





Who should I inform about these findings?

Everyone has an audience

**From press release to conference
coffee break: communication as a
core skill in every PhD**

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Who are you communicating with?

① The Slido app must be installed on every computer you're presenting from

The real question is not whether you communicate

*The question is **who you communicate to and why***

The tale of two audiences

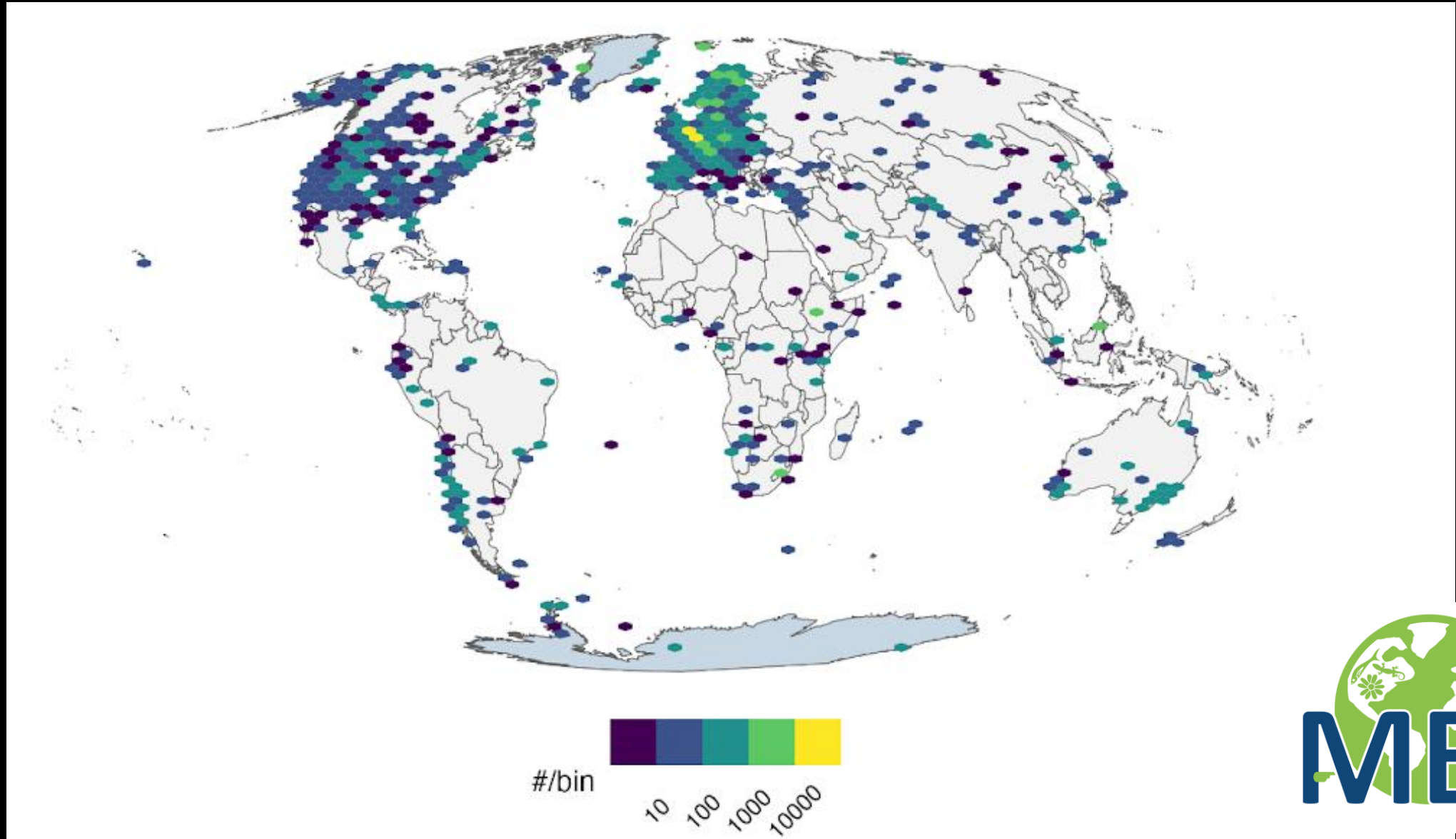
Targeted

Broad



Storytime: the crappy sensor

