



Ponderful

Pond Ecosystems for Resilient Future Landscapes in a Changing Climate

Deliverable 5.4

Communications Grid



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PONDERFUL Deliverable 5.4 – Communications Grid

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WP Lead	Jeremy Biggs	Version	1

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Delivered by : Jeremy Biggs

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PONDERFUL Deliverable 5.4 – Communications Grid

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Executive Summary

The communications grid is a living document of daily, weekly, monthly and annual programmes of communications activity co-ordinated by FHT and working in collaboration with EPCN. The communications grid is designed to help us achieve our communications objective, which is to create a paradigm shift in recognition of the importance of ponds and pondscapes needed to maximise the societal benefits they provide. Through PONDERFUL communication we aim to inform, persuade and engage our audiences using various project outputs and events.

There are sections within the grid for each of the main elements of PONDERFUL communication activities, such as social media, presentations and press releases. The grid gives a breakdown of each element and details the targets which we will use to evaluate our success. The lead partners for each activity are marked, and partners are able to filter the grid to see all of their assigned comms activities. There is a column for harmonisation, which provides information on how partners will work together in order to reach the most people. The grid has a timeline for logging the dates of all actions and activities.

PONDERFUL COMMS OVERVIEW

OBJECTIVE		Create a paradigm shift in recognition of the importance of ponds and pondsapes needed to maximise the societal benefits they provide.
AIMS		
Inform		Raise the profile of ponds and pondsapes with audiences, public, policy makers, scientific community, etc Should be technically credible but lighter touch to engage quickly, or summarised with good sound bites Social media platforms - Facebook, Twitter, Instagram; Press releases; Videos
Persuade		Convince key stateholders of the important of ponds and pondsapes More detail and dissemination of peer reviewed evidence Website, scientific publications, conference
Engage		Modify policy instruments by engaging policy makers and statutory agencies End users participate in conservation of ponds and pondsapes Longer term goal - which will extend beyond the end of the project Targetted communication, Webinars
WHAT		
Project news		About the project, events, outputs and deliverables
Policy news		Significant dates, policies, etc. from each country/international
Partner news		Relevant information by Ponderful project partners (in addition to the project deliverables)
Associates news		Relevant information by partners/associates who are indirectly connected to the Ponderful project
Important publications		Library of publications and signiciant peer reviewed articles
HOW		
Comms schedule		Diary of activity Monitored by WP5 Delivered by partners
Harmonised		Guidence on content Integrating themes Fortnightly reminder from FHT WP5 lead
EVALUATION		
Targets (e.g.) - monitored by WP5 lead		Sessions on the project website (monthly) Project newsletter (subscriptions) Articles, blogs (partner websites and publications) Number of appearances in the media (press, radio, television, news websites, online portals, blogs (NOT partner websites/publications)) Number of social media posts (likes + shares) Participation at lauch event Number of events (webinars + participation) Number of scientific presentations

Communications grid (April 2021, see excel spreadsheet for full grid)

[illegible]

[illegible]

PROJECT VIDEOS

D5.15 Produce first animation videos about the importance of ponds

D5.19 Second animation videos about the importance of ponds

JoVe video on protocols for making ponds.

PRESS RELEASE

Articles in national news/media outlets

TARGET: One per country per year

EVALUATION: Number of appearances in the media (press, radio, television, news websites, online portals, blogs)

Project Launch

Significant PONDERFUL deliverable REPORTS . . .

				Uvic	PARTNER										Year	2021																																			
				ECOLOG	KUL	HES-SO	UdG	FHT	UCL	METU	UU	ISARA	IGB	BU	UdelaR	AU	AMPHI	TUM	RANDBE	CIMAR	Month	April																													
COMUNICATION	DESCRIPTION	EVALUATION/TARGET	HARMONISATION	Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30																	
				Day	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F																	
Presentations to policy makers																																																			
Policy meetings/events	Presentations to policy makers focusing on the practical benefits of small waters	TARGET: All project participants to make one presentation to policy makers per year. Total 18. EVALUATION: Audience analysis/outcomes	Update WP5 FHT lead at quarterly meetings with information on upcoming meetings Twitter handle on the day of the meeting ... Social media on the day of the meeting																																																
Meetings timetable ... e.g.																																																			
Webinars																																																			
Technical Webinars	D5.14 Content created for Technical Webinars about pond importance and management	TARGET: Four per year. Beginning at the end of Yr1. EVALUATION: Number of participants/audience analysis	Update WP5 FHT lead when webinar timetable agreed Twitter handle on the day of the webinar ... Social media month prior to the webinar, and e-version available on website following the event																																																
Webinar timetable - TBC																																																			