



Deliverable 7.5

Development and publication of the Observatory Version 1.0

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Concerned work package leader: Marco Boscolo

Task leader: formicablu

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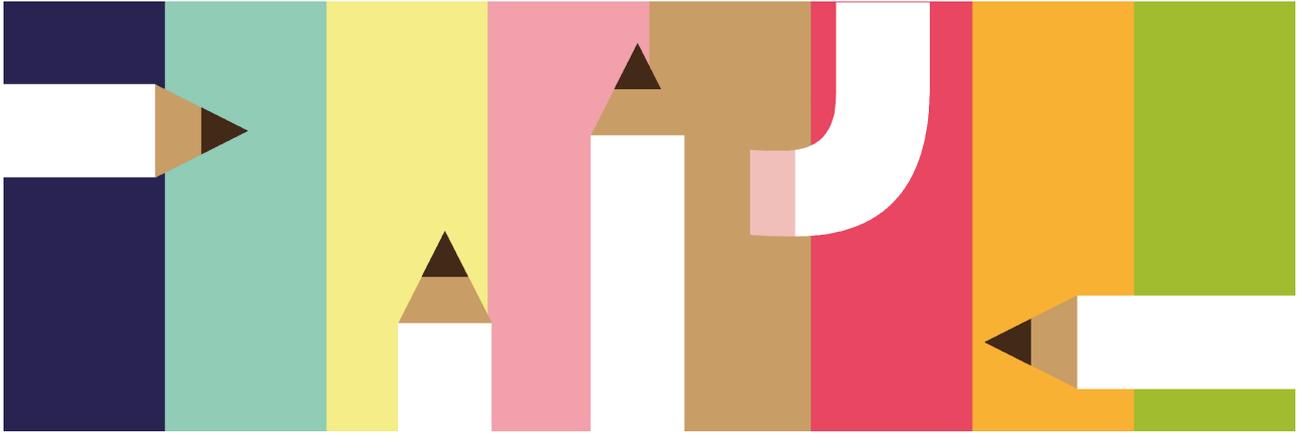
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ENJOI - Engagement and JOurnalism Innovation for Outstanding Open Science Communication

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REVISION HISTORY

Revision	date	Contributor	Description
v1.0	15.12.2021	Giulia Bonelli, Formicablu	First version
v1.1	20.12.2021	ENJOI consortium	Shared revision
v1.2	23.12.2021	Giulia Bonelli, Formicablu	Revision end editing
v1.3	30.12.2021	Elisabetta Tola, Formicablu	Final editing and upload

QUALITY ASSURANCE

To ensure the quality and correctness of this deliverable, we arranged an internal review and validation process. The deliverable was drafted by the work package leader (formicablu). All partners contributed and reviewed the overall draft. Before submission, the formicablu team made a final review and validation.

STATEMENT OF ORIGINALITY AND DISCLAIMER

This deliverable contains original, unpublished work except where clearly indicated otherwise. It builds upon the experience of the team and related work published on this topic. Acknowledgement of previously published material and others' work has been made through appropriate citation, quotation, or both.

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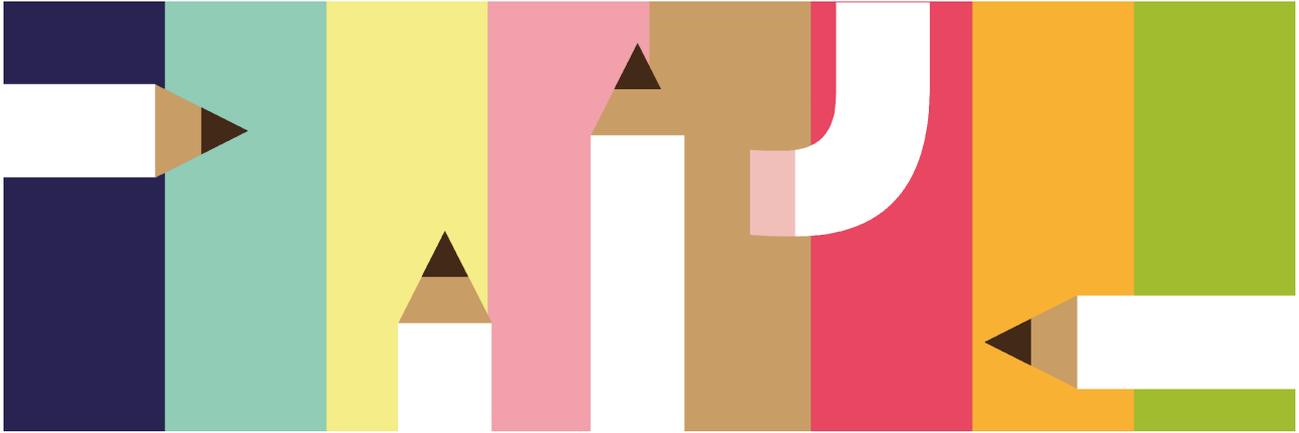


TABLE OF CONTENTS

	Summary	4
1.	ENJOI Overview	5
2.	ENJOI Observatory development	6
	2.1 Observatory concept	6
	2.2 Observatory structure	9
	2.3 Observatory graphic layout	11
	2.4 Observatory CMS	19
3.	Target users and expected impacts	20
4.	The ENJOI Observatory in the long run	22



1. SUMMARY

Deliverable 7.5 “Development and publication of the Observatory” shares the steps of the process that led to the publication of the ENJOI Observatory landing page on the project website.

Formicablu is in charge of designing, developing, and updating the ENJOI website and Observatory. The website was designed to promote the project following the visual identity. At the same time, it was built reflecting the future ENJOI Observatory vision, with a simple and immediate structure and an informal language. The Observatory aims at building a community around science journalism and communication. The long-term goal is to keep the ENJOI Observatory active well beyond the project lifetime.

The website name, enjoiscicomm.eu, was selected in a participatory way with the ENJOI partners at the beginning of the project. For the Observatory, the "third level" domain name <https://enjoiscicomm.eu/observatory> was chosen. The domain was registered, and a secure hosting system was settled in compliance with the GDPR requirements.

