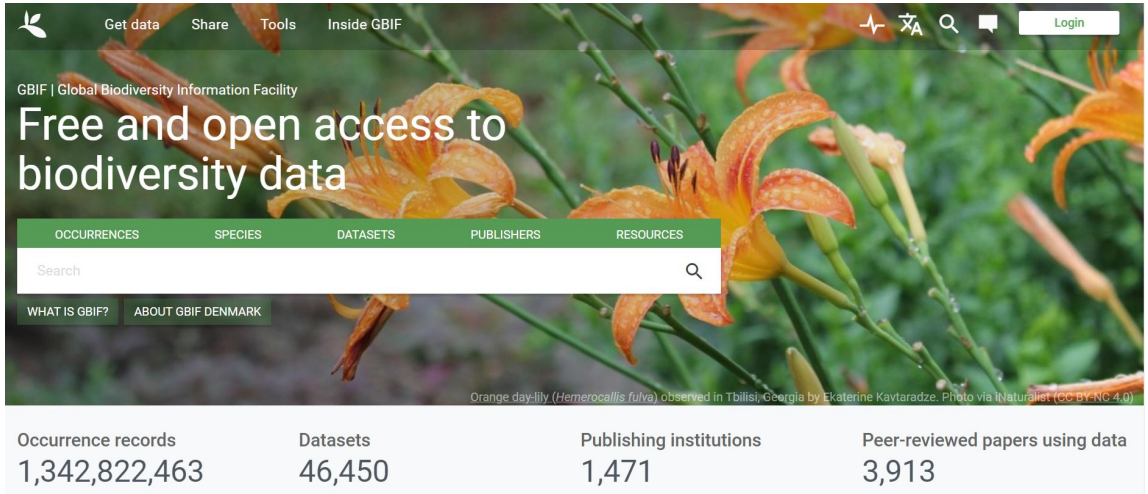
GBIF Global Biodiversity Information Facility



Communication and stakeholder engagement in the GBIF network

Kyle Copas, Daniel Noesgaard, Mélianie Raymond, Laura Russell

Communication and stakeholder engagement is fundamental for GBIF

"GBIF is not a formal, treaty-based institution, but the product of a voluntary collaboration between Participant countries and organizations, with an international coordinating body (the Secretariat) funded jointly by those Participants"

1,471
Publishing Institutions

3,913
Peer-reviewed papers

GBIF

GBIF as a pledge

“To make biodiversity data freely and openly available.

To enable their constructive use and application across relevant research and policy realms.

To continuously improve and increase these data over time.

And to be at the forefront of building a culture of open data and transparency.”

Creating a community

"The body of individuals and institutions coalescing around this pledge, even if it is not a legally defined institution, increasingly sees itself as **a community with a shared purpose, vision and collective identity**."

GBIF

Value proposition

GBIF enables free, universal access to all available biodiversity data

by

Building the human and technical networks needed to share, discover and reuse digital data cost-effectively

in order to

Advance research not possible before, and promote evidence-based decisions affecting life on Earth and sustainable human development

Different messages for different audiences

“The GBIF community must continuously refine and refocus its efforts to communicate the fundamental value of this unique and highly effective enterprise to each of the audiences it serves.”

GBIF's key audiences

The GBIF network

Data holders

Biological knowledge experts

Data users

Decision makers

Public stakeholders

GBIF

The GBIF network

Communication needs

- Clear information on how to participate effectively in GBIF and obtain the benefits arising from participation

- Resources to help communicate onwards the means and benefits of participation to relevant stakeholders

The GBIF network

Key messages

- Offers common tools, practices and information resources to help meet national or organizational needs for mobilizing and managing biodiversity data

- Enables the integration of data from national and regional sources with other relevant data published elsewhere

Data holders

Communication needs

- Information on the importance and benefits of sharing and publishing data in standard formats that make them widely discoverable and re-usable

- Clear guidance on how to publish data

Data holders

Key messages

- Helps provide institutional visibility and recognition for sharing biodiversity data in formats suitable for discovery and re-use

- Promotes practices that ensure data persistence and data provenance

Biological knowledge experts

Communication needs

- Guidance about how best to engage with the GBIF network and its data holders to steadily and consistently improve the quality of open access biodiversity information

- Assurance of the value of such engagement in terms of advancing their own professional interests, the biological sciences and biodiversity conservation

GBIF

Biological knowledge experts

Key messages

- Pools the expertise of biodiversity specialists in order to improve the quality of freely available digital data, to the benefit of all

- Provides the means for long-term persistence of biodiversity collections data as insurance against potential loss of original data sources

Data users

Communication needs

- Fostering appreciation of the value and efficiency of having data from many different sources available from a single point of access

- The importance of good citation practices and providing the means to implement them simply

