



Dissemination Strategy for ENVRplus

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ABSTRACT

The objective of the Dissemination Strategy is to raise awareness of the ENVRplus project and the wider Environmental Research Infrastructures community among identified target groups, and to encourage them to use the products and solutions developed by the project while engaging them in discussions, to ensure that the products and solutions are relevant and suitable for their requirements.

The overall purpose of this document is to specify the scope and vision of the project's outreach and communication, including its target audiences, content of the information to be disseminated and communicated, the mechanisms to do this effectively within the constraints of the available budget, and the metrics for assessment of its impact.

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APPLICATION AREA

This document is a formal deliverable for the European Commission, applicable to all members of the ENVRIplus project, beneficiaries, as well as its collaborating projects.

DOCUMENT AMENDMENT PROCEDURE

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TERMINOLOGY

A complete project glossary is provided online here:

<https://envriplus.manageprojects.com/s/text-documents/LFCMXHHCwS5hh>

PROJECT SUMMARY

ENVRIplus is a Horizon 2020 project aimed at creating a more coherent, interdisciplinary and interoperable cluster of Environmental Research Infrastructures across Europe, thus making their products and solutions easier to use in combination with each other, improving the cost/benefit ratio of the Research Infrastructure operations and fostering holistic understanding of the Earth System processes and feedbacks.

ENVRIplus is a cluster of research infrastructures (RIs) for Environmental and Earth System sciences, built around the ESFRI roadmap and associated leading e-infrastructures and Integrating Activities together with technical specialist partners. It is driven by three overarching goals: 1) promoting cross-fertilization between infrastructures, 2) implementing innovative concepts and devices across RIs, and 3) facilitating research and innovation in the field of environment for an increasing number of users outside the RIs.

ENVRIplus aligns its activities to a core strategic plan where sharing multi-disciplinary expertise will be most effective. It aims to improve Earth observation monitoring systems and strategies, including actions to improve harmonization and innovation, and generate common solutions to many shared information technology and data related challenges. It also seeks to harmonize policies for access and provide strategies for knowledge transfer amongst RIs. ENVRIplus develops guidelines to enhance transdisciplinary use of data and data-products supported by applied use-cases involving RIs from different domains. The project coordinates actions to improve communication and cooperation, addressing Environmental RIs at all levels, from management to end-users, implementing RI-staff exchange programs, generating material for RI personnel, and proposing common strategic developments and actions for enhancing services to users and evaluating the socio-economic impacts.

ENVRIplus is expected to facilitate structuration and improve quality of services offered both within single RIs and at the pan-RI level. It promotes efficient and multi-disciplinary research offering new opportunities to users, new tools to RI managers and new communication strategies for environmental RI communities. The resulting solutions, services and other project outcomes are made available to all environmental RI initiatives, thus contributing to the development of a coherent European RI ecosystem.

Task 18.1: Outlining of ENVRI^{plus} dissemination strategy

Task leader: NERC [EPOS] (2), participants: UHEL [ICOS] (2), M1-M4

Establishment of a robust dissemination strategy for the ENVRI^{plus} project to include promotion of the initiative, dissemination of the project deliverables, tools, services, best practice etc. developed/adopted by the project to the wider user community and planned coordination/alignment with other related infrastructure initiatives especially those within the ESFRI framework. The dissemination strategy also outlines the objectives and the planned actions for user communities, stakeholder interactions, and liaison actions with the European and international initiatives.

The dissemination strategy outlines:

1. Target audiences (scientific communities, policy makers, funding agencies/funders, industry partners, other projects/ initiatives)
2. ENVRI^{plus} project identity (logo, templates for documents/slides etc.)
3. Promotional material (posters/leaflets, newsletters, website, social media -Facebook, LinkedIn, Twitter)
4. Journal articles and other publications
5. User and Stakeholder engagement (user and stakeholder workshops, external consultation group, conference presence - booths/stands)
6. Impact assessment: metrics for assessment

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1 Scope, vision and objectives

The general objective of the ENVRI^{plus} dissemination strategy is to specify the scope and vision of the project's outreach and communication, its target audiences, content of the information to be disseminated and communicated, means to do that effectively within the constraints of the available budget, and the metrics for assessment of its impact.

