

GRANT N°: 871153
PROJECT ACRONYM : JERICO-S3
PROJECT NAME : Joint European Research Infrastructure for Coastal Observatories - Science, services, sustainability
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JERICO-S3 MILESTONE

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

MS#, WP# and full title	JERICO-S3 MS56- WP10 - "Review Communication plan"
5 Key words	Communication, Dissemination
Lead beneficiary	COVARTEC
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Submission date	26/05/2022

→ **Please specify the type of milestone:**

- Report after a workshop or a meeting (TEMPLATE A)
- Report after a specific action (TEMPLATE B) (test, diagnostic, implementation,...)**
- Document (TEMPLATE B) (guidelines,...)
- Other (TEMPLATE B) (to specify)

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TEMPLATE B - Other cases (not a workshop or meeting report)

1. Objectives

The objectives of this report are to:

- Review the implementation of the Communication Plan (CP) (D10.2) during Months 1-24
- Assess the impact of the communication activities according to the evaluation criteria defined in the CP.
- Update the CP and provide a schedule of implementation for M25-48 of the project.

2. Methods

The objectives were achieved by

- Reviewing the implementation of the CP during months 1-24
- Evaluating the impacts of the communication activities using the evaluation criteria of the CP
- Updating the CP to maximise the impacts of communication activities during the next stage of the JERICO-S3 project and JERICO-RI (the [Full plan](#) is available on the JERICO-RI website)
- Updating the schedule for implementation for months 25-48

3. Review of the implementation and evaluation of the communication plan

This section reviews the formation of the communication groups and the implementation of the channels of communication specified in the [communication plan \(CP\) \(D10.2\)](#).

3.1. *Formation of communication groups*

The initial Communication Plan ([D10.2](#)) set out to establish a Communications Working Work (CWG) and a National Research Infrastructures Communications (NRIC) Group.

3.1.1. Communications Working Group

A Communications Working Group (CWG) has been established to help manage and coordinate communication, dissemination and engagement within the project and the RI. The CWG is composed of JERICO-S3 partners with expertise or specific responsibilities relating to communication, dissemination or outputs.

During the project, 6 dedicated CWG meetings have been held, as well as a number of additional meetings relating to specific aspects of the communication plan and its activities. The purpose of the meetings have been to review progress of the communication and dissemination plans implementation and to schedule upcoming requirements including graphics, events, communication materials (e.g. newsletters), social media activity etc.

3.1.2. 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.

During months 25-48, the CWG will re-engage with the NRIC Group to share dissemination outputs of the JERICO-S3 and promote the products and services of the JERICO-RI.

3.2. Channels of communication

The JERICO-S3 project communication plan ([D10.2](#)) has been implemented during months 1-24 of the project.

This section provides an overview of the communication activities and their implementation during the first half of the project (M1-24).

3.2.1. Newsletters

In the initial CP, 4 newsletters were planned (1 per year). In practice, the implementation of newsletters have fallen into internal and external newsletters. Internal newsletters have been distributed more frequently, at least quarterly, and serve to 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 external [JERICO-RI newsletter](#) was published in May 2022 (Figure 1). 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 National Research Infrastructure Communication (NRIC) group.

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 1. First JERICO-RI newsletter cover.

3.2.2. Website

The website has been maintained and updated as planned in the initial CP (D10.2).

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



During month 1-24, the website has been updated to be product centric, focussing on increasing the visibility of the JERICO-RI (D10.3). The website design was updated at the start of the project (MS54).

During months 1-24, the website has been regularly updated with the latest news, events, deliverables, TA and VA services, and project information. As well as being the focal point for the JERICO-RI, it also serves as a central hub for the JERICO-S3 and JERICO-DS projects. The website has recently been enhanced with multilingual functionality and materials in other languages will be uploaded shortly.

3.2.3. Social media

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).

The initial CP planned for a “Tweet per month per work package”. The communication team found it more effective to focus on the most active parts of the project and liaise with them to produce high-quality current news and blog articles for communication and dissemination. During the first half of the project, this has primarily been the TA team (WP8), the PSS team (WP4) and the project coordination that has collaborated extensively with WP8 to produce a stream of high-quality news and social media posts for the 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 2). 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).

