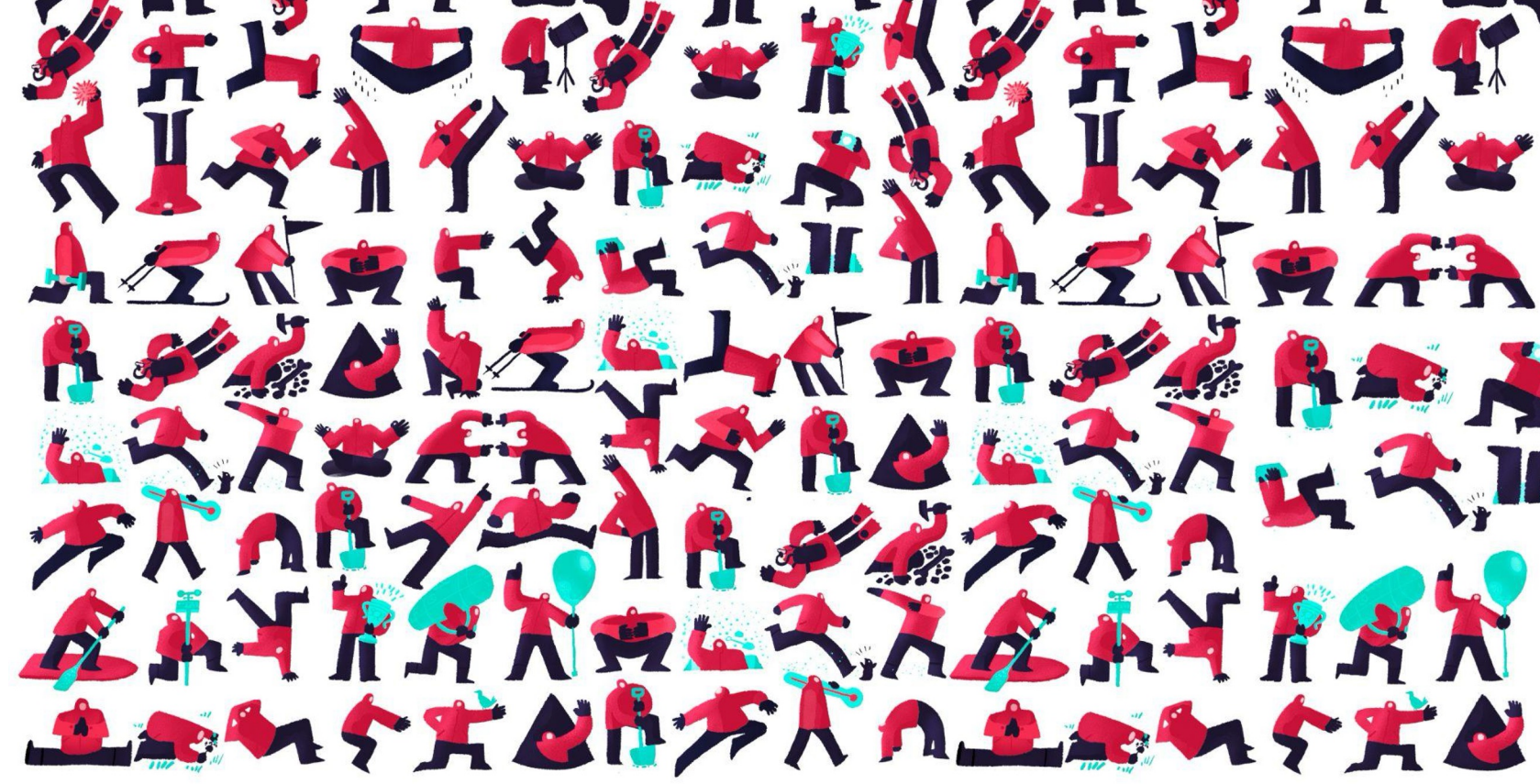
Website:

- Hosting and domain - eu-polarin.eu

- WP leaders contacted for needs

- Scoping/Planning:

    - extra sections/contents (e.g. documents);

    - links to Interaccess/Infrastructure database;

    - links to virtual access data portal.

