



Social Sciences & Humanities for Climate,
Energy and Transport Research Excellence

Project Number: 101069529

Start Date of Project: 01 September 2022

Duration: 42 months

D6.1. Plan for dissemination, exploitation and communication

DISSEMINATION LEVEL	Confidential (consortium only)
DUE DATE OF MILESTONE	31 December 2022
ACTUAL SUBMISSION DATE	19 December 2022
WORK PACKAGE	WP6 Dissemination, communication and exploitation
TASK	T6.1. Integrated Communications, Dissemination and Exploitation Strategy (M1-M42)
TYPE	Deliverable
APPROVAL STATUS	Submitted
NUMBER OF PAGES	34
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DESCRIPTION	This plan includes (a) in-depth descriptions of our four target stakeholder groups; (b) up-to-date timeline of key relevant events; (c) project dissemination channels and levels (local/national/European/global); (d) pro-active exploitation plans to ensure legacy; (e) partner responsibilities and resources (person effort) (f) evaluation metrics e.g. performance indicators



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101069529 and from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee [grant No 10038991].

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Executive Summary

This deliverable lays out a detailed Communication, Dissemination and Exploitation (CDE) Strategy for the SSH CENTRE with defined strategic objectives, target group segmentation, and presentation of communication and dissemination channels, materials, publications, activities and events. Special attention is given to activities and outputs of other Work Packages (WPs) with high communication and dissemination potential. Possible synergies with external events as well as with related H2020, HEU and other projects, connected to the role of SSH in the energy transition, are listed.

Key performance indicators are set for communication and dissemination outputs, and internal roles and responsibilities of consortium partners are defined for communicating project activities and disseminating project results.

Focus is given to the SSH CENTRE's first year communication, dissemination and exploitation activities, as listed in the table below.

Table 1: First year CDE activities

	Month
Project website	Sept. 2022 (M1)
Social media launch	Sept. 2022 (M1)
First video productions	Sept. 2022 (M1)
External Events: CINEA event: #H2020Energy #HorizonEU contractors' Workshop on #SSH in the #EnergyTransition	Nov. 2022 (M3)
External Event: SET Plan Conference	Nov. 2022 (M3)
Starter pack for partners	Dec. 2022 (M4)
Plan for Communication, dissemination and exploitation	Dec. 2022 (M4)

1 About SSH CENTRE

1.1 Project summary

SSH CENTRE (Social Sciences and Humanities for Climate, Energy and Transport Research Excellence) will engage directly with stakeholders across research, policy, business and citizens to strengthen social innovation, SSH-STEM collaboration, transdisciplinary policy advice, inclusive engagement, and SSH communities across Europe, accelerating the EU's transition to carbon neutrality.

Our project will directly address this challenge by supporting cross-sectoral collaborations and empowerment of citizens and networks towards the development of socially innovative solutions for the EU's climate transition.

1.1.1 Activities

SSH CENTRE will be based on a range of activities related to Open Science, inclusivity and diversity – especially with regards Southern and Eastern Europe and different career stages, including the development of novel SSH-STEM collaborations to facilitate the delivery of the EU Green Deal; SSH knowledge brokerage to support regions in transition; and the effective design of strategies for citizen engagement in EU R&I activities (with related project deliverables, e.g. Position Statement on SSH support for South and CEE Europe, books on actionable EU Green Deal policy advice, policywork realities & research responses briefs etc.). Outputs include action-led agendas and building stakeholder synergies through regular Policy Insight events.

This will be captured in a high-profile virtual SSH CENTRE generating and sharing best practice for SSH policy advice, overcoming fragmentation to accelerate the EU's journey to a sustainable future. The high-profile virtual SSH CENTRE will be a cross-European centre of excellence for Climate-Energy-Mobility Social Sciences & Humanities (SSH), involving 660+ members directly as well as 800+ unique users via our SSH Open Knowledge Platform which will remain live for 5+ years post-project. SSH CENTRE will generate best practice for SSH policy advice across city, Member State and EU level, and significantly develop SSH-STEM collaboration approaches.

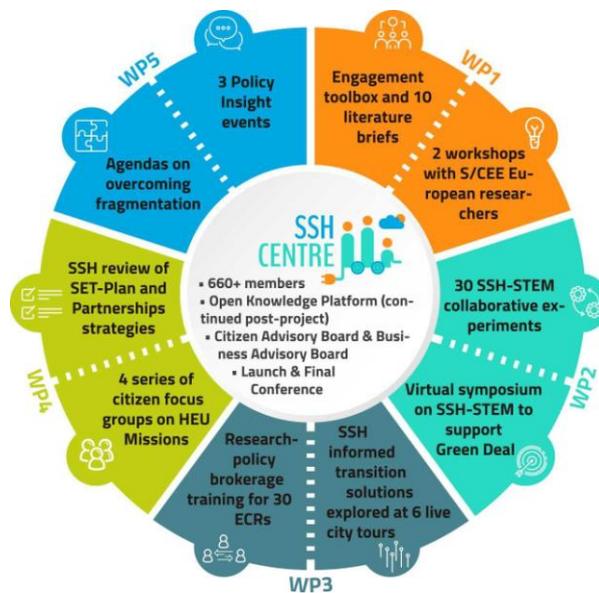


Figure 1: Overview of SSH CENTRE activities

1.2 Consortium partners

This project brings together 13 leading organisations from across the EU, including: 3 universities, 4 research institutions, 2 stakeholder network organisations, as well as 4 R&I and communications SMEs. Our partners bring world-leading expertise across SSH and STEM disciplines applied to climate, energy and mobility, covering carbon neutrality, community-led initiatives, heating and cooling, circular economy and sufficiency, and digital technologies.

Table 2: SSH CENTRE consortium partners

Acronym	Participant Name	Country	Organisation Type and Expertise
1. ACC (Administrative Coordinator)	Acentoline Comunicación Editora SL	ES	Communications SME: experienced specialists in Framework Programme project digital content
2. ARU (Technical Coordinator)	Anglia Ruskin University Higher Education Corporation	UK	University: experienced coordinator of large transdisciplinary, policy-focused, EU sustainability projects, as well as work on RRI, ethics and gender
3. NTNU	Norges Teknisk-Naturvitenskapelige Universitet NTNU	NO	University: world-leading social science and co-creation community, across climate-energy-mobility
4. K&I	Conoscenza e Innovazione Società Aresponsabilità Limitata Semplificata	IT	Social Research SME: transdisciplinary experts in social change with extensive EU project experience
5. EERA	Alliance Européenne de Recherche dans le domaine de l'Energie	BE	Research-Policy Network: research pillar of SET-Plan, network of 250+ STEM/SSH research centres
6. CZG	Ústav výzkumu globální změny AV ČR, v. v. i. (part of Czech Academy of Sciences)	CZ	Research Institution: experts in shaping methodology for and evaluation of SSH-STEM collaborative research around sustainability governance
7. CONS	Consensus, Komunikacije Zaodgovorno Druzbo, D.O.O	SI	Communications SME: dissemination, media and Open Science/Education experts
8. VUB	Vrije Universiteit Brussel	BE	University: leading centre for technological and socio-economic aspects of mobility

