



## Pond Ecosystems for Resilient Future Landscapes

## in a Changing Climate

Deliverable 5.4

**Communications Grid** 



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Presentations

# **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.

OBJECT	IVE	
		Create a paradigm shift in recognition of the importance of ponds and pondscapes needed to maximise the societal benefits they provide.
AIMS	Inform	Raise the profle of ponds and pondscapes 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 pondscapes 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 pondscapes Longer term goal - which will extend beyond the end of the project Targetted communication, Webinars
WHAT		0
	Project news	About the project, events, outputs and deliverables
	Policy news	Significant dates, policies, etc. from each country/international Relevant information by Ponderful project partners (in addition to the
	Partner news	project deliverables) Relevant information by partners/associates who are indirectly
	Asscociates news	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
EVALUA		Fortnightly reminder from FHT WP5 lead
	Targets (e.g.)	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 + partcipation) Number of scientific presentations

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

Communications Bria (A	Sin 2021, see exter spreadsheet for fully	, nu j				
				PARTNER	Year	2021
				* 8 1 8 5 5 7 2 2 8 8 8 8 8 7 5 5 8 8	Month	April
				Uvic AUL KUL KUL KUL KUL KUL KUL BU BU MPHI MPHI TUM KUNBE	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
COMUNICATION	DESCRIPTION	EVALUATION/TARGET	HARMONISATION			WTFSSMTWTFSSMTWTFSSMTWTF
WP5 CORE ACTIONS						
WP5 sub-group meeting	Quarterly meeting to agree actions, monitor	TARGET: 4 meetings per year	One named representative from each org	g-11111111111111111111		
	progress		meeting led by FHT, UCL and Ciimar			
Cooms toolkit	Start-up email to project partners detailing our					
Cooms tooikit						
	expectation of their input along with					
	circulation of final comms grid.					
Comms update	Fortnightly email to remind partners of			1		
	actions/expectations					
Evaluation	Quarterly collation of progress towards targets			1		
Evaluation	Quarterry conation of progress towards targets			1		

IDERFUL LAUNCH				
nch event	MS7 Run project launch event with	EVALUATION: Number of		
	participants and invited key@stakeholders from	m participants		
	Europe			 
ference committee meeting				
plete invitation list	Invitation lists completed and invitatations		Personal invitations to key stakeholders to	
	sent out in batches		attend the meeting	
e agenda				
mit speaker bios and abstracts				
event page on website and				
sign-up function (Eventbrite?)				
e roles and responsibilities				
ertise				
ing date for registration				
nit talks				
zoom function				
ish event feedback/				

ANNUAL MEETINGS			
Annual meetings	MS8, MS11, MS16, MS22 Coordination and	EVALUATION: Number of	Timetable and content to be agreed at
	review of the General Annual PONDERFUL	participants	initial WP5 meeting.
	meeting		
Agree location/venue			
Complete invitation list			
Agree agenda			
Submit speaker bios and abstracts			
Prep event page on website and			
add sign-up function			
Advertise			
Closing date for registration			
Submit talks			
Test zoom function			
Publish event feedback/			
proceedings			

#### LAUCH EVENT FOR TECHNICAL DOCUMENTS

Launch event for tech documents	MS19 Coordinate launch event for dissemination of Technical Guidance manual	EVALUATION: Number of participants
	and other major project outputs including free downloadable e-version	
Agree location/venue		
Complete invitation list		
Agree agenda		
Submit speaker bios and abstracts		
Prep event page on website and		
add sign-up function		
Advertise		
Closing date for registration		
Submit talks		

				PARTNER	Year	2021
				, 이 이 이 이 이 이 이 이 이 이 이 이 이 이 이 이 이 이 이	Month	April
					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
COMUNICATION	DESCRIPTION	EVALUATION/TARGET	HARMONISATION		Day T F S	SMTWTFS SMTWTFS SMTWTFS SMTWTF
Test zoom function						

Publish event feedback/

proceedings

RAISE THE PROFILE OF PONDS/PONDSCAPES

a KEY deliverable

Uvic

KUL

UdG

FHT

LICI

UU

IGB BU

AU

TUM

CIIMAR

Theme of the month . . . Pond biodiversity

INTERNATIONAL PROJECT CONFER	RENCE							
International project conference	MS21 Organise and run international project	EVALUATION: Number of						
	conference	participants						
Agree location/venue								
Complete invitation list								
Agree agenda								
Submit speaker bios and abstracts								
Prep event page on website and								
add sign-up function								
Advertise								
Closing date for registration								
Submit talks								
Test zoom function								
Publish event feedback/								
proceedings								
SOCIAL MEDIA								
PONDERFUL PROJECT NEWS						_	 _	
PONDERFUL project news	Weekly social media post from the Ponderful		Project partners retweet posts - posts	1 1	1			
	account across the main social media	posts/Likes/Shares	every Friday					

