D2.2 EOSC-Pillar Dissemination, Communication and Stakeholder Engagement plan

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Deliverable Abstract
This deliverable describes the dissemination, communication and stakeholders engagement and strategy plan including input from all other tasks.

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DELIVERY SLIP

	Name	Partner/Activity	Date
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TERMINOLOGY

https://eosc-portal.eu/glossary

Terminology/Acronym	Definition
EC	European Commission
EOSC	European Open Science Cloud
EOSC-Pillar	Coordination and Harmonisation of National and Thematic Initiatives to Support EOSC project
FAIR	Findable, Accessible, Interoperable, Reusable
IPR	Intellectual property rights
KER	Key Exploitable Result
KPI	Key Performance Indicator
PC	Project Coordinator
PO	Project Office
TI	Thematic Initiatives
TM	Technical Manager
MS	Member State
WP	Work Package

Contents

Executive summary

The Coordination and Harmonisation of National and Thematic Initiatives to Support EOSC project (EOSC-Pillar), aims to coordinate national Open Science efforts across Austria, Belgium, France, Germany and Italy, and ensure their contribution and readiness for the implementation of the European Open Science Cloud (EOSC). To achieve this, a well-executed communication, dissemination and stakeholder engagement plan is necessary.

The purpose of this document is to outline EOSC-Pillar's specific communication, dissemination and engagement actions, to maximise the impact of the project and to ensure its success during its 36 months duration.

This document describes the communication and dissemination objectives (Section 1), which include active support for the key activities of the project. This involves the national initiatives survey, harmonisation of procedures for delivering horizontal enabling services for research data, coordination with other initiatives, promotion of FAIR data principles uptake at the national levels, enabling non-commercial transnational services in the EOSC portal, building of an active stakeholder community across the countries covered and proposing business models that ensure the sustainability of EOSC-Pillar's services.

This will be carried out through planned activities, organised through campaigns (Section 5.1) and horizontal communication activities (Section 5.3). These campaigns and activities cover the four communication and dissemination objectives (Section 1.2) where EOSC-Pillar will build an active stakeholder community of EOSC supporters in each country, coordinate with other initiatives to achieve harmonisation for an inclusive EOSC, disseminate of project results with an aim towards exploitation and provide communication support to all work packages to ensure the success of their activities.
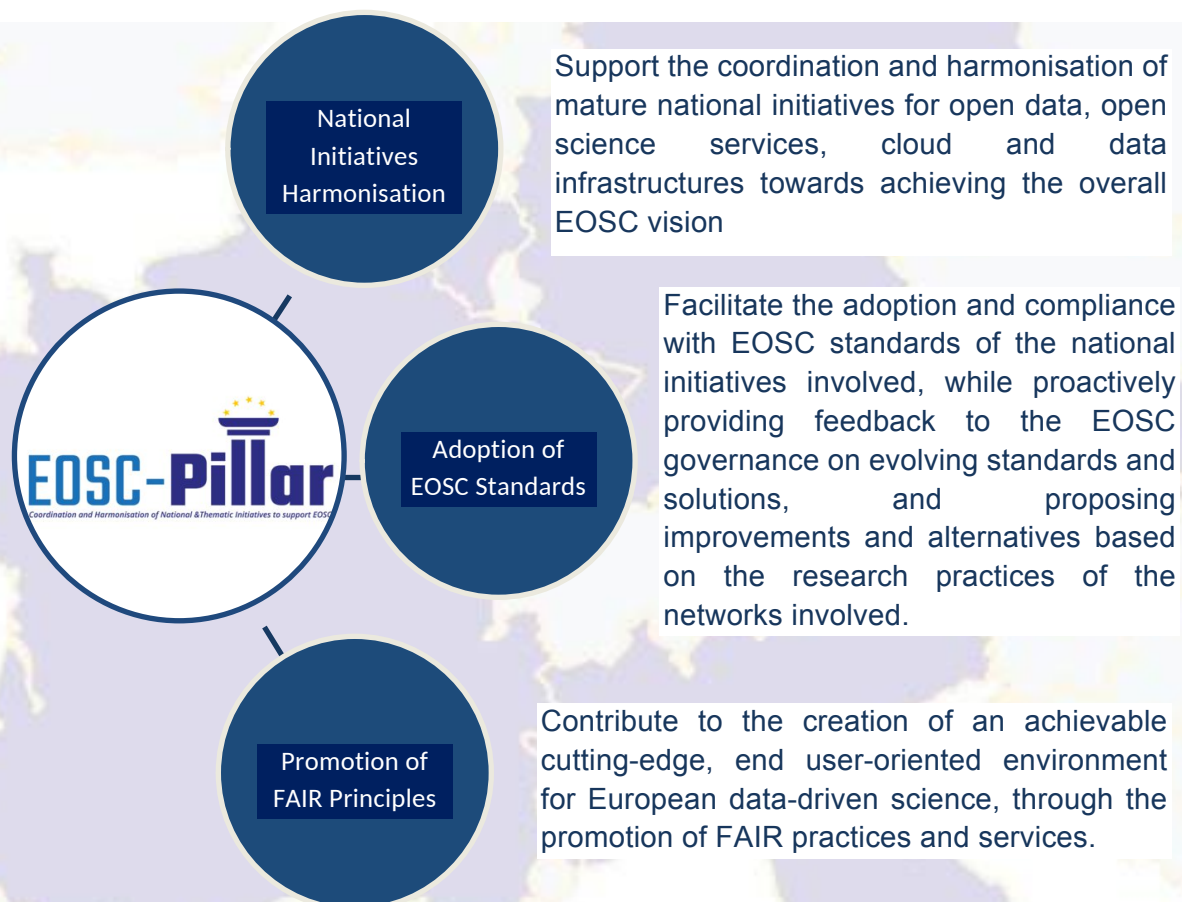
Campaigns to be carried out are:

- Campaign 1: Showcasing Diverse Use Cases & Community-Driven Pilots
- Campaign 2: Policy and Legal Framework Recommendations
- Campaign 3: Communicating the National Initiatives Survey and Outcomes
- Campaign 4: Support for Onboarding New Services
- Campaign 5: Promoting the Open Call for Services
- Campaign 6: Communications Support for Stakeholder Engagement Activities
- Campaign 7: Promoting Training and FAIR Data Services

These activities will be executed according to the EOSC-Pillar Communication and Dissemination Methodology and Stakeholder Journey (Section 3.3), where WP2 logically maps the process it takes from turning a "stranger" into a "promoter" and how each item's contribution to the project goals is made explicit through campaign KPIs and Horizontal Activities KPIs.

1 Objectives

The overall objective of EOSC-Pillar is to support the implementation of the European Open Science Cloud (EOSC) leveraging national initiatives of the Member States (MS) and Thematic Initiatives (TI) developed by research communities working in national and European collaborations to build a future based on Open Science and FAIR data practices.

This is further detailed below:

National Initiatives Harmonisation

Support the coordination and harmonisation of mature national initiatives for open data, open science services, cloud and data infrastructures towards achieving the overall EOSC vision

Adoption of EOSC Standards

Facilitate the adoption and compliance with EOSC standards of the national initiatives involved, while proactively providing feedback to the EOSC governance on evolving standards and solutions, and proposing improvements and alternatives based on the research practices of the networks involved.

Promotion of FAIR Principles

Contribute to the creation of an achievable cutting-edge, end user-oriented environment for European data-driven science, through the promotion of FAIR practices and services.

1.1 Main Activities

For EOSC-Pillar to achieve the overall objective in the previous section, the following Main Activities will be carried out.

