

Training World Bank - 10.04.2025, Effective communication in research and innovation organizations, Dr. Glenn O'Neil, Senior Expert - Communication Management, INOMER

- 26 on-line participants -

The image shows a Zoom meeting interface. At the top, the Zoom Workplace logo is visible. Below it, a video feed shows a woman with glasses and a dark blazer smiling. The video feed is surrounded by a black border with various controls like Audio, Video, Participants, Chat, React, Share, AI Companion, Apps, Record, More, and Leave. Below the video feed, there is a search bar and a list of participants. The list includes names like Andone Raluca-Oana-ICMPP Iasi, Sirin Elci (Host), Valeria Harabagiu, Alina Rusu - ICMPP Iasi, Anca Iftene - ICMPP, Bogdana Simionescu, Bucataru S._ICMPP, Claudiu Ghiorghita ICMPP Iasi, Cosmin Farcau - INCDTIM, Cristian Peptu, Dana Toloman (INCDTIM), Daniela Ionita ICMPP, and Florin Bucataru. At the bottom, there are buttons for 'Invite', 'Unmute me', and 'Merge to meeting window'. The Windows taskbar is visible at the very bottom, showing the time as 11:30 on 10.04.2025.

Participants (33)

Find a participant

- CG Claudiu Ghiorghita ICMPP Iasi
- Cosmin Farcau - INCDTIM
- CP Cristian Peptu
- DT Dana Toloman (INCDTIM)
- DI Daniela Ionita ICMPP
- FB Florin Bucataru
- FN Fran Nekvapil (INCDTIM)
- Glenn Oneil
- IT Ioan Turcu**
- IG Iuliana Gageanu - INMA
- LG Luiza Gradinaru-ICMPP
- MG Madalina Galatchi (NIMRD)
- MA Magda Aflori - ICMPP Iasi

Invite Unmute me Merge to meeting window

11:32 10.04.2025

Participants (33)

Find a participant

Glenn Oneil is the host now

- FN Fran Nekvapil (INCDTIM)
- IT Ioan Turcu
- IG Iuliana Gageanu - INMA
- LG Luiza Gradinaru-ICMPP
- MG Madalina Galatchi (NIMRD)
- MA Magda Aflori - ICMPP Iasi
- MS Manuela Stan_INCDTIM
- MM Maria Mihet - INCDTIM, Cluj
- MD Mihaela Dascalu-ICMPP
- MD Mihaela DUMITRU
- MN mihai nita-lazar (ECOIND)**
- NIMRD Grigore Antipa
- O Oana Vlas

Invite Unmute me Merge to meeting window

11:32 10.04.2025

Participants (34)

Find a participant

- MS Manuela Stan_INCDTIM
- MM Maria Mihet - INCDTIM, Cluj
- MD Mihaela Dascalu-ICMPP
- MD Mihaela DUMITRU
- MN mihai nita-lazar (ECOIND)
- NIMRD Grigore Antipa
- O Oana Vlas
- PP Petronela Pascariu ICMPP
- R Robert**
- SA Solonaru Ana-Maria
- SC Stanciu Cristina
- TV Tăchiță Vlad-Bubulac - ICMPP
- LN Loredana Nita

Invite Unmute me Merge to meeting window

11:32 10.04.2025

Andone Raluca... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I... Solonaru Ana...

Andone Raluca-Oana... Sirin Elci Valeria Harabagiu Claudiu Ghiorghita IC... Magda Aflori - ICMPP... Solonaru Ana-Maria



Glenn Oneil

11:32 10.04.2025

zoom Workplace Meeting Glenn O'Neil's screen Sign in Recording View

Andone Raluca... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

Andone Raluca-Oana... Glenn O'Neil Sirin Elci Valeria Harabagiu Claudiu Ghiorghita IC... Magda Aflori - ICMPP...



Romania: World Bank-Strategic Growth Roadmap Program

Webinar

Effective communication in research and innovation organizations

Dr. Glenn O'Neil, Senior Expert - Communication Management, INOMER
Co-Founder, Geneva Communicators Network
Lecturer, Media Studies, Webster University, Geneva Campus, Switzerland

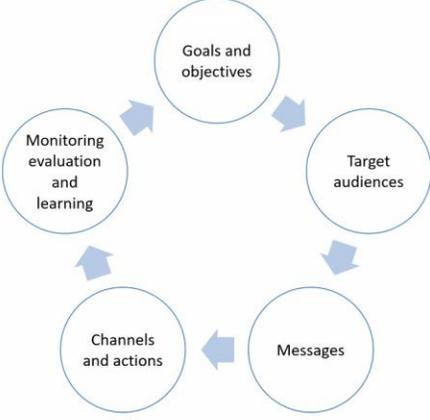
Audio Video Participants 40 Chat React Share AI Companion Apps Record More Leave

Search 11:33 10.04.2025

Andone Raluca... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

Andone Raluca-Oana... Glenn O'Neil Sirin Elci Valeria Harabagiu Claudiu Ghiorghita IC... Magda Aflori - ICMPP...

