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COMUNICA Project: a commitment for strategic communication on Earth Sciences

Jordi Cortes-Picas, Jordi Diaz, and Jose-Luis Fernandez-Turiel
ICTJA-CSIC, Barcelona, Spain (jcortes@ictja.csic.es)

The Institute of Earth Sciences Jaume Almera (ICTJA-CSIC) has just celebrated its 50-year anniversary last year. 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 happens, 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.

To overcome this situation, the ICTJA-CSIC has decided to take an active role in the social dissemination of geological and geophysical knowledge. Thus, the ICTJA-CSIC has launched the COMUNICA Project. The project is aimed to increase the social visibility of the ICTJA-CSIC and to promote the outreach of researchers. Therefore ICTJA-CSIC has created the Communication Unit, which is in charge of designing communication strategies to give to different audiences (media, students of secondary and higher education, general public) an overview of the scientific and institutional activity of the ICTJA-CSIC.

A global communication plan is being designed to define the strategic actions, both internal and external. An important role has been reserved for digital channels, to promote ICTJA-CSIC activity on social networks such as Twitter, Facebook or Youtube, besides making a major effort in the renovation and maintenance of the corporate website. A strong effort will be done to collect and spread through press releases the major scientific milestones achieved by the researchers, to promote the interest of mass media. Communication plan includes also institutional participation in scientific dissemination events, talks addressed to general public, and workshops and seminars for students of secondary and higher education.