



Dissemination Strategy for ENVRplus

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ABSTRACT

The objective of the Dissemination Strategy is to raise awareness of the ENVRplus project and the wider Environmental Research Infrastructures community among identified target groups, and to encourage them to use the products and solutions developed by the project while engaging them in discussions, to ensure that the products and solutions are relevant and suitable for their requirements.

The overall purpose of this document is to specify the scope and vision of the project's outreach and communication, including its target audiences, content of the information to be disseminated and communicated, the mechanisms to do this effectively within the constraints of the available budget, and the metrics for assessment of its impact.

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DELIVERY SLIP

	Name	Partner/Activity	Date
From	Magdalena Brus	ICOS ERIC	
	Helen Glaves	NERC	
Reviewed by	Ari Asmi	UHEL	
	Antti Pursula	CSC	
	Yannick Legré	EGI	
Approved by	Executive Board (represented by Werner Kutsch)		
Due date of deliverable			
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APPLICATION AREA

This document is a formal deliverable for the European Commission, applicable to all members of the ENVRIplus project, beneficiaries, as well as its collaborating projects.

DOCUMENT AMENDMENT PROCEDURE

Amendments, comments and suggestions should be sent to the authors ([magdalena.brus@helsinki.fi](mailto:magdalenabrus@helsinki.fi) and hmg@bgs.ac.uk)

TERMINOLOGY

A complete project glossary is provided online here: <https://envriplus.manageprojects.com/s/text-documents/LFCMXHHCwS5hh>

PROJECT SUMMARY

ENVRIplus is a Horizon 2020 project aimed at creating a more coherent, interdisciplinary and interoperable cluster of Environmental Research Infrastructures across Europe, thus making their products and solutions easier to use in combination with each other, improving the cost/benefit ratio of the Research Infrastructure operations and fostering holistic understanding of the Earth System processes and feedbacks.

ENVRIplus is a cluster of research infrastructures (RIs) for Environmental and Earth System sciences, built around the ESFRI roadmap and associated leading e-infrastructures and Integrating Activities together with technical specialist partners. It is driven by three overarching goals: 1) promoting cross-fertilization between infrastructures, 2) implementing innovative concepts and devices across RIs, and 3) facilitating research and innovation in the field of environment for an increasing number of users outside the RIs.

ENVRIplus aligns its activities to a core strategic plan where sharing multi-disciplinary expertise will be most effective. It aims to improve Earth observation monitoring systems and strategies, including actions to improve harmonization and innovation, and generate common solutions to many shared information technology and data related challenges. It also seeks to harmonize policies for access and provide strategies for knowledge transfer amongst RIs. ENVRIplus develops guidelines to enhance transdisciplinary use of data and data-products supported by applied use-cases involving RIs from different domains. The project coordinates actions to improve communication and cooperation, addressing Environmental RIs at all levels, from management to end-users, implementing RI-staff exchange programs, generating material for RI personnel, and proposing common strategic developments and actions for enhancing services to users and evaluating the socio-economic impacts.

ENVRIplus is expected to facilitate structuration and improve quality of services offered both within single RIs and at the pan-RI level. It promotes efficient and multi-disciplinary research offering new opportunities to users, new tools to RI managers and new communication strategies for environmental RI communities. The resulting solutions, services and other project outcomes are made available to all environmental RI initiatives, thus contributing to the development of a coherent European RI ecosystem.

Task 18.1: Outlining of ENVRI^{plus} dissemination strategy

Task leader: NERC [EPOS] (2), participants: UHEL [ICOS] (2), M1-M4

Establishment of a robust dissemination strategy for the ENVRI^{plus} project to include promotion of the initiative, dissemination of the project deliverables, tools, services, best practice etc. developed/adopted by the project to the wider user community and planned coordination/alignment with other related infrastructure initiatives especially those within the ESFRI framework. The dissemination strategy also outlines the objectives and the planned actions for user communities, stakeholder interactions, and liaison actions with the European and international initiatives.

The dissemination strategy outlines:

1. Target audiences (scientific communities, policy makers, funding agencies/funders, industry partners, other projects/ initiatives)
2. ENVRI^{plus} project identity (logo, templates for documents/slides etc.)
3. Promotional material (posters/leaflets, newsletters, website, social media -Facebook, LinkedIn, Twitter)
4. Journal articles and other publications
5. User and Stakeholder engagement (user and stakeholder workshops, external consultation group, conference presence - booths/stands)
6. Impact assessment: metrics for assessment

