

Printed and Digital Materials

Different kind of printed and digital materials (such as brochures, flyers, leaflets, reports, posters, infographics, videos, roll-ups etc.) are important part of the traditional dissemination methods. Materials should be tailored based on the target audience and dissemination method (electronic versus printed) and place. For example, private sector, policy makers and scientific communities are interested in different kinds of contents. In addition to advertise RI's missions, impacts, data or other products, these can be used to advertise upcoming events. It is good to be aware that material planned for printing does not necessary look good in electronic form and vice versa. Printed and electronic versions of the same material might assist effective communication. Translation of some of the material to local language and/or RI's member countries languages might be worth considering. This might help for example communicating with local policy and decision makers.

Flyers, leaflets, and brochures can provide quick-to-look information particularly for new user groups. They can include QR code, NFC chip or website address for further information. They can be distributed in several different scientific or policy relevant workshops, conferences and events. We see that using printed flyers to dissemination is a cost-effective as relatively large user groups can be reached. However, one needs to pay attention how to hand such a material as example scientists are often hesitant on taking flyers on subjects they are not very familiar with. The efficacy of the flyers is hard to evaluate in practice, but using e.g. QR code one might track the analytics. As digital material can be distributed via other dissemination channels (website, newsletter, emails).

There are several freely available tools to make a printed and digital materials. One option is to use commercial company (visual designer) to plan the brochures/flyers layout based on the RI's visual identity. Some RIs make the material, both content, visual planning and layout by them self. This requires some special skill from the person as well as professional software for the graphic design (e.g. Adobe Creative Suite).

Advantages: Cheap (relatively low cost) method of disseminating basic facts. Can reach large groups if properly distributed (printed material eg. in events). Relatively easy to tailor for different audiences, including different language variants.

Challenges: Difficulty of reaching new user groups (interest of taking a flyer). Design is crucial; as is the way they are distributed. There can also be limited information content. Lifetime of the material.

Resources: Cost are from visual planning, providing content and printing. Printing costs depends on the design, paper quality, and amount. Often external companies have planned the RI's promotion materials. The materials need regular update which increases the costs. Printed material: Cost to transport, weight, etc. Consider on-site printing.

Recommendation: Connect with other dissemination tools. To be used together with personal connection method (presentation, booth, etc.) and connected directly to the other sources of more detailed information (websites, documents). Consider in which of the participating countries the actual printing of the material is most relevant to do (printing and distribution costs and environment effects).

COOP+ has a flyer with brief description of the project aims, participants and main expected outcomes. It was distributed in several different scientific workshops and conferences (COOP+ events, ENVRI booths at EGU and ICRI 2016).



ENVRIplus is a Horizon 2020 project bringing together Environmental and Earth System Research Infrastructures, projects and networks together with technical specialist partners to create a more coherent, interdisciplinary and interoperable cluster of Environmental Research Infrastructures across Europe.

ENVRIplus has 37 partners from 13 European countries. Find out more about the partners at <http://www.envriplus.eu/partners/>

CONTACT US

ENVRIplus Coordination Office
Eric Palmérin aukio 1 (PO Box 48)
FI-00014 University of Helsinki, FINLAND
envriplus-coordination@helsinki.fi

FOLLOW US

Twitter - @ENVRIplus
Facebook page - ENVRIplus
LinkedIn Group - ENVRIplus

www.envriplus.eu



Environmental Research Infrastructures *providing shared solutions for Science and Society*

What are the Research Infrastructures?

- Research Infrastructures refers to facilities, resources and related services used by the scientific community to conduct top-level research in their respective fields.
- Environmental Research Infrastructure facilities were developed to respond to the needs from specific research communities. Internal cooperation within certain domains created diverse research traditions, specific skills and cultures.
- The intertwined nature of the Earth System however requires the scientific communities to transcend the well-established and familiar boundaries of disciplines and domains, and work towards common holistic understanding of the environment as a one Earth system.

What is ENVRIplus?

- It is a project gathering Research Infrastructures from all domains of Environmental science (Atmospheric, Marine, Biosphere and Solid Earth) to work together, capitalise the progress made in various disciplines and to strengthen interoperability amongst Research Infrastructures and domains.
- Collaboration within the ENVRIplus will enable multidisciplinary Earth system science, which is so important in order to address today's global challenges that have no boundaries.
- The cooperation will avoid the fragmentation and duplication of efforts, making the Research Infrastructures products and solutions easier to use with each other, improving their innovation potential and cost/benefit ratio of the Research Infrastructure operations.

What is ENVRIplus?

Master Plan

1. Access to Research Infrastructures
2. Data for Science
3. Knowledge transfer
4. Societal Relevance and Understanding
5. Knowledge transfer
6. Communication and Dissemination

ENVRIplus is a project funded by the European Union under the Horizon 2020 programme.

ENVRIPLUS

Details	Partners	Structure
Starting Date: 1.2.2019	17 partners	4 Environmental Domains
Project Duration: 4 years	13 European countries	6 Themes
End of the Project: 30.4.2023	21 Research Infrastructures	19 Non-Financial Partners
Coordinator: University of Helsinki, CSC (Helsinki)		
Coordinators: University of Helsinki, CSC (Helsinki)		
Goals	Products	Domains
Enhance interoperability	Enhanced interoperability	Atmospheric Domain
Network understanding of the Earth system	Networked policies	Marine domain
Innovative concepts	Standardisation	Biosphere/Ecosystem domain
Improved communication	Innovative solutions	Solid Earth
Co-ordination among RIs	Public services	

Examples of flyers and brochures. From top to down: ENVRIplus flyer, ICOS and AnaEE brochures