

The European Commission's science and knowledge service

Joint Research Centre



European
Commission

Step 10

Communication

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COIN 2018 – 16th JRC Annual Training on Composite Indicators & Scoreboards

07/11/2018, Ispra (IT)

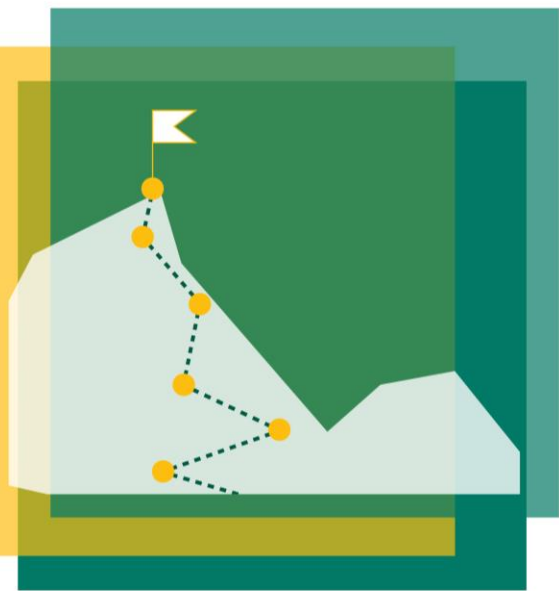
Dissemination vs communication



Dissemination vs communication



Key “ingredients” for communication



