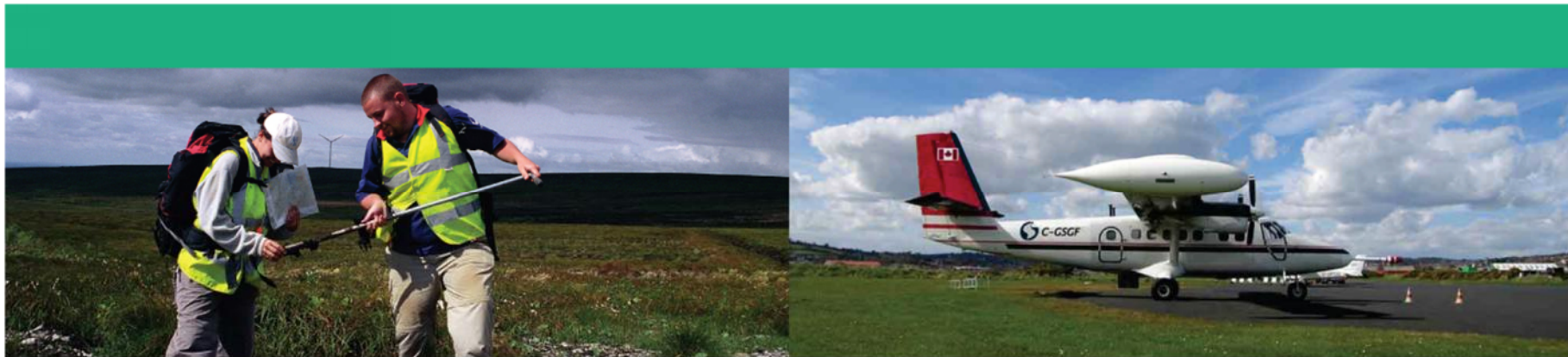


Successful stakeholder engagement for a regional geoscience project: the award-winning Tellus Border communications campaign

Mairéad Glennon, Geological Survey of Ireland

Assistant Project Manager & Communications Lead



A project supported by the
INTERREG IVA Programme managed
by the Special EU Programmes Body



About Tellus Border

- A €5m cross border mapping project funded by the EU INTERREG IVA programme
- Map the border region through an airborne geophysical survey and a ground-based geochemical survey; integrate with NI data
- To support natural resources development and environmental management – free, impartial data

Project Partners:

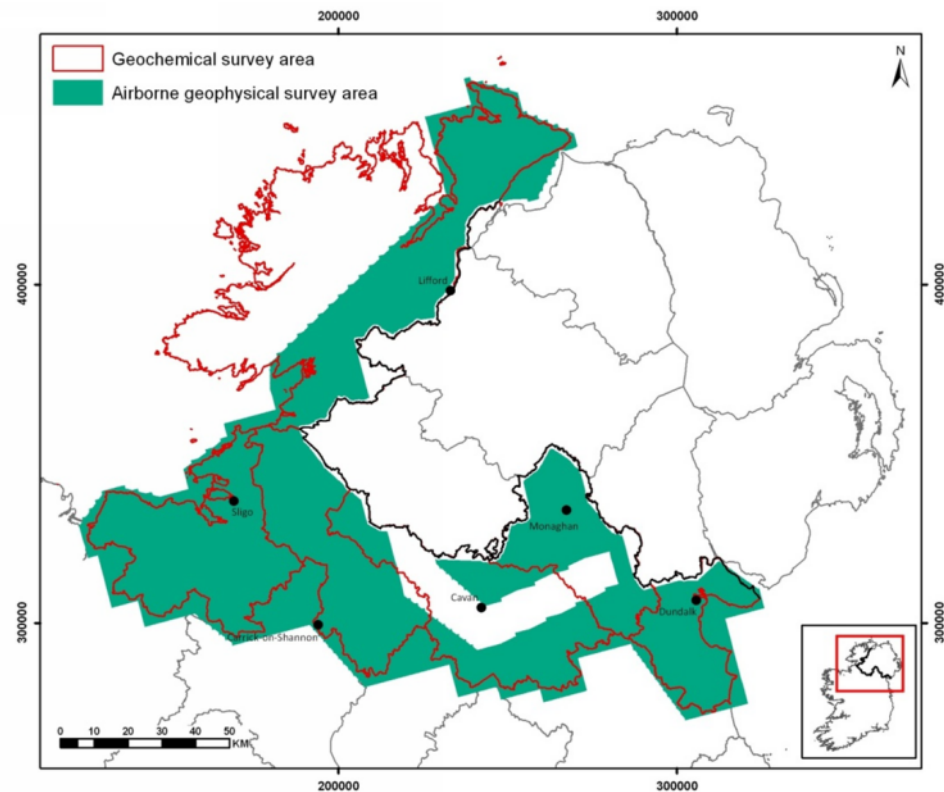


**Geological Survey
of Northern Ireland**



A few statistics...

- How did we get the job done,
from a communications
perspective?*



Objectives of the communications programme

- Inform landowners, farmers and local interests in the survey area of the survey operations
- Inform stakeholders of the value and availability of the information
- Communicating the benefits of free, publicly-funded geoscientific data



- Fulfil conditions of low flying permit (59m ground clearance)

Communications programme personnel

Project Manager – Dr Marie Cowan
(GSNI – Lead partner)

Manager at GSI – Ray Scanlon

Communications Lead – Mairéad
Glennon (GSI)



Media monitoring – Kantar Media

Support from DCENR and DETI Press Offices, Directors of
GSI/GSNI, scientific team

