



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 REPORT V1

Coordinator: T6 Ecosystems srl
Quality reviewer: Ilaria Baroni

Deliverable nature	REPORT
Dissemination level	PUBLIC
Work package and Task	WP7, TASK 7.2
Contractual delivery date	M15 (30 April 2020)
Actual delivery date	M16 (May 2020)

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Abstract	The document reports about stakeholder engagement, dissemination and communication activities in the first half of the ACTION project (until Month 15), monitors their success and defines adaptations in relation to planned activities where necessary.
Keywords	Dissemination and communication activities, monitoring of outreach

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How to quote this document

Passani, A., Firus, A. Amendola, V. (2020), Dissemination and community building report v1

TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
1 INTRODUCTION	5
2 ACTION DISSEMINATION, COMMUNICATION AND NETWORKING ACHIEVEMENTS IN THE FIRST 15 MONTHS OF THE PROJECT	6
2.1 Overview	6
2.2 ACTION identity and brand	7
2.3 ACTION website	7
2.4 ACTION social media	9
2.4.1 ACTION Twitter account	9
2.4.2 ACTION Facebook page	11
2.5 Newsletter	14
2.6 Videos	14
2.7 Partners websites, blogs and other dissemination channels	14
2.8 ACTION factsheet	15
2.9 Publications and events	15
3 COMMUNITY BUILDING-RELATED ACTIVITIES AND ACHIEVEMENTS AND PARTNERSHIP WITH OTHER EU PROJECTS	17
4 MONITORING OF KEY PERFORMANCE INDICATORS	18
5 CONCLUSIONS	22
6 REFERENCES	23
ANNEX I: UPDATED DISSEMINATION AND COMMUNITY BUILDING STRATEGY	24

EXECUTIVE SUMMARY

This report presents the achievements of the ACTION communication, dissemination and networking activities after 15 months of the project (end of April 2020). It covers the analysis of all channels used, both online and offline. This includes the project website, the social media channels, the newsletter, the realised videos, printed materials, presentations at events through talks and posters, scientific publications, networking activities with other projects and the ACTION community. It also shows the performance of communication and dissemination activities towards the KPIs defined in the DoA which can be considered successful and mostly in line with the planned target numbers. Some targets have been achieved by large (e.g. the outreach of the videos). Some improvements in regard to communication through articles and other media outreach are necessary and measures to do so are suggested in Annex I.

With the report, the reader gets an overview on the variety of implemented activities that should ensure that the ACTION project is visible and becomes an important player in the citizen science community.

The analysis in this report was taken into consideration for the update of the Dissemination and Community building strategy (D7.1) which can be found as Annex I.

1 INTRODUCTION

This report presents the achievements of the ACTION communication, dissemination and networking activities after 15 months of the project (from February 2019 to the end of April 2020).

It presents the activities and the results of the implementation of the dissemination and engagement plan (D7.1) by analysing the outreach of the channels and tools that the project uses to reach the target groups defined in D7.1. It also presents the achievements towards the Key Performance Indicators so far. All this allows a mid-term evaluation of the communication, dissemination and networking activities and is a basis for adjustments of the strategy: an update of our strategy (D7.1) is attached as an Annex.

The document is the second 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.

The report is also providing further details on the WP7 activities description in the first official progress report.

2 ACTION DISSEMINATION, COMMUNICATION AND NETWORKING ACHIEVEMENTS IN THE FIRST 15 MONTHS OF THE PROJECT

2.1 Overview

The dissemination, communication and networking (community building) activities of the ACTION project in the first 15 months can be divided in the following phases:

In the first six months the project consortium laid the foundation for starting to disseminate the project to the outside world by:

- defining the dissemination and community building strategy, including the plan for activities;
- discussing, developing and deciding on the branding;
- setting up the most important online channels (project website and social media accounts). This included also the set-up of an internal news creation process involving all the partners of the consortium;
- realising the 1st version of the project factsheet and other materials (e.g. poster lay-out, ppt template, etc.);
- establishing contact and collaboration agreements with the sister projects, and in particular with the coordination action EU-Citizen.Science;
- collecting, among the consortium members and their networks, a list of interesting contacts within the defined target groups and with this creating the ACTION community.

In the next phase (months 6 to 9) activities started and focused on the promotion of the 1st Open Call (including information about the project). For this, a promotion pack was created, including a postcard both in electronic and paper form, a banner, two short videos, an email format to be used by all the partners for promoting the call through their contacts, Twitter and Facebook post templates again to be used by project partners following an agreed calendar for posting, a standard PPT presentation presenting the project, the call and the submission procedure and a dedicated dissemination strategy for the Open Call in particular with internal deadlines and the division of work among project partners. This led to an intensive promotion through the project website, the ACTION social media channels, the newsletter and through networking activities of all partners in their communities, both online and via face to face events. A paid advertisement campaign was also carried out on Facebook in order to support the Call-related information to reach new contacts at EU level. In addition, dissemination activities both on the level of the ACTION pilots as well on general project started, reporting on first activities and results.

During a third phase (month 9 to 15) the chosen new ACTION pilots from the 1st Open Call round were presented and promoted together with the Accelerator kick-off meeting in Berlin in February 2020. Additionally, a more prominent presentation of project results was realised through the further development of the project website with the Toolkit, Accelerator and Masterclass pages.

Throughout all phases scientific dissemination was an important project activity with the publication of first peer-reviewed articles, and presentations and posters at conferences.

In the next chapter details on the single activities and related statistics are presented, followed by the summarising table of key performance indicators and achieved figures.

2.2 ACTION identity and brand

The ACTION identity was realised in a co-design process with the entire ACTION consortium. It started with a dedicated session during the project kick off meeting in February 2019 and was continued online. On the basis of this process, several logos were developed and the consortium voted for the one presented in the following Figure 1:



The logo is used throughout all dissemination materials and channels and became a well-established symbol of the project.

More information on the branding co-design process and the logo itself is described in D7.1. In order to support project partners in using the project logo (and also the EC-related logos and disclaimer) in a consistent way, a Project Identity Handbook was developed.

2.3 ACTION website

The ACTION website (actionproject.eu) is the main online dissemination tool, together with the social media channels. The ACTION website is presenting the project and its on-going activities as well as key results and outputs. A particular aspect is that it is the official information hub and applications entry point for the ACTION Open Calls.

News are posted every week, divided in two categories: news from the partners' projects and news from the Citizen Science world.

The website structure has been developed with the support of the entire consortium, using a co-design approach. T6 coordinated the content and the update while some of the partners have been responsible for developing content for specific pages according to their role in the project. The project website is structured, as described in D7.1, as follows:

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;
- 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 further information.

Beside the home page, the project website is indeed 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 due to space-related limitations, here is the collection of all news. ACTION partners are actively contributing to this section of the website: a rotation system is in place to ensure new and diversified content on a regular basis. 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 (and 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 when the call is open;
- *Toolkit*: At the time of writing the page is under re-design for an updated version (to be available by mid June). It will include a graph of the participatory science process the consortium designed and a first version of the toolkit as an interactive space in which users will be able to access the first instruments developed by ACTION partners;
- *Contacts* include 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 joint newsletter of CS projects supported by the SwafS (Science with and for Society) programme and coordinated by the EU-citizen.science project (see chapter 3.1.3).

Recently two new pages ([Masterclass](#), and [Accelerator](#) were realised and the [Citizen Science projects page](#) has been updated with the six new projects funded by the 1st Open Call. Each new project has its own page with photos, information and contacts details:

1. [CitiComPlastic](#)
2. [In my backyard](#)
3. [NOISE MAPS](#)
4. [Sonic Kayaks](#)
5. [Water for Future](#)
6. [WOW Nature](#)

At the time of writing the page “Project resources” that substitute the originally planned page Project results is under finalisation and will present a link to the ACTION open knowledge space where visitors will be able to access all pilots and project outputs including dataset, deliverables, papers, etc.

The website is hosted by the ACTION partner Universidad Politécnica de Madrid (UPM).

From July 2019 to March 2020, the ACTION website gained almost 8,000 visitors, with almost 24,000 views of the pages, with a base of 17% returning visitors and 83% of new visitors. The website had two peaks, one in September 2019 and another in October 2019, thanks to the Open Call promotion campaign. The main channels of incoming traffic are: direct (48,7% - people who directly enter the URL of ACTION website), referral (20,5% - people who click on the link of the website), organic search (15,4% - people who find the website through Google researches or other search engines), social (15,2% - people who click on the link via Facebook, Twitter or YouTube). The rest is “other” and “email”.