Deliverable D7.5, as defined in Task 7.5: “Designing and developing the ENJOI website with the Observatory for OOCs” of Work Package 7 “Exploring the existing landscape of innovation and openness in science journalism and communication” is closely connected with Work Package 8 “Communication and Dissemination”, in particular: Deliverable 8.1 “Dissemination and Communication Plan and Events”, Deliverable 8.3 “ENJOI Visual Identity Guideline” and Deliverable 8.4 “ENJOI website”.

The Observatory will display and make available the SPIs, the Manifesto and all ENJOI research products from WP2, WP3, WP4, WP5, WP6 and WP7 that will be organized as an open repository by WP6 on Zenodo. The Observatory will also publish the sample of Outstanding Open Science Communication (OOSC) articles and media products selected in WP2 and all the innovative products for capacity building both on science communication production and on media literacy produced within WP6 and WP1. The long term goal of the Observatory is that of becoming a reference point for all those subjects (producers and users) who aim at producing, disseminating, publishing and circulating OOSC.



1. ENJOI OVERVIEW

ENJOI (ENgagement and JOurnalism Innovation for Outstanding Open Science Communication) will explore and test engagement as a key asset of innovation in science communication distributed via media platforms, with a strong focus on journalism.

Through a combination of methodologies and in collaboration with producers, target users and stakeholders of science communication, ENJOI will co-create and select a set of standards, principles and indicators (SPIs) condensed to a Manifesto for an Outstanding Open Science Communication. ENJOI will deploy a series of actions via Engagement Workshops, Labs, field and participatory research, evaluation and testing phases.

It will also build an Observatory as its landmark product to make all results and outputs available to foster capacity building and collaboration of all actors in the field. ENJOI will work in four countries: Belgium, Italy, Portugal and Spain, taking into account different cultural contexts.

ENJOI's ultimate goal is to improve science communication by making it more consistently reliable, truthful, open and engaging. Contextually, ENJOI will contribute to the active development of critical thinking, digital awareness and media literacy of all actors involved in the process.



2. ENJOI OBSERVATORY DEVELOPMENT

The project Observatory was developed with ENJOI partners in a collaborative and integrated process. This process involved the Observatory concept, structure, and layout development.

3.1 Observatory concept

The ENJOI Observatory concept was discussed among partners since the beginning of the project. In October 2021, a specific partner meeting on the Observatory setup was organized. The main outputs are summed up below.

- **ENJOI Observatory (hereafter EO) differentiates from existing observatories¹.**
- EO designing will be innovative, useful and will fill existing gaps in different areas of science communication and journalism (research, training, collaboration, etc.).
- **EO will root in the ENJOI website, and its preeminence will gain the upper hand over time**, particularly after the project completion, when the EO will permanently prevail over the project website (see the [project Observatory animation](#)). OE is the final goal, and the project website will represent a statement of work that led to the EO itself.
- On this basis, the consortium started working on the EO setting up, keeping in mind that digital spaces aren't static and that the initial EO structure will modify over time.
- **EO long-term sustainability.** In the long run, EO cannot rely just on EU grants, it also needs to rely on different funding (foundations, donors) or the sale of services (i.e. training, applications, ...)
- **SPIs we are developing and refining need to be usable/useful for the EWs and the LABs, but for the EO too**, as these three pillars (standards, principles, indicators) lead us in designing outstanding communication.
- ENJOI refers to a **wider media ecosystem** (going beyond the traditional intended media).

¹ Existing Observatory examples analyzed: <https://www.upf.edu/web/occ>; <https://medien-doktor.de/>; <https://en.ejo.ch/observatory>



- **ENJOI Manifesto** is intended to lead people in shaping their communication and journalistic strategy.

Observatories examples analyzed² are built on a variety of arrangements: some of them stem from public entities (i.e. Pompeu Fabra), some others from associations (i.e. Medien Doktor). Once established, the EO can also make specific distinctions between academics and practitioners, but at this stage of the process, the consortium decided to keep together people, entities, organizations and institutions with very different backgrounds.

To define the Observatory's framework, Formicablu proposed a collaborative [Jamboard](#) exercise revolving around two main questions.

1. **What are your EXPECTATIONS from the ENJOI Observatory?**
2. *Expectations* in terms of values, objectives, goals that should guide the EO implementation

