EGU2016-8457

COMUNICA Project: a commitment for strategic communication on Earth Sciences Jordi Cortes-Picas, Jordi Diaz and Jose-Luis Fernandez-Turiel



Introduction

The Institute of Earth Sciences Jaume Almera (ICTJA-CSIC) was funded in 1965. It is a reference research center on Earth Sciences both national and international level. The Institute includes 4 research groups which focus their scientific activity on the structure and dynamics of the Earth, the environmental changes in the geological record, geophysical and geochemical modelling and crystallography and optical properties.

Only when large geological disasters happen, mainly earthquakes and volcanic eruptions, some interaction between ICTJA-CSIC researchers and traditional media occurs, which is limited by the fact that the aim of the Institute is the scientific research and it has no responsibilities in the area of civil protection. This relationship reduces the knowledge of our activity to the general public.

As a reference research center on Earth Sciences, ICTJA-CSIC has decided to take an active role in the social dissemination of Earth Sciences knowledge.

Thus, **COMUNICA Project** is a imed to increase the social visibility of the ICTJA-CSIC research promoting strong involvement of researchers.

Therefore ICTJA-CSIC has created the Communication Unit to design and implement appropiate communication strategies.

Objectives

- Increase Institute external visibility.
- Use internal communication tools to strenght staff links and engagement.
- Promote social knowledge of Earth Sciences.
- Capture future talented researchers.

Strategies

ICTJA-CSIC Communication Unit was established in november 2015. Here we present some examples of its activity.

Identify targets

- General public
- Mass media
- Potential future researchers
- Institutions
- Staff

