| Project Title | Fostering FAIR Data Practices in Europe |
|---|---|
| Project Acronym | FAIRsFAIR |
| Grant Agreement No | 831558 |
| Instrument | H2020-INFRAEOSC-2018-4 |
| Topic | INFRAEOSC-05-2018-2019 Support to the EOSC Governance |
| Start Date of Project | 1st March 2019 |
| Duration of Project | 36 months |
| Project Website | www.fairsfair.eu |

# D5.4 FAIRsFAIR COMMUNICATION, MARKETING & ENGAGEMENT PLAN, FINAL VERSION

| Work Package | WP5, Engagement, Communication and Uptake |
|---|---|
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| Due Date | 31.01.2021 |
| Date | 29.01.2021 |
| Version | 1.0, <mark>DRAFT VERSION NOT YET APPROVED BY THE EUROPEAN COMMISSION</mark> |
| DOI | https://doi.org/10.5281/zenodo.4476767 |

## Abstract

This document designs a coordinated set of actions for communicating FAIRsFAIR efficiently and to ensure coverage of stakeholders and adequate visibility of the project across Europe, sustaining the engagement figures and achieving the required levels of collaboration with INFRAEOSC-related initiatives.

## Versioning and contribution history

| Version | Date | Authors | Notes |
|---------|------|---------|-------|
| 0.1 | 17.12.2020 | Rita Meneses (Trust-IT) | ToC |
| 0.2 | 30.12.2020 | Rita Meneses (Trust-IT) | First overall draft (except Executive Summary) |
| 0.3 | 13.01.2021 | Sara Pittonet (Trust-IT) | Overall review |
| 0.4 | 14.01.2021 | Rita Meneses and Tracey Biller Trust-IT) | Revised version & Executive Summary |
| 0.5 | 19.01.2021 | Sara Pittonet (Trust-IT) | Added chapters about FAIRsFAIR roadshows, website evolution, FAIR stories, engagement with industry and additions to the section dedicated to the EOSC ecosystem |
| 0.6 | 26.01.2021 | Vanessa Proudman (SPARC Europe), Ryan O'Connor (DCC), Joy Davidson (DCC), Ilona Stein (DANS), Angus Whyte (DCC), Gerard Coen (DANS), Marjan Grootveld (DANS), Elizabeth Newbold (STFC), Lennart Stoy (EUA), Hervé L'Hours (UK Data Archive) | General revision from partners in specific sections |
| 0.7 | 28.01.2021 | Gerard Coen (DANS) | Review by the PCO |
| 1.0 | 29.01.2021 | Rita Meneses (Trust-IT) | Final version for submission |

## Disclaimer

# Abbreviations and Acronyms

| | |
|---|---|
| CORDIS | Community Research and Development Information Service |
| EGFC | European Group of FAIR Champions |
| ENVRI-FAIR | Environmental Research Infrastructures building Fair services Accessible for society, Innovation and Research |
| EOSC | European Open Science Cloud |
| EOSC-Nordic | A new path to European research and innovation in Nordic and Baltic countries |
| EOSC-Pillar | Coordination and Harmonisation of National Initiatives, Infrastructures and Data services in Central and Western Europe |
| EOSC Synergy | European Open Science Cloud - Expanding Capacities by building Capabilities |
| ESCAPE | European Science Cluster of Astronomy & Particle physics ESFRI research infrastructures |
| ESFRI | European Strategy Forum on Research Infrastructures |
| EXPANDS | European Open Science Cloud (EOSC) Photon and Neutron Data Service |
| FAIR | Findable, Accessible, Interoperable, Reusable |
| FAIR4HE | FAIR Competence Framework for Higher Education |
| HLAC | High Level Advisory Committee |
| IDCC | International Digital Curation Conference |
| LIBER | Association of European Research Libraries |
| MoU | Memorandum of Understanding |
| Ni4OS-Europe | National Initiatives for Open Science in Europe |
| PANOSC | Photon and Neutron Open Science Cloud |
| PID | Persistent Identifier |
| RDA | Research Data Alliance |
| RoRI | Research on Research Institute |
| SMEs | Small and Medium Enterprises |
| SSHOC | Social Sciences & Humanities Open Cloud |
| WP | Work package |

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# Executive Summary

FAIRsFAIR will accelerate the realisation of EOSC goals by opening up and sharing all knowledge, expertise, guidelines, implementations, new trajectories, courses, and education on FAIR matters.

FAIRsFAIR will also seek to establish a level playing field for all European member states (and beyond) in terms of their ability to contribute data to scientific and scholarly communities, and to re-use data from scientists and scholars elsewhere.

Project activities between March 2019 and January 2021 have been articulated around four key pillars: FAIR Practices: Semantics, Interoperability, and Services (WP2); FAIR Policy and Practice (WP3); FAIR Certification (WP4); FAIR Data Science and Professionalisation including the FAIR Competence Centre (WP6 and WP7).

This deliverable is the final and revised version of *D5.1 FAIRsFAIR Communication, Marketing and Engagement Plan* released at the beginning of July 2019 (M3). This report documents the results and impact of these activities and defines the roadmap for M24-M36. Guided by customised and strategic communication plans, the first period saw the creation and consolidation of both FAIRsFAIR services and the stakeholder and influencer communities. The focus for the next period is to contribute actively to the increased adoption of FAIR practices in Europe by supporting community members to make use of FAIRsFAIR tools, guidance, and services.

The text is divided into sections as follows:

- **Section 1:** Presents the main achievements from M1-M23 in terms of communication and stakeholder engagement, and describes the goals and objectives to be achieved between M24 and the end of the project, and the monitoring tools applied;

- **Section 2**: Describes the assets being delivered by FAIRsFAIR and lays out the associated dissemination plan;

- **Section 3**: Explains the role of FAIRsFAIR governance in the context of the EOSC ecosystem, introducing the Synchronisation Force, the signed Memoranda of Understanding, and the FAIRsFAIR Roadshows;

- **Section 4:** Clarifies the role of the European Group of FAIR Champions (EGFC) and describes its members, support provided and future contributions;

- **Section 5**: Provides an overview of the dissemination and communication activities planned for the remainder of the project, documents the KPIs to be achieved and the FAIR stories that will be part of FAIRsFAIR editorial plan;

- **Section 6**: Presents a visual timeline of activities from M23 until the end of the project.

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# 1. Communication and Outreach Strategy

## 1.1. Main achievements from M1-M23

The goal of FAIRsFAIR is to foster FAIR data culture and the uptake of good practices in making data FAIR, while supplying practical solutions for the use of FAIR data principles throughout the research data life cycle.

During the first 18 months of the project, FAIRsFAIR was able to create a consolidated community of members interested in the development and adoption of FAIR data practices. The achievement of these results (see Table 1) was possible thanks to a coordinated and continuous communication effort by FAIRsFAIR partners who cooperated to support the promotion of the FAIRsFAIR portfolio of results, and engage with the INFRAEOSC-05 call projects as well as other initiatives.

*Table 1 Main Results at M23*

| Type | Result by M23 |
|---|---|
| **Community** | |
| **Engaged users** | 3.300+ engaged users: 2500+ Social media followers (2,234 Twitter + 220 LinkedIn), 257 newsletters subscribers and 595 website registrations [15.000 website users] |
| **Social Media Community** | 2.260+ members, grouped as: Twitter followers 2.251, LinkedIn 224 followers, LinkedIn 173 connections & LinkedIn 19 groups members. |
| **Higher Education Institutes contributing to consultations/surveys** | 93 |
| **Repositories receiving support** | 22 |
| **Website sessions** | 31.155 |
| **Website users** | 17816 |
| **Website page views** | 98.787 |
| **Members of European Group of FAIR Champions** | 13 |
| **Memorandum of Understanding signed** | 3 |
| **Materials** | |
| **Communication Materials** | 27 materials: 3 flyers, 8 posters, 2 roll-up banners, 3 infographics, 8 video interviews and press releases on CORDIS |

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| Type | Result by M23 |
|---|---|
| **Newsletters** | 10 |
| **Scientific Papers published** | 4 |
| **Downloads of FAIRsFAIR materials in ZENODO** | 28,290 |
| **Events** | |
| **Webinars organised** | 2 |
| **Webinars participants** | 275 |
| **Synchronisation Force workshops organised** | 2 |
| **Participants in Synchronisation Force workshops** | 45 |
| **Events organised** | 33 |
| **Attendees for each event organised** | 63 (average number of participants per event) |
| **Participation to a Conference** | 12 |
| **Participation to a Workshop** | 11 |
| **Participation in an Event other than a Conference or a Workshop** | 22 |

