



D18.2

ESTABLISHMENT OF THE ENVRIPLUS WEBSITE AND FIRST SET OF PROMOTIONAL MATERIAL

WORK PACKAGE 18 – Dissemination, Liaison and Collaboration

LEADING BENEFICIARY: UNIVERSITY OF HELSINKI

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ABSTRACT

This document describes the website, social media presence and other printed or digital material created to promote the ENVRIplus project. These products were developed to implement the strategy outlined in deliverable *D18.1 Dissemination Strategy for ENVRIplus*. The main aim of the promotional material is to maximise the visibility of the ENVRIplus project and the participating environmental research infrastructures across the target audiences (see [D 18.1](#) for more details) and to inform them about the concept, strategy and activities of the project. These products and activities are described below.

Project internal reviewer(s):

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Amendments, comments and suggestions should be sent to first author (Magdalena Brus, magdalena.brus@helsinki.fi)

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 bringing together Environmental and Earth System Research Infrastructures (RIs), projects and networks together with specialist technical partners to create a more coherent, interdisciplinary and interoperable cluster of Environmental Research Infrastructures across Europe. 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 the sharing of multi-disciplinary expertise will be most effective. The project 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 is developing guidelines to enhance transdisciplinary use of data and data-products supported by applied use-cases involving RIs from different domains. The project is coordinating actions to improve communication and cooperation, addressing Environmental RIs at all levels from management to end-users. It is also 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 the quality of services offered both by the individual research infrastructures as well as at the pan-RI level. The project is promoting efficient and multi-disciplinary research offering new opportunities to users, new tools to RI managers and new communication strategies to 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.

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D18.2 ESTABLISHMENT OF THE ENVRIPLUS WEBSITE AND FIRST SET OF PROMOTIONAL MATERIAL

INTRODUCTION

This document describes several communication products developed to promote ENVRIplus and Environmental Research Infrastructure (ENVRI) community¹ as such, across its target audience. These products include:

1. Project identity
2. Website
3. Social media presence
4. Printed and digital material (posters, brochures, figures, illustrations etc.)
5. Project templates

In the first phase of the project, before the initial outcomes and products of the project are delivered, this promotional material is primarily focused on enhancing the visibility of ENVRIplus and informing the target audiences about its structure, goals and mission. The focus is also on = promoting and developing the ENVRI community. In the second phase of the project, the dissemination material will mainly focus on promoting the ENVRIplus products and solutions as they become available.

DISSEMINATION STRATEGY

Task 18.2, which is delivering the products described in this document, has been set up to implement the goals of the ENVRIplus dissemination strategy documented in [Deliverable 18.1](#). The overall objective of this 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.

Target audience

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

Table 1 provides an initial mapping of the mechanisms that will be used to reach different target audiences.

¹ **ENVRI community** – is the community of Environmental Research Infrastructures (RIs), including the current ESFRI roadmap environmental and associate fields RIs, leading I3 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 ENVRIplus

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

Figure 1 Mapping of mechanisms for dissemination according to target audience

PROMOTIONAL PRODUCTS

These promotional products have been developed during the first six months of the project. More products tailored to different target audiences and with more specific objectives will follow during the lifetime of the project.

Project Identity

Task 18.2 has created the ENVRIplus visual identity, which includes two versions of the logo, common graphic elements and a colour palette in order to establish a recognized project style. The visual identity gives a consistent impression of the project that will be reflected in all media and resources.



Figure 2 ENVRIplus logo 1



Figure 3 ENVRIplus logo 2

Website

ENVRIplus has launched its website at www.envriplus.eu (see Figure 4 below). The website has been operational since September 1st 2015, i.e. within four months of the project starting. The website is made up of 16 pages in total including a login page for the project's internal collaboration tool and links to associated social media.