- Fine-tuning design and layout

- Test version discussed by WP8 and now plenary at kick-off

- "Light" version to be launched in the end of April to be upgraded as project develops

DEMO WEBSITE

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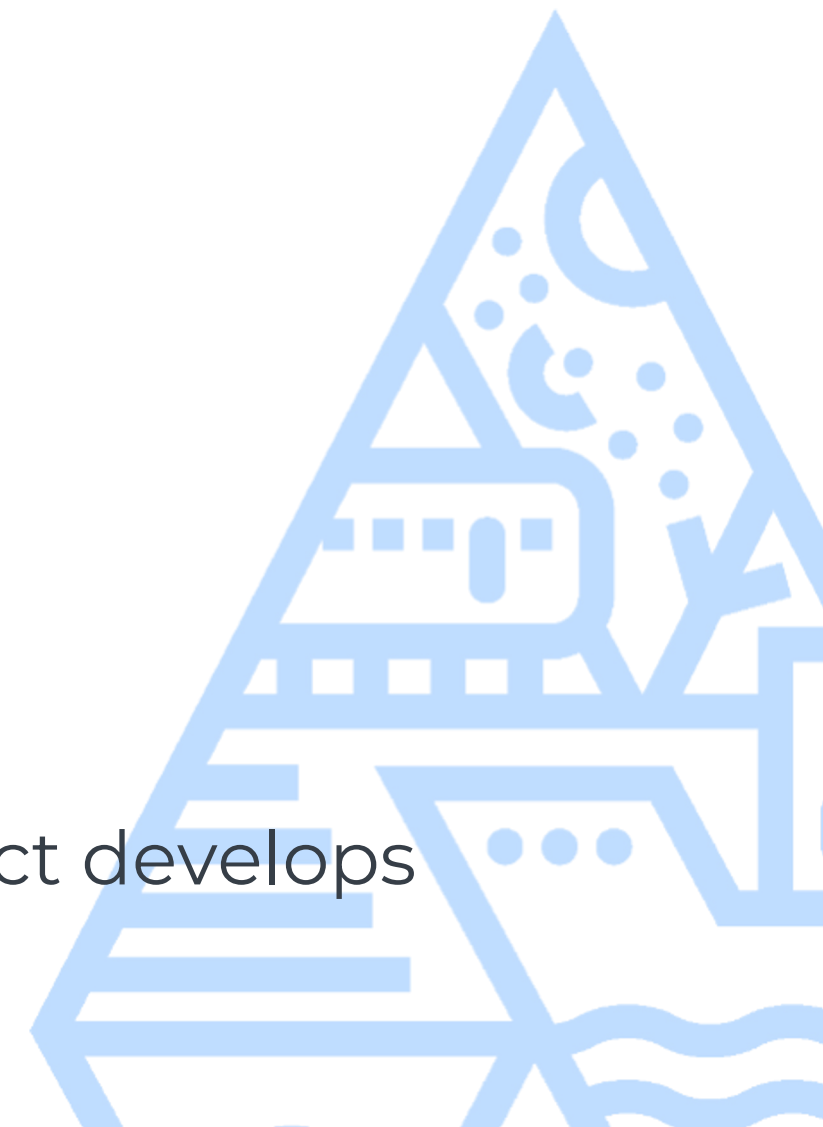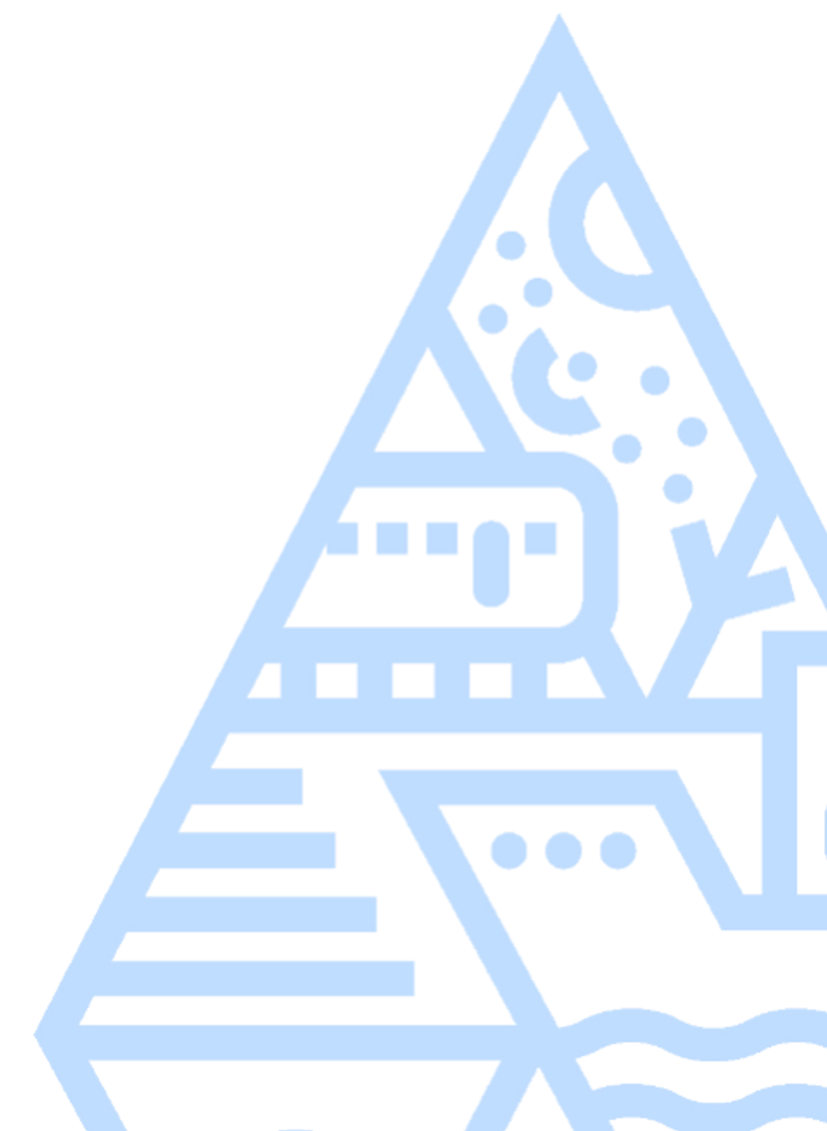
Welcome