Data users

Key messages

- Reduces costs of research by preventing the need to discover and obtain data from multiple sources

- Enables modelling of species distributions to inform a wide range of research and policy goals

Decision makers

Communication needs

- Convincing leaders that GBIF's mission coincides with high-priority policy objectives and global commitments

- Demonstrating that investment in GBIF (globally and in-country) represents a cost effective means of supporting those objectives and commitments

Decision makers

Key messages

- Leverages national, regional and global investment in scientific research by enabling cost-effective discovery and re-use of existing biodiversity data

- Complements other biodiversity-related initiatives by providing data foundations for a wide range of studies, projects and applications

Decision makers

Key messages

- Helps to fulfill commitments to improve transparency and open access to scientific data
- Supports applied research relevant to policy decisions across a range of issues of primary economic and social importance, including food security, agricultural livelihoods, disease risk and the impacts of climate change

Public stakeholders

Key messages

- Establishes a foundation for greater knowledge about biodiversity worldwide
- Opportunities to explore the global body of evidence about life on earth
- Offers examples of innovative solutions for informatics and research infrastructure that are relevant and applicable to other communities and domains

Delivering the messages through community engagement

- Through the nodes, data publishers, existing users, and ongoing capacity enhancement:
  - Further strengthening nodes and encouraging new Participants to join
  - Outreach to new communities
  - Creating and maintaining a community of practice (mentors, ambassadors)
  - Outreach to authors/journals on citation

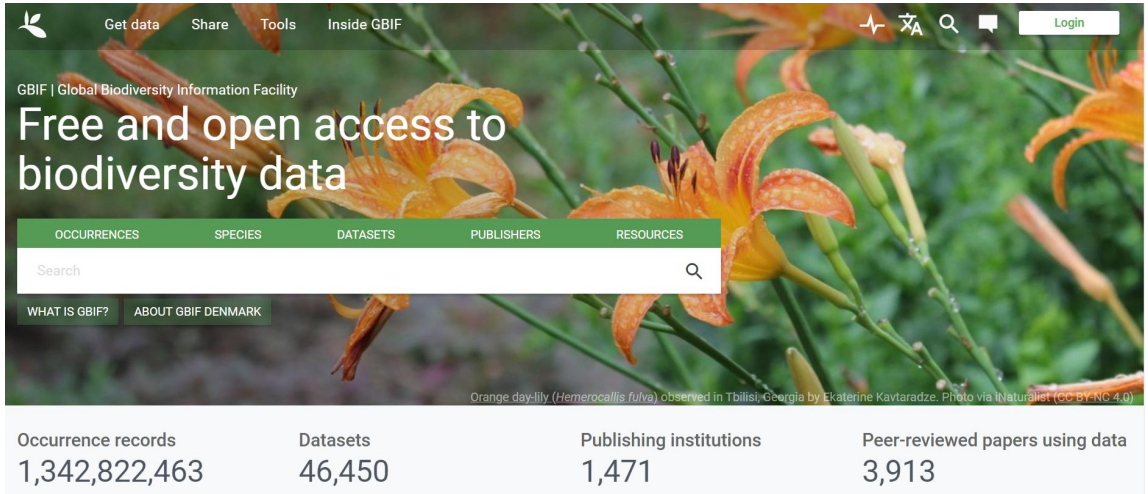
Delivering the messages through strategic partnerships and alignment

- Positioning GBIF through:
  - MOCs with e.g. IPBES, IUCN
  - Visibility in key biodiversity conventions and conferences
  - Outreach through journals
  - Creating an alliance for biodiversity knowledge

Delivering the messages through communications/materials

- GBIF.org as the primary platform, but also:
  - Science review
  - Community forum
  - Social media, e.g. Twitter
  - Brochures, flyers, posters for specific events

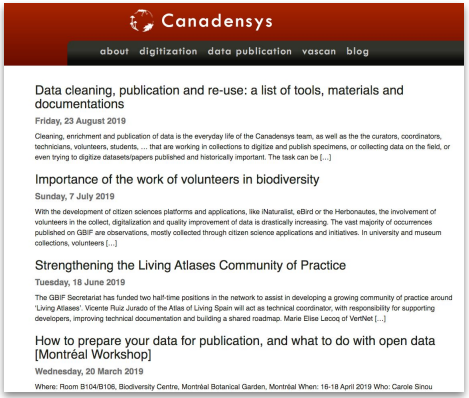
GBIF Global Biodiversity Information Facility



Communication and stakeholder engagement in the GBIF network

Kyle Copas, Daniel Noesgaard, Mélianie Raymond, Laura Russell

GBIF Global Biodiversity Information Facility



Examples of node's communication activities

Carole Sinou, Anabela Plos, Cristina Villaverde, Mélianie Raymond, Laura Russell

Embrace the difference

- GBIF communication strategy = general strategy
- Individual nodes communication strategy = need to focus on key audiences with key messages related to national/thematic mission

Each node has easy links to certain audience types, but some audiences are more difficult to reach (ex: node hosted within a ministry means easier access to policy makers)

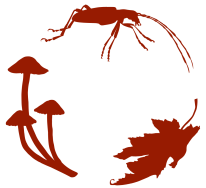
Some nodes have dedicated communication team, a lot have not!

