



JERICO-S3 D10.2 Project Communication Plan

DELIVERABLE NUMBER: D10.2b

WORK PACKAGE N° and NAME: WP10 - Dissemination, communication and engagement with stakeholders

Authors: Simon Keeble, Kathryn Keeble, Dominique Durand, Joana Gomes, Léa Godiveau, Laurent Delauney, Ingrid Puillat

Involved Institution: BLIT, COVARTEC, IH, IFREMER

D10.2 Original Due date //Original Submission date: 31/07/2020 (+COVID 19-Linked DELAY = 3 months) // 02/11/2020. The plan was updated in February 2022 for MS56

Nature: **R**

Dissemination level : **PU**

GRANT N°: 871153

PROJECT ACRONYM: JERICO-S3

PROJECT NAME: Joint European Research Infrastructure for Coastal Observatories - Science, services, sustainability

COORDINATOR: Laurent DELAUNEY - Ifremer, France - jerico@ifremer.fr

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DOCUMENT TECHNICAL DESCRIPTION

Document ID

JERICO-S3-WP10-D10.2.-V2.0-9th May 2022.

JERICO-S3 DELIVERABLE

Joint European Research Infrastructure network for Coastal Observatory
Science, Services, Sustainability

DELIVERABLE n° WP and full title	WP10 – D10.2 JERICO-S3 Project Communication Plan.
Description	Project communication plan to be implemented. The plan is a living document and will be updated and reviewed as required and at least annually (MS56, MS61, MS67)
Lead beneficiary	COVARTEC
Lead Authors	Kathryn Keeble, Simon Keeble
Contributors	Dominique Durand, Léa Godiveau, Laurent Delauney, Ingrid Puillat, Lucie Cocquempot, Joana Gomes
Submitted by	BLIT

REVISION HISTORY

Revision	Date	Modification	Author
1.0	23/10/2020	Initial	Kathryn Keeble Simon Keeble
1.1	27/10/2020	Revision based on comments from the JERICO-S3 coordination team	Kathryn Keeble, Simon Keeble
1.2	27/10/2020	Revision from task leader	Dominique Durand
1.3	28/10/2020	Revision to formatting	Léa Godiveau
2.0	14/02/2022	Draft updated plan	Kathryn Keeble, Simon Keeble
2.0	09/05/2022	Revised communication plan V2.0	Kathryn Keeble, Simon Keeble

APPROVALS

	Name	Organisation	Date	Visa
Coordinator	Laurent Delauney	Ifremer		
WP Leaders	João Vitorino	IH	02/11/2020	João Vitorino

Diffusion list

Consortium beneficiaries	Third parties	Associated Partners	other
x			

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1 Executive Summary

The initial [communication plan](#) for the JERICO-S3 project has been updated. The revised plan aims to promote the JERICO-S3 project and the JERICO-RI to its stakeholder user groups, and to inform and actively engage users in the project and its activities. Another key role of the communication plan is to support the dissemination and exploitation activities in further promoting the projects and services of the JERICO-RI and the JERICO-S3 project.

The Communication Working Group (CWG) will play a key role in ensuring coordination between the communication, dissemination, and exploitation activities for maximum impact both internally and externally.

The National Research Infrastructure Communication (NRIC) group will be a key network in reaching target groups at the national levels.

12 channels of communication are included in the plan. These include newsletters, project website, graphics, events, social media, press releases and policy briefings. Methods for evaluating the success of the communication strategy are given. A schedule for implementing the communication plan over the remainder of the project (M19-48) is provided.

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 harmonised, extensive observational capabilities for major European coastal sea regimes.
8. Contribute to the emergence and use of key-enabling technologies.

Promoting harmonisation 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. Maximise 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 Maximising the impact of the project

To maximise its impact and its visibility, JERICO-S3 uses three highly interconnected activities and their plans (Figure 1):

- A comprehensive communication plan (CP) (the present document) provides the tools and the practices for optimally and efficiently reaching 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 list of stakeholders at European level and organised by region and categories.

The 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.

