



This project is co-financed by the European Union

Grant Agreement No.: 824603
Call: H2020-SwafS-2018-1
Type of action: RIA
Starting date: 1/02/2019



DISSEMINATION AND COMMUNITY BUILDING STRATEGY

Coordinator: T6 ECOSYSTEMS SRL
Quality reviewer: Elena Simperl

Deliverable nature	REPORT
Dissemination level	PUBLIC
Work package and Task	WP7, TASK 7.2
Contractual delivery date	M6 (31st of July, 2019)
Actual delivery date	8 of August, 2019

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Abstract	This report describes the dissemination and community building strategy and provides a plan on the activities the consortium will pursue to achieve the desired impacts and related KPIs. It covers input from T7.1-T7.3 and includes the project visual identity and collaterals.
Keywords	Community building, dissemination strategy, project identity.

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How to quote this document

Passani, A., Firus, A. Amendola, V. (2019), Dissemination and community building strategy

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List of abbreviations

CS	Citizen Science
DoA	Description of Action
KPI	Key Performance Indicators
SwafS	Science with and for Society
WP	work package

EXECUTIVE SUMMARY

Communication and dissemination activities play a significant role in achieving ACTION's goals and expected impacts. Thus, WP 7 "Stakeholders engagement, dissemination and sustainability" aims at taking strategic and targeted measures for promoting the ACTION project and disseminating the project results and outputs.

This document provides guidance and direction for all ACTION communication with external actors, reaching out to a wide range of audiences including CS practitioners, researchers, policy-makers, and citizens. It ensures a unified approach across the entire consortium which is the main audience of this strategy.

The current document outlines the strategy for communication, the main target groups, the key messages to be delivered and the main tools and channels that will be used throughout the project lifecycle. It describes also the community building strategy and the actions that will be undertaken for enlarging the ACTION community and keep it engaged.

To continuously improve the measures taken to promote and disseminate project results and outcomes, as well as to monitor and evaluate the performance of these activities, a list of KPIs has been identified and is reported in this document.

The results of the communication and dissemination performance will support the update of the present strategy that will be made available as part of the "Dissemination and community building report v1 (D7.2)".

INTRODUCTION

This document presents the dissemination and engagement plan of the ACTION project describing the targets, the process and the expected results of the communication and dissemination activities, together with the main instruments developed in the first six months of the project.

This plan, therefore, forms a basis for communication and dissemination activities that will be implemented to reach all relevant stakeholders and interested parties. Networking and engagement is also critical to the project in order to achieve its overall objectives and for maximising its impacts.

This document is the first deliverable of WP 7 “Stakeholders engagement, dissemination and sustainability” and especially of Task 7.2 “Dissemination and communication” which aims to define and oversee the dissemination and communication strategy and to help in aligning and exploring synergies between different outreach-related activities in WPs 2 to 6. As further described in the Description of Action (DoA)¹ of the project, this involves:

- “Designing the project’s brand identity and producing promotion materials (logo, design and production of collaterals such as presentations, flyers, and documents templates, brochures, videos etc., to be used and distributed in accordance with the dissemination, communication and engagement plan).
- Designing and delivering the project’s online and social media presence: develop a project website for presenting project objectives, activities, team, main events, results and success stories. Set up and use social media to promote our work and engage with different stakeholders. A holding page with basic info will be online in M1, while the fully fledged website will be ready in M6.
- Producing a factsheet and newsletter: we will issue a quarterly newsletter, describing the evolution of the project and reporting on relevant news, including emerging initiatives announcements, liaisons to related initiatives in Europe and worldwide, highlights from the accelerator, research publications, invited talks etc. We will also create a factsheet summarising the most important information about the project, which will be updated throughout.
- Project videos and infographics: we will develop two project videos, one presenting the project overall idea, objective and main activities and a second one specifically about the open calls in WP3. Infographics will be produced for describing in a synthetic and attractive way the main achievements of the project. Videos and infographics will be promoted on the project website and on social channels.”

The DoA of the ACTION project, and more specifically its Impact section provides a general overview of the communication and dissemination activities planned for the project. This document represents an update and a further refinement of that strategy that will be further updated, if necessary, at later stages of the project.

The dissemination and community building strategy:

- Presents the ACTION identity and brand and the process followed for its development;

¹ The DoA is the official plan of the project activities and part of the Grant Agreement.

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- Defines the target audiences and related dissemination objectives;
- Presents the online and offline communication tools and channels developed at the time of writing and planned for the future;
- Offers a more in-depth view on the communication and dissemination activities to be performed for supporting the ACTION open calls;
- Describes the strategy and the objectives for building and nourish the ACTION community;
- Presents the monitoring and evaluation process that will be followed for assuring the achievement of the dissemination and community building goals.

1. ACTION identity and brand

1.1. ACTION identity and brand development process

The ACTION identity was co-designed with the entire ACTION consortium during the project kick off meeting, held in London on 21st and 22nd of February 2019. Indeed, a dedicated session of the meeting was dedicated to collaboratively define the ACTION keywords, main message, tone of the message and visual style. The session was organised and facilitated by T6 and started with the “20 second game”: participants were invited to look at 22 slides, each one presenting a different graphic identity. The 22 examples were selected assuring the presence of different styles, from minimalistic to very colourful in order to cover a whole spectrum of graphic design options. Participants were requested to vote, very quickly, each of the examples using a facilitated Likers scales as the one in the figure below.



Figure 1: Facilitated Likert scale used for voting graphic identities

Most voted examples are reported hereafter and show a mix of funny, light and minimalistic options, with a predominance of green colour.



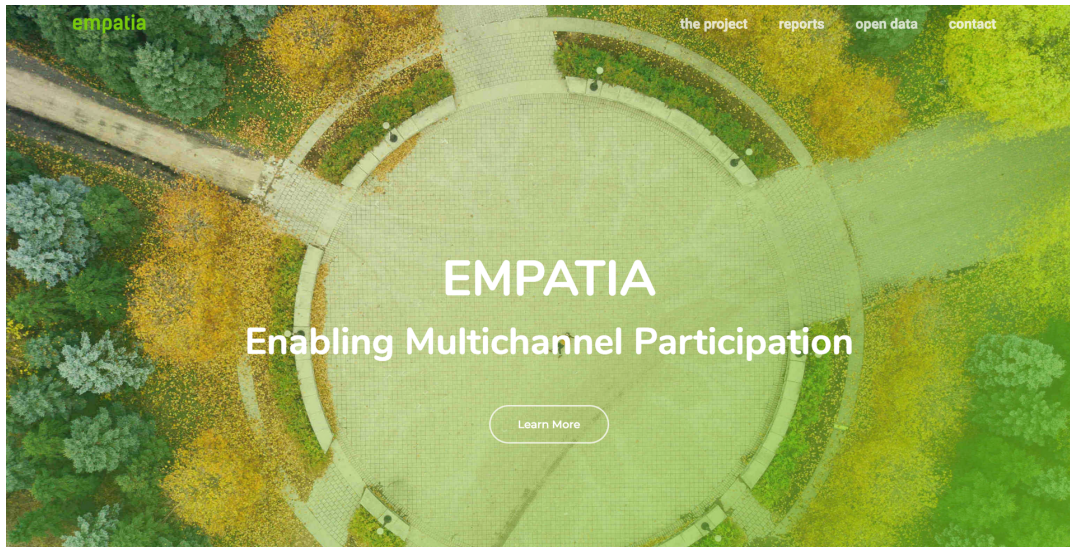


Figure 2: Most voted graphic examples

Less voted options are reported below and, together with the most voted ones, are very informative of the idea the ACTION consortium had about how to visually represent the project. Indeed, less voted options are either very colourful or too “standard/professional”.

