RINGO | Readiness of ICOS

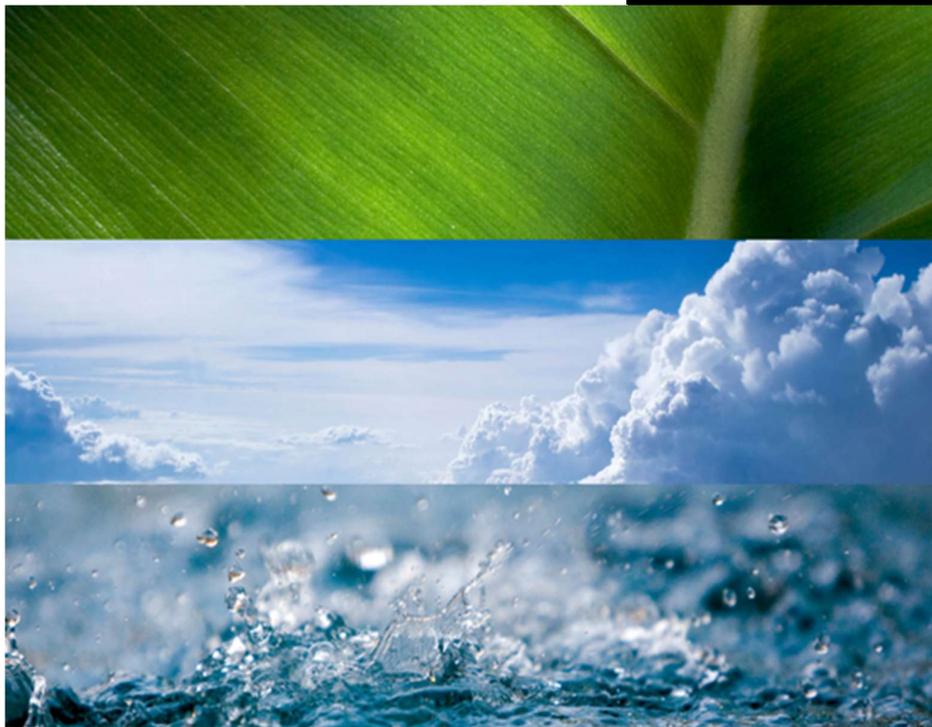Readiness of ICOS for Necessities of integrated Global Observations

Deliverable 6.3

Initial Project Dissemination Strategy

RINGO (GA no 730944)

Public Report

Deliverable: Initial Project Dissemination Strategy

Author(s): Mari Keski-Nisula
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Contact: ICOS ERIC HO, mari.keski-nisula@icos-ri.eu

	Name	Partner	Date
From	Mari Keski-Nisula		27 June 2017
Reviewed by	Evi-Carita Riikonen		28 June 2017
Approved by	Jouni Heiskanen		30 June 2017

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DISCLAIMER

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ABSTRACT

The present Initial Project Dissemination Strategy (IPDS) introduces the Readiness of ICOS for Necessities of integrated Global Observations (RINGO) project dissemination and communication strategy and its implementation plan. This document will be used by the consortium to ensure the high visibility, promotion and accessibility of the project and its results among identified target groups during the project as well as an efficient exploitation of its results after the end of the project. The IPDS will be a frame of reference for evaluating the impact of dissemination and communication activities and it will be updated and accommodated as the project progresses.

The purpose of the IPDS is to achieve the best possible impact of its activities as well as to support and strengthen collaboration. This will be done by concentrating on maximising the scope and effectiveness of the dissemination and communication activities. These activities will raise awareness on the project and its achievements among the general public as well as address the target key stakeholders which are holding a relevant role in the field of project activities.

The RINGO IPDS has been structured in different sections presenting the dissemination and communication objectives, participants, target audiences, channels, messages and implementation measures.

Table of Content

1. Introduction

This is the initial Dissemination and Exploitation Plan of the Readiness of ICOS for Necessities of integrated Global Observations (RINGO) project. The main objectives of the dissemination and communication activities of the project are to ensure that the activities and results of the project become as widely known and visual as possible within all the participants and target audiences (defined in more detail in chapter 2.4), and in doing so, increase and concretise impact. Most relevant dissemination channels for each participant and target audiences are also identified.