The Microclimate Database





Himalayas, Martin Macek



Finland, Julia Kemppinen



Disko Island, Jonathan von



Atacama desert, Liesbeth van den Brink



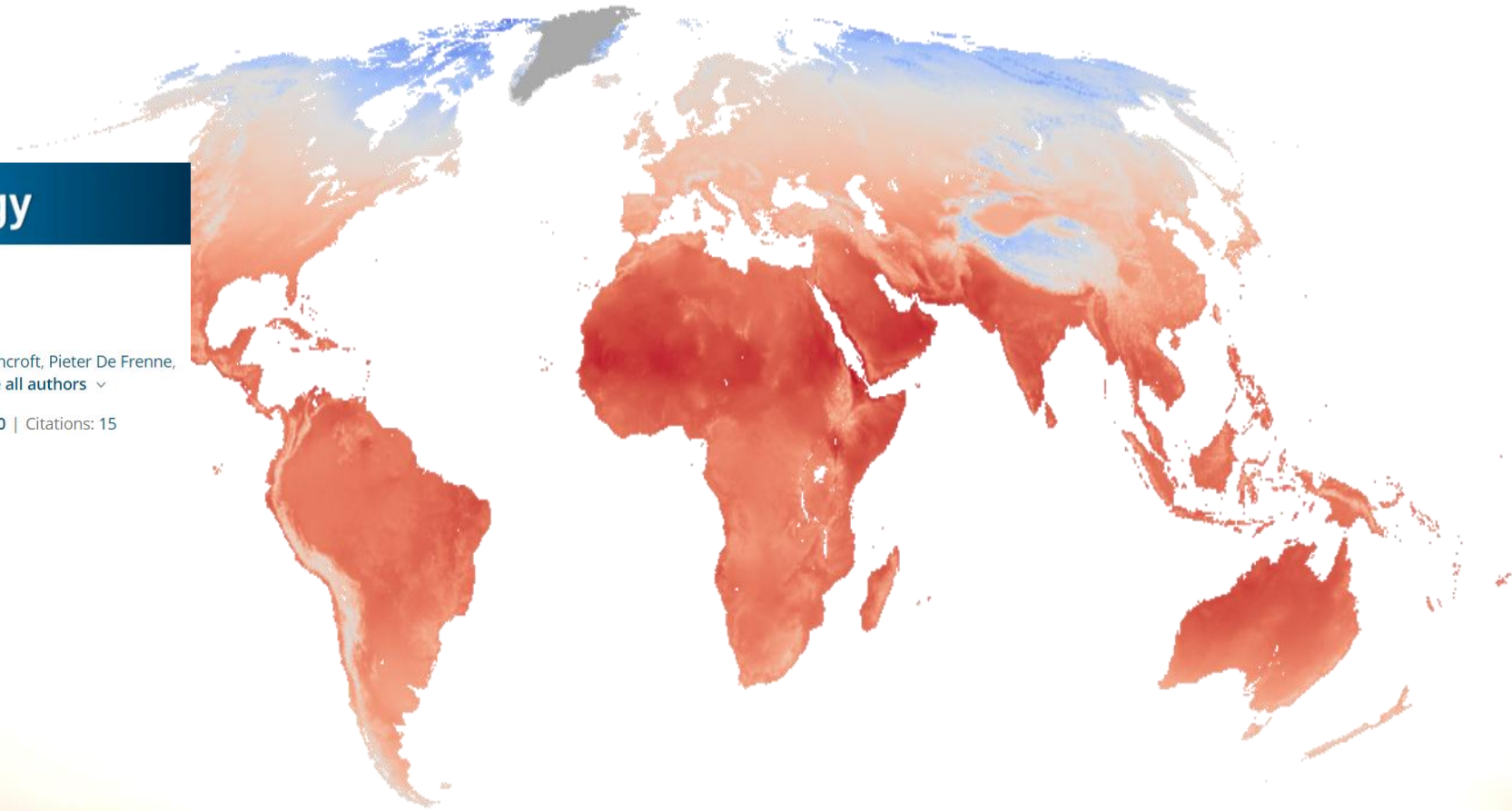
Congo, Matti Barthel

a

Global maps of soil temperature

Jonas J. Lembrechts , Johan van den Hoogen, Juha Aalto, Michael B. Ashcroft, Pieter De Frenne, Julia Kemppinen, Martin Kopecký, Miska Luoto, Ilya M. D. Maclean ... [See all authors](#) 

First published: 29 December 2021 | <https://doi.org/10.1111/gcb.16060> | Citations: 15



-20

Mean annual soil temperature (°C)