2.4 ACTION social media

ACTION is using two social media channels: Twitter and Facebook. We use Twitter mainly for getting in touch with established CS actors, researchers in the field and other EU projects; while we use Facebook for reaching out to the general public and to grassroots initiatives interested in CS. Facebook is also a channel for well-established CS initiatives, but it is less so than Twitter. We also have a YouTube channel, but we use it mainly as an online repository for our video contents that are then promoted via the project website, Twitter and Facebook. As described in D7.1 we bootstrapped ACTION social media channels with the partners help, which has been crucial also in terms of content generation and followers' growth. Indeed, considering together all the followers of all ACTION partners we can count on almost 350,000 followers of Tweeter and more than 645,000 on Facebook. The support of the partners in the dissemination activities is therefore crucial and have proved to be effective in the first 15 months of the project.

2.4.1 ACTION Twitter account

The [ACTION Twitter profile](#) was opened in April 2019. Our first effort was to give the project a solid brand identity. For this reason, visual branded templates have been developed and used for promoting most relevant news on a regular base. Our profile is steadily growing, especially on tweet impressions, thanks to Retweets (RTs) and mentions from other accounts, especially the ones from the ACTION partners. As of March 2020, the ACTION project Twitter account has gained 409 followers and an average of ~18,560 tweet impressions per month. Our main strengths are contributions from the partners that we tweeted, e.g. information on their actual project activities, research of the pilots, events and similar. This is supported by shares of ACTION contents on personal accounts and joining the conversation.

From April 2019 to March 2020 the ACTION Twitter account has an average of 14,000 views.

There were **two peaks** of almost 40,000 views in conjunction with two important events:

1. The first in October 2019, at the end of the Open Call. During the whole Open Call period we experienced a growth in terms of impressions, but it is thanks to the final days that we got even more exposure;
2. The second peak was in February 2020, in relation to the ACTION Accelerator kick-off meeting in Berlin. The ACTION project account followed the event with photos and a live

tweeting session. On Twitter, we produced more than 50 tweets during these 3 days. Thanks to this original and useful content, and to the sharing from partners and stakeholders, our social media profiles experienced a peak in performances and engagement. The response was impressive in terms of engagement (approximately 2000 impression on several Tweets, see fig. below), and provided a further push to mentions and new followers.

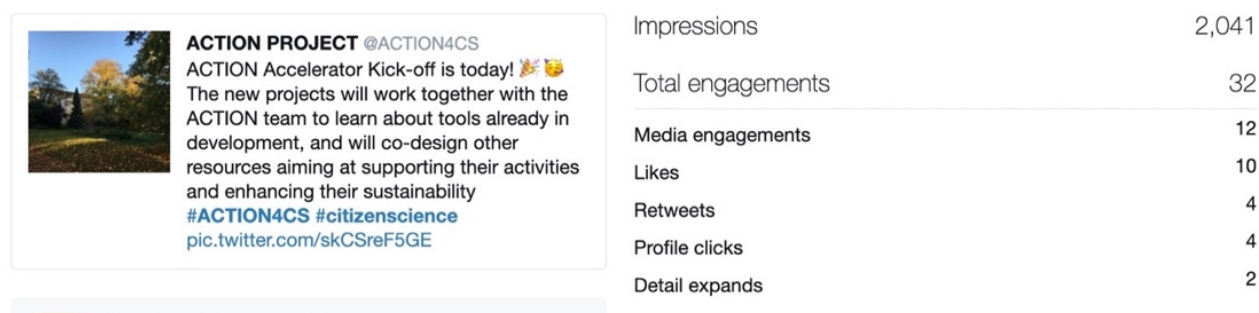


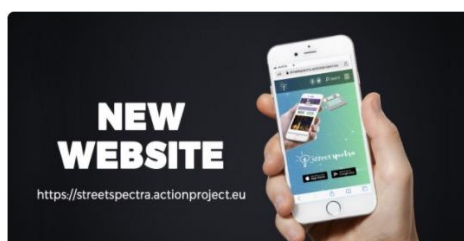
Figure 2: Post during the live tweet session of the accelerator and related statistics

Top Tweets:

- Figure 2 shows a typical post from a partner. The news is short but straightforward. A lot of mentions and a good photo make the tweet remarkable and effective. It was seen almost 3000 times.

Top Tweet earned 2,981 impressions

Would you like to turn your smartphone into a scientific instrument? Just place a low cost diffraction grating on top of your camera and join the team of **#StreetSpectra!** @shedka @cefalopodo @unicomplutense @Fisicas_UCM @PlanetarioMad @asaaf_ucm streetspectra.actionproject.eu pic.twitter.com/JKG2ByDYS1



8 8

View Tweet activity

View all Tweet activity

Figure 3: ACTION banner on social media

- Thanks to a lot of shares, we got 6,300 impressions on the Open Call tweet shown in Figure 4. The proactive tone of voice was part of the success of the Open Call tweet shown in Figure

5. It received almost 5,000 impressions, also because the Open Call produces a lot of interest in the Citizen Science community.



Figure 4: Top Tweet ACTION banner on social media on the Open Call



Figure 5: Top Tweet ACTION banner on social media on the Open Call

The Twitter activities during the first 15 months can be considered a success and we learnt what is more appreciated from the CS community so that we are now able to even better perform in the next phase.

2.4.2 ACTION Facebook page

At the same time as the Twitter account, the [ACTION Facebook page](#) was created in April 2019. At the end of March 2020, it had 545 followers. The reach is around 40-60 people per post (every time we post, our content is seen by 40-60 people). This parameter does not depend on us because Facebook algorithm decides what to show and to whom. The interaction includes comments, clicks on the posts and shares. Our fanbase had a peak thanks to a small advertising campaign during the Open Call¹ period. Advertising is the best way to reach people on Facebook and we will probably run another similar campaign for the second call.

Facebook resulted in a useful tool, especially during the Open Call phase: we mapped as many as possible European CS pages and groups on Facebook and advertised the call directly on their pages/communities. This constitutes an additional way of enlarging the ACTION community and keeping it updated on project achievements also after the open call.

¹ We run two different Facebook Advertising Campaigns during the 1st Open Call (Sept-Oct 19). The first one had the goal to gain more followers to the fan page. We reached 13,400 impressions and 5,800 people with 403 likes gained. The other campaign had the goal to reach more people with the Open Call post. The campaign was active from 13 to 19 Sept 19 and it reached more than 10,000 people with 522 interactions.

During the Accelerator Kick-Off meeting that took place in Berlin from 17th to 19th of February, the ACTION social media profiles were particularly active, as already shown in the previous chapter for Twitter. During these 3 days, 7 posts with pictures on Facebook were created (see Figures 6 and 7). Thanks to this original and useful content, and to the sharing from partners and stakeholders, our social media profiles experienced a peak in performances and engagement.

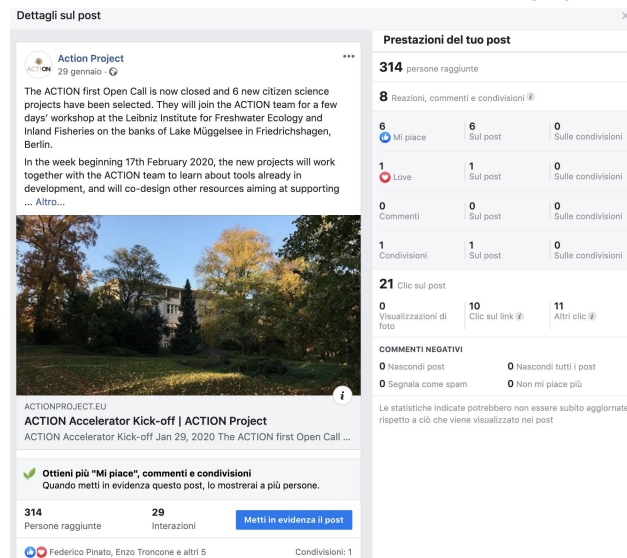


Figure 6: The posts from the Berlin event shared and liked by partners and new projects' teams

