



JERICO-S3 DELIVERABLE

Joint European Research Infrastructure for Coastal Observatories Science, Services, Sustainability

DELIVERABLE #, WP# and full title	JERICO-S3 D.10.3 - WP10 - "Report on production of communication material dedicated to increase the visibility of JERICO-RI"
5 Key words	Communication, Graphics, Visibility
Lead beneficiary	BLIT
Lead Author	Kathryn Keeble
Co-authors	Charlotte Wells
Contributors	Simon Keeble
Final version date/ Submission date (dd.mm.yyyy)	18/05/2022

Nature: R

(R = Report, P = Prototype, D = Demonstrator, O = Other)

Dissemination level: PU

PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

GRANT N°: 871153

PROJECT ACRONYME : 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-D10.3-13.05.2022-V1.0
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REVISION HISTORY			
Revision	Date	Modification	Author
V1.0	13/05/2022		Kathryn Keeble

APPROVALS				
	Name	Organisation	Date	Visa
Coordinator	Delauney Laurent	Ifremer		
WP Leaders	Joao Vitorino	IH		

Diffusion list			
Consortium beneficiaries	Third parties	Associated Partners	other
X			

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1. EXECUTIVE SUMMARY

This report focuses on the communication activities dedicated to increasing the visibility of JERICO-RI. Key activities included:

- Updating the [JERICO-RI website](#) and brand identity to be product/service focused.
- Social media campaigns to highlight the JERICO-RI and its outputs, products, and services.
- 45 news posts published on the JERICO-RI website featuring activities of the JERICO-RI, including TA, VA, best practices, and outputs from the Pilot SuperSites (PSSs).
- Publication of the first JERICO-RI external newsletter for stakeholders featuring a series of articles to raise the visibility of the JERICO-RI.
- Formation of the National Research Infrastructures Communications (NRIC) Group, which is composed of communication professionals from the JERICO-RI consortium, stakeholders, and other research infrastructures. The NRIC will play an important role in increasing the visibility of the JERICO-RI at national and regional levels.
- Integration of metadata and service catalogues into the JERICO-RI website to facilitate access to services and their visibility.

The next steps will be to

- Produce a communication toolbox using the revised JERICO-RI vision, purpose, mission and services statements that can be used to further promote the visibility of the JERICO-RI and its services to a variety of end user groups. This will include a citizen group.
- Incorporate the e-JERICO infrastructure (JERICO CORE)
- Add multilingual information to the project website
- Produce a follow up newsletter to further promote the JERICO-RI and its products and services
- Engage with the NRIC group for bilateral communication of the JERICO-RI and its infrastructures

2. INTRODUCTION

This document reports on the communication activities dedicated to increasing the long term visibility of JERICO-RI (Task 10.5.1).

Key activities for increasing the visibility of the JERICO-RI have included:

- Updating the [JERICO-RI website](#) and brand
- Social media campaigns
- Frequent news posts on the JERICO-RI website
- Publication of the first JERICO-RI newsletter for external stakeholders
- Formation of the National Research Infrastructures Communications (NRIC) Group
- Integration of metadata and service catalogues to the JERICO-RI website

Full details of each activity are provided below.

3. JERICO-RI website and communication media

3.1. Revised and updated JERICO-RI website and brand

Brand: The JERICO-RI logo, brand, and identity is well established through the previous JERICO-fp7 and JERICO-NEXT projects (Figure 1).



Figure 1. JERICO-RI logo

The brand is conveyed through all graphics and digital communication channels, including the website, social media, reports, and communication materials such as posters, presentations, leaflets etc.

Website: Acting as the main point for general project information for partners and stakeholders, the [JERICO-RI website](#) is an important tool for increasing the visibility of the JERICO-RI. Toward the end of the previous JERICO-NEXT project, the website was transitioned from a project to product-centric website, focusing on the JERICO-RI and its services. The website has been further enhanced during the JERICO-S3 project.

During the JERICO-S3 project, the website was updated and restructured to increase the visibility of the JEICO-RI (MS54). 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).

Design of the JERICO-RI website: The Homepage features a prominent slider designed for promoting key information and services. The first slide tells the user what the JERICO-RI is. Subsequent slides advertise key events and services e.g. TA Facility of the Week, invitation to complete a user survey, and links to the Sextant JERICO-RI catalogue.