## 1.2. Outreach and Dissemination Objectives and Goals M24 to M36

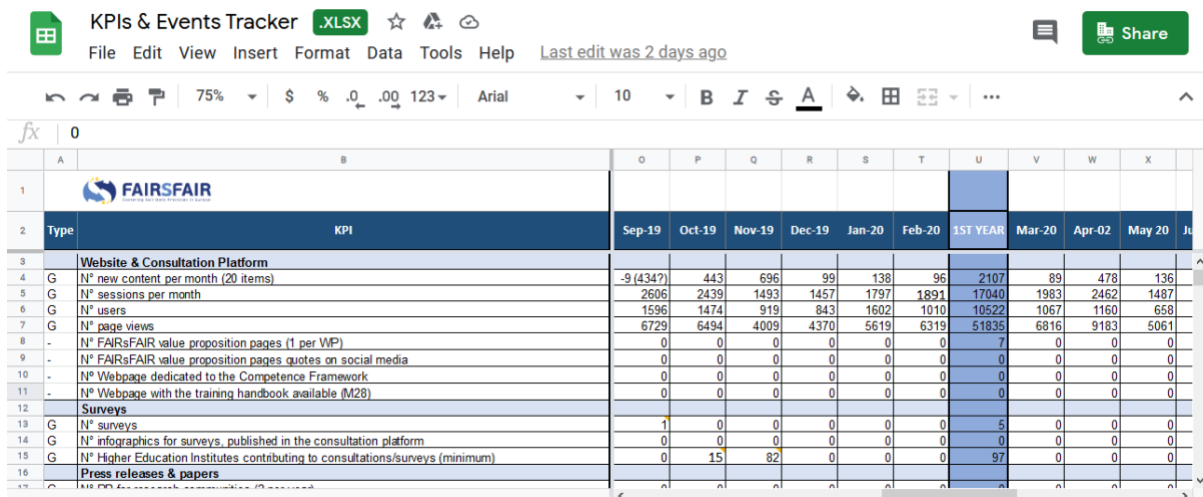The dissemination objectives for the remaining lifetime of the project are as follows:

- **Deepen engagement with the evolving EOSC community,** by continuing to be a key contributor to the ongoing development of global standards for FAIR data and repository certification, continued participation in all of the EOSC task forces, working with the new EOSC Association through its Board of Directors and new operational bodies and building relationships with the new INFRAEOSC-07 projects and the upcoming EOSC Future project;

- With the support of the members of the European Group of FAIR Champions and the High-Level Advisory Committee, **boost engagement across European countries via a series of national roadshows** during 2021 and 2022 and to develop and exploit existing synergies with key initiatives dealing with FAIR topics;

- **Share the outcomes of the dedicated** support **programmes to help other data repositories** progress towards certified and/or trustworthy status and technical interoperability;

- **Encourage greater uptake of FAIRsFAIR services and tools**, namely F-UJI, FAIR-Aware, and the FAIR Data Object Assessment metrics;

- **Launch the FAIR Competence Centre** (currently in development) as a focal point for fostering FAIR data skills and data stewardship professionalisation, and expand its use beyond the initial user group;

- **Organise of the 3rd Synchronisation Force Workshop** and deliver an associated white paper which will feed into the relevant EOSC Governance bodies and the EOSC Association;

- **Deliver a sustainability plan in 2022**, for the full suite of project results and services will be delivered at the end of the project and their positioning in the EOSC framework. This plan will be assessed in the context of the Synchronisation force activities.

## 1.3. Monitoring engagement impact

During the first 24 months of activity, the FAIRsFAIR Communication team has established and continuously upgraded systems which assist in planning, tracking and measuring the impact of project activities where quantifiable metrics allow to. Tools include a new monthly KPI tracker (Figure 1), a dynamic dashboard which gauges social media and website activity and engagement (Figure 2), and an event tracker (Figure 3).



*Figure 1 Sample view of the KPI tracker (offline)*

*Figure 2 Online KPI Dashboard*



*Figure 3 Sample view of event tracker (offline, collaborative)*

# 2. FAIRsFAIR Exploitable Assets for dissemination and communication: updated plan

The assets presented in this section will be the strategic focus of the updated FAIRsFAIR communication, marketing and engagement plan. The Figure 4 appeared in *D5.1 FAIRsFAIR Communication, Marketing and Engagement Plan* and represents the key targets for FAIRsFAIR communications efforts. The goal for this second period is to steadily improve the exploitation of the project's main assets among the key identified stakeholders and to increase the numbers of users.

*Figure 4 FAIRsFAIR Stakeholders*

## 2.1. FAIR Assessment and Certification Software and Tools

FAIRsFAIR is working with a network of data repositories to develop tools to help identify FAIR-enabling and trustworthy repositories and services to assess the FAIRness of datasets. A total of eight FAIR assessment scenarios were identified considering who might want to assess FAIRness and at which point in the research data lifecycle. To enable FAIR data assessments, 17 metrics have been designed which build upon the existing work of the RDA FAIR Maturity Model WG and others.

FAIRsFAIR has developed two tools that aim to address the assessment scenarios: FAIRaware helps researchers and data stewards to assess how much they know about applying the FAIR principles  before depositing data with a repository, and F-UJI  tests the FAIRness of data held in repositories, with a particular emphasis on assessing the potential reusability.

*Table 2 FAIRsFAIR Strategy and Stakeholders for assessment and certification software tools*

| Main Assets | Next steps | M24-M36 Dissemination Strategy | Relevant stakeholders |
|---|---|---|---|
| FAIR Aware | Upgrade based on user interfaces and metrics: more discipline-specific data and data types, data access levels and related legal obligations, tool available in more languages. Brainstorm how and when the tools should be | The main goal is to increase the user base and improve the usability of the tool. This will be achieved by producing and **widely distributing dedicated implementation stories** and organising **webinars** and | ● Researchers<br>● Universities & Research Performing Organisations<br>● Research Funding Organisations |

| Main Assets | Next steps | M24-M36 Dissemination Strategy | Relevant stakeholders |
|---|---|---|---|
| | more heavily used to make repositories become more FAIR-enabling. | events to present the tool to potential users. Production of **a FAIRAware factsheet.** |   National Agencies ● Specialised Service Providers ● Policy Making Organisations ● Standard Development Organisations |
| FAIR Data Object Assessment Metrics | Refine and revise metrics through iterations. Possible adaptations of the metrics to support different FAIR assessment scenarios in the research data lifecycle. | Promote the **FAIR metrics** on social media and by other means (e.g. through webinars or collaborative meetings with EOSC and FAIR stakeholders), through the presentation of different scenarios where these metrics can be applied. | |
| F-UJI Automated FAIR Data Assessment Tool | Undertake pilots with repositories for in-depth collaboration. Agree on testing with other stakeholders on FAIR data assessment testing in the EOSC and FAIR space. Explore potential interface of the assessment tool with registries (e.g., FAIRsharing) to increase the level of automation. | **Interviews** with F-UJI creators to announce the new updates, publication of testimonials on **social media** channels, showcase the tool on **webinars and events.** Production of a **F-UJI factsheet.** | |

## 2.2. FAIR Skills and Professionalisation

The **FAIR Competence Centre** is a nexus between the FAIRsFAIR project and research communities - mainly data stewards, a space where communities bring together their best practices from a range of domains, making the Competence Centre a focal point of reference concerning FAIR data.

As a shared hub of expertise, the FAIR Competence Centre role fulfils three main roles:

- Networking: providing a networking space enabling stakeholder collaborations and routing users to expertise in thematic areas;

- Advisory: consistently describing resources relating to FAIR data stewardship and providing leadership and guidance in the harmonisation of policies, tools and resources;

- Dissemination: sharing training material and courses to enable uptake of best practices.

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The FAIR Competence Centre is composed of the [FAIR Data Forum](#), an open space where users (individuals, institutions, organisations) can post queries, answers, comments and events notifications pertaining to making data FAIR, and a [Training area](#) including the project schools and activities to map data science programmes at universities and integrate FAIR data skills into them.

Related to this, the FAIRsFAIR project will deliver a **FAIR Competence Framework for Higher Education (FAIR4HE - D7.3)** to support the uptake of FAIR data principles and practice by higher education institutes. This is in line with the recognition at both the institutional and European level of the clear need for better training of researchers and students in Open Science and, more closely related to EOSC, in the development of research data management and FAIR data skills and competencies. Additional activities, such as a series of capacity building workshops, a **Training Handbook (D7.4)** as well as a report highlighting institutional good practices in (FAIR) research data management will follow the competence framework.