This initial plan will introduce the Dissemination Strategy, participants and key target audiences, communication channels and Exploitation Plan for the project, and it will serve as a reference framework for evaluating the dissemination of activities. This plan will be updated and adjusted throughout the life span of the project.

1.1 Timeline for RINGO Dissemination and Exploitation Plans

1. The Initial draft of the RINGO Dissemination and Exploitation Plan M6
2. The Updated RINGO Dissemination and Exploitation Plan M18
3. The Final RINGO Dissemination and Exploitation Plan M36

2. Dissemination Strategy

Dissemination of project activities can be divided into two main categories: project internal and project external dissemination. Internal dissemination mainly supports the coherence between the project partners while external dissemination will support the project work by ensuring its visibility, accessibility and impact. All partners will contribute to the dissemination by utilizing the channels defined below.

2.1 Objectives of the dissemination activities

The objectives of the dissemination activities are as follows:
1. Planning
    - Identify contributors and target audiences, set up dissemination tools and channels, identify the main messages
2. Designing
    - Plan project visual identity
3. Distribute and represent
    - Actively use the distribution channels, organise and attend events, keep developing distribution channels
4. Evaluate
    - Evaluate the expected impact of the Dissemination Activities actively throughout the project and follow them up on updated and final Dissemination and Exploitation Plans
5. Sustain
    - Ensure a long-lasting visibility of the project activities and outcomes

2.2   Dissemination participants

All RINGO project participants are committed to contributing to the dissemination activities by actively distributing news and results within their own work packages and tasks, and by reporting on these activities to the coordinator and through the suitable dissemination channels. The following matrix describes the main actors, and responsibilities of each instance of the project involved in dissemination:

Instances in RINGO	Description	Responsibility for activities
Coordination, Scientific Coordinator	Project Coordinator (Werner Kutsch, ICOS ERIC), Project Director (Jouni Heiskanen, ICOS ERIC) and Executive Board	Oversee communication activities
Coordination, Administration	Project manager (Evi-Carita Riikonen, ICOS ERIC), administration specialist.	Maintains project internal management platform EMDESK
Coordination, Communication Unit	(Gorana Jerkovic, Mari Keski-Nisula, ICOS ERIC) communication specialists.	Main responsibility for coordination of all communication channels. Maintain website, edit newsletters, coordinate social and classical media activities, support event organization. Coordinate the evaluation and suggest further development of the dissemination strategy.
Task Communicator, Scientist	Scientist working in the task (not necessarily the task leader) who takes the responsibility for task communication.	Reports on task progress and identifies results that should be communicated, actively contacts Coordination, Communication Unit.
Partner, Scientist	Scientist working in the task.	May lead journal articles or give scientific presentations. Supports Task Communicator during communication events.
Partner, Communication Unit	Communication specialists of Partner Organisation	Support scientific partners in external communication, particularly Task Communicator activities, actively contacts Coordination, Communication Unit.

2.3   Dissemination activities and channels

The dissemination of RINGO activities and results will use an assortment of communication channels, each with specific target audiences and impact. The different channels are listed in the following table and connected to the responsible partners and expected impact. Possible performance indicators are also listed.

2.3.1 Identified Communication Channels

CHANNEL	Project internal management platform EMDESK	Project Website	Newsletters
DESCRIPTION OF ACTIVITY	Continuous updating, document repositories for all work packages, calendar, collaboration tools, monitoring tools.	Continuous basic updating; publishing of news, results and impact, deliverables, publications and key activities.	Project news published regularly in the ICOS quarterly newsletter
RESPONSIBLE PARTNERS	Coordination, administration maintains.