Learning communication skills from scratch is the reality of a lot of nodes

Name: Canadensys

Mission: giving open-access to biological data curated in Canadian institutions (non-governmental), in a open and standardized way. Advocate for GBIF and open-data in general.

Challenges: reaching a wide variety of stakeholders in a wide country. Being relevant to everyone in the network. Not being the official Canadian node.



Communication Strategy:

- Social Media (Twitter, Facebook)
- Community website (blog, information pages)
- Presence in several communities (LA, GBIF, Flora Québéca, CBA, ABQ, ...)
- Workshops and presentation in conferences (local, national and international)
- Targeted emails and mailing list

To each target its path

Scientific Community (including grad students)
Really active community but not everyone is on Twitter, “Bubble” effect
Twitter = National and international connections

Citizens, students (undergrad + grad), local NGO’s, local project
Facebook = more local connections

People following links from Twitter and FB
Canadensys users, new or old, looking for some informations
Idea to attract more people: regular short blog post about technical aspects

More technical and international communities OR really local communities (sporadic communications)

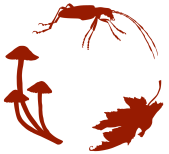
Data holders and data users (not properly targeted yet, bits and pieces for now)

Not really the solution for us! Big cleaning/update necessary.
Not reaching new people, so we are not focusing on this path.

To each target its path - GBIF Network

To each target its path - Data Holders

- Curators, coordinators, technicians in university collections or natural history museums
- Grad students collecting occurrence or ecological data
- Researchers collecting data
- Professionals biologists collecting data



To each target its path - Biological Knowledge Experts

- Curators of natural history collections
- Biological experts
- Thematic societies

To each target its path - Data users

- Researchers
- Grad students
- Professionals doing environmental assessments studies
- Institutions/People responsible for reporting for the country

To each target its path - Decision Makers

- Ministries
- Federal/Provincial institutions
- Municipalities
- Ecological consultants
- Funding agencies

To each target its path - Public Stakeholders

- Citizens
- Local ecological/environmental NGOs
- Municipalities organizing Bioblitz
- Teachers, students

Name: National System of Biological Data (SNDB) - GBIF Argentina

Mission:

- Form a unified database of biological information (*based on taxonomic, ecological, cartographic, bibliographic, ethnobiological, use and catalogs on natural resources and other related topics*)
- Promote the exchange of biotic information through a national data network, analyze and agree on joint policies on data quality and distribution.

SNDB
Sistema Nacional de Datos Biológicos

Mission:

- Increase and improve accessibility of information by keeping it updated.
- Consolidate adequate conditions for record keeping and collection management.
- Offer basic knowledge of biodiversity to the general public.
- Contribute to the training of trained human resources.

-

SNDB
Sistema Nacional de Datos Biológicos

Challenges:

- Continue adding institutions and publishing data sets.
- Continue to provide training (and funds), both in digitalization and in handling and maintenance of biological collections.
- Improve the quality of published data.
- Encourage the creation of thematic networks and support citizen science initiatives.

SNDB
Sistema Nacional de Datos Biológicos

Communication Strategy:

- Website and National Portal
- Social Networks: Facebook, Twitter, YouTube
- Mailing list
- Workshops
- Participation of advisory council members in congresses, conferences, dissemination talks.

SNDB
Sistema Nacional de Datos Biológicos

To each target its path - Data Holders

- Curators, coordinators, technicians in university collections or natural history museums
- Grad students collecting occurrence or ecological data
- Researchers collecting data
- Professionals biologists collecting data

To each target its path - Biological Knowledge Experts

- Curators of natural history collections
- Biological experts (botanists, zoologists, entomologists, mycologists, etc)
- Thematic societies

To each target its path - Data users

- Researchers
- Grad students
- Professionals doing environmental assessments studies
- Institutions/People responsible for reporting for the country
- Members of NGOs

To each target its path - Decision Makers

- Ministries
- Provincial / Municipalities institutions
- Ecological consultants
- Funding agencies

To each target its path - Public Stakeholders

- Citizens
- Local ecological / environmental NGOs
- Organizers of Bioblitz (can be Museums, Municipalities, Provincial Governments)
- Teachers, students

Name: GBIF Spain

Mission:

- Making information from Spanish collections and institutions (and other sources) available to the international GBIF network
- Coordinating GBIF related activities in Spain
- Supporting the engagement of the Spanish community in the GBIF network.

