

# Amplify your reach

Partner with MAIA to maximise your  
project dissemination.





# Welcome!

Science communication is vital for connecting research with the public, especially in climate science. Let's collaborate to create transparent and engaging communication.

- Spreading the projects to the quadruple helix

# InMedia Solutions

A communication agency founded based in Barcelona (Spain), focused on support companies and public bodies in strategic communication, branded content production (on and offline), PR, Marketing and Communication and Media planning.

Inmedia Solutions is part of different EU funded projects, both as a partner or service provider.

<https://inmedia.es>



## Off Course Studio

A branding-global design studio specialized in communication strategies for diverse audiences, media, and culture to boost organizational value.

We create strong brands and digital products to meet market standards, amplify visibility, and enhance business strategy.

Additionally, we share knowledge and engage communities to drive tangible change.

<https://offcoursestudio.com>

**OFF  
COURSE**  
Branding and design  
for innovation

# ThatzAd Advertising

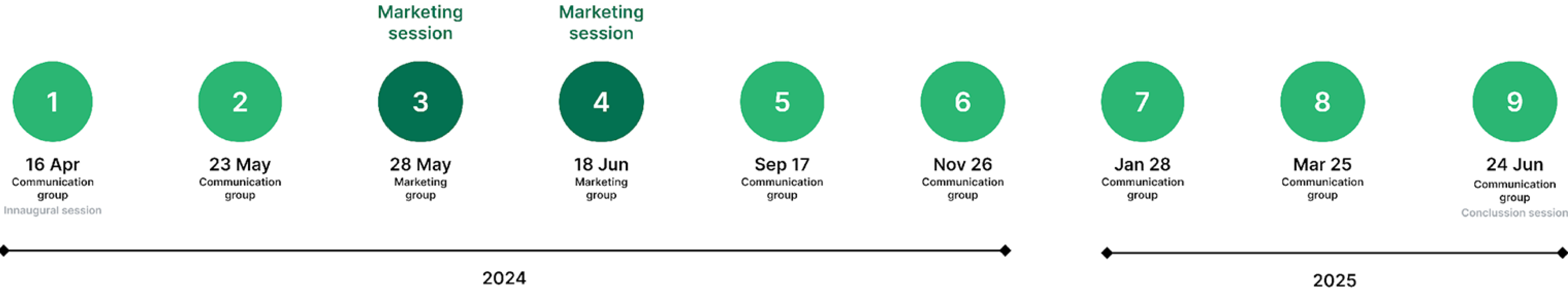
Thatzad is a comprehensive online marketing agency offering services from conceptualizing business ideas to launching online campaigns for driving qualified traffic. They specialize in designing and developing customized websites, portals, and apps, as well as launching e-commerce projects and helping brands enter the market.

<https://thatzad.com>



# Communication Working Group: Calendar of sessions

\* Temporary dates



The MAIA project aims to act as an impact multiplier of climate research projects funded under the Horizon Europe and Horizon 2020 programmes.