goal



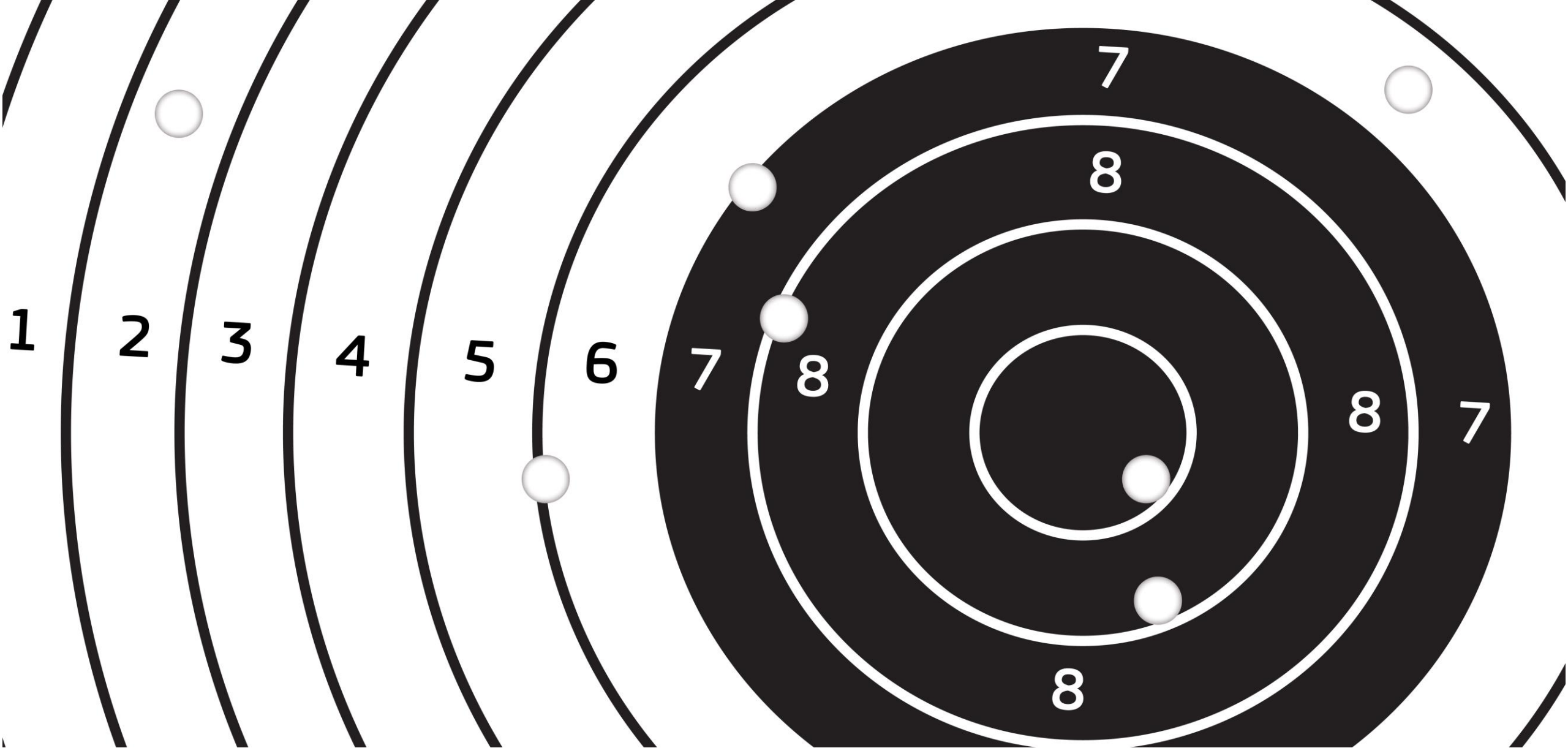
target
audience



message



medium



WHY communicate?

Interest

[not only awareness]

"More facts" not the answer

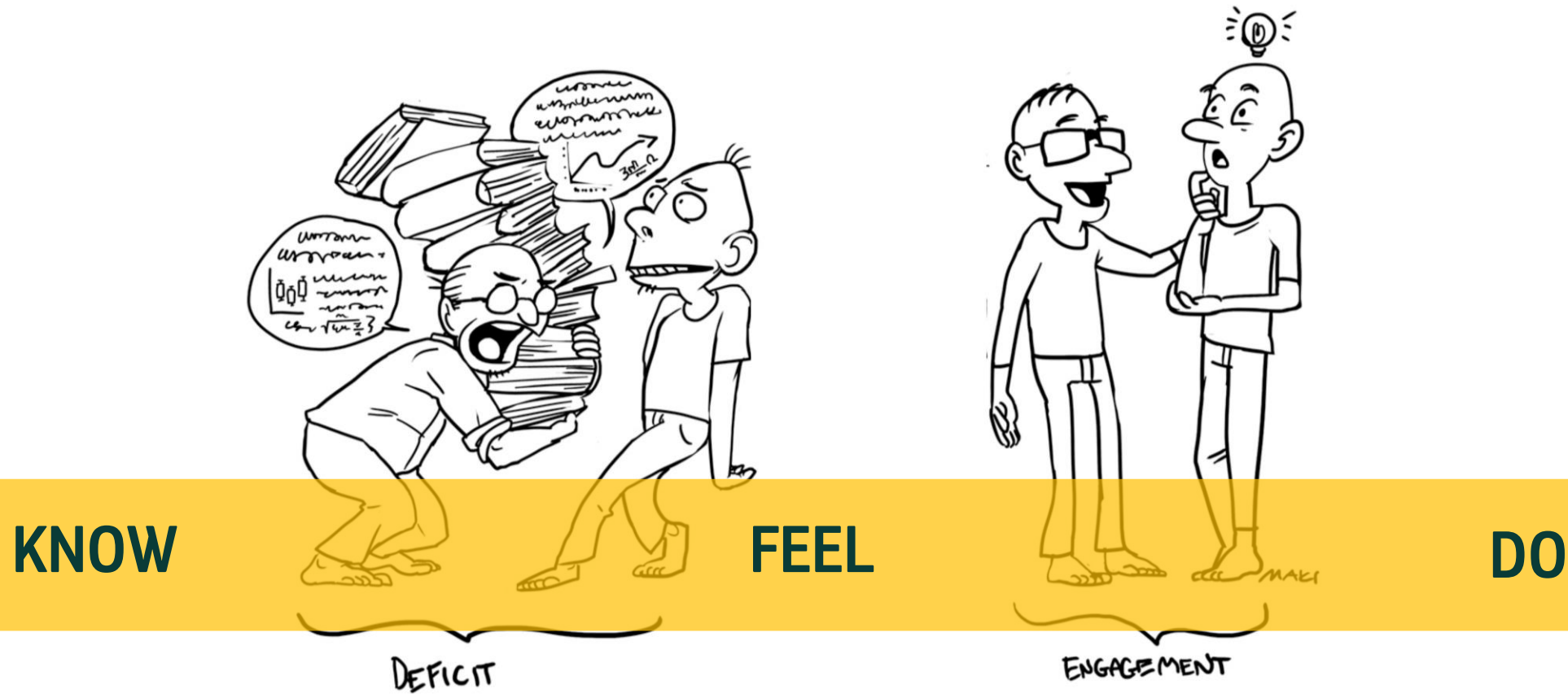


Illustration by Maki Naro



TARGET AUDIENCE (non-experts)

- Policy makers
- Local authorities
- Private companies
- NGOs
- Academics
- Citizens

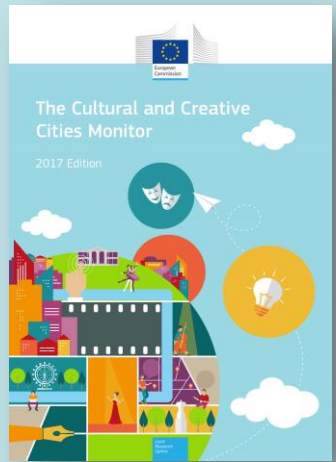


WHAT

do we communicate?

