

JOINT COMMUNICATIONS ACTIONS

FOR A BETTER VISIBILITY OF ENVIRONMENTAL RESEARCH
INFRASTRUCTURES

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Supporting environmental research
with integrated solutions
- the Earth is our lab

CONTENT

- Importance of communications
- Specifics of communications in environmental research infrastructures
- Importance of clustering
- Joint communication actions
- Their benefits
- Future actions and needs



A large, full-canopied green tree stands on a rolling green hill. The sky is bright blue with scattered white clouds. The text 'WHY DOES COMMUNICATION MATTER' is overlaid in white, bold, sans-serif capital letters across the middle of the image, centered over the tree's canopy.

WHY DOES COMMUNICATION MATTER

IMPORTANCE OF COMMUNICATIONS FOR A RESEARCH INFRASTRUCTURE

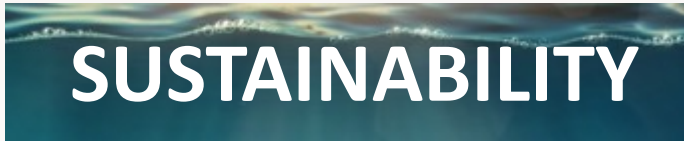


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IMPORTANCE OF COMMUNICATIONS FOR A RESEARCH INFRASTRUCTURE



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IMPORTANCE OF COMMUNICATIONS FOR A RESEARCH INFRASTRUCTURE



Promotes and improves the products, services & knowledge, builds the relationships, builds the identity, promotes the value, creates and influences opinions, improves understanding, provides support



Builds community, helps to sustain funding, supports growth of the network, increases motivation



Clear set of Key performance indicators, most of them easily measurable





COMMUNICATIONS IN THE ENVIRONMENTAL RESEARCH INFRASTRUCTURES

ENVIRONMENTAL RESEARCH INFRASTRUCTURES



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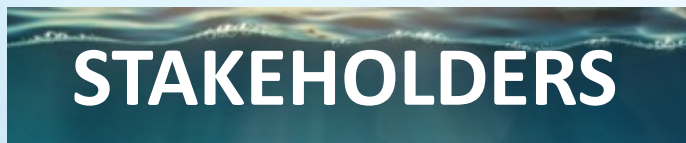


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ENVIRONMENTAL RESEARCH INFRASTRUCTURES



NATURE

Most of the environmental research infrastructures are **distributed** infrastructures, which brings the same challenges



STAKEHOLDERS

They have similar or common audience



APPROACH

Earth system approach, same or similar challenges the research infrastructures are responding to



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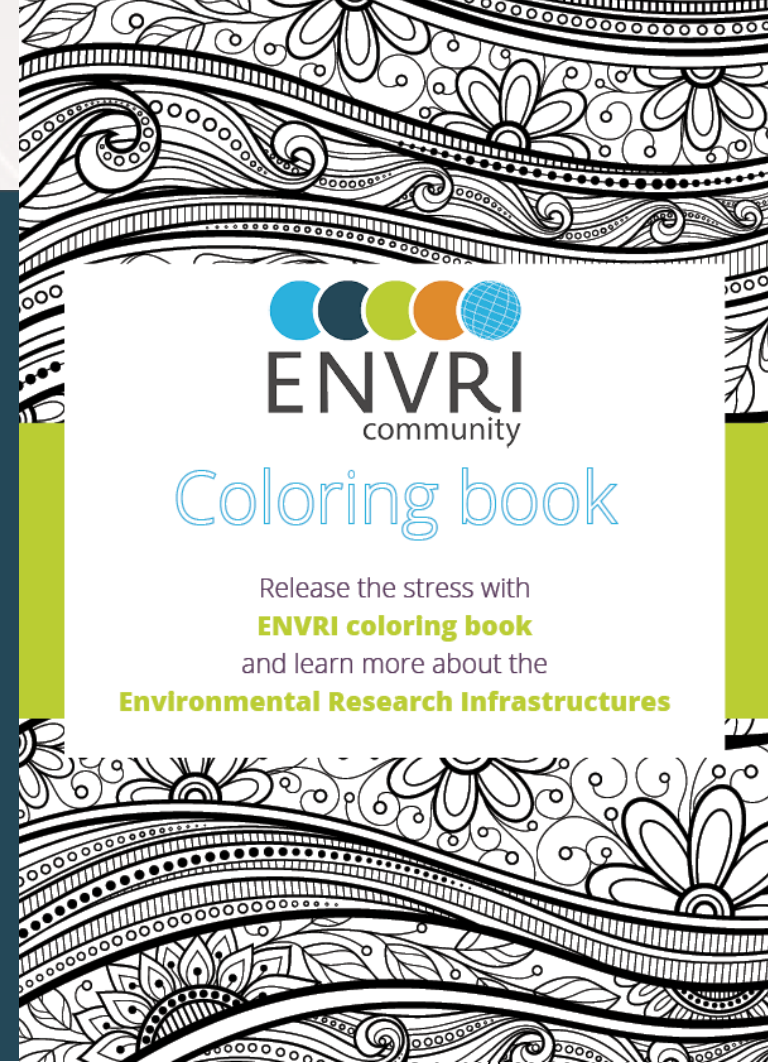
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WHAT WE DID TOGETHER



