

COLORING BOOK

An efficient tool to communicate science to a
broad audience



ICOS Science Conference, September 29
Magdalena Brus / Presented by Ari Asmi



Environmental Research
Infrastructures Providing Shared
Solutions for Science and Society

ENVRIPLUS – GOAL

- A cluster project for the cooperation among the **ENVironmental Research Infrastructures**
- 20 Research Infrastructures from different domains of Earth system
- The main idea is to enable the **multidisciplinary Environmental science across the traditional fields** (the Earth is our lab), and development of a common **synergic solutions** to pressing Issues in the RIs' construction & operation (in terms of common technical or data solutions, knowledge transfer, joint policies and strategies etc.)

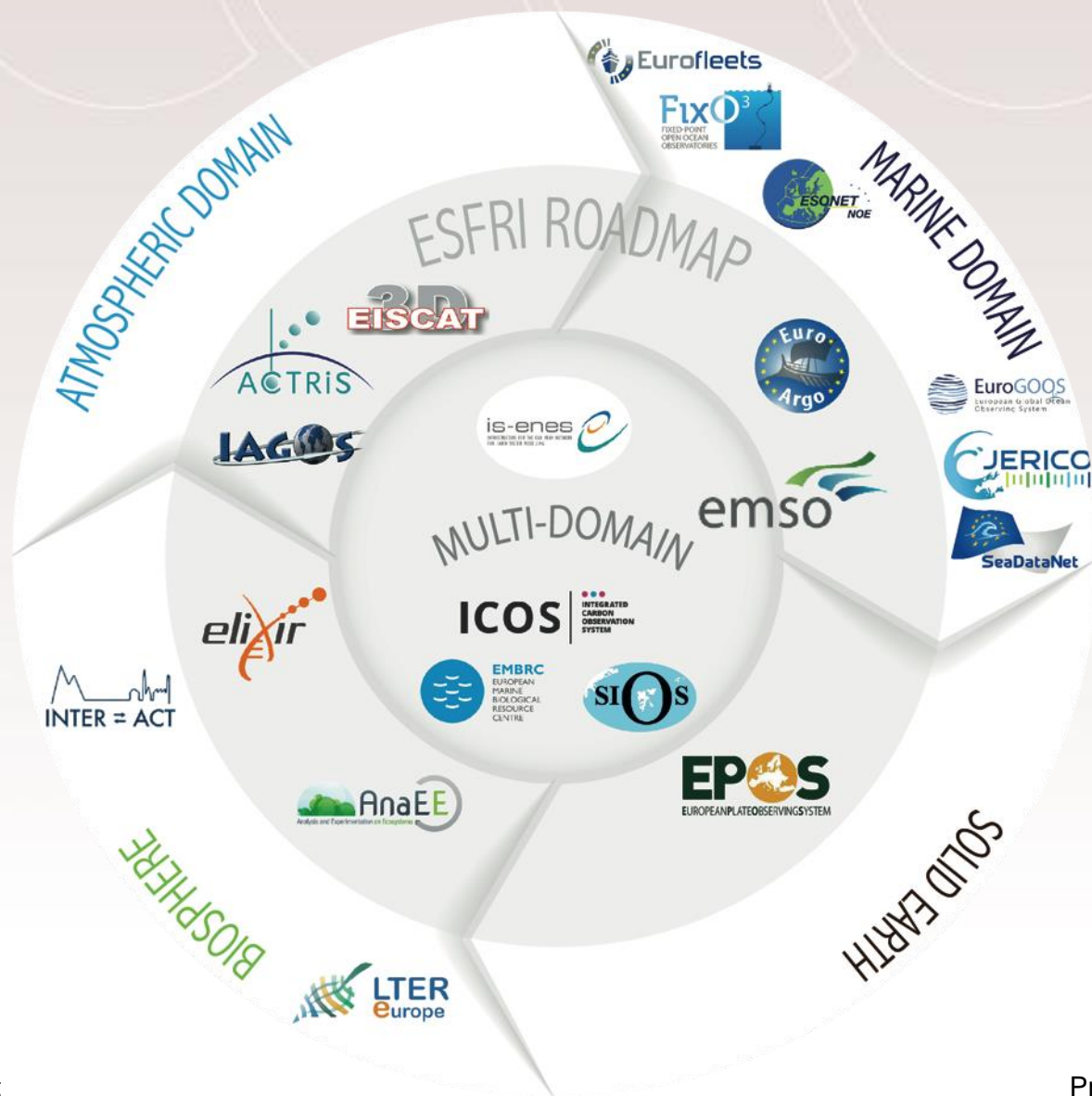


H2020 Project



Project Number: 654182

ENVRIPLUS RESEARCH INFRASTRUCTURES



COMMUNICATING ENVRIPLUS

- The ENVRIplus is **ambitious**, and thus also very **complex** project
- Not easy to communicate its mission, diverse products, services and solutions in simple, yet comprehensive way
- In the same time, the **target audience** is very broad
 - ENVRI community
 - **Earth system science community**
 - Policy/Decision makers
 - Research funding bodies
 - Industry partners
 - Public (including secondary school students)
 - Media



COMMUNICATING ENVRIPLUS – STANDARD TOOLS

- ENVRIplus utilizes all the standard mechanisms for communication and outreach, including
 - Project website
 - Newsletter
 - Social media (Twitter, LinkedIn, Facebook, Slideshare)
 - Video (YouTube)
 - **Printed and digital materials (Booklets, Brochures, Bookmarks)**
 - Journal Articles and other publications