The main purpose of the website is to inform the target audiences about the aims, goals, structure, activities and outcomes of the project. It also provides information about the latest news and relevant events from within the ENVRI community, and also contact information for the work package leaders and project coordination team. Users can also subscribe to various mailing lists or RSS feeds via the ENVRIplus website to be kept informed about project developments. The ENVRIplus website also has the functionality to host surveys, questionnaires and event registrations. It has been developed using platform-independent technologies which allows the website to be accessed from different devices including laptops, tablets or phones.

The main focus of the website is promotion of the ENVRIplus project. In addition, Task 17.3 plans to develop a so called "virtual community platform", which is considered to be the main reference point for external communication and the ENVRI community building platform, and will ideally remain functional beyond the project's lifetime. The virtual community platform is currently being planned and it is not yet clear if this will be a separate on-line resource, or part of the ENVRIplus website.

Environmental Research Infrastructures Providing Shared Solutions for Science and Society

Welcome to ENVRIplus website

ENVRIplus 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. [Read more!](#)

CONTACT US

NEWS

ENVRI week

16 - 20 November 2015
Prague, Czech Republic



ENVRI week – mark your calendar!

ENVRI week is a week dedicated to Environmental Research Infrastructures. It will be organized twice a year, in November and in May. It will include the ENVRIplus project related sessions as well as several other sessions targeting different groups of stakeholders. Next ENVRI week will be organized in Prague, Czech ...[Read More](#)

THEMES



Technical Innovation



Data for Science



Access to Research Infrastructures



Societal Relevance and Understanding



Knowledge Transfer



Communication and Dissemination

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EVENTS



 **AGU FALL MEETING 2015**
October 13th, 2015 | 0 Comments
The Fall meeting of American Geophysical Union

 **GEO-XII PLENARY & MEXICO CITY MINISTERIAL SUMMIT,**
MEXICO
September 3rd, 2015 | 0 Comments

 **ENVRI week**
August 27th, 2015 | 0 Comments
ENVRI week will be organised in Hotel



Address Global Challenges.

The GEO-XII Plenary and the [...]

Contact [...]

RESEARCH INFRASTRUCTURES



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



The project is currently coordinated by University of Helsinki. The coordination will switch to ICOS ERIC once it is founded.

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Email us

[More ENVRIplus Contacts](#)

[Subscribe to ENVRIplus Mailing Lists](#)

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Research Infrastructures

The term 'Research Infrastructures' refers to facilities, resources and related services used by the scientific community to conduct top-level research in their respective fields, ranging from social sciences to astronomy, genomics to environmental sciences.

[Pin it](#)

Research Infrastructures in the Environmental research are crucial pillars for environmental scientists in their quest for understanding and predicting the complex Earth System. Originally, the Research Infrastructure facilities were developed to respond to the needs from specific research communities, following the individual needs and methods of specific disciplines. Disciplinary oriented research communities and Research Infrastructures collaborated with the neighbouring disciplines normally within the same "sphere" as within the atmosphere, biosphere, hydrosphere and geosphere. These communities are called "the four environmental domains" in the context of ENVRIplus.

Internal cooperation within different domains created diverse research traditions, specific skills and cultures. However, the interlinked nature of the Earth System requires the scientific community to transcend the well-established and familiar boundaries of disciplines and domains, and work towards common holistic understanding of the environment as a one Earth system.

ENVRIplus gathers all domains of Earth system science – Atmospheric domain, Marine domain, Biosphere and Solid Earth domain to work together, capitalize the progress made in various disciplines and strengthen interoperability amongst Research Infrastructures and domains.

This figure illustrates the Research Infrastructures directly participating in ENVRIplus. They represent different domains of the Earth System, with some of them having multi-domain approach. The inner grey circle shows RIs in the ESFRI 2010 Roadmap.



CONTACT US

Atmospheric Domain	Marine Domain	Solid Earth	Biodiversity / Ecosystem	Multi-domain
ACTRIS – Aerosol, cloud and trace gases research infrastructure	EISCAT_3D – Multi-static phased array radar system	IAGOS – In-service Aircraft for a Global Observing System		





Dissemination

Logos

- ENVRiplus logo (short version) .jpg .pdf
- ENVRiplus logo (long version) .jpg .pdf

Presentations

- Presentations – Introduction to ENVRiplus – basic facts

Posters

- P1.1 – Poster: What is ENVRiplus?