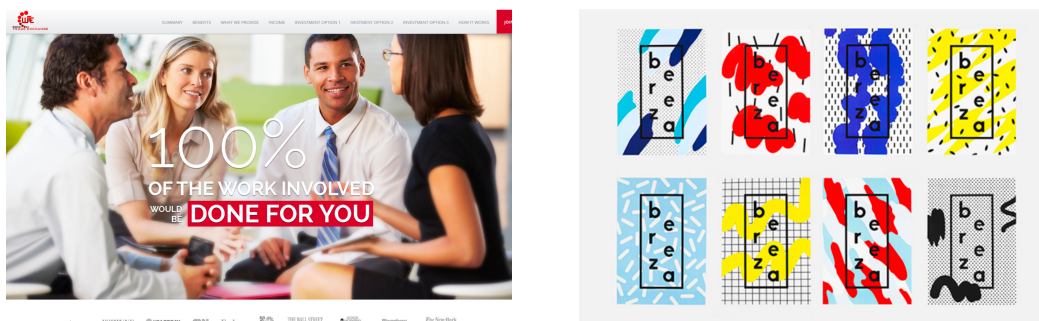


Figure 3: Less voted graphic examples

After this activity, partners were asked to vote and express their opinion on the following topics:

- The colours they liked the most;
- Keywords describing the concept of ACTION;
- The tone and feeling they intended to associate to the project;
- Logo typologies (only picture, only text, both, etc.).

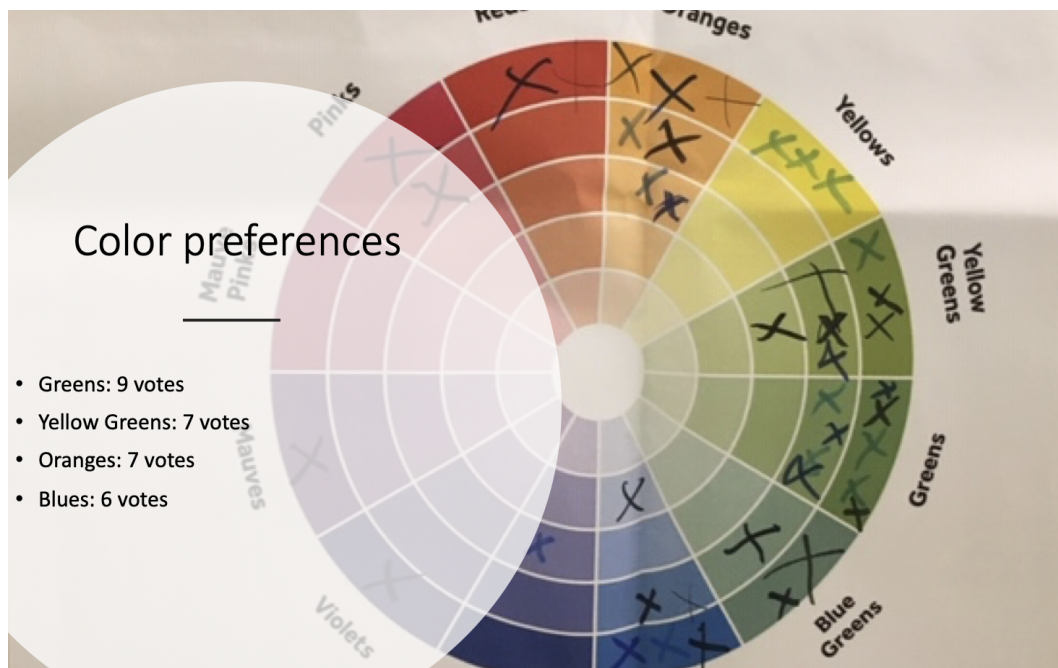


Figure 4: Voting results about colour preferences

The various tones of green were the most liked by the consortium. About the keywords, most quoted ones were: Citizen Science, Pollution, Science, STEM, education, Involvement/engagement/participation/collaboration, Empowerment and Environment. This, of course, well reflects the nature of the project and was a good starting point for elaborating the main messages of the project. The tone of the project was described by words like: Happy, Healthy and Positive. It was decided by the group to have a logo including both text and an image.

The co-design activity was very useful for orienting the work of the graphic designer and of the communication and dissemination team. After the kick-off meeting, the graphic designer elaborated various options for the ACTION logo and the graphic identity and the consortium were asked to vote online. The two options that resulted the most voted are reported here after.



Figure 5: The two most voted logo of the various options elaborated for ACTION

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In the end the logo on the right was the selected one (see chapter 1.3). The green used is an olive green. Several attempts to use a diverse green were explored but finally this one was selected because perceived as elegant and new in respect to the average logos/colour palette used in EU projects.

1.2. ACTION key words and main messages

The keywords defined by the consortium during the kick off meeting have been further elaborated by the communication team and are reflected in the ACTION factsheet, website and Facebook page.

The first message to be delivered to ACTION target groups describes the ambition of the project: “ACTION project will transform citizen science: it will make it even more participatory, inclusive, citizen-led and democratic”.

Another message describes how these ambitious goals will be achieved and which instruments will be used: “ACTION acknowledges the diversity of the CS landscape and the challenges CS teams have to meet by providing ad hoc methodologies, tools and guidelines”.

These messages can be combined as follows:

“ACTION transforms the way we do citizen science today: from a predominantly scientist-led process to a more participatory, inclusive, citizen-led one, which acknowledges the diversity of the citizen science landscape and the different, evolving challenges citizen science teams must meet as their project develops.

By bringing together and considering the needs of multiple stakeholders throughout the entire lifecycle of citizen science, we create methodologies, tools and guidelines that will democratise the scientific process, allowing anyone to design and realise a citizen science project, from the early stages of project ideation to validating and publishing the results and beyond.”

The concept of co-design as another key message of the project is always present in the ACTION dissemination. Also, the topic of pollution is crucial and is elaborated in various forms for different dissemination outputs, but always stressing the relevance of the topic for the overall society and for citizen quality of life.

Main outputs of the project play an important role in the ACTION communication strategy and are synthetically described as follows (longer descriptions are provided on the project website).

