



JERICO-S3 D10.2 Project Communication Plan

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1 Executive Summary

2 JERICO-S3 project overview

The JERICO-S3 project aims to bring the JERICO-RI to another level of integration and of relevance for society at large, by adding new innovative infrastructures, while integrating biogeochemical and biological observations in an operational way and increasing its inherent value through cooperation with other providers of coastal observations and information. The overarching target of JERICO-S3 is to provide researchers with continuous and more valuable coastal data and datasets, coupling physical and biological observations and research, as well as extending the cooperation with Marine Infrastructures in Europe (CMEMS, EuroARGO, EMSO, ICOS, EMBRC) and outside Europe (USA, Canada, Australia, New Zealand, ...).

To achieve this overall objective, JERICO-S3 includes **12 high-level objectives** that fall in five main categories: (1) Integrating and improving access to coastal data flow and observatories, and strengthening the coastal community and the services provided for it; (2) Developing and testing innovative monitoring strategies, performing integrated science observation to better address the complexity of coastal systems Innovation and Technology; (3) Promoting harmonisation and seamless interfacing with open sea and riverine / terrestrial infrastructures; (4) Fostering societal impacts through synergies with European and international initiatives; and (5) Consolidating Strategy and sustainability.

Integrating and improving access to coastal data flow and observatories, and strengthening the coastal community and the services provided for it

1. Support European coastal research communities by providing **open access** to JERICO-RI observatories and services.
2. Consolidate the JERICO multi-platforms coastal observation system, and progress towards its operational implementation
3. Provide **scientifically sound, high quality multidisciplinary datasets** to European marine data portals (EMODnet, SeaDataNet/Cloud and CMEMS), hence enriching physical, chemical, biological essential ocean variables (EOVs) following an ecological approach for coastal and shelf seas.
4. Strengthen the infrastructure of the European network of coastal observatories as the **coastal component of the future European Ocean Observing System**.

Developing and testing innovative monitoring strategies and technology

5. Enhance the readiness of new **observing platform networks** by increasing the performance of observing systems in terms of Technology Readiness Levels (TRL), towards sustainable long-term use.
6. Create a step change in the observing system performance by integrating **innovative sensors and technologies**
7. Implement a limited number of **Pilot Supersites** with harmonized, extensive observational capabilities for major European coastal sea regimes
8. Contribute to the emergence and use of key-enabling technologies

Promoting harmonization and seamless interface with open sea and riverine/terrestrial infrastructures

9. Enhancing cooperation with other European world-class marine infrastructures.

Fostering societal impacts through synergies with European and international initiatives

10. Maximize the visibility and **exploitation** of the "JERICO-RI"

Strategy and sustainability

11. Support the emergence of high added-value **services and products** to coastal and shelf seas marine and maritime commercial actors
12. Implement a **governance strategy** for a European Coastal observatory network in line with GEO/GEOSS and Copernicus

3 Maximizing the impact of the project

To maximize its impact and its visibility, JERICO-S3 is counting on three highly inter-connected activities and their subsequent plans (**Erreur ! Source du renvoi introuvable.**):

- A comprehensive Communication Plan (CP) (the present document) is providing the tools and the practices for optimally and efficiently with a range of identified stakeholders
- An ambitious Dissemination and Exploitation Plan (DEP) (Deliverable D10.1), listing the project results to be disseminated and/or exploited, the dissemination/exploitation objectives, targeted stakeholders, Ways of Disseminating/Exploiting, and the optimal time for Dissemination/Exploitation,
- A User/stakeholder Engagement Strategy Plan (USP) (Deliverables D9.1 and 9.2), providing a comprehensive lists of stakeholders at European level and organized by region and categories.