Brochures and flyers

- Brochure – Introducing ENVRiplus

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



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Figure 4 Snap shots of the ENVRiplus website

Social Media

The ENVRIplus project is using social media for the purposes of outreach and community building. A special interest group has been established on LinkedIn (ENVRIplus) (see Figure 5 Snap shot of the ENVRIplus group on LinkedIn) and community pages (ENVRIplus) have been created on Facebook (see Figure 6 Snap shot of the ENVRIplus community page on Facebook) to reach as wide audience as possible. A dedicated Twitter account (@ENVRIplus) was also set-up to promote informal dialogue with stakeholders and the wider community (see Figure 7 Snap shot of the ENVRIplus page on Twitter. ENVRIplus also uses Slideshare (Figure 8) as a slide-hosting platform for its key presentations to ensure easy access to this material. Additional social media channels can be used in future as the need arises. The ENVRIplus presence on social media is managed by Project Office.

The screenshot shows the LinkedIn profile for the ENVRIplus group. The header includes the LinkedIn logo, a search bar, and navigation tabs: Home, Profile, Connections, Jobs, Interests, Business Services, and Try Premium for free. The group name is ENVRIplus, with 52 members and an Owner button. Below the header are tabs for Discussions, Promotions, Jobs, About, Search, and Manage. The main content area features a 'Start a discussion with your group' section with a text input field. Below this is a post by Magdalena Brus, Project Manager at University of Helsinki, titled 'ENVRI week agenda'. The post text states: 'The #ENVRIweek agenda is now published on our website: <http://www.envriplus.eu/.../13/envri-week-agenda-is-now-ready/> ENVRIweek is a week dedicated to Environmental Research Infrastructure #ENVRIcommunity. Make sure... more'. A media preview shows a slide titled 'ENVRI week agenda is now ready' with details: '14 - 20 November 2015 Hotel International Prague, Czech Republic' and 'AGENDA ENVRI WEEK Hotel International Prague, Czech republic November 18-20, 2015 CLICK HERE TO SEE THE DETAILED...'. The post has 0 comments, 1 like, and was posted 22 hours ago. Below the post is a comment from Gorana Jerkovic: 'likes this'. A second post by Magdalena Brus is titled 'Offer for 5 positions at the ICOS Head Office'. The text reads: 'ICOS RI (Integrated Carbon Observation System) is a distributed Research Infrastructure to provide data on atmospheric concentrations, emissions and sinks of greenhouse gases, biogeochemical cycles in terrestrial ecosystems,... more'. It has 0 comments, 0 likes, and was posted 11 days ago. A third post by Magdalena Brus is titled 'Technical Outreach Expert - Data Science @EGI.eu'. The text reads: 'Job opportunities in EGI.eu: Technical Outreach Expert - Data Science linkedin.com - EGI.eu is looking to recruit a Technical Outreach Expert with expertise in training as well as data science, data analysis and stewardship through the stages of the big data lifecycle, to work in the...'. The right sidebar contains three sections: 'Changes for messaging group members' with a link to the Help Center; 'Your group contribution level' with a progress bar at 'Getting Started'; and 'Magdalena, grow your business with news and insights from Barona Group Oy' with a '+ Follow' button. At the bottom of the sidebar are links for 'About | Feedback | Privacy & Terms' and 'LinkedIn LinkedIn Corp. © 2015'.

