

Communication and Outreach Strategy Report D6.3

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Status	Final
Version	1.0
Date	15.03.2021

Document identifier:	
Deliverable lead	Minna Lappalainen
Related work package	WP6
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Due date	31.03.2021
Actual submission date	24.03.2021
Reviewed by	Lene Krol Andersen, Ilja Livenson
Approved by	
Dissemination level	Public
Website	https://www.eosc-nordic.eu/
Call	H2020-INFRAEOSC-2018-3
Project Number	857652
Start date of Project	1.9.2019
Duration	36 months
License	Creative Commons CC-BY 4.0
Keywords	EOSC-Nordic

Abstract:

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

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Executive Summary

EOSC-Nordic aims to facilitate the coordination of EOSC (European Open Science Cloud) relevant initiatives taking place in Finland, Sweden, Norway, Denmark, Iceland, Estonia, Lithuania, and Latvia and exploit synergies to achieve greater harmonisation of policies and service provisioning across these countries, in compliance with EOSC agreed standards and practices. By doing so, the project seeks to establish the Nordic and Baltic countries as frontrunners in the take-up of the EOSC concept, principles, and approach.

WP6-Engagement, communication, and competence building work package support these objectives by maximising the project impact by focusing on engaging and communicating within the consortium and with external audiences.

The activities reported in this deliverable are based on the objectives, value propositions and methodology outlined in D6.1 Stakeholder identification, engagement, and communication strategy, which was released at the beginning of March 2019 (M6). This document sets out an active Engagement and Communication Strategy with identified stakeholders including the objectives and the communication activities that will support the engagement of each targeted stakeholder group and the monitoring mechanisms to assess their evolution.

This deliverable - D6.3 Communication and Outreach Strategy Report - offers a mid-term overview of the project's outreach and impact. It also defines the revised roadmap for M19-M36 according to activities, time plans, and outputs of the other WPs, to ensure timely delivery and release of communications.

The text is divided into sections as follows:

- **Section 1:** Introduction.
- **Section 2:** Presents the main achievements from M1-M18 in terms of communication and stakeholder engagement.
- **Section 3:** Describes the goals to be achieved between M19 and the end of the project, provides an overview of the dissemination and communication activities planned for the remainder of the project and documents the KPIs to be achieved.
- **Section 4:** Presents a visual timeline of activities from M19 until the end of the project.

The first period has focused on raising awareness of EOSC-Nordic by creating communication strategy and tools, and activities for different stakeholders. Like many other Horizon 2020 projects, EOSC-Nordic's communication activities were impacted by the COVID-19 pandemic outbreak, particularly in terms of events.

A beta version of the Knowledge Hub was established ahead of time in 09/2020 to work on competence building and knowledge sharing among stakeholders and relevant professional environments.

The focus for the next period is to contribute actively to the increased adoption of EOSC-Nordic by supporting new service providers and communities willing to engage with EOSC to make use of tools, guidance, and services during and after the project lifetime.

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I. INTRODUCTION

EOSC-Nordic brings together a strong consortium of 24 partners, including e-infrastructure providers, research performing organisations, and expert networks, with national mandates with regards to the provision of research services and open science policy, and broad experience of engaging with the research community and mobilising national governments, funding agencies, international bodies, and global initiatives and high-level experts on EOSC strategic matters.

Overall, EOSC-Nordic is fostering and catalysing the take-up of the EOSC in the Nordic region by approaching the providers and the users through their respective EOSC interaction pathways: a) the federated infrastructure service integration activities from the service providers point of view (WP3) and b) the adaptation of EOSC infrastructure services in research communities (piloted through demonstrators) (WP5). In order for these two pathways to become operational, the data (WP4) and cross-border policies (WP2) need to be aligned/cleared/accessible. The objectives of EOSC-Nordic are described in figure 1.

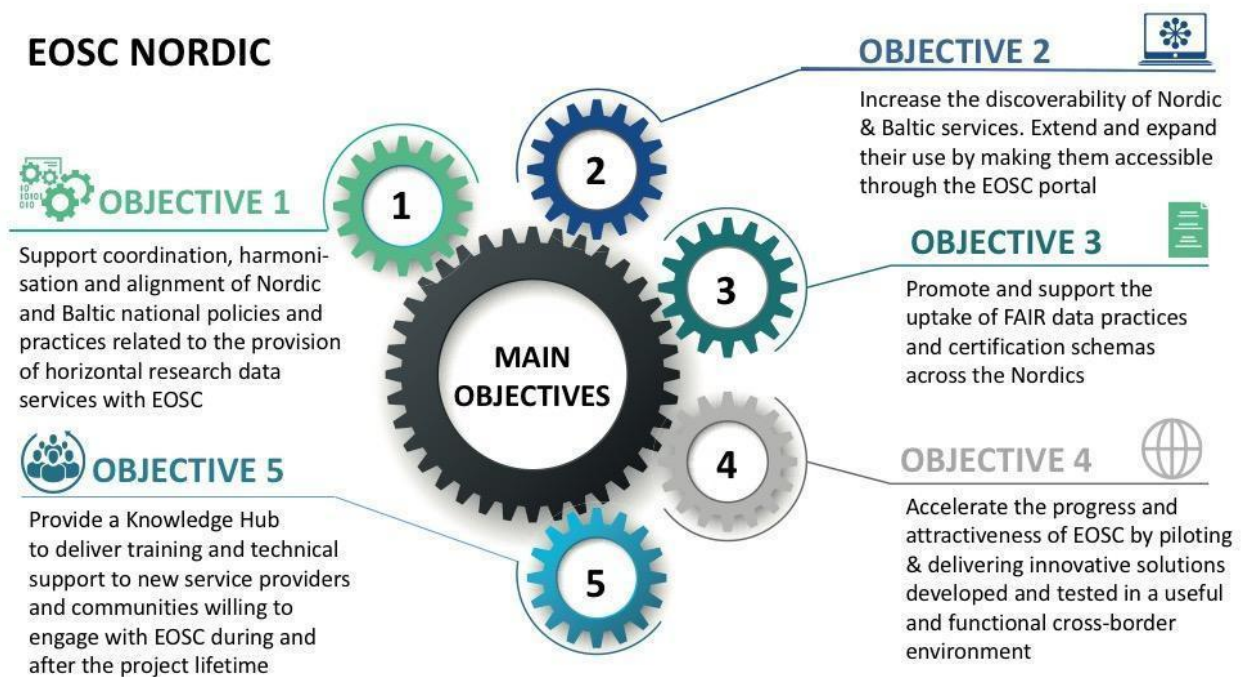


Figure 1. The EOSC-Nordic objectives.

The purpose of WP6 is to enable EOSC within the Nordic and Baltic countries and on the EOSC-Nordic project’s activities and results. WP6 implements the EOSC-Nordic Knowledge Hub which acts as a virtual center for competence building and knowledge sharing among stakeholders and relevant professional environments (objective 5).

The principal objectives of the dissemination, training, and outreach activities led by WP6 and which form the key components of the communication plan are:

- Maintaining a coordinated and continued communication of the EOSC-Nordic, providing appropriate visibility to all stakeholders, and supporting their engagement
- Disseminating regular publication of up-to-date content based on information from the other Work Packages covering project updates, events calendars, and information in the field of EOSC.
- Ensuring that the project results are captured and disseminated to targeted stakeholders
- Developing and implement the necessary tools (website, social media) to keep stakeholders continually engaged and updated
- Organising project-related events
- Building competencies and sharing advice through the framework of the EOSC-Nordic Knowledge Hub
- Liaising with the other communication teams belonging to the other EOSC-related funded projects to ensure coordination of messages

2 Main activities and achievements MI-I8

2.1. Overview of Main Activities

A coordinated and continued communication of the EOSC-Nordic maintains appropriate visibility and engagement to all stakeholders. Activities aim to create continuously relevant content in order to illustrate EOSC-Nordic and how EOSC can benefit the targeted stakeholders.

The website, newsletters, social media activities, and major events are generic ways to serve nearly all types of stakeholders. Activities include monthly newsletters and generation of targeted interviews, success stories, position papers, best practices in different formats to EOSC-Nordic web portal and social media channels. One of the central points for communication and marketing is the promotion of events and workshops, pre, during, and after the event.

WP 6 supports the dissemination and exploitation of project results by carrying a number of outreach activities tailored to specific target audiences and organised in connection with existing events, such as EOSC-Hub and EOSC Symposium events.

The communication and marketing activities use specific EOSC-Nordic brand identity to underline the consistent message in all meeting points. New promotional materials have been developed for dissemination at online events.

EOSC-Nordic has actively engaged with other INFRAEOSC-5 call projects with concrete activities across projects.

2.2 Website

www.eosc-nordic.eu is the primary access point and reference for the EOSC-Nordic project. The project website presents it as the primary tool for communication.

A preliminary version of the website was launched in project month number 2, i.e. M2 (October 2019). The roles of the different content parts of the website were defined alongside the launch of the beta version of the [Knowledge Hub](#) in M 12 (September 2020).

The role of the main site is to act as a general information channel of the project and the activities, whereas Knowledge Hub is a service site built for users/stakeholders. The main site attracts visitors with a dynamic content feed supported with social media messages. It contains news, expert blogs, article-type references about the impact and events (organised by or related to EOSC-Nordic). Also, a collection of the latest social media messages is found on the page.

The EOSC-Nordic website has a steady visitor flow, and the number of the new sessions has been consistently about fifty percent of the traffic gained on the website. The average session duration is 3:11 minutes, while the average time spent on EOSC-Nordic content is 1:12 minutes; this fact is indicative that the users find EOSC-Nordic content engaging.

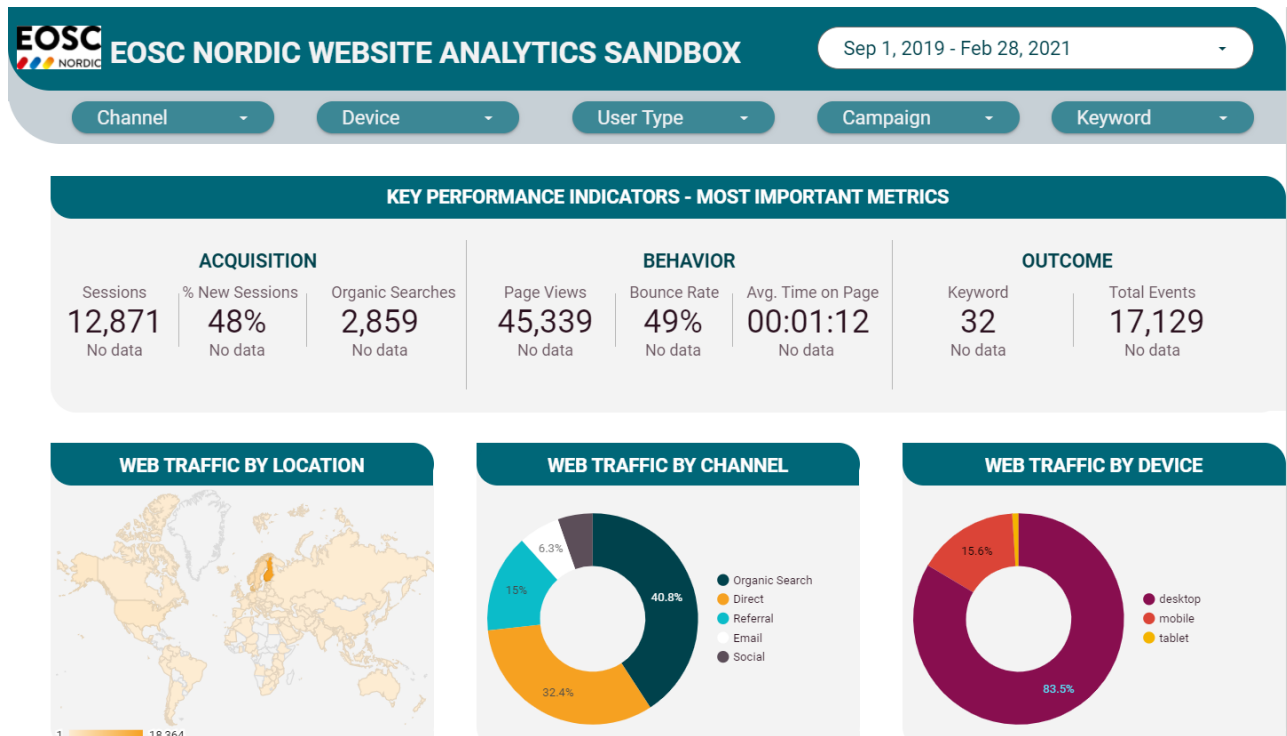


Figure 2. EOSC-Nordic website analytics

Most read articles and blogs in 2020

- » [New assessment tool developed and ready](#)
- » [Demonstrating EOSC Nordic](#)
- » [Fair maturity evaluation of nordic and baltic data repositories](#)
- » [The first Nordic policy workshop on the 6th of February presentations available](#)
- » [Communication in the time of corona.](#)
- » [The presentations from the Open Symposium are now available](#)
- » [EOSC Nordic FAIRification webinar on PIDs](#)
- » [Introducing EOSC Nordic Knowledge Hub.](#)
- » [Certification support seminar on FAIR data](#)
- » [Insights from the first cross-training between EOSC Life and EOSC Nordic](#)

EOSC-Nordic website went through an accessibility audit at the end of 2020; the study found some Accessibility issues with the site. Some time and effort have been invested in fixing these issues on the code side and involving content generation practices, i.e., using headings consistently, alt texts, and more pronounced and accessible link information.

2.3. Newsletters

The EOSC-Nordic project disseminates its results through newsletters. Email marketing is also used for specific target audiences and purposes (events, ongoing & planned work, achievements, use cases, digital training materials) via the contacts established with the different work packages.

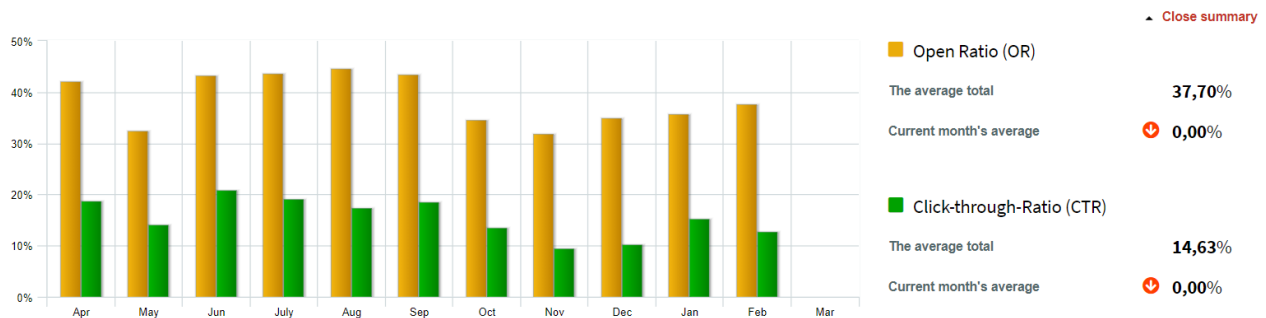


Figure 3. Newsletter statistics for April 2020 - February 2021

The newsletter has been performing extremely well, with an average open rate of 37.70 % and a click-through rate of 14.63%.

The newsletter subscription is available on the website, and stakeholders can register to receive the newsletter. Due to GDPR regulations, and to simplify the collection and storing of the contact data, we have changed our original strategy to collect a centralized database of the stakeholder contacts to one which is consent-based, opt-in subscription. The only data we collect is the newsletter subscriptions for which we have consent to collect data. The different work packages use their own contact lists.

2.4 Social media channels

Social Media activities are focused on objective-oriented and content-rich posts that explain the value, the concept, and the aim of the project. Specifically, social media is deployed to engage with project stakeholders and research communities to promote the activities and outputs of the EOSC-Nordic project, promote other EOSC-related news & activities, and support the other communication channels.

Our » [Twitter](#) account (@EOSC_Nordic) is the main entrance point and content provider -together with the website- for our community; it already has 403 followers at the time of writing, our » [Instagram](#) account (eosc.nordic) has 52 followers and the » [YouTube](#) channel have (so far) shared **15 videos and recordings** made during the events and webinars explaining the project, the objectives, and the important connections with the community.

The channels to follow and stay connected with EOSC-Nordic are:

- » [Subscribe to our Newsletter](#)
- » [Follow us on Twitter](#)
- » [Follow us on Instagram](#)
- » [Follow us on YouTube](#)



2.5 Events and webinars

EOSC-Nordic specific events and the participation of EOSC-Nordic at third-party events create face-to-face opportunities for collaboration, which will support the dissemination & exploitation of project results.

EOSC-Nordic carries out three flagship project events:

The project kick-off was organised in M1 (2-3.9.2019) to create awareness around the project and its ambitions and engage with stakeholders. Online EOSC-Nordic Open Symposium 26.9.2020 (M12) was a launch event for the Knowledge Hub. The final event (M36) will be used to disseminate the final results of the project.

Where feasible, EOSC-Nordic organises co-located events or sessions with other relevant initiatives (e.g., EOSC stakeholder forum, EOSC-hub, etc.). All the relevant EOSC related events, workshops, and webinars have been communicated on the website.

As mentioned earlier, the COVID-19 outbreak in Europe impacted the organisation of physical events for many projects and meant cancellations, rescheduling, or switching to an online format. This meant that also EOSC-Nordic has had to rely mostly on online events and webinars. WP6 has provided support, promotion, and live-tweeting for webinars and has made the eventual public recordings and slides available on the event pages of the EOSC-Nordic website. As the COVID-19 situation stays uncertain, EOSC-Nordic will focus on virtual engagement on online events.

Events 2019

[»EOSC-Nordic kickoff, Espoo 2-3.September 2019](#)

[»The 1st collaborative webinar with EOSC Executive Board working groups 8 November 2019](#)

-EOSC-Nordic meets Nordic and Baltic e-IRG delegates, 4 December 2019

Events 2020

[» Nordic Policy Workshop 6.2.2020.](#)

[» FAIRification of Nordic and Baltic data repositories 22.4.2020](#)

[» EOSC-Hub week 20202: Policy landscape across Europe online workshop](#)

[» EOSC-Nordic Open Symposium 26.9.2020](#)

[» Online Galaxy Training on Functionally Assembled Terrestrial Ecosystem Simulator \(FATES\) 26-27.10.2020](#)

[» Seminar series: National and International Trends in Research Storage at Scale 12.11.2020](#)

[» EOSC projects EXPO 16-19.11.202](#)

[»FAIRification workshop – STEP 1 Global Unique Identifiers for Datasets 26.11.2020](#)

Events 2021

[»FAIRification STEP 2 on DATA / METADATA webinar 3 February 2021](#)

[»GTN Smörgåsbord: A Global Galaxy Course 15-19 February 2021](#)

EOSC-Nordic representatives have also taken part in many third-party events organised by key stakeholders in the EOSC environment. Nevertheless, the COVID-19 outbreak has either cancelled many planned events or has been replaced with virtual conferences and workshops.

Below is the list of events that EOSC- Nordic representatives have joined until the end of February 2021.

Table 1. EOSC-Nordic representations

Event	Date	Participants
FAIRsFAIR kickoff, Amsterdam	14. March 2019	Lene Krøl Anderssen (DeiC)
EOSC-Hub week, Prague	9-11. April 2019	Damien Lecarpentier (CSC), Gudmund Høst (NeIC), Francesca Iozzi (Sigma2)
NeIC2019, Copenhagen	14-16. May, 2019	Lene Krøl Andersen (DeiC), Francesca Iozzi (Sigma2), Ilja Livenson (ETAIS), Anders Conrad (DeiC)
GBIF, Oslo	23. May 2019	Andreas Jaunsen (Nordforsk)
TNC2019, Tallinn	16-20. June 2019	Ilja Livenson (ETAIS), Damien Lecarpentier (CSC)
EOSC-Nordic kickoff, Espoo	2-3. September 2019	All
SNIC all-hands, Stockholm	6. September 2019	Lene Krøl Anderssen (DeiC)
Building EOSC through the H2020 projects, Brussels	9-10. September 2019	Lene Krøl Anderssen (DeiC), Damien Lecarpentier (CSC)
Open Science FAIR, Porto	16-18. September, 2019	Lene Krøl Anderssen (DeiC)
Tryggve all hands meeting, Espoo	8-9. October, 2019	Saara Kontro (CSC)
European Open Science Coordinators' meeting, Helsinki	21. October 2019	Saara Kontro (CSC)
The International Research Data Community contributing to EOSC, Helsinki	22. October 2019	Lene Krøl Anderssen (DeiC), Jens Begtrup (NordForsk), Saara Kontro (CSC), Damien Lecarpentier (CSC), Francesca Iozzi (Sigma2), Ilja Livenson (ETAIS)
DeiC Conference, Fredericia	30-31. October 2019	Lene Krøl Anderssen (DeiC), Ilja Livenson (ETAIS)

European infrastructures in data management and scientific computing: Finland's point of view. EOSC-Nordic presentation, Helsinki	6. November 2019	Saara Kontro (CSC), Gudmund Høst (NeIC)
EOSC Symposium, Budapest	26-27. November 2019	Lene Krøl Anderssen (DeiC), Saara Kontro (CSC), Jens Begtrup (NordForsk)
e-IRG workshop, Helsinki	4. December, 2019	Saara Kontro (CSC), Maijastiina Arvola (CSC), Gudmund Høst (NeIC)
Open Science Event w/ OpenAIRE, Copenhagen	6 February 2020	Gudmund Høst (NeIC), Maijastiina Arvola (CSC), Troels Rasmussen (DeiC), Lars Fisher (NORDUnet)
EOSC-Nordic Workshop: FAIRification of Nordic and Baltic repositories	22 April 2020	Andreas Jaunsen (NordForsk)
EOSC Landscape Validation workshop	27-28 April 2020	Lene Krøl Anderssen (DeiC), Maijastiina Arvola (CSC), Per-Olov Hammargren (SNIC), Troels Rasmussen (DeiC), Lars Fisher (NORDUnet)
WP4 taking part in FAIRsFAIR Synchronisation workshop breakouts	6-14 May 2020	Andreas Jaunsen (NordForsk), Mari Kleemola (Tampereen Yliopisto), Monica Lassi (Lund University)
EOSC-Hub week - 1. EOSC-Nordic position paper (Minna) - 2. Tuesday, May 19; 14-15:30 CEST: Issues in Cross-Border Consumption of Resources in EOSC (Ilja) - 3. Wednesday, May 20; 10-11:30 CEST: National Policy Developments Supporting EOSC Implementation (Maijastiina)	18-20 May 2020	Ilja Livenson (ETAIS), Maijastiina Arvola (CSC), Minna Lappalainen (CSC)
Bioinformatics Community Conference 2020	19-22 July 2020	Anne Claire Fouilloux (UiO)
ESOF2020 – Online session: I want to be an Open Scientist! Research Evaluation and Incentives to boost Open Science and Research Careers	5. September 2020	
EOSC Symposium 2020	19- 22 October 2020	
Seminar series: National and International Trends in Research Storage at Scale	12 November 2020	Lene Krøl Anderssen (DeiC)

2.6 InfraEOSC-5 projects

EOSC-Nordic is not only advancing the coordination of EOSC relevant initiatives in the Nordic and Baltic countries but is also collaborating with other EOSC-related Horizon2020 projects..

As one of the parties to the Collaboration Agreement (CA) "Support to the EOSC Governance" EOSC-Nordic contributes to the cross-project task forces.

[»EOSC-Nordic part of Collaboration Agreement in support of EOSC Governance](#)

Communication and events Task Force keeps the projects up to date on each other's engagement activities and catalyses joint communications and engagement activities between the projects. EOSC-Nordic has actively engaged with concrete activities across projects.

2.6.1 Position papers

One of the main communication activities jointly carried out by the InfraEOSC-5 projects, and in particular by the five projects involved in the InfraEOSC-5b subgroup, was the creation of position papers on EOSC, which were collected by EOSCsecretariat.eu and published via Zenodo29 on 18 May 2020, during the EOSC-hub Week 2020. A piece of news was published on the EOSC-Nordic website introducing the collection of position papers.

[»EOSC position papers – Insights from Regional Projects & Infrastructures](#)

2.6.2 Joint workshop and presentations at the EOSC-hub Week 2020

The online edition of EOSC-hub week 2020 gathered an impressive number of participants, more than 800 persons dialed in over the three-day event. The EOSC-Nordic project was also involved in co-organizing a workshop and delivering presentations.

[»Events EOSC-Hub week 2020: Policy landscape across Europe online workshop](#)

[»News and Articles EOSC-Nordic at the EOSC-hub week 2020](#)

2.6.3 Joint video introducing the InfraEOSC-5 collaboration

The seven projects involved in the collaboration also produced a brief promotional video describing the main features of their joint efforts and the six task forces that were established in the Collaboration Agreement. Its realisation was coordinated by EOSCsecretariat.eu, and the video is currently available on the EOSCsecretariat.eu [YouTube channel](#).

2.7 Main results MI-M18

During the first 18 months of the project, EOSC-Nordic was able to create a consolidated community of members interested in the development of EOSC-Nordic thanks to social media activity, event participation, and partners’ multiplying efforts.

The achievement of these results was possible by a coordinated and continuous communication effort. Continuous publication of content has plenty of engaged users: 403 Social media followers, 155 newsletters subscribers, and 6135 website users. The content is interesting based on the time spent consuming this content. Two bigger EOSC-Nordic specific events were organised and many training events, webinars and third-party events supported.

The following table presents the main achievements from M1-M18 in terms of communication and stakeholder engagement

Table 2. Main results at M18

	Result by M18
Community	
Engaged users	Engaged users: Social media followers (403 Twitter + 52 Instagram), 155 newsletters subscribers [6135 website users]
Website sessions	12895
Website users	6135
Website page views	46152
Average time spent on the web page	01.12
Newsletter open rate (average)	37,7%
Newsletter click-through rate (CTR) (average)	14,57%
Materials	
Communication Materials	60 content pieces, 2 flyers, 3 roll-ups, 6 graphic illustrations, 20 videos
Newsletters	16
Downloads of materials in ZENODO	187
Events	

Webinars organised	WP4 Hosted four (4) highly successful webinars (including a series on FAIRification) WP5 Number of well-attended workshops on Galaxy for Climate
Webinar participants	WP4: A total of 300 registered participants and an estimated 200 attendees
Events organised	The kick-off event, face-to-face, September 2019 WP2: Policy discussion forum creation through workshops I 02/2020 EOSC-Nordic open symposium, virtual, September 2020
Attendees for each event organised	Kick-off event 120 participants Open symposium 118 participants Policy workshop I 60 participants
Participation in 3rd party events	23

2.8 Launch of the Knowledge Hub

We launched the first beta version of our Knowledge Hub in EOSC-Nordic Open Symposium in September 2020.

The Knowledge Hub is a virtual platform on the EOSC-Nordic website for competence building and knowledge sharing. It is an entry point for new service providers and communities willing to engage with EOSC during and after the project lifetime. Furthermore, it provides hands-on use cases from research communities and a portal for collecting training activities related to the project. Details on the concept, strategy, design elements, and planning of the Knowledge Hub were presented in the report Knowledge Hub planning, D6.2.

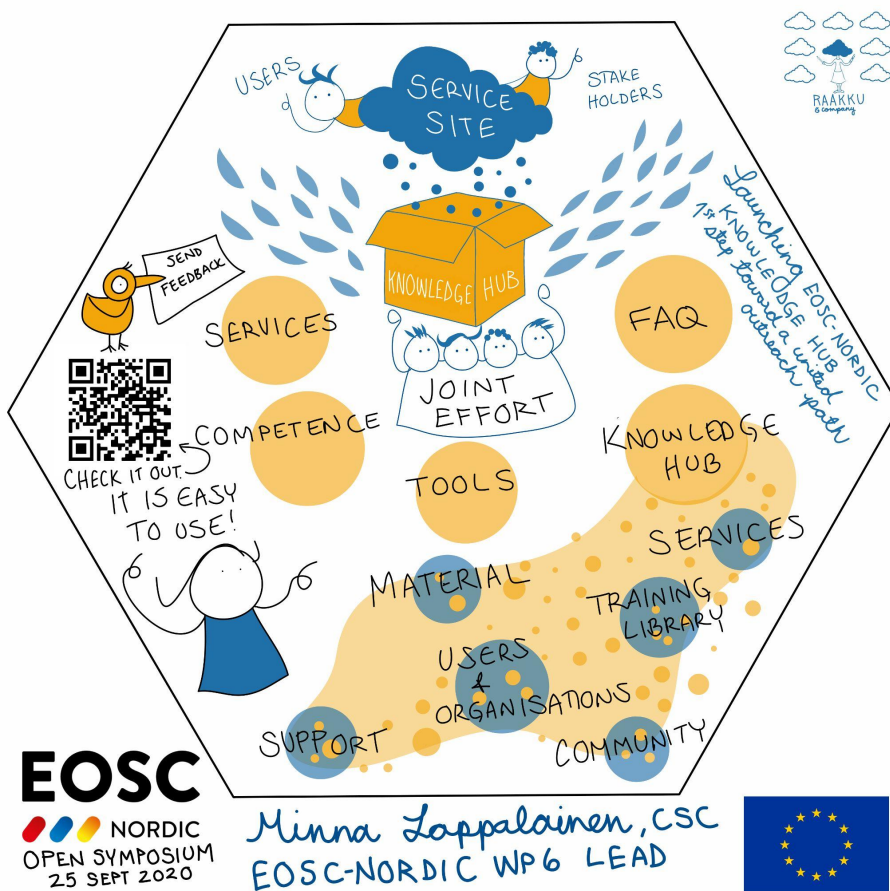


Figure 4. Launching the Knowledge Hub

The Knowledge Hub is a service site built for our various stakeholders: [»Users and organisations](#)

We have strived to create a service channel that brings value and produces successful user experiences by providing users with a findable and easily accessible offering that meets their expectations.

- 1) **Policymakers** that coordinates national policies and legal issues in the context of the provision of services in a cross-border environment
[»Funders and policymakers](#)
- 2) **Service providers** for support and integration and interoperability of services with EOSC
[»Service providers and e-infrastructures](#)
- 3) **Research community managers** focusing on e-Infrastructure services, FAIR data management practices across communities, and hands-on use cases
[»Data repositories](#)
- 4) **Researchers** that want to find the solutions developed by the project within research communities (Use cases/ Research communities demonstrators)
[»Research communities and institutions](#)

The Knowledge Hub consists of six elements in order to integrate and disseminate project results. Each of these sections contains targeted content for stakeholders, making it easy for users to access the right information.

Knowledge Hub

Welcome to EOSC-Nordic Knowledge Hub! We invite you to explore the beta version of our knowledge base.

We have collected all our useful resources and information into this Knowledge Hub. Content and materials are constantly evolving and updating throughout the project. Here's a short description of each section to help you find what you're looking for.







 <p>Materials Key documents of the project (Reports, recommendations & guidelines)</p> <p>Read more</p>	 <p>Users and organisations Find out what EOSC-Nordic can offer for you</p> <p>Read more</p>	 <p>Training Library All sorts of training events and materials</p> <p>Read more</p>
 <p>Services The services available and a guidance how to register a service</p> <p>Read more</p>	 <p>Support Browse FAQs or send over your request via our Service Desk</p> <p>Read more</p>	 <p>Community Connect with peers and learn from others in your field</p> <p>Read more</p>

Figure 5. The Elements of the Knowledge Hub

[»Knowledge Hub Materials](#)

The Knowledge Hub is designed to disseminate detailed project results to the various stakeholders engaging in EOSC-Nordic

The majority of the project deliverables are reported, including guidelines and recommendations from the different project themes, i.e., Policy insights (WP2), e-Infrastructure services (WP3), FAIR data (WP4), and Use cases (WP5). The content can be further defined using keywords and topics.

[» D2.1 Open science policies and resource provisioning in the Nordic and Baltic countries \(first report\)](#)

[» D2.3 Open Science in the Nordics: legal insights](#)

[» D2.4 The EOSC delivery chain](#)

[» D3.1 EOSC Service compliance checklist and maturity model](#)

[» D3.2 First report on mapping of EOSC prospective service providers and candidate services](#)

[» D3.3 Service interoperability framework](#)

[» D4.1 Initial report on Nordic repositories and their FAIR practices](#)

In addition to the offering, the Knowledge Hub also contains services that are easy to use and come with the necessary support. It is considered an interface to the general EOSC community as well. Support is provided on-line using several means to engage with the EOSC-Nordic community:

- The virtual competence map aims to involve a distributed network of experts and service operators at local and national levels. The objective is to visualize persons, skills, fields of skills/knowledge, interests, services, projects, and their interconnections on a map. In addition, a distributed team headed by the individual WP leaders will be created, involving experts within and from outside the consortium to deliver training and technical support to new service providers and communities willing to engage with EOSC, during and after the project lifetime. [» Community](#)
- Interactive web tool mapping Nordic infrastructure services. The map also serves as an entry point for service providers. It is also accompanied by a dashboard that delivers insight on what type of services are available. [» Services](#)
- FAQs based on questions from the service desk and widgets [» Support](#)
- A network of experts from work packages handling requests from the Service Desk. [»https://eosc-nordic.atlassian.net/servicedesk/customer/portal/1](https://eosc-nordic.atlassian.net/servicedesk/customer/portal/1)
- Training materials are found in [»Training Library](#)

[»Contribute](#)

In addition to all these features, we also invite our users to collaborate with us and share the outcomes of their use case or a success story that highlights how EOSC services and resources have supported their work using the site's contribute feature.

3. Communication and Dissemination Plan

3.1. Outreach and Dissemination Objectives from M19 to M36

The focus for the next period is to contribute actively to the increased adoption of EOSC-Nordic by supporting new service providers and communities willing to engage with EOSC to make use of tools, guidance, and services during and after the project lifetime. Objectives for the dissemination and the engagement activities with the stakeholders for the remaining lifetime of the project are as follows:

Support to prospective EOSC service providers: Level of maturity and fitting into EOSC is generally high but readiness to provide services cross-border is lower. We need to promote the EOSC implementation and its benefits for service providers. In particular, we can communicate the benefits of joining the EOSC service catalogue and integrating with other relevant EOSC core functions and support for publishing services into the EOSC portal. We will also promote the benefits of EOSC and the implementation of the FAIR principles.

FAIR policy & practice recommendations: FAIR is still weakly supported in communities/repositories (currently 1/3 of the datasets do not pass any test, while 2/3 score is less than 33%). We can help repositories in the transition towards becoming more FAIR-enabling by co-designing guidance and implementation stories, focused on recommendations from deliverables.

Use cases: Open research data & services – demonstrators. We aim to show the benefits of using EOSC-Nordic services. Creating and promoting use cases illustrates success stories of uptake of EOSC services focused on research results. Engaging with specific (third-party) events we can promote the benefits EOSC will bring for research communities. It is important to find existing forums and events to engage with the communities by organizing workshops, providing relevant dissemination materials, and engaging with the communities' dissemination teams to exchange information and develop collaboration activities.

Policies, legal issues, and sustainability: By interacting and engaging with policymakers, funding agencies, and governance bodies, we aim to make them informed about the project strategy plans, roadmaps and demonstrate added values and successes.

Overall, EOSC-Nordic will continue to carry out communication, dissemination, and engagement activities in a structured manner, to ensure the project reaches its overall goals.

Dissemination needs continuous promotion of engaging content in the form of articles, blogs, and news items on the website and social media. Workshops, webinars, and relevant EOSC-related events are important ways to engage with targeted stakeholder groups. Content reuse and publication on 3rd party platforms will also be further utilized such as GÈANT's CONNECT website where a use case was recently published

(<https://connect.geant.org/2021/02/17/open-science-will-help-us-better-understand-the-vikings>).

Publishing webinar recordings, presentation slides, articles, and blogs from these events will support the dissemination goals. The COVID-19 pandemic can still result in the cancellation of many planned events and increase focus on virtual engagement.

One of the main objectives of the EOSC-Nordic is to provide a Knowledge Hub to deliver training and technical support to new service providers and communities willing to engage with EOSC during and after the project lifetime. The Knowledge Hub brings processes and best practices forward in the EOSC

community, and it helps remove barriers for onboarding EOSC by knowledge sharing. A successful implementation of the KnowledgeHub is done in a close collaboration with the other Work Packages.

- A number of onboarding and training activities (workshops, hackathons, and hands-on training) will be carried out to support service providers to engage with EOSC and to help repositories improve their data management practices. A priority list of learning goals and target groups will be produced in the deliverable D6.4 Knowledge Hub establishment (M23)
- All instructions and material (incl. training material) are available through the Knowledge Hub
- Key areas of the Knowledge Hub will be sustained through NeIC’s existing communication platforms, beyond the EOSC-Nordic project lifetime. A sustainability plan will be delivered in 2022.

3.2. Key performance indicators from M19 to M36

Stakeholder interactions and effectiveness of the communication strategy are reviewed by a number of involved or interested stakeholders, project activities and materials, participants in the activities, visitors on the website, and social media followers.

The initial set of indicative KPIs are set below. The table summarises the status of communication and engagement KPIs to date as compared with targets and describes the goals and objectives to be achieved between M19 and the end of the project.

Table 3. EOSC-Nordic KPIs for communication

Action	KPI	Measure	Achieved M1-M18	M19-M36
Profiled database of contacts	Number of contacts	2,000 by the end of year one and over 4,000 contacts by the project end	Due to GDPR regulations, and to simplify the collection and storing of the contact data, we have changed our original strategy to collect a centralized database of the stakeholder contacts to one which is consent-based, opt-in subscription.	N/A
Content in the web portal	Number of published news, articles, blog posts, interviews, reports, videos, success stories, webinars, information sheets, etc	At least 3 / month	60 (avg. 3.3/month)	60 (3/month)
Marketing materials	Number of targeted newsletters	10 yearly newsletters	16	14

	The number of newsletter orders	At least 500 / year	155	300
		Other metrics: click-through rates	14.57%	above 10%
Project website	Total Site Visits	At least 1000 visits per month	avg 715 visits per month	
	the goal is to convert anonymous visitors to registered visitors	Other metrics followed: interactions per visit, new visitors, referrals, country, organic keywords, source: direct visitors or organic/search traffic	N/A	
		Time spent on content	01.12 minutes	Time spent on content above 60 seconds
		website users	6135	
Social Media Channels	Number of followers	>700 outside of the project	403 twitter + 52 Instagram	700
	Number of tweets	At least 500 tweets per year (unique and retweeted)	379	700
Support publications	Number of leaflets/flyers/brochures	15 for the lifetime of the project	2	5
	Number of posters	10 for the lifetime of the project	3 (roll-ups)	6
Engagement with stakeholders	Number of stakeholders involved	Over 500 end-users in the science demonstrators and other events by the project end		500
		200 participants in each EOSC-Nordic flagship event		200
	Number of external events participated	at least 15 for the lifetime of the project	23	

4. Communication and Dissemination Calendar

Communication and Dissemination Activities for the upcoming months will be focused on exploiting EOSC-Nordic results and further enlarging the community.

Monthly activities include continuous content creation to the website, social media updates, KPI monitoring and promotion of deliverables, open calls, events, and webinars. Channels will include the EOSC-Nordic monthly newsletter, third-party events, workshops, and webinars, as well as meetings with EOSC and other relevant open science initiatives.

Below is a view of the events confirmed for the upcoming period (the year 2021). This list will be expanded as information becomes available.

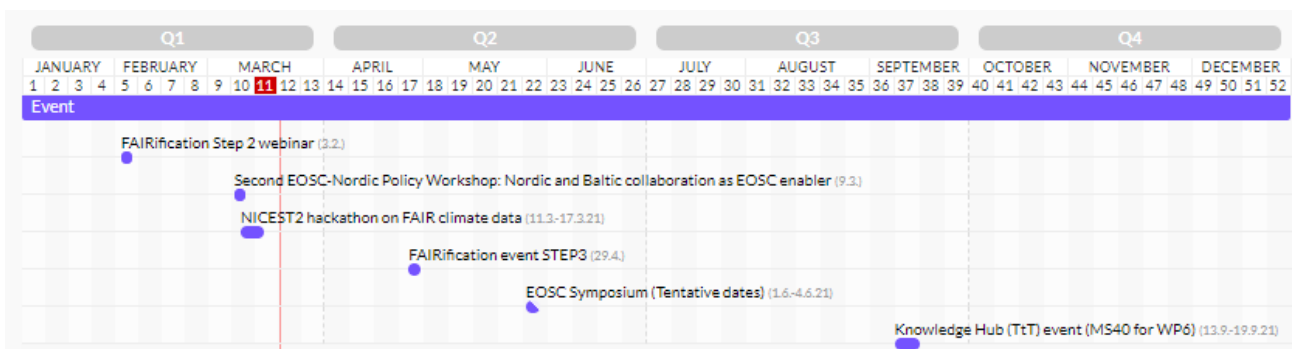


Figure 6. The event calendar for 2021

The timeline presented in Figures 7 and 8 outlines the main communications, dissemination, and engagement milestones from M19 to the end of the project. It is revised according to activities, time plans, and outputs of the other WPs, to ensure timely delivery and release of communications. This timing is subject to change, particularly regarding events, outputs, and activities performed by other WPs in the project.

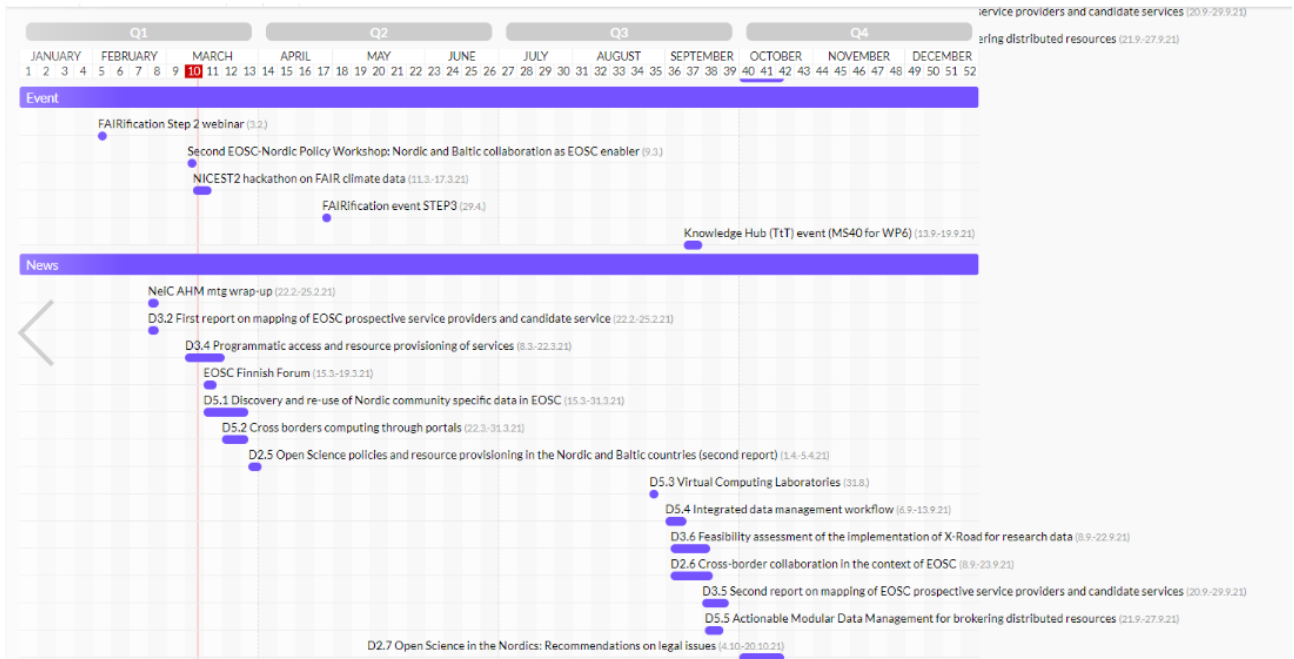


Figure 7. Timeline of activities from M19 till M28, year 2021 (forecast)

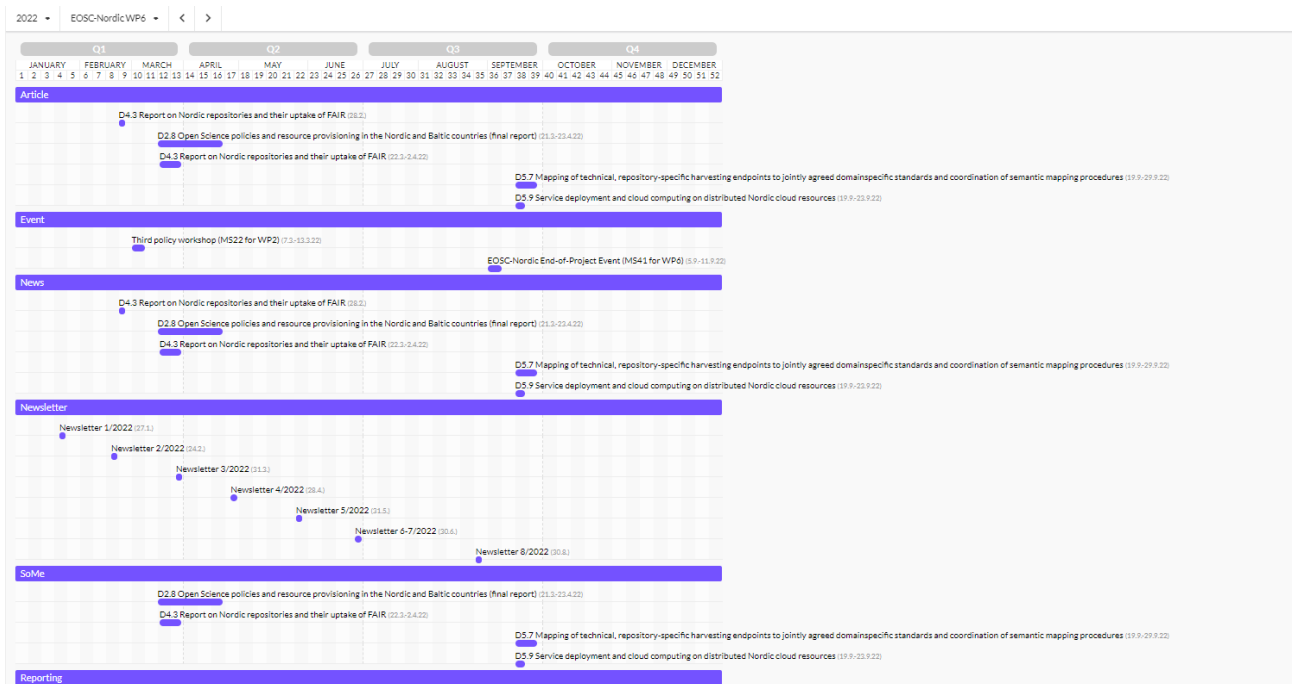


Figure 8. Timeline of activities from M29 till M36, year 2022 (forecast)

EOSC-Nordic End-of-Project Event in 2022 (M36) will be used to disseminate the final results of the project.