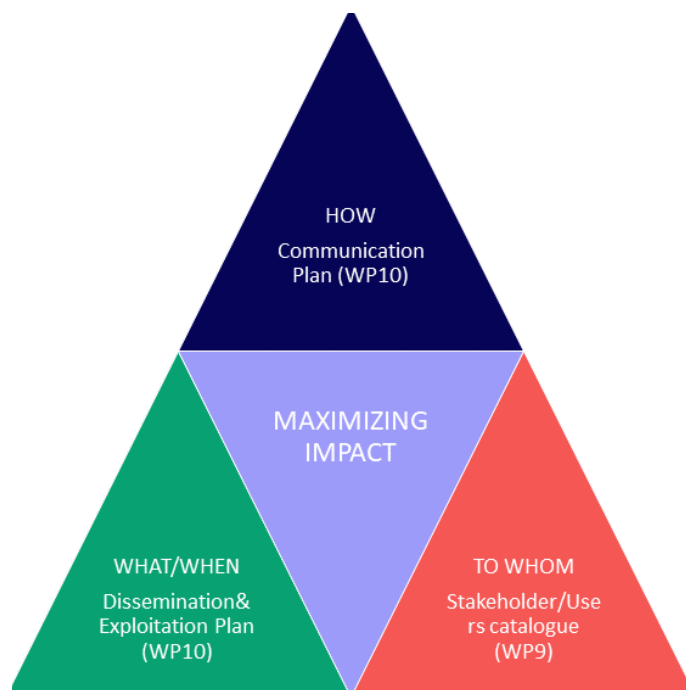


Figure 1 The three pillars of JERICO-S3 Impact strategy

DEP, which is the core of the impact strategy, is relying on the CP for optimally achieving its objectives and on the USP for reaching out to a broad and appropriate audience.

The present document is presenting the Communication Plan.

4 Requirements of the project communication plan

This document sets out the communication plan (CP) for the JERICO-S3 project. The document is iterative and will be reviewed as the project progresses and at least annually (MS56, MS61, MS67).

An effective communication plan (CP) requires:

- Clear aims and objectives for the CP
- Coordination between the communications team(s)
- Clearly identified target audiences
- One or more targeted key message(s) and strapline(s)
- Identified channels of communication for one or more target audience(s)
- Schedule for implementation
- Metrics to assess the effectiveness of each communication channel and the overall success in meeting the objectives of the CP

- An adaptive and iterate CP to enable responsive action to changing requirements or to improve the effectiveness of the communication, dissemination and engagement activities.

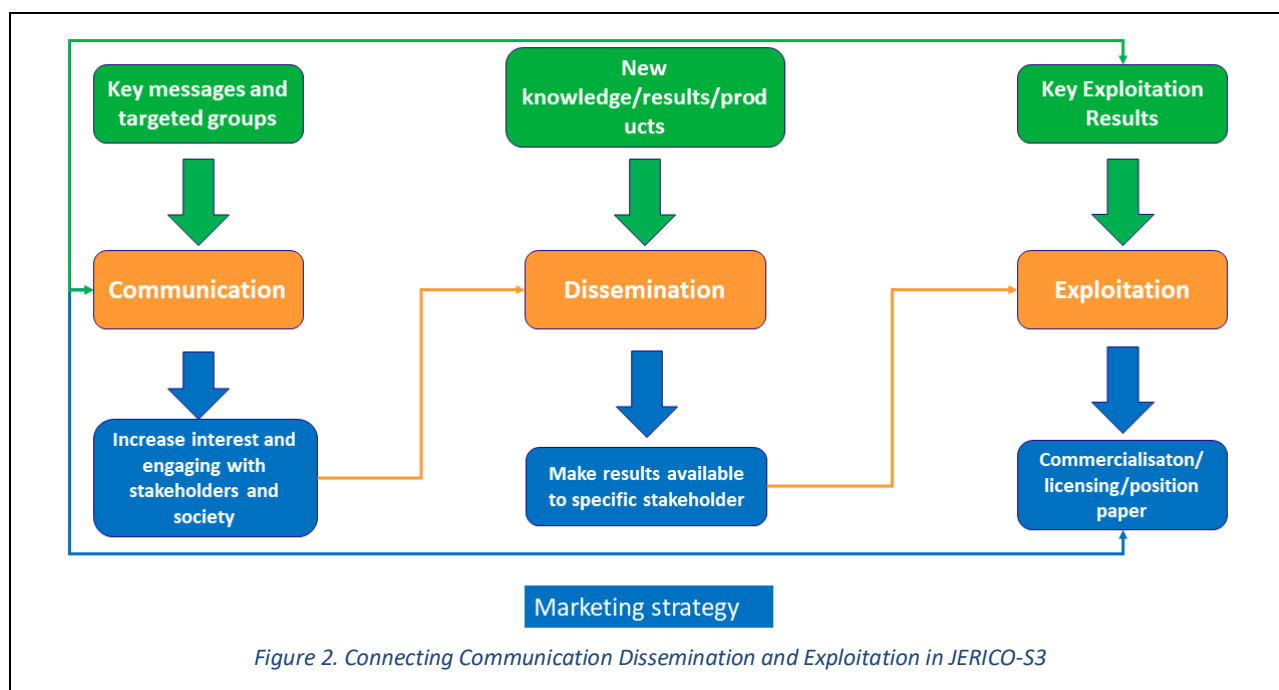
The following sections address each of these requirements.