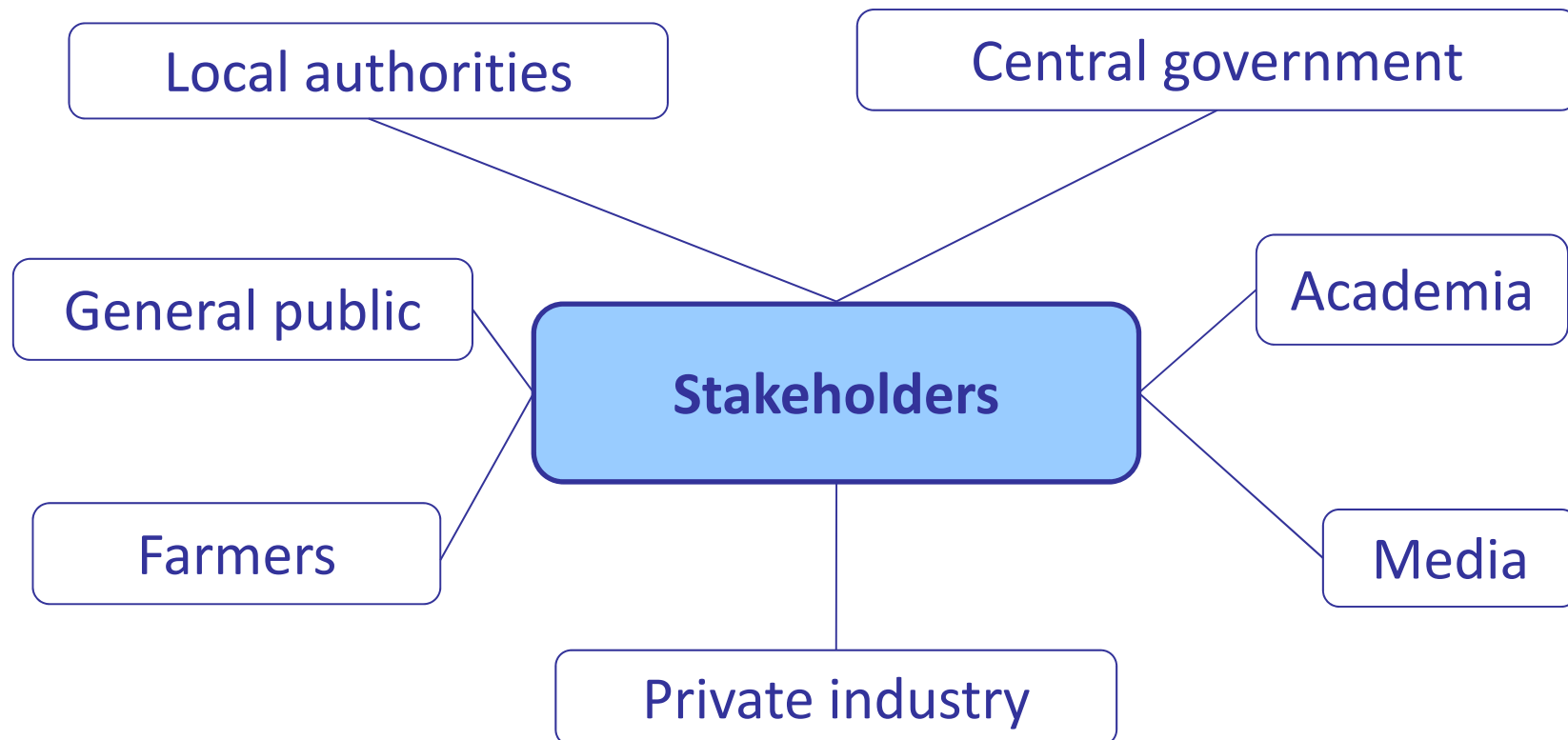
Activities timeline



Identify stakeholders

Who needs to know?

Everyone who lives in the border region; everyone who might use the data



Stakeholder engagement

What's the message?

- Communicate the who, what, where, when and why of the work you are undertaking

The level of engagement

- Face-to-face meeting, letters/emails, the media?
- Maintaining contact – engage closely, keep informed, inform once?

The timing of engagement

- Preparedness is critical – start early
 - Communication should not be seen only as a firefighting measure
- Takes time and dedicated resources



Supporting survey operations

- 25 **presentations** to local authorities, central government, and interest groups
- **Public information** through 220,000 flyers, postering, traffic alerts, notices in newspapers
- >3000 **letters** to interested parties
- **Website** with flight plans, FAQs
- **Freephone** information line
- **Person on call** 7 days to liaise with farmers

Have you heard about Tellus Border?
It may be relevant to you.

What?
Tellus Border is an EU-funded mapping project in the border region of Ireland. It is co-funded by the Department of the Environment, Community and Local Government in Ireland, and the Department of the Environment in Northern Ireland. It follows on from the successful Tellus project which was recently completed in Northern Ireland.

Why?
The data will help scientists and planners better understand the make-up of the border region's soils, rocks, water and natural resources.

Where?
Rural areas throughout **Donegal, Sligo, Leitrim, Cavan, Monaghan and Louth.**

When?
Starting summer 2011 and continuing for approximately two years.

Who?
It is a joint initiative between the Geological Survey of Ireland, the Geological Survey of Northern Ireland, Dundalk Institute of Technology and Queen's University Belfast.

TELLUS BORDER
Understanding Underground

Tellus Border Involves:

- The Air Survey: A plane will fly approximately 56m above the ground to collect geological data. The white, twin propeller plane has a red tail and blue stripe, and registration number C-GSGF. The sound of the plane flying overhead is similar to that of a passing lorry.
- The Ground Survey: A team of authorised scientists will collect soil, water and sediment samples throughout the survey area - this may include your land, and your co-operation would be appreciated.

