Joint European Research Infrastructure network for Coastal Observatory – Novel European eXpertise for coastal observaTories - **JERICO-NEXT**	
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Submitted by	
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1. Executive Summary

D8.2 relates to the "*production of three compelling visualisation products that inform and engage on topics of priority to society*" that forms part of Task 8.2. The main aim of Task 8.2 is to inform and engage stakeholder and public user groups.

A formal project Communication Plan was finalised in November 2017 and defined a Communication Strategy that prioritised the promotion the JERCIO Research Infrastructure (JERICO-RI) to target stakeholder user groups.

A Communications Working Group (CWG) was established in January 2018 to implement the Communication Strategy during months 28-48 of the JERICO-NEXT project.

The CWG consulted with the project consortium and the End User Panel (D8.1) to define a strong identity for the JERICO-RI and to agree 6 key messages that inform and engage 6 target stakeholder user groups. The 6 target groups were:

- Environment Agencies / Monitoring Programmes (e.g. OSPAR, other Policy Makers / environmental managers
- Marine-based Industry (e.g. Oil and Gas, Shipping etc.)
- Service Providers (e.g. SME's providing intermediate products and services)
- Technology Providers (e.g. Sensor developers / providers)
- Immediate Landscape (e.g. EMODnet, Copernicus, EuroGOOS)
- Marine Research (e.g. Scientists / researchers)

The project identity and the 6 key messages have been presented in 3 visual products designed to inform and engage the target stakeholder users groups. The 3 visual products were:

- Roll up banner promoting the JERICO-RI
- Poster featuring the identity of the JERICO-RI and the 6 key messages for target stakeholder user groups
- Website homepage re-design – promoting the JERICO-RI to public users of the JERICO-NEXT website.

In addition, a number of visual products have been designed and developed to inform and engage stakeholder and public user groups including:

- Interactive Virtual Access (VA) coverage map
- User panel engagement flyer
- 2nd and 3rd TNA call flyer
- Website posters feature

2. Introduction

D8.2 relates to the "*production of three compelling visualisation products that inform and engage on topics of priority to society*" that forms part of to Task 8.2. The main aim of Task 8.2 is to inform and engage stakeholder and public user groups.

As part of Work Package 8, a project Communication Plan was developed and agreed by the project consortium (Appendix 1). The plan was finalised in November 2017 and defined a Communication Strategy that prioritised the promotion the JERCIO Research Infrastructure (JERICO-RI) to target stakeholder user groups.

In January 2018, a Communications Working Group (CWG) was established to implement the Communication Strategy during months 28-48 of the JERICO-NEXT project. The group was composed of 8 JERICO-NEXT partners with key roles in communication activities within the project and included representatives from the coordination team.

One of the key roles of the CWG was to develop strong identity for the JERICO-RI and a suite of agreed key messages that describe and explain the JERICO-RI products and services to target end user groups that were identified in the Communication Plan (Appendix 1).

The JERICO-RI identity and the suite of key messages were developed through external and internal collaboration with the project End User Panel (D8.1) and within the CWG, the JERICO-NEXT Steering Committee and the wider JERICO-NEXT community.

The resulting JERICO-RI identity and the key messages targeting specific stakeholder user groups were presented as variety of visual products to the target stakeholder user groups.

3. Main report

In collaboration with the End User Panel (D8.1), the JERICO-NEXT Steering Committee and the wider project consortium, the CWG have developed a strong identity for the JERICO Research Infrastructure (JERICO-RI) and a suite of key messages that convey the projects and services of the JERICO-RI to key stakeholder user groups.

The outputs were used to design and product 3 visualisations that aim to inform and engage target stakeholder user groups.

3.1. JERICO-RI Identity

In collaboration with the End User Panel (D8.1), the JERICO-NEXT Steering Committee and the wider project consortium, the CWG have developed an agreed logo, strapline and key message that defines the JERICO-RI products and services to societal user groups. The three elements are complimentary and appear together on visual products promoting the JERICO-RI.

3.1.1. JERICO-RI Logo

The JERICO-RI logo design builds on the previous FP7 JERICO logo and the current JERICO-NEXT logo to identify the JERICO-RI as a legacy product of the past and current projects (Figure 1).

Figure 1. JERICO-RI Logo

3.1.2. JERICO-RI Strapline

The JERICO-RI strapline consists of 9 words that provide a clear, concise and high-level description of the JERICO-RI:

"*Marine coastal observatories, facilities, expertise and data for Europe*"

3.1.3. JERICO-RI Key Message

The JERICO-RI key message provides a clear and concise description of the JERICO-RI and its services. It consists of around 30 words and is more detailed than the strapline. The key message provides information about the high quality of the data and highlights that they are free to access and use to encourage user engagement and uptake:

"The JERICO-RI is a long-term framework providing high-quality marine data, expertise and infrastructures for Europe's coastal seas. The data are multidisciplinary, standardised, quality controlled, sustained, interoperable and free to access and use."

3.2. Key messages for target stakeholder user groups

In collaboration with the End User Panel (D8.1), the JERICO-NEXT Steering Committee and the wider project consortium, the CWG have developed 6 agreed key messages for target stakeholder user groups.

The 6 key stakeholder user groups prioritised were:

- Environment Agencies / Monitoring Programmes (e.g. OSPAR, other Policy Makers / environmental managers
- Marine-based Industry (e.g. Oil and Gas, Shipping etc.)
- Service Providers (e.g. SME's providing intermediate products and services)
- Technology Providers (e.g. Sensor developers / providers)
- Immediate Landscape (e.g. EMODnet, Copernicus, EuroGOOS)
- Marine Research (e.g. Scientists / researchers)

The key messages are designed to be approximately 30 words in length and provide clear, concise and targeted information that can be conveyed consistently to each of the end users wider networks (Table 1).

Table 1. Six key messages for target stakeholder user groups.