PONDERFUL fieldwork posts For every site visit, ALL partners should take a EVALUATION: Number of photo and post on Twitter -- use the standard posts/Likes/Shares text given on the right -- this gives the feel of TARGET: One tweet per week activity/action on the ground during field season, per project partner (min. c.16 posts per

minimum, on Twitter, Instagram, or

their own news (e.g. scientific papers), or

theme of the month (below), or linked to

platforms (Twitter, Instagram, and Facebook). TARGET: Min. 52 posts per year

Facebook. Using timetable (below) and either (Twitter) posts from project

year)

TARGET: Daily social media

partners (min. 365 posts per

year about ponds).

#Ponderful project @ponds4climate."

#### EVALUATION: Number of RAISING THE PROFILE OF PONDS - Each partner will post about Partners to use #Ponderful and tag the 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 ponds/pondscapes 1-2 times per month posts/likes/shares Ponderful social media accounts (ie.

@pond4climate on Twitter).

themes.

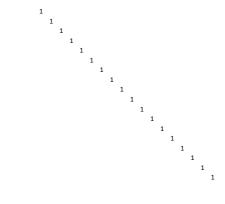
Comms lead to send regular suggestions

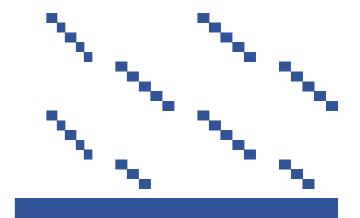
for social media posts around the monthly

significant dates (below) -- incl. standard text given on right Timetable .. Timetable for 'Raising the profile of ponds' 1st and 3rd Mon each month ECOLOGIC Timetable for 'Raising the profile of ponds' 1st and 3rd Tue each month Timetable for 'Raising the profile of ponds' 1st and 3rd Wed each month Timetable for 'Raising the profile of ponds' 1st and 3rd Thur each month HES-SO Timetable for 'Raising the profile of ponds' 1st and 3rd Fri each month Timetable for 'Raising the profile of ponds' 2nd and 4th Mon each month Timetable for 'Raising the profile of ponds' 2nd and 4th Tue each month METU Timetable for 'Raising the profile of ponds' 2nd and 4th Wed each month Timetable for 'Raising the profile of ponds' 2nd and 4th Thur each month ISARA Timetable for 'Raising the profile of ponds' 2nd and 4th Fri each month Timetable for 'Raising the profile of ponds' 1st and 3rd Mon each month Timetable for 'Raising the profile of ponds' 1st and 3rd Tue each month UdelaR Timetable for 'Raising the profile of ponds' 1st and 3rd Wed each month Timetable for 'Raising the profile of ponds' 1st and 3rd Thur each month AMPHI Timetable for 'Raising the profile of ponds' 1st and 3rd Fri each month Timetable for 'Raising the profile of ponds' 2nd and 4th Mon each month RANDBEE Timetable for 'Raising the profile of ponds'

2nd and 4th Tue each month Timetable for 'Raising the profile of ponds' 2nd and 4th Wed each month