9. BC3	BC3 Basque Centre for Climate Change-Klima Aldaketa Ikergai	ES	Research Institution: climate and co-creation experts working on climate policymaking, with significant SSH-STEM interdisciplinary project experience
10. FOE	Friends of Europe - Les Amis de l'Europe	BE	Policy Think Tank: revitalising the EU Project, including with 6.6m citizens via Debating Europe
11. ECIT	Energy Cities/ Energie-Cities Association	FR	Municipalities Network: EU Association of 1,000+ cities/mayors for all aspects of the green transition
12. CERS	Kozgazdasag-Regionalis Tudomanyi Kutatokozept ES	HU	Research Institution: experts in Economics and Regional Studies, focusing on Central/Eastern EU
13. DW	DuneWorks BV	NL	Innovation SME: experts in low-carbon entrepreneurship and innovative business learning

1.3 Project objectives

The objectives of the SSH CENTRE project are **to strengthen:**

- opportunities for socially innovative solutions,
- effective collaborations between transition-focused SSH and STEM,
- policy advice mechanisms from SSH and transdisciplinary research,
- the understanding of inclusive engagement and co-production techniques, and
- SSH communities across Europe applied to climate, energy and mobility

2 Background on Communication, Dissemination, and Exploitation (CDE): objectives and targets

The SSH CENTRE recognises communication, dissemination and exploitation as connected terms and approaches for sharing and making use of the project's outputs. SSH CENTRE communication efforts will work towards spreading the word about the project and its outputs (i.e. build audience and visibility), the dissemination work will seek to spread the results in an exploitable manner as far as possible to the right stakeholders (i.e. effective knowledge exchange), while exploitation will ensure those results will/can be used by partners and other organisations in the long-term. The key target audiences for SSH CENTRE are divided into four groups: researchers, policy actors, business actors and citizens (see section 7).

2.1 CDE objectives

The definition of CDE concepts constructs the way we formulate CDE objectives. In SSH CENTRE we distinguish between one-way communication to build audience, two-way dissemination to

enable effective knowledge exchange, and exploitation by external stakeholders to ensure impact. We have defined two to three objectives for each area, which will be used to guide all CDE activities as well as setting KPI's.

Communication objectives: build audience and visibility

C1. Promote the project and its results in order to ensure that a broad audience (including key stakeholders and beyond, e. g. media) have access to relevant information about the SSH CENTRE

C2. Raise (inter)national awareness of the project and ways to participate in SSH CENTRE activities (live &/or virtually)

C3. Visibly showcase the societal benefits of Horizon Europe activities

Comentario [1]: research activities?

Comentario [eu2]: I'd suggest activities in general, as we'll be present in e.g networking events

Dissemination objectives: effective knowledge exchange

D1. Establish mechanisms to exchange knowledge between consortium partners and others (especially SSH CENTRE members) as part of two-way processes

D2. Ensure project results reach key stakeholders (researchers, policy actors, business, educational organisations, civil society), in forms that enable effective use and take-up, i.e. exploitation

Exploitation objectives: ensure long-term impacts

E1. Stimulate effective use, reuse, and remixing of project data and results (including via the latest Open Science / Education practices) in ways that deliver concrete value for research, policy, and education stakeholders

E2. Achieve broader societal impact regarding climate-energy-mobility transition issues in medium-/long-term

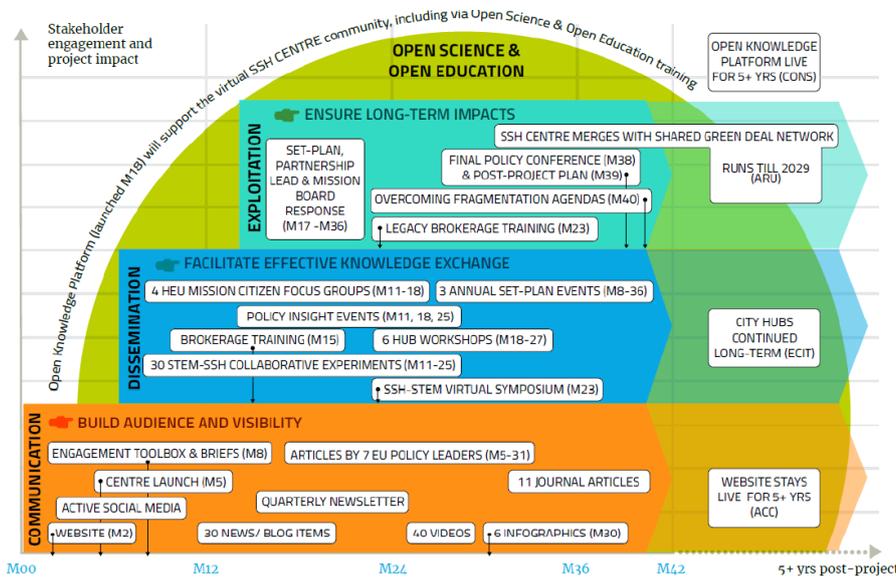


Figure 2: Timeline of SSH CENTRE CDE activities

Our extensive and innovative dissemination activities will work towards supporting active participation in several project activities, which require stakeholder engagement and collaboration (e.g. workshops, research collaborations, knowledge brokerage, focus groups, policy events). This

will be supported by a range of communication activities from the start of the project (e. g. website, newsletter, videos), which will be used to promote outputs as well as general promotion of the project and projects activities. Our proactive approach to long-term exploitation of key results then includes further dedicated activities, whereby key stakeholders will respond to project recommendations and discuss how they can be incorporated into ongoing initiatives, as well as plans already in place for how resources and networks will be maintained post-project. This strategic approach is illustrated in our indicative activity timeline above (Figure 1).

3 Key messages

The SSH CENTRE's key message consists of the following three elements:

- (1) What is needed: Large-scale, coordinated, innovative, and transdisciplinary action with real policy impact is needed to successfully tackle the interlinked climate-energy-mobility challenges.
- (2) What will the project generate: The SSH CENTRE as a cross-Europe centre of excellence for Climate-Energy-Mobility SSH will generate best practices for SSH policy advice, informed by - and tested among - citizens, to be taken into consideration when drafting policies for city, Member State and EU decision makers.
- (3) How will the project impact policy: The project will significantly develop the SSH-STEM collaboration approaches and strengthen/improve the SSH advice mechanisms.

4 Visual and verbal guidelines

Aiming at facilitating partners' communication and dissemination contributions to the project, a range of guidelines have been established to detail the steps to follow in order to present online multimedia material according to the branding project.

These visual and verbal guidelines, available on [MS Teams space](#), explore ways to:

- *engage with social media handles,*
- *record a video,*
- *use logo variants (including the official EU logo)*
- *use project typography across the production of material (banners, PPT presentations)*



VISUAL IDENTITY GUIDELINES

Last updated 21/2022



Social Sciences & Humanities for Climate, Energy and Transport Research Excellence



Video Interview

In order to succeed with the impact of the video interviews, here are some easy tips to be followed:



GENERAL ASPECTS

- Remember to start the video with the interviewee name, surname, job position and organization.
- Allow some short pauses (3-5 seconds) before starting speaking and in between questions/answers during the interview.
- Find a quiet place, where there are no people talking or passing by. If possible, try to use a headset microphone to make sure you pick up just the interviewee voice and avoid noises around.
- Ensure the place you are recording the video is a well-lit place and avoid dark rooms and excessive or awkward back light.
- Background should be ideally with SSH CENTRE banner (for interviews recorded by a mobile phone) or zoom background (for online interviews).
- If the interviewee speaks non-english language or there is a specific interest to add subtitles please, click on [this document](#) and fill the spreadsheet with the required information.