CONTENTS

ABSTRACT.....	1
1 Scope, vision and objectives	7
1.1 Scope	7
1.2 Vision	7
1.3 Objectives	9
2 Target audiences.....	10
2.1 ENVRIplus partners	10
2.2 ENVRI community	10
2.3 Earth System Science community	11
2.3.1 European Level.....	11
2.3.2 Global level	11
2.3.3 Other forthcoming initiatives and projects.....	11
2.4 Policy / Decision makers and Research funding bodies	12
2.5 Industry partners.....	12
2.6 Education/Training.....	12
2.7 Public.....	13
2.8 Media	13
3 Mechanisms for dissemination and communication.....	13
3.1 ENVRIplus project identity.....	16
3.2 Website.....	16
3.3 Newsletter	16
3.4 Social Media.....	16
3.5 Video	17
3.6 Printed and digital materials.....	17
3.7 Journal Articles and other publications.....	17
3.8 Events	18
3.8.1 Participation at events.....	18
3.8.2 Organization of events.....	18
3.9 Others.....	19
4 Content of the information to be communicated and disseminated	19
5 Work plan	21
5.1 Responsibilities and timelines	21
6 Performance measures and monitoring	22
6.1 Monitoring.....	23

ANNEX 1 References25
ANNEX 2 Short report from the ENVRIplus relevant event to be filled online by participant ..25

1 Scope, vision and objectives

The general objective of the ENVRI^{plus} dissemination strategy is to specify the scope and vision of the project's outreach and communication, its target audiences, content of the information to be disseminated and communicated, means to do that effectively within the constraints of the available budget, and the metrics for assessment of its impact.

The overall objective of this strategy is to raise awareness of ENVRI^{plus} and the wider Environmental Research Infrastructures (RIs) community among identified target groups, and to encourage them to use the products and solutions developed by the project while engaging them in discussions, to ensure that the products and solutions are relevant and suitable for them.

1.1 Scope

D18.1 Dissemination Strategy is the first deliverable for Work Package 18 (WP18) of the ENVRIplus project. This dissemination strategy and associated implementation plan outlines the scope of ENVRIplus outreach and communication. It defines the key objectives, identifies the target audiences, elaborates on the mechanisms and tools that best suit the needs of these groups, and defines the timelines and responsibilities for the planned actions. Finally, the document outlines Key Performance Indicators to assess the impact and success of the strategy and planned actions.

The strategy will focus on dissemination of information related to both ENVRIplus project and the wider community of Environmental Research infrastructures (ENVRI community¹).

1.2 Vision

The focus of the dissemination strategy should be in line with the overall vision of ENVRIplus project as well as the Environmental Research Infrastructures Strategy for 2030² (ERIS). This central vision should be at the core of the various outreach activities - on the website and social media, in presentations and other promotional materials.

¹ **ENVRI community** – is the community of Environmental Research Infrastructures (RIs), including the current ESFRI roadmap environmental and associate fields RIs, leading 13 projects, key developing RI networks and specific technical specialist partners as well as new relevant emerging projects and initiatives. The community started to cooperate within the FP7 ENVRI project and will continue to cooperate and to evolve further within the ENVRIplus.

² **ERIS - Environmental Research Infrastructures Strategy for 2030** – the document outlines a Strategy for the European (in-situ) Environmental Ris for the next 15 years. It was made as a part of ENVRI FP7 project, in collaboration with the participating RI representatives in the ENVRI Stakeholders Advisory Board.

Central vision / message of ENVRIplus:

ENVRIplus – Supporting environmental research with integrated solutions – *the Earth is our lab*

ENVRI^{plus} 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.

Collaboration within the ENVRIplus will enable the multidisciplinary Earth system science across the traditional scientific fields, which is so important in order to address today's global challenges. The cooperation will avoid the fragmentation and duplication of efforts, making the Research Infrastructures' products and solutions easier to use with

Central vision / message of ENVRI community:

ENVRI community – Studying the environment today to tackle the challenges of tomorrow – *the Earth is our lab*

Our capacity to understand the Planet Earth as a unified system is predicated on our capability to observe, describe and model its various components and their interactions in a systematic way. Only by continuously learning more about our Earth can we hope to be prepared for predicting the effects a changing planet may bring - Planet Earth is the laboratory of Environmental Sciences.

Environmental Research Infrastructures provide key tools and instruments for the researchers to address specific challenges within their own scientific fields. However, to tackle the grand challenges facing human society (for example climate change, extreme

The ENVRIplus consortium recognizes that dissemination activities are an essential part of the project throughout its duration and also vital for the future sustainability of its outcomes. Dissemination and outreach is therefore integrated across all of the ENVRIplus themes. Work package (WP) 18 collaborates closely with all work packages, but particularly with WP17 (both Theme 6), which deals with liaison activities and coordinates the communication activities at different levels, and also with the Project management WP19, which organizes the internal communication within the project. Moreover, the work packages under Theme 3 (Access), Theme 4 (Societal relevance and understanding) and Theme 5 (Knowledge Transfer) are providing the new information and insights necessary for efficient and productive dissemination activities, and for the continued assessment of the impacts of the ENVRIplus outcomes.

This dissemination strategy and the associated work plan is a living document that will be reviewed and updated during the project's lifetime in order to adapt to the changing needs of ENVRIplus and its stakeholders. The planned dissemination activities may therefore change during the course of the project based on its performance metrics, experiences and lessons

learned.

