

MESSAGE CARD FOR THE INSTITUTE OF ECOLOGY AND EARTH SCIENCES

Before engaging with the media, please consider the following aspects and, if necessary, consult with the communication manager.

Message clarity and use of the institute's name:

- In every public interview or other speaking engagement, mention the Institute of Ecology and Earth Sciences as your workplace.
- *Floating debris affects, among other things, at least half of the seabird species, writes Marko Mägi, a bird ecologist at the Institute of Ecology and Earth Sciences at the University of Tartu."*
- *Andres Saag is an associate professor at the Institute of Ecology and Earth Sciences at the University of Tartu, specializing in lichenology.*
- *Botanist X has been studying X for... years. Research results from the X research group at the Institute of Ecology and Earth Sciences demonstrate..."*
 - When writing a media story, find suitable images to accompany it.
 - In the captions of the images, always include the name of the institute alongside your name and add the photographer's name.
 - Where possible or necessary, emphasize the institute's role as a flagship for an environmentally conscious worldview in Estonia.
 - If applicable, refer to the strategic goals of the institute, being aware of how your messages support the overall reputation and objectives of the institute.

Messages to target groups:

- Tailor your messages according to different target audiences, focusing on the institute's role in promoting environmental awareness.
- Don't forget that both major and minor news can be shared as social media posts.

Communication channels and supporting the institute's goals:

- Choose a suitable channel for your message (consult with the communications manager!)
- Use various platforms to raise awareness of the institute's activities and goals.
- The Institute of Ecology and Earth Sciences is an expert information source and opinion leader in the field of green biology.

Public speaking and institute's image:

- When representing the institute to the public, provide information and viewpoints that support the institute's strategic goals while being responsible and professional.
- If possible, refer to the institute's strategic objectives, such as environmental awareness and cutting-edge research.

Collaboration with the media and reinforcing the institute's name:

- Always try to maintain friendly or at least neutral relationships with journalists.
- Encourage the use of the full name "Institute of Ecology and Earth Sciences" to strengthen its brand and recognition.

Reliability and ethics:

- As a representative of the institute, keep your messages reliable and ethical, taking responsibility for the institute's reputation.

If you are organizing a conference or another event, contact the communication manager from the beginning to plan the public coverage of the event together!

Central messages of the Institute of Ecology and Earth Sciences:

- The Institute of Ecology and Earth Sciences is the flagship of an environmentally conscious worldview in Estonia.
- The institute's scientists rank among the top 1% most cited researchers globally, exploring the diversity of nature at all its levels!
- Education provided at the institute gives a comprehensive understanding of the world and prepares for the future world.

Target groups:

- Employees, graduate students and students at the Institute of Ecology and Earth Sciences
- High school students (potential future students)
- Current students who are desired to continue into graduate studies
- Academic community both in Estonia and abroad
- Politicians, funders, public sector, and administrators
- Estonian residents, general public
- Journalists and media, communication partners
- Alumni