TECHNICAL ASPECTS

- Hold the mobile/camera in horizontal orientation.
- Recommended image resolution 1280x720 (the minimum for what's called high definition - HD) or 1920x1080 (we usually work with this one).
- Frame the person at the centre of the image who is talking, leaving some space on the top and bottom of the image.
- Please, send your files using some free transfer cloud based online platforms like weTransfer (max. 2GB files), SendTransfer (max. 50GB) or [yify](#) (max. 10GB files).

Social Media guidelines



Handle: @SSHCentreEU
 Most relevant handles: @HorizonEU, @Energy4Europe, @cinema_eu
 Official project hashtag: #SSHCentre
 Other relevant hashtags: #EUGreenDeal, #SSH, #energy, #energytransition, #H2020Energy, #zeroemissions, #sustainability
 Partners handle to be tagged, if needed, in project-related publications: @AcentoComunica, @KnowledgeInnov, @NTNUNorway, @EERA_SET, @KIT_KIT, @ConsensusEU, @ECSResearch, @RutMourik, @VUBrussel, @FriendsOfEurope, @AngliaRuskin, @GSL_ARU, @energycities

All branding material will be also available on a subpage as part of the website content (sshcentre.eu). The tentative name will be ‘press corner’ in order to provide and facilitate the branding project material in different communication and dissemination actions of external partners.

This section will include, but not limited to:

- Logo and its versions
- Useful Guidelines
- Zoom backgrounds and roll up banner
- Leaflet (online version)

4.1 Verbal guidelines

The project name is to be fully capitalised (i.e. SSH CENTRE), using British spelling. British spelling will also be used in all communication and dissemination outputs. A short introduction of the project will be developed for a leaflet and webpage, that will be used (and adapted) for other communication and dissemination needs throughout the project. The description will also be shared with partners for use in presentations and other communication activities done by them.

4.2 EU funding acknowledgment

When acknowledging the funding from the European Commission, please include the below text to recognise both EU and UKRI funding:

“This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101069529 and from UK Research and Innovation (UKRI) under the UK government’s Horizon Europe funding guarantee [grant No 10038991].”

5 Target stakeholders

Whilst acknowledging that individuals may fall into more than one category, it is useful to consider the CDE needs of specific groups. SSH CENTRE’s stakeholders are divided into four target groups – research, policy, business, and citizens (Table below) – each of which spans multiple sub-groups and has different needs across European regions. Synergistic dissemination and exploitation activities will bring together stakeholders from across activity streams, including virtual events to enable wide participation.

Table 3: Tailored CDE activities, with clear leads, meet the needs of each of our four target stakeholder groups Stakeholder group, and subgroups

	Stakeholder needs (main messages of SSH CENTRE will thus emphasise these benefits)	Targeted CDE activities (and lead)
Researchers: SSH, STEM, climate-energy-mobility scholars, Open Science community	• Opportunities for more and better collaboration and knowledge exchange with new research stakeholders	• Workshops for CE/S European research communities (CERS)

	<ul style="list-style-type: none"> • Increase own impact by employing SSH CENTRE as a platform to share research • Greater understanding of debates across SSH, and across climate-energy-mobility • Case studies of how energy-climate-mobility STEM and SSH can work together effectively • Sharing of latest educational practice 	<ul style="list-style-type: none"> • SSH-STEM symposium (ARU) • Open Knowledge Platform (CONS) • Open Science live webinars, online training, and guidebook (CONS) • 11 journal articles and 3 books (ARU) • Consortium involvement in external academic events (CONS)
<p>Policy actors: European institutions (European Commission, European Parliament, EU agencies, SET-Plan, HEU Missions), Member States, Pillar 2/3 Partnerships, elected city officials</p>	<ul style="list-style-type: none"> • Concise and actionable recommendations • Tools relevant to the latest agendas incl. citizen engagement and just transitions • Up-to-date clarifications on the EU agenda from the SSH research perspective • Improve knowledge about the impact of SSH research on policy goals • Input from the research community on funding allocation to cutting-edge SSH research, across regions 	<ul style="list-style-type: none"> • Green Deal recommendations (ARU) • Engagement toolbox (NTNU) • Hub workshops & T3.3 event (ECIT) • SSH reviews of SRIAs (EERA) • Mission panel responding to citizen input via Debating Europe; Policy leader articles (DE/FOE) • Policy Insights & conference (FOE) • Position statement on CEE/S research support (CERS)
<p>14. Business: Sector leaders, SMEs, entrepreneurs</p>	<ul style="list-style-type: none"> • Effective and profitable collaboration opportunities for their own projects • Insights into risks and market 	<ul style="list-style-type: none"> • Business Advisory Board (DW) • Policy Insights &

	<p>opportunities</p> <ul style="list-style-type: none"> • Overview of existing local, national or EU climate-energy-mobility initiatives • Stimulation of cross-sector innovation 	<p>conference (FOE)</p> <ul style="list-style-type: none"> • SSH-STEM symposium, exploring social-technological working (ARU) • Engagement with city tours (ECIT) • Open Science online training (CONS) • Infographics & social media (ACC)
<p>15. Citizens: <i>community groups, democracy groups</i></p>	<ul style="list-style-type: none"> • Accessible information about energy-climate-mobility relevant for everyday life • Opportunities for active involvement in energy-climate-mobility solutions • Representation and influence on policy decisions at regional/national/EU-level 	<ul style="list-style-type: none"> • Citizen Advisory Board (ARU) • Focus groups & panels on HEU Missions and project recommendations (DE) • Regular videos & social media (ACC) • Invitation to (virtual) high-level policy events (FOE/DE)

Specific stakeholders will be named for partners in each country, in line with the stakeholder groups defined above. This will assure better and more targeted communication and dissemination of outputs throughout the project. The list will be shared on MS Teams and updated throughout the project.

6 Communication channels, materials, and publications

6.1 Channels

6.1.1 Website and Open Knowledge Platform

The project website is reachable at (<https://sshcentre.eu>). As the main dissemination channel, it will be the central tool for promoting the project outputs, such as: information and news about the

project and its results, project description, public materials and deliverables and any other outputs. The website provides 'user-friendly' navigation paths for users to follow through the website.

Hence, the website is divided in the following main sections:

- 1) Home, including a sign-up button to users to subscribe to the mailing list
- 2) About
- 3) Activities
- 4) Footer, including social media buttons



As the website is created to house all relevant information related to the project, it will be regularly updated with input concerning project novelties, call for participation in the SSH CENTRE activities and public deliverables.

This website will be upgraded in M18 into an SSH Open Knowledge Platform, in line with our Open Science/ Education practices (T6.2.1.). It will be built on the SSH CENTRE's initial website where several additional educational, awareness-raising and networking features will be introduced to create an interactive collaboration space. The Open Knowledge Platform will support the researchers and other interested stakeholders to find, share and produce the knowledge they need to stimulate effective collaborations between transition focused SSH and STEM. Educational and awareness-raising content will be freely accessible, and selected parts will be offered as OER (Open Educational Resources) that are ready for use, reuse, remix, and other forms of adaptation tailored to stakeholders' research, educational, community, business, or other needs. Additional features will be developed for the SSH CENTRE members as registered users, e. g. content recommendations based on the interests expressed during the registration process, and networking and collaboration opportunities across SSH and STEM.