Dissemination activities outlined in this strategy help to further build the ENVRI community, engage the community and ensure the community is sustained after the end of the project. It is therefore important to mention all the dissemination products targeting the ENVRI community, especially the virtual ENVRI community platform and its wiki collaboration and documentation space, as well as its e-learning platform, are the products that shall be ideally sustained. Task 18.2 actively collaborates with Task 17.5 developing the ENVRIplus Sustainability plan to ensure the continuity of our developments and efforts.

1.3 Objectives

The dissemination activities have the following specific objectives:

- Manage the information flow between ENVRIplus and the wider community and vice versa (defined in section 2.2 below);
- Increased awareness of ENVRIplus and its activities, outcomes and relevance across a range of current and future users of environmental RIs and key stakeholders which include: decision/policy makers, users outside the research communities including potential industry partners, citizen scientists and public organizations;
- Engage with stakeholders to ensure the products and solutions developed by ENVRIplus continue to be relevant and applicable;
- Assist ENVRIplus and the ENVRI community in communicating joint strategic visions and actions to the national level funding bodies and stakeholders, as well as to European and international strategy and funding bodies, such as with ESFRI forum and its working groups, EC, Joint Programming Initiatives and the Belmont Forum;
- Assist in attracting interest and resources to support the ENVRI community and its efforts towards the vision outlined in ERIS;
- Assist WP17 in the development of the ENVRI community platform;
- Increase the influence of the European environmental RIs in the international Earth system observation landscape (e.g. Belmont Forum, Future Earth, GEO, COPERNICUS etc.);
- Provide the project partners with the necessary information to perform dissemination and communication activities (posters/leaflets, newsletters, slides, and social media such as Facebook, LinkedIn, Twitter);
- Organize an efficient and effective representation of ENVRIplus at a wide range of events e.g. conferences, workshops etc.
- Identify relevant information and opportunities outside ENVRIplus, and facilitate the uptake of such information by the ENVRIplus community.

2 Target audiences

Different target audiences have varying characteristics and needs. To be effective, it is important to know precisely whom we need to address and develop tailored messages for each group. The following groups of stakeholders were identified as the target audiences for the ENVRIplus dissemination activities:

- ENVRIplus partners
- ENVRI community
- Earth system science community
- Policy/Decision makers
- Research funding bodies
- Industry partners
- Education/Training providers
- Public
- Media

The focus of the dissemination activities for each of the target audiences differs but there are also common elements. It is important to promote the system level approach, which is necessary for common strategic, long-term planning within the ENVRI community, to all of the target audiences.

The main goal of ENVRIplus is to provide common solutions that are applicable and suitable for the relevant stakeholder groups. Engagement at all levels is therefore crucial to raise the awareness of the project and its products and solutions. . Many partners within the ENVRIplus consortium have contacts in these groups and the consortium as a whole has a responsibility to disseminate and promote the aims, objectives and outcomes of the ENVRIplus project as widely as possible throughout their own networks.

In addition, there are a range of focused dissemination and promotion activities, which are designed to engage with the specific target audiences, which are identified below.

2.1 ENVRIplus partners

This group includes all the ENVRIplus partner organizations and the Research Infrastructures (RIs) that they represent. The dissemination strategy for this group is largely focused on the provision of all the information and resources necessary for the project partners to promote ENVRIplus and communicate the joint strategic visions to the wider community.

All partners are requested to participate in dissemination activities, for example, by making presentations at conferences and seminars (see section 3.8 below), publishing articles in journals, using local communication channels, e.g. organizational websites or social media presence, to promote the project and its outcomes. Partners are also encouraged to propose new dissemination activities and highlight potential opportunities to promote the ENVRIplus project.

2.2 ENVRI community

The wider ENVRI community includes all current and future European environmental research infrastructures, projects and networks in the field of environmental sciences (e.g. new RIs supported by H2020 IA calls and new RIs added via the ESFRI roadmap update process).

The e-infrastructures also form part of this community and it is important to disseminate the ENVRIplus vision, challenges and outcomes to them to make sure they fully understand the specific requirements of the whole ENVRI community.

This dissemination strategy seeks to further engage, integrate and develop the ENVRI community. It also defines the role that this group continues to play in serving as a dissemination channel for raising awareness and promoting the ENVRIplus project in the wider community.

To ensure that ENVRIplus is serving the entire ENVRI community a dedicated virtual Environmental Research Infrastructure Community Platform (*envri.eu* website) was launched in May 2016.

Another important aspect of the ENVRI community engagement is the collaboration with communication managers working in the different Research Infrastructures. They need to be aware and understand what ENVRIplus offers, in order to share that information within their own RI communities. This contributes to an easier implementation of ENVRIplus products and services inside the RI.