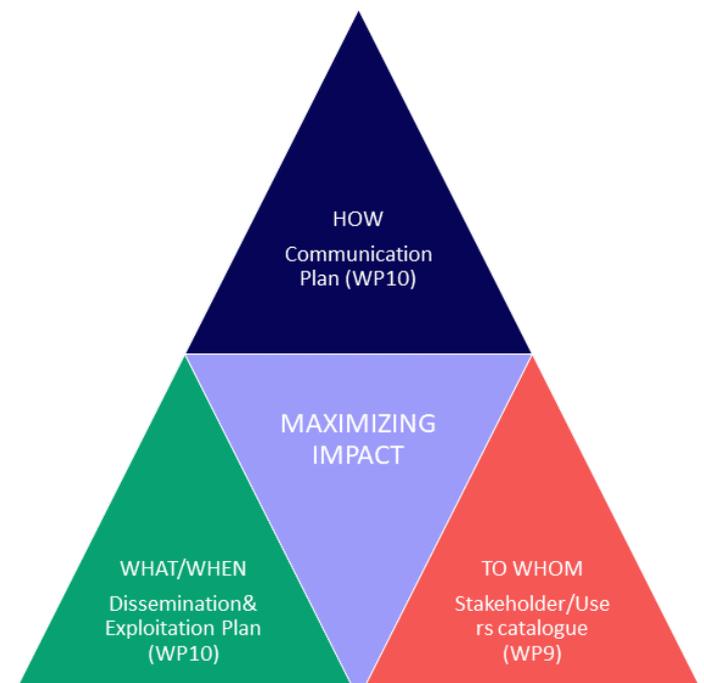


Figure SEQ Figure * ARABIC 1 The three pillars of JERICO-S3

The present document is the communication plan.

4 Requirements of the project communication plan

This document is V2.0 of the communication plan (CP) for the JERICO-S3 project reviewed by the CWG and updated (MS56). The document is iterative and will continue to be reviewed as the project progresses, at least annually (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, including updates, where necessary, to increase effectiveness and relevance for M19-33.

Table 2 provides a schedule of activities for implementing the CP during months 19-33. 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 5 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

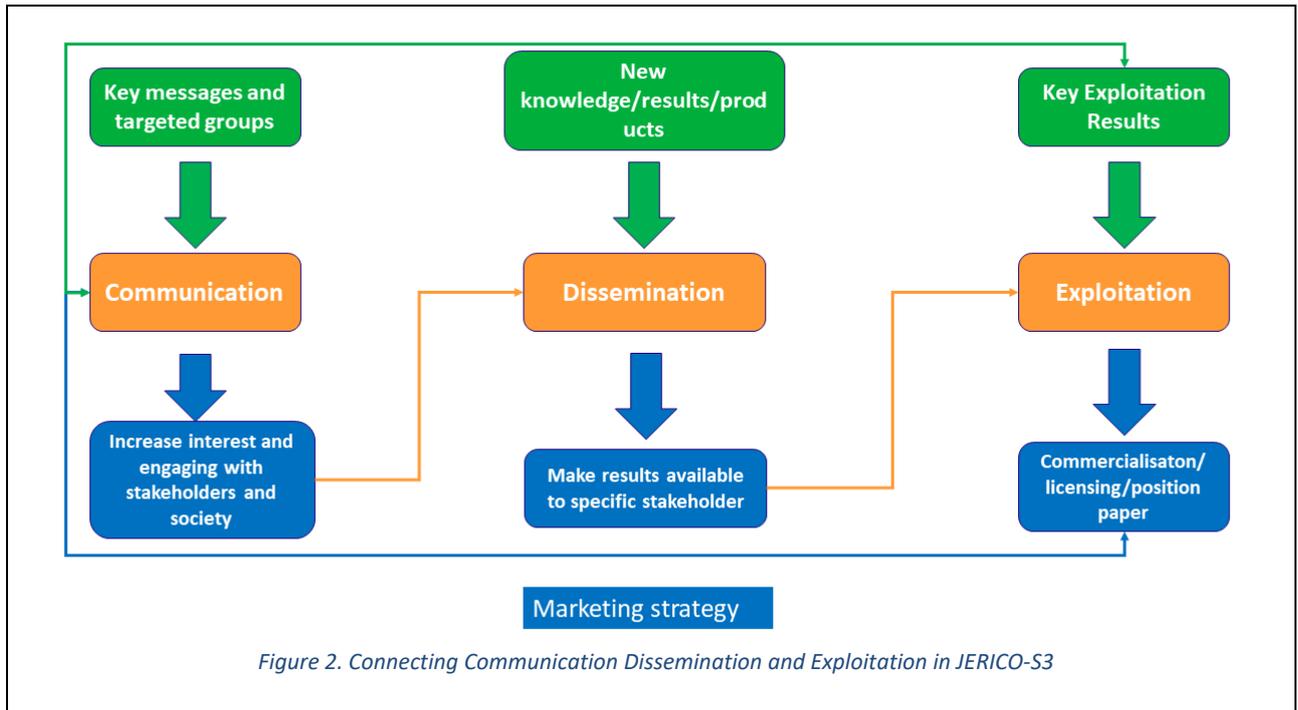


Figure 2. Connecting Communication Dissemination and Exploitation in JERICO-S3

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 a variety of 1 and 2-way communication channels.
- To promote and raise awareness of the **project's 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 Mobilising resources