Figure 5 Snap shot of the ENVRIplus group on LinkedIn

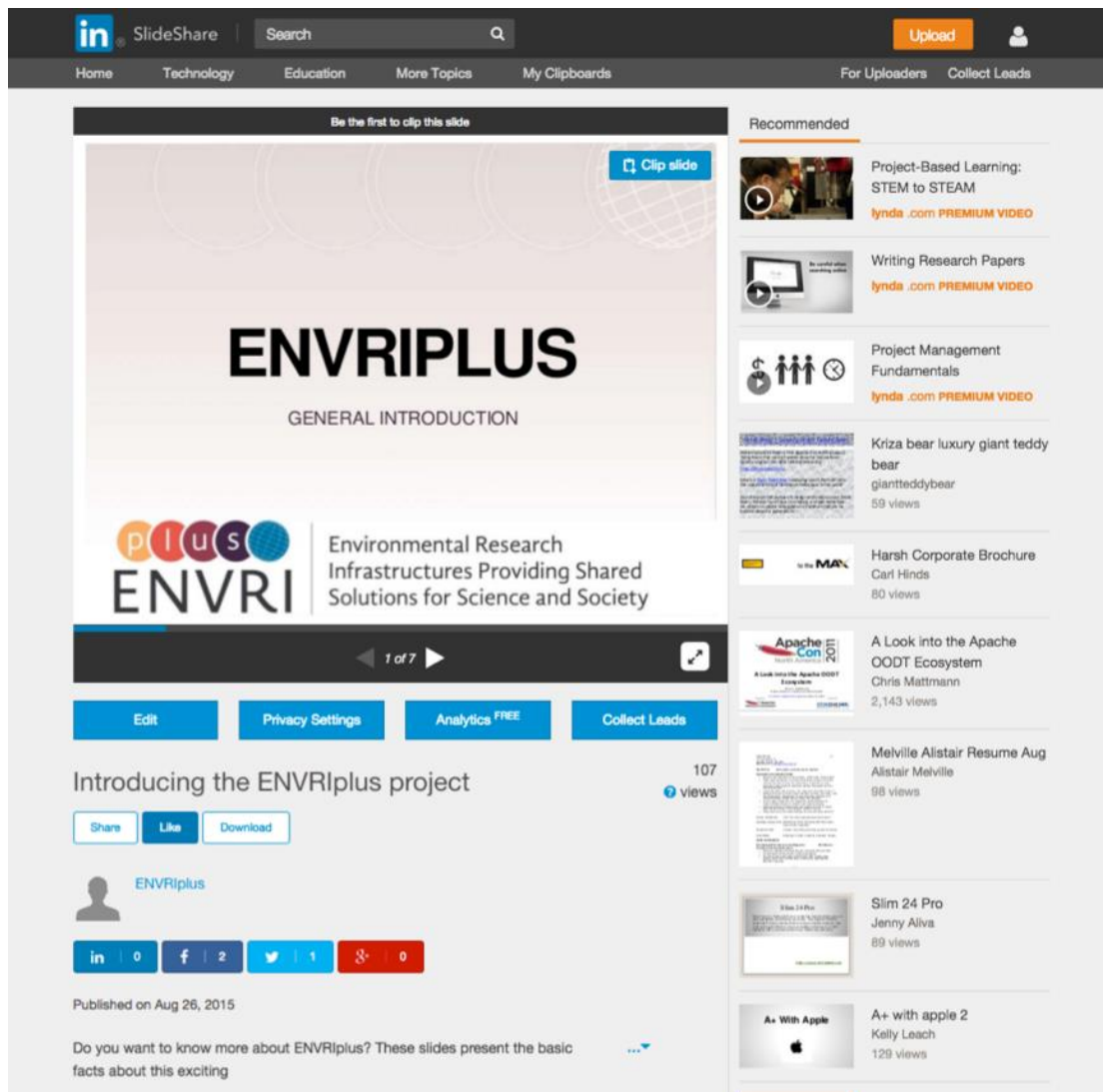


Figure 8 Snap shot of ENVRIplus presence at SlideShare

Printed and Digital Material

A range of printed and digital material including brochures (Figure 9), posters (Figure 10, Figure 11), bookmark (Figure 12 Snap shot of the ENVRIplus bookmark) illustrations etc. reflecting the ENVRIplus project identity has been developed. As described above, in the first phase of the project the purpose of this material is primarily to enhance the visibility of ENVRIplus and inform potential users about its structure, goals and mission. New material, tailored to specific audiences will be developed once the initial outcomes and products of the project are available.

