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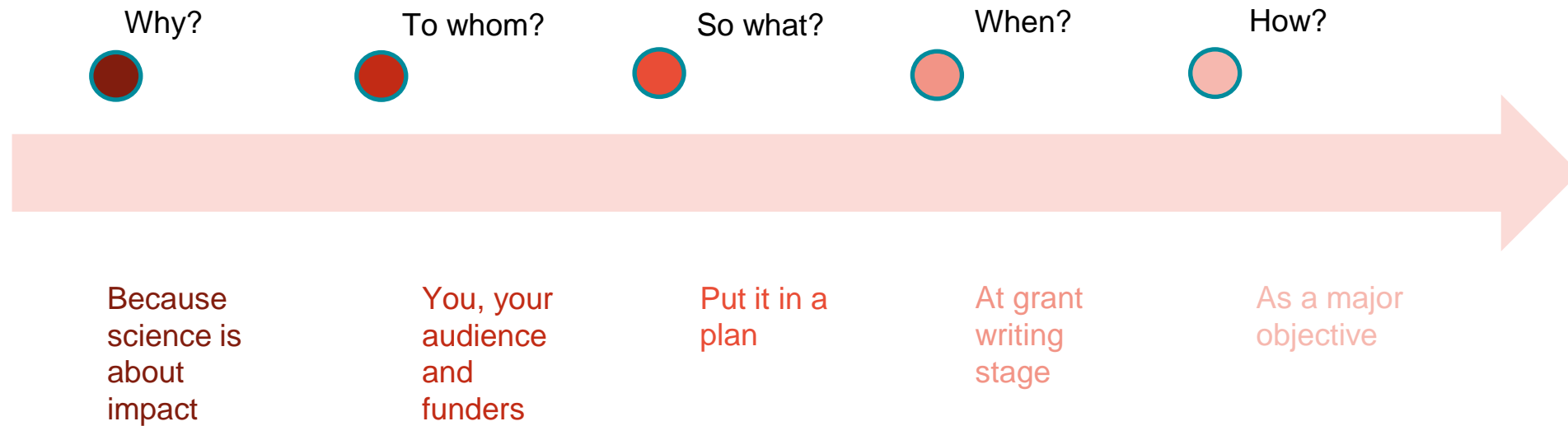


