EOSC | FAIR-IMPACT
Expanding FAIR solutions across EOSC

Project Title	Expanding FAIR solutions across EOSC
Project Acronym	FAIR-IMPACT
Grant Agreement No.	101057344
Start Date of Project	2022-06-01
Duration of Project	36 months
Project Website	https://fair-impact.eu/

D7.1 - Dissemination, exploitation and communication plan V1

Work Package	**WP7 - Dissemination, exploitation and communication**
Lead Author (Org)	**Sara Pittonet (TRUST-IT), Joy Davidson (DCC), Rita Meneses (TRUST-IT)**
Contributing Author(s) (Org)	**Marialetizia Mari (TRUST-IT), Ryan O'Connor (DCC), Josefine Nordling (CSC), Sophie Aubin (INRAE), Vasso Kalaitzi (KNAW-DANS), Marjan Grootveld (KNAW-DANS), Daniel Turner (KNAW-DANS), Alejandra Gonzalez-Beltran (UKRI-STFC), Laurence Horton (DCC), Angus Whyte (DCC), Liisa Marjamaa-Mankinen (CSC), Gabriela Mejias (DataCite), Ingrid Dillo (KNAW-DANS)**
Due Date	**2022-08-31**
Date	**2022-09-01**
Version	**V1.0**

Dissemination Level

Versioning and contribution history

Version	Date	Author	Notes
0.1	2022.07.25	Sara Pittonet Gaiarin, Trust-IT	TOC and V0.1
0.2	2022.08.18	Daniel Turner, Vasso Kalaitzi, Marjan Grootveld (DANS), Joy Davidson, Ryan O'Connor, Laurence Horton (DCC),	
0.3	2022.08.19	Rita Meneses, Trust-IT	Chapters 3.3, 4.1.4, 4.2.1, 4.15 and 7
0.4	2022-08.24	Marialetizia Mari, Trust-iT	Chapter 4.1.2
0.4	2022-08-25	Sara Pittonet Gaiarin, Trust-IT	First full draft version for revision
0.5	28.08.2022	Ingrid Dillo, DANS, Joy Davidson, DCC	Internal review
1.0	30.08.2022	Sara Pittonet Gaiarin, Trust-IT	Final version

Table of Contents

List of Figures

**Funded by
the European Union**

List of Tables

TERMINOLOGY

Terminology/Acronym	Description
CSA	Coordination and Support Action
CSO	Citizen Science Organisations
DI	Data Infrastructures
DoA	Description of Action
EC	European Commission
EFC	EOSC FAIR Champions
EOSC	European Open Science Cloud
ESFRI	European Strategy Forum on Research Infrastructures
GA	Grant Agreement to the project
GDPR	General Data Protection Regulation
IiS	Individuals in Science
KPI	Key Performance Indicator
NLI	National Level Initiatives
NOAD	National Open Access Desk
NOSCI	National Open Science Cloud Initiative
NFDI	Nationale Forschungsdateninfrastruktur (National Research Data Infrastructure in Germany)
ORE	Open Research Europe
PO	Policymaking Organisations
PUB	Publishers
RI	Research Infrastructures
RFO	Research Funding Organisations
RPO	Research Performing Organisations
RoP	Rules of Participation
SF	Synchronisation Force
SRIA	Strategic Research and Innovation Agenda of the EOSC
SS&A	Scientific Societies & Academies
TBT	Technical Bridging Team
TFiR	Turning FAIR into Reality
UVP	Unique Value Proposition
UX	User Experience

1.   Executive Summary

The overall objective of WP7 "Dissemination, exploitation and communication" is to address dissemination, exploitation and communication of the project at all levels and through multiple modalities to ensure the FAIR-IMPACT objectives and impacts are achieved. To assure this, an effective and efficient communication, dissemination and stakeholder engagement strategy & plan is defined in this document.

The plan is built around **four specific campaigns** described in detail in **Chapter 4**, each one with clear objectives and actions custom designed around the target **stakeholders** that the project is addressing, which are introduced in **Chapter 3**.

The first campaign will run across the 36 months of the project and is dedicated to the project **communication (Chapter 4.1).** It aims to position the FAIR-IMPACT project in EOSC and FAIR ecosystems and ensure awareness among target stakeholders. A second campaign aims to **disseminate the key project results (Chapter 4.2)** to ensure their widespread accessibility and uptake of the guidelines, solutions, success stories and tools developed by the project. Actions to foster **implementation and adoption of FAIR solutions** are part of a third campaign **(Chapter 4.3)** which aims to encourage research communities, data service providers, national level initiatives, and other stakeholders to implement FAIR. This will involve stimulating interest in applying to the open calls and providing useful examples of implementing FAIR in different contexts . Last but not least, **collaboration and coordination mechanisms (Chapter 4.4)** are also designed and planned to maximise the impact of the project by synchronising with related projects and initiatives in the EOSC framework via the Synchronisation Force workshops, engaging ambassadors, multipliers and disseminators of the FAIR-IMPACT outputs via the FAIR Champions and boosting dissemination and impact of the FAIR-IMPACT solutions at national and regional level via the National Roadshow series.

An effective and smooth coordination and organisation of the **project events** as well as a great visibility of the project at **third party events** will be strategic across all the four campaigns above, and an initial list of events to be organised and attended in the first 12 months is provided in **Chapter 5**.

Last, **Chapter 6** presents the plan for monitoring the communication and dissemination activities and assessing their effectiveness on a monthly basis.

The implementation of the plan depends on the active support of FAIR-IMPACT partners and progress will be monitored through fortnightly virtual WP meetings. These meetings are organised by the WP leader (Trust-IT) to discuss the activities performed and brainstorm not only about the next tasks for the following weeks but also corrective actions that may be necessary. Additional meetings may be scheduled at any appropriate time throughout the project duration, if necessary.

The success of WP7 is based on the joint and coordinated effort from all FAIR-IMPACT partners not only on the communication activities but also on the quality of the technical, scientific and content-related work that will be developed during the project time frame.

1   Introduction - FAIR landscape and FAIRsFAIR legacy

Between 2019 and 2022, the FAIRsFAIR project supplied practical solutions for the use of FAIR data principles throughout the research data lifecycle. Through the activities of the project, a wide range of outputs were produced which are reported in the FAIRsFAIR sustainability plan[1]. These form the basis of an overall knowledge infrastructure on research data management, procedures, standards and metrics and related matters, based on the FAIR principles. The outputs of the project provide a basis for using and implementing FAIR principles in the day-to-day work of research data providers and repositories and will be taken onboard by FAIR-IMPACT across its use cases and promoted for further uptake by new communities via a series of open calls.

The approach taken and the impact achieved by the FAIRsFAIR project in mobilising research communities, at the level of individuals as well as institutions, provides a foundation for the future activities in the framework of the European Open Science Cloud. The approach taken towards the target stakeholders, the channels exploited, the attention to the national dimension, the new and traditional instruments adopted and the lessons learnt will be taken forward by FAIR-IMPACT, that will build on the successful practices, policies, tools and technical specifications for enabling FAIR arising from FAIRsFAIR and from other H2020 projects and initiatives, including the FAIR and other relevant Working Groups of EOSC Association.

> *"If we want to solve the societal challenges of today, we need cross-domain research that tries to understand complex systems. This means we need data that are sufficiently documented, contextualised, appropriately licensed, and interoperable. We know that only one out of five European researchers puts the FAIR principles into practice, and the data in European repositories are not yet as FAIR as we would like them to be. FAIR-IMPACT aims to improve this situation by providing new FAIR solutions across domain and research outputs that will enable the researchers to make their data FAIR."*
>
> ***Ingrid Dillo**, FAIR-IMPACT Project Coordinator*

2   Objectives of this plan

The overall objective of this plan is to orchestrate dissemination, exploitation, and communication of the project at all levels and through multiple modalities to ensure the FAIR-IMPACT objectives and impacts are achieved.

The plan is built around four specific campaigns each one with clear objectives, target audiences and planned actions:

- Communication and engagement: to position the FAIR-IMPACT project in EOSC and FAIR ecosystems and ensure awareness among target stakeholders

---

[1] https://doi.org/10.5281/zenodo.6206333

- Dissemination of the key results: to ensure their widespread accessibility and uptake;
- Foster implementation and adoption of FAIR solutions: to encourage research communities, data service providers, national level initiatives, and other stakeholders to enable FAIR, by providing useful examples and stimulating interest in applying to the project open calls.
- Collaboration and coordination: to maximise the project's impact by engaging ambassadors, multipliers and disseminators of the FAIR-IMPACT outputs.