Table 2 provides a schedule of activities for implementing the CP during months 1-18. The schedule includes a brief description of each activity, month to be completed by and the lead partner(s) responsible.

5 Aims and objectives of the communication plan

The JERICO-S3 communication plan has 3 key aims:

- Communication of the JERICO-S3 project activities and results
- Communication on JERICO-RI, its use, products and services
- Support to Dissemination and sharing of the project results, by providing the most appropriate tools, channels and approach per category stakeholders
- Support Exploitation of project results during and beyond the project lifetime
- Engagement with project partners, RI stakeholders and end-user groups



The communication plan sets out a series of activities and methods to achieve the following key objectives:

- To actively **engage** with the **communication activities of existing RIs** at different regional, national and international levels
- To improve cooperation and **coordination** between **communication activities** of the JERICO-RI and **other existing RIs**
- To open **multilingual dissemination channels at national levels** to enable communications teams to better target the JERICO-RI key messages and materials at a national level.
- To promote and raise awareness of the **JERICO-RI products and services** amongst external stakeholders and potential end-users and to maintain their interest using variety of 1 and 2-way communication channels.

- To promote and raise awareness of the **projects key activities and outputs** including technology innovations, establishment of Pilot Super Sites (PSS) and Integrated Regional Sites (IRS), best practices, access to infrastructure (TA), access to virtual infrastructures (VA), the JERICO e-Infrastructure, workshops, training and events through a variety of communication channels (e.g. website, Social Media, newsletters etc).
- To further promote outputs from the Dissemination and Exploitation Plan (WP10)
- To establish effective **internal communication protocols and guidelines** to ensure that all communication and dissemination is delivered in a clear, concise, consistent and timely manner.

6 Mobilizing resources

6.1 Establishing a communication working group (CWG)

JERICO-S3 will establish a Communications Working Group (CWG) to help manage and coordinate communication, dissemination and engagement within the project and the RI. The CWG will be established and coordinated by the work package 10 leader (IH) and will be composed of task leaders responsible for stakeholder engagement, communication or dissemination activities within the project. The group will meet regularly (at least biannually) to ensure that the CP is implemented and to monitor its effectiveness in achieving its objectives. The group will also be responsible for reviewing the communication plan at least annually.

6.2 Establishing a National Research Infrastructure Communications group (NRIC)

The JERICO-S3 CWG will establish a communications network made up initially from the communications personnel in each partner institutes, responsible for communicating and disseminating information nationally, and also extended to include representatives of other RI's and related consortia. The activity will be coordinated by the work package 10 leader, IH (Table 2).

The National Research Infrastructures Communications group (NRIC) will work with the CWG to communicate and disseminate JERICO-S3 materials relating to the JERICO-RI. This will create highly relevant dissemination channels at national and regional levels. They will disseminate information in their own languages and help increase the visibility for the JERICO-RI at the national and regional levels. The relationship will be reciprocal, and the CWG will disseminate relevant information relating to the national RIs to its international community of stakeholder and end-user groups.

The NRIC group will also work with the CWG to translate key messages and straplines into multiple language, as well as adapt the messages to be better tailored toward each region. These activities will help strengthen the JERICO-RI identity and build a multilingual common message (Task 10.3) at regional levels.

The NRIC group will maintain regular communication using web-based communication tools as appropriate and will communicate strategically at least once per quarter.

7 TO WHOM: Target Audiences

Clearly identifying target audiences i.e. stakeholders and potential end-users is essential to establishing committees of experts to engage with and for defining appropriate channels for communication and dissemination. Identifying target audiences is also critical to the development of effective key messages and straplines.

The WP9 of JERICO-S3 initiated a Stakeholder and User analysis based on regional inputs. The following categories of end-user and stakeholders were identified:

- Private
- Public

- Academia
- General Public
- NGOs
- Others

The following sectors were identified:

- Coastal protection & Management
- Weather services and ocean forecasting
- Fisheries
- Fundamental and applied research
- Aquaculture
- Offshore wind
- Maritime safety / crisis responses
- Tourism & recreation
- Military
- Other
- Oil and gas
- Other ocean energy
- Shipping
- Ocean technology
- Insurance
- Education for scholars
- High level education
- Media

The main conclusion of the Stakeholder and User analysis is that the coastal domain is mainly the business of the Public at first (43%) and then of the Academia (28%), private stands for 17%. With regards to the sector, the coastal protection and management is populated by 29% of the users, almost equivalent to the fundamental and applied research (24%). Nevertheless, these relative numbers vary from one region to another and a deeper analysis is needed. The results of this analysis will be used to enable the CWG and the JERICO-S3 project to make informed choices in prioritising its target audiences for maximum impact.