Infrastructure highlights

Call announcements

Latest News

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Objectives / Mission

Background

Partners

Workpackages (description, members, public deliverables)

Facts and Figures

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HOME   OVERVIEW   INFRASTRUCTURE   SERVICES   OUTREACH   NEWS   FAQs

Antarctic stations and observatories		Research stations
Arctic stations and observatories	or	Observatories
Icebreakers and vessels		Icebreakers and vessels
Core repositories		Core repositories
Data		Data

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Calls

Transnational Access

Virtual Access

Training

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HOME OVERVIEW INFRASTRUCTURE SERVICES OUTREACH NEWS FAQs
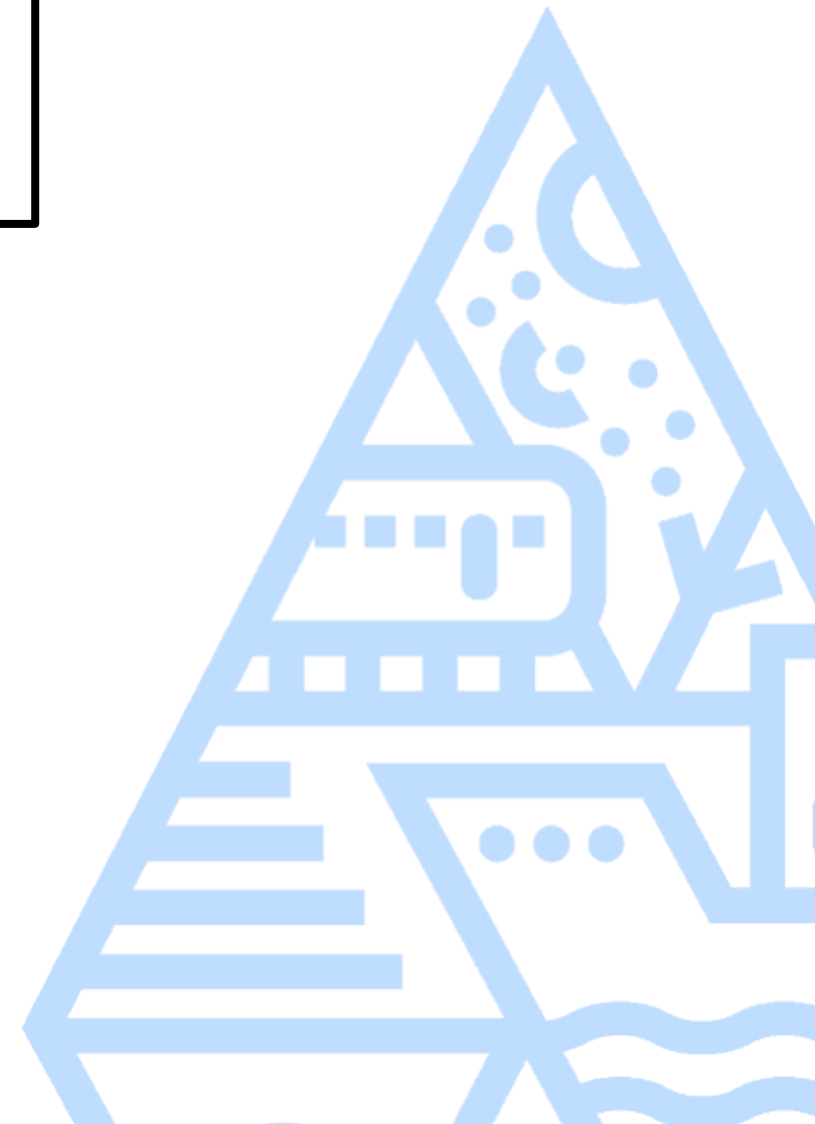
Ambassador stories