Developing a Science Communication Plan for your Research Project

Nancy Nandudu, Head of Communications and Engagement

Science communication beyond journal publications workshop, 20.02.2025

#ScienceCommunicationMatters



The Theory of Change

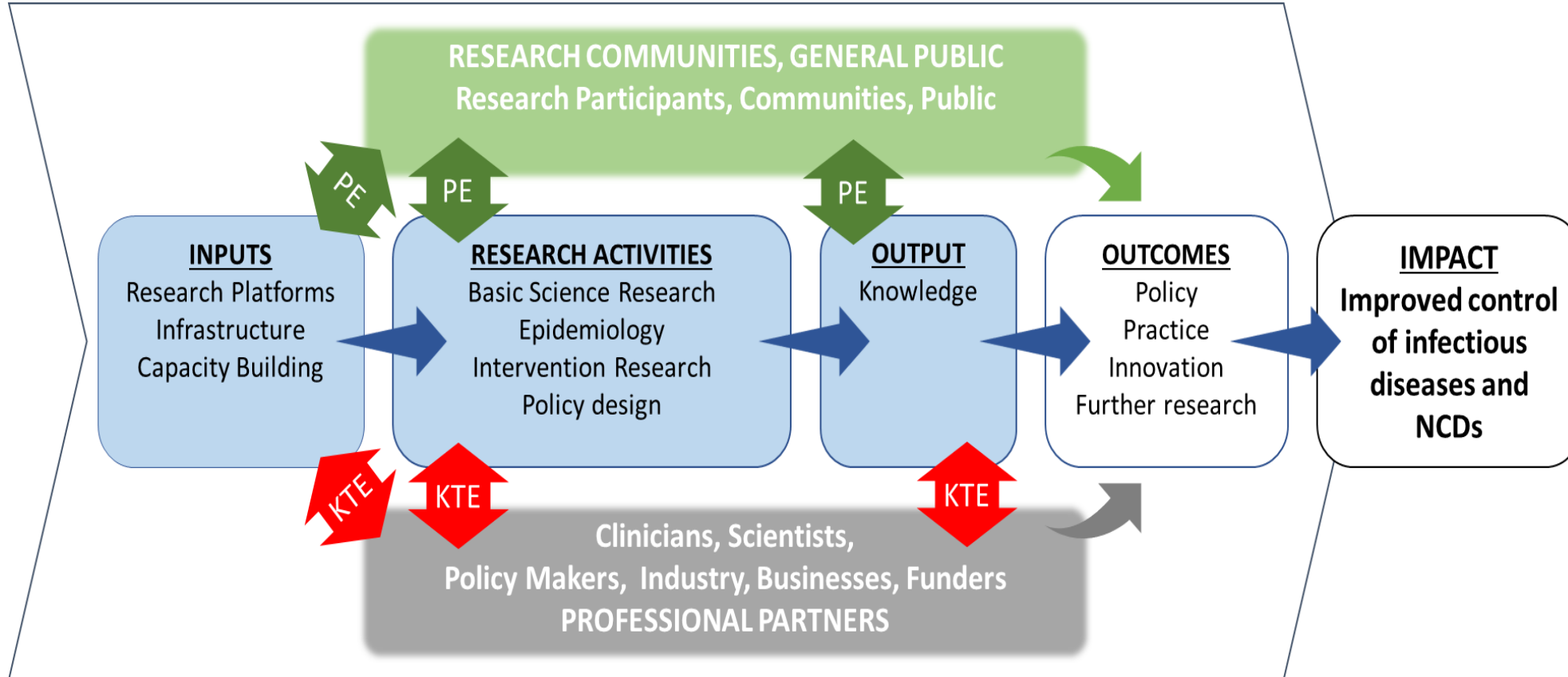
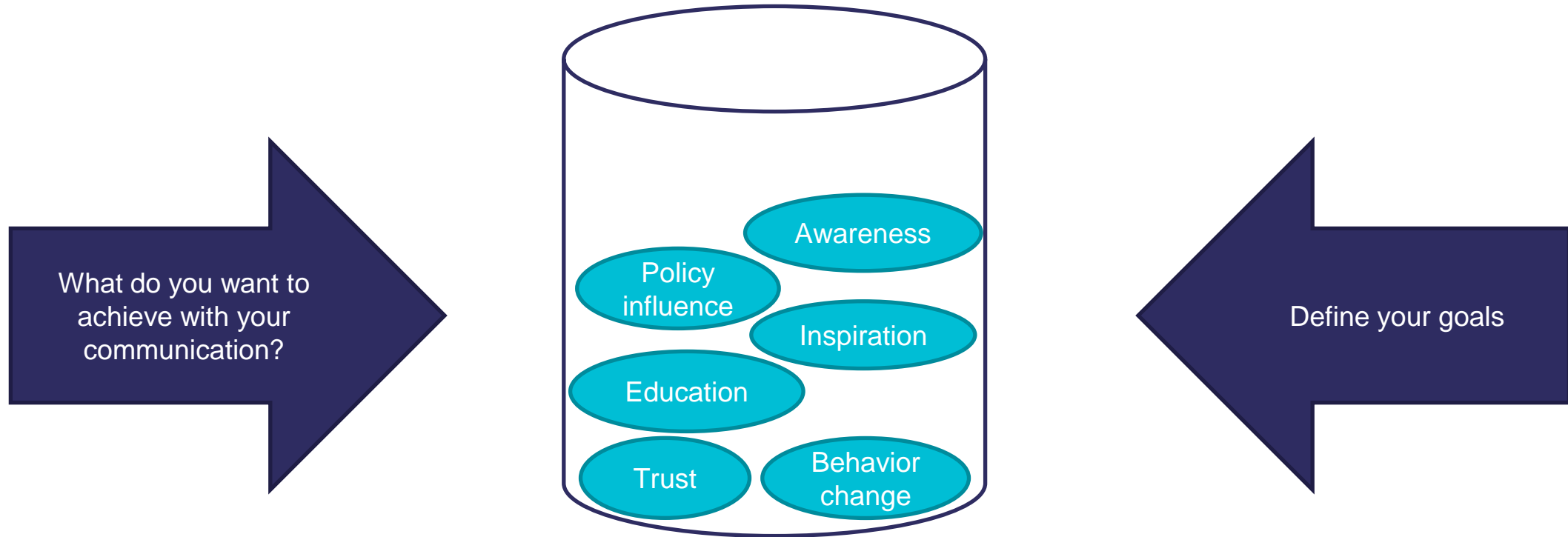