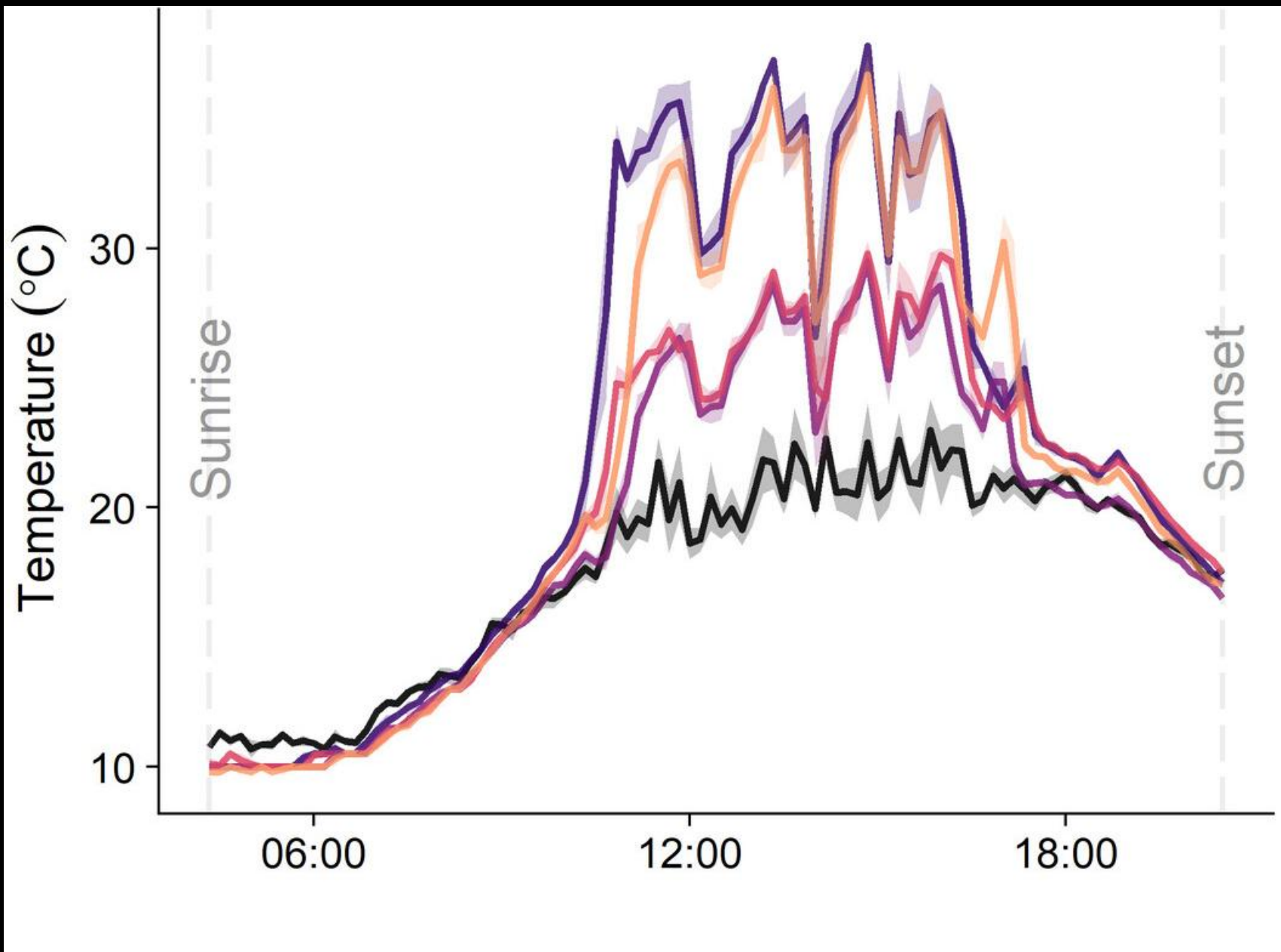


Welcome to MEB network!

The global community on Microclimate Ecology & Biogeography

The MEB community evolved from the SoilTemp network. While SoilTemp began as an initiative to build a global database of microclimate data, it has





