Deliverable: D10.1

Dissemination and communication plan
### Project Full title
Preparatory Phase for the pan-European Research Infrastructure DANUBIUS–RI “The International Centre for advanced studies on river-sea systems”

### Project Acronym
DANUBIUS-PP

### Grant Agreement No.
739562

### Coordinator
Dr. Adrian Stanica

### Project start date and duration
1st December 2016, 36 months

### Project website
www.danubius-pp.eu

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- Draft (D)
- Revised draft (RV)
- Public (PU)
- Restricted to other program participants (PP)
- Restricted to a group specified by the consortium (RE)
- Confidential, only for members of the consortium (CO)
Executive summary / abstract

Objective:
The DANUBIUS-PP Dissemination and Communication Plan (DCP) describes the activities to be performed and the dissemination and exploitation means that will be used in order to promote the DANUBIUS-PP concept and any activities associated with the project. Furthermore, it delineates the strategies that will be used to disseminate and exploit DANUBIUS-PP outcomes, achievements and progress.

Rationale:
The DCP is designed to identify the project’s target groups and key stakeholders, define the dissemination means, describe the methods of dissemination and classify the project-related events and conferences. Emphasis is also given on the internal process used to manage knowledge outputs, thereby ensuring proper exploitation of results.

The Dissemination and Communication Plan contains a set of rules to ensure that all relevant knowledge coming out of the project is carefully managed. The rules are set up to:

a) Disseminate the DANUBIUS-PP and its progress in the best way possible, ensuring information provision and awareness raising
b) Ensure all outputs and resources produced in the DANUBIUS-PP project transferred to target users. The transfer will ensure that relevant information and knowledge is customized so that it is ready for uptake by different target end-users.
c) Ensure DANUBIUS-PP’ foreground and Intellectual Property (IP) are properly managed

DANUBIUS-PP will develop and make use of the latest tools, resources and communication channels resulting in cost effectiveness and maximum impact.

A dedicated Work Package (WP10) will ensure effective external communication, dissemination and outreach of all project activities, thus promoting the scientific case, objectives and societal benefits of a distributed infrastructure dedicated to RS systems and the vision for the development of the RI to the project stakeholders.

The Dissemination and Communication Plan has been developed by HCMR as WP10 Leader. However, all project partners are encouraged to participate in dissemination and exploitation actions, in order to emphasize the crucial role of DANUBIUS-RI in providing key data and services to address wider global challenges such as the natural functioning and the anthropogenic impact on these systems.
1. Introduction

DANUBIUS-PP will reach out and communicate the scientific case, objectives and societal benefits of a distributed infrastructure dedicated to RS systems and the vision for the development of the RI to the project stakeholders. This will emphasize the crucial role of DANUBIUS-RI in providing key data and services to address wider global challenges such as the natural functioning and the anthropogenic impact on these systems (e.g. climate change, use of natural resources, regional hazards, integrated river basin and coastal zone management). DANUBIUS-PP will also update stakeholders with progress in developing the RI as a single pan-European entity as it moves forward to the operational stage. The Dissemination and Communication plan will be flexible, addressing key target audiences with interest in the project outcome. There will be particular attention to stakeholders including funding agencies, government, research communities, research institutions, universities, business and industry, administrations, and relevant EC DGs (Research and Innovation, Environment, Clima, Mare, Move and Regio). Communication and dissemination actions will be the main activities of WP10, and are also covered by WP1, WP2 and WP9. Another major category of stakeholders is the one dealing with the e-infrastructures (and, more specific, the e-IRG), and for the sake of making best and efficient use of Europe’s e-facilities, dedicated communication will be dealt with in WP8.

In relation to the Data Management, DANUBIUS-PP will not generate data, but will deliver a set of standards, protocols and rules on how data will be managed within the RI. Data Management and Accessibility rules (which DANUBIUS-PP abide by Open Access policy), will be established during DANUBIUS-PP. Therefore, since the DANUBIUS-PP is not generating data, the project will not directly cooperate with the Pilot on Open Research Data. Cooperation will proceed in a different way: by observing and analysing the rules established by the pilot, to serve as best practice for the future DANUBIUS-RI Data policy (WP7, WP8).