The SSH Open Knowledge Platform will act as an Open Scientific/Educational gateway to the project, and it will remain live for 5+ years after project completion (2030).

6.1.2 Social media

Social media handles have been set up since M1, aiming at disseminating SSH CENTRE development and achievements.

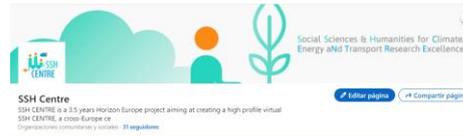
These profiles are available in the following links:

Twitter



<https://twitter.com/SSHCentreEU>

LinkedIn



<https://www.linkedin.com/company/ssh-centre/>

Both profiles have been selected as the best social media to ensure the project information reaches all potential and targeted audiences. To support this, ACC has developed a specific strategy that encompasses the following aspects:

- Promote all project activities with special focus on those which requires external participation
- Highlight the ongoing project activities with the objective of presenting SSH CENTRE to a wide array of stakeholders
- Presenting the project results as a way to engage potential and targeted online audiences

All partners might also share project outputs and related information following the guidelines, which are explained in detail in the social media guidelines produced by ACC. The partners can connect with SSH CENTRE social media channels by:

- Tagging @sshcentre in all social media updates
- Adding official hashtag #SSHCENTRE
- Sharing the produced information with the communication team via circulated Google Form available in MS Teams

6.1.3 Partner channels (social media and websites)

Partner social media channels and websites will be used for project's communication and dissemination activities. All partners have been notified about SSH CENTRE social media channels and have been asked to tag and interact with SSH CENTRE posts.

List of partners' social media channels and websites is collected and updated in a separate spreadsheet, below is the example for three key partners, related to SSH CENTRE's communication and dissemination activities:

EERA

Website: <https://www.eera-set.eu/>

Twitter: https://twitter.com/EERA_SET

LinkedIn: <https://www.linkedin.com/company/eera---the-european-energy-research-alliance>

YouTube: <https://www.youtube.com/channel/UCeEF69bi9nkEKQcpcQCoTrQ>

Friends of Europe

Website: <http://www.friendsofeurope.org>

Twitter: <https://twitter.com/friendsofeurope>

LinkedIn: <https://www.linkedin.com/company/friends-of-europe/>

Facebook: <https://www.facebook.com/friendsofeurope.foe/>

Instagram: <https://www.instagram.com/friendsofeurope/>

YouTube: <https://www.youtube.com/@foefriendsofeurope/>

Debating Europe

Website: <https://www.debatingeurope.eu/>

Twitter: <https://twitter.com/debatingeurope>

LinkedIn: <https://www.linkedin.com/company/debating-europe/>

Facebook: <https://www.facebook.com/debatingeurope/>

Instagram: <https://www.instagram.com/debatingeurope/>

YouTube: <https://www.youtube.com/@DebatingEurope/>

6.2 Materials

A range of materials will be produced to contribute to the communication strategy. These materials are available on MS teams and will be utilised as a part of the dissemination actions related to both the project promotion and project activities.

The circulation of these materials via social media and onsite events will enhance stakeholders' loyalty using their most popular multimedia files and engage potential new stakeholders.

6.2.1 Leaflet

Aiming to provide simple and precise information about the project, as well as being easy to distribute via in-person events, ACC has produced a leaflet with the most important information about the project (objectives, partners and ways to engage with SSH CENTRE).

This leaflet, available as part of the starter pack for partners, will be distributed by partners at events and conferences, particularly aiming at stakeholder which might be interested in SSH CENTRE activities.

This leaflet has two versions: one to be distributed online (via newsletter, website or social media) and the other to be printed, if needed. The leaflet includes a QR code, which leads to the SSH CENTRE website with more information and materials.



6.2.2 Infographics

Infographics are an effective way to present project results in an accessible way for those not familiar with technical jargon. Moreover, it is the perfect material to illustrate some data and information in deliverables and other materials, containing a larger amount of text. Infographics are an effective way to keep the reader's attention, show data graphically and enrich the final output.

These infographics, thus, have as a main goal the following:

- Streamline SSH CENTRE outputs via visual material, being quick and easy to consume via offline and online channels.
- Present the project's key messages to the general public, enhancing interest in the project

These infographics will be included in the following material:

- Public deliverables, if needed
- Social media updates
- Newsletters
- Video productions, if needed

6.2.3 News/blogs

A dedicated blog section on the website will host articles and posts covering different aspects relating to SSH CENTRE topics and activities.

During the project, partners will publish a minimum of 30 news/blog items, which will be posted on the SSH CENTRE website's blog section. These posts will address the following topics:

- Public deliverables summary as complementary information to facilitate deliverables reading
- Blog post providing more information about city tours
- Call for participation in SSH Centre activities
- Framework and outputs from involved ECRs
- Future noticeable events

This blog post section will be updated once the project itself generates some of the content outlined below.

6.2.4 Videos

As part of the dissemination strategy, videos can synthesis, enhance and bring clarity to the project message. They also support engagement of those who may prefer to watch a video instead of reading a long-report document.

During the SSH CENTRE project, the aim is to produce a minimum of 40+ videos through a new SSH CENTRE YouTube account, these videos will cover the following information:

- Branding objectives. To promote the project itself, to increase the project impact in the potential and targeted audiences
- Event and activities promotion: To reach potential participants by leveraging the benefits of the event for the online community
- Results presentation: As a way to present SSH-CENTRE project objectives in an easy, reachable and attractive way.

To facilitate partners' contributions, the starter pack for partners includes a guideline for producing videos by themselves in line with project branding.

6.3 Publications

6.3.1 Newsletter

The SSH CENTRE project aims to issue a quarterly member newsletter (=14 in total), with special editions as needed (e.g call for participation). The regular newsletters will include, but will not be limited to:

- Summary of the latest project news
- Most relevant project highlights related to the project ongoing process
- Event where SSH CENTRE is presented (workshops, conferences, etc.)
- Other interesting activities related to the project

The newsletter will be promoted on the social media channels and website of the project by sharing the current edition release or encouraging potential audiences to sign-up to the mailing list.

The special editions of the newsletter will be used to promote actions that requires external participation, as they provide an efficient way of engaging with those who are likely to be interested in participating.

6.3.2 Articles by policy, business, and civil society leaders

Seven online articles will be written by policy, business and civil society leaders in the EU, Europe and abroad free of charge (secured through FOE networks, as demonstrated by many similar article series). Articles will be shared across social media (T6.2.2) and FOE's Sunday Critical Thinking newsletter (sent to an influential audience in Europe and globally, with readers drawn from politics, business and civil society).

The articles will be launched in M5 (T6.3.1 launch); M6 (post-launch); M10 (post-T5.3.1 Insight event-1); M19 (post-Insight event-2); M26 (post-Insight event-3); M29, M31 (exploring local-to-EU initiatives).

The articles will support the objectives of the project and its activities by offering insight into key themes related to transitions, such as the role of social sciences and humanities, carbon neutrality,

citizen engagement strategies, renewable energy, smart mobility, circular economy, digital technologies, community-led initiatives, and inclusive engagement.

Example of this kind of article: <https://www.friendsofeurope.org/insights/how-much-longer-will-we-continue-to-feed-a-broken-food-system/> (more examples can be found here: [on FoE's website](#)).

