



NEWSERA - Citizen Science as the
new paradigm for Science
Communication

Deliverable 6.2

Dissemination and

Communication Plan

Revision: v1.3



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873125

DELIVERABLE DETAILS

Due date: June 30th, 2020

Actual submission date: July 21st, 2020

Project start date: January 1st, 2020

Duration: 36 months

Work Package concerned: WP6

Concerned work package leader: Lisa Lazzarato

Dissemination level:

- PU:** Public (must be available on the website)
- CO:** Confidential, only for members of the consortium (including the Commission Services)
- Cl:** Classified, as referred to in Commission Decision 2001/844/EC

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Revision history:

revision	date	Contributor	Description
v1.0	22.06.2020	Lisa Lazzarato (Formicablu)	First Draft
v1.1	29.06.2020	Lisa Lazzarato (Formicablu)	Final Draft
V1.2	08.07.2020	Nora Salas Seoane (IBERCIVIS)	Review
v1.3	21.07.2020	Lisa Lazzarato (Formicablu)	Final Version
	31.07.2020	Rosa Arias (Science for Change)	Final revision

STATEMENT OF ORIGINALITY

This deliverable contains original unpublished work except where clearly indicated otherwise.

Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

SUMMARY

NEWSERA overall aim is to demonstrate the virtues of citizen science as an inclusive, broadband powerful science communication mechanism that can allow to increase trust, awareness and education in science.

It will analyse and evaluate the science communication strategies in citizen science projects across Europe and the United Kingdom, finding barriers in reaching the quadruple helix stakeholders (citizens and society at large, academic scientists, policy makers, industries) and science and data journalists. These results will be the basis for setting up co-creation activities to find innovative strategies to overcome the defined barriers (#CitSciComm Labs).

To maximize the impacts of the NEWSERA project, a dissemination and communication strategy, together with its implementation plan, is described in this document. It will be used by the consortium to ensure high visibility of the project and its results and to create the precondition for their successful exploitation. This deliverable is also a reference for evaluating the impact of dissemination and communication activities and will be adjusted as the project progresses.

The NEWSERA approach of building a dialogue, through co-creation activities, with its target audiences, will multiply the opportunity to disseminate and communicate the project. The networking activities with other SwafS projects with research interests in common will also enhance NEWSERA overall impact, specially in connection with the SwafS-19 sister projects.

TABLE OF CONTENT

1. Acronyms	6
2. Introduction	7
2.1 Deliverable structure	7
2.2 Objectives and partners of the NEWSERA project	8
2.3 NEWSERA project overall outcomes	9
2.4 NEWSERA #CitSciComm Labs	10
3. Target audiences and messages	11
3.1 Citizens	11
3.2 Academic scientists	11
3.3 Policy makers	12
3.4 Industries and SMEs	12
3.5 Journalists	12
4. Dissemination and communication strategies	13
4.1 Dissemination objectives	13
4.2 Communication objectives	14
4.3 Phases and workflow	14
5. Dissemination and communication plan	15
5.1 Dissemination and communication activities	15
5.2.1 Phase 1 (M1-6)	16
5.2.2 Phase 2 (M6-10)	16
5.2.3 Phase 3 (M10-31)	17
5.2.4 Phase 4 (M31-36)	18
5.2 Collection of dissemination content and events	20
6. Tools and channels	21
6.1 Visual identity	21
6.2 Project website	21
6.3 Deliverable template	23
6.4 Social media	24
6.4.1 Twitter	24
Following	24
Hashtags	25
Mentions	25
Campaigns	26
Support for Twitter use	26
6.4.2 YouTube	27
6.5 Communication materials	28
6.5.1 Leaflet	28

6.5.2 Video	28
6.5.3 Photos	28
6.6 European Commission Communication Channels	29
7. Monitoring and evaluation	29
ANNEX 1 - Dissemination template	31
ANNEX 2 - Plan of the first NEWSERA communication campaign	32

1. Acronyms

Acronym	Description
CitSciComm	Citizen Science Communication
CS	Citizen Science
DCP	Dissemination and Communication Plan
FB	formicablu
FC.ID	FCIENCIAS.ID Associação para a Investigação e Desenvolvimento de Ciências
FECYT	Spanish Foundation for Science and Technology
F2F	Face to face
IBERCIVIS	Fundación Iberoicivis
KPIs	Key Performance Indicators
RRI	Responsible Research and Innovation
SfC	Science for Change
SMEs	Small and Medium-sized Enterprises
UNIPD	Università degli Studi di Padova
WP	Work Package

2. Introduction

The DCP deliverable is presented together with a brief description of the objectives, outcomes and the core activity of the NEWSERA project, that is functional to its clarity and completeness.

This Deliverable describes NEWSERA DCP, as defined in Task 6.1 (“Dissemination and Communication plan”) and Task 6.2 (“Visual identity and project website”) of Work Package 6 “Dissemination and communication actions”. It is also complemented by deliverable D6.3 NEWSERA - Visual identity.

This document will describe the general strategy, tools, and indicators that will be adopted to increase the impact of NEWSERA. As the project moves on, it will be integrated and amended according to necessities and on the basis of constant monitoring of chosen indicators. A major update will be represented by deliverable D6.6 “Updated Dissemination and Communication Plan” due by month 24 of the project (December 2021).

The objectives of this plan are:

- 1) ensure effective communication and dissemination of the project.
- 2) identify the messages to be addressed to targets audiences.
- 3) plan the communication and dissemination activities.
- 4) define evaluation criteria to monitor the effectiveness of the plan.
- 5) provide NEWSERA partners a common strategy, best practices and tools to guarantee their participation and the optimal implementation of the plan.
- 6) describe how collaboration with other related EU-project will be implemented.

2.1 Deliverable structure

The document is organized in six main sections:

1. **Introduction:** describes the structure of the deliverable and the main objectives of the Dissemination and Communication plan, together with a brief presentation of objectives, outcomes and core activity of the NEWSERA project.
2. **Targets and messages:** identifies to whom the activities are addressed and which are the main messages to be conveyed.
3. **Dissemination and communication strategies:** focuses on the general strategy that will guide the development of the dissemination and communication activities and actions.
4. **Dissemination and communication plans:** presents the list of actions addressed to different target audiences and their implementation during the project.
5. **Tools:** describes the tools to enforce the plans.

6. **Monitoring and evaluation:** defines the KPIs (Key Performance Indicators) for each communication tool.

2.2 Objectives and partners of the NEWSERA project

The overall aim of NEWSERA is to unveil the potential of CS projects as a communication mechanism for science and technology. These initiatives can be highly engaging, raise awareness and educate in science, they can promote critical thinking and increase trust in science communication.