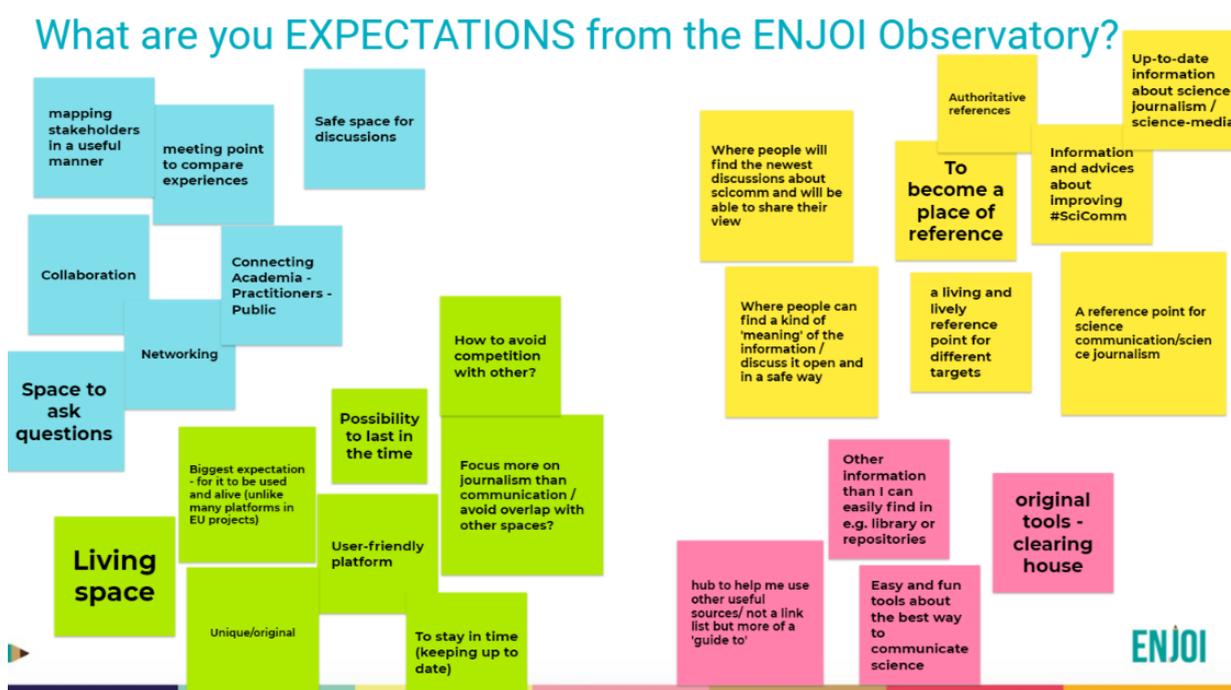


Fig 1 - Collective Jamboard to define the Observatory expectations

² Existing Observatory examples analyzed: <https://www.upf.edu/web/occ>; <https://medien-doktor.de/>; <https://en.ejo.ch/observatory>



3. **What SECTIONS/PARTS would you see implemented?**
4. *Objects, sections, and parts* that concretely need to be part of the EO

What SECTIONS/PARTS would you see implemented?

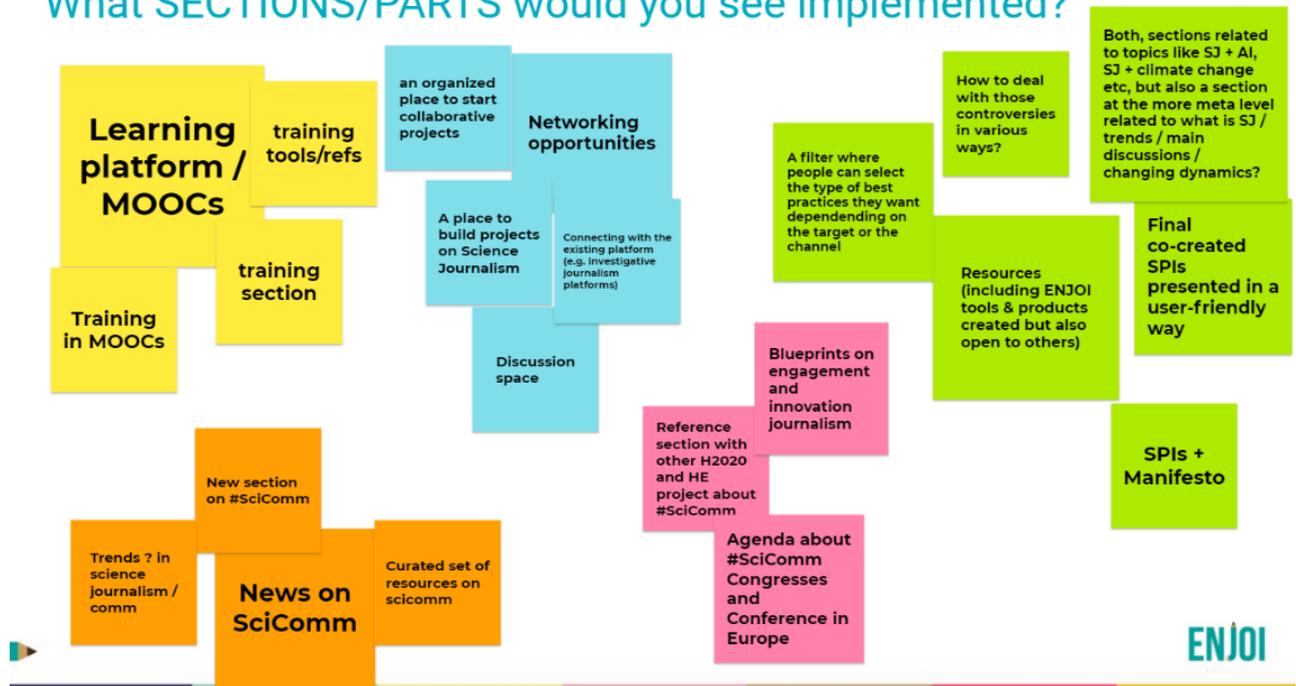


Fig 2 - Collective Jamboard to define the Observatory implementation

During the follow-up discussion, four main categories outlining the EO key characteristics were identified:

1. **Networking & collaboration** (blue posts)
2. EO as a safe place where people and SciComm specialists could discuss and/or ask questions.
3. **Reference** (yellow posts)
4. EO as a reference point, a sort of curated area where suggested readings are strongly connected to the Manifesto values. EO's main role is to guide people towards authoritative resources. EO needs to focus first on curation instead of simply posting and reposting resources.
5. **Toolbox** (pink posts)
6. EO needs to be practical, i.e., guiding people through (updated) tested tools. EO can provide relevant, up-to-date information on selected tools tested within the EO ecosystem.
7. **Meta-characteristics** (green posts)



8. Aspects that are strictly connected to the OE sustainability (after the project completion). See [EJO description](#): it also shows a meta-level mission.

3.2 Observatory structure

The outputs described in 3.1 were translated into the Observatory first structure (to be evolved during the project lifetime). Three main areas were identified:

1. **Networking**: Events, workshops and training to build an international network of science communicators, journalists and practitioners.

In particular, the **Training section** (long-term action) will not involve structured courses delivered through learning platforms such as Moodle, which are not sustainable within the EO. Instead, the future EO training section could host courses that are:

- a. brief
- b. practical
- c. technically easy to manage when delivered online (both synchronous and/or asynchronous)
- d. focusing on highly sensitive topics
- e. focusing on learners' needs
- f. open and free

ENJOI should connect to sister projects communities when dealing with collaboration and networking activities. Overall, the ENJOI spirit can be better depicted by '**building bridges**'.

