

# Science Communication & Stakeholder Engagement Guide

February 14

# 2014

This is a working guide that elaborates upon the HELIX DoW and ensures a working strategy for dissemination and engagement of HELIX. It is a living document that will evolve over the 4 years of HELIX with an annual update each year.

## Part 1. HELIX Communication Strategy

The aim of this document is a working guide that elaborates upon the DoW and ensures a working strategy for dissemination and engagement of HELIX. It is a living document that will evolve over the 4 years of HELIX with an annual update each year.

### Why does HELIX engage?

The communication of climate change research by necessity goes beyond traditional dissemination of scientific research. This is because climate change research is a post-normal science 'where the decisions are urgent, the stakes are high, the facts uncertain'<sup>1</sup>. Until recently, science communication was at most a technical conference at the end of a project, often supported by a technical website aimed at internal users, or contracted-out to a PR agency. Science communication is different now.

HELIX will be coproduced with key stakeholders to ensure that the research and communication best meets the needs of its users. HELIX is European capacity building for science communication. It is undertaking practical stakeholder engagement to improve the user usefulness and communication of climate change within the European climate modelling and impacts community. Coordinating and supporting these activities are professional science communicators and the research scientists themselves.

### Resources for HELIX engagement

**Table 1** Work package description

<b>Work package number</b>	1									<b>Start date or starting event:</b>	M1
<b>Work package title</b>	Stakeholder engagement and outreach										
<b>Activity Type</b>	OTHER										
<b>Participant number</b>	1	2	3	5	6	9	13	14	15	16	
<b>Participant short name</b>	UNEXE	Met Office	UEA	JRC	WFP	SMHI	ICPAC	BUET	IITD	ANA CIM	
<b>Person-months per participant:</b>	6	8	19	2	11	10	9	12	12	1	

Internal comms & advisory board

Lead external & online comms

Europe  
Luc Feyen  
CCT1a

Sub-Saharan Africa  
CCT1b1

South Asia  
Ashvin Gosain  
CCT1c

West Africa  
CCT1b

Europe /FP7 - Eleanor O'Rourke

<sup>1</sup> to paraphrase social science philosophers Jerry Ravetz and Silvio Funtowitz

## Who is HELIX engaging with and why?

**Table 2.** These are the target audiences for HELIX in order of priority.

Policy communities – decision-makers such as European and National Ministers, Parliamentarians, Civil Servants, Scientific Advisors.
Stakeholders/Users - technical users of climate science knowledge in climate adaptation and mitigation policy, other environmental areas, and business. Users can both steer and receive knowledge, represented in the stakeholder advisory group. The Programme Coordinator and Manager at Exeter lead on engaging the advisory group.
Internal – HELIX is a partnership of people from 16 Institutes in the EU, Africa, India and Bangladesh. Internal engagement is core to effective external engagement, as well as shared goals. The Programme Coordinator and Manager leads on internal communication.
Early career communication training – we will support a group of young researchers to gain the confidence and skills to be the next generation of climate change researchers who also engage with non-technical audiences.
Peer-to-Peer – For interdisciplinary impact, HELIX knowledge, though specialist by nature, is best communicated in a way that the main results and implications are understandable by specialists from other disciplines. Peer-to-peer includes the sister projects, RISES-AM and IMPRESSIONS, and other thematically-funded EU research under FP7 and Horizon 2020.
Funders – FP7, DGClimate and Horizon 2020 to support them in their communication goals and demonstrate the impact of HELIX.
Private Sector – While HELIX knowledge is intended more for informing climate policy and its longer time horizons, we will endeavour to engage business on issues of climate services and risk
Journalists/Media – The media is the most visible route to target audiences and the general public
General Public – There is growing discourse among the policy communities, environmentalists and environmental media about current emissions trajectories and the likelihood of overshooting the '2 degree target'. HELIX knowledge at the entry level, for example on the website, is intended for the non-technical interested person