8 WHAT: Key Message(s)

A set of agreed key messages and straplines will ensure that the partners are able to promote the project and JERICO-RI clearly, concisely and consistently to all stakeholder groups through the chosen channels of communications. The key message(s) 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.

During the JERICO-NEXT project, a key message was defined and agreed upon for the JERICO-RI. The JERICO-RI key message provides a clear and concise description of the RI and its services. It consists of around 30 words. 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.”

More recently, the JERICO-RI purpose, mission and values were revised (Puillat *et al*,2020).

The purpose was defined as:

“The main purpose of JERICO-RI is to enable a sound understanding of the responses of coastal marine systems to natural and anthropogenic stressors. To do so, JERICO-RI adopts a systematic approach to monitor, observe, explore and analyse coastal marine systems in order to reach reliable information of their structuration and functioning in the context of global change. JERICO-RI encompasses the whole range of environmental sciences, technologies and data sciences. It achieves observations at global, regional and local scales, through the implementation of a set of complementary platforms and multidisciplinary observation systems.”

The mission was defined as:

“JERICO-RI is an integrated pan-European multidisciplinary and multiplatform research infrastructure dedicated to a holistic appraisal of coastal marine system changes. It is seamlessly bridging existing continental, atmospheric and open ocean RIs, thus filling a key gap in the ESFRI landscape. JERICO-RI establishes the framework upon which coastal marine systems are observed, analysed, understood and forecasted. JERICO-RI enables open-access to state-of-the-art and innovative facilities, resources, FAIR data and fit-for-purpose services, fostering international science collaboration.

The values were defined as:

“A strong joint effort at EU level to **harmonise observations**, from the sensors to the data analysis, to **provide top quality data, supporting excellence in research**, stands in several key values as referred in Farcy et al., 2019:

Scientific excellence: Scientifically sound multidisciplinary observations of physical, chemical and biological parameters, and in the innovation in key areas of biogeochemical observing technologies, are needed to meet the complex scientific challenges in the coastal seas.

Harmonisation: Reliability, compatibility and reusability of the pan-European coastal observation data may be obtained only through a strong joint effort at EU level to harmonise observations, from the sensors to the data analysis.

Co-creation: Synergy and collaboration enhance efficiency and poser of the coastal community.

Collaboration: Effective collaboration with all environmental RIs is important to take a holistic approach to the ocean environment, from the coastline to the open sea, as a global ecosystem.

Openness: Provision of FAIR data and free access to systems are the measures of RI effectiveness.

Prospectivity: Clear foresight and an understanding of the need for changes are needed to keep the RI at the state of the art.

User driven: RIs need to be service-oriented to support stakeholders and users.

Equality of opportunities: RIs are for everyone.

Common future: Our joint marine environment must be protected, and coastal RIs have a big role to play

The CWG will work with the NRICs and the JERICO-S3 project consortium to revise the key messages for communication, if required, to ensure convergence with the purpose, vision and values statements for the JERICO-RI.

8.1 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.

During the JERICO-NEXT project, the following JERICO-RI strapline was agreed:

“Marine coastal observatories, facilities, expertise and data for Europe”

The CWG will work with the NRICs and the JERICO-S3 project consortium to revise the strapline for communication, if required, to ensure convergence with the purpose, vision and values statements for the JERICO-RI.

9 HOW: Channels of communication, dissemination and stakeholder engagement

The JERICO-S3 communication strategy will use a combination of 1-way and 2-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:

9.1 Newsletters

A minimum of four project newsletters will be produced and distributed to internal and external partners and stakeholders. The first 2 newsletters will focus on increasing the visibility of the JERICO-RI and its products, services and use (Task 10.5.1, D10.3). The latter 2 newsletters will focus on achievements within the JERICO-S3 project and might include a series of feature articles on PSS and IRS as well as technological innovations and advances in best practices and harmonisation of infrastructures. The newsletters will also be available on the project website and will target internal project partners and external stakeholder groups including relevant research / scientific consortia (e.g. COPERNICUS, EOOS), industry end-users, policy makers and public user groups. These will also be distributed via email and Social Media.