Sources of inspiration:

The consortium can refer to existing experiences of training courses whose model ([Knight Lab](#), at Northwestern University) relies on tools such as videos delivered through YouTube, excel sheets with links, social media pages for learners to interact etc. Such courses are quite practical, duration is from a few hours to a maximum of a couple of months and fees, if any, aren't that high (50 or 60 US dollars). This model is quite easy from the technical point of view and focuses more on people needing professional updates. Another interesting model for the EO training



section is the one used by the [European Journalism Centre](#): video lessons on specific topics (i.e. data journalism);

Or courses delivered as seminars or workshops (see SD experience [Moving Dialogue Online](#)). We can also follow the model of [Future Learn](#) courses for the EO.

Winter/Summer school model can also be implemented within the EO in the future (brief, f-t-f, supports networking & collaboration, etc.).

2. ENJOI reference: Useful resources to navigate the jungle of science communication and journalism

Examples of ENJOI resources:

- applied to understand scientific controversies (Manifesto to analyze controversies).
- shared among other platforms of collaborative journalism (i.e. investigative journalism platforms); most of them deal with projects based on topics with relevant impact on health and/or environment, but they do not have scientific competencies and can therefore take advantage of the ENJOI resources. The EO can build bridges among different contexts, connect different worlds and support collaboration and networking.

3. ENJOI toolbox: Innovative practical tools for outstanding science communication and journalism

Section to be developed as a follow-up of the ENJOI tools (WP 6).



3.3 Observatory graphic layout

The ENJOI website and Observatory layout were developed by the art director and graphic designer Valentina Marcon, team member of Formicablu, in line with the project visual identity. For the project website, she developed two graphic proposals:

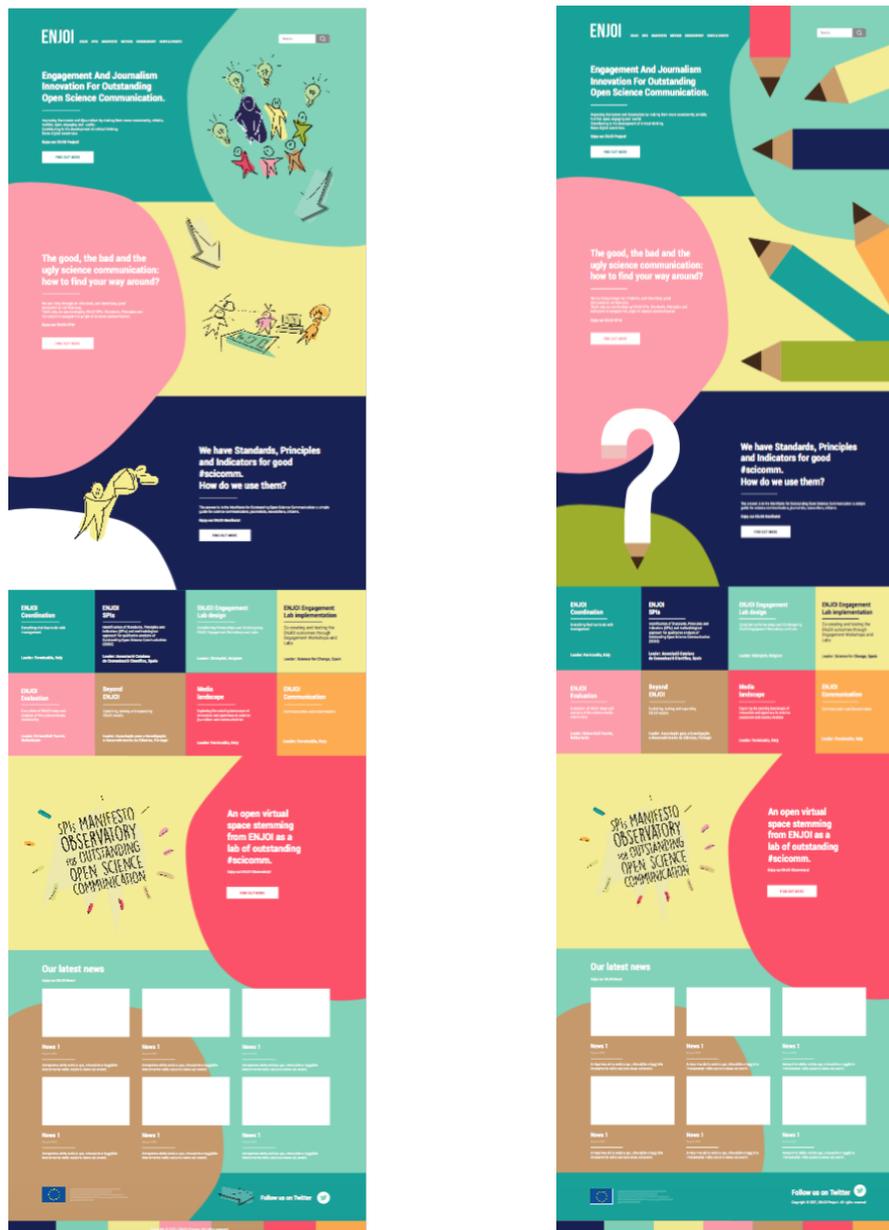


Fig 3 - Website graphic layout: proposal A (on the left) and B (on the right)



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Each proposal had 6 banners corresponding to the 6 main sections of the website. Proposal B was elaborated, starting from the logo's pencil. Proposal A was based on some of the comic-style pictures developed for the project visual identity, in particular, the following "umbrella work packages" image:

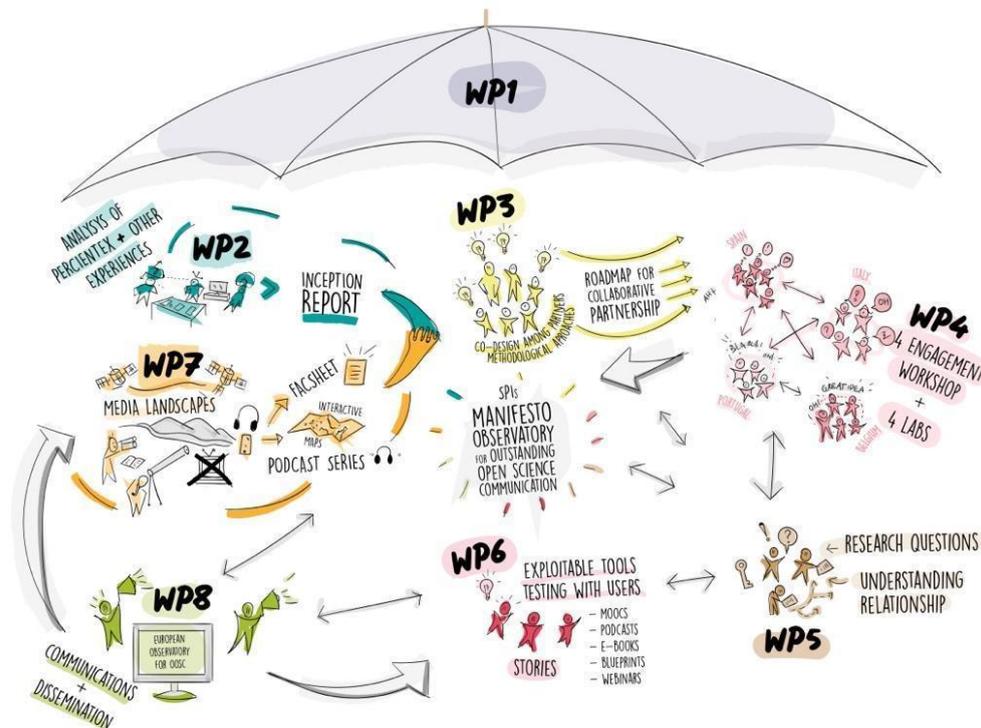


Fig 4 - ENJOI work package graphic structure

Proposal A was selected, so the design was further developed to be adapted to the web. The screenshots of all the main 6 Homepage sections are reported below.





