

ISIE Socio-Economic Metabolism Section

# Guidelines for outreach to section members and the general public

ISIE-SEM Board / Version 1 (November 2024)

## Regular updates to the ISIE SEM section website:

- **News:** Regular announcements and job postings from Board and section members, including calls for papers/special issues in different journals (announce special issues both as announcement and as call for paper)
- **Events:** create an entry for all relevant events, including special sessions at non-ISIE conferences
- **Member spotlights:** Strong support during Beijing meeting to activate this feature, with at least one contribution per month, please make an effort here and invite suitable members for presenting themselves and their research via a member spotlight.

## Other regular outreach activities:

- **Mirror the section's activities and related content on social media channels, coordinate with ISIE and JIE activities and those of other sections:** LinkedIn, X, WeChat, Instagram, ...
- **Every 3-4 months: Membership email with latest digest of events** (point to announcements), repeat that there are platforms to engage with (Perpetual Online Conference, Member Spotlights, ...), and repeat that there is an overview of available infrastructure.

# Guidelines for organising online sessions of the ISIE-SEM perpetual online conference

ISIE-SEM Board / October 2024 / version 7

In the following, we provide step-by-step guidelines on how to organise an ISIE-SEM online session.

## Step 1: Designing the basic set-up of the online session

The organiser should select an appropriate theme and inform the ISIE-SEM board, so the topic can be discussed if needed, and approved.

The organizer selects and invites speakers. Plan 20-30 minutes per presentation including Q&A and potentially an open discussion or panel discussion at the end. So, in total, 1.5 hours are recommended if the online session will feature three presentations. If the session includes four speakers, then a duration of 2 hours is recommended. It's advisable to not exceed 2 hours.

The organizer chooses the date and time of their session. Please mind the various time zones of the ISIE community.

In order to advertise the session (see next step), a short summary of the session topic including the names, affiliations and (tentative) presentation titles of the speakers needs to be provided.

## Step 2: Advertising the session

The online sessions will be promoted through various channels. The names of the responsible ISIE-SEM board members to which the information are indicated in brackets.

**ISIE-SEM board member(s) in charge of the website:** See the current board members and their functions: <https://is4ie.org/sections/metabolism/pages/39>

The ISIE website features a special sub-site on the ISIE-SEM perpetual online conference: <https://is4ie.org/events/isie-section-conferences/65>. All past and upcoming sessions are listed on that site. In addition, a detailed announcement sub-site is being established, including a short description of the topic and presentation of the invited speakers (see, e.g. <https://is4ie.org/announcements/1100> for an example of such an announcement). Send the respective information to the ISIE-SEM board member(s) in charge of the website: <https://is4ie.org/sections/metabolism/pages/39>

The announcements will be distributed via the ISIE-SEM Facebook, Twitter (X), and LinkedIn channels.

### ***Chinese Society for Industrial Ecology***

Given high interest in the ISIE-SEM sessions by the industrial ecology community in China, the announcement will also be distributed via the Chinese WeChat groups. Please inform your nearest colleague from China! The ISIE-SEM board may be able to help as well.

### **Step 3: Arranging the technical set-up**

#### ***Online meeting***

The session can be held with different online meeting platforms. We recommend using the “Zoom” platform, as these meetings are easy to set up and join and perform very well on most computers.

Furthermore, most institutional “Zoom” accounts enable to live-stream the session via the ISIE YouTube channel (<https://www.youtube.com/channel/UCtJnLoiPPF36q6OKBd-JBGA>) – see more information below.

The organiser of the session should check whether their institution holds a Zoom account. If this is the case, the maximum number of participants allowed should be checked (it should be at least 100) as well as whether the institution allows streaming the meeting on an external YouTube channel.

If the organisation does not support Zoom meetings, the organiser should get in contact with members of the ISIE-SEM board to arrange an external set-up of the Zoom meeting. The organiser can then become host of the meeting, once the meeting has been set-up.