 - **Event organization / Representation at events**



COMMUNICATING ENVRIPLUS – STANDARD TOOLS

- ENVRIplus utilizes all the standard mechanisms for communication and outreach, including
 - Project website
 - Newsletter
 - Social media (Twitter, LinkedIn, Facebook, Slideshare)
 - Video (YouTube)
 - **Printed and digital materials (Booklets, Brochures, Bookmarks)**
 - Journal Articles and other publications
 - **Event organization / Representation at events**
- However, all the tools have their limitations



Communicating ENVRIplus – stand out tools

- ENVRIplus booth at the American Geophysical Union meeting in San Francisco, 2015
- We realized we need a marketing product that would
 - Attract a very broad audience (from scientists to public, including children)
 - That would be memorable
 - That would be fun
 - That would be affordable
 - **But still functional**



H2020 Project



Project Number: 654182

Communicating ENVRplus – stand out tool

- There are many efficient and functional marketing products
- But they are mostly only caring the logo
- There is no space for additional content
- There is no surprise/fun element
- Why would anyone speak about a memory stick?



Communicating ENVRplus – stand out tool

- We wanted a product people would **talk about, share it** on the social media, bring it home and show it to their colleagues or family – **product that would simply promote itself**



Communicating ENVRplus – stand out tool

- DataONE Tattoo
 - Open Science Plant
- Interesting products in terms of memorability / fun
- But again, both products have its limits (no space for additional information, focus on logo, the functionality is quite limited)



