

# THEME 6

## WP18 Dissemination, Liaison and Collaboration



H2020 Project



Project Number: 654182

# WP18: DISSEMINATION, LIAISON AND COLLABORATION

- Organisation and coordination of dissemination and outreach
- Development of a strategy for dissemination, outreach and communication to:
  - support community building within the project consortium
  - engage with diverse range of current and potential stakeholders and/or future users of the ENVRIplus framework
  - establish collaborative relationships with other related national, regional and international initiatives



# DISSEMINATION STRATEGY (D18.1)

- Used to guide dissemination and outreach
- Define target audiences e.g. researchers, policy makers, funding agencies, public etc.
- Outlines techniques, tools and channels
  - Materials: posters, leaflets
  - Publications: journal articles, newsletters
  - Events: conferences, workshops
  - Online: website, community platform, social media



## Supporting environmental research with integrated solutions - *The Earth is our lab*

ENVRIplus is a Horizon 2020 project bringing together Environmental and Earth System Research Infrastructures, projects and networks together with technical specialist partners to create a more coherent, interdisciplinary and interoperable cluster of Environmental Research Infrastructures across Europe. [Read more!](#)

### NEWS



#### Moroccan Ambassador visits Hyttälä Research Station

ENVRIplus co-coordinator Paoli Laj has hosted a Hyttälä Research Station visit by Ambassador of Morocco in Finland, His Excellency Mohamed Anas. In mid-March, as Morocco is investigating a possible establishment of a sister station in the mountain range of the Middle Atlas. [...]

### THEMES



Technical Innovation



Data for Science



Access to Research Infrastructures



Societal Relevance and Understanding



Knowledge Transfer



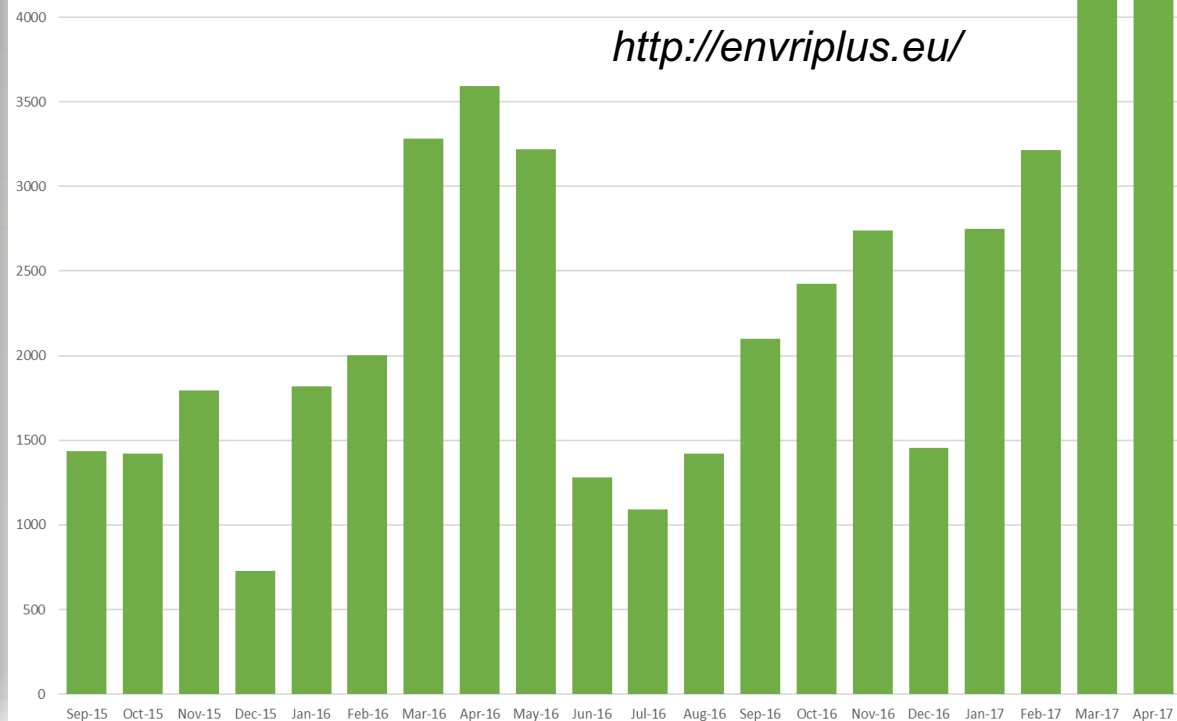
Communication and Dissemination

# WEBSITE

- 2015: average 1344 views/month
- 2016: average 2202 views/month
- 2017: average 3556 views/month
- Total views: 46,026**