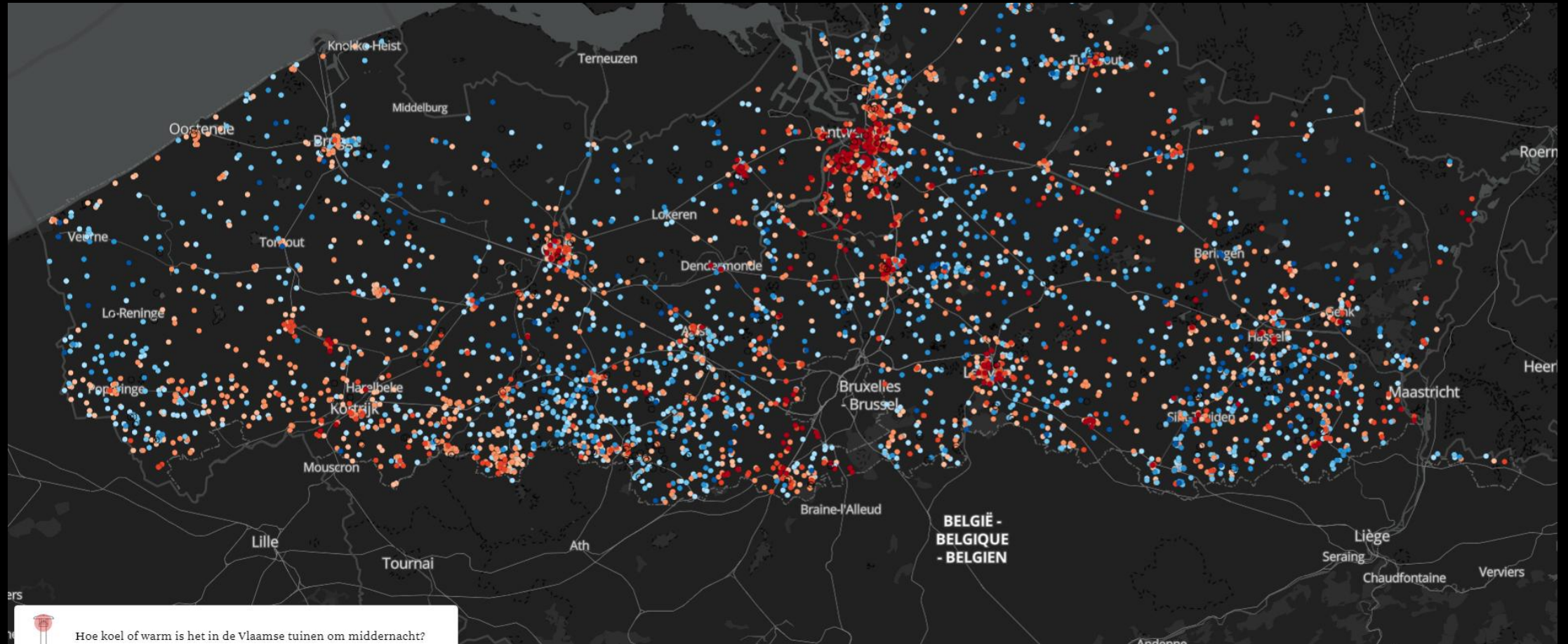
Build your story – find your message

Science = storytelling



**How well is targeted communication
working for you?**

Storytime 2: making change happen