- ACTION TOOLKIT: Co-designed methodologies and socio-technical tools simplifying the everyday life of CS projects and supporting their sustainability;
- ACTION ACCELERATOR: A set of services, tailored to the needs of each CS project, including: training, mentoring, infrastructure to host projects and their data: promotion and networking;
- ACTION MASTERCLASSES: Tailored events for local, national and EU policy makers and civil servants interested in maximizing the potentialities of CS in their territories;
- ACTION OPEN CALLS: Funds and support for 10 new and ongoing citizen science projects related to any form of pollution in Europe and worldwide.

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The citizen science projects that are partners of the ACTION consortium since its beginning deserve a high visibility too and are systematically described as follows (longer descriptions are provided on the project website):

- **Street Spectra**, an App for measuring light pollution generated by the public lighting systems;
- **Street colour**, supporting teachers and students in building and using their own measuring device for mapping street light pollution;
- **Tatort Street Light** measures the death of insects at street lights and finds solutions against it;
- **Loss of the Night**, an App to measure how artificial light is impacting the visibility of stars;
- **Students, air pollution and DIY sensing**, supporting students in designing and carrying out their own air quality projects;
- **Citizen scientists, dragonflies and pesticides**, counting dragonflies and investigate if pesticides play a role in their decline.

The titles of the citizen science projects in bold were elaborated for the ACTION project. Some of the projects, indeed, had different titles before ACTION started but were modified in order to make them more appealing and easy-to-understand for the ACTION audiences.

The selected keywords of the project, that were already described in the ACTION proposal are the following: OPENNESS, DIVERSITY, INNOVATION and SUSTAINABILITY and are reported in the project factsheet and website and will be used as often as possible in upcoming dissemination outputs.

1.3. ACTION brand identity

The ACTION brand is composed of a text and a logo. The text reports the title of the project and maximises the last letters “ON” for expressing the proactive nature of the project. ON stands for “active” “open” “at work” and recall the active role citizens can play in science through citizen science (CS) projects. The “ball of yarn-like” logo on top of the text recalls the participative nature of citizen science but also the complexity of the pollution topic and the need to act all together for tackling it.



Figure 6: ACTION logo

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This visual identity is, and will be, used in all the dissemination outputs, such as the project website, the factsheet, the project videos, etc.

An Identity Handbook, including rules for publications, defining the use of the logo, has been developed during the first months of the project and made available to all partners for a clear and coherent approach to communication and materials. A link to it is included in this deliverable as Annex 1. Partners must use the rules defined in the Identity Handbook for any official publication. The Handbook contains:

- The project logo in various forms
- Colours of the logo and their variations
- Typographies (also for deliverables and other texts)
- The Core Colour Palette
- Misuses
- Standard texts for ACTION publications and the use of the European flag

1.4. ACTION language

Most of the ACTION dissemination, communication and engagement materials and means will be in English. Exceptions are communication and engagement activities of ACTION citizen science projects which will be implemented in the local language, as well as some related information on the ACTION website.

2. ACTION communication and dissemination: target audiences and related messages/objectives

ACTION will follow a cross-media communication approach. Communication will propose several themes, following the different parts of the project: the ACTION open calls, the rapid prototyping workshops, the toolkit, the acceleration programme, the pilot projects and their successes, the impact assessment methodology and results, the policy masterclasses, but also the publications generated by the project activities, related talks and the ACTION final conference. The goal is to communicate evidence of the project, enabling the different stakeholder groups to get directly in contact with the project and the consortium partners and receive information or practical support they need. This will help to secure a significant impact in the relevant areas and engage with the different groups as multipliers of the project. In line with the project aim to democratise citizen science, ACTION communication efforts will address not just specialist audiences, but also members of the public, explaining how the results of the project, primarily through the pollution-centred pilots, make a difference to people's lives.

The consortium will continuously identify relevant stories which are specifically targeted at communities working in the areas of citizen science and participation, open science, social innovation and crowdsourcing. In addition to regular press releases and progress reports, these stories will be specifically framed to highlight the everyday impact of our pilots, methodologies, tools and guidelines in fighting and preventing the effects of pollution in the EU. To widely distribute these stories, the consortium will make full use of available cross-

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media communication means, including the ACTION website, ACTION and partners' social media channels, blog posts, (interactive) visualizations, as well as engaging formats blending interactive content such as videos and GIF-animations.

The main target groups of ACTION are the following:

- Professional scientists leading or engaged in citizen science projects;
- Citizens/communities leading or participating in citizen science projects;
- Citizens interested in participating in citizen science & civic society;
- Scientists interested in doing citizen science;
- CS associations, platforms and umbrella organisations;
- Policy makers, public sector, funding agencies;
- Researchers and innovators working on topics relevant to ACTION;
- Science journalists;
- Members of the public;
- Related EU projects.

Table 1 that follows lists the main messages to be delivered to each of the target groups. Some of the target groups are shown in a single cell because they have shared interests, but the channels or the style of communication to be used for each of them may vary, as described in table 2.

Table 1: Main messages for the target audiences

Target groups	What they should know about the project
Professional scientists leading or engaged in citizen science projects & Citizens/communities leading or participating in citizen science projects	<ul style="list-style-type: none"> • ACTION open calls as an opportunity to financially support their ongoing or new CS projects • ACTION toolkit and infrastructure as practical instruments to be used in their CS projects • ACTION stories from the pilot project as a source of inspiration in their CS projects • ACTION scientific results investigating topics such as incentives and engagement strategies for CS projects, impact assessment, sustainability models for CS, etc. • Events organised or attended by ACTION as opportunities for networking
Citizens interested in participating in citizen science & civic society	<ul style="list-style-type: none"> • News and stories about ACTION and its pilots and their positive impact on pollution and on society • How to engage with CS projects supported by ACTION • ACTION toolkit, specifically those tools that can support them in starting a new CS projects
Scientists interested in doing citizen science	<ul style="list-style-type: none"> • News and stories about ACTION and its pilots and their positive impact on pollution and on society • How to engage with CS projects supported by ACTION • ACTION toolkit, specifically those tools that can support them in starting a new CS projects • ACTION scientific results investigating topics such as incentives and engagement strategies for CS projects, impact assessment, sustainability models for CS, etc.