## Web statistics (M1 – M18)

<http://envriplus.eu/>





# VIRTUAL COMMUNITY PLATFORM

×

http://envri.eu

Q

Technical Innovations

Data For Science

Access To Research Infrastructures

Societal Relevance And Understanding

Knowledge Transfer

Communication And Strategies

Use Cases

Innovations

Services


HOME ABOUT COMMUNITY PROJECTS DOCUMENTATION NEWS & EVENTS PARTICIPATE

ENVRI COMMUNITY

the Community of


Environmental

research Infrastructures



Welcome to virtual platform of the ENVRI community

the community of the Environmental research infrastructures, projects and networks as well as other diverse stakeholders interested in the environmental research infrastructure matters

DISCOVER

LEARN

WIKI

ADVERTISE

# EVENTS

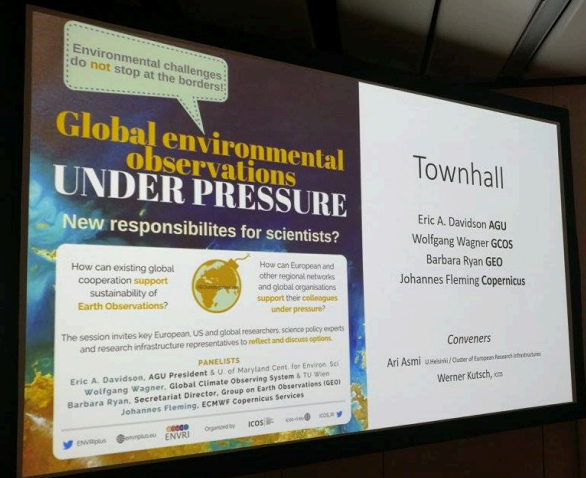
- Conference presence
  - Booths
  - Dedicated/special sessions
  - Topical debates
  - Presentations
- Stakeholder focused events
- Workshops



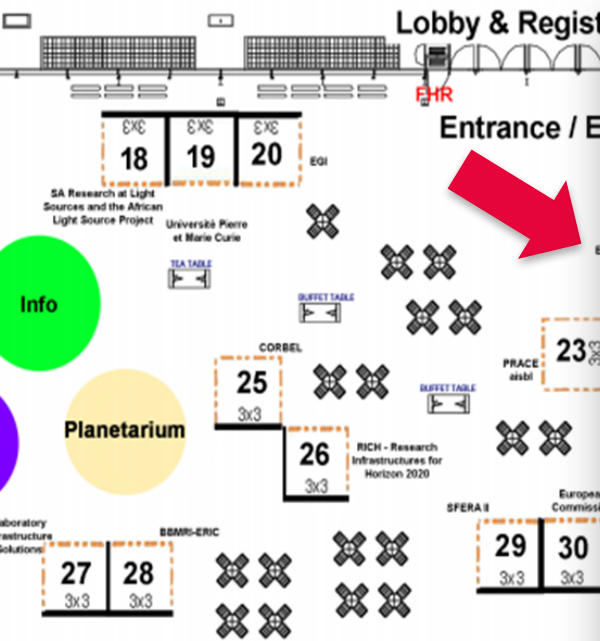
## 1<sup>st</sup> EU Environmental Research Infrastructures - Industry joint innovation partnering Forum

18 - 19 May 2017

MINATEC / Grenoble, France







# European Geosciences Union General Assembly 2016

Vienna | Austria | 17-22 April 2016

EGU.eu

Home

Information

[Programme]

## IMDIS 2016

International Conference on Marine Data and Information Systems - Gdansk (Poland) - October 11-13, 2016