This promotional material will be distributed at various events. For example in the forthcoming months, ENVRIplus will be exhibiting at:

- ENVRI week in Prague (November 2015)
- GEO summit in Mexico (at ICOS RI booth, November 2015)
- AGU Fall meeting 2015 (at ENVRIplus & COOPEUS booth, December 2015)
- EGU Annual meeting 2016 (at ENVRIplus booth, April 2016)

In addition many other opportunities such as these, where ENVRIplus promotional products can be presented, will be identified. Task 18.2, the Project Office and project partners are very active in searching for suitable opportunities for the promotion of ENVRIplus.

ENVRIplus 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.

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 www.envriplus.eu

ENVRIplus has 37 partners from 13 European countries. Find out more about the partners at <http://www.envriplus.eu/partners/>

ENVRIplus
 Environmental Research Infrastructures providing shared solutions for Science and Society

What are the Research Infrastructures?
 The term 'Research Infrastructures' refers to facilities, resources and related services used by the scientific community to conduct top-level research in their respective fields. Originally, the Environmental Research Infrastructure facilities were developed to respond to the needs from specific research communities. Internal cooperation within certain domain created diverse research traditions, specific skills and cultures. However, the interlinked nature of the Earth System requires the scientific communities to transcend the well-established and familiar boundaries of disciplines and domains, and work towards common holistic understanding of the environment as a one Earth system.

What is ENVRIplus?
 It is a project gathering Research Infrastructures from all domains of Environmental science (Atmospheric, Marine, Biosphere and Solid Earth) to work together, capitalize the progress made in various disciplines and to strengthen interoperability amongst Research Infrastructures and domains. Collaboration within the ENVRIplus will create multidisciplinary Earth system science, which is so important in order to address today's global challenges that have no boundaries. 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 In-

ENVRIplus Project Overview Diagram:
 Main Pillar: 3. Access to Research Infrastructures
 2. Data for Science: Policy needs for persistent identifiers, Data infrastructure, Open and FAIR PROVISION, Common SENSORS, Network enabled systems, Time-series analysis methods, Research data availability requirements, State of research DEVELOPMENT of observation
 4. Societal Relevance and Ethics Understanding: Governance: OPEN SCIENCE, Staff exchange, Program, 5. Knowledge transfer: EDUCATION: national, Training of R personnel, 6. Communication and STRATEGY: Dissemination, Liaison between RIs and users, Cluster based cooperation, COMMON PLATFORM

Dates	Partners	Structures
Starting Date: 1.5.2015	37 partners	4 Environmental Domains
Project Symbolic 4 years	13 European countries	6 Themes
End of the Project: 30.4.2019	21 Research Infrastructures	10 Mark Packages
	Coordinators: European H2020 Grant No. 641678 (will coordinate the project once it is funded)	10 Observatories

Goals	Products	Domains
Maximize interoperability of the Earth system	Thematic packages	Atmospheric Domain
Innovative services	Standardisation	Marine Domain
Improved communication	Innovative solutions	Biosphere/Ecosystem domain
Open Architecture among RIs	Public services	Solid Earth

Werner Kutsch, Project Coordinator
 Research, quality and public impact are the primary objectives of the project. The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 641678.