The overall objective of this strategy is to raise awareness of ENVRI^{plus} and the wider Environmental Research Infrastructures (RIs) community among identified target groups, and to encourage them to use the products and solutions developed by the project while engaging them in discussions, to ensure that the products and solutions are relevant and suitable for them.

1.1 Scope

D18.1 Dissemination Strategy is the first deliverable for Work Package 18 (WP18) of the ENVRIplus project. This dissemination strategy and associated implementation plan outlines the scope of ENVRIplus outreach and communication. It defines the key objectives, identifies the target audiences, elaborates on the mechanisms and tools that best suit the needs of these groups, and defines the timelines and responsibilities for the planned actions. Finally, the document outlines Key Performance Indicators to assess the impact and success of the strategy and planned actions.

The strategy will focus on dissemination of information related to both ENVRIplus project and the wider community of Environmental Research infrastructures (ENVRI community¹).

1.2 Vision

The focus of the dissemination strategy should be in line with the overall vision of ENVRIplus project as well as the Environmental Research Infrastructures Strategy for 2030² (ERIS). This central vision should be at the core of the various outreach activities - on the website and social media, in presentations and other promotional materials.

¹ **ENVRI community** – is the community of Environmental Research Infrastructures (RIs), including the current ESFRI roadmap environmental and associate fields RIs, leading 13 projects, key developing RI networks and specific technical specialist partners as well as new relevant emerging projects and initiatives. The community started to cooperate within the FP7 ENVRI project and will continue to cooperate and to evolve further within the ENVRIplus.

² **ERIS - Environmental Research Infrastructures Strategy for 2030** – the document outlines a Strategy for the European (in-situ) Environmental RIs for the next 15 years. It was made as a part of ENVRI FP7 project, in collaboration with the participating RI representatives in the ENVRI Stakeholders Advisory Board.

Central vision of ENVRIplus:

ENVRI^{plus} is a Horizon 2020 project bringing together Environmental and Earth System Research Infrastructures, projects and networks together with technical specialist partners to create a more coherent, interdisciplinary and interoperable cluster of Environmental Research Infrastructures across Europe.

Collaboration within the ENVRIplus will enable the multidisciplinary Earth system science across the traditional scientific fields, which is so important in order to address today's global challenges. The cooperation will avoid the fragmentation and duplication of efforts, making the Research Infrastructures' products and solutions easier to use with each other, improving their innovation potential and cost/benefit ratio of the Research Infrastructure operations.

Central vision of ENVRI community:

Our capacity to understand the Planet Earth as a unified system is predicated on our capability to observe, describe and model its various components and their interactions in a systematic way. Only by continuously learning more about our Earth can we hope to be prepared for predicting the effects a changing planet may bring - Planet Earth is the laboratory of Environmental Sciences.

Environmental Research Infrastructures provide key tools and instruments for the researchers to address specific challenges within their own scientific fields. However, to tackle the grand challenges facing human society (for example climate change, extreme events, loss of biodiversity, etc.), scientific collaboration across the traditional fields is necessary. The Earth system is highly interlinked and ***the area of focus for environmental research is therefore our whole planet.***

The ENVRIplus consortium recognizes that dissemination activities are an essential part of the project throughout its duration, and is therefore integrated within all its themes. Work package (WP) 18 will collaborate closely with all work packages, but particularly with WP17 (both Theme 6), which deals with liaison activities and coordinates the communication activities at different levels, and also with the Project management WP19, which organizes the internal communication within the project. Moreover, the work packages under Theme 3 (Access), Theme 4 (Societal relevance and understanding) and Theme 5 (Knowledge Transfer) will provide the new information and insights necessary for efficient and productive dissemination activities, and for assessing the impacts of the ENVRIplus outcomes.

This dissemination strategy and the associated work plan is a living document that will be reviewed and updated during the project's lifetime in order to adapt to the changing needs of ENVRIplus and its stakeholders. The planned dissemination activities may therefore change during the course of the project based on its performance metrics, experiences and lessons learned.

