



SUSTAINABLE LAND MANAGEMENT

GLUES / Communication

GLUES – Communication, Networking & Support

What are the GLUES communication, support & networking activities about?

The GLUES communications strategy aims to satisfy the demand for efficient communication infrastructures, networking and public relations (incl. outreach). GLUES supports the regional projects within the research programme by managing the programme's major communication needs. An internal and external communications strategy for the research programme has been developed to effectively communicate and feed results into specific target audiences.

GLUES Communication provides and delivers:

- organisation of cross-sectoral social networking and integration of participants among the regional projects
- infrastructure for information exchange (*measures: incl. web-platform, workshops, exchange panels, etc.*)
- development of confidence-building measures as a requirement for trustful cooperation with the regional projects (*transparency of work processes*)
- overarching public relations, outreach and marketing activities for the entire research programme, internally and externally, to reach target groups in an action- and implementation-oriented manner
- support of a continuous and intensive exchange between the programme's participants with respect to coherencies in common research issues, study sites and questions concerning strategy, methodology and instruments for research and implementation.

- networking with national and international research activities towards efficient products

GLUES – Communications & Networking



Regional Projects

- Carbiocial ■ CCLandStraD ■ COMTESS ■
- INNOVATE ■ KULUNDA ■ LEGATO ■
- LUCCi ■ SASCHA ■ SuLaMa ■ SuMaRIO ■
- SURUMER ■ The Future Okavango ■



For further information please contact:

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MODULE

»INTERACTION BETWEEN LAND MANAGEMENT, CLIMATE CHANGE AND ECOSYSTEM SERVICES«