6.1 Establishing a communication working group (CWG)

JERICO-S3 has established a Communications Working Group (CWG) to help manage and coordinate communication, dissemination and engagement within the project and the RI. The CWG is composed of task leaders responsible for stakeholder engagement, communication, or dissemination activities within the project. The group have collaborated to update this document and meet regularly (at least biannually) to ensure that the updated Communication Plan and future revisions are implemented and to monitor its effectiveness in achieving its objectives. The group will continue to be responsible for reviewing the communication plan as required to meet its aims and objectives.

6.2 ***Establishing a national research infrastructure communications group (NRIC)***

The CWG has established a communications network made up of the communications personnel in each partner institute responsible for communicating and disseminating information nationally and representatives of other RI's and related consortia. The NRIC is vital to the successful communication of the project and RI, especially during the latter part of the project when results, products and other outputs become available. The role of the NRIC is twofold:

- Work with the CWG to communicate and disseminate JERICO-S3 materials relating to the JERICO-RI through their existing communication channels, in local languages if applicable.
- Share news, results, or information with the CWG to promote them through project communication channels in order to reach an international community and project specific stakeholders.

The value of the NRIC is to use existing well established and effective communication channels within the JERICO-RI and JERICO-S3 partners' organisations. These channels are highly relevant at both national and regional levels, optimising project communications and strengthening the JERICO-RI identity. The reciprocal relationship will disseminate relevant information from the national RIs to its international community of stakeholder and end-user groups.

The JERICO-RI website is developing multilingual pages to increase its reach. The NRIC group are a vital part of this and will work with the CWG to translate key messages and straplines into multiple languages, as well as adapt the messages to be better tailored toward each region, if advantageous. These activities will help strengthen the JERICO-RI identity and build a multilingual common message (Task 10.3) at regional levels.

During months 19-48 the CWG and NRIC groups will maintain regular communication using web-based communication tools as appropriate and will communicate strategically at least once per year.

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 ([D9.1](#)). The following categories of end-user and stakeholders were identified:

- Private
- Public
- Academia
- General Public
- NGOs
- Military
- 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
- Oil and gas
- Other ocean energy
- Blue biotechnology
- Shipping
- Ocean technology
- Insurance
- Education for scholars
- High level education

The main conclusion of the Stakeholder and User analysis is that the coastal domain is mainly the business of the Public at first (42%) and then of the Academia (28%), private stands for 18%. With regards to the sector, 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, which implies the need for implementing regional approaches to better engage regional users. As further analysis takes place the results will be used to enable the CWG and the JERICO-S3 project to 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 upon by the consortium and will help the partners to raise awareness of the project's 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.”

The JERICO-RI Vision, Purpose, Mission and Services are:

Vision:

“By 2030, the JERICO-RI will be the European gateway to long-term scientific observations and related services for European coastal marine systems at the convergence between the land, open ocean and atmosphere; empowering European research excellence and expertise for the benefit of society.”

Purpose:

“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.”

Mission:

“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.

- *JERICO-RI contributes to a better understanding of the functioning of coastal marine systems and thus to a better assessment of their changes caused by the combined effects of natural and anthropogenic changes.*
- *By doing so it contributes to an efficient management of major ecosystem services and environmental risks, leading to an improved knowledge framework for sustainable development in coastal areas and the emergence of a dynamic coastal blue economy.”*

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

Members of the CWG are working to revise the key messages and strapline for communication to ensure convergence with the purpose, vision, and values statements for the JERICO-RI as it develops (MS57). The revised messages will be presented and discussed at the 3rd JERICO-WEEK in March 2022 and subsequently included in the next newsletter.

8.1 Strapline

Agreed straplines are used on posters, flyers, brochures, presentations, and other materials. These help project partners convey a consistent, clear, and concise message to stakeholder groups. Straplines are succinct and memorable and 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”

Members of the CWG are working to revise the key messages and strapline for communication to ensure convergence with the purpose, vision, and values statements for the JERICO-RI as it develops. The revised

messages will be presented and discussed at the 3rd JERICO-WEEK in March 2022 and subsequently included in the next newsletter.