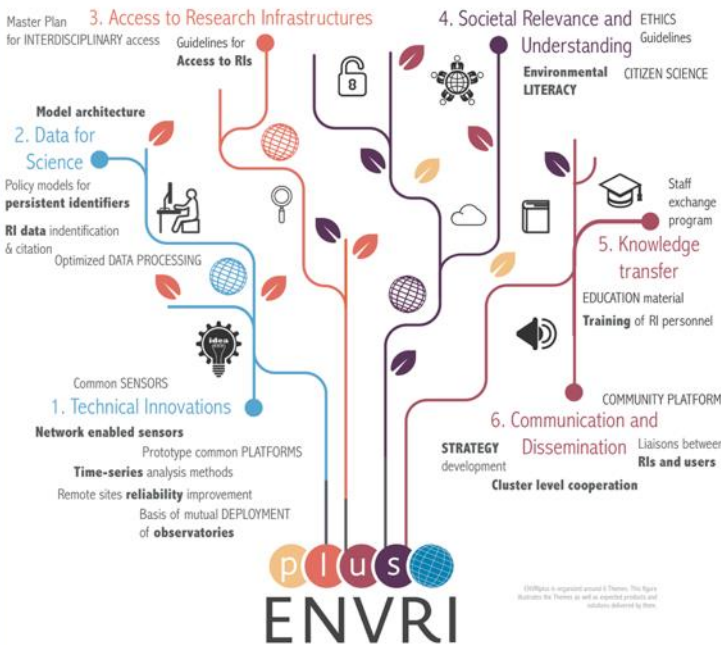
Figure 9 ENVRIplus brochure

Environmental Research Infrastructures

providing shared solutions for Science and Society

What is ENVRIplus?

ENVRIplus 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.**



Which are the participating Research Infrastructures?



This figure illustrates the RIs directly participating in ENVRIplus. This represents different domains of the Earth System, with some of them having multi-domain aspects. The outer grey circle shows the RIs in the ENVRI 2015 Reporting.

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Who are the partners?



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

Environmental Research Infrastructures

providing shared solutions for Science and Society

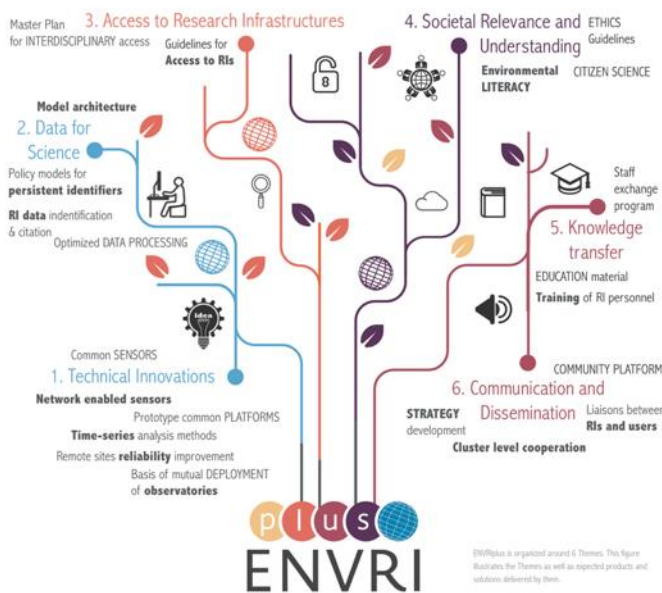
What are Research Infrastructures?

The term 'Research Infrastructures' refers to **facilities, resources and related services used by the scientific community to conduct top-level research** in their respective fields. Originally, the Environmental Research Infrastructure facilities were developed to respond to the needs from specific research communities. Internal cooperation within certain domain created diverse research traditions, skills and cultures. However, the **interlinked nature of the Earth System requires the scientific communities to transcend the well-established and familiar boundaries of disciplines and domains, and work towards common holistic understanding of the environment as a one Earth system.**



What is ENVRIplus?

ENVRIplus is Horizon 2020 project gathering Research Infrastructures from all domains of Earth system science (Atmospheric, Marine, Biosphere and Solid Earth) to **work together**, capitalize the progress made in various disciplines and **strengthen interoperability amongst Research Infrastructures and domains. 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 that have no boundaries.** 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.



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Who are the partners?