Figure A2.1. Theory of change roadmap to be used by each project to plan and evaluate their KTE (Knowledge Transfer and Exchange) and PE (Public engagement) activities. The Unit's primary activities are shown in blue, key stakeholders where emphasis is KTE in grey, and key stakeholders where emphasis is PE in green.

Steps to develop a science communication plan



Mapping Your Stakeholders

- High power and not interested
- Keep satisfied

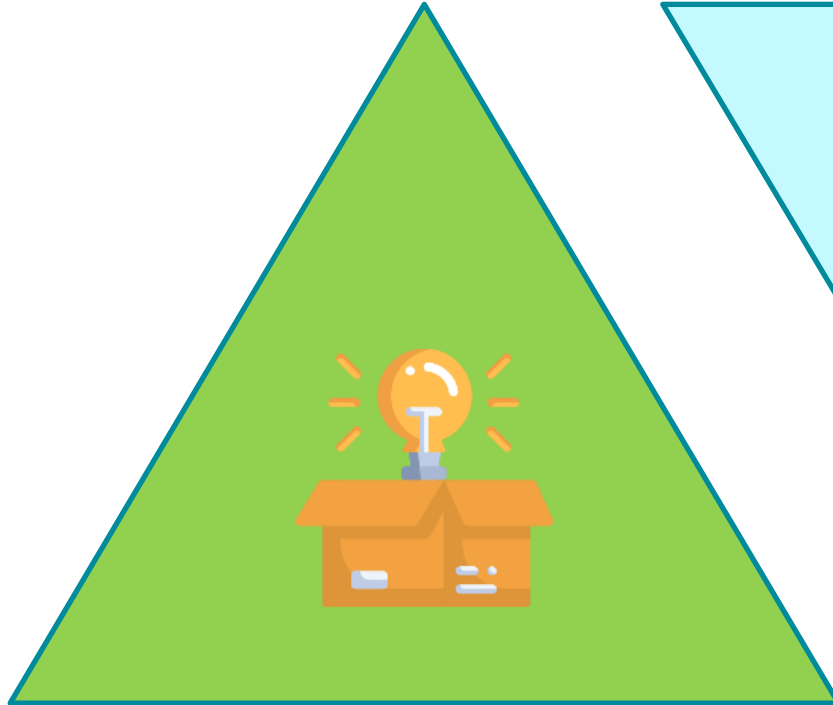
- High power and interested
- Manage closely

