

Towards an IRDR Communication Plan

12th IRDR Science Committee Meeting
14 November 2014
Paris, France



PRESENTATION OUTLINE

- Background
- Strategic Approach
- Goals
- Existing Communications Tools
- Assessment of the Current Status
- Next Steps
 - ✓ Projecting IRDR into 2015
 - ✓ IRDR Network Resources
- Evaluation



IRDR

Integrated Research on Disaster Risk

BACKGROUND: IRDR COMMUNICATIONS to 2014

- Communications so far not integrated into strategic approach
 - No key messages identified
 - > No key objectives articulated / No key venues / audiences targeted
 - Poor identification of IRDR bodies with programme
 - > Low level of engagement of / commitment from IRDR bodies (poor input and uptake)
- Communications infrastructure insufficient without input from IRDR network
 - Legal restrictions on use of social media at IPO location
 - > No interactive engagement with wider communities possible
 - Recruitment problematic (working conditions; wide-ranging skills and languages required)
 - > Frequent staff turnover

Communications no high-level topic in governance

> No emphasis on impact



STRATEGIC APPROACH

- Goal 1: Promote integrated research.
- Goal 2: Characterize hazards, vulnerability and risk.
- Goal 3: Understand decision-making.
- Goal 4: Reduce risk and curbing losses.
- Goal 5: Networking and partnership-building.
- Goal 6: Support science and policy dialogue.

AIRDR

DATA

RIA

FORIN

UNISDR, ISSC,
ICSU, RADI,
CAST, SC, WGs
NCs/RCs,
ICoEs,
Partners

IPO communication tools
to support Goals 1-6

Calendar of Activities
Publications / Impact
News
Mapping etc

Crafting Specific Messages

Activities	Expected Outcome	Timing	Responsibility: Lead in IPO	Resources from IRDR Bodies	Risks	Targets and Measures
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GOALS

This CP aims at strengthening IRDR's external and internal communications in order to:

Internal

1. Promote integrated research on disaster risk and expand the community of practice committed to this approach.
2. Promote a positive perception of the centrality of IRDR as relevant knowledge provider for dealing with the disaster reduction cycle (policy-making, prevention, recovery / relief) and for enhancing risk literacy.

External

1. Support knowledge flows within the wider IRDR network at all levels (global, regional, inter-national, national, local; across relevant sectors and disciplines).
2. Support fundraising and impact-enhancing efforts by highlighting success stories (usefulness/usability/utilization of findings) and key message campaigns.



EXISTING COMMUNICATION TOOLS

Online: Website

IRDR website <http://www.irdrinternational.org/>

Main Items:

- News (incl. Newsletter)
- Events (with calendar)
- Publications
- Programme Information
- Conference Documents
- IRDR Network Links

Underpinned by:

- Photo Library
- Contact database

The screenshot shows the IRDR website interface. At the top, there is a navigation menu with links: HOME, ABOUT, PROJECTS, NEWS, PUBLICATIONS, POLICY, NEWS, EVENTS, and MEMBERS ZONE. The main content area features a large image of Earth with the text: "Integrated Research on Disaster Risk (IRDR) is a decade-long research programme as approved by the International Council for Scientific and Technical Cooperation (ICSTC)." Below this, there is a section titled "IRDR NEWS" with a sub-heading "Beyond Borders: Community, Resilience and Recovery" dated October 20, 2014. To the right, a calendar for October 2014 is displayed, with a red arrow pointing to the "View CALENDAR below" link. The calendar shows events for various dates, including "IRDR 2014" on the 1st, 2nd, and 3rd, and "IRDR 2014" on the 11th and 12th. Below the calendar, there is a section titled "IRDR NEWS" with a sub-heading "IRDR 2014" dated October 20, 2014. At the bottom, there is a section titled "IRDR NEWS" with a sub-heading "IRDR 2014" dated October 20, 2014.

