

# CS-SDG

## Brief dissemination plan

**Authors:** Silke Voigt-Heucke, Claudia Fabó Cartas

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## 1. Executive Summary

The deliverable D5.1 “Brief dissemination plan” is part of work package 5 “Communication and outreach”. This deliverable briefly describes the Dissemination Plan to be followed by the CS-SDG consortium. It outlines the dissemination activities carried out during the project duration and sets targets for these activities.

Dissemination activities described in this plan will strongly liaison with existing citizen science projects, social media, relevant networks such as ECSA, Ecsite, EU-Citizen.Science, etc., as well as national citizen science networks, H2020 national contact points, European Commission channels, advertising in journals or magazines, etc.

## 2. Introduction – Project background

The CS-SDG project will lead to the organization of a citizen science conference which will bring together and showcase impactful citizen science initiatives, provide policy input to ongoing European developments and inspire the upcoming ten years of citizen science initiatives. CS-SDG will address this challenge by focusing on citizen science as a relevant approach to contributing to Global Challenges and industrial competitiveness in Horizon Europe, to the UN’s Sustainable Development Goals (SDGs) and to building upon ongoing initiatives in the Open Science strategy, the European Research Area (ERA) and Horizon 2020. The “A citizen science decade (2020-2030) in support to the Sustainable Development Goals” conference will represent a crucial opportunity to bring together lessons learnt from initiatives at global, national, regional and grassroots level, to scale up their impacts, address existing challenges and harness the potential of citizen science towards achieving the SDGs. One of the main conference outcomes will be a declaration and recommendations, gathering input in a collaborative way from conference participants and selected experts, focusing on the future of citizen science and its implementation in future funding programmes.

CS-SDG will organise a conference gathering policy-makers and citizen science projects – from all parts of the world, from local to global scales, and both community-led and academic-led – to build the future of citizen science policymaking. The conference will be an opportunity to showcase the diversity of citizen science projects, and a forum for reflection and perspective, with transversal sessions to define together the latest developments, impacts, benefits and challenges of citizen science, as well as a global Citizen Science Festival. Most importantly, collaborative sessions will draw recommendations to feed in strategic policy recommendations for the decade 2020-2030.

In brief, the conference will comprise:

- months of engagement with projects and policy-makers before the conference
- a Festival to showcase the diversity of citizen science projects in terms of approach, theme and geographic area
- sessions to examine some prominent projects in detail, especially their relationship to the SDGs
- sessions to draw a ‘state of the art’ of citizen science for policy-makers
- collaborative sessions to build strategic policy recommendations at the European level for the next decade



The conference will take place during the German EU Presidency from 14-15 October 2020 in Berlin. It will be back to back to the German national Citizen Science Forum and will be welcomed by a reception in the Museum für Naturkunde (hereinafter, MfN).

### 3. Measures to maximise impact

#### 3.1. Dissemination and exploitation of results

The conference will generate the following results to be disseminated through the dissemination channels specified in Table 1:

- Conference programme and abstracts of the various presentations
- Presentation slides
- Video recordings of specific sessions (e.g. keynote sessions)
- Evaluation results
- Scientific papers (emerging from conference proposals submissions), published within a Special Issue on "Citizen Science and the Role in Sustainable Development" of the *Sustainability* peer-reviewed journal
- Documents built through the collaborative sessions of the conference: citizen science landscape and policy recommendations collected in the conference declaration

**Table 1 Dissemination channels**

<b>Quadruple helix stakeholders</b>	<b>Project outcomes</b>	<b>Dissemination channels</b>	<b>Number of organisations reached</b>
<b>NGOs and CSOs</b>	<ul style="list-style-type: none"> <li>• Conference call</li> <li>• Conference programme and abstracts</li> <li>• Presentation slides</li> <li>• Video recordings</li> <li>• Citizen science landscape document</li> </ul>	<ul style="list-style-type: none"> <li>• Via collaboration with ECSA, EU-Citizen.Science and other supporters</li> <li>• Via public or professional events at MfN and other events (Ecsite Conference, ECSA Conference, the German citizen science forum, the CSA conference in the USA, ESOF, etc.)</li> <li>• Through direct engagement with citizen science projects partners (at least 20 international projects, and 10 national projects)</li> </ul>	<p>100</p> <p>200</p> <p>50</p>
<b>Academia</b>	<ul style="list-style-type: none"> <li>• Conference call</li> <li>• Conference programme and abstracts</li> <li>• Conference papers</li> <li>• Presentation slides</li> <li>• Video recordings</li> <li>• Citizen science landscape document</li> <li>• Conference declaration</li> </ul>	<ul style="list-style-type: none"> <li>• Via citizen science platforms used by the academia (e.g. EU-Citizen.Science)</li> <li>• Via the MfN's established academic network of citizen science researchers</li> <li>• Through direct engagement with citizen science projects (at least 20 international projects, and 10 national projects)</li> </ul>	<p>100</p> <p>100</p> <p>20</p>