Media relations





Radio, TV and Newspapers collaboration

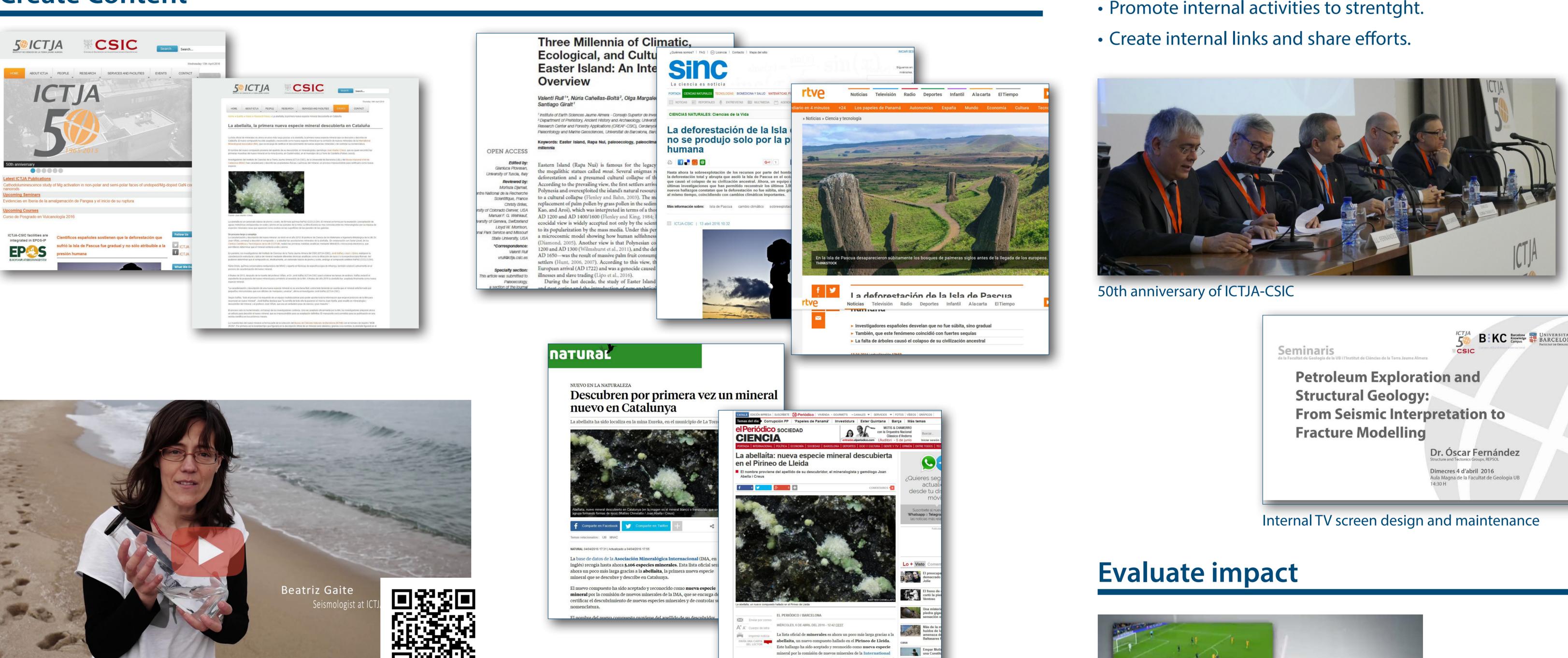
Maintain channels



@ICTJA_CSIC

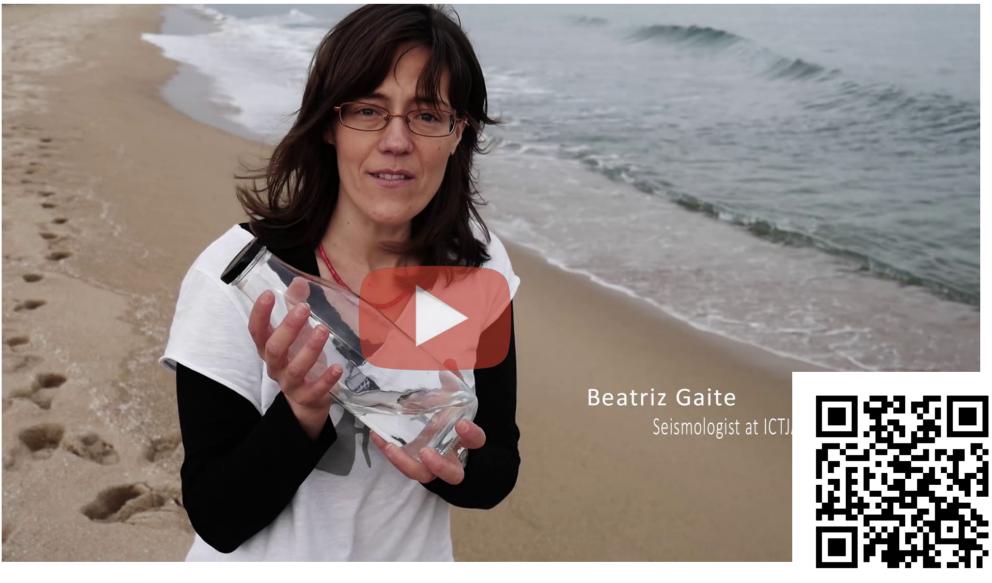
Institute of Earth Sciencies Jaume Almera, ICTJA-CSIC, C/Solé i Sabaris s/n, 08028 Barcelona, Spain, jcortes@ictja.csic.es

Create Content





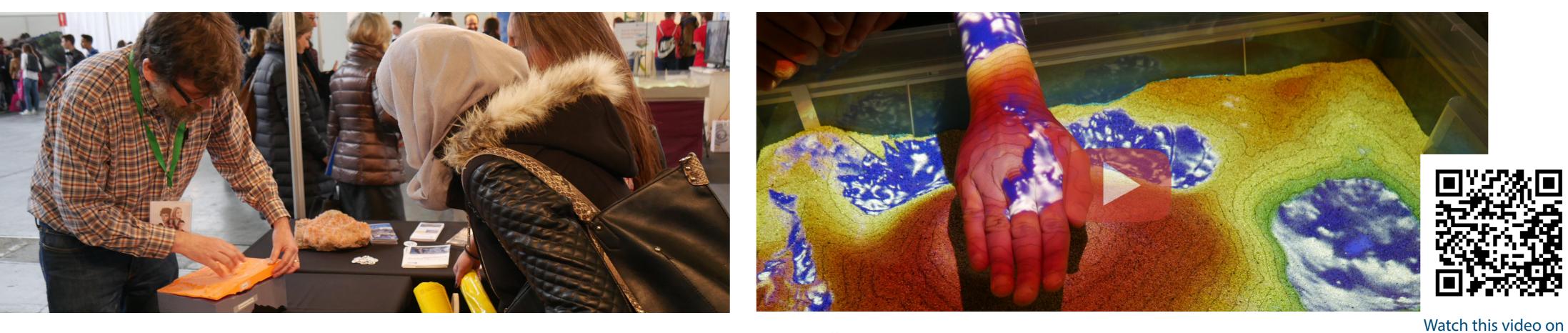
Facebook page



This video has been selected as a finalist of the "Communicate Your Science" EGU Video Competition 2016.