The specific objectives are the following:

1. Evaluate the current effectiveness of science communication and the perception of stakeholders participating in CS projects.
2. Create five Citizen Science Communication Labs (#CitSciComm Labs) addressed to quadruple helix stakeholders and science and data journalists, in order to advance the state-of-the-art of science communication.
3. Interlink data journalism principles and CS and find new ways to explore common goals and collaborative efforts between citizen scientists and data journalists.
4. Develop improved ways to measure and assess science communication.
5. Identify good practices to ensure quality, reliability and increased trust in science communication and science.
6. Produce five innovation blueprints, addressed to quadruple helix stakeholders and science and data journalists, to guarantee project replicability.
7. Provide policy guidelines to increase trust in science communication.
8. Provide new contents and methodologies for formal and informal teaching in science communication within scientific disciplines.
9. Suggest new incentive mechanisms to involve academic scientists in science communication.
10. Use advanced data mining techniques to provide a framework to evaluate the effectiveness of the different science communication strategies; the impact and efficiency of such strategies will be validated through the definition of KPIs.
11. Communicate and disseminate the project actions to replicate NEWSERA findings and science communication strategies in CS projects and beyond.
12. Embed and put into practice a highly inclusive engagement model.

13. Embed the ethics dimension in relation to the participation of citizens in research, data protection aspects, and in relation to the perception of science and science communication of quadruple helix stakeholders.

The consortium is composed of six partners, experts in citizen science, science communication and with transdisciplinary expertise in co-creation, co-design, participatory strategies, data analysis and impact evaluation:

1. Science for Change (SfC) - Spain
2. Università degli Studi di Padova (UNIPD) - Italy
3. FCIENCIAS.ID Associação para a Investigação e Desenvolvimento de Ciências (FC.ID) - Portugal
4. Spanish Foundation for Science and Technology (FECYT) - Spain
5. Fundación Ibercivis (IBERCIVIS) - Spain
6. formicablu (FB) - Italy

2.3 NEWSERA project overall outcomes

The project will produce the following outcomes:

- Analyzed & evaluated the current effectiveness of science communication in CS projects and beyond, in a European context.
- Analyzed & evaluated the perception of the quadruple helix of stakeholders in science communication within CS projects, with a special focus on citizens.
- Contributed to the advancement of the state-of-the-art in science communication by deploying new ways of evaluating and assessing science communication in terms of effectiveness and perception using CS journalism.
- Increased knowledge of science communication by defining innovative communication strategies with each stakeholder group, using both digital and non-digital channels, in a co-creation and iterative process.
- Suggested new incentive mechanisms to involve career scientists in science communication beyond academia and promote interdisciplinarity.
- Identified good practices to ensure reliability and increase trust in science communication through CS.
- Developed policy guidelines to increase trust in science communication enhancing CS as a new era in a growing open and global world in science communication.
- Enhanced the open up of science to society, uptaking R&I and RRI dimensions.

The project is organized in 8 Work Packages (WP) to facilitate its implementation:

- WP1 - Coordination and project management
- WP2 - Analysis of Citizen Science as a Science Communication Tool
- WP3 - Co-design of innovative strategies in Citizen Science Communication
- WP4 - The NEWSERA Pilots: Implementing the concepts of Citizen Science Communication and Citizen Science Journalism
- WP5 - Evaluation and impact assessment: the legacy of NEWSERA
- WP6 - Dissemination and Communication Actions
- WP7 - Ethics and Data Protection strategies in NEWSERA
- WP8 - Ethics requirements

2.4 NEWSERA #CitSciComm Labs

Co-design of innovative communication strategies using CS as a science communication tool is the core activity of NEWSERA project and will be implemented through the creation of #CitSciComm Labs.

The Labs will involve representatives from CS projects, science communicators, science and data journalists, and quadruple helix stakeholders: together they will collaborate on new and improved strategies of communication addressed to quadruple helix stakeholders (citizens, academia scientists, policymakers, industries and SMEs). Each Lab will consist of a series of co-creation workshops that will be organized locally in Spain, Portugal and Italy, as small groups face-to-face meeting, allowing for remote participation and mutual learning.

The main objectives of the Labs are:

1. Creating a **dialogue** with all the stakeholders to improve engagement, effectiveness and trust in science communication and CS.
2. Defining and assessing the concepts of **CS Communication** and **CS Journalism** in each of the labs.
3. Using CS as an **innovative tool** to open up science and innovation to the quadruple helix stakeholders.
4. Developing formal and informal **training** for citizen and career scientists in science communication.
5. Analysing the current **reward mechanisms** for scientists to get involved in science communication outside academia and co-create alternatives for recognition.
6. Evaluating citizen science as a tool to **fight misinformation** in the post-factual era.

The #CitSciComm Labs were initially planned to be carried out, at least for some sessions, at the same time as the General Assembly meetings happened - to

optimize travel costs and human resources. Following the plan, the NEWSERA kickoff meeting (Barcelona, 4-6 February 2020) blended a meeting of the consortium partners and our Project Officer, together with two days of participatory workshops that simulated the functioning of the future NEWSERA #CitSciComm Labs.

The COVID-19 crisis in March 2020 posed a high degree of uncertainty in the project's work plan. The original plan concerning #CitSciComm Labs was modified to reduce the crisis impacts and prevent new and repeated changes, according to two directions: localize the Labs and provide an online alternative to face-to-face meetings, and reschedule them to reduce uncertainty.

In this perspective, the #CitSciComm Labs sessions were postponed some months and got transformed into a cascade cycle of five face-to-face of labs, implemented in parallel at national level (in Spain, Italy and Portugal) with stakeholder-tailored-workshops, and with remote participation.

3. Target audiences and messages

Prerequisite of an effective communication strategy is the definition of target audiences and messages.

NEWSERA target audiences are represented by the quadruple helix stakeholders and journalists. They are involved at a different level in CS projects and as target audiences, they will be addressed accordingly. Specific communication actions will be defined in WP3 and WP4 for the CS pilots. A description and the messages to be conveyed to each target audience is provided below.

3.1 Citizens

Citizens who currently participate in CS projects (citizen scientists) or who are interested in science or society at large are a major NEWSERA target audience. The messages to be conveyed to them are:

- science and technology permeate our society
- you can be an active participant in the advancement of science and technology
- you can be an active participant in citizen science projects
- you can be an active participant in science communication
- understanding the production of scientific data is a precious skill for being able to make informed choices, even in daily life
- many tools allow you to discriminate between significant and fake scientific information

3.2 Academic scientists

Academic scientists include researchers that work in universities, science and technology parks, technology transfer offices, units of scientific cultures and research centers. This large and diverse community include both researchers who participate in CS projects and who are skeptic about them. The messages to be conveyed to them are:

- CS can be as rigorous and trustworthy as “professional” science
- citizens participating in CS projects can amplify the communication of results
- science communication, like communication in general, is a two-way process with its rules and dynamics and you can be more successful in it through a proper training
- scientific data can be visualized and narrated through data journalism

3.3 Policy makers

Policy makers at all levels (local, regional, national and European) are NEWSERA’s target audience. The messages to be conveyed to them are:

- CS projects can improve societal challenges
- CS projects are successful examples of public engagement
- CS projects can help to detect particular issues, as socio-environmental problems affecting communities
- CS projects can involve and engage a community to work together with a public administration
- CS projects allow a collaborative way among stakeholders to a common goal in a non-profit way
- CS projects legitimise to carry actions and policies out from their outcomes
- CS projects allow seeing an administrator as a partner not as an enemy
- CS successful projects improve administration popularity

3.4 Industries and SMEs

This target audience includes entrepreneurs, Research and Development, Research and Innovation, Communications departments of SMEs or big companies. The messages to be conveyed to them are:

- increase Corporate Social Responsibility and embed of the RRI dimension are important aspects of modern industry
- CS is an opportunity for linking to society
- CS can contribute to Research and Innovation

3.5 Journalists

The journalist target audience includes science journalists, who are specialized in information about science, and data journalists, who use data as one of the main sources of reporting. They publish scientific or data content in generalist and specialised media, digital or not digital, and may or may not be in touch with CS projects. The messages to be conveyed to them are:

- CS projects can be an amazing source of information
- scientific issues can become a hot topic through a high level of citizen engagement in CS projects
- CS can be very helpful with framing the data collection and the analysis of problems with strong local expertise and cognition

4. Dissemination and communication strategies

This section includes a description of the communication and dissemination of the NEWSERA project, their purposes and phases of implementation.

Communication and dissemination are central to H2020 projects, together with exploitation of results, and are differentiated in objectives, focus and target audiences. The differences can be summarized as follow¹:

- **Communication:** aimed at reaching out society and show impact and benefits of the project to them; the main focus is to **inform about and promote the project and its results/success**; it is addressed to multiple audiences beyond the project's own community, including media and the broad public.
- **Dissemination:** aimed at transferring knowledge and results, enabling others to use them; is focused on describe and ensure **results available for others to use**; it is addressed to audiences that potentially can use the results.
- **Exploitation:** concerns the effective use of project results, turning them in concrete value and impact for society; it focuses on **making concrete use of the results**; it is addressed to anyone using the results inside and outside the project.

¹ Making the most of your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation. European IPR Helpdesk, 2018.

http://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf

4.1 Dissemination objectives

The NEWSERA project encompasses a rich dissemination plan that is driven by the following objectives:

1. produce an analysis of the dynamics of science communication in CS projects;
2. design tools to evaluate the quality of current science communication strategies;
3. provide guidelines and tools to improve CS projects communication;
4. co-design blueprints to support CS communication in other countries and in different situations from the one taken into account within the project;
5. prove the value of CS communication and advocate its position in science communication within the community of science communication researchers;
6. highlight the importance of framing the data collection and the ability to analyze problems with strong local expertise and cognition, which are typical of CS projects.

4.2 Communication objectives

Communication is aimed at informing a wider audience about the project. The following objectives will be pursued:

1. present the NEWSERA project's aim and scope to stakeholders, general public and other EU projects on similar themes;
2. raise awareness on the potential of CS projects to increase trust in science and technology;
3. present co-creation methodologies as an opportunity to take into account all stakeholders needs and expectations;
4. make use of visual narratives to guarantee effective communication;
5. find ways to connect data collection and analysis that is of interest for local communities with data journalism;
6. map the existing CS projects and make them visible for the wider audience as well as the quadruple helix stakeholders.

4.3 Phases and workflow

Dissemination and communication strategies can be translated in an effective DCP if objectives are defined and timing planning is provided. The NEWSERA project identifies four main phases, which overlap and are intended as indicative, as illustrated by Figure 1.

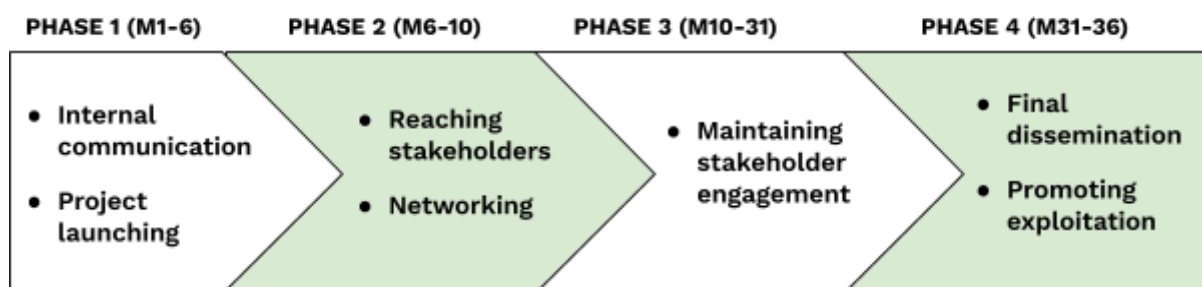


Figure 1. Schematic representation of the dissemination and communication strategic phases

The **first phase (M1-6)** encompasses the beginning of the project and the development of the Dissemination and Communication Plan. These months have been used to build a strong and effective **internal communication** within the consortium, starting from the Kick-off meeting (M2, February 2020) and through periodic remote meetings. The external communication has been focused on **launching the NEWSERA project**.

The **second phase (M6-10)** is focused on **reaching the stakeholders** that are going to participate in the #CitSciComm Labs, that will be launched on M10 (October 2020). **Networking** activities with other related EU projects (specially SwafS-19 sister projects) has started in order to create synergies and boost dissemination potential.

The **third phase (M10-31)** accompanies the core activity of the NEWSERA project, that is the co-creation workshops of the #CitSciComm Labs. Dissemination and communication are focused on **maintaining stakeholders engagement**.

The **fourth phase (M31-36)** is focused on **disseminating the final results** of the project and **promoting their exploitation**.

These four phases will guide the detailed DCP exposed in the following section.

5. Dissemination and communication plan

This section entails the description of the internal communication, dissemination and communication activities and partner roles in them in relation to the four strategic phases and the deliverables and milestones associated to each WP.

The dissemination and communication activities anticipated in the NEWSERA project proposal have been expanded and formalized in this deliverable, thanks to the contribution of all the partners. Furthermore, it takes into account the modifications that have to be adopted to face the constraints and uncertainties due to COVID-19 pandemic outbreak in February/March 2020. The persistence of this situation has induced to adopt different tools and to always provide an alternative to F2F activities.

5.1 Dissemination and communication activities

The dissemination activities will be performed to maximise NEWSERA outreach, to the quadruple helix stakeholders and communities, as well as science and data journalists.

The activities are described and grouped in the four phases described in the previous paragraph (4.3 Phases and workflow). The full list of dissemination activities is presented in Table 1.

