



GLOBAL WATER FUTURES

SOLUTIONS TO WATER THREATS IN AN ERA OF GLOBAL CHANGE

WWW.GLOBALWATERFUTURES.CA

Telling our Global Water Futures Story:

Strategic Communications Plan Phase 2

Kathryn Warden, Chair, GWF Communications Team, U of S



Key Messages

- The **world's largest university-led freshwater research project**, providing global leadership in cold region water science
- **Transforms the way communities, governments and industries in Canada and other cold regions of the world prepare for and manage increasing water-related threats**
- Uniquely positioned to conduct the research into water-related threats that is **critical for creation of Canada's first national water forecasting and prediction system**
- **Developing innovative tools and technology** that will lead to new commercial products for water science and management



Who We Are

Our core team:

- Kathryn Warden, University of Saskatchewan (Liaison with OC)
- Mark Ferguson, University of Saskatchewan GWF Secretariat
- Stacey Dumanski, University of Saskatchewan GWF Secretariat
- Lori Dillon, McMaster University
- Allie Dusome, University of Waterloo
- Katharine Tuerke, University of Waterloo
- Shawna Reibling, Wilfrid Laurier University
- Kimberly Elworthy, Wilfrid Laurier University

Key KMb resource personnel:

- Stephanie Merrill, University of Saskatchewan
- Kara Hearne, University of Waterloo
- Andrew Spring, Wilfrid Laurier University



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Phase 1 (2017-now): Promoting the GWF Launch/Inception – “the dream is here”





Phase 2 (2018): Supporting HQP Recruitment, Partnership Building, and First Reporting of Results

- Communications goals:
 - Position Canada as a **global leader in water science** for the world's cold regions
 - Build **national and international profile** for GWF and key partner universities as “go-to” place
 - **Build brand recognition for GWF** and enhance and protect the GWF profile and reputation
 - **Support efforts to recruit** more than 750 HQP by 2023
 - **Share economic, environmental and societal impacts**
 - Support **research collaborations**
 - **Maximize communications impact through co-ordinated approach**



Key Audiences

- GWF research community (core teams, PDFs, grad students, undergrads) – 380 faculty from 18 Canadian universities
- Prospective PDFs and graduate students
- National and international research partners
- Current and potential funders
- Relevant government agencies and policy-makers
- Relevant industry and community stakeholders/end-users
- General public



Strategies

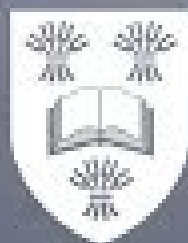
- **Leverage communications capacity of key partners, funders and end-users**
 - Maximize leverage of key partners through comms toolkit on branding and best practices
 - Engage communications partners from relevant stakeholder groups—shared 2-minute video, brochure, re-purpose content
- **Build a national conversation through web and other social media**
 - Invite all 33 projects to start Twitter accounts
 - Twitter, LinkedIn, YouTube, Flickr, webpages, Facebook



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Security Research at the University of Saskatchewan

Video: How fast is fast?



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research.usask.ca



Strategies

- **Engage with news/issues related to GWF research**
 - Floods, droughts and wildfires
 - The Conversation (theconversation.com/ca), and op-eds
- **Use earned and paid media**
 - Build relationships with editors and writers of water-related publications/journals (ie. EOS, Science, University Affairs)
 - Sponsored editorial content and advertisements in Research InfoSource supplement, Hill Times, University Affairs, etc.



Strategies

- **Celebrate key findings and milestones**
 - Major publications, mid-term review in mid-2019
- **Communicate successes at key events**
 - GEWEX Meetings, Hydrology 2058, Report of U.S. Academies of Science, GWF Open Science Meeting
- **Exploit conference and other third-party opportunities**
 - AAAS Meeting, World Water Day, Earth Day, National Indigenous Peoples Day, 2018 AGU, Pitch NSERC Bacon N' Eggheads



Evaluation

- Tracking social media and website hits
- Tracking video viewing numbers
- Monitoring media and social media coverage
- Surveying newsletter recipients
- Anecdotal – who has heard of GWF?



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The background of the slide is a photograph of a massive iceberg in Lake Superior. The iceberg is a towering wall of white and blue ice, with numerous icicles hanging from its top edge. It sits in the calm, dark water of the lake, which reflects the ice. In the foreground, a large, flat piece of ice floats on the water's surface. The sky is a pale blue with some light clouds.

We need your help!



We need your help!

- Each project to set up social media – Twitter, Facebook, etc.
- Newsletter items
- Send story ideas and progress reports to your communicators including patents, apps and commercialization
- Share information on your activities and impacts
- Give advance notice for major papers being published
- Take photos and videos in the field and share them
- Share student success stories
- User-group testimonials – how has this helped them?
- Participate in media interviews and in The Conversation



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The background of the slide is a photograph of a massive iceberg with a large, jagged ice wall. The ice is a deep blue color, and the water in the foreground is also blue, reflecting the ice. The sky is a pale blue.

Questions? Comments?