A wide-angle photograph of a large, modern exhibition hall during a conference. The hall is filled with people walking through aisles and interacting at various booths. In the foreground, a booth for 'ENVRI' (European Network of Voluntary Research Institutions) is prominent, featuring a white canopy and a large display. To the left, a booth for 'EGU General Assembly' is visible, with a blue and white color scheme. The background shows more booths, including one for 'service & camparis', and a large mural on the wall depicting a cityscape. The text 'JOINT CONFERENCE BOOTHS' is overlaid in large, bold, white capital letters across the center of the image. The overall atmosphere is busy and professional.

JOINT COMMUNICATIONS MATERIAL



NETWORK OF COMMUNICATIONS MANAGERS





KNOWLEDGE TRANSFER AND TRAINING

A surreal landscape featuring a floating island with a tree and grass, set against a cloudy sky and blue water. The island is a flat, circular patch of vibrant green grass with a thick layer of moss or grass on top. A single, mature tree with a dark trunk and a full, leafy green canopy stands in the center of the island. The island is surrounded by deep blue water, and the water's surface is slightly rippled. The sky is a mix of light blue and white, with soft, fluffy clouds. The overall scene has a dreamlike, ethereal quality.

VIRTUAL COMMUNITY PLATFORM



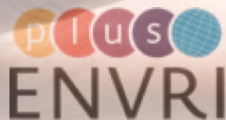
BENEFITS OF CLUSTER COLLABORATION

BENEFITS

- Better visibility
- Transfer of knowledge, capacity building
- Information exchange
- Cost efficiency
- Effort efficiency
- Promotion of
 - Multidisciplinary science
 - Earth system approach
- ENVRIplus outreach



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A large number of jellyfish are shown swimming in deep blue water. The jellyfish are translucent with various internal structures visible, including bell-shaped bodies and trailing tentacles. They are scattered throughout the frame, creating a sense of movement and depth. The text "FUTURE ACTIONS" is overlaid in the center in a bold, white, sans-serif font.

FUTURE ACTIONS

FUTURE ACTIVITIES FACILITATED BY ENVRI-FAIR

- Development of the joint communications strategy for the environmental RIs
 - Based on the ENVRI Strategy
- Continuation of the joint communications activities
- Raising the awareness of strategic role of communications amongst the RI leadership

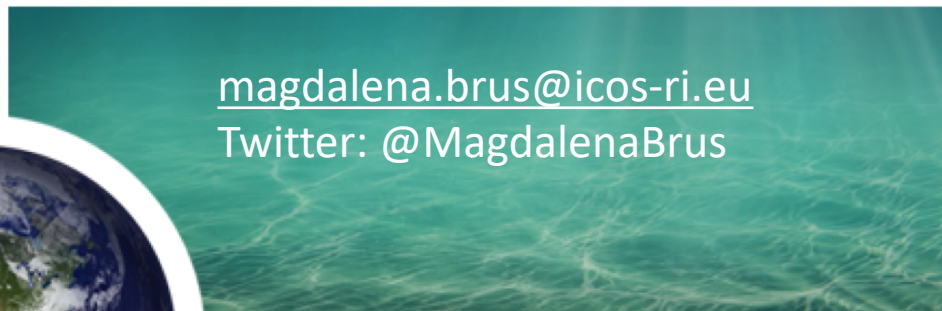
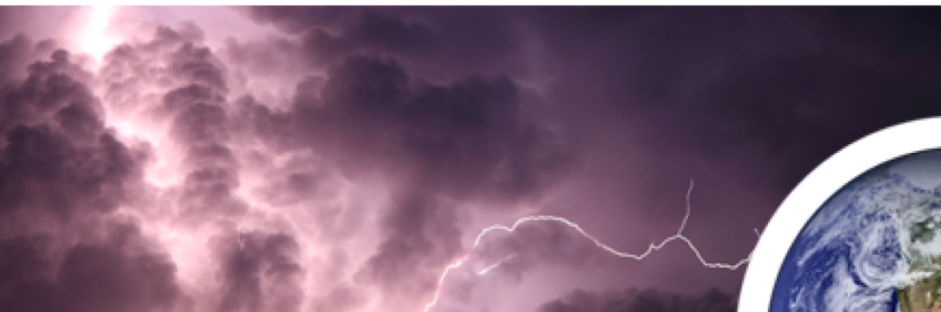


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THANK YOU



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