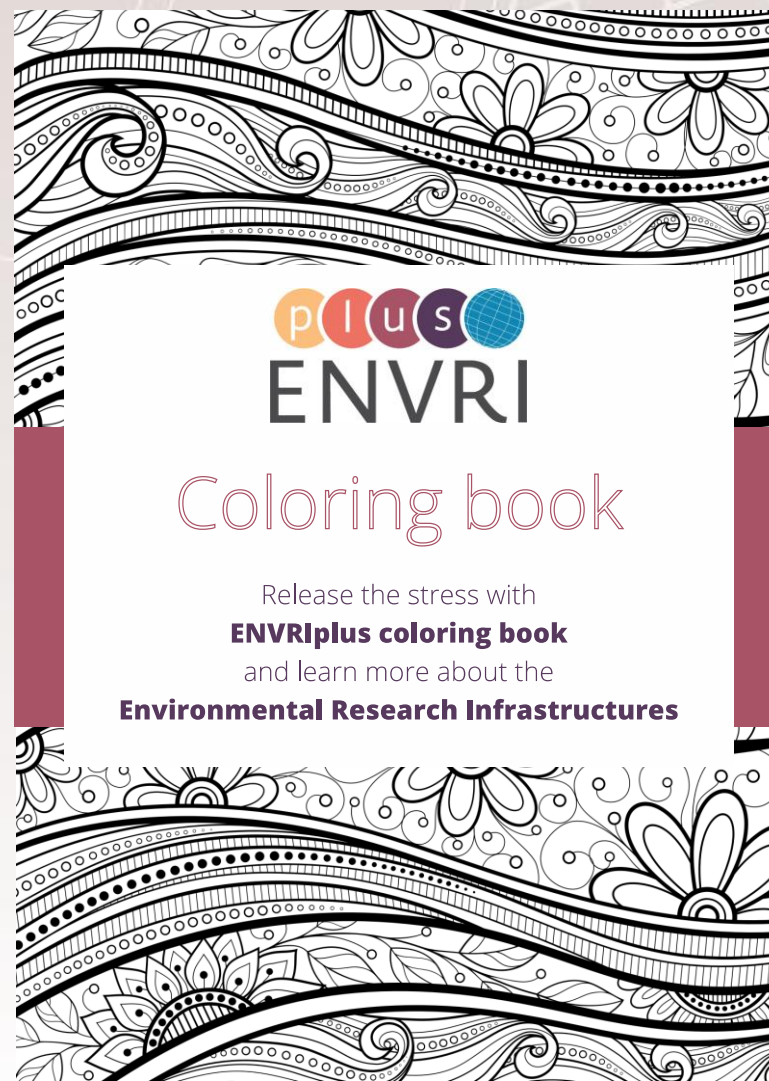
ENVRIPLUS COLORING BOOK

✓ Interesting to a broad audience

- It is not limited to any of our stakeholder groups
- Or specific age
- Coloring is very popular among adults lately (good for stress release, concentration, etc.)
- But adults can also bring it home to their kids
- How many products marketing the scientific project can be given to your friends or family and raise their interest in the topic?



H2020 Project



Project Number: 654182

ENVRIPLUS COLORING BOOK

✓ It is memorable

● It is different

● It is fun

● It stands out from the typical marketing products you see at conferences

● We took the risk – not everyone is excited about the product, but it still grasps their attention



H2020 Project



ENVRIplus
Supporting environmental research
with integrated solutions
- *The Earth is our lab*



What is ENVRIplus?

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.

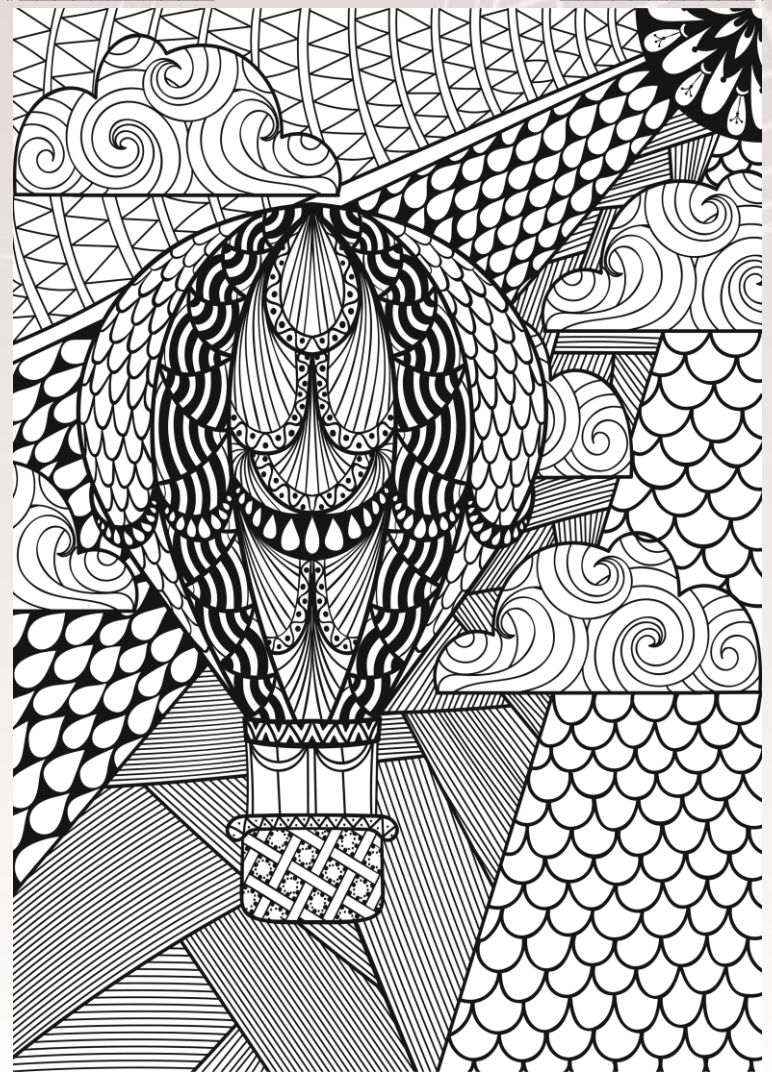
ENVRIplus has six main objectives, called Themes: 1) Technical solutions, 2) Data for Science, 3) Access to Research Infrastructures, 4) Societal Relevance & Understanding, 5) Knowledge Transfer, 6) Communication & Dissemination.