1.3 Objectives

Within the general objective above, the following specific objectives are proposed:

- Manage the information flow between ENVRIplus and the wider community (defined in section 2.2 below);
- Increase awareness of ENVRIplus and its activities, outcomes and relevance across a range of current and future users of environmental RIs and key stakeholders which include: decision/policy makers, users outside the research communities including potential industry partners and public organizations;
- Engage with stakeholders to ensure the products and solutions developed by ENVRIplus are relevant and applicable;
- Assist ENVRIplus and the ENVRI community in communicating joint strategic visions and actions to the national level funding bodies and stakeholders, as well as to European and international strategy and funding bodies, such as with ESFRI forum and its working groups, EC, Joint Programming Initiatives and the Belmont Forum;
- Assist in attracting interest and resources to support the ENVRI community and its efforts towards the vision outlined in ERIS;
- Assist WP17 in the development of the ENVRI community platform;
- Increase the influence of the European environmental RIs in the international Earth system observation landscape (e.g. Belmont Forum, Future Earth, GEO, COPERNICUS etc.);
- Provide the project partners with the necessary information to perform dissemination and communication activities (posters/leaflets, newsletters, slides, and social media such as Facebook, LinkedIn, Twitter);
- Organize an efficient and effective representation of ENVRIplus at a wide range of events e.g. conferences, workshops etc.
- Identify relevant information and opportunities outside ENVRIplus, and facilitate the uptake of such information by the ENVRIplus community.

2 Target audiences

Different target audiences have varying characteristics and needs. To be effective, it is important to know precisely whom we need to address and develop tailored messages for each group. The following groups of stakeholders were identified as the target audiences for the ENVRIplus dissemination activities:

- ENVRIplus partners
- ENVRI community
- Earth system science community
- Policy/Decision makers
- Research funding bodies
- Industry partners
- Education/Training providers
- Public
- Media

The focus of the dissemination activities for each of the target audiences will differ slightly but there will also be some common elements. It will be important to promote the system

level approach, which is necessary for common strategic, long-term planning within the ENVRI community, to all of the target audiences.

The main goal of ENVRIplus is to provide common solutions that are applicable and suitable for the relevant stakeholder groups. Engagement at all levels is therefore crucial to raise the awareness of the project and its products and solutions.

Engagement with the identified target groups will take one of several approaches. Many partners within the ENVRIplus consortium have contacts in these groups and the consortium as a whole has a responsibility to disseminate and promote the aims, objectives and outcomes of the ENVRIplus project as widely as possible throughout their own networks.

In addition there will be a range of focused dissemination and promotion activities, which are designed to engage with the specific target audiences, which are identified below.

2.1 ENVRIplus partners

This group includes all the ENVRIplus partner organizations and the Research Infrastructures that they represent. The dissemination strategy for this group is largely focused on the provision of all the information and resources necessary for the project partners to promote ENVRIplus and communicate the joint strategic visions to the wider community.

All partners should participate in dissemination activities, for example, by making presentations at conferences and seminars (see section 3.8 below), publishing articles in journals, using local communication channels e.g. organizational websites or social media presence to promote the project and its outcomes. Partners are also encouraged to propose new dissemination activities and highlight potential opportunities to promote the ENVRIplus project.

2.2 ENVRI community

The wider ENVRI community includes all current and future European environmental research infrastructures, projects and networks in the field of Environmental sciences (e.g. new RIs supported by H2020 IA calls and new RIs added via the ESFRI roadmap update process). It also includes the e-infrastructures community. It is important to disseminate the ENVRIplus vision, challenges and outcomes to the e-Infrastructures in order to make them understand the community's specific requirements.

This dissemination strategy seeks to further engage, integrate and develop the ENVRI community. It also defines the role that this group will play in serving as a dissemination channel for raising awareness and promoting the ENVRIplus project in the wider RI community.

To ensure that ENVRIplus is serving the entire ENVRI community a dedicated virtual Environmental Research Infrastructure Community Platform (*envri.community* website) will be established.

2.3 Earth System Science community

All of the Earth System Science domains will work together in the ENVRIplus project, allowing the project to capitalize on the progress that has been made in the various disciplines and also strengthen interoperability amongst the participating RIs and domains. The

dissemination activities at this level will focus on promoting and supporting cooperation among the different Earth system domains.