NEWS CONFERENCE INFORMATION PROCEEDINGS PRESENTATIONS POSTERS PRACTICAL INFORMATION CONTACT

Posters Session 2 - Marine information and data management

## Session 2

- 20 - Patrick Gorringer and Erik Buch - **An Overview of the WMO Information System (WIS)** (abstract)(poster)
- 26 - Thomas Vandenberghe, Paolo Diviacco, Jean-Marc Sinquin, Jordi Sorribas, Raquel Casas, Óscar Sánchez García, Serge Scory and Yvan Stojanov - **EARS : Repositioning data management near data acquisition** (abstract)(poster)
- 33 - Alexander Kobelev and Evgenii Viazilov - **Universal database of Unified System of Information on the World Ocean** (abstract)(poster)
- 36 - Nikolay Mikhailov, Evgenii Viazilov, Sergey Belov and Alexander Vorontsov - **Approaches and implementation of marine data harmonization in Russian Federation** (abstract)(poster)
- 50 - Ruth Lagring, Marielle Adam, Annelies Goffin, Yvan Stojanov, Lennert Tyberghein and Thomas Vandenberghe - **The implementation of a data management plan to uplift historical data: long-term change detection in the Belgian Continental Shelf** (abstract)(poster)
- 53 - Susanne Jürgensmann, Susanne Feistel and Steffen Bock - **IOWMETA - A modular metadata information system enabling the extraction of ISO-compliant metadata from heterogeneous sources** (abstract)(poster)
- 68 - Pablo Otero, Elena Tel and Gonzalo González-Nuevo - **IEO marine data discovery, representation and retrieval through metadata interoperability** (abstract)(poster)
- 72 - Clare Postlethwaite, Lesley Rickards and Gaynor Evans - **MEDIN : The Hub for UK Marine Data** (abstract)(poster)
- 80 - Elena Partescano, Alessandro Crise, Alessandra Giorgetti, Lorenzo Corgnati, Carlo Mantovani, Vega Forneris, Cristina Tronconi and Massimiliano Drudi - **A step toward data interoperability: NetCDF metadata comparative analysis in RITMARE Italian Project** (abstract)(poster)
- 81 - Valentina Grande, Federica Fogliani, Artem Kruglov, Oleksandr Leposhkin, Oleksandr Neprokin and Richard Lisovskyi - **The CoCoNet solution for management and access heterogeneous marine datasets and metadata** (abstract)(poster)
- 87 - Matt Arnold, Dan Lear and Charly Griffiths - **DASH : where research and data meet** (abstract)(poster)
- 102 - Benjamin Pfeil, Maciej Telszewski and Kevin Gribben - **Initiating the Global Data Assembly Centres for Marine Biogeochemistry** (abstract)(poster)
- 104 - Helen Graves - **ENVRIplus : creating a coherent, interdisciplinary and interoperable cluster of Environmental Research Infrastructures across Europe** (abstract)(poster)
- 105 - Raouf De Bruin, Leandro Ponsoni, Jennifer Welsh, Janine Nauw, Wil Sistermans, Ronald De Koster, Jan Nieuwenhuis, Thomas Richter, Marten Tacoma and Richard Brink - **Project 30 - Data Management** (abstract)(poster)
- 106 - Roger Proctor, Pip Bricher, Joana Beja, Alex Kozyr, Anton Van de Putte, James Cusick and Steve Diggs - **Raising the bar on data recovery and discovery for the Southern Ocean Observing System** (abstract)(poster)

IN31B-1764  
ENVRI PLUS: Environmental Research Infrastructures across Europe

Wednesday, 16 April  
Poster Hall (Moscow)

Ari Asmi, University of Helsinki

**Abstract:**  
Environmental Research Infrastructures (ERIs) are a target group, which typically not considered in the context of the ENVRI PLUS project.

ENVRI PLUS is a technical background for the RI products which includes many products understandable to the user.

The actions include common access procedures, supporting for cross-scientific policy-related policies, distributing know-how between RIs and building common system for European environmental RIs.