6.3.3 Journal articles

Results from the SSH CENTRE's research activities will feed into 11 open-access journal articles and 3 open-access books (with 10 chapters in each). The leads, co-leads, indicative titles, and target destinations of which are as follows:

- NTNU: 'Stakeholder engagement methods: a review', Social science & Humanities Communications (WP1)
- CERS: 'The SSH landscape in Eastern and Central Europe', Cultural Studies (WP1)
- ARU, EERA: 'Epistemic experiments: EU Green Deal energy policy lessons', Palgrave Pivot book (WP2)
- VUB, NTNU: 'Collaborative perspectives to achieve carbon-free transportation', Palgrave Pivot book (WP2)
- BC3, NTNU: 'Working across SSH and STEM for transformative climate action', Palgrave Pivot book (WP2)
- BC3, ARU: 'SSH apparatus for climate-energy-mobility policies', Energy Research & Social Science (WP2)
- K&I: 'Brokering SSH knowledge across epistemic boundaries', Journal of Responsible Innovation (WP3)
- EERA: 'The place of stakeholder engagement in EU transitions strategies', Energy policy (WP4)
- NTNU: 'Citizen participation in Horizon Europe's mission priorities', Research Policy (WP4)
- CZG: 'Overcoming fragmentation via transdisciplinary knowledge', Global Environmental Change (WP5)
- K&I, CONS: 'Open Science and RRI agendas in Horizon Europe projects', Open Praxis (WP5)
- DW: 'How using SSH can improve transition entrepreneurship', Strategic entrepreneurship (project-level)
- ARU: 'Generating best practice for SSH policy advice across scales', SAGE Open (project-level)
- ARU: 'EU transitions: do strategic agendas account for society?', Nature Sustainability (project-level)

To meet EC requirements for open access within 12 months, we have allocated a budget to publish all 11 of our journal articles at 'gold' level, and we will actively consider the Open Research Europe (ORE) publishing platform if journals have not met HEU requirements by the time of submission. All public deliverables will also be made available via our website, in a digital format which facilitates their appearance in Google Scholar searches as far as possible, to maximise reach within academic circles. Further, our own Open Science targets will involve: the open sharing of data, protocols, preprints and peer reviews.

6.3.4 Non-academic publications

Alongside journal articles, the consortium will seek coverage in non-academic publications such as:

- [Foresight DK](#);

FORESIGHT Climate & Energy is an essential read on the global energy transition. Led by the Editor-in-Chief in London, their international network of expert journalists and writers report on what really matters, without fear or favour. They publish top quality in-depth articles and expert opinions on their website every week and a high-quality magazine twice a year focused on a specific theme. Over 100,000 policymakers, energy experts in business, finance and academia, city leaders and leading NGOs have access to their website, while their magazine is read by over 60,000 influential stakeholders.

- [European Energy Innovation](#);

European Energy Innovation is a communication platform designed to put energy and transport stakeholders in touch with each other. They specifically focus on dissemination of EU project outputs.

- [Euractiv](#);

EURACTIV is an independent pan-European media network which specialises in EU affairs, established in 1999. They spark and nourish policy debates among stakeholders, including government, business and civil society. They cover policy processes upstream of decisions, summarising the issues without taking sides.

- [Equal Times](#);

Equal Times is a trilingual (English, French and Spanish) global news and opinion website focusing on labour, human rights, culture, development, the environment, politics and the economy from a social justice perspective.

- [Environmental magazine](#);

Emagazine.com is an influential source of information on sustainability and green living topics. They offer a wide range of advertising options and sponsorship packages. Their users are interested in environmental issues and doing the right thing for the planet. They tend to be consumers of healthy, safe and green products, investors in socially responsible businesses and funds, volunteers for non-profit projects and donors to good causes.

- [Euro Topics](#)

The euro topics press review reflects the diversity of opinions in Europe and builds bridges between different media landscapes. It takes debates out of their national context and promotes discourse beyond national borders and language barriers. Correspondents in all the EU member states as well as Russia, Switzerland, Turkey and Ukraine monitor more than 500 print and online media across the entire political spectrum and translate excerpts from opinion pieces.

- [The Conversation](#)

The Conversation is a unique collaboration between academics and journalists that in a decade has become the world's leading publisher of research-based news and analysis. The content is created by academics and journalists working together, supported by a team of digital technology experts. The goal is to turn knowledge and insights into easy-to-read articles and make them accessible to general readers. The content is free.

All partners will be involved in this, with CONS and ACC leading.

- POLITICO

POLITICO, a global nonpartisan politics and policy news organization, launched in Europe in April 2015. With operations based in Brussels and additional offices in London, Berlin and Paris, POLITICO connects the dots between global power centers. Its journalism lives online at politico.eu; in POLITICO Pro, the real-time policy intelligence service for professionals; in daily and weekly newsletters, such as Brussels Playbook, London Playbook and Playbook Paris; in print via a weekly newspaper; and through live events.

7 Key other project deliverables (with potentially high comms/dissemination impact)

7.1 Promotion of public deliverables

All public deliverables will be made available via our website, in a digital format which facilitates their appearance in Google Scholar searches as far as possible, to maximise reach within academic circles. Further, our own Open Science targets will involve open sharing of data, protocols, preprints and peer reviews.

Besides all public deliverables, special attention will be given to specific project activities/deliverables with a high potential for communication and dissemination. They are briefly presented below.

7.2 Engagement toolbox

This toolbox will illustrate 12 diverse engagement methods with tangible practice examples, taken from across Europe. It will demonstrate (to e. g. policy actors) the effectiveness of alternative engagement methods in enabling multi-stakeholders' participation in sustainability transitions. Short, accessible resources will be provided on the following topics: transition arenas, storytelling, citizen science, serious games, citizen assemblies, deliberative fora, transformation labs, participatory evaluation, co-creation, participatory knowledge mapping, living labs and horizon scanning.

- Task leader: NTNU
- Due in month: 8
- This activity will be supported with the following comms/dissemination channels/tools: website, social media, news/blog, newsletter, infographics

7.3 Literature briefs

A landscape review will produce 10 literature briefs (aligned with current EU policy priorities) informed by 20 interviews with relevant project/community leads across STEM and SSH. The interviews will help confirm methods to include in the Engagement toolbox and discuss collaboration in Centre activities. Sister HEU SSH projects will be prioritised to ensure collaborative relationships set-up early on.

- Task leader: ARU
- Due in month: 10
- This activity will be supported with the following comms/dissemination channels/tools: website, social media, news/blog, newsletter. A design template for the literature briefs will be provided to make the documents attractive and to bring consistency across them.

7.4 Position statement on SSH support for S & CEE Europe

Position Statement for the EC will be developed on how SSH in S & CE Europe can be better supported (e. g. roles, networks, capacities, challenges), including recommendations for WPs2-4. It will be translated into at least 5 non-English languages

- Task leader: CERS
- Due in month: 10
- This activity will be supported with the following comms/dissemination channels/tools: website, social media, blog post, newsletter, events, and direct emails to relevant stakeholders, particularly those in countries speaking the language the documents are translated to. Additionally, light design work can be done on the documents, to make the documents more attractive for end users.