The Earth System Science community also includes the scientific community in general as well as other relevant projects and initiatives that ENVRIplus will need to liaise with in order to coordinate activities, develop coherent trans-initiative activities and share common visions. The initiatives already identified include:

2.3.1 European Level

- European Commission (EC)
- ESFRI
- H2020 projects (e.g. ConnectinGEO etc.)
- Copernicus
- Joint Programming Initiatives (JPI Climate, JPI Oceans, FACCE JPI etc.)
- European Space Agency
- European Environmental Agency
- National and regional funding agencies
 - e.g. NordForsk (including Nordic ENVRI project)

2.3.2 Global level

- ICSU activities, e.g. Future Earth
- GEO
- Belmont Forum
- Research Data Alliance

2.3.3 Other forthcoming initiatives and projects

- New H2020 projects e.g. European Plate Observing System IP (EPOS), EMSODEV

ENVRIplus will need to engage with these and other relevant groups in order to avoid overlap, promote the project outcomes, and ensure that its products and solutions are beneficial across the entire Earth system science landscape.

2.4 Policy / Decision makers and Research funding bodies

Dissemination activities will help to engage with these groups and potentially attract resources for the ENVRI community and its actions to support the vision outlined in ERIS: Environmental Research Infrastructures Strategy for 2010 (Asmi, Konijn, & Pursula, 2014). Engaging this group in dialogue about how research-funding policies can be adapted to foster the scientific and innovation capabilities of Environmental RIs will also be useful for the ENVRIplus project.

The activities in WP17 are also of direct relevance to this user group, especially Task 17.2 “Facilitation of the communication and coordination of the cluster level integration in the frame of ENVRI Strategy”, which is organizing the Board of European Environmental Research Infrastructures (BEERi). The outcomes of the BEERi are pertinent to this audience and should therefore be clearly communicated as part of the ENVRIplus dissemination strategy.

2.5 Industry partners

One of the main goals of ENVRIplus is to foster the innovation potential of research infrastructures. Engaging the industry partners and SMEs in a discussion about the technological potential of ENVRIplus and environmental RIs in general is of great importance. Dissemination activities that are focused on this group are essential to ensure that they are informed of the innovation potential of RIs and the technological solutions developed by ENVRIplus. This will encourage industry and industrial researchers to provide feedback on the project results and support the future sustainability of ENVRIplus. Developments within Theme 1 (Technical Innovations), Theme 2 (Data), WP12 (Framework for environmental literacy), WP15 (Training, e-learning) and Task 18.4 (Linking the environment to economics: relevance of environmental research infrastructures for society) are of particular relevance for the industry partners in this context.

2.6 Education/Training

There is a need to increase awareness of the complexity of the Earth System and environmental challenges among students. ENVRIplus will achieve this by organizing training and e-Learning courses as part of WP15. Of particular relevance is Task 15.5: Secondary School level education on environmental issues related to the RI. This task aims to improve the ENVRIplus e-Training Platform to provide multimedia education on environmental issues being addressed by the RIs to Secondary School level teachers and students. This work package also aims to improve the key skills of RI operators, managers and science stakeholders for using the ENVRIplus products. The WP18 dissemination tools will assist WP15 in reaching and engaging with this target audience.

2.7 Public

The general public should be aware of the importance of research infrastructures in the quest to understand the complex Earth system, and their role in addressing the global challenges for society as a whole. The ENVRIplus dissemination activities will focus on bridging the gap between the general public and the ENVRI community. The communication activities will be focused on raising the public awareness in a clear, positive and optimistic vision-based manner.

2.8 Media

Dissemination activities in this area will seek to raise awareness of the importance of the Environmental RIs in Earth system science, and also use the media as a dissemination channel (e.g. through press releases, articles, etc.), to engage with, in particular, the public, decision making bodies and industry. It is envisaged that the mailing list covering the national media will be established.

3 Mechanisms for dissemination and communication

The methods used for dissemination and communication by the ENVRIplus project will depend on the target audience being addressed. The appropriate media will be selected for each dissemination activity depending on the information being conveyed, the target audiences and their perceived capabilities.