- Low power and not interested
- Monitor

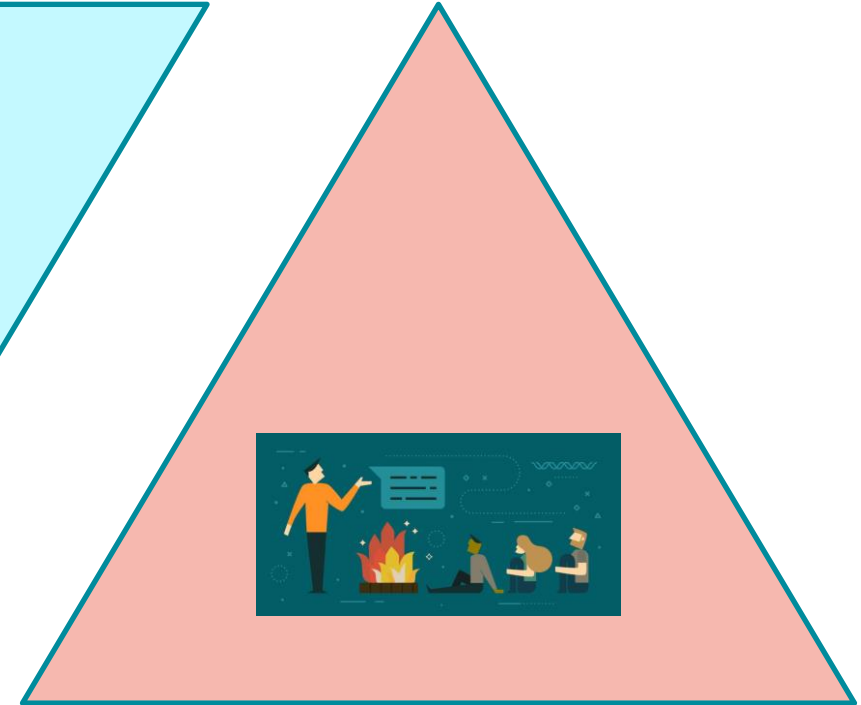
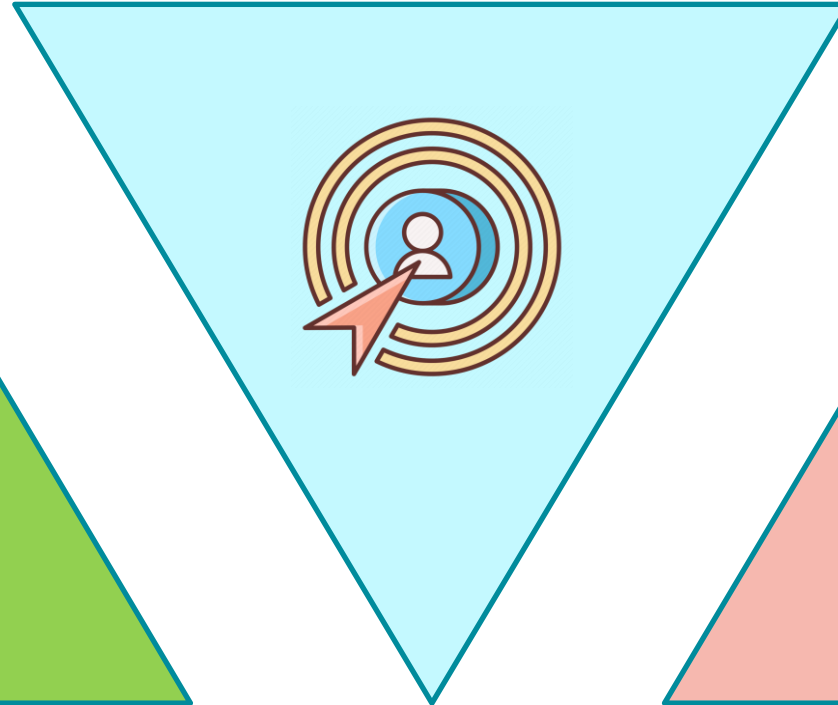
- Low power and interested
- Keep informed

