

# «Стратегия коммуникаций научной организации: пятое колесо?»»



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**DUBNA**



# CERN Communications Strategy 2021-2025



Объединенный институт ядерных исследований

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## Communication strategy

Our communication strategy emphasises the achievements of Leiden University researchers and students and supports

- > Human Resources
- > Finance and procurement
- > ICT



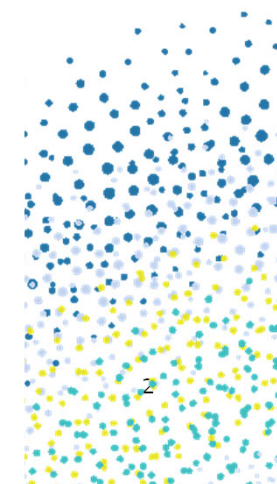
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Public Health Research

**National Institute for  
Health Research**

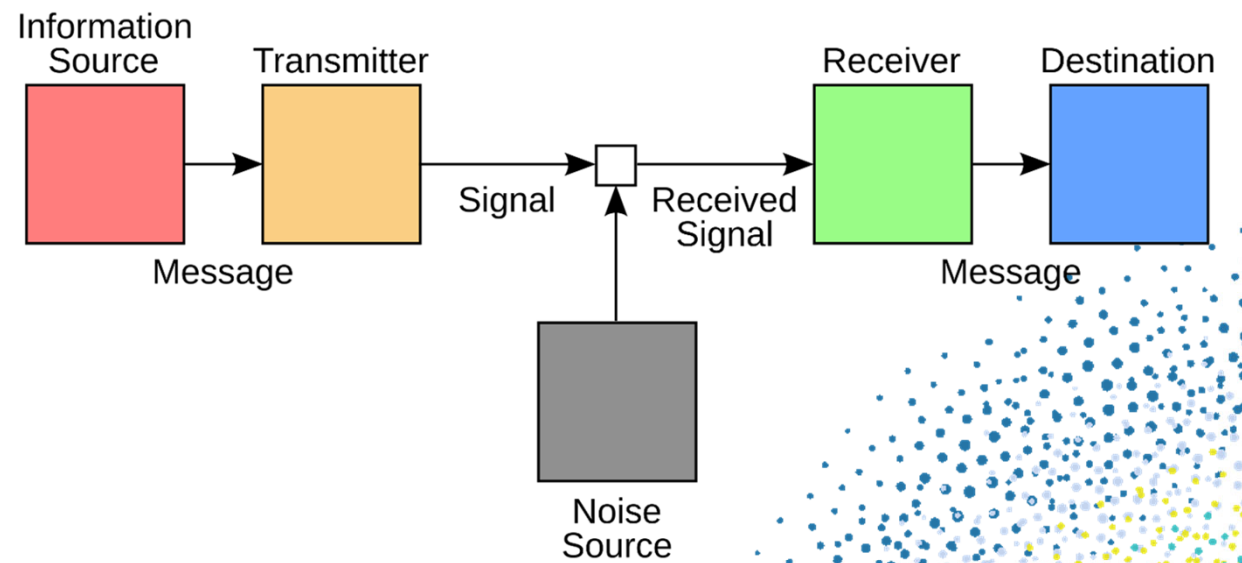
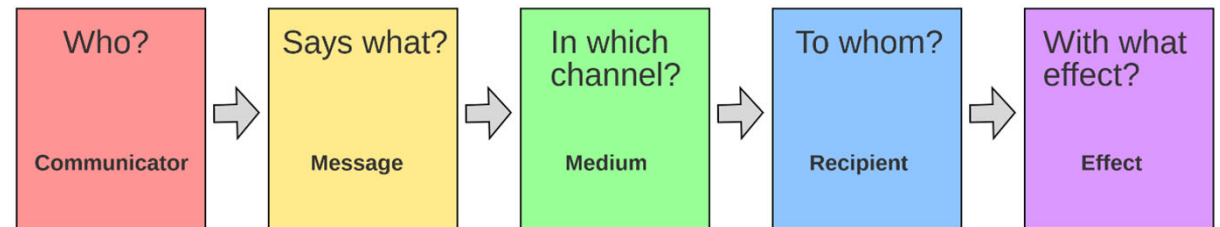
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## A STRATEGY FOR COMMUNICATIONS

### 2017 – 2022



# COMMUNICATION is ...





## WHAT FOR?

Successful communication is an **ongoing process** that should begin planning for as soon as your organization begins planning its objectives and activities.



A collage of images related to nuclear research. It includes a blue banner with the text 'JINR LONG-TERM DEVELOPMENT STRATEGIC PLAN UP TO 2030 AND BEYOND', a photograph of a laboratory with various equipment, and a dark blue banner with the text 'SEVEN-YEAR PLAN FOR THE DEVELOPMENT OF JINR FOR 2024-2030'. The JINR logo and name are also present.

### DEVELOPMENT OF SCIENTIFIC COMMUNICATION



The priority of the JINR Communication Strategy is the development of favourable conditions in the target segments of the information space for the implementation of the JINR Long-Term Development Strategic Plan up to 2030 and beyond.

The implementation of the Communication Strategy is designed to ensure effective outreach and pragmatic interaction with key audiences: specialized scientific community; decision makers; students, teachers, schoolchildren; general public of the Member States and partner countries; local community (city, region); employees of the Institute, people within the JINR orbit.

Formation of a system of basic messages of the Communication Strategy, construction and proactive use of a system of targeted communication channels based on the analysis of the target audience's profile in the information space, assessment of risks and communication results will ensure the solution of the following tasks in the context of target audience segments:

1. Specialized scientific community:
  - development at JINR of a unique environment for exchange of scientific knowledge and co-operation of researchers from all over the world.





