

Communication and Outreach in JERICO

Workpackage 10

Dissemination communication and engagement with stakeholders

Main objectives

- To monitor the application of the plan for the dissemination and exploitation of the project's results, to assess the expected impact of the project
- To drive the internal communication to share and agree on common mission, value and vision of the JERICO-RI, as well as those related to his structuration process towards sustainability, supporting thus the consortium to speak in voice towards externals
- To promote the benefits for the scientific community: internal strengths and capabilities of the RI, including development of capacity building, sharing of expertises, training to access and use services of the JERICO-Core,
- To maximise the visibility of JERICO-RI as a provider of observatories, expertise and data, a to further engage with stakeholders



Main results

- An ambitious Dissemination and Exploitation Plan (DEP) was designed- aiming (a) the engagement with stakeholders and society, (b) Making JERICO-S3 results available for a broad range of stakeholders, (c) Maximizing visibility and the use of JERICO-RI products and services and (d) identify Key Exploitable results and plan for their exploitation during and beyond the project lifetime (e.g. Patenting, Commercialization, Position/Community papers, Best practices)
- A comprehensive communication plan was implemented to support the implementation of the DEP, ensure an optimal information flow between WPs within the project, and set-up optimal channels and procedures for communication outside the projects
- A new JERICO-RI web site was design and implemented.
- TA activities developed in JERICO-S3 were publicized, in particular through publicity of the 3t TNA calls and the promoting of key TA facilities (JERICO-TA facility of the week)
- A User Survey was designed in close articulation with WP9. The survey was implemented in web site and is a central component in the perception about the JERICO-RI user community
- JERICO-RI Newsletter was designed and first number was disseminated. Other communication tools directed to specific target audiences are in implementation
- Visibility in Social Media (Tweet management, YouTube Channel, LinkedIn channel JERICO-RI and subgroup Business and Development group)



Workpackage 6

Communication strategy

Main objectives

Two broad objectives:

- To define and implement the communication strategy of the project and the general one internal to the consortium
- To set up a long-term communication strategy for JERICO-RI

WP6 activities will contribute, among other aspects, to:

- Present JERICO-RI case to Nations showing why they should be involved and supportive
- Engage national scientific communities/observing facilities, promoting the development of synergies
- Convince European structures about the intrinsic value of a Pan-European RI for the coastal ocean built from national efforts
- Publicize JERICO-RI capacities and products to users
- Consolidate a JERICO-RI community strongly cohes around the ESFRI process

Main results

- Ongoing identification of optimized communication strategy and tools to address JERICO-RI users and stakeholders (particular emphasis to National Governments)
- Implementation of national language translation of JERICO-RI webpage
- Identified potential initiatives to be used as case studies for communication with educational area
- KPIs for longterm communication



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