END-USER GROUP	KEY MESSAGE (20-35 WORDS, TARGETED TO EACH USER GROUPS INTEREST, CLEAR, CONCISE AND MEMORABLE)
Environment Agencies / Monitoring Programs (e.g. OSPAR, other Policy Makers/ environmental managers)	The JERICO-RI is an established provider of quality-controlled data and information for Europe's coastal shelf seas. These products are freely available to increase the evidence base for assessments of the health and status of marine ecosystems.
Marine-based Industry (e.g. Oil and Gas, Shipping etc.)	Providing a sustainable framework of facilities, expertise and data to support marine industry growth, development and innovation. The JERICO-RI forms partnerships with industries contributing to marine observations by developing joint activities and promoting mutual benefit.
Service Providers (e.g. SME's providing intermediate products and services)	Providing a long-term, sustainable framework for the provision of high-quality, continuous, multidisciplinary, marine environmental data to support the development of products and services by SMEs.
Technology Providers (e.g. Sensor developers/providers)	A long-term pan European coastal infrastructure is available for proof of concept, verification and demonstration of technologies in a variety of environments and with the support of an expert network.
Immediate Landscape (e.g. EMODnet, Copernicus, EuroGOOS)	Coastal regions have the strongest potential for growth and employment. The JERICO-RI is the European multiplatform observing system of systems. We support science and economical sustainable growth in the European coastal and shelf seas by providing high-quality and scientifically sound multidisciplinary data.
Marine Research	The complexity of coastal processes implies that the JERICO-RI is investing in scientifically sound simultaneous observations of physical, chemical and

	biological parameters, supporting an ecosystem approach. JERICO-RI investigates how innovative technologies can support this approach.

3.3. Visualisation products for target stakeholder user groups

Three visualisation products specifically designed to engage and inform the 6 target stakeholder user groups to promote the JERICO-RI have been designed, developed and disseminated. The 3 visualisation products are:

- Roll up banner promoting the JERICO-RI
- Poster featuring the identity of the JERICO-RI and the 6 key messages for target stakeholder user groups
- Website homepage re-design – promoting the JERICO-RI to public users of the JERICO-NEXT website.

In addition, a number of visual products have been designed and developed to inform and engage stakeholder and public user groups on some of the JERICO-NEXT project products and services. These include:

- Interactive Virtual Access (VA) coverage map (in collaboration with D8.3)
- End User panel engagement flyer (in collaboration with D8.1)
- 2nd and 3rd TNA call flyers (in collaboration with Task 8.8)
- Website posters feature (in collaboration with Work Packages 3 and 4 and Task 8.9)

3.3.1. Roll Up Banner

A roll up banner promoting the JERICO Research Infrastructure (JERICO-RI) has been designed, printed and presented at a number of events. The banner is also available on the project website (http://www.jerico-ri.eu/download/JERICO-NEXT-rollup-banner-800x2000-1.1.pdf) (Figure 2).

3.3.2. Poster

A poster of the JERICO-RI identity and the six key messages for target stakeholder user groups has been designed, printed and presented at a number of events. The poster is also available on the project website (http://www.jerico-ri.eu/download/JERICO-RI-Keywords-A0-Poster-V1.2.pdf) (Figure 3).

3.3.3. Website Homepage Re-design

The JERICO-NEXT project website Homepage has been partly re-designed to promote the JERICO-RI (http://www.jerico-ri.eu) as prioritised in the Communication Plan (Appendix 1). The top part of the Homepage has been re-designed to feature the JERICO-RI identity strapline, key message and logo to further promote the JERICO-RI as a key legacy product to user groups and society (Figure 4).

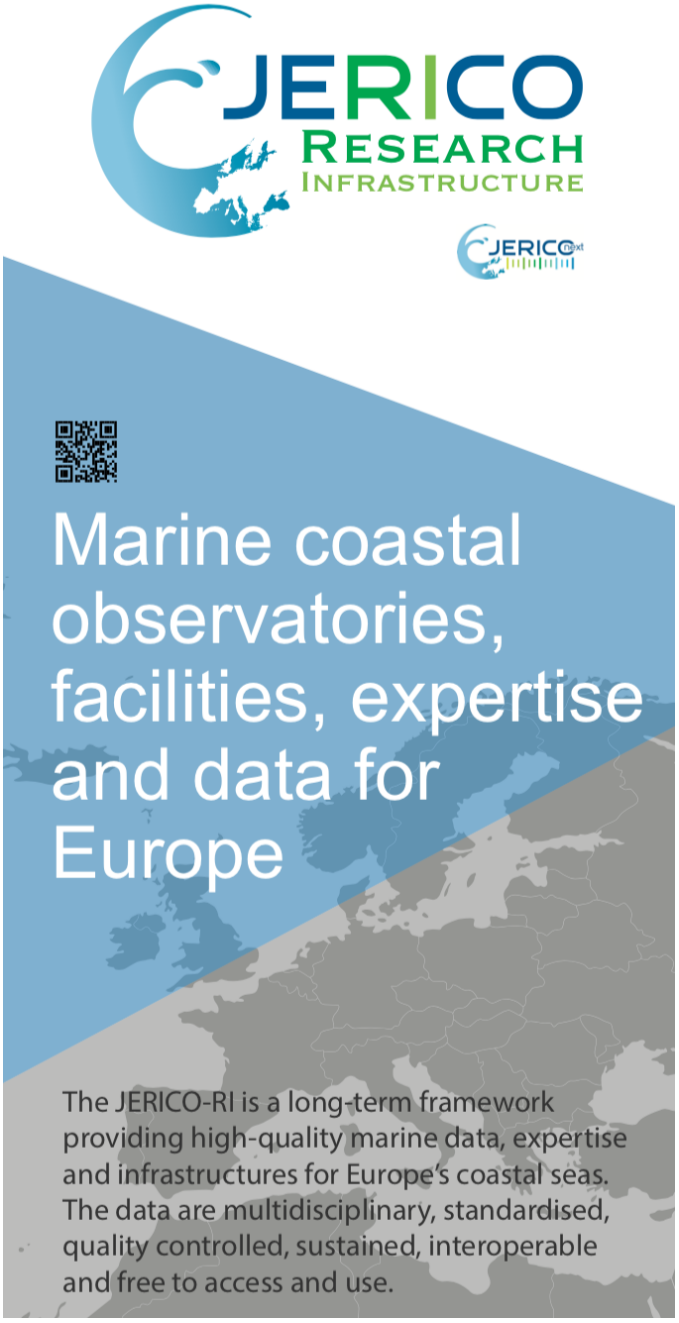


Figure 2. Roll up banner promoting the JERICO-RI

Figure 3. Poster featuring the JERICO-RI identity and six key messages to stakeholder user groups

Figure 4. Screenshot of the new JERICO-NEXT project Homepage banner featuring the JERICO-RI logo, strapline and key message.