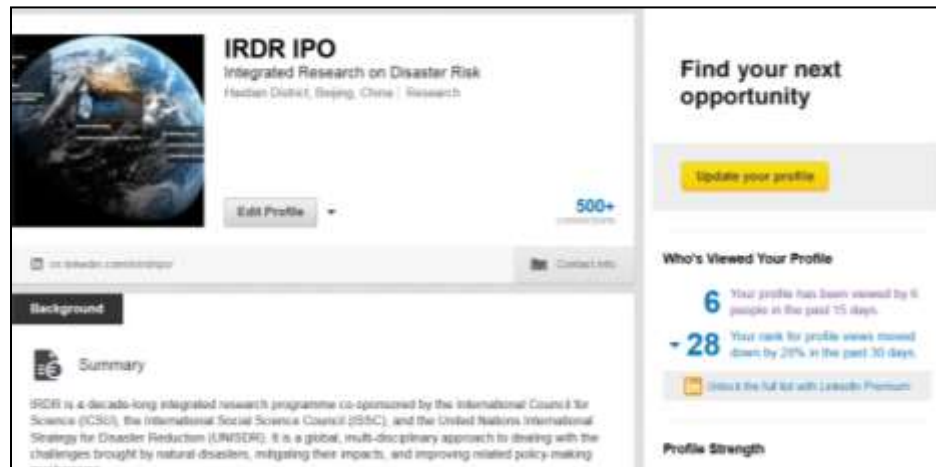


EXISTING COMMUNICATION TOOLS

Online: Social Media

Traditional Social Media (“community media”):
Communities of Practice
E-mail List Serves

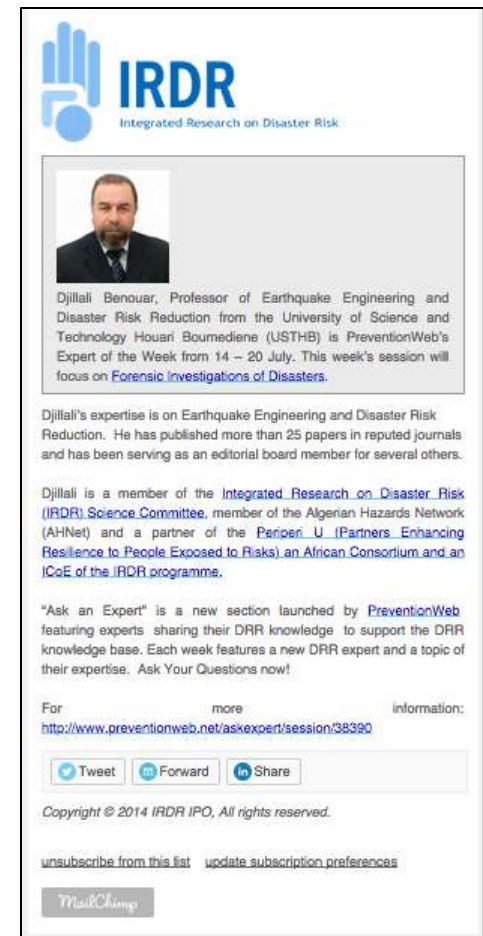
LinkedIn = Personal Account
(1,000 connections)
Feeds one-way **Twitter** (**NOT** interactive)



The screenshot shows a LinkedIn profile for IRDR IPO (Integrated Research on Disaster Risk). The profile includes a header with the organization's name and location (Hebei, China), a profile picture of a globe, and a section titled "Find your next opportunity" with a yellow "Update your profile" button. Below this, there are statistics for profile views and a "Who's Viewed Your Profile" section. The profile strength is also visible.



Mail Chimp Campaigns
(E-mail Marketing) =
(> 2,500 expert contacts) One way announcements only