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CS associations, platforms and umbrella organisations & EU projects	<ul style="list-style-type: none"> • News and stories about ACTION and its pilots • Events organised or attended by ACTION as opportunities for networking • ACTION scientific results investigating topics such as incentives and engagement strategies for CS projects, impact assessment, sustainability models for CS, etc.
Policy makers, public sector, funding agencies	<ul style="list-style-type: none"> • News and stories about ACTION and its pilots and their positive impact on pollution and on society • How CS can support evidence-based policy making • How to support CS in their territories • Events organised or attended by ACTION as opportunities for networking
Researchers and innovators working on topics relevant to ACTION	<ul style="list-style-type: none"> • News and stories about ACTION and its pilots and their positive impact on pollution and on society • How to link CS to their topics and what benefit it can bring • ACTION scientific results investigating topics such as incentives and engagement strategies for CS projects, impact assessment, sustainability models for CS, etc. • Events organised or attended by ACTION as opportunities for networking
Science journalists	<ul style="list-style-type: none"> • What is CS and how can support a better relationship between science and citizens • News and stories about ACTION and its pilots and their positive impact on pollution and on society
Members of the public	<ul style="list-style-type: none"> • What is CS • News and stories about ACTION and its pilots and their positive impact on pollution and on society • How to get in touch with CS projects and how to contribute

Table 2 summarises the ACTION dissemination instruments and their relevance for the related target audience.

Table 2: Dissemination instruments and relevant dissemination target groups

	Brand identity	Events	Website	Social media	Scientific publications	Non-scientific publications
Scientists leading or engaged in CS activities	***	***	***	***	***	**
Citizens leading or engaged in SC activities	***	***	***	***	**	***
Citizens interested in participating in	***	***	***	***	**	***

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CS						
Scientists interested in doing CS	***	***	**	**	***	**
CS associations, platforms and umbrella organisations	***	***	**	**	**	**
Policy makers, public sector, funding agencies	***	***	***	*	*	*** (ad hoc policy brief)
Researchers and innovators working on topics relevant to ACTION	***	**	**	*	***	*
Science journalists	***	**	**	***	**	***
Members of the public	*	*	*	***	*	***
Related EU projects	**	***	***	***	***	*

3. Communication tools and channels

3.1. Online communication tools and activities

In order to reach the target groups with the identified relevant information, a variety of dissemination tools has been identified (as shown in table 2). This chapter describes the online communication tools and channels which are: the project website, the social media channels (Twitter and Facebook), the newsletter, the videos and the partners' website, blogs and newsletters.

3.1.1. ACTION website

The ACTION website (actionproject.eu) is the main online dissemination tool. It is structured in a way that it raises interest and gives information to all identified ACTION target groups (cf. chapter 2). It was released in its first iteration in July 2019, beforehand a landing page was informing visitors on the main contents of the project. The ACTION website is presenting the project and its on-going activities as well as key results and outputs. A particular aspect is that

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it is the official information hub and applications entry point for the ACTION open calls. Its design is coherent with the ACTION visual identity.

The website is hosted by the ACTION partner Universidad Politécnica de Madrid (UPM). This hosting was a strategic decision as UPM is developing the infrastructure for CS projects for an effective, open and interoperable management of their data and have dedicated servers for this able to host also the ACTION toolkits and the website.

The main sections

The *Homepage* provides users with an overview on the main project activities at a glance:

- A slide show at the top shows the most important news, activities and results as well as the core values of the project (openness, diversity, innovation and sustainability);
- The sub-section “What is Action about?” offers an introduction to the main idea and activities of the ACTION project;
- Four parallel boxes show the main project outputs (Toolkit, Accelerator, Masterclasses, Open Calls), and gives the reader an immediate information on the services and outputs ACTION develops;
- “For whom is ACTION for?” Here for each target group it is described what ACTION could provide to them in terms of new training, tools, etc.;
- “Latest news” provides news from the ACTION activities, e.g. the research or the pilots;
- A second slide show introduces the visitors to the ACTION Citizen Science projects: a short description of the projects accompanied with photos gives visitors an immediate visual overview on them;
- “Project results” will present the most recent project outputs;
- The section “Contact form and newsletter subscription” ends the Home page offering the opportunity to the visitors to keep in touch with the project team.

The majority of the above-mentioned sub-sections of the Home Page are linked with other pages of the website where visitors can access to further information.

Beside the home page, the project website is articulated in the following pages:

About is the main part of the website where the project is described. Two subsections present 1) the project consortium, 2) the Citizen Science projects.

Stories is the repository of project and Citizen Science pilots news which are presented in two subsections. The most recent news can be found on the Homepage, but as they are limited in number, here is the collection of all news. ACTION partners are actively contributing to this section of the website, in fact a rotation system is in place to ensure new and diversified content on a regular base. The dissemination team developed guidelines supporting partners in creating news and stories for the website and assuring that all dissemination events carried out by them are opportunely reported on the website (an on social media).

The *Open Call* page informs about the proposal procedure in all its aspects (e.g. the contents of the call, the application procedure, FAQs, links to webinars, etc.) and gives access to the proposals submission platform.

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Toolkit: Here we provide all the information about the ACTION socio-technical tools developed or selected as relevant by the ACTION TEAM and how to use them. The page will include links to each tool some of which may be hosted on other domains.

Project results will showcase deliverables, papers and other resources such as presentations, posters, etc. Following the open access approach of the project, all these materials will be, as much as possible, downloadable.

Contacts includes a form to be used for writing to the project team, make available the “info” mail address of the project and host the subscribe button through which visitors can subscribe to the newsletter of CS projects supported by the SwafS (Science with and for Society) programme (see chapter 3.1.3).

In the future, the website will link to a dashboard with information on the open calls and the impact achieved by the pilots as they advance through the accelerator. The latter will be bootstrapped with live data received from the pilots as they report their progress in WP2, and then enhanced with the results of the impact assessment exercise from WP6.

Technical details

The ACTION website was developed starting from a Wordpress base (the most developed open source CMS in the world) and then adapted to the contents and the graphic identity of ACTION. All the modules and plugins used are mostly open source and make management and updating easy and affordable for everyone.

The integration of Google Analytics, allows to track and study the acquisition of all users and their main movements within the site, to know which pages and content are most successful and interesting. The use of external services (e.g. Twitter, YouTube, etc.) allows the integration of multimedia content within the various sections of the site, but at the same time keeps it "light" and quick to load pages.

Other characteristics of the website are:

- Easy-to-use;
- High level of accessibility;
- Cross-platform and device (i.e., the website can be visualized on desktop computers, laptops with different screen resolutions, smart phones and tablets);
- Based on a Content Management System;
- When possible, use of open source technologies;
- Connected to existing social media platforms;
- Analytics;
- Servers have a high level of security and backup data on a daily basis.

Updates and changes in structure

Being the website the main dissemination tool of the project, it is important that it is up-to-date all the time during the lifetime of the project. Therefore, it will be regularly updated in all its part every month, if needed also more often. This is particularly relevant for the news and for the Results section where deliverables, papers, other resources and dissemination material will be uploaded with the possibility to download them.

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Important changes of the website structure might become necessary, once the citizen science projects financed by the open calls will have been started. With the selected projects it will be discussed how their projects shall be visualised and if the ACTION website will become their main dissemination channel. If yes, then subpages for the different CS projects will be created, potentially in their own working language.