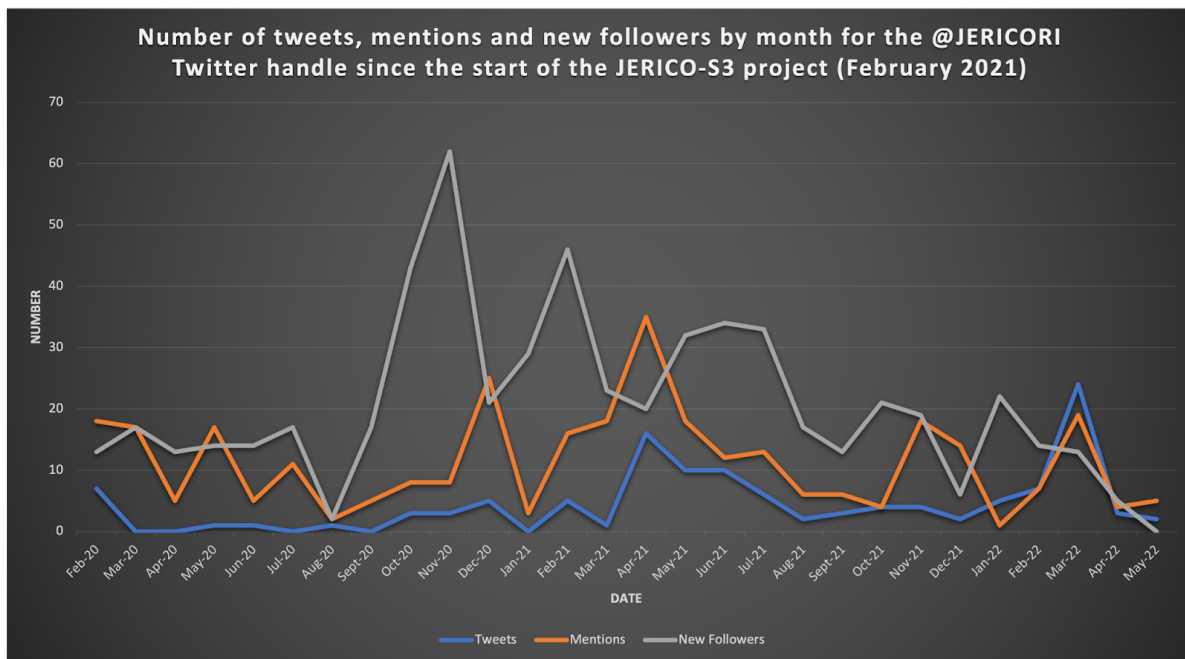


Figure 2. Number of tweets, mentions, and new followers from 1st February 2020 to 15th May 2022.

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 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.

3.2.4. Project News

The initial CP aimed to publish at least 2 news articles per month.

[Project news](#) has continued as an integral part of the website as well as being shared via social media channels. 45 high-quality news posts have been written and published on the JERICO-RI website since the start of the project.

With Covid causing parts of the project to be delayed at different times, two articles a month has not always been achievable. To maximise high-quality output, the communication team has found it most effective to engage directly with the most active parts of the project to secure project news.

3.2.5. Press Releases, Publications and Policy Briefings

The number of press releases, publications and policy briefings is as expected for the start of the project. It is expected to increase later in the project as outputs increase.

3.2.6. Project Identity

The JERICO logo, brand, and identity is well established through the previous JERICO-fp7 and JERICO-NEXT projects. [Brand assets](#) for the JERICO-RI and the JERICO-S3 and DS projects are available on the project website and are available to the public. Reporting/Meeting templates, documents and spreadsheets are managed by the coordination team via a secure web-based platform. These are routinely implemented by all partners on JERICO-RI, S3 and DS outputs and activities.

3.2.7. Web-based Communication Tools

In line with the initial CP, web-based communication channels (e.g. Mailchimp, email, online conference tools) have been set up and used effectively to communicate both internally and externally, as well as to distribute internal and external project newsletters.

3.2.8. Graphics and Infographics

Infographics: A key element of the homepage is a JERICO-RI infographic (Figure 3). 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.

The next step will be to produce a set of graphics and posters with the revised key statements (MS57, task 10.3.2) and branding to form a communication toolbox that can be used to further promote the JERICO-RI and its services to a variety of end user groups. This will include a citizen group (WP2 and 6).

A "slide library" has been designed and produced as a series of PowerPoint slides that will be available for all partners and external collaborators. The slides require the content to be finalised and 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.

3.2.9. Conferences, Events, Exhibition, Workshops and Webinars

Partners have represented the JERICO-RI and JERICO-S3 and DS projects frequently as planned in the first CP. Suitable events have been identified and prioritised. They have included local, national or international events that target one or several user groups. Forthcoming events have been advertised through internal communications e.g. internal newsletters and emails, as well as promoted on the JERICO-RI website and social media channels. Partner attendance and activities have been coordinated via the project management team (The Coordination).



Figure 3: Infographic of the JERICO-RI

Attendance and activities at all events have been recorded for period 1 on a shared dissemination and communication activities log that was used for reporting and evaluation purposes. The log is available to all partners via a central document (see section 3.1.11) to help track communication and dissemination activities. Partners attending the events are encouraged to follow the guidance on procedures for communicating the JERICO-RI and the JERICO-S3 project e.g. logo use, templates, key messages etc.