ANALYSE the state of the art of national initiatives and compute and data services, and support consolidation

HARMONISE procedures for the delivery of horizontal enabling services for research data across countries

COORDINATE with other initiatives to achieve harmonisation for an inclusive EOSC

PROMOTE FAIR data uptake at national levels and across scientific communities and borders

ENABLE non-commercial transnational services to be accessible through the EOSC portal

BUILD an active stakeholder community of EOSC supporters in each country

PROPOSE viable business models for the sustainable provision of transnational services

1.2 Communications and Dissemination Objectives

Two of the Main Activities directly relate to the work of Work Package (WP2) and can are used as part of the Communication and Dissemination Objectives:

- Build an active stakeholder community of EOSC supporters in each country
- Coordinate with other initiatives to achieve harmonisation for an inclusive EOSC

Additionally, WP2 activities will aim to directly and indirectly contribute to all the other Main Activities mentioned above through the following additional Communication and Dissemination Objectives:

- Dissemination of project results with an aim towards exploitation
- Provide communication support to all work packages to ensure the success of their activities

2 Value Proposition and Assets

2.1 Value Proposition

Before EOSC-Pillar, the developments in EOSC took place largely on a European level. This was necessary to provide a baseline understanding across stakeholders in Europe on what EOSC needs to achieve and to lay down the preliminary work needed to kick-start the initiative.

Having achieved this, the focus is now on ensuring the buy-in of national initiatives, and communities. As a start, the consortium already involves strategic institutions from the countries targeted. This will help EOSC-Pillar deliver value through the following:

- Supporting the coordination, convergence and federation of EOSC-relevant national and/or thematic initiatives for open research data and services through the development of appropriate common tools and mechanisms
- Driving the gradual alignment of policies and practices of EOSC-relevant national and/or thematic initiatives to EOSC standards
- Enabling EOSC-relevant, non- commercial services to be accessed through the EOSC portal
- Acting as a catalyst for the mainstreaming of standards for data management and of certification schemes for data repositories, and all relevant supporting activities
- Developing and promoting incentives for the uptake of FAIR data practices across national scientific communities.
- Contributing to the mapping and harmonisation of the procedures regulating the delivery of horizontal services related to research data by prospective EOSC service providers and by national initiatives
- Addressing training and adoption of standards for federated services and interoperability at all levels, as indicated in the European Interoperability Framework
- Involving real user communities and research infrastructures in the testing and fine-tuning of the solutions proposed

2.1.1 Expected impact

The primary emphasis in EOSC-Pillar is on bringing user communities of national initiatives together to co-build the EOSC as a world-leading user-oriented resource for tomorrow's data enhance science.

The primary expected impacts include:

- Supporting the adoption and integration of common policies and tools
- Facilitating the integration of initiatives and data service/cloud providers
- Federation of the best current user services, and propose new ones based on the experience of communities adapting their working methods to the EOSC
- Assessing the true costs of services based on use cases in communities with very different work practices, and proposing solutions for sustainable business models based on the experience in different national contexts.

- Harmonising related policies in Europe and facilitate alignment with international initiatives
- Aggregate and achieve wide adoption of processes and practices for optimal use of resources
- Contribute to FAIR data uptake in Europe
- Progressive removal of technical and organisational barriers to ensure findability, accessibility, interoperability and re-use of research data.
- Piloting and establishing future (co)funding strategies and business/usage models to ensure long-term sustainability.
- Delivery of European added value of EOSC through valuable contribution from national initiatives
- Widespread dissemination of European achievements in co-building a world-leading user-oriented environment for open science and open innovation

2.2 Portfolio of Results

Below are the project's key exploitable results that will be at the centre of the dissemination and communication activities.