Legacy

At the end of the project a legacy version of the website will be created where the main project results (e.g. the ACTION toolkit) will be in the focus; this version of the website is planned to be available for 3 years after the end of the project. The structure and the responsibilities among partners will be planned in the last months of the project.

3.1.2. ACTION social media

The ACTION project is using social media with two main aims: 1) to disseminate project news and results and 2) for creating a community around the project and engage with it in a fruitful dialogue.

The ACTION project has two active accounts, on Twitter (opened in April 2019) and on Facebook (open in May 2019):

Twitter: [@ACTION4CS](https://twitter.com/ACTION4CS)

Facebook: <https://facebook.com/action4cs/>

ACTION accounts are managed by T6 and followed by all partners, the platforms are also used to promote activities undertaken by project partners outside the ACTION project, but in relation to citizen science. The following paragraphs describes the specific goals for the dissemination of ACTION in social media, the main message, hashtags, keywords, the tone of voice, the frequency and the strategy for writing posts and tweets. The social media accounts have been bootstrapped using the personal and institutional accounts of the ACTION team, supported by the media managers in each institution. The communication and dissemination team is also analysing Twitter hashtags and accounts for citizen science in order to join conversations, make ACTION visible to active players and attract more followers.

Themes on Twitter

On social media (and mainly on Twitter, due to its specific nature), ACTION is creating awareness about citizen science, environmental and innovation sustainability, open science and citizens engagement in science as project topics and more specifically on light pollution, insecticides, air pollution and the other themes of the project pilots.

Twitter hashtag

ACTION has an official hashtag (#ACTION4CS) that partners and stakeholders can use to engage users and create conversations, along with specific global hashtags (ie: #citizenscience).

Facebook

In the first phase of the project, Facebook - due to its algorithm and its characteristics - will be used mainly to repost news from the website and to elaborate some news from Twitter. Facebook will support the open calls dissemination with dedicated content.

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This choice was made because Facebook has a different kind of community with respect to Twitter and it is used in a different way: while Twitter is massively used by researchers, opinion makers, journalists and field-specific stakeholders, Facebook is used for entertainment purposes and users, representing mainly the general public, interact with contents with low attention rates and limited time. In order to be viral, a Facebook content should be mainstream and easy.

This can be seen as a negative aspect of this social media, but in ACTION it will be actually turned into positive. After the first phase of the project, when the first open call will be closed, ACTION will develop and post more Facebook appropriated content, mainly related to ACTION pilots' activities and results. These contents will be easy to access for almost everyone and, actually, Facebook could become an important space for recruiting more citizens for the ACTION pilot projects and keep them engaged throughout the project.

Social media graphic identity and templates

In order to create a solid brand identity also in the communication through social media, the ACTION project personalised its social media channels with a dedicated banner.



Figure 7: ACTION banner on social media

Moreover, graphic templates have been developed and are used to post official photos and videos. The graphic templates are a declination of the project visual identity and help to build a strong brand awareness. The colours used in the templates are brighter than on other dissemination materials in order to better match the visual trends on social media and assure a balanced match with the ACTION banner. The colours in the figures below are non-exhaustive examples and each colour is dedicated to a topic or a specific phase of the project.



Figure 8: ACTION templates for social media posts

Team contributions

ACTION partners are actively contributing to the dissemination activities on social media, in fact a “rotation system” is in place to ensure new and diversified content every week. News and tweets by partners’ pilots and projects are elaborated by the dissemination team for ACTION accounts and scheduled. In order to support partners, the dissemination team developed guidelines on the use of social media and for the creation of social media posts.

3.1.3. Newsletter

According to the DoA, ACTION was expected to develop its own newsletter. However, as a result of the collaboration with the [EU-citizen.science project](#), the coordination and support action for the SwafS programme dedicated to CS, it was decided to develop a joint newsletter of all projects funded in the call (ACTION, Cities Health, D-NOSES, EU-Citizen.Science and MICS) . The joint newsletter on citizen science is an occasion to liaise with the other projects in the field and strengthening the ties of a European community of citizen science. For readers it is more convenient to have one newsletter than five separate ones so that, also in terms of subscriptions, the impact could be higher. At the time of writing the first release of this newsletter has been issued and the second one is under preparation. The opportunity to develop an ACTION-only newsletter later in the project lifetime will be considered after evaluating the results of this joint effort.

3.1.4. Videos

In accordance with the DoA the project will develop two videos: one presenting ACTION and one the Open Call, supporting its promotion and providing practical information about the proposal submission process. In addition to these there will be many others. This strategic choice is driven by the consideration that online communication is more and more focusing on visual content. Such contents have to be short (one or two minutes maximum) and to the point.

At the time of writing, different videos have been shot and are disseminated, mainly, through the ACTION social media. More specifically, one video has been developed by the UPM team: it presents ACTION in its main characteristics and the Street Spectra pilot. The video will be integrated in the ACTION project website. Besides this, a video interview with each of the ACTION partners was filmed, introducing the partner organisations and their role in the project.

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ACTION partners leading one or more citizen science pilot projects have been further interviewed in order to realise a short video presentation of each pilot. Finally, we will have a short video, featuring project researchers describing ACTION in few words; this will give a flavour of the project and of the people that are behind it.

In the next phases of the project, videos will be used as much as possible and it is foreseen to have at least one short video for each of the CS projects that will be supported through the open calls. Finally, videos will be shot at the main public events of the project such as the co-design workshops, the masterclasses, the Accelerator kick-off meeting, etc. The style of the video will be informal and the protagonists of the events will be at the centre of the videos. Project partners will be asked to shoot or to run video interviews during their local events as much as possible in order to enrich the visual narratives of the project and provide interesting content for the ACTION website and social media. All the videos will be realised with the informed consent from all filmed persons or their legal representatives.

3.1.5. Partners websites, blogs and other dissemination channels

ACTION partners are fully engaged in the communication and dissemination activities, not only by creating news and posts for the ACTION website and social medias, but also through their own - personal and institutional - communication channels. ACTION consortium members, indeed, are key actors in many communities that are relevant for the ACTION project (CS; open data, open access, social innovation communities, etc.) and have different effective communication tools. Therefore, they use personal or institutional websites, blogs, mailing lists, newsletters and social media channels in order to inform on and discuss ACTION activities, results and events. This increases the visibility of the project, gives it a “personal touch” and contributes to the enlargement of the ACTION community (cf. chapter 5).


ACTION DoA presents the dissemination plans of each ACTION partner, showing the capability and intention of most of the partners to disseminate project results to the scientific community and to the general public. A monitoring spreadsheet has been developed by the communication and dissemination team in order to map all the communication and dissemination activities carried out by the partners. Results will be summarised in the official project reports.

3.2. Offline communication tools and activities

Offline, face to face, communication complements the online activities and deserve dedicated tools and planning. The next paragraphs describe the tools developed and the planned activities.