The development of innovative ways to engage stakeholders and society in DANUBIUS-RI is a crucial component for its success and sustainability. DANUBIUS-PP will target all relevant stakeholders to develop an appreciation for the pan-European nature and the scientific, social, economic and educational benefits of DANUBIUS-RI. DANUBIUS-PP, however, aims to move beyond this by establishing a bilateral exchange of ideas. This will ensure Knowledge Exchange by seeking input from stakeholders and identifying the role that stakeholders believe the RI should play in benefiting society in general.

Awareness, understanding, and participation are key drivers of the Dissemination and Communication Plan (DCP), which is developed as milestone of the project and constantly updated, in tight cooperation with the coordination and management activities. An outline of the plan reporting cornerstone dissemination and exploitation measures is presented below, including a preliminary timing indication. The Plan addresses both general measures for multiple targets and tailored events. Its effectiveness will rely on Consortium’s networks and leverage on the pivotal role of the involved stakeholders.

To ensure effective dissemination, technology transfer and take-up, WP10 will focus on multiple tasks related to dissemination, technology transfer and take-up of results. The overall aim is to ensure effective external communication, dissemination and optimal knowledge transfer of project progress and applications leading to exploitation of research outputs.

The specific objectives of WP10 are:

- To create awareness and establish recognition of DANUBIUS-RI by promoting the future use of the RI by the scientific community as well as by broader stakeholders;
• To make a strong case to regional and national authorities as well as policy-makers on the added value of the pan-European distributed infrastructure on river-sea systems and the need for financial support;

• To promote linkages and connections of DANUBIUS-PP with other initiatives, projects, actions that will help to align the vision and strategy for river sea systems and to encourage the interest and participation in the research infrastructure;

• To establish early engagement with local stakeholders, crucial for the long term sustainability and societal impact of the RI.

• To create a project branding identity and suitable promotional materials

• To develop communication and dissemination activities about the project’s activities and results

• To support the communication activities and design & production of outputs from the other WPs

• To compile and disseminate new knowledge and outcomes generated within the project and facilitate uptake of results by stakeholders and end users.

The Dissemination and Communication Plan will be validated by the SC at the start of the project but will be evaluated for effectiveness and adjusted, if needed, at the mid-term of the project.

All project partners are involved in dissemination and exploitation in order to foster awareness and transfer results for impact, especially in their own countries and in their own communities.

2. EC Rights & Obligations in relation to results

2.1. Knowledge management and protection

The management of all IPR will be regulated in detail through the Consortium Agreement (CA), which will be fully developed before the start of the project. The CA will be based on the DESCA 2020 model. The CA will manage any IP arise during the Preparatory Phase, the specific issues, regulations and agreements regarding intellectual property rights.

However, the IPR protection will also be an issue in the Operational Phase of DANUBIUS-RI. Therefore, this will be addressed in the scoping study on the development of innovative research products (WP9). It will be discussed with entrepreneurial stakeholders where IP protection is needed (in case of them developing products using knowledge developed by the RI), why it is needed, and how IP can be protected. The participants in DANUBIUS-PP will have to contribute to the unrestricted dissemination of knowledge to every organisation interested to engage during the PP i.e. helping to further shape the RI.

While DANUBIUS-PP will develop policy and practices for knowledge management and protection in DANUBIUS-RI, the PP is not itself concerned with the production of peer-reviewed scientific publications of other knowledge. Nevertheless, the principle of open access will be applied to any such knowledge arising, following European Regulations for Open Data Access on the Environment.

Publications (reports and peer-reviewed articles) presenting results obtained will be accessible through either ‘green’ or ‘gold’ open access. In case of “green” open access, the embargo period will be kept as short as possible. Publications considered to be of critical importance for the future of DANUBIUS-RI have the fees required for “gold open access” foreseen, as major tool to promote the project results towards the global community of users.
2.2 Protection of results

Each beneficiary has an obligation to protect its results. For any results that can reasonably be expected to be commercially or industrially exploited, beneficiaries must examine the possibility of protecting them and if possible, protect them even if this requires further research and development or private investment.