All ENVRI PLUS products are free to use, e.g. for use of new or existing

Exhibition

Press & media

Geospots Vienna

Imprint

Copernicus Meeting

The Professional Congress Organizer

bmwfw

Bundesministerium für Wissenschaft, Forschung und Wirtschaft

Find the EGU on

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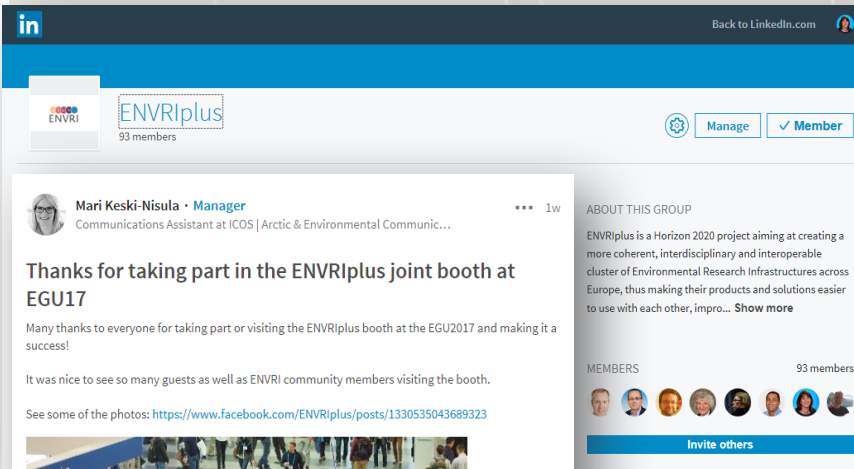
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# SOCIAL MEDIA



<https://www.facebook.com/ENVRIplus/>



H2020 Project



@ENVRIplus





# DISSEMINATION MATERIAL

- Posters
- Booklets/leaflets
- Other
- Book marks
- Colouring books

**ENVRiplus** is a Horizon 2020 project bringing together Environmental and Earth System Research Infrastructures projects and networks together with topical specialist partners to create a more coherent, interdisciplinary and interoperable study of Environmental Research Infrastructures across Europe.

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www.envriplus.eu

ENVRiplus has 37 partners from 13 European countries. Find out more about the partners at <http://www.envriplus.eu/partners/>

**What are the Research Infrastructures?**

Research Infrastructures refers to facilities, resources and related services used by the scientific community to conduct top-level research in their respective fields.

Environmental Research Infrastructure facilities were developed in response to the needs from specific research communities. Internal cooperation within certain domain created diverse research traditions, specific skills and cultures.

The interlinked nature of the Earth System however requires the scientific communities to transcend the well-established and familiar boundaries of disciplines and domains, and work towards common holistic understanding of the environment as a one Earth system.

**What's ENVRiplus?**

It is a project gathering Research Infrastructures from all domains of Environmental science (Atmospheric, Marine, Biosphere and Solid Earth) to work together, capitalise on the progress made in various disciplines and to strengthen interoperability amongst Research Infrastructures and domains.

Collaboration within the ENVRiplus will enable multi-disciplinary Earth system science, which is so important in order to address the day's global challenges that have no boundaries.

The cooperation will avoid the fragmentation and duplication of efforts, making the Research Infrastructures products and solutions easier to use with each other, improving their innovation potential and confidence rate of the Research Infrastructure operations.

**plus ENVRI**

**Colouring book**

Release the stress with ENVRiplus coloring book and learn more about the Environmental Research Infrastructures

**Environmental Research Infrastructures**  
Providing Shared Solutions for Science and Society

**plus ENVRI** is the Planet EARTH laboratory of environmental sciences

**Environmental Research Infrastructures**  
providing shared solutions for Science and Society

**What are Research Infrastructures?**

The term 'Research Infrastructures' refers to facilities, resources and related services used by the scientific community to conduct top-level research in their respective fields. Originally, the Environmental Research Infrastructure facilities were developed in response to the needs from specific research communities. Internal cooperation within certain domain created diverse research traditions, skills and cultures. However, the interlinked nature of the Earth System requires the scientific communities to transcend the well-established and familiar boundaries of disciplines and domains, and work towards common holistic understanding of the environment as a one Earth system.

**What is ENVRiplus?**

ENVRiplus is Horizon 2020 project gathering Research Infrastructures from all domains of Earth system science (Knowledge, Marine, Biosphere and Solid Earth) to work together, capitalise on the progress made in various disciplines and will enable the multi-disciplinary Earth system science across the traditional scientific fields, which is so important in order to address today's global challenges that have no boundaries. The cooperation will avoid the fragmentation and duplication of efforts, making the Research Infrastructures' products and solutions easier to use with each other, improving their innovation potential and confidence rate of the Research Infrastructure operations.

