



BONUS

SCIENCE FOR A BETTER FUTURE OF THE BALTIC SEA REGION

*The joint Baltic Sea research
and development programme*





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(2004-2008)
**BONUS ERA-
NET**
Developing
preconditions
for a Joint
Baltic Sea
Research
Programme

ERANET

(2007-2011)
BONUS+
Implementing
a Joint Call to
test the
mechanisms
of collabora-
tion among
the national
funding
institutions

ERANET Plus

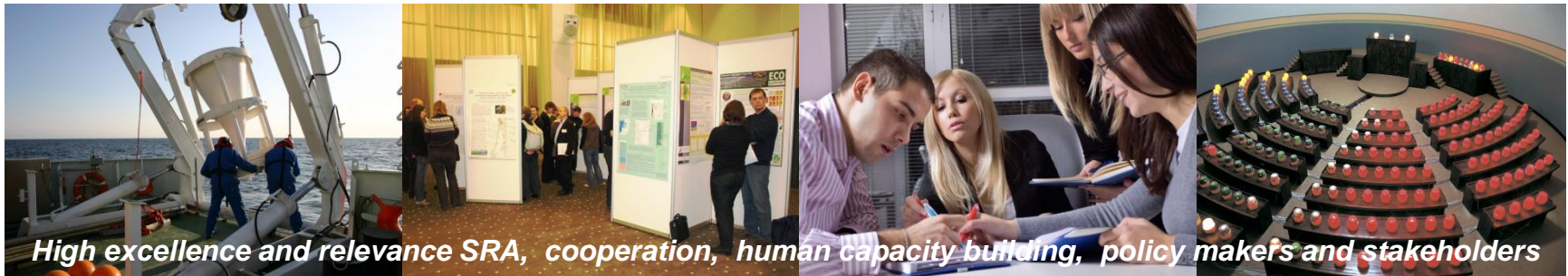
(2010-2011)
**BONUS
Strategic
Phase**
Strategic
development
and prepar-
ation for the
Implementa-
tion Phase

Article 185

(2012-2016 ->)

BONUS
**Implementation
Phase**
Durable
collaborative
research
programme of the
Baltic Sea states

Vision and the objective



VISION

Economically and ecologically prosperous Baltic Sea region where resources and goods are used sustainably and where the long-term management of the region is based on sound knowledge derived from multidisciplinary research

OBJECTIVE

To integrate the Baltic Sea System research into a durable, cooperative, interdisciplinary, well integrated and focused multinational programme in support of the region's sustainable development



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*Communications and outreach
programme 2010-2016*



Communications objectives



1. ***Corporate*** - Effective ways to communicate with stakeholders to strengthen delivery of aims, reach, brand and visibility
2. ***Cause*** - Awareness of the Baltic Sea ecosystem and of the need to practice sustainable, knowledge-based management of human activities in the future
3. ***Programme*** - Scientific knowledge and its use across policy and socio-economic landscape by transferring aims, progress and results of a strong research programme to various stakeholder groups for their action and use

Communications process



Identifying key target audiences

Auditing communications tools and developing new

**Developing corporate and stakeholder specific
communications plans**

Implementing plans according to a calendar of activities

Carrying out regular evaluations



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Target audiences

Mapping analysis

Stakeholders (priority order indicative only) 2010-2011 (-2016)	Scale 1-5 (P) power or (U) urgency driven	Groupings	Preferred communications media (populating via BONUS Brief reader survey, sources)
INDICATIVE ONLY	5	INDICATIVE ONLY	
	5		
	5		cies
	4.5 (P)		
	4.5 (U)		
	4		
	port 4		
	ation 4		
	rch 4		
	ries 4		
	4		
	4		

Stakeholder attributes in relation to BONUS aims across global, European, macro-regional, national, regional & local levels

Degree of both power and urgency of different stakeholders in a scale of 1-5, all stakeholders included are viewed to have a strong legitimacy

Further down the priority order, more reactive the communications effort becomes



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Tools audit



Taking stock and developing new:

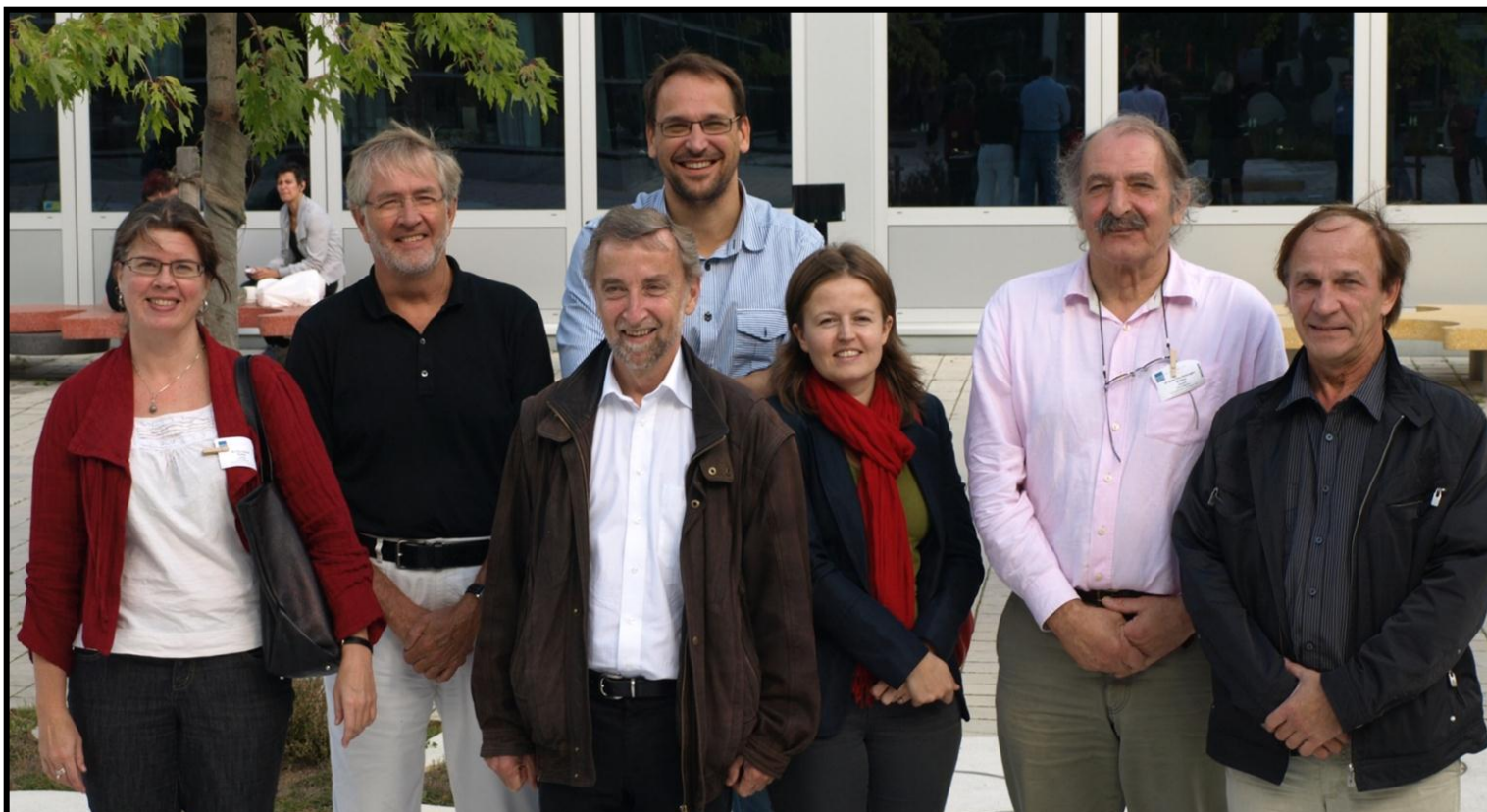
- Website www.bonusportal.org, brochure (annual updates)
- *BONUS wikispace and extranet, social media development*
- *BONUS in Brief* (May and November, online.../inbrief)
- *BONUS Bulletin* (e-bulletin news, fortnightly)
- Annual report 2010,...
- BONUS strategic research agenda
- BONUS Forum and other conference/events materials
- Articles, briefings, media releases, reports
- Investment in autumn 2010: BONUS advocates and Communications Manager



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BONUS advocates



Representing various marine/maritime sectors including environment, transport, agriculture and forestry as well as international politics to

- complete national stakeholder mappings
- approach additional funders
- arrange national stakeholder workshops
- organise outreach activities



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Working project plans

WORKING PROJECT PLAN 2011 – OBJECTIVE 3				
STAKEHOLDER	ACTIVITY	BUDGET	DEADLINE	SUCCESS CRITERIA
	General PR			
National policymakers	'BONUS+ projects as success stories' in decision making			
National policymakers	New SRA themes capture the research needs of the future			
	Message formulation			
National policymakers	repository of 'success stories', linkages with decision making - start ECOSUPPORT, RECOCA		Starting Q4 2010	
	Public affairs			
ALL	BONUS+ project of the month		2011 onwards	
National policymakers	Showcase BONUS Programme to ministries etc.			
	Advocates networks!			
	Media relations			
National policy-makers, ALL	<i>indirect</i> - stories to issue specific media, popular (semi) science magazines...		check deadlines for e.g. GEO, Ambio, Science illustrated...	
	Publicity materials			
National policy-makers, ALL	Briefing series on popular topics and BONUS+ projects		Start Q1 2011	
	Events			
Policy-makers, funding agencies, science community	BONUS Stakeholder Forum in conjunction with EUSBSR Annual Conference, Gdansk + planning meeting in Feb 2011		end of October 2011	
Media	Journalists INFO breakfast on BONUS+ projects		Q1 2011	
	Website/electronic			