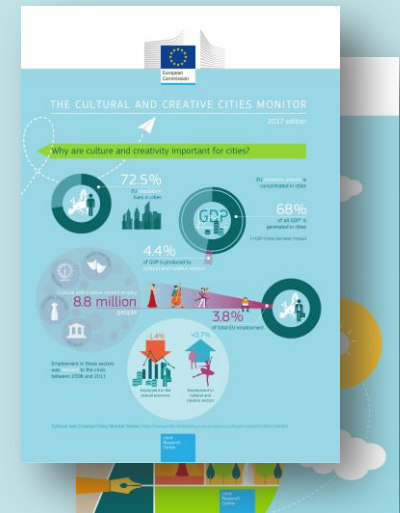
MESSAGES

“ Contrary to what one might expect, the population size of a city does not determine its performance in culture and creativity ”



MESSAGES

“ Cultural and Creative Cities have more jobs
and a diverse work force ”



MESSAGES

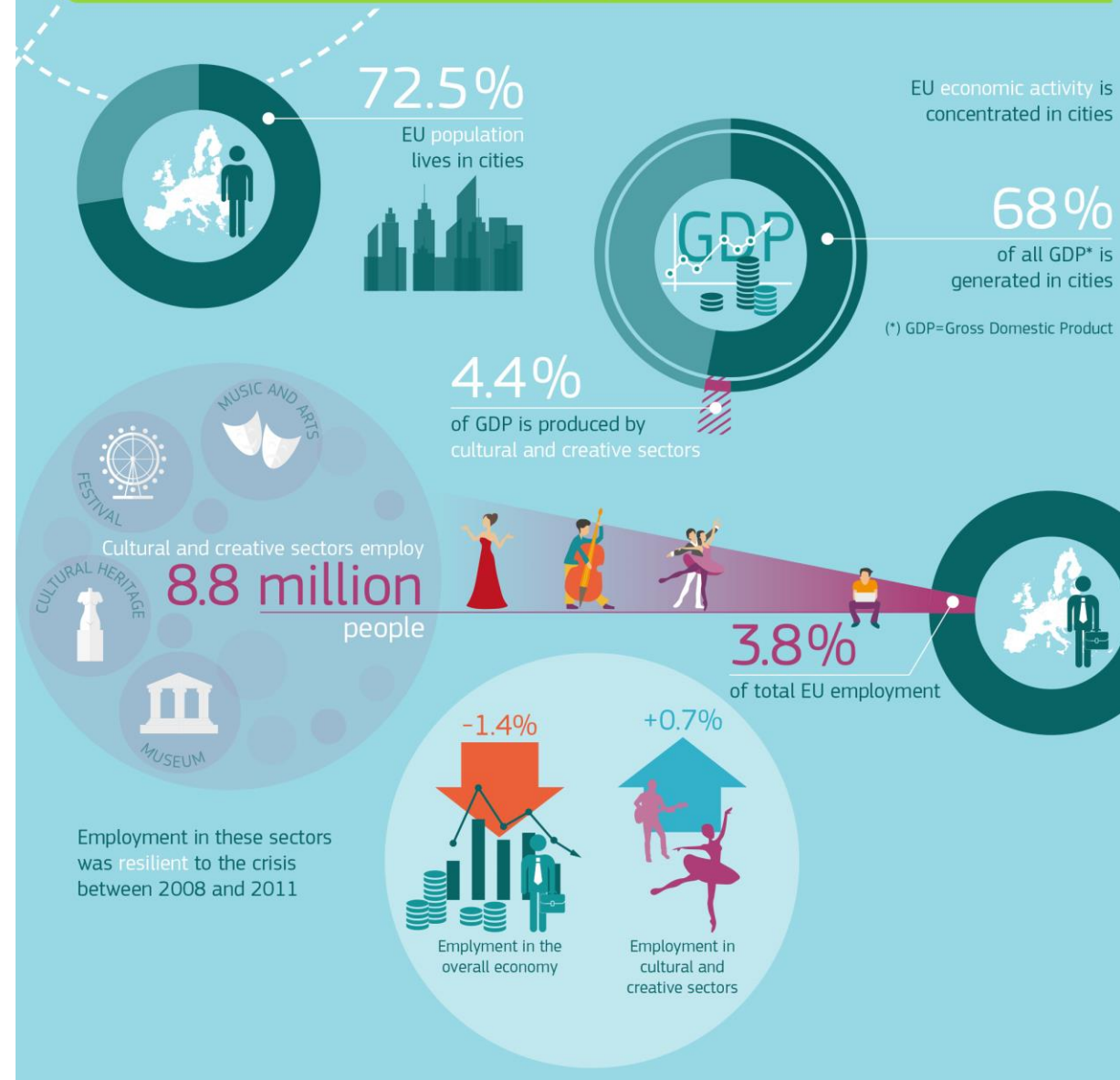
“ #Culture can help cities foster #innovation,
Job creation & social cohesion ”



