6.1 Communication & Dissemination Plan

Document Control Information

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Document Author:	Isabelle Boscaro-Clarke, Lead WP6 (Diamond)
Project Coordinator:	Knut Sander (DESY)
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Positioning Statement

 "There is a wealth of data behind all the scientific papers that are published each year. However, it is increasingly difficult to get access to all this valuable information. We propose to lay the foundations to make this data accessible [with ExPaNDS] through the European Open Science Cloud so that its potential benefits can be fully explored and exploited by scientists and the public alike. In this age of data driven science this is an important step to accelerating new advances in science from European Photon and Neutron Research Infrastructure." - Professor Volker Gülzow, IT Director at DESY.

Vision and Strategic Priorities

The Communication Strategy of the European Open Science Cloud (EOSC) Photon and Neutron Data Service (ExPaNDS) project is meant to provide guidelines to properly reach the goal, by defining the main project's target audiences, media used according to the specific communication objectives and needs, as well as to the type of output to be achieved.

The aim is to raise the profile of the ExPaNDS collaboration to key audiences, ensuring that key messages are disseminated regularly, and establishing core communications channels that reach our main audiences, including government, funding agencies, and participating national Photon and Neutron Research Infrastructures (PaN RIs). The strategy defines an integrated approach to communications throughout the project. Communications efforts will be scheduled around the work packages.

This vision is being achieved through the following strategic objectives:
- Participate in the construction of the European Open Science Cloud (EOSC) by connecting data infrastructures of Europe's Photon and Neutron Research Infrastructures (PaN RIs);
- Contribute to make the majority of scientific data produced at the EU's national PaN RIs compatible with the FAIR principles;
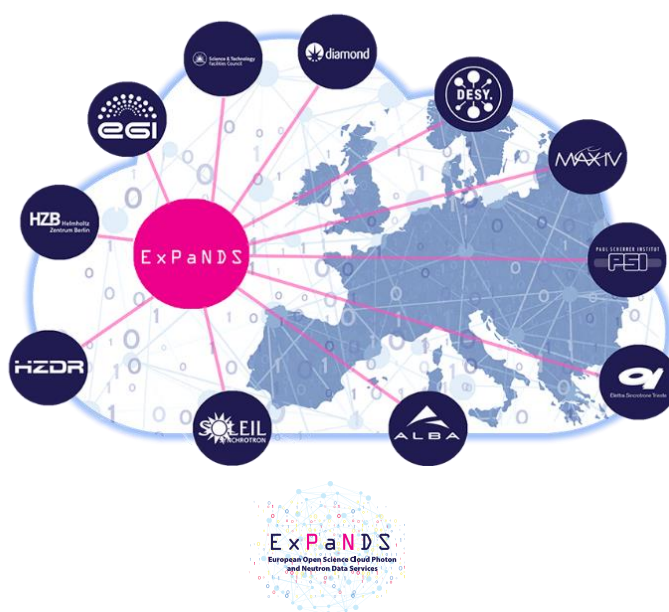
- Generalise the adoption of open data policies, standard metadata and data stewardship from EU PaN RIs;
- Provide innovative data services to be used of these facilities locally and the scientific community at large through the EOSC;
- Increase the impact of EU's national PaN RIs by ensuring data from user experiments can be used beyond the initial scope;
- Share the outcomes with European facilities who are supporters in the proposal, and to the wider global science community, to promote the adoption of FAIR data principles, data stewardship and the EOSC;
- Collaboration work with PaNOSC, participating in meetings, common work on work package levels, communication and dissemination and training requirements.

ExPaNDS Participants

Partner	Abbreviation	Location
Deutsches Elektronen-Synchrotron	DESY	Germany
Paul Scherrer Institut	PSI	Switzerland
Diamond Light Source	Diamond	United Kingdom
United Kingdom Research and Innovation / Science and Technology Facilities Council	UKRI / STFC	United Kingdom
Synchrotron Soleil Societe Civile	Soleil	France
Stichting EGI	EGI	Netherlands
Consorcio para la Construccion Equipamiento y Explotacion del Laboratorio de luz Sincrotron	ALBA	Spain
Helmholtz-Zentrum Berlin für Materialien und Energie GMBH	HZB	Germany
Helmholtz-Zentrum Dresden-Rossendorf e.V.	HZDR	Germany
Lunds Universitet SE	MAX IV	Sweden
Elettra – Sincrotrone Trieste SCPA	Elettra	Italy

Work Packages

ExPaNDs is designed around six work packages (WPs), as outlined below:

WP1: Management and Sustainability
This WP will implement the project's governance and management structure, undertaking overall project administration to ensure successful achievement of the project's objectives. It will address sustainability of the EOSC provided services.