MAIA

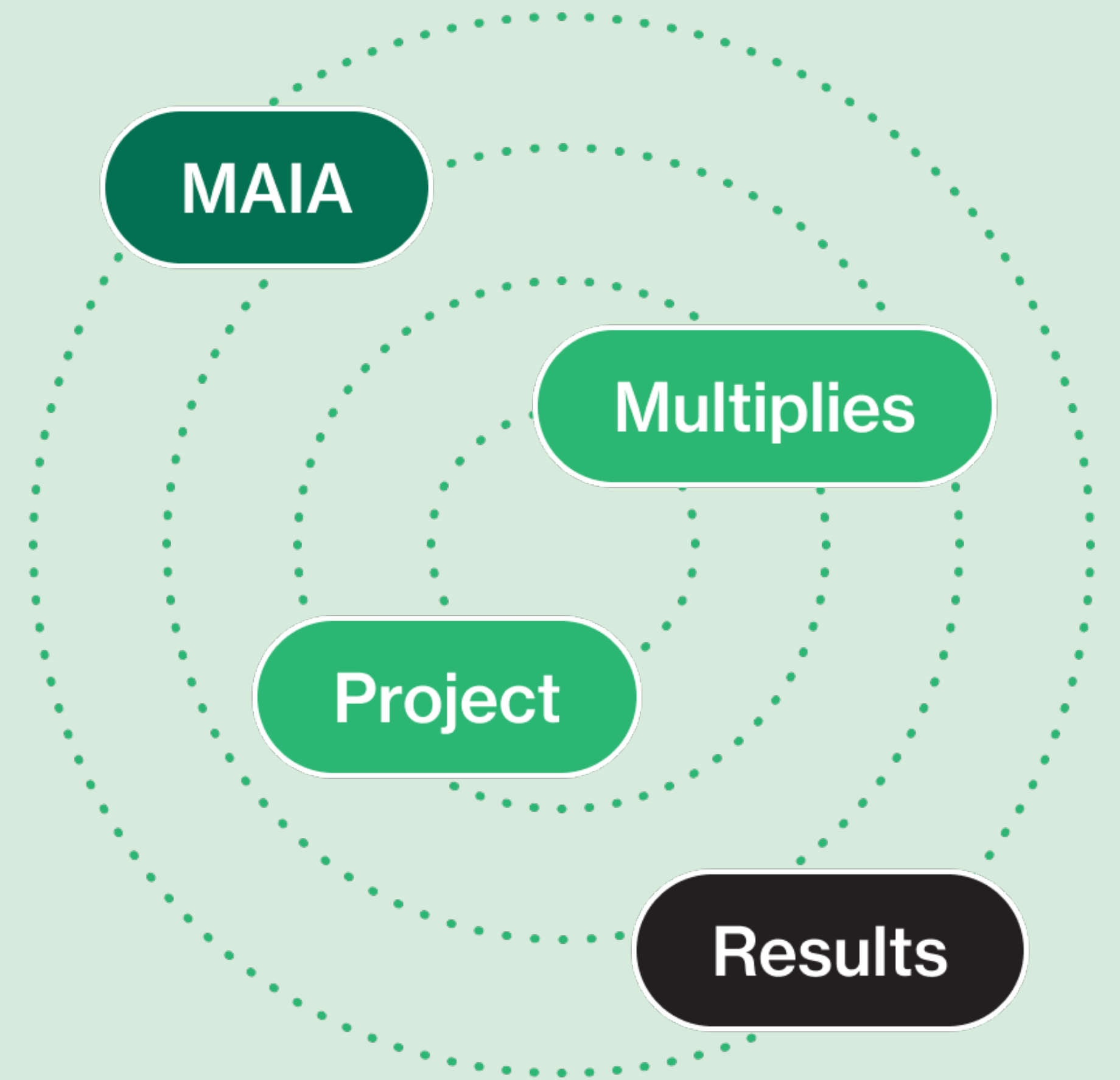
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Projects' results impact multiplier

# MAIA Multiply boosts visibility and promotes collaboration.

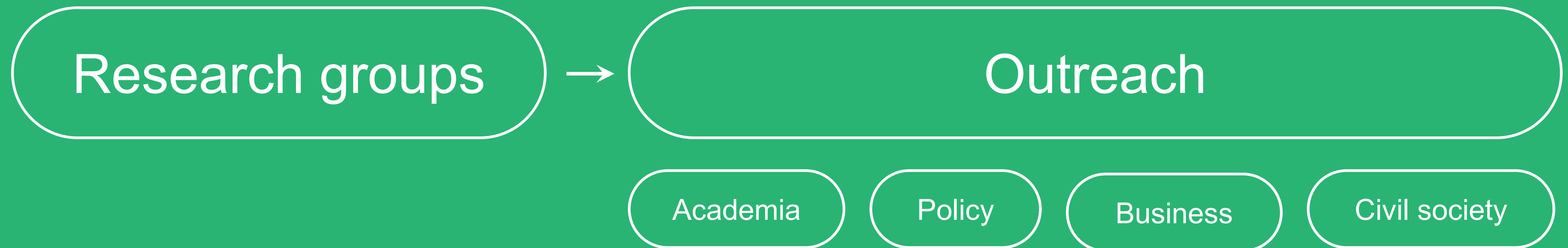
Our aim is to create synergies and interconnection of completed and on-going EU research projects on climate change, to maximise impact and support them, through different actions/activities:

- Preparing communication materials aimed at the wider public.
- Setting up thematic working groups.
- Running policy-science dialogues.
- Setting up trade missions.
- Linking knowledge and data.
- Organizing webinars and special issues.