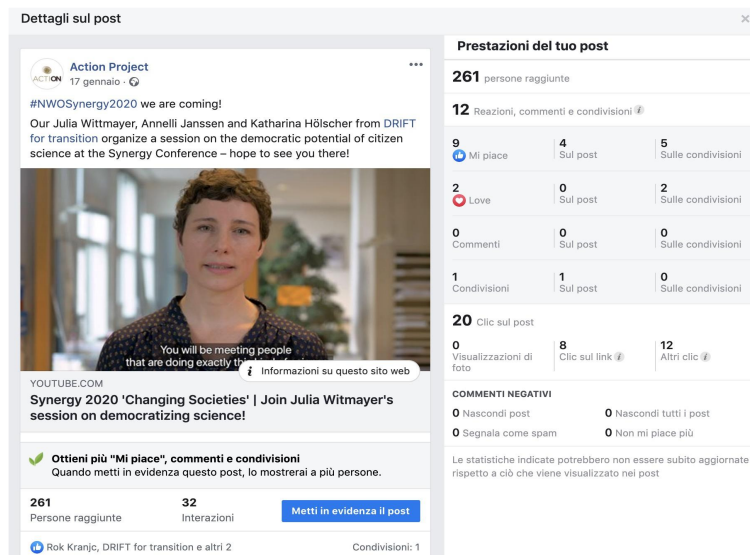


Figure 7: Posts showing persons and shared by partners are appreciated by our followers

Our most successful posts on Facebook were the ones on the Open Call (see Figures 8, 9 and 10). Indeed, the video-related post in Fig.8 reached more than 700 viewers and the post in Fig. 8 reached more than one 1100 people.

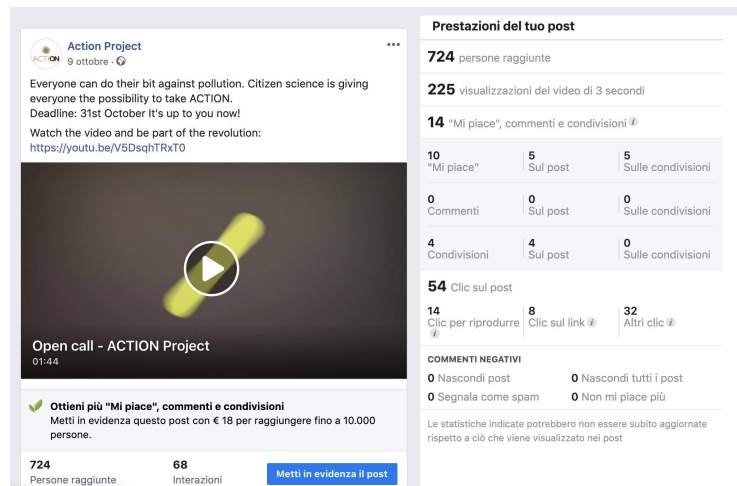


Figure 8: Example of a post to promote the Open Call

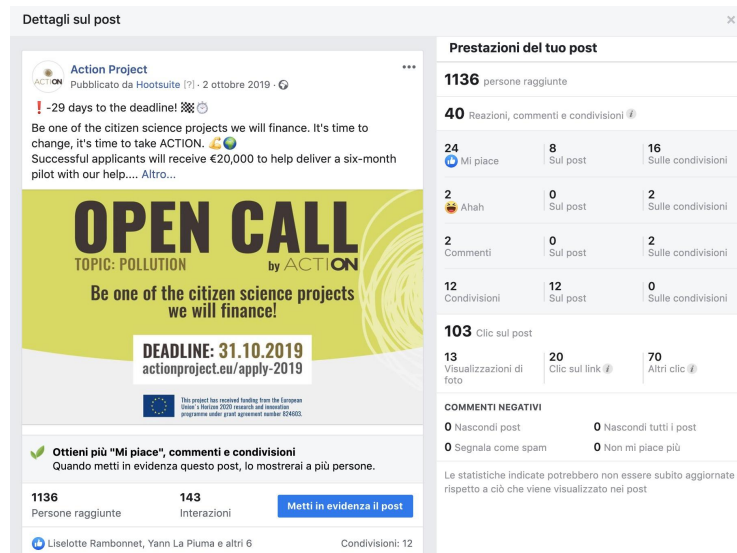


Figure 9: Example of a post to promote the Open Call



Figure 10: Example of a post to promote the Open Call

2.5 Newsletter

As written in D7.1 it was decided, as a result of the collaboration with the [EU-citizen.science project](#), the coordination and support action for the SwafS programme dedicated to CS, 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 strengthen the ties of a European community of citizen science. By the end of March three joint newsletters had been published and another one is under preparation and will be published in June 2020.

ACTION contributed to all three editions with the following contents:

- An introduction to ACTION for the first edition;
- An editorial on light pollution and a news on the open call for the second edition;
- A news introducing the six new pilots awarded after the first call for the third edition.

Currently, 529 people are subscribed to the newsletter and the number of subscribers is growing from one edition to the other (e.g. the second edition was sent to 298 persons and had 135 readers; the third edition and 401 recipients, and 209 readers).

2.6 Videos

In the first 15 months, ACTION produced three videos plus several video clips. One video presented the ACTION Open Call, another one introduced step by step how to participate in the Open Call. Both videos were shared on the project website and the social media channels. Another video has been developed by the UPM team: it presents ACTION and its main characteristics and the Street Spectra pilot and was integrated on the ACTION website. In addition, short video interviews, one with each of the ACTION partners, was filmed during the project meeting in Rome in June 2019, introducing the partner organisations and their role in the project. 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.

Considering all ACTION videos, they were viewed 460 times on our YouTube channel and many more times on social media. Tweets with the Open Call videos deserve a more precise mentioning, as they reached more than 10,300 people.

2.7 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 media accounts, but also through their own - personal and institutional - communication channels as mentioned in the previous paragraphs. By the end of March, two partners presented the ACTION project on their institutional websites, the others do not have the permission to do so due to organisation's policies.

2.8 ACTION factsheet

The factsheet was developed at the beginning of the project both in an A4 and A1 format and provides a short overview on the main objectives and (expected) outputs of the ACTION project, its focus on pollution and its ongoing CS pilots. The factsheet is available in an online version and in a ready-to-be-printed version so that each partner can print and distribute it when needed. With the new ACTION pilots selected during the first Open Call it was decided that the factsheet will be transformed in a brochure (see the Annex with the revised D7.1 for more details), providing more information about ACTION but, especially, about its pilot projects.

2.9 Publications and events

Up to today, 9 peer-reviewed papers were published. ACTION partners have presented or disseminated the project activities and results in a number of occasions in the first 15 months. We present these divided by presentations, posters and participation in events.

ACTION partners hold 13 presentations and talks at roundtables, workshops and conferences:

- Workshop on citizen science at [Foro internacional de Ciencia Ciudadana](#) (March 2019)
- Open Day Dutch Butterfly Conservation (March 2019)
- [Annual meeting of Dutch Dragonfly Association](#) (NVL) (March 2019)
- Light Pollution: Theory, Modelling and Measurements at [LPTMM2019](#) (June 2019)
- Casa das Ciencias - Planetario A Coruña (II Encontro da Noite) (October 2019)
- Let's do it Together. Event at UPM on Open Science supported by the FIT4RRI project (November 2019)
- [Koppeling](#) (January 2020)
- [Synergy Conference](#) (workshop) (February 2020)
- [Open Science Fair](#), Porto (including a demo)
- "Westminster Higher Education Forum policy conference. Open research data in the UK - next steps for implementing the Plan S proposals", London (February 2020)
- Resistance is in the Air: Citizens, science and air pollution; [International interdisciplinary symposium](#), Brussels (April 2019)
- Presentation to Norwegian teachers about air quality (October 2019)
- "Mapping the "How" of Collaborative Action: Research Methods for Studying Contemporary Sociotechnical Processes" at CSCW 2020, Austin, Texas (November 2019)
- Support in preparation of the workshop "Science for Citizens: how science meets regions and cities" (with more than 100 participants) during the European Week of Cities and Regions 2019 where ACTION was presented by the EU-Citizen.Science project. (October 2019)

Overall, these talks reached approximately 1250 people.

9 Posters were presented at the following conferences:

- 5 posters at [LPTMM2019](#) (June 2019)
- Engaging Billions of Scientists! Citizen Science Workshop. The Hague, Netherlands (July 2019)
- CHIItaly, Padova (September 2019)
- III Congreso pro-Am from Sociedad Española de Astronomía (December 2019)

Dissemination and community building report v1

- III SEA-Proam workshop, Spain (December 2019)

The posters reached more than 700 people.