5.2.1 Phase 1 (M1-6)

NEWSERA dissemination and communication activities started at the very beginning of the project, being the first phase focused on internal communication and communication of the project launch. By the time of the DCP submission the communication actions have been the following:

- **#CitSciComm Labs testing (all partners):** at the Kick off meeting (M2) in Barcelona, two days were dedicated to simulating the setting up and working of the co-creation Labs, inviting external guests, being local representatives of CS projects, science communicators and data journalists. The work undertaken within the two days was documented with photos, short video interviews to some participants and the results were shared through a web presentation (<https://spark.adobe.com/page/hJM6Vy23lvXMJ/>). The full report is provided in D6.1 deliverable (Events 1) submitted in March 2020 (M3).
- **First NEWSERA communication campaign (FB, all partners):** by the end of May 2020 (M5) the NEWSERA website was online and was announced through Twitter; a few days after the same tools were used to launch the



survey developed by partner UNIPD, aimed at mapping the communication strategies of CS projects and at connecting with potential pilot projects to be involved in #CitSciComm Labs. Invitations to answer the survey were also spread via email, taking advantage of the connections that partners have in the CS networks. The communication actions were planned and shared within the consortium through a detailed document (ANNEX 2). Other campaigns will be planned throughout the entire project on the occasion of important events or release of results. Apart from the communication campaigns, publishing news about the project will be done in a regular basis on the website and through social media.

- **NEWSERA presentation (UNIPD):** Paolo Giardullo introduced NEWSERA to members of the PaSTIS (Padova Science, Technology & Innovation Studies) research unit that are not engaged in the project activities. The audience consisted of Italian academics engaged in Science and Technology Studies, New Media Studies and Environmental Sociology. Paolo Giardullo described the tasks envisaged for UNIPD in connection to the whole project's rationale. The speech generated curiosity amongst the audience. Several questions about the project, consortium and citizen science features kept the level of the debate high.

5.2.2 Phase 2 (M6-10)

- **Networking with SwafS projects (SfC):** in June 2020, the first remote meeting with representatives of SwafS-19 projects ([ParCos](#), [TRESKA](#), [CONCISE](#), [Rethink](#), [QUEST](#)), with topic in common with NEWSERA, occurred; these meetings aim is to promote common events and dissemination and communication activities, to mutual-learn from each other. The meetings have been scheduled on a three monthly basis.
- **#CitSciCom Labs launch (SfC, FB):** the creation of the Labs will be announced, organizing three simultaneous events, possibly F2F with the possibility of remote participation, in Spain, Portugal and Italy. A wide variety of CS practitioners and science and data journalists will be involved as potential candidates for the NEWSERA pilots (the CS projects that will be the case studies of the Labs); the Sounding Board, composed by science and data journalists participating to the Labs, will be created.
- **Press release (FB):** in order to promote the project in media beyond the scientific community, a press release will be sent at the launch of the #CitSciCom. Other press releases are planned at least two times more in project events: the launch of the pilots and the final project event.
- **Conference and scientific congresses (FECYT, SfC, UNIPD):** presentations in scientific international conferences and seminars will give partners the opportunity to present the achievements of the project. Consortium members will participate in national and international conferences. There

are several venues dedicated to the topics that NEWSERA encompasses. Many of the planned events for the Spring/Summer 2020 have been postponed due to COVID-19 pandemic and have to be confirmed, but a preliminary list is the following:

- 8th SciComPT Congress, NONAGON, São Miguel, Lagoa, Azores (probably October 2020)
- ECSA Conference Trieste, Italy (rescheduled to September 6-8, 2020 online)
- II International Forum of Citizen Science in Spain Madrid, Spain (probably October 2020)
- VIII STS Italia Conference. Dis/Entangling Technoscience: vulnerability, responsibility and justice. University of Trieste (rescheduled for June 17-19, 2021).

5.2.3 Phase 3 (M10–31)

- **#CitSciComm Labs (all partners):** co-creation Labs (see 2.4 NEWSERA #CitSciComm Labs) will consist in 4 events (M14, M18, M22, M28), organized in parallel at a local level (in Spain, Portugal and Italy). Their aim is to co-design effective communication strategies for each stakeholder group, and implement, analyse, and evaluate the proposed methodologies, through an iterative cycle (WP3-WP4-WP5). The co-creation workshops will be addressed to quadruple helix stakeholders and data and science journalists through the #CitSciComm Labs to allow for co-design of the most suitable communication strategies to be applied in their ongoing citizen science initiatives. Informal learning in science communication will happen by virtue within the co-creation workshops.
- **Formal training in science communication (FC.ID, UNIPD):** Universities and research partners are committed to including NEWSERA findings and results in seminars and PhD teaching activities, which will promote citizen science as a new paradigm for science communication within the academic community. A test will be run by partner FC.ID in the unit Scientific Culture and Society II, within the University of Lisbon's master in Scientific Culture and Outreach in Science (March 2021), as well as in the unit Science Communication within the master in History and Philosophy of Sciences, and by partner UNIPD.
- **Open access scientific publications (all partners):** Scientific publications are encouraged as a means of dissemination. The consortium will comply with the EC requirements for Open Access and Open Research Data by keeping free access to the consortium's research data results and publications. Publications in academic journals will be useful for both disseminating NEWSERA outcomes within the academic audience and connecting the project with other ongoing H2020 projects in the science communication field. NEWSERA aims to publish in the Journal of Science Communication

JCOM and will interact with the JCOM community page of the RETHINK project. NEWSERA public deliverables will be published on Zenodo, the open-access repository developed under the European OpenAIRE program.

5.2.4 Phase 4 (M31-36)

- **NEWSERA Policy briefs (FECYT):** both the co-creation experiments and the project community will result in novel ways of communicating science within a CS project. In the pilot cases highlighting industry or policy stakeholders, relevant outcomes on how to engage them or translate the RRI policy discourse into their context will be achieved. Policy briefs will benefit from these insights and collate each project's specific issues for a policy audience, aiming to bring citizens' opinions to the topical policy discourses.
- **Blueprints for #CitSciComm (UNIPD, FC.ID, FECYT, SfC, FB):** guidelines regarding innovative and optimal approaches for science communication within the citizen science context will be another key dissemination action in the NEWSERA project. Novel strategies for communication between stakeholders in citizen science will be described. Moreover, the overall communication ecosystem around citizen science will be presented as an innovative paradigm for science communication. The Blueprints to be produced will contain, at least, targeted communication plans, good practices, barriers and mitigation strategies, innovative tools and channels.
- **Final event (FB):** at the end of the project, a final event will be organized to disseminate the results to key target audiences, including the quadruple helix of stakeholders targeted during the project, science communication practitioners, EC officers, the media, and the scientific community. It will be open to society at large.