3.3.4. Interactive Virtual Access (VA) coverage map

In collaboration with D8.3, an interactive virtual access coverage map was designed and developed (Figure 5). The map is available to public users of the JERICO-NEXT project website (http://www.jerico-ri.eu/virtual-access/) and is primarily targeted at potential Virtual Access user groups.

The map is interactive. Users have the ability to turn map layers (e.g. Ferrybox routes) on or off. Users can also click on any of the services for more detailed information that appears in a pop-up box (Figure 6). From the pop-up box, users can go to the full VA page for each service by clicking on the "View full page" button (Figure 6).

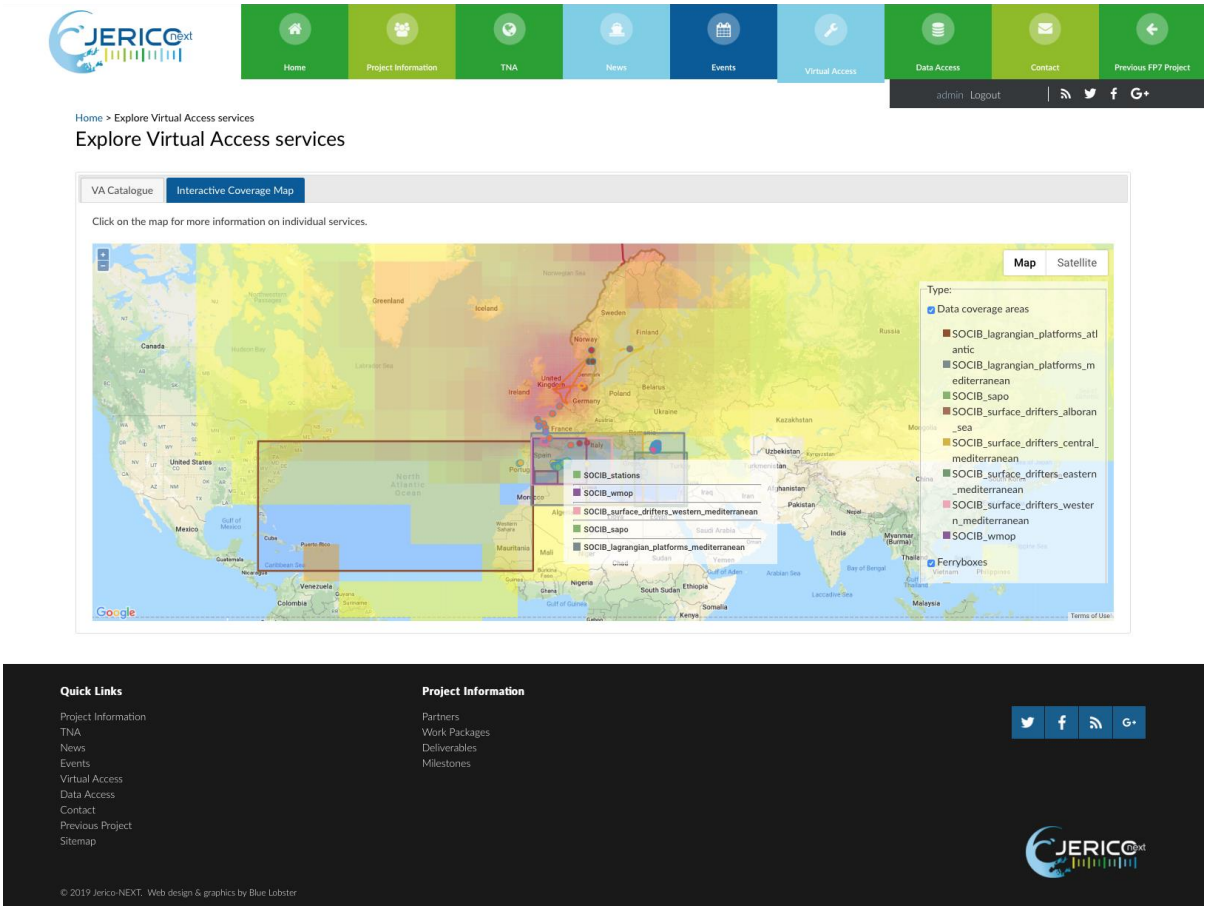


Figure 5. Screenshot of the Interactive Virtual Access (VA) coverage map

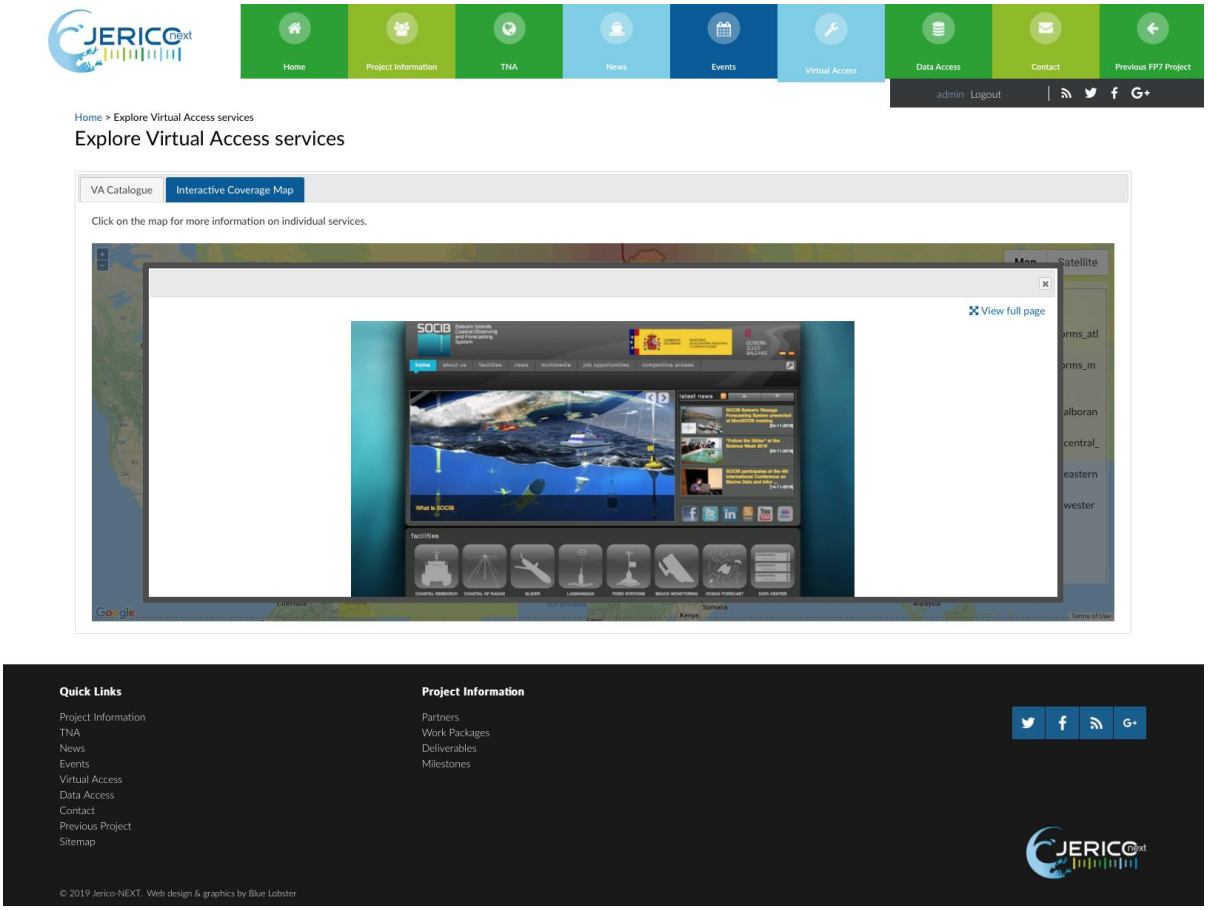


Figure 6. Screenshot of the Interactive Virtual Access (VA) coverage map showing pop up box providing more information on individual services. Users can scroll down the page within the pop-up box or click "view full page" to visit the full individual service page.

3.3.5. User Panel Engagement Flyer

A flyer was designed, printed and distributed to representatives of target stakeholder user groups in collaboration with Task 8.1. The flyer provided information about the intention to establish a project End User Panel and encouraged representatives from a wide variety of stakeholder user groups to apply and engage in the JERICO-NEXT project as it progressed (Figure 7).

User Engagement Panel

Closing date for applications: 20th March 2016

The JERICO-NEXT project aims at extending the EU network of coastal observations developed in JERICO (FP7) by adding new innovative infrastructures while integrating biogeochemical and biological observations.

The project targets to impact key stakeholder groups: public authorities, policy, research, education and operational communities including industry.

A User Engagement Panel is being established to provide a dynamic communication channel with these user groups, linking the project to beneficiaries, and ensuring that project deliverables meet their needs.

Members on the Panel will express their influence on this high profile pan-European project including testing of data and/or new technologies in their field of interest on top of other benefits.

The selected panel members will be supported by the project, and are expected to act in their capacity within the organisation that they represent as well as the sector within which they work.

This project has received funding from the European Commission's Horizon 2020 Research and Innovation programme under grant agreement No 654410.
Project coordinator: IFREMER, France.

@jerico_next
www.jerico-ri.eu

Figure 7. User Engagement Panel Flyer

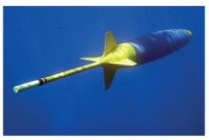
3.3.6. *Flyers for the second and thrid TNA Calls*

Flyers advertising the 2nd and 3rd TNA calls were designed, printed and distributed to potential TNA user groups in collaboration with Task 8.8. The flyers provided some high-level information about the calls, including opening and closing dates and where to find out more information (Figures 8 and 9).