Contact us | 1800 303 516 (Ireland) | 028 9039 3851 (Northern Ireland) | www.tellusborder.eu | tellusborder@gsi.ie



 **European Union**
European Regional Development Fund
Investing in your future
A project supported by the INTERREG IVA Programme managed by the Special EU Programmes Body

 **Department of Enterprise, Trade and Investment**

 **Geological Survey of Northern Ireland**

 **GSI**
Sainéiríocht Ghéolaíochta Éireann
Geological Survey of Ireland

 **DUNDALK**

 **Queen's University Belfast**

Media work

24 press releases at key planned milestones, regionally targeted

- Professional support from Morrow Communications and Press Offices on issuing to media and interviews
- 190 print articles in 63 different publications
- Averaging 8 articles per press release
- Opportunity to see – 7.5M

Geo-survey on the way to Sligo

THE first phase of a ground-breaking geological project which aims to survey and calculate Ireland's natural resources for future reference was launched last week and will start its work in the border counties, including Sligo.

Minister for Natural Resources, Pat Rabbitte, launched the **Tellus** Border initiative on Monday of last week in Cavan.

Details of the survey phase of the €5m EU-funded cross-border project were unveiled to over 100

Tellus border aerial survey is completed

HAVING FLOWN almost 60,000km - equivalent to one and a half times around the world - the **Tellus** Border geological survey aircraft has landed for the final time.

The plane, which has become a familiar sight in the Border region, has now completed a world-class aerial survey of six counties, including Louth, on behalf of the Geological Surveys of Ireland and Northern Ireland.

The aircraft - equipped with the very latest geophysical technology - has been gathering data for the EU-funded **Tellus** Border project over the last ten months, helping scientists better understand the soils, rocks, water and natural resources of Ireland's border counties.

Operated and flown by world leaders in this field, Sander Geophysics Limited from Canada, the airborne survey was part of the wider **Tellus** Border Project which also included a ground survey focusing on soil, stream water and sediment sam-



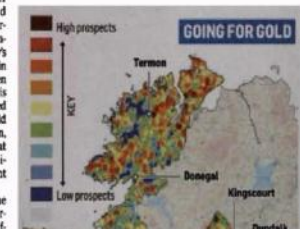
The **Tellus** survey aircraft.

Counties strike it rich as geologists confirm there is gold in them there hills

Sarah McCabe
FARMERS in Donegal and Monaghan would do better to hunt for cars than cars in their soil, following the news that promising gold deposits have been identified around the North-South border.

Deposits of the precious metal have been found at Kingscourt on the Monaghan-Cavan border, at Carrickmacross in Co Monaghan, at Killabeg in Co Cavan, Eke in Sligo, Ternon in Donegal and several parts of the Inishowen Peninsula. The findings were revealed

in a survey that would look for gold in the Republic. Until recently, Ireland's gold resources were relatively overlooked. Instead, mining companies invested in the country's world-class zinc-lead deposits in locations like Galway, Limerick and Tara. In the North, there is more activity. A company called Galanite operates a small gold mine and another, Dairadian, owns a very promising site at Carraghinalt. Jaworski estimates that the mine's current value is around €500m. The study also detected the presence of lots of other minerals besides gold - up to 50 dif-





Broadcast coverage

- 60 radio items/interviews reaching 2.4M listeners, including RTE Radio 1, Newstalk, BBC Radio Ulster
- 5 television features – including RTE 1 Nationwide, RTE News, TV3 News, UTV Live reaching 2.3M viewers

**Total opportunity to see/hear
about the project 12.1M**

Stakeholder events

Milestone events to engage with

- Elected representatives
- Scientists
- Communities
- Industry



Stakeholder engagement – successes

Community advocates

Building trust with keys groups who will endorse you to others

- Irish Farmers Association text messages to c.160,000 members
- Community groups
- Local authorities including elected TDs



Challenges



Low flying plane shock in parts of Donegal

BY C.J. MCGIMLEY

RESIDENTS in parts of south Donegal have expressed shock at a low flying plane in their areas in the past few days. However, the mystery was solved yesterday after it was confirmed the aircraft is taking part in a geophysics survey to collect data.