Your project has the opportunity to be part of the MAIA community by sharing your knowledge and research with others and creating synergies.



# Communication Working Group:

## A brief introduction

Series of sessions

Science communication

Debate

Synnergies

Branding strategy

Marketing

MAIA opportunities

# What do the followers want?

The ABCs of the algorithm: value and brand content



# No magic, no tricks

No shortcuts. Your value is your main resource

- There isn't a magic hook or a single most efficient editing model. The most important thing is to bring value to your audience.
- We are often told that we need to publish constantly, but quality is much more important than quantity. The key is to spend our time creating high-quality, valuable videos and content, rather than focusing on producing as much content as possible.

# Keys to successful community building

## 1. Know Your Audience:

- Research and understand your audience to create relevant content.
- Use analytics tools to gather demographic data and behavior.
- Listen to their feedback and adjust your strategies accordingly.

## 3. Interaction and Engagement:

- Respond to comments and messages promptly and personally.
- Encourage participation through questions, surveys, and contests.
- Create an active community where followers feel valued and included. .

## 2. Quality Content:

- Publish original, engaging, and valuable content that resonates with your audience.
- Maintain a variety of formats, such as videos, infographics, and blogs.
- Update and recycle old content that is still relevant.

## 4. Monitoring and Analysis:

- Use monitoring tools to track the performance of your posts.
- Analyze key metrics such as reach, engagement, and conversions.
- Adjust your strategy based on the data to continuously improve.

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# The algorithm can be your friend

The goal is to capture the attention of your audience

- The social media algorithm is programmed to do one thing and one thing only: to get people to spend as much time as possible on these platforms. That's why it recognises the content most relevant to your audience, the content they enjoy most.
- How does your audience recognise the value of the content you are creating? If it educates, inspires or entertains..

# The algorithm can be your friend

The goal is to capture the attention of your audience

- Instagram and Youtube: are no longer just social media. They are an entertainment platform.
- LinkedIn is still a social media platform (you create and follow your connections there).
- How does your audience recognise the value of your content?  
If it is educational, inspirational or entertaining.

What do the followers want

# First things first

Know your audience

- Who is your audience?
- What is your audience's problem?
- How do you solve your audience's problem?
- What is your expertise?
- How do you approach it?
- Offer your audience your value proposition.



What do the followers want

# The most effective value proposition

Be specific

## Example: Jolt the Change

- Network set up in MAIA, targeting young people.
- They are interested in environmental issues and often feel that the policies of older countries or generations are disconnected from these issues.
- Jolt the Change is the network that introduces them to the work of researchers, innovation companies and the European Commission.

What do the followers want

# Exercise

Let's put all this into practice

- Your audience: who are they? What interests them? What do they care about?  
How does your project contribute to solving their problems? What is your project's expertise?
- In one sentence, clearly define what you want to communicate to this audience on your social channels.

# The formula

The best post structure: video, brief post, long post.

- **Part 1. Reveal.** Tell the user what is in the video to them. The simpler the better.
- **Part 2. Build-up.** Before giving the solution, explain the meaning of the solution. This part helps to increase retention.
- **Part 3. Deliver value.** Give the user all the information that is of value..
- **Part 4. Call To Action.** Invite the user to take an action to close the post. This action should also provide value to the user.



# Example

Text script to promote the I-CHANGE project in Jolt the Change. This video is part of a series of videos that will gradually communicate the value of I-CHANGE in a way that is attractive and accessible to a younger audience.

What do the followers want

# The formula: example

## Part 1. Reveal

When I was a child, some things seemed impossible. To pay for a plastic bag at a supermarket, to have solar panels on so many homes, or to be able to share public bicycles. Have you ever wondered how these improvements happened?

## Part 2. Build-up

The answer lies in observing the little things in our daily lives, because our habits and routines constantly affect our environment.