3   FAIR-IMPACT Stakeholders

3.1   *The EOSC context*

FAIR-IMPACT's primary stakeholders within the EOSC ecosystem are illustrated in the figure below.
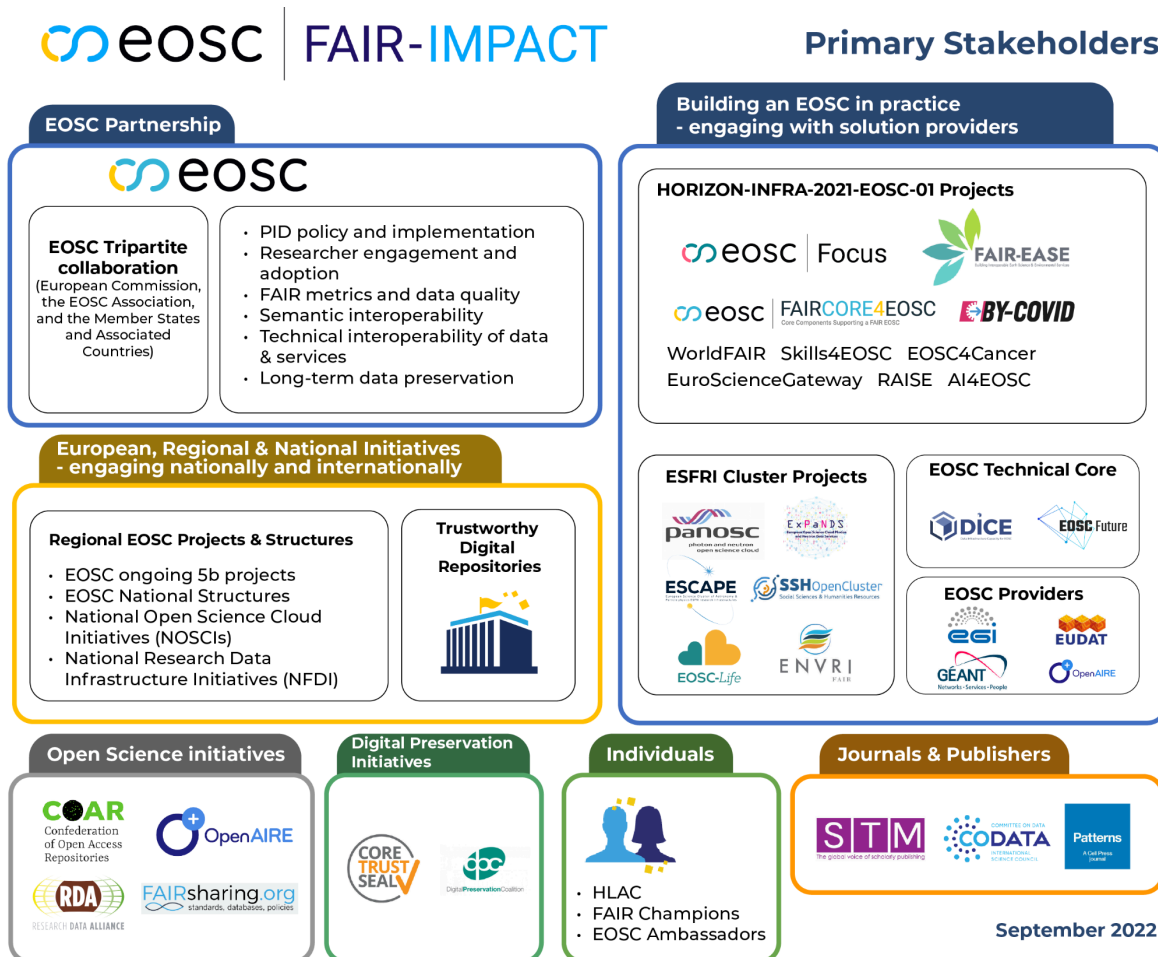

Figure 1 FAIR-IMPACT primary stakeholders

The EOSC ecosystem: EOSC Partnership and EOSC related projects. FAIR-IMPACT will ensure that its governance and coordination mechanisms are aligned to the SRIA objectives by closely engaging with relevant the EOSC Tripartite collaboration, mainly via the EOSC Association. FAIR-IMPACT will actively engage on 6 EOSC Task Forces of special relevance for FAIR adoption where FAIR-IMPACT partners play a role. In addition, dialogue for collaboration and harmonisation of efforts between FAIR-IMPACT and other EOSC and FAIR related initiatives will be established via the Synchronisation Force (SF).

European, regional and national initiatives. Special attention will be dedicated to the regional and national dimension of the stakeholder categories that will be at the core of FAIR-IMPACT outreach strategies. Representatives of initiatives active at national or regional level will be involved across all the project phases and action lines, with special attention to the FAIR implementation campaigns and the promotion of the open calls for cascading grants and in-kind support programs, the engagement campaigns for the FAIR Champions, the organisation of workshops and project events. Last but not least, national initiatives will be leveraged for the organisation of the National Roadshows series.

Open Science initiatives. FAIR-IMPACT will engage with community initiatives such as the Digital Preservation Coalition, the Research Data Alliance, FAIRSharing, OpenAIRE, OPERAS to ensure transfer of knowledge about FAIR-IMPACT outcomes is provided to them while at the same time feedback from those communities is also received. Visibility and joint promotional activities will also be organised.

Individuals. Individuals working in science e.g. researchers; research software engineers; semantic artefact developers; data stewards; data scientists will be given value mainly via the HLAC and FAIR Champions groups. Exchanges will also be implemented with the to be established network of EOSC Ambassadors to propose collaboration activities.

Publishers. Publishers are integrated in the uptake of FAIR-IMPACT practices through participating repositories and partners like DataCite. They will be engaged with the double objective of gathering feedback on FAIR-IMPACT outcomes from their user perspective and to get published via their channels and journals.

3.2   FAIR-IMPACT stakeholder groups and multiplier channels

Stakeholder type	Purpose of engagement	Actors and channels
(Meta)Data Service Providers including Repository & PID Services (DSP)	Support on performing self-assessment of their FAIR-enabling capabilities Co-develop FAIR implementation action plans Support the adoption of practical tools and standards, as well as recommendations from the FAIR implementation framework	PIDForum; ORCID; Crossref; INSPIRE; ROR; CoreTrustSeal; ISC/World Data System; COAR; OpenDOAR; RAiD; ISNI; GRID; VIAF; Dataverse; OntoPortal; AgroPortal; BioPortal; EcoPortal; LOV, LIBER, RDA Europe

Stakeholder type	Purpose of engagement	Actors and channels
	Help to promote the open calls within their communities	
National Level Initiatives (NLI)	Assessment of progress towards achieving SRIA objectives through surveys Share narrative stories of different levels of governance models that show the impact of adopting FAIR practices Engage national communities by hosting National Roadshows Encouraging relevant actors to apply to the open calls	OpenAIRE NOADS; NOSCIs; Former RDA Europe Nodes; NRENs; National Structures such as NFDI (DE), NORF (IR), NPOS (NL), ICDI (IT)
Research Communities & Infrastructures (RI)	Collection expertise from domain-relevant community standards, to be advocated for wider adoption among their respective communities of practice Identify suite of tools, resources and measures facilitating FAIR implementation Test FAIR-IMPACT tools to improve their user interface and efficiency Share details of the open calls to members of their user communities	ESFRI-Clusters; RIs on the ESFRI Roadmap; EUDAT; TERN
Research Performing Organisations (RPO)	Perform self-assessment of FAIR-enabling practices and co-development of FAIR implementation action plans Engaging in workshops for capacity building and support RPO staff in producing and reusing FAIR data Encouraging members to apply to the open calls	EUA; CESAER; YERUN; LERU, AURORA
Individuals in Science (IiS)	Implement further FAIR practices in their networks Onboard them as FAIR Champions to advocate FAIR practices in their communities Share details of the open calls with their peers	A term to bundle together individuals working in team science e.g. researchers; research software engineers; semantic artefact developers; data stewards; data scientists. Useful channels to exploit are the European Association of Research Managers and Administrators (EARMA) and the International

Stakeholder type	Purpose of engagement	Actors and channels
		Network of Open Science & Scholarship Communities
Research Funding Organisations (RFO)	- Increase sustainable FAIR implementation practices through guidelines to include FAIR requirements on future funding programmes. - Become familiar with sustainable business models to increase viability of research data management	Science Europe; European Commission (EC); Wellcome Trust; European Research Council (ERC); Global Research Council (GRC).
Policymaking Organisations (PO)	- Highlight the EOSC benefits at a national level - Share narrative stories of different levels of governance models that show the impact of adopting FAIR practices in society - Get updates about how to achieve the best possible usage of digital data to benefit the economy and society and support the nascent EOSC	CONOSC; SPARC Europe; OSPP; Science Europe; EC
Publishers (PUB)	- Support the adoption of practical tools and standards, as well as recommendations from the FAIR implementation framework	STM Association; OASPA; Individual Publishers.
Data Infrastructures beyond research (DI)	- Foster alignments with global and non-scientific large data infrastructures to promote FAIR for interoperability - Share details of the open calls to members of their communities	European Data Spaces; ISA² programme; GAIA-X; Big Data Value Association (BDVA); International Data Spaces Association (IDSA); and other relevant large data stakeholders.
EOSC Ecosystem (EE)	- Bring together FAIR and EOSC ecosystem stakeholders to assess the progress of implementation of SRIA objectives - Coordinate strategically the EOSC partnership and other EOSC ecosystem stakeholders through an increased uptake and adoption at cross-domain and pan-European level	EOSC Partnership; EOSC Association.