A ground-breaking study undertaken by FAIRsFAIR partners during the first year of the project surveyed the current research data management landscape in tertiary institutes across Europe. The resulting report, *[D7.1 FAIR in European Higher Education](#)* describes the research methodology, tables and discusses the findings, and presents the recommendations which will underpin this deliverable. This study has been complemented by an analysis of existing competence frameworks, training initiatives and university courses on (FAIR) research data management in the framework of the [D7.2 Briefing on FAIR Competences and Synergies](#).

*Table 3 FAIRsFAIR Strategy and Stakeholders for FAIR skills and professionalization*

| Main Assets | Status & next steps | M24-M36 Dissemination Strategy | Relevant stakeholders |
|---|---|---|---|
|  | Creation of a knowledge base of shared information. Increase the number of users of FAIR Data Forum. Organise more Train-the-Trainer events. Organise summer schools and apply emerging standards to describe learning resources in FAIR data stewardship. Disseminate guidance materials and Implementation Stories from WP3, describing how data stewardship communities of practice are implementing FAIR ,and illustrating good practices that address the FAIRsFAIR recommendations on policy and practice. | Promotion of the competence centre on social media to increase the number of users. Promotion of training events, with interviews from participants about the benefits these training bring to their careers/organisations. Launch and promotion of the knowledge base on social media and newsletter. Creation of a video/demos about the Forum and its usage potential | ● Researchers<br>● Citizen Scientists<br>● Universities & Research Performing Organisations<br>● Research Funding Organisations & National Agencies<br>● Specialised Service Providers<br>● Policy Making Organisations |

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| Main Assets | Status & next steps | M24-M36 Dissemination Strategy | Relevant stakeholders |
|---|---|---|---|
| **FAIR Competence Framework** | Deliver a FAIR Competence Framework for Higher Education (FAIR4HE) along with a FAIR Competences Adoption Handbook for Universities and Good Practices in FAIR Competence Training to support integration of FAIR into curricula and university courses for different disciplines and professional profiles. | Dissemination of the FAIR4HE on social media channels. Organisation of 3-5 capacity building **workshops** to present the **FAIR Competence Framework for Higher Education (FAIR4HE)** and the **FAIR Competences Adoption Handbook** to universities. Podcast/Interview about the importance of FAIR4HE. Continued support to the organisation of FAIRsFAIR-CODATA-RDA school. | ●Standard Development Organisations |

## 2.3. FAIR Certification

FAIRsFAIR has adopted a two-pronged approach to developing standards for the [FAIR certification of repositories](#):

- Support for data repositories towards achieving CoreTrustSeal certification;
- Support for designing implementation features that will enable and increase repository interoperability.

FAIR data assessment is a continuous process, and therefore FAIRsFAIR has introduced an iterative consultation process with selected repositories. The F-UJI tool is being tested with more than 5 pilot data repositories (e.g. CESSDA and DataverseNL) which have offered feedback and practical recommendations for FAIR data improvement.

*Table 4 FAIRsFAIR Strategy and Stakeholders for FAIR Certification*

| Main Assets | Status & next steps | M24-M36 Dissemination activities | Relevant stakeholders |
|---|---|---|---|
|  | Support to repositories in submitting their final self-assessments to the CoreTrustSeal website, along with guidance and support to repositories on their journey towards trust and FAIR. Provide recommendations to extend the CoreTrustSeal certification with FAIR-enabling characteristics and develop a capability maturity model towards FAIR certification of repositories. | Final **interviews** with repositories which received support. Promotion of these activities on **social media** and newsletter. **News pieces and press releases** about the final outcomes of the support programme for data repositories, including **blog posts** from the trainers and interviews from repositories. | ● Researchers<br>● Universities & Research Performing Organisations<br>● Research Funding Organisations & National Agencies<br>● Data Repositories |

## 2.4. FAIR Policy & Practice Recommendations

Between March and November 2019, FAIRsFAIR ran an open consultation that was aimed at repository managers, policy makers, service providers, and data stewards, and undertook desk research and a small number of interviews in order to assess the prevailing FAIR policy and practice landscape. Specifically, the aim was to ascertain:

- The range of initiatives that aim to enable FAIR practices across disciplines;
- The range of policies that influence the way researchers work;
- The sources of support currently available to researchers.

The findings from this work are detailed in the reports *D3.1 FAIR Policy Landscape Analysis* and *D3.2 FAIR Data Practice Analysis*, both published in December 2019 and made openly available for comment.

The reports *D3.3 Policy Enhancement Recommendations* and *D3.4 Recommendations on practice to support FAIR data principles* draw on the findings of the landscape and provide recommendations to enhance Open Science policies and foster greater uptake of FAIR data practices. The recommendations were also made openly available for public comment.

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*Table 5 FAIRsFAIR Strategy and Stakeholders for FAIR policy and practice recommendations*

| Main Assets | Status & next steps | M24 – M30 Dissemination Strategy | Relevant stakeholders |
|---|---|---|---|
| **FAIR Policy & Practice Recommendations** | Progress metadata catalogue integration by running pilots. Provide support and guidance to enhance policies with respondents to an open call for participation; , Improve FAIR data practice and help repositories transition towards becoming more FAIR-enabling, by co-designing guidance and implementation stories, focused on recommendations from D3.3, D3.4, D3.5, and with participation of research funders, RPOs, data stewards, repositories and data infrastructures. | Continuous promotion of the recommendations at events **Webinars** targeting specific stakeholder groups (e.g., policy makers, data stewards). Promote the Open Call for Policy Enhancement<br>Support and support the organisation and delivery of "**policy and practice webinars**" to share lessons learned...<br>Promotion of the guidance and implementation stories produced along with a **dynamic page on FAIRsFAIR website,** an **infographic**, social media campaigns.<br>Production of factsheets summarising **FAIRsFAIR Policy and Practice Recommendations.** | ●Universities & Research Performing Organisations<br>●Research Funding Organisations & National Agencies<br>●Specialised Service Providers including Research Infrastructures and Repositories<br>●Policy Making Organisations<br>●RDA Working Groups |

## 2.5. Solutions for semantic interoperability

A dedicated team within FAIRsFAIR is tasked with understanding the current variety in FAIR data standards across Europe and recommending technologies that support semantic interoperability in a sustainable way, and practices that support FAIRness. Specifically, this group aims to:

- Improve the semantic interoperability of research resources by specifying FAIR metadata schemas, vocabularies, protocols, and ontologies;

- Provide solutions for interoperability requirements and machine accessibility for FAIR-aligned repositories;

- Define the extent to which the FAIR concept can be applied to data services (including software).

A series of 17 preliminary recommendations related to one or more of the FAIR principles and 10 best practice recommendations to improve the global FAIRness of semantic artefacts were produced in 2019 and revised in December 2020. In addition, a set of guidelines to enable repositories not only to host FAIR digital objects, but also to be FAIR-enabling themselves was

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collected in a report (D*2.3 Set of FAIR data repositories features*) as a comprehensive list of technical features aimed at improving interoperability and grouped by category.

*Table 6 FAIRsFAIR Strategy and Stakeholders for semantic interoperability solutions*

| Asset | Status & next steps | M24 – M36 Dissemination Strategy | Relevant stakeholders |
|---|---|---|---|
| **Solutions for creating robust FAIR interoperable data** | FAIRsFAIR identified three basic elements for creating robust FAIR data that is truly interoperable: Persistent identifiers, Semantic Interoperability and metadata. In late 2020 a first version of an assessment framework for the FAIRness of services was delivered together with a proposal on integration of metadata catalogues to support cross-disciplinary FAIR uptake. The FAIR data point reference implementation will be published in 2021. | **Webpaged** dedicated to the interoperability basic elements: PIDs, Semantic artefacts and metadata. Organisation of **webinars** on PIDs and related recommendations Organisation of **workshops** dedicated to the application of FAIR principles to research software. **Blogposts** about the main benefits of integrated metadata catalogue cross-disciplinary approach. Continuous support towards the dissemination through newsletters, social media, email marketing to FAIRsFAIR networks. Continued cooperation with RDA, EOSC Pillar, EOSC Synergy projects Production of **Semantic Interoperability Recommendation factsheets.** | ● Researchers<br>● Universities & Research Performing Organisations<br>● Research Funding Organisations & National Agencies<br>● Specialised Service Providers<br>● Policy Making Organisations<br>● Standard Development Organisations |

## 2.6. FAIRsFAIR Engagement with Industry

As indicated in "*FAIRsFAIR D3.4 Recommendations on practice to support FAIR data principles*", the engagement with industry and private sector organisations so far has mainly impacted the publishing sector. According to a recent interview with Eefke Smit, STM representative and member of FAIRsFAIR EGFC, all of the FAIR policy and practice recommendations produced by FAIRsFAIR are of interest to publishers.