Gbif.es

Name: GBIF Spain

Challenges:

- Stronger impact in media,
- Reaching new stakeholders (private sector, different environmental public agencies)
- Node's activities become relevant for Ministry of Environment,
- Expand impact of national data portal and webpage
- Reach general public
- Having stronger support from host institution

Gbif.es

Communication Strategy:

- Twitter, Linkedin, Youtube
- Webpage (news, courses, registry of Spanish data holders) & data portal
- Thematic emailing lists
- Workshops and presence in conferences
- Targeted projects (e.g. OpenPSD to engage private sector)
- National citizen science app/platform
- Chat
- Branding is important to reach a broader audience

Gbif.es

To each target its path - Data Holders

- Curators, technicians in university collections or natural history museums (ex. Museum and Herbarium of University of Navarra)
- Grad students collecting occurrence or ecological data
- Researchers collecting data (ex. Arachnid database collected by Morano and Cardoso)
- Professionals biologists collecting data (Natural History Society of Cádiz)
- Private and public companies

To each target its path - Biological Knowledge Experts

- Curators of natural history collections (e.g. National Museum of Natural History)
- Biological experts (botanists, zoologists, entomologists, lichenologists, etc)
- Thematic societies (Ibero-Macaronesian Herbaria Association, Entomological Society of Aragón, Spanish Mycological Association)

To each target its path - Data users

- Researchers
- Grad and Masters degree students (ex: Master of Tropical Biodiversity and its conservation run by Research Council and University UIMP)
- Professionals doing environmental assessments studies
- Institutions/People responsible for reporting for the country

To each target its path - Decision Makers

- Ministry of Environment, Ministry of Science
- Local and Provincial environmental public administrations
- Ecological consultants

To each target its path - Public Stakeholders

- Citizens
- Local ecological/environmental NGOs
- Municipalities organizing Bioblitz
- Teachers, students, neighbours, families

Examples of node's communication strategies

Carole Sinou, Anabela Plos, Cristina Villaverde, Mélianie Raymond, Laura Russell

GBIF Global Biodiversity Information Facility

Communications and stakeholder engagement : case of GBIF TOGO

Raoufou Radji
GBIF TOGO

LEYDEN,| 17-19 OCTOBER 2019

QUI SONT LES PARTENAIRES DE GBIF TOGO?

ACTIVE STAKEHOLDERS	STAKEHOLDERS TO BE ACHIEVED
Taxonomists	Phytotherapists
Ecologists	Science citizens (Wildlife enthusiasts)
Environmental NGOs	National govt ministry: health, agriculture & fishery.
National government ministries	
Research Institute	
Intergovernmental convention	
University students (science)	

GBIF

COMMUNICATION & WORK STRATEGIES

- Involve the node's host structure in all activities
- Build confidence partnership with stakeholders by involving them in projects writing and management ;
- Periodic visit ,
- Ongoing technical assistance (for data digitization)

Media used

- Physical meeting
- Email
- Phone contact
- WhatsApp (to inform about emergency act)

STRATEGIE DE COMMUNICATION ET DE TRAVAIL

- Not hesitate / forget to call upon the senior nodes in the GBIF network ,
- Preferably have a mentor node
- Learn and know how to handle the community resources.

Media used

- Physical meeting
- Email
- Phone contact
- WhatsApp (to inform about emergency act)

DIFFICULTIES

No funding dedicated to data mobilization therefore, it is necessary to remain attentive to projects calls - in and outside the GBIF network

In ongoing discussions with the department hosting the node to fund the node's activities.