Table 1 provides an initial mapping of the mechanisms that will be used to reach different target audiences. However, due to the rapidly changing nature of communication and the

evolving capabilities of both the audiences and technology, decisions regarding the mechanisms for dissemination and promotion will need to be regularly reconsidered based on an evaluation of their effectiveness and the information to be communicated.

Dissemination material will include information on the EU funding mechanism by (a) displaying the EU logo and (b) using the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 654182”.

When displayed together with another logo, that of EU will have appropriate prominence.

Target group	Website	Newsletter	Social Media	Journal Articles and other publications	Brochures, Flyers, Posters	Deliverables	Intranet
ENVRIplus partners	ENVRIplus project Website	Internal? /Bulletin	Twitter, Facebook, LinkedIn, YouTube	Scientific/Policy	NA	Available	Available
ENVRI community	ENVRI community website	External	Twitter, Facebook, LinkedIn, YouTube	Scientific/Policy	Scientific/Community building focus	Available	Available
Earth system science community	ENVRI community website	External	Twitter, Facebook, LinkedIn, YouTube	Scientific/Policy	Scientific/Community building focus	Available	Restricted
Policy makers/ decision makers	ENVRI community website	External	Twitter, Facebook, LinkedIn, YouTube	Scientific/Policy	Policy focus	Available	Restricted
Industry partners	ENVRI community website	External	Twitter, Facebook, LinkedIn, YouTube	Scientific/Technical	Policy Focus	Available	Restricted
Education/ Training	ENVRI community website	External	Twitter, Facebook, LinkedIn,	Training materials	Focus on practical application	Available	Restricted

			YouTube				
Media/Public		External	Twitter, Facebook, LinkedIn, YouTube		Focus on practical application	Available	Restricted

Table 1 Mapping of mechanisms for dissemination according to target audience

3.1 ENVRIplus project identity

ENVRIplus will create a graphical project identity that forms an important aspect of the dissemination and communication activities. This identity, which includes a logo, a standard template for documents, presentations etc., establishes a recognized ENVRIplus style and gives a consistent impression of the project that will be reflected in all media and resources.

3.2 Website

Websites will be established, both for the ENVRIplus project and ENVRI community. An *envri.community* domain will be developed with links to the ENVRIplus (envriplus.eu) and previous ENVRI (envri.eu) projects. The www.envri.community website is considered to be the main reference point for external communication and the community building platform, and will ideally remain functional beyond the project's lifetime. The project specific www.envriplus.eu website will only serve as an information source for project partners and be used for project related issues.

In addition to the external website, the ENVRIplus consortium will also use the ActiveCollab platform at <https://envriplus.manageprojects.com/> as its own internal workspace.

3.3 Newsletter

A project newsletter will be produced bi-annually, summarizing the updates on relevant project activities, findings and outcomes. The newsletter will be disseminated using the general ENVRIplus mailing list³. It will also be distributed via the project website and also through social media in order to reach as broad an audience as possible. Users will also be able to subscribe to the Newsletter on the project website. The editorial team, which will be made up of volunteers from the ENVRIplus consortium, representing different Themes/Domains, Coordination, e-infrastructures and policy issues, will select relevant content for the newsletter.

3.4 Social Media

The ENVRIplus project will use social media for the purposes of outreach and community building. A special interest group has already been established on LinkedIn (ENVRIplus) and community pages (ENVRIplus) have been created on Facebook. A dedicated Twitter account (@ENVRIplus) was also set-up to promote informal dialogue with stakeholders and the wider community. Additional social media channels can be used in future. ENVRIplus will also use Slideshare as a slide-hosting platform for its key presentations to ensure easy access to slides.

3.5 Video

Important presentations, training material and promotional videos will be recorded and posted on YouTube. These videos will also be shared on the ENVRIplus website and

³ See the ENVRIplus Internal Communication plan for more information on the email lists

<https://envriplus.manageprojects.com/s/files/6fkPgBI9bYdi8>

promoted through social media.