What is your MESSAGE?

- Choose **hooks** for your audience;

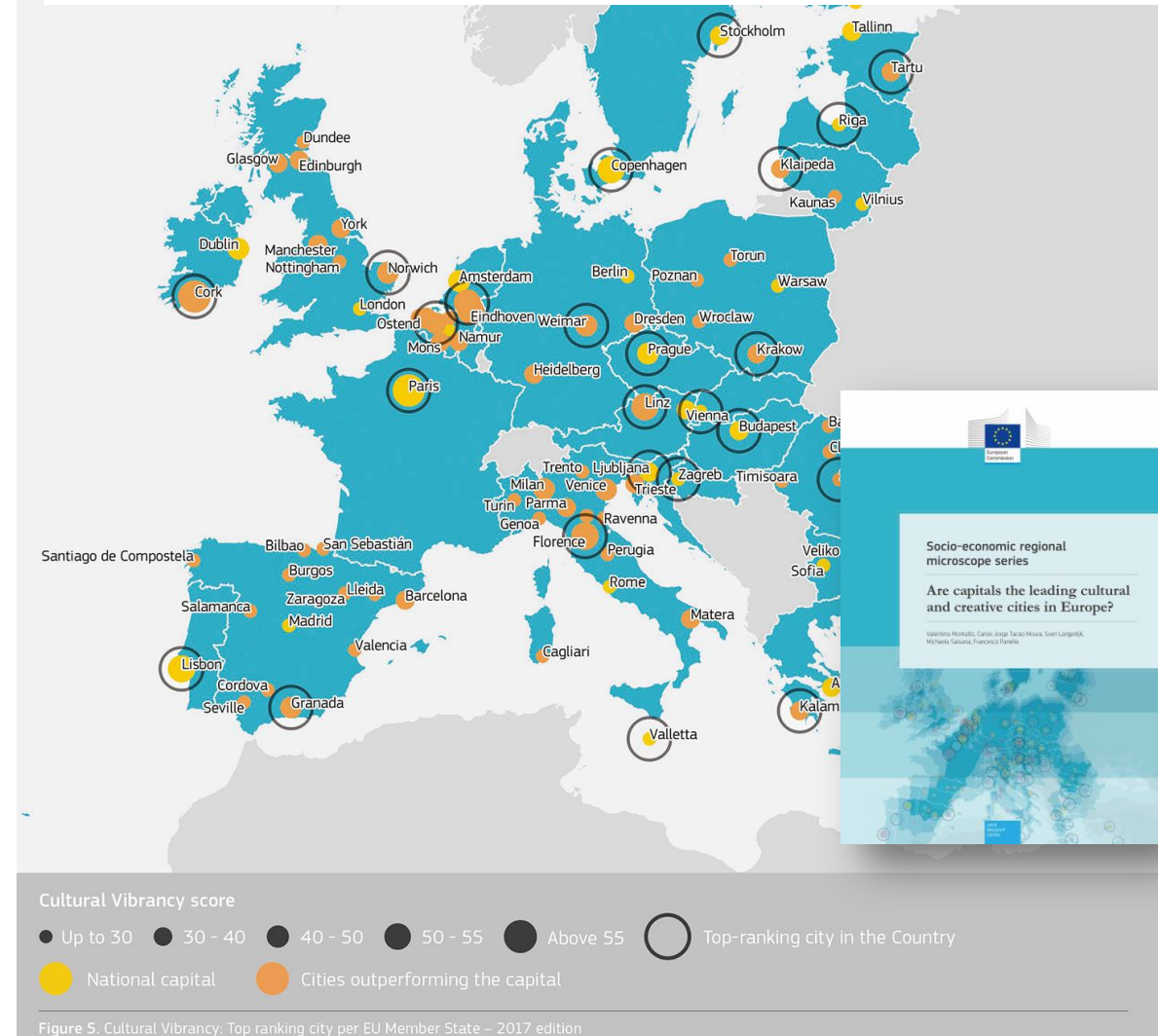
Why are culture and creativity important for cities?



