

APPENDIX 3

Observations/lessons in terms of IEA Bioenergy communication actions

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Task output/reports:

- Need for a (condense) communication strategy per Task output, with a reflection on the main audience and messages from the beginning (technical focus or societal relevance?). Important for preparations next triennium.
- 2p summaries are picked up. Mostly focused on text, probably because 2 pages are short to include all conclusions.
- Short new release + key highlights seems difficult to get, while I feel this is crucial for increasing outreach. (now titles are tweeted)

Launching of reports:

- We now have 4 occasions where attention is drawn to certain reports: (1) when publishing the report, (2) when publishing the 2p summary, (3) when announcing a webinar on the topic, (4) when retweeting existing reports. In case of launch, a number of these are combined. Better together, or separate to have maximum impact?
- Uncertainty in delivery dates of reports. Final editing takes time. => difficult to plan launchings.
- Need press release and use of the (press) contact list in case of launching (*now only used once when we wanted to contribute to the media debate for the Chatham House reaction*). More efforts needed to send in texts to e.g. Biofuel Digest (*see before, need for short news release*).

Webinars:

- Webinars are picking up, is clearly appreciated by the audience.
- Poster input always on the late side => distribute 'save-the-date' before?
- More attention for broad announcement. Is twitter & mailing sufficient? Can we use multiplier organizations? Also important that ExCo members distribute at national level.
- Suggest to have separate subpage on website per webinar for easier traceability.
- Consider webinar registration, or will this block people for joining?

FAQ/blogs:

- FAQ: now two topics (bioenergy & agriculture, woody biomass & climate)
 - Timing & needs depends on public / policy debate
 - How add topics in systematic way? (maybe link with upcoming reports/workshops)
 - How draw attention?
- Some cautious start of blogs in 'bulletins' (e.g. conclusions of iLUC workshop). Should we do that more often, pay more attention to FAQ/certain topics through bulletins?
- Include interviews/videos? (would require more professional help)

Twitter:

- Picking up; almost 1300 followers.
- Better framework/structuring would help (Hootsuite), as most tweeting now is ad-hoc.

- Weekly country focus + involvement of ExCo members. Will this work? probably someone central needs to lead.
- Retweeting existing reports at regular times (e.g. every few months). We have a good pool of reports (see library) - maybe differentiate by topic (some every few months, others once per year; outdated reports not)?

Searchable library:

- Starts getting filled.
- More visible on website?
- Combine 2p summaries with main reports? (maybe also related webinars)

Workshops:

- More actions needed to announce IEA Bioenergy workshops? (supporting Tasks in this)

Newsletters:

- Also support spreading Task newsletters? (or only via Twitter)

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