Additionally, ACTION researchers participated in the following four events:

- Workshop “Data governance from principles to practice: Civil society, volunteer data science skills, and open datasets”, London (March 2020)
- 'Citizens' information pack' workshop, Berlin (March 2020)
- DITOS Final Closing Event (April 2019)
- Co-design workshop organised by EU.CitizenScience (April 2019)
- Horizon 2020 citizen science cluster meeting by EC (December 2019)

In all occasions ACTION was promoted, e.g. through the dissemination of materials.

ACTION organised six dissemination events in relation to the pilots:

- Villaverde del ducado (Guadalajara, Spain). Public astronomical observation (August 2019)
- Street Spectra tutorial at Asociación Astronómica de Madrid (October 2019)
- Workshop at Association of Amateur Astronomers from the Facultad de Ciencias Físicas of the Universidad Complutense de Madrid (ASAAF) (November 2019)
- Talk and hands on at Agrupación Astronómica de Madrid Sur (November 2019)
- Zero plastic event on Facebook by the CitiComPlastic pilot (February 2020)
- Online co-creation workshop with citizens by the CitiComPlastic pilot (April 2020)

These events reached app. 350 people.

Media outreach:

- 2 radio interviews at [Radio Internacional](#) (June 2019) and [Radio Voz](#) (January 2020), both in Spain

In addition, this task supports the organisation of ACTION events, mainly in this reporting period the organisation of the WP2 Accelerator Kick-off Meeting on 17 to 19 February 2020 in coordinating the agenda and in communicating in real time all the presentations and the key points of the discussion on ACTION twitter account.

3 COMMUNITY BUILDING-RELATED ACTIVITIES AND ACHIEVEMENTS AND PARTNERSHIP WITH OTHER EU PROJECTS

The ACTION consortium started to build a community around the project from the very beginning, starting from the extensive network of each of the partners in citizen science research and related disciplines. During the ACTION kick-off meeting the initial mapping of stakeholders has been updated and representatives of this initial ecosystem have been invited to become reviewers of the first Open Call and, at the time of writing, have been invited to become members of the ACTION Advisory Board.

The strategy followed by the ACTION dissemination team was that of preparing materials to be disseminated to the ecosystem without centralizing this activity. In other terms, ACTION partners disseminate key messages coming from the project to their networks in key moments of the project, such as the first Open Call. In this way we do not create a centralised database of contacts (which will show some challenges considering the GDPR regulation) and recipients receive information from a trusted contact and not from yet another EU project. The results of this strategy are visible in the number of followers we have on key tweets and news on our social media and on our website (see Chapter 2.4) and will be an asset for the sustainability of the community after the end of the project funding period (see D7.4) because in this way ACTION actually helps each partner to become more visible on the CS topic and enlarges its already-existing network.

Central in these first 15 months has been the collaboration with other EU project working on CS: thanks to the action of the [EU-Citizen-science](#), a Coordination Action project, ACTION gets in contact with all the projects working on CS financed by the SwafS programme and actively contributes to structure the agendas for the monthly calls and the organisation of working groups. As mentioned in Chapter 2.5, ACTION also decided to accede to the joint newsletter, coordinated by EU-citizen.science and participated at the European Week of Cities and Regions 2019, together with other projects in the cluster. The content of each issue of the newsletter is collaboratively decided in dedicated calls and the editorial division of work is also shared.

A more intense exchange happens with the [MICS](#) project which is developing an impact assessment framework for CS in order to share knowledge and opportunities on this topic which is relevant also for ACTION.

Recently, thanks to the suggestions coming from the SwafS unit of the European Commission, collaboration happened with the [TERRIFICA](#) project with whom ACTION successfully submitted a proposal for a workshop at the next European Week of Cities and Regions 2020 event (the evaluation of a proposal for a stand is still under evaluation at the time of writing). On the same line, ACTION, TERRIFICA and Crowd4SDG are going to participate together at the upcoming EU R&I days: https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days_en

Finally, ACTION is in constant exchange with [REINFORCE](#), another CS-related project, with whom we are collaborating at dissemination level sharing information and providing reciprocal visibility to key news through our website and social media channels.

4 MONITORING OF KEY PERFORMANCE INDICATORS

Table 1: ACTION communication and dissemination Key Performance Indicators (KPIs) and results after 15 months

Instrument	Indicator	Target for the whole project duration (36 months)	Achieved results after 15 months	Distribution channel/s and means of verification
Flyer/postcards	Number of designs Flyer/postcard distributed online and offline	2 >1k by the end of M18 >2k by the end of M36	1 App. 250 open call postcard distributed in paper format. The online version was used also on social media (see twitter statistics)	Distribution at events, via the website, on social media, linked to the newsletter, etc.
Posters/roll-up	Number of designs, updated if needed	2	2	The poster templates have been used in 9 events
Publications	Number of journal and conference papers	10+	9	Scientific journals
Talks	Number of talks	50 for the entire duration of the project	13	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	3 videos and several video interviews 757 views of all videos through our YouTube channels + 10.3k people were reached with the videos via Twitter	One project video and two videos about the open call. They have been advertised on social media, the ACTION website and shown at events

Project website	Number of visits + page visits	1.5k visitors, 3k pages views	8k visitors, with almost 24k views of the pages	Web traffic statistics collected and documented in this deliverable
	Average duration of visits	One minute	1:43 minutes	
Social media	Number of followers on Twitter and Facebook	3k by the end of the project	954 summing Facebook and Tweeter	Social media analytics collected and documented in this deliverable
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)	Some of the prototyping workshops have been done during the Accelerator kick-off meeting, others online bilaterally with the new pilots due to the Covid-19 lockdown with the mentors. More will be done when the additional pilots of the 2 nd Open Call will be active. The methodological co-design workshop was divided in different parts: a co-design session during the project meeting in Rotterdam, and one-by-one online interactions with all ACTION pilots (original and those of the 1 st Open Call)	Attendees lists and dedicated file on conference call organisation

			The data analysis workshop and the masterclasses will take place in the second half of the project.	
External events	Number of events attended	50 attended external events during the project	25	Slide decks, photos, social media posts
Newsletters	Number of newsletters/year Number of subscribers	4 100+ per year 500 in total	3 issues so far 529 subscribers	Joint newsletter 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+	58 1 2 (radio interviews)	Disseminated through ACTION project website Activity report, D7.2, D7.3
ACTION conference	Number of attendees Number of speakers	150+ participants 10+ speakers	n/a, conference will take place towards the end of the project	Event registration list, slide decks, photos, social media engagement
Citizen science community	Number of people reached, including all	10k	App 15-20k (considering website visits,	Activity report, D7.2, D7.3

	types of stakeholders, through all activities		Twitter impressions, social media followers and YouTube visitors)	
Research community	Number of scientists from different disciplines reached	3k	App. 2k	Activity report, D7.2, D7.3

5 CONCLUSIONS

An analysis of the table above and the activities and outcomes described in the previous chapters, shows that the performance of the dissemination, communication and community building activities in ACTION can be considered successful and mostly in line with the planned target numbers, considering that the analysis was performed at M15 of the project. Some targets have been achieved by large (e.g. the outreach of the videos, newsletter subscribers, website visitors, etc.). Improvements are necessary on:

- social media activities in order to increase the number of followers even if, as said, we are following a decentralized strategy counting on the support of the project partners that successfully and constantly disseminate project news through their institutional and personal channels.
- non-scientific articles and press releases: this will be more in the focus in the second half of the project, when the citizen science pilots will achieve interesting results for the general public and the ACTION outputs will become available (i.e. ACTION citizen science toolkit, ACTION impact assessment framework, etc.). It is planned to set-up a database with information and contacts of press and media-related actors particularly interested in citizen science and in pollution-related topics. All this should ensure that the ACTION results and outputs will reach a large number of citizens.

Another focus will be on the presentation of ACTION results at scientific conferences through talks and posters. In fact, several abstracts were submitted and accepted in the last months, but events were then postponed to a later date due to the Covid-19 outbreak. It is hoped that scientific events towards the end of 2020 and in the next year will take place as planned.

In the second phase of the project particular attention will be on the launch and execution of the 2nd Open Call, on the final event of the first accelerator programme, on onboarding of the new pilots and the launch of the second wave of the accelerator programme and, of course on the wide dissemination of project's outputs such as the ACTION citizen science toolkit. Key events to be organised and widely promoted will be the 6 policy masterclasses that will be organised in each of the ACTION partners' countries and the final conference (the preparation has already started).

