Joint Cetacean Data Programme

Communications Strategy
Tasks and Progress

Updated October 2021

Purpose of the progress update

This communication strategy sets out the plan for communication of the Joint Cetacean Data Programme (JCDP) during development and operational phases in order to:
- Support achievement of the project aims and objectives;
- Engage effectively with stakeholders;
- Ensure stakeholders understand how to access, contribute to and use the resource;
- Demonstrate the outputs and successes of the project.

For more information about the JCDP Communications Strategy, please visit the JCDP information Hub on the JNCC website; https://jncc.gov.uk/our-work/jcdp-communications-strategy

This Tasks and Progress document outlines progress made against specific tasks to achieve the JCDP communication strategy. This document is updated on a regular basis and made available on the JCDP Information Hub

Contents

Action i. Maintain relationships with and between stakeholders

	Tasks	Additional information	Target stakeholders	Frequency/ Timeframe	Communication channels	Lead
1	Hold a stakeholder workshop to define the functionality and needs of the resource	Engagement of international stakeholders	Representative cross section of all relevant stakeholders	Dec-20	Virtual workshop	Project manager
		Progress: COMPLETE. Meeting held in December with the Steering Group (SG) on the development of the resources, and a follow-up workshop in March to decide on the data products which will be hosted on the Data Portal.				
2	Review steering group membership regularly to ensure up to date stakeholder representation and contact information	Maintain contact with relevant stakeholders	Data collectors; providers and users	Q1 and Q3 Annually	Email	Project coordinator
		Progress: In progress. Email communication in Q2 2021 to the existing steering group to confirm participation and SG membership type. The SG contact list has been updated accordingly.				
3	Administer requests for changes in SG representatives	Monitor requests for changes to the SG	Data collectors; providers and users	Ongoing	Email	Project manager and Project coordinator
		Progress: In progress. Updated to the SG contact list is processed according to member requests. Communication will be through MailChimp from Q4 2021				

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	Tasks	Additional information	Target stakeholders	Frequency/ Timeframe	Communication channels	Lead
4	Convene the SG a minimum of once-annually (virtually, or face-to-face if required), to review the JCDP and ensure it remains up to date and fit for purpose	Flow of data; open access data products; use of the resource	Steering Group	Annually	Meeting: virtual or face-to-face	Project manager
		Progress: In progress. During the planning and development phase (Q4 2020 and Q1 2021), regular Steering group workshops have been held to progress development of the JCDP deliverables; Data Standard, Data Policy, Data Products, Governance group development, etc. Planned end of project SG meeting in Q1 2022				
5	Maintain communication via email for notification of key milestones; new data providers; outputs etc.	Recognise the value of the data and the JCDP	Steering Group; data providers	Quarterly	Email; JCDP website updates	Project manager
		Progress: In progress. Regular emails to the core steering group with progress reports and requests for input have been circulated. Updates to the whole steering group have been circulated at least quarterly. Email newsletter system has been set up via MailChimp, with email updates planned from Q4 2021				
6	Mediate and monitor data requests to ensure the data policy is adhered to	Key in maintaining the reputation of the JCDP as a resource for all, with a fair use policy	Data providers with restricted data; data users	Ongoing; post portal launch	Email; phone	Project coordinator
		Progress: Not started. Planned start Q1 2022; post launch of the data portal				

Action ii. Maintain data flow

	Tasks	Additional information	Target stakeholders	Frequency /timeframe	Communication channels	Lead
1	Approach historic data contributors and encourage submission to the JCDP	Contact those who have previously submitted to e.g. JCP; MERP and are already engaged in the process	Data collectors	Initial data call (Spring 2022), then annually.	Email	Project coordinator
		Progress: In progress. Meeting held in December with the Steering Group on the development of the resources, and a follow-up workshop in March to decide on the data products which will be hosted on the Data Portal. Data workshop secluded in Dec 2021 and Jan/Feb 2022 to support data submission.				
2	Actively research new data collectors/providers and initiate communication to encourage participation	SG to flag any potential new data providers to the project officer; project officer to maintain surveillance on relevant networks for new data providers: Systematic review of European Directory of Marine Organisations (EDMO)	Data collectors: SG network; industry; academia	Ongoing	Email	Project manager & coordinator
		Progress: In progress. Research for potential contacts underway via a systematic search of EDMO and SeaDataNet. Calls for new contacts via JCDP Twitter posts				

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	Tasks	Additional information	Target stakeholders	Frequency/ Timeframe	Communication channels	Lead
3	Set up and maintain a mailing list for data providers to request data submissions annually and monitor response/follow up with providers		Existing data providers	Annually - (Feb)	Email	Project coordinator
		Progress: In progress. Mailing system has been set up via MailChimp in preparation, with subscribers self-identifying as data owners or collators				
4	Administer a mail out following the end of the primary submission period annually to all data providers, noting successes from the previous year(s) and stats for data now in the database, with thanks for contributions.	Maintain engagement with data providers	Existing data providers	Annually - (April) from Post initial submission of data	Email	Project coordinator
		Progress: Not started. Planned start Q1 2022; post launch of the data portal				
5	Champion the JCDP data standard across data collectors and other relevant parties to support standardisation across cetacean data collection	Meet with relevant parties e.g. industry regulators/contractors to flag the standard and promote the supporting resources	New data collectors; industry contractors; regulators; academia	2021 - 2023	Meetings; JCDP website; social media and networks	Project manager
		Progress: In progress. Ongoing promotion of the JCDP to various sectors by project Manager. Presentation of the JCDP to industry sector conference Q2 2021. Data standard is in development aiming for publication in Q1 2022, with updates to the standard notified via mailchimp				
6	Provide support for data providers in submitting data to the JCDP	Point of call for troubleshooting in addition to ICES support	Data providers	Ongoing, post initial test data call	Email, phone/Teams	Project coordinator
		Progress: Not started. Planned start after the initial call for test data is circulated, support provided by ICES and project coordinator. Workshops to support data submission in Dec 2021 & Jan/Feb 2022				