Key Principles for Developing Effective Key Messages

Highlight relevance and impact

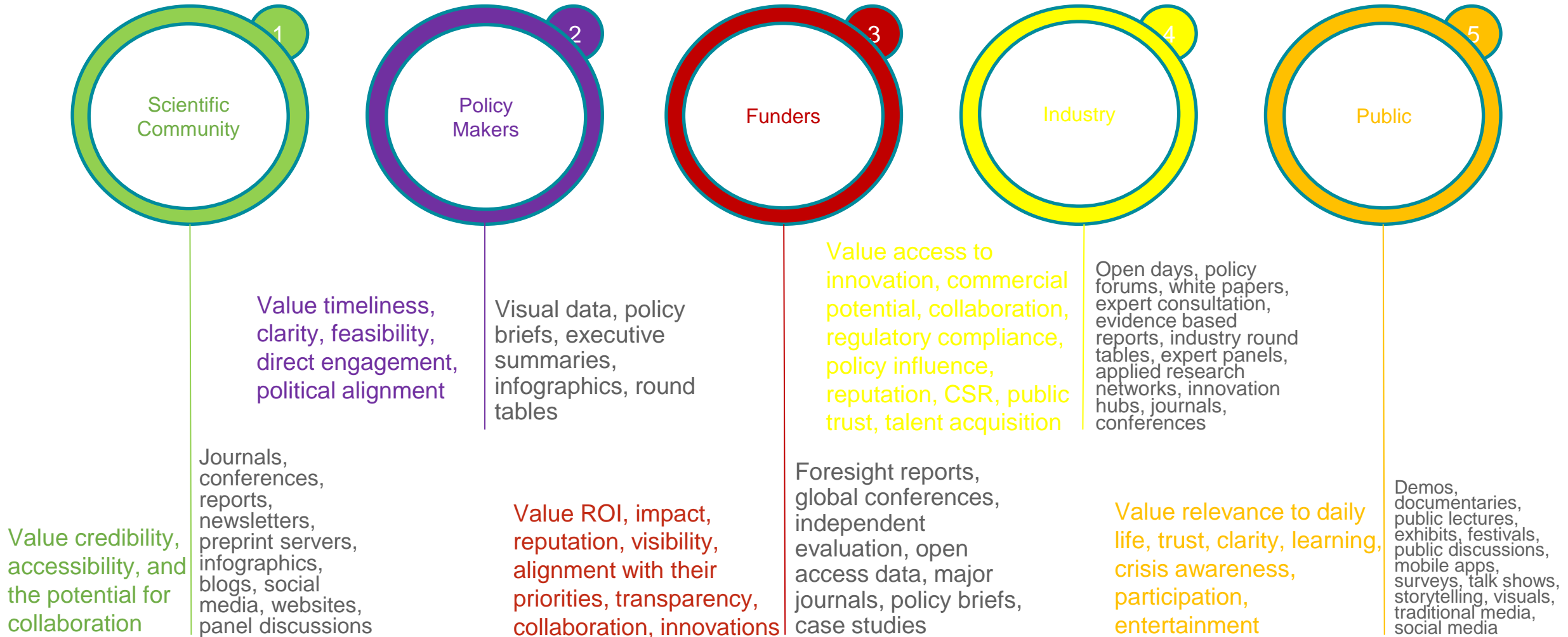


Use clear, concise and
engaging language

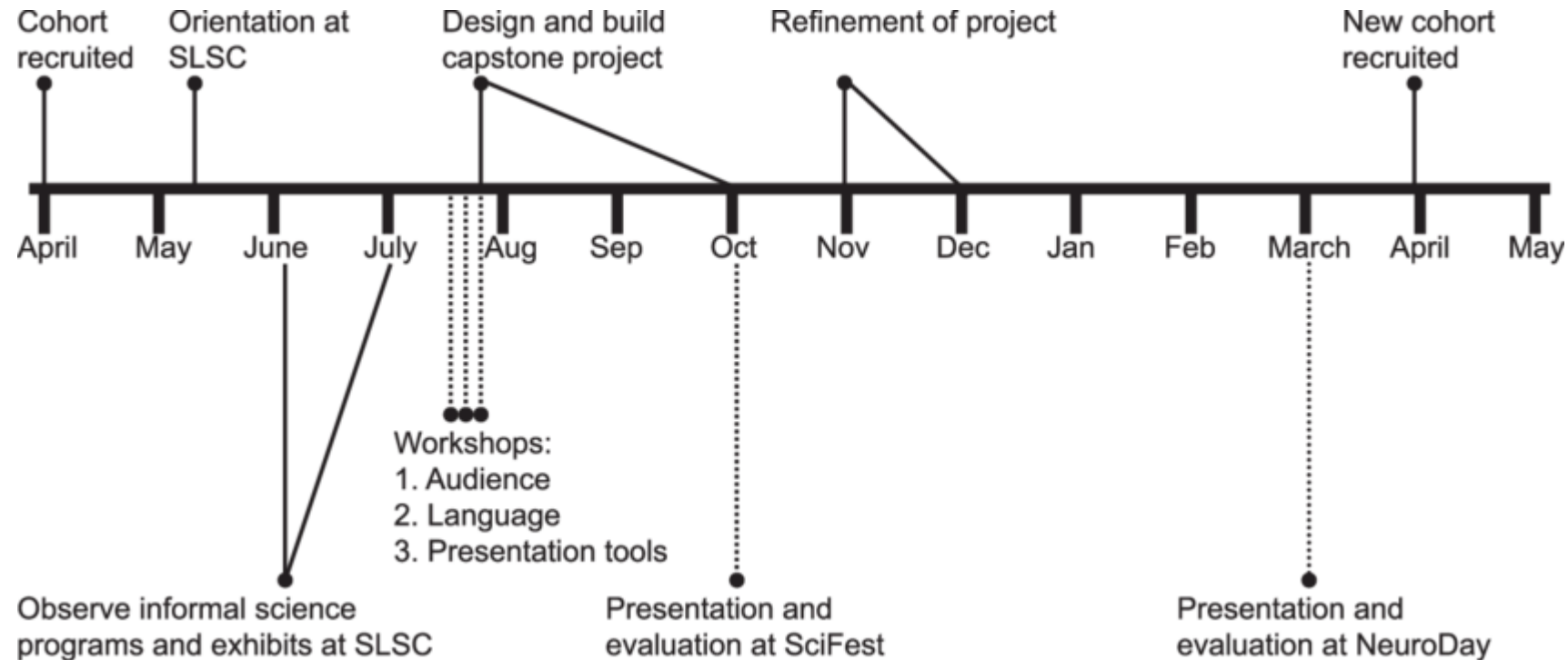


Use storytelling techniques