What is your MESSAGE?

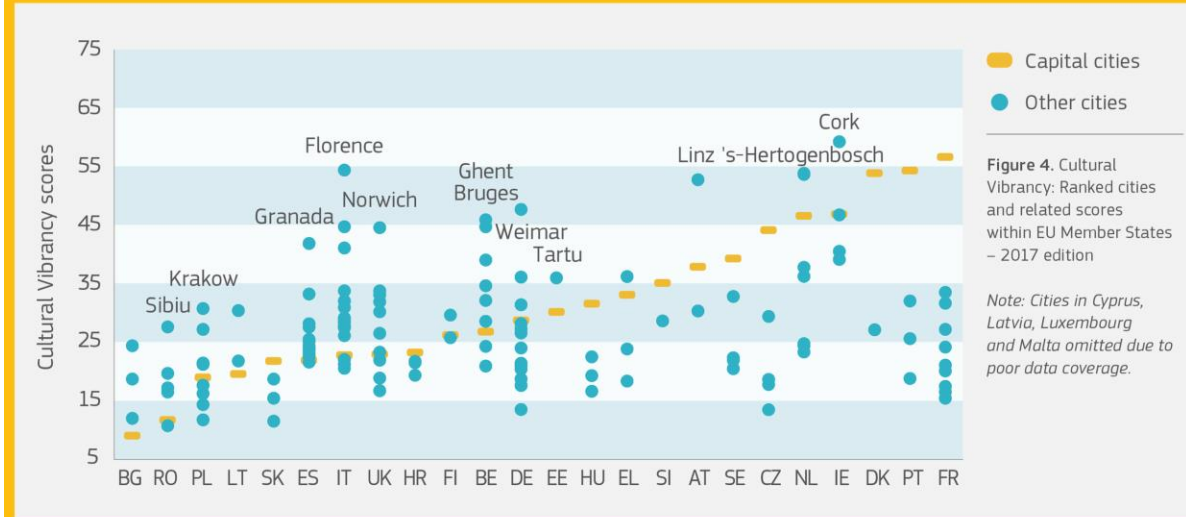
- Choose hooks for your audience;
- Catch the attention with **something new**;

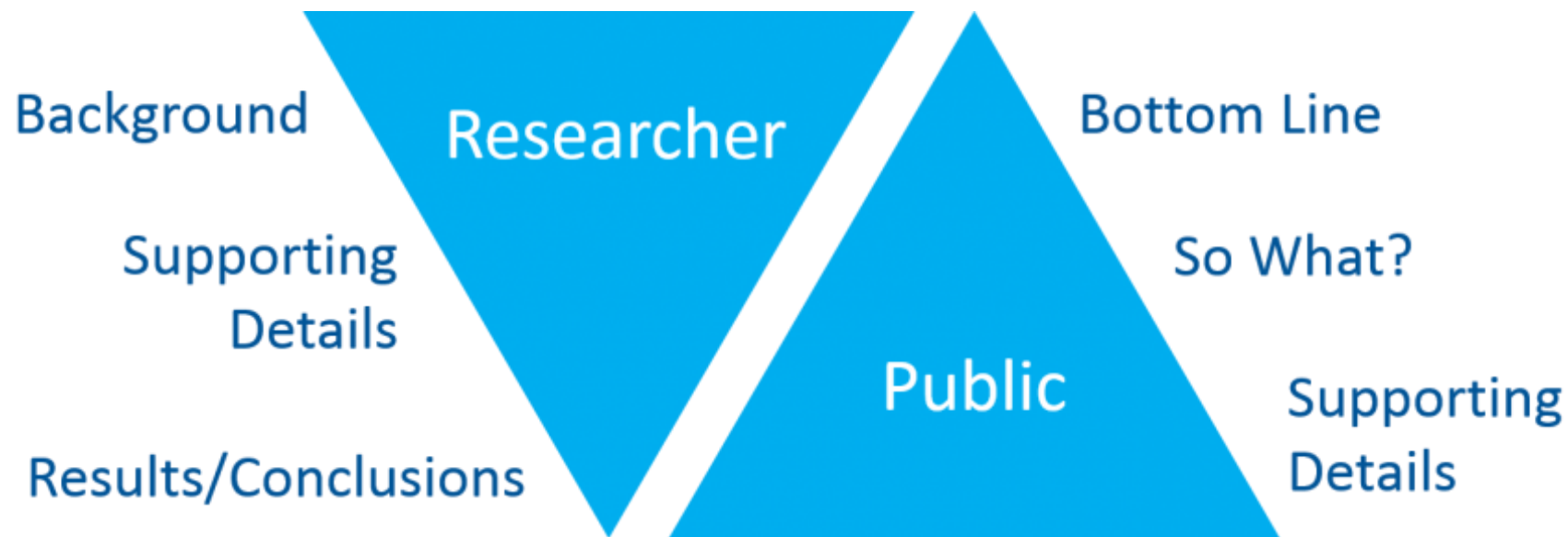
Medium-sized cities outperform capitals on cultural vibrancy