3.2.1. ACTION factsheet

The factsheet provides a short overview on the main objectives and (expected) outputs of the ACTION project, its focus on pollution and its ongoing CS pilots. It was developed at the beginning of the project both in an A4 and A1 format. This allows to use it as an information sheet as well as a poster in public events. Below the two-sided ACTION factsheet.




ACTION


WHAT

ACTION transforms citizen science (CS): it makes it even more participatory, inclusive, citizen-led and democratic. ACTION acknowledges the diversity of the CS landscape and the challenges CS teams have to meet by providing ad hoc methodologies, tools and guidelines.


HOW?




ACTION TOOLKIT
Co-designed methodologies and socio-technical tools simplifying the everyday life of CS projects and supporting their sustainability.



ACTION ACCELERATOR
A set of services, tailored to the needs of each CS project, including: training, mentoring, infrastructure to host projects and their data; promotion and networking.



ACTION MASTERCLASSES
Tailored events for local, national and EU policy makers and civil servants interested in maximizing the potentialities of CS in their territories.



ACTION OPEN CALL
Funds and support for 10 new and ongoing citizen science projects related to any form of pollution in Europe and worldwide.

WHY POLLUTION?

Pollutants in their various forms are an increasing problem. Single pollutants such as air or light can have additive negative effects for humans and the environment. For example, every year 4,2 million people die as a result of exposure to air pollution. No single lab, government or initiative can solve this on their own. This makes pollution an ideal medium to co-design, experiment with, and evaluate novel methodologies and resources to open CS processes further and to help CS have greater impact.

ACTION citizen science projects

- **Street Spectra** an App for measuring light pollution generated by the public lighting systems
- **Street color** supporting teachers and students in building and using their own measuring device for mapping street light pollution
- **Tatort Street Light** measure the death of insects at street lights and find solutions against it
- **Loss of the Night** an App to measure how artificial light is impacting the visibility of stars
- **Students, air pollution and DIY sensing** supporting students in designing and carrying out their own air quality projects
- **Citizen scientists, dragonflies and pesticides** counting dragonflies and investigate if pesticides play a role in their decline

OPENNESS | DIVERSITY | INNOVATION | SUSTAINABILITY

PROJECT A GLANCE

Title: ACTION - Participatory science toolkit against pollution

Instrument: Research and Innovation Action (RIA)

Call: H2020-SwafS-2018-1 Exploring and supporting citizen science

Starting date: 1st February 2019

Duration: 3 years

Total EU contribution: 1,994,911.25 Euros

Project coordinator: University of Southampton - Professor Elena Simperl

Project website: www.actionproject.eu

Keywords: Citizens Science, pollution, cascading call



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Complutense
Madrid




This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number 824603.

 @action4cs
  #action4cs

Figure 9: ACTION factsheet

3.2.2. Publications and events

The research and innovation outputs of the project and the achievements of the citizen science pilots will be primarily disseminated through publications, talks and showcases in relevant venues, including different types of events – conferences, workshops, and networking events with other SwafS projects.

Different aspects of the project, which are likely to be of interest to the public, will be disseminated through articles in popular scientific magazines. This applies mainly to scientific discoveries in the pilots and could be linked to call for actions to participate in them. Some of the ACTION partners, e.g. DBC, publishes their own magazines and newsletters where they

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present highlights of scientific studies to interested lay audiences, including donors and volunteers. Press releases will be published in connection with all relevant events and outcomes.

The ACTION team will propose workshops on the main themes of the project to be hosted as part of major events, such as those listed in the table below (it represents an updated version of the table with the same title in the DoA). They will cover all fields and disciplines represented in the consortium and all areas of impact. At the time of writing several talks have already been carried out and proposals for workshops in different conferences are under evaluation.

Table 3: Relevant conferences for ACTION presentations, talks and workshops

Name	Topics	Location
European Citizen Science Association Annual Conference	Citizen science, open science, science policy	2020 edition, Trieste, Italy
OpenScienceFair 2019 (https://www.opensciencefair.eu/)	Open science, citizen science	Porto, Portugal
ProESOF, Euroscience Open Forum	Citizen science, open science	Trieste, Italy
SETAC (Society of Environmental Toxicology and Chemistry) Global Meetings	Multidisciplinary forum for scientists and institutions engaged in the study of environmental pollution	Worldwide
International Conference on Chemistry and The Environment (ICCE)	Environmental pollution	Europe
International Conference on Artificial Light at Night (ALAN)	All aspects of artificial light at night, light pollution	Worldwide
Light Pollution: Theory, Modelling, and Measurements	Advances in scientific investigations on light pollution	Worldwide
International Sustainability Transitions Conference	Sustainability transitions; governance of societal change	Europe
International Conference on Air Quality	research on air quality science and its applications	Worldwide
International Conference on Urban Health	advances understanding and action to improve urban health by addressing its broad determinants	Worldwide

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HCOMP	Human computation, crowdsourcing, online communities	Worldwide
Web Science	Sociotechnical systems, the role of the web in science processes	Worldwide
The Web Conference	Web science, web and society, technology for social inclusion	Worldwide
Computer Supported Cooperative Work and Social Computing	Frameworks and systems helping teams, groups and communities achieve their goals effectively	Worldwide
CHI	Interaction design, Human Computer Interaction	Worldwide
Living Knowledge Conference	Citizen science, collaborative science, science shops, community engagement	Europe
Interpretive Policy Analysis Conference	Environmental and other policy aspects, knowledge governance	Europe

For talks and workshops, *two ppt templates* (one more for scientific events and one, more colourful, for events addressing non-academic audiences) have been developed in coherence with the project branding and visual identity. In addition, *two templates for posters* have been also developed for supporting ACTION researcher during their public events.

The consortium will organise several co-design and rapid prototyping workshops with the pilots from WP2, as well as a methodology co-design workshop and a data analysis workshop, including external guests, in the context of WP6. Several public webinars will be held in relation to the open calls (to present the call and answer questions) and to train citizen science teams in questions of impact and sustainability. WP6 will also host six policy masterclasses, a mix of face to face and online workshops with policy makers and civil servants in the six countries represented in the consortium. Last, but not least, we plan to organise a final ACTION conference, towards the end of the project to showcase all pilots and outcomes of the project to different stakeholder groups and communities. As much as possible, all of the above described events will be co-located to already existing events interesting for the related target audiences. This will improve the chance to attract a significant number of participants and will help in keeping the costs low and having room for more face to face activities.

3.2.3. ACTION deliverables and policy brief

ACTION deliverables are official project outputs, presenting specific results in relation to the work packages of the project. Most ACTION deliverables are public reports. They will be available to be freely downloaded from the ACTION project website and most relevant ones will be promoted also through the ACTION social media channels. ACTION will develop also a policy brief, summarising the learnings of the participants of the six policy masterclasses

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about mainstreaming citizen science approaches to prevent and fight against different forms of pollution in the EU. The policy brief will be disseminated to a dedicated mailing list of policy makers and public servants interested in the topic as well as in public events targeting this audience, such as e.g. the European Week of Regions and Cities organised each year by the EC (<https://europa.eu/regions-and-cities/>). ACTION will be already represented in the 2019 edition of this event in a dedicated session addressing the potentialities of CS for policy making.

