

Communicating Science for Conservation

Why science communication?

Effective science communication bridges the gap between research and real-world impact. High-quality data, analyses, and findings only create change when they are clearly understood, accurately interpreted, and shared beyond scientific circles.

Biodiversity Research Institute (BRI) works at the intersection of science, policy, and conservation action. Our communications team translates complex scientific information into clear and credible knowledge sharing. We catalyze collaboration and inform decision-making to extend the reach of research across local, national, and international audiences.



Scientific illustration showcasing a northern harrier in flight, set against the Block Island Raptor Research Station.

Science Communication at BRI

BRI's communications team collaborates closely with scientists and partners to develop customized products, including:

Science writing & editing:

- ✓ Technical reports, summaries, and fact sheets
- ✓ Explanatory content that clearly communicates research findings to broad audiences or tailored specifically for decision-makers, stakeholders, and partners

Graphic design & infographics:

- ✓ Infographics that highlight key findings and takeaways
- ✓ Custom scientific illustrations and diagrams
- ✓ Data-driven figures and visual summaries

Social media & outreach materials:

- ✓ Platform-specific graphics and posts
- ✓ Visual assets for outreach, events, and announcements
- ✓ Science communication designed to broaden reach and impact

Website & digital content:

- ✓ Project webpages, web articles, and feature stories
- ✓ Downloadable reports, briefs, and resources designed for clarity, accessibility, and engagement

StoryMaps & ArcGIS data visualization:

- ✓ Interactive maps and spatial storytelling
- ✓ Place-based narratives that connect data to real-world contexts
- ✓ Integrated text, graphics, and maps for public and technical audiences



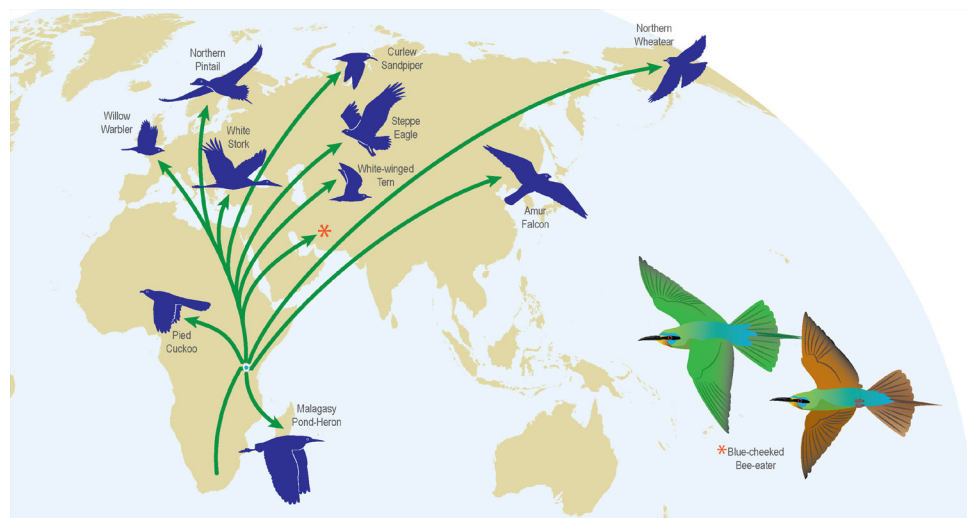
BRI communicates a wide range of research topics, including studies on songbirds such as the Blackpoll warbler (top), yellowfin tuna (middle), and offshore wind development (bottom).

Communication Deliverables

BRI develops communication products that support research teams, partners, and stakeholders throughout the full project lifecycle—from early findings to final dissemination. Our work emphasizes scientific integrity, visual clarity, and audience-appropriate messaging.

Interactive StoryMaps and visual platforms make complex environmental data easier to explore and understand. Translating datasets into navigable visuals, these products allow audiences to examine patterns, compare conditions across regions, and better understand the broader context of environmental issues.

Designed for both technical and non-technical users, these tools support awareness, dialogue, and informed action.



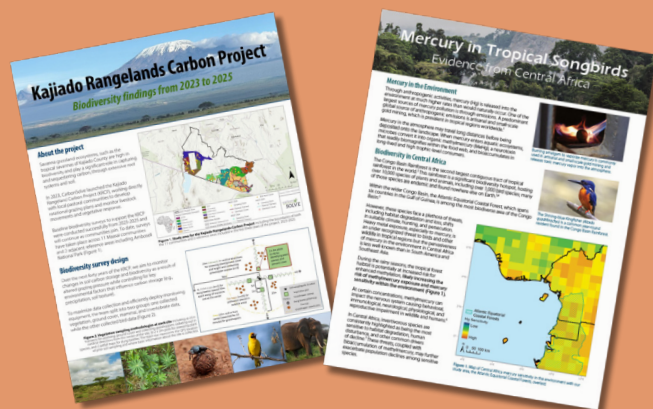
Infographics help conceptualize the scale and connectivity of ecological processes. This visualization illustrates bird migration from Amboseli to destinations around the globe, highlighting how local ecosystems are linked to global movement patterns.

Clear, compelling visuals help make science understandable and engaging. Our communications team combines scientific accuracy with thoughtful design to create intuitive visuals.

From showcasing species distributions, migratory pathways, and contaminant trends, to illustrating ecosystem connections, these visual products help scientists, partners, and the public quickly grasp key findings.

Concise briefs and synthesis reports help make research understandable for diverse audiences. BRI's communication team develops accessible 4-page reports that provide actionable insights that help policymakers, conservation managers, and the broader public understand key findings without needing to navigate dense technical reports.

Whether it's distilling a complex methodology or integrating local findings on a global scale, these summaries aid in sharing information widely for all.



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