*ARTICLE 27 — PROTECTION OF RESULTS — VISIBILITY OF EU FUNDING prevailsthis article herein.*

2.3 Exploitation of results

Each beneficiary has an obligation to exploit its results. “Each beneficiary must – up to four years after the period set out in [GA] Article 3 - take measures aiming to ensure ‘exploitation’ of its results by: (a) using them in further research activities; (b) developing, creating or marketing a product or process; (c) creating and providing a service, or (d) using them in standardisation activities.” For further details, please consult GA Article 28.

2.4 Dissemination of results — Open access — Visibility of EU funding

**Obligation to disseminate:**

“Unless it goes against their legitimate interests each beneficiary must – as soon as possible – ‘disseminate’ their results by disclosing them to the public”. However, no dissemination may take place before a decision is made regarding possible protection (see paragraph 2.2). Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. The beneficiary that intends to disseminate must give the other beneficiaries advance notice (together with sufficient information on the dissemination).

**Open access:**

For Horizon 2020, providing open access (free of charge, online access for any user) to publications in funded projects is an obligation for all grants. *Each beneficiary must ensure open access (OA) to all peer-reviewed scientific publications relating to its results*” (GA Article 29).

Beneficiaries can choose one of two main ways to meet this requirement:

A. Self-archiving (also referred to as ‘green’ open access) means that the published article or the final peer-reviewed manuscript is archived (deposited) by the author - or a representative - in an online repository before, alongside or after its publication. Repository software usually allows authors to delay access to the article (‘embargo period’)

B. Open access publishing (also referred to as ‘gold’ open access) means that an article is immediately provided in open access mode as published. In this model, the payment of publication costs is shifted away from readers paying via subscriptions.

Beneficiaries must also provide open access, through the repository, to the bibliographic metadata that identify the deposited publication. These must be in a standard format and must include the following:

- the terms ["European Union (EU)" & "Horizon 2020”]["Euratom" & Euratom research & training programme 2014-2018”]
- the name of the action, acronym and grant number
- the publication date, the length of the embargo period (if applicable) and a persistent identifier.
The purpose of the bibliographic metadata requirement is to make it easier to find publications and ensure that EU funding is acknowledged. Information on EU funding must therefore be included as part of bibliographic metadata so that Horizon 2020 can be properly monitored, statistics produced, and the programme’s impact assessed.

To monitor any embargo periods, the publication date and embargo period must be provided. The persistent identifier (for example a Digital Object Identifier) identifies the publication. It enables a link to be provided to an authoritative version of the publication.

In all cases, the Commission encourages authors to retain their copyright and grant adequate licences to publishers. Creative Commons offers useful licensing solutions. This type of licence is a good legal tool for providing open access in its broadest sense.

Where possible, contributors should also be uniquely identifiable, and data uniquely attributable, through identifiers which are persistent, non-proprietary, open and interoperable (e.g. through leveraging existing sustainable initiatives such as ORCID for contributor identifiers and DataCite for data identifiers).


Obligation and right to use the EU emblem:

Article 29.4 states the obligation and right to use the EU emblem (Information on EU funding — Obligation and right to use the EU emblem). Therefore any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and
(b) include the following text:

“This project has received funding from the [European Union’s Horizon 2020 research and innovation programme][Euratom research and training programme 2014-2018] under grant agreement No 727453”.

Any dissemination of results must display the EU emblem and include the following text:

- This project has received funding from the from the European Union’s Horizon 2020 Framework Programme for Research and Innovation (H2020-BG-2014-1) under grant agreement No 727453
- This publication/multimedia/product/presentation reflects the views only of the author(s), and the European Union cannot be held responsible for any use which may be made of the information contained therein.

A combined EU emblem and disclaimer graphic will be available at the website of the project.