Fig 5 - ENJOI website homepage: banner 1

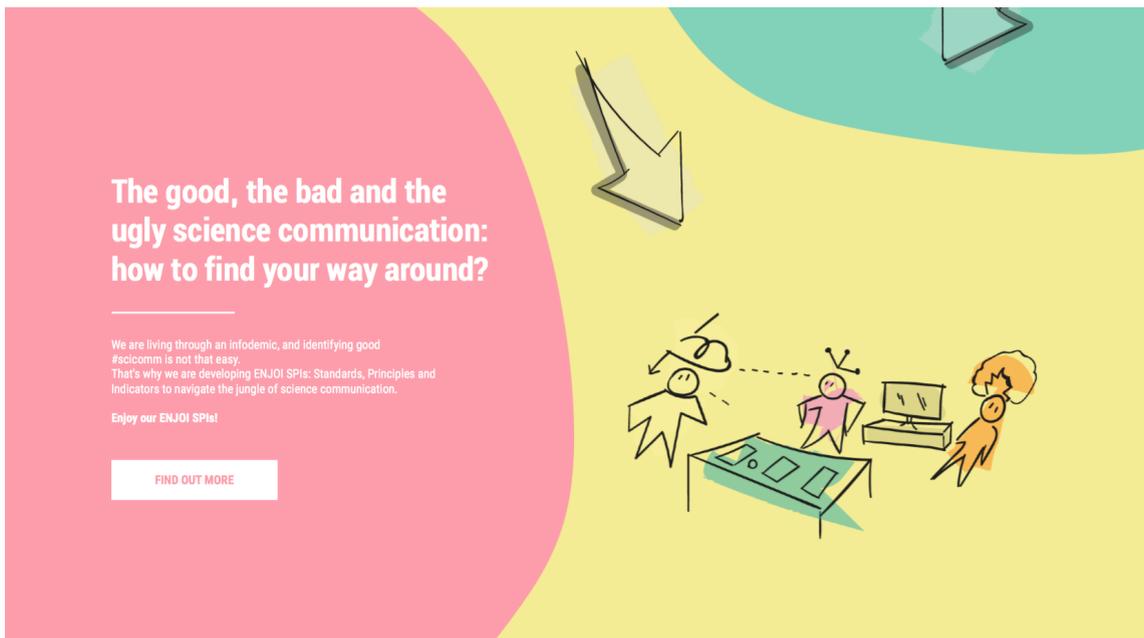


Fig 6 - ENJOI website homepage: banner 2



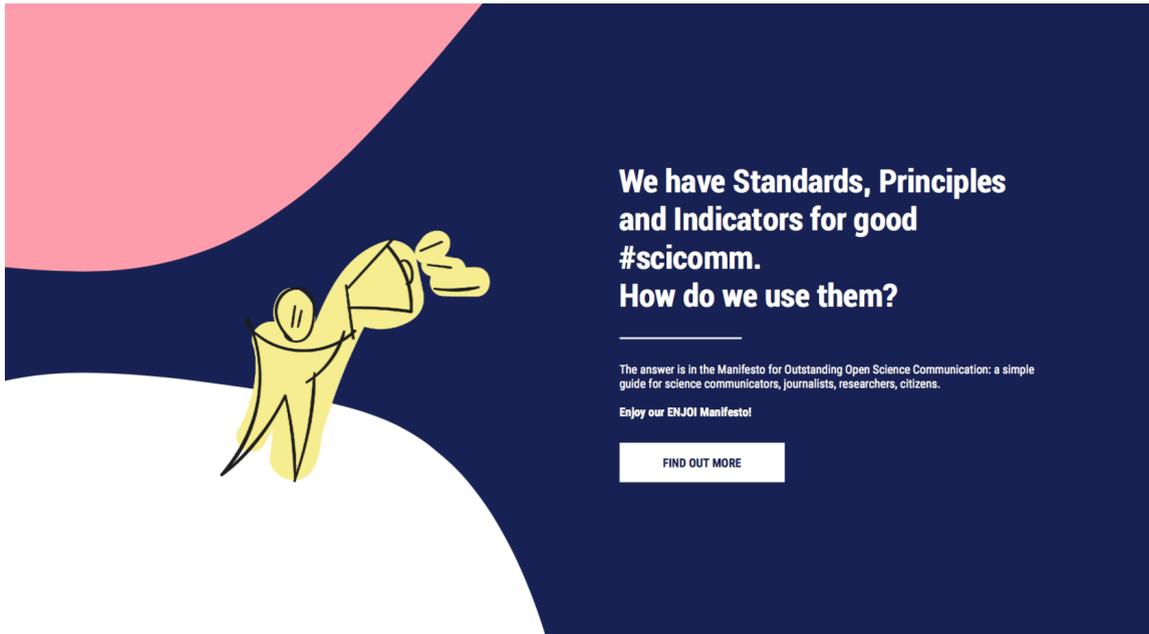


Fig 7 - ENJOI website homepage: banner 3

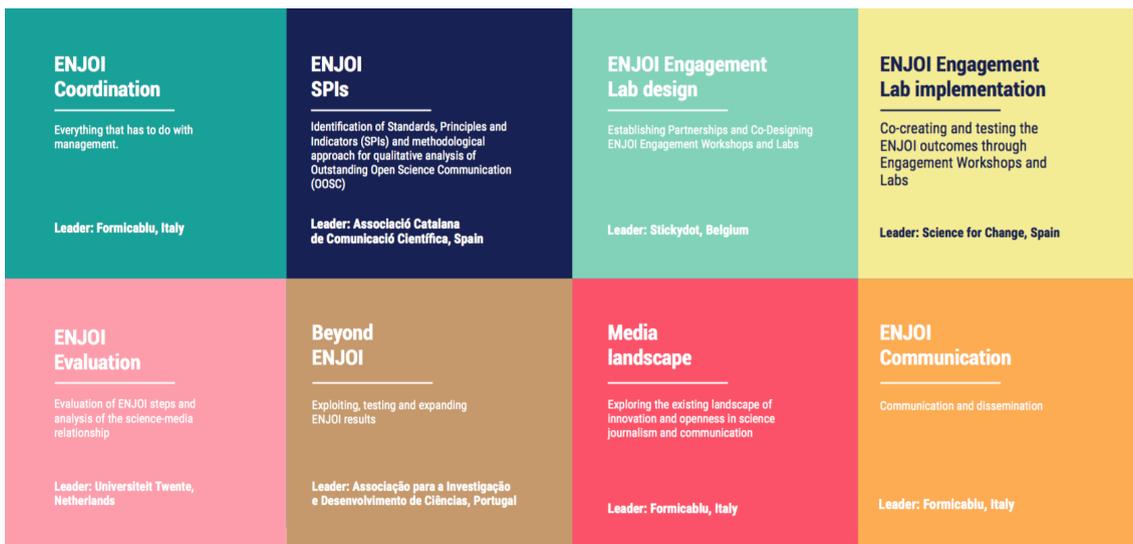


Fig 8 - ENJOI website homepage: banner 4



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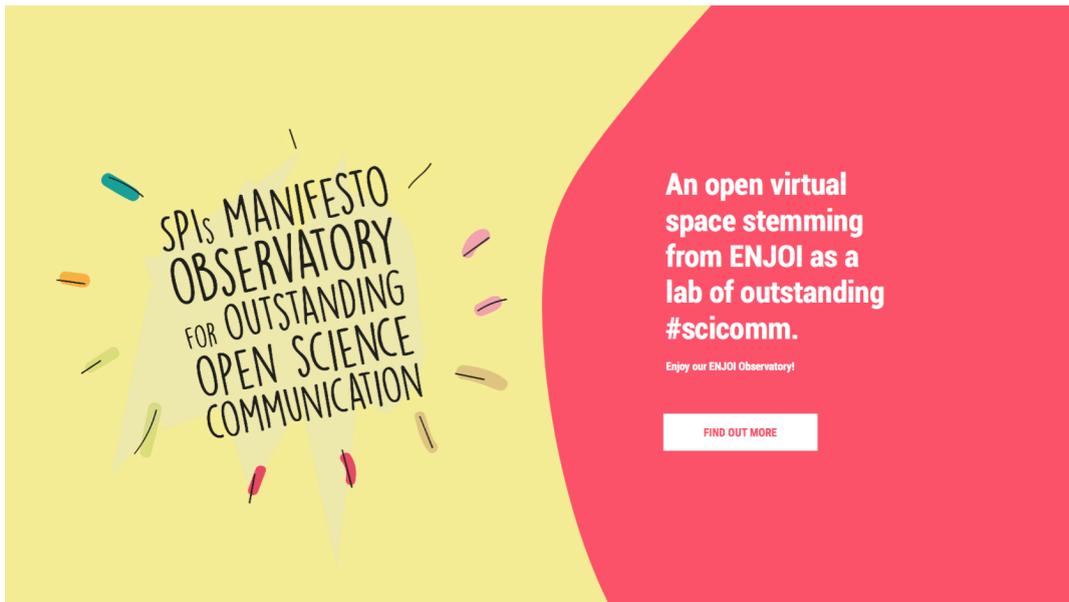
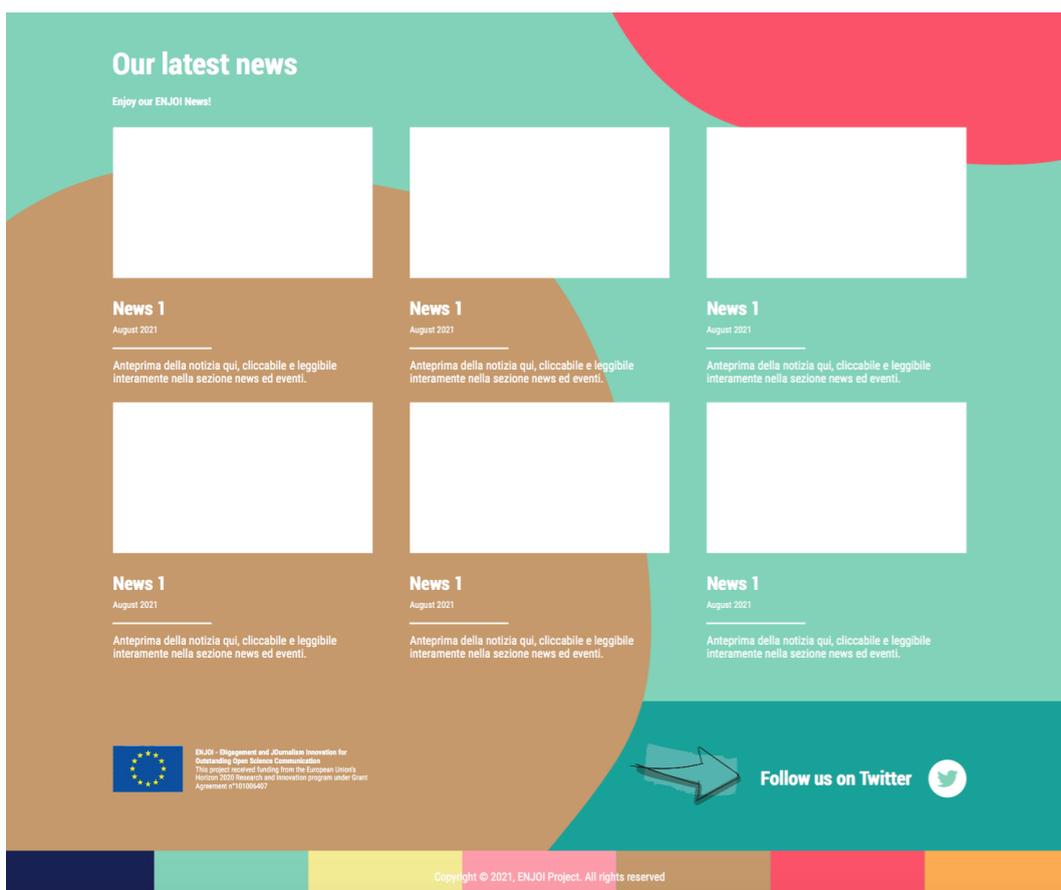


