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

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

1. Objectives

In February 2022, the initial project Communication Plan ([D10.2a](#)) was reviewed and updated to version 2 ([D10.2b](#)). The review of the implementation and evaluation of the initial Communication Plan for Months 1-24 were reported in MS56 (Review Communication Plan (Phase #1)), which was submitted in May 2022.

This report is a follow-up to the first review (MS56). It will review the implementation of version 2 of the project Communication Plan during months 24-36.

The key objectives of this report are to

- Review the implementation of the project Communication Plan (CP v2.0) ([D10.2b](#)) during Months 24-36.
- Assess the impact of the communication activities according to the evaluation criteria defined in the Communication Plan (CP).
- Provide an updated schedule of implementation of communication activities for M36-48 of the project.

2. Methods

The objectives were achieved by

- Reviewing the implementation of the [Communication Plan \(CP\) \(D10.2b\)](#) during months 24-36.
- Evaluating the impacts of the communication activities using the evaluation criteria of the CP.
- Updating the schedule for the implementation for months 36-48.

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

This section reviews the communication groups' activities and the implementation of the channels of communication specified in the [Communication Plan \(CP\) \(D10.2b\)](#).

3.1. *Communication Groups*

Two communication groups have been established in the JERICO-S3 project as part of the communication strategy: The Communications Working Work (CWG) and National Research Infrastructures Communications (NRIC).

3.1.1. Communications Working Group

The Communications Working Group (CWG) manages and coordinates communication, dissemination and engagement within the project and the Research Infrastructure (RI). The

CWG is composed of JERICO-S3 partners with expertise or specific responsibilities relating to communication, dissemination or outputs.

The Communication Plan included regular meetings (at least bi-annually) of the CWG. During months 24-36, 2 dedicated CWG meetings were held in January 2021 and November 2022. The purpose of the meetings has been to review the 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.

A CWG meeting is scheduled for February 2023 to maintain the coordinated approach to communication and dissemination activities.

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.

A dedicated NRIC meeting was held as a virtual meeting on 8th June 2021. The meeting was attended by 33 participants with expertise in communications (see MS56 for more information).

As part of the Communication Plan, the CWG were to strengthen engagement with the NRIC Group to share dissemination outputs of the JERICO-S3 and promote the products and services of the JERICO-RI through web-based communication tools and an annual meeting/workshop.

The engagement has been strengthened through community building on social media (see section 3.2.3). In addition, the JERICO-RI website has been developed into a multilingual environment to increase its reach at local and national levels.

A dedicated NRIC meeting has not been held during months 24-36.

3.2. Channels of communication

The JERICO-S3 Project [Communication Plan \(CP\) \(D10.2b\)](#) has been implemented during months 24-36.

This section provides an overview of the communication activities and their implementation during the third year of the project (M24-36).

3.2.1. Newsletters

In the CP, internal newsletters were planned at least quarterly, and served to update all partners on the latest announcements, news, and events. Internal newsletters were opened by 7% of recipients. Social media, website, email and the central doc for internal communication were considered the best means of keeping partner information of key project information relating to reporting, milestones, and deliverables.

An internal news bulletin was prepared and distributed electronically in December 2022 as a summary of the past year and the upcoming events. During November 2022, the CWG agreed that this would be a worthwhile end-of-year communication to contact all partners with seasonal



greetings and a summary of the project achievements and upcoming activities of particular note.

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.

The newsletter news post has been read by 69 users (average session duration 03:10) (Source: Google Analytics). It was distributed to 290 recipients via MailChimp. It was opened a total of 431 times by 122 individual recipients (Source: MailChimp). It was promoted on Facebook and Twitter where it was liked 15 times and shared 7 times collectively.



Figure 1. First JERICO-RI newsletter cover.

3.2.2. Website

The website has been maintained and updated as planned in the Communication Plan (D10.b).

The JERICO-RI website continues to be 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 months 24-36, 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 been enhanced with multilingual functionality and materials in [French](#) and [Portuguese](#) have been uploaded.

Since January 2022 37 events, 28 news posts, and 80 pages have been published. There have been more than 25 sessions opened by users on the website. The average session duration was 01:45 (Figure 2).