3.3.7. *Website Posters Slider*

A dedicated section for showcasing posters produced for the Joint Research Activities (JRAPS) (as part of Work packages 3 and 4) and the Virtual Access Services (as part of Task 8.9) was implemented on the project website. The feature is available to the public and provides a slideshow for visualising all of the posters produced as outputs of the project (http://www.jerico-ri.eu/project-information/posters/) (Figure 10).

Funded access to the JERICO-NEXT Coastal Observatories and Supporting Facilities - Closing date 10th April 2017



The second call for funded access to the JERICO-NEXT Coastal Observatories and Supporting Facilities is open until the 10th April 2017 .

The JERICO-NEXT project is offering funded access to Observing systems, such as ferrybox lines, fixed platforms, including cabled observatories, glider fleets, and fishing vessels based in coastal and shelf-sea areas around Europe. Supporting facilities, such as calibration and research laboratories, and specific kinds of special equipment are also available. These may be used alone or in conjunction with one or more of the observing systems.

Browse the JERICO-NEXT catalogue of available infrastructures and facilities to find the ones most suitable to your research or project.

A full catalogue of facilities (by country or type) and the application form is available on the JERICO-next website:

http://www.jerico-ri.eu/tna/call-program/second-call/

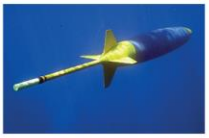
For further information, please contact the Transnational Access coordinator at: Jerico.tna@ismar.cnr.it
A third call will be launched in January 2018.

This project has received funding from the European Commission's Horizon 2020 Research and Innovation programme under grant agreement No 654410.
Project coordinator: IFREMER, France.

@jerico_next
www.jerico-ri.eu

Figure 8. Second TNA call flyer

Funded access to the JERICO-NEXT Coastal Observatories and Supporting Facilities



The third call for funded access to the JERICO-NEXT Coastal Observatories and supporting Facilities will be launched in January 2018 until March 2018.

The JERICO-NEXT project is offering funded access to Observing systems, such as ferrybox lines, fixed platforms, including cabled observatories, glider fleets, and fishing vessels based in coastal and shelf-sea areas around Europe. Supporting facilities, such as calibration and research laboratories, and specific kinds of special equipment are also available. These may be used alone or in conjunction with one or more of the observing systems.

Browse the JERICO-NEXT catalogue of available infrastructures and facilities to find the ones most suitable to your research or project.

A full catalogue of facilities (by country or type) and the application form is available on the JERICO-next website:

http://www.jerico-ri.eu/tna

For further information, please contact the Transnational Access coordinator at: Jerico.tna@ismar.cnr.it

This project has received funding from the European Commission's Horizon 2020 Research and Innovation programme under grant agreement No 654410. Project coordinator: IFREMER, France.