3.2.4. Dissemination and communication timeline

The dissemination and communication activities will be constantly implemented during the whole duration of the project. The website will be updated regularly and it will become more substantial in terms of content as the project evolves. The news on the website are updated every two weeks. The ACTION Twitter shows new, original posts, on a weekly basis and re-tweets even more often. The Facebook page is updated every two weeks. All the consortium is active in promoting the project in as many events as possible since its beginning. Having said that, it is important to underline that there will be peak moments in the communication and dissemination activities and those are related to:

- Open calls (see the dedicated dissemination strategy for the first open call in chapter 4) launch;
- Open call winners' announcements;
- Launch of the Accelerator;
- When the results of the pilots will be available;
- Final six months of the project;
- Project final event.

4. ACTION open calls promotion pack

As said in the previous paragraph the open calls are crucial moments for the ACTION dissemination and communication activities. For the first open call, opening on 1 August 2019 and closing on 31 October 2019 a dedicated strategy and ad hoc communication tools have been developed and are described here after. All project partners are collaborating in implementing this strategy.

For the offline dissemination:

- A dedicated postcard has been designed, printed and sent to all project partners (see below)



Figure 10: Open Call postcard

- Standard slides presenting the open call and the application process have been developed so that each partner could include them in any eventual presentation to be held in the open call period;
- The possibility to organise small local events for promoting the call is under discussion at the time of writing.

For the online dissemination:

- The ACTION website hosts a dedicated page on the call, providing all the necessary information and direct access to the submission platform and necessary documents to be filled in /provided in order to participate. In the homepage, the first slide of the slideshow is dedicated to the open call;
- The banner shown below has been developed and will be visible on project partners' websites. A set of organisations, including other EU projects in the field, will be contacted, asking them to host the banner on their websites;



Figure 11: Open call banner

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- For social media, captions, official hashtags and examples of posts have been developed so that all partners have a common base for disseminating the call on their social media. Action social media accounts will develop ad hoc posts and will retweet the ones posted by project partners. A timeline with a rotation system is in place so that each project partner knows when he/she is expecting to post (every two weeks) about the open call;
- A virtual version of the open call postcard has been created and can be used on social media;
- The open call will be promoted with an advertising campaign on Facebook and Twitter;
- T6 also developed a template for an email to be used by each partner for promoting the call among their contacts, mailing lists and virtual groups;
- A short video is under development at the time of writing. It will be an additional instrument to be used on the project website and on social media.

The strategy for the second open call will be defined after the evaluation of the results of the first call.

5. Community building

The ACTION consortium includes scientists from different disciplines (computer science, natural science and social science), innovators and citizen science practitioners who are committed to the project and its vision, but more importantly, who are leaders of their fields and an active element of several thematic networks which will prove critical to the project. We will leverage them to bootstrap ACTION's impact creation activities, including communication and dissemination, and help build up a brand identity and an ecosystem around the accelerator and its pilots.

5.1. ACTION partners and their communities of reference

Partnering up with research and innovation networks which are not directly involved in the consortium will be a crucial factor for the effective dissemination of project results. Each of the individual participants in this multidisciplinary project has an outstanding track record, interest and capacity to engage with different stakeholders and promote the project. The research partners SOTON, UPM and CEFRIEL are recognized for their scientific output and international collaborations with scholars from different disciplines. For example, SOTON is the founder of the Web Science Trust, a transdisciplinary network with labs worldwide. Alongside SOTON and UPM are one of the world-leading institutions in the field of open access, open data and open science. UPM coordinated the Star4All project, which brings together an ecosystem of 26 light pollution initiatives, including some doing citizen science and have recently developed a foundation for keeping this community alive and flourishing. Complementarily, FVB-IGB leads the LoNNE network, the largest of its kind in light pollution. Both UPM and FVB-IGB are part of a COST action on citizen science, with more than 200 members worldwide, while UPM, SOTON and FVB-IGB are also members of the European Citizen Science Association (ECSA). NILU had a leading role in several flagship EU projects around citizen participation in air pollution initiatives including [HackAir](#) and [CitiSense](#). T6 was among the organisers of the [Digital Social Innovation Fair](#) which brought together for two years

D7.1 Dissemination and community building strategy

more than 500 participants from all around Europe, some of them working on citizen science or other forms of ICT-enabled social innovation. Moreover, T6 is engaged in several projects tackling pollution and experimenting on different forms of citizens engagement such as [iSCAPE](#). Finally, SOTON, UPM, CEFRIEL and FVB-IGB were the organisers of the Dagstuhl seminar on citizen science design and engagement – this 5 days seminar brought together 35 participants representing multiple disciplines and stakeholder groups to discuss some of the greater challenges in citizen science research and innovation. The seminar resulted in a manifesto, and informed the policy brief edited by the [DITO project](#).

This extensive network represents the starting point for assuring visibility to the project, to the open calls and to its results.

During the ACTION kick-off meeting this initial mapping of stakeholders has been updated and representatives of this initial ecosystem will be invited to become members of the ACTION Advisory Board. The stakeholder map will be regularly updated and the stakeholders will be informed on recent achievements. They will be invited to join ACTION events to learn more about project results and provide direct feedback. Here below examples of the mapping activity that is constantly undergoing for enlarging the ACTION ecosystem.

- Laboratório da Paisagem
- 1000001 Labs
- Regno di Nettuno
- 52 north
- Alfa Centauri
- Scienza collaborativa
- ARSIAL
- ArtDatabanken The Swedish Species Information Centre
- Austrian Federal Ministry of Science, Research and Economy
- Ayam Sailing Europe
- Big Blue Network
- The Swedish Bird Monitoring Scheme & The Swedish Butterfly Monitoring Scheme
- GROW
- Fondazione IMC Centro Marino Onlus
- LIFE Watch Italia
- Reef Check Italia Onlus
- MUSE Museo Scienze
- BioDiversity4All
- Barcelona Ciencia Ciudadana
- BioBlitz
- AtrapaElTigre
- Reef Check Italia Onlus

5.2. ACTION Advisory Board

The ACTION Advisory Board (AAB) will be composed of five persons coming from the following areas of expertise:

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- **Citizen science**
 - Ensure that ACTION outputs and open calls are considering different typologies of CS projects/initiators and foster an inclusive approach to CS;
- **Open innovation**
 - Promote open data and standards, and providing quality assurance for the work that ACTION is doing on this topic;
- **Social innovation and related sustainability models**
 - Promote new forms of collaboration among the actors of the quadruplex helix and especially between CS projects, decision makers and the citizens at large and provide support in enhancing the CS project sustainability;
- **Accelerator design and management**
 - Understanding the needs of CS projects in terms of competence needs and training preferences and identifying how to support their development;
- **Responsible research and innovation**
 - Provide external points of view on ethical and legal issues related to the ACTION project activities and to those of the CS projects supported by ACTION.

