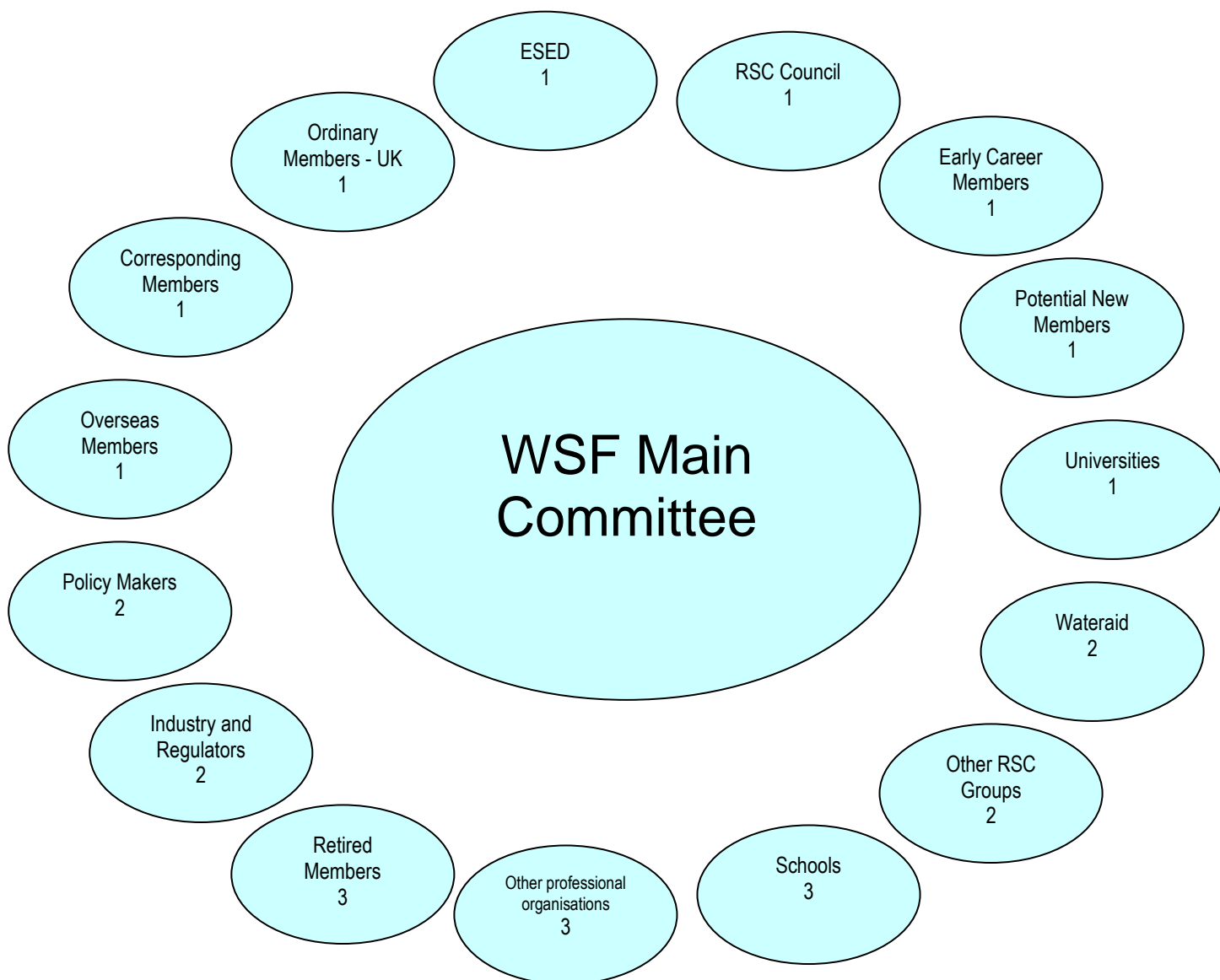


ROYAL SOCIETY OF CHEMISTRY WATER SCIENCE FORUM

COMMUNICATIONS STRATEGY

STAKEHOLDER MAP



STAKEHOLDER GROUP DETAILS

Stakeholder Group – WSF Ordinary Members UK Priority 1

What do you need to tell them?

Strategic Direction
Activities of the WSF
Event Details
Our achievements

What do you want from them?

