

STAKEHOLDER INTERACTION AND COMMUNICATION

Effective communication and dissemination activities are of key importance for the future eLTER RI and for continuing the over 20 years of LTER-Europe efforts to maximise impact and ensure long-term knowledge exchange. By distinguishing four target communication groups, eLTER RI aims to guarantee that the key messages and outputs are clearly communicated to all stakeholders.



Stakeholder interaction forms an integral part in the development of the eLTER RI. It is a tool for branding and credibility, targeted to user engagement at the highest possible level. Towards this aim, communication takes a central role within eLTER as a means of ensuring dissemination and uptake of results at every stage during the project lifetime and beyond. A dedicated Communication plan has been developed to define objectives, target groups and key messages that will guide the project-related communication activities.

Comprehensive approach

Informed by key project outputs, such as the Stakeholder landscape analysis report and the Communication and dissemination strategy, the four target communication groups were identified.

A Communication master plan was developed to reflect on the priorities, key messages, intensity of output and appropriate communication channels for each of the target communication groups. This has been reflected in the development of several tailored tools and channels like

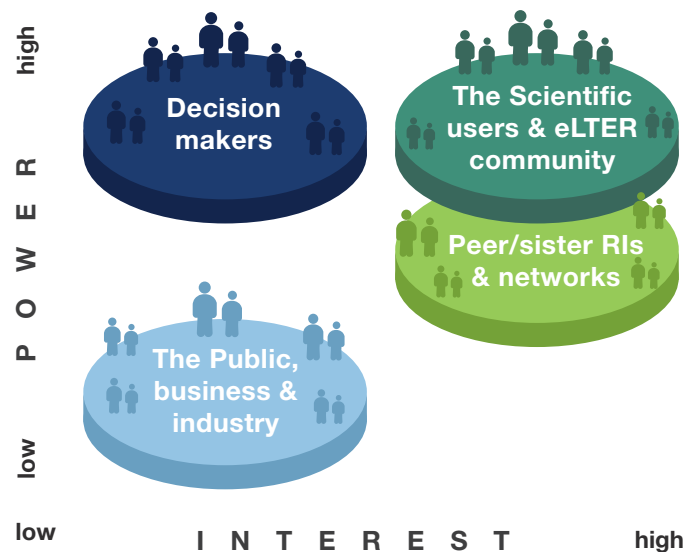


Fig. 1: Power-interest scale of the stakeholder groups

the four stakeholder brochures and explanation videos, as well as the eLTER presence on several social media platforms favored by different stakeholder groups and with varying audience specifics. Moreover, the four target communication groups are further divided into a high/low power-interest scale, which additionally informs the unique approach towards each of them (Fig. 1).

Expanding the spider web











A network of communication representatives from the 26 national LTER countries was established under the guidance of the eLTER central communication and dissemination team. The network is responsible for expanding the visibility and increasing the impact of the future RI across the national, European and global decision makers, scientific users, peer RIs, the public, business and industry.

To reinforce the foundations of its activities infrastructure, and to foster joint cooperation among its 26 partner countries, eLTER commenced its Grand Campaign. The endeavour documents the research, scientists, equipment, flora and fauna at dozens of sites and platforms within Europe and Israel. As a result, over 1 500 drone and camera photos and videos were taken and produced in close collaboration with the national LTER teams.













Learning about eLTER

To keep the four target communication groups regularly informed about the RI progress, the Transnational and Remote Access scheme, sites and platforms data (via DEIMS), internal and external events, trainings, jobs, research and study opportunities, eLTER employs the following communication tools and channels:

- | | |
|--|---|
|  eLTER website |  LinkedIn |
|  Newsletters |  YouTube |
|  Twitter |  Webinars |
|  Instagram |  Conference booths |
|  Facebook |  Physical lectures |

eLTER also provides a spectrum of **promotional and informational materials** such as:

- | | |
|--|--|
|  Brochures & flyers |  Pens & pencils |
|  Roll-up banners |  Stickers |
|  Info sheets |  USB sticks |
|  Impact sheets |  Business cards |
|  Site catalogue |  Folders |