# WHAT FOR?

2

место по численности персонала среди всех ММНО

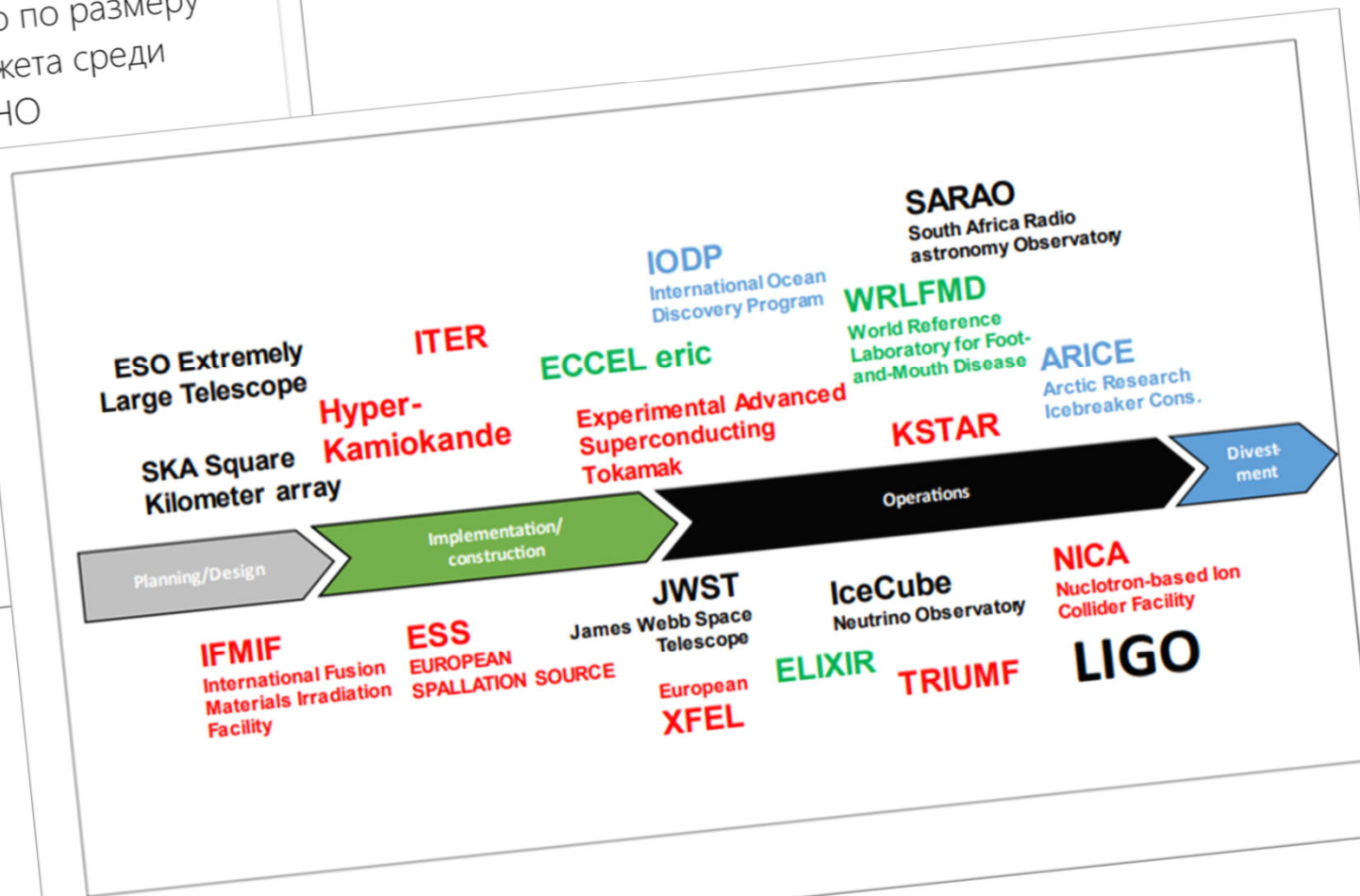
5

место по размеру бюджета среди ММНО в области естественных наук

8

место по размеру бюджета среди ММНО

\* Ст  
Межп  
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## THE **OVERALL GOAL** OF THE INSTITUTE'S DEVELOPMENT STRATEGY

a leading position at the forefront of science in a number of selected fields of basic research

### OTHER DEVELOPMENT PRIORITIES:

- *Increasing the contribution of the JINR research program to the finding solutions to the global challenges faced by JINR MS*
- *Appeal and competitiveness of JINR*
- *Enhancing of human capital, favorable work environment;*
- *Strengthening the JINR community, sustainable development of JINR as an international organisation and a platform for science diplomacy.*

## **PRIORITY** OF COMMUNICATION STRATEGY

creation of **favorable environment** in the target segments **of the information field** in order to implement the JINR Long-Term Development Strategic Plan up to 2030 +

### **THE COMMUNICATIONS STRATEGY**

DESCRIBES THE MAIN APPROACHES AND KEY TOOLS:



- *of the Institute's **PR activities***



- *of communication support of the JINR Directorate's interactions with **decision-makers***



- *of **science diplomacy** to develop sustainable and fruitful collaboration with the Institute's key target groups.*