When setting up the zoom meeting, make sure to:

- Allow presenters to share their screens
- Start the session with all participants muted
- Allow all participants to unmute themselves as needed
- Automatically start recording the meeting to the cloud
- Allow participants to join without a waiting room or password (too burdensome to manage)
- Not allow participants to join before the host, to avoid accidentally starting the session by clicking the link too early

#### ***Streaming via the ISIE YouTube channel***

The ISIE YouTube channel is being managed by the ISIE secretariat, currently Irena Bitunjac, which can be reached via the mail account of the ISIE ([info@is4ie.org](mailto:info@is4ie.org)).

The organiser should contact Irena Bitunjac well in advance of a session, in order to arrange the live-streaming procedure. She needs to set up the respective life-streaming event and needs to

send three access codes to the organiser, that needs to be copied into the Zoom event. In Zoom, the organiser needs to click on the “More” button in the menu at the bottom of the screen, then select “Live on Custom Live Streaming Service”. The window into which the three codes will need to be copy-pasted will appear. In case the organiser is not eligible to enter the codes himself/herself, flexible solutions need to be arranged with Irena.

Once the three codes are entered, the live stream starts on YouTube. See also: [https://support.zoom.us/hc/en-us/articles/115001777826-Live-Streaming-Meetings-or-Webinars-Using-a-Custom-Service#h\\_0cd3b33b-0172-4199-bd19-88ba6b57f173](https://support.zoom.us/hc/en-us/articles/115001777826-Live-Streaming-Meetings-or-Webinars-Using-a-Custom-Service#h_0cd3b33b-0172-4199-bd19-88ba6b57f173)

#### **Step 4: During the session**

See “Lessons learned” further below for tips and suggestions.

#### **Step 5: After the session**

Both Zoom and YouTube record the event to their cloud servers. Remember to ask Irena to delete the one on YouTube.

Download the Zoom recording and edit it in a video editing software to add nice titles etc. and to remove sections that shouldn't remain on record, e.g. presenters that don't want their presentations to be publicly available / Q&A and discussion sections in which the participants didn't give explicit permission to have their discussion publicly available, etc.

Send the edited video to Irena to upload to the ISIE YouTube channel and cc the media person from the Section Board to update the ISIE website with the link.

Finally, send a thank-you note to the participants :-)

## **Collection of “lessons learned” from previous sessions**

### **Session 1 (organised by Tomer Fishman)**

1. Send out the announcement through as many channels as possible (2-3 weeks ahead of the event seem enough), and reminders 2-3 days prior to the event date
2. Youtube broadcast - monitor it on another computer, not the one that hosts the zoom meeting. To conserve computer resources & bandwidth.

3. Comment in the chat box that the audience are welcome to comment & ask questions in the chat at any time, and we'll read them out during q&a (and don't forget to monitor the chat!). They used it a lot.
4. If you're not good at multitasking, split the roles of chair and technical management/chat monitor.
5. Audience retention is important. Schedule the speakers' order wisely.
6. Speakers often forgot to stop sharing their screen at the end of their presentation, which means that during q&a most of the screen was occupied by their final slide instead of the audience's and speakers' faces. As host you can and should stop their screenshare if they forget to do so.
7. Ask the presenters to send in advance to the chair 1-2 questions they'd like to be asked, in case there aren't enough questions from the audience
8. In case of technical difficulties with one of the presenters, be ready to step in and divert to a discussion with the audience. E.g. questions we didn't have time to answer from the previous presentation, general discussion
9. Smile to the camera! It really makes a difference

### **Session 2 (organised by Stefan Giljum)**

1. Ask the speakers to connect 20-30 minutes prior to the actual start, in order to test that the microphones and slide-sharing actually worked.
2. Motivate the audience to formulate questions using microphone and camera.
3. Beware of the questions formulated in written form in the Zoom chat window and read them out to the speaker.
4. If you plan with four speakers, be sure to reserve more than a 1.5 hour slot, as four presentations plus a general discussion does not fit well into a 1.5 hour slot, unless speakers are asked to keep their presentation to less than 15 minutes.

### **Session 5 (organised by Stefan Pauliuk)**

1. Check the online session manual carefully so that you don't overlook important details.
2. Test the different zoom features that you want to use beforehand.
3. If you set down your screen resolution down to values around 1200x800 or even smaller, the video processing afterwards will be fast and result in reasonable file sizes of 150-200 Mb per 30 minutes with good quality.