There is a real interest in seamlessly embedding the requirements for data sharing into the entire publication process from eligibility for research grants to the journal requirements for publication. Publishers often talk about policies and standards, but have difficulty providing practical guidance. The FAIRsFAIR policy recommendations provide this opportunity.

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In the upcoming months, FAIRsFAIR will explore the extent to which the outcomes of the project can be used in the private sector, including SMEs**.** Discussions will be started with the GAIA-X network (see chapter 3 below) where decentralised structures suitable to small and medium-sized enterprises are being federated, therefore engagement opportunities might be brought up there and FAIRsFAIR impact exploited, too.

## 3. FAIRsFAIR and the EOSC Ecosystem

As part of our harmonisation effort, building synergies and connecting with other stakeholders is key to the success of the project.

During the course of 2019 and 2020, FAIRsFAIR's primary stakeholders within the EOSC ecosystem have been the Working Groups of the EOSC Executive Board, the INFRAEOSC-05A-C projects, which collaborate in Task Forces under a Cross-Project Collaboration Board, domain-related ESFRI cluster projects, and generic or "horizontal" e-Infrastructure projects together with many other FAIR-related initiatives.
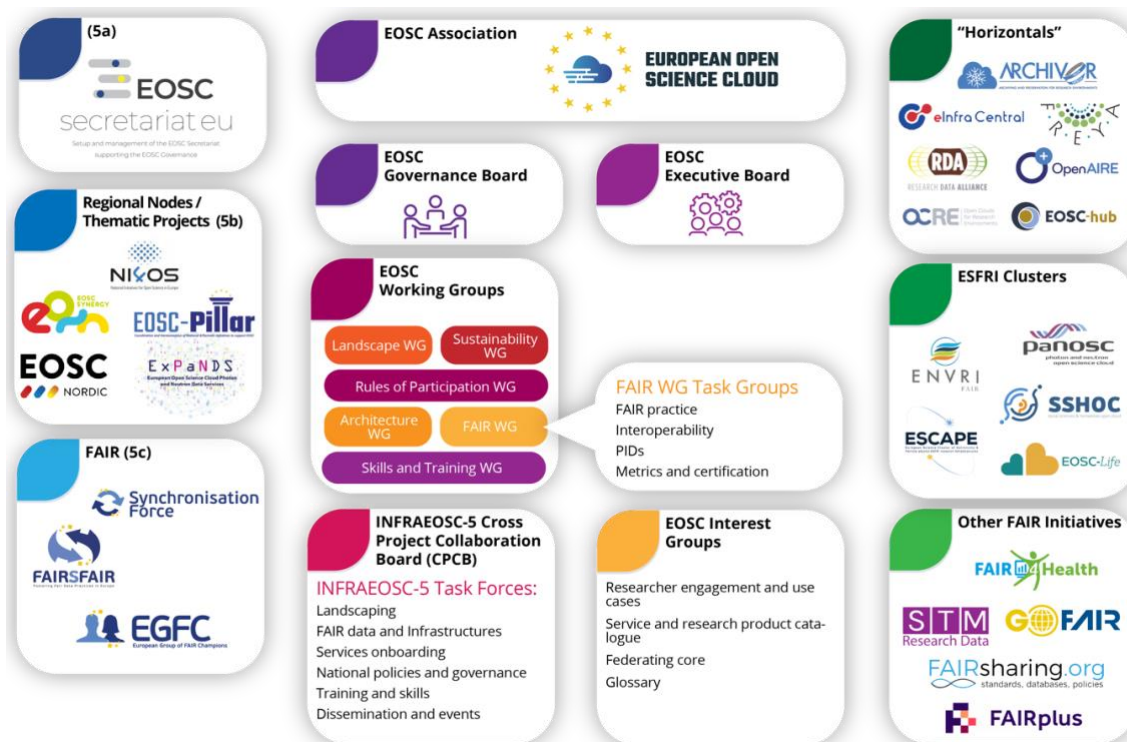


*Figure 5 FAIRsFAIR EOSC primary stakeholders.*

To coordinate its activities with the other INFRAEOSC-05 funded projects, FAIRsFAIR signed a formal collaboration agreement with EOSCSecretariat, NI4OS-Europe, EOSC Nordic, EOSC Pillar, ExPaNDS and EOSC Synergy. A Cross-Project Collaboration Board (CPCB) was established under this agreement to bring together project coordinators to share progress and exchange ideas on activities of common interest. Six task forces were created under this agreement and FAIRsFAIR is chairing the FAIR data & infrastructure Task Force which is proving to be an excellent forum.

Until the end of 2020, there were direct and effective interactions between the task forces and the former EOSC WGs and Governance. The task forces reported in principle to the CPCB which met four times and submitted one progress report to the EOSC Governance, though the added value of this additional layer is not immediately obvious.

In November the **INFRAEOSC-05 FAIR data and infrastructure Task Force** organised a special edition of its usual monthly meeting to present to the European Commission the key work being carried out in FAIR data assessment and certification by the INFRAEOSC-05 call funded initiatives. The event was co-organised by **EOSCsecretariat.eu** and **FAIRsFAIR** and engaged all the INFRAEOSC-05 call projects actively involved in the FAIR Task Force. The aim was to provide an overview of the tools created, challenges faced, lessons learned, and recommendations formulated regarding FAIR data assessment and certification of digital objects and FAIR-enabling data repositories. The meeting also offered a deep-dive into practical use cases that demonstrate the impact of applying the current tools to different communities across Europe, and the priorities for the stakeholders involved.

The link with the ESFRIs and the INFRAEOSC-05B projects will be reinforced, and feedback and contributions will be asked across all FAIRsFAIR pillars: FAIR Practices: Semantics, Interoperability, and Services; FAIR Policy and Practice; FAIR Certification; FAIR Data Science and Professionalisation incl. the FAIR Competence Centre. At the time of writing, discussions are ongoing about the participation of FAIRsFAIR at the upcoming **ESFRI co-located event** at RDA virtual 17th Plenary meeting in April 2021, and to the 2nd **EOSC-Pillar Workshop**: A Roadmap for Onboarding National Catalogues to the EOSC Portal in April-May 2021.

In the upcoming months, FAIRsFAIR will work to position itself in the new Governance structure of the **EOSC Association (https://www.eosc.eu/).** The project will closely look into the evolution of the structure and purpose of the FAIR Working Group to ensure that the work undergoing in the project is taken by the new reference bodies.

Building synergies with other players **outside of the EOSC area** is also critical to expand the influence sphere of the project. FAIRsFAIR established important and close connections with RDA and the F-UJI tool builds on RDA Metadata Standards Catalogue output. The project is also supporting and building on the RDA-CODATA Summer Schools and contributing to ongoing relevant work such as the vocabulary services IG FAIR semantics Task Group. **The international dimension** will also continue to be at the core of FAIRsFAIR. The

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collaboration with the Research Data Alliance will be continued, under the umbrella of the European Commission and the EOSC Future project, while contacts will be established with the organisations and institutes behind the **RDA Europe National Nodes** to ensure uptake of FAIRsFAIR outcomes in those countries.

Discussions will also take place with regard to positioning FAIRsFAIR in the context of **GAIA-X**, the nascent federated data infrastructure for Europe. EOSC is one of the current best practices under review by GAIA-X, and FAIRsFAIR is receiving particular attention in view of its central role within EOSC and its relevance across disciplines.

FAIRsFAIR is also building synergies with **Science Europe** as an important group of funders already active on RDM issues and with the **STM Association of publishers** in order to continue the fruitful collaboration initiated in the context of the 2020 Research Data Year. Outreach opportunities are also being discussed with **CoNOSC**, the Council for National open science coordination

Networks such as **EUA**, the European University Association, one of the partners in the FAIRsFAIR project, **YERUN** and EURODOC will be further exploited to ensure a wider audience of university management, research practitioners and early career researchers are addressed and involved in the development and integration of curricula at universities.

