



## **EDIT Communication Plan**

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## Three major elements

<b>Activity</b>	<b>Target audience</b>
Public Awareness (PA)	General audience
Public Relations (PR)	Decision-makers (EU & Biodiversity/Conservation communities)
Internal communication	Taxonomists, EDIT partners and their collaborators

# 1. Public Awareness



## *Goal*

- Coordinate and integrate EDIT partners to demonstrate societal value of modern taxonomy.
- Exploit Biodiversity Year 2010 as collective effort by the scientific taxonomic community.

## *Message*

- Modern taxonomy is dynamic and fascinating,
- Vital for tackling global biodiversity crisis
- Europe has key role
- Oldest and largest collections of taxonomic data
- Unrivalled scientific expertise
- Europe has crucial global role in problem-solving and capacity-building.



# 1. Public Awareness

## *Audience*

General public, schools, museum audiences.

## *Tools*

- This EDIT workshop
- Success stories:
  - exploring the biosphere and discovering new biodiversity
  - saving and conserving biodiversity
  - developing sustainable use for biodiversity
- EDIT partners integrate PA activities under Memorandum of Understanding
- Compilation of a BYSE programme from all EDIT partners and beyond
- Benchmarking of PA activities in EDIT (and other) institutions



## 2. Public Relations

### *Goal*

- Convincing decision-makers (taxonomy is crucial to biodiversity science)
- Increase resources for taxonomy within European research strategies
- Significant place for taxonomy in Framework Programme 8

### *Message*

- EDIT shows that modern taxonomic science is effective and integrated
- Taxonomy is vital for sciences of biodiversity and environmental change
- "Taxonomic Impediment" represents global demand for taxonomy
- European taxonomic resources have fundamental global role



## 2. Public Relations

### *Audience*

- Decision-makers and opinion-formers
- Biodiversity community (CBD, SBSTTA, etc.)
- European Union strategic science funding community

### *Tools*

- Joint PR actions at key policy events (e.g. SBSSTA, COP) with other relevant projects (BioNET, EoL, GBIF, MarBef, Alternet, IPCB, etc.)
- Library of slides and powerpoint templates for "EDIT ambassadors"
- Preparation of briefs for decision-makers on themes
- EU lobbying strategy focussed on FP8, coordinated by RBINS



## 3. Internal communication

### *Goal*

- Encourage collaboration and integration of EDIT member institutions and their taxonomic personnel
- Promote value of a distributed structure for day-to-day research work
- Promote the use of EDIT tools and services

### *Message*

#### Collaborative taxonomy

- is scientifically good
- easier to practice
- provides better scientific career opportunities
- is more rewarding



## 3. Internal communication

### *Audience*

- Taxonomic staff of EDIT institutions
- General taxonomic and biodiversity audiences (regional and global)

### *Tools*

- Support and stimulate institutional Team Leaders with tools and specific information to increase input into EDIT from their institutes
- Redesigned and streamlined website
- Refocus EDIT newsletter on the wider taxonomic community, as opposed to just work-package members