7.5 Three books on actionable EU Green Deal policy advice

Three books (energy, mobility, climate) will include good-practice examples of SSH-STEM collaborations. Each of the 30 collaborative teams will produce one recommendation to support a relevant EU Green Deal Strategy, with accompanying evidence, in the form of an open-access book chapter.

- Task leader: ARU
- Due in month: 25
- This activity will be supported with the following comms/dissemination channels/tools: website, social media, news/blog, newsletter, videos

7.6 EU policy recommendations, including SET-Plan, Missions, Partnerships

EU policy recommendations, informed by: (i) review of the SSH content of the most recent published versions of SET-Plan Implementation Plans; (ii) virtual focus groups based on relevant Missions; (iii) analysing the SSH aspects (including citizen engagement) of target Horizon Europe Cluster 5 Partnerships.

- Task leader: EERA
- Due in month: 29
- This activity will be supported with the following comms/dissemination channels/tools: website, social media, news/blog, newsletter, videos, events

7.7 Open Science and Education webinar/course/guidebook

There are three major open collaborative tools planned to train the researchers and other interested project stakeholders in Open Science and Open Education. The aim of these tools is to make researchers more aware of the benefits of Open and better trained to practice Open Science and Open Education, as this increases the potential to fundamentally change the way research is performed and disseminated. This fosters a scientific ecosystem in which research gains visibility, is shared more efficiently, and is performed with enhanced research integrity.

Webinar: A 3-hour webinar on the basics of Open Science and Open Education will be organised, including the following topics: Open Access; Open Research; Open Educational Resources for climate-energy-mobility researchers. Specific skills needed to mobilise knowledge from SSH-STEM topics will be emphasised.

The following categories of researcher's Open Science skills will be covered in this training:

- Skills and expertise necessary for Open Access publishing, including technical/library research support and open publication literacy skills
- Skills and expertise regarding Open Research, including early sharing of preprints and open peer-review
- Skills and expertise to practice Open Education and create OER – Open Educational Resources.

Course: We will organise a 2-hour self-paced open online course for Early Career Researchers (ECRs) and other stakeholders (e.g. innovators in industry), via an open-source Learning Management System (e.g. Canvas). The course will integrate multimedia content and interactive quizzes (produced by ACC). It will advise ECRs on how to participate in the project's SSH Open Knowledge Platform. We will liaise with 3 Open Science Advocates, who will connect both the course and webinar to relevant networks.

Guidebook: A 12-16 page infographically-supported digital guidebook will be produced, summarising project experiences with Open Science/Education practices, to advise key stakeholders on 'How to go Open' (e.g. repositories, peer-review, handbooks, courses, platforms, co-production). It will be translated into at least 5 non-English languages.

- Task leader: CONS
- Due in month: 25
- This activity will be supported with the following comms/dissemination channels/tools: website, social media, news/blog, newsletter, videos, sister-project synergies, sharing on repositories, direct contact with relevant stakeholders

8 Events

8.1 SSH CENTRE project-related events

8.1.1 Citizen focus groups (T4.2)

FOE/DOE will undertake 4 series of virtual focus groups based on the 4 relevant Missions, with 40 participants for each Mission divided in groups of up to 10 participants each (=160 participants total), by month 18. This task will explore how citizens engage (or not) with the priorities identified by the Missions, listed below:

1. Adaptation to Climate change mission
2. Climate-Neutral and Smart Cities mission
3. Soil Deal for Europe mission
4. Restore our Ocean and Waters mission

8.1.2 SSH-STEM virtual symposium (T2.3.2)

ARU, please check/add.

ARU will lead on a virtual symposium, where collaborative teams will present their draft work for formative feedback, to promote reflexivity and enable networking across climate, energy and mobility communities. Policy context will be provided by the consortium and EC (as invited speakers, where possible), regarding Green Deal alignment. DW to ensure business interests are represented, particularly via its Business Advisory Board.

8.1.3 Annual SET-Plan events (T4.1.2)

We will try to participate in 2+ EU Member States SET-Plan Steering Group meetings. The first presentation will be used to introduce the project's offering for SET-Plan communities, with partner

time allocated to respond to ad-hoc requirements. With the second presentation, we will update on project findings and work with SET-Plan Working Groups. EERA will represent the project at 3 SET-Plan annual policy side events. All such SET-Plan dialogue will be aided by scheduling 6-monthly virtual meetings with the EC staff responsible for overseeing the chairing of the SET-Plan Steering Group (Unit RTD.C.1) to discuss synergies and e. g. Steering Group participation.

8.1.4 Policy Insight events (T5.3.1, T5.3.3 and T6.3.1)

Policy Insight transdisciplinary events will be hosted. The SSH CENTRE's launch event will take the form of the first Policy Insight debate entitled "Co-creating the shift to clean mobility", tackling the European Union's ban on the sale of combustion engines starting 2035. This first Policy Insight, organised by Friends of Europe, will analyse the challenges that will arise in the next decade, as we adapt to alternative modes of transport. The event will discuss how the shift in mobility links to city governance, consumer behaviour change, infrastructure investments, and the cost-of-living crisis. The shift to clean mobility also needs to avoid creating a two-speed Europe, where some countries prosper from the combustion engine ban and others struggle to implement alternative solutions.

The policy focus of the next three Policy Insight debates will be defined in detail during the project:

- 2nd debate in M 10, focusing on EU Green Deal strategies (related to WP2 activities),
- 3rd debate in M18 citizen engagement strategies for HEU, including both Pillar II and III partnerships (related to WP4 activities), and
- 4th debate in M22 on the role of cities/regions as policy-shapers (related to WP3 activities).

Events will have 100+ physical/virtual through livestream participants.

Panels will include senior representatives from EC/European Parliament/cities, civil society, academia, and the private sector. There will also be an end of project final conference in M39 (November 2025) engaging with policy ideas.

8.1.5 Brokerage training (T3.1)

Based on the live training activities carried out under the project, a set of training materials focused on research-policy brokerage will be developed and made accessible online. The materials (including lectures, resources and tools) will be produced under WP3 with the direct involvement of the 30 SSH early career researchers participating in the training and knowledge brokerage activities. They will focus on the transfer of SSH knowledge to policymakers, with particular attention to the local administrators dealing with climate, energy, and mobility issues. The training materials will concern different knowledge clusters, including concepts, methods, and tools used in knowledge brokerage, the kind of contribution SSH can provide to policy making, the nature and mechanisms of policy work and roles SSH researchers can perform in engaging with policy. The training materials are supposed to help SSH researchers to upskill in research-policy brokerage or run programmes where the contribution of SSH knowledge could be relevant in developing effective policies.

8.1.6 10.1.6 Workshops (Research geographies) (T1.3.2)

Two workshops (hybrid participation) will each be run with 20 climate-energy-mobility SSH researchers (=40 total) targeting those who have spent part of their career in (1) Southern Europe (Spain, BC3 - co-host with Wikitoki) or (2) Central and Eastern Europe (Hungary, CERS - co-host

with Central European Initiative). These will build on co-creating a Position Statement for the EC on how SSH researchers in S & CEE Europe can be better supported (e.g. roles, networks, capacities, challenges), including recommendations for WPs2-4. It will be translated into at least 5 non-English languages.

8.2 External events

We will coordinate (quarterly) a list of (i) external events partners are speaking at, and (ii) direct contact partners have made with relevant groups. Through these mechanisms, each partner will capitalise on opportunities to remain relevant to forthcoming initiatives, including synergies with other projects, stakeholder engagement in SSH CENTRE activities and promotion of the project's outputs.