2.3 Earth System Science community

All of the Earth System Science domains work together in the ENVRIplus project, allowing the project to capitalize on the progress that is being made in the various disciplines, and also strengthen interoperability amongst the participating RIs and domains. The dissemination activities at this level focus on promoting and supporting cooperation and collaboration among the different Earth system domains.

The Earth System Science community also includes the scientific community in general as well as other relevant projects and initiatives that ENVRIplus seeks to liaise with in order to coordinate activities, develop coherent transdisciplinary activities and share common visions. The initiatives already identified include:

2.3.1 European Level

- European Commission (EC)
- ESFRI
- H2020 projects (e.g. EOSC related EU projects, RISCAPE, COOP+, other RI clusters etc.)
- Copernicus
- Joint Programming Initiatives (JPI Climate, JPI Oceans, FACCE JPI etc.)
- European Space Agency
- European Environmental Agency
- National and regional funding agencies
 - e.g. NordForsk (including Nordic ENVRI project)

2.3.2 Global level

- ICSU activities, e.g. Future Earth
- GEO
- Belmont Forum
- Research Data Alliance

2.3.3 Other forthcoming initiatives and projects

- New H2020 projects e.g. SeaDataCloud

ENVRIplus will continue to engage with these and other relevant groups and initiatives to avoid overlap, promote the project outcomes, and ensure that its products and solutions are beneficial throughout the entire Earth system science landscape.

2.4 Policy / Decision makers and Research funding bodies

Dissemination activities help to engage with policy makers and funding agencies, and potentially attract resources for the ENVRI community and its actions to support the vision outlined in ERIS: Environmental Research Infrastructures Strategy for 2010 (Asmi, Konijn, & Pursula, 2014). Engaging this group in dialogue about how research-funding policies can be adapted to foster the scientific and innovation capabilities of Environmental RIs is also useful for the ENVRIplus project and its future sustainability.

The activities in WP17 are also of direct relevance to this user group, especially Task 17.2 “Facilitation of the communication and coordination of the cluster level integration in the frame of ENVRI Strategy”, which organizes the Board of European Environmental Research Infrastructures (BEERi). The outcomes of the BEERi are pertinent to this audience and should therefore be clearly communicated as part of the ENVRIplus dissemination strategy.

2.5 Industry partners

One of the main goals of ENVRIplus is to foster the innovation potential of research infrastructures. Engaging industry partners and SMEs in a discussion about the technological potential of ENVRIplus and environmental RIs in general is of great importance. Dissemination activities that are focused on this group are essential to ensure that they are informed about the innovation potential of RIs and the technological solutions developed by ENVRIplus. This will encourage industry and industrial researchers to provide feedback on the project results and support the future sustainability of ENVRIplus. Developments within Theme 1 (Technical Innovations), Theme 2 (Data), WP12 (Framework for environmental literacy), WP15 (Training, e-learning) and Task 18.5 which addresses potential innovation partnerships with industry are of particular relevance in this context. Sharing of experience (with respect to industrial engagement) amongst the RI communication managers is another important aspect of ENVRIplus activities. Some RIs are more advanced in their Industry collaboration than the others. ENVRIplus serves as an arena where the best practices and lessons learned can be shared.

2.6 Education/Training

There is a need to increase awareness of the complexity of the Earth System and environmental challenges among students. ENVRIplus is achieving this by organizing training and e-Learning courses as part of WP15. Of particular relevance is Task 15.5: Secondary School level education on environmental issues related to the RI. This task aims to improve the ENVRIplus e-Training Platform to provide multimedia education on environmental issues being addressed by the RIs to Secondary School level teachers and students. This work package also aims to improve the key skills required to use the ENVRIplus products for RI operators, managers and science stakeholders. The WP18 dissemination tools also assist WP15 in reaching and engaging with this target audience.

2.7 Public

The general public should be aware of the importance of research infrastructures in the quest to understand the complex Earth system, and their role in addressing the global challenges for society as a whole. The ENVRIplus dissemination activities focus on bridging the gap between the general public and the ENVRI community. These activities are focused on raising public awareness of ENVRIplus and its role in a clear, positive and optimistic vision-based manner.

2.8 Media

Dissemination activities in this area will seek to raise awareness of the importance of the Environmental RIs in Earth system science, and also use the media as a dissemination channel (e.g. through press releases, articles, etc.), to engage with, in particular, the public, decision making bodies and industry.

3 Mechanisms for dissemination and communication

The methods used for dissemination and communication by the ENVRIplus project will depend on the target audience being addressed. The appropriate mechanism will be selected for each dissemination activity depending on the information being conveyed, the target audiences and their perceived capabilities.

Table 1 provides an initial mapping of the mechanisms that will be used to reach different target audiences. However, due to the rapidly changing nature of communication and the evolving capabilities of both the audiences and technology, decisions regarding the mechanisms for dissemination and promotion are regularly reconsidered based on an evaluation of their effectiveness and the information to be communicated.

All dissemination material includes information on the EU funding mechanism for ENVRIplus by (a) displaying the EU logo and (b) using the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 654182”.