<b>Policy-makers</b>	<ul style="list-style-type: none"> <li>• Conference call</li> </ul>	<ul style="list-style-type: none"> <li>• Through direct engagement with European policy-makers (European Commission, European Parliament)</li> </ul>	20
	<ul style="list-style-type: none"> <li>• Conference programme and abstracts</li> </ul>	<ul style="list-style-type: none"> <li>• Through the German Federal Ministry of Education (actively engaged in the conference and contributing to its funding).</li> </ul>	20
	<ul style="list-style-type: none"> <li>• Presentation slides</li> <li>• Video recordings</li> <li>• Citizen science landscape document</li> </ul>	<ul style="list-style-type: none"> <li>• Through policy-makers' events, such as the event organised by the Spanish Ministry of Science, Innovation and Universities in June 2020 in Madrid, within the context of the EU-Citizen.Science project</li> </ul>	30
	<ul style="list-style-type: none"> <li>• Conference declaration</li> </ul>	<ul style="list-style-type: none"> <li>• Speakers and participants at the festival will be asked to inform their most relevant policy-makers about the conference and offer them the opportunity to come along</li> </ul>	300
<b>Journalists and media</b>	<ul style="list-style-type: none"> <li>• Press releases</li> <li>• Conference call</li> <li>• Conference programme and abstracts</li> </ul>	<ul style="list-style-type: none"> <li>• Via the media network of the MfN, and support of the EC, at international and national levels</li> </ul>	20
<b>Industry and SMEs</b>	<ul style="list-style-type: none"> <li>• Conference call</li> <li>• Conference programme and abstracts</li> </ul>	<ul style="list-style-type: none"> <li>• Via members of the CPC, and other supporters</li> </ul>	20
	<ul style="list-style-type: none"> <li>• Presentation slides</li> <li>• Video recordings</li> <li>• Citizen science landscape document</li> <li>• Conference declaration</li> </ul>	<ul style="list-style-type: none"> <li>• Through direct engagement with citizen science projects</li> </ul>	20

The exploitable results of the project will be:

- most importantly, the policy recommendations (collected in the conference declaration), which will support policy-makers in building budgets and policy responses, with a view to unlocking the full potential of citizen science to achieve the SDGs
- the conference programme and abstracts, which may be used by all stakeholders to find relevant actors for future citizen science initiatives
- if possible, video recordings of conference keynote sessions, and video interviews, which may be used by practitioners to build new elements (initiatives, training, overview, etc.) linking citizen science and the SDGs

The conference declaration will be sent to all conference attendees, with an invitation to transmit it to their local or national policy-makers. It will be shared with the European Commission to feed into future policies and in particular the Horizon Europe Work Programme. This document will ensure that the conference exchanges will be exploited by policy-makers after the project lifetime.



The conference programme and abstract will be sent to all participants in a digital format. An index of speakers by country, and an efficient labelling system (identifying the sessions by their related SDGs and their general theme) will ease the use of this document as a means to find relevant actors in the citizen science field, even after the project lifetime.

### ***3.2. Communications strategy and identification of CS-SDG target groups***

#### **Communications strategy**

Reaching out to a wide and heterogeneous audience, including all the quadruple helix stakeholders, is core to achieving the expected wider impact of the conference. The communications strategy will be developed and implemented by paying attention to the following:

- Identifying its objectives at the start of the project and creating room for adaptation along the lifetime of the project to maximise its impact
- Identifying how the target groups will be reached and which tools and contents will be used to engage them in the project
- Creating support materials to implement an effective communications effort
- Ensuring that all the communication is inclusive, from a gender perspective, as well as for persons with disabilities and from non-traditional backgrounds

The communication strategy is split into three core phases.

#### **Before the conference**

The main goals of this phase are twofold: on the one hand, to attract as many participants as possible to attend the conference; this also includes the design and presentation of the conference programme to ensure it is convenient and user friendly. On the other hand, the focus lies on promoting the call for proposals among the different target groups to ensure high quality and diverse applications.

#### **During the conference**

It is important to assist and orientate the participants of the conference through the busy programme, and to facilitate online discussions to make sure that interested parties who cannot attend in person are still engaged through social media.

#### **After the conference**

This communications phase will focus on spreading the legacy of the conference, including speaker presentations, reports and recommendations emerging from the interactive sessions.

Within the MfN team, the project manager will be in charge of dissemination activities for the conference, supported by the entire MfN staff. Their responsibility will be to supervise the communications throughout the three identified phases and specifically to liaise with the selected contractors (for the visual identity, flyer, filming of the event, etc.), and to provide content for the conference website, social media accounts, conference programme etc. The project manager will be responsible for the implementation of the mass media communications and follow up of the communication activities. Communication is considered a continuous process within the project and not a one-time effort. The project manager will pay special





attention to avoid common mistakes in communication (e.g. communicating without identifying the target audience, focusing on the medium and not the message, etc.). For each target audience, a distinct communications strategy using targeted messages, appropriate means and language will be set up.