Watch this video on You Tube

Assist staff in outreach activities and projects



Espai-Ciència 2016, Saló de l'Ensenyament, Fira de Barcelona



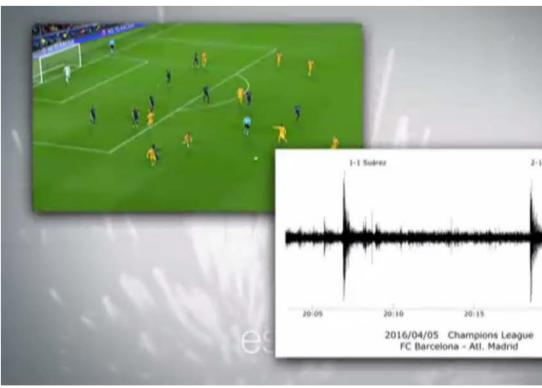
- Produce press releases to achieve the best dissemination of ICTJA-CSIC research activity.
- Advice and guide researchers before and during the dissemination process.

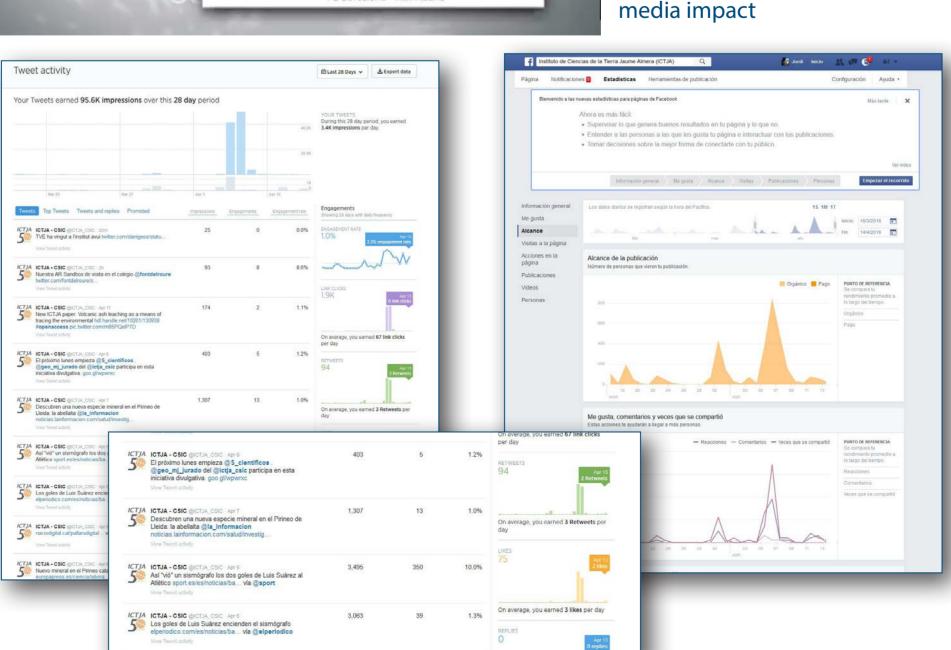
AR Sandbox presentation at Espai-Ciència 2016

You Tube

Internal communication

- Develop effective channels to engage the staff.
- Promote internal activities to strentght.









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	Dr. Óscar Fernández Structure and Tectonics Groups, REPSOL
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"BarçaQuakes" and its

Future prospects

- Create ICTJA-CSIC Communication Plan, both internal and external.
- Establish and mantain a fluent and long-term relationship with external agents, particularly with media representatives.
- Increase social visibility of ICTJA-CSIC
- Engage staff in the communication process.
- Cooperate with other institutions and their communication units .
- Find new outreach opportunities and consolidate current initiatives.
- Produce and boost multimedia content.



Science week 2015 seismology workshop



Acknowledgements

COMUNICA Project is funded by ICTJA-CSIC Reference 201530E071

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