Phase	Activity	Channels	Tools/Outcomes
1	#CitSciComm Labs testing (all partners)	F2F event	co-creation methods; video interviews to participants; web presentation of the results; report (D6.1)
1	Events 1 (FB)	website	report (D6.1)
1	First NEWSERA communication campaign (all partners)	website, Twitter, email	News post; social media; personal communications
1	NEWSERA presentation (UNIPD)	remote meeting	oral presentation
1	NEWSERA Visual identity (FB)	website	report (D6.3)



1	H-Requirement No. 1 (SfC)	website	report (D8.1)
1	POPD - Requirement No. 2 (SfC)	website	report (D8.2)
1	H - POPD - Requirement No. 3 (SfC)	website	report (D8.3)
2, 3, 4	Networking with EU projects (SfC)	email; F2F/remote meeting	slide presentations; documents; workshop attendance
2	#CitSciComm Labs launch (all partners)	F2F/remote event	co-creation methods; video storytelling; photo reportage
2, 3, 4	Press release (FB)	email, website	press release package (text, images)
2, 3, 4	Conference and scientific congresses (FECYT, SfC, UNIPD)	F2F event	abstract/poster presentations
3	Portrait of citizen science communication strategies in EU citizen science projects	website	report (D2.1)
3	NEWSERA project official video	website, social media	video
3	Events 2	website	report (D6.5)
3	Events 3	website	report (D6.7)
3	Report on indicators for impact assessment of science communication in citizen science projects (UNIPD)	website	report (D2.2)
3	Effectiveness of science communication in EU citizen science projects (IBERCIVIS)	website	report (D2.3)
3	Report on ethics aspects as a cross-cutting issue in NEWSERA actions (IBERCIVIS)	website	report (D7.2)
3,4	#CitSciComm Labs (all partners)	F2F/remote event	co-creation methods; video storytelling; photo reportage
3	Formal training in science communication (FC.ID, UNIPD)	F2F event	training activities
3	Open access scientific publications (all partners)	scientific journals	research articles
3	NEWSERA Policy briefs (FECYT)	website	reports (D5.4, D5.5)
4	Blueprints for #CitSciComm	website	reports (D4.2, D4.3, D4.4, D4.5, D4.6)

	(UNIPD, FC.ID, FECYT, SfC, FB)		
4	Formal and informal training mechanisms for science communication (FC.ID)	website	report (D3.6)
4	Citizen Science as a communication tool in the Post-Factual Era (FECYT)	website	report (D3.7)
4	Guide of Science Communication in Citizen Science Project and Citizen Science Journalism (FECYT)	website	report (D5.3)
4	Final event (FB)	F2F event	presentations; participative activities

Table 1. List of the carried out/planned dissemination and communication activities

5.2 Collection of dissemination content and events

The D1.1 Project Management handbook describes the actions and tools that will ensure a smooth functioning of internal communication, which is fundamental to the overall success of the project as well as the implementation of the DCP.

Partners will be invited to share eventual dissemination material or events on a monthly basis, with the support of the Project Manager, who organize coordination monthly meetings. According to the type and relevance content, it will be disseminated through NEWSERA website and/or partners Twitter accounts or added to the list of dissemination activities. A Google Doc template has been designed to facilitate the sharing (ANNEX 1).

6. Tools and channels

Dissemination and communication activities will make use of a set of diverse tools and channels, offline and online and F2F.

6.1 Visual identity

The project visual identity is described in detail in deliverable D6.3 (“NEWSERA visual identity”). The project logo choice has been done at the Kick-off meeting, where three proposal were presented and discussed between all partners. An easily recognizable full visual identity was developed on the basis of the chosen logo (Figure 2).



Figure 2. *The vertical version of NEWSERA logo*

Guidelines have been provided (brand book) in order to ensure the consistent use of visual identity by partners. The visual identity package included also templates, provided as Google Suite document: letterhead, presentations and deliverables.

6.2 Project website

The project website is described in detail in deliverable D6.3 (“NEWSERA visual identity”). The website presents the project in a clear and simple way: its objectives and workflow, the partners, the core co-creation activities represented by the #CitSciCom Labs, the context and the advancement of the project or interesting related news.

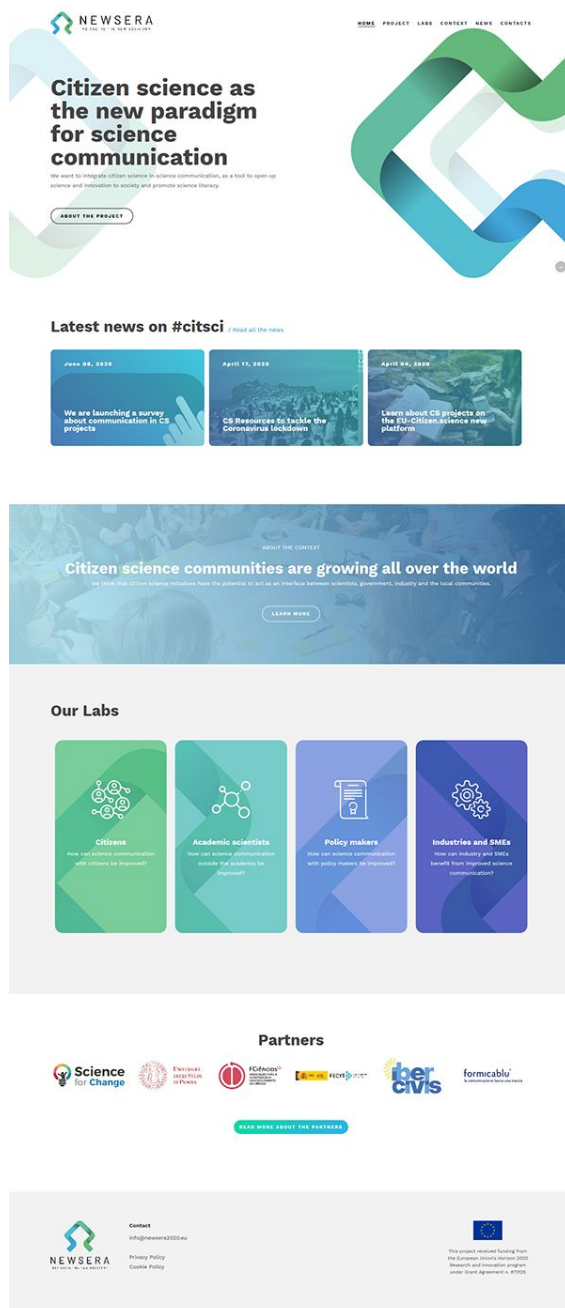


Figure 3. Screenshot of the project website homepage.

NEWSERA website is the most easily reachable source of information about the project. It will be updated according to the project development: new pages will be eventually created and customized to the evolving dissemination and communication needs. The Labs section will be certainly enriched and the official video of the project will be embedded from the YouTube project channel (see section 6.4 Social Media). The news section will be updated at least on a monthly basis, according to an editorial plan that will be produced within WP6 and shared and integrated with all partners contributions.

6.3 Deliverable template

A Google Docs template has been designed for deliverables, together with other template documents presented in D6.3 (“NEWSERA visual identity”) to collaboratively work within the consortium. Some screenshots of the deliverable templates are presented below.



Figure 4. Cover and first page of the deliverable template.