A key element of the homepage is a JERICO-RI infographic (Figure 2). The infographic is designed to give a graphical overview of the whole JERICO-RI and provide further details of each component i.e. physical infrastructures, transnational, virtual and data services, science strategy, usage and uptake, and its collaborators. A future step may be to make the infographic interactive so that users will be able to click on parts of the infographic for further information and links to relevant sections of the website.



Figure 2: Infographic of the JERICO-RI

3.2. Social media

JERICO-RI social media accounts: 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 social media community developed in previous JERICO-fp7 and JERICO-NEXT projects has been continued, with [Facebook](#) and [Twitter](#) remaining key platforms.

The community has also expanded with the addition of a [LinkedIn](#) profile and a dedicated [YouTube channel](#) hosting videos of JERICO-RI activities, as well as a series of short interviews (produced during the JERICO-NEXT project).

Twitter: After an initial flurry at the start of the project, social media activity was low during the first wave of the COVID-19 pandemic. Activity has increased since October 2020 (Figure 3). In total, @JERICORI has posted 125 tweets during the first half of the JERICO-S3 project, had 320 mentions, and attracted over 580 new high-quality and relevant followers (total followers are currently over 2,700).

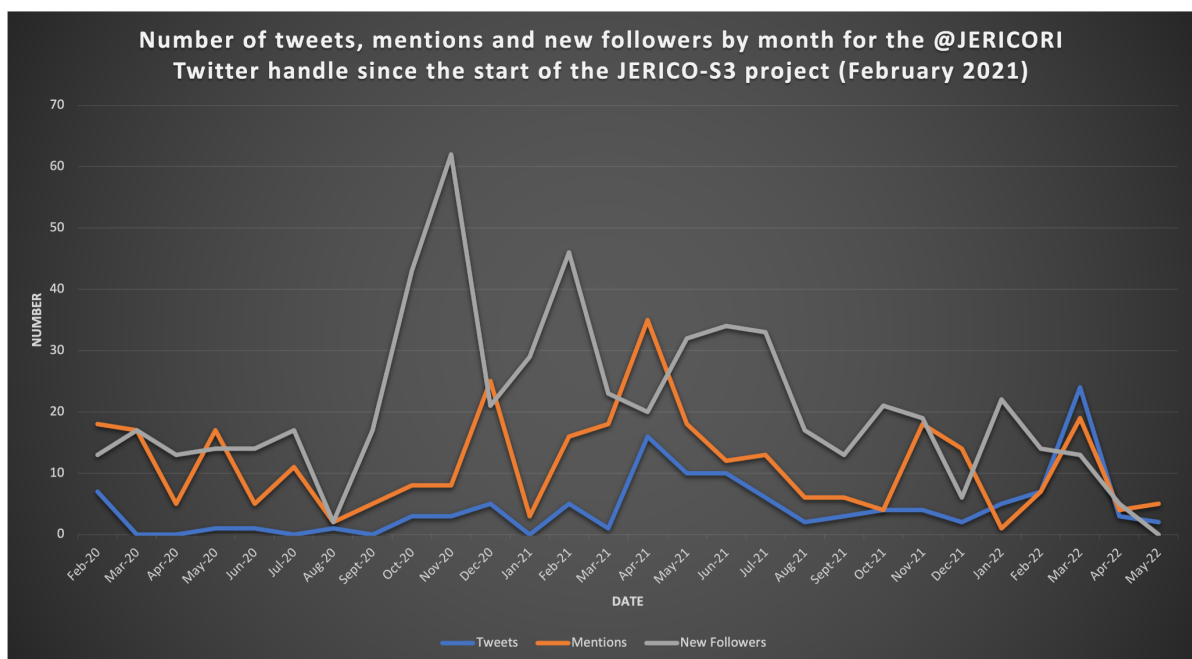


Figure 3. Number of tweets, mentions, and new followers from 1st February 2020 to 15th May 2022.

Facebook: Over 100 status updates promoting the JERICO-RI have been posted on the JERICO-RI Facebook page since the start of the JERICO-S3 project. The page has over 250 likes.

YouTube: The YouTube channel has been expanded to feature videos recorded throughout the JERICO-S3 project, including the TalTech recovery of the [Keri cable bottom profiling station in the Baltic Sea](#). The channel will be developed further and feature short

presentations delivered during webinars, training materials from training workshops, and short videos showing aspects of the JERICO-RI infrastructure, such as deployment. All [videos](#) are streamed on the website and promoted through Twitter and Facebook to maximise visibility. The individual videos on the JERICO-RI YouTube channel have been watched over 700 times since it was set up in 2020.