# Science communication and Science diplomacy

Table 2: Different Dimensions of Science Diplomacy

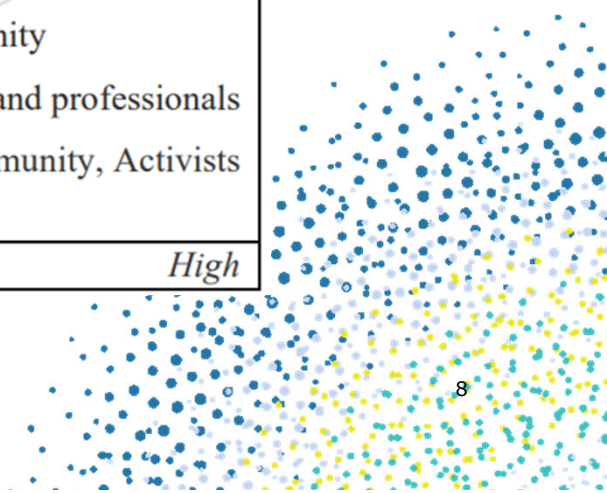
Aspects/ Actions	Professional Science Communication	Popularization of Science	Science Communication Policy
Diplomacy for Science	Researchers communicating to establish large-scale international cooperation in science	Public relations and journalism activities raising awareness of outcomes of large-scale international projects	National attempts to give researchers skills in organizational communication, negotiation and intellectual property issues
Science in Diplomacy	Initiatives by research bodies to communicate the potential of research to solve policy problems, to open dialogue, and give advice about the regulation of science and technology	Targeting policy-makers as a key audience for research results and outcomes	National attempts to encourage researchers to communicate with policy-makers and embed research in governmental processes
Science for Diplomacy	Researchers communicate with collaborators across national divides despite restrictions	Popularization encouraging high level of general scientific literacy, awareness, and dialogue about science and technology	National encouragement and support for international research through communication skills, cultural programmes, and language programmes to increase capacity for international collaboration as well as to facilitate international dialogue about contested science and technology.

Source: Leach, 2015





<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><i>Influence</i></p>	<p>High</p> <p>Governments and policy-makers:            Politicians, Parliaments of JINR Member States and            Associated Members, Foreign Ministries and            Embassies            Governments of JINR MS and Associated MS            Press, Media            Influencers            Industry            Foundations            Host-State media</p>	<p>Government of the Host State, Russian Ministry of Science            Ministries of Science/ responsible authorities of JINR MS            Funding bodies of JINR MS            Regulatory bodies (first of all in the Host State, e.g.            Rosatom, Rostekhnadzor etc.)            Other similar international organizations (CERN, FAIR,            XFEL, ESRF, INFN etc.)            Energy suppliers            Representatives of the user community            Scientific Journals            The JINR community (including JINR employees, students,            associates and contractors' personnel)</p>	
	<p><i>Influence</i></p> <p>The local community, citizens in the host city            Dubna            The general public, citizens of JINR Member States            Universities Students            School children            School teachers</p>	<p>The international particle physics community            Research institutes, academic institutions            Research oriented organizations            The broader international scientific community            Potential candidates (students, graduates and professionals            Science Communication Community, Activists</p>	
<p>Low</p>	<p style="text-align: center;"><i>Interest</i></p>		<p>High</p>



# : OBJECTIVES WITHIN THE TARGET AUDIENCE SEGMENTS

## Local community (city, region)

Demonstration of the contribution of the JINR international team to the development of the city and its international significance. Promotion of the slogan "Dubna is a space for international science".

## Scientific community

Dissemination of knowledge. Development of the Institute's communicative function to foster scientific collaboration with scientists from around the world.

## Institute staff, people from JINR orbit

Strengthening and spreading the values and strong corporate culture of JINR. Facilitating higher employee satisfaction and motivation.

## General public of partner countries

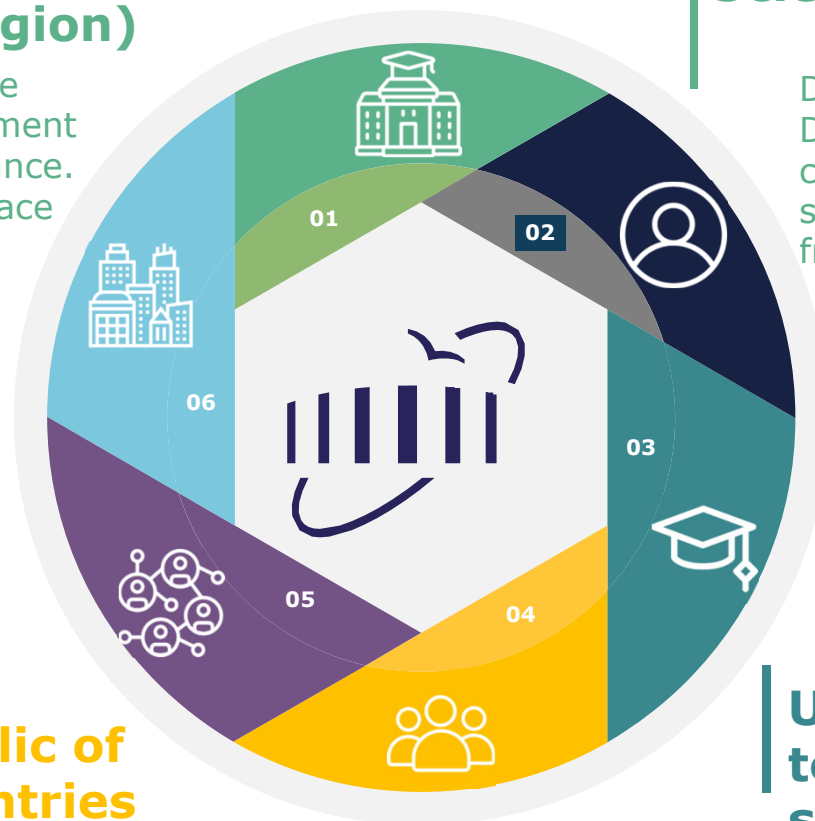
Raising awareness of the significance of the scientific agenda results, JINR initiatives, and the advantages of a country's participation in JINR activities for its society and economy.

## Decision makers

Targeted information support on the JINR agenda. Coverage of the results of the integration of the Member States' S&T priorities into the JINR agenda.