The dissemination KPIs will be regularly updated and discussed during the half-yearly project meetings in order to detect gaps in time, as was also done during the first 15 months of the project). We are confident that all planned activities and outreach targets will be reached successfully.

The analysis in this report was taken into consideration for the update of the Dissemination and Community building strategy (D7.1) update which can be found as Annex I.

6 REFERENCES

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ANNEX I: UPDATED DISSEMINATION AND COMMUNITY BUILDING STRATEGY



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

Updated version May 2020 as part of D7.2

Coordinator: T6 ECOSYSTEMS SRL

Quality reviewer: Elena Simperl

Quality reviewer of updated version: Ilaria Baroni

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
Updated version	May 2020 as Annex of D7.2

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Abstract	<p>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.</p> <p>The strategy is a living document that is being updated on a regular basis. The current document is the latest version, following the update undertaken in May 2020.</p>
Keywords	Community building, dissemination strategy, project identity.

Disclaimer

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How to quote this document

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

TABLE OF CONTENTS

List of abbreviations	4
EXECUTIVE SUMMARY	5
1 INTRODUCTION	6
2 ACTION identity and brand	7
2.1 ACTION identity and brand development process	7
2.2 ACTION key words and main messages	9
2.3 ACTION brand identity	11
2.4 ACTION language	12
3 ACTION communication and dissemination: target audiences and related messages/objectives	13
4 Communication tools and channels	16
4.1 Online communication tools and activities	16
4.1.1 ACTION website	16
4.1.2 ACTION social media	19
4.1.3 Newsletter	21
4.1.4 Videos	21
4.1.5 Partners websites, blogs and other dissemination channels	22
4.2 Offline communication tools and activities	22
4.2.1 ACTION factsheet and brochure	22
4.2.2 Publications and events	25
4.2.3 ACTION deliverables and policy brief	25
5 Dissemination and communication timeline	27
6 ACTION open calls promotion pack	31
7 Community building	33
7.1 ACTION partners and their communities of reference	33
7.2 ACTION Advisory Board	34
7.3 Partnership with other EU projects	34
7.4 Enlarging the ACTION ecosystem and keep it engaged	35
8 ACTION key performance indicators, monitoring and evaluation	36
9 References	38
Annex 1 - Identity handbook	39

LIST OF ABBREVIATIONS

CS	Citizen Science
DoA	Description of Action
ECSA	European Citizen Science Association
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 strategy is a living document that is being updated on a regular basis. The current document is the latest version, following the update undertaken in May 2020 and presenting the planned dissemination activities for the second half of the project.

The results of the communication and dissemination performance supported the update of the present strategy presented in the "Dissemination and community building report v1 (D7.2)".

1 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 are 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.

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. It was published in a first version in August 2019 and has been updated in May 2020, to allow the consortium to reach its full potential in terms of dissemination and visibility while the project activities are peaking and their results become more tangible. It 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;
- 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;
- Present a strategy for supporting the sustainability activities as described in D7.4;
- Describes the strategy and the objectives for building and nourish the ACTION community;
- Presents the monitoring and evaluation process that is followed for assuring the achievement of the dissemination and community building goals.

2 ACTION IDENTITY AND BRAND

2.1 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.

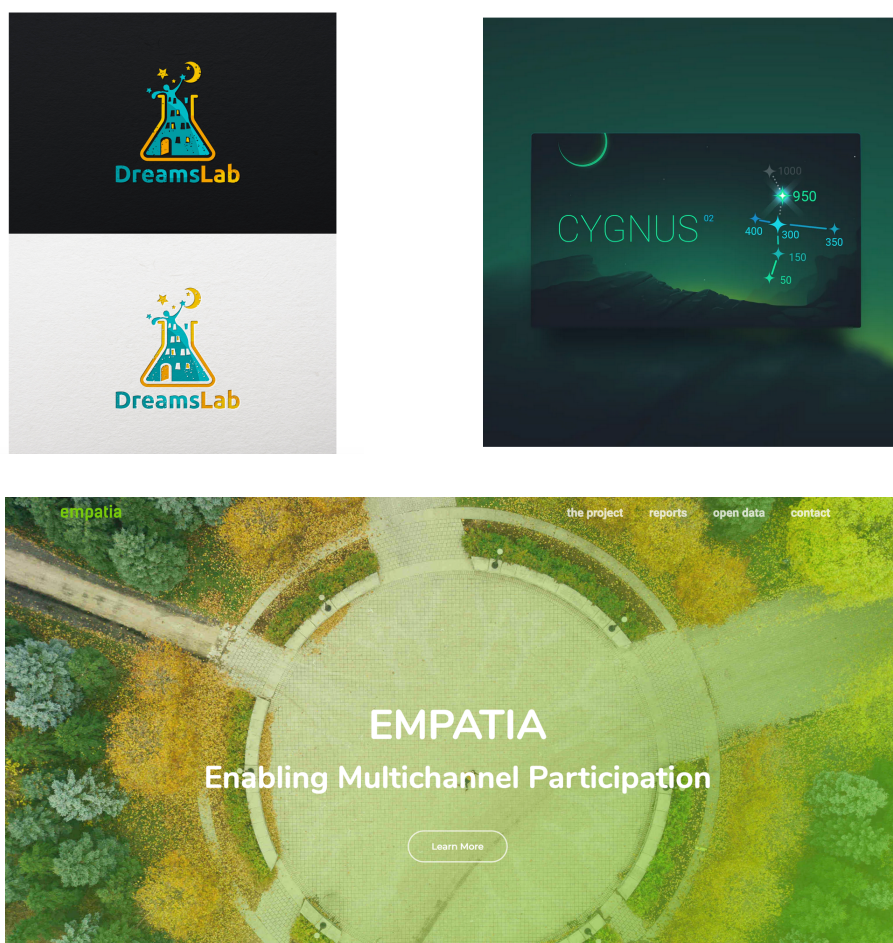


Figure 2: Most voted graphic examples

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”.

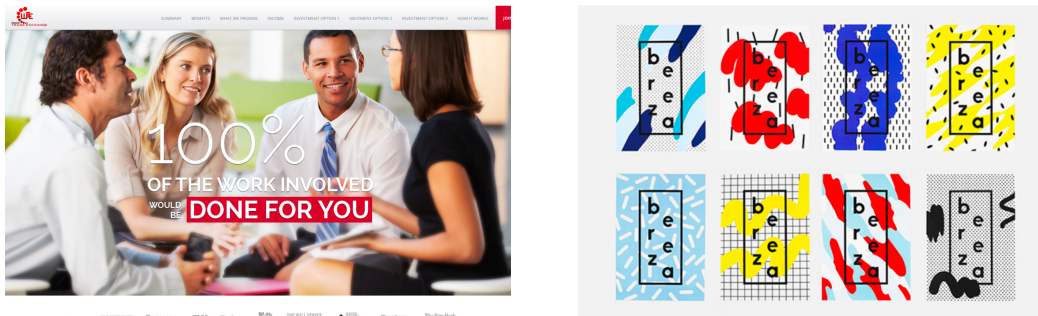


Figure 3: Less voted graphic examples

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.).

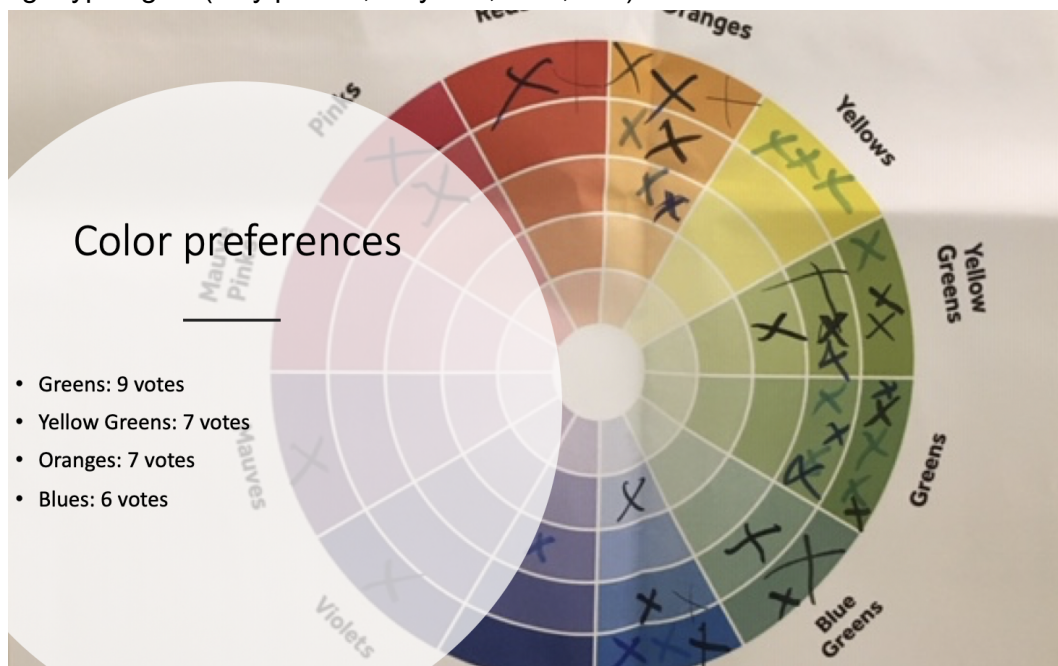


Figure 4: Voting results about colour preferences

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

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.