Apr - Social media posts about the value of ponds for biodiversity





				PARTN 운영국양북부성근국	ER 중 88 글 높 글 표 호 ಜ  ¥	Year Month		2021 April		
COMUNICATION	DESCRIPTION	EVALUATION/TARGET	HARMONISATION	Uvic ECOLOG KUL HES-SO UdG FHT UCL METU UU	ISAF IC IC I		67891011121 <b>1 T W T F S S M</b>		20 21 22 23 24 25 26 2 T W T F S S M T	7 28 29 30
	May - Social media posts about the value of	EVALOATION TANGET	hattionisation			50y 1 1 5 5 1				
important pond sites, pondodepes	pondscapes - showcasing important pond sites									
Ponds and policy	Jun - Inform/rasie profile of ponds in policy									
Societal benefits of ponds	Jul - Role of ponds in ecosystem function									
Pond biodiversity	Aug - Social media posts about the value of ponds for biodiversity									
Important pond sites/pondscapes	Sep - Social media posts about the value of pondscapes - showcasing important pond sites									
Ponds and policy	Oct - Inform/rasie profile of ponds in policy									
Societal benefits of ponds	Nov - Role of ponds in ecosystem function									
Pond biodiversity	Dec - Social media posts about the value of ponds for biodiversity									
Important pond sites/pondscapes	Jan - Social media posts about the value of									
·····	pondscapes - showcasing important pond sites									
Ponds and policy	Feb - Inform/rasie profile of ponds in policy									
Societal benefits of ponds Key dates	Mar - Role of ponds in ecosystem function									
World Wetlands Day	2-Feb									
World Wildlife Day	3-Mar									
International Day of Action for Rive										
Taxonomist Appreciation Day	19-Mar									
World Frog Day	20-Mar									
World Planting Day	21-Mar									
World Water Day	22-Mar					_				
World Aquatic Animal Day	3-Apr									
International Beaver Day	7-Apr							_		
Bat Appreciation Day	17-Apr								_	
World Fish Migration Day	21-Apr									
Earth Day	22-Apr									
Endangered Species Day	Third Friday in May ??									
Fete des mares (France) World Bee Day	20-May									
International Day for Biological Dive										
World Otter Day	27-May									
World Environment Day	05-Jun									
International Climate Change Day	21-Jun									
World Nature Conservation Day	28-Jul									
World Water Monitoring Day	18-Sep									
World Rivers Day	Last Sunday of September									
World Habitat Day	First Monday of October									
WEBSITE										
WEBSITE COORDINATION	All solutions and the solutions									
SIGNPOSTING		EVALUTAION: Google analytics of numbers of vews/links TARGET: 18 project partners linl	Use of correct logos and acknowledgem of funding partners - standard text k available on request	nent 1 1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1					
		to PONDERFUL website from								
		their own organisation's								
		website - to be completed by								
		end April 2021								
TWITTER NEWS	Add twitter feed to the PROJECT WEBSITE - so that our 'news' automatically appears there				1					
	macour news automatically appears there	end April - automatic ongoing							-	
Website updates	Website to be regularly reviewed and updated.		Ensuring that the website is kept up to o 6 with the latest content and information from the project.		1					
NEWS FOR THE WEBSITE										

				PARTNER	Year 2021
				Uvic ECOLOG KUL HES-SO UdG FHT UCL UCL UCL UCL ISARA BU UU UdelaR BU UdelaR AMPHI TUM	Month April
COMUNICATION	DESCRIPTION	EVALUATION/TARGET	HARMONISATION	HES LISS M LISS M LISS	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 TFSSMTWTFS 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
Monthly summary of PONDERFUL	WP5 leads summarise news from partner	EVALUATION: Number of		1	
activities	social media/news - for website news	articles/views			
		TARGET: 12 articles per year WHEN: Third Friday of every			
		month.			
Partner blogs	Each partner will prepare 1 blog (250 words +		You will be reminded one months prioir	to 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	pictures) every 6 months - with an update on		your publication date.		
	some aspect of project activity, for the	TARGET: Minimum of 24			
	Website Using timetable (below) and either	blogs/website news articles pe			
	their own news, linked to a PONDERFUL project deliverable REPORTS (below), or as	year.			
	agreed with the WP5 lead (e.g. publication of				
	scientific articles).				
Timetable					
Uvic	Timetable for 'Partner blogs'	June and December		1	
ECOLOGIC KUL	Timetable for 'Partner blogs' Timetable for 'Partner blogs'	July and January August and February		1 1	
HES-SO	Timetable for 'Partner blogs'	September and March		1	
UdG	Timetable for 'Partner blogs'	October and April		1	
FHT	Timetable for 'Partner blogs'	November and May		1	
UCL	Timetable for 'Partner blogs'	December and June		1	
METU	Timetable for 'Partner blogs'	January and July		1	
UU ISARA	Timetable for 'Partner blogs' Timetable for 'Partner blogs'	February and August		1	
IGB	Timetable for 'Partner blogs'	March and September April and October		1	
BU	Timetable for 'Partner blogs'	May and November		1	
UdelaR	Timetable for 'Partner blogs'	June and December		1	
AU	Timetable for 'Partner blogs'	July and January		1	
AMPHI	Timetable for 'Partner blogs'	August and February		1	
TUM RANDBEE	Timetable for 'Partner blogs'	September and March		1	
CIIMAR	Timetable for 'Partner blogs' Timetable for 'Partner blogs'	October and April November and May		1	
		,			
PROJECT VIDEOS					
D5.15 Produce first animation vide					
D5.19 Second animation videos ab		4			
JoVe video on protocols for makin	ig ponds.	1 peer-reviewed video			
PRESS RELEASE					
	Press releases to be sent out around key	TARGET: One per country per		ns 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
outlets	events, milestones and scientific papers (see below)	year EVALUATION: Number of	with each partner around key dates		
	below)	appearances in the media			
		(press, radio, television, news			
		websites, online portals, blogs			
Project Launch	See separate section above			1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
Significant PONDERFUL deliverabl D3.2 Report on spatial distribution					
	and its effect on biodiversity pattern				
D3.8 Report on water level change					
D3.10 Report on pondscape thresh					
	ommendations for future pondscapes				
	ES and perceptions of ponds and pondscapes				
D1.3 Synthesis report on policy cor					
D1.4 Synthesis report on sustainab D4.2 Report focused on ES and NBS	le financing of the establishment of ponds and p	onuscapes			
	s and projected roles of land use and climate of p	ondscapes			
D5.16 Report: first plan for SME co					
D1.5 Report on the socio-economic	c analysis of ponds and pondscapes				
D4.3 A leaflet for each of the 16 DE	MO sites				