3.6 Printed and digital materials

A range of printed and digital materials (brochures, booklets, flyers, posters, etc.) that reflects the ENVRIplus identity (see above) will be developed. The content of these resources will be tailored to specific audiences and/or the type of dissemination activity e.g. conference, exhibition etc. These dissemination materials will also be updated at regular intervals during the project to include the latest information on progress and achievements. Some of the dissemination and promotion materials will also be available online translated into a number of different languages.

3.7 Journal Articles and other publications

Members of the ENVRIplus consortium will be encouraged to publish papers/articles in peer reviewed journals and other suitable publications to disseminate project results as widely as possible. Each beneficiary must ensure open access (free of charge online access for any user, i.e. “Golden model”) to all peer-reviewed scientific publications relating to its results, unless special permission to use other publication models (“Green Model”) is given by the ENVRIplus Executive Board. In which case:

- a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication will be deposited in a repository for scientific publications (preferably the ENVRIplus internal work space at <https://envriplus.manageprojects.com/>) as soon as possible, and on publication at the latest. The beneficiary must also aim to simultaneously deposit the associated research data needed to validate the results presented in the scientific publication, with either the publisher of the manuscript or with an approved repository.
- ensure open access to the deposited publication via the repository at the latest:
 - on publication, if an electronic version is available for free via the publisher, or
 - within six months of publication in any other case.
 - ensure open access to the bibliographic metadata that identify the deposited publication via the repository.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “European Union (EU)” and “Horizon 2020”;
- the name of the action, ENVRIplus acronym and grant number;
- the publication date, length of embargo period (if applicable), and a suitable persistent identifier both for the publication and the author.

ENVRIplus data products are to be published as openly as possible in publicly available data repositories. The data should be citable and well documented, preferably using the data citation and metadata methods developed within the ENVRIplus project, or commonly used by rest of the scientific community at the time of data publication.

3.8 Events

3.8.1 Participation at events

Members of the ENVRIplus consortium will be encouraged to promote the project at various meetings and conferences using material that reflects the project identity (see Section 4.1

above).

All partners participating at relevant ENVRIplus events or those where the project was promoted will be asked to fill in a short on-line report accessible at ENVRIplus internal work space <https://envriplus.manageprojects.com/projects/wp18-dissemination-liaison-and-collabora/notebooks/528> (see Annex 2 below for the content of the questionnaire). The report will be translated into a short news item that can be shared on the ENVRIplus website and also potentially form the basis of an article for the project newsletter to inform partners as well as the wider ENVRI community about the outreach and networking activities and their possible future impacts (such as possible collaboration, new opportunities for liaison, funding, new technical developments relevant to ENVRIplus etc.). These reports will also be fed back to the leaders of WP18 for the purposes of monitoring the promotion and dissemination activities carried out by all partners so that these can be reported to the EU as part of the periodic review process.

3.8.2 Organization of events

Conferences and special events help to develop project awareness, visibility and image. Workshops and informal meetings also help to establish and enhance the partnerships, which can initiate future joint activities and increase or reinforce commitment and support for the ENVRIplus project.

ENVRIplus will organize several different dissemination events including some that are targeted at specific audiences. The events organized by ENVRIplus will be promoted on its website, via social media as well as through other communication channels (e-mail lists, flyers, etc.)

3.9 Others

Face-to-face conversations, group discussions, e-mail exchanges, internet debates, discussions within the internal project work space (<https://envriplus.manageprojects.com/>) etc. are also considered very important for the purposes of dissemination as they are very flexible, cost-effective and provide an easy means of input. All the ENVRIplus partners are therefore encouraged to engage with these activities.

4 Content of the information to be communicated and disseminated

The content of the information to be disseminated and communicated will be determined by the information needs of the target audience. In the first phase of the project, before the outcomes and products of the project are delivered, the focus will primarily be on enhancing the visibility of the ENVRIplus and its mission (recognition, branding, visibility), and further developing the ENVRI community. Content will be timely, user-oriented, tailored to the needs of different audiences and balanced in terms of resources, specific themes and domains.