All partners committed to utilize the platform. | Coordination, communication maintains and provides basic content

All partners committed to provide content for the website | All partners committed to provide content

Coordination, communication collects and distributes newsletters |
EXPECTED IMPACT	Improvement of the internal information flows.	General information about the project. Attract external co-operators and new countries. Performance indicators could be: number of unique visitors per month, number of posts published and percentage of visitors from countries other than ICOS member countries.	General information about the project. Attract external co-operators and new countries. Performance indicator could be the average open rate in RINGO-featured newsletters.
CHANNEL	**Social Media**	**Media (national and international newspapers and radio/TV-channels**	**Professional networks and magazines / target publications**
DESCRIPTION OF ACTIVITY	Continuous basic updating of ICOS Twitter and LinkedIn accounts and possibly other social networking websites; communicating of news, events, publications and results	Identifying opportunities to feature RINGO in ICOS-related publications in national and international press; communicating of news, events, publications and results	Information sharing with other research infrastructures, regular updates integrated into ICOS LinkedIn account; communicating of news, events, publications and results
RESPONSIBLE PARTNERS	Coordination, communication sets up frames.

All partners committed to provide content. | Partner, communication units: all partners utilize their existing communication networks | Partner, communication units: all partners utilize their existing communication networks |
| **EXPECTED IMPACT** | Support of other channels by event-related communication. Performance indicator could be number of impressions and engagements. | Information about the project and its results to general public. Sustain societal support and attract new users. | Specific information about the project results. Attract external co-operators and new users. |

CHANNEL	Scientific Publications and Materials	Conferences, Events and Workshops	Contribution to External Events
DESCRIPTION OF ACTIVITY	Producing scientific publications and informative materials (flyers, posters etc.)	Organising sessions at conferences and other events, communicating about RINGO results	Actively participating in external events and communicating participation and presentations in all external events; presenting project results
RESPONSIBLE PARTNERS	Partner, scientist; all partners are committed to the respective task	Partner, scientist; all partners are committed to the respective task. Supported by coordination.	Partner, scientist; all partners are committed to the respective task. Supported by coordination.
EXPECTED IMPACT	Visibility in the scientific community. Performance indicator could be number of scientific publications related to RINGO.	Visibility in the scientific community. Performance indicator could be number of conference sessions and presentations related to RINGO.	Visibility in the scientific community. Performance indicator could be number of events related to RINGO.

The coordination will evaluate the dissemination strategy by assessing the project communication and dissemination activities and exploring new possibilities; refining and updating the dissemination plan.

2.3.2 Detailed description of communication tools and activities

Logo
The visual elements and wording of the RINGO project logo were decided at the RINGO Kick-off meeting in February 2017. The logo has been produced in March 2017.

The project logo is based on the ICOS logo, visual identity, font and colour palette, which reflect the purpose of the project.

The logo will be used in all RINGO related internal and external communication and documents:

Fig. 1: RINGO project logo

Website

The project website (www.icos-ri.eu/ringo) has been published in February 2017. The website is integrated into the ICOS website and it is maintained by ICOS ERIC Head Office and Carbon Portal.

The project website is built around 6 sub-pages, which are 'Project: RINGO', 'Goals', 'Project Partners', 'News and Events', 'Results and Impact', and 'Management'.

The website is updated regularly and news, results, deliverables, publications and key activities are published on the website.

Social networking websites & social media strategy

The project social networking websites and strategy are integrated into the ICOS social networking websites and the communications strategy. Project news, results, deliverables, publications and key activities will be published on ICOS Twitter and LinkedIn accounts as well as occasionally in other ICOS social networking websites.

ICOS social networking websites include Twitter, a microblogging service; LinkedIn, a business and employment-oriented social networking service; Instagram, a photo and video-sharing service; Flickr, an image and video storing website; YouTube, a video-sharing website, as well as SlideShare, a slide hosting service. ICOS social networking accounts are maintained by ICOS ERIC Head Office.

Press releases

Opportunities to feature RINGO in ICOS-related press releases in national and international press will be identified in order to communicate news, events, publications and results of the project. Press releases are distributed by ICOS ERIC Head Office.

Newsletters

Project news will be published regularly in integration to the ICOS Newsletter. The ICOS Newsletter is published quarterly online by ICOS ERIC Head Office.

The ICOS Newsletter is distributed to 493 subscribers by email and it is published on the ICOS website and social media channels. Subscribing to the ICOS Newsletter is of free-of-charge and open to everyone.