## 3.1. The Synchronisation Force

The Synchronisation Force was set up to further develop a dialogue across the EOSC and FAIR ecosystems so as to maximise collaboration, minimise duplication, and promote adherence to the Turning FAIR into Reality report (2018), by ensuring a structured dialogue between the key stakeholders working in the dynamic landscape of FAIR activities in relation to EOSC.

The Synchronisation Force organised two workshops in 2019 and 2020 which brought together representatives of the Working Groups of the EOSC Executive Board, INFRAEOSC-05 projects, ESFRI clusters, and the FAIRsFAIR European Group of FAIR Champions to share information on the progress of their FAIR-oriented activities and to discuss commonalities and priorities (see *D5.3 Report on the First Synchronisation Force Workshop* and *D5.5 Second Report of the Synchronisation Force*).

The **third Synchronisation Force Workshop is planned to take place from 3 May 2021 to 11 June 2021**, and will provide a final snapshot of the status of the implementation of the recommendations from the Turning FAIR into Reality report.

Besides the usual event report, a white paper will be delivered in 2021 with a final list of recommendations and will be distributed to key-actors in the EOSC landscape. The white paper will also be promoted via webinars and podcasts, and infographics will be circulated on social media. Fostering engagement with the EOSC Association will be a key aim of this edition of the workshop.

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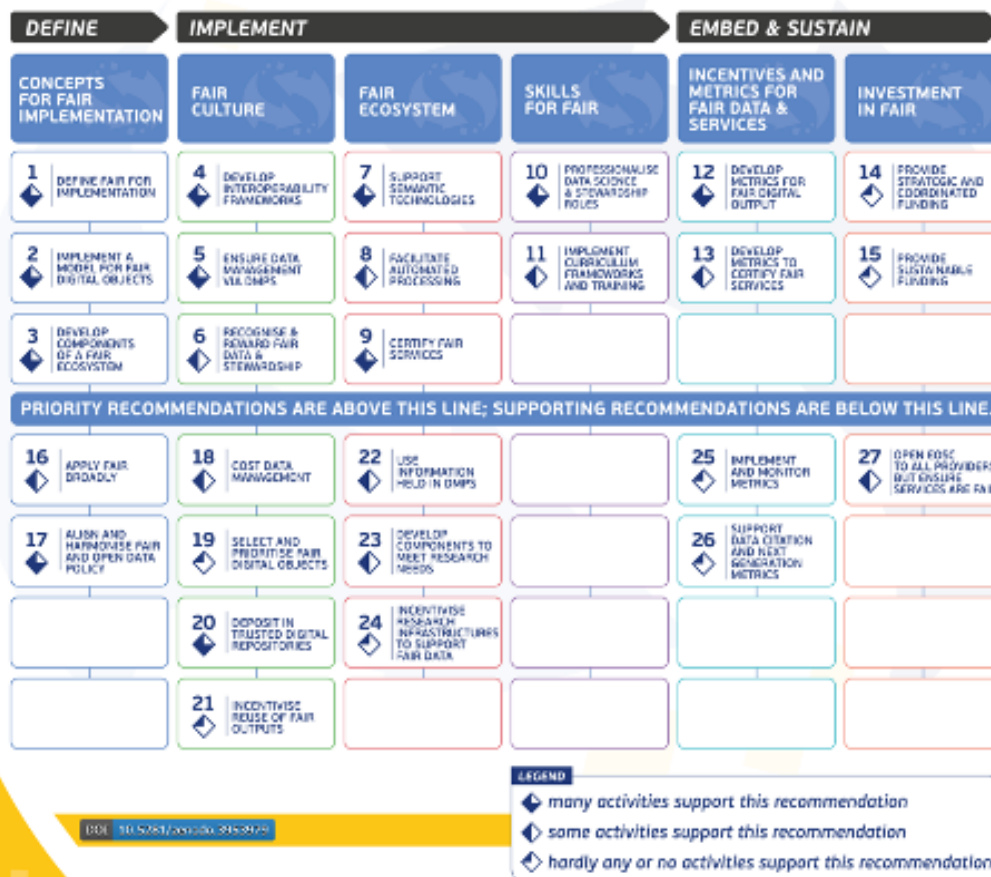
*Figure 6 Twenty-seven recommendations from the Turning FAIR into Reality report.*

## 3.2. Memoranda of Understanding

FAIRsFAIR has also concluded MoUs to ensure a close collaboration with three projects whose focus on improving uptake of FAIR complements the work of FAIRsFAIR:

- The **FAIRware project** supported by **Wellcome/RORI** and other funders from the UK, Austria, Switzerland and Canada, which aims at building an open-source FAIR Assessment software. The MoU gives FAIRsFAIR an advisory partner role and ensures that FAIRware is coordinated with the FAIRsFAIR activities while building on project

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outputs. For their recent open call, RoRI indicated that their policy landscape assessment built upon the approach used by FAIRsFAIR.

- The **EOSC-hub project** to align some activities related to FAIR-enabling repositories, the certification of the EOSC-hub proposed eTDR, and training.

- **FAIRsharing.org** (DataCite/Re3data being a Partner already) to align work on FAIR enabling characteristics for repositories in registries and improving repository descriptions.

## 3.3. FAIRsFAIR Roadshows

To better connect with national initiatives, FAIRsFAIR is exploring a series of channels for dissemination to national research communities. These channels include **regional roadshows targeting specific communities and topics**, leveraging on direct support from local contact points such as **RDA Europe National Nodes, OpenAIRE NOADs, EOSC regional initiatives (5b projects), national digital repositories and, of course, the FAIR Champions.**

A series of events part of "FAIR National Roadshows" will be organised in 2021-2022, with the aim of speeding up FAIR adoption by different European countries. The roadshows would extend our current network beyond the projects and initiatives that we already collaborate with, introducing another platform to promote FAIRsFAIR recommendations, good practices, and assessment tools. The primary audience would be the RDM community in the various countries, ranging from data support staff to policy makers in universities.

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**Tentative timeline for the roadshows in the first quarter of 2021**

- **Ireland: 16 March 2021,** in collaboration with National Open Research Forum (NORF). A public webinar will target the Irish research community, with an expected audience of research support staff, librarians, researchers, and funder representatives.
- **The Netherlands: 2 March 2021,** in collaboration with LCRDM (Dutch national RDM platform). A public webinar will target research support staff, researchers, and policy makers.
- **Spain: March 2021,** in collaboration with DIGITAL CSIC. National event for the Spanish data repository managers and cross-disciplinary working groups on the Open Science focus group at national level.
- **Romania: June 2021**, in collaboration with the Open Science hub of the Executive Agency for Higher Education, Research, Development and Innovation Funding. The workshop will possibly be part of an EOSC bootcamp in June under the theme: FAIR in practice: examples of FAIR DMPs for large infrastructures targeting repository managers

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A common event package will be created and distributed for each event, which will contain branded materials, presentation templates, and social media guidelines. Event pages will be hosted in a dedicated area on the FAIRsFAIR website and conference call facilities provided.

## 4. Future engagement with the European Group of FAIR Champions

As a result of two open calls, the European Group of FAIR Champions grew in 2020 to a total of 15 members, each one featured in a dedicated page on the FAIRsFAIR website.

Three meetings were organised in April, June and November 2020, to share the latest developments, collect their feedback on project outcomes, invite contributions to specific deliverables, and engage the Champions as multipliers in their research communities. The Champions were also actively engaged in the two Synchronisation Force workshops in November 2019 and April-June 2020.