Always looking for collaboration and funding

GBIF Global Biodiversity Information Facility

Communications and stakeholder engagement : case of GBIF TOGO

Raoufou Radji
GBIF TOGO

LEYDEN,| 17-19 OCTOBER 2019

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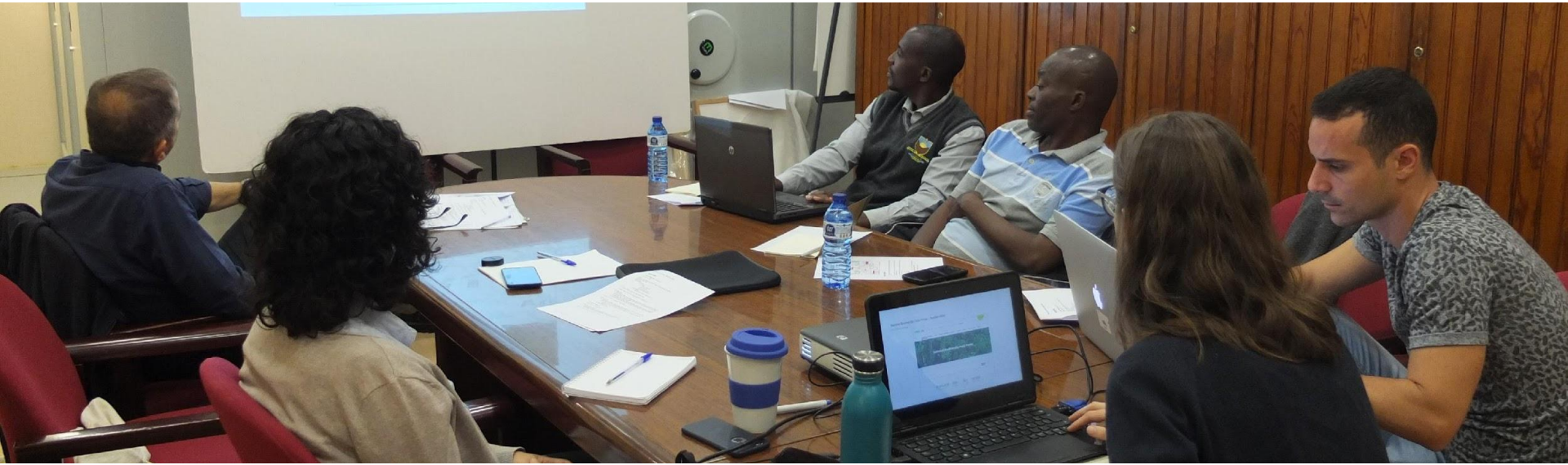


GBIF Spain on Social Media and communication mentoring activities with GBIF Zimbabwe

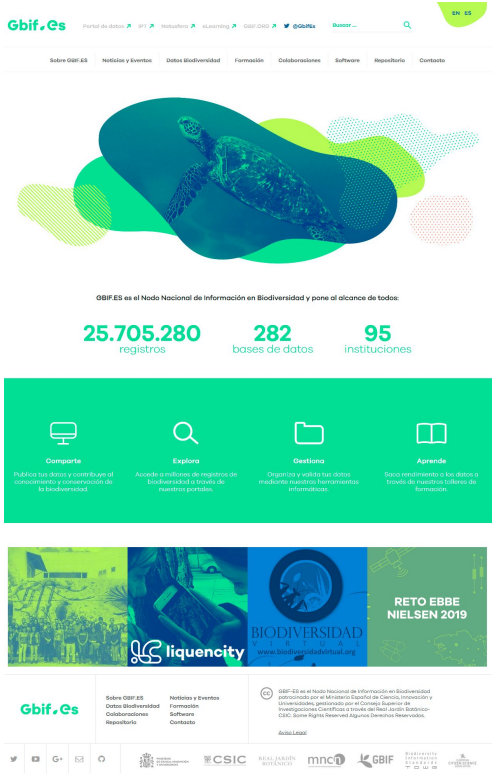
Cristina Villaverde and Luke Jimu

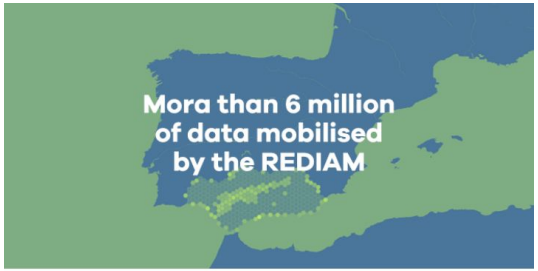
GLOBAL NODES TRAINING 2019

BACKGROUND ON GBIF.ES COMMUNICATION STRATEGY

- Became a priority in 2016
- New branding, new web page, new communication strategy
- Social networks: Youtube, LinkedIn and specially Twitter
- Targeted mailing lists
- Chat for specific stakeholders (testing)
- Mission: reach a broader audience, engage new stakeholders, show the professionalism of the Node team

BACKGROUND ON GBIF.ES COMMUNICATION STRATEGY





News

The Environmental Information Network of Andalusia (REDIAM) mobilizes more than 6 million records through GBIF