Attending and organising workshops and webinars has been and will continue to be a key 2-way communication strategy for JERICO- S3 and DS and promoting the JERICO-RI. Some workshops and webinars have been project specific and organised by JERICO-S3 work packages, acting as a forum for international collaboration with scientists and professionals (e.g. Joint workshop to draft D4.1 (MS18 and the series of 3 JERICO-WEEKS All Regions Workshops (MS1, 2, and 4).

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 management, processing, QA/QC practices (WP5 and WP6).
 - Sustaining training excellence
 - Promote synergies between Virtual Research Environments (VREs)
- 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)

During months 1-18, JERICO-S3 partners participated and organised 158 events that reached an estimated 40,000 stakeholders. Participation and attendance of all events during M19-36 will be reported at the end of Period 2.

3.2.10. Internal Communications

As planned in the first CP (D10.2), a central web-based document 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 3.1.1). 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.

3.3. **Summary of the communication activities (M1-24)**

Analysis of the evaluation criteria shows that the Communication Plan has been and remains effective (Table 1, below). The main influence on the effectiveness of the initial CP has been the Covid pandemic.

Table 1. Analysis of communication effectiveness during M1-24

Medium/Activity	Planned implementation	Actual implementation	Evaluation metrics
Newsletters	2 (at least 1 per year)	1 external, X internal	Quarterly internal newsletters distributed to the JERICO-S3 consortium, external newsletter promoted through the newsletter mailing list, social media, JERICO-RI website. It will be sent to the NRIC group in June 2022.
Website	Regular on-going updates	Implementing as planned	44,000 sessions, 1:51 average duration per session
Social Media	Tweet per month, per WP	Targeted social media activities promoting key activities in the project, including PSS implementation and results, TA calls and results, VA services and JERICO-WEEKS	145 Tweets, 320 mentions, 586 new followers, YouTube channel added and 6 videos uploaded. LinkedIn channel restructured and business and development group added.
Project News	2 posts per month	45 high quality news posts	45 news posts that have also been shared on social media
Press Releases, Publications & Policy Briefings	Dissemination and Exploitation of Key Project Outcomes as defined in the DEP (D10.1)	Implementing as planned	1 press release for the first TA call, 18 publications reported at the end of P1.
Project Identity	To be used on ALL project communication activities and channels as per the guidelines for communication activities	Implementing as planned	Assets uploaded to website and web based admin platform

	relating to the JERICO-S3 project and the JERICO-RI.		
Web-based Communication Tools	On-going communication	Implementing as planned	Continue to be used effectively
Flyers, Leaflets, Posters and Banners	1 near the start of the project focused on project aims and objectives and 1 near the end showcasing products	Delayed. The JERICO-RI statements have been updated (MS57). A communication toolbox will be designed and available prior to the JERICO-S3 GA in June 2022	Assets of the toolbox will be available for all partners and stakeholder to promote the JERICO-RI and JERICO-S3 project and outputs
Conferences, Events, Exhibitions, Workshops and Webinars	Attend and present at all relevant conferences, events and exhibitions possible. Organise / attend frequent workshops and meetings throughout the project.	Implementing as planned	158 events organised or participating in reaching an estimated 40,000 stakeholders during period 1.

3.4. Update of the Communication Plan for M25-48

The communication plan (D10.2) was updated in February 2022. The [full updated plan](#) for months 25-48 is available on the JERICO-RI website. The schedule for implementation is given in table 2 below (Section 5).

4. Conclusion

The communication plan has been successfully implemented during the first half of the JERICO-S3 project. Modifications to the approach to social media, news and newsletters have been necessary due to the impact of COVID-19 on the project, particularly during the first year. These modifications have been necessary to maximise the impact of communication channels for the JERICO-S3 project and JERICO-RI.

The communication activities have promoted the JERICO-S3 project services and results, as well as use of the JERICO-RI and its products and services to a range of stakeholders and end-user groups (Table 1).

During M25-48, communication activities will continue to promote the JERICO-S3 and JERICO-RI results, products and services through a variety of established communication channels (e.g. website, Social Media, newsletters etc). In particular, efforts will focus on promoting dissemination materials (produced as part of the Dissemination Plan implementation (D10.1), engagement with other RIs at national and regional levels, promotion of the establishment and results of the Pilot Super Sites (PSS) and Integrated Regional Sites (IRS), transnational access and virtual access services, and the JERICO e-Infrastructure (JERICO-CORE). A suite of graphics will be produced to

form a multilingual communication toolbox that can be used to produce communication and dissemination products aimed at key stakeholder groups e.g. other European RIs, national RIs, citizens, policy, education and industry.

5. Next steps (work plan)

The updated and revised communication plan will be implemented according to the schedule during months 25-48 (Table 2) ([D10.2b](#)).

The plan will be reviewed in October 2022 (MS61).

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-RI 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/COVARTE C/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-RI 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