## What are our pathways for engaging?

**Table 3.** These are the main channels available to HELIX for engaging with its target audiences

Regional stakeholder meetings – support the research teams in their regular engagement with stakeholders with the ambition of coproducing HELIX research in collaboration with the users of HELIX research. There is a standalone work plan for stakeholder engagement.
HELIXclimate.eu is the most visible route for passive engagement with our stakeholders, users of research, public audiences and media. It is a platform that drives other social media.
HELIXscope - CLIMASCOPE emission scenario explorer will be modified to incorporate HELIX results and uncertainties for stakeholders, interested public, and scientists requiring HELIX data
Unwelcome Messages Workshop – This workshop will explore the effective communication of unwelcome messages about the consequences of climate change and the lack of policy progress. It is intended to inform practical communication with evidence.
Early Career Communications training – The best people to communicate their research to publics are the scientists involved with and doing the research. A training workshop will help researchers with the skills and confidence to communicate to non-technical audiences
Media – HELIX (the concept of 2 degrees and beyond) is an emerging area of new knowledge and discourse about climate change. It is expected that some high-impact press releases arising from peer-reviewed papers will give potential stories for the media. HELIX will also give attention to media in the regional case studies, working with the regional partners.
Publications – Well designed high-quality publications available online are paramount for disseminating HELIX information. Limited materials will also be made available in hard copy.
Technical Publications – Research papers with peer-reviewing are the basis for press releases that generate wider interest in research
Meetings and Events – Propose and support the hosting of HELIX conferences, workshops, meetings and briefings.
Support for researchers – Provide a high level of service provision to assist HELIX researchers with promoting their research, themselves, and the Tyndall Centre brand. Assist with media and communication training where requested.

## Workstreams

Table 5. These are the workstreams and their channels for engaging

	Responsibility	Milestone
<p>Science Communication</p> <p>To promote, disseminate and engage target audiences with the results of Tyndall Centre research for the purpose of knowledge exchange, evidence-to-policy, visibility and branding</p>	Minns, Betts O'Rourke	
<i>Channel: Helixclimate.eu; marketing materials; European Science Open Forum; COPs; Adaptation 2015; other technical and public events;</i>		
<p>Stakeholder Engagement</p> <p>Support HELIX researchers and case studies in their effective engagement with users of their research</p>	Minns, O'Rourke, Betts, Feyen, Gossain, Vhurumuku, Mutemi, Sambou,	
<i>Channel: Regional Stakeholder Workshops; Unwelcome Messages workshop</i>		
<p>Corporate Communication</p> <p>To promote, disseminate and engage external stakeholders and audiences with the results and context of Tyndall Centre research to further position Tyndall as world-leading authoritative source of high quality knowledge about climate change and society.</p>	Minns, Betts, O'Rourke	
<i>Channel: Helixclimate.eu; marketing materials; European Science Open Forum; COPs; Adaptation 2015; other technical and public events</i>		
<p>Internal Communication</p> <p>To inform the members of HELIX about what is happening and to promote participation, camaraderie and achievement.</p>	Betts	
<i>Channel: Regular newsletters to the consortium. One-to-one communication. Regular and Annual meetings.</i>		
Website and New Media		
<i>Channel: <a href="http://www.helixclimate.eu">www.helixclimate.eu</a>; <a href="mailto:twitter@helixclimate.eu">twitter@helixclimate.eu</a>; <a href="https://www.facebook.com/helixclimate">facebook/helixclimate</a></i>		
	Minns, Betts, O'Rourke	

## Deliverables<sup>2</sup>

D1.1) Top-level communication strategy: We will devise a detailed communication strategy in consultation with the partners, stakeholder and science advisory boards. Our target audiences are stakeholders, online audiences for climate change, journalists and the media, and the interested public. The first part of this will be a top-level strategy addressing general approaches. [month 3]

D1.2) Regional communication strategies: Within the top-level communications we will develop regionally-specific strategies, since many stakeholders are focussed in specific regions. [month 7]

D1.3) Project Fact Sheets: A 2-page fact sheet describing the aims, methods, and stakeholders of the project will be produced. [month 48]

D1.4) Launch website & social media platform: At the outset of HELIX we will develop an integrated website linked to the common cluster web portal in collaboration with IMPRESSIONS and RISES-AM. We will also establish an online social media presence including Twitter account and Facebook page and continue to populate and improve it for the duration of the project. [month 3]

D1.5) Unwelcome messages briefing note: The briefing note will describe the conclusions of the workshop in task 1.4 on communicating "unwelcome messages". [month 21]

D1.6) Launch beta version of HELIXscope visualisation tool: the HELIXscope data visualization tool developed in task 1.5 will present the core HELIX high-end climate change impacts scenario along with a clear and appropriate indication of uncertainties. This will also include information on regional case studies of past events in order to put climate impacts projects in context. [month 24]

D1.7) Archive website as simplified static site: The website will be archived into a simplified static site at the end of the project. [month 48]