Stakeholder type	Purpose of engagement	Actors and channels
	- Promotion of FAIR adoption pathways - Promotion of the open calls	
FAIR Ecosystem (FE)	- Cohese with the wider scientific community and FAIR ecosystem is necessary to increase and disseminate on FAIR interoperability practices	FAIRsharing; FAIRware; GO FAIR; FAIRPlus
Citizen Science Organisations (CSO)	- Disseminate FAIR ecosystem practices at local level - Perform training activities with research communities	ECSA; EnoLL; Zooniverse; Citizens, Cos4Cloud
Scientific Societies & Academies (SS&A)	- Disseminate FAIR ecosystem practices at disciplinary level - Share details of the open calls to members of their communities	ALLEA; International Science Council; AGU.

Table 1 FAIR-IMPACT stakeholder groups by type and reason for engagement

4   Communication & engagement campaigns

This plan is driven by a multi-faceted strategy orchestrating information, communication, and marketing activities targeted at various levels (European, national, and institutional) and facilitating engagement with domain and national research communities. The strategy is designed to maximise impact by focusing efforts along **four key dissemination and engagement campaigns:**

- Communication of the overall FAIR-IMPACT project to target stakeholders;
- Dissemination of the key results and ensuring their widespread uptake;
- Fostering engagement in project events and exploitation of the project's wide ranging coordination and support activities via implementation stories;
- Maximising the impact of our portfolio of collaboration and coordination mechanisms.

Across these campaigns different measures and a mix of actions are tailored to specific stakeholder groups to maximise efficiency in achieving the FAIR-IMPACT objectives while ensuring coverage of all the relevant activities, outputs, and results to be communicated, promoted, and disseminated across the FAIR-IMPACT community. They are further detailed in the following sections.

4.1   FAIR-IMPACT project communication

This campaign addresses all stakeholders and pursues the objective of properly positioning the FAIR-IMPACT project in the EOSC and FAIR ecosystems, ensuring timely and smooth sharing of information, online engagement, and constantly increasing awareness among target stakeholders. The key action lines that will best serve this campaign are:

1. **Project branding:** to build a strong visual identity and produce unique high quality collaterals to attract stakeholders and communicate the project's unique value proposition (UVP)

2. **FAIR-IMPACT public web-platform:** where all digital marketing activities are coordinated for a user-centric experience (UX)

3. **Social media campaigns:** Engaging stakeholders via Twitter, Linkedin, and Youtube

4. **Periodic newsletters:** as Direct Email Marketing activities to push information about the project and dissemination of its results directly towards stakeholders via email

5. **Press releases:** issued at key strategic moments to engage relevant media and press agencies.

4.1.1 Project branding

The project branding was designed already at the proposal phase. Leveraging on the FAIRsFAIR legacy, it continued colour codes from the FAIRsFAIR branding and introduced an icon element with two vertical bars reminding the concept of replicability - reproducibility:

Figure 2 FAIR-IMPACT original logo

At the beginning of 2022 the EOSC Association launched a contest to design a new logo for EOSC. The final decision was made in June 2022 with a new logo designed:

Figure 3 New EOSC logo launched in June 2022

In order to ensure a coordinated branding approach across the different projects running in the EOSC ecosystem, the EOSC Association approached FAIR-IMPACT proposing to align on a co-branded strategy, to serve as pioneer for a broad co-branded strategy to be proposed to all the current funded Horizon Europe EOSC projects and to those starting in September 2022. A co-branded new logo was proposed, discussed and agreed, as well as a branding guide to be shared with FAIR-IMPACT partners to cover proper branding across website, social media, and printed materials:

Figure 4 new co-branded EOSC FAIR-IMPACT logo proposed by the EOSC Association

While writing this document, details about the proposed strategy are still under discussion also with the FAIRCORE4EOSC sister project, and the new logo is being substituted in the FAIR-IMPACT website and in all the branding materials.

Action Line	KPI to monitor	M6	M36
Project branding	Tailoring messages to land with key audiences, using call-to-actions and branded communications. Ensure alignment with EOSC branding guidelines. Measure: project branding package with logos, templates, and collaterals available.	1	n/a

4.1.2 Web platform

The FAIR-IMPACT web platform will provide the "shop window" for all the project results, thematically organised. It will host the Knowledge Hub, the cascading grants and co-design calls, as well as open consultation tools, allowing stakeholders, especially those engaged in collaboration and coordination activities, to contribute to project work. Dedicated pages will be created for each project result, either created from scratch or expanded by FAIR-IMPACT. The FAIR implementation framework, which will outline tools, solutions and practical approaches, will be available on the website as well.

The **first version of the FAIR-IMPACT website** was launched on M1 at the Kick-off Meeting (27-28 June 2022), providing information about the project, the meeting itself, and the FAIRsFAIR legacy.
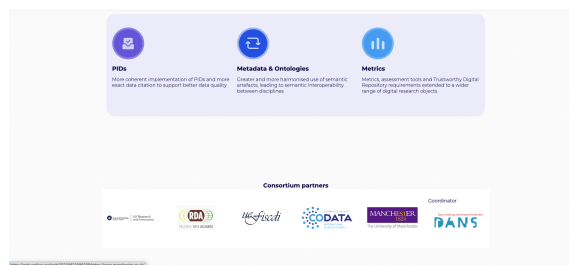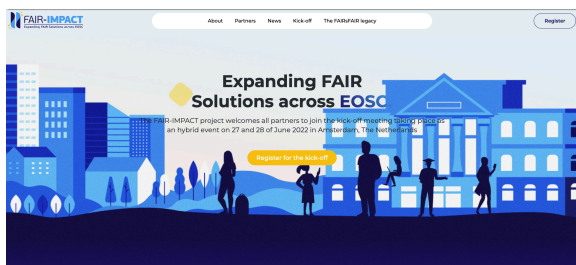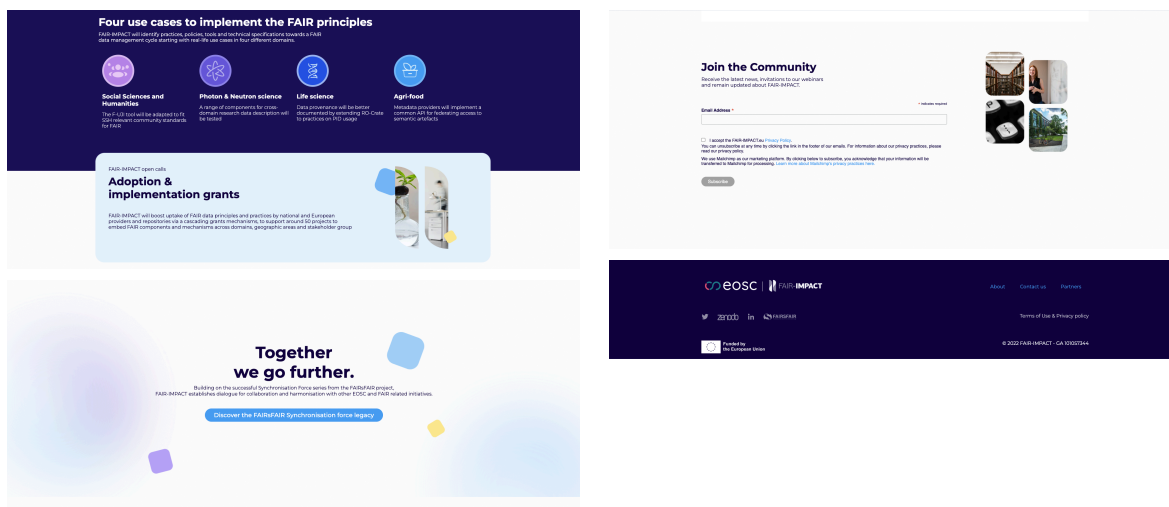
Figure 5 The first website homepage presented at the Kick-off meeting (June 2022)

On M1 (June 2022) the newsletter subscription was also available on the website for users to sign up.
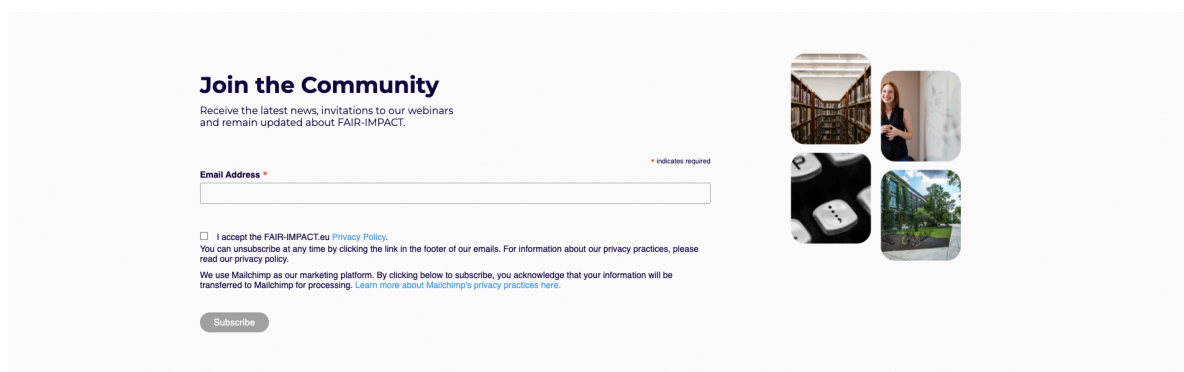
Figure 6 Newsletter sign up banner on the website homepage

The FAIR-IMPACT website is planned and structured to ensure visibility for all the FAIR-IMPACT assets, namely the tools and services of the project, and to spread awareness of FAIR, also giving easy access to the main sections related to future actions and achieved goals. The preliminary FAIR-IMPACT website site structure has been articulated with an about page, early-stage events and news related to the project and a page regarding the FAIRsFAIR Legacy & the FAIRsFAIR Synchronisation force results and documents as a valuable reference for the starting point of the collaboration and harmonisation with different projects and initiatives in the EOSC and FAIR environment.