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Figure 11 Poster 2 (for the general audience)

FOLLOW US

Twitter - @ENVRplus
Facebook page – ENVRplus
LinkedIn Group – ENVRplus

www.envriplus.eu



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

**Environmental
Research
Infrastructures**

Providing Shared Solutions for
Science and Society



Planet **EARTH** is the
laboratory of
environmental sciences



Figure 12 Snap shot of the ENVRplus bookmark

Project templates

Microsoft PowerPoint Template

An ENVRIplus template (Figure 13) has been created in Microsoft PowerPoint to ensure a consistent visual identity is maintained and presented by those representing the project at different events and meetings.



Figure 13 Snap shots of ENVRIplus PowerPoint template

Template for Deliverables

An ENVRIplus template for deliverables has been created in Microsoft Word to ensure consistency of the content and appearance of the documents. The template has been uploaded to the ENVRIplus internal workspace. This document provides an example of the consistent format that will be used for ENVRIplus deliverables.

Newsletter

A project newsletter, which summarizes updates on relevant project activities, findings, outcomes, news and events will be produced bi-annually in October and April of each year. The newsletter will be distributed using the general ENVRIplus and ENVRI community mailing lists, via the project website and through social media in order to reach as wide an audience as possible. Users can also subscribe to the newsletter on the project website (www.envriplus.eu)

An editorial board, which is made up of volunteers from the ENVRIplus consortium representing the different themes/domains, various e-infrastructures and the coordinators, has been established as a part of Task 18.2. The Terms of Reference for the editorial board have been drafted and accepted by its members, and are as follows:

Terms of Reference of the Newsletter Editorial Board

Purpose

- The Editorial board will oversee production of the ENVRIplus project newsletter
- The newsletter will provide updates on relevant project activities and outcomes

Tasks

The Board will:

- Be responsible for producing the ENVRIPLUS newsletter twice a year;
- Identify suitable contributions and authors;
- Ensure the newsletter is produced in a high-quality format;
- Oversee electronic publication of the newsletter on the ENVRIplus website in a suitable format

Members

- The Editorial Board shall consist of the Executive Editor, Editorial Board members and Newsletter coordinator(s);

Ways of working

- The Editorial Board will suggest authors and content of the articles
- Newsletter Coordinator (s) will gather the articles and liaise with the authors;
- The Editorial Board will select and edit the articles submitted for inclusion in the newsletter;
- Newsletter Coordinator (s) will design the layout of the newsletter;
- Newsletter Coordinator (s) will identify suitable news, events and advertisements;
- Executive Editor will write the editorial;
- The Editorial team will conduct most of its business by e-mail and where required teleconferences may also be used;

The first issue of the newsletter, due for publication at the end of October 2015, will be an introductory issue focusing on the goals and visions of the different themes within ENVRIplus. Subsequent issues of the newsletter will focus on current and relevant project activities and other topics of interest to the ENVRIplus and whole ENVRI community.

Promotional material to be developed in future

This deliverable describes the promotional material developed for the ENVRIplus project during the first six months of the project. However, additional mechanisms for project promotion and dissemination will be used in future. These include, but are not limited to, the following:

- Journal articles and other publications
- Video
- Other printed and digital materials (e.g. booklets, flyers)
- Marketing material (e.g. pens, key rings or power banks carrying the ENVRIplus logo)

CONCLUSIONS

This deliverable describes the various mechanisms that will be used by ENVRIplus to present and promote the project across a wide range of stakeholders. The first set of materials for project promotion and dissemination have been developed during the first six months of the project and are therefore largely focused on introducing the project's vision, structure, activities and goals. Dissemination material produced later in the project will increasingly be targeted towards promotion of the ENVRIplus products and solutions as these become available. Tools and mechanisms for the promotion of the ENVRIplus project may also make use of new approaches and technologies, which become available during the lifetime of the project (e.g. new emerging social media channels or platforms).

All materials described in this document are available on the ENVRIplus internal collaboration site at <https://envriplus.manageprojects.com/projects/wp18-dissemination-liaison-and-collabora/files> , and also on the ENVRIplus website dissemination material page at: <http://www.envriplus.eu/dissemination/>

Appendix A: List of Tables and Figures

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