



# COMMUNICATION AND MARKETING STRATEGY OF THE INSTITUTE OF ATMOSPHERIC PHYSICS OF THE CZECH ACADEMY OF SCIENCES

In January 2020, the **Institute of Atmospheric Physics of the Czech Academy of Sciences** (hereinafter referred to as the “IAP CAS”) decided to adhere to the principles laid down in the *European Charter for Researchers* and *Code of Conduct for the Recruitment of New Employees*.

The main objective of this effort is to optimise internal processes and to enhance the prestige of the Czech Academy of Sciences in the academic world.

The whole process is taking place at the IAP CAS with the financial support of the Ministry of Education, Youth and Sports; the project “Development of Capacities for Research and Development at Institute of Atmospheric Physics of the Czech Academy of Sciences, v. v. i.”, Reg. No. CZ.02.2.69/0.0/0.0/18\_054/0014500, was one of the supported projects within the second call “Development of Capacities for Research and Development”.

In September 2021, the IAP CAS obtained the prestigious award HR Excellence in Research Award (HR Award) bestowed by the European Commission for excellence in providing care for human resources in the scientific domain. For scientists and other researchers, an organisation holding the HR Award represents a guaranteed European standard of staff care, openness and transparency of the recruitment process, and quality of the work environment. The HR Award is regarded as an international quality benchmark for the management and development of human resources in research and development.

The project includes voluntary popularisation activity – *strategic setting and development of popularisation of research and development* – which the IAP CAS has decided to carry out. The main objective of this effort is to create and implement the communication and marketing strategy of the research organisation, and the research popularisation strategy.

The purpose of the communication and marketing strategy is to summarise the methods, objectives, processes and means set at the IAP CAS. The main task of a public research institution such as the IAP CAS is to carry out research activity. The secondary activity of an institute may consist in, for instance, provision of expert advice and opinions.

Thus the Institute’s marketing strategy due to the nature of the Institute’s activity overlays, in a sense, with popularising and introducing the Institute employees’ work. These issues are described in more detail in a separate document named “Popularisation Strategy of the IAP CAS” (hereinafter referred to as the “Popularisation Strategy”).

## 1. Modes of communication

The communication at the IAP CAS takes place on an internal (among the employees of the institution) and external (to the professional and lay public) basis.

**Internal communication** is ensured by regular consultations of the Institute’s Board, which is composed of the Director, Director’s deputies, the chair of the Board of the institution, the heads of all departments and a representative of trade unions. Regular meetings are held also on the level of individual departments. Moreover, at least once a year a meeting of the Institute’s staff takes place where the Director presents information on the activity and important issues relating to the economic management and development of the Institute. Each employee is emailed internal regulations and





Director's Orders that were issued and at the same time made available in the institution's internal web environment (hereinafter referred to as the "Intranet"). Expertise and experiences are shared among researchers by means of regular specialised seminars.

**External communication** is not centralised due to different areas of research conducted in the individual departments. Every department appoints a member of the Popularisation Committee who may provide the media with information regarding a given topic, or possibly contact competent colleagues. The communication to the professional public takes place predominantly through expert articles and publications which are collected in specialised databases. Further, the employees present their results at domestic as well as international conferences or workshops. Information for the professional public is also posted on the website which is also available in English. The IAP CAS employees participate in sharing and providing information from their disciplines by giving lectures at universities and supervising students' theses. The general public may get acquainted with the work of the IAP CAS employees at numerous events for the public (lectures and open days within the Week of the Czech Academy of Sciences, initiative Invite a Scientist into Your Classroom, Science for Home etc.). The events for the general public are mainly of a popularisation nature, and therefore they are mentioned only marginally in this document, as a separate Popularisation Strategy deals with them in more detail.

## 2. Target audience

- Internal communication – the IAP CAS employees
- External communication – lay public (children, pupils, students, adults)
  - professional public
  - media

## 3. Processes and means of communication

In the **internal communication**, the following processes and means are used:

### a) Manual for new employees

In order to optimise the adaptation process, a manual for newly recruited employees has been created in cooperation with a HR specialist. Its purpose is to facilitate the adaptation process and understanding of the Institute for new employees, and to provide them with the summary of the most FAQ, including other important information. The text of this booklet is available on the Intranet of the IAP CAS.

### b) Internal web environment of the institution (Intranet)

The Intranet of the IAP CAS serves mainly as a repository of currently applicable internal documents.

The functions of the Intranet continue to be gradually extended, aiming at digitising and facilitating most of the administrative processes.





#### c) Regular specialised seminars

The IAP CAS regularly holds specialised seminars at which the Institute's employees and external guests deliver their lectures. For these purposes, the small meeting room in the main building has been equipped with audio-visual technology that responds to the requirements of hybrid/online lectures. From time to time, the seminar topics are extended by training for the development of soft skills (e.g. presentation or communication) based on the demand/interest of the Institute's employees.

#### **External communication:**

##### a) Unified visual identity

In 2013, a new logo of the Institute and unified graphic manual were created that reflect modern graphic design trends and allow the organisation to be easily identified. This is connected with continuous updating and modernising the unified visual style including, without limitation, letter headed paper, posters, name tags, presentations and banners, envelopes, and visiting cards.

##### b) Website

The IAP CAS website is administered by an authorised person (webmaster) who ensures the publication and regular update of the Institute information on the website as well as on the Intranet, the communication with the web authors, the supervision of the updates and data backup, and the publication of news on the website.

Each department appoints a person responsible for the administration of the department's part of the website who provides information to the webmaster so that, in particular, data on the employees of the department and expert or popularisation activities of the department are always updated. Principal investigators of projects are responsible for adding information on new projects. The head of the library is responsible for updating the list of published expert articles and publications.

##### c) Training and specialised courses

Courses and training are offered to the experts with the aim of improving their presentation and communication skills. Based on the demand/interest of the individual departments, the appropriate training providers are found.

##### d) Popularisation activities

As part of popularisation activities, the IAP CAS repeatedly participates in numerous educational and popularisation events for the general public.

The Institute publicly presents all its activities on its website and via the channels of the Czech Academy of Sciences.

In cooperation with the Centre of Administration and Operations of the Czech Academy of Sciences, the IAP CAS takes active part in promoting the scientific outcome of research activity. These, as well as other, activities lead to improve the IAP CAS's prestige and to build the good reputation of the Institute and the Czech





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Academy of Sciences as a whole. This issue is dealt with in the separate document entitled Popularisation Strategy.

e) Activities for the professional public

The IAP CAS employees publish the results of their scientific work in significant scientific journals and collections. Moreover, the outcome of their work is presented at domestic as well as international conferences and symposia. The employees are also members of committees which participate in the organisation of these events.



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