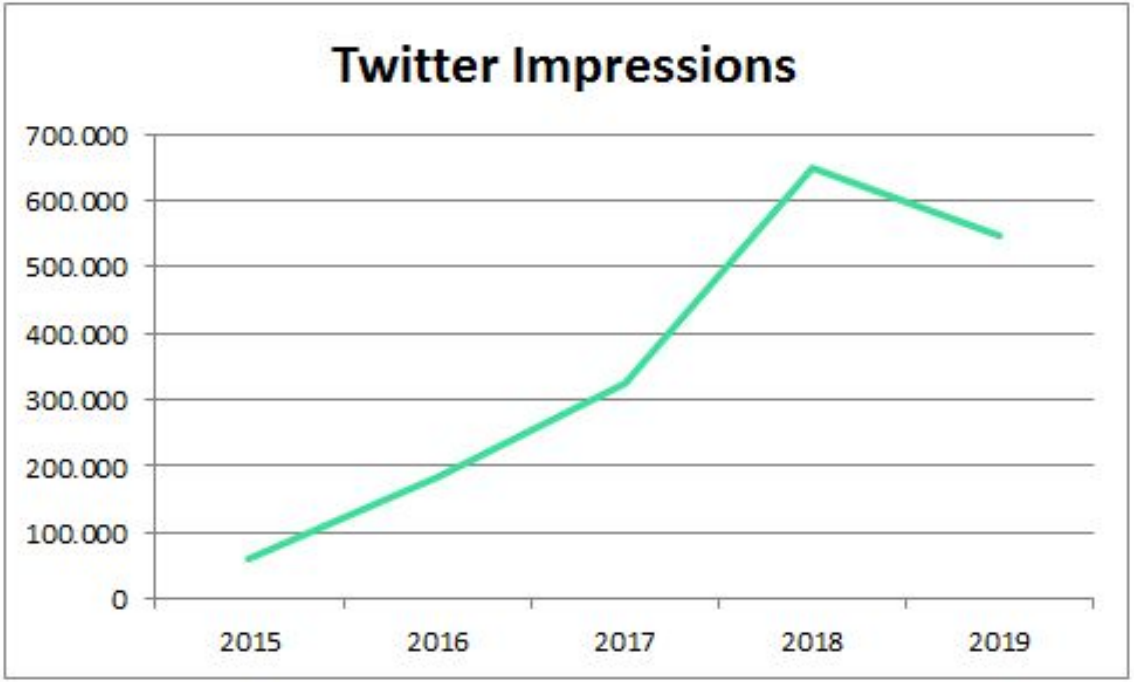
The new dataset "Localización de taxones botánicos de interés para la identificación de hábitats de la REDIAM (Secretaría General de Medio Ambiente, Agua y Cambio Climático)"...

Read more

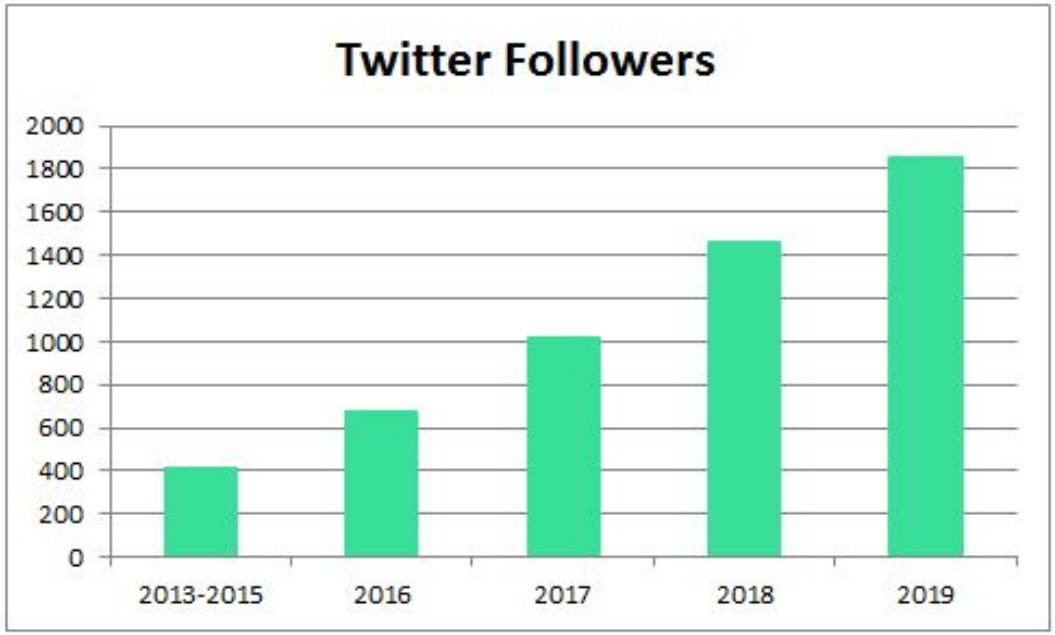
GBIF.ES APPROACH ON SOCIAL NETWORKS

- Learn from scratch, not experts, not even keen
- Limited staff and time so we focus mainly on Twitter
- How we use Twitter:
  - Include @GbifEs in every outreach material and workshop
  - Involve stakeholders in messages and hashtags
  - Labeling targeted audience for each publication
  - What kind of messages we deliver?