## University students, teachers, schoolchildren

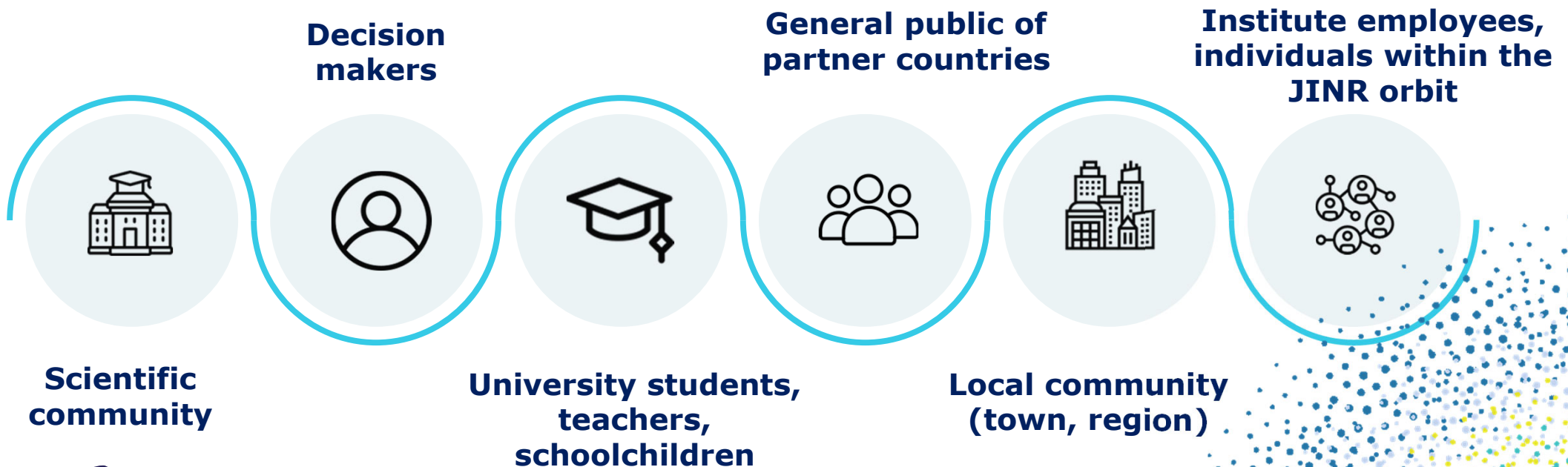
Support for the development of a partner network of target universities and schools, recruiting employees from partner countries, and strengthening the community of JINR "ambassadors".



# : METHODOLOGY

The draft **Communications Strategy** was developed at the site of the **Coordination Group for Communications Strategy**.

**Six expert panels** corresponding to the main target audiences -



Объединенный институт ядерных исследований

Наука сближает народы



Brandbook

# Брендбук

Руководство по использованию стратегии,  
вербальной и визуальной коммуникации бренда

A guide to using the brand strategy, verbal and visual  
communication

NOV '23

- ✓ Brand strategy
- ✓ Basic identity elements
- ✓ Brand graphics
- ✓ Merch

*Competition (spring 2022) for the  
preparation of a brand design:  
5 design companies from 3 JINR  
member countries.  
Winner - OpenCore*



## Введение

Каждый из нас - часть большой творческой научной международной семьи ОИЯИ. На своем рабочем месте Вы вносите важный вклад в успех большого общего дела: изучения фундаментальных свойств материи, в развитие прикладных исследований, в освоение возможностей практического применения новых перспективных технологий.

При этом важно, что наш Институт не совсем обычный – это одна из ведущих международных научных организаци

Как сотрудница или сотрудник ОИЯИ Вы взаимодействуете и коммуницируете с самыми разными людьми: как с коллегами внутри Института, так и с партнерами извне. Рекомендации, которые Вы сейчас читаете, затрагивают вопросы коммуникации с «внешним миром

Общаясь с партнерами (уже таковыми или теми, кому только предстоит войти в орбиту ОИЯИ) по телефону, электронной почте, при личной встрече, делая доклады или, может быть, давая интервью, Вы становитесь для своего собеседника или Вашей аудитории лицом ОИЯИ. Именно таким увидит наш Институт этот конкретный человек или эти люди. Согласитесь, в этом есть определенный элемент

*Эти "заметки" служат пояснению положений Стратегии коммуникаций ОИЯИ, касающихся осуществления внешних коммуникаций сотрудниками Института.*

*"Заметки" познакомят Вас с основными инструментами внешних коммуникаций.*

*Очевидно, что содержание этой брошюры носит пояснительный и рекоменда-*

## Стратегия коммуникаций: (практические) заметки на полях

**Черновик**

ОИЯИ 2023



Объединенный и

# KEY COMMUNICATION GUIDELINES



## MISSION

Addressing the challenges of basic and applied science, organizing international cooperation in order to shape the global scientific agenda and acquire new knowledge for the global common good

## VISION OF THE FUTURE

A reputable international centre for scientific and cultural exchange, fostering a research environment that integrates scientists worldwide in order to make discoveries for the benefit of humanity