Key Exploitable Result	Description
KER 1: Diverse Use Cases, community driven pilots covering scientific disciplines	The project will bring selected scientific use cases using services currently operating at a national scale as well as services already being used beyond national boundaries to the standard required for integration in EOSC portfolio (WP6). Once integrated in the portfolio, the services will be available to the whole community. This includes: - Services proposed for integration into the portfolio of services in the EOSC federation of services - Scientific use cases enabled by WP7 Services - D6.2: Demonstrator and success stories from the use cases - D6.3: Final report on use-cases and community involvement - D7.2 Report on service integration - D7.4: Report on transnational service usage - MS6.1: Inventory of available use cases for the project in liaison with CO-OPERAS activity - MS7.3: Report on the services integrated and if applicable, a gap analysis on missing features which could improve the existing services - MS7.4: Report on the services integrated at month 34
KER 2: Policy and Legal Framework	The work done on the policy and legal framework and business model (WP4) will enable the partners to continue supporting the services provided by EOSC-Pillar to the EOSC portfolio after the end of the project thanks to viable models for the efficient cost and responsibility sharing across the national initiatives. EOSC-Pillar's outputs will also provide the necessary framework and environment for the consolidation of national initiatives. - D4.1: Legal and Policy framework and federation blueprint - D4.3: Roadmap for consolidating National Initiatives

	• D4.5: Business model and sustainability study • MS4.1: Requirements of open data, services and security management • MS4.2: Set-up of the regional coordination board • MS4.3: Legal framework for trans-national data services
KER 3: National Initiatives Survey	EOSC-Pillar will run an extensive survey that will provide new insights and understanding on the state of national initiatives across the participating countries as well as the available services and gaps. This survey also supports the delivery of other KERs particularly KER 4: Initial EOSC-Pillar Services Integrated into the EOSC Portfolio of Services where it will be the basis for the development of EOSC-Pillar's National Service Registry. Relevant results include: • D3.1: Summary report of the National Initiatives surveys • MS3.3: Determination and definition of distribution mechanisms • MS3.5: Definition of questions, definition of the questionnaires • MS3.6: Conduct the surveys • MS3.7: Analysis and project internal presentation of results, findings, outcomes • MS3.8: Visualization of results for external audiences
KER 4: Initial EOSC-Pillar Services Integrated into the EOSC Portfolio of Services	WP7 will provide services ready for integration in the EOSC portfolio of services. These services will be validated on transnational scientific use cases. This will provide specific services to a wide range of users, and engaging new stakeholders also in terms of service and e-infrastructure provision. Task 7.3 will validate the integration of services to ensure their usability and their readiness to be provided on European scale. Task 7.4 will deploy a number of services, some resulting from WP6 activities and some already sufficiently advanced to be directly used. This will give a number of new communities access to tools to run their scientific workflows more efficiently. Additionally, through the activities under the scope of this KER and the insights derived from the delivery of KER 3: National Initiatives Survey on services, this helps build EOSC-Pillar's National Service Registry, to be replicated in each of the involved countries and maintained by the national initiatives. The National Service Registry in each country will include information about service features, contact points, ordering, and request processes and allows to easily discover and access service, as defined by the Information Technology Infrastructure Library (ITIL). These registries will be interoperable with each other and, through the harmonized service descriptions, with the EOSC service registry so to facilitate their retrieval and exploitation also though the EOSC catalogue. This is comprised of: • D4.4: National Services Registry prototype • MS7.1: Guidelines for the technical integration/federation of resources and services with the EOSC released