Open communication, feedback, their involvement
Buy-in to strategic direction/activities
Attendance at WSF events

Sensitivities and Barriers:

Potential disagreement with strategic direction/activities

Why:

Need a stable or increasing membership to support WSF activities
To increase our influence

How:

Email Need a maintained email group of current members
Newsletter This will move to solely electronic distribution and evolve into a blog
MyRSC To be redesigned
Twitter In the medium term – can make use of existing RSC accounts
Facebook In the medium term – can make use of existing RSC accounts
Articles/contributions in RSC publications – training need in journalistic writing skills
Web page on RSC.org Revamp – training need – web design

Owner: Jonathan to be overarching owner of member communications. Natasha and Gary to drive newsletter design/production.

STAKEHOLDER GROUP DETAILS

Stakeholder Group – ESED

Priority 1

What do you need to tell them?

Strategic direction/ aims and objectives
Activities of the WSF
Event Details
Our achievements

What do you want from them?

Roadmap priorities and achievement of goals
Open communication, feedback, their involvement
Feedback on relevant government initiatives/consultations/regulation
Sponsorship of WSF events
Grants for attendance at standardisation and influencing events

Sensitivities and Barriers:

Overlapping areas of interest? Whose remit covers what?
Indecision

Why:

Coordination
Support for WSF organised events
Avoid duplication of effort

How:

Newsletter
Email
Attendance at meetings
Face to face
Telephone

Owner: Helen, but need to identify 2 alternates to ensure continuity of cover at meetings –Simon as vice chair plus Roger if neither Helen or Simon can go

STAKEHOLDER GROUP DETAILS

Stakeholder Group – RSC Council

Priority 1

What do you need to tell them?

Key activities of the WSF
Event details and budgetary submissions

What do you want from them?

Funding approval
Approve draft response to consultations
Publicity, promotion of WSF

Sensitivities and Barriers:

Why:

Support and budgetary approval for WSF organised events

How:

Attendance at Congress
Budgetary submissions and draft responses through Programme Manager

Owner: Jonathan and Roger

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Corresponding Members

Priority 1

What do you need to tell them?

Strategic Direction
Activities of the WSF
Event Details

What do you want from them?

Open communication, feedback, their involvement
Buy-in to strategic direction/activities
A European/Overseas perspective (from overseas correspondents)

Sensitivities and Barriers:

Potential disagreement with strategic direction/activities
Differences between UK and other countries' perspectives
Brexit

Why:

To broaden the reach/influence of the WSF
Advertise WSF events to a wider audience

How:

Email
Telephone (RSC conferencing facilities)
MyRSC
Articles/contributions in RSC publications

Owner: Roger

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Early Career Members

Priority 1

What do you need to tell them?

Strategic Direction
Activities of the WSF
Event Details
What's in it for them?

What do you want from them?

Open communication, feedback on what engage with a younger demographic, their involvement

Sensitivities and Barriers:

Potential disagreement with strategic direction/activities
The "Generation Gap"

Why:

To rebalance the age profile of WSF membership

How:

As for ordinary members with tailored content
Use links to RSC Young Members Network

Owner: Jonathan and Fiona

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Overseas Members

Priority 1

What do you need to tell them?

Strategic Direction
Activities of the WSF
Event Details

What do you want from them?

Open communication, feedback, their involvement
Ideas on how to increase overseas membership
An overseas perspective

Sensitivities and Barriers:

Potential disagreement and differences with strategic direction/activities
Differences between UK and other countries' perspectives
Cultural differences
Brexit

Why:

To broaden the reach/influence of the WSF
Advertise WSF events to a wider audience

How:

As for ordinary members

Owner: TBC

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Potential new members Priority 1

What do you need to tell them?

Strategic Direction
Activities of the WSF
Event Details
Public Policy positions
What's in it for them?

What do you want from them?

To join WSF
Open communication, feedback, their involvement
Buy-in to strategic direction/activities
Event participation
Support for policy position

Sensitivities and Barriers:

Potential disagreement with strategic direction/activities

Why:

To increase membership of the WSF
To broaden the reach/influence of the WSF

How:

To be determined – discuss with Katie Dryden-Holt

Owner: All Committee members

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Universities Priority 1

What do you need to tell them?

Activities of the WSF
Educational materials
Awards/Bursaries

What do you want from them?

To join RSC and WSF
Open communication, feedback, their involvement
To promote and attend WSF events

Sensitivities and Barriers:

The “Generation Gap”

Why:

To educate the younger generation on water science in general
To inform them on the benefits a career in water science offer
To inform them on advantages of RSC membership and qualifications

How:

Advertising, public lectures, awards and sponsorship
Twitter (but see ordinary members above)
Facebook (but see ordinary members above)
MyRSC (Teachers/Lecturers)
Educational resources/publications
Articles/contributions in RSC publications
Via RSC Education Department

Owner: Helen & Graham

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Policy Makers

Priority 2

What do you need to tell them?