Different iterations of the website will be implemented during the course of the project, aligned with the evolution of the main action lines, milestones and deliverables. The **first iteration** of the website will evolve to showcase a mapping of existing tools, approaches and frameworks as coming out of WP, the integrated use cases, to launch the open call for FAIR Champions and the first open call for targeted adoption & implementation funding (via the Grants platform). All the open calls will be published on the website. A **second major**

iteration for the website will be planned around M12 (June 2023) when the first results of the first open call will be announced. At that time outputs from the technical WPs will also be available. **A third and final iteration** will be planned around M30 to give visibility to the main deliverables, guidelines and reports to be delivered in the last reporting period.

A **final review of the website's layout** can also be considered by M36 to ensure content is presented with clear and structured information architecture, offering a valid user experience even after the project's conclusion.

A **user-centric experience (UX)** will be guaranteed accordingly, along all the iterations of the website, throughout the project lifetime, to ensure optimised levels of engagement and the best usable format of project outputs.

Action line	KPI to monitor	M6	M36
Web platform	Web platform where all digital marketing activities are coordinated for a user-centric experience (UX). Achieving strong engagement through conversion-rate optimisation (CRO), search engine optimisation (SEO), and advertising. Measure: # sessions per month.	>1k	>3k

4.1.3 FAIR-IMPACT Grants Platform

The communication and technical management of the open calls will be performed via the FAIR-IMPACT Financial Support Platform, a tailor-made adaption of the TRUST-GRANTS™ platform. It will be developed to perform an open, transparent and process of application for funding and in-kind support, namely the open calls that the project will launch over the 36 months.

With a user-friendly interface and navigation functionalities, the dashboard is easily accessed through creation of an account on FAIR-IMPACT.eu and serves the different phases necessary for a streamlined submission process for both applicants and for administrators.
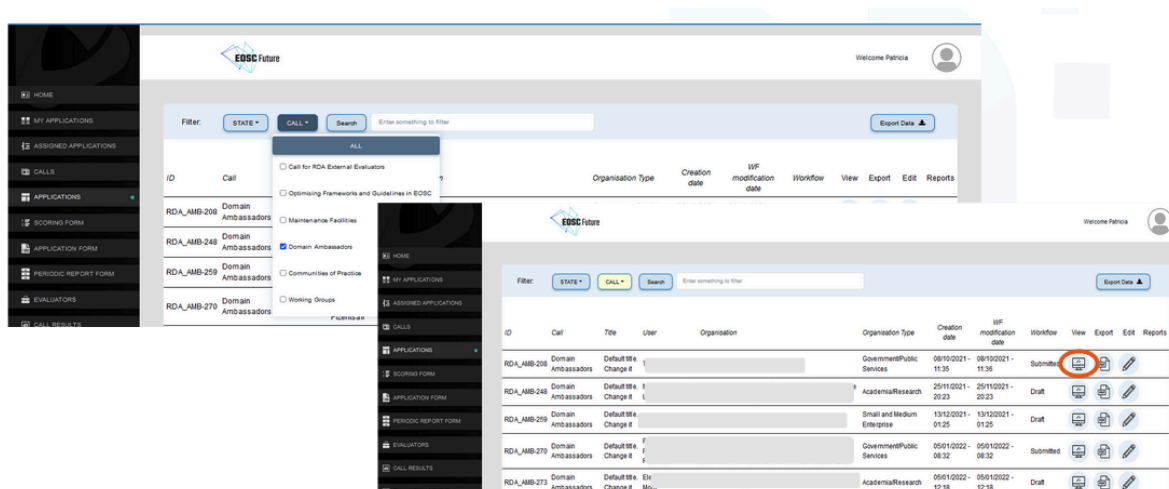
Figure 7 *preview of the Grant platform interface, as in the EOSC Future project*

Applications & Evaluation of Proposals. Once FAIR-IMPACT open calls are launched, the platform becomes the principal interface for the applications received. By accessing their own profile, the evaluators are able to visualise the applications they have been assigned (but not the concurrent ones assigned to other reviewers), and perform their evaluation. A comments option is available on the voting system, allowing evaluators to record the reasons for their evaluations for other evaluators to see. After the closure of each call, a ranking of the applications helps determine which one has been approved for financial and/or in-kind support. Applicants can track the status of their application directly from their dashboard. Moreover, an instant message functionality allows direct contact with the administrators.
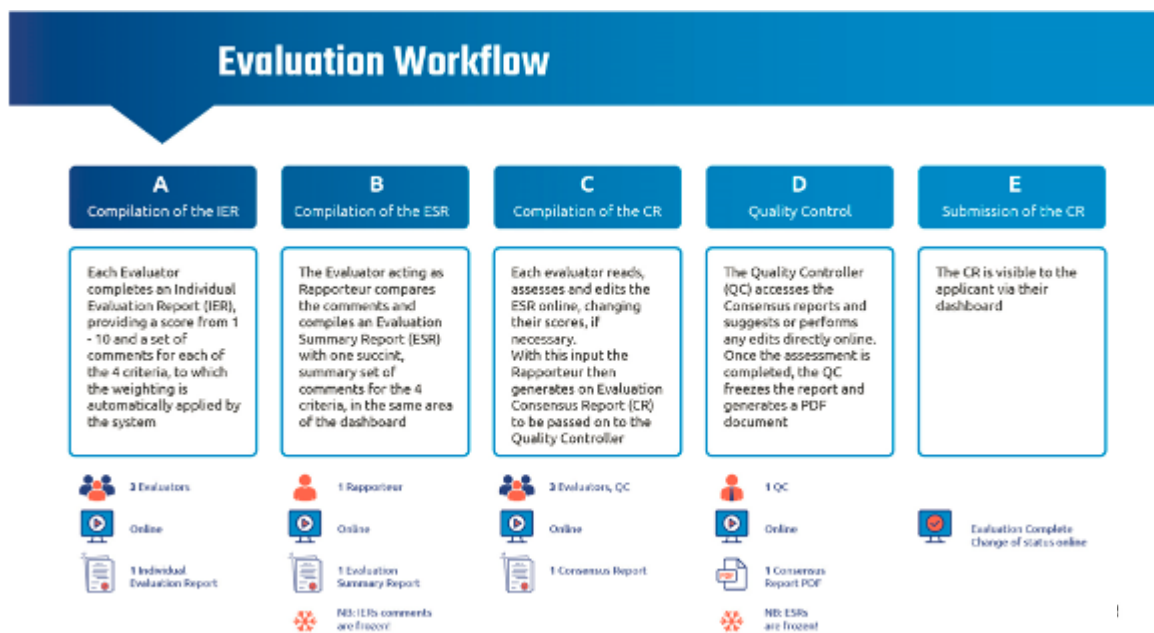
Figure 8 Open Call standard evaluation workflow

Still to be discussed and finalised with the remit of WP2, the evaluation workflow will be performed entirely via the FAIR-IMPACT Financial Support Platform with the allocation of up to three evaluators from a designated pool of project partners to each eligible proposal.

The platform will continue be used during the implementation phase as the primary environment for assessment and monitoring of the funded project' results and to communicate between the project and the successful applicants.

Administration & Funding Requests & Reports. Thanks to the Grants Platform, all the profiles are stored and managed in one single place, allowing the tracking of the information in each single phase of the Open Call workflow. The platform enables easy management of the status of the applications (e.g., eligible, under evaluation, approved, monitored) and the subsequent funding steps are also described.

All open calls will be published via the FAIR-IMPACT website and disseminated widely. The outcome of the calls will be published via the FAIR-IMPACT website within 30 days of the

evaluations being carried out and will include a description of supported applicants, the date of the award, the duration, and the organisation and country of the successful applicants.