## Part 3. Deliver value

That's why researchers collect and analyze people's behaviour. They study patterns and trends to identify areas where action is most needed to face climate change, and then, they propose solutions to improve our well-being. With help of citizens across Europe, the project **I-CHANGE** is collecting data to track air pollution and travel habits to pinpoint improvements and suggest strategies to reduce carbon emissions. And with smart devices attached to bicycles is monitoring weather hazards in real-time.

This data is also collected to assess the effectiveness of policies and other sustainable initiatives. But citizen science goes beyond data collection. Sharing our daily information helps scientists develop sustainable solutions to improve our climate change adaptation. We have the power to be part of the change.

## Part 4. Call To Action

Follow this channel for more!

# Communication Working Group:

## A brief introduction

**Public interest in science is rising, with 80% of Europeans expressing a desire for better understanding.** Effective science communication is vital for bridging the gap between research and public comprehension. This group aims to bolster this through a robust science communication system, fostering collaboration and promoting informed discourse on societal challenges like climate change.

**Key objectives:** disseminating scientific progress, promoting collaboration, and enhancing the visibility of funding opportunities.

### Debates about:

Engage citizens and enrich public discourse

Inform policy debates

Cooperation between research-related organisations

Tools for scientific communication

Models for scientific communication

What do the followers want

# Maximizing impact and outreach

Documents

- Project information:

We need this information from you so we can start preparing content and actions to maximize your visibility and reach.  
The sooner we receive this information from you, the sooner we can get to work.

- Communication Working Group: Common places

identify synergies and opportunities for resource sharing among projects, ultimately maximizing our collective impact.



# How will this group support you?

## Connection with outreach opportunities

**MAIA connects projects and stakeholders through tools, communication channels and actions, and promotes dialogue between science, civil society and policy makers.**

MAIA has built a diverse network of media platforms, initiatives, content streams and social media channels. Its target audiences are the quadruple helix, with specific proposals for each group to provide them with knowledge about climate change, solutions or understanding of climate change.

### Targeted groups:

- Researches
- Business, policy makers, education and civil society
- Young people

**Do you want us to be your communication allies?**

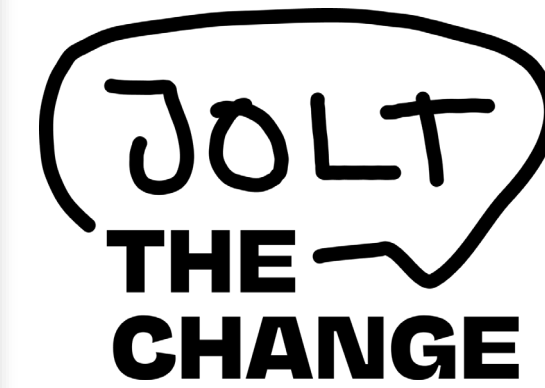
Transfer tool



## Outreach actions and channels

The collage displays four distinct sections of the MAIA website:

- Top Left:** The MAIA homepage featuring the project's mission statement, a search bar, navigation links, and a 'Download Presentation' button.
- Top Right:** A grid of four video thumbnails for the 'Course on Carbon Farming', each representing a different part of the course (I-IV).
- Bottom Left:** A diagram illustrating the MAIA Multiply programme cycle, showing the flow from MAIA to Multiplies, then to a Project, and finally to Results.
- Bottom Right:** A thumbnail for a 'Wildfires and Forest Management' webinar, highlighting the topic and the speakers.



The banner features a dark, textured background with a pattern of water droplets, suggesting rain or condensation. Overlaid on this is the text 'The Alternative League for the Transition to European Climate Resilience' in a white, sans-serif font. The word 'Resilience' is highlighted in a vibrant green color and is underlined. At the top of the banner, there is a navigation bar with the 'Alter' logo on the left, a search bar in the center, and 'English' and 'Menu' buttons on the right.

## Spreading the projects to the quadruple helix



Join our community!

If you're keen on sharing knowledge and fostering synergies, [get in touch using this form.](#)



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# Thanks!

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[info@maia-project.eu](mailto:info@maia-project.eu)



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