When displayed together with another logo, that of the EU has appropriate prominence.

Target group	Website	Newsletter	Social Media	Journal Articles and other publications	Brochures, Flyers, Posters	Deliverables	Intranet
ENVRIplus partners	ENVRIplus project Website	Internal /Bulletin	Twitter, Facebook, LinkedIn, YouTube	Scientific/Policy	NA	Available	Available
ENVRI community	ENVRI community website	External	Twitter, Facebook, LinkedIn, YouTube	Scientific/Policy	Scientific/Community building focus	Available	Available
Earth system science community	ENVRI community website	External	Twitter, Facebook, LinkedIn, YouTube	Scientific/Policy	Scientific/Community building focus	Available	Restricted
Policy makers/ decision makers	ENVRI community website	External	Twitter, Facebook, LinkedIn, YouTube	Scientific/Policy	Policy focus	Available	Restricted
Industry partners	ENVRI community website	External	Twitter, Facebook, LinkedIn, YouTube	Scientific/Technical	Policy Focus	Available	Restricted
Education/ Training	ENVRI community website	External	Twitter, Facebook, LinkedIn,	Training materials	Focus on practical application	Available	Restricted

			YouTube				
Media/Public		External	Twitter, Facebook, LinkedIn, YouTube		Focus on practical application	Available	Restricted

Table 1 Mapping of mechanisms for dissemination according to target audience

3.1 ENVRIplus project identity

ENVRIplus has created a visual project identity that forms an important aspect of the dissemination and communication activities. This identity, which includes a logo, a standard template for documents, presentations etc., establishes a recognized ENVRIplus style and gives a consistent impression of the project that is reflected in all media and resources.

3.2 Website

Websites have been established, both for the ENVRIplus project and ENVRI community which are regularly updated to ensure they are relevant and reflect current progress and activities. An *envri.eu* domain will be developed with links to the ENVRIplus (*envriplus.eu*), but also other relevant projects serving the ENVRI community (e.g. COOP+, Nordic ENVRI, etc.). The platform also contains link to previous ENVRI (*project.envri.eu*) project. The *www.envri.eu* website is considered to be the main reference point for external communication and the community building platform, and will ideally remain functional beyond the project's lifetime. The options on how to sustain the platform will be outlined in ENVRIplus Sustainability plan. The platform is also integrated into the Learning platform (*training.envri.eu*) developed by WP15.

The project specific *www.envriplus.eu* website will only serve as an information source for project partners and be used for project related issues.

In addition to the external website, the ENVRIplus consortium also use the ActiveCollab platform at <https://envriplus.manageprojects.com/> as its own internal workspace.

3.3 Newsletter

A project newsletter is produced bi-annually, summarizing the updates on relevant project activities, findings and outcomes. The newsletter is disseminated using the ENVRI community mailing list³. It is also distributed via the project website, ENVRI community platform and through social media in order to reach as broad an audience as possible. Users can subscribe to the Newsletter on the project website. The editorial team, which is made up of volunteers from the ENVRIplus consortium, representing different Themes/Domains, Coordination, e-infrastructures and policy issues, selects relevant content for each newsletter.

3.4 Social Media

The ENVRIplus project uses social media as a key element of its outreach and community building strategy. A special interest group has been established on LinkedIn (ENVRIplus) and community pages (ENVRIplus) have been created on Facebook. A dedicated Twitter account (@ENVRIplus) is used to promote informal dialogue with stakeholders and the wider community. Other social media channels are also evaluated to determine their suitability for reaching selected audiences. ENVRIplus also use Slideshare as a slide-hosting platform for its key presentations to ensure easy access to slides.

³ See the ENVRIplus Internal Communication plan for more information on the email lists

<https://envriplus.manageprojects.com/s/files/6fkPgBI9bYdi8>

3.5 Video

Key presentations, training material and promotional videos are recorded and posted on YouTube. These videos are also shared on the ENVRIplus website and promoted through social media.

3.6 Printed and digital materials

A range of printed and digital materials (brochures, booklets, flyers, posters, etc.) that reflects the ENVRIplus identity (see above) will be developed. The content of these resources will be tailored to specific audiences and/or the type of dissemination activity e.g. conference, exhibition etc. These dissemination materials will also be updated at regular intervals during the project to include the latest information on progress and achievements. Besides promoting the ENVRIplus, special attention will be paid to promoting the environmental Research Infrastructures as such. A printed booklet introducing all the collaborating RIs will be developed for this purpose.

