



**CROSS-CASCADE**

MODELLING CROSS-SECTORAL  
CASCADING IMPACTS

# CROSS-CASCADE

## Communication Kit

COST Action CA24163



Funded by the  
European Union

# Communication strategy

- › The Communication strategy of CROSS-CASCADE is intended to clarify some important and critical points about communication of the planned research activities from all the WGs of CROSS-CASCADE. The focus of is to enable discussions about efficient communication of cross-sectoral climate impacts and climate impact attribution.
- › It will be discussed how to use various communication channels to address different stakeholders that need to be informed about how to communicate best about the impacts to a group of negotiators or to the general public. We want to bridge the gap between scientists and different stakeholder groups, such as policy makers, the climate litigation community, the adaptation community and the wider public.
- › The networking tools will foster further exchange between the members of CROSS-CASCADE and wider stakeholder groups, ensuring that their needs and views are represented in the generation of climate impact information.

# Monitoring and evaluation

- › All communication activities should be reported to the Communication representatives so that they can be included in the reporting of the Action.
- › The communication strategy will be subjected to an evaluation after two years by the Communication Representatives and sent to the Core Group/MC.

# Visual Identity and communication tools

› The official logo of CROSS-CASCADE is this one:



› Additionally, the EU and COST Logos have to be used.  
See [www.cost.eu/about/visual-identity/](http://www.cost.eu/about/visual-identity/) for the original logos:



› All files can be downloaded on the CROSS-CASCADE homepage here:  
<https://crosscascade.eu/about/visual-identity>



# Homepage: Content to be shared

› The homepage for CROSS-CASCADE is: [www.crosscascade.eu](http://www.crosscascade.eu)

It contains:

- › Updates and news about CROSS-CASCADE including reports from workshops, STSMs etc.
- › Links to Action products (publications, data, code...)
- › Information about open activities of the Action such as
  - › Scientific conferences and workshops
  - › Series of webinars
  - › Open calls for STSMs and Training Schools

# Other communication tools

› The LinkedIn channel is:

<https://www.linkedin.com/in/cross-%E2%80%93-cascade-9911683a8/>

› WG and TG leaders may create a Slack channel in the CROSS-CASCADE workspace (<https://cross-cascade.slack.com/>) and invite TG members to facilitate communication within the group.

› No regular newsletter but ad-hoc mailing list:  
<https://www.listserv.dfn.de/sympa/info/cross-cascades>

# Acknowledging the Action in publications, posters and presentations

COST logotype	
The EU emblem and text “Funded by the European Union”.	 <b>Funded by the European Union</b>
The acknowledgment text needs to include the title of the Action (or Acronym) AND the COST Action number. See example:	This article/publication is based upon work from COST Action CA24163 - CROSS-CASCADE, supported by COST (European Cooperation in Science and Technology).
The boilerplate featuring a description of COST:	COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.
A reference to the COST website	<a href="http://www.cost.eu">www.cost.eu</a>

# What we expect from STSM and ITC grantees

A short blog-report for the homepage including the points below:

- › A picture
- › A short presentation for context (questions: “What are your background and field of research? Why did you apply for a STSM/ITC grant?”)
- › Key outcomes (questions: “What were the results of your grant? What was new? Is there a practical application in view? What does your research mean for normal citizens? Does it have consequences for their lives? What are the future perspectives? How important was the location for successful research?”)

# What we expect from WG meetings?

- › Meeting fixed well in advance.
- › Clear message of what the aim of the meeting is.
- › Full participation of everyone.
- › Sharing of ideas.
- › Meeting minutes.
- › Short report or key points for the homepage (including a picture if possible)

# How should grantees communicate?

## If it's for **print** or **online**:

- Offer photos, graphs or other images that could illustrate your activity.
- Give the link of your website to be published.

## If it's for **audio/radio**:

- Do they want to do the interview live or pre-recorded?
- How much time will the interview take?
- Can the journalist tell you in advance what the questions will be?
- If it's live: prepare a noise-free environment without disturbances, a glass of water to clear your throat, write down a short bullet-point list of your key messages that you can consult during the interview. Definitely ask for the questions in advance and prepare nice and precise statements. The better you prepare, the cooler you will be and the more satisfying the outcome will be.
- If it's live you have only one shot, but a big advantage: your statements won't be cut!

# How should grantees communicate?

## If it's for video/TV:

- What is the date of the shooting?
- Preparation is everything! Take your time to brainstorm with the journalist about the shooting.
- How much time will it take? Expect it to take twice as long!
- Get the mobile number of the journalist in case the TV crew gets lost on the way to your institute.
- Give the journalist your mobile number so he can easily contact you for further questions.
- Ask when it will likely be published or broadcast.
- Offer proofreading of the voice-over text and further consultation for the project.
- Definitely: keep your press-office in the loop. They will help you!