Fig 9 - ENJOI website homepage: banner 5



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Fig 10 - ENJOI website homepage: banner 6

Based on the ENJOI graphic layout, the Observatory landing page was developed. It includes a header and 3 banners corresponding to the 3 main sections identified (see section 3.2).

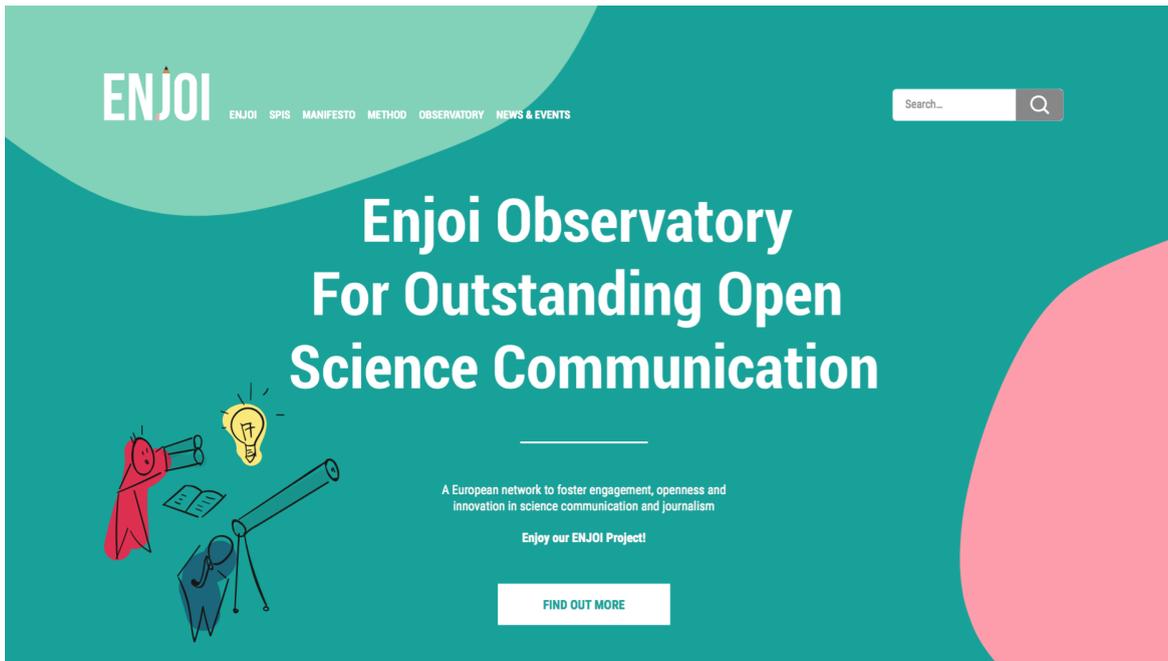


Fig 11 - ENJOI Observatory landing page - header



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Fig 12 - ENJOI Observatory landing page - banner 1

