

SCB-ES Communication Committee meeting

4-5th February 2007

Uppsala, Sweden

Participants:

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Barbara LIVOREIL (Chair - France)
Owen NEVIN (UK)
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Executive summary:

The whole Communication Committee (CC) had a meeting in Uppsala, 2007. The previous achievements were reviewed (e.g. website development, communications at the European Congress of Conservation Biology, and in the SCB Newsletter). The need for SCB flyers, and the printing of new Section booklet, flyer and poster was agreed. The transfer of the yahoo European Conservation list to Europe@list.conbio.org was decided. The website of the Section is a key source of information and identity. It needs more work from CC, for example on presentation PowerPoint file, to encourage members to be involved, post good conservation biological case studies. Communication tasks with members, conservation biologists, media and practitioners was discussed.

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The goals of the meeting were: 1. to review the previous achievements and remaining tasks according to the previous minutes of the Communication Committee in Portugal in 2005; 2. to examine the requests sent by the Policy Committee and the Board of Directors after their respective meetings on the 1-2 and 3-4th of February, 2007, also held in Uppsala, Sweden, 3. to further explore and develop tasks and activities

1. REVIEW OF PREVIOUS ACHIEVEMENTS

- The webpages have been developed, including those of the ComCom
- We now have a complete list of European members, which will help creating a new mailing listserv to contact them.
- A list of useful links has been posted on the website by Isabel. It would be useful to develop a “meta-list”, where we could find the list of all links.
- There have been articles in every issue of the SCB newsletter
- The first European Congress of Conservation Biology (ECCB) has been a great tool to communicate info about SCB and SCB-ES. The National Biodiversity Platforms (www.bioplatform.info) were used to forward the call for abstracts.
- The improvement of communication with associates and other conservation organisations is an on-going process that often relies on personal contacts or positions/involvement. This is well developed with the European Platform for Biodiversity Research Strategy (EPBRS; by ISP), and may possibly be further developed soon with EUMon (eumon.ckff.si - EU-wide monitoring methods and systems of surveillance for species and habitats of Community interest).
- Almost all SCB-ES members agreed to be contacted by the press and to circulate information to European press agencies (this information is held in the membership profiles on the main SCB site). The media can already access this data through the website database.

2. DEVELOPING AND IMPROVING PAPER DOCUMENTS

- Disseminate image of global SCB:

Various documents presenting the global Society of Conservation Biology are available and should be used in order to spread the vision and role of SCB

The members of the ComCom should keep some of these documents so that they are easily available at any time. Any member can address a request to any member of the ComCom to obtain some of these documents for congresses, meetings or any other opportunity to present SCB.

- SCB-ES documents

Two new documents will be designed and edited and using our poster will be facilitated.

*** BOOKLET**

This new booklet will be made of 2 A4 pages, with pictures and text, good quality printing. Target public: policy makers, decision makers, partners, conservation community. It will replace the previous SCB-ES portfolio and will contain more detailed information.

*** FLYER**

This half A4 page should present SCB-ES to the general public and members and will be widely distributed during meetings or conferences...

* POSTER

New translations and PDF versions will be developed. A strategy will be designed to make the poster available to people who cannot print large formats. An English version already exists and is downloadable from the website.

3. DEVELOPING AND IMPROVING MAILING LISTS/SERVERS

We now have a new list server which includes the previous yahoo list server (SCB-members and non members), the list of section members and the list of participants at the 1st ECCB. It thus constitutes a big list of contacts in Europe. The link to the listserv (and where new members will be joining) is:

<http://list.conbio.org/mailman/listinfo/europe>

The email address for submissions is Europe@list.conbio.org

All the members registered to a previously existing list (eg yahoo) will receive a mail announcing that he/she is automatically included in the new list, unless he/she asks to be removed from it.

Any list member can post a message to the list, so that the information reaches all the members of the list. It is obviously moderated. In order to post information only for a subset of the list members (for instance SCB-ES members) a mail must first be sent to Owen Nevin.

4. DEVELOPING AND IMPROVING SCB-ES WEBPAGES

We would like to improve the access to our SCB-ES pages. The long address www.conbio.org/sections/europe is hard to remember and www.conbio.org/europe takes you to the Regional sections pages, not to Europe pages..

We will see if it is possible to develop webpages for special temporary purposes, for instance surveys or questionnaires.

We will update the SCB-ES and ECCB PowerPoint presentations and add them to the site as downloadable files.

The SCB Expertise Database needs to be improved and upgraded, mostly by encouraging members to check and update their personal expertise and section-membership details.

We would like to highlight sources of good applied science for practitioners/policy-makers on the section's webpages. The different committees are requested to provide with such sources, and we will help with their dissemination and communication. This could also lead to the the creation of a library webpage on the website, with copyright-free documents, PDF format, freely downloadable.

5. COMMUNICATION WITH MEMBERS AND CONSERVATION COMMUNITY

We intend to mail the EU members in order to encourage them to join the section (see with the Membership Committee), visit our website; use our newsletter; use the Bulletin Board to post anything relevant, join our committees, promote the use of the JobSeeker database. This will be used to explain which resources are available on the SCB website, for members, for non members... We will ask members to contact us if they want documents to display at meetings, universities, ...

We will advertise for each new resolution and ask members for feedback (create a special e-mail address – or send to chair)

We recommend that each Committee announces its next annual meetings about 10 days before agenda point in order to try to get more participants who could then become Committee members, or at least to get requests, and suggestions that could be examined during the meeting.

6. COMMUNICATION WITH MEDIA

We need help as this demands a lot of time. We thus need to seek active volunteers from members including experts in media contact.

We would like to establish a list of contacts in the media realm. This should also contain SCB members who are journalists. Anyone could try to contact more journalists, and also their spokespersons and agencies. We could offer some exclusivity of our resolutions, events... We must advertise for the advantages of becoming a SCB member...(access to database...)

7. CONTACTS WITH PRACTITIONERS AND DECISION-MAKERS

We need to improve contacts with national representatives in the Natura 2000 project (problems with ECCB2006 poster session, too few attended)

The ComCom will collaborate with Swedish EPA and PolicyCom for the questionnaire inquiring on obstacles and gaps that prevent/increase communication between scientists and managers/policymakers - Design one survey targeting policy-makers, one for practitioners, one for scientists (see if there is a need to coordinate with the PC Committee project of survey on academics and involvement in policy and conservation)- Surveys should be anonymous yet collect many information on the profile of the answerer (education, income...) and let him/her add his/her name if willing to do so.

We will help with the dissemination of advertisement for the summer school (Kiki Kati), and help the EducCom in disseminating the philosophy and “rules” of the SCB workshops by posting their work.