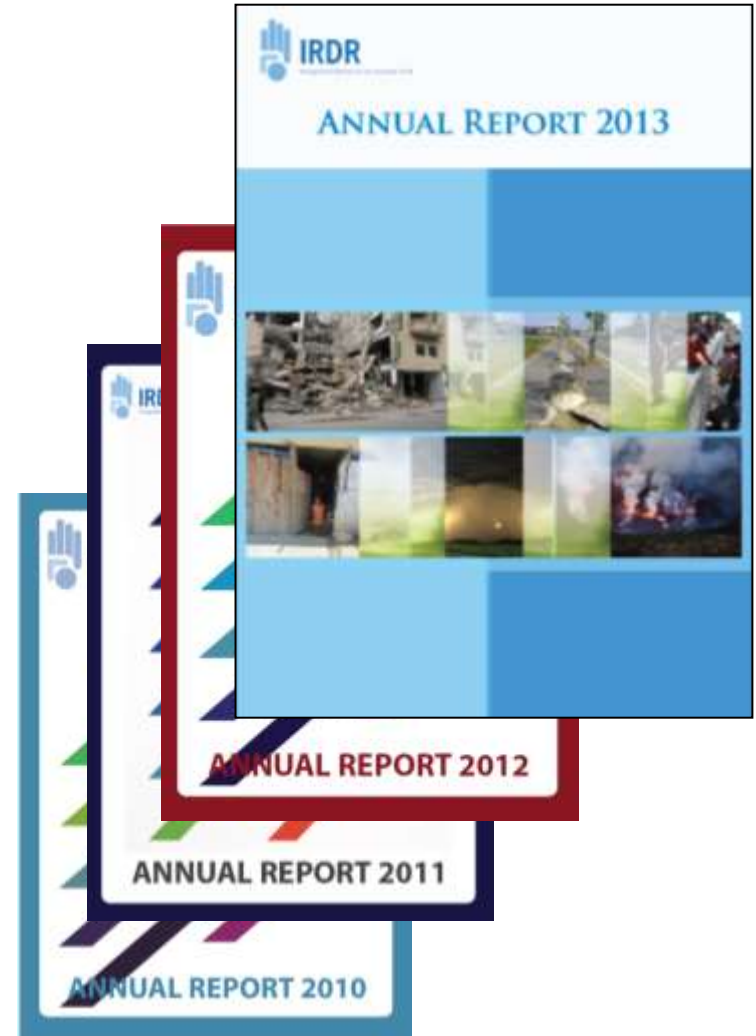
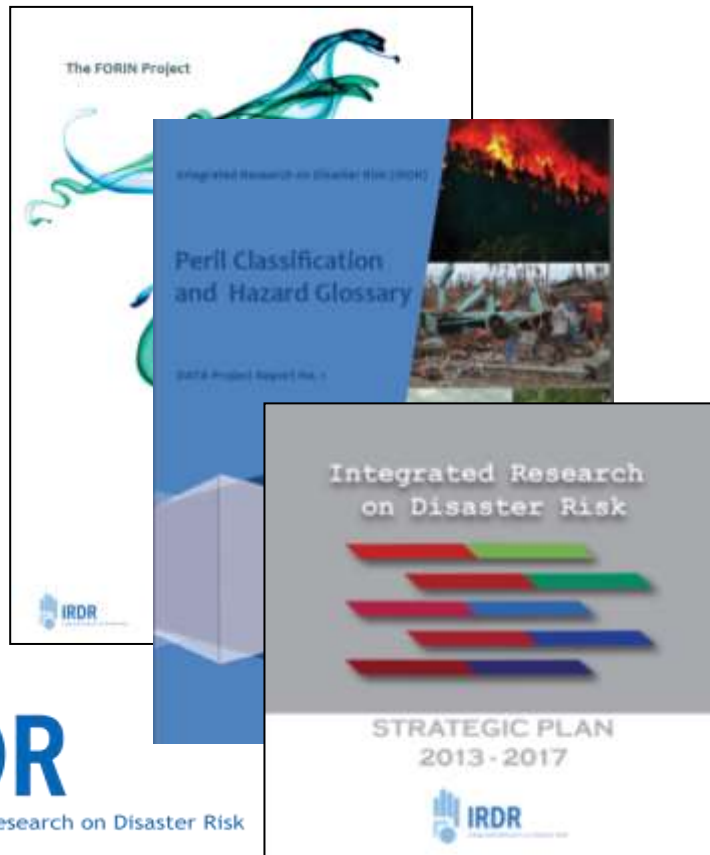


The screenshot shows an IRDR expert profile page. At the top is the IRDR logo and the text "Integrated Research on Disaster Risk". Below this is a profile picture of Djillali Benouar and a short bio. The bio mentions his expertise in Earthquake Engineering and Disaster Risk Reduction, his position as a Professor at the University of Science and Technology Houari Boumediene (USTHB), and his role as an expert on Forensic Investigations of Disasters. Below the bio, there is a paragraph about his expertise and another paragraph about his involvement in various research programs. At the bottom, there is a section for "Ask an Expert" with a link to a session, social media sharing buttons (Tweet, Forward, Share), and a MailChimp subscription button.

EXISTING COMMUNICATION TOOLS

Print: Reports and Ad Hoc

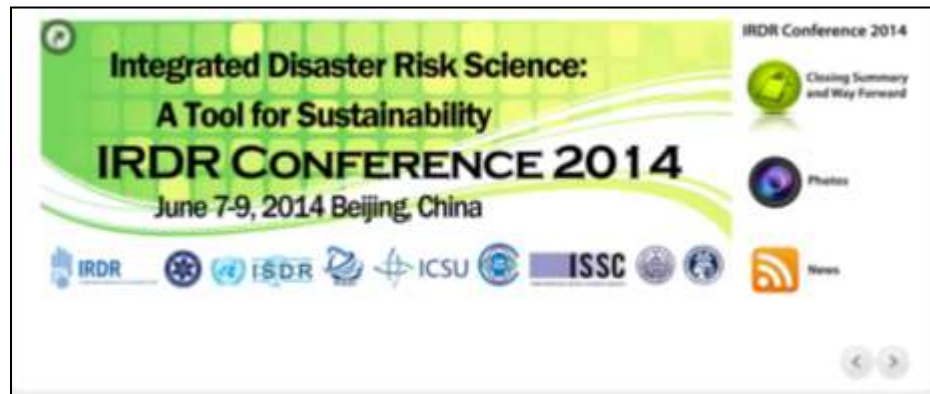
WG reports: irregular and few; no follow-up
Annual Reports: list of events; no progress visible