	• MS7.2: Procedures to include the national services into the EOSC-hub service catalogue and marketplace released • D7.1: Guidelines and recommendations for the technical integration of resources and services in the EOSC • MS7.6: Validation suite ready and tested
KER 5: Services Sourced from the Open Call for Services	To maximise the number of enabled thematic services, EOSC-Pillar will expand the initial set of scientific uses cases through an open call for participation inviting communities and their developers to bring forward potential services that will enhance the portfolio of the project. The selected proposals will be invited to full-immersion workshops organised in the form of a hackathon, offering the invited developers one on one support with the experts to integrate their specific service. • MS6.7 First Hackathon Organized • Hackathons • Resulting services from the Open Call
KER 6: Community Building Content, Events and Channels	EOSC-Pillar will run a multi-channel, communication and dissemination strategy producing stakeholder-tailored content that aims to disseminate results and build a community for EOSC within Austria, Belgium, France, Germany and Italy. EOSC-Pillar aims to become the reference project covering the countries and part of what will achieve this is the rich amount of content that WP2 will produce. EOSC-Pillar will also be visible in 80 + third-party physical and virtual events and will organise 14 EOSC-Pillar dedicated related physical and online events. Key results include: • D2.2, D2.3, D2.4: EOSC-Pillar Dissemination, Communication and Stakeholder Engagement plan • D2.5, D2.6: Initial report on the status of the relationship with the EOSC Governance and the EOSC related initiatives • MS2.1: The EOSC-Pillar web presence on line • MS2.2: Second release of the EOSC-Pillar web presence on line • MS2.3: Organisation and roll-out of the three workshops • MS2.4: Organisation and roll-out of the ten webinars • MS2.5: Final results-oriented EOSC-Pillar event
KER 7: Promotion of FAIR Culture	This will be delivered in the framework of WP5 (T5.3 and 5.4) which supports the adoption of the common tools developed and more generally to spreading the diffusion of a FAIR culture (T4) and provides training on FAIR approaches to data stewardship. Both aspects will leverage on collaborations with FAIR-related initiatives and FAIR-related H2020 projects, including FAIRsFAIR, funded under the INFRAEOSC-05-2018 subtopic c). Key assets include: • D5.5: Collated set of ontologies as foundation for interoperability • D5.1: FAIR Research Data Management Tool set • MS5.1: First set of common tools and mechanisms for

	coordinated provisioning of research data and federated access released in operation • MS5.4: Guidelines on FAIR data stewardship • MS5.2: Full set of common tools and mechanisms for coordinated provisioning of research data and federated access released in operation • D5.4: FAIR-oriented research data management: Support, Training and Assessment Activity Report • D5.5: Collated set of ontologies as foundation for interoperability • MS5.3: Revised and improved version of the full set of common tools and mechanisms for coordinated provisioning of research data and federated access released in operation