WP2: Enabling FAIR data for PaN RIs
This WP will extend and deepen the adoption and use of FAIR data principles within the Photon and Neutron community to allow publication and access of national RI data and services within the EOSC.

WP3: EOSC data catalogue services for PaN RIs
This WP will deliver EOSC data catalogue services for RIs to provide access as a one-stop-shop for scientific facility users, academics and the general public to find and exploit research data.

WP4: EOSC data analysis services for PaN RIs
This WP will provide the coordination, adoption, and alignment of existing data analysis services at national RIs within the EOSC. The services delivered will provide users, academics and the public with the ability to run analysis workflows against the EOSC-aligned data services.

WP5: Training activities through EOSC platforms
This WP will organise workshops and deliver training materials through the e-learning platforms made available on the EOSC. Training will be organised in cooperation with EOSC related activities.
Training will address:
- Service provision
- User training in FAIR principles
- Data stewardship
- Data management
- Data analysis services integrated into the EOSC

The training will foster faster adoption of best practices by an enlarged number of scientific users.

WP6: Dissemination and Outreach
This WP will support and promote the ExPaNDS initiative in Europe and beyond and promote Open Data and FAIR data principles to users and other RIs around the world and key audiences.

Communication and Dissemination Objectives

WP 6 provides tools and actions to increase the visibility and favour the exploitation of the project's outputs and results:

- **Ensure a smooth and effective communication exchange within the project partnership**; this will be leveraged, inter alia, through the DESY sympa mail accounts, and through a

collaborative SharePoint area, where key documents, templates, planning and resources will be housed. A LinkedIn profile will be setup to allow project participants to broadcast news to their professional networks.

- **Strengthen project participants' coordination & networking**; this will be achieved by showcasing each of the collaboration's key internal and external meeting in conjunction with Management and Sustainability (WP1). Regular interface and follow up information provided from each WP leader.
- **Increase, wherever possible, the visibility of ExPaNDS** through the website, media relations programme, social media presence, and coordinated communications linked to key milestones, events, internal and external meetings. All participants involved in the project ensure that all their funding bodies and participants are well informed about the grants' progress and that they are actively involved in its activities, by internally adopting and implementing the agreed corporate style and communication guidelines.
- **Involve, wherever possible, PaN RIs user communities, policy makers, project supporters and funding agencies to increase the relevance of the results, stimulate change**; which will be demonstrated through social media and other external communications efforts.
- **Support communication actions aimed at affecting changes among main stakeholders.**
- **Increase the awareness and knowledge among the PaN communities at both the national and European level about the work of ExPaNDS,** encouraging the best possible use of the guidelines, policies and tools developed throughout the project.
- **Widen the network of IT professionals and staff** involved in the development of the EOSC to favour exchanges of knowledge and best practices.
- **Foster collaboration with other EOSC clusters and the other INFRAEOSC 5 projects** by maintaining frequent updates on the project progress and developed policies, strategies, tools and technologies, nurturing their adoption towards the construction of a harmonised federated and cross-disciplinary EOSC service catalogue.
- **Enhance the grants' impact** by disseminating the relevant documents, information, results and achievements to stakeholders at the regional, national and European levels, in order to stimulate action towards the implementation of policies and tools, and towards the core INFRAEOSC programme's goal of putting forward the European Cloud Initiative, whilst identifying new ideas to drive future initiatives beyond the grant.
- **Ensure the ExPaNDS legacy** by making available the best practice and relevant documentation to stakeholders after the end of the project.

Target Audiences

Communication (the promotion of the project's activities by providing targeted information to multiple audiences) and dissemination (the disclosure of the results to the stakeholders by appropriate means) need to be customised and adapted to the different target groups and stakeholders identified in the project. The general communication goal is to increase the visibility and raise awareness of the ExPaNDS mission, activities and developed services.

