

Practice Abstract #33

Using the right picture can solve your troubles in communication for multi-actor projects

The power and impact of using good quality images in communication are indisputable and increasingly understood by experts working in the multi-actor project community. Nevertheless, in the agriculture and forestry sectors, there is still little interest or ability to find and use archived images for enhancing the communication of research and innovation projects. This can significantly reduce the effectiveness of otherwise good communication messages – or even worse, actually discourage target audiences from engaging with the message.

The planning of an effective communication plan for a multi-actor project can be enhanced greatly by having access to a good stock of images for reinforcing the key messages to be conveyed.

There are several 'free' archives on the web that allow you to use different types of images (photos, vectors, drawings etc.) simply by reporting the source and the author or by signing up for a subscription (usually at a relatively low cost).

Some very good examples, leaving out Google search engine and its Images function, are Freepik (<https://www.freepik.com/>) and Pixabay (<https://pixabay.com/>). More professional (and slightly higher cost) content, on the other hand, can be acquired from platforms such as Adobe Stock (<https://stock.adobe.com/>) and Shutterstock (<https://www.shutterstock.com/>).

The acquisition (free of charge or by subscription) of specific images should be adopted as a strategic step taken during the writing of any communication plan for a multi-actor project. Sharing of these images within the project consortium is then a further step towards facilitating the project partners to improve their communication on the project and its activities.