Effective communication = strategic communications



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graph TD; A((Goals and objectives)) --> B((Target audiences)); B --> C((Messages)); C --> D((Channels and actions)); D --> E((Monitoring evaluation and learning)); E --> A;
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Search 11:34 10.04.2025

Andone Raluca-... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

Andone Raluca-Oana-... Glenn Oneil Sirin Elci Valeria Harabagiu Claudiu Ghiorghita IC... Magda Aflori - ICMPP...

Goals and objectives: Why does a public research institute need to communicate?

- TO BUILD TRUST AND SECURE BUY-IN
- ATTRACT AND RETAIN TALENT AND PARTNERSHIPS
- SECURE FUNDING
- ENCOURAGE INNOVATION AND PROMOTE RESEARCH IMPACT
- ULTIMATELY TO ACHIEVE STRATEGIC GROWTH THROUGH RESEARCH EXCELLENCE

11:37 10.04.2025

Andone Raluca-... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

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Target audiences

Key for effective communications is to determine and prioritise target audiences:

Internal: Management, staff including young researchers, governance

External: Public bodies, other research institutes, relevant companies, innovation intermediaries, EU institutes, local communities, citizens

Segmenting audiences is important and to understanding:

- What do they already know (or misunderstand)?
- What do they care about?
- How do they prefer to receive information (e.g., reports, videos, social media)?
- What language or tone will resonate with them (technical, conversational, emotional)?

Always think "What would I like this audience to know and act on?"

11:41 10.04.2025

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Andone Raluca... Valeria Harabagiu Claudiu Ghiorg... Magda Afiori - I...

Andone Raluca-Oana... Glenn Oneil Sirin Elici Valeria Harabagiu Claudiu Ghiorghita IC... Magda Afiori - ICMPP...

Messaging: Myths about communicating on science and innovation



"The science will speak for itself"
 "People just need the scientific facts"
 "We need to simplify our scientific information"
 "Scientists are the experts – everyone else should just listen"
 "People are losing trust in science"

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Public trust in scientists in 2025 – 68 countries

Romania 71.2%
Global average 72.4%

Romania – 3.56 out of 5 – compared to average of 3.62 out of 5

LOCAL INFLUENCES

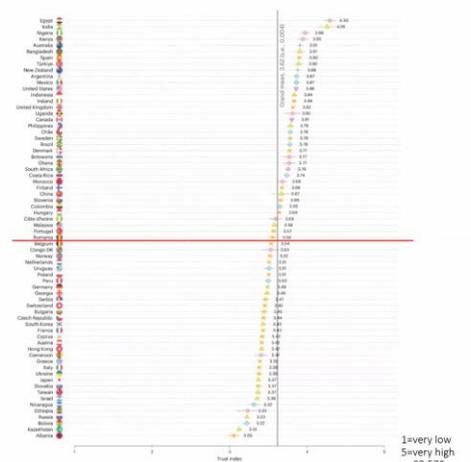
In a crisis, people in many countries would turn to family and friends before scientists to get accurate information.

- Scientists
- Community leaders
- Family
- Religious leaders
- Friends

Q: In the event of a major crisis, who would you go to for truthful and accurate information?

Global average

- 71%
- 78
- 70
- 55
- 43



1=very low 5=very high n=69,572

SOURCES:
Cologna, V., Meleis, N. G., Bergen, S., Bentley, L., Brink, C., Giulietti, M., ... & Mellag, I. (2025). Trust in scientists and their role in society across 68 countries. *Nature Human Behaviour*, 1, 18. <https://www.nature.com/articles/s41562-024-02109-3>
Larson, H., Resnik, D. (2025). Science's big problem is a loss of influence, not a loss of trust. *Nature*. <https://www.nature.com/articles/s41586-025-03059-3>

Search 11:52 10.04.2025

Andone Raluca-... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

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Messages: Who is the messenger?



- Once objectives, target audiences and messages are defined – important to define – who is the messenger?
- Do not assume that best messenger is **you** – the senior management or the institution itself
- Audiences are more receptive when they see themselves in the messenger – e.g. young people will be more receptive to a young researcher
- Important to consider “relays” - who can pass your messages to other audiences – as people are informed by families, friends and media
- Recall - studies show scientists are some of the most trusted voices in society – so speak out!