## POSITIONING

A multidisciplinary centre attracting intellectual talent from around the world

## GLOBAL POSITIONING

**Science brings nations together**



TARGET AUDIENCE	COMMUNICATION OBJECTIVES	COMMUNICATION MESSAGES	COMMUNICATION CHANNELS
<p>ALL SCIENTISTS WORLDWIDE</p> <p>JINR EMPLOYEES</p> <p>COLLABORATORS ON JOINT PROJECTS</p> <p>POTENTIAL NEW EMPLOYEES</p>	<p>DISSEMINATION OF KNOWLEDGE</p> <p>DEVELOPMENT OF THE INSTITUTE AS A PLATFORM FOR SCIENTIFIC COOPERATION AND INFORMATION EXCHANGE ON ISSUES OF THE CURRENT RESEARCH AGENDA</p>	<p>JINR IS AN INTERNATIONAL INTERGOVERNMENTAL ORGANISATION.</p> <p>JINR IS A PLEASANT AND SECURE PLACE TO WORK, LEARN AND DEVELOP AS A PROFESSIONAL.</p> <p>A WELL-DEVELOPED INFRASTRUCTURE, RESEARCH USER PROGRAMMES, AND RESEARCH ASSISTANCE ARE AVAILABLE AT JINR.</p> <p>JINR CONDUCTS RESEARCH IN A VARIETY OF CURRENTLY RELEVANT AREAS.</p> <p>SIMPLE, STRAIGHTFORWARD EXPLANATIONS OF JINR'S SCIENTIFIC ACHIEVEMENTS</p>	<p>SCIENTIFIC PUBLICATIONS AND EVENTS</p> <p>AN UPDATED "JINR NEWS" BULLETIN, AS WELL AS JINR SCIENTIFIC JOURNALS</p> <p>THE JINR WEBSITE JINR INFORMATION CENTRES PUBLICATIONS IN THE MEDIA.</p> <p>CONTENT AVAILABLE ON VARIOUS SOCIAL MEDIA AND VIDEO PLATFORMS</p>

## TARGET AUDIENCE

PLENIPOTENTIARIES OF THE GOVERNMENTS OF JINR MS

GOVERNMENTS AND RELEVANT AGENCIES OF MS, POTENTIAL MS AND ASSOCIATE MEMBERS

ORGANISATIONS AND INSTITUTIONS RESPONSIBLE FOR NATIONAL S&T POLICIES

GOVERNMENTS OF OTHER PARTNER COUNTRIES AND GOVERNING BODIES OF MULTILATERAL ASSOCIATIONS AND INTERNATIONAL ORGANISATIONS

DIPLOMATIC CORPS OF PARTNER COUNTRIES

INDUSTRIAL PARTNERS, ASSOCIATIONS OF TECHNOLOGY RELATED ENTERPRISES, ETC.

## COMMUNICATION OBJECTIVES

DECISION-MAKERS' SUPPORT FOR JINR INITIATIVES

INFORMATION SUPPORT FOR THE ENGAGEMENT OF NEW PARTNER COUNTRIES

COMPLEMENTARY/PRAGMATIC INTEGRATION OF THE MEMBER STATES' S&T PRIORITIES INTO THE INSTITUTE'S AGENDA

DEVELOPMENT OF COOPERATION WITH INDUSTRIAL PARTNERS

## COMMUNICATION MESSAGES

JINR IS AN INTERNATIONAL INTER-GOVERNMENTAL ORGANISATION WITH ITS OWN LEGAL STATUS, REGISTERED WITH THE UN.

JINR CONSOLIDATES THE NATIONAL S&T PRIORITIES OF ITS MEMBER STATES.

JINR FACILITATES DEVELOPMENT OF SCIENCE, EDUCATION, AND TECHNOLOGY IN ALL MS.

MEMBERSHIP IN JINR MEANS BEING A MEMBER OF A PRESTIGIOUS CLUB OF SCIENTIFIC PIONEERS WHO SHAPE AND IMPLEMENT THE GLOBAL SCIENTIFIC AGENDA.

JINR BELONGS TO EACH MEMBER STATE.

ALL MS HAVE EQUAL VOTING RIGHTS IN THE PLANNING AND IMPLEMENTATION OF THE INSTITUTE'S DEVELOPMENT.

SCIENCE BRINGS NATIONS TOGETHER.

DUBNA IS OUR COMMON HOME ON THE VOLGA.

## COMMUNICATION CHANNELS

REGULAR FORMATS (CP ETC.)

VISITS TO OTHER COUNTRIES AND EVENTS ON THEIR TERRITORY, VISITS OF DECISION-MAKERS TO JINR

MAILINGS TO PLENIPOTENTIARIES

INTERNATIONAL FORUMS

THE JINR WEBSITE

DIGITAL PERSONAL ACCOUNTS FOR PLENIPOTENTIARIES AND OTHER DECISION-MAKERS

OUTREACH PROJECTS IN MS

EVENTS FOR MEMBERS OF THE DIPLOMATIC CORPS AND RELEVANT AGENCIES

JINR INFORMATION CENTRES

## TARGET AUDIENCE

STUDENTS MAJORING IN RELEVANT FIELDS AND FAMILIAR WITH JINR ACTIVITIES

STUDENTS MAJORING IN RELEVANT FIELDS BUT UNFAMILIAR WITH JINR ACTIVITIES

HIGH SCHOOL STUDENTS PLANNING TO ENROL IN RELEVANT UNIVERSITY PROGRAMMES

TEACHERS SPECIALISING IN RELEVANT FIELDS

## COMMUNICATION OBJECTIVES

RECRUITING EMPLOYEES (RESEARCHERS AND ENGINEERS) FROM MEMBER STATES

DETERMINING TARGET UNIVERSITIES (SCHOOLS)

DISSEMINATING INFORMATION ABOUT JINR AND THE CURRENT STATE OF SCIENCE

CREATING A JINR "AMBASSADOR" NETWORK (VIA TEACHERS)

POPULARISING THE IMAGE OF A SCIENTIST, ENHANCING THE PRESTIGE OF THE PROFESSION OF A RESEARCHER

## COMMUNICATION MESSAGES

THE PATH FROM SCHOOL TO EMPLOYMENT AT JINR IS CLEAR THROUGH COOPERATION WITH SPECIALISED DEPARTMENTS AND JINR ENGAGEMENT PROGRAMMES.

JINR IS A WORLD-LEADING CENTRE IN VARIOUS AREAS OF SCIENCE.

WORKING AT JINR MEANS WORKING ON THE CUTTING EDGE OF SCIENCE.

WORKING AT JINR IS PRESTIGIOUS AND PROMISING, AND INCREASES ONE'S COMPETITIVENESS IN THE GLOBAL MARKET.