4.1.4 Social media

The social media strategy is designed in tiers, each of them aligned with the specific promotional and communication campaigns targeting overall project communication, dissemination of the key results, fostering engagement in project events, coordination and support activities, and promotion of the adoption and implementation activities, namely the open calls and the implementation stories. The social media activity will mostly focus on the project **Twitter**, **LinkedIn,** and **YouTube** channels, providing an instant form of communication with community members and potentially interested people. Through frequent activity and interaction, the outreach team will ensure continual visibility of the project's efforts such as events, news posts, articles, publications, and announcements. Project partners will amplify the social media messages through their own channels.
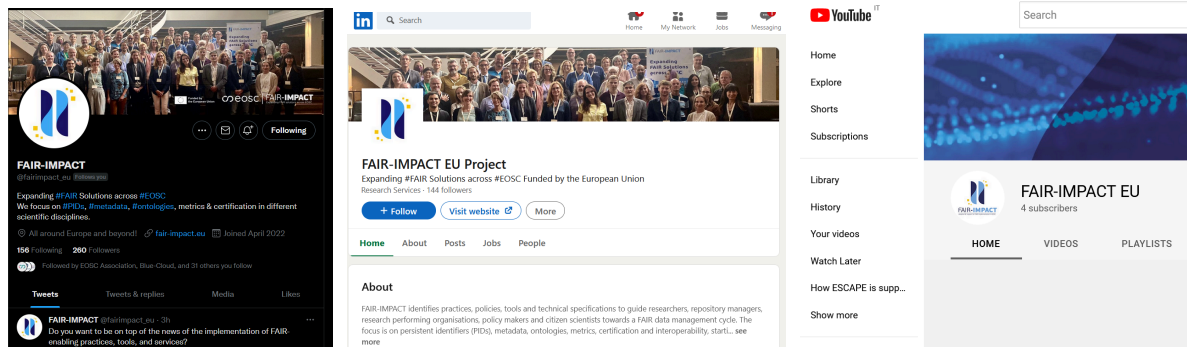
Figure 9 FAIR-IMPACT Social Media cover pages

As of August 2022, FAIR-IMPACT has already over 400 social media followers. The project Twitter profile has reached more than 250 followers, while LinkedIn has over 100 followers. The YouTube account's first video is the interview of FAIR-IMPACT and FAIRCORE4EOSC coordinators[2], which will be promoted in the following weeks. All of the channels are expected to grow in 2022 as the project goes on and starts producing more results.

Action line	KPI to monitor	M6	M36
Social media	Engaging stakeholders via campaigns and one-to-one interactions. Measure: followers across all platforms.	500	>3k

To increase audience reach, appropriate hashtags and handles related to FAIR data, open science and data management will be used, along with ones related to the stakeholder profiles. They will increase the chance of gaining impressions from people that are not connected to the project but have an interest in areas that FAIR-IMPACT works in. An initial

---

[2] https://www.youtube.com/watch?v=VUOeMA725Rw

list of relevant hashtags and handles to use and follow across the project social media channels is provided below.

Category	FAIR Data	EOSC	Stakeholders & Data
Hashtags	#metadata #interoperability #FAIRdata #semantic #FAIRpractices #FAIRprinciples #FAIRness #FAIRsharing	#ESFRIs #EuropeanOpenScienceCloud #EOSC #HorizonEU #EOSChub #EGI2022	#developer #knowledge #OpenScience #datarepositories #certification #libraries #datamanagers #citizenscientists #universities #academia #researchinfrastructures #researchdata #datascience #dataresearcher #datamanagement #datarepositories #datapolicies #digitaldata #datasources #dataintegration #researchdata #datapolicies #datainteroperability
Handles	@Coretrustseal @FAIRsharing_org @FAIRsFAIR @CoreTrustSeal @CODATANews @DataSciSchools @FAIRCORE4EOSC @ontocommons @FAIRplus_eu	@EoscPillar @OpenAIRE_eu @EoscPortal @eoscassociation @EoscLife @EOSC_synergy @EOSC_Nordic @GOFAIRofficial @EOSCFuture	@ExPaNDs_EU @Panosc_eu @RDA_Europe @resdatall @TNC_GEANT @NI4OS_eu @ENVRIcomm @DARIAHeu @BDVA_eu @ELIXIREurope @euatweets @EGI_eInfra @SPARC_EU @GEANTnews @dataverseorg @Eudat_eu @CESAER_SnT @EARMAorg @ScienceEurope @wellcometrust

Table 2 Examples of relevant hashtags and accounts for stakeholder groups on Twitter

4.1.5 Periodic newsletters

FAIR-IMPACT Newsletters will include details about upcoming and past events, as well as opportunities and relevant messages for the FAIR-IMPACT community. Its content will be shaped around the milestone results of the work plan, featuring comments and articles published on the FAIR-IMPACT website.

A newsletter field contact form has been built and implemented on the FAIR-IMPACT landing page, to start building up a valued network database interested in receiving updates about the project. The collection of these contacts comply with the GDPR and the FAIR-IMPACT Privacy Policy[3].

At the time of writing, the FAIR-IMPACT newsletter counts 86 registered users. The FAIR-IMPACT will also consider the open-rate and click-rate of each newsletter sent, to verify the success rate of this activity.

---

[3] https://fair-impact.eu/privacy-policy-full

Action line	KPI to monitor	M6	M36
Bi-monthly newsletters	Disseminating FAIR-IMPACT results and activities via email in a reader friendly format. Measure: # of newsletters published.	3	18

Table x - KPIs related to FAIR-IMPACT newsletters

4.1.6 Press Releases

Press releases will be produced and distributed to media partners any time the project will need to share content that's newsworthy. The first press release about the outcomes of the kick-off meeting was already published in M1 and distributed across EOSC and other relevant channels.

Action line	KPI to monitor	M6	M36
Press Releases	Dissemination of newsworthy project summaries to engage relevant media and publishers. Measure: # of press releases sent.	1	5

4.2   Key results (dissemination, uptake, and accessibility)

This campaign is aimed at ensuring widespread engagement of target stakeholders with the project outputs and increasing accessibility and uptake of the project results. In this case specific target stakeholders will be addressed, namely Data Service Providers, including Repository and PID services (DSP); Research Communities and Infrastructures (RI); Research performing Organisations (RPO); Individuals in Science (IiS); Citizen Science Organisations (CSO). All the other stakeholders will also be kept informed of the project results and outputs.

4.2.1 Dissemination of research outputs

The dissemination of the project research outputs will be done via different resources.

Open Research Europe (ORE), the open access publishing platform of the European Commission for all disciplines, for research stemming from Horizon Europe https://open-research-europe.ec.europa.eu/. A selection of FAIR-IMPACT publications, articles and selected implementation stories will be designed and submitted for peer-review publication to the ORE platform. FAIR-IMPACT papers will be published as preprints meeting the standards and quality checks certified by the platform managers. Furthermore, the publication will be indexed in ZENODO and progressively in other major bibliographic databases that accept ORE for indexing. In particular, the consortium will investigate if FAIR-IMPACT Implementation stories can be published under the "case studies' ORE category and the templates for producing such stories will be aligned with the criteria for publication in ORE.

OA Repositories. According to the FAIR-IMPACT DMP plan, all public documents and reports as well as data and software will also be published on **Zenodo**, the general-purpose repository for multidisciplinary research results, that will allow FAIR-IMPACT to analyse number of views, citations and downloads per each publication. **Github** will also be exploited for software, and linked to enodo for preservation and DOI creation.

EOSC Portal. The resources offered by the EOSC portal will also be exploited. In particular, the EOSC Future project started producing a series of [EOSC in practice stories](#) and making them available via the EOSC Portal. FAIR-IMPACT will investigate with the EOSC Future team how to align on a series of 'FAIR enabling' short stories to be published on the EOSC Portal, as entry points to the longer stories deposited on the ORE platform.

Open peer-review scientific journals and collections. When not published at ORE, FAIR-IMPACT will consider publishing scientific papers in other platforms, such as CODATA Data Science Journal[4], Patterns[5] and International Journal of Digital Curation[6].

Horizon Results Platform. Last but not least, a Key Exploitable Result template for each relevant output will be filled and shared via the **EC Horizon Results Platform portal**, making project results more visible to the European audience, as well as assisting FAIR-IMPACT in defining sustainability and exploitation opportunities for the results.

Action line	KPI to monitor	M6	M36
Dissemination of research outputs	A ZENODO community will be used to OA deposit publications, data and software Measure: avg. downloads per individual resource.	n/a	300
GitHub	Source code will be shared via GitHub and preserved via Software Heritage. Measure: % of overall Zenodo software records linked to Github	n/a	25%
Scientific papers and articles published	Peer reviewed articles published in ORE or other scientific journals. Measure: number of peer reviewed articles	0	8
	FAIR-IMPACT Implementation stories published in the ORE "case studies' and/or as EOSC in practice stories in the EOSC Portal	0	30

4.2.2 Knowledge Hub

A FAIR-IMPACT Knowledge Hub will be set-up and made available from the FAIR-IMPACT website to facilitate engagement with project outputs, and serve as a gateway for collaboration and coordination activities. The Hub will be a well structured registry with easy to find materials and will work as a catalogue of relevant FAIR related resources coming out

---

[4] https://datascience.codata.org/

[5] https://www.cell.com/patterns/home

[6] http://www.ijdc.net/

from the FAIR-IMPACT project as well as from all the other relevant EOSC and FAIR network of initiatives, projects, and infrastructures.

In order to properly plan, design, and set-up the Knowledge Hub, a specification gathering phase will be started with WP7 members to outline any similar existing catalogues, to agree on the type of items to be included (documents, data, sw, etc.) and the necessary metadata to associate, to identify the content uploading mechanisms and user roles within the FAIR-IMPACT consortium and eventually for external users, the sharing and reproducibility mechanisms, the citing mechanisms and the comment/reviewing mechanisms for the items published in the catalogue. User experience and KPIs for visibility, accessibility, and download of materials will also be clarified.