EXISTING COMMUNICATION TOOLS

Public Relations

Brochures,
Posters,
Conference Websites, etc



EXISTING COMMUNICATION TOOLS

Internal Communications



Staff meetings (bi-weekly)

Staff retreats (bi-annually)

E-mail / SMS / Z-drive / Calendar

Governance / WGs / etc

Teleconferences : SC Chair (bi-weekly)

Communities of Practice (ad hoc)

E-mail listserv (ad hoc)

Host Organisations (face-to-face)

Directorate: Ad Hoc and bi-monthly

International Programmes:

Quarterly Funders / co-sponsor

members : half-yearly

Updates of IRDR bodies (digitally)

Daily News Items on Website: dynamism

Ad Hoc through Social Media

Monthly reflections (thought leadership: SC / ED)

Quarterly Newsletter (inclusiveness)

Annual Report (strategy / impact)



IRDR

Integrated Research on Disaster Risk

ASSESSMENT OF THE CURRENT STATUS

Elements for a SWOT Analysis :

Overarching weakness: poor identification of IRDR bodies with programme / communications effort

STRENGTH:

- Centrality for the S&T domain in the intergovernmental processes for 2015
- Network of DRR science experts

WEAKNESS:

- No compelling impact narrative (success stories); no key messages.
- Restrictive communication environment; weak media network

OPPORTUNITIES:

- Reputation gained in political processes (basis for...)
- Young researchers network (potential for...)
- Broad geographical presence (many multipliers; diversity of input and output)

THREATS:

- CO position very difficult to fill competently (multiplicity of diverse tasks)
- Unpredictable modifications of legal framework for communications
- Competition for attention with local host and co-sponsors

PROJECTING IRDR into 2015: PRINCIPLES

- **Dynamism** (with targets):
 - Daily IRDR News on website: target (input from IRDR bodies / output by IPO)
 - Activities calendar of all IRDR bodies
- **Inclusiveness** (with targets):
 - Mapping of activities of IRDR bodies and partners
 - Contact database expansion
 - Partner networks reflected
- **Thought-Leadership** (with measures / narratives):
 - Science-policy- interface: measure (relevant events, references, writings, etc)
 - Presence at scientific and non-academic events / conference uptake
- **Impact** (with measures / narratives):
 - Publications (WG reports: used?; scientific publications: cited?; etc)
 - key messages campaigns (frequency and feedback; web analytics)
 - Consultative Fora (range of non-academic attendees; co-design?)



IRDR

Integrated Research on Disaster Risk

IRDR NETWORK RESOURCES

Actors	Regular Input Expected (News)	Irregular Output Expected
1. Co-Sponsors (UNISDR, ICSU, ISSC)	Monthly: 3	Opportunities / Showcases offered
3. Science Committee	Monthly: 15	KMC / Blogs / Publications
4. Working Groups	Monthly: 6	Events / Reports / Presentations / Publ.
5. International Centres of Excellence	Monthly: 6	Events / Publications
6. National and Regional Committees / ROs	Monthly: 12	Events / Reports
7. Host Organisations (RADI, CAS, CASS, CAST)	Monthly: 4	Events / Reports / Presentations / Publ.
7. Partner Organisations (scientific)		Events / Reports / Presentations / Publ.
8. Partner Organisations (non-academic)		Events / Reports / Presentations / Publ.
10. Consultative Forum		Report
11. IPO	Ad Hoc	

EVOLUTION / EVALUATION

- The communications plan is a working document for the period 2014/15.
- Constant responsibility for its implementation lies with the CO, who in turn relies
 - on the willingness of all IRDR bodies to comply with the assigned roles, and
 - on the ability of the local hosts to provide a communication-friendly environment
- The CO reports to the ED; overall reporting on targets and measures is to the SC.
 - Reporting to the SC will focus on input from IRDR bodies.
- The CP will be reviewed as part of a Communication Strategy 2015-2020
 - To better respond to the post-2015 environment;
 - To follow-up on the internal ICSU evaluation of the programme;
- The SC will decide electronically on the CS 2015-2020 after the completion of the programme evaluation.



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Thank You

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