2.2 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.”

D7.1 Dissemination and community building strategy

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.

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.

As result of the 1st Open Call (see below) six other citizen science projects are now part of the ACTION community and therefore part of all dissemination and communication activities.

The new pilots are:

- **CitiComPlastic**, co-create solutions for bioplastic waste management, working at local level in Oslo (Norway) with vulnerable groups and other community members.
- **In my backyard**, aiming to understand and map the use of pesticides and fertilizers and sustainable alternative practices in the context of home farming and gardening.

D7.1 Dissemination and community building strategy

- **Noise Maps**, generating and analysing urban sound data with citizens in Barcelona, empowering communities to take action to reduce unwanted noise and protect the local sonic heritage.
- **Sonic Kayak**, mapping fine-scale marine environmental data in the UK, which has not been previously possible to obtain due to a sonified onboard speaker in a kayak, allowing paddlers to seek out areas of interest and gain real time feedback of the data.
- **Water for Future**, growing scientific monitoring competences to gather data on water quality working with local youth and community members in the city of Cerro de Pasco, Peru.
- **WOWnature**, measuring air pollution in the Po Valley, Italy, with innovative sensors within and outside urban forests in order to assess their efficacy as a mitigation measure for air pollution, facilitate their funding and educate and engage with citizens.

The new pilots received a communication pack, including the logo, the identity handbook and a social media guide. The pilots were invited to use the ACTION logo, together with the pay-off “Selected citizen-science project of the ACTION Open Call”. They also received an indication on how to appropriately mention the EC funding through ACTION and how to use the EC flag where needed. 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.

2.3 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

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

D7.1 Dissemination and community building strategy

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

2.4 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.

3 ACTION COMMUNICATION AND DISSEMINATION: TARGET AUDIENCES AND RELATED MESSAGES/OBJECTIVES

ACTION follows a cross-media communication approach. Communication proposes several themes, following the different parts of the project: the ACTION open calls, the accelerator kick off and following events, the ACTION citizens science toolkit and its main components, 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 helps 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 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 continuously identifies relevant stories which are specifically targeted at communities working in the areas of citizen science and participation, open science, social innovation and crowdsourcing. To widely distribute these stories, the consortium makes full use of available cross-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 (including the ACTION open data portal) 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



D7.1 Dissemination and community building strategy

	<ul style="list-style-type: none"> • 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 project
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 project or making it more effective, inclusive and sustainable • ACTION scientific results investigating topics such as incentives and engagement strategies for CS projects, impact assessment, sustainability models for CS, etc.
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 • ACTION pilots and outputs as solutions to be taken up • 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 CS	***	***	***	***	**	***
Scientists interested in doing CS	***	***	**	**	***	**
CS associations, platforms and umbrella organisations	***	***	**	**	**	**
Policy makers, public sector, funding agencies	***	***	***	*	*	*** (specifically through the ACTION policy brief to be developed in WP6)
Researchers and innovators working on topics relevant to ACTION	***	**	**	*	***	*
Science journalists	***	**	**	***	**	***
Members of the public	*	*	*	***	*	***
Related EU projects	**	***	***	***	***	*

4 COMMUNICATION TOOLS AND CHANNELS

4.1 *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 (shared also on the ACTION You Tube channel) and the partners' website, blogs and newsletters.

It is important to underline that ACTION consortium is characterised by partners with large and vivid collaboration networks which represent an important asset for our project. The overall strategy, therefore, was not that of centralising all the communication through the ACTION channels but to provide contents and inputs to the projects and ask them, especially in specific moments such as the Open Call launch, to disseminate the project messages through their pre-existing online channels. This strategy showed to be successful in the first 15 months of the project and is more sustainable in the long run than a centralised approach (see D7.2). In fact, in this way ACTION will reinforce the visibility of the partners in relation to the CS topic, will support them in further enlarging their networks and they will be able to keep the message of ACTION to stay alive after the end of the funding period.

4.1.1 *ACTION website*

The ACTION website (actionproject.eu) is the main online dissemination tool together with the social media channels. 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 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 ACTION open knowledge space 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 and to maintain them after the end of the project.

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.;

D7.1 Dissemination and community building strategy

- “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 resources” will link to the ACTION open knowledge space and will give access to all project outputs including documents and datasets developed by the pilots;
- 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 indeed 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, including the six new pilots chosen at the end of the 1st Open Call. Each pilot has its own page with photos, information and contacts.

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 and 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. It also informs on the results of the call once available.

The *Toolkit* page at the time of writing the page is under re-design for an updated version (to be available by mid June 2020). It will include a graph of the participatory science process the consortium designed and a first version of the toolkit as an interactive space in which users will be able to access the first instruments developed by ACTION partners

The *Project resources* page (substitute the originally planned page Project results in the first version of this strategy) is under finalisation at the time of writing and will present a link to the [ACTION open data portal](#). The portal is the repository of all ACTION outputs (datasets, deliverables, papers, etc.); it uses the infrastructure of [Zenodo](#) which is well known in the open science community but not only. It has been developed under the European [OpenAIRE](#) programme and is operated by [CERN](#), offering in this way high guaranty in terms of long-term sustainability of the data hosted.

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 and coordinated by the support action EU-citizen.science (see chapter 3.1.3).

The *Masterclass* page provides first information on the planned six Masterclasses that will engage policy makers in 2021.

D7.1 Dissemination and community building strategy

The *Accelerator* page describes the support provided to the 16 ACTION citizen science pilots from around Europe (currently 12 ACTION pilots are implementing activities, 4 more will be selected in the 2nd Open Call).

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.

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 is regularly updated in all its part every month, if needed also more often. This is particularly relevant for the news and for the Project resources section where deliverables, papers, other resources and dissemination material will be uploaded with the possibility to download them.

An important update in the first half of the project was the integration of ACTION pilots funded by the 1st Open Call. They are presented on the page [Our citizen science projects](#) and each of them has a dedicated subpage.

Legacy

At the end of the project a legacy version of the website is planned 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 4 years after the end of the project. The structure and the responsibilities among partners will be planned in the last months of the project.

4.1.2 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/>

We also have an [ACTION YouTube channel](#) but is not used as dissemination tool by itself but more as a repository for the videos produced by the project and its pilots and then disseminated through the project website, Twitter and Facebook.

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. Twitter is updated on a daily base, while Facebook is updated at least on a weekly base.

The following paragraphs describe 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 constantly 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 (i.e.: #citizenscience).

Facebook

Facebook - due to its algorithm and its characteristics - is used mainly to repost news from the website and to elaborate some news from Twitter. Facebook, indeed targets mainly the general public and citizens interested in CS. It was successfully used for promoting the 1st Open Call and will be used in a similar way for the second phase of the project.

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 is actually turned into positive. Indeed, the dissemination team mapped CS related pages and groups and posted directly

D7.1 Dissemination and community building strategy

on their online spaces about the Open Call: this resulted as a positive way to, not only reach more potential applicants for the call, but also for enlarging the ACTION community. Moreover, in the second phase of the project, when results from the pilots and from the project will be more structured, we will have more content which is appropriate and interesting for a wider public such as the one of Facebook.

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.