3.7 Journal Articles and other publications

Members of the ENVRIplus consortium are encouraged to publish papers/articles in peer reviewed journals and other suitable publications to disseminate project results as widely as possible. Each beneficiary must ensure open access (free of charge online access for any user, i.e. “Golden model”) to all peer-reviewed scientific publications relating to its results, unless special permission to use other publication models (“Green Model”) is given by the ENVRIplus Executive Board. In which case:

- a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication will be deposited in a repository for scientific publications (preferably the ENVRIplus internal work space at <https://envriplus.manageprojects.com/>) as soon as possible, and on publication at the latest. The beneficiary must also aim to simultaneously deposit the associated research data needed to validate the results presented in the scientific publication, with either the publisher of the manuscript or with an approved repository (see ENVRIplus [Data Management Plan](#)).
- ensure open access to the deposited publication via the repository at the latest:
 - on publication, if an electronic version is available for free via the publisher, or
 - within six months of publication in any other case.
 - ensure open access to the bibliographic metadata that identify the deposited publication via the repository.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “European Union (EU)” and “Horizon 2020”;
- the name of the action, ENVRIplus acronym and grant number;
- the publication date, length of embargo period (if applicable), and a suitable persistent identifier both for the publication and the author.
- ENVRIplus data products are to be published as openly as possible in publicly available data repositories. The data should be citable and well documented, preferably using the data citation and metadata methods developed within the ENVRIplus project, or commonly used by rest of the scientific community at the time of data publication (see ENVRIplus [Data Management Plan](#)).

3.8 Events

3.8.1 Participation at events

Members of the ENVRIplus consortium are encouraged to promote the project at various meetings and conferences using material that reflects the project identity (see Section 4.1 above).

All partners participating at relevant ENVRIplus events or those where the project was promoted are asked to fill in a short on-line report accessible at ENVRIplus internal work space <https://envriplus.manageprojects.com/projects/wp18-dissemination-liaison-and-collabora/notebooks/528> (see Annex 2 below for the content of the questionnaire). These reports may be used to develop short news item for the ENVRIplus website. They can also potentially form the basis of an article for the project newsletter to inform partners and the wider ENVRI community about the outreach and networking activities including any possible future impacts (such as possible collaboration, new opportunities for liaison, funding, and new technical developments relevant to ENVRIplus etc.). These reports are also used by the leaders of WP18 for the purposes of monitoring the promotion and dissemination activities carried out by all partners which form part of the periodic review process.

3.8.1.1 *Conference booths*

The Dissemination team will coordinate an ENVRIplus presence at key conferences (e.g. EGU, AGU, GEO, ICRI etc.) including organizing an exhibition booth at these events.

ENVRIplus organizes a large exhibition booth which aims to showcase both the project and the participating environmental RIs. The four-sided booth is dedicated to each of the Earth system domains represented in ENVRIplus. The project itself is presented in the center of the booth, symbolizing the unifying element organizing the collaboration among the environmental RIs. This joint booth provides better visibility for the component RIs and demonstrates the collaboration among them. The booth is also considered to be a meeting place for the community, encouraging a dialogue and information exchange.

3.8.2 Organization of events

Conferences and special events help to develop project awareness, visibility and image. Workshops and informal meetings also help to establish and enhance partnerships, which can initiate future joint activities and increase or reinforce commitment and support for the ENVRIplus project.

ENVRIplus will organize several different dissemination events including some that are targeted at specific audiences. The events organized by ENVRIplus will be promoted on its website, via social media as well as through other communication channels (e-mail lists, flyers, etc.)

Task 17.3 organizes Open ENVRI community meetings every year. These meetings aiming at bringing together the entire ENVRI community, including e.g. H2020 projects supporting the RIs, starting communities supporting the environmental science, Research Infrastructures outside the Europe, or e-infrastructures. The idea is to involve the relevant players outside the ENVRIplus partnership, engage them in a discussion and disseminate ENVRIplus results to them.

In order to better disseminate the ENVRIplus results, Task 18.2 is also organizing so called “Communications Workshops” – the idea of these annual workshops is to bring together Communication managers/officers from all the Environmental RIs – to discuss, share the best practices and learn from each other how we could improve RI dissemination practices. In the

same time, the focus is on informing the communication practitioners about the tools, services and products developed by ENVRIplus. The communications managers are well positioned to inform their own RI communities about the results of ENVRIplus, and thus, they can actively help to implement the project's solutions within their own RIs.

An event specifically focusing on dissemination of the final project results will be organized towards the end of ENVRIplus. The event will target several different stakeholder groups. It will raise awareness of the achievements of the project and outline how the different user communities could benefit from them.

3.9 Others

Face-to-face conversations, group discussions, e-mail exchanges, internet debates, discussions within the internal project work space (<https://envriplus.manageprojects.com/>) and other networking activities are also considered very important for the purposes of dissemination as they are very flexible, cost-effective and provide an easy means of gathering input. All ENVRIplus partners are encouraged to engage with these activities to maximize impact and effectiveness.

4 Content of the information to be communicated and disseminated

The content of the information to be disseminated and communicated will be determined by the information needs of the individual target audiences. During the first phase of the project, before the outcomes and products of the project are delivered, the focus will primarily be on enhancing the visibility of the ENVRIplus and its mission (recognition, branding, visibility), and further developing the ENVRI community. Content will be timely, user-oriented, tailored to the needs of different audiences and balanced in terms of resources, specific themes and domains.