D3.14 User guide for scenario tool

D4.5 Report describing the prototype NBS "CLIMA-Pond" D2.5 Report Pan-European analysis biodiversity

				PARTNER	Year		2021		
				UVIC RELAT LETU UU UU BU UU BU ADHI IGB BU ADHI IDBE MAR	Month		April		
								21 22 23 24 25 26 27 28 29 30	
COMUNICATION	DESCRIPTION	EVALUATION/TARGET	HARMONISATION		Day TFS S	SMTWTFS S	MTWTFSSMT	WTFSSMTWTF	
D2.6 Report importance ponds carbon sequestration									
D2.7 Report Pan-European analy	sis pond ecosystem services linked to climate								
D2.8 Report biodiversity and eco	system services temporary ponds								
D2.9 Report pond restoration									
D3.15 Report on final priority ma	ps								
D2.10 Report colonisation rates	newly created ponds								
D2.11 Report pond resilience to	limate change								
D4.6 A Technical Handbook on p	ondscape NBS implementation								
D4.7 A Policy Guidance Document for the NBS implementation									
D5.21 Publish 4-6 information posters describing pond landscapes and their management									
D5.22 Policy Briefing notes									
Scientific papers	Update WP5 lead with plans for publication a	t		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1					
	quarterly WP5meeting + add to timetable								
List scientific publication plans	vhen known								

NEWSLETTER AND FRESH	WATER REPORTS		
NEWSLETTER			
PONDERFUL newsletter	Latest project news and updates on relevant freshwater projects worldwide (500 words + 4 5 photos).	TARGET: One per year - EVALUATION: Number of subscriptions	Collated and edited by WP5 FHT lead - will 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Timetable Add sign-up/subscription to proj Advertise/generate mailing list Request for articles Circulate first draft Translate to project partner's lar Send to designer Proof by partner Amendments by designer Publication of newsletter			
FRESHWATER REPORTS			
PONDERFUL project reports	Annual report sumarising highlights from the project and major project outcomes	TARGET: One per year EVALUATION: Number distributed	Collated and edited by WP5 FHT lead - will 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Advertise/generate mailing list Collate information from project Circulate first draft Translate to project partner's lar Send to designer	t partners		

Proof by partiler								
Amendments by designer								
Publication of PONDERFUL project	t renorts							
PRESENTATIONS								
CONFERENCE PRESENTATIONS								
			the second se					
Scientific presentations	At national and international conferences of		s Update WP5 FHT lead at quarterly					
	relevant scientific societies	to make one scientific	meetings with information on upcoming					
		presentation per year. Total 18	conferences which we can advertise					
		EVALUATION: Number of	Twitter handle during the event					
			-					
		conference	Social media week prior, on the day and					
		participants/audience	week after the event					
Conference timetable								
	odiv Introduction to PONDERFUL project							
SWS Annual Meeting 2021					1			
EPCN conference				1 1 1 1 1	1 1 1 1 1 1 1 1	1 1 1 1 1 1		
SEFS12 Symposium for European Freshwater Sciences					1			
Virtual Horizon 2020 Nature-Based ! Introduction to PONDERFUL project - Sandra Brucet				1				
IPCC	ed : Introduction to PONDERI DE project - Sandra E	Siddet		1				
IPBES								

Proof by partner

COMUNICATION	DESCRIPTION	EVALUATION/TARGET	HARMONISATION	Uvic ECOLOG C HEFS-O HEFS-O HAFS-O HAFT-U BU MFT-U BU AMPHI TUM TUM TUM TUM TUM TUM TUM TUM	Year         2021           Month         April           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         S M T W T F         S M T W T F         S M T W T F
Presentations to policy makers	DESCRIPTION	EVALUATION/TARGET	HARMONISATION		Day 1 F 3 3 W1 1 W 1 F
Policy meetings/events	Presentations to policy makers focusing on the practical benefits of small waters	<ul> <li>TARGET: All project participan to make one presentation to policy makers per year. Total 1</li> <li>EVALUATION: Audience analysis/outcomes</li> </ul>	meetings with information on upcoming		
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.	Update WP5 FHT lead when webinar timetable agreed		

 
 and Tarker:
 Four lead when webmar

 Beginning at the end of YrL
 timetable agreed

 EVALUATION: Number of particpants/audience analysis
 Twitter handle on the day of the webinar ...

 Social media month prior to the webinar, and e-version available on website following the event
 Social media month prior to the webinar ...

Webinar timetable - TBC