## COMMUNICATION CHANNELS

PARTICIPATION IN CAREER FORUMS AT UNIVERSITIES

JINR INFORMATION CENTRES

SOCIAL MEDIA

PARTICIPATION IN EXHIBITIONS AND FORUMS

POPULAR SCIENCE LECTURES



## TARGET AUDIENCE

ALL SOCIALLY ACTIVE INDIVIDUALS OVER THE AGE OF 12:

- IN JINR MEMBER STATES,
- IN COUNTRIES WITH WHICH JINR HAS SIGNED COOPERATION AGREEMENTS,
- IN COORDINATING COUNTRIES THAT ACT AS A UNIFYING FORCE AND SUPERVISE COOPERATION WITH NEIGHBOURING COUNTRIES IN THEIR REGION

## COMMUNICATION OBJECTIVES

RAISING THE AWARENESS OF TARGET AUDIENCES ABOUT THE PUBLIC BENEFITS OF SCIENTIFIC PROGRESS IN GENERAL TERMS

RAISING THE AWARENESS OF TARGET AUDIENCES ABOUT JINR, ITS INFRASTRUCTURE, PROJECTS AND ACHIEVEMENTS

DEMONSTRATING THE BENEFITS THAT A COUNTRY GAINS BY BECOMING A JINR MEMBER STATE

INCREASING THE LOYALTY OF TARGET AUDIENCES

ENGAGING YOUTH IN SCIENCE

## COMMUNICATION MESSAGES

JINR IS AN INTERNATIONAL CENTRE FOR BASIC AND APPLIED RESEARCH WHERE SCIENTISTS FROM VARIOUS COUNTRIES WORK TOGETHER, UNITED BY THE COMMON GOAL OF PROMOTING SCIENCE AND TECHNOLOGY IN AN ENVIRONMENT OF COMPLETE OPENNESS AND TRANSPARENCY, AS WELL AS OF EQUALITY OF THE COLLABORATING STATES.

JINR IS A CONSOLIDATION OF ECONOMIC AND INTELLECTUAL RESOURCES AIMED AT ENRICHING THE SCIENTIFIC KNOWLEDGE OF PARTICIPATING STATES, PROVIDING ACCESS TO THE LATEST UNIQUE TECHNOLOGIES, ACHIEVEMENTS, AND DISCOVERIES.

JINR CARRIES OUT ITS ACTIVITIES IN PARTNERSHIP WITH IAEA, SUPPORTS THE EXCHANGE OF SCIENTIFIC ACHIEVEMENTS IN THE FIELD OF PEACEFUL NUCLEAR ENERGY, IMPLEMENTS A GUARANTEE SYSTEM WHICH ENSURES THAT CIVILIAN NUCLEAR PROGRAMMES ARE NOT USED FOR MILITARY PURPOSES, AND PROMOTES HEALTH AND SAFETY REGULATIONS IN THE FIELD OF NUCLEAR ENERGY, AS WELL AS THE MONITORING OF COMPLIANCE WITH THE AFOREMENTIONED REGULATIONS.

## COMMUNICATION CHANNELS

THE MEDIA, NATIONAL AND INTERNATIONAL NEWS AGENCIES

JINR INTERNAL RESOURCES THAT REINFORCE KEY MESSAGES

DIRECT INTERACTION WITH TARGET AUDIENCES AT PUBLIC EVENTS

DIGITAL MEDIA (JINR WEBSITE, SOCIAL NETWORKS, NEWSLETTER)

## TARGET AUDIENCE

TOWN RESIDENTS

DECISION-MAKERS AND AUTHORITIES AT THE MUNICIPAL AND REGIONAL LEVELS, IN NEIGHBOURING AREAS AND REGIONS

MANAGEMENT OF COMPANIES, ORGANISATIONS, AND ASSOCIATIONS INFLUENCING DECISIONS RELEVANT TO THE INSTITUTE

PUBLIC ASSOCIATIONS (FORMAL AND INFORMAL), INDIVIDUALS WHO SHAPE PUBLIC OPINION AND ARE CONDUCTORS OF IDEAS AND INFORMATION

LOCAL SPECIALISTS — POTENTIAL EMPLOYEES OF JINR

TOURISTS, GUESTS OF THE CITY, AND OFFICIAL DELEGATIONS

WRITERS AND FILM-MAKERS CREATING WORKS ABOUT DUBNA

## COMMUNICATION OBJECTIVES

ENSURING SUPPORT FOR THE DECISIONS NECESSARY FOR JINR AT THE MUNICIPAL AND REGIONAL LEVEL

HARMONIOUSLY DEVELOPING DUBNA AS A COMMON HOME FOR JINR'S MULTINATIONAL COMMUNITY, AS WELL AS A HOSPITABLE PLATFORM FOR INTERNATIONAL COOPERATION

INCREASING THE APPEAL OF JINR AS AN EMPLOYER AND AN S&T PARTNER

## COMMUNICATION MESSAGES

JINR IS AN INTERNATIONAL PROJECT OF GREAT IMPORTANCE FOR THE RUSSIAN FEDERATION, THE REGION, AND THE TOWN; AN ORGANISATION REGISTERED WITH UN; ALL MS ENJOY EQUAL RIGHTS.

JINR IS DUBNA'S LARGEST TAXPAYER, A BACKBONE ENTERPRISE, WHICH MAINTAINS AND DEVELOPS A SIGNIFICANT PART OF THE TOWN'S INFRASTRUCTURE FOR THE BENEFIT OF ALL ITS RESIDENTS.

DUBNA IS A TOWN OF INTERNATIONAL SCIENCE.

JINR IS THE DRIVING FORCE OF THE TOWN'S DEVELOPMENT.

DUBNA'S FRIENDLY AND OPEN ATMOSPHERE IS THE TOWN'S HALLMARK AND A SOURCE OF PRIDE FOR ITS RESIDENTS.