The biggest citizen science project
about heat and drought ever



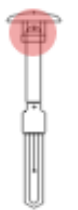
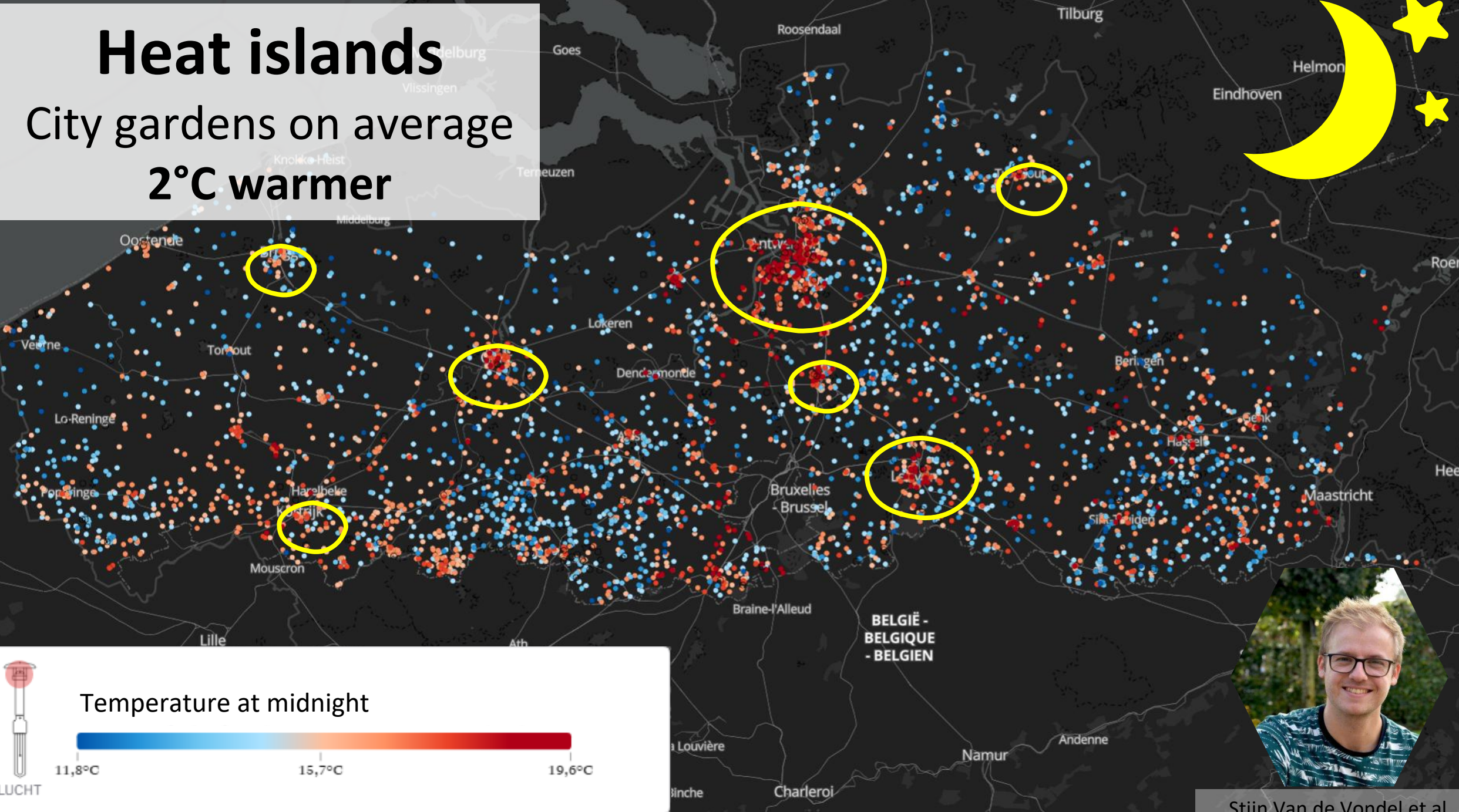
Measure heat and drought in your garden
using a smart soil sensor