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# DISSEMINATION MATERIAL

[HOME](#)[ABOUT](#)[TEAM](#)[MATERIALS](#)[NEWS & EVENTS](#)[ENVRI COMMUNITY](#)[LOGIN](#)

## Dissemination



Read the latest edition of the ENVRIplus Newsletter

### Logos

- ENVRIplus logo (short version) .jpg .pdf
- ENVRIplus logo (long version) .jpg .pdf

### Brochures and flyers

- Brochure – Introducing ENVRIplus
- Bookmark – ENVRIplus – simple bookmark
- Booklet introducing the Environmental Research Infrastructures collaborating in ENVRIplus

### Presentations

- Presentations – Introduction to ENVRIplus – basic facts

### Newsletter

- Newsletter #1 (November 2015)

Links to specific articles:

### Marketing products

- ENVRIplus Coloring book

### Posters, Banners and Roll-ups

- Poster – What is ENVRIplus?
- Poster – ENVRIplus poster for GEO XII plenary
- Roll-up banner
- Posters introducing ENVRIplus Research infrastructures
- ENVRIplus & ENVRI community roll-ups for EGU16
- Poster –ENVRIplus Data for Science Themes

<http://www.envriplus.eu/dissemination/>





# MEASURING IMPACT (KPI)

● Success / impact of the dissemination activities quantified using:

- Website statistics/analytics
- Social media
- Numbers of newsletter subscribers
- Number of publications by partners (including peer reviewed papers, newsletters, popular press etc.)
- Participation at events (presentations, abstracts submitted, material distributed etc.)
- Organised events (including number of registrations/participants)





# MEASURING IMPACT

- Most popular website post
- Published: 26 January 2017
- Views: 1419



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1st EU Environmental Research Infrastructures–Industry Joint Innovation Partnering Forum

## ENVRIplus European Innovation Partnering Forum Grenoble 18–19 May 2017

*Please note that the registration to this event has ended*

A community of 23 pan-European environmental Research Infrastructures (ENVRI RIs), members of the European Commission Horizon 2020 project ENVRIplus, will meet with Private Industry partners to explore opportunities for new joint innovation projects. The meeting, organised for the first time, will take place in Grenoble, France, from 18–19 May 2017.

ENVRI RIs serve more than 10,000 users, deploying sensors and services worldwide and providing unique information on the long-term evolution of environmental air, ocean and earth ecosystems. So far more than 100 international industries, including infrastructure suppliers, co-developers and users, have established special partnership with ENVRI.

Most importantly, because ENVRI play a strong role in influencing funding of new EU innovation programs to mitigate climate change risk, they make for valuable partners for private sector companies, particularly for companies interested in new joint research and technology development projects.

The Joint Innovation Partnering Forum with current and potential Private Sector Partners will be held in the frame of the 4th ENVRIplus meeting in Grenoble, France. The one and half day conference with industry will be organised in four sessions on technological innovation, metrology and standards, and public-private partnership. New products and technologies will also be presented at the exhibition.



23 European environmental Research Infrastructures (ENVRI RIs) meet with Private Industry Partners to explore directions and opportunities for new joint innovation projects.  
→ More info on ENVRIplus website

Project Number: 654182

# WORK PACKAGE 18: STRUCTURE

- **Task 18.1:** ENVRIplus dissemination strategy
- **Task 18. 2:** Promotional materials, publications, website and social media
- **Task 18.3:** Liaison and collaborative action with RI users
- **Task 18.4:** Linking the environment to economics: relevance of environmental RIs for society
- **Task 18. 5:** Establishment of ENVRIplus consultation groups



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# WP 18 DELIVERABLES AND MILESTONES

No.	Title	Deadline	Status
D18.1	Dissemination strategy	M4	Submitted
D18.2	Establishment of the ENVRIPLUS website and first set of promotional material	M6	Submitted

No.	Title	Deadline	Status
MS2	Dissemination strategy	M4	Complete
MS5	Establishment of the ENVRIPLUS website and first set of promotional material	M6	Complete