In the first year of the project the content will mainly focus on:

Focus	Target Audience
Mission and strategy of the ENVRIplus	<ul style="list-style-type: none">• ENVRIplus partners

project and further development of the ENVRI community	<ul style="list-style-type: none"> • ENVRI community • Earth system science community • Policy makers/Decision makers/Research funding bodies • Public • Media
Presenting the ENVRIplus structure (Themes/Domains)	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth System science community
Promotion of ENVRIplus website, printed materials, social media	<ul style="list-style-type: none"> • All groups
Sharing of relevant news (announcements, calls for funding, calls for papers, job openings etc.)	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth System science community
Information about the interaction with the relevant liaison partners	<ul style="list-style-type: none"> • ENVRIplus partners
Information about ENVRIplus and associated events	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth system science community • Policy makers/Decision makers/Research funding bodies • Industry partners • Media
Organization of ENVRIplus presence at the relevant events (e.g. EGU, AGU, etc.)	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth system science community • Policy makers/Decision makers/Research funding bodies • Industry partners • Media

Table 2: Content of the information to be communicated in the first phase of the project

As the ENVRIplus project progresses and the results become available the dissemination activities will focus more on promoting the ENVRIplus findings and products and will vary according to the Theme and potential target audiences:

Theme 1 Technical innovation	<ul style="list-style-type: none"> • All stakeholders with a special focus on industry
Theme 2 Data for Science	<ul style="list-style-type: none"> • ENVRIplus partners • ENVRI community • Earth System science community • Policy makers/Decision makers/Research funding bodies

	<ul style="list-style-type: none"> • Industry
Theme 3 Access to Research Infrastructures	<ul style="list-style-type: none"> • ENVRI community • Earth System science community • Policy makers/Decision makers/ Research funding bodies
Theme 4 Societal Relevance and Understanding	<ul style="list-style-type: none"> • All stakeholders with special focus on the public
Theme 5 Knowledge transfer	<ul style="list-style-type: none"> • All stakeholders with special focus on Education/Training
Theme 6 Communication and Dissemination	<ul style="list-style-type: none"> • All stakeholders with special focus on Policy makers / Decision makers / Research funding bodies

Table 3: Content of the information to be communicated in the second phase of the project

5 Work plan

5.1 Responsibilities and timelines

The dissemination and communication for ENVRIplus will be managed by WP18 “Dissemination, Liaison and Collaboration”, which is responsible for the dissemination and outreach for ENVRIplus including the provision of a strategy for engagement with current and potential users of the ENVRIplus framework both within the cluster of environmental research infrastructures and across the wider community. Work package 18 will work closely with the other work package in Theme 6 - WP 17 “Coordination of RI communication, development and implementation of the ENVRI strategy”, which is coordinating the internal (project) and external communication and also furthering the long-term evolution of the ENVRI strategy. However, it has to be noted that WP18 will need to work closely with all of the work packages in ENVRIplus.

Work package 18 is led by partner NERC and is broken down into two tasks: a) Task 18.1 Outlining of the ENVRIplus dissemination strategy and Task 18.2 Promotional materials, publications, website and social media, both of which are being led by the UHEL.

In addition to the WP18 tasks, deliverables and milestones documented in the ENVRIplus Description of Action, a number of internal milestones have been added which will assist with implementing this dissemination strategy and ensure that the responsibilities for delivering specific aspects of it are clearly defined. These are outlined in Table 4 below.

Deliverable/ Milestone / Internal Milestone	Responsible Partner	Supporting Partner	Approver (Partner)	Informed (Partner)	Due date
Internal ML 18.2.1 Social media groups set-up (Facebook,	UHEL	NERC		All	M1

LinkedIn, Twitter)					
Internal ML 18.2.2 First set of promotional materials (Logo, templates, Leaflet, Poster etc.)	UHEL	NERC		All	M2
Internal ML 18.2.3 ENVRPLUS website created	UHEL	NERC, INRA, INGV		All	M4
Internal ML 18.2.4 Draft D18.2 available	UHEL	NERC			M5
MS5/D18.2 Establishment of the ENVRPLUS website and first set of promotional material	UHEL	NERC, INRA, INGV		All	M6
Internal ML 18.2.5 Set-up of the editorial team of ENVRplus Newsletter	UHEL	NERC, EISCAT			
Internal ML 18.2.6 ENVRplus newsletter	UHEL	Editorial team	Theme 6 leader/ coordinator	All	M7,
Internal ML 18.2.7 ENVRplus newsletter	UHEL	Editorial team			M13
Internal ML 18.2.8 ENVRplus newsletter	UHEL	Editorial team			M19
Internal ML 18.2.9 ENVRplus newsletter	UHEL	Editorial team			M25
Internal ML 18.2.10 ENVRplus newsletter	UHEL	Editorial team			M31
Internal ML 18.2.11 ENVRplusnewsletter	UHEL	Editorial team			M37
Internal ML 18.2.12 ENVRplus newsletter	UHEL	Editorial team			M43
Internal ML 18.2.13 ENVRplus newsletter	UHEL	Editorial team			M48