- living documents
- need regular reviewing and updating
- specific to communications objectives and key stakeholder groups
- success criteria to measure both outputs and outcomes
- new communications tools are developed as required



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Annual workplans



CALENDAR OF ACTIVITIES 2011				
What	Where	When	Who	Check
<u>Wikispace</u> for Advocates, Joint Drafting Group (SOW), Secretariat; maintenance	online	all year	MS, TT	
BONUS e-Bulletin (ca. every fortnight), BONUS+ spotlight series Jan 2011 onwards!	online	w/c 24 Jan		
Website paragraphs on BONUS+ projects ONLINE		1.2.2011		
Journalist BONUS information sharing event on INFLOW, PROBALT, IBAM and/or BEAST	AKA, Finland - OTHER BONUS countries?	15.2.2011 INFLOW		
BONUS Annual report 2010	N/A	by 28.2.2011		
BONUS briefing on role of science in <u>decisionmaking</u>		by 15.3.2011		
BONUS Advocates media activity updates and plans 2011	Vilnius	9.5.2011		
Links on the websites of respective ministries, partners, etc. to BONUS are established and/or confirmed as appropriate		by 1.6.2011		
BONUS Forum and EUSBSR planning meeting	Gdansk, Poland	16-17.2.2011		
Strategic Orientation Workshop SOW	near Riga, Latvia	15.-17.3.2011		
<i>BONUS in Brief</i> May issue in <u>distr</u>		16.5.2011		
Maritime Day 2011 (DG Mare) BONUS presenting (DG Mare negotiations!)	Gdansk, Poland	19-20.5.2011		

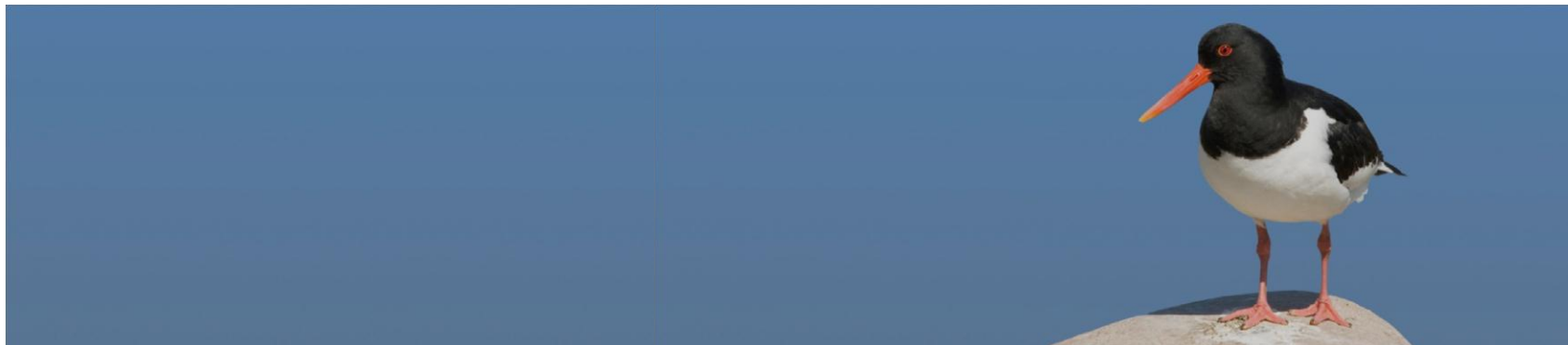
- Captures 4 out of the 5 Ws! ('why' features in project plans)
- One annual workplan combining activities under all three communications objectives
- At a glance reference point for implementation



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2011 key events



- **European Maritime Day 19-20 May 2011, Gdansk**
- **BONUS+ annual and final conference with the 8th BSSC, 22-26 August, St. Petersburg**
- **ICES annual science conference, 19-23 September, Gdansk**
- **BONUS Forum 24 October, Gdansk**
- **EUSBSR and BDF annual conference, 24-26 October, Gdansk**
- **BONUS+ highlights for the European community, 8 November, Brussels**



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Evaluation



Evaluation of communications outputs and outcomes:

- Metrics for the output level
- Outcome level linked with the wider programme delivery; i.e. quality and number of policy developments linked with sound knowledge on BONUS support, favourable changes in socio-economic setting



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www.bonusportal.org

THANK YOU!