9.2 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 (Task 10.5.1, D10.3).

The existing JERICO-RI website (<https://www.jerico-ri.eu>) will act the JERICO-S3 project website and a central hub for the JERICO-RI. The website will be reviewed and updated (MS54) from its previous roles as the JERICO-NEXT project website and the JERICO-RI. The JERICO-S3 project information will be uploaded to the website into the “About” section. Previous JERICO-NEXT project information will be moved into the “Previous Projects” section. The Transnational Access (TA) section will be updated in preparation for the first JERICO-S3 TA call. The News and Events sections will continue on from JERICO & JERICO-NEXT.

As the project progresses, the website will become a central hub for gaining access to data, information and services relating to the JERICO-RI. It will serve as the main point of access to the RI infrastructure, best practices guidelines and procedures, data, virtual access (VA), access to the infrastructure (TA), and the JERICO e-Infrastructure. The metadata and services catalogue will be integrated into the website (WP6, WP7). The website will also provide a repository for communication materials developed for specific end user groups e.g. citizen science materials, newsletters, logo, leaflets, banners, posters, training materials and the toolbox for engaging with stakeholder groups (Task 10.5.2, D10.4).

The website will be updated regularly with the latest information and outputs and will continue to evolve as the project progresses. All new content will be broadcast through the project's Social Media channels to maximise the audience reached and levels of dissemination achieved. Both the website and Social Media channels will be a key mechanism to further promote the Dissemination and Exploitation Products (DEPs) (D10.1 and 10.6).

A review of the project websites legal position with regard to the European GDPR legislation will be carried out to ensure that cookie policies and privacy policies comply with recently changed regulations relating to the retention of information, opt-in status of communications, cookies etc (GDPR). This work will be led by BLIT (Table 2).

To improve internal communications, all partners will be given internal access to the website. It is envisaged that the 'Outreach & Dissemination log' required for reporting to the Commission and the guidelines for communication activities for partners will be available here, amongst other important documents and information.

9.3 Social Media

The projects Social Media campaign operates in conjunction with the project website. To date Twitter and Facebook have been 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, events and services will be broadcast via the Social Media channels. For this strategy to be successful, all partners are required to contribute.

The JERICO-S3 LinkedIn community page and dedicated YouTube channel will be enhanced. The YouTube channel will feature short videos gathered throughout the duration of the project and will include short presentations delivered during webinars, training materials from training workshops, and short videos showing aspects of the JERICO-RI infrastructure, such as deployment. The work package 10 leaders (IH) will coordinate the LinkedIn community pages and the filming of videos for the YouTube Channel

During the previous project, effort has been put into developing a focused social media community and this will be continued. The National Research Infrastructures Communication group (NRIC) will form part of the Social Media Network and will disseminate information at a national level through national communications channels in local languages. The relationships will be reciprocal, and the JERICO-RI Social Media channels will disseminate national infrastructure news of interest to its International RI community of users and Stakeholders. These activities will help raise the visibility of the JERICO-RI at the national levels.

AT LEAST one "Tweet per month per work package" highlighting an activity will be sought and actively encouraged to ensure a regular stream of content. An active community is vital to effective communication, dissemination and engagement.

Where possible, these snippets will be further expanded to articles / news, which will be published on the website to ensure a continuous 'feed' of relevant content to keep the user base engaged.

9.4 Project News

The project news will be posted on the website. At least two news article per month should be identified and published. All partners are expected to contribute. Content should be in around 500 words, be suitable for non-technical persons to understand and will be publicly 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, Social Media content and DEPs will be reviewed to identify additional news articles that could be leveraged from the work already carried out and future deliverable reports will be monitored.

9.5 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. These channels of communication are related to the key project outcomes. Key Project Outcomes and associated DEP strategies are identified in the Dissemination and Exploitation Plan (D10.1). All publications, briefing and press release will be further broadcast using the website news or publications sections and/or Social Media channels as appropriate to

maximise dissemination through the JERICO-RI, JERICO-S3 and wider stakeholder and end-user communities.

9.6 Project identity

Logos and communication templates (e.g. PowerPoint presentation template, deliverable report templates) will be 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 and the JERICO-S3 project at all networking events attended throughout the duration of the project.

In order to support effective communication for all project activities, the deliverable report template will contain a mandatory section for partners to document their communication and dissemination activities associated with the deliverable.