## COMMUNICATION CHANNELS

LOCAL MEDIA AND DUBNA SOCIAL NETWORKS

JINR INFORMATION CHANNELS (WEBSITE, NEWSPAPER, SOCIAL NETWORKS)

TARGETED INFORMATION PRODUCTS FOR VARIOUS GROUPS OF THE COMMUNITY

EVENTS ORGANISED ON THE PUBLIC PLATFORMS OF JINR AND ITS PARTNERS

PREPARATION OF CONTENT FOR PARTNER CHANNELS, OTHER FORMS OF COOPERATION WITH PARTNER INFORMATION RESOURCES

## TARGET AUDIENCE

CURRENT JINR EMPLOYEES: RESEARCHERS, ENGINEERS, WORKERS, AND EXPERTS

PEOPLE WITHIN THE JINR ORBIT, INCLUDING ALUMNI — INDIVIDUALS WHO HAVE WORKED AT AND/OR COOPERATED WITH JINR (INCLUDING PARTICIPATION IN INTERNSHIPS, CONFERENCES, PRACTICES), BUT ARE NOT CURRENTLY JINR EMPLOYEES

RETIREES — PEOPLE WHO HAVE COMPLETED THEIR PROFESSIONAL CAREER

## COMMUNICATION OBJECTIVES

CREATING AND MAINTAINING A CORPORATE CULTURE

PROVIDING TIMELY AND ACCURATE INFORMATION ABOUT JINR

ESTABLISHING FEEDBACK MECHANISMS IN ORDER TO ENSURE COMFORTABLE WORKING CONDITIONS

ENHANCING THE POSITIVE IMAGE OF THE INSTITUTE AS AN INTERNATIONAL SCIENTIFIC ORGANISATION

OPTIMISING THE USE OF ALL THE INSTITUTE'S RESOURCES

ESTABLISHING MECHANISMS FOR THE CONTINUITY OF JINR SYSTEMS OF SCIENTIFIC VIEWS AND CULTURAL TRADITIONS

## COMMUNICATION MESSAGES

WHAT MATTERS MOST AT JINR ARE THE PEOPLE.

JINR IS A MAJOR INTERNATIONAL SCIENTIFIC CENTRE CONDUCTING RESEARCH AT THE FOREFRONT OF SCIENCE.

JINR PROVIDES THE OPPORTUNITY TO JUMPSTART A SCIENTIFIC CAREER.

WORKING AT JINR IS PRESTIGIOUS.

THE INSTITUTE CREATES A COMFORTABLE WORKING ENVIRONMENT FOR ALL MEMBERS OF THE JINR INTERNATIONAL COMMUNITY.

THIS IS WHERE THE FUTURE IS SHAPED.

JINR IS AN OPEN ORGANISATION THAT VALUES EVERYONE IT HAS THE OPPORTUNITY TO WORK WITH.

## COMMUNICATION CHANNELS

DIGITAL MEDIA (JINR WEBSITE, SOCIAL NETWORKS, ETC.)

MASS MEDIA (INSTITUTE'S, MUNICIPAL, REGIONAL AND FEDERAL MEDIA)

DIGITAL JINR

INFORMATION HANDOUT MATERIALS

THEMATIC SCHOOLS, MEETINGS, EXCURSIONS, WORKSHOPS

# IMPLEMENTATION OF THE COMMUNICATION STRATEGY

## COORDINATING

of activities of JINR specialized departments

## COMMON APPROACHES

consistent development of unified methodological approaches

## EVENTS

in key areas

## INCLUSION

Informing and involving employees of the Institute

### Public Relations and Science Communication

- Digital communication platform with a built-in hierarchy of Internet resources
- Press tours for the media
- Information campaign "Do Science @ Dubna "
- JINR Science Exhibition & Communication Hall
- Scientific tourism at JINR
- Exhibition area "Science and Art".

### Creation and development of an information support system for decision-makers

- Support of interaction with public authorities of partner countries
- Updating, implementation and promotion of the Institute's corporate identity
- Development of tools for targeted compilation of information
- Create a digital platform for the JINR Protocol Office

### Development of science diplomacy tools

- Improving formats "Dubna Green Chamber Talks", JEMS
- Initiation of new projects in the field of science diplomacy („Scientific Davos in Dubna") and popularization of science under the auspices of UNESCO and other relevant specialized UN agencies etc.





# RESULTS EXPECTED BY 2030

## PUBLIC RELATIONS AND SCIENCE COMMUNICATIONS

- CONTINUOUS INCREASE IN THE NUMBER OF PUBLICATIONS ABOUT JINR
- CONTINUOUS INCREASE IN AUDIENCE REACH IN MEMBER STATES
- CONTINUOUS INCREASE IN THE NUMBER OF CITATIONS FROM MATERIALS ON JINR RESOURCES MADE IN OTHER SOURCES
- ACHIEVEMENT OF A CONSISTENTLY POSITIVE TONE OF REFERENCES TO JINR
- CONTINUOUS INCREASE IN THE SHARE OF REFERENCES TO JINR IN THE GENERAL FLOW OF PUBLICATIONS ABOUT THE INDUSTRY
- COMPREHENSIVE REPRESENTATION OF KEY JINR MESSAGES IN THE RELEVANT MEDIA SPACE
- STRENGTHENING THE POSITIVE MEDIA FAVOURABILITY INDEX
- INCREASING THE VISIBILITY OF JINR BRANDING ELEMENTS

## FORMATION AND DEVELOPMENT OF AN INFORMATION SUPPORT SYSTEM FOR DECISION MAKERS

- POSITIVE DYNAMICS IN THE LEVEL OF ENGAGEMENT WITH THE AUTHORITIES OF MS
- PROMPTNESS OF INITIATIVES OF PROACTIVE ENGAGEMENT WITH AUTHORITIES
- STRENGTHENING THE AUTHORITIES' POSITIVE PERCEPTION OF THE INSTITUTE
- ENHANCING THE INSTITUTE'S CREDIBILITY AND STRENGTHENING ITS INFLUENCE IN PROFESSIONAL COMMUNITIES IN PARTNER STATES, AS WELL AS IN RELEVANT INTERNATIONAL ORGANISATIONS