Any dissemination of results or outputs must also indicate that it reflects only the author’s view and that the European Commission is not responsible for any use that may be made of the information it contains.

Partners should keep track of all their dissemination and exploitation activities, all of which should be reported by each partner at EC reporting stages. Partners are required to report any publication and dissemination activities on the Research Participant Portal.
This section will be updated once the EC reporting requirements and tools are available.

The H2020 online manual provides brief descriptions on how to complete your tasks, guidance notes, templates, user manuals of the relevant tools and frequently asked questions. To access the manual, see: [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm)

The project will only indirectly participate, in the Pilot on Open Research Data in Horizon 2020 ([http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf)), as it will not generate new data. Open access to research data and to scientific publications produced in the project will be assured in compliance with articles 29.2 and 29.3 of the Grant Agreement and according to the relevant EC guidelines.

### 3. DANUBIUS-PP Stakeholders

The development of innovative ways to engage stakeholders and society in DANUBIUS-RI is a crucial component for its success and sustainability. DANUBIUS-PP will target all relevant stakeholders to develop an appreciation for the pan-European nature and the scientific, social, economic and educational benefits of DANUBIUS-RI. DANUBIUS-PP, however, aims to move beyond this by establishing a bilateral exchange of ideas. This will ensure Knowledge Exchange by seeking input from stakeholders and identifying the role that stakeholders believe the RI should play in benefiting society in general.

The role of WP10 is to raise awareness of the role of DANUBIUS-RI, a research infrastructure dedicated to river-sea systems, toward a better understanding of their natural functioning and the anthropogenic impacts. This WP will communicate the functions and services of DANUBIUS-RI with regard to developing and testing technologies for environmental observations, collecting, storing and providing data and developing modelling and management tools. The objectives of this WP are to:

i. **Create** awareness and establish recognition of DANUBIUS-RI by promoting the future use of the RI by the scientific community as well as by broader stakeholders;

ii. **Make** a strong case to regional and national authorities as well as policy-makers on the added value of the pan-European distributed infrastructure on river-sea systems and the need for financial support;

iii. **Promote** linkages and connections of DANUBIUS-PP with other initiatives, projects, actions that will help to align the vision and strategy for river sea systems and to encourage the interest and participation in the research infrastructure;

iv. **Establish** early engagement with local stakeholders, crucial for the long-term sustainability and societal impact of the RI.

In close cooperation with WP10, guidance will be developed, under Task 9.6 (Development of a guidance document for involving stakeholders and citizens), to describe mechanisms (including tools and approaches) to involve stakeholders, including citizens, to support advancement of the state-of-the-art scientific understanding of river–sea systems. The guidance will also address the mechanisms to effectively incorporate their findings (feedback), i.e. how they will be uploaded through the DANUBIUS-RI IT architecture. Furthermore, the guidance for involving stakeholders (including citizens) will be developed based on review and evaluation of successful experiences that may be drawn from areas of science other
than those in which DANUBIUS-RI is engaged. Here we will also evaluate the feasibility of establishing a Citizen Science membership of DANUBIUS-RI (Citizen Science Club).

Task 10.4 (Reaching towards the global community) is about reaching out to the wider community and conveying the project progress in a user-friendly and attractive format that is both meaningful and targeted to each stakeholder group. Open communication and dialogue with policy & decision-makers at national, EU, regional and International levels, in particular, will be given special attention.

Another key aspect of the communication activities will be to ensure that the information collected by other work packages is managed properly, with a view to putting it at the disposal of the scientific community, the general public and the stakeholders involved.

One of the main objectives of this task, therefore, is to ensure that every step of project is communicated, stakeholders are engaged from the outset and their expectations are managed throughout the project’s duration. Identifying and targeting the appropriate stakeholders in all participating countries is also of major importance for the project.

For the purposes of this DEP, ‘Stakeholder’ is defined as: “a person, group, organisation with an interest in the DANUBIUS-PP project”. The most important stakeholders or key stakeholders, which will be addressed by the communication activities, will be called “Target Groups” for the purposes of the current document.

