

Communication Strategy¹

Communication is a high priority in the LETS program – both within the program, i.e. between researchers, and externally between researchers and various target groups. The communication Strategy is the "handrail" that should be used by all involved in LETS as a guide when communicating.

Responsibilities & Roles

LETS is highly ambitious in terms of information and communication activities – not least in terms of transparency and dialogue with target groups. Everyone within LETS shares an equal responsibility for the communication to be successful. Trivector has the overall responsibility by drawing up guidelines for communication, organizing tools and providing support, but for the communication to have an impact it requires that all participants in the program pitch in by providing the relevant information regarding their research, activities and so on.

Target groups

The overarching objective of LETS is to support and inform Swedish policy and planning processes in the areas of sustainable energy and transport. The objective is also to combine scientific excellence with close user interaction to ensure relevance and efficient dissemination of knowledge and results.

The communication strategy aims to achieve these objectives by providing timely and pertinent information to relevant target groups. The following figure shows the key target groups.



¹ This is a condensed presentation of a 17-page plan in Swedish, developed for the evaluation.

Key messages

In order to achieve stringency throughout the LETS cycle the communication of LETS' research should always include one or several of the program's key messages. Each WP has its own proof point that underpins and illustrates its specific research area. WPO is of special importance as a common arena for communication for the whole program.

Because LETS is a research program the key messages are formulated as questions:

<p><i>LETS starting point:</i> <i>It is technically and economically possible to make the transition towards a low-carbon society.</i> <i>Now we must identify pathways to implementation.</i></p>				
<p><u>WPO</u> <i>Which alternative pathways lead to a low-carbon society?</i></p>				
<p><u>WP1</u></p>	<p><u>WP2</u></p>	<p><u>WP3</u></p>	<p><u>WP4</u></p>	<p><u>WP5</u></p>
<p><i>What type of governance, in terms of institutions and policy, are needed?</i></p>	<p><i>What tools, instruments and recommendations are necessary to (re)organize the built environment and transport system?</i></p>	<p><i>What are the sustainability challenges, commercial opportunities and policy options involved in governing the transition to increased use of bioenergy?</i></p>	<p><i>What type of voluntary policy and planning instruments will contribute to behavioral change among citizen-consumers?</i></p>	<p><i>Which logistics and freight transport configurations result in low carbon dioxide emissions?</i></p>

Channels

- **Interaction:** by far the most important channel for communication within LETS and it takes place informally but also in WP workshops, Program seminars and yearly conferences.
- **Website:** www.lets2050.se plays a central role to both the internal and external communication. Visitors can turn to the site to get the latest information. An important goal is to always refer to the Internet address in all external communication activities (reports, presentations etc.).
- **Newsletter & news e-mail:** Trivector is responsible for publishing a newsletter named *LETS-News*. The newsletter is distributed to all participants, funding agencies, members of the advisory group and the reference groups and others who have expressed an interest. The newsletter is also published on the website (archives). A news e-mail is sent out to the LETS members when needed.
- **Media:** LETS will make use of both broad and specialized news media. Each participant in LETS should work proactively during the entire research process to scout for interesting news, ideas and approaches that might be newsworthy.