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Figure 9. Third TNA call flyer

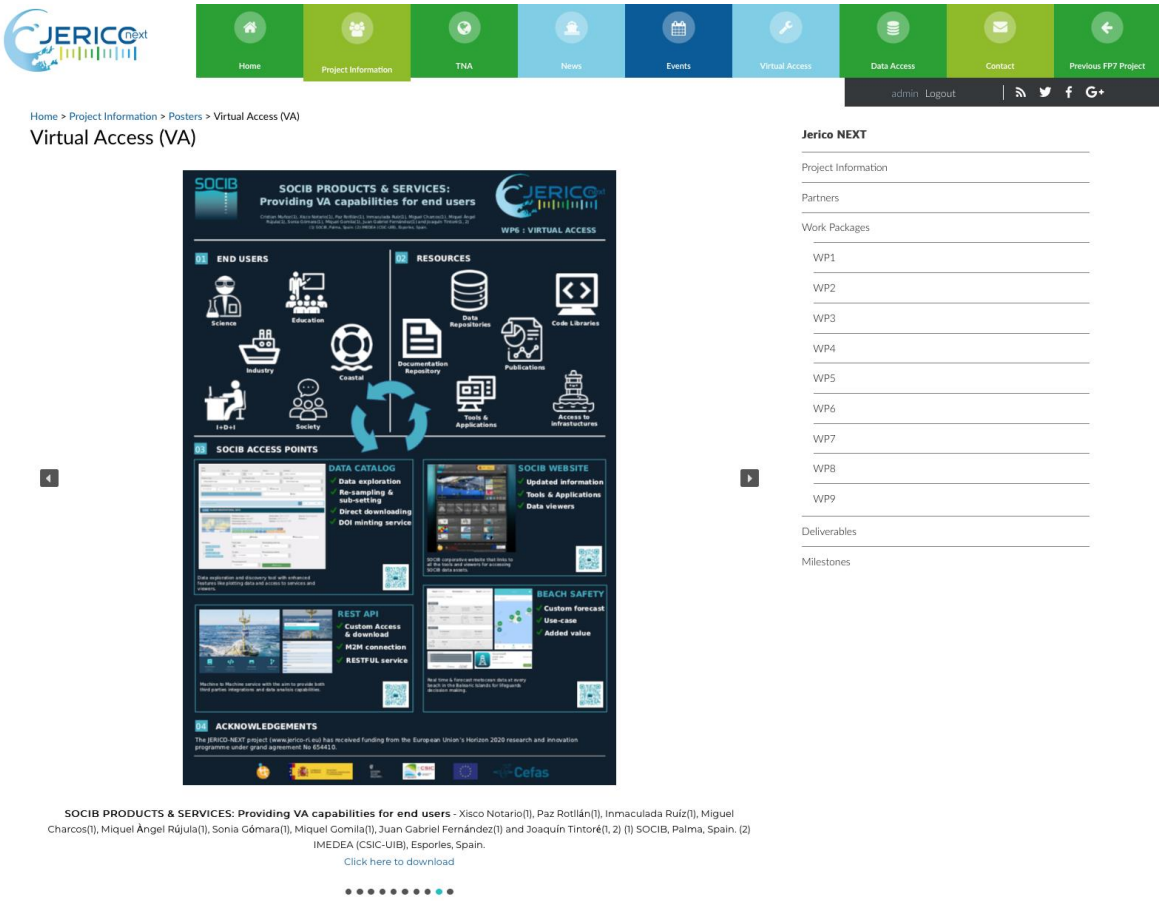

Figure 10. Virtual Access (VA) Posters Slideshow (http://www.jerico-ri.eu/project-information/posters/virtual-access-va/)

4. Conclusions

The project Communication Plan (Appendix 1) and extensive collaboration between the communications working group (CWG), the project consortium and the End User Panel (D8.1) prioritised promotion of the JERICO Research Infrastructure (JERICO-RI) to 6 key stakeholder user groups during months 28-48.

A strong identity for the JERICO-RI and six key messages for target stakeholder groups promoting its products and services were developed using a collaborative approach between the CWG, project consortium and End User Panel. The JERICO-RI identity and the 6 key messages were disseminated though 3 key visual products. These were:

- A roll up banner promoting the JERICO-RI
- A poster detailing the JERICO-RI identity and the six key messages for target stakeholder groups
- Re-design of the JERICO-NEXT project website Homepage to promote the JERICO-RI

A number of additional visual products have been developed throughout the project to inform and engage stakeholder user groups and the public on some of the projects products and services. These include:

- Interactive Virtual Access (VA) coverage map (in collaboration with D8.3)
- User panel engagement flyer (in collaboration with D8.1)
- 2nd and 3rd TNA call flyers (in collaboration with Task 8.8)
- Website posters feature (in collaboration with Work Packages 3 and 4 and Task 8.9)

5. Appendix 1: JERICO-NEXT Communication Plan

Version 2.1
20th November 2017

Project Communication Plan

Joint European Research Infrastructure network for Coastal Observatory – Novel European eXpertise for coastal observaTories

Authors: Simon Keeble, Kathryn Keeble
Blue Lobster IT Limited
Communication plan v2.1

This project has received funding from the European Commission's Horizon 2020 Research and Innovation programme under grant agreement No 654410. Project coordinator: IFREMER, France.

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Lead Authors	Kathryn Keeble, Simon Keeble
Contributors	Dominique Durand
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Approvals				
	Name	**Organisation**	**Date**	**Signature (initials)**
Coordinator				
WP Leaders				

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Project Communication Plan

Introduction

The JERICO-NEXT project aims at extending the EU network of coastal observations developed in JERICO (FP7) by adding new innovative infrastructures while integrating biogeochemical and biological observations. The main target of JERICO-NEXT is to provide the researchers with continuous and more valuable coastal data coupling physical and biological information. JERICO-NEXT will also widen the access to 35 infrastructures though the vehicles of Transnational Access (TNA) and Virtual Access (VA).
To achieve this overall aim JERICO-NEXT includes nine high-level objectives, that fall in three main categories: (1) building and maintaining of the community, (2) the further development of new technologies, and (3) create a strategy for the future of European coastal observatories based on both the analysis of current knowledge and know-how, and on the returns from the practical experiences.