2.4   Dissemination target audiences

Within the RINGO project, the following target audience groups have been identified:

- ICOS research community
- Other environmental research infrastructures
- Other European Research Infrastructure Consortiums (ERICs)
- Other related projects and initiatives
- Wider academic community
- National stakeholders (ministries/funding bodies)
- Education sector
- Industry sector
- Private sector
- General Public

2.5   Messages to be disseminated

The six work packages in the RINGO project each have focused on a specific aspect. The main outputs for each work package are described below, keeping in mind the relevant main target audiences for each work package:

Target audience	WP1	WP2	WP3	WP4	WP5	WP6
ICOS research community	Communication of the impact and the long-term strategy of ICOS RI.		The state-of-the-art technical approaches that ICOS RI should aim to implement	Increasing the interoperability of ICOS data through a meta-data type registry	Confirmation that ICOS is global player by connection to domain-specific integration projects.	Establishing an image of a reliable and efficient coordinator
Other environmental research infrastructures	Cooperation and inter-operability strategy.		ICOS is active in developing new measurement methods and open for new collaborations, technical standardisation.	Improving and making legacy (per-ICOS) data available at the best possible level of quality including uncertainties	ICOS is role model for global integration.	Enabling RINGO and ICOS to present themselves as clear and coherent entities
Other European Research Infrastructure Consortiums (ERICs)	Communication of the impact and the long-term strategy of ICOS RI.		ICOS is exploring the best ways to stay on par with future requirements from RIs.			Setting a good example about coordination of projects led by an ERIC
Other related projects and initiatives (including UNFCCC, GCOS, WMO and GEO)	ICOS wants to become a key player in the Global GHG Observation system and support initiatives such as IG^{3}IS (WMO) and GEO-C.		Technical advancements should be systematically explored. Innovation will be transferred to global systems.	Enabling synergies	ICOS supports global domain-specific networks such as FLUXNET and SOCAt.	Enabling synergies
Wider academic community	Communication of concepts for fossil fuel emissions and in-situ and remote sensing integration.	Sharing the information and best practices with ICOS candidate and partner countries	New technical developments need involvement from the scientific community, dedication and resources, and one method is trial-and-error	Making the ICOS data visible and known for the interdisciplinary academic community	ICOS supports global scientific efforts for better knowledge on GHG fluxes.	Enabling RINGO and ICOS to present themselves as clear and coherent entities that could create interdisciplinary interest
National stakeholders (ministries/funding bodies)	Communication of the impact and the long-term strategy of ICOS RI. Showing benefits of ICOS membership.	Benefits of being part of ICOS ERIC	ICOS is integrally related to the industrial sector and new products development	Establishing an ICOS identity as a reliable provider of data for policy making/increasing awareness/for different user groups	ICOS is key player in global GHG observations and develops this important scientific role further.	Enabling ICOS to present itself as capable of sustainable operations

Target audience	WP1	WP2	WP3	WP4	WP5	WP6
Education sector	Concepts for advanced GHG observation system developed in RINGO can be utilized in education.		Different scientific fields support each other, as this WP shows with implementing atmospheric measurement techniques to oceanic systems	Making the ICOS data known as a possible resource for educational purposes	RINGO activities will unlock global data sets for education	Enabling ICOS and RINGO to be seen as resources for educational purposes
Industry sector	Upstream: ICOS strategy will be developed in close cooperation with providers. Downstream: ICOS future strategy will include services supporting the process of decarbonisation.		ICOS provides excellent opportunities for new instrument developments, and a possibility to expand markets	Making the ICOS data known to the industry sector as a reliable source for planning e.g. investments/ equipment		
Private sector	Concepts for fossil fuel emissions and in-situ and remote sensing integration are open for partnership with private sector.		ICOS is willing to experiment new ideas and invest resources in new, promising projects	Making the ICOS data known to the private sector as a reliable source for planning e.g. investments/ equipment/ strategy/policy planning		
General public	RINGO supports the development of ICOS concepts and enables ICOS to better develop to a key player in global GHG observations	ICOS is increasing its membership to become a pan-European research infrastructure	ICOS is actively developing new ways to improve our understanding of GHGs and climate	Making the general public aware of what ICOS does and how and for what the data is produced	ICOS is key player in global GHG observations and develops this important scientific role further.	Enabling ICOS and RINGO to be seen as resources for easily accessible information

3. Exploitation Plan

This chapter describes the way the individual project partners, as well as the project consortium as a whole, intend to present and make the project outputs visible and known; and in doing so, support the sustainability and further development of the project outcomes.