*Table 7 New EGFC members*

| Name | Institution & Country | Most relevant skill |
|---|---|---|
| **Mark Allen** | Strasbourg Astronomical Data Centre (France) | Open Science and FAIR principles, highlighting the example of the astronomical "Virtual Observatory" framework that builds on domain-specific international standards, and provides access to a sky full of rich data. |
| **Isabel Bernal** | DIGITAL.CSIC (Spain) | Advancing FAIR data in a multidisciplinary and growingly interdisciplinary environment and issues of interest include greater interoperability between existing standards, training researchers on how to implement good practices, and how to consolidate data related services in research libraries agenda. |
| **Antica Culina** | Netherlands Institute of Ecology (The Netherlands) | Pioneer in studying and promoting Open Science practices in ecological and evolutionary research. |
| **Sandro Fiore** | University of Trento (Italy) | Data-centered research in various data infrastructure projects at national, European and international level, with special regard to the climate change domain. Provide advice on the adoption of FAIR data principles in the context of scientific data repositories with respect to data policies, data architecture, data publication and sharing, persistent identifiers, data interoperability and provenance. |
| **Maria Johnsson** | Lund University (Sweden) | Advice and consultation on publishing and sharing of research data, training in research data management and FAIR Principles, implementation of the FAIR Principles, Data citation and Persistent Identifiers – trends and development. |
| **Eetu Mäkelä** | University of Helsinki (Finland) | Liaison to scholars in the social science and humanities, with background in Linked Data |

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| Name | Institution & Country | Most relevant skill |
|---|---|---|
| **Barbara Sierman** | Digital Preservation (The Netherlands) | Active in the audit and certification areas and co-authored the ISO 16363 standard on Trustworthy repositories. A well-known expert on the OAIS standard and she also plays a key role in the Dutch Digital Heritage Network where she develops strategies to promote digital preservation and provides ongoing training. |
| **Eefke Smit** | International Association of STM Publishers (The Netherlands) | 20 years of experience in the academic and professional publishing sector, having become involved in digital publishing as an early pioneer. In the first decade of this century, she held personal responsibility for several large internet platforms and search solutions for researchers that continue to define scholarly communications today. Since 2010, then on behalf of STM, she became actively involved in a whole range of research data initiatives. During her career, especially as a science publisher, Eefke has worked closely with several different research communities: Computer Science and Engineering, Mathematics, Physics and Astronomy, Life Sciences. |
| **Hannes Thiemann** | German Climate Computing Centre (Germany) | Implementation of the FAIR principles, particularly in the area of large-volume simulations. Especially the data and metadata quality in this field poses special challenges, which can be met by an intensive cooperation of data producers and data repositories and a holistic view of scientific and technical workflows. |

The members of EGFC represent different FAIRsFAIR stakeholders and act as FAIR ambassadors, sharing FAIR implementation stories, enhancing synergies, contributing to training activities and webinars, and encouraging cross-domain engagement with FAIR.

The table below provides a list of the main contributions of each EGFC member to the FAIRsFAIR work plan and a first overview of contributions they may provide during the coming months. Besides these contributions, EGFC members provided inputs for the FAIRsFAIR mid-term review that took place in early January 2021.

| Name | Contribution so far | Other future contributions |
|---|---|---|
| **Mark Allen** | Promoted FAIRsFAIR work at key-events around Europe from the Astronomy community. and joined the FAIRsFAIR Synchronisation events, providing his inputs on key topics that were discussed. Attended EGFC meetings organised by FAIRsFAIR. Provided comments about the analysis of FAIR Data Maturity model of RDA. Participated in the WP3 metadata catalogue integration workshops. | Spread the word about the landscape analysis of higher education institutes on FAIR and the new framework. |

| Name | Contribution so far | Other future contributions |
|------|---------------------|----------------------------|
| **Isabel Bernal** | Promoted FAIRsFAIR work at key events around Europe and joined the FAIRsFAIR Synchronisation events, providing her inputs on key topics that were discussed. Attended EGFC meetings organised by FAIRsFAIR. Tested the F-UJI tool with her multidisciplinary and thematic repositories team. | Act as liaison with multidisciplinary and thematic repositories and establish a stronger connection with EOSC Synergy project, regional activities and E-RIHS project. Interested in how FAIR & Reproducibility can be applied to Academic Libraries, and in sustainability aspects of FAIR |
| **Antica Culina** | Attended EGFC meetings organised by FAIRsFAIR. | Liaison with the ecology community for training materials on FAIR and reproducibility. Open science ambassador towards thematic communities (not specifically in FAIR science only) and contribute to increasing the recognition of good FAIR practices. |
| **Alastair Dunning** | Wrote blogposts about Open Science FAIR 2019. Attended EGFC meetings organised by FAIRsFAIR. | |
| **Sandro Fiore** | Attended EGFC meetings organised by FAIRsFAIR. | Contribute to certification of repositories for climate data and PID, as well as teach at open science courses delivered by WP7 team. |
| **Odile Hologne** | Speaker at workshops organised by FAIRsFAIR. Attended EGFC meetings organised by FAIRsFAIR. | |
| **Maria Johnsson** | Joined the FAIRsFAIR Synchronisation events, providing her inputs on key topics discussed. Attended EGFC meetings organised by FAIRsFAIR. | Support on training and FAIR metrics, as well as evaluation of FAIRsFAIR tools. |
| **Eetu Mäkelä** | Attended EGFC meetings organised by FAIRsFAIR. | |
| **Andreas Rauber** | Joined the FAIRsFAIR Synchronisation events, providing his inputs on key topics that were discussed. Attended EGFC meetings organised by FAIRsFAIR. | Demonstrate that closed data can be FAIR and has connections with the Austrian Task Force on FAIR, which can be useful for the organisation of a national roadshow in this country. |
| **Susanna-Assunta Sansone** | Joined the FAIRsFAIR Synchronisation Force events, providing her inputs on key topics that were discussed. Speaker at workshops organised by FAIRsFAIR and was involved in the MoU with FAIRsharing. Wrote blogposts about Open Science FAIR | Collaboration on the development of a short guide outlining how and when repositories should use different registries. Ongoing collaboration on topics around repositories and policies. |

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| Name | Contribution so far | Other future contributions |
|---|---|---|
| | 2019 and attended EGFC meetings organised by FAIRsFAIR. Provided comment and feedback on the FAIR Policy Landscape Assessment and subsequent policy enhancement recommendations. | |
| **Barbara Sierman** | Joined the FAIRsFAIR Synchronisation events, providing her inputs on key topics that were discussed. Attended EGFC meetings organised by FAIRsFAIR. | Provide support on FAIR and long term preservation and certification of repositories. |
| **Eefke Smit** | Joined the FAIRsFAIR Synchronisation events, providing her inputs on key topics that were discussed. Interviewed for a FAIRsFAIR podcast. Attended EGFC meetings organised by FAIRsFAIR. | Improve ways for journals to assist their authors in their selection of trustworthy repositories, as well as the tackling of data peer review/ data curation between journals, funders, data archives |
| **Hannes Thiemann** | Supported the development of F-UJI. Attended EGFC meetings organised by FAIRsFAIR. | Support repositories using simulation data to align their workflows with the FAIR concept. |

# 5. Communication and Dissemination Activities for the upcoming months

The following months will be focused on exploiting FAIRsFAIR results and further enlarging the community. Channels will include third-party events, workshops and webinars, interviews and podcasts, social media, and the FAIRsFAIR newsletter as well as meetings with EOSC and other relevant open science initiatives.

## 5.1. FAIRsFAIR Website evolution

As always, activities will be comprehensively represented on the FAIRsFAIR's constantly evolving **website**. The Planned updates to the FAIRsFAIR website for the upcoming months include:

- **Revamped Competence Centre area.** The Competence Centre will have a central role in the website and will provide access to a series of facilities, including the existing FAIRData Forum and training area, the new FAIR Knowledge base, and a dedicated page for the FAIR Competence Framework for Higher Education. A harmonized branding, including icons and graphical templates, will be proposed across the different services and pages, irrespective of the hosting organisation, to ensure recognition across external users, too;
- **FAIR Adoption and Implementation area.** A new area will be created to provide visibility to the impact of the project towards specific users, by listing the "FAIR

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Implementation Stories" detailed in section 5.2 of this document. A template already introduced in the framework of WP3 activities will be re-used to publish the stories and links from the homepage will ensure relevance to the area. As part of this area and following the recommendations received at the interim review, a series of new materials will be produced to present the main project deliverables, including the FAIR recommendations, the metrics, and the tools, in a more easily digestible way. This will be part of a **"FAIR quick start guides"** set of downloadable and re-usable items for further distribution and easier reference;

- **FAIRsFAIR National Roadshows.** The national roadshows that will be organised in 2021 will be all collected in a dedicated menu with information about the country/region of interest and the supporting organisation involved in the event. Post event materials will be saved, there, and a common branding and structure will be provided to the pages.

In addition, the following improvements will be introduced to existing sections:

- Update the **Support Programme for data repositories page** with the outcomes of the support provided;

- Update the **FAIR Data Policies and Practices page** with more dynamic features and infographics;

- Update the **Synchronisation Force page** with info and results of the third workshop.

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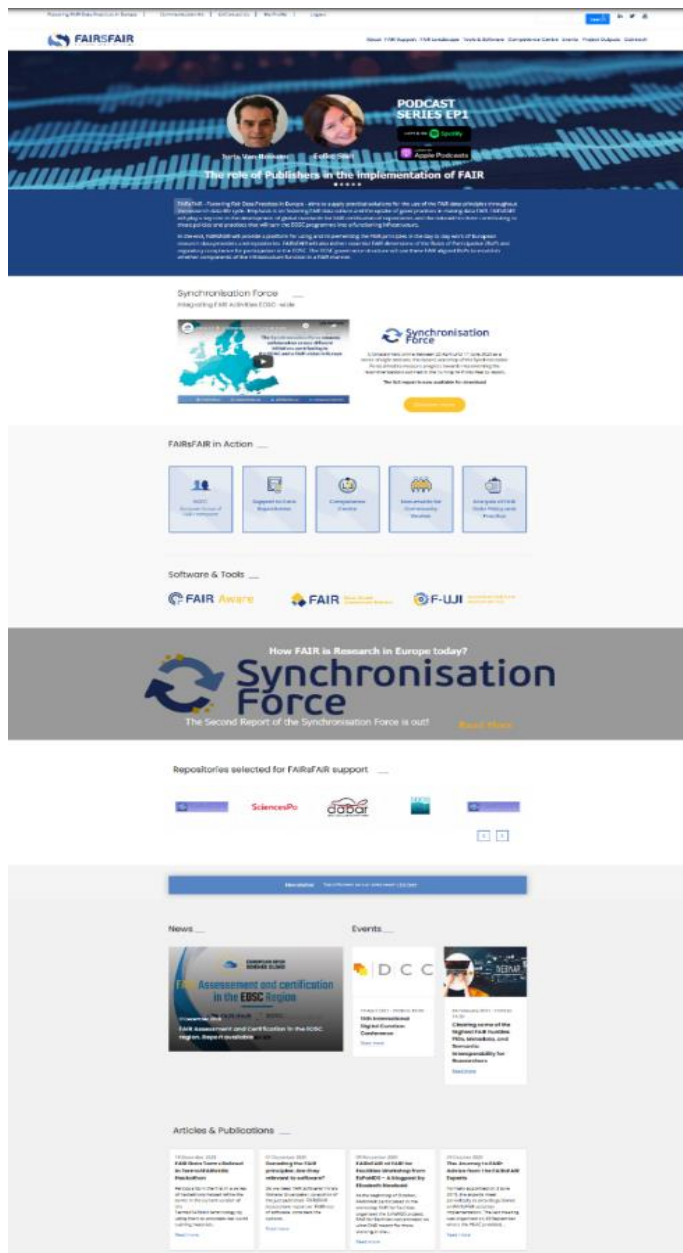
*Figure 7 FAIRsFAIR Homepage as at January 2021*

## 5.2. FAIR Adoption and Implementation Stories

A new addition to the communications suite in the coming months will be FAIRsFAIR adoption & implementation "stories" where the impact of FAIRsFAIR tools and services will be demonstrated as well as the implementation of FAIRsFAIR recommendations, via a case study approach. Stories to be produced might include sample of usage of training materials produced by the project by University in Europe and abroad; the consideration of FAIRsFAIR

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recommendations in the policies of funder institutes; cases of testing of the FAIRsFAIR tools by specific research communities or the adoption of the CoreTrustSeal+FAIR approach by data repositories beyond those part of the support programme,

The stories will be built with a common template, produced in both web and printable versions and disseminated via a dedicated space on the FAIRsFAIR website and on social media channels.

## 5.3. FAIRsFAIR upcoming events - Spring 2021

Below are listed the events confirmed for the upcoming period. This list will be expanded (e.g. EOSC Symposium 2021) as information becomes available.

- **21 January 2021** – Webinar: Clearing some of the highest FAIR hurdles: PIDs, Metadata, and Semantic Interoperability for Data Stewards and Service providers;

- **4 February 2021** – Webinar: Clearing some of the highest FAIR hurdles: PIDs, Metadata, and Semantic Interoperability for Researchers;

- **7 April until 16 April 2021** – Event: FAIRsFAIR2021, which will accommodate the All Hands meeting, WP meetings and HLAC;

- **1 April 2021** - **16th International Digital Curation Conference**- FAIRsFAIR lightning talks and poster presentations;

- **20-22 April 2021 - RDA 17th Plenary meeting.** Participation of project representatives in different Working and Interest Group meetings, possible FAIRsFAIR participation in the **ESFRI co-located event** and to the EOSC-**RDA co-located event;**

- April-May 2021 - **EOSC-Pillar Workshop**: A Roadmap for Onboarding National Catalogues to the EOSC Portal - possible joint participation.

## 5.4. Communication KPIs

The table below summarises the status of communication and engagement KPIs to date as compared with targets.

*Table 1 KPIs achieved by M23 and KPIs for M36*

| Activity | Results by today M23 | KPIs by M36 (as defined in D5.1) |
|---|---|---|
| Content Production | | |
| Articles specifically written for CORDIS RESEARCH EU, CORDIS Results Packs, and Digital Single Market blogs for timely information about FAIRsFAIR results | 15 CORDIS articles | 6 CORDIS Articles |

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| Activity | Results by today M23 | KPIs by M36 (as defined in D5.1) |
|---|---|---|
| Press releases / articles on key milestones of FAIRsFAIR targeting stakeholders (policy, citizen, industry) | 13 press releases | 6 press releases |
| Scientific paper on FAIRsFAIR outcomes | 4 scientific papers | At least 9 papers/peer reviewed articles acknowledging FAIRsFAIR |
| FAIRsFAIR value proposition pages | 6 pages (1 for each WP) | 6 pages online (1 per WP) |
| FAIRsFAIR partners value propositions | | Quotes by partners in the partners pages; social media posts |
| Online surveys | 6 online surveys | 12 surveys (mini and more detailed) with published results. |
| Continuous publication of content on the website | 161 new content items/month; 1,416 monthly sessions 17,800 users 98,800 page views | Min. 20 new content items/month 2,000 monthly sessions 10,000 users 80,000 page views |
| ZENODO downloads | 28,290 | n/a |
| Flyers, Factsheets, infographics, posters, roll-ups | | |
| Flyer for FAIRsFAIR Open Calls & Landscape Analysis promotion | 3 | 3 flyers focusing on the Landscape Analysis, the Open calls surveys and FAIRsFAIR main assets |
| Infographic | 1 | 1 infographics about FAIRsFAIR offering |
| Roll-up | 2 | 1 roll-up |
| 1-pager for FAIRsFAIR Tools and Services | 1 | 1 |
| 1 Training Handbook readable version (online & printable) | 0 | 1 |
| Stickers, pins and other giveaways | 3 (cups, pins & stickers) | On a case by case |
| Videos | | |
| 1 overall video about FAIRsFAIR | 1 | 1 video |

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| Activity | Results by today M23 | KPIs by M36 (as defined in D5.1) |
|---|---|---|
| Video interviews with FAIRsFAIR stakeholders | 4 (3 videos and 1 podcast) | At least 10 in total |
| Video interviews with FAIRsFAIR partners | 22 videos on YouTube (6 are interviews, plus 15 other videos, including 2 presenting the project). Note: the videos were also embedded on FAIRsFAIR social media accounts; which number of visualizations are not counted by YouTube). | At least 10 in total out of 22 partners |
| Newsletters and email marketing | | |
| FAIRsFAIR newsletters | 8 | 12 in total |
| Direct email marketing to stakeholders communities | 12 | upon request |
| Social Media | | |
| Overall Social media connections | Total of 1062 tweets Total of 44 posts on other social media channels | Min. 10 tweets/retweets week Min. 5 posts/month on other social media channels, monitored in terms of visibility, brand and reputation building |
| Webinars | 3 webinars, with average of 91 participants | 6 webinars organised with 40 members attending on average |
| YouTube | Average 74 monthly views, with 37 subscriptions | 250 monthly views and 5 acquired subscriptions to the YouTube channel. Impact measures based on number of views |

All FAIRsFAIR deliverables and main documents are available in ZENODO, the open-access repository developed under the European OpenAIRE program and operated by CERN. Furthermore, the project will also exploit the new Horizon Results Platform[1,] launched in 2019 by the European Commission, an online space to showcase FAIRsFAIR results in view of future exploitation in research, business and politics, to desired audiences and key stakeholders.

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[1] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform

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# 6.    Timeline of activities from M23 till end project

The timeline presented in Figure 8 outlines the main FAIRsFAIR communications, dissemination and engagement milestones from M23 to the end of the project (note that the time line only includes with the most relevant activities). This timing is subject to change, particularly as regards events, and outputs and activities performed by other project WPs.
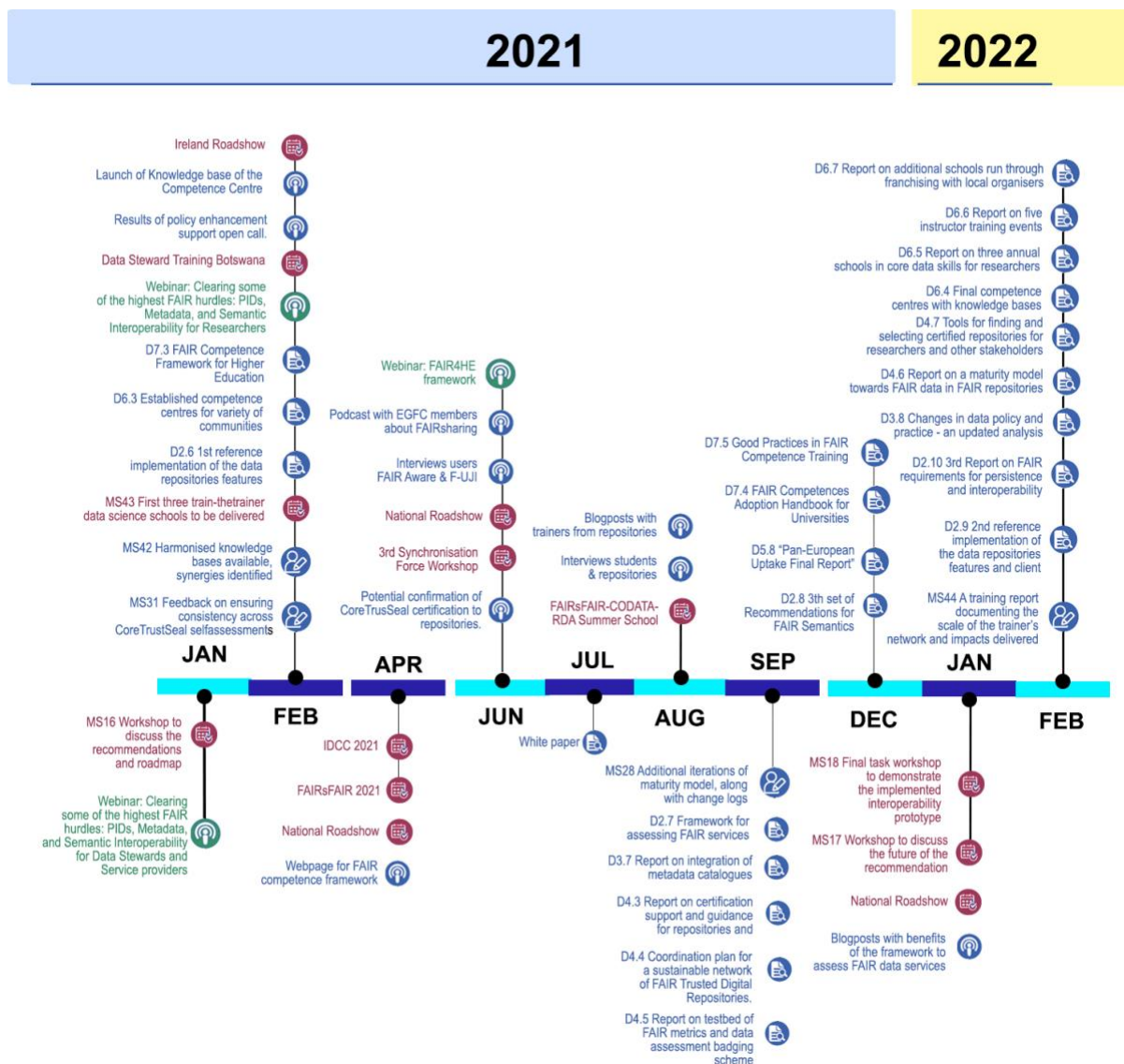


*Figure 8 FAIRsFAIR timeline of activities from M23 till M36 (forecast)*

The following table reports a more detailed plan of activities from M23 to M36.

*Table 2 Plan of activities from M23 to M36*

| Month | Activities |
|---|---|
| **M23, Jan 2021** | <ul><li>Webinar on PIDs, Metadata, semantic Interoperability for Service Providers</li><li>Social media & community db updates</li><li>KPIs monitoring</li><li>Open call for policy support</li></ul> |
| **M24, Feb 2021** | <ul><li>FAIRsFAIR newsletter</li><li>Announce the national roadshow series of events</li><li>Webinar on PIDs, Metadata, semantic Interoperability for researchers</li><li>Announcement of FAIRsFAIR2021</li><li>Promotion of the knowledge-base from the Competence Centre</li><li>Promotion of the main results from the Policy Open Call</li><li>Blogpost about the CoreTrustSeal self-assessment results</li><li>Promotion of D2.6</li><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |
| **M25, Mar 2021** | <ul><li>FAIRsFAIR Roadshow in The Netherlands, Ireland and Spain</li><li>Social media & community db updates</li><li>KPIs monitoring</li><li>Promotion of the FAIR4HE deliverable</li></ul> |
| **M26, Apr 2021** | <ul><li>FAIRsFAIR Newsletter</li><li>Promotion of FAIRsFAIR participation at IDCC</li><li>Promotion of FAIRsFAIR General Assembly -  a mix of open and internal sessions</li><li>Publication of the FAIR4HE webpage</li><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |
| **M27, May 2021** | <ul><li>Announce the 3rd Synchronisation Force workshop</li><li>Announce the FAIRsFAIR-CODATA.RDA Summer School</li><li>Announce the FAIR4HE webinar</li><li>Social media & community db updates</li><li>KPIs monitoring</li><li>FAIRsFAIR Roadshow in Spain</li><li>Promotion the data steward training in Botswana</li></ul> |
| **M28, Jun 2021** | <ul><li>FAIRsFAIR Roadshow in Romania</li><li>3rd Synchronisation Force workshop</li><li>FAIR4HE webinar</li><li>2nd National Roadshow</li><li>Announce the results of CoreTrustSeal certification of repositories</li><li>Interviews with users of FAIR Aware and F-UJI tools</li></ul> |

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| Month | Activities |
|---|---|
|  | <ul><li>Podcast with EGFC Champion Susanna Assunta Sansone, about synergy with FAIRsharing</li><li>Social media & community db updates</li><li>KPIs monitoring</li><li>FAIRsFAIR Roadshow in Romania</li></ul> |
| **M29, Jul 2021** | <ul><li>FAIRsFAIR newsletter</li><li>Publication of FAIRsFAIR white paper.</li><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |
| **M30, Aug 2021** | <ul><li>FAIRsFAIR-CODATA.RDA Summer School</li><li>Interviews with students & trainers from the summer school</li><li>Blog posts with trainers from the repositories that got the CoreTrustSeal certification</li><li>Promotion of the Synchronisation Force workshop post event report</li><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |
| **M31, Sep 2021** | <ul><li>FAIRsFAIR newsletter</li><li>Promotion of the D2.7, D3.7, D4.3, D4.4, D4.5</li><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |
| **M32, Oct 2021** | <ul><li>FAIRsFAIR newsletter</li><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |
| **M33, Nov 2021** | <ul><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |
| **M34, Dec 2021** | <ul><li>Promotion of the D2.8, D5.8, D7.4, D7.5</li><li>Announce workshops taking place in January (MS17 and MS18)</li><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |
| **M35, Jan 2022** | <ul><li>3rd National Roadshow</li><li>2 workshops (MS17 and MS18)</li><li>Blogpost about framework to assess FAIR data services</li><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |
| **M36, Feb 2022** | <ul><li>Promotion of the D2.9, D2.10, D3.8, D4.6, D4.7, D6.4, D6.5, D6.6, D6.7</li><li>Social media & community db updates</li><li>KPIs monitoring</li></ul> |

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# 7.    Conclusions

This deliverable is the final and revised version of *D5.1 FAIRsFAIR Communication, Marketing and Engagement Plan*. This document outlines the communication and dissemination activities to be carried out from the time of writing to the end of the FAIRsFAIR project. These activities depend on the firm foundation created in the first half of the project - a consolidated community of individuals, projects and other initiatives interested in the development and adoption of FAIR data practices.

Going forward, the goal is to further strengthen support for individuals dealing with data, steadily improving the assets provided to increase the numbers of users, and deepening and strengthening established networks to entrench FAIR policy across the scientific data landscape, improve FAIR skills training in institutes of higher learning, and encourage adoption of FAIR data practice.

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