As part of the SSH CENTRE project, we are planning to deliver 40+ presentations at various conferences. Key conferences we will target for these partner presentations are listed below (with CE European opportunities prioritised), not including events co-organised with sister HEU SSH projects and EERA's 3 SET-Plan conference side events:

- Consortium: FOE Climate & Energy Summit | ECIT Conference | (all Annual) | Numerous H2020/HEU project events, e.g. SHARED GREEN DEAL, ACCTING, NetZeroCities, HESTIA | Partner seminar/lecture series
- SSH: Energy Research & Social Science | BEHAVE: Behaviour & Energy Efficiency | ICEP (Environmental Psychology) | ISEE (Ecological Economics) (all Biannual) | RGS (Geography) | Int'l Sustainability Transitions | Earth System Governance | Hungarian Regional Science Society (all Annual) |
- STEM: Conference on Transport Engineering (Biannual) | Association of Energy Engineers | Royal Academy of Engineering (all Annual) | European Commission-Breakthrough Energy Catalyst | IPCC (all regular) | IEA TCPs, Mission Innovation | Events linked to extensive STEM-links via EERA and European University Association (ARU is advisor)
- Open Science: Open Education Policy Forum | Open Education Global | EDUSCOPE (all Annual)
- Policy (from EU to municipalities): European Environmental Bureau | EU SET-Plan | EU European Week of Regions & Cities | EU Sustainable Energy Week | EU Urban Mobility Days | Regions in Recovery | EU Mission Innovation | UNFCCC Conference of the Parties (all Annual)
- Business: eceee Industrial Efficiency (Biannual) | The Economist Sustainability Week and World Ocean Summit | Big Science Business Forum | Urban Future | PLIN (CEE region) | Cleantech for Europe | World Bank Group's Innovate4Climate (all Annual) | Green Industry Platform | The Climate Group (all regular)
- Civil society and citizens: Transformations Community | Int'l Trade Union Forum on Ecological And Social Transition | Just Recovery Gathering | EC Citizen Engagement & Deliberative Democracy Festival | COP | Science & Technology Week (all Annual) | OECD Innovative Citizen Participation Network (regular events)

Table 4: List of events for 2023

Event	Date	Location
Consortium		
FOE Climate & Energy Summit	No date yet	Not disclosed yet
ECIT Conference	No date yet	Not disclosed yet
SSH		
Energy Research & Social Science	No date yet	Not disclosed yet
BEHAVE: Behaviour & Energy Efficiency	No date yet	Not disclosed yet
ICEP (Environmental Psychology)	20 – 23 June 2023	Aarhus University, Denmark
ISEE (Ecological Economics)	23 – 28 October 2023	Colombia
RGS (Geography)	29 August – 1 September 2023	London, UK
Int'l Sustainability Transitions	30 August – 1 September 2023	Utrecht, The Netherlands
Earth System Governance	24 – 26 October 2023	Nijmegen, The Netherlands
Hungarian Regional Science Society	4 – 6 September 2023	Budapest, Hungary
STEM		
Conference on Transport Engineering	3 – 4 May 2024	Singapore, Singapore

Association of Energy Engineers	25 – 27 October 2023	Orlando, Florida, USA
Royal Academy of Engineering	2 March 2023	Online
Global Conference on Energy Efficiency	6 – 8 June 2023	Paris, France
Open science		
Open Education Policy Forum	No date yet	Not disclosed yet
Open Education Global	16 – 18 October 2023	Edmonton, Canada
OE4BW EDUSCOPE	No date yet	Not disclosed yet
Policy		
European Environmental Bureau	No date yet	Not disclosed yet
EU SET-Plan conference	No date yet	Not disclosed yet
EU European Week of Regions & Cities	No date yet	Not disclosed yet
EU Sustainable Energy Week	20 – 22 June 2023	Brussels, Belgium
EU Urban Mobility Days	16 – 22 September 2023	/
EU Urban Mobility Days	No date yet	Not disclosed yet
UNFCCC Conference of the Parties	30 November – 12 December 2023	UAE
Business		

The Economist Sustainability Week and World Ocean Summit	27 February – 1 March 2023	Lisbon, Portugal
Big Science Business Forum	No date yet	Not disclosed yet
Urban Future	21 – 23 June 2023	Stuttgart, Germany
Cleantech for Europe	14 – 16 November 2023	Tallinn, Estonia
World Bank Group's Innovate4Climate	No date yet	Not disclosed yet
ICGIS 2023: International Conference on Green Industry and Sustainability	16 – 17 February 2023	London, UK
Civil society		
Transformations Community	11 – 14 July 2023	Sydney, Australia
Int'l Trade Union Forum on Ecological And Social Transition	No date yet	Not disclosed yet
Just Recovery Gathering	No date yet	Not disclosed yet
EC Citizen Engagement & Deliberative Democracy Festival	No date yet	Not disclosed yet

9 Collaboration with sister projects (SSH in the energy transition)

One of the key benefits of Horizon Europe projects is the chance to collaborate and work with a diverse cross-sectoral community of experts, both within a project and outside it. This includes collaborations and synergies between Horizon Europe projects. These collaborations will be explored during the development of our and other projects, but some specific ideas have already been developed.

Potential collaborations will be discussed with the following projects:

- SocialRES,
- EC2,
- GRETA,
- EnergyPROSPECTS,
- ENCLUDE,
- DIALOGUES,
- TRANSFORMER,
- TANDEM,
- CINTRAN,
- TIPPING.plus,
- ENTRANCES,
- ADJUST,
- BOLSTER,
- ACCTING
- SHARED GREEN DEAL

Potential collaborations include joint events, combination on co-promotion of platforms, as well as promotion and sharing of outputs.

10 Exploitation plans

The exploitation of the project outputs will be determined throughout the project. However, to ensure sufficient planning of project legacy before the end of the project, some principles have been defined. The intention of these principles is to support exploitation of the outputs:

- The longevity of outputs should be supported through collaboration and synergies with other projects and organisations. This will ensure that outputs of the SSH CENTRE are not only linked to its own channels and tools, but are spread more widely, which is good both for accessibility of results, as well as longevity.
- Making use of open repositories and other databases for spreading the word about SSH CENTRE materials and outputs.
- Developing a wide network of stakeholders and connections, through both SSH CENTRE and external events. Connecting with stakeholders on events and conferences is beneficial for finding possible future collaborations and exploitation of projects outputs.

11 Internal cooperation

For internal communication purposes, several methods will be used. The goal of internal communication and cooperation is to collect information and data for CDE activities, as well as partner inputs for WP6 deliverables and other inputs.

11.1 Partner efforts and costs

The table below shows the effort partners from each organisation are expected to put into CDE activities, directly linked to WP6. Consensus and Acentoline Comunicación Editora are expected to put in the most person months, as communications partners of the project. The partners are encouraged to provide the communication team with fresh and accurate information on their

activities and outputs, which could be promoted and shared through communication channels, as well as all other activities, which might be interesting from CDE viewpoint.

Communication partners will be there to assist all partners with any communication, dissemination and exploitation challenges and questions, including but not limited to promotion of materials, design work, communication with stakeholders, etc.