D1.8) Policy Brief in collaboration with IMPRESSIONS & RISES-AM: The findings of HELIX, IMPRESSIONS and RISES-AM will be presented to policymakers in a joint Policy Brief. [month 48]

## Communication Plan Year 1

This table will be populated and elaborated over time. See Appendix for years 2-4

Activity/Month	1-3	3-6	7-9	10-12		
External Events	Adaptation 2014 Brazil	G8 Russia	ESOF2014	COP20 Lima		
Helixclimate.eu		4				
Stakeholder Mtgs						
Publications						

<sup>2</sup> See DoW p2

## Part 2. HELIX Stakeholder Engagement

“Any individual or group who has a vested interest in the methodology, usability and interpretation of HELIX research in their own work”<sup>3</sup>

### What is the value of stakeholder engagement to HELIX?

- Improves the quality, usability and interpretation of HELIX research
- Creates opportunity for participants to listen to and learn from each other
- Generates a sense of ownership if initiated early-enough in the HELIX development process
- Builds capacity and enhances responsibility

### Deciding your stakeholders

Map out all your stakeholders (fig1) and score them (table 2) to who is most relevant and most influential to the goals that you have defined. Consider inviting the stakeholders with the highest scores.

#### Five Steps

1. Define
  2. Design
  3. Deliver
  4. Share the outcomes
  5. Analyze the impact
- Identify your goals before invitations are sent
  - Identify who is most affected by HELIX methodology and HELIX outcomes using the figure and table below.
  - During the meeting, don't allow stakeholder participation to be controlled or dominated by one group, but do encourage keen and engaged stakeholders.
  - Recognise that everyone comes to a meeting with their own biases and agendas

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<sup>3</sup> Adapted from WWF (2005) Cross-Cutting Tool Stakeholder, Sourcebook for WWF Standards

Figure 1. Deciding your stakeholders

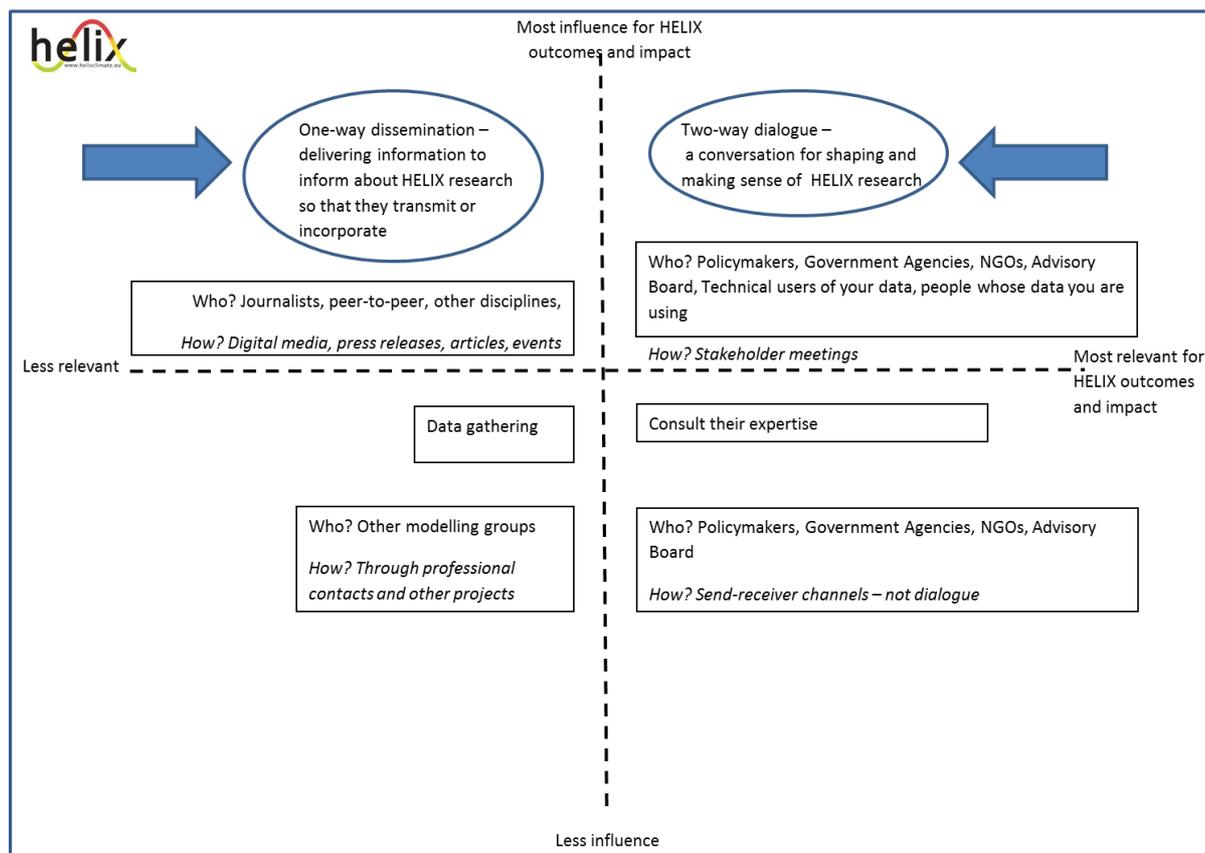
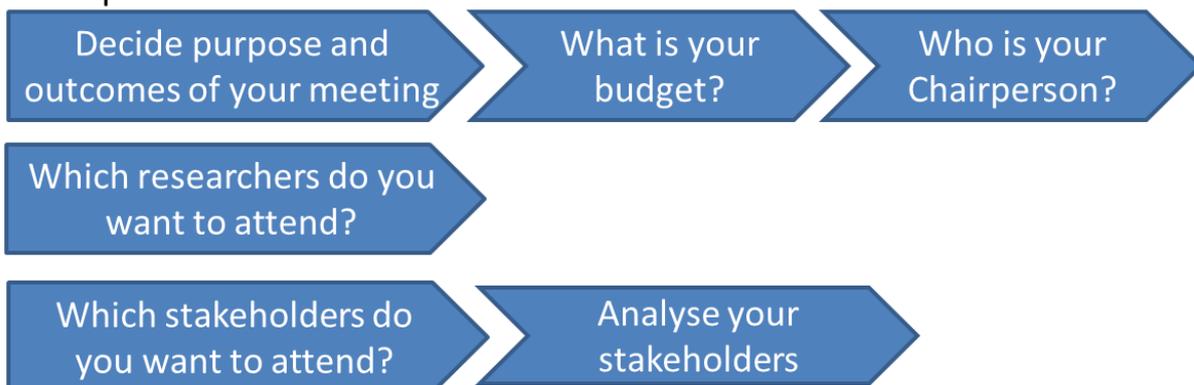