In the initial phase of the project the content has largely focused on:

Focus	Target Audience
Mission and strategy of the ENVRIplus project and further development of the ENVRI community	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth system science community • Policy makers/Decision makers/Research funding bodies • Public • Media
Presenting the ENVRIplus structure (Themes/Domains)	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth System science community
Promotion of ENVRIplus website, printed materials, social media	<ul style="list-style-type: none"> • All groups
Sharing of relevant news (announcements, calls for funding, calls for papers, job	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community

openings etc.)	<ul style="list-style-type: none"> • Earth System science community
Information about the interaction with the relevant liaison partners	<ul style="list-style-type: none"> • ENVRIplus partners
Information about ENVRIplus and associated events	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth system science community • Policy makers/Decision makers/ Research funding bodies • Industry partners • Media
Organization of ENVRIplus presence at the relevant events (e.g. EGU, AGU, etc.)	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth system science community • Policy makers/Decision makers/ Research funding bodies • Industry partners • Media

Table 2: Content of the information to be communicated in the first phase of the project

As the ENVRIplus project has progressed and the outcomes are becoming available the dissemination activities are increasingly focused on promoting the ENVRIplus findings and products and vary according to the Theme and potential target audiences:

Theme 1 Technical innovation	<ul style="list-style-type: none"> • All stakeholders with a special focus on industry
Theme 2 Data for Science	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth System science community • Policy makers/Decision makers/ Research funding bodies • Industry
Theme 3 Access to Research Infrastructures	<ul style="list-style-type: none"> • ENVRI community • Earth System science community • Policy makers/Decision makers/ Research funding bodies
Theme 4 Societal Relevance and Understanding	<ul style="list-style-type: none"> • All stakeholders with special focus on the public
Theme 5 Knowledge transfer	<ul style="list-style-type: none"> • All stakeholders with special focus on Education/Training
Theme 6 Communication and Dissemination	<ul style="list-style-type: none"> • All stakeholders with special focus on Policy makers / Decision makers / Research funding bodies

Table 3: Content of the information to be communicated in the second phase of the project

5 Work plan

5.1 Responsibilities and timelines

The dissemination and communication for ENVRIplus is managed by WP18 “Dissemination, Liaison and Collaboration”. This work package is also responsible for providing the strategy for engagement with current and potential users of the ENVRIplus framework both within the cluster of environmental research infrastructures and across the wider community. Work package 18 works closely with the other work package in Theme 6 - WP 17 “Coordination of RI communication, development and implementation of the ENVRI strategy”, which is coordinating the internal (project) and external communication and also furthering the long-term evolution of the ENVRI strategy. It should be noted that WP18 also needs to work closely with all ENVRIplus work packages.

Work package 18 is led by partner NERC and is broken down into two tasks: a) Task 18.1 Outlining of the ENVRIplus dissemination strategy and Task 18.2 Promotional materials, publications, website and social media, both of which are being led by the ICOS ERIC.

In addition to the WP18 tasks, deliverables and milestones documented in the ENVRIplus Description of Action, a number of internal milestones have been added which will assist with implementing this dissemination strategy and ensure that the responsibilities for delivering specific aspects of it are clearly defined. These are outlined in Table 4 below.

Deliverable/ Milestone / Internal Milestone	Responsible Partner	Supporting Partner	Approver (Partner)	Informed (Partner)	Due date
Internal ML 18.2.1 Social media groups set-up (Facebook, LinkedIn, Twitter)	UHEL	NERC		All	M1
Internal ML 18.2.2 First set of promotional materials (Logo, templates, Leaflet, Poster etc.)	UHEL	NERC		All	M2
Internal ML 18.2.3 ENVRIPLUS website created	UHEL	NERC, INRA, INGV		All	M4
Internal ML 18.2.4 Draft D18.2 available	UHEL	NERC			M5
MS5/D18.2 Establishment of the ENVRIPLUS website and first set of promotional material	UHEL	NERC, INRA, INGV		All	M6

Internal ML 18.2.5 Set-up of the editorial team of ENVRIplus Newsletter	UHEL	NERC, EISCAT			
Internal ML 18.2.6 ENVRIplus newsletter	UHEL	Editorial team	Theme 6 leader/ coordinator	All	M7,
Internal ML 18.2.7 ENVRIplus newsletter	UHEL	Editorial team			M13
Internal ML 18.2.8 ENVRIplus newsletter	UHEL	Editorial team			M19
Internal ML 18.2.9 ENVRIplus newsletter	UHEL	Editorial team			M25
Internal ML 18.2.10 ENVRIplus newsletter	UHEL	Editorial team			M31
Internal ML 18.2.11 ENVRIplusnewsletter	UHEL	Editorial team			M37
Internal ML 18.2.12 ENVRIplus newsletter	UHEL	Editorial team			M43
Internal ML 18.2.13 ENVRIplus newsletter	UHEL	Editorial team			M48

Table 4 Time lines and responsibilities for WP18

6 Performance measures and monitoring

Dissemination activities is a fixed agenda item for Executive Board (EB) and General Assembly (GA) meetings to allow all partners to provide input on:

- The efficiency of the dissemination activities
- Identification of opportunities for dissemination activities (e.g. forthcoming events, calls for papers, etc.)