Table 1 - Project assets

3 Approach and methodology

3.1 Resources

The EOSC-Pillar communications, dissemination and exploitation activities are a joint, coordinated effort of all EOSC-Pillar partners who have committed to contribute according to the effort allocated to them in Figure 1:
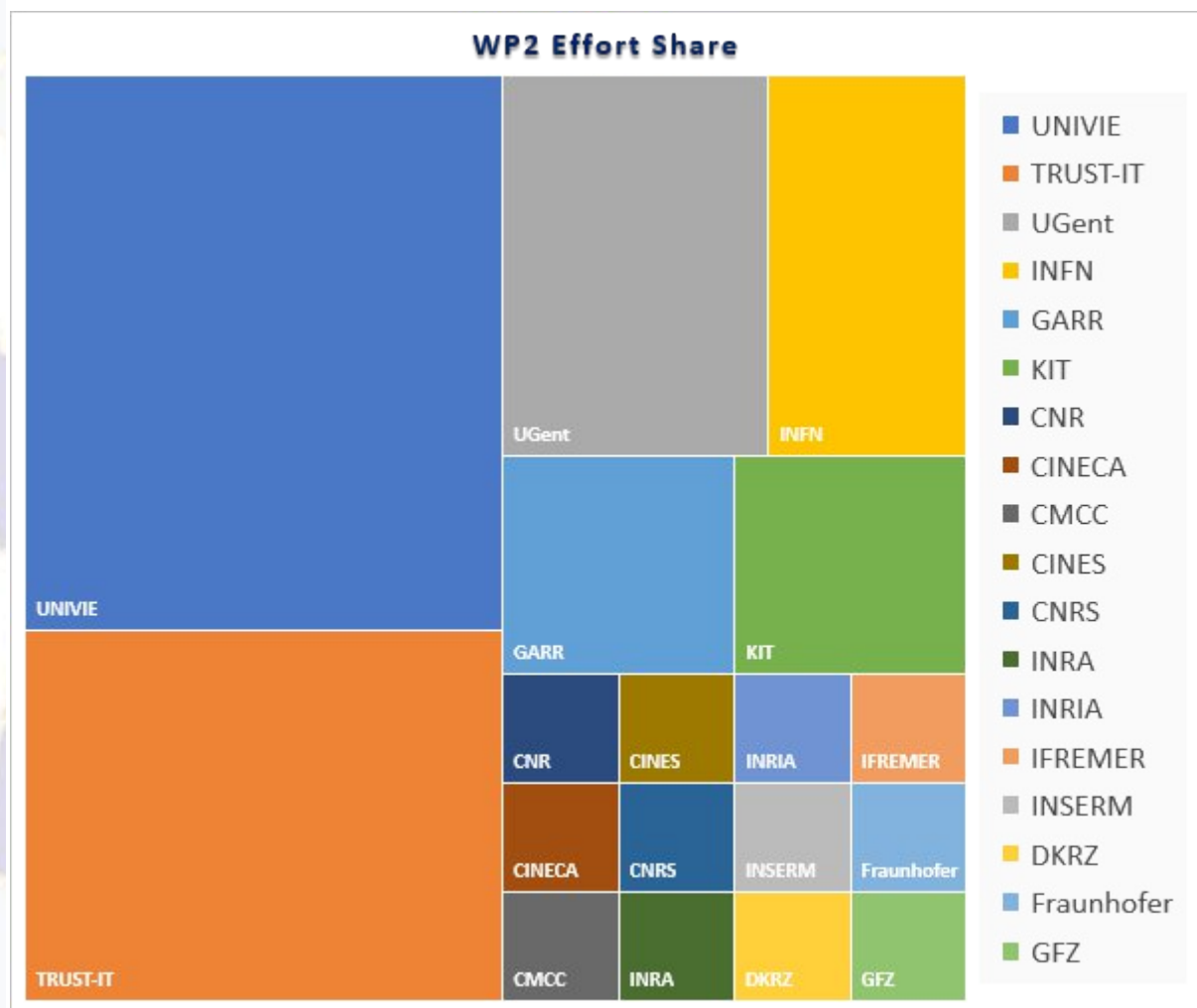

Figure 1 - WP2 resources

3.2 Approval procedure guidelines

An approval procedure will be set up for communications materials that WP2 regards to be of high importance or sensitivity.

To ensure an efficient process and a central communication channel for the team, a WP2 mailing list has been set up, which will include at least one representative per partner, appointed by each organisation as their interface for the communication, dissemination, and exploitation activities.

This process ensures that all partners are continuously updated and involved with the WP2 activities.

Step	Description	Duration
1	WP2 sends the first version (v0.1) of communication material it has created to the EOSC-Pillar Communications Team (WP2). This team comprises of one representative per partner.	0 days
2	The PMT reviews the initial version and provides feedback to WP2. If all WP2 members approve the draft, the process moves immediately to Step 3 even if the duration is not yet completed.	Up to 3 days
3	The feedback, if any, is implemented by WP2.	1 day
4	Following implementation, or if no objections are provided in Step 2, WP2 publishes the material.	1 day

Table 2 - Communication approval procedure

3.3 Communications and Dissemination Methodology and Stakeholder Journey

The EOSC-Pillar Communication Methodology and Stakeholder Journey (see Figure 2) ensures that every single communication and dissemination activity is connected to the goals of the project and that every communication and dissemination action is stakeholder-focused.

Every communication and dissemination activity will be mapped to the **Attract – Convert – Delight – Promote** process. This ensures a logical transition from Stranger, someone who is not familiar with the project, to **Visitor**, someone who interacts with the digital content, to **Engaged Stakeholder**, EOSC-Pillar's target stakeholder who has shown interest in what EOSC-Pillar communicates and disseminates and expressly