Table 4 Time lines and responsibilities for WP18

6 Performance measures and monitoring

Dissemination activities will also become a fixed agenda item for Executive Board (EB) and General Assembly (GA) meetings to allow all partners to provide input on:

- The efficiency of the dissemination activities
- Identification of opportunities for dissemination activities (e.g. forthcoming events, calls for papers, etc.)

The leader of WP18 in consultation with the contributing partners will be responsible for developing an activity report, which will be reviewed by the ENVRplus EB and the GA. The reviewers will assess and give their feedback to include:

- How informative and visually appealing is the ENVRplus /ENVR community website
- Activity and effectiveness of the ENVRplus presence on social media
- Effectiveness of engagement with new stakeholders
- Visibility of ENVRplus beyond the project consortium
- Quality, content and effectiveness of the printed dissemination material

The EB and GA will also be asked to provide recommendations on:

- How to improve the impact of dissemination activities
- Actions need to be taken in order to enhance the dissemination activities?
- Where to put increased/decreased effort

6.1 Monitoring

In order to evaluate the impact of the dissemination and outreach activities outlined in this strategy, there is a need to establish regular monitoring of the various channels used for these purposes. Task 18.2 will collate an annual report of these activities that will be evaluated by EB and GA, and also used as the basis for a contribution to the periodic report to the EU.

The EB and GA will assess the success of the dissemination and communication activities based on:

- Website - website traffic, number of page views, document downloads, comments received, page shared on social media, feedback;
- Newsletter – number of subscribers, number of views and downloads;
- Social media: engagement measures (number of tweets, posts, likes, members, comments, etc.);
- Video: Number of views;
- Printed material (number of brochures, flyers and posters distributed, number of events where they were presented);
- Journal Articles and other publications – number of articles published, number of downloads
- Events organized by ENVRplus - number of events organized, number of

participants, range of target groups

- Events attended by ENVRIplus partners or where ENVRIplus was presented – number of events attended, number of abstracts submitted, number of short reports submitted by ENVRIplus partners
- Stakeholders feedback

The specific targets for e.g. website traffic, number of followers on social media, number of views of youtube videos, etc. will be specified in Month 10 of the project (i.e. February 2016). The reason for this is that we have no reference to estimate these numbers.

However, the one specific target is that the number of audience will be steadily growing during the project's lifetime. If this will not be the case, the dissemination activities will have to be reconsidered.

ANNEX 1 References

Asmi, A., Konijn, J., & Pursula, A. (2014). *ERIS: Environmental Research Infrastructures Strategy for 2030*.

ANNEX 2 Short report from the ENVRIplus relevant event to be filled online by participant

The purpose of this quick report template is to easily share information obtained by ENVRIplus partners at any meeting, conference or workshop, which is useful and relevant to all or some other ENVRIplus partners. Information can be of organizational or strategic nature, or anything that is deemed valuable by the participant. The coordination and synthesis of these reports is done within ENVRI Task 18.2.

About this note

Author of this note/participant to the meeting:

Institution:

About the event

Event or meeting name or discussion descriptive title:

Date:

Place:

Strategic or technical / scientific importance of this meeting, key participants, initiatives:

Feedback to ENVRIplus:

Relevant to:

- general coordination
- scientific issues
- strategic issues (lobbying, positioning, future interest)
- other:

What visibility has been given to ENVRIplus (e.g. plenary talk, evoked in discussion, nb of people)?

What information has been obtained that can be useful for the ENVRIplus partners?