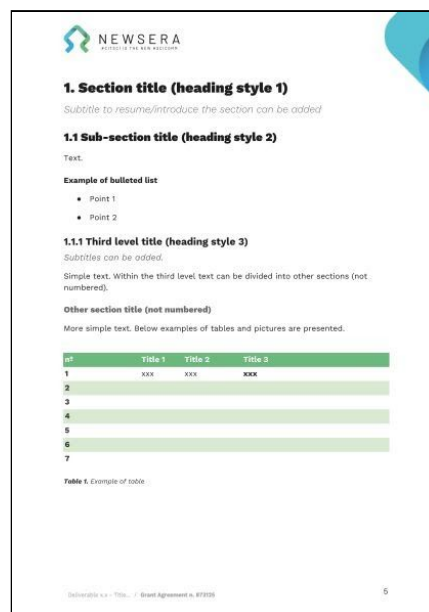


Figure 5. Heading styles and table example of the deliverable template.

6.4 Social media

The NEWSERA consortium has chosen not to create its own social profiles, considering four main constraints in this approach:

- **great efforts/resources needed for effective communication on social media:** communicating effectively through social media requires building a community; this requires posting content on a daily basis (at least four/five times a day), in particular on Twitter and Instagram; moreover, it means not only distributing contents, but carrying out a conversation, replying, retweeting, and asking for participation; all these activities are time consuming and require almost a full time “social media manager”, an effort that was not deemed as a priority in the allocation of resources, given the possibility to count more on the existing strong social engagement of partners and local communities.
- **Time needed to build a community vs. duration of the project:** the limited resources dedicated to social media communication can be partly counterbalanced by building a community of followers slowly and over time, however, the project duration is too short (considering also the start-up phase of the project) to effectively do so.
- **Active presence of partners on Twitter, Instagram and LinkedIn:** a prerequisite for an effective communication strategy through social media is the active involvement of all the partners in sharing the contents, in order to quickly create and expand the community around new accounts. With the exception of a few members, most Newsera partners are not very active on social media, thus invalidating this approach.
- **Language constraints:** official accounts of the project would naturally adopt English, the common language between partners, failing to reach an important part of the target audience (e.g. local communities in the countries of the project).

The NEWSERA presence on social media will be guaranteed and its impact maximized by a careful planning and use of resources, starting from the choice of a single social media platform, that is Twitter.

6.4.1 Twitter

This social media platform consists of a microblogging system that allows sharing short texts, links and multimedia contents. It has a diverse audience and facilitates real-time engagement. NEWSERA use of some of its functionalities is described below.

Following

Follow another profile is the way to see its tweets (or retweets or likes), but is also possible to follow a group of users, aggregated in a “list”, with a unique web link. NEWSERA partners present on Twitter, with both personal and institutional profiles, have been included in a **public list**², that enables the subscription of other users facilitating them in following the published content. It is also useful for partners themselves for mutual tracking of tweets. Other public lists will be conveniently created, for example for connecting to participants at #CitSciComm Labs.

Hashtags

Use of hashtags, that can be basically defined as keyword preceded by the # symbol, was invented on Twitter and it becomes essential to reach the desired target audience and to enhance engagement. Considering NEWSERA target audiences a preliminary **list of hashtags** has been compiled (Table 2), that will be revised during the projects.

Hashtag	Target audience/Use
#NEWSERA	NEWSERA unique hashtag to ensure project online presence
#CitSciComm	NEWSERA unique hashtag to promote the concept of Citizen Science Communication and the co-creation Labs activities/events
#CitizenScience, #CienciaCiudadana, #CitSci	CS community
#DataJournalism, #PeriodismoDeDatos	Data journalists
#SciComm	Science communication community
#ScienceAndSociety, #ScienzaeSocieta, #CienciaySociedad	Researchers in science and society
#H2020	H2020 community and the European Commission
#SWAFS	SWAFS community and the European Commission

Table 2. List of NEWSERA hashtags and their eventual translation in Italian, Spanish and Portuguese.

The hashtags are either unique (e.g. #NEWSERA and/or #CitSciComm) or other properly chosen within those related to the project themes (#citizenscience). A selection of them should always be included by all partners when communicating project achievements and news on social media. #NEWSERA, in particular, is

² [NEWSERA partners -https://twitter.com/i/lists/1265263064666050560](https://twitter.com/i/lists/1265263064666050560)

important to spread project identity and for measuring purposes (see 7. Monitoring and evaluation section).

Mentions

Mentioning a profile on Twitter (i.e. adding the profile handle in the tweet text) or tagging, that refers also to cite the profile handle in a shared picture, is the way to start a conversation and, depending on the user setting, to notify the profile of the citation.

To address the risk of not being relevant on social media with a new and invisible account (as it could be if creating a NEWSERA official account), it has been decided to focus effort on **tagging and engaging in conversations** with already established communities, groups of reference and influencers interested in NEWSERA topics. Social authority is a key indicator for a project like NEWSERA, since it does not depend so much on the number of messages shared and their frequency while it is much more related to the quality and the impact of conversations with relevant Twitter players.

Campaigns

The presence of NEWSERA on Twitter will be organized in *ad hoc* campaigns, with specific objectives and a defined duration.

The first campaign was started in conjunction with the publication of project website and the launch of the survey addressed to CS projects, which was aimed at mapping the projects communication strategies and selecting the projects for #CitSciComm Labs. The detailed plan, which included also other communication actions, is provided in ANNEX 2.

Communication campaigns to be launched in conjunction with key events in the project will be planned timely, taking advantage of consortium monthly meetings.

Support for Twitter use

A Twitter decalogue has been produced in order to align partners on the use of this social platform (see ANNEX 2). It contains simple tips that can greatly improve the efficacy of the tweeting activity.

Since tweets with images are nearly twice as likely to be retweeted and make tweets much more visible, their use is highly recommended. A set of images with NEWSERA brand (Figure 4) have been produced on the occasion of the first communication campaign and will also support future campaigns.



Figure 6. Example of an image designed according to NEWSERA visual identity to be shared on Twitter.

The images are produced in different formats, optimized for Instagram, Twitter, Facebook and LinkedIn, in order to facilitate sharing by partners in these social media.

6.4.2 YouTube

The NEWSERA YouTube channel will host the videos produced by the project, starting from the official video (deliverable D6.4, due by M12), and will be functional for:

- being a repository of the video produced (official video and storytelling videos)
- allowing easy sharing
- improving website ranking in Google search engine
- connecting to SwafS projects, as part of the dissemination strategy
- curating playlists of videos related to NEWSERA themes

6.5 Communication materials

6.5.1 Leaflet

An eye-catching project leaflet will be designed according to the adopted visual identity. Developed in English, it will present key information about the project (description of the project, its aims and expected impacts, and its partners) in a concise and engaging manner. It will be produced both in electronic format to be downloaded on the website or shared via e-email and at a resolution suitable for printing to be used for conferences and live events. The information present in the leaflet will be adapted to additional formats (e.g. roll ups for events) if needed for dissemination events.