A set of guidelines will be produced for all partners and will provide guidance on procedures for communicating the JERICO-RI and the JERICO-S3 project. The guidance will include:

- Use of the JERICO-RI and JERICO-S3 logos and where to find them
- Use of the JERICO-S3 project templates for reporting and presentations and where to find them
- Details of specific acknowledgement required to feature on all project communication e.g. acknowledgement of EC H2020 funding
- Guidance on communicating activities with the communication team including
 - Who to contact and how
 - Guidance on forming a Tweet or news post for the website
 - Help and advice on arranging for a short video to be filmed for the website and/or YouTube
 - A reminder to photograph activities for dissemination purposes
- Requirements for reporting, including
 - Mandatory continuous reporting of outreach and dissemination activities and where to find and log the information
 - A mandatory section on outreach and dissemination activities for all project deliverable reports

9.7 Web-based communication tools

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.

User emails will be captured in a variety of ways e.g. user forms, best practice questionnaires, website and newsletter registrations etc. An appropriate email user management and marketing solutions software (e.g. Mailchimp) will be selected to enable the communications teams to manage communications emails based on user interests and allow them to opt in or out in accordance with GDPR requirements.

Online conferencing and meeting platforms will be used to host virtual meetings between project partners, and between partners and external stakeholder and end user groups including other national, regional and international infrastructure managers and personnel, the JERICO-S3 Steering Committee, the Scientific and Technical Advisory Committee (STAC), the JERICO Label Committee, the Committee for Long Term Governance, the JERICO User Committee, and the RIs Board (Task 11.3). The communication team will engage with these activities as appropriate to ensure that all outputs are communicated and disseminated either via the Dissemination and Exploitation Plan or directly through the website and Social Media channels.

A secure web-based platform will be operated by the project coordination team (IFREMER) to enable efficient diffusion of information, reports, meeting minutes and details of collaborations between partners. A monthly internal project newsletter will be produced to keep partners up to date with the latest project information and developments. Schedules and status of deliverables, milestones, periodic reporting, financial reporting and all aspect of project management will be maintained throughout the project. The platform will be a central hub for internal project information. Keeping partner up to date with the latest activities is important to encourage continued engagement in communication and dissemination.

9.8 Flyers, leaflets, posters and brochures

Materials will be designed and produced during the project will promote the JERICO-RI and its visibility and uptake (Task 10.5.1, D10.3). Flyers, leaflets, posters and banners will be produced as part of the communications materials to engage with citizens (WP2 and WP6) and as part of the toolbox for engaging with stakeholder and end user groups (Task 10.5.3, D10.4). They will be available on the project website for users in a variety of formats suitable for print and digital use.

9.9 Conferences, events and exhibition

All partners will represent the JERICO-RI and promote project awareness at conferences, events and exhibitions attended during the project (both physical and virtual). 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 (The Coordination). Attendance and activities at all events will be recorded on a shared dissemination and communication activities log that will be used for reporting and evaluation purposes. The log will be available to all partners via the project website to help track communication and dissemination activities. Partners attending the events will be encouraged to follow the guidance on procedures for communicating the JERICO-RI and the JERICO-S3 project.

9.10 Workshops and webinars

Attending and organising workshops and webinars will be a key 2-way communication strategy for JERICO-S3 and promoting the JERICO-RI. Some workshops and webinars will be project specific and organised by JERICO-S3 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.

A series of specific webinars and workshops for communicating aspects of the JERICO-RI are planned:

- 2 internal workshops on best practices to train JERICO-RI operators (MS60 and MS 64, D10.5). The main objectives are:
 - Knowledge transfer within the consortium (e.g. data managements, processing, QA/QC practices (WP5 and WP6).
 - Sustaining training excellence
 - Promote synergies between Virtual Research Environments
- A series of webinars will be organised aimed at early career scientists and experienced scientist to update existing knowledge
- 2 webinars will be held that will aim to support outreach of the project and the RI to the general public (MS58 and MS65)

Webinars will be recorded and shared via the dedicated YouTube channel.

9.11 Other products and materials

Will be defined with the assistance of specific user community expertise and to meet additional project requirements if necessary.

10 Evaluation

The JERICO-S3 communication strategy will be evaluated using a variety of metrics. The metrics will be used as a measure of the effectiveness of the communication plan and channels employed. The plan will be adjusted as the project progresses to maximise its impact and reach and engage target audiences effectively. The CP will be updated at least annually (MS56, MS61, MS67).

Metrics will include the number of people and types and audiences reached. In addition, 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 workshops and webinars.

11 Summary of communication channels, target audience and evaluation metrics

Table 1. Summary of communication plan V1.0 (month 1 to 18)

Medium / Activity	Type of Audience	Communication Level	Communication Type	Date / Frequency	Evaluation
Newsletters	Public	International	1-way	Annual (4 in total)	Number distributed and downloaded from the website
Website	Public	International	1-way	On-going updates	Number of sessions and session time from Google Analytics
Social Media	Public	International	1-way	2 per week (dependent on 1 tweet per month from each WP leader)	Number of shares, likes and new followers.
Project News	Public	International	1-way	Aim for at least 2 per month	Number of shares, likes and views

Press Releases, Publications and Policy Briefings	Science and Research, Policy, Industry, Education	International	1-way	Dissemination and Exploitation of Key Project Outcomes as defined in the DEP (D10.1)	Key Performance Indicators (KPIs) as defined in the DEP Impact Report (D10.6)
Project identity	Science and Research, Policy, Industry, Education	International	1-way	To be used on ALL project communication activities and channels as per the guidelines for communication activities relating to the JERICO-S3 project and the JERICO-RI.	Are the communications guidelines being implemented by all partners?
Web-based communication tools	Internal partners, External stakeholders engaged in the project	International	1-way, 2-way	On-going communication	Feedback received regarding communication tools used
Flyers, Leaflets, Posters and 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 showing products	Number of events displayed at, Number distributed and downloaded
Conferences, events and exhibitions	Science and Research, Policy, Industry, Education	International	1-way, 2-way	Attend and present at all relevant conferences, events and exhibitions possible.	Number attended and presentations / publications delivered, people reached, connections made
Workshops and Webinars	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
Flyers, leaflets, brochures	Science and Research, Policy, Industry,	International	1-way	1 near the start of the project focused on project aims and objectives and 1 near	Number distributed

	Education			the end showcasing products	
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12 Schedule for implementation

Table 2. Schedule for implementing the CP during the first reporting period (M1-18). The Schude include the communication activity, month to be completed by and lead partner responsible.

Communication Activity	Description	Months	Lead Partner
Design a logo for the JERICO-S3 project	Design and agree a logo for the JERICO-S3 project and upload to the project website	M2	BLIT
Design and build a form for gathering user stories	Design and build a form on the project website for gathering user stories	M6	BLIT
Identify and set up an appropriate tool for managing mailing lists	Select and configure an Mailchimp email user management and marketing solutions software application.	M8	BLIT / Coordination
Promote the form for user stories to gather more information	Promote the form for user stories to gather more information.	M9	BLIT
Provide WP1, 7 and 9 with data gathered from the user stories	Provide WP1, 7 and 9 with data gathered from the user stories for analysis and implementation into relevant tasks	M10	BLIT
Set up a generic template for internal communications	Set up a generic Mailchimp template for internal communications	M10	BLIT
Set up generic template for external communication's	Set up generic Mailchimp template for external newsletters and communication's	M10	BLIT
CWG Meeting	Organise the first meeting of the JERICO-S3 CWG. Review target audiences and key message	M10	IH
Establish the NRIC	Finalise members of the NRIC	M10	IH
Set up NRIC Twitter group	Establish a Twitter Group for the JERICO-RI and NRIC members	M10	BLIT
Schedule and organise first meeting of NRIC	Agree roles, meeting schedule, actions, review target audiences and key messages	M10	IH
Begin "Tweet per month" campaign	Email all WP leader to initiate the "Tweet per Month" Campaign	M10	BLIT
Integrate YouTube channel into website	Integrate into Social Media Buttons on the Project Website	M10	BLIT
Write a presentation to explain the JERICO-S3 project and the JERICO-RI	The presentation should target at peers and with the aim of gathering support at the national level for the long-term sustainability of the JERICO-RI	M11	IH
Design and layout the	Design an infographic style	M11	BLIT

presentation to explain the JERICO-S3 and JERICO-RI	presentation to explain the JERICO-S3 and JERICO-RI using the content produced by IH (above)		
Upload JERICO videos to YouTube Channel	Upload any JERICO videos to populate the YouTube channel with initial content	M10	IH
Set up JERICO-RI LinkedIn profile	Set up JERICO-RI LinkedIn profile and community	M10	IH
Gather project news items	Work with the CWG and coordination team to identify any newsworthy activities since the start of the project. Gather details and images and send to BLIT to upload to the website and share via Social Media	M10	IH
Logos and templates	Ensure all Logos are available on the project website, design the project templates for presentations and deliverable reports and make available on the project website	M10	BLIT / IFREMER
Guidelines for Communicating the JERICO-RI of S3 projects	Produce a set of guidelines for partners communicating the JERICO-RI or S3 project (see Project Identity section above for specification. Provide to BLIT to upload to the project website	M10	IH
Create outreach and dissemination log for continuous reporting	Create outreach and dissemination log for continuous reporting. BLIT to upload to partners section of the website	M10	IFREMER
Communication at the SC meeting	Promote the communication activities at the SC meeting and encourage collaboration with WP leaders and look for achievements/opportunities for communication	M10	IH/IFREMER
Begin planning the content of the first project Newsletter	Begin to plan the content and schedule for producing the First project newsletter in M13. Discuss plans at the first CWG meeting	M10	IH
Complete initial website updates and revise cookies and privacy policy for GDPR	Finish adding new partners and project details, implement design changes, revise cookies and privacy policy, integrate new YouTube and LinkedIn social media buttons etc	M11	BLIT / IFREMER
MS10.1 Launch enhanced web presence	Write milestone report for MS10.1 and send to IH and	M11	BLIT

	Coordinator for review and approval		
Draft the first project newsletter	Gather and coordinate material and content for the first Project newsletter.	M11	IH
Tweet per month	Send email to WP leaders to gather social media posts for each WP	M11	BLIT
Publish at least 2 news articles	Gather the materials and content to produce at least 2 news articles for the website	M11	IH
Finalise first project newsletter	Refine draft and finalise with coordination team sign off on content	M12	IH
Tweet per month	Send email to WP leaders to gather social media posts for each WP	M12	BLIT
Publish at least 2 news articles	Gather the materials and content to produce at least 2 news articles for the website	M12	IH
Branding of eJERICO	The 'eJERICO' platform will be rebranded in collaboration with WP7	M12	BLIT
Design and layout of the first project newsletter	Design and layout of the first project newsletter and get approval from IH and the coordination team	M13	BLIT
Distribute first project newsletter and upload to the project website	Distribute to partners, NRIC and wider communities electronically. Upload to the project website and promote via Social Media	M13	IFREMER/IH/BLIT
Tweet per month	Send email to WP leaders to gather social media posts for each WP	M13	BLIT
Publish at least 2 news articles	Gather the materials and content to produce at least 2 news articles for the website	M13	IH
2 nd NRIC meeting	Hold the second NRIC meeting	M13	IH
Plan initial communication graphics and materials to increase the visibility of the JERICO-RI	Plan initial communication graphics and materials to increase the visibility of the JERICO-RI (for D10.3). Work with CWG and NRIC	M14	BLIT
Plan materials required for the toolbox for stakeholder groups	Plan initial communication graphics and materials to produce the toolbox for stakeholder groups (for D10.3). Work with CWG and NRIC (Task 10.5, D10.4)	M14	IH
Tweet per month	Send email to WP leaders to	M13	BLIT

	gather social media posts for each WP		
Publish at least 2 news articles	Gather the materials and content to produce at least 2 news articles for the website	M13	IH
Tweet per month	Send email to WP leaders to gather social media posts for each WP	M14	BLIT
Publish at least 2 news articles	Gather the materials and content to produce at least 2 news articles for the website	M14	IH
JERICO week 2 and All Region Workshop 2	Gather materials for communication including videos for the YouTube Channel, photos, presentations, news etc.	M15	IH
Tweet per month	Send email to WP leaders to gather social media posts for each WP	M16	BLIT
Publish at least 2 news articles	Gather the materials and content to produce at least 2 news articles for the website	M16	IH
Second CWG meeting	Schedule and host the second CWG meeting. Agenda to include reviewing and updating the CP	M16	IH
Third NRIC Meeting	Schedule and host the third NRIC meeting	M16	IH
Review CP and DEP and update as necessary	Review CP and DEP and update as necessary	M17	COVARTEC /BLIT/IH
Review CP schedule	Review CP schedule and produce a schedule for M18-M30	M17	BLIT/IH
Tweet per month	Send email to WP leaders to gather social media posts for each WP	M17	BLIT
Publish at least 2 news articles	Gather the materials and content to produce at least 2 news articles for the website	M17	IH
MS55 – Review status of DEP	MS55 – Review status of DEP report	M18	COVARTEC
Implement CP schedule for M18-30	Implement CP schedule for M18-30	M18	IH/BLIT/All
MS56 – Review communication plan	MS56 – Review communication plan report		

13 Resources

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