Media

Videos

etc

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HOME   OVERVIEW   INFRASTRUCTURE   SERVICES   OUTREACH   NEWS   FAQs

Project activities

Call announcements

Events

Newsletters

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Frequently Asked Questions

Social media

Facebook: polarin

X: @EuPolarin

To be created:

LinkedIn

Instagram

YouTube

When directly posting contents related to the project **use hashtags: #polarin #eu-polarin**

Email for social media posting requests: eu.polarin@gmail.com

Send text already with the style closest possible to the post, accompanied by at least one good photo.

Grant agreement

Meeting documents

Communication materials

Deliverables

Other needs as requested

D8.1 Implement POLARIN website and social media channels, M2, (IGOT-UL)

Internal communication:

- Members only area on the website (end of April)

- Quarterly Newsletter (1st in June?)

https://polarcatalyst.eu

CATALYST

Starred

🔒 ANTPIE

\# Antarctic-Research

\# Infrastructure-and-Logisitics-Group

🔒 POLARIN-WP8

Groups

Add Group +

\# ASSW-2023

\# ASSW-2024

\# Arctic-Circle-2022

\# Catalyst-Support

\# Cluster-Stakeholder-Working-Group

\# Copernicus-Polar-Workshop

\# ESA-Cluster-cooperation

\# EU-Polar-Cluster-events & activities

\# EU-Polar-Cluster_general

\# EU-PolarNet-2-Services

\# Interact-EU

\# Polar-Research-Comms

\# ProAct

\# Public-T6.1-WS-Group

\# Public_EU-Polar-Cluster_Catalyst-working-group

\# Q-studies-in-Arctic-Region

\# Service-provider-calls

\# Top-English-Academy

🔒 ANTPIE

🔒 PEG-retreat-Venice

POLARIN-WP8 ⭐

POLARIN WP8 🔘 Unsubscribe

...

Discussion   **Resources**   **Members**

GV **Gonçalo Vieira** • 10:01 AM
Hello. Test message

🔍 Search
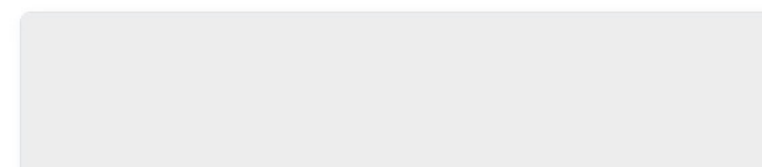
Social media:

- Facebook: polarin
- Instagram: tbc
- LinkedIn: PolarinEu
- X: @EuPolarin
- YouTube

When directly posting contents related to the project **use hashtags: #polarin #eu-polarin**

HOW TO CONTACT IGOT FOR WEBSITE AND SOCIAL MEDIA

Carlos Vital: eu.polarin@gmail.com

Please send text already with the style closest possible to the post, accompanied by at least one good photo.

For Newsletter and social media

- Contacts will be made by the EPB regularly for updates on project activities
- Will be used for reporting and to feed news in the website and newsletters

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