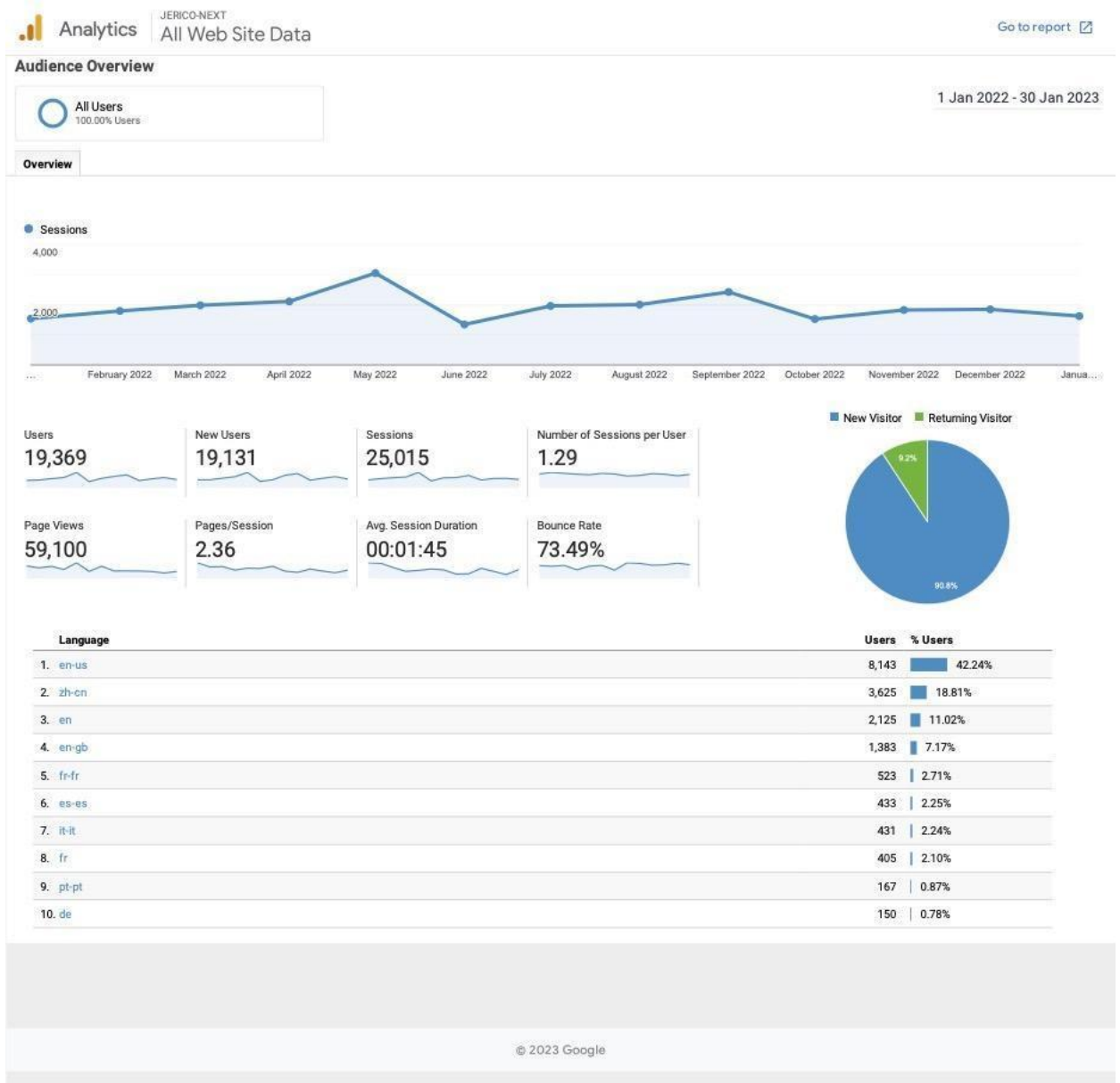


Figure 2. Audience overview between 01/01/2022 and 30/01/2023. Source: Google Analytics.

3.2.3. Social media

The social media campaign provides a direct line of communication to related scientific consortia, target industry, policy, the NRIC Group, and education end-user groups and, crucially, their extended networks. In line with the CP, all new materials, products, news, events, and services have been broadcast via social media channels.

[Facebook](#), [Twitter](#), [LinkedIn](#), and the JERICO-RI [YouTube channel](#) remain key platforms.

Twitter: @JERICORI has posted 97 tweets during months 24-36 of the JERICO-S3 project, which has been retweeted 158 times. The account has 2,872 followers. This has increased from 2,700 since May 2022 (MS56).