What is your MESSAGE?

- Choose hooks for your audience;
- Catch the attention with something new;
- Tell a **story**;

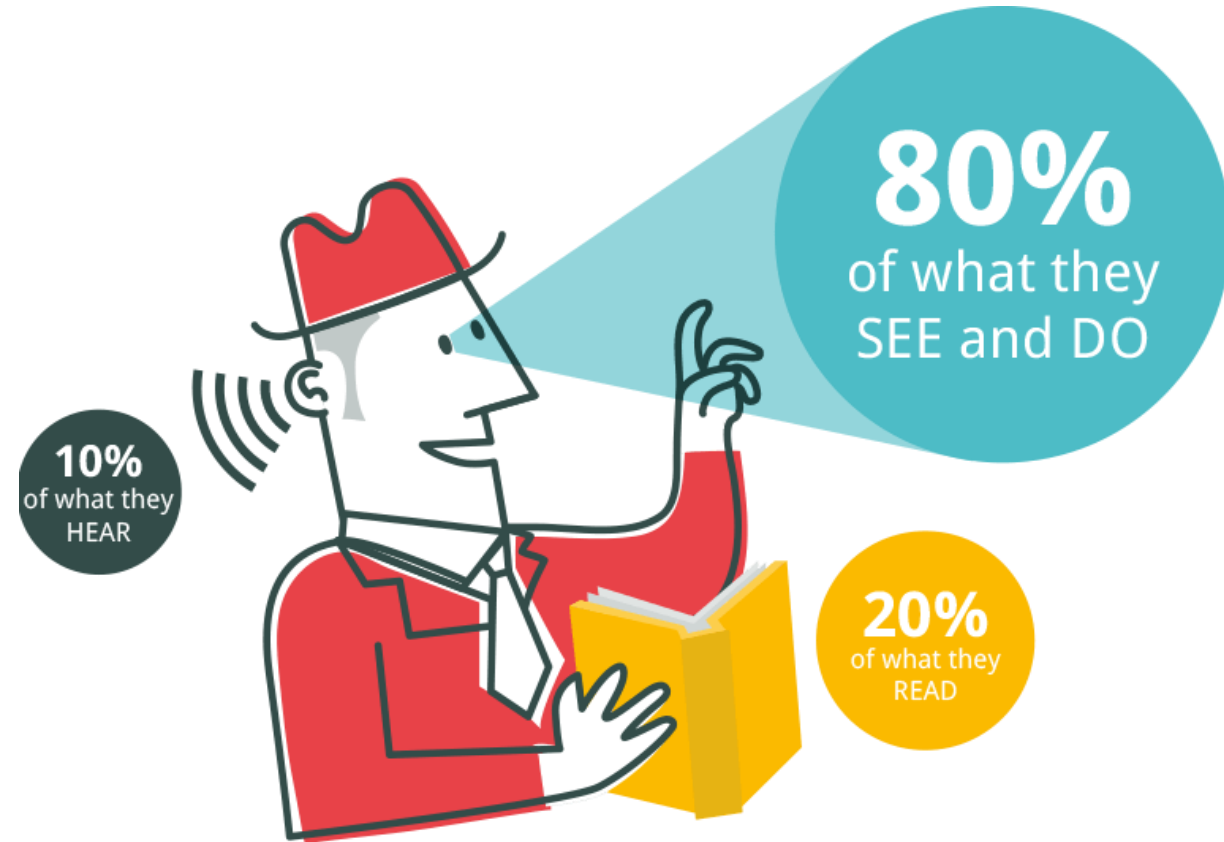




Adapted from Nancy Baron's *Escape from the Ivory Tower*  Center for Public Engagement with Science & Technology