Table 6. Analyzing your stakeholders

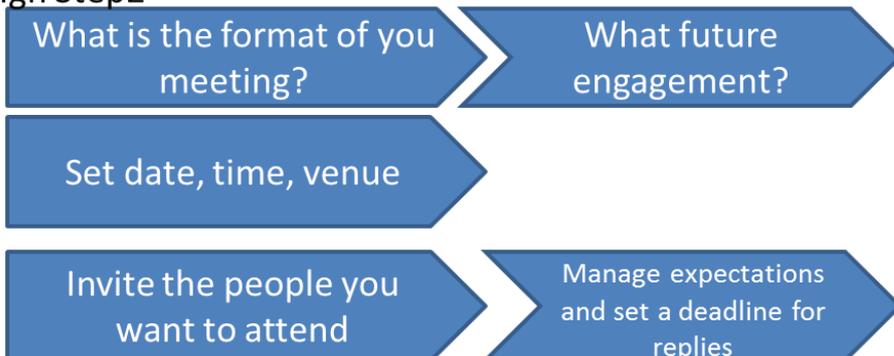
Name	Email	Organisation	Relationship/Stake in HELIX	Importance/Usefulness for HELIX	Importance/Usefulness for the stakeholder
Hailey Sprout		West African Water Utilities	Precipitation records and future data	3	4
Bob Watson		Future Earth	Gateway to international stakeholders	5	3