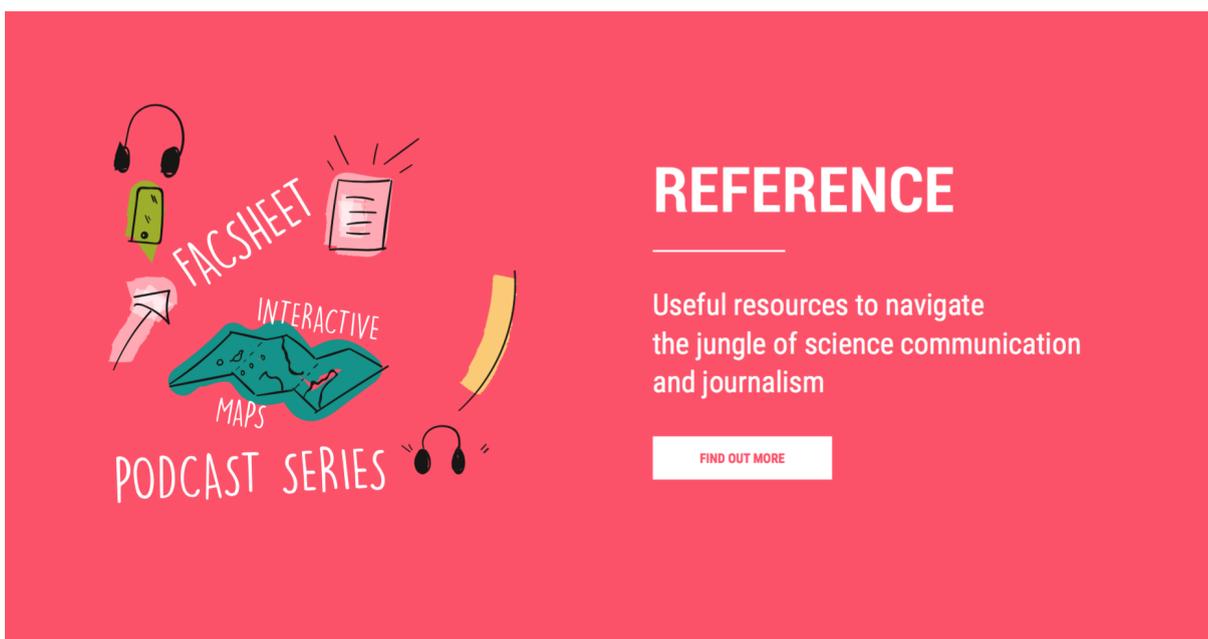


Fig 13 - ENJOI Observatory landing page - banner 2





Fig 14 - ENJOI Observatory landing page - banner 3



3.4 Observatory CMS

The last step was the Observatory informatics development within the ENJOI website. This was realized by the graphic and web designer Dario Valeri, team member of Formicablu, following the website layout.

From a technical point of view, the website consisted of a WordPress-based Content Management System (CMS), allowing easier access to partners who wish to contribute and be more easily visible and integrated within the Search Engine Optimization (SEO) search requirements.

The Observatory was developed to be responsive and connected to social media and multimedia products to promote contents' integration and interaction with other related projects and groups of interest active on the web.



4. Target users and expected impacts

In compliance with the overall ENJOI communication strategy, the ENJOI Observatory aims at addressing different stakeholders, with specific impacts:

Target users	Expected impact
<p>Science Communicators and Journalists</p> <p><i>social media creators dedicated to publishing scientific content in the generalist or specialized media, digital media, etc., local communication experts, data journalists, dissemination experts, agency and media editors</i></p>	<ul style="list-style-type: none"> -Increased awareness of a new paradigm for Outstanding Open Science Communication (OOSC). -Improvement of relevant communicative skills with the quadruple helix of stakeholders. -Consideration of participative initiatives to boost citizens' interest in science.
<p>Citizens, communities, activists and the society at large</p>	<ul style="list-style-type: none"> -Citizens connected with science communication overcoming traditional communication barriers. -Increased trust in a new era of OOSC. -Citizens willing to become active science communication agents and not only data generators. -Citizens' perception of science communication is richer and broader. -Citizens' media literacy has expanded.
<p>Industry and SMEs, Media Industry</p> <p><i>Media companies and startups</i></p>	<ul style="list-style-type: none"> -Increased user-centred approach to design new science communication products -Increased trust in the role of citizens to co-design improvements within industrial processes affecting society



<p>Career Scientists, Research bodies, universities, technology transfer offices, units of scientific culture, research centres, and cross-sectional experts scholars, scientists and undergraduate/postgraduate students and teachers (in journalism, communication, and STEM fields)</p>	<ul style="list-style-type: none"> - Enhanced awareness about engagement as a tool for social change, not only for data collection. -Increased interest in co-designing research projects involving the quadruple helix of stakeholders - especially citizens. -Enhanced relevant communication skills through formal & informal training in science communication.
<p>Policymakers and the public sector</p> <p><i>European, national, regional and local governments, municipalities, environmental authorities, etc</i></p>	<ul style="list-style-type: none"> -Enhanced knowledge about evidence-based science communication. -Validation of tools for the design of new policies taking into account the citizenship perceptions, views and opinions. -Bridging the gap between public policy actions and societal needs.

Table 1 - Observatory target users and expected impact



5. The ENJOI Observatory in the long run

In the long run, the ENJOI Observatory for Outstanding Open Science Communication (OOSC) will be the living platform at the crossroad between research, journalism, collaborative efforts and projects, training and online mentoring. The Observatory will also host the evolving initiatives and outcomes resulting from the collaboration of ENJOI with other related projects, such as, for instance, the SWAFS 19 projects, which form, with ENJOI, an already active and collaborative network. Also, the Observatory will be used as a point of reference to reach out to existing projects in third countries, as already foreseen in Task 6.4.

The Observatory contents will be developed to be compliant with the philosophy of open access and reuse, in coordination with the FAIR principles adopted within the Data Management and Sustainability Plan (D1.2) and with the building of a community of practice on an open science platform (Zenodo community, Task 6.3 of the project). Its openness and accessibility are meant to contribute to solving the issue of access to information and knowledge about science communication.

The consortium will thus comply with the EC requirements for Open Access and Open Research Data by keeping free access to the ENJOI Observatory's research data results and publications.

Initially embedded within the ENJOI website, the ENJOI Observatory will become a long-term product to remain beyond the project termination and addressed to all producers and users who will look for a reference point for Outstanding Open Science Communication (OOSC).

