



First Announcement

UFZ Environmental Modeling & Monitoring Colloquium

Wednesday, 19 May 2021, 3:00 pm

ONLINE

“How we communicate your research!”

Roland Koch

Communication Team of the Helmholtz Climate Initiative, Berlin

To provide robust pictures of the future for sustainable development paths in landscapes under climate change – this is the mission of the Integration Platform of the Research Unit “Smart Models & Monitoring” that also links to the question of how to communicate research to the public. The colloquium shall be used for tackling this issue by referring to the Helmholtz Climate Initiative as example case. In January 2020, the communication team of the Helmholtz Climate Initiative was established in Berlin. After it has built up a brand new communication infrastructure, the team started to communicate climate research online, on different social media channels and face to face with journalists, politicians, and the public. It’s aim is not only to present the project results of the initiative’s scientific clusters „Adaptation“ and „Mitigation“, but also to provide a compilation of the current state of climate research. Thus, the initiative networks with other climate research projects within the Helmholtz Association as well as with numerous other partners. Factsheets, articles or background papers are produced, for example, together with the German IPCC Coordination Unit, the German Climate Consortium or klimafakten.de. In addition to current articles and background papers, the Climate Initiative offers:

- An expert service offers the possibility to contact climate scientists of the Helmholtz Association
- A climate calendar shows upcoming climate-related events
- Climate FAQs answer relevant questions on climate change
- A media library offers press photos, videos, factsheets and info graphics
- A press portal offers press releases of the Helmholtz Association on climate topics



After the colloquium, there will be the opportunity of an informal virtual exchange with the speaker. All interested colleagues are kindly invited.

Roland Koch

... is the Coordinator for Communication and Press Spokesperson of the Helmholtz Climate Initiative. He studied philosophy, sociology and psychology and worked as journalist for many years for various German-wide printed media (esp. Tagesspiegel, Deutsche Universitätszeitung). Since 2015, he works for the Helmholtz Association.

For more details, see: https://www.xing.com/profile/Roland_Koch27/cv, www.helmholtz-klima.de