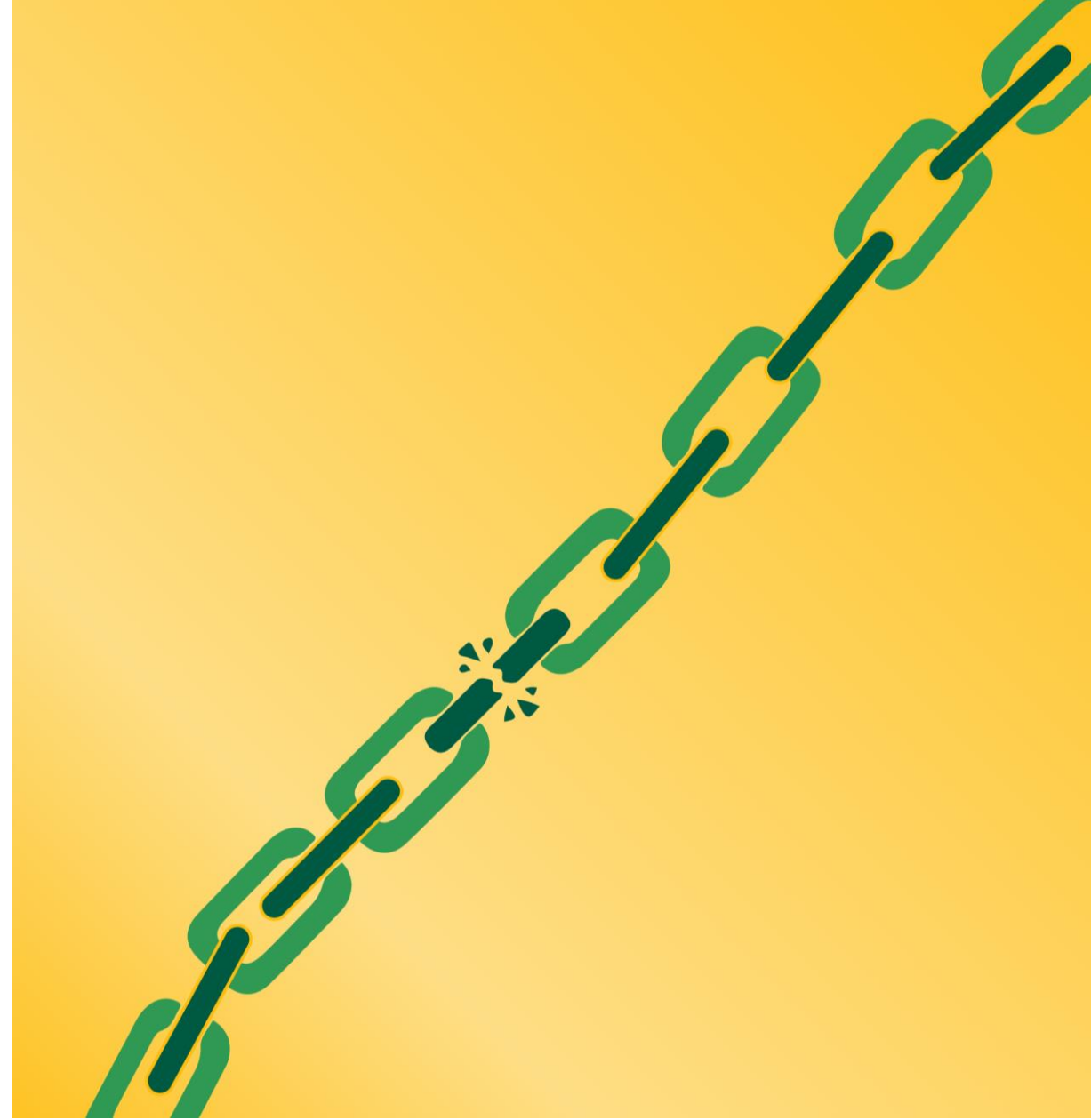
What is your MESSAGE?

- Choose hooks for your audience;
- Catch the attention with something new;
- Tell a story;
- Say it **visually**



(What is your **MESSAGE?**)

- Don't hide **weaknesses**



HOW communicate?