4.1.3 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 in the first 15 months, more projects were joining at the time of writing). 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 several separate ones so that, also in terms of subscriptions, the impact could be higher. Currently, three releases of this newsletter have been issued and the forth is under preparation. Due to the fact that the timing of the newsletter needs to fit with the plan of several projects and not always will be aligned with that of ACTION, we are thinking to develop one or more email templates in key moments of the project and ask project partners to disseminate them in their networks. Indeed, this strategy was successful as part of the Open Call promotion: receivers read a short email linking to important news on the project website. In this way it also supports the dissemination to the overall activity of the project.

4.1.4 Videos

In accordance with the DoA it was planned that the project would develop two videos: one presenting ACTION and one the 1st Open Call, supporting its promotion and providing practical information about the proposal submission process. However, videos are particularly successful in reaching a considerable number of the ACTION target groups (see D7.2 for more details). Therefore, already three videos were produced at the time of writing of the update of D7.1, in addition to several clips and video interviews. One video presented the ACTION 1st Open Call, another one introduced step by step how to participate in the 1st Open Call. Both videos were shared on the project website and the social media channels. Another video has been developed by the UPM team: it presents ACTION, its main characteristics and the Street Spectra pilot, and it was integrated on the ACTION website. In addition, short video interviews, one with each of the ACTION partners, was filmed during the project meeting in Rome in June 2019, introducing the partner organisations and their role in the project. 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. 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.

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 masterclasses, the final events of the accelerator, the final conference, 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.

4.1.5 Partners websites, blogs and other dissemination channels

As said, 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 (in case the permission to do so due to organisation's policies), 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 of the first 15 months of the project are summarised in D7.2 and will be presented in other upcoming reports.


4.2 Offline communication tools and activities

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

4.2.1 ACTION factsheet and brochure

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

 [@action4cs](https://www.facebook.com/action4cs)

 [#action4cs](https://twitter.com/action4cs)

Figure 9: ACTION factsheet

Brochure

With the new ACTION pilots selected during the 1st Open Call it was decided that we will develop a modular brochure, providing more information about ACTION but, especially, about its pilot projects. It will be designed in way that the pilots are described on separate sheets which are inserted in the main brochure. This allows to add easily the pilots of the 2nd Open Call without the need to reprint the whole brochure. The brochure is currently under development and will be ready in autumn 2020.

4.2.2 Publications and events

The research and innovation outputs of the project and the achievements of the citizen science pilots is 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 outputs 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 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 in the second half of the project.

The ACTION team proposes workshops on the main themes of the project to be hosted as part of major events. 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 (see D7.2 for more information) and proposals for workshops in different conferences are under evaluation. A table with an overview on relevant events is stored on the internal working group folder (based on the table of relevant conferences in the DoA) and is discussed and updated at the bi-monthly conference calls.

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 has organised and will continue to organise several co-design sessions with the pilots from WP2. The planned impact assessment co-design workshop of WP6 was changed into a co-design session with all project partners during the project meeting in December 2019 and one-to-one co-design interactions with all currently running ACTION pilots. A data analysis workshop, including external guests, will be organised towards the end of the project, again in the context of WP6. Several public webinars were implemented in relation to the 1st Open Call (to present the call and answer questions) and others will be done for the 2nd Open Call. Other planned webinars will 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 (more details in the next chapter). 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.

4.2.3 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 shortly available to be freely downloaded from the ACTION project website through the ACTION open knowledge portal and most relevant ones will be promoted also through the ACTION social media channels when published online. ACTION will develop also a policy brief by mid 2021, summarising the learnings of

D7.1 Dissemination and community building strategy

the participants of the six policy masterclasses about mainstreaming citizen science approaches to prevent and fight against different forms of pollution in the EU. The policy brief will then be disseminated through the channels that we will use to promote the masterclasses (see Chapter 4) as well as in public events targeting this audience, such as e.g. the European Week of Regions and Cities 2021, organised each year by the EC (<https://europa.eu/regions-and-cities/>).

5 DISSEMINATION AND COMMUNICATION TIMELINE

The dissemination and communication activities will be constantly implemented during the whole duration of the project. Activities of the first 15 months were partly described in the previous chapter and in more detail in D7.2. In the second half of the project the attention will be on the communication about upcoming project events in order to gather a wide audience of participants as well as on the dissemination of the ACTION outputs when these will be available, also to support their sustainability after the end of the project. More detailed plans are described for each activity and output in the following paragraphs.

Open Call, pilot activities and events:

2nd Open calls launch

The promotion of the 2nd Open Call, planned for autumn 2020, will follow the same dissemination strategy as the one for the 1st Open Call (see Chapter 4), with an update of the dedicated page on the project website, a promotion pack for partners to outreach the call to their networks, an updated video and social media campaign, including the advertisement campaign on Facebook. The activities will take place throughout the whole duration of the Open Call with intensified messages around the Open Call webinars and towards the final weeks.

Launch of the 2nd Accelerator and presentation of new ACTION pilots chosen during the 2nd Open Call

The 2nd Accelerator kick-off meeting will take place once the contracts with the pilots chosen during the 2nd Open Call will be signed. As the live twitting session during the 1st Accelerator was particularly successful, we will launch it again for the second accelerator kick-off accompanied by press activities. In the pilots chosen during the 2nd Open Call will be presented, in case that the event is close to the formalisation of the collaboration with the pilots. Otherwise they will be presented beforehand through a dedicated section on the project website and through social media.

Activities of ACTION pilots

Through the news creation rotation systems among the ACTION partners (see Chapter 3.1.2), regular news on the original six ACTION pilots are collected and published on social media and the website. For the new ACTION pilots, news are created by the dissemination team through the pilot activities, through their social media channels and through information from the mentors.

ACTION masterclasses

ACTION will organise 6 masterclasses for decision makers, providing them with guidelines for effectively supporting CS initiatives and maximizing the potentialities in their territories through dedicated policy making processes. They will take place in the six countries represented by the ACTION consortium (Germany, Italy, Netherlands, Norway, Spain, UK). The objective is to have between 5 to 15 decision makers and civil servants as participants. In order to reach the target group, dedicated communication activities are planned, both on national level (through the press offices and networks of the respective partners) as well as through European networks which reach out to the policy makers interested in citizen science and pollution abatement. It is planned to ask to these networks if it is possible to publish a short article in their newsletters or put the masterclasses among interesting in events on their websites, or to retweet information about the events. A first list of

D7.1 Dissemination and community building strategy

networks that we will contact are: the [European Citizen Science Association](#), [ICLEI Europe](#), [Eurocities](#), [Resilient Cities](#). In addition the masterclasses will be actively promoted during the [European Week of Regions and Cities 2020](#) with dedicated information material, as the ACTION project is co-organising a dedicated session on Citizen Science. During the masterclasses we will carry out a live tweeting and results will be disseminated through social media and dedicated news on the project website.

Talks and posters at scientific events

Talks and poster presentations of ACTION results will continue to be an important dissemination activity in order to reach the respective scientific communities (see Chapter 3.2.2). News on presentations will be published on social media and the project website. Information about events (e.g. the number of participants) are collected through a dedicated file on the internal project groupware and partners are asked to include information there on a regular basis. Presentations and scientific articles are published also on the ACTION open knowledge platform that, being linked with Zenodo, assure the possibility to interested researchers to reach it easily thanks to the open access policy that characterize the project.

Presentations and participation in non-scientific events

ACTION partners have already been presenting project activities and outcomes in non-scientific events (see D7.2 for more information). This will be continued with even more effort also in the second half of the project, as more and more results will become available. Relevant events will be discussed during the bi-monthly virtual project meetings. One already accepted event is a workshop at the European Week of Regions and Cities 2020, organised each year by the EC (<https://europa.eu/regions-and-cities/>), in collaboration with the [TERRIFICA](#) project. Participation in events will be disseminated by a news on the project website and social media activities.

Project final event

The project final event is under design at the time of writing and we are investigating the possibility to organise it together with EU-citizen science and other sister projects ending in the same period. Ideally, the final event will be co-located at a large EU CS-related event such as the bi-annual ECSA conference or similar.

Project outputs:

Results of the pilots

Success stories will be developed out of the main achievements of the pilot and widely disseminated on the project website and social media.

Publication of deliverables

As written above, all deliverables will be available on the project website in the “Project resources” page, through the link to the [ACTION open knowledge portal](#), as soon as they were officially submitted to the European Commission. It is planned that each deliverable will have an own page where introduction text will describe the deliverable briefly and the full deliverable is shown as a preview. There is the possibility to download it. A news and social media activities will accompany the publication of a report.

