



Project no. 018340

Project acronym: EDIT

Project title: Toward the European Distributed Institute of Taxonomy

Instrument: Network of Excellence

Thematic Priority: Sub-Priority 1.1.6.3: "Global Change and Ecosystems"

C1.3.5: 2^d report on implementation of communication and PR strategy

Due date of deliverable: Month 47

Actual submission date: Month 46

Start date of project: 01/03/2006

Duration: 5 years

Organisation name of lead contractor for this deliverable: MNHN

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level ("X" in the relevant box)		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

In response to growing concerns on public relations and communication, both within and outside the network, EDIT delivered in February 2008 an integrated PR and communications plan which encompassed three main directions, each with a tailored message:

	<i>Target</i>	<i>Main tools</i>	<i>Message</i>
Internal Communication	scientists in the network	websites and newsletter	collaborative work, modern technologies
Public Relations (PR)	decision-makers	participation in conferences	integrated taxonomy to fight current crises
Public Awareness (PA)	general public	exhibitions, school links, media	knowledge of biodiversity

This was followed by *D14: 1st report on implementation of PR and communication plan* (M35, available at <http://www.e-taxonomy.eu/node/522>).

Globally, JPA4 was a year of consolidation for EDIT communication. Many of the successful activities of EDIT that we reported on were in their second year, having reached full operational status, and enjoyed high participation and engagement from the scientific community, thanks to earlier communication efforts. This was the case, for example, for ATBI+M programmes, Expert-in-Training funding, Integration Research Grants, all seeing a much higher participation rate than in JPA3. It was therefore the occasion for EDIT communication to focus on operational details and achievements rather than plans and projects like earlier.

Internal Communication

The EDIT Newsletter has established itself as a reputable and useful publication, with more and more submissions for publication coming from outside EDIT. JPA4, which covered issues 13 through 18, had the following breakdown:

Articles	23	400 copies of the newsletter were printed for each issue; this number will reach 500 in JPA5, due to high demand. It is sent to 1000 email addresses, ranging across Europe and the world (notably Global Taxonomic Initiative national focal points).
Authors	37	
EDIT contributing institutions	12	
Non-EDIT contributing institutions	14	
Event notices	56	

The central EDIT website continued to receive a high frequentation: 31.200 visits, with 97.700 page views over the 2009 period. This is globally similar to the end of the JPA3 period, indicating that the general audience for the site has been found. Referencing is well-ensured (45% of visitors come from search engines, 19.45% from linking sites). Other, more specialised tools also fulfilled specific functions. For example, ATBI+M programmes used an internal forum (aimed at researchers, 4.200 visits and 19.000 views), as well as communication websites oriented towards the general public (for the Mercantour/Alpi Marittime inventory website, 6.400 visits, 40.000 views). Similarly, the Scratchpads description page (www.scratchpads.eu) got roughly 71.000 views. A new website for the DEST was also launched.

Finally, the EDIT 2d General Meeting (Carvoeiro, 14-16 Dec. 2009) brought together 120 participants and included side events ranging from the EDIT Young Taxonomist Symposium to special sessions by EDIT member Society for the management of Electronic Biodiversity Data.

Public Relations

EDIT was present at several major events gathering researchers and decision-makers during the target period. The e-biosphere 09 conference (London, 1-3 June 2009), co-organized by EDIT, was a great success with 503 participants from 69 countries. For three days, the EDIT booth

hosted demonstrations, explanations and video presentations, drawing on the lessons of earlier events where EDIT hosted a booth. Similarly, EDIT organized several sessions at TDWG 2009 (Montpellier), and participated in the Third International Barcode of Life Conference (Mexico), two EPBRS meetings (Prague, Visby), the SYNTHESYS final event (London), SPNHC 2 (Leiden), the BioNET GTI workshops (Paris), etc.

Public Awareness

A major achievement of EDIT Public Awareness is the Biodiversity Year Schedule of Events, BYSE 2010. 2010 being the International Year of Biodiversity (IYB), a joint effort of EDIT and Countdown 2010 allowed the promotion of public biodiversity events of EDIT partners through this online event calendar. In fact, the catalogue managed to go beyond EDIT partners, as it brought so far together 155 events from 27 countries and 75 institutions. Promotion was ensured through the press releases of Countdown2010 and RBINS, the newsletters of the ECSITE network, the Botanic Garden Conservation International, BioNET International, EDIT and Countdown 2010 as well as through the websites of TDWG and vifabio. Details of the promotion efforts are available at <http://e-taxonomy.eu/node/610>.

EDIT also negotiated with the CBD secretariat so that all EDIT partners could use the official 2010 logo for non-commercial use. EDIT was also involved in the planning phase of the IYB on national levels, the IYB launch event at UNESCO, the NHML IYB kick-off meeting, the CEPA in Belgium (Education ministry, environment ministry and regions) and the Countdown 2010 kick-off meeting. Several IYB launch events of EDIT partners have been followed up as examples of communicating biodiversity and taxonomy.

As announced in the 1st implementation report, we have started to gather and disseminate the *EDIT Taxonomy Success Stories* and *Taxonomist portraits*, including through the websites and EDIT newsletter. More information is available at <http://e-taxonomy.eu/node/681>. Press promotion of ATBIs also continued, with a second Mercantour press day bringing together more than 15 journalists, including television, radio and printed press. Finally, the end of the JPA period saw the launch of the EDIT Taxonomy Blogs (<http://systematicsblog.myspecies.info/>), where scientists can talk directly to members of the general public about their daily research life.

EDIT communication in JPA5

Going into the final year of EDIT's current structure, the EDIT communication will serve two main objectives:

- Report on the progress accumulated over the programme's duration and on the tools that are now available for individuals and institutions to collaborate
- Establish a sustainable communication infrastructure to support the continuation of EDIT activities post-2011.

The first objective is in keeping with the original impulse of the EDIT PR and communication plan, and can be pursued with the current tools and methods, with the necessary modifications that may emerge as time goes by. The second, however, depends largely on the will of the institutions to take up activities or not. A first report to serve as a basis for sustainable communication methods is available as C1.3.6.