Table 5: Partners person months in WP6

Partner	WP6 PM's
CONS (LEAD)	12
ACC	9
NTNU	5
K&I	6
EERA	3
CZG	3.5
VUB	1
BC3	3
FOE	2.5
ECIT	2
CERS	3
DW	1
ARU	5.5
Total	56.5

11.2 MS Teams

An MStTeams channel was created as a joint space for the project. The expectation is that this will not be used for day-to-day communications, nor will it be used to manage tasks (unless a WP leader regards this as preferable for their respective WP). Instead, the primary purpose of the MStTeams channel will be as a document store. Partners are encouraged to upload final versions of documents - as well as key documents/emails that lead up to the production of said final documents - rather than use it as a collaborative platform.

All WP6 documentation can be found on the shared MS Teams, in the folder WP6 Dissemination, communication and exploitation.

11.3 Meetings

Several internal progress meetings will occur throughout the project's lifetime to support the progression of project activities.

These include the following:

- At least six full consortium meetings (aligning with other project events wherever possible), where each partner will send at least one representative; four of these will be conducted in-person (with hybrid provision sought wherever possible), and two of these will be conducted online.
- At least 3 meetings per each WP (at start, start of data collection, and end)
- Quarterly WP leaders' meetings held online, with at least one individual from each WP lead organisation being compulsory. All consortium members are welcome to attend should they wish.
- Communication and meeting between WP Leads and Task Leaders.
- WP6 meetings (CONS and ACC), if necessary with other partners.
- Bilateral meetings with partners to cover specific CDE needs.

The notifications about meetings will be sent to partners as calendar invites. If attendance of specific partners is urgent, the date an hour will be discussed beforehand, using scheduling tools like Doodle or similar.

11.4 Shared documents and forms

For the purposes of collecting data and information, several shared documents and forms have been created.

- A form for collecting information about partners CDE activities was shared with partners at the beginning of the project and will be used throughout the project to manage activities as well as get information for social media and website posts.
- A communication spreadsheet was created to form a database of communication contacts in partner organisations to support communication and data sharing, as well as better collaboration in CDE activities between partners.

Additional documents and shared files will be created through the project as needs arise.

12 KPIs

Key Performance Indicators (KPIs) are the standard measure with which communication and dissemination strategies are evaluated. KPIs provide a sense of the effectiveness and reach of the project's communication and dissemination activities via online and offline channels.

The table below presents the main KPIs that will be utilised to monitor and manage the dissemination and exploitation actions. This table will be updated as part of the milestone 6.3 (MS6.3: Updated D6.1) in M21 (May 2024).

Table 6: KPIs for dissemination and communication activities

Actions	Via...(Channel)	KPIs	Expected results (by the end of the project)
<i>Online (criteria: According to Google and Social Media and Mailchimp algorithm standards)</i>			
Project website content: Provide information related to the project and its activities and workflow	Website	Traffic visitors	Min. 5000 visitors
		Time to page average	At least more than a minute in a webpage
	Social media	Followers	Min. 300 followers in all social media
	Newsletter	Subscribers	Min. 100 subscribers

Comentario [3]: This is a bit unclear, what is the criteria, is it the expected results or the KPIs?

Comentario [eu4]: The KPIs are based on the most important KPIs from Google (website visitors, time to page...) and Social Media (followers and engagement rate). Then, according to the standard results both Google and Social Media consider 'successful', the expected results numbers were chosen. I hope it's clearer now

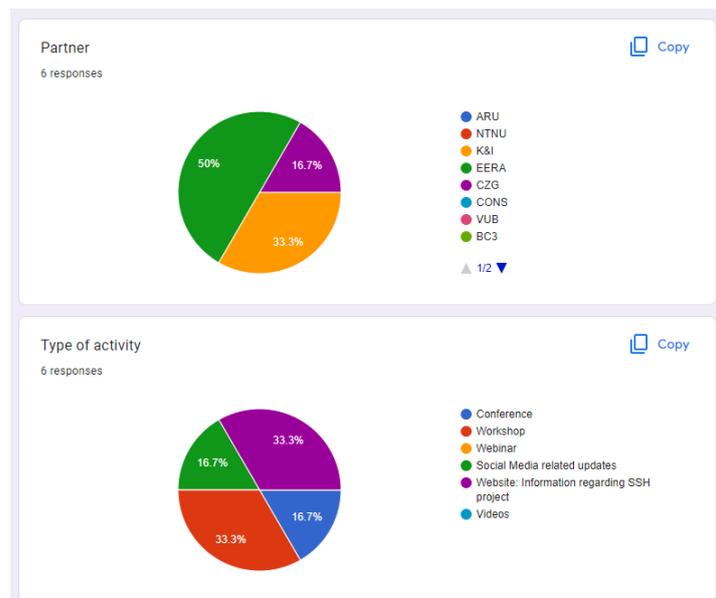
Social media updates	Website	Traffic from social media channels	At least the 10% of the traffic site
	Social media	Engagement rate	At least publications with 1% and 3% of engagement rate
Newsletter project	Website	Traffic coming from newsletter hyperlinks embedded	At least the 5% of the traffic site coming from the sent newsletters
	Newsletter	Open link rate	At least the 30% of embedded links as opened links
Video Production	Website	Click on video links	Min of 100 clicks on videos
	Social media	Views	Min of 200 views
	Newsletter	Click on video links	Min of 50 clicks
Public deliverables	Websites	Visits to the subpage	Min of 100 visitors
<i>Offline</i>			
Leaflets	In person/e-mail	Shared leaflets	Min 60 leaflets shared at events or through direct e-mail
Events participation	Direct	Nr. Of events, event participants	Min. 40 events, 1600 people reached

13 Monitoring and review

13.1 Reporting

As mentioned before, a communication tracking form was developed to keep track of all CDE activities undertaken by the project partners. With this tracker (via [Google Forms document](#)), types of activities, dates and websites with more information will be collected.

For reporting, additional information, such as audience type and reach will be collected. An overall reach will be reported for each activity, combining all the target audiences, meaning



that overall reach will be divided equally across different types of audiences reached unless the partner provides specific information. This increases the overall accuracy of reporting, as partners are rarely capable of precisely assessing their reach directly split into target audiences when they report, effectively leading to inaccurate reporting.

All activities should be tracked and reported as they are executed, with the exception of social media, which is a continuous activity and will be reported on by each partner for both reporting periods.

13.2 Tracking KPIs and monitoring project CDE activities

In addition to the individual reporting by partners, joint project CDE activities will also be monitored. This will mainly revolve around the project channels, specifically, social media and website:

- Twitter: Using Twitter Analytics, the project will be able to report on overall impressions, video views, follower growth and much more. The total numbers will be added to the Communications Tracker yearly.
- LinkedIn: The LinkedIn page for SSH Centre is set as a company, meaning the project will be able to track engagement, monthly visitors, impressions and other indicators. The total numbers will be added to the Communications Tracker yearly.
- Website: All website visits and actions are tracked through Google Analytics and Google Search Console being the most important indicators the pageviews and the entries, the average time users spend on the website and the sources the traffic sites come (social media, organic search)
- Media monitoring: Monitoring of media articles will happen on an individual basis.

13.3 Revision and updating of the CDE plan

This plan will evolve throughout the project. New activities, KPIs and CDE strategies will be added based on the development of the project and the success of CDE activities already planned, as well as the reporting from the partners and monitoring of activities.