Project Number: 654182

ENVRIPLUS COLORING BOOK

✓ It is still functional

- People really use the product
- It is not only about the logo - It gave us a space to actually say something about our project and the environmental Research Infrastructures in our cluster
- We distribute the books with a set of crayons, so people can color during the conference sessions or on the plane on their way home



H2020 Project



Project Number: 654182

ENVRIPLUS COLORING BOOK

✓ It sells itself

● People share the book on their social media

● It is **visual**

● There is strong shift towards using visual content on social media

● Visual content allows greater reach and engagement

New generation of Environmental Research Infrastructure users #EnvRIs
#ColoringBook  #EGU16



H2020 Project

plus 
ENVRI

Project Number: 654182

ENVRIPLUS COLORING BOOK

✓ It sells itself

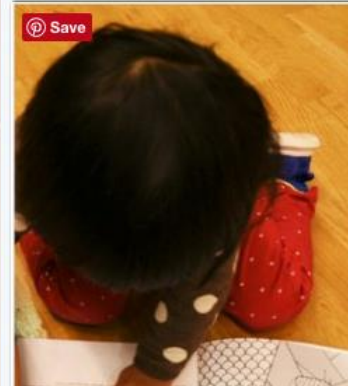
● People share the book on their social media

● It is visual

● There is strong sharing using visual content on social media

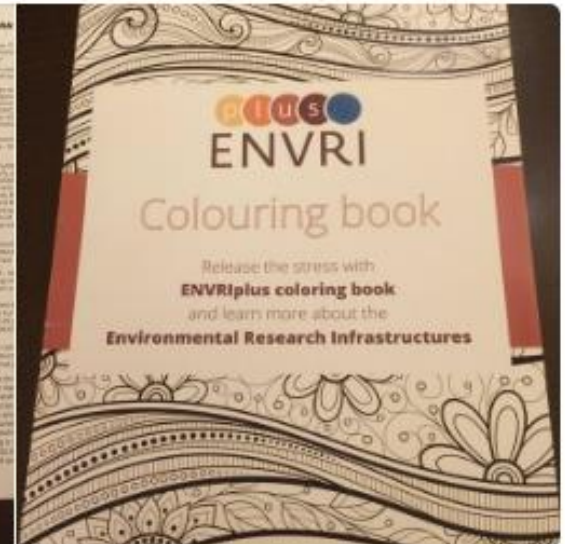
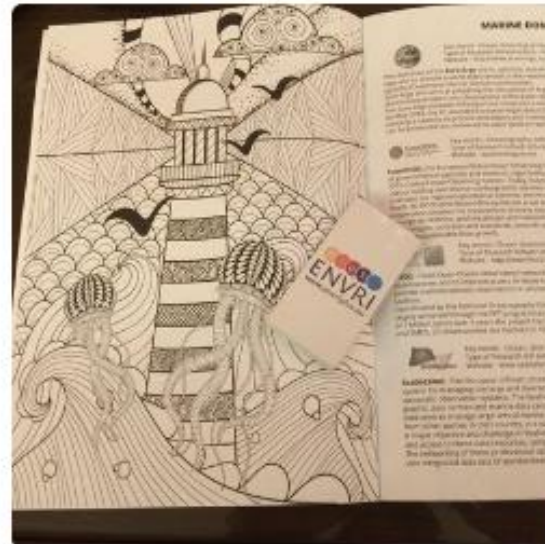
● Visual content allows for wider reach and engagement