The AAB will provide advice and feedback on the ACTION research activities, on the results of the first open call, on the socio-technical tools and related services developed by ACTION for CS projects and will provide suggestions for enlarging the ACTION community and improve its visibility.

The AAB will support the achievement of project results but, at the same time, will be an important instrument for bridging ACTION with other communities, projects and stakeholder groups. At the time of writing the candidates for the AAB have been identified, a document describing their roles and responsibilities have been developed and they will be contacted in September 2019. We estimate to have the AAB in place by mid October.

5.3. Partnership with other EU projects

Clustering with other ongoing H2020 projects is particularly important, as it will ensure knowledge exchange, avoiding duplication of work and overall make communication and engagement more effective for the good of the CS community and of the European society overall. ACTION is actively collaborating with the [EU.citizen-science project](#) which has the mandate of coordinating and supporting the RIA projects working on CS. The collaboration with this project and the others in the field (especially MICS; D-NOSE, CiteS-Health) already produced two important achievements: the joint newsletter and the joint participation to the European Week of Regions and Cities event that will take place in Brussels in October 2019. Both achievements are related to the collaboration on dissemination activities.

Beside this, at the time of writing, the contacts with the other projects are regular and several topics on which to collaborate have been identified. The main ones are:

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- Mapping CS projects;
- Mapping Stakeholders;
- Toolkit development;
- Mapping tools according to the needs of Stakeholders;
- Developing an open data platform;
- Evaluation of CS projects.

ACTION will very probably participate in all the groups that will be created for the above-mentioned topics and the expected output is not only regular and effective reciprocal communication but also the joint development of tools and resources to be commonly used. Finally, with the MICS project there will probably be the possibility to an even stronger collaboration on the CS evaluation and impact assessment activities, as this project is specifically working on this topic which is also particularly relevant for ACTION.

5.4. Enlarging the ACTION ecosystem and keep it engaged

The previous paragraphs described the communities and the stakeholders that have been mapped and with which collaboration is emerging. The aim of ACTION is to constantly enlarge the ecosystem around the project and, at the same time, assure their engagement with the project activities and outputs. The approach that will be followed is not a centralised one in which the communication and dissemination team gathers all the emails and mailing lists of the stakeholders and keep the communication flow under control, but to the contrary a decentralised one. Following a decentralised approach means that ACTION partners that are already part of stakeholders groups and communities will keep the communication active with them and the communication and dissemination team will offer supporting materials such as email templates, press releases, short videos and other relevant materials. In this way stakeholders will receive messages from a person/institution they know and trust already and the communication style and timing will be relevant to them. This will make the interaction more effective and more sustainable in the long run.

Then, the stakeholder map will be regularly updated and new contacts made through ACTION events and dissemination activities will be probably treated in a more centralised way: this will be discussed on a case by case basis. Social media will play an important role also in this activity and can offer a quick and constant flow of updates on the project activities and results. This will support the engagement of the communities that will also be carefully followed on social media, retweeted and engaged in virtual conversation supporting the contacts reciprocal engagement.

A dedicated effort will be put in creating contacts with policy makers and civil servants interested in learning more on CS and in co-develop strategies for better support CS communities and the link between scientific results and evidence-based policy making. At the time of proposal writing ACTION already gathered support letters from three public administrations and they will be re-contacted in the next months, when the first results of the ACTION pilots will be available. A dedicated email will be developed, showing them the potential added value of the pilot projects for their territory and asking their help in getting in

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touch with other administrations interested in the topic. Finally, the event at the European Week of Regions and Cities mentioned in the previous sections and the collaboration with the other EU projects will be crucial in getting in touch and engage this specific target group.

6. ACTION KPIs, monitoring and evaluation

The implementation of the communication and dissemination strategy with its planned activities will be constantly monitored in order to assess its effectiveness and progresses, as well as to formulate change requirements where necessary. In order to facilitate the monitoring and evaluation some Key Performance Indicators (KPIs) had been identified already during the development of the project and are defined in the DoA. The Indicators are repeated here and updated where necessary (e.g. in regard to the newsletter).

A first comprehensive analysis will be performed for the Dissemination and community building report v1 (D7.2) where achieved numbers for the KPIs will be reported and adjustments to the strategy implemented. A final evaluation will be carried during the final quarter of the project and will feed into the D7.3 Dissemination and community building report v.2 (D7.3).

Table 4: ACTION communication and dissemination KPIs

Instrument	Indicator	Target	Distribution channel/s and means of verification
Flyer/postcards	Number of designs distributed online and offline	>1k by the end of M18 >2k by the end of M36	Distribution at events, via the website, on social media, linked to the newsletter, etc.
Posters/roll-up	Number of designs, updated if needed	2	Presented at events and downloadable from the website
Publications	Number of journal and conference papers	10+	Scientific journals
Talks	Number of talks	50 for the entire duration of the project	Presentations and invited talks at events, including workshops, conferences, webinars, etc.
Videos	Number of videos Views per video	2 videos with 500+ online views per video	One project video and one video about the open calls. They will be advertised on social media, the ACTION website and shown at events.
Project website	Number of visits + page visits	1.5k visitors, 3k pages views	Web traffic statistics collected and

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	Average duration of visits	One minute	documented
Social media	Number of followers on Twitter and Facebook	3k by the end of the project	We will keep an active social media presence through weekly updates and engagement
Co-design and policy workshops	Number of events Average number of attendees	15-20 rapid prototyping workshops (150 participants) 1 methodological co-design workshop (20-25 participants) 1 data analysis workshop (20-25 participants) 6 policy masterclasses (15-20 participants each)	Attendees lists
External events	Number of events attended	50 attended external events during the project	Slide decks, photos, social media posts
Newsletters	Number of newsletters/year Number of subscribers	4 100+ per year 500 in total	Joint news letter developed with the EU.citizen-science project. Newsletters distributed via the project website and promoted on social media. List of subscribers is a means of verification, but it will not be possible to know how many subscribers are "ACTION subscribers".
News and press releases	Number of news items/year Number of press releases Number of non-scientific news items	20+ 10+ 20+	Disseminated through ACTION project website Activity report, D7.3.a, D7.3.b
ACTION conference	Number of attendees	150+ participants	Event registration list,

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	Number of speakers	10+ speakers	slide decks, photos, social media engagement
Citizen science community	Number of people reached, including all types of stakeholders, through all activities	10k	Activity report, D7.3.a, D7.3.b
Research community	Number of scientists from different disciplines reached	3k	Activity report, D7.3.a, D7.3.b

Annex 1 - Identity handbook

Identity handbook is available at the following link:

https://drive.google.com/file/d/1xS8sH4644UnJdGx6m92rS2_YfFj_XZ8o/view?usp=sharing