Get daily updates
on your personal dashboard

Heat islands

City gardens on average
2°C warmer



Temperature at midnight

11,8°C 15,7°C 19,6°C

LUCHT



Stijn Van de Vondel et al.



14.50

Hoogst gemeten bodemtemperatuur tot nu toe (°C)

Selecteer de meetperiode

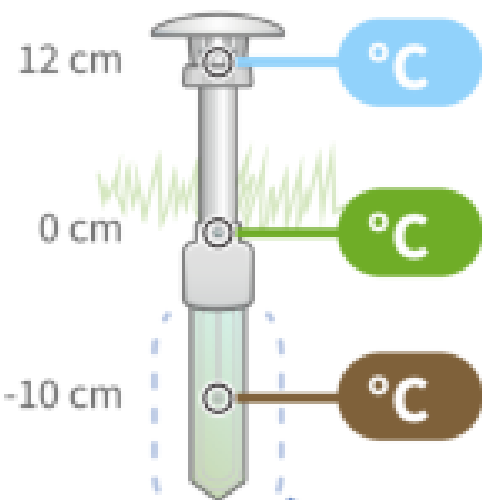
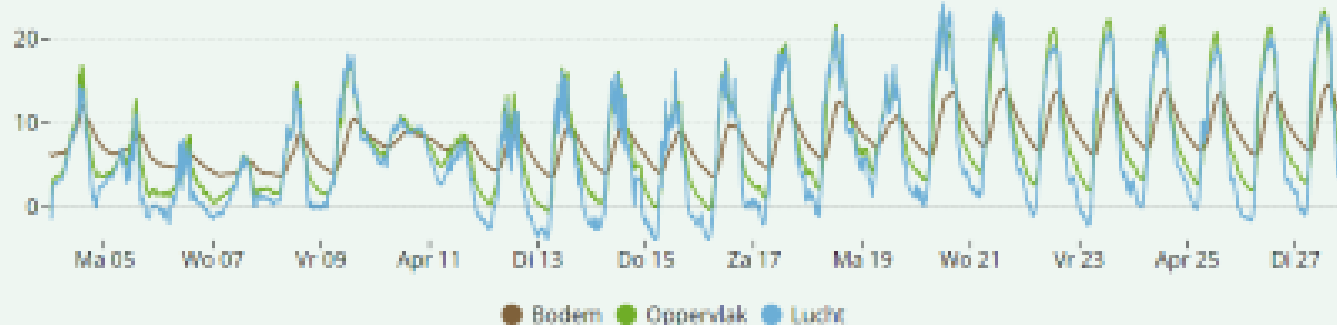
04-04-2021, 00:00