Internal Communication – Target Groups
- Project Participants

- Project Bodies (project executive board (PEB), project coordinator (PC), work package leaders (WPL) and deputies, participants)

External Communication & Dissemination – Target Groups
- Community of PaN research infrastructures at the national and European level
- European e-infrastructures
- RIs managers, bodies, staff and IT professionals
- PaN user community world-wide
- Other EOSC cluster Projects
- Other EOSC-related projects
- EU projects, including Research Infrastructures' projects
- EOSC bodies (EOSC governing board, secretariat, executive board)
- European Strategy Forum on Research Infrastructures (ESRFI)
- European Commission Directorate General for Research and Innovation
- National Ministries for science and research
- Other policy makers at the regional, national and European level

Dissemination – Target Groups
- Industrial (R&D and management) community world-wide
- EU governing bodies and European Commission – all relevant Directorate-Generals
- Publishers
- Media as multipliers of project's key messages
- Scientific Community worldwide

Specific Objectives and Deliverables

The work package defines the ExPaNDS communication and dissemination specific objectives as follows:
- Keep project participants and relevant stakeholders of ExPaNDS informed about progress;
- Provide information about the EOSC functionalities and operation;
- Support the implementation of outreach activities and events;
- Promote the services developed, as well as events, workshops and the e-learning platform and material, as well as any other training and networking opportunity offered by the project and the participants;
- Disseminate project's outputs (policies, standards, methodologies, technical and operational information, software, etc.) to stakeholders, making them available even after the end of the project;
- Wherever possible, assist exploitation of the outputs and results, in particular: adoption of commons standards, sharing of policies and the use of the developed services by research institutions, the industry and the research community as a whole.

The **deliverables** of this work package are as follows:

N	Deliverables	Lead Partner	Type	Dissemination Level	Due date (month)
D 6.1	ExPaNDS Communication and Dissemination Plan	Diamond	Report	Confidential	Nov 2019
D 6.2	ExPaNDS Website	Diamond	Website	Public	Nov 2019
D 6.3	ExPaNDS Social Media Strategy	Diamond	Report	Confidential	Nov 2019

External Communication and Dissemination

The goal of external communication and dissemination is to engage all project stakeholders in further developing and integrating services into the EOSC, and to ensure the dissemination and foster the exploitation of the project outputs and results by all available means.

Diamond, as leader of the work package, will be responsible for the promotion of the project, its activities, advancements and events, and for the dissemination of its outputs by:

- Producing promotional and informative content for publication on and distribution through all available project's communications channels;
- Ensuring that all press and communications officers at the participants, and therefore the management and staff at their institution, are timely informed and up to date about latest news and achievements related to the project;
- Promoting the EOSC services developed in other work packages, and the training platform developed in the training activities through EOSC platforms (WP5);
- Supporting the promotion of the project's and other relevant EOSC-related events;
- Sharing and circulating information, results and updates about the project to its stakeholders;
- Coordinated communication via the EOSC Liaison Board.

Internal Communication

To ensure that information flows between the different work packages, WPLs and deputies, and the PEB, the partnership holds regular meetings:

- **Weekly calls** between this WPL and deputy to other WPLs in rotation, discussing progress and any communication challenges;
- **Bi-weekly videoconferences of the Project Executive Board** chaired by the PC and attended by WPLs to give an update on their area;
- **Quarterly Project Collaboration Board meeting** attended by the representative of the project partners and the PC, and to which supporters and key contributors to work packages are invited to attend as well.

On top of these, more regular meetings are scheduled as required, to ensure that information flows between the governing bodies and WPLs, and between different work packages. Each WPL will be in

charge of organising the communication to their work package contributors and stakeholders, with regular meetings (via videoconference) being encouraged.

Summary notes from the meetings and reports are available to project members via the shared area.

Activities and Tools

Actions taken to pass information to and interact with stakeholders will have the following forms:
- Public project updates via the project's and its participants' websites, newsletters and social media posts, as well as articles and/or press releases about key ExPaNDS events and achievements;
- Interaction with multiple stakeholders at the project annual meetings and at participants' user meetings, at scientific and industrial workshops and conferences Europe-wide etc;
- Interaction with contact points of the national ministries:
  - At the partners' governing bodies' meetings;
  - At events organised by the Ministries;
  - By standard contact points of government grant agencies in countries where participants are present.
- Interaction with other clusters for the coordination and co-development of services;
- Consult and discuss with the supporters and other members in the PaN data community.