Each target group will be mapped against the respective level of communication envisaged according to the following three levels of communication:

- **Awareness**: for target groups that do not require a detailed knowledge of the message but it is helpful for them to be aware of activities and outcomes (e.g. media & general public)
- **Understanding**: for target groups who can benefit from what DANUBIUS-PP has to offer and thus need a deeper understanding of it (e.g. scientific community)
- **Engagement**: for stakeholder groups that are in a position to “influence” or “bring about change” of practice resulting from the effective use of the information communicated (e.g. policy & decision–makers, administrators, environmental organisations)

### 4. Communication Strategy

#### 4.1. Internal Communication (WP1): GEM

Internal project communication will be carried out by the WP1 leader and project coordinator, GEM. The WP1 Leader will ensure that communication between the project partners is running smoothly, facilitated by email and web conference tools or phone calls between Work Package Leaders/Partners and through regular meetings as required.

#### 4.2. Project Visual Identity (Logo)

A specific project logo has been developed for project identity. The logo depicts the main DANUBIUS themes and has been designed from the beginning of the project to ensure that all partners agree and the project can start having a visual identity and online presence.

Various versions of the logo will be produced, in order to be used for different purposes: the primary logo will be designed for use on specific branding elements such as t-shirts, badges and stickers. Additionally, black and white versions in high and low resolutions will be produced.

The logo will be included in all project promotional material including e-newsletters, factsheets, website, etc. The final version of the visual identity will be uploaded on the project website.
4.3. Website

The DANUBIUS-PP website will be the project’s showcase for the external audience to obtain current information, offering also a tool for the consortium partners to communicate with each other and with stakeholders. The project website will be a vehicle for communicating and promoting the project, also providing a platform for the mobilisation of work packages and all project activities.

It will function as a living instrument containing the overall project objectives, activities, results, related events and partnership. It will have dedicated sections targeting researchers, educators, administrators and the private sector. Additionally, it will make use of Web 2.0 tools such as social networking sites (e.g., Facebook, Twitter, LinkedIn, etc.), video and photo sharing sites showing short films and slideshows to attract and engage the public (e.g., YouTube, Vimeo, Instagram, etc.), blogs and podcasts, etc. The website will act as a feedback loop enabling all partners, target users, and the wider public to feed into the project.

The dedicated website will be set up following the EU Project Websites – Best Practice Guidelines. The website is a core communication tool that will be the main real-time information source on the project throughout its lifetime. It will act as a communication resource to promote the project, its objectives, partnership and events as well as to update interested parties on progress, results and outcomes and a repository for public deliverables. The public project website will be visually attractive and informative and will also include a link to the web-based collaborative workspace to facilitate continuous project partner communication. New visual media will be used (videos, animations, infographics, social media etc.) on the website.

The first step of registering a domain for the project’s website has been completed and a draft site map has been created. The next step involves the development of a Content Management System (CMS) that will be able to delineate the project architecture by organising the information in a meaningful and accessible way. This can prove to be rather important, since it could help in Search Engine Optimisation (SEO) that is the next step in setting up any website. This last action is useful in order to improve the ‘visibility’ of a website on the internet.

The continuous updating of the webpage will include the Events, which will include all the events organised by the consortium as well as events where project partners are going to be represented and any other events of interest to the partnership. A ‘News’ section will be regularly updated with news on the project as well as external news relevant to DANUBIUS-PP, while the Communication Materials section will include project identity visuals, press releases, project factsheets, project videos, all available to download.

4.4. Social Media

Virtual social media channels are, nowadays, a necessity for the promotion of a website. Within this framework, the proposed website will develop an ongoing, parallel platform and strategy intended for social networking and web marketing of the project. This strategy will incorporate the existing social networks (Facebook, Twitter, LinkedIn, flickr, YouTube, Vimeo, etc.) in order to raise and maintain the public’s awareness on project achievements.