### **Suggested communication activities**

- **Branding and visual identity design:** a strong, stand-alone visual identity for the conference, including a logo, typography, all banners and signposting, give-aways, etc.
- **Conference website:** a dedicated conference website will host the call for proposals, the conference programme, registration process, social media feeds and legacy of the conference.
- **Reaching out to quadruple helix stakeholders and the citizen science community:** engage with most important EU/global projects and prominent stakeholders of the quadruple helix in shaping the conference (e.g. identifying questions and projects for the conference).
- **Using existing networks:** make best use of international citizen science-related networks (e.g. ECSA, Ecsite, EU-Citizen.Science, COST Actions [CA 15212, CA 17122]) to advertise the event globally.
- **Conferences and publications:** promote the conference by presenting it through a combination of social media, newsletters and mentions in other events as well as scientific publications.
- **Videos and interviews:** a dedicated video crew will be hired to film the keynote sessions of the conference, conduct interviews and capture the participants and the overall atmosphere of the conference.
- **Social media:** active use of social media accounts, especially Twitter, throughout all three phases of the conference. Social media accounts managed by MfN, ECSA and EU-Citizen.Science will be used, as well as a dedicated conference Twitter account.

Specific attention will be given to the branding and marketing of the conference, with a specific identity and engagement strategy to attract all relevant stakeholders from the beginning of the conference organisation. This strategy will ensure the effective engagement of stakeholders before the conference, their strong attendance during the conference, and the wider dissemination of results and deliverables after the conference.

The outputs of the conference are aimed at different target groups, each with a different set of requirements and expectations. To maximise the impact of the project, each have been considered separately in terms of the channels to be used, timing and expectations.

### **Conference target groups**

The following target groups will be addressed through the communication channels specified in Table 2:

- Policy-makers related to research and innovation, at local, national and international levels, including the European Commission
- Academics carrying out research into citizen science and related fields
- Practitioners responsible for delivering and supporting citizen science activities
- Organisations supporting and funding research



- Civil society organisations providing and supporting citizen science initiatives, such as science centres and museums, science clubs, etc.
- Industrial organisations, including companies active in the scientific field and innovative SMEs
- Formal education actors (teachers, head teachers, trainers) interested in citizen science activities for the classroom
- Local citizens of Berlin, who will attend as visitors of the festival

**Table 2 Communication channels**

Target group	Communication channels	Number of persons reached
Policy-makers and research funders	<ul style="list-style-type: none"> <li>• EU-Citizen.Science and ECSA newsletters</li> <li>• Conference website</li> <li>• JRC, DG RTD and national (ministries) communications channels</li> </ul>	200 300 500
Academic researchers on citizen science	<ul style="list-style-type: none"> <li>• EU-Citizen.Science and ECSA newsletters</li> <li>• Conference website</li> </ul>	1,500 1,000
Citizen science practitioners and civil society organisations (e.g. science museums)	<ul style="list-style-type: none"> <li>• EU-Citizen.Science and ECSA newsletters</li> <li>• Conference website</li> <li>• EU-Citizen.Science platform</li> <li>• EU-Citizen.Science and ECSA social media accounts</li> <li>• Other eNews and newsletters from networks (Ecsite, etc.)</li> </ul>	2,000 2,000 2,000 6,000 8,000
Industry and SMEs	<ul style="list-style-type: none"> <li>• EU-Citizen.Science and ECSA newsletters</li> <li>• Conference website</li> <li>• EBN and RRI Tools communication channels</li> </ul>	20 100 500
Formal education actors (e.g. teachers, schools)	<ul style="list-style-type: none"> <li>• EU-Citizen.Science and ECSA newsletters</li> <li>• Conference website</li> <li>• Scientix communication channels (EUN)</li> </ul>	20 100 2,000
Citizens of Berlin	<ul style="list-style-type: none"> <li>• Public media announcements through partnerships with local media, such as Rundfunk Berlin-Brandenburg and the Tagesspiegel.</li> </ul>	10,000

### ***3.3. Strategy for knowledge management and protection***

At the beginning of the project, a Data Management Plan will be produced (within WP6, D6.1). This will be updated during the lifespan of the project if necessary. The CS-SDG project participates in the open access to research data pilot of article 29.3 of the model Grant Agreement, and all outcomes will be published in Open Access Green Standard or under the Creative Commons Attribution-ShareAlike 4.0 International license. The data management plan will provide an analysis of the main elements of the data management policy that will be used by the consortium, with regard to all datasets that will be generated by the project, and will address the relevant aspects of making data FAIR (i.e. findable, accessible, interoperable and re-usable).



## 4. Conclusion

This brief dissemination plan lays down the dissemination and communication strategies to be followed throughout the CS-SDG project. To best integrate new knowledge generated in preparation of the conference as well as during the conference and to maximise the impact of this knowledge target groups and different tools and channels to reach each of them and engage them in the project have been identified. The communication strategy laid down in this plan addresses the three phases of the conference (before, during and after) and ensures the spreading of the conference's legacy.