Customer materials for communication and dissemination will be produced and distributed to inform and raise awareness about project participants' activities, achievements and results among stakeholders and potential beneficiaries.

The Communication Strategy is designed to ensure that the project effectively communicates results to the widest possible audience by using the appropriate channels and tools, targeting specific groups and key people; promotes networking and establishes a coordinated approach to maximise impact.

Communications tools & assets

Tool	Description	Lead	Partner	KPI(s)
Communication strategy	Outline how the project will effectively communicate results to the widest possible audience, using the correct channels and tools, and provides appropriate guidance to that effect.	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	Agreement and adoption of the strategy.
Activity plan	Outlining specific activities and deliverable to support	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR,	Agreement of the activity plan.

Tool	Description	Lead	Partner	KPI(s)
	the communications strategy.		MAX IV and Elettra	
Glossary	An outline of key terms, principles organisations to ensure all project participants communicate consistently and effectively.	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	Adoption of the document.
Logo & Branding guidelines	Creating a unified brand identity for the project.	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	Creation of logo & branding guidelines.
Document templates	Creating templates with brand identity, including but not limited to banners / posters, presentation, agenda and minutes templates.	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	Creation of documents in line with branding guidelines.
Project website	Design and publication of a website (www.expands.eu), which will be the main communication and dissemination tool used to promote the project activities, share results and make all outputs accessible.	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	Publication of the website (Sept 2019).
Participants websites	All participants will inform and communicate on the ExPaNDS project via their own websites.		DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	News/articles about the project to be published on all participants' websites.
SharePoint collaborative area	An internal collaborative resource where key documents, templates, planning and resources will be housed.	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	Making the collaborative area available.
DESY sympa mail	An internal mailing list for participants to communicate throughout the project.	Diamond & DESY	PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	Setting up the mailing list.
Mailchimp	The Mailchimp mailing list will allow for quick distribution of key announcements and	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR,	Building the mailing list and sharing all external news to contacts.

Tool	Description	Lead	Partner	KPI(s)
	news releases to external audiences.		MAX IV and Elettra	
Letter of support & follow up email	Thanking all project supporters and ensuring their buy-in for development and implementation.	Diamond		Sending of the Letters of Support (Sept 2019).
Social media accounts (Twitter and LinkedIn)	The ExPaNDS twitter account (@expands_eu) has been set up, and all relevant partner accounts will be used to promote project activities and engage the research community across Europe. LinkedIn account has been set up (ExPaNDS_EU) and will allow for stakeholders to broadcast any exciting news to their professional networks. A targeted social media list will be developed to allow stakeholders to share key announcements.	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	All events and key external news points to be shared on social media with Diamond Light Source leading and all Project Participants supporting the activity. Active participation in relevant social communities on a weekly basis. Interaction with key stakeholders and minimum 2 tweets per week.
Media relations	Efforts will be made to communicate the project in technical newspapers, business or other targeted industry press. Articles and press releases will be published on the project & participants websites, distributed to the media where appropriate, and will promote the projects activities and keep stakeholders updated.	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	Diamond will collaborate with SOLEIL on training events as part of WP5 to ensure promotion of ExPaNDS at events.
Reporting	The WPL will share regular updates on the impact of news releases and social media campaigns.	Diamond		Weekly phone conversations between WPL (WP6) and other WPLs in rotation.

Tool	Description	Lead	Partner	KPI(s)
Networking & outreach events	Launch of 'kick off' meeting, promotion of the project at workshops, conferences and any other networking events in which ExPaNDS is presented. This covers but is not limited to user meetings, EOSC related events, relevant meetings of LEAPS, LENS, Lightsources.org, PaNOSC etc.	Diamond	DESY, PSI, UKRI / STFC, Soleil, EGI, Alba, HZB, HZDR, MAX IV and Elettra	Two high-profile events a year (Annual ExPaNDS workshop, ESOF 2020, SRI 2021 etc.).

H2020 Duties

The ExPaNDS Grant Agreement specifies that:
Any communication activity related to the action (including in electronic form, via social media, etc) and any infrastructure, equipment and major results funded by the grant must include the European Flag and the following text: