

# ECMWF Copernicus Services Communication

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Funded by the European Union

Implemented by  **ECMWF**

# The purpose of & approach to communication

- **WHAT**

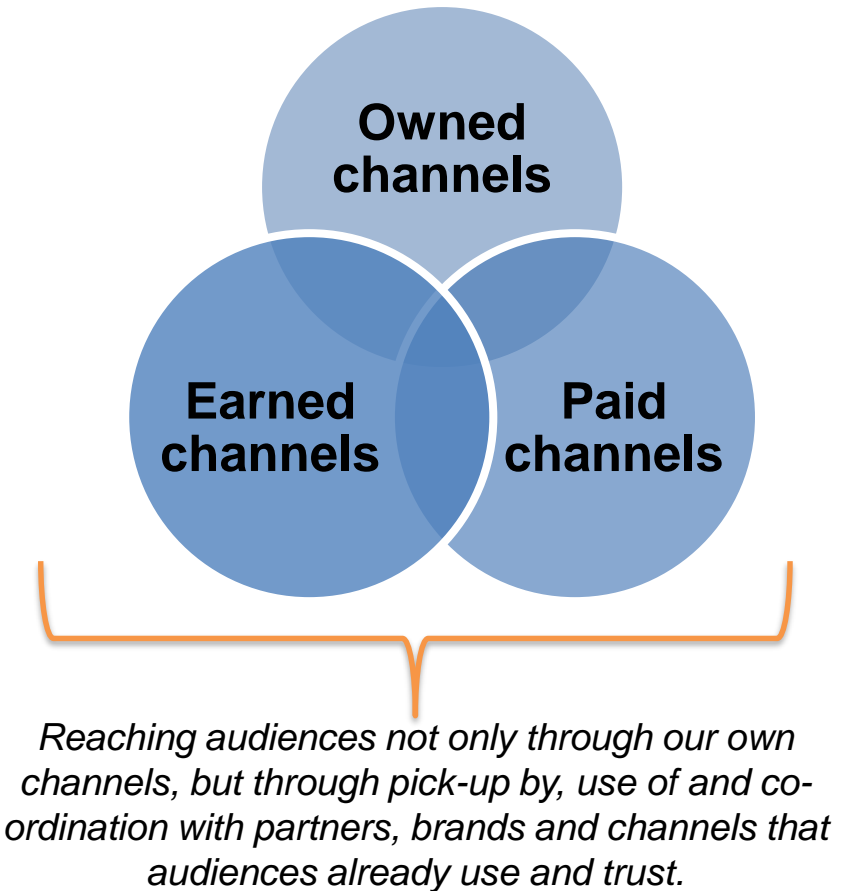
We **build a positive audience association with the Copernicus programme**, *as a valuable and reliable source of information to enable decision-making, innovation and economic growth using environmental and earth observation data.*

- **HOW**

Through a **balanced and coordinated mix of Paid, Earned and Owned** communication channels, partnerships, content and activity.

- **WHY**

To **raise awareness, understanding** and *ultimately use* of the Copernicus Climate Change and Atmosphere Monitoring Services on behalf of the European Commission and Member States



# A channel mix

## Audiences across sectors

*Business & industry*

*Policymakers*

*Science & Academia*

*Media (both as audience in own right & amplifier)*



Atmosphere Monitoring Service



Climate Change Service

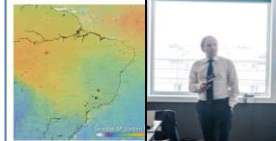
**Owned channels**

**Earned channels**

**Paid for channels**

**LA STAMPA**  
I satelliti europei che aiutano a prevedere il clima

Per capire quale irraggiamento solare è necessario costruire un resort sciistico pregiato e costoso vigne, servono buoni Copernicus atmosphere monitor

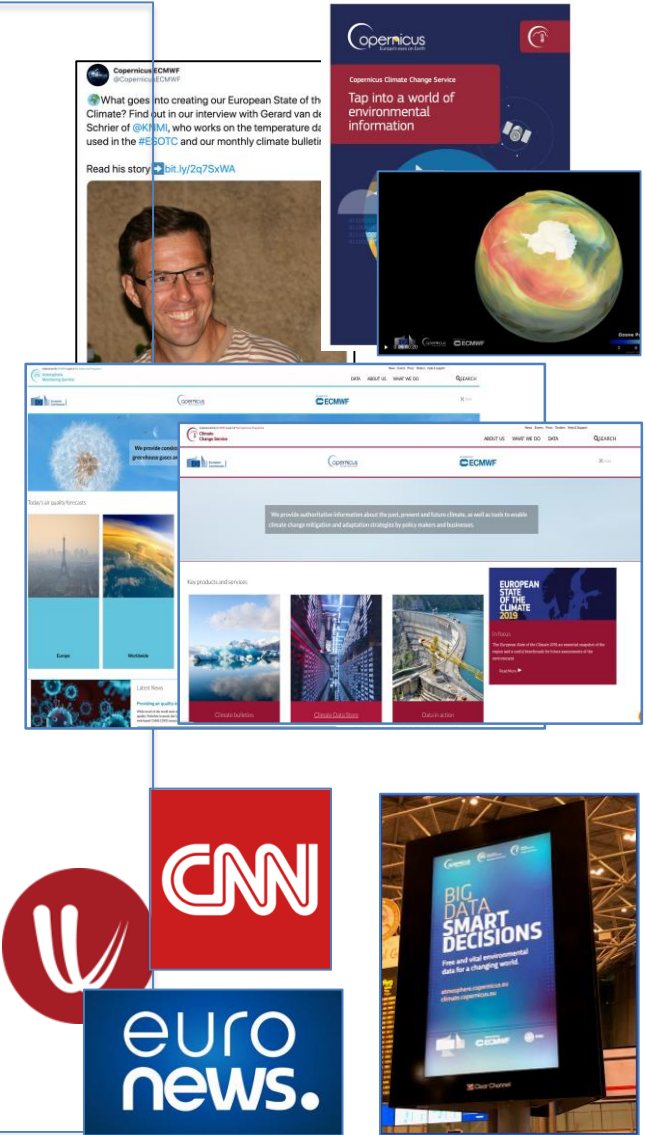


ROBERTO ANTONINI

PUBBLICATO IL 20 novembre 2019

ULTIMA MODIFICA 20 novembre 2019

**BORDAUX.** Cosa lega fotovoltaico, turismo e vino? Per capire quale irraggiamento avrà un impianto solare, se è il caso di costruire un resort sciistico dove oggi c'è neve e domani chissà o un albergo in un'area che potrebbe essere colpita da incendi boschivi, per decidere come gestire pregiate e costose vigne, servono buoni occhi, servono dati. Questo il valore del Copernicus atmosphere monitor, gli occhi dell'Europa sulla Terra. Il



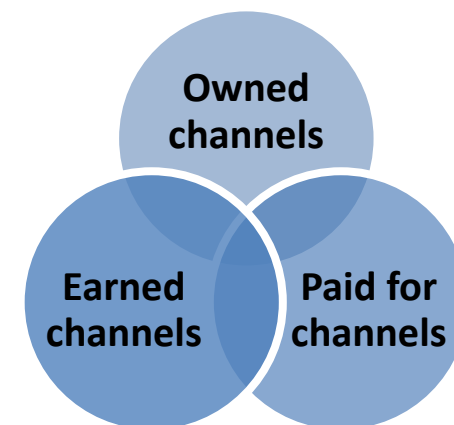
# Partnerships and collaboration

## We benefit from and refer to collaborators across this activity...

- Digital out of home *advertising*
- *Events* - General Assemblies, user days and press tours
- *Flagship products* such as The European State of the Climate report
- Media partnership articles
- Joint use cases, events and content
- Referral of *media requests*

### **Partners and collaborators**

- ECMWF & Copernicus Member States
- National Met Services
  - The EC
- Copernicus Services
- Entrusted Entities
- Private & Media entities



*The services are receiving more media coverage, audience reach and visitors to the services than ever as we draw to the end of the current delegation agreement...*





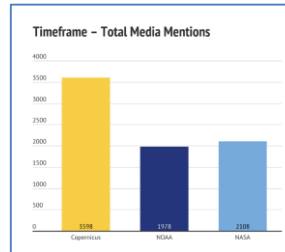
# Impact

## A tipping point:

- **Media & paid partnerships** – multipliers reaching opinion leaders & decision-makers across the globe & across sectors
- **Advertising** –reached decision-maker audiences on the way to key events via transport networks/hubs
- **Media outreach** – Increased top tier coverage & increased share of voice and preferred point of reference in Europe against US big players on key topics

## Leading to:

- **Website and social media**– Continued traffic, follower and engagement growth bringing exposure to Service content
- **Events** – Visibility at high profile events and in-depth engagement and explanation opportunities, increasing audience understanding and take up.



- **115mi** reached –‘opinion leader’ - CNN
- **133k** reached last quarter Climate Now
- **234mi** times in first 4 months - TV air quality bulletin

- **13mi & 1.7mi** people – **Airport** screens
- **3mi & 750k** – **Metro** screens
- **396k** – **Tram** station screens

- **28k media mentions** over last year
- **TV, radio, online, print**
- **3589 mentions** in a 3-month period-SOV Cops vs. NASA (2108) & NOAA 1978)

- **8.7k to 28k** -Twitter 2019 - 2020
- **151% more webusers** (94,787 vs 37,785) CAMS Q1 20 vs19
- **220% more webusers** (119,562 vs 37,310) C3S Q1 20 vs 19

- **UNFCCC COP25 Earth Day Plenary** – 600 policymaker delegates
- **Press event** – Europe media attendance – 32 articles - **290mi** sum circulation



## Evolution – An enhanced continuity

We would like to **continue** and **enhance** this approach in the next Contribution Agreement...

- **Sector-need focused content/material**
- **More translated material**
- **Vertical (non-news)press placements**
- **Media-buying - out of home and digital marketing**
- **Extended media partnerships & channels**



Atmosphere Monitoring  
Service



Climate Change  
Service

### Working with the cross-service functions to strengthen our...

- Sectoral targeting
- Needs based content and material created using insight
- Use and leverage of modern marketing techniques
- Partnership channel use