New generation of Environmental Research Infrastructure users #EnvRIs
#ColoringBook  #EGU16



Helen Glaves @HelenG66 · Apr 18

I'll be getting started on this right after my prior engagement tomorrow morning @ENVRIplus #EGU16



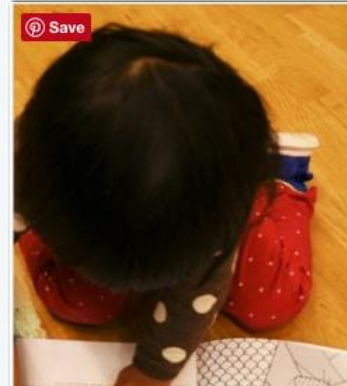
ENVRIPLUS COLORING BOOK

✓ It sells itself

● People share the book on their social media

● It is visual

New generation of Environmental Research Infrastructure users #EnvRIs
#ColoringBook  #EGU16



Helen Glaves @HelenG66 · Apr 18

... after my



Ulpu Leijala

19 April · 🌐

Learning about environmental research infrastructures can be fun and relaxing as the popular ENVRIplus colouring book has shown! — at [Austria Center Vienna](#).

👍 Like 💬 Comment ➦ Share

👍 😊 Sigrid Dengel, Rosa Filgueira Vicente and 23 others



Emmi Leijala 🌈

Like · Reply · 🌐 1 · 19 April at 15:58



Write a comment...



ENVRIPLUS COLORING

✓ It sells itself

● People share the
social media

● It is visual



Jacco Konijn @JaccoScience · Apr 23

The @ENVRIplus colouring book. An instant success with future scientists!



ENVRIPLUS COLORING BOOK

- ✓ It is cheap
- The biggest cost of the product is printing
- Some minor costs for design and images
- The book can be downloaded from our website
 - mostly black and white
 - Environmentally friendly product
 - Google “Envriplus Coloring book”



H2020 Project



Project Number: 654182

ENVRIPLUS COLORING BOOK – WHAT'S NEXT?

- Gamification is currently very popular among marketing specialists
- It incorporates fun and an element of competition – people love competitions
- We are considering to make a competition during the next big event (e.g. EGU17)
 - the idea is that people share the results of their coloring through their social media
 - The author of the nicest coloring book wins a prize
- Opportunity to enhance our visibility

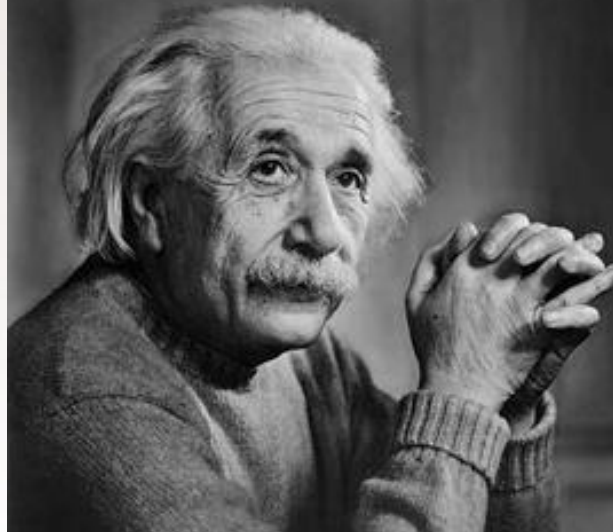


ENVRIPLUS COLORING BOOK – WHAT'S NEXT?

- The book has still too much text
- Visual always beats textual
- Your audience needs simplicity – you don't want to overwhelm
- The book contents some jargon
- your audience don't have time to decode your message

If you can't explain it **simply**, you don't understand it well enough.

– Albert Einstein



THINGS TO CONSIDER WHEN DESIGNING YOUR MARKETING PRODUCT

- Don't be afraid to take a risk
- Even though Science is quite serious & conservative, it doesn't mean it cannot be **fun**
- Scientists are humans too
- **Keep it simple** - Visual always beats textual; there is no place for jargon
- You want to get a **visibility** with your product
- You want marketing product that won't stay in the hotel room