Building and maintaining the community

1. Expand and maintain the existing European Network of Coastal Observatories that was established as part of the JERICO (FP7) project
2. Increase access to networks and observatories through TNA and VA
3. Provide access to integrated data from the existing and expanded European Network for Coastal Observatories

Technological developments

4. Enhance speed of availability of new observing platform networks (e.g. work with suppliers to improve testing and training for integration with mature networks)
5. Enable and support integration of novel sensors developed in Europe into existing and established networks for coastal observation

Definition of a strategy for the future

6. Improve links between physical and biogeochemical data with biological processes
7. Demonstrate current capabilities of observing technologies and monitoring strategies to address a selection of major environmental issues using a set of proof of concept experiments.
8. Improve cooperation and communication with other observing infrastructure communities
9. Propose a mid-term roadmap for coastal ocean observatories through a permanent dialogue with stakeholders.

Communication Plan Aims and Objectives

This document sets out phase 2 of the communication plan for the JERICO-NEXT project. The document is iterative and will be reviewed as the project progresses. A successful communication strategy is adaptive and essential for continued active engagement with project partners, stakeholders and end-users.
The communication plan sets out a series of activities and methods to achieve the following key objectives:

- To shift the communication strategy from project-centric to **product**-centric.
- To improve communication with project partners, stakeholders and end users to create fresh interest in the projects products, services and JERICO-RI.
- To develop a set of clear, concise and consistent message(s) to communicate to interested parties.
- To actively engage partners and external stakeholders and end-users in the design and development of the project products and services that will form part of the JERICO-RI.

- To continue to inform and update project partners and external stakeholders and end-users on the latest news, events, products and services
- To continue to promote and raise awareness of the JERICO-RI products and services amongst external stakeholders and potential end-users and to maintain their interest

Strategy

Phase 2 of the JERICO-NEXT communication strategy will focus on promoting the JERICO-RI and will employ a diverse range of means to target individually identified or collective stakeholder user groups. The strategy and channels of communication used will depend on the target audiences, purpose and the key messages to communicate.
Having clearly identified target audiences, it is essential to define appropriate channels of communication and for developing effective key messages and straplines. Having a set of agreed key messages and straplines the plan will ensure that the partners are able to promote the JERICO-RI and products and services clearly, concisely and consistently to all stakeholder groups through the chosen channels of communications.
Appropriate communications products will be developed in WP8, in conjunction with support from the other WP's and User Panel experts, to assist in the communication and provide long-term products beyond the project for continued 'awareness' of the JERICO-RI.

Target Audience

The European coastal seas are an important natural resource. Supporting a wide variety of commerce and uses including:

- Maritime, transport and shipbuilding
- Fishery and aquaculture industry,
- Food, nutrition and health
- Energy and raw materials
- Leisure-based activities (including tourism)
- Working and living place
- Coastal protection, flood control and low water replenishment
- Maritime monitoring, research and surveillance
- Climate regulation through carbon storage
- Protection against extreme weather events
- Global oceans ecosystem functionality, balance and productivity

Individuals, companies or organisations with a direct / indirect interest in any of the above sectors represent the JERICO-RI stakeholders and potential end-users of its products and services.
Therefore, JERICO-RI potential audiences will include representatives from public, policy, industry, education, environmental conservation and scientific / research stakeholder end-user groups. More specifically, the following potential end-user groups can be identified as target audiences:

- Industry relating to maritime, transport and shipbuilding operating in the European coastal seas (e.g. ferry operators, freight / cargo ship companies)
- Industry relating to food nutrition and ecosystem services (e.g. aquaculture operators)
- Industry relating to energy and raw materials (e.g. oil and gas companies)
- Public recreational users of the European coastal seas (e.g. beach users, sailors, anglers)
- Citizens who live and / work on the European coastal seas directly or indirectly (e.g. coastal residents, employees of industry operating in the European coastal seas)
- SME's operating on the European coastal seas directly or indirectly
- Local, National and International organisations charged with environmental conservation and coastal zone management (e.g. local government, policy makers regulating industry, policy makers enforcing environmental protection, sustainable resources exploitation)
- Educators teaching subjects relating to the European coastal seas, its natural values, resources or its uses.

- Researchers and scientists external to the project whose discipline is related to marine observation, ocean modelling and forecasting, protected areas, marine spatial planning, marine data management and presentation or other related disciplines
- Internal project partners including large and small-scale industry, academic researchers and educators, as well as policymakers
- Other related ongoing projects and initiatives such as ODYSSEA, AtlantOS, EMSO among others.

Key Message(s)

Communication products designed during the second phase of the JERICO-NEXT project will focus on the products, services and legacy of the JERICO-RI. From this, a key message or a set of key messages are required to help highlight the products and services of the project, provide a consistent message and explain why they are important to the end-user groups. The key messages should be agreed by the consortium and will help the partners to raise awareness of the projects products and services to targeted end user groups concisely, clearly and consistently.
In order to define a key message, it is necessary to identify the motives and aspirations of the project / infrastructure in terms of the current challenges of the European Network of Coastal Observing Systems for its users, the requirements for addressing these challenges and the solutions that the JERICO-RI products and services are aiming to provide. The key message should inform end-users and stakeholders of how the solutions proposed will benefit them. By identifying the challenges, requirements, solutions and benefits, the resulting key message should tell the audience (i.e. users) What the project is doing, Why it is doing it and How it will benefit the end-users.

For example:

Table 1. Examples of elements that could be used to derive key messages and straplines

Challenges	Requirements	Solutions	Benefits to end-users
Gaps in long-term monitoring of physical, chemical and biological parameters	Fill gaps in long-term monitoring of physical, chemical and biological parameters	Improve availability of 4 physical, 2 chemical and 4 biological parameters	Better understanding of links between physical, chemical and biological processes.
Slow to get novel sensors and new platforms integrated with existing observing systems.	Need cost effective, robust and fully integrated sensors and platforms for improved knowledge	Testing new sensors and providing processes for integrations and maintenance with existing systems	Improved availability and access to of cost effective, robust sensors and platforms. Improved processes for launching novel sensors.
Ensuring that the current monitoring and observing systems are fit for purpose	Robust products and services that can used to assess key environmental issues with confidence	Carry out proof of concept experiments to demonstrate current capabilities of observing technologies and monitoring strategies to address a set of major environment issues	Reviewed case studies demonstrating current capabilities and gaps in current observing systems for assessing key environmental issues with confidence

An exercise is to be conducted for each of the targeted user groups to produce such tables and derive agreed key messages

The key message will be refined and agreed by the consortium. It may be necessary to define several key messages to target specific audience types.

Strapline

Agreed straplines will be used on posters, flyers, brochures, presentations and other materials. It will help project partners convey a consistent, clear and concise message to stakeholder groups. It should be succinct and memorable. It should encapsulate the overriding aim of the project / RI.
The straplines will be defined from the key messages.
The strapline will be refined and agreed by the consortium. It may be necessary to define several straplines to target specific audience types.

Channels of Communication

Phase 2 of the JERICO-NEXT communication strategy will continue to use a combination of 2-way and 1-way communication channels to reach target audiences and their wider networks. Communication channels will be tailored toward individual or groups of stakeholder user groups and may be at the local, national or international level depending on the target audience and the communication method.
Channels of communication will include:

- Newsletters – 2 further project newsletters will be produced and distributed to internal and external partners and stakeholders. The newsletters will focus on products and services developed by JERICO-NEXT. The newsletters will be available on the project website and will target internal project partners and external stakeholder groups including relevant research / scientific consortia (e.g. AtlantOS, JERICO-NEXT), industry end-users, policy makers and public user groups. These will also be distributed via email and Social Media.

  A review of the project legal position with regard to the incoming European GDPR legislation on May 25th 2018 is required. This will ensure we are compliant with regulations relating to the retention of information, opt-in status of communications etc.

- Project website – Acting as the main point for general project information for partners and stakeholders, it is an important resource for latest news, events, products and services and is integrated with the projects Social Media campaign. Will be updated regularly with the latest information and will continue to evolve as the project progresses. All new content will be broadcast through the projects Social Media channels to maximise the audience reached and dissemination achieved. During the first phase of the project (month 1-24), the website has been project-centric. The website will be redesigned to become a **product**-centric platform and will be an important tool for promoting the JERICO-RI products, service and legacy.

  The **product**-centric website will be organised to high level user groups and products and services focussed towards those users. Examples, case studies and testimonials of products will be sort to demonstrate the RI to those user groups.

  An improved explanation of the datasets available and their locations will be sort.

  An enhanced representation of TNA and VA services will be integrated into the site.
  A small website working group will be established to develop the optimum product-centric user experience.

  To improve internal communications, all partners will be given internal access to the website. It is envisaged that a central log of upcoming events and JERICO-RI representatives will be maintained on the internal part of the site, in addition to the 'Outreach & Dissemination log' required for reporting to the EU Commission.

- Social Media – The projects Social Media campaign operates in conjunction with the project website. Twitter and Facebook are the key platforms. The Social Media campaign provides a direct line of communication to related scientific consortia, target industry, policy and education end-user groups and, crucially, their extended networks. All new materials, products, news, event and services will be broadcast via the Social Media channel. For this strategy to be successful, all partners are required to contribute.

  Effort has been put in to develop a focussed social media community and this will be continued. The social media profiles will be more developed to a JERICO-RI appearance and content stream rather than the project-centric approach.

  For the second phase of the project, we recommend that each work package leader provides AT LEAST one Tweet per month highlighting an activity within their work package. An active community is vital to effective communication, dissemination and engagement

- Project News – The project news will be posted on the website. During the second phase of the project, the amount of news is expected to increase. At least one news article per week should be identified and published. All partners are expected to contribute. Content should be in excess of 500 words, be suitable for non-technical persons to understand and will be publically available on the project website. Articles will also be broadcast through Social Media channels to maximise the audience reached and dissemination achieved. All deliverable reports will be reviewed to identify additional news articles that could be leverage from the work already carried out and future deliverable reports will be monitored.

- Press releases, publications and policy briefings – Targeted media information for online and paper media representing professional, peer reviewed, government as well as non-technical general media. Each partner will be required to contribute content for press releases and briefing papers. The number of publications is expected to increase during this second phase of the project as the products and services grow.

- Project identity – Logos and communication templates (e.g. PowerPoint presentation template, deliverable report templates) are available on the project website for all partners. They are a key tool for project partners to access and use in order to promote the JERICO-RI at all networking events attended throughout the duration of the project. The logo and templates should be updated better represent the future of the Research Infrastructure products and services.

- Emails – Emails will be used as a key method of communication between project partners and external stakeholder user groups who are engaged in the projects activities. They are a useful tool in keeping recipients updated with the latest information

- Flyers, leaflets, posters and brochures – Materials will be designed and produced during the second phase of the project to highlight some of the projects key achievements and promote the JERICO-RI and its uptake. They will be available on the project website for users in a variety of formats suitable for print and digital use. These will be agreed with the User Panel to ensure that where necessary they are focussed towards specific user groups.

- Conferences, events and exhibition – All partners will represent the JERICO-RI and promote project awareness at conferences, events and exhibitions attended during the project. Suitable events need to be identified and prioritised. They may be at the local, national or international levels and target one or several user groups e.g. brokerage events to target industry end users. Forthcoming events will be advertised and partner attendance and activities will be coordinated via the project management

team. Attendance and activities at all events will be recorded on a shared dissemination and communication activities log that will be used for reporting purposes. The log will be available to all partners via the project website to help track communication and dissemination activities.

- Workshops and meetings – Attending and organising workshops will continue to be a key 2-way communication strategy for JERICO-NEXT. Some workshops will be project specific and organised by JERICO-NEXT work packages, acting as a forum for international collaboration with scientists and professionals. Other workshops may be organised at the local/regional/national level. Forthcoming events will be advertised and partner attendance and activities will be coordinated via the project management team.

- Summer school and educational materials – 2 Summer schools were planned to engage with early career scientists, aiming to upgrade their scientific and technical skills related to project products and services. The first was held by Deltares and the second will be held by the University of Malta in Month 36.

  The University of Malta will be developing university level materials.

- User Panel –Work with the established User Panel to adopt a more user-centred approach to the products and services developed during the 2nd phase of the project. The UP is currently engaged with assessting TNA and VA services and we intend to engage with them further to assist with developing outreach and communication tools and strategies.

  The UP is an important resource for the project and the future of the RI. It is important that, at a WP leader and strategy level, that we identify properly the areas where we can engage with the UP actively and for the benefit of bot the JERICO-RI and the UP members.

- Other products and materials – Will be defined with the assistance of specific user community expertise from the User Panel.

- Videos?

Evaluation

The JERICO-NEXT communication strategy will be evaluated using a variety of metrics. The metrics will be used as a measure of the effectiveness of the communication strategy and channels employed. The strategy will be adjusted as the project progresses to maximise its impact and reach and engage target audiences effectively. Metrics will include the number of people and types and audiences reached. The EU requires that we collect metrics on outreach and dissemination activities from all partners during each reporting period. For that purpose, the following information will be collected as part of periodic reporting:

- Number of conferences, events, meetings and workshops organised / attended,
- Number of posters, flyers, leaflets, briefing papers, newsletters etc. distributed
- Number of posts, articles, press releases, papers, tweets and social media updates published
- Number of people reached measured by session views on websites, followers on social media,
- Number of people attending conferences, meetings, events and workshops
- Target audience for each activity

We will also gather information on the quality of some of our communication activities by requesting feedback from partners, external stakeholder groups engaged in the project, and delegates attending the summer schools and workshops.

Summary

Summary of communication plan v2.x (month 25 to 48)					
Medium / Activity	**Type of Audience**	**Communication Level**	**Communication Type**	**Date / Frequency**	**Evaluation**
Newsletters	Public	International	1-way	Annual (2 in total)	Number distributed
Social Media	Public	International	1-way	2 per week (dependent on 1 tweet per month from each WP leader)	Number of posts and followers
Website	Public	International	1-way	On-going updates	Number of session and session time
Conferences, events and exhibitions	Science and Research, Policy, Industry, Education	International	1-way, 2-way	Attend and presents at all relevant conferences, events and exhibitions possible.	Number attended and presentations / publications delivered, people reached, connections made
Workshops and meetings	Public, Science and Research, Policy, Industry, Education, Internal partners, External stakeholders engaged in the project	International, National, Local	2-way	Organise / attend frequent workshops and meetings throughout the project.	Number organised and attended
Summer schools	Early career scientists in related disciplines	International	2-way	1 during the 2nd phase of the project	Number of applicants and feedback from delegates
Peer reviewed publications	Science and Research	International	1-way	1 or 2 peer reviewed publications from the project	Number of publications
Posters / banners	Science and Research, Policy, Industry, Education	International	1-way	1 near the start of the project focused on project aims and objectives and 1 near the end show casing products	Number of events displayed at

Flyers, leaflets, brochures	Science and Research, Policy, Industry, Education	International	1-way	1 near the start of the project focused on project aims and objectives and 1 near the end show casing products	Number distributed
Logo / identity	Science and Research, Policy, Industry, Education	International	1-way	To be used on ALL project communication activities and channels.	Are the templates being used by all partners?
Emails	Internal partners, External stakeholders engaged in the project	International	1-way, 2-way	On-going communication	Feedback received regarding email communication
Press releases	Public	International	1-way	Press releases for all newsworthy project outputs	Number released
Blog posts	Public	International	1-way	Aim for at least 1 per month	Number of posts and views
User Panel Meetings	All	International	2-way	Aim for at least 4 virtual or physical	Number of attendees, feedback on sessions

Next steps – Outline of plan over the next 12 months

December – February 2017

- Agree the communication strategy for phase 2 of the JERICO-NEXT project
- Assemble a small team to consult on restructuring the project website to shift from project-centric to **product**-centric
- JERICO-NEXT Project deliverable template to be amended to include a section for "Outreach & Dissemination activities".
- Update project identity to JERICO-RI (logo, PowerPoint template etc).
- All work package leaders to commit to contributing a "Tweet a Month" with a highlight from an activity in their work package. At least 3 tweets will be extended into a news post for the project website.
- Initiation of workshops with individual User Panel members to plan outreach to specific communities.
- Begin design of flyers, leaflets, briefing papers and / or other visual outputs suitable for telling potential end-users and external stakeholders about the JERICO-RI – its products and services, key messages and intended legacy. This should be approached in collaboration with representatives from the User Panel
- Refine and agree key messages and straplines for individual or groups of stakeholder user groups
- 3 news articles for the project website per month

- A schedule (next 12 months) of relevant conferences, events, workshops and meetings, built from information contributed by all partners. Who will be attending (whenever is confirmed) and how they will be representing the JERICO-RI. These events should be posted on the website and broadcast via Social Media
- Press releases as appropriate
- Initiation of workshops with individual User Panel members to plan outreach to specific communities.
- On-going meetings with individual User Panel members or end user engagement strategies.
- Upload the project communication and dissemination activities log to the project website for all partners to contribute. This will be useful for monitoring communication activities as well as essential for project reporting.
- 2nd Summer school announcement
- On-going meetings with individual User Panel members or end user engagement strategies.

March-September 2018

- "Tweet a Month" from each WP leader
- 3-5 news articles
- Update conference and events schedule
- Press releases as appropriate
- Website changes and identity re-design complete
- Planning for 3rd project newsletter
- Summer school 2 complete (July)
- Update outreach and dissemination activities log
- Review communication strategy and amended as necessary
- User Panel meeting at Oceanology.
- User Panel meeting alongside General Assembly in Galway, Ireland.

October 2018-September 2019

- Plan communication activities for final 12 months of project

Collation of results

It is a requirement of Horizon 2020 projects that the activities and results of communications activities are collated and reported.
A spreadsheet to maintain a list of all dissemination activities is available for all partners to contribute to via the project website.

Partner responsibilities

Outreach and dissemination is the responsibility of all partners. All partners will be required to ensure that their activities within the project are recorded, photographed, written and actively communicated.
The deliverable reports include a section on 'Dissemination' to ensure that this has been considered prior to submission.
Assistance will be provided where necessary to carry out the dissemination work and documentation.

Resources

European Commission (2014) *Communicating EU research and innovation guidance for project participants.* Available online at http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf (Accessed 25th October 2017)
Belén Martín Míguez, Jan-Bart Calewaert, Oonagh McMeel (2016) *Best Practices in Stakeholder Engagement, Data Dissemination and Exploitation.* AtlantOS H2020 project. Available online at https://www.atlantos-h2020.eu/download/deliverables/10.5_Best_Practices_in_Stakeholder_Engagement,_Data_Dissemination_and_Exploitation.pdf (Accessed 25th October 2017)