In particular, an initial brainstorming session was already organised during the Kick-off meeting in June 2022 in Amsterdam. A Mentimeter session identified some must-have functionalities and some to avoid in terms of design of the Knowledge Hub. They are summarised below:

MUST HAVE / FUNCTIONS	WHAT TYPE OF ITEMS SHOULD PROVIDE
- A clear structure with good search function and filtering options - Multichannel structure - Must be linked to existing knowledge hubs / catalogues - Must reuse something already existing and live beyond the project - Useful documentation - A clear user community - Clear metadata - Must be easy to navigate and with short reads - IA, links, - Search facility by projects and topic - Chat function - A Map of how to use the Hub itself - A process for externals to contribute	- FAIR Knowledge tutorials maintained in RDMKit and FAIR Cookbook - Information about relevant institutions, projects and people behind them, with contact information - Tips of DOs and DON'Ts in FAIR - Publications - News - List of FAIR tools - examples, use cases, recommendations

Table 3 Knowledge Hub first set of specifications

In addition, one clear suggestion is to look at current examples of catalogues and hubs already in place. A first list of reference projects and portals to look at includes:

- Open Research Knowledge Graph
- RDA Outputs projects
- FAIRsFAIR Hub
- ELIXIR RDMKit
- EOSC Future Knowledge Hub / EOSC portal
- EOSC Nordic
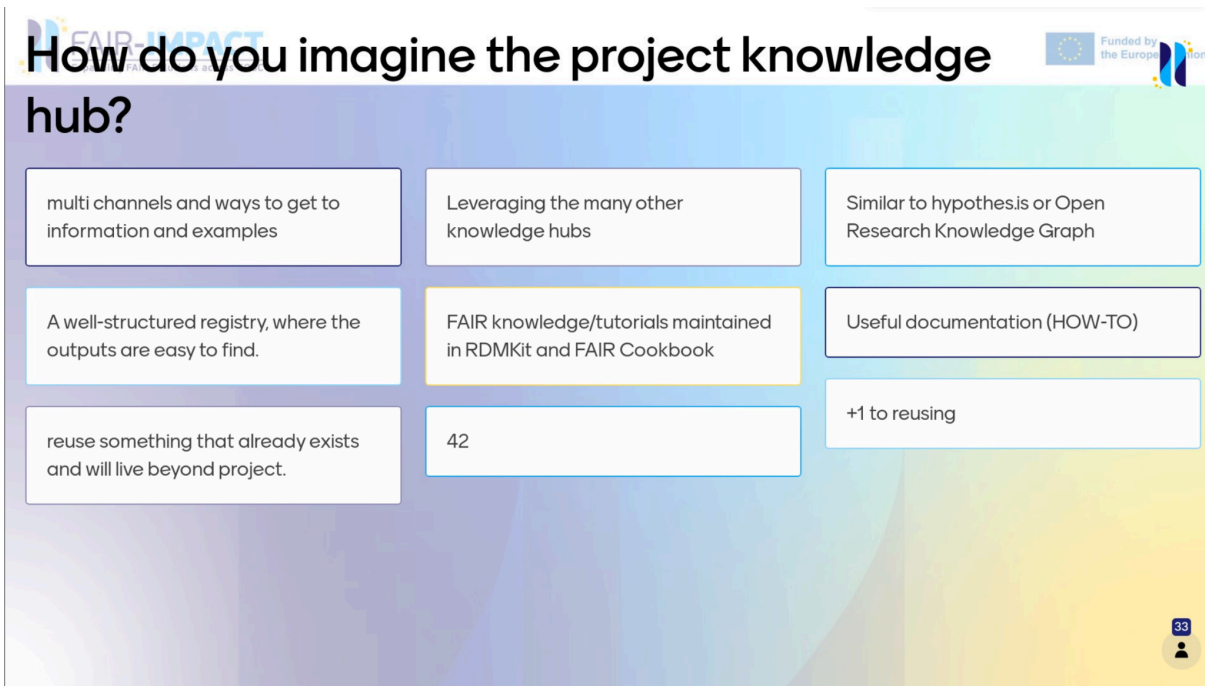
Figure 10 sample suggestions about how to conceive the knowledge-hub received during the WP7 brainstorming session at the Kick-off meeting

The overall performance of the Hub will be measured by the number and type of content items uploaded and available there and the number of sessions accessed per month by external users.

Action line	KPI to monitor	M6	M36
Knowledge Hub	Measure: sessions/month.	0	600

4.2.3 New Media and Multimedia

Given the nature of the project and the interest in producing narrative story telling to be shared and distributed to target communities, writing, editorial pieces including reports, articles blogs and short readings will be the preferred channel to vehiculate FAIR-IMPACT success stories. That said, video and written interviews, video pills, animations and GIFs and digital branding materials will be implemented in a timely manner, when relevant to promote the project outputs, targeting specific audiences and promoted on social media and via newsletters. Podcasts can also be considered.

4.3   Implementation stories and associated activities

Tasks 7.4 will work in close collaboration with WP2, namely with the FAIR Implementation team, to ensure promotion of the engagement and adoption campaigns running for RPOs, Repositories and Data Service Providers and national level institutes. The support in

designing, planning and producing implementation stories and in organising target implementation workshops is the core of this collaboration.

4.3.1 FAIR implementation stories

FAIR implementation stories will encourage new research communities, national level initiatives, and other stakeholders to engage with EOSC and enable FAIR, by providing useful examples, collected and curated in the form of narrative stories. These describe adoption and implementation of FAIR-enabling practices, with a focus on initiatives supported by the project's portfolio of collaboration and coordination activities.

The stories will be produced in close collaboration with the FAIR Implementation Team and EOSC FAIR Champions to identify the most useful and illustrative examples. Stories produced in the latter half of the project will emphasise impacts achieved thanks to engagement with FAIR-IMPACT, as all stakeholders selected through open calls and supported by grants will be required to produce **a** FAIR implementation story.

Each story will contain a Key Impact Pathway section presenting unique contributions to the expected impacts and outcomes for the project. The stories will be openly accessible via ZENODO and contain concrete recommendations and learnings.

Action line	KPI to monitor	M6	M36
FAIR implementation stories	FAIR implementation stories will provide guidance, incentives, and inspiration for new stakeholders to engage with EOSC and enable FAIR. Measure: # of unique stories published.	0	>50

4.3.2 Video pitches & interviews

To complement the narrative FAIR implementation stories, a series of videos will also be realised in collaboration with WP2 to introduce the initial solutions that the Integrated Use Case partners have brought into the project. These would be brief while catching video pills to show what solutions are available for different use cases and users and at the same time will promote the open calls by showing what people will be able to adopt and trial in their own context.

4.3.3 FAIR implementation workshops

A series of open FAIR implementation workshops will be organised to support a broader cohort of stakeholders in addition to those who receive direct financial or in-kind support to become more FAIR-enabling. The workshops will be tailored to the three stakeholder groups listed below and be coordinated by WP2.

- **Research Performing Organisation** staff to support them in supporting researchers to produce and reuse FAIR data (T2.3);
- **Repositories and data service providers,** to self-assess their current FAIR-enabling capabilities and support them increasing these capabilities in a structured way (T2.4);
- **Senior management and policy makers** at the national level, to make EOSC more beneficial at that level (T2.5).

Recordings of each of each workshop will be made openly accessible via the FAIR-IMPACT website following the event.

Workshops are a means of engaging with various stakeholders communities and transferring knowledge and information. The workshops will focus on providing key messages and signposting to solutions and resources relating to FAIR data production and reuse that augments local support and increases uptake among researchers. An emphasis will be placed on reaching those organisations that are currently less actively engaged with EOSC. A tentative plan for these workshops is sketched below, to be further evolved as long as WP2 activities progress.

Target stakeholder	Tentative time	KPIs	Output
Research Performing Organisations	March-May 2023	Number of RPOs engaged	post event report / short publishable report / case study
(Meta)Data Service Providers including Repository & PID Services (DSP)	June-Sept 2023	Number of Repositories engaged	post event report / short publishable report / case study
Policymaking Organisations (PO)	Oct 2023 - Jan 2024	Number of PO organisations engaged	post event report / short publishable report / case study

Table: FAIR Implementation workshops draft plan

WP7 will support in *promoting the open calls* via relevant channels and multipliers networks (e.g. the EUA and ESFRIs), in *organising the workshops* from a logistics as well as content point of view, and in ensuring *visibility to the supported actors afterwards*, as well as *further availability of the in-kind support outputs* in the form of implementation stories and training and supporting materials relevant for other stakeholders (guidelines, FAQs, checklists).

4.4   Collaboration and coordination mechanisms

The actions included in this campaign aim at recruiting the diverse group of stakeholders as ambassadors, multipliers, and disseminators of the FAIR-IMPACT output via a few diverse yet complementary activities, spanning from the Synchronisation Force workshops, to the call for FAIR Champions, and the organisation of a series ofNational Roadshows boosting dissemination and impact of the FAIR-IMPACT solutions at national and regional level. Target stakeholders for these actions are all the actors in the EOSC and FAIR ecosystems, the

national level initiatives and the Research Communities and Infrastructures. The concertation activity that the EOSC Association is implementing with the EOSC related initiatives (via the EOSC Focus project) will be instrumental and beneficial for a smooth alignment with the other initiatives. Therefore close collaboration and exchange with the EOSC Association will be ensured.