9 HOW: Channels of communication, dissemination, and stakeholder engagement

Project communication channels that keep external stakeholders and internal partners informed and engaged will continue e.g., social media, website content, news posts, press releases, deliverable reports etc. During months 19-48, communication channels will promote the project's dissemination products (D10.1) and continue to increase the visibility of the RI to its stakeholders. Channels of communication will include:

9.1 Newsletters

Newsletters are both internal and external. Internal newsletters are more regular, at least quarterly, and update all partners on the latest announcements, news, and events. They inform partners of key project information relating to reporting, milestones, and deliverables. They also highlight recent events and upcoming relevant events.

The first JERICO-S3 external newsletter will be distributed to internal and external partners digitally via emails, the project website, and social media channels. The newsletter will be finalised shortly after the third JERICO-WEEK in March 2022. It will also coincide with the third call for Transnational Access. The newsletter will provide an overview of the JERICO-S3 project and the JERICO-RI. It will provide an up-to-date article on the JERICO Identity and feature a number of articles highlighting key achievements so far during the project. Highlights will include establishing the Pilot Supersites (PSSs) and some key scientific outputs related to their success. The third TA call will be promoted along with a summary of the previous calls and projects. Virtual Access available through JERICO will also be highlighted along with featured services on offer. A special post will highlight the successful RI-RI coordination with the AQUACOM-plus project.

At least 1 additional external newsletter will be produced toward the end of the project and will further highlight the achievements and outputs.

9.2 Project website

Acting as the main point for general project information for partners and stakeholders, the JERICO-RI website is an important resource for the latest news, events, products, and services and is integrated with the project's social media campaign (Task 10.5.1, D10.3).

The [JERICO-RI website](#) has been updated to include the project website for JERICO-S3 and JERICO-DS as well as the central hub for the JERICO-RI (MS54). JERICO-S3 and JERICO-DS sections and content have been added and JERICO-NEXT has been moved to [Previous Projects](#) along with JERICO-FP7.

Transnational Access (TA) has been updated to include the latest calls and will continue to be updated during the second half of the project.

The News and Events sections are continuing from JERICO & JERICO-NEXT.

The JERICO-RI website is a central hub for gaining access to data, information and services relating to the JERICO-RI. It will be 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 (JERICO-CORE). All JERICO publications will be added to the website.

Throughout the remainder of the project, the website will continue to develop with further resources integrated including the metadata and services catalogue (WP6, WP7) and 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).

Multilingual versions of key web pages are being produced to continue to increase the impact of the JERICO-RI.

The website will continue to be updated regularly with the latest information and outputs and to evolve as the project progresses. All new content is 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 are a key mechanism to further promote the Dissemination and Exploitation Products (DEPs) (D10.1 and 10.6).

An updated cookie policy is available on the project website.

To improve internal communications, all partners have internal access to the website. This gives partners access to confidential deliverable reports and other restricted web content.

The project coordination team manages internal documents such as communication and dissemination log, meeting minutes etc in a central hub on Google Drive (See section 9.7 on internal communication).

9.3 Project news and social media

The social media community developed in previous projects has been continued with Facebook and Twitter remaining 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 are broadcast via social media channels.

The community has also expanded with the addition of a LinkedIn profile and YouTube channel hosting videos of JERICO-RI activities as well as short interviews. The YouTube channel will expand to feature further videos gathered throughout the project, 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 continue to coordinate the LinkedIn community pages and the filming of videos for the YouTube Channel with contributions from other partners.

For the social media strategy to be successful, especially during the second half of the project when most results and project outputs are available, all partners are required to contribute. The National Research Infrastructures Communication group (NRIC) forms part of the Social Media Network to disseminate information at a national level through national communications channels in local languages. A new Twitter List for NRIC group members will be created to facilitate sharing of information between the NRIC group.

In the first version of the communication plan, the communication team planned that at least one "Tweet per month per work package/NRIC member" would be sought and actively encouraged to ensure a regular stream of content. However, as the project started during the initial COVID-19 pandemic, various components of the project progressed at different rates. Instead, the communications team found it far more effective to foster direct relationships with the most active parts of the project. Of note have been the TA team (WP8), the PSS team (WP4) and the project coordination who have collaborated extensively with WP10 to produce a stream of high-quality news and social media posts for the project.

During the next phase of the project, the communication team will continue to coordinate closely with TA, PSS, coordination. Particular attention will also focus on Virtual Access (WP11) and the JERICO-CORE (WP7). WP10 will continue efforts to work with the Integrated regional sites (IRS's) (WP3). An active community is vital to effective communication, dissemination, and engagement.

As well as project specific news, all partners/NRIC members are encouraged to share regional news and achievements via the JERICO-RI website and social media channels to further strengthen the identity of JERICO-RI.

9.4 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, briefings and press releases 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. The CWG will be vital in ensuring a strong coordination between the dissemination and exploitation activities and the communication activities for achieving maximum impact.

9.5 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 to promote the JERICO-RI and the JERICO-S3 project at all networking events attended throughout the duration of the project.

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

All partners have been provided guidance on procedures for communicating the JERICO-RI and the JERICO-S3 project. The guidance has included:

- 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 - This is clearly displayed on the project website.
- Guidance on communicating activities with the communication team has been presented at general assemblies. JERICO-WEEKS and steering committee meetings and includes
 - Who to contact and how
 - Guidance on forming a Tweet or news post for the website
 - Guidance and support in uploading videos to the JERICO-RI YouTube Channel
 - Reminders 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 activates for all project deliverable reports

9.6 Web-based communication tools

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

User emails are captured in a variety of ways e.g., user forms, best practice questionnaires, website, and newsletter registrations etc. Mailchimp has been 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 are 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.

9.7 Internal communication

A secure web-based platform is operated by the project coordination team (IFREMER) to enable efficient diffusion of information, reports, meeting minutes and details of collaborations between partners. A regular internal project newsletter will continue to be produced to keep partners up to date with the latest project information and developments (see section 9.1). Schedules and status of deliverables, milestones, periodic reporting, financial reporting, and all aspects of project management will be maintained throughout the project. The platform is the central hub for internal project information. Keeping partners up to date with the latest activities is important to encourage continued engagement in communication and dissemination.

9.8 Graphics (flyers, leaflets, posters, infographics, 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.

An infographic of the RI was produced at the start of the project and features on the homepage of the project website (<https://www.jerico-ri.eu>).

A “slide library” will be designed and produced as a series of PowerPoint slides that will be available for all partners and external collaborators. The slides will feature key aspects of the JERICO-S3 project and the JERICO-RI and will help to ensure clear and consistent delivery of key project and RI messages, products, and services to all stakeholders.

An external newsletter template has been designed based on the JERICO-RI branding and identity. It will be used for the first and end of project newsletters (see section 9.1).

A banner will be designed and made available in print and digital formats highlighting the key messages of the JERICO-RI.

9.9 Conferences, events, and exhibitions

All partners will continue to represent the JERICO-RI and promote project awareness at conferences, events and exhibitions attended during the project (both physical and virtual). Suitable events will continue 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 continue to be advertised and partner attendance and activities will be coordinated via the project management team (The Coordination). Attendance and activities at all events will continue to be recorded on a shared dissemination and communication activities log that will be used for reporting and evaluation purposes. The log is available to all partners via the central hub for internal communication (see section 9.7) 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. A member of the communication team will attend key events e.g., JERICO-WEEK and ensure near real-time outputs through the communication channels, especially social media.

9.10 Workshops and webinars

Attending and organising workshops and webinars will continue to 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 continue to be advertised, and partner attendance and activities will be coordinated via the project coordination team.

Throughout the JERICO-S3 project, there are a series of specific webinars and workshops for communicating aspects of the JERICO-RI:

- 2 internal workshops on best practices to train JERICO-RI operators (MS60 and MS64, D10.5). The main objectives are:
 - Knowledge transfer within the consortium (e.g., data management, processing, QA/QC practices (WP5 and WP6).
 - Sustaining training excellence
 - Promote synergies between Virtual Research Environments
- A series of webinars aimed at early career scientists and experienced scientists to update existing knowledge
- 2 webinars that aim to support outreach of the project and the RI to the public (MS58 and MS65)

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

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 continue to 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 Communication Plan will be reviewed at least annually (MS56, MS61, MS67).

Metrics 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

Information on the quality of some of our communication activities will be gathered 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 V2.0 (month 19 to 33)

Medium / Activity	Type of Audience	Communication Level	Communication Type	Date / Frequency	Evaluation
Newsletters	Public	International	1-way	2 external newsletters April 2022 and November 2023. Quarterly internal newsletters	Number distributed and downloaded from the website
Website	Public	International	1-way	On-going updates, incorporate multi-lingual pages and products	Number of sessions and session time from Google Analytics
Social Media	Public	International	1-way	Regular (at least monthly) high-quality social media posts. Near real time posts relating to key events, establish Twitter Lists with the NRIC group	Number of shares, likes and new followers.
Project News	Public	International	1-way	Aim for an average of 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 and internal communication	Internal partners, External stakeholders engaged in the project	International	1-way, 2-way	On-going communication	Feedback received regarding communication tools used

Graphics (flyers, Leaflets, Posters, brochures and Banners)	Science and Research, Policy, Industry, Education	International	1-way	JERICO-RI banner highlighting the key messages, graphics toward the end of the project highlighting the key project outputs. Create a "Slide Library" for the JERICO RI, external newsletter template.	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

12 Schedule for implementation M25-48

Table 2. Schedule for implementing the CP during the second reporting period (M25-48). The schedule includes the communication activity, month to be completed by and lead partner responsible.

Communication Channel	Communication Activity(ies)	Months	Lead Partner
Social Media	Coordinate with PSS, IRS, VA, TA, JERICO-CORE and Dissemination and exploitation activities to ensure a continuous flow of project information and outputs. Post near-real-time social media posts covering JERICO-WEEKS and other key project events.	M25-48	BLIT

News articles	Gather the materials and content to produce at least 2 news articles for the website	M25-48	BLIT
CWG Meetings	Organised regular (at least biannual) meetings to review the communication and dissemination activities against the communication plan and the dissemination and exploitation plan	M25-48	IH/BLIT
NRIC group engagement	Set up a Twitter List for sharing news and events and receiving relevant information from JERICO-RI nations. Organisation of the second NRIC group meeting	M25-30	BLIT/IH
NRIC engagement	Communicate strategically via a workshop, newsletter, or other methods at least once per year to ensure that the group is up to date on the project activities and outputs	M25-48	IH/BLIT
Report	Review of the communication activities and plan to assess the effectiveness of the activities in meeting its aims and objectives (MS56, 61 and 67).	MS56 due M19, expected M27, MS 61 due M33, MS67 due M45	BLIT
Report	Report on the production of communication material dedicated to increase the visibility of the JERICO-RI (D10.3)	Due M24. Expected M30	BLIT
Report	Report on communication tools: description of tools per target group (D10.4)	Due M26	IH
Project website	Set-up multilingual content functionality on the JERICO website	M25-26	BLIT
Project website	Update project website to include the JERICO-DS project	M25-24	BLIT
Project website	Translate main web pages into partner languages.	M25-30	IFREMER, IH, COVARTEC/ Others?
Project website	Upload a table of all JERICO publications.	M30	BLIT

Project identity	Translate project key messages and straplines into partner languages.	M26-30	IFREMER, IH, COVARTEC/ Others?
External newsletter	Design and produce the first external project newsletter. Distribute to partners, NRIC, and wider communities electronically. Upload to the project website and promote via social media	M19-27	BLIT (partners to contribute)
External newsletter	Produce and distribute the end of the project external newsletter. Distribute to partners, NRIC, and wider communities electronically. Upload to the project website and promote via social media	M42-46	IH (partners to contribute)
Graphics	Design and produce a "slide library" that is available for partners and collaborators to use in presentations	M26-30	BLIT/IFREMER/ COVARTEC/IH
Graphics	Design and roll up banner highlighting the key statements of the JERICO-RI	M30-36	BLIT
Graphics	Design a template for external newsletters	M25	BLIT
Graphics	Graphics toward the end of the project highlighting the key project outputs.	M36-48	BLIT
Events	Publish JERICO and other relevant events and workshops on the JERICO website and promote via social media	M25-48	BLIT
Events	A member of the communication team should attend key JERICO events to ensure adequate representation on social media and harvest materials for the project website.	M25-48	BLIT
Events	Organise "Networking Fridays" webinar https://www.aircentre.org/netfridays/ .	M25-30	IH

13 Resources

RI-VIS - Communication Toolkit for Research Infrastructure (2021). <https://toolkit.ri-vis.eu/community> (Accessed 13th September 2021)

European Commission - Online Manual, Grant Management, Communicating your project. <https://webgate.ec.europa.eu/funding-tenders-opportunities/pages/viewpage.action?pagelid=1867972> (Accessed 21st September 2021)

H2020 Programme Guidance: Social media guide for EU funded R&I projects, Version 1.1 07 January 2020.
https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf (accessed 1st February 2022)

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