Figure 2 – Five steps of stakeholder engagement

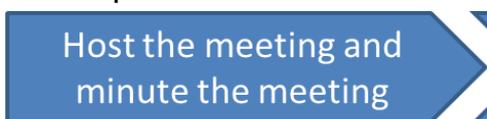
**Define Step1**



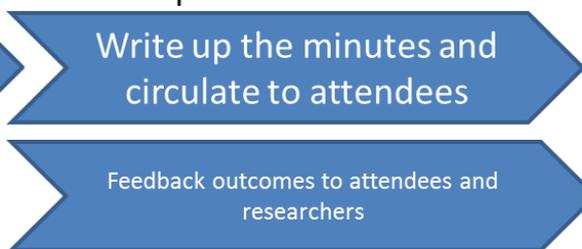
**Design Step2**



**Deliver Step3**



**Share Step4**



**Analyze Step5**



a.minns@uea.ac.uk

**Evaluating impact**

See appendix 2 for the reporting requirements

## Appendix 1

### Communication Plan Timeline Years 2-4

	13-16	17-19	19-21	22-24		
External Events				COP21 Paris		
Helixclimate.eu						
Stakeholder Mtgs						
Publications						
Unwelcome Messages						
Comms training						

	25-27	28-30	31-33	34-36		

	37-39	40-42	43-45	46-48		

## Appendix 2

### Deliverables (see DoW p2)

Deliverable Number	Deliverable Title	WP number 53	Lead beneficiary number	Estimated indicative person	Nature 62	Dissemination level 63	Delivery date 64
D1.1	Top-level communication strategy	1	3	3.00	R	PP	3
D1.2	Regional communication strategies	1	3	7.00	R	PP	7
D1.3	Project Fact Sheets	1	3	3.00	O	PU	48
D1.4	Launch website & social media platforms	1	3	8.00	O	PU	3
D1.5	Unwelcome messages briefing note	1	3		R	PP	21

D1.6	Launch beta version of HELIXscope visualisation tool	1	3		O	PU	24
D1.7	Archive website as simplified static site	1	3		O	PU	48
D1.8	Policy Brief in collaboration with IMPRESSIONS & RISES-AM	1	3	2.00	O	PU	48
D5.3	Global assessment of impacts on business	5	5		R	PU	42
D5.4	Global assessment of impacts on transport	5	5		R	PU	42
D5.5	Global assessment of impacts on energy	5	5		R	PU	42
D5.7	Global assessment of impacts on environment	5	5		R	PU	46
D5.8	Synthesis report of WP5	5	5		R	PU	48
D7.6	Policy brief summarising assessment of impacts on environment	7	5	8.00	O	PU	48
D8.1	Report from stakeholder workshops on user needs	8	13	4.00	R	PU	12
D8.6	Policy brief summarising assessment of impacts on environment	8	13	12.00	O	PU	48
D9.1	Meeting report with lessons	9	15	6.00	R	PU	12
D9.3	Policy brief detailing the results from the stakeholder workshops	9	15	36.00	R	PU	48

### Appendix 3

#### Milestones DoW p32-35

MS1	Initial stakeholder workshop	3	3	Verification: present at workshop
MS2	Communication strategy	3	3	Verification: strategy document received

MS3	Website and online	3	3	Verification: website visible
MS4	Unwelcome messages workshop	3	12	Verification: present at workshop
MS5	HELIXscope launched with climatologies	3	12	Verification: visible online
MS6	HELIX launched with Climate Analogy Atlas	3	24	Verification: visible online
MS7	Mid-project stakeholder workshop	3	24	Verification: present at workshop
MS8	HELIX presence at UNFCCC COPs & other science, policy & public events	3	48	Verification: partner present at event
MS9	Final stakeholder workshop	3	46	Verification: present at workshop
MS10	Identification of stakeholder priorities for key issues eg: regional targets, from initial stakeholder mtgs	2	3	Verification: minutes of meeting
MS12	Identification of stakeholder priorities in relation to high-resolution global simulations	9	3	Verification: minutes of meeting
MS28	Workshop with experts and stakeholders	5	6	Verification: present at workshop
MS32	Stakeholder and expert workshops in East and West Africa to assess user needs and identify data	13	6	Verification: verbal report
MS33	Stakeholder and expert workshops in East & West Africa to discuss CORDEX-based impacts assessments	13	30	Verification: meeting report
MS34	Final stakeholder workshops in East & West Africa presenting the results from the uncertainty analys	13	46	Verification: meeting report
MS35	Semi-structured protocol for stakeholder workshops	15	6	Verification: written report
MS36	Stakeholder meetings in Delhi and Dhaka	15	9	Verification: meeting report
MS40	Stakeholder workshop in Delhi & Dhaka presenting the results from the current impact assessment and	15	36	Verification: meeting report
MS41	Final stakeholder workshop in Delhi and Dhaka presenting results from the improved impact models and	15	47	Verification: meeting report

## Appendix 4

End of document

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