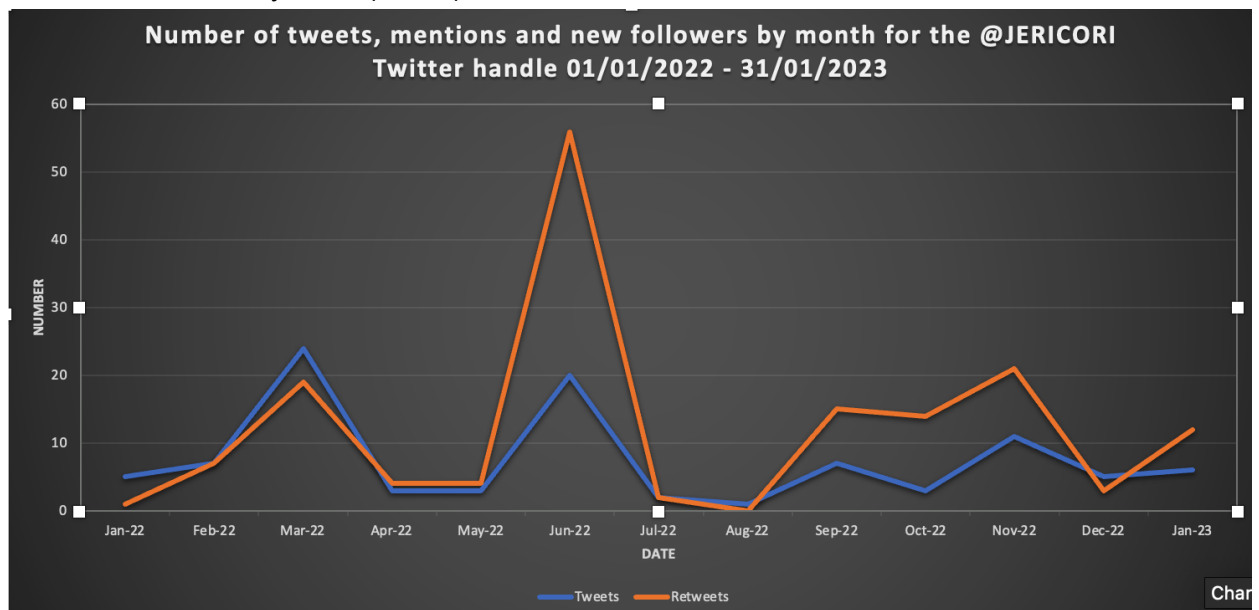


Figure 2. The number of tweets and retweets from 1st January 2022 to 131st January 2023.

Facebook: Almost 100 status updates promoting the JERICO-RI have been posted on the JERICO-RI Facebook page between 01/01/2022 and 31/01/2023. The page has over 318 followers and 286 likes.

YouTube: The YouTube channel has been expanded to feature videos recorded throughout the JERICO-S3 project. 1 new video promoting the collaboration between JERICO-S3 and EMBRC to study the impacts of extreme weather events in the Cretan Sea was added in January 2023 (<https://youtu.be/IMFQ3Uy5iqc>) and has been viewed 21 times. 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 1,103 times since it was set up in 2020. This has increased from 700 views in May 2022.

LinkedIn: The LinkedIn webpage has grown significantly since February 2022, with the increase of posts and event sharing with community, which has boosted the webpage, growing around 4 times in a 1 year timeframe, having at the moment 165 connections and more than 100 followers. The JERICO-RI LinkedIn webpage comprises 2 groups, the JERICO-RI

Business Development & Funding, with 21 members, and the JERICO-RI group with 59 members.

Through the LinkedIn page:

- 3 events have been published, comprising the JERICO Days 2022, the JERICO-DS General Assembly 2022 and the JERICO-S3 Training Workshop "New joint tools for European HFR Community";
- 26 news posts have been published, gathering a total of more than 3000 impressions from LinkedIn users, with specific news posts gathering around 1000 impressions with around 50 reactions and 10 reposts, generating comments from users.

The number of followers is 185 and the interested audiences concern the public with the most diverse profiles, spawning from oceanographers to engineers, professors and projects managers, among stakeholders and other interested audiences. The JERICO-RI LinkedIn webpage has top appearance in searches related with the ocean and with water.

3.2.4. Project News

[Project news](#) has continued as an integral part of the website as well as being shared via social media channels. 27 high-quality news posts have been written and published on the JERICO-RI website between 01/01/2022 and 31/01/2023. This is an average of just over 2 per month. Each post is promoted on social media to maximise dissemination.

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.

During months 24-36, the complete list of JERICO-fp7, JERICO-NEXT, JERICO-S3 and JERICO-DS [publications](#) have been uploaded to the website. These are important dissemination outputs for the JERICO-RI community and will be updated as the projects progress.

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 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

A set of graphics and posters with the revised key statements (MS57, task 10.3.2) and branding to form a “communication toolbox” have been produced, presented and uploaded to the website. These include

- A project [brand guide](#)
- Project [infographic](#)
- A new project [roller banner](#)
- A series of 10 thematic posters that highlight key aspects of the JERICO-RI, and the JERICO-S3 and DS projects:
 - [Science and strategy](#)
 - [Technology and technology design](#)
 - [Harmonisation, data management and interfaces](#)
 - [Sustainability and governance of the RI](#)
 - [Regional organisation in JERICO](#)
 - [Virtual Access](#)
 - [Transnational Access](#)
 - [Outreach and communication](#)
 - [Pilot SuperSites highlights](#)
 - [VA and JERICO-CORE](#)

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 the key project and RI messages, products, and services to all stakeholders.

3.2.9. Conferences, Events, Exhibitions, 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).

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 scientists to update existing knowledge
- 2 webinars will be held that will aim to support the 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. The LinkedIn channel was restructured and a business and development group was 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 relating to the JERICO-S3 project and the JERICO-RI.	Implementing as planned	Assets uploaded to website and web based admin platform
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	Delayed. The JERICO-RI statements have been updated (MS57). A communication toolbox	Assets of the toolbox will be available for all partners and stakeholders to promote

	end showcasing products	will be designed and available prior to the JERICO-S3 GA in June 2022	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.

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 the 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, the month to be completed by and the 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/IH
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 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/
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/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-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