Scientific Evidence (on Water & Water related science/public health issues)
Evidence based view of impact of policy options

What do you want from them?

Feedback on relevant government initiatives/consultations/regulation
Provide a link to briefing/positioning papers/statements
Acceptance of evidence based input
Attendance at WSF Events

Sensitivities and Barriers:

Policy – Science language barrier
Timescales
Potential disagreement based on ideology
Political/populist responses
Contacting relevant people

Why:

Public Policy based on evidence
To broaden the reach/influence of the WSF

How:

Response to consultations via RSC Council and via online websites (by RSC staff after Council approval)
Attendance at meetings
Face to face
Email
Telephone
Briefing Papers
Via RSC Parliamentary Liaison

Owner: Helen & Simon

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Industry & Regulators

Priority 2

What do you need to tell them?

Strategic Direction
Activities of the WSF
Event Details
Feedback on proposed regulatory changes

What do you want from them?

Open communication, feedback, their involvement
Buy-in to strategic direction/activities
Event participation
Sponsorship and Financial Support
Industry opinion

Sensitivities and Barriers:

Potential disagreement with strategic direction/activities

Why:

To increase membership of the WSF
To broaden the reach/influence of the WSF

How:

Newsletter
MyRSC
Twitter (but see ordinary members above)
Facebook (but see ordinary members above)
Connection with industry/regulatory fora

Owner: Martin, Ian, Mark, Tilele

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Wateraid

Priority 2

What do you need to tell them?

Fundraising activities
Potential bursaries
Skills availability

What do you want from them?

Information on their priorities
What (if any) skills/advice input they would like
Promotion of WSF material

Sensitivities and Barriers:

Resistance from existing WaterAid advisors (mostly engineers)

Why:

Key water sector charity
Worthy cause

How:

Email
Face to face
Telephone

Owner: Simon

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Other RSC Groups Priority 2

What do you need to tell them?

Activities of the WSF
Event Details

What do you want from them?

Constructive feedback
Joint sponsorship opportunities

Sensitivities and Barriers:

Overlapping areas of interest
Availability (we all have day jobs)

Why:

Advertise WSF events to a wider audience
Part of overall RSC community
Potential for jointly hosted events of mutual interest
Greater influence over policy makers

How:

Newsletter
Attendance at meetings
MyRSC
ESED Council
General Assembly
Articles/contributions in RSC publications

Owner: Mindy (as a prompt), event organisers

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Schools

Priority 3

What do you need to tell them?

Activities of the WSF (if targeted at schools)
Event Details/STEM activities
Educational materials
Awards/Bursaries (Science Teachers)

What do you want from them?

Participation in STEM events
To use RSC/WSF educational materials
WSF Membership (Science Teachers)

Sensitivities and Barriers:

The “Generation Gap”

Why:

To encourage the uptake of science as a career
To educate the younger generation on water science in general
To inform them on the benefits a career in water science offer
To supplement teacher training in relevant areas of science

How:

Advertising, public lectures, awards and sponsorship
Twitter (but see ordinary members above)
Facebook (but see ordinary members above)
MyRSC via Chemnet for students and TalkChemistry for teachers
Educational resources/publications
Via RSC Education Department

Owner: Owned by all WSF Committee Reps, with recognition that RSC Education Department have resources that can be used.

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Other Professional Organisations Priority 3

What do you need to tell them?

Activities of the WSF
Event Details

What do you want from them?

Constructive feedback
Joint promotion of events

Sensitivities and Barriers:

Overlapping areas of interest?

Why:

Advertise WSF events to a wider audience
Part of overall scientific community
Potential for jointly hosted events of mutual interest
Encourage joint memberships

How:

MyRSC
Website

Owner: Clive

STAKEHOLDER GROUP DETAILS

Stakeholder Group – Retired Members **Priority 3**

What do you need to tell them?

Strategic Direction
Activities of the WSF
Event Details

What do you want from them?

Feedback based on the benefit of their experience

Sensitivities and Barriers:

The “Generation Gap”

Why:

To keep them informed and make use of their collective experience

How:

As for ordinary members

Owner: Not needed

RSC Water Science Forum – Communications Plan 2013 – 17

Date(s)	Stakeholder Group(s)	What are we telling them	Means of Communication	WSF Owner