6.5.2 Video

An **official video** presenting the project will be produced by FB, by the first year of the project (December 2020, D6.5 NEWSERA Official video). The video will be designed to be visually appealing and to convey the key information of the project. The workflow for video production will be concept, storyboard and production - collecting feedback from partners at each step. The final result will be uploaded on the project website and circulated among social media.

Through the actions envisaged in the #CitSciComm Lab for citizen scientists, the creation of **storytelling videos** will be promoted (see 5.1 Dissemination and communication activities) as an engaging and empowering tool to communicate project actions. Short videos (1 min) will be produced by the participants at Labs. They will record a short audio track which will then be supported by still images, capturing the emotional power of personal stories which could be told without the storyteller needing to speak in front of a large, live audience. A web series of at least 5 short video stories will be produced following some of the key activities during pilot projects. These video will be formatted according to the NEWSERA visual identity and shared through the website and social networks.

6.5.3 Photos

Photo reportage of at least two project meetings/project activities (including the #CitSciComm Labs) was originally planned. Photos are a great way to document and showcase what is happening within the project, and the best tool to engage with readers and followers.

Carried out by a professional photographer, the reportage will allow to create a portfolio of high-quality images, to be used throughout the project duration for dissemination purposes, and available also for the social media communication activities.

Since photo reportage implies an attendance in person at the project events and taking into account the possible limitations imposed by the COVID-19 pandemic, it will likely be carried out in the second year of the project.

6.6 European Commission Communication Channels

The project will use EC services to communicate largely its updates and events: CORDIS News, CORDIS Wire, European Commission's Newsletters, EC's events pages, etc. This will be done in close coordination with the NEWSERA Project Officer and will allow to reach a Europe-wide "qualified" audience.

7. Monitoring and evaluation

Dissemination and communication activities will be monitored throughout the project according to a proper set of success indicators, quantitative and qualitative. The KPIs will be useful for evaluating if the dissemination and communication objectives have been reached and refining accordingly the activities to be carried out. The KPIs for dissemination activities are listed in the following Table 3.

KPI	Number	Description
Launch of #CitSciComm Labs	3	3 local events in Italy, Portugal and Spain will be held to announce the launch of the Labs
Participants at #CitSciComm Labs	150	150 estimated participants at #CitSciComm Labs: 50 for each country (Italy, Portugal and Spain) equally distributed between quadruple helix stakeholders and journalists
Number of CS pilots	4	at least 4 CS projects to be involved in the #CitSciComm Labs
Policy makers outreach	4	Number of countries where policy-science dialogues will take place through the #CitSciComm Labs
Networking with EU projects	5	at least 5 projects to connect and collaborate with
Conference and scientific congresses	15	At least 15 presentations in conferences and congresses
Scientific publications	3	At least 3 scientific articles published in peer reviewed journals
Press releases	3	At least 3 press releases
Project final event	1	Final event disseminating the results of NEWSERA

Table 3. Set of KPIs for the dissemination activities.

Communication actions will be evaluated on the basis of indicators that will be chosen by the consortium after the first year of activity, on the basis of the most effective tools and practices applied by the partners to design and evaluate the common activities. Therefore, according to the participatory philosophy inspiring NEWSERA, KPIs will be discussed during the first year of activity and updated in the revised version of the communication plan (D6.6 “Updated Dissemination & Communication Plan”, M24).

The following tools will be used for monitoring purposes:

- Google Analytics that presents data on web traffic, such as the number of visitors, the traffic by country, the referral, etc., will be adopted for the project website.
- Free or professional service that allows tracking the project's unique hashtags (#NEWSERA and #CitSciComm) will be used for Twitter, providing data on the number of tweets and retweets and estimates of the potential audience reached.

ANNEX 1 - Dissemination template

Dissemination contents

Templates to be compiled in order to provide information useful for publication on the NEWSERA website or to be shared on Twitter. Copy and paste the tables for multiple records.

Name of the partner:

Personal/Institutional Twitter account:

(please provide links if available)

Dissemination material

Type of material <i>(e.g. video, publication, conference presentation or poster)</i>	
File relate to WP:	
File related to Task:	
Short description	
Web link	

NB: Don't forget to enclose your files to be shared + pictures if available

Event

Name of the event	
Date	
Location	

Type of event

(e.g. conference, training, webinar, etc.)

Partner(s) involved

NEWSERA material distributed

(e.g. NEWSERA leaflet)

Stakeholder involved

Short description

Web link

ANNEX 2 - Plan of the first NEWSERA communication campaign

This document developed by WP6 describes the first coordinated communication campaign of the project, aimed at sharing the project's new website and at launching the survey on Citizen Science projects communication.

The description of the plan is composed of 6 paragraphs (Start and end date; Specific objectives; Target audiences; Messages; Scheduling of the actions; Monitoring and evaluation) and a final practical guide: **“What should we do?”**

START AND END DATE

The campaign will start the same day of the website publication and will end with the closing of the survey. Three phases are defined:

- 1. Website launch**
- 2. Survey launch**
- 3. Follow up**

SPECIFIC OBJECTIVES

The campaign has the following specific objectives:

- start an online presence of NEWSERA
- reach at least 100 compiled surveys

- test the consortium coordinated communication on social media

TARGET AUDIENCES

The communication campaign is primarily addressed to citizen science practitioners, who are the target of the survey and also a major stakeholder of NEWSERA. Their engagement since the beginning is fundamental to building the co-creation Labs, core of the project.

Another target audience prioritized is represented by other EU projects focused on citizen science.

MESSAGES

The following table resumes the messages to be conveyed in this campaign.

Messages	Target audiences
NEWSERA is a new project focused on citizen science and its potential for building an inclusive and pervasive science communication	all
Compiling the NEWSERA survey opens the possibility to be actively involved in its co-creation Labs and improve communication strategies	citizen science practitioners
NEWSERA is a new project on citizen science interested in networking with other similar projects	EU projects on citizen science, DG Research and innovation
NEWSERA explores connections between CS and journalism, including how citizen science projects can be used as a source for data and stories	journalists
NEWSERA is a new project that explore the potential of citizen science as a tool for science communication	researchers in science communication

SCHEDULING OF THE ACTIONS

The first NEWSERA communication campaign will mainly use two channels: direct contact by email and Twitter. The use of other social media will be encouraged and supported providing graphic materials, but not planned in a coordinated way.

The proposed scheduling of the actions is the following:

	May 27th		June 8th		June 22th		June24-25th
Twitter	Website launch	Follow up	Survey launch	Follow up	Survey recall	Follow up	Survey last call
Email			Survey invitation		Survey recall		

Wednesday is assumed to be the day with the most engagement on several platforms (e.g. see [“The best time to post on social media in 2020”](#)), but also Monday around 10am is a good timing. Whereas on Saturdays and Sundays the engagement is at its worst.

On the morning of **May 27th** the website publication will be announced on Twitter by all partners.

