COMMUNICATING eLTER

During the eLTER H2020 project 2015-2019 project, we improved many of eLTER's communication channels and helped to raise awareness of European LTER activities, and of opportunities such as transnational access and training courses. Developments relating to the eLTER Research Infrastructure were also communicated widely. We also produced several outputs that will be used to help further develop and promote eLTER RI.

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A dedicated communication team undertook a range of communication-related activities during the eLTER H2020 project, from improving existing communications channels such as the website and social media use, to promoting project activities like the Transnational Access scheme and producing promotional and informative material. The communication team also supported project members to engage with people, particularly scientific researchers, at conferences and training events. As a result of collective communication efforts, eLTER is more widely known within the ecosystem research community, at national, European and global levels. Communication activities were, of course, guided by a knowledge exchange strategy.

A bold new look

Early in the project we commissioned a graphic design company to develop new eLTER branding, based on our existing 'leaf' logo. The adopted visual theme, which features strong colours (orange, blue and green) and the use of circles, was then carried into a range of outputs such as presentation slides, printed material and the website.
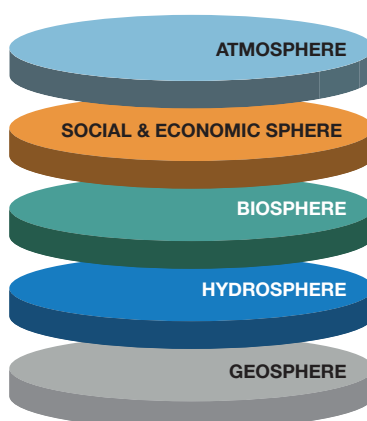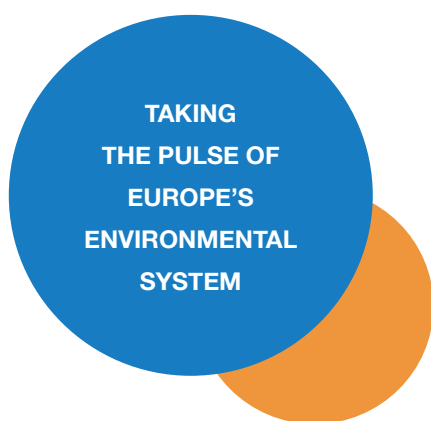
eLTER 's graphic design, based on circles and bold colours, was applied in a wide range of contexts from website graphics to flyers and diagrams

Learning about eLTER

From our website, www.lter-europe.net:

We substantially redeveloped the previous LTER-Europe website during the project, so that the site now provides information about three pillars of activity:

Networking via the existing LTER-Europe network[02]

Research & Development such as the eLTER H2020 project 2015-2019[05]

Infrastructure development via the eLTER ESFRI process to establish the eLTER Research Infrastructure[16]

These components of eLTER are described on the **website's** home page and also in more detail at **www.lter-europe.net/elter-overview**. The website also features a news feed and a regularly-updated list of relevant events.

Via e-Newsletter and social media:

To receive news about eLTER directly via email, it is possible to subscribe to our mailing list and be kept informed of developments, activities and opportunities. The sign-up form is accessed from our website's news section: **www.lter-europe.net/news**. Similarly, users of social media can follow eLTER on Twitter (**@eLTER_Europe**) and Facebook (**@eLTEREurope**).

At events:

eLTER is part of the European Environmental Research Infrastructures (ENVRI) community and, as such, has taken part in ENVRI outreach at major scientific events like the European Geophysical Union (EGU), held annually in Vienna, and the American Geophysical Union (AGU). We expect to continue this visibility at major events beyond the current project. Our website will indicate which events we will attend.

Integrated European Long-Term Ecosystem, critical zone and socio-economical systems Research

This information sheet is a deliverable of the EC-funded eLTER H2020 project (GA: 654359)

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Selected outputs from WP5

eLTER Site Catalogue:

Showcases a selection of 150 European LTER Sites and LTSER Platforms, with links to the online DEIMS database. Many eLTER Sites and Platforms support research access and/or provide long-term data. Where will your research take you?

Impact Sheets:

A series of two page information sheets describing case studies of how European LTER has supported science addressing a range of issues from water quality to enhancing biodiversity.

Best practices in stakeholder engagement:
Focuses on understanding the context, challenges and opportunities characterising the interaction between societal stakeholders and researchers. A guide for site managers and national network coordinators.

These and other project outputs are available at: **www.lter-europe.net/elter/outputs**

Looking to the future

In order to strengthen eLTER communications, especially as we build the eLTER Research Infrastructure, future eLTER communications will be led by a new partner, Pensoft Publishers. Pensoft has a track record in European project communication.
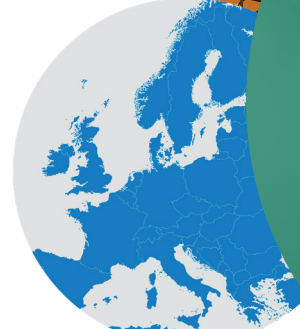
eLTER encompasses LTER-Europe, a community of national long-term ecosystem research site networks, as well as major projects to develop eLTER RI, a whole ecosystem European Research Infrastructure under the ESFRI framework