The plane equipped with geophysical technology will fly approximately 66 metres

Turn challenges into an opportunity to refine your message and reassure

- Concerns about low flying aircraft
- Clarifying our role in relation to fracking - Lough Allen Basin



Outcomes

Facilitated the success of the surveys:

- Airborne survey completed Oct 2011-July 2012
- Geochemistry survey completed Aug 2011-June 2012



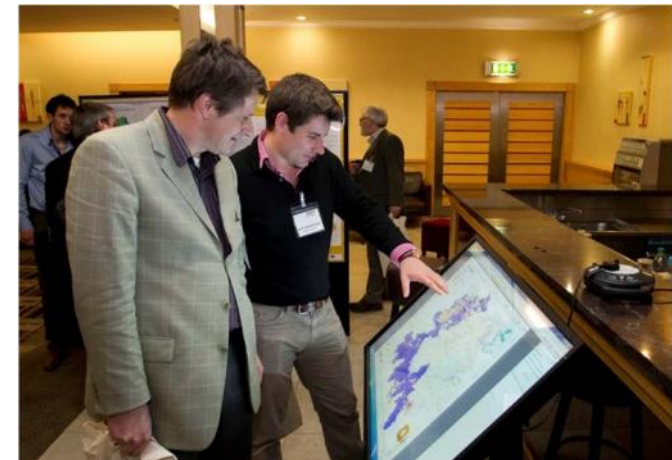
Awards for Community Relations and Public Sector campaign
Northern Ireland Chartered Institute of Public Relations 2012

Continuing stakeholder engagement

Realising long lasting and significant impact across a wide range of sectors

- Stimulation of mineral prospecting activity in border region - €1M inward investment so far during Tellus Border
- Regional understanding of trace elements and nutrients for agricultural productivity – research underway
- Radon risk – feeding geological data into the National Radon Control Strategy to save lives

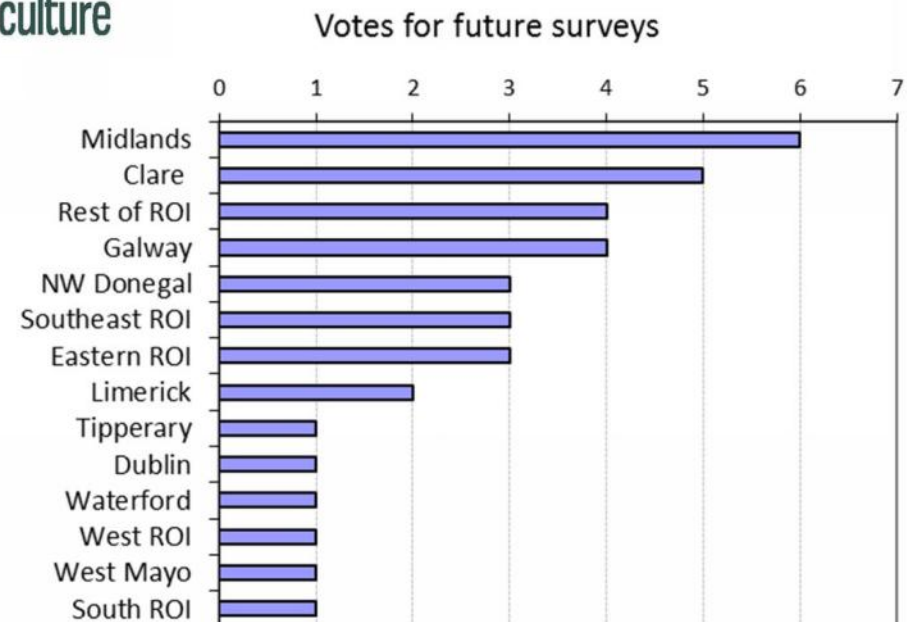
Supports evidence-based approach to decision making on natural resources and environmental management



Stakeholder feedback



Ask for feedback and make the most of it!





Thank you

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tellusborder@gsi.ie

Data freely available at
www.tellusborder.eu



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