27-04-2021, 23:00

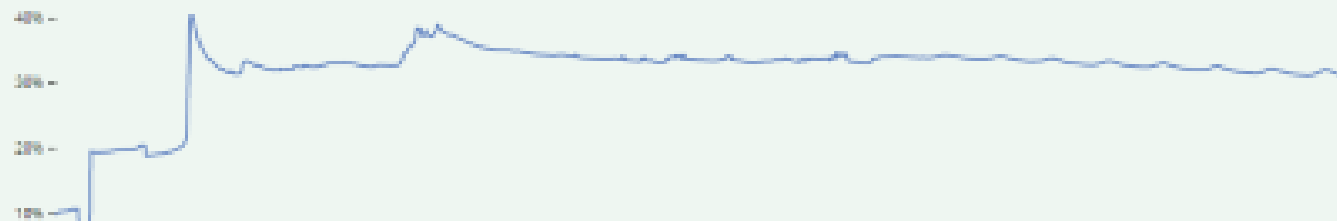
3.60

Laagst gemeten bodemtemperatuur tot nu toe (°C)

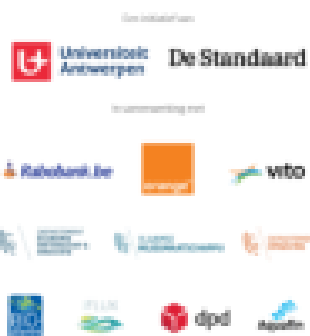
Temperatuur (°C)



Bodemvocht (% water)



Vragen over het dashboard?





**CURIEUZE
NEUZEN**
IN DE TUIN



Een schatkist aan klimaatdata

Wat 5.000 gazondolken ons leerden over hitte en droogte

Slotevent op
dinsdag 13 december
15u-17u
Campus Drie Eiken







InNature



lege

oe overleeft jouw tuin
n hittegolf?

Universiteit
Antwerpen



Waarom groeien planten beter in de stad?



SG

Met o.a. dr. Jonas Lembrechts

Wat doet geluidsoverlast
met mens en dier?



Jonas Lembrechts, ecooloog bij de UAntwerpen, in een straat met hemelbomen in Zemst. De soort kan beter tegen de hitte dan inheemse planten. © Jan Van der Perre

Exotische planten bedreigen inheemse soorten: Antwerpse ecooloog waarschuwt voor neveneffect van hitte



DE OORZAAK

The 3D lab

Discovering Dynamic Distributions –
The virtual lab around Jonas
Lembrechts



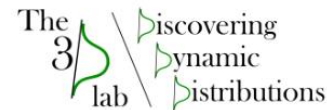
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INNATURE: Building biodiversity and belonging in urban spaces

Posted on [March 12, 2026](#) by [lembrechtsjonas](#)

By *Olivia van der Weiden*

Over the past months, we've been working hard on the preparations for **INNATURE**, an EU-funded project on nature based solutions in urban areas. The mission of this project is



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Jonas Lembrechts

Assistant professor in ecological scaling at Utrecht University

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1,262 followers

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2d •

Implementing nature-based solutions sustainably across cities in Europe - that's the ambitious goal of [#InNature](#), a Horizon-funded project bringing together urban greening experts from a wide range of disciplines.

Our role in the project is mostly in the monitoring: measuring what these initiatives actually deliver in terms of environmental and societal benefits. ...more



INNATURE: Building...

[the3dlab.org](#)

vrt



Begroeiing op rotsen

Storytime 3: on the rocks

Uniek onderzoek naar de groei van planten op stenen



What's holding you back?

Take home

- 1 **Every scientist must do targeted communication**
Your research should reach those who can **act on it**.

Take home

1 Every scientist must do targeted communication

Your research should reach those who can **act on it**.

2 Broad communication amplifies impact

But not every scientist needs the same level.

Take home

1 Every scientist must do targeted communication

Your research should reach those who can **act on it**.

2 Broad communication amplifies impact

But not every scientist needs the same level.

3 Start with audience, not format

Don't ask:

Should I use LinkedIn/should I write a press release?

Ask:

Who needs to hear this?