From **May 28th** the “follow up” phase will start on Twitter: partners will continue to be present on the social media, continuing any conversations born the day before and spreading messages concerning NEWSERA project (not yet the survey and not the website launch at all).

On **June 8th** the survey will be launched on Twitter by all partners. The same day an invitation to participate in the survey will be sent by email, through the email account of the project (info@newsera2020.eu), to a list of citizen science projects. The list is the result of a preliminary screening conducted by the University of Padova. At the same time NEWSERA partners (Science for Change, Ibercivis, FC.ID, FECYT, formicablu) who are in contact with citizen science networks will personally write to them, asking to spread the survey.

On **June 22nd**, there will be a recall to compile the survey on both channels: Twitter and email. Depending on the involvement obtained on social media and the number of surveys completed, we will consider how to adjust the communication actions.

The survey will close on **June 26th** (postponing the date will be taken into account according to the rate of success of compiled surveys), one or two days before a last call to action will be launched on Twitter.

The campaign will end with the closure of the survey, but NEWSERA's communication activity will continue on Twitter in particular for formicablu, with the involvement of the most active partners on this social media.

MONITORING AND EVALUATION

Analysis on Twitter can be highly sophisticated, but there are also simple indicators that can be easily monitored in order to measure how a communication campaign is going. Even simply following the insights on each account and monitoring hashtags can help to have an idea of how the message is being spread and the level of reach.

Considering that NEWSERA will not have an official profile on Twitter, hashtags will have a fundamental role also for monitoring purposes. There are a lot of tools, also free, that allow **hashtags tracking**: parameters such as popularity or relation with other hashtags can be measured overtime.

Tweet metrics (engagement rate, reach, link click, etc.) will be performed for tweets made by partners on NEWSERA projects through Twitter analytics.

“WHAT WE SHOULD DO?”

1. May 27th - Website launch

- ALL PARTNERS - Post at least **2 or 3 tweet** during the day about NEWSERA **website launch** and remember to insert at least the hashtag **#NEWSERA** (for other important tips see the **decatalogue** below)

Follow up in the following days: be present on Twitter! Keep the eventual conversations and engagement on Twitter

2. June 8th - Survey launch

- ALL PARTNERS - Post at least **2 or 3 tweet** about NEWSERA **survey launch**: remember to insert at least the hashtag **#NEWSERA** and to insert the **link to the survey**
- SfC, IBERCIVIS, FC.ID, FECYT, FORMICABLU, UNIV. PADOVA - Write to personal contacts in **citizen science networks** to send an invitation for the survey (please take note of the emails sent)
- FORMICABLU - Write with info@newsera2020.eu to a selected list of **citizen science projects** sending an invitation to the survey; publish (at 10 am) the news concerning the survey on Newsera website

Follow up in the following days: be present on Twitter! Keep the eventual conversations and engagement on Twitter

3. June 22nd - Recall

- ALL PARTNERS - Post at least **2 or 3 tweet** about NEWSERA **survey**: remember to insert at least the hashtag **#NEWSERA** e to insert the **link to the survey**



- FORMICABLU and UNIVERSITY OF PADOVA - Check how many surveys have been compiled, evaluate the opportunity to re-write email to CS networks and/or lists

4. June 25/25th - Last call on Twitter by all partners

TWITTER DECALOGUE

1. Always ask yourself: “Who I am talking to?” and try to use the **appropriate language** for your public.
2. If you are referring to a specific institution, university, company, person, etc. remember to **mention** them in your tweet (using their handle, e.g. @institutionname).
3. When relevant, **tag people in photos**. Remember that you can tag up to 10 people in a photo, and that does not affect the 280 character limit of your post.
4. Use **one or two hashtag** to maximize the engagement: one should be #NEWSERA and look at the hashtags used by your public and your community.
5. If possible, **use a picture**: it gains much more visibility.
6. Don't just post a link or a picture without **a short explanation**: what you have to say is as much important as what you share.
7. **Incorporate links in the tweet**, don't just put them at the end.
8. If possible, **use a URL shortener** (such as bitly) it makes your tweet look better.
9. **When you retweet please comment** or add a short text to the original tweet: it is useful to try to start a conversation (when you just like a tweet, it is not necessary).
10. Please **retweet as much as you can** with your institution and your personal accounts.

Other tips:

Use English and also your **native language**.

A [public list of NEWSERA partners](#) has been created in order to facilitate the reciprocal engagement between partners, because it filters in a single page all the

tweets of its members in real time. Twitter public lists can also be shared or followed by other profiles.

How to use Twitter lists: <https://help.twitter.com/en/using-twitter/twitter-lists>

[Tweetdeck](#) is a free social media management tool with a lot of useful functionalities, such as managing multiple accounts, applying global filters, scheduling tweets, creating a team allowing multiple people to tweet from a single account etc.

IMPORTANT LINKS TO SHARE

Website: <https://newsera2020.eu/>

Survey page: <https://bit.ly/2TI3NVw>

News on the survey (available from June 8th at 10am):

<https://newsera2020.eu/2020/06/08/survey/>

SUGGESTED TEXTS FOR TWEETS

Website launch

The #NEWSERA website is online! Learn more about #CitizenScience as the new paradigm of #SciComm <https://newsera2020.eu/>

Take a look at our new project: we are studying #CitizenScience as the new era of #SciComm <https://newsera2020.eu/>
#NEWSERA #H2020 #newsite

Citizen science is a great way to bring science and society together. But could it also be the new standard of science communication? Learn more on our new website <https://newsera2020.eu/> #CitizenScience #SciComm #NEWSERA

Survey launch

Do you manage a citizen science based in the EU and the UK? We want to hear about your experience! <https://cutt.ly/wyMydfN> We are studying #SciComm in #CitizenScience as part of NEWSERA, a #H2020 project

We are launching a survey for citizen science project managers! If you want to help us paint a clearer picture of #CitizenScience in the EU and UK go to <https://cutt.ly/wyMydfN> #NEWSERA #scicomm

Do you want to improve #SciComm in your #CitizenScience project? We are looking for interesting projects to include in our co-creation labs! Read more at <https://cutt.ly/wyMydfN>

LIST OF NEWSERA HASHTAGS

Hashtags	Translation	Use
#NEWSERA	no translation	every tweet related to the project
#newsite	#nuovosito	website launch
#CitizenScience	#CienciaCiudadana	to address the CS community
#CitSci	no translation	to address the CS community
#CitSciComm	no translation	co-creation Labs activities/events
#DataJournalism	#PeriodismoDeDatos	to address data journalists
#SciComm	no translation	to address science communication community
#H2020	no translation	to address the H2020 community and the European Commission
#SWAFS	no trnslation	to address the SWAFS community and the European Commission
#ScienceAndSociety	#ScienzaeSocietà, #CienciaySociedad	to address researchers in science and society

N.B. Capital letters enhance readability but not differentiate hashtags: #CitizenScience = #citizenscience