This strategy will also involve user-generated content, content seeding and proactive marketing, both on the web and on mainstream scientific media. Furthermore, the intended strategy will involve the presence of the website and its content on several blogs and scientific-oriented platforms (e.g. TED), as well as the
promotion of DANUBIUS-PP through the DANUBIUS-RI Ambassadors, the Breakout event and the Final Stakeholders Event. More details on events are given in section 5.

Partners will be encouraged to contribute to the social media channels, by ‘liking’, ‘following’, ‘sharing’ or ‘retweeting’ posts from DANUBIUS-PP social media. Additionally, partners should aim to promote the project through other Social Media channels, such as relevant Twitter, Facebook and YouTube channels where possible.

4.5. Press Releases

Project news will be regularly disseminated though the use of a various publications, services and media. Timely press releases will be produced and circulated to media contacts, in order to target the industry, civil society organisations, policy-makers, and the wider community about the project, its objectives and its outcomes. Partners are encouraged to publish articles and press releases at regional, national and international level, making use of their own networks and contacts. If possible, partners are also encouraged to translate press releases before publishing in their countries, in order to maximise visibility and impact.

Press releases will be related to relevant activities, events and results. They will be timed one at the beginning of the project to inform about the launch of DANUBIUS-PP and its objectives, one after month 18 to inform about the intermediate results; and one at the end informing about the major results of the project.

4.6. Standardised Presentation ppx Template

A standardised ppx template will be developed to use at internal and external events when presenting the project, with dynamic and interactive elements, containing the visual identity and the basic description of the project. This presentation will be adjusted according to presentation needs and the target audience and will be updated regularly with new material produced by the project.

The standardised presentation will ensure that the project is presented consistently by Consortium Partners during presentations and/or events in which they participate. The PowerPoint presentation will have similar content to the other identity documents – i.e. flyer- but it will be presented in a different format. These presentation materials will be uploaded on the website for use by the partners.

This video will be widely used across all other WPs during engagement, consultation and mobilisation with citizens, stakeholders and policy makers throughout the course of the project.

4.8. Promotional Publications (flyer & brochure)

A promotional flyer for DANUBIUS-PP will be prepared in both electronic and printed format, aimed at generating interest in the project rationale among the broadest possible audience.

Paper and electronic versions should be produced and distributed widely. The number of flyers to be printed will depend on the number requested by each partner and the EC, taking into account printing and dissemination costs. The flyers and all other materials will also be electronically available on the website.

In terms of content, the flyer will explain the rationale behind the PP and outline the methodology as well as expected advantages for the stakeholders, partnership and contacts. The project’s main objectives can be presented in bullet points. Finally, the consortium members should be presented together on a separate panel. The flyer will lead the reader to the project website for more information.
Furthermore, a project brochure will be developed to provide a detailed overview of the project. Its purpose is to create further awareness and stimulate interest among concerned actors.

The brochure will contain more text than the flyer and a more thorough explanation of the project rationale and delineating in greater detail the project objectives and methods. It should provide information on the project’s major activities and identify their relevance for target groups. The brochure can also offer the opportunity to provide further details about the consortium.

As the brochure is considerably larger than the flyer, it provides space for graphic elements such as tables and charts. Photographs and other illustrations will also be used.

The brochure format will be staple-bound no more than 8 pages long. Both paper and electronic versions will be produced and distributed to target groups, again mostly through the Consortium Partners or through events in which the project will participate. The brochure will also be available electronically on the website.

A report on progress at all project-wide meetings will help to compile a final impact assessment at the end of the project. This will outline the major project impacts, along with suggestions and recommendations for the future.

### 4.9. Factsheets

Factsheets will be produced with two target audiences in mind:

1. General public
2. Business community

These will be prepared on month 30, showing significant results of DANUBIUS-PP, with emphasis on the socioeconomic benefits, R&D and new business development opportunities of DANUBIUS-RI.

### 4.10. Project Video

A video about DANUBIUS-PP will be produced to disseminate the results to policy makers and to the general public. It will also be available on the project website for further dissemination by partners and users.