4.4.1 Synchronisation Force workshops

Built on the successful Synchronisation Force series from the FAIRsFAIR project, FAIR-IMPACT will continue maintaining a dialogue for collaboration and harmonisation with various projects, initiatives, and actors in both EOSC and FAIR ecosystems to reduce redundancy and ensure that solutions are more widely promoted and sustainable and can be transferred to the relevant EOSC Partnership and current and future EOSC stakeholders.

Background: about the FAIRsFAIR Synchronisation Force

The FAIRFAIR Synchronisation Force was set up to maintain a dialogue across the EOSC and FAIR ecosystems so as to maximise collaboration, minimise duplication, and promote adherence to Turning FAIR into Reality (2018), the final report and action plan from the European Commission expert group on FAIR data. Three workshops were organised between 2019 and 2021 to survey the state of activities towards implementing the recommendations outlined in the *Turning FAIR into Reality* report, and to provide indicators of the amount of activity being undertaken. FAIRsFAIR brought together representatives of INFRAEOSC-5 projects, ESFRI clusters and e-infrastructure projects, the EOSC Association Board of Directors, the FAIRsFAIR European Group of FAIR Champions and High-Level Advisory Committee, as well as project officers of the European Commission, to share information on their FAIR-oriented activities and to discuss commonalities and priorities. The outcome of this activity was collected in three reports and a white paper summarising 8 recommendations mapped against three priorities identified in the Strategic Research and Innovation Agenda of the EOSC (SRIA).

FAIR-IMPACT will maintain and evolve the Synchronisation Force, whose **core working team** is made of an internal cross-WP group of 2 representatives per WP and chaired by DANS and Trust-IT tasked with establishing the dialogue.

The SF functions as a coordination mechanism to engage stakeholders responsible for implementing a FAIR EOSC, ensuring compliance with its Rules of Participation (RoP), alignment with the guidelines established by the EOSC governance bodies, and engagement from the user base. In order to do so, over the course of the project the Synchronisation Force will organise **three online synchronisation workshops** bringing together FAIR and EOSC ecosystem projects, infrastructures, and initiatives in Europe to assess the progress of work related to FAIR-IMPACT focus areas and SRIA objectives. Each workshop will result in a report. Collectively, these will form the basis of a **white paper (D1.3)**, providing recommendations for alignment and synchronisation around FAIR practices.

The three synchronisation workshops will be by invitation with the purpose to ensure active engagement of key representatives of the current initiatives ongoing in the EOSC framework

(see stakeholders in chapter 3), being the human component of paramount importance for the success of the workshops. The members of the HLAC and the EOSC FAIR Champions will also be invited.

Role in EOSC	Projects, initiatives, bodies and actors to invite
EOSC Governance	EOSC Association, EOSC Tripartite collaboration
EOSC Advisory Groups	EOSC Task Forces: - PID policy and implementation - FAIR metrics and data quality - Semantic interoperability - Researcher engagement and adoption - Technical interoperability of data and services - Long-term data preservation
HORIZON-INFRA-2021-EOSC-01 projects	FAIRCORE4EOSC, EOSC FOCUS, WorldFAIR, Skills4EOSC, BY-COVID, EOSC4Cancer, FAIR-EASE, EuroScienceGateway, RAISE, AI4EOSC
ESFRI Cluster projects	ESCAPE, ENVRI-FAIR, SSHOC, PaNOSC, EOSC-Life
FAIR IMPACT bodies	HLAC, FAIR Champions
*Regional/National EOSC Projects and Structures**	*EOSC ongoing 5b projects, <u>EOSC National Structures</u>, NOSCI, National Research Data Infrastructure initiatives*
*EOSC Core Horizontal initiatives**	*EUDAT, EGI, DICE, RDA, OpenAIRE, GéANT, OpenScience Communities*

To be invited as auditors and/or keynote speakers or moderators of session more than to actively contribute to the working meetings. Their engagement is meant to have them following the discussions and reporting back to their communities

Table 4 tentative list of stakeholders to be invited to collaborate in the Synchronisation Force workshops

The SF core team will officially be appointed and start its work in September 2022. The first decisions to be taken will revolve around:

- *What benchmark to consider for the FAIR assessment activity.* The *Turning FAIR into Reality* (TFiR, 2018) recommendations still being a valid starting point, but the evolving landscape will require the Force to consider new recommendations to discuss and analyse with the community
- *How to structure the Synchronisation Force Workshops.* The lightweight, collaborative approach chosen during the 2019-2021 editions of the events turned out to be effective, thus it is recommended to replicate it. Elements of novelty will anyhow be discussed and introduced, such as presentation and pitch sessions; domain specific sessions; keynote speeches from third party actors; pre-recorded informative videos; etc …

4.4.2 EOSC FAIR Champions (EFC)

FAIR-IMPACT will onboard a group of 12 EOSC FAIR Champions that will act as ambassadors, engage their community, and advocate for adoption of the project results. Champions will also help to facilitate national roadshows in their country and contribute to the development of FAIR implementation stories.

The candidate Champion profile: The FAIR Champions are highly visible experts actively engaged in analysing and shaping FAIR data policy and practice in their field. They are engaged in identifying research data gaps and needs within their communities, to create broader engagement with FAIR, and to shape and disseminate the outcomes of the FAIRsFAIR project.

FAIR-IMPACT will look for Champions who have broad expertise in FAIR policy or practice, bring strong research data advocacy experience and excellent communications skills, are driven to help mobilise others to generate more FAIR data on a policy and/or practice level, and are keen to share best practice. In putting together its team of Champions, FAIR-IMPACT will ensure gender diversity, a balanced geographical and stakeholder representation, and broad interdisciplinary expertise across FAIR policy and practice.

12 EOSC FAIR Champions will be selected via an open call to be launched in Autumn 2022, in order to have the group set-up and running in March 2023. The Open call will be run via the FAIR-IMPACT Grants platform. Once selected, Champions will sign a Terms of Reference and will be periodically updated via emails and online meetings. Among the support activities envisaged from the Champions, we can already include:

1. Actively engage with their community on FAIR-IMPACT developments and advocate for results to be adopted and applied in the community using a range of methods/media;
2. Meet periodically, through conference calls, promoting a holistic vision of FAIR, strongly encouraging multi-view discussions and addressing the ethical and regulatory aspects at hand with the technological aspects and the end users' perception;
3. Meet face-to-face during the project timeframe in conjunction with the FAIR-IMPACT physical conferences; travel reimbursement will be provided by the project;
4. Actively promote the FAIR-IMPACT open calls through their communities and networks;
5. Provide ideas for the implementation stories and facilitate their development and execution;
6. Participate in webinars as invited speakers and contribute valuable content in any physical meetings/workshops/events organised;
7. Eventually contribute or review project relevant deliverables and documents, according to their skills, interests, and availability.

4.4.3 National roadshows

At least 6 National roadshows will be organised during the project timeframe to foster connections with initiatives in underrepresented countries in EOSC. Locally embedded contact points will be leveraged such as: National Open Science Cloud Initiatives (NOSCIs),

the EOSC National Structures identified by the study *"EOSC National Structures: an overview of the national EOSC coordination and engagement mechanisms in Europe (October 2021)"*[7], the NOSCI, former RDA Europe National Nodes, OpenAIRE NOADs, national level digital repositories, and via the EOSC FAIR Champions.

The roadshows will extend the current network beyond the projects and initiatives that FAIR-IMPACT already collaborates with, by establishing another platform to promote FAIR recommendations, good practices, and assessment tools.

The National Roadshow model. To structure and facilitate the organisation of the events, a well-structured approach will be adopted and replicated across the series, which includes the following:

● **Facilitator at country level.** As a first step, one or more national facilitators will be identified at the start, chosen strategically to identify the topic of the event, the target community and the channels for promotion. National facilitators can include any type of FAIR-IMPACT stakeholders universities and will be coupled with a representative of FAIR-IMPACT outreach & dissemination team.
● **Semi-structured agenda.** A combination of fixed and optional modules will be provided to the facilitators and event organisers to start drafting the event agenda.
● **National topic & target stakeholders.** The topic of each roadshow will be adapted to the needs and level of awareness of the national target audience.
● **Reuse of materials.** FAIR-IMPACT presentations will be at the disposal of colleagues across the roadshows. This will ensure effort and knowledge optimisation, and efficiency in the event organisation. Collaboration and sharing of the materials will be central to the organisation of the roadshows.
● **Flexibility.** Language, agenda, registration process, and location will be adjusted to accommodate facilitators and participant needs.

 The roadshows will be designed and thought of as online events. In the case that a physical event is already taking place in a country and logistics and accommodation support is already provided by the local facilitators, the organisation of a physical workshop can also be considered.

The primary audience of the National Roadshows will be the countries not yet fully represented in the EOSC and FAIR Ecosystem; National Level Initiatives; Research communities and Infrastructures in the various countries.