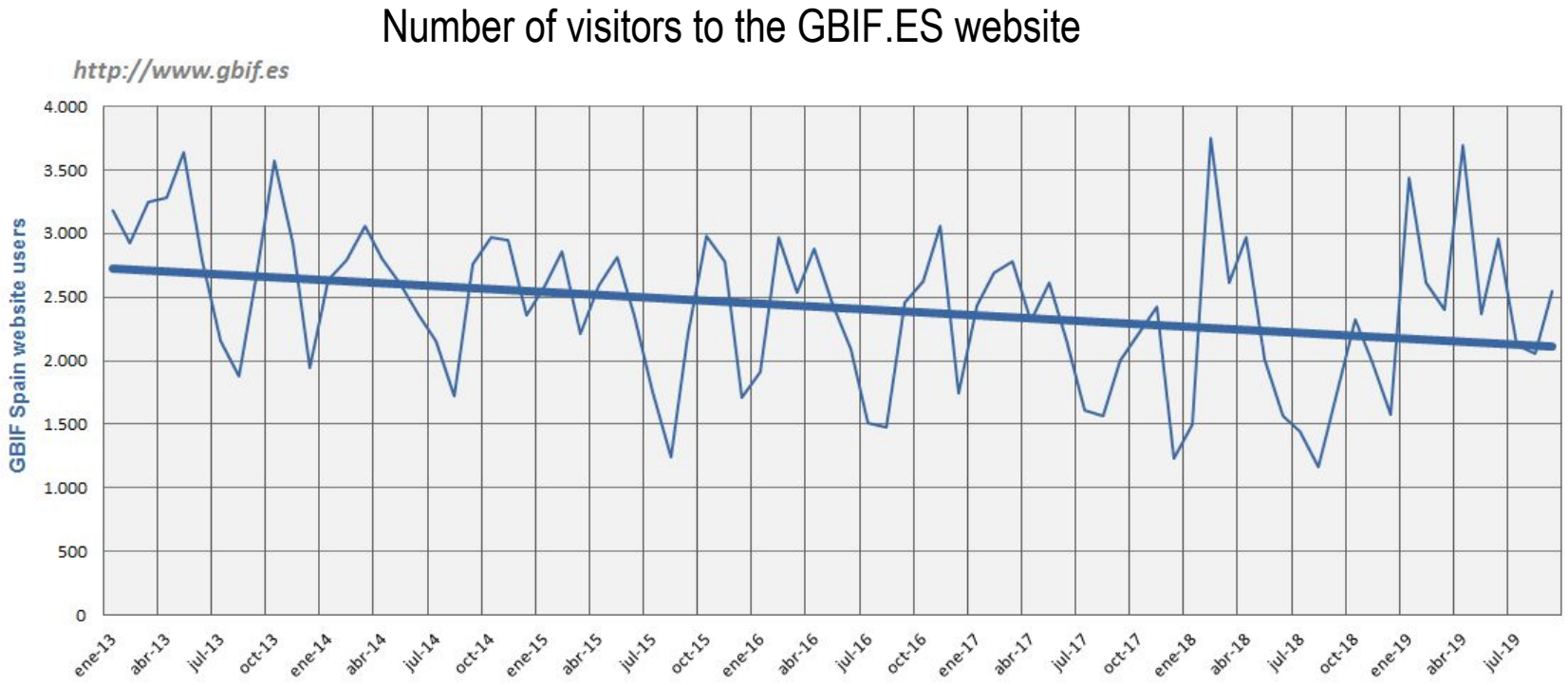
GRAPHS


Twitter Impressions
700.000
600.000
500.000
400.000
300.000
200.000
100.000
0
2015
2016
2017
2018
2019

GRAPHS


Twitter Followers
2000
1800
1600
1400
1200
1000
800
600
400
200
0
2013-2015
2016
2017
2018
2019

GRAPHS


Number of visitors to the GBIF.ES website
http://www.gbif.es
GBIF Spain website users
4.000
3.500
3.000
2.500
2.000
1.500
1.000
500
0
ene-13
abr-13
jul-13
oct-13
ene-14
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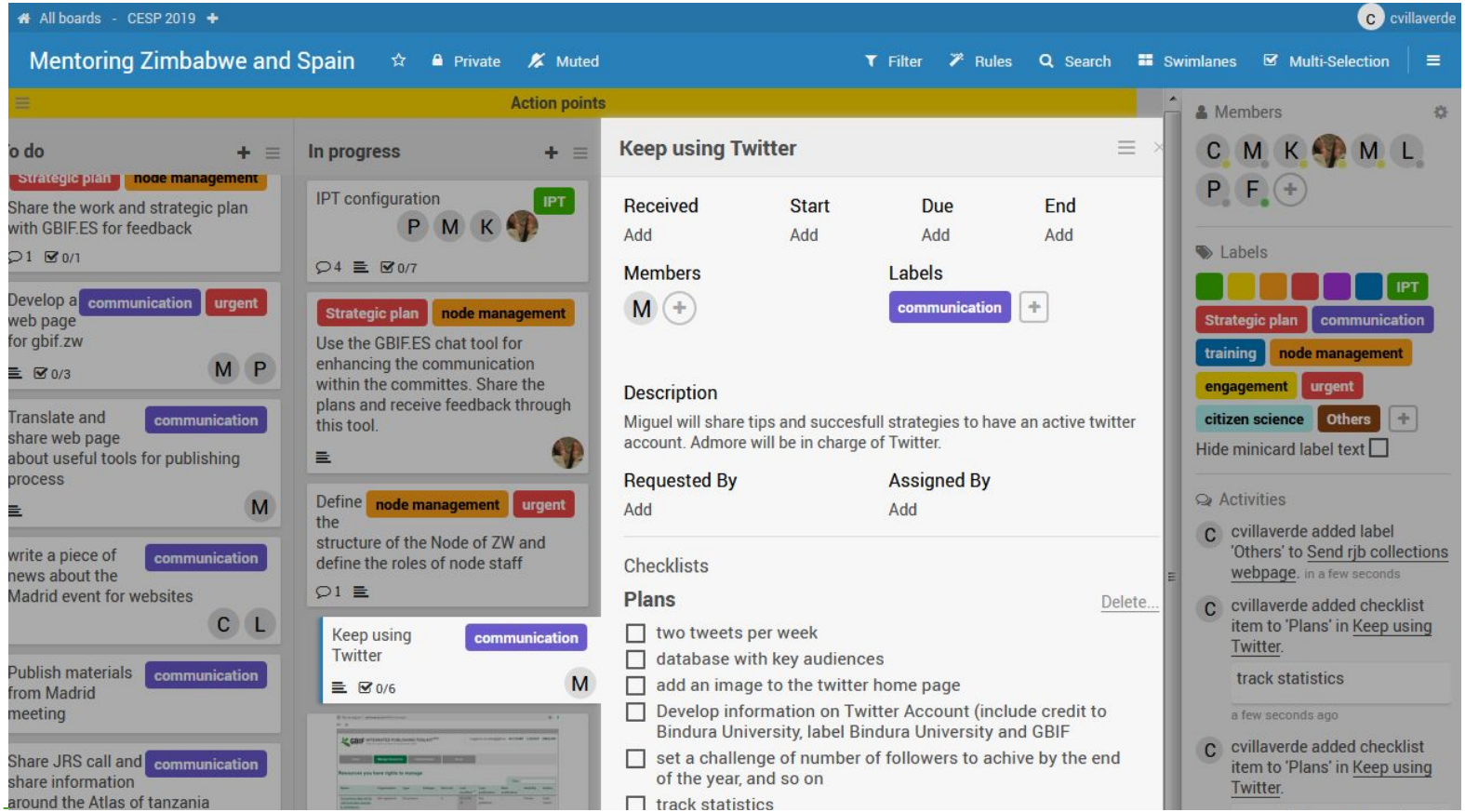
TIPS AND LESSONS LEARNT WHEN USING TWITTER

- Include beautiful/astonishing images
- Tweets about citizen science have high impact
- At least one tweet or retweet per day
- Not become a spammer
- Track Twitter analytics
- Database with Twitter accounts of targeted audiences
- Set little challenges
- Keep learning

COMMUNICATION PLANS WITH GBIF.ZW

- Designate a communication officer
- Reactivate https://twitter.com/GbifZ
- Complete twitter user profile: Improve description, include image, credit and label key institutions of the Node
- Database to identify key audiences
- Set a challenge (e.g. 75 followers by the end of the year)
- Track Twitter analytics
- Work in pairs with the communication officer of GBIF.ES

COMMUNICATION PLANS WITH GBIF.ZW



Collaborative tool to manage our joint work: https:// wekan.gbif.es

GBIF

SUCCESS STORIES OF GBIF.ZW SO FAR

- Set up of GBIF.ZW IPT
- Data repatriation from IPT Cloud
- Structure and roles of GBIF.ZW Node team defined
- Twitter account live: https://twitter.com/GbifZ

Project web page https://www.gbif.es/en/proyecto/fortaleciendo-nodo-gbif-zimbabue/

GBIF

GBIF Global Biodiversity Information Facility

Thank you!

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GBIF Spain on Social Media and communication mentoring activities with GBIF Zimbabwe