### 5. Dissemination Activities

The development of innovative ways to engage stakeholders and society in DANUBIUS-RI is a crucial component for its success and sustainability. DANUBIUS-PP will target all relevant stakeholders to develop an appreciation for the pan-European nature and the scientific, social, economic and educational benefits of DANUBIUS-RI. DANUBIUS-PP, however, aims to move beyond this by establishing a bilateral exchange of ideas. This will ensure Knowledge Exchange by seeking input from stakeholders and identifying the role that stakeholders believe the RI should play in benefiting society in general. The main dissemination activities will be:

1. **Breakout Event**: Within Month 6 of the project start an event presenting the initial vision for DANUBIUS-RI, including the preliminary organizational structure, R&D activities, data and service provisions will be organised. Provisionally that was meant to be organized in the Hub, but it was decided to have it back-to-back with the next General Assembly Meeting, which will be done in Venice (Italy). Stakeholders including researchers, representatives from national and regional funding agencies, policy makers and EC DGs will be invited. The main objective will be to engage stakeholders early in
the planning and support of the infrastructure. EU and international projects/initiatives will be invited to participate so as to align projects, infrastructures and initiatives with a view to join forces and create a more informed stakeholder group. Forging closer ties with other infrastructures early in the project will avoid duplication, provide the best solutions on relevant issues and allow for planning common activities.

2. **Final Stakeholder Event:** At the end of the project a conference will present the final project results to stakeholders. Results of other DANUBIUS-PP outreach activities (school projects, competition of ideas) will be presented. In order to enhance stakeholder interest and maximize the communication impact, DANUBIUS-PP will organize a joint event with other environmental ESFRI projects to complement, coordinate and integrate actions for RS systems.

3. **DANUBIUS-RI Ambassadors:** These will be high-level scientists in the consortium. A provisional list of potential Ambassadors will be developed by the partners and selected by the Steering Committee. Their mission will be to promote the pan-European activities of the project to national/local stakeholders in participating and non-participating countries emphasizing the importance and relevance (scientific, societal, economic) of the RI. The Ambassadors will participate in events mentioned in the Dissemination and Communication plan, spread information about the opportunities offered by the infrastructure, and give presentations on the work of DANUBIUS-PP. In addition, they will represent DANUBIUS-PP at international conferences and meetings.

4. **School engagement.** Early education of school students will multiply social engagement and communication efficiency since they can spread the message on the importance and benefits of DANUBIUS-RI to a wider audience. Furthermore, informed local school students will eventually become knowledgeable adults, sensitive to the importance of the RI over its long operational life. Hence it is expected that in future they will act as volunteers, reporting back to local RI managers on potential problems (e.g. location of missing instruments, acts of vandalism or theft). To this end a mentoring group assigned by the partners from member countries will form a network of schools located near Nodes and Supersites. The mentoring group will organize DANUBIUS-PP information days in local schools with live communication with the Hub, Nodes or Supersites to convey the vision and the distributed pan-European nature. The school students will also be asked to work on a project, which will present their vision of the benefits of such an infrastructure. Representatives from participating schools will be invited to present their results and propose actions at a Conference, which will take place prior to the DANUBIUS-PP final event.

5. **Competition for Ideas.** During the first 6 months, DANUBIUS-PP will launch a competition among students in Business Schools from partner country universities, asking for innovative ideas on how to involve the private sector as an integral component of the RI. Participating teams will provide an overview of existing Business-RI interaction paradigms and propose new modes of involvement tailored to the specifics of the environmental research infrastructure and/or the country/region of interest.

6. **Short lectures** with dynamic visual components will be produced by DANUBIUS-PP and made available online. These will cover themes including the functioning, ecosystem services of, and anthropogenic impacts on, RS systems. The lectures will be widely communicated to relevant university programmes and other stakeholders, helping raise awareness and interest on DANUBIUS-RI and the importance of RS systems in general.

7. **A short documentary** will be produced professionally describing the wide scope of studies of river-sea systems and the foreseen role of DANUBIUS-RI as a web of centres of excellence, advancing scientific and technological knowledge. It will stress the role of the infrastructure as provider of services and
solutions to complex issues arising from the natural functioning and the anthropogenic impact of RS systems at a pan-European and global scale.