The leader of WP18, in consultation with the contributing partners, is responsible for developing an activity report, which will be reviewed by the ENVRIplus EB and the GA. The reviewers will assess and give their feedback to include:

- Information delivered and visual appeal of the ENVRIplus /ENVRI community website
- Activity and effectiveness of the ENVRIplus presence on social media
- Effectiveness of engagement with new stakeholders
- Visibility of ENVRIplus beyond the project consortium

- Quality, content and effectiveness of the printed dissemination material

The EB and GA will also be asked to provide recommendations on:

- How to improve the impact of dissemination activities
- Actions need to be taken in order to enhance the dissemination activities?
- Where to put increased/decreased effort

6.1 Monitoring

In order to evaluate the impact of the dissemination and outreach activities outlined in this strategy, there is a need to establish regular monitoring of the various channels used for these purposes. Task 18.2 will collate a report of these activities that will be evaluated by EB and GA, and also used as the basis for a contribution to the periodic report to the EU.

The EB and GA will assess the success of the dissemination and communication activities based on:

- Website - website traffic, number of page views, document downloads, comments received, page shared on social media, feedback;
- Newsletter – number of subscribers, number of views and downloads;
- Social media: engagement measures (number of tweets, posts, likes, members, comments, etc.);
- Video: Number of views;
- Printed material (number of brochures, flyers and posters distributed, number of events where they were presented);
- Journal Articles and other publications – number of articles published, number of downloads
- Events organized by ENVRIplus - number of events organized, number of participants, range of target groups
- Events attended by ENVRIplus partners or where ENVRIplus was presented – number of events attended, number of abstracts submitted, number of short reports submitted by ENVRIplus partners
- Stakeholders feedback

The specific targets (KPIs) for the dissemination activities have been set and will be used to as a metric to assess the effectiveness and impact of the various dissemination activities. These KPIs will also be used as a metric for identifying any modification to existing activities or additional ones that may be necessary as the project progresses.

KPI No.	Activity/channel	Description	Target	Target audience	Time Scale
1.	Website	Number of page views	3.500 views	All stakeholders	Per month / on average
2.	Website	Number of page views	80.000 views	All stakeholders	The entire project life span

3.	Website	Number of unique visitors	800 visitors	All stakeholders	Per month / on average
4.	Website	Number of unique visitors	25.000 visitors	All stakeholders	By the end of the project
5.	Community platform	Number of unique visitors	7.000 visitors	All stakeholders	By the end of the project
6.	Social media (Twitter)	Number of followers	1.000 followers	Science community /Policy makers/Decision makers/ Research funding bodies/Other projects and initiatives	By the end of the project
7.	Social media (Twitter)	Number of new followers	1 new follower	Science community /Policy makers/Decision makers/ Research funding bodies/Other projects and initiatives	Per day
8.	Social media (Twitter)	Number of impressions	15.000 impressions	Science community /Policy makers/Decision makers/ Research funding bodies/Other projects and initiatives	Per month
9.	Printed media (coloring books)	Number distributed	600	Scientific community / Public	Per year
10.	Printed media (brochures)	Number distributed	600	All stakeholders	Per year
11.	Newsletters	Number opened	500	All stakeholders	Per issue
12.	Joint ENVRI community booth	Number of attendees (Actively engaged)	800	Science community/ ENVRI community/ Other projects and initiatives	EGU18

ANNEX 1 References

Asmi, A., Konijn, J., & Pursula, A. (2014). *ERIS: Environmental Research Infrastructures Strategy for 2030*.

ANNEX 2 Short report from the ENVRIplus relevant event to be filled online by participant

The purpose of this quick report template is to easily share information obtained by ENVRIplus partners at any meeting, conference or workshop, which is useful and relevant to all or some other ENVRIplus partners. Information can be of organizational or strategic nature, or anything that is deemed valuable by the participant. The coordination and synthesis of these reports is done within ENVRI Task 18.2.

About this note

Author of this note/participant to the meeting:

Institution:

About the event

Event or meeting name or discussion descriptive title:

Date:

Place:

Strategic or technical / scientific importance of this meeting, key participants, initiatives:

Feedback to ENVRIplus:

Relevant to:

- general coordination
- scientific issues
- strategic issues (lobbying, positioning, future interest)
- other:

What visibility has been given to ENVRIplus (e.g. plenary talk, evoked in discussion, nb of people)?

What information has been obtained that can be useful for the ENVRIplus partners?