## DEVELOPMENT OF SCIENCE DIPLOMACY TOOLS

- EXPANDING AND DIVERSIFYING THE STRUCTURE OF THE PARTNER NETWORK IN THE FIELD OF SCIENCE DIPLOMACY
- STRENGTHENING JINR'S VISIBILITY AND CREDIBILITY AS A PLATFORM FOR SCIENCE DIPLOMACY
- INCREASING THE NUMBER OF SPECIALISED EVENTS AND PUBLICATIONS
- POSITIVE TRENDS IN THE NUMBER OF KEY MESSAGES ON SCIENCE DIPLOMACY IN THE TOTAL NUMBER OF PUBLICATIONS MENTIONING JINR



# MONITORING THE IMPLEMENTATION OF THE STRATEGY



## SCIENTIFIC COMMUNITY

Number of interactions between JINR laboratories and other countries and organisations

Number of applications and participants of JINR events and postdoctoral programs

Assessment of public awareness of JINR achievements



## DECISION MAKERS

Percentage of decision-makers positively evaluating the development of decision support services

Number of subscriptions to expert materials

Number of key messages on science diplomacy that reference the Institute in the information space of JINR Member States



## UNIVERSITY STUDENTS, TEACHERS, SCHOOLCHILDREN

Analysis of the share of graduates employed at JINR

Growth dynamics in the number of people who have heard about JINR for the first time

Growth dynamics in the number of people who return to JINR for more information



## GENERAL PUBLIC OF PARTNER COUNTRIES

Dynamics of publications mentioning JINR in the media (by Member State)

Audience reach evaluation by Member State

Web resources audience analytics by Member State



## LOCAL COMMUNITY (TOWN, REGION)

The size of the audience of JINR information resources, estimated with the use of approved tools, expert evaluation, etc.

The number of community members who take a positive view of the role of JINR and the importance of the Institute's achievements for the town

Local media favourability index



## INSTITUTE EMPLOYEES, INDIVIDUALS FROM JINR ORBIT

Percentage of employees who positively assess the level of informing and effectiveness of JINR's digital and communication platforms

Number of events with the participation of alumni

Number of events with the participation of retirees

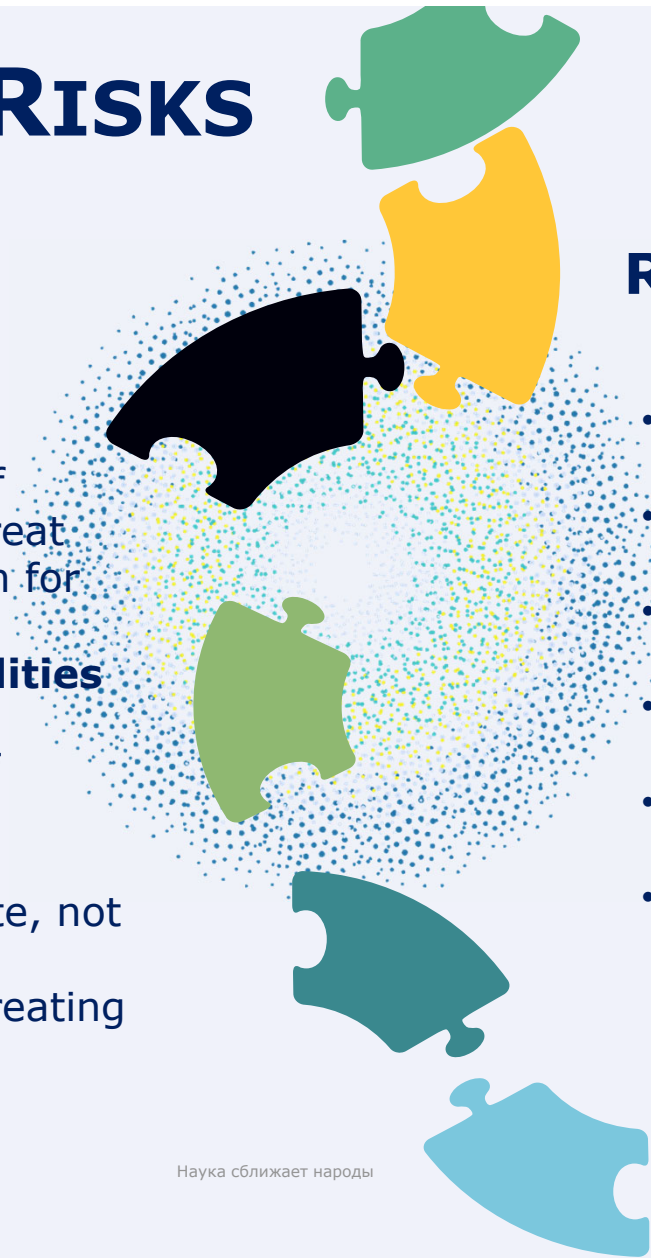
# BENEFITS AND RISKS

## ADVANTAGES

- **Intergovernmental** scientific organisation
- The **interdisciplinary nature** of scientific schools cultivated by great scientists who laid the foundation for the Institute
- A large complex of **modern facilities** that make it possible to conduct research on the **cutting edge** of science
- **World-class scientists** are full-fledged employees of the Institute, not just its visitors
- Training of **young scientists** (creating a talent pool for Member States)

## RISKS

- **Politicisation** of the area of S&T cooperation
- Mistakes in content **targeting** and format
- Mistakes in the choice of **promotion channels**
- Ignorance of the traditions and political climate of certain countries
- **Detrimental** media coverage in different countries
- **Inability** of the audience to understand the information presented by the Institute





# «Стратегия коммуникаций научной организации: пятое колесо?»»

**Ирек Сулейманов**