Project partner	WP and task(s) where involved	Exploitation action and channel
Coordination	WP2, Task 2.1. Handbook for Stakeholders	Support new countries to join ICOS, support other RIs and ERICs with the development of best practices
IOW, Coordination	WP3, Task 3.2. Development of new GHG concentration measurement methods for oceanic ships	Promote development outcomes for the oceanic GHG community
UHEI, Coordination	WP1, Task 1.2. Scientific-technical document for requirements of fossil fuel observation system	Promote development outcomes for the atmospheric community
ICOS ERIC	WP4, Task 4.1. Unified metadata base	Promote best practices with data management and interoperability within the Earth Observation community

4. Conclusions

This Dissemination and Exploitation Plan has been produced with the aim at describing the ways the RINGO project will disseminate project results and activities. This document also describes the expected impact of the dissemination activities.

Present plan also outlines the ways the project results will be exploited. This is meant to be a living document which will be updated constantly during the project, and updates to this initial plan will be released in months 18 and 36.

5. Appendix 1: Reporting scheme

1. Online & Interactive channels

Since the launch of the project, there has already been some activity on the website and social media. During the life span of the project the use of other channels will be developed.

Project website

Webpage name	Type of visibility (interview; article, citation, other)	Coverage
www.icos-ri.eu/ringo	News article *'RINGO Kick-off meeting in Heidelberg'*, Feb 2017	*Global*

Newsletter

Newsletter name	Type of visibility (interview; article, citation, other)	Coverage
ICOS Spring Newsletter 2017	News article *'RINGO launched in Heidelberg'*, April 2017	*Global*

Project management platform

Project management platform name	Type of visibility (interview; article, citation, other)	Coverage

Social media

Social networking website name	Type of visibility (interview; article, citation, other)	Coverage
Twitter	*Tweet on the RINGO Kick-off, Feb 2017* *#RINGOproject will be used*	*Global*
Flickr	*Photo album on the RINGO Kick-off, Feb 2017*	*Global*

National/International media (TV/radio/online newspapers)

National/International media name	Type of visibility (interview; article, citation, other)	Coverage

EC portal

EC portal name	Type of visibility (interview; article, citation, other)	Coverage

Project factsheets

Project factsheets name	Type of visibility (interview; article, citation, other)	Coverage

2. Non-electronic channels

Newspapers

Newspaper name	Type of visibility (interview; article, citation, other)	Coverage

Scientific Publications

Publication name	Area of Interest	Coverage

Target publications/magazines

Publication name	Type of publication and visibility (interview, article, other)	Coverage

Project Public Deliverables

Deliverable name	Date of publishing	Places where published or to be published
WP2: Online and printed Stakeholder Handbook		*Published: M24; 31.12.2018 in ICOS website and as a print*
WP3: Reports on the installation, success and observations during maintenance		

Other materials

Name of material	Type of material (flyer, poster, commercial product, software, circular, roll-up, other)	Coverage

3. Physical interactive channels

Professional networks

Name of network	Type of meeting	Coverage

Events and workshops

Name of event or workshop	Type of event or workshop	Coverage
RINGO Kick-off meeting	Project kick-off	Consortium level

Contribution to external events

Name of event	Type of event	Coverage

Evaluation of Dissemination Activities

Name of activity	Type of activity	Coverage

4. Project Internal Interactive Channels

This section will be regularly updated.

Contribution to Internal Events

Type of Event	Name and date of Event	Place	Coverage (e.g. WP-level, Consortium level)
Kick-off Meeting	*RINGO Kick-off meeting 21.-23.02.2017*	*Kirchhoff Institute for Physics, Heidelberg, Germany*	*Consortium level*
Training and Workshops			
Annual Meetings			
Other Events			
Final Meeting			

5. Project External Interactive Channels

Contribution to External Events

Name and date of Event	Place	Type of Event	Contribution (presentation, poster, keynote, booth, invited speaker other than keynote etc.)