D7.1 Dissemination and community building strategy

Publication of scientific articles

Scientific articles, as soon as published, will also be available on the project website in the “Project resources” page, through the link to the ACTION open knowledge portal. A news and social media activities will accompany the publication of a report.

Summaries of the results of the masterclasses and policy brief

As described in Chapter 3.2.3, we will develop short summary of the policy masterclasses results and we will carry out live tweeting of the masterclasses. The policy brief will then be disseminated to the dedicated mailing list which was created for the promotion of the masterclasses as well as during public events targeting this audience, such as e.g. the European Week of Regions and Cities 2021, organised each year by the EC (<https://europa.eu/regions-and-cities/>). As mentioned in Chapter 3.2.3 we will ask the support of sister projects and of the EC for disseminating it through their channels for amplifying its visibility. Moreover, we will look for the support of ECSA and the SwafS unit for the same purpose. At the time of writing, the opportunity to organise some of the masterclasses together with other CS projects is under discussion, this could increase the visibility and the impact of the policy brief.

The ACTION citizen science toolkit with the constant update of its tools

The ACTION citizen science toolkit is one of the most prominent outputs of the ACTION project and will include many of ACTION results. It will include methodologies, methods, tools, services and other resources that respond to a wide range of citizen science characteristics and is mainly aimed at CS projects’ actors and support them on different stages of the CS participatory science lifecycle and offer CS projects tools and know-how to become more open, participatory and inclusive (more information in D7.4).

The toolkit will be available through the project website on a dedicated [page](#) which will be updated constantly when new tools will be added. In this case the ACTION community will be notified via the project social media, project partners social media and with news on the project website. Once the toolkit is finalised, it will be possible to download it as a single .pdf file and the final version will be disseminated with a dedicated press release, social media activities and the promotion at events (e.g. the final project event).

ACTION impact assessment framework

The ACTION impact assessment framework will provide CS project to reflect on the project’s expected impacts, plan ad-hoc data gathering and impact assessment activities and re-think their action plans in order to improve their impacts. It will contain an impact assessment canvas as well as data gathering tools (questionnaires and focus groups guidelines). The impact assessment framework will be part of the ACTION toolkit. Therefore, as written above, news on the project website and social media activities will be implemented, once it is ready in its final version. In addition, a video tutorial is planned to support the CS projects’ teams (also external to ACTION) in adapting the methodology and the data gathering tools to their needs.

Important additions to the ACTION open knowledge portal and release of updates of the portal itself

As for the deliverable and scientific publication, also for new datasets a dedicated dissemination activity will be performed once added to the ACTION open data portal. A news will be posted on the project website and on social media.

D7.1 Dissemination and community building strategy

The ACTION open knowledge portal is now available in its first release, but more functionalities will be added in the future: ACTION audiences will be notified via social media about the new releases. UPM already started the promotion of the ACTION open knowledge portal via dedicated email to relevant stakeholder and more will be done in the future in order to assure that also CS project outside the ACTION community will be aware of the opportunity to access and use the portal for their project.

6 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 1st Open Call, open from 1 August 2019 to 31 October 2019 a dedicated strategy and ad hoc communication tools have been developed and are described here after. As it was successfully implemented, with the collaboration of all project partners, it will be used also for the 2nd Open Call which will open in September 2020.

For the offline dissemination:

- A dedicated postcard has been designed, printed and sent to all project partners (see below). An updated postcard for the 2nd Open Call will be produced.



Figure 10: 1st 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; they will be adapted to the requirements of the 2nd Open Call;

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 for the 1st Open Call and will be adapted to the 2nd Open Call. It was visible on project partners' websites, if possible. A set of organisations, including other EU projects in the field, were contacted, asking them to host the banner on their websites. The same will be done for the 2nd Open Call.



Figure 11: 1st Open Call banner

- 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 developed ad hoc posts and retweeted the ones posted by project partners. A timeline with a rotation system was in place so that each project partner knew when he/she is expecting to post (every two weeks) about the open call; this will be repeated for the 2nd Open Call;
- A virtual version of the open call postcard has been created and was used on social media (to be repeated for the 2nd Open Call);
- The 1st Open Call has been promoted with an advertising campaign on Facebook and Twitter (see D7.2.) and this will most probably be repeated for the 2nd Open Call;
- 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, to be adapted for the 2nd Open Call;
- A short video was produced and promoted through the project website and on social media. It will be adapted to the 2nd Open Call.

7 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 leverage them to bootstrap ACTION's impact creation activities, including communication and dissemination. This helped to build up a brand identity and an ecosystem around the accelerator and its pilots.

7.1 ***ACTION partners and their communities of reference***

Partnering up with research and innovation networks which are not directly involved in the consortium is 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 KCL, UPM and CEFRIEL are recognized for their scientific output and international collaborations with scholars from different disciplines. For example, the former ACTION coordinator 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 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 has been engaged in several projects tackling pollution and experimenting on different forms of citizens engagement such as [iSCAPE](#). Finally, former partner 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 represented the starting point for assuring visibility to the project, to the open calls and to its results. In the first 15 months of the project the community growth thanks to all the dissemination activities reported in D7.2; the 1st Open Call was a crucial attractor of interested stakeholders and the 2nd Open Call will increase the ACTION community further.

7.2 ***ACTION Advisory Board***

The ACTION Advisory Board (AAB) will be composed of five persons coming from the areas of expertise listed below. At the time of writing they have been contacted and they will be invited to discuss the results of the first EC review and provide additional advice on how to improve the project performances. Moreover, they will be invited at the final event of the accelerator and will provide feedback to the pilots of the first wave. They will be then consulted when needed in next stage and will participate to the project final conference organisation and event.

- **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.

7.3 ***Partnership with other EU projects***

Clustering with other ongoing H2020 projects is particularly important, as it ensures 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 took 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:

- Mapping CS projects;
- Mapping Stakeholders;
- Toolkit development;

D7.1 Dissemination and community building strategy

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

ACTION is interacting with the other projects on all these topics. AS reported in D7.2, with the MICS project there is constant exchange on the impact assessment aspects of both projects. New links have been established with other project such as TERRIFICA and REINFORCE and the dissemination team is proactively searching for further collaboration with other projects.

7.4 Enlarging the ACTION ecosystem and keep it engaged

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 is 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 stakeholder groups and communities keep the communication active with them and the communication and dissemination team offers supporting materials such as email templates, press releases, short videos and other relevant materials. In this way stakeholders receive messages from a person/institution they know and trust already and the communication style and timing are relevant to them. This makes the interaction more effective and more sustainable in the long run.

Social media plays an important role also in this activity and offers a quick and constant flow of updates on the project activities and results. This supports the engagement of the communities that are also be carefully followed on social media, retweeted and engaged in virtual conversation supporting the contacts reciprocal engagement.

8 ACTION KEY PERFORMANCE INDICATORS, MONITORING AND EVALUATION

The implementation of the communication and dissemination strategy with its planned activities is 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) and the distribution channels/s are updated in this revised version, reflecting developments.

A first comprehensive analysis has been performed for the Dissemination and community building report v1 (D7.2) where achieved numbers for the KPIs are reported. 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 two videos about the open calls. They are 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 documented
	Average duration of visits	One minute	
Social media	Number of followers on	3k by the end of the	Social media analytics

D7.1 Dissemination and community building strategy

	Twitter and Facebook	project	collected
Co-design and policy workshops	Number of events Average number of attendees	15-20 rapid prototyping workshops (150 participants) or other forms of co-design 1 methodological co-design workshop (20-25 participants) or other forms of co-design 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 newsletter 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, D7.2, D7.3
ACTION conference	Number of attendees Number of speakers	150+ participants 10+ speakers	Event registration list, slide decks, photos, social media engagement
Citizen science community	Number of people reached, including all types of stakeholders, through all activities	10k	Activity report, D7.2, D7.3
Research community	Number of scientists from different disciplines reached	3k	Activity report, D7.2, D7.3

D7.1 Dissemination and community building strategy

9 REFERENCES

Passani, A., Firus, A. Amendola, V. (2020), Dissemination and community building report v1 (ACTION D7.2)

Passani, A., Thuermer, G., Gonzalez, E. (2020), Sustainability Plan v1 (ACTION D7.4)

ANNEX 1 - IDENTITY HANDBOOK

Identity handbook is available at the following link:

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