11:53 10.04.2025

Andone Raluca-... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

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Communication channels



Traditional Media

- Use press releases, newspapers, radio, and TV for wide public reach
- Place op-eds or expert commentary to influence public and policy discourse
- Build relationships with journalists for ongoing coverage
- **Great for:** Policy makers, citizens, funders



Digital & Social Media

- Maintain a web presence
- Use select social media platforms
- Create engaging content like explainers, updates, and visuals
- **Great for:** Public engagement, talent and partnerships



Academic & Scientific Channels

- Publish in peer-reviewed journals and present at conferences
- Share research via working papers or institutional repositories.
- Contribute to open-access databases and networks.
- **Great for:** Researchers, funders, partnerships

11:57 10.04.2025

zoom Workplace Meeting Glenn O'neil's screen Sign in Recording View

Andone Raluca... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

Communication channels



Community & Stakeholder Engagement

- Organize workshops, roundtables, and listening sessions
- Partner with NGOs, local leaders, or practitioners
- Use participatory approaches for co-creation and feedback
- Great for: Communities and local stakeholders



Internal Communication Platforms

- Use intranets, staff meetings and shared tools for staff
- Run internal webinars, learning sessions, and briefings
- Great for: Staff and governance



Knowledge Networks & Exchanges

- Engage in learning and peer-to-peer sharing
- Host or join communities of practice and regional platforms
- Share case studies, lessons, and best practices
- Great for: Regional partners, practitioners, cross-project learning

Important to select channels that reach your audiences and achieve your objectives

Audio Video Participants 57 Chat React Share AI Companion Apps Record More Leave

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Andone Raluca... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

Communication actions

- The links from communication goals/objectives to actions is important
- Every action taken should support directly one or more objectives
- We should never take an action just as it is trendy or "everyone else is doing it" – for example "We need an App, we need to be on TikTok..."

Example:



Objective
Attract news partnerships

→



Audience
Other research institutes

→



Channel
Knowledge network

→



Action
Hosting of research forum

Search ENG 12:05 10.04.2025

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Communication actions - Storytelling

Packaging your news and information in readable and attractive manners, ensuring the following content:

- **Who:** Identify who the research impacts, who you are, and who is involved in the work
- **What:** Clearly state what the research aims to achieve and why it matters
- **When:** Share when the work was done and why it's timely or newsworthy now
- **Where:** Describe where the research or activity took place to add context and interest
- **Why:** Explain why the research is important and its intended impact
- **How:** Describe how the work was done and how it will create real-world impact

Recall that visuals and audio make an impact -not only words!

12:08 10.04.2025

Andone Raluca-... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

Andone Raluca-Oana-... Glenn Oneil Sirin Elici Valeria Harabagiu Claudiu Ghiorghita IC... Magda Aflori - ICMPP...

Communication actions - Storytelling

Example: *Glowing fingerprints to fight crime*



12:10 10.04.2025

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Communication actions – attending conferences

- Attending relevant scientific and research conferences is an important way to network and meet potential partnerships and funders
- Attend conferences with the notion of being an active rather than passive participant, such as:
 - Research on the event and participants
 - Present your research where possible, including panels and poster sessions
 - Propose yourself to chair a panel or session
 - Participate in smaller group formats, such as workshops, learning events and Q&A sessions
 - Attend networking and social events

12:15 10.04.2025

Andone Raluca-... Valeria Harabagiu Claudiu Ghiorg... Magda Aflori - I...

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Communication actions - engaging staff

- To engage staff consider holding regular internal “learning briefings” – where staff talk to staff
- For example, where a staff member or team present their current research and staff can learn from each other
- If successful, interesting research presentations can be turned into “stories” for communicating externally

No new notifications (Do not disturb on)

12:15 10.04.2025

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Communication actions - private partnerships

- Consider ways to engage with the private sector and increase / reinforce partnerships
- For example, hold an annual showcase event where both your researchers and private companies can present their latest innovations and products – make demonstrations also
- Such a showcase can also involve universities and other potential partners
- Some institutes expand showcases by linking it to a competition, prize or award

12:19 10.04.2025

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Conclusion

- Effective communications for public research institutes means thinking through:
 - **Why:** Goals and objectives
 - **To Whom:** Audiences
 - **By whom:** The messenger
 - **What:** Messages
 - **How:** Channels and actions
- The last step – monitoring and evaluating communications is important to understand your results – such as carrying out an annual debrief to review all past actions of the year
- Remember to communicate with purpose!

12:22 10.04.2025

The image shows a Zoom meeting window. At the top, there is a header bar with several participant names and their profile pictures: Andone Raluca-Oana, Glenn Oneil, Sirin Elici, Valeria Harabagiu, Claudiu Ghiorghita IC..., and Magda Aflori - ICMPP. Below the header is a presentation slide with a dark blue background featuring a satellite-style map of the world. The slide contains the following text:

INOMER

Thank you!

INOMER
<http://inomer.fr> | info@inomer.fr

We help drive positive change and impact for people and the planet.

At the bottom of the window is the Windows taskbar, which includes the Start button, a search bar, and several application icons. The system tray on the right shows the time as 12:24 on 10.04.2025, along with icons for network, volume, and power.