to enhance memorability

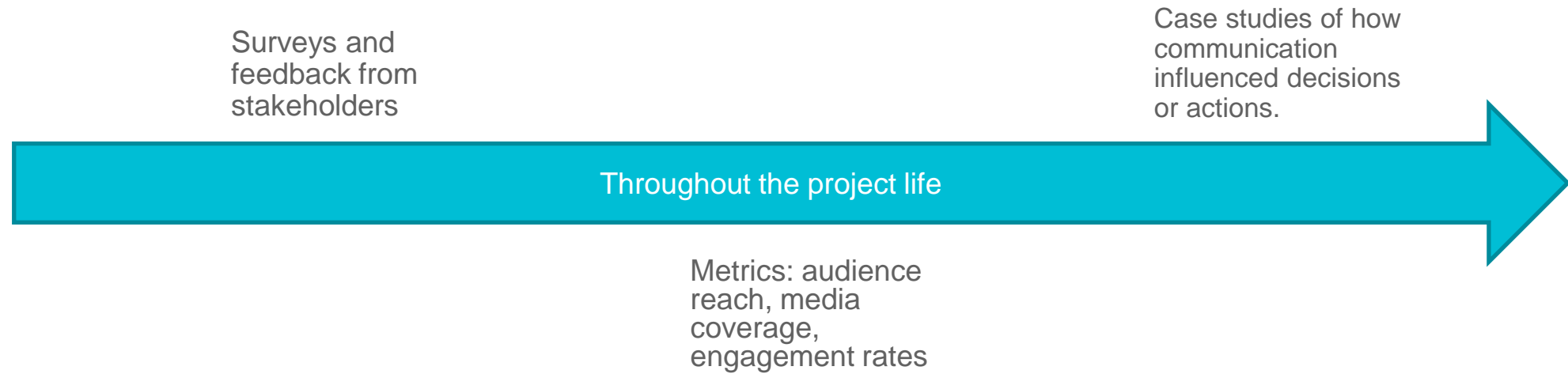
Selecting Appropriate Communication Channels



Timing and Resource Allocation



Evaluating Your Communication



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