MEDIA

- Publications
- Websites
- Media and blogs
- Social media
- Email/newsletter
- Events

OUR PURPOSE

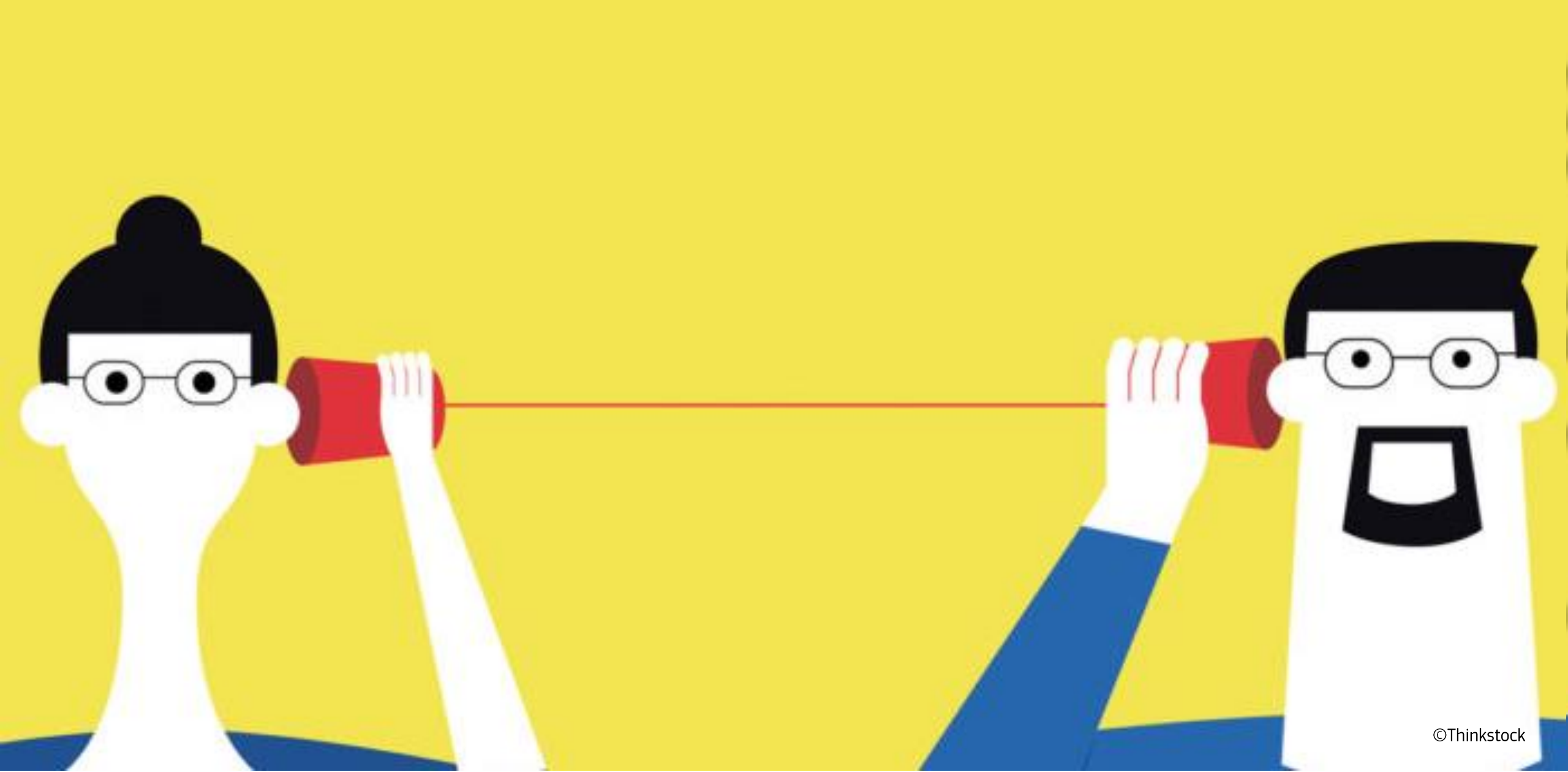
COMPLEXITY OF INFORMATION

LEVEL OF INTERACTIVITY

COVERAGE

Communication tips

- ✓ Identify your **target audience** (expert/non expert) before choosing messages;
- ✓ Always answer '**why**' and '**what**' questions;
- ✓ Avoid scientific communication **style** (non experts);
- ✓ Choose **messages** before media



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Thanks

Any questions?

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