4.4.4 EOSC-01-03 project alignment: the collaboration with FAIRCORE4EOSC

FAIR-IMPACT has sought alignment with the "sister" project FAIRCore4EOSC from an early stage: fulfilling the mandate deriving from the two calls for proposals, the two projects aim to collaborate closely through a series of mechanisms, tools, and actions:

---

[7] EOSC National Structures: an overview of the national EOSC coordination and engagement mechanisms in Europe. October 2021, https://doi.org/10.5281/zenodo.5602949

- **Regular coordination meetings:** the two projects started bi-weekly meetings already during the grant preparation stage;
- **Kick-off meeting:** the two projects, sharing a number of partners, had their kick-off meeting co-located in Amsterdam on 27-30 June 2022. A news piece on the kick-off meetings and synergies between the two projects can be found here.
- **Joint FAIR- IMPACT - FAIRCORE4EOSC Communications Task Force:** close exchange will be ensured between the communications teams of the two projects (both led by Trust-IT) who are meeting every two weeks to align on approaches (e.g. with regards to adapting to the proposed EOSC-Association branding and materials produced), share ideas, collaborate on events and engagement actions and ensure an effective exchange of information towards both the communication teams as well as all the project members.
- **Technical Bridging Team (TBT):** The TBT leads and ensures the technical alignment between FAIR-IMPACT, FAIRCore4EOSC, EOSC Future, and the EOSC Association. TBT members are appointed for the duration of the project and are led by a rotating annual chair. The TBT members participate in regular online meetings and gather for a face-to-face meeting organised in connection with a major conference or workshop.
- **Synchronisation Force (SF):** The SF is an internal cross-WP team tasked with establishing a dialogue among the various projects, initiatives, and actors in both the EOSC and FAIR ecosystems, including the FAIRCore4EOSC project. The SF functions as a coordination mechanism to engage stakeholders responsible for implementing a FAIR EOSC, ensuring compliance with its Rules of Participation (RoP).

The envisaged collaboration between the projects was at the core of a video interview that was recorded with Ingrid Dillo, coordinator of FAIR-IMPACT, and Tommi Suominen, coordinator of FAIRCORE4EOSC during the kick-off meeting in Amsterdam.

A FAIR collaboration explained by Ingrid Dillo (FAIR-IMPACT) & Tommi Suominen (FAIRCORE4EOSC)

FAIR-IMPACT Events

Figure 11 preview of the video interview with Ingrid Dillo, coordinator of FAIR-IMPACT, and Tommi Suominen, coordinator of FAIRCORE4EOSC, recorded during the Kick-off meeting in Amsterdam, June 2022

5 FAIR-IMPACT events

A series of target events will be organised in the course of the project with clear objectives, stakeholder audience and expected outputs in mind. WP7 will ensure that each event will have dedicated support *before* the event for its organisation (agenda set-up, engagement of the speakers, event web pages including registration procedure), its promotion across target stakeholders (ensuring social media visibility, DEM and press campaigns); live support *during* the event including logistic support for both hybrid and virtual events and live social media posting; and *after* the event ensuring coordination of post-event reporting and publication and promotion of the event proceedings and other materials.

Given the collaborative and flexible nature of FAIR-IMPACT, preference will be given to the organisation of virtual events. A draft list of the FAIR-IMPACT events scheduled for the first 12 month is provided below.

Event title (even draft)	Tentative time	WP related	Purpose/ Objective	Target audience
FAIR-IMPACT Kick-off Meeting - Hybrid	June 27th-28th (delivered)	WP1 (Leading)/WP7/all	Kick-off project work; network; discuss on planning, implementation and project management mechanisms; explore alignment with EOSC-A, FAIRCore4EOSC and other relevant initiatives.	Project partners, European Commission, EOSC-A, FAIRCore4EOSC, project partners who are also leading/are involved in relevant initiatives.
Synchronisation Force 1st Workshop - Virtual	November 2022	WP1/WP7	Assess the progress of work related to FAIR-IMPACT focus areas with key FAIR EOSC projects and initiatives	FAIR and EOSC ecosystem projects, infrastructures and initiatives in Europe
Cascading grants information sessions - Virtual	Indicatively 2 months prior to the launch of each call - first one in November 2022	WP2	Promoting the open calls	Data Service Providers; Research Infrastructures; Research Performing Organisations; Individuals in Science; Citizen Science Organisations

Funded by the European Union

31 | Page

Event title (even draft)	Tentative time	WP related	Purpose/ Objective	Target audience
FAIR Implementation workshops - Virtual	2023	WP2	Provide target support upon request via an open call to enable FAIR within specific stakeholder groups	Research Performing Organisations, (Meta)Data Service Providers including Repository & PID Services (DSP), Policymaking Organisations (PO)
PID policy alignment workshop - Virtual	November 2022	WP3	Initial mapping of EOSC PID policy recommendations for FAIR-IMPACT stakeholder groups	Stakeholders
(3.1) PID Providers workshop - primarily in person (and hybrid for those who may not be able to attend in person)	November 2022, in colocation with the EOSC symposium	WP3	Gather feedback for the MS3.1 Joint value proposition by relevant PID providers (M10)	PID providers

Table 5 FAIR-IMPACT events scheduled for M1-M12

5.1 Third party events

FAIR-IMPACT partners will actively participate in relevant third party events as speakers, organising sessions or workshops, presenting posters or giving talks. A non-exhaustive list of the events identified as relevant for 2022 and 2023 is provided below.

Event title	Typology	Start date	End date	Venue
AgroHackathon 2022: FAIRness assessment	Physical event	8/29/2022	8/30/2022	Montpellier, France
EUDAT Conference 2022	Physical event	9/13/2022	9/15/2022	Athens, Greece
1st Workshop on Ontologies for FAIR and FAIR Ontologies (Onto4FAIR)	Physical event	9/13/2022	9/15/2022	Vienna, Austria
CLARIN Annual Conference	Hybrid event	10/10/2022	10/12/2022	Online + Prague, Czechia
Science Europe Open Science Conference 2022	Hybrid event	10/18/2022	10/19/2022	

FAIR Digital Objects	Physical event	10/26/2022	10/28/2022	Leiden, the Netherlands
NFDI4Ing Conference	Virtual event	26/10/2022	27/10/2022	Online
EOSC Symposium 2022	Hybrid event	11/14/2022	11/17/2022	Online + Prague, Czechia
EBDVF2022	Hybrid event	11/21/2022	11/23/2022	Online + Prague, Czechia
RDA 20th Plenary**	Hybrid event	3/21/2023	3/23/2023	Online + Gothenburg, Sweden
International Data Week/RDA Plenary	Physical event	10/23/2023	10/26/2023	Salzburg, Austria
Open Science FAIR 2023	Physical event	10/23/2023	10/27/2023	Kigali Convention Centre in Rwanda

Table 6 third party events of relevance for 2022-2023

RDA 20th Plenary. At the time of writing, discussions have started with RDA about the possibility to combine forces in an initiative to celebrate RDA's 10th anniversary in 2023. An initial idea foresees the collaboration with the hosting organisations of past RDA Plenaries in the different countries/regions and co-locate FAIR-IMPACT National Roadshows, so to "go around the globe" and beyond the original European dimensions of the events by leveraging on resources and connections provided by the RDA community and featuring in co-organised webinars the local successes of implementing FAIR.

6   Monitoring and assessment

Evaluation of the Communication and Marketing activities will be based on several points. Key Performance Indicators (KPIs) are tracked on a monthly basis monitoring the dissemination, communication, papers submission and presence/organisation at events. Five monitoring trackers have been built based on the reporting forms available on the EC funding and tenders portal entry point for participants in funded projects. By using them as a benchmark, it will smooth the reporting process and ensure that the communication and dissemination activities are properly reported. Instructions about how to track the activities have already been shared with FAIR-IMPACT partners.

Tracker	Description
Publications	Papers, articles and other publications published by FAIR-IMPACT consortium partners
Dissemination Activities	Performed activities to reach target audiences, that is, any potential user of the project results. These activities can be: Clustering Activities, Collaboration with EU-funded projects, Conference, Education and Training Events, Meetings, Other Scientific Collaboration, Other Scientific Cooperation, Other
Communication Activities	Performed activities to reach a wide audience, that is, not just aimed to reach potential end-users, but the general audience, including media and general public. The aim is to promote the project in general and its value-added and not just the project results. Examples of some communication activities are visual identity (e.g. logo), public website, flyers, social media, videos, press releases, etc
Events	Events organised under FAIR-IMPACT and also all third-party events (events not organised by FAIR-IMPACT) where FAIR-IMPACT had visibility (e.g. poster, exhibition stand, lightning talk, panel discussion, presentation, paper submission etc)
KPIs	General KPIs related to communication and dissemination activities

Table 7 FAIR-IMPACT list of Monitoring and Assessment trackers

An online visual Dashboard will also be set up to measure the online presence and the community engagement in real-time, as well as allow users to visualise trends and compare overtime performance of FAIR-IMPACT website and social media channels.

7   Conclusions and next steps

This document describes the "Dissemination, exploitation and communication Plan" of FAIR-IMPACT, as part of "WP7 - Dissemination, exploitation and communication" and aims at orchestrating a series of dissemination, exploitation, and communication actions organised around four different engagement campaigns to ensure the FAIR-IMPACT objectives and impacts are achieved.

This document is agreed upon with all the FAIR-IMPACT WP7 partners and constitutes a plan to deliver a series of activities to which all partners, according to the effort indicated in the FAIR-IMPACT work plan, commit to contribute.

The plan covers the period from M3 (August 2022) to M12 (May 2023), when the second release of this deliverable is scheduled (MS7.2 - M12) . This new release will report all the activities performed between M1 and M12 and will plan from M13 through M36.