LinkedIn: The JERICO-RI LinkedIn group has 54 members and has been largely used to promote the visibility of the JERICO RI and TA calls.

For the remainder of the project, the communication team will continue to work closely with other work packages and stakeholders to increase the visibility of the JERICO-RI.

3.3. News

[45 news posts](#) have been written and uploaded to the JERICO-RI website since the start of the JERICO-S3 project. The posts have been largely focused on raising the visibility of the JERICO-RI through the promotion of its outputs and services. Each has been promoted via social media for maximum impact.

Notably, the TA team (WP8), the PSS team (WP4), and the project coordination have collaborated extensively with WP10 to produce a stream of high-quality news and social media posts. Full details of the communication activities to promote TA and VA services and their impacts are provided in MS59.

During the next phase of the project, the communication team will continue to coordinate closely with TA and PSS. This coordination will increase the visibility of the JERICO-RI to its stakeholders. Particular attention will also focus on Virtual Access (WP11) and the JERICO-CORE (WP7) as its services become available. WP10 will continue efforts to work with the Integrated Regional Sites (IRS's) (WP3). An active community is vital for effective communication, dissemination, and engagement.

3.4. External newsletter

The external [JERICO-RI newsletter](#) was published in May 2022 (Figure 4). The newsletter is intended to raise the visibility of the JERICO-RI and has been promoted through email lists, the website, and social media. It will also be promoted to the NRIC group (see 3.5 below).

The contents of the newsletter are:

- What is the JERICO-RI?
- Editorial
- The JERICO-RI Vision
- Pilot Supersites for Innovative Coastal Monitoring
- Spotlight on the Cretan Sea Pilot SuperSite
- Study in the North Sea and English Channel Pilot SuperSite
- JERICO-S3 Transnational Access, 3rd Call Opens
- Linking Virtual and Physical Resources of the JERICO-RI

- JERICO-S3 Virtual Access
- JERICO-S3 TA Program Supports Strong RI-RI Collaboration



Figure 4. First JERICO-RI newsletter cover.

3.5. Formation of the National Research Infrastructures Communications (NRIC) group

During the project, a communications network made up of the communications personnel in each partner institute responsible for communicating and disseminating information nationally and to representatives of other RI's and related consortia was established.

The first NRIC meeting was held as a virtual meeting on 8th June, 2021. The meeting was attended by 33 participants with expertise in communications. The participants included JERICO-RI partners, representatives from other European research infrastructures, and 2 keynote speakers. During the meeting, the role, value, and activities of the NRIC group were outlined to participants.

The NRIC is an important resource in 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 NRIC has a dual role:

- Work with the communication team to promote the JERICO-RI through their existing communication channels, in local languages if applicable.
- Share news, results, or information with the communication team for further distribution 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 is a vital part of this and will work with the communication team to translate the JERICO-RI visions, purpose, mission, and services statements 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.

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 members.

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

During months 25-48 of the JERICO-S3 project, the communication team and the NRIC group will maintain regular communication using web-based communication tools as appropriate, and will aim to communicate strategically at least once per year.

3.6. Integration of metadata and service catalogues to the JERICO-RI website

The [JERICO-RI catalogue](#) has been integrated into the JERICO-RI website. The services can be accessed from the “Data” menu.

The platform was updated as part of work package 6 to include the JERICO-S3 platforms and their metadata (Figure 6). The catalogue now functions as a first overview of the full RI capacity potential that will be expanded further during the project i.e. it's a map with a living catalogue where platforms are likely to be added throughout the project duration, due to work in both the JERICO-Design study as well as JERICO- S3. Development of the platform is documented in [D6.2](#).

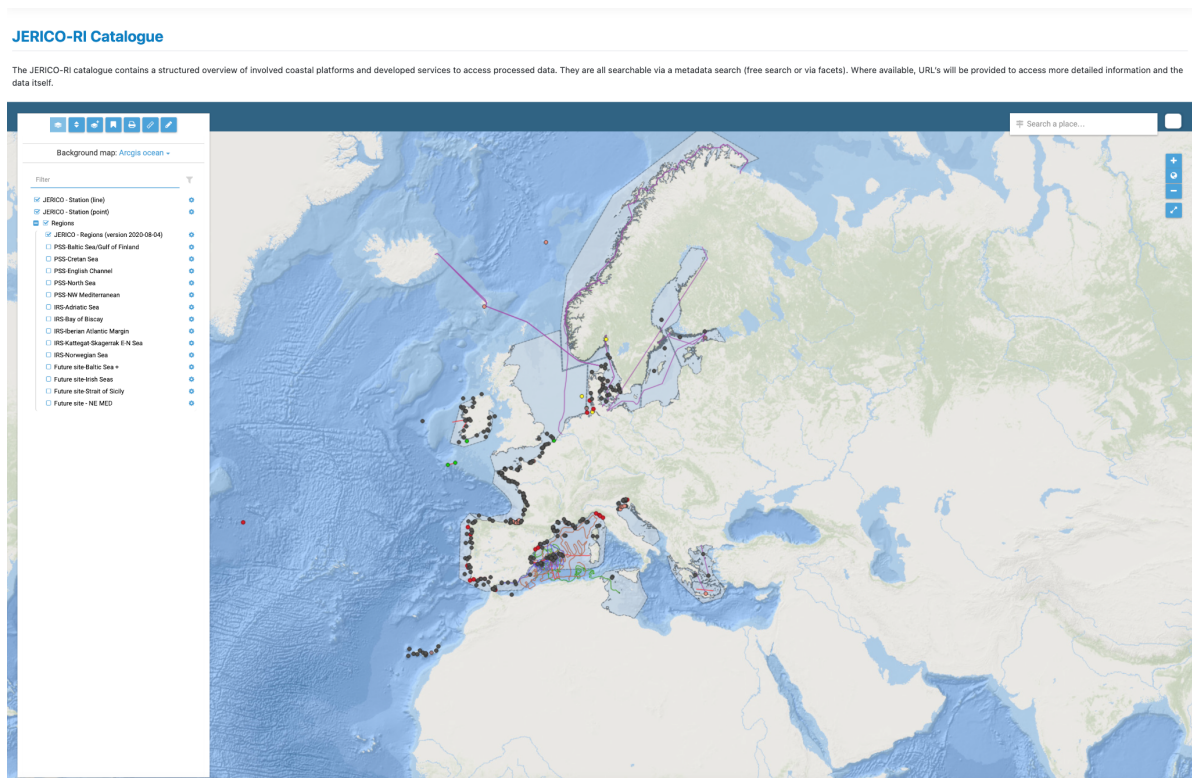


Figure 6. Screenshot of the JERICO-RI catalogue integrated into the website.

3.7. Producing communication materials using the updated JERICO-RI vision, purpose, mission and services statements

The JERICO-RI vision, purpose, mission, and services statements have recently been updated as part of task 10.3.2 (MS57). The statements are intended to provide a clear, concise, and consistent message defining the JERICO-RI. The revised statements 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 structure 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 European marine observations. JERICO-RI establishes a 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.”

Services:

- JERICO-RI investigates how innovative observation strategies and technologies can support assessing and predicting natural and anthropogenic changes in complex coastal systems and unravel the complexity of coastal processes.
- JERICO-RI provides a sustainable framework of facilities, expertise, and data to support growth, development, and innovation in the blue industry. The JERICO-RI aims at forming partnerships with industries contributing to marine observations by developing joint activities and promoting mutual benefit.
- *JERICO-RI supports the development of downstream services by SMEs through free access to high-quality, continuous, multidisciplinary, marine environmental data.*
- JERICO-RI facilitates technological innovations by providing access to a long term pan-European coastal infrastructure for proof of concept, verification, and demonstration of emerging technologies in a variety of easily accessible natural environments and with the support of a network of experts.

The statements and branding will be used to refresh the graphics and posters produced toward the end of the JERICO-NEXT project. This will be used to form a communication toolbox of graphics that can be used to further promote the visibility of the JERICO-RI and its services to a variety of end user groups. This will include citizen groups (WP2 and 6). The graphics will include posters, leaflets, and banners.

4.NEXT STEPS

The next steps will be to

- Produce graphics and posters with the revised key statements and branding to form a communication toolbox that can be used to further promote the visibility of the

JERICO-RI and its services to a variety of end user groups. This will include a citizen group (WP2 and 6).

- Incorporate the e-JERICO infrastructure (JERICO CORE) to integrate metadata and service catalogues into the RI website (WP7).
- Add multilingual information to the project website
- Continue to promote the products and services of the JERICO-RI and the JERICO-S3 and DS projects.
- Produce a follow up newsletter to further promote the JERICO-RI and its products and services through communication channels.
- Engagement with dissemination activities (Task 10.2.2) to maximise the impact through the communication channels and community.
- Engage with the NRIC group for bilateral communication of the JERICO-RI and its infrastructures.