8. **Events.** Organization of events such as conferences and meetings will be explored at the beginning of the project and form part of the final Dissemination and Communication plan. The intention will be that some of these will be co-organised with relevant RI initiatives to impact on decision-making and funding processes. A significant part of the activities of DANUBIUS-PP and its Dissemination and Communication plan will focus on the early and frequent stakeholder engagement as potential future users and financial supporters, as part of a strategy to explore all possible options for continuous scientific and financial support of DANUBIUS-RI.

Dissemination activities and external strategic communication will be an ongoing process across the project’s duration. This will involve all partners in the different Tasks and will build on the work completed in WP10.

### 5.1. General Project Dissemination

The Website is the project’s showcase for a broad audience to get information and updates. On the basis of inputs from the Consortium and under the supervision of the partner in charge of the activities, subcontracted professionals will work in order to guarantee an appealing graphics, nice pictures and clear text, as well as an easy-to-navigate structure. The website will be released at month 3 and updated all along the project.

Social media channels (e.g. Facebook, Twitter, and Instagram) will transmit ‘catchy’ messages for rapid dissemination purposes. They will also allow a virtual dialogue with the same channels of relevant stakeholders, including relevant projects/initiatives, and the wider public to feed into the project.

The project’s e-Newsletter targets interested subscribers who will increase also thanks to the participation of partners in other networks. The Newsletters will be released every 6 months.

Press releases/promotional articles will be timely related to relevant/newsworthy activities, events and results. Professionals (including the press officers of partner Institutions) will support the writing and help turning facts into stories. Their contacts will be also used for smart and broad dissemination, including over non-specialized media.

### 5.2. E-Newsletters

A dedicated project newsletter will be developed and produced, at 6-month intervals. The electronic newsletter will highlight project progress and news as well as upcoming events and activities. The newsletter will be sent out to project partners, stakeholder contacts and other interested individuals or organisations. The Newsletters will also be available on the project website.

Input from all partners is expected to feed the newsletters, including ideas and content. Partners will furthermore be expected to distribute the newsletter to their own networks in order to maximize the project’s impact.

### 5.3. Events & Conferences

The organization of and the participation to advantageous events such as conferences, meetings, etc., will be explored during the whole duration of the project and after its end. Some of these will be co-organised with relevant RI initiatives to impact on decision-making and funding processes.
The following events have already been planned:

a. Breakout session
To be organized in the Hub of DANUBIUS-RI. Relevant stakeholders (researchers, national, regional, European funding agencies, policy makers) and representatives from European and global research infrastructures will be invited in order to be informed about the vision of DANUBIUS-RI and explore opportunities for cooperation,

b. Final Stakeholders Event
A conference will be organised to present the final project results, followed by a joint event with other environmental ESFRI projects (operational or already in the roadmap). Results of other outreach activities (school projects, competition of ideas) will also be presented.

c. General Assembly meetings:
Project Participants will physically meet at least once every six months—having thus a minimum of two General Assembly meetings per year. Management meetings may also be organised via videoconference/phone or any other virtual-means-mean that facilitate communication. It is intended that 6 monthly General Assemblies will be organized back to back with other project meetings. This will save financial resources and facilitate person-to-person interactions.

6. Monitoring & Evaluation
The indicators for monitoring the effectiveness of the communication efforts are:
• Website hits on project website
• Social media metrics (e.g. views of YouTube channel videos)
• Information Materials requested/Downloaded
• Media coverage obtained
• Use of Extranet (file sharing, collaborative uses, messages)
The exact metrics of this will be put into place together with the social media action plan where significant indicators can be created.

7. Validations and Recommendations
The Dissemination and Communication Plan will be circulated for comments to all partners. The strategy will be agreed by the SC and then implemented during the project lifetime. The dissemination plan will be updated, if needed, at the mid-term of the project.
Preparatory Phase for the pan-European Research Infrastructure DANUBIUS-RI “The International Centre for advanced studies on river-sea systems”