Action iii. Develop scientific outputs

	Tasks	Additional information	Target stakeholders	Frequency/ timeframe	Communication channels	Lead
1	Monitor and ensure the agreed suite of open access data products are up to date and accessible	In collaboration with ICES where required	Data providers and data product users	Annually, post initial data submission	JCDP website; ICES data portal	Project coordinator
	Progress: Not started. Planned start after the initial call for test data is submitted					
2	Be proactive in identifying knowledge gaps to develop project ideas using JCDP data, in collaboration with the SG and/or data providers.		NGO; Government advisors; marine industry; academics ; public	Ongoing, post launch of Portal	SG meetings; JCDP website; conferences and other networking	Project Manager and Project coordinator
	Progress: In progress. Explored during SG workshops, but will be continued via the Gov group					
3	Support collaborations between data providers and data requestors as appropriate, in support of high-quality outputs			Ongoing, post launch of Portal	JCDP website; email	Project Manager and Project coordinator
	Progress: Not started. Planned start after launch of the Data Portal					

Action iv. Outreach of project successes and outputs

	Tasks	Additional information	Target stakeholders	Frequency/ timeframe	Communication channels	Lead
1	Maintain the JCDP web hub (hosted by JNCC), ensuring items and outputs are up to date, the SG and data providers are visible, and newsworthy items are published.	Existing basic webpage: https://jncc.gov.uk/our-work/joint-cetacean-data-programme/. The JCDP showcase will be live by Spring 2022.	NGO; Government advisors; marine industry; academics; public; data collectors	Monthly (once live)	JCDP website	Project coordinator
	Progress: In progress. Draft JCDP Hub webpages set up on the JNCC website, with plans developed for content expansion as JCDP resources are published or come online.					
2	Create an infographic illustrating the aim and set up of the JCDP for promotion of the database.		NGO; Government advisors; marine industry; academics ; public	Phase II year 2 (2021-2022)	JCDP website; social media; SG channels	Project coordinator
	Progress: COMPLETE. Project infographic has been created and published onto the JCDP Twitter page					

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	Tasks	Additional information	Target stakeholders	Frequency/ Timeframe	Communication channels	Lead
3	Proactive use of social media channels, articles etc. to promote the JCDP, both by the JCDP coordinator and wider SG members.	Coordinated approach to style and language across the SG	NGO; Government advisors; marine industry; academics; public	Ongoing	Social media; email to SG; JCDP website	Project coordinator
		Progress: In progress. The JCDP Twitter account has been set up and is active, using the handle @CetaceanData					
4	Maintain surveillance of third-party outputs using JCDP data and publish links and summaries on the web showcase and social media channels where appropriate.	Maintain a list and publish relevant and agreed (with SG input) outputs through the channels mentioned	Data providers; NGO; Government advisors; marine industry; academics; public	Ongoing collation with proactive monthly review of published outputs	Social media; email to SG; JCDP website	Project coordinator
		Progress: Not started. Planned start after launch of the Data Portal					
5	Produce an annual infographic on the data contained within the JCDP in support of promoting use of the dataset.	Develop a template to populate annually	Data providers; NGO; Government advisors; marine industry; academics; public; funders	Annually (Spring - Summer)	Social media; email to SG; JCDP website	Project coordinator
		Progress: Not started. Planned start Q2 2021 with the development of a infographic template and updating procedure					

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	Tasks	Additional information	Target stakeholders	Frequency/ Timeframe	Communication channels	Lead
6	Be proactive in identifying and taking opportunity to present and promote the JCDP in appropriate fora e.g., conferences; webinars etc.	SG to contribute - consider and review options at SG meetings	Data providers; NGO; Government advisors; marine industry; academics; public; funders	Ongoing	Webinars; conferences; JCDP website; social media channels; meetings	SG
	Progress: In progress. Active promotion of JCDP is ongoing, opportunity to present at conferences ECS 2022					
7	Promote publication of outputs published using the JCDP dataset (where appropriate)	Coordinated approach to promotion of outputs	Data providers; NGO; Government advisors; marine industry; academics; public; funders	Ongoing, post launch of Portal	JCDP website; social media; SG channels	Project manager
	Progress: Not started. Planned start after launch of the Information Hub, and final sign-off of the resources					
8	Produce an annual report of data holdings, successes and data uses in a user-friendly format.	Develop a template to populate annually	Data providers; NGO; Government advisors; marine industry; academics; public; funders	Annually, post launch of Portal	JCDP website	Project manager
	Progress: Not started. Planned start after launch of the Data Portal. End of project report will act as the first edition.					