



NEWSERA - Citizen Science as the
new paradigm for Science
Communication

Deliverable 6.6

Updated Dissemination and Communication Plan

Revision: v 1.3



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- CO:** Confidential, only for members of the consortium (including the Commission Services) ☐
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Authors:

Lisa Lazzarato (Formicablu), Joana Magalhães, Rosa Arias (Science for Change)

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STATEMENT OF ORIGINALITY

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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SUMMARY

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

The project enrolled 38 Citizen Science (CS) initiatives in its Citizen Science Communication Labs (#CitSciComm Labs) based in Italy, Portugal and Spain. The Labs include co-creation activities to analyze and improve the CS initiatives communication towards the quadruple helix stakeholders (citizens and society at large, academic scientists, policymakers, industries) and science and data journalists. Representatives of the CS initiatives meet regularly online with stakeholder groups, science communication professionals, Data and Science journalists and the NEWSERA partners. The innovative communication strategies co-designed within these "Communities of Practice" (CoP) will finally result in Blueprints addressed to effectively reach quadruple helix stakeholders.

This deliverable presents the updated Dissemination and Communication plan of NEWSERA, intended to maximize project impact and guarantee effective dissemination, communication and exploitation.

Since its beginning, the project had to deal with the consequences of the COVID-19 pandemic: the #CitSciComm Labs were rearranged and moved to online activities. Many dissemination activities have been canceled or moved online, like many communication activities or the organization and participation in different types of events. These changes opened new opportunities and allowed NEWSERA to involve more CS initiatives in the workshops than expected and to potentially reach a more numerous audience. The new remote working approach also facilitated networking with other H2020 SwafS-19 sister projects: a working group of the 8 funded projects has been constituted and meets periodically, sharing experiences, knowledge and resources.

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ACRONYMS

Acronym	Description
CitSciComm	Citizen Science Communication
CS	Citizen Science
CoPs	Communities of Practices
DCP	Dissemination and Communication Plan
DOA	Description Of the Action
FB	formicablu
FC.ID	FCIENCIAS.ID Associação para a Investigação e Desenvolvimento de Ciências
FECYT	Spanish Foundation for Science and Technology
F2F	Face to face
H2020	Horizon 2020
IBERCIVIS	Fundación IberoCivis
KPIs	Key Performance Indicators
R&I	Research and Innovation
RRI	Responsible Research and Innovation
SfC	Science for Change
SMEs	Small and Medium-sized Enterprises
SwafS	Science with and for Society
UNIPD	Università degli Studi di Padova
WP	Work Package

1. Introduction

An overview of the DCP and NEWSERA project

This Deliverable presents an **update of the NEWSERA DCP**, as defined in Task 6.1 (“Dissemination and Communication plan”) and Task 6.2 (“Visual identity and project website”) of Work Package 6 “Dissemination and communication actions” and previously illustrated in Deliverable 6.2 “Dissemination and Communication Plan” (July 2020).

This document describes the integration and amendments made to the general strategy, tools, and indicators of the DCP, that had been adopted to increase the impact of NEWSERA. The updated DCP has the following specific objectives:

- ensure effective communication, dissemination and exploitation of the project;
- plan the communication and dissemination activities;
- keep NEWSERA partners engaged and guarantee their participation and the optimal implementation of the plan;
- describe how collaboration with other related EU-projects has been implemented.

1.1 Deliverable structure

The document is organized in six main sections:

1. **Introduction:** structure of the deliverable; NEWSERA project in brief
2. **Targets and messages:** messages to be conveyed to the quadruple helix stakeholders and to science and data journalists
3. **Updated Dissemination and communication strategies:** deviations from the original DCP
4. **Planned activities:** list actions and tools
5. **Monitoring and evaluation:** qualitative and quantitative indicators
6. **Annex:** Dissemination and Communication activities full list

1.2 The NEWSERA project in brief

NEWSERA project **overall aim** is to:

- Demonstrate the virtues of **citizen science (CS)** as an inclusive, broad, and powerful science communication mechanism
- Increase **trust in science communication** and in science at large
- **Opening science** and innovation to society, raising awareness, and educating in science
- Reducing the chances of incurring in fake news by promoting **critical thinking**

The project is pursuing its overall aim through 13 specific objectives (Figure 1), that include evaluation, measurement, assessment of science communication and providing guidelines and methodologies.

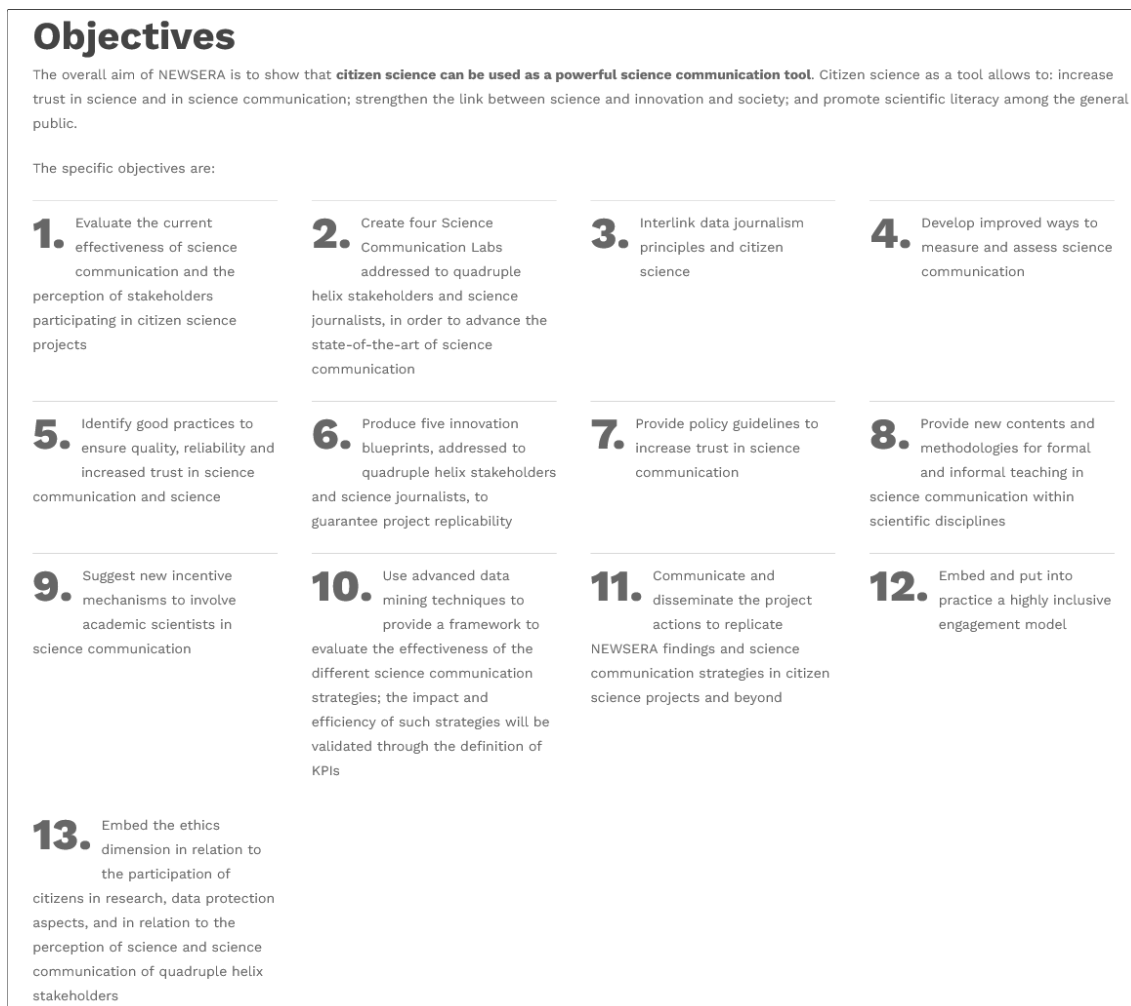


Figure 1. Screenshot of the list of NEWSERA specific objectives on the [project website](#).

The final **outcomes** will include 5 Citizen Science Communication Blueprints, addressed to the quadruple helix stakeholders and science and data journalists, containing guidelines for more effective science communication strategies in citizen science projects. Other outcomes foreseen are:









- analysis of the current **effectiveness of science communication** in CS projects and beyond, in a European context;
- new **incentive mechanisms** to involve career scientists in science communication beyond academia and promote interdisciplinarity;
- **policy guidelines** to increase trust in science communication enhancing CS as a new era in a growing open and global world in science communication;
- enhance the **open up of science to society**, uptaking R&I and RRI dimensions.

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

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

There are 8 **Work Packages** (WP) to facilitate the project implementation (Table 1).

Table 1. List of NEWSERA WP and WP leaders

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

NEWSERA has created the citizen science communication Labs, aka **#CitSciComm Labs**, which are implementing the core activity of the project, that is the co-design of innovative communication strategies using CS as a science communication tool.

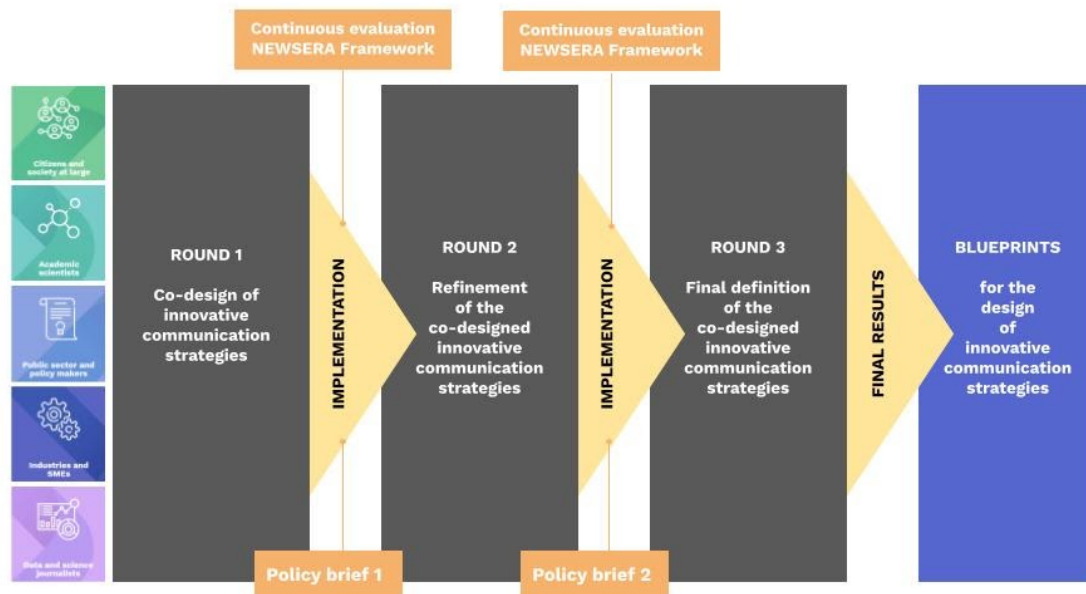


Figure 2. Diagram of the #CitSciComm Labs activities.

The Labs involve Communities of Practice (CoP) composed by representatives from the CS projects (also referred to as the “NEWSERA pilots”), science communicators, science and data journalists, and quadruple helix stakeholders; together they collaborate on new and improved strategies of communication addressed to quadruple helix stakeholders (citizens, academia scientists, policymakers, industries and SMEs).

Each Lab consists of a series of co-creation workshops that are organized locally in Spain, Portugal and Italy, as small groups that due to the COVID-19 pandemic have led to a replacement of the face-to-face meetings by virtual ones, allowing for remote participation and mutual learning (Deliverable 3.1 Description of the #CitSciComm Labs).

2. Updated dissemination & communication strategies

Description of the communication and dissemination of the NEWSERA project, their purposes and phases of implementation

Communication and dissemination are central to H2020 projects, together with the exploitation of project results, and are differentiated in objectives, focus and target audiences, as illustrated on the dedicated European Research Executive Agency webpage¹.

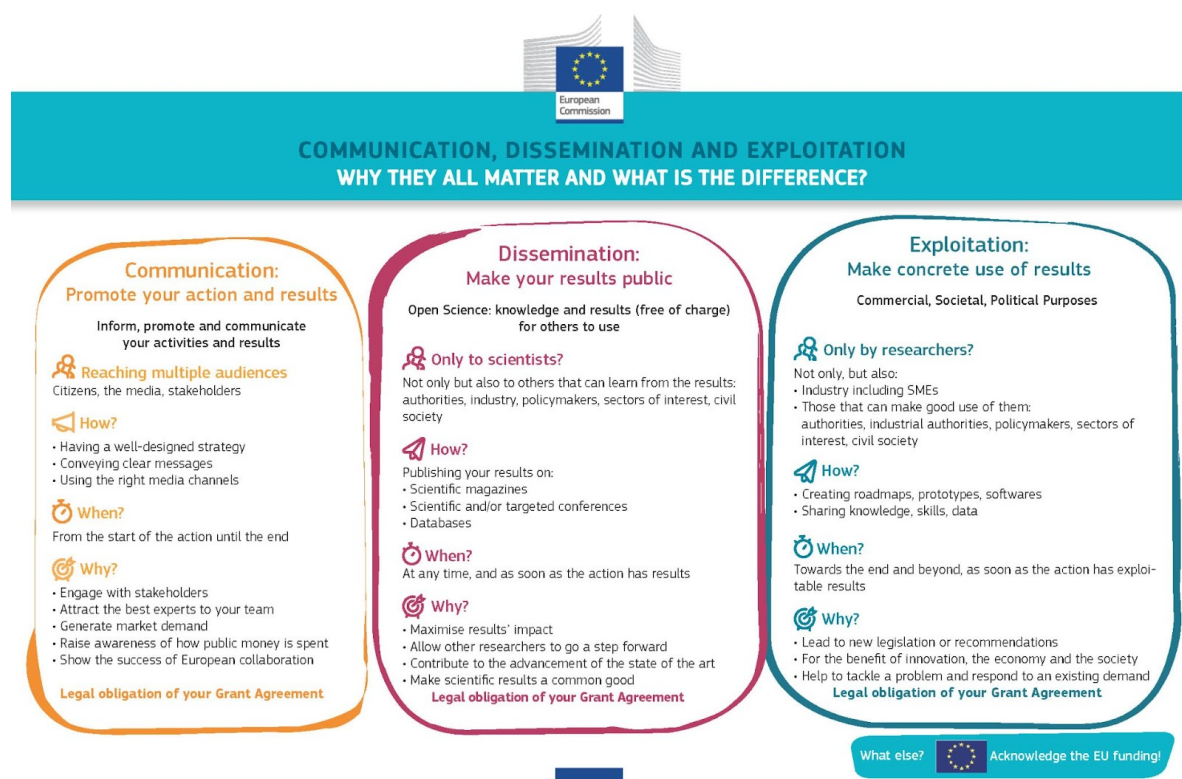


Figure 3. Quick guide on communication, dissemination and exploitation from the European Research Executive Agency.

The NEWSERA DCP, described in Deliverable 6.2 “Dissemination and Communication Plan” and integrated in the current update, followed the European recommendations and adopted proper strategies and tools, with clear targets, messages and adequate channels.

¹ https://rea.ec.europa.eu/horizon-europe-dissemination-and-exploitation_en

2.1 Target audiences and messages

NEWSERA target audiences have not changed since the DCP first publication (July 2020) and are represented by the quadruple helix stakeholders and science and data journalists. They are involved at a different level in the CS projects and as target audiences, they will be addressed accordingly. Specific communication actions will be defined in WP3 and WP4 for the CS NEWSERA pilots. A description and the messages to be conveyed to each target audience is provided below.

Citizens

Citizens who currently participate in CS projects (citizen scientists), citizens who manage or have developed CS projects, local activists, citizens who are interested in science, and society at large are a major NEWSERA target audience. The messages to be conveyed to this audience are:

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

Academic scientists

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

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

Policy makers

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

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

Industries and SMEs

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

- increase Corporate Social Responsibility and embed of the RRI dimension are important aspects of modern industry
- CS is an opportunity for linking to society
- CS can contribute to Research and Innovation
- CS can boost innovation aligned with societal needs, increasing the competitiveness of the resulting products and services

Journalists

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

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

2.2 Dissemination objectives

The results of the NEWSERA project are relevant to CS practitioners, to quadruple helix stakeholders and to science and data journalists. The following table illustrates specific dissemination objectives addressed to the different target audiences.

Table 2. *Dissemination objectives in relation to the target audiences*

Target audiences	Results
Citizens, academic scientists, policy makers, industries and SMEs	Analysis of the dynamics of science communication in CS projects
Citizens, academic scientists	Tools to evaluate the quality of current science communication strategies
Citizens, academic scientists	Guidelines and tools to improve CS projects communication
Citizens, academic scientists, policy makers, industries and SMEs, science and data journalists	Co-designed blueprints to support CS communication in other CS projects, in other countries and in different situations from the one taken into account within each project
Academic scientists, science and data journalists	Proof of the value of CS communication and advocacy of its position in science communication
Science and data journalists, industries and SMEs, policy makers	Importance of framing the data collection and the ability to analyze problems with strong local expertise and cognition, which are typical of CS projects

2.3 Communication objectives

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

1. present the NEWSERA project's aim and scope to stakeholders, general public and other EU projects on similar themes;
2. raise awareness on the potential of CS projects to increase trust in science and technology;

3. present co-creation methodologies as an opportunity to take into account all stakeholders needs and expectations;
4. make use of visual narratives to guarantee effective communication;
5. find ways to connect data collection and analysis that is of interest for local communities and data journalism;
6. map the existing CS projects and make them visible for the wider audience, as well as the quadruple helix stakeholders, science and data journalists.

2.4 Phases and workflow

Dissemination and communication strategies can be translated into an effective DCP if objectives are defined and timing planning is provided. The four main phases, presented in the Deliverable 6.2 “Dissemination and Communication plan” are still valid, although adjustments have been made related to the timing in order to adapt and optimize communication actions and produced content’s impact.

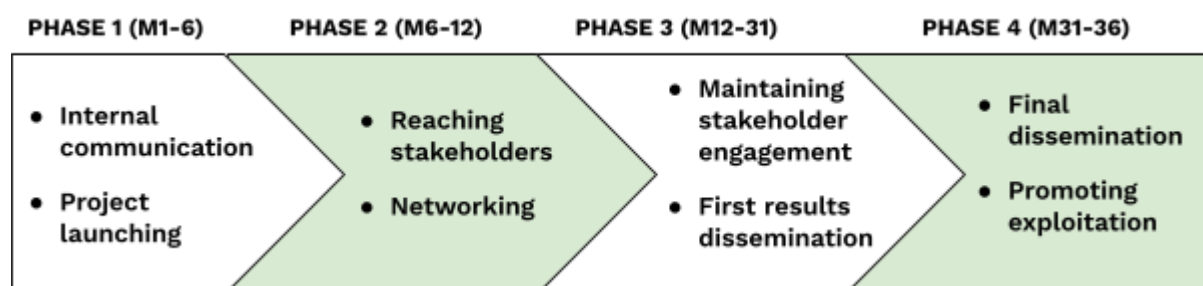


Figure 4. Schematic representation of the dissemination and communication strategic phases.

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

The **second phase (M6-12)** is focused on **reaching the previously identified stakeholders** that are going to participate in the #CitSciComm Labs and constitute the CoP and NEWSERA Sounding Board, which have been launched on M12 (December 2020). **Networking** activities with other related EU projects (especially SwafS-19 sister projects) have started in order to create synergies and boost dissemination potential.

The **third phase (M12-31)** accompanies the core activity of the NEWSERA project, that is the co-creation workshops of the #CitSciComm Labs. Dissemination and

communication are focused on **maintaining stakeholders engagement** and **disseminating first results**.

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

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

3. Updated dissemination activities

This section entails the description of the planned dissemination activities and partner roles until the end of the project.

The NEWSERA DCP presented in Deliverable 6.2 described the dissemination and communication activities in relation to the four strategic phases and the deliverables and milestones associated with each WP. The DCP took into account the modifications that have to be adopted to face the constraints and uncertainties due to COVID-19 pandemic outbreak in February/March 2020. The updated DCP still has to deal with pandemic conditions, but benefits from the gained experience and takes full advantage of new tools and sceneries.

3.1 Collection of dissemination content and events

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

Partners are invited to share eventual dissemination material or events on a monthly basis, with the support of the Project Manager, who organizes coordination monthly meetings. According to the type and relevance of the content, it will be disseminated through the NEWSERA website and/or through the project Twitter account, frequently with support from partners accounts, individual project member's and other contacts accounts, or added to the list of dissemination activities. The Google Doc template previously used to facilitate the sharing from partners has been substituted by a more dynamic document, which serves also as an archive of dissemination activities: the **Dissemination and communication calendar**, a Google Sheet file shared on the project Drive. The document includes 4 sections:

- NEWSERA materials (poster, video, press release, etc.)
- Events (conference, webinar, workshop, etc.)
- Academic publications
- External events worth sharing

All the partners have access and contribute to the document, which has already proved to be very beneficial, not only for dissemination purposes but also to increase transparency, foster new ideas and collaborative documents or increase participation in events from the different partners. Also a Co-authorship Guideline document was created in order to establish proper acknowledgments of co-authors and their affiliations and also contributions from members of the CoP and the NEWSERA Pilots. Moreover, the document includes specific indications

from compliance with EC requirements regarding funding and disclaimer information for the NEWSERA project.

3.2 Dissemination activities

The dissemination activities are performed to maximise NEWSERA outreach, to the quadruple helix stakeholders and communities, as well as to science and data journalists. The activities currently planned are briefly described below, while the dissemination indicators are presented in section 3.3.

3.2.1 Launch of the #CitSciComm Labs

The original plan, presented in the DoA, was to start the co-creation activity of the five NEWSERA #CitSciComm Labs in M6, with a F2F event in Brussels. The event was actually anticipated at the Kick off meeting (M2) in Barcelona: two days were dedicated to simulating the setting up and working of the co-creation Labs, inviting external guests, being local representatives of CS projects, science communicators and data journalists. The full report has been provided in D6.1 deliverable (Events 1) submitted in March 2020 (M3) and shared in the Zenodo community of NEWSERA.²

3.2.2 Co-creation through the #CitSciComm Labs

According to the evolution of the COVID-19 pandemic situation, the NEWSERA #CitSciComm Labs were shifted from the original five joint groups of workshops, to be held F2F in alternate countries, to remote independent workshops run at the national level in the NEWSERA countries, i.e. in Spain, Italy and Portugal, and happening virtually and in the local languages. In addition, a mutual learning session in English, the NEWSERA Friday, was designed to allow for networking and mutual learning. One of these sessions was open to external public³.

These changes allowed to significantly increase the number of citizen science projects participating as pilots in the Labs up to 38 CS projects, which represents a big opportunity to increase the quality and the impact of the NEWSERA results. Accordingly, the changes also involved a significant increase of the number of external experts involved in #CitSciComm Labs, who constitute the Sounding Board. The description of the methodology adopted and some preliminary results are explained in Deliverable 3.1 “Description of #CitSciComm Labs”, Deliverable 3.2 “Co-designed innovative strategies for Citizen Science Communication 1”, Deliverable 3.3 “Co-designed innovative strategies for Citizen Science Journalism 1” and Deliverable 4.1 “Description of the #CitSciComm Pilots.”

The 2nd round of workshops is planned for the beginning of 2022, as follows:

² <https://zenodo.org/record/3769936#Yd26Zb3MJPY>

³ <https://newsera2020.eu/2020/12/11/register-to-the-first-open-session-of-the-newsera-citscicomm-labs/>

- 17-21st January 2022: “Data journalism” (2nd track of the 1st round of workshops)
- 28th January 2022: “NEWSERA Friday” (English session for networking and mutual learning between countries)
- 14-18th February 2022: "The NEWSERA Impact Framework in practice: co-designing *ad hoc* indicators for CS projects"
- 4th March 2022: “NEWSERA Friday” (English session for networking and mutual learning between countries)
- 14-18th March 2022: "Increasing trust in citizen generated data and demonstrating the impact of CS to inform evidence-based policies"
- 25th March 2022: “NEWSERA Friday” (English session for networking and mutual learning between countries)
- 4-8th April 2022: "Ethical Issues and Misinformation"
- 22nd April 2022: “NEWSERA Friday” (English session for networking and mutual learning between countries).

The 3rd round of workshops is planned for late 2022.

3.2.3 Formal and informal training in Science Communication

Universities and research partners are committed to including NEWSERA findings and results in seminars and teaching activities, which will promote citizen science as a new paradigm for science communication within the academic community. Five modules will be tested by partner FC.ID in the unit Scientific Culture and Society II, within the University of Lisbon’s master in Scientific Culture and Outreach in Science, as well as in the unit Science Communication within the master in History and Philosophy of Sciences. UNIPD will test the modules within the Science, Technology, Media and Society for 3rd year BA students in Communication in early 2022. Moreover, the modules will also be adapted for the context of informal training and held by FECYT, during 2022.

3.2.4 Networking with the Science Communication and the Citizen Science communities in Europe

Networking activities are key to engage with other Science Communication and Citizen Science European projects within our CoPs and to organize joint events. NEWSERA is maintaining an active collaboration with the other 7 EU-funded projects funded under the same topic (SwafS-19-2018-2019-2020) since June 2020 (QUEST, TRESKA, RETHINK, ENJOI, PARCOS, GlobalSCAPE and CONCISE). During 2021, NEWSERA Coordinators took the lead on the organization of the online meetings that have been held on a regular basis (every 7 weeks) and focused on exchange of information, promotion of common events and communication and dissemination activities, and mutual learning, and have proved to be very useful. The contents of some of the meetings have been described in Deliverable 6.5 “Events 2”. So far the constituted Working Group, with all the eight SwafS-19

funded projects, has led to a common scientific publication⁴ and the submission of joint sessions in major European Science and Policy Forums, under current review. In the future the group plans to continue to explore synergies and commonalities and also focus on new research questions that are arising from the results of the different projects. Moreover, NEWSERA has established scientific collaborations with other EU-funded projects, such as the Super-MoRRI Project, under the scope of a survey that belongs to Super-MoRRI WP 7, task 3 – that is, to identify ‘indicators in the wild’ in the attempt to describe a ‘State of RRI’, beyond the traditional way of the MoRRI indicators, and focusing on credible contexts. Fruit of this collaboration, the NEWSERA coordinator is participating also in regular meetings with the SwafS community, including the citizen science projects funded under SwafS-15 and RRI-related projects.

We would also like to highlight that we are sparking inter and intra synergies between the CS projects participating in NEWSERA. For this, NEWSERA partners are proposing bilateral meetings to foster collaboration of projects working on similar scientific fields. As a result of one of these meetings, the “I Iberian Meeting of Citizen Science in Aquatic Systems” has been held with more than 17 Spanish and Portuguese CS initiatives participating. During the meeting, four working groups have been established and a series of periodic meetings and workshops have been planned in order to explore communalities, barriers and opportunities. The activity is expected to be replicated in other scientific fields where different NEWSERA pilots are active members of the community, promoting new joint research projects, common events and publications.

NEWSERA partners have also promoted a debate on the “Responsible and inclusive citizen science: Comparing initiatives and assessing impacts” at the 8th STS Italia conference, where NEWSERA members acted as convenors of the session with seven speakers, representatives from ACTION, D-NOSES, SMAAC and other CS projects. The discussion and conclusions of this session constitute the basis of a scientific publication, currently under peer-review process.

NEWSERA has also been part of the I Spanish Meeting of Citizen Science in Social Sciences held in Zaragoza in September 2020 actively participating in the flourishing of this ecosystem presenting the overall project and also applying the methodology developed under the first Round of Labs, adapting it and making the process available to the community. From this meeting, we have received several requests to join NEWSERA which highlights the need for reinforcement of science communication activities in CS projects. Moreover, we have analyzed the incorporation of a new CS Project to the Spanish #CitSciComm Labs and invited “[Observatorio Ciudadano de la Sequía](#)” to join the 2nd Round of Labs.

⁴ Roche J, Arias R, Bell L, Boscolo M, Fornetti A, Knutas A, Kupper F, Magalhães J, Mannino I, Mendoza I, Moreno-Castro C, Murphy K, Pridmore J, Smyth F, Tola E, Tulin M, Weitkamp E and Wolff A (2021). Taking Stock and Re-Examining the Role of Science Communication. *Front. Environ. Sci.* 9:734081. [doi: 10.3389/fenvs.2021.734081](https://doi.org/10.3389/fenvs.2021.734081)

3.2.5 Open access scientific publications

Scientific publications are encouraged as a means of dissemination. The consortium is complying with the EC requirements for Open Access and Open Research Data by keeping free access to the consortium's research data results and publications. Publications in academic journals are useful for both disseminating NEWSERA outcomes within the academic audience and connecting the project with other ongoing H2020 projects in the science communication field.

In the following table the publications at the time of the present report are listed, according to their status of advancement.

Table 3. List of published and accepted academic publications

Journal / Book / Conference	Type of publication	Title	Status
Frontiers in Environmental Science, section Science and Environmental Communication	Peer review article	Taking stock and re-examining the role of science communication ⁵	Published
VIII Congreso de Comunicación Social de la Ciencia (CCSC2021) ⁶	Conference proceedings	NEWSERA: La ciencia ciudadana como nuevo paradigma de comunicación científica	Accepted
Quaderni di Comunicazione Scientifica ⁷	Article	La sfida del public engagement: dalla teoria alla pratica. Riflessioni dal progetto Newsera H2020.	Accepted
Routledge Handbook of Digital Environmental Humanities	Book chapter	Images of nature through platforms: Practices and relationships as a research field and an epistemic vantage point of DEH	Accepted

NEWSERA public deliverables are being published on Zenodo, the open-access repository developed under the European OpenAIRE program, and listed on the project website⁸. For this reason, the community “NEWSERA Citizen Science changing communication” has been created on Zenodo⁹. The list of public deliverables is presented in Table 4 (the deliverables in bold were initially defined in the DoA as confidential but the consortium has agreed to modify their status to public documents, taking into consideration recommendations from the first Periodic Review Report).

⁵ <https://www.frontiersin.org/articles/10.3389/fenvs.2021.734081/full>

⁶ <https://aecomunicacioncientifica.org/ccsc21/>

⁷ <https://www.rosenbergesellier.it/ita/riviste/quaderni-di-comunicazione-scientifica>

⁸ <https://newsera2020.eu/deliverables/>

⁹ <https://zenodo.org/communities/newsera/>

Table 4. List of public deliverables.

Deliverable	Title	Lead beneficiary	Date
D1.1	Project Management handbook	SfC	M6
D1.2	Quality, Risk and Contingency Management Plan	SfC	M6
D2.1	Portrait of citizen science communication strategies in EU citizen science projects	UNIPD	M12
D2.2	Report on indicators for impact assessment of science communication in citizen science projects	UNIPD	M18
D2.3	Effectiveness of science communication in EU citizen science projects	IBERCIVIS	M15
D5.5	NEWSERA Policy Briefs 1	FECYT	M15
D6.1	Events 1	FB	M3
D6.2	Dissemination and Communication Plan	FB	M6
D6.3	NEWSERA Visual identity	FB	M6
D6.4	NEWSERA project official video	FB	M12
D6.5	Events 2	FB	M13
D7.1	Data management plan	IBERCIVIS	M6
D8.1	H-Requirement No. 1	SfC	M6
D8.2	POPD - Requirement No. 2	SfC	M6
D8.3	H - POPD - Requirement No. 3	SfC	M6
D7.2	Report on ethics aspects as a cross-cutting issue in NEWSERA actions	IBERCIVIS	M20
D6.6	Updated Communication and Dissemination plan	FB	M24
D3.7	Citizen Science as a communication tool in the Post-Factual Era	FECYT	M33
D4.2	Blueprint for #CitSciComm with and for Citizen Scientists and society at large	UNIPD	M33
D4.3	Blueprint for #CitSciComm with and for Career Scientists	FC.ID	M33
D4.4	Blueprint for #CitSciComm with and for Policy Makers	FECYT	M33
D4.5	Blueprint for #CitSciComm with and for Industry and SMEs	SfC	M33
D4.6	Blueprint for #CitSciComm with and for Science Journalists	FB	M33

D5.3	Guide of Science Communication in Citizen Science Project and Citizen Science Journalism	FECYT	M35
D5.4	NEWSERA Policy briefs 2	FECYT	M35
D6.7	Events 3	FB	M35

3.2.6 Press releases

At least three press releases are planned to promote the project in media beyond the scientific community. The first was foreseen at the launch of the #CitSciComm Labs, the second at the launch of the pilots, and the third at the final event. The rearrangement of the #CitSciComm Labs has led to a change in the timing of press releases and the new plan is presented below, in table 5.

Table 5. *Planned press releases*

Progressive number	Date	Event
1	28 September 2021	Launch of the first NEWSERA policy brief
2	September 2022	Launch of the Blueprints for #CitSciComm
3	November 2022	Launch of the second NEWSERA policy brief
4	December 2022	Final event

The first press release, already sent in September 2021, was produced in three languages (English, Italian and Spanish) to accompany the launch of the first NEWSERA policy brief (see the “Policy brief” paragraph for details).

The dissemination of the press release has been planned in advance: a list of dissemination channels have been identified with the contribution of the whole consortium (Table 6). This list will be used as reference, and eventually will be integrated, for all the next press releases.

Table 6. *Press release dissemination channels*

Type of channel	Name
EU channels	CORDIS Newsroom, Horizon 2020 Newsroom, Science Business
Citizen science	EU Citizen Science, ECSA, Citizen science Italia

platforms/organizations	
Science communication groups	ACCC
Social media	NEWSERA twitter profile, partners profiles
Other	University of Padova - Press office, Faculty of Sciences - University of Lisbon - Communication office, Mediapress - FECYT communication channels, Ibercivis communication channels, NEWSERA list of contacts, SwafS projects collaborating with NEWSERA
Social	NEWSERA twitter profile, partners profiles

3.2.7 Policy briefs

NEWSERA policy briefs will collect the main learnings of the NEWSERA Labs in order to share lessons learnt, opportunities and challenges. Both the co-creation experiments and the project community will result in novel ways of communicating science within a citizen science project. In the NEWSERA pilot cases highlighting industry or policy stakeholders, relevant outcomes on how to engage them or translate the RRI policy discourse into their context will be achieved. Policy briefs will benefit from these insights and collate each project's specific issues for a policy audience, aiming to bring citizens' needs and collected evidence to the topical policy discourses and agendas.

The first NEWSERA policy brief has been based on the first round of workshops within the #CitSciComm Labs (held from December 2020 to February 2021). The Deliverable 5.5 "Re-thinking Science Communication: Take-away Ideas for Citizen Science Initiatives" (published on April 2021¹⁰) assesses the drivers and challenges of science communication of CS initiatives to the different stakeholders of the quadruple helix (the public sector and policy makers, citizens and society at large, academic scientists and industry and SMEs), and to data and science journalists.

A summary of the report (Figure 5) has been produced and published on the project website¹¹ and on Zenodo in English¹², Italian¹³, Portuguese¹⁴ and Spanish¹⁵ on the 28th September 2021. The publication was accompanied by a press release disseminated through different channels, as explained above (Press releases paragraph). The second policy brief is planned for M35 and it will collect all the main learnings of NEWSERA.

¹⁰ <https://zenodo.org/record/4837245>

¹¹ <https://newsera2020.eu/publications/>

¹² <https://zenodo.org/record/5533911>

¹³ <https://zenodo.org/record/5533974>

¹⁴ <https://zenodo.org/record/5534010>

¹⁵ <https://zenodo.org/record/5534150>

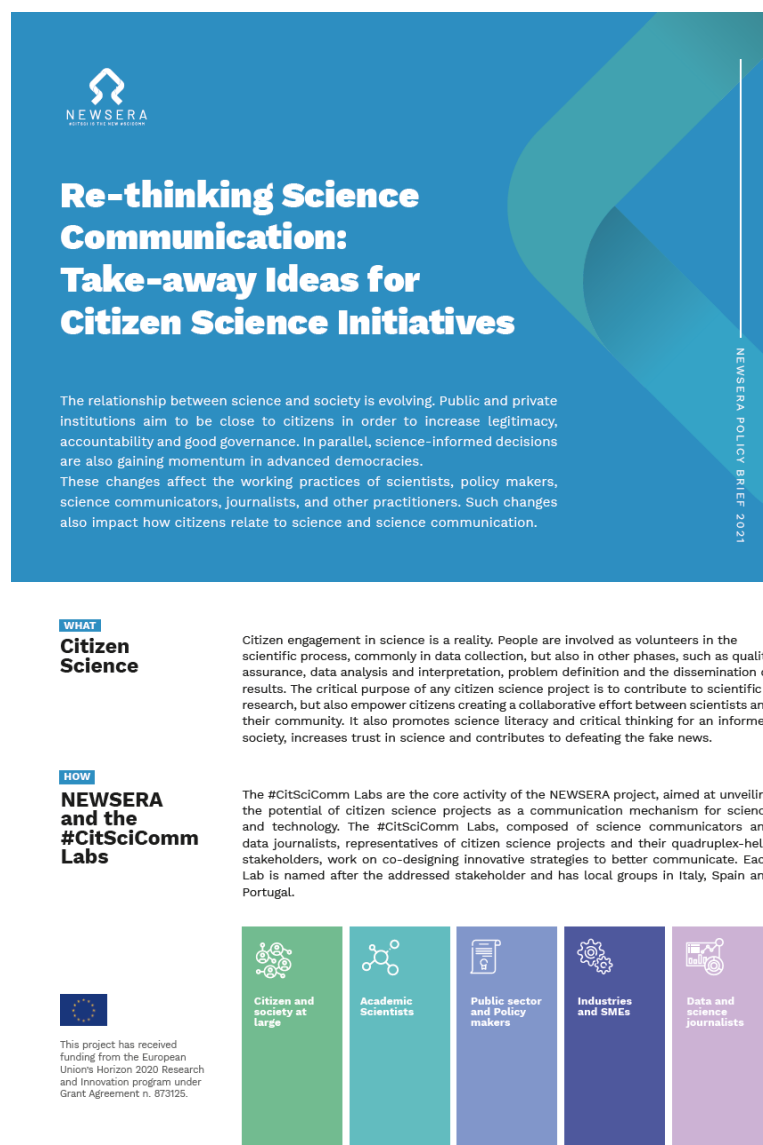


Figure 5. Screenshot of the front page of the english version of NEWSERA “Re-thinking Science Communication: Take-away Ideas for Citizen Science Initiatives” publication.

3.2.8 Blueprints for innovative science communication addressed to quadruple helix stakeholders and data and science journalists

Guidelines regarding innovative and optimal approaches for science communication within the citizen science context will be another key dissemination action in the NEWSERA project. Novel strategies for communication between stakeholders in citizen science, resulting from the findings of the #CitSciComm Labs, will be described. Moreover, the overall communication ecosystem around citizen science will be presented as an innovative paradigm for science communication. The BluePrints to be produced will contain, at least, targeted communication plans, good practices, barriers and mitigation strategies, innovative tools and channels.

3.2.9 Conferences and scientific congresses

Presentations in scientific international conferences and seminars give partners the opportunity to present the achievements of the project. Consortium members are participating in national and international conferences. There are several venues dedicated to the themes that NEWSERA encompasses. Since the COVID-19 pandemic outbreak many of the planned events have been postponed, but during the following months a normalization occurred.

The conferences and events attended by the NEWSERA partners are fully described in Deliverable 6.1 (“Events 1”, April 2020) and 6.5 (“Events 2”, July 2021). The Deliverable 6.7 (“Events 3”) due by M35 will illustrate the subsequent events. In the following Table 7 a complete list is presented. More information on authors and titles of the communications are detailed in Annex 1.

Table 7. List of events attended by the NEWSERA consortium

Start date (DD-MM-YY)	Name of the event	Type of contribution
07/11/20	Communication Meetings in Science(s)	oral communication
10/03/21	Communication in Citizen Science projects	training course
19/05/21	CitSciVirtual	workshop
10/06/21	RRI With & For Research Managers. Get set for Horizon Europe	poster
17/06/21	STS Italia Conference	roundtable
24/06/21	SciComPt2021	workshop
01/09/21	15th ESA Conference - 2021	oral communication
23/9/21	I Encuentro Nacional de Ciencia Ciudadana, Ciencia Sociales y Humanidades	oral communication and workshop
24/09/21	European Researchers Night 2021	poster
30/09/21	VIII Congreso de Comunicación Social de la Ciencia	oral communication
20/10/21	Congreso Internacional Culturas de la ciencia y la tecnología: praxeología de la cultura científica	oral communication
11/11/21	Incontro Nazionale Citizen Science Italia	oral communication
17/11/21	Convegno Nazionale di Comunicazione della scienza	video abstract
18/11/21	Science & You	oral communication
21/11/21	Global Community Bio Summit 5.0	roundtable
25/11/21	Encontro Nacional de Ciência Cidadã	roundtable and oral communication
02/12/21	Campus Gutenberg	keynote session

14/12/21

Workshop series: Common challenges in citizen science

oral communication

At the time of the present report the participation of NEWSERA at the following events has been submitted:

- 25-26 April 2022 - **Engaging Citizen Science Conference 2022**¹⁶, Aarhus University (DK): abstracts accepted for 2 posters presentation and a roundtable discussion panel.
- 13-16 July 2022 - **ESOF 2022 “Crossing Borders, Engaged Science, Resilient Societies”**¹⁷, Leiden (NL): abstracts submitted for a poster presentation, three roundtable discussions, including a joint session with all SwafS-19 projects, and a workshop.

3.2.10 Final project event in Brussels

At the end of the project, a final event will be organized to disseminate the results to key target audiences, including the quadruple helix of stakeholders targeted during the project, science communication practitioners, EC officers, the media, and the scientific community. It will be open to society at large. Originally, it was foreseen that the event would take place in Brussels, but the final location and the format of the event will depend on the advance of the COVID-19 pandemic.

3.3 Dissemination indicators

Dissemination and communication activities will be monitored throughout the project according to a proper set of success indicators, quantitative and qualitative. The KPIs will be useful for evaluating if the dissemination and communication objectives have been reached and for accordingly refining the activities to be carried out. The KPIs for dissemination activities are listed in the following Table 8.

Table 8. Set of KPIs for the dissemination activities

KPI	Planned (DoA)	DCP (D6.3)	Updated DCP (D6.6)
Launch of #CitSciComm Labs	1 event will be held in Brussels (M6)	3 local events in Italy, Portugal and Spain	1 event at the Kick off meeting (M2)
Participation of key members in #CitSciComm Labs	At least 6 key relevant representatives of quadruple helix stakeholders and data and science	150 estimated participants at #CitSciComm Labs: 50 for each country (Italy, Portugal and Spain)	not changed

¹⁶ <https://conferences.au.dk/citsci2022/>

¹⁷ <https://www.esof.eu/now-open-call-for-proposals-for-esof2022/>



	journalists will be actively involved in the #CitSciComm Labs. All of them will become the NEWSERA Sounding Board	equally distributed between 4 helix stakeholders and journalists	
Number of CS projects involved	At least 4 ongoing H2020 citizen science projects will be actively involved in the #CitSciComm Labs	At least 4 CS projects to be involved in the #CitSciComm Labs	not changed
Policy makers outreach	4 countries where policy-science dialogues will take place through the #CitSciComm Labs	not changed	not changed
Networking with EU projects	-	At least 5 projects to connect and collaborate with	not changed
Conference and scientific congresses	At least 15 presentations in conferences and congresses	not changed	not changed
Scientific publications	At least 3 scientific articles published in peer reviewed journals	not changed	not changed
Press releases	At least 3 press releases	not changed	not changed
Project final event	1 Final event disseminating the results of NEWSERA	not changed	not changed

4. Updated communication activities

This section entails the description of the planned communication activities and partner roles until the end of the project

Dissemination and communication activities will make use of a set of diverse tools and channels, offline and online and (possibly) F2F. These tools and channels are described in 4.2 section, whereas 4.1 presents a new organizational level, the Editorial Committee, introduced to manage communication activities and products.

4.1 Editorial Committee

The Editorial Committee is composed of at least one representative of each project partner and is aimed at:

- facilitating the collection of information relevant for dissemination and communication activities from the partners
- having a dedicated space to discuss the dissemination and communication actions and products of the project
- supporting the NEWSERA communication through social media.

The first three committee meetings were held online in July, October and December 2021 and will be planned about every two months until the end of the project, also according to the needs. The agenda and the minutes of meetings are collected in a shared document and are available to all consortium members.

4.2 Communication activities

4.2.1 NEWSERA visual identity for communication materials

The project has a strong and easily recognizable visual identity which has been applied to all the material related to the project as summarized below in figure 6.

The visual identity, templates (deliverable, presentation and letterhead) and website main structure are illustrated in Deliverable D6.3¹⁸ (“NEWSERA visual identity”, July 2020).

¹⁸ <https://zenodo.org/record/3970669>

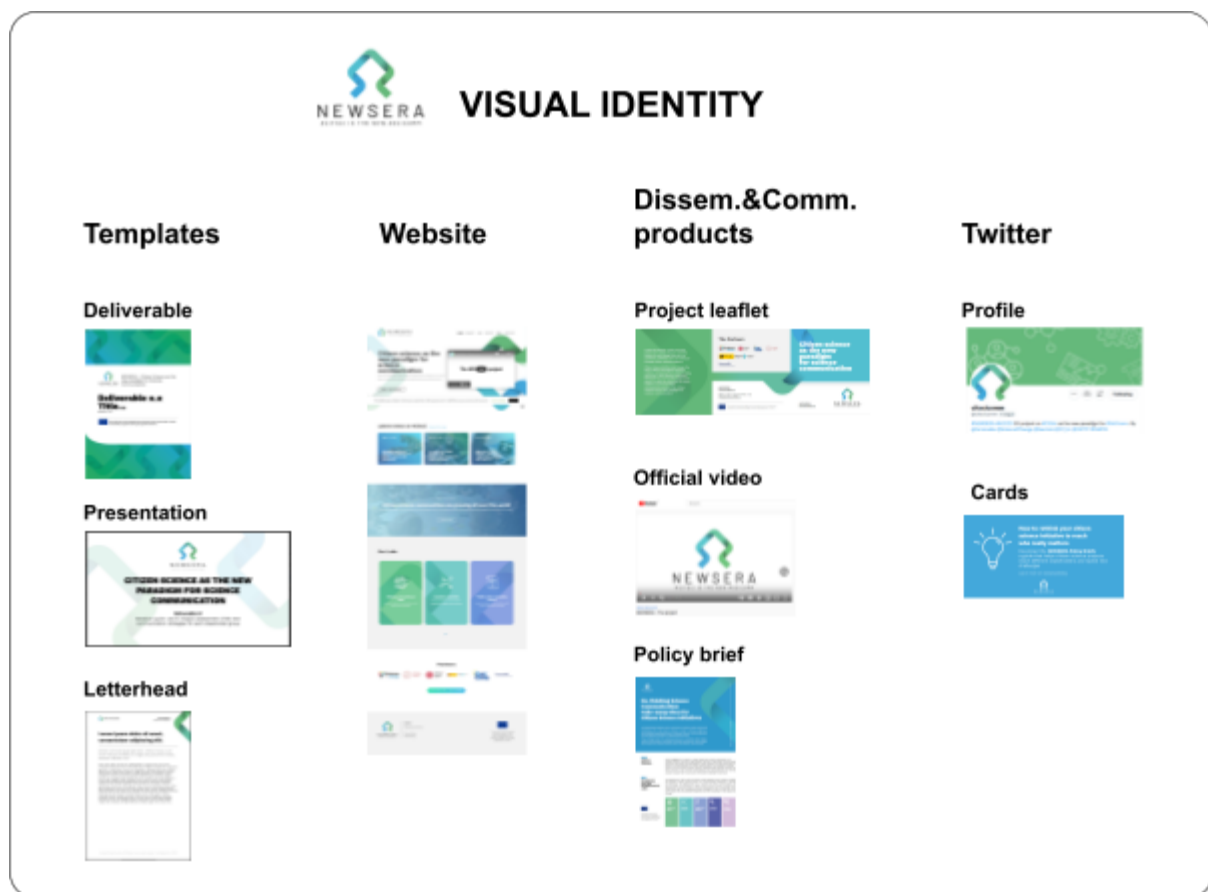


Figure 6. NEWSERA visual identity applications.

4.2.2 Communication materials

An eye-catching **project leaflet** has been designed according to the adopted visual identity. Developed in English and translated in Italian, Portuguese and Spanish, it presents key information about the project in a concise and engaging manner. It has been produced both in electronic format to be downloaded on the website¹⁹ or shared via e-email and at a resolution suitable for printing to be used for conferences and live events. The information present in the leaflet will be adapted to additional formats (e.g. roll ups for events) if needed for dissemination events.

¹⁹ <https://newsera2020.eu/about-the-project/>

In the last decade, more and more people are contributing to scientific research, even though they are not academic scientists: they are doing so through citizen science projects.

Often, these activities can change the way in which participants perceive science, increasing their understanding and trust in the research processes. NEWSERA is a EU-funded project that wants to study the potential of citizen science as a tool to better communicate science. Can citizen science be the new paradigm for science communication?

The Partners



#NEWSERA
newsera2020.eu

Want to get in touch? Write us at
info@newsera2020.eu

This project received funding from the European Union's Horizon 2020 Research and Innovation program under Grant Agreement n. 873125

Citizen science as the new paradigm for science communication


NEWSERA
#CITSCI IS THE NEW #SCICOMM

About the project



NEWSERA studies ways to improve the communication strategies of citizen science projects, in order to address more effectively different audiences: members of the general public, academic scientists, policy makers, entrepreneurs and industries (the major actors in the innovation system, according to the quadruple helix model), as well as data journalists and science communicators. The project brings together partners with different fields of experience: researchers with experience in sociology, citizen science practitioners and science communication experts.

Duration:
January 2020 - December 2022

Programme:
H2020 Science with and for Society

The goals of the project



The project studies the state of the art of communication in ongoing citizen science projects through surveys and interviews. The analysis is taken further through the creation of five #CitSciComm Labs, science communication labs aiming to create new and innovative science communication strategies addressed to different stakeholders. In the Labs, citizen science practitioners will also cooperate with data journalists to interlink the principles of both fields. The project will release five innovation blueprints, that will provide guidance on how to better communicate to different audiences. These blueprints will be public and accessible to all citizen science projects.

The #CitSciComm Labs

The core of NEWSERA are the #CitSciComm Labs: here, citizen science practitioners collaborate with representatives of the general public, academic scientists, policy makers, industries and SMEs, data journalists and science communicators. The key point of the #CitSciComm Labs is their co-creation approach: the ideas from people with different backgrounds and experience will directly inform the design of new communication strategies for citizen science projects. Each Lab involves a specific stakeholder group and is made up of a series of workshops. During these workshops, participants first focus on existing citizen science projects, evaluating their current communication practices, then they elaborate new ones and finally test them on the field. The projects participating in the Labs are those that expressed an interest in actively participating, both in a survey carried out in the first months of the NEWSERA project and subsequently in response to personal and institutional invitations. The Labs are addressed to citizen science practitioners and the different stakeholders operating in Spain, Portugal and Italy; they include sessions of co-creation within the Lab, but also meetings and exchange of information between Labs. The progress and outcomes of the Labs will be public and accessible to all citizen science projects, even if they are not involved in the NEWSERA project.


NEWSERA
#CITSCI IS THE NEW #SCICOMM

Figure 7. The NEWSERA project leaflet in English.

Negli ultimi dieci anni, gruppi sempre più ampi di non-esperti hanno iniziato a dare un contributo alla ricerca scientifica: attraverso i progetti di citizen science.

Queste attività hanno il potenziale di cambiare il modo in cui si intende la scienza: aumentano la comprensione dei percorsi di ricerca e la fiducia nei suoi risultati.

NEWSERA è un progetto europeo che ha l'obiettivo di studiare il potenziale della citizen science come strumento per comunicare meglio la scienza. La citizen science sarà il nuovo paradigma della comunicazione scientifica?

I Partner



#NEWSERA
newsera2020.eu

Vuoi metterti in contatto con noi? Scrivici a
info@newsera2020.eu

Questo progetto è stato finanziato dall'Unione Europea nel contesto del Programma di Ricerca e Innovazione Horizon 2020, in riferimento al Grant Agreement n. 873125

La citizen science: un nuovo paradigma per la comunicazione della scienza


NEWSERA
#CITSCI IS THE NEW #SCICOMM



Figure 8. Extracts of NEWSERA project leaflet in Italian, Portuguese and Spanish.

An **official video** presenting the project has been published by January 2021 (D6.4 NEWSERA Official video²⁰) on the NEWSERA YouTube channel²¹ and also shared between partners for offline use. Composed by a mix of shootings and animation, it explains in English the main aim and scope of the project, and is subtitled in 4 languages (English, Italian, Portuguese and Spanish). During its production, feedback from partners was collected. The video is featured in the project website and has been circulated among social media.

A video series on the #CitSciComm Lab has been planned to present the activity of the Labs. Production of the video series was not initially foreseen: the changes introduced to the Labs (shift to online activities, greater number of projects, localization of the labs, etc.) raised the need of explaining the activities and approach adopted and also give preliminary results of work in progress within the #CitSciComm Labs.

²⁰ <https://zenodo.org/record/4837232>

21 https://youtu.be/gXe_hle_K8k

The series will consist of 4 videos: the first, published during January 2022 (Figure 9), is an overview of the Labs functioning, the other three will illustrate the three workshops phases²². The videos will consist of graphic animations accompanied by voiceovers, and will be about 3 minute long. They will be circulated among social media and used at conferences and events to present the Labs in a brief and catchy way.



Figure 9. Screenshot of the #CitSciComm Labs First Video.

4.2.3 Storytelling videos produced through the #CitSciComm Lab addressed to citizen scientists

Through the actions envisaged in the #CitSciComm Lab for citizen scientists, the creation of **storytelling videos** was planned in the DoA and the first DCP as an engaging and empowering tool to communicate project actions. A web series of at least 5 short videos (1 min) was planned, consisting of still images accompanied by audio to be produced by the participants at Labs. The reorganization of the Labs and shift from F2F events to online ones has made this video production unfeasible. As an alternative, the possibility to include an activity inspired by the storytelling videos in the project informal training will be evaluated.

Videos eventually produced by the CS initiatives will be promoted through the NEWSERA YouTube channel, in a designated list.

²² <https://www.youtube.com/watch?v=N0sNzm7kh4Y>

Moreover, a designated list in the NEWSERA Youtube page has been created to incorporate invited talks or oral presentations from the partners members that are made available by events or conference organizers, about the results of the project.

4.2.4 Photos

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

Since photo reportage implies an attendance in person at the project events and taking into account the limitations imposed by the COVID-19 pandemic, we will carefully analyze the most appropriate activity where this can be incorporated.

4.2.5 The NEWSERA project website

The website presents the project in a clear and simple way: its objectives and workflow, the partners, the core co-creation activities represented by the #CitSciComm Labs, the context and the advancement of the project or interesting related news.

The NEWSERA website is the most easily reachable source of information about the project. It will be updated according to the project development: new pages will be eventually created and customized to the evolving dissemination and communication needs.

The main sections of the project are briefly described below:

Homepage

The key information of the project is available from the homepage: aim, view of the official video, the context, links to the #CitSciComm Labs, partners. A central dynamic section presents the latest news and forthcoming events.

Project

The “Project” menu item includes all the pages relevant to understanding the project better: a brief description, together with the downloadable project leaflet; the work plan organized in WP; the public deliverables; the publications; the partners presentation.

Labs

The Labs section contains a general overview of the #CitSciComm Labs and five pages dedicated to the five stakeholders: citizen and society at large; academic scientists; public sector and policy makers; industries and SMEs; data and science

journalists. In these pages, info related to the single labs are hosted, such as brief descriptions of the CS initiatives participating and the dates for scheduled workshops.

Context

The project website also presents a description of “citizen science” that is not taken for granted and allows a better understanding of the NEWSERA project. In this section, the ongoing collaboration with CS projects is listed.

News

The news section will be updated at least on a monthly basis, according to an editorial plan that has been produced within WP6 and shared and integrated with all partners' contributions. The news cover project updates, such as announcements on new publications or dissemination materials, as well as topics ranging from citizen science and science communication to open science, sharing useful resources and events.

Events

Events organized by NEWSERA, or that include presentations or workshops held by the NEWSERA partners, are listed in a dedicated section. For public events, open upon registration, it is possible to register directly from the event page.

The website has been added to the repository²³ of the EU-Citizen Science Platform where European citizen science projects are mapped. This interlink will favour and multiply communication actions and will allow embedding NEWSERA results in the training section of the EU-Citizen.Science Platform (Figure 10). Moreover, NEWSERA project will also promote its pilots to be added to the repository, channeled by partner FECYT.

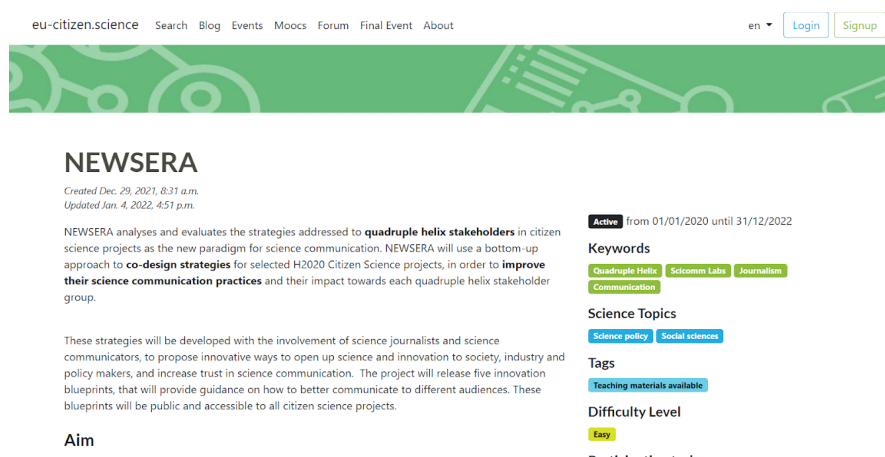


Figure 10. NEWSERA Profile in EU-Citizen Science Platform.

²³ <https://eu-citizen.science/project/333>

4.2.6 NEWSERA dedicated social networks

The NEWSERA consortium originally chose not to create its own social profiles at the beginning of the project (Kick off meeting). The choice was supported by a cost/benefit analysis and approved by the Project Officer. However, this strategy has been reformulated and a profile has been created with the support from the different partners, which is further developed below.

To guarantee the NEWSERA presence on social media and to maximize its impact by careful planning and use of resources, a single social media platform, that is Twitter, was initially adopted using each individual partner's accounts. This social media platform consists of a microblogging system that allows sharing short texts, links and multimedia contents. It has a diverse audience and facilitates real-time engagement.

Twitter

The main objectives of the communication through this platform are:

- Gain followers and engagements with the people involved in the NEWSERA activities (CS projects, researchers, etc.)
- Identify and reach the influencers within our community of interest
- Build reputation as source of selected information on CitSciComm
- Disseminate and raise awareness about the concept of CitSciComm.

The DCP presented in Deliverable 6.2 illustrated the approach adopted so far, that is summarized below:

- creation of a **public list “NEWSERA partners”²⁴**: it includes both personal and institutional profiles of the consortium partners, allowing users to follow them in simple way with a unique link (and also facilitating the mutual tracking of tweets within the consortium)
- proper selection and use of **hashtags**: these are basically keywords preceded by the # symbol, and are essential to reach the desired target audience and to enhance engagement. The adopted list of hashtags (Table includes unique ones (e.g. #NEWSERA, #CitSciComm), that only refers to the NEWSERA project, and other properly chosen within those related to the project topics (e.g. #citizenscience).

Table 9. List of NEWSERA hashtags and their eventual translation in Italian, Spanish and Portuguese.

²⁴ [NEWSERA partners -https://twitter.com/i/lists/1265263064666050560](https://twitter.com/i/lists/1265263064666050560)

Hashtag	Target audience/Use
#NEWSERA	NEWSERA unique hashtag, should be included in as many tweets as possible related to the project
#CitSciComm	NEWSERA unique hashtag to promote the concept of Citizen Science Communication and the co-creation Labs activities/events
#CitizenScience, #CienciaCiudadana, #CitSci	CS community
#DataJournalism, #PeriodismoDeDatos	Data journalists
#SciComm	Science communication community
#ScienceAndSociety, #ScienzeSocieta, #CienciaYSociedad	Researchers in science and society
#H2020	H2020 community and the European Commission
#SWAFS	SWAFS community and the European Commission

- use of **mentions and tagging**: mentioning a profile on Twitter (i.e. adding the profile handle in the tweet text) or tagging, that refers also to cite the profile handle in a shared picture, is the way to start a conversation and, depending on the user setting, to notify the profile of the citation. The aim is to connect with already established communities, groups of reference and influencers interested in NEWSERA topics. Social authority is a key indicator for a project like NEWSERA, since it does not depend so much on the number of messages shared and their frequency while it is much more related to the quality and the impact of conversations with relevant Twitter players.
- organizing **communication campaigns**: *ad hoc* campaigns, with specific objectives and a defined duration allow to maximize efforts and impact. The first campaign was started in conjunction with the publication of the project website and the launch of the survey addressed to CS projects, which was aimed at mapping the projects communication strategies and selecting the projects for #CitSciComm Labs.
- encourage and support partner's participation by producing a **Twitter decalogue** and by providing templates for images with text and graphic coordinated with the NEWSERA visual identity (Figure 11).



Figure 11. Example of template for producing images for Twitter.

A major update to the Twitter approach adopted by NEWSERA has been the creation of a profile related to the project: **@CitSciComm**²⁵. The profile is presented as the official profile of NEWSERA with text and branded images (Figure 12), but the choice of the name has been intentionally chosen not to be “NEWSERA”: the name adopted “CitSciComm” will allow the profile to remain in force beyond the end of the project. The choice of the thematic “Citizen Science Communication” for the name is strategic and implies sustainability of the profile after the end of the project, capitalizing the community raised around it (followers, conversations, etc.). Moreover, according to the DoA, a thematic channel like this is compatible with the idea of creating a common social network with other SwafS projects to create synergic actions.



Figure 12. Screenshot of the NEWSERA profile on Twitter.

²⁵ <https://twitter.com/citscicomm>

The @CitSciComm profile facilitates also the coordinated contributions of partners to dissemination and communication through Twitter, allowing to create a “**team**” in TweetDeck²⁶ (a tool developed by Twitter which helps profile management by a team). The team members, which must be present on Twitter with their own profiles, can act on behalf of the managed profile, tweeting, replying, following, etc. There are many advantages in this approach, starting from the sharing of the effort in maintaining a lively profile, which is highly time consuming, or facilitating live tweeting from team members participating at events, or making it easier to tweet in the local languages of the NEWSERA project (Italian, Portuguese and Spanish).

The Twitter team is composed of the members of the Editorial Committee (see section 4.1) and roles and responsibilities are distributed through them. A calendar assigns on a weekly basis a basic daily activity (such as tweets, retweets, reply to following) to each partner, whereas announcements and live-tweeting or scheduled Twitter “series” are managed by FB. The latter consist in content scheduled for being shared with some periodicity: e.g. series on take away ideas derived from the Policy briefs or series for presenting the CS projects attending the #CitSciComm Labs. Common guidelines have been shared within the NEWSERA Twitter team in order to facilitate its work and maximize its effectiveness.

Finally, having a dedicated profile facilitates the collection of data on the effectiveness of the NEWSERA activity on Twitter. In fact, the **Twitter analytics** included in the profile offer a wide range of data since the creation of the profile. This data allow an easily setting monitoring and complement the monitoring based on the tracking the impact of hashtags such as #NEWSERA and #CitSciComm.

YouTube

The NEWSERA YouTube channel will host the videos produced by the project, starting from the official video (deliverable D6.4, M13), and will be functional for:

- being a repository of the video produced (official video, video on #CitSciComm Labs)
- allowing easy sharing
- improving website ranking in Google search engine
- connecting to SwafS and Super-MoRRI projects collaborating with NEWSERA
- connecting to official European channels (e.g. EU Science & Innovation)
- connecting to CS initiatives involved in the #CitSciComm Labs
- curating playlists of videos related to NEWSERA topics

²⁶ <https://tweetdeck.twitter.com/>

4.2.7 European Commission Communication Channels

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

4.3 Communication indicators

The original list of indicators defined for monitoring NEWSERA communication, expressed as KPI, are presented in Table 10 (except for LinkedIn, Facebook and Instagram, which were not included in the social network adopted strategy from the beginning of the project, see paragraph 4.2.6).

Table 10. Set of KPIs for the communication activities

Tool	KPI	M18	M36
Interactive project website	SEO insights for Google Organic	1,000	5,000
	Links for contents	100	500
	Mobile Performance Analysis	20%	50%
Twitter - Analytics	Followers on Twitter	150	600
	Mentions on Twitter	40	100
	Engagement rates: new favorites	75	350
Other communication activities	Frequency of use of EC communication services	2/year	4/year
	Number of recipients of the newsletter	100	500
	Number of visits in storytelling videos uploaded	100	300

This table has been reformulated into Table 11, where month 25 (M25) has been included as a checking point and we also identified the need to modify or integrate some of the KPIs.

So, regarding the Interactive project website Tool, KPI "Links for contents" has been replaced with "Page views" and "Users", and "Mobile Performance Analysis" was replaced by "Access via Mobiles" that are metrics that can be interpreted more easily.

Concerning Twitter analytics the following modifications have been made:

- “mentions” for M36 has been raised from 100 to 300, since the M25 value already exceeded 100;
- “engagement rates: new favorites” has been changed to “overall engagement rate”, that is calculated dividing the number of total engagements (including clicks, retweets, replies, follow and likes) by the total number of total impressions; the latter KPI include a wider range of interactions and not only “new favorites”.

The production of a newsletter, intended as an editorial product sent periodically was not included in the DoA, although it was mentioned within the communication KPIs. NEWSERA has built a mailing list composed of: spontaneous requests of being informed about the project; participants to the NEWSERA events open to the public and who expressed their consent to be contacted; CS initiatives on the web; CoP members. This mailing list will be integrated during the course of the project and used to communicate updates about NEWSERA events and results.

Table 11. Updated set of KPIs for the communication activities.

Tool	KPI	M18	M25 (actual value at January 26th)	M36
Interactive project website	SEO insights for Google Organic	1,000	1,620	5,000
	Page views		17,000	25,000
	Users		4,470	7,000
	Access via Mobiles	20%	26.5%	50%
Twitter - Analytics	Followers on Twitter	150	263	600
	Mentions on Twitter	40	188	300
	Overall engagement rates	-	3.6%	4%
Other communication activities	Frequency of use of EC communication services	2/year		4/year
	Branded content mailing	100	400	500
	Number of visits in storytelling videos uploaded	100	n.a. ²⁷	n.a.
	Number of visits to the videos uploaded on NEWSERA YouTube channel	-	250	500

²⁷ n.a = not applicable

Having modified the Twitter strategy and creating a dedicated NEWSERA Twitter profile, the consortium decided to adopt the **Kampal Social Research tool**, used in NEWSERA to measure the impact of CS communication strategies with our 38 pilots, to be also applied to the @CitSciComm Twitter profile. Kampal Social provides data visualization tools allowing to collect, filter, analyze, quantify and visualize selected information from different internet sources (Deliverable 2.2 “Report on indicators for impact assessment of science communication in Citizen Science Projects”). This will allow for monitoring specific hashtags, as selected ones from those mentioned on Table 9, as well as understand which online communities are formed around specific stakeholders of interest and track linking Twitter profiles that can allow us to reach them and enlarge our network.

4.4 NEWSERA press coverage

In this section, the NEWSERA project presence on news or other information channels is listed.

Television

Televisió L'H - Veïns (local television program where Rosa Arias, the NEWSERA Coordinator, acts as collaborator for a bimonthly section called “Science and You” - in Catalan).

- **January 25th, 2022** - Fake News and critical thinking

Link:

https://lhdigital.cat/web/digital-h/televisio/veure-video/-/journal_content/56_INSTANCE_ZrP3/11023/15046931



Newspapers and radio

Heraldo.es (daily newspaper - in Spanish)

- **February 13th, 2020** - Newsera: citizen science, a powerful communication tool

≡ 🔍 HERALDO Sociedad



CIENCIA CIUDADANA

Newsera: la ciencia ciudadana, una potente herramienta de comunicación

El proyecto europeo Newsera comienza su andadura. Su objetivo: mostrar la ciencia ciudadana como una herramienta de comunicación científica con un enorme alcance, potenciadora de confianza en la ciencia.

NOTICIA ACTUALIZADA 13/2/2020 A LAS 02:00
FUNDACIÓN IBERCIVIS



Link:

<https://www.heraldo.es/noticias/sociedad/2020/02/13/la-ciencia-ciudadana-una-potente-herramienta-de-comunicacion-1358409.html>

- **June 18th, 2020** - An encounter opportunity for citizen science and science communication stakeholders

≡ 🔍 HERALDO Sociedad



CIENCIA CIUDADANA

Una oportunidad de encuentro para representantes de la ciencia ciudadana y de la comunicación científica

El proyecto Newsera promueve encuentros de aprendizaje mutuo entre distintos agentes protagonistas de proyectos de ciencia ciudadana para hacer una mejor y más participativa comunicación de la ciencia.

NOTICIA ACTUALIZADA 18/6/2020 A LAS 05:00
MAITE PELACHO Y ORIOL AGULLÓ



Link:

<https://www.heraldo.es/noticias/sociedad/2020/06/18/una-oportunidad-de-encuentro-para-representantes-de-la-ciencia-ciudadana-y-de-la-comunicacion-cientifica-1380955.html>

- **September 16th, 2021** - 'Common identities': Zaragoza hosts the first national event that will boost citizen science within social sciences and humanities

'Identidades Comunes': Zaragoza acoge el primer encuentro nacional que impulsará la ciencia ciudadana entre las ciencias sociales y las humanidades

Con el objetivo de fomentar sinergias entre ciencia ciudadana, ciencias sociales y humanidades, se celebra el día 23 de septiembre en Etopia.

NOTICIA ACTUALIZADA 16/9/2021 A LAS 05:00

SERGIO ONDIVIELA MARTÍNEZ / TERCER MILENIO



Link:

<https://www.heraldo.es/noticias/sociedad/2021/09/16/identidades-comunes-zaragoza-a-coge-el-primer-encuentro-nacional-que-impulsara-la-ciencia-ciudadana-entre-las-ciencias-sociales-y-las-humanidades-1519607.html>

- **September 30th, 2021** - Joana Magalhães: "Participating in congresses is important to create community"

Joana Magalhães: "Participar en congresos es importante para crear comunidad"

Nació en Espinho (Portugal) en 1982. Doctora en Bioquímica y Biología Molecular, es investigadora y gestora en la empresa Science for Change.

NOTICIA ACTUALIZADA 30/9/2021 A LAS 05:00

MARÍA PILAR PERLA MATEO



Link:

<https://www.heraldo.es/noticias/sociedad/2021/09/30/joana-magalhaes-participar-en-congresos-es-importante-para-crear-comunidad-entrevista-1522745.html>

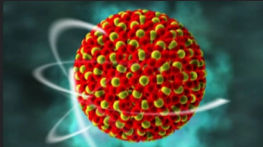
Antena 2 Ciência (National Portuguese Radio - in Portuguese)

October 26th, 2020 Interview to Cristina Luís on the NEWSERA project

Antena 2 Ciência CONTROLO PARENTAL INATIVO

Projeto Newsera para promover a ciência cidadã. | 26 Out. 2020

× SOBRE O EPISÓDIO ≡ SOBRE O PROGRAMA 📄 SITE ⓘ ACESSIBILIDADES 📡 RSS ⬇ TRANSFERÊNCIA 📱 PARTILHA ❤ FAVORITO



Duração: 11min
Gênero: Música - Tons das Ideias
Antena2

Ana Paula Ferreira - 2ª às 12h30 com repetição às 18h30 Os trabalhos e os dias dos cientistas e o que muda nas nossas vidas

Link: <https://www.rtp.pt/play/p783/e501395/antena2-ciencia>

European communication channels

European Science-Media Hub

July 29th, 2020 - Citizen science meets science communication



European Parliament
EUROPEAN PARLIAMENTARY
RESEARCH SERVICE

🔍 Search

EUROPEAN SCIENCE-MEDIA HUB
Bringing scientists, journalists and policymakers together : communicate better sound science to all!


Home COVID-19 ▼ Infodemic ▼ About ESMH ▼ Publications ▼ Events ▼ Work with us Subscribe


Citizen science meets science communication

An ambitious new project aims to develop new ways of communicating about science through the growing army of people volunteering their time to take part in research.


on July 29, 2020

Link:
<https://sciencemediahub.eu/2020/07/29/citizen-science-meets-science-communication/>

SUBSCRIBE TO THE ESMH CONTENT 



ESMH
Call for Expression of Interest



Mapping of 5G
Technology in Europe

European Research Executive Agency

January 12th, 2022 - Towards clearer and more accessible science communication

European Research Executive Agency

Home Funding and grants ▼ Working for REA ▼ News Events

European Commission > European Research Executive Agency > News > Towards clearer and more accessible science communication

NEWS ARTICLE | 12 January 2022 | European Research Executive Agency

Towards clearer and more accessible science communication

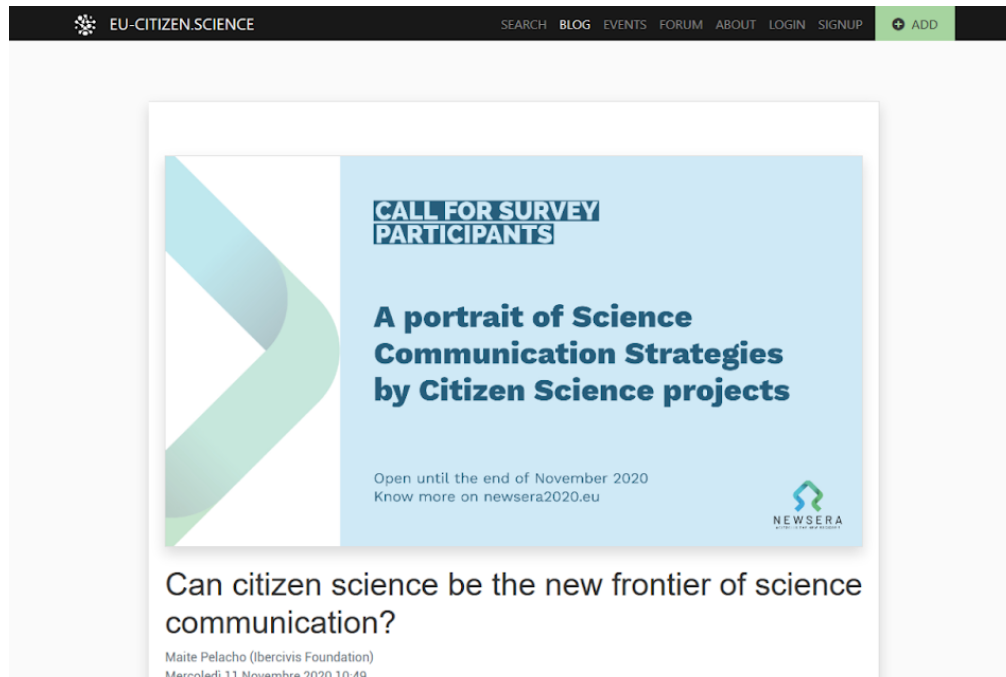
As citizen participation and clear communication in science become more important, we take a look at some of REA's most interesting and informative projects in the field.

Link: https://rea.ec.europa.eu/news/towards-clearer-and-more-accessible-science-communication-2022-01-12-0_en

Citizen science and RRI website and platforms

EU-Citizen.Science

- **November 11th, 2020** - Can citizen science be the new frontier of science communication?



EU-CITIZEN.SCIENCE

SEARCH BLOG EVENTS FORUM ABOUT LOGIN SIGNUP + ADD

CALL FOR SURVEY PARTICIPANTS

A portrait of Science Communication Strategies by Citizen Science projects

Open until the end of November 2020
Know more on news-era2020.eu

Can citizen science be the new frontier of science communication?

Maite Pelacho (Ibercivis Foundation)
Mercoledì 11 Novembre 2020 10:49

Link:

<https://eu-citizen.science/blog/2020/11/11/can-citizen-science-be-new-frontier-science-communication/>

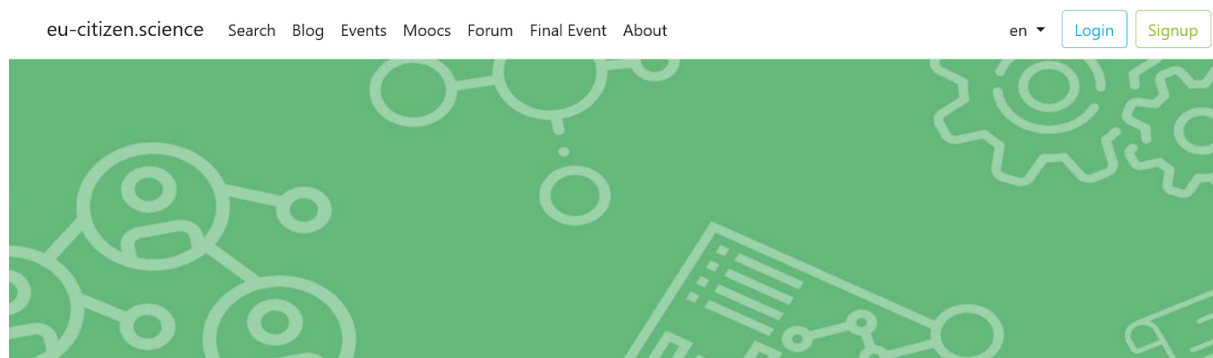
- **December 15th, 2020** - Register to the open session of the NEWSERA Labs on communication for citizen science projects



Link:

<https://eu-citizen.science/blog/2020/12/15/register-open-session-newsera-labs-communication-citizen-science-projects/>

- **December 29th, 2020** - NEWSERA project



NEWSERA

Created Dec. 29, 2021, 8:31 a.m.
Updated Jan. 4, 2022, 4:51 p.m.

NEWSERA analyses and evaluates the strategies addressed to **quadruple helix stakeholders** in citizen science projects as the new paradigm for science communication. NEWSERA will use a bottom-up

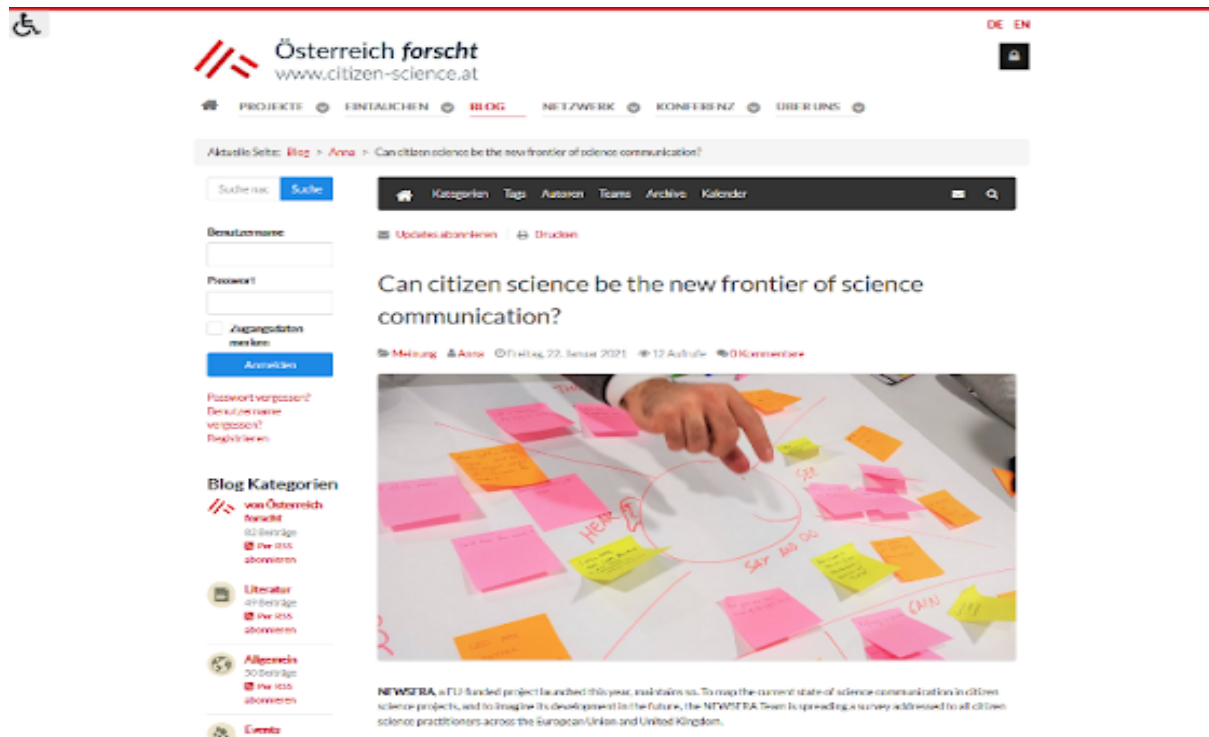
Active from 01/01/2020 until 31/12/2022

Keywords

Link: <https://eu-citizen.science/project/333>

Osterreich forscht Blog

January 22nd, 2021 - Can citizen science be the new frontier of science communication?



Link:

<https://www.citizen-science.at/blog/can-citizen-science-be-the-new-frontier-of-science-communication>

RRI Tools

June 24th, 2021 - NEWSERA project



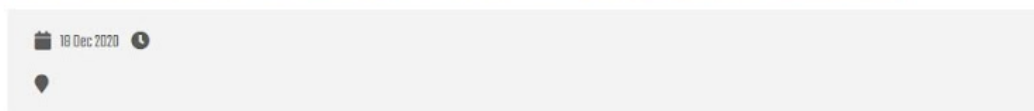
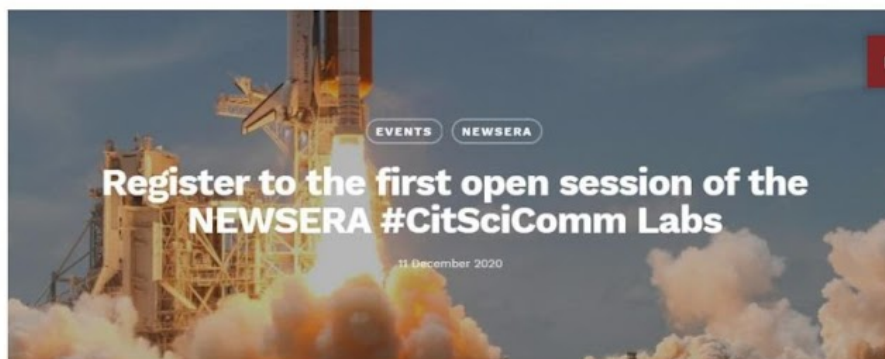
Link:

<https://rri-tools.eu/en/-/news-era-citizen-science-as-the-new-paradigm-for-science-communication>

H2020 projects websites

REINFORCE project

December 14th, 2020 - First open session of the NEWSERA #CitSciComm Labs



First open session of the NEWSERA #CitSciComm Labs

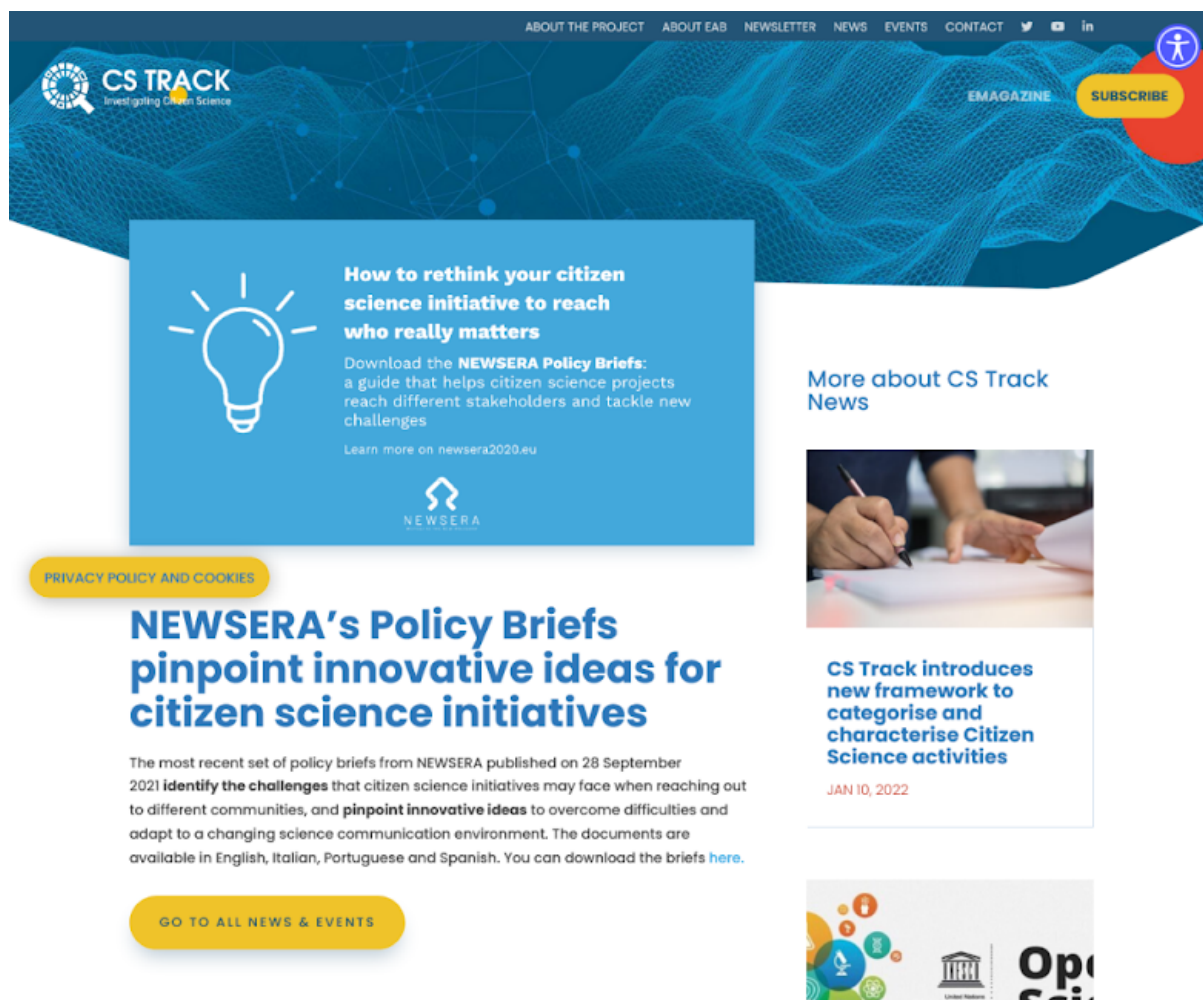
NEWSERA project analyses and evaluates the strategies addressed to quadruple helix stakeholders in citizen science projects as the new paradigm for science communication. The NEWSERA co-creation workshops on communication of citizen science projects, the #CitSciComm Labs, are starting next week and will have an open session.

The first workshop is focused on reaching and communicating to one specific stakeholder, citizens and society at large and consists in several sessions throughout the week.

Link: <https://reinforceeu.eu/events/events/first-open-session-newsera-citscicomm-labs>

CS track project

September 29th, 2021 - NEWSERA's Policy Briefs pinpoint innovative ideas for citizen science initiatives



The screenshot shows the NEWSERA website homepage. At the top, there is a navigation bar with links: ABOUT THE PROJECT, ABOUT EAB, NEWSLETTER, NEWS, EVENTS, CONTACT, and social media icons for Twitter, YouTube, and LinkedIn. A user profile icon is also present. Below the navigation bar is a large blue banner with a network diagram background. On the left of the banner is the CS TRACK logo with the tagline 'Investigating Citizen Science'. On the right is an 'EMAGAZINE' section with a 'SUBSCRIBE' button. In the center of the banner is a lightbulb icon and the text: 'How to rethink your citizen science initiative to reach who really matters'. Below this text is a paragraph: 'Download the NEWSERA Policy Briefs: a guide that helps citizen science projects reach different stakeholders and tackle new challenges. Learn more on newsera2020.eu.' and the NEWSERA logo. Below the banner is a yellow button labeled 'PRIVACY POLICY AND COOKIES'. The main content area features a large headline: 'NEWSERA's Policy Briefs pinpoint innovative ideas for citizen science initiatives'. Below this headline is a paragraph: 'The most recent set of policy briefs from NEWSERA published on 28 September 2021 identify the challenges that citizen science initiatives may face when reaching out to different communities, and pinpoint innovative ideas to overcome difficulties and adapt to a changing science communication environment. The documents are available in English, Italian, Portuguese and Spanish. You can download the briefs here.' Below this paragraph is a yellow button labeled 'GO TO ALL NEWS & EVENTS'. To the right of the main content area is a section titled 'More about CS Track News' with a photo of hands writing on a document. Below the photo is the text: 'CS Track introduces new framework to categorise and characterise Citizen Science activities' and the date 'JAN 10, 2022'. At the bottom right is a graphic with various icons and the text 'Open Science'.

Link:

<https://cstrack.eu/format/news/newseras-policy-briefs-pinpoint-innovative-ideas-for-citizen-science-initiatives/>

ANNEX 1 - Full list of communications in scientific conferences

Start date	Name of the event	Authors	Title	Type of contribution
07/11/20	Communication Meetings in Science(s)	Cristina Luís	Ciência cidadã e comunicação de ciência	F2F oral communication
10/03/21	Corso formazione Roma Up	Paolo Giardullo, Maria Angela Citarella	Communication in Citizen Science projects	online training course
19/05/21	CitSciVirtual	Rosa Arias, Blanca Guasch, Cristina Luís, Esther Marín, Inês Navalhas	NEWSERA, the science of communication in citizen science projects	online workshop
10/06/21	RRI With & For Research Managers. Get set for Horizon Europe	Joana Magalhães	Citizen Science as the new paradigm for Science Communication	online poster
17/06/21	STS Italia Conference	Paolo Giardullo, Rosa Arias, Leire Leguina Casas	Responsible and inclusive citizen science. Comparing initiatives and assessing impacts	online roundtable
24/06/21	SciComPt2021	Cristina Luís, Esther Marín, Inês Navalhas	Making and communicating science: how to break barriers?	online workshop
01/09/21	15th ESA Conference - 2021	Paolo Giardullo	Performing Citizen Science For The Environment Datafication, Environmental Data and Data Practices	online oral communication
23/9/21	I Encuentro Nacional de Ciencia Ciudadana, Ciencia Sociales y Humanidades	Blanca Guasch, Joana Magalhães, Leire Leguina, Mar Escarabill	Workshop NEWSERA Lab: Definiendo estrategias de comunicación científica dirigidas a agentes políticos/as	F2F workshop
23/9/21	I Encuentro Nacional de Ciencia Ciudadana, Ciencia Sociales y Humanidades	Joana Magalhães	NEWSERA - la ciencia ciudadana como nuevo paradigma para la comunicación científica	F2F oral communication
24/09/21	European Researchers Night 2021	Joana Magalhães	Citizen Science as the new paradigm for science communication (NEWSERA)	online poster

30/09/21	VIII Congreso de Comunicación Social de la Ciencia	Joana Magalhães, Rosa Arias, Karinna Matozinhos	NEWSERA: La ciencia ciudadana como nuevo paradigma de comunicación científica	F2F oral communication
20/10/21	Congreso Internacional Culturas de la ciencia y la tecnología: praxeología de la cultura científica	Inês Navalhas, Esther Marín González, Cristina Luís	Researchers' barriers to communicating science: finding solutions	F2F oral communication
11/11/21	Incontro Nazionale Citizen Science Italia	Maria Angela Citarella	Il progetto NEWSERA: la citizen science come nuovo paradigma per la comunicazione della scienza	F2F oral communication
17/11/21	Convegno Nazionale di Comunicazione della scienza	Anna Violato	Il contributo della citizen science e del data journalism alla #SciComm	video abstract
18/11/21	Science & You	Rosa Arias, Joana Magalhães, Cristina Luís, Inês Navalhas, Esther Marín, Paolo Giardullo, Maria Angela Citarella, Oriol Agulló	Creating new pathways for increased dialogue between science and society through citizen science	F2F oral communication
21/11/21	Global Community Bio Summit 5.0	Joana Magalhães	Communicating Science to Policy Makers/Science Diplomacy	online roundtable
25/11/21	Encontro Nacional de Ciência Cidadã	Rosa Arias	Diálogos Cruzados	F2F roundtable and oral communication
25/11/21	Encontro Nacional de Ciência Cidadã	Cristina Luís, Inês Navalhas, Esther Marín	Estratégias de comunicação de ciência em projetos de ciência cidadã. Resultados preliminares do projeto NEWSERA	F2F oral communication
02/12/21	Campus Gutenberg	Rosa Arias	Citizen Science Today	online keynote session
14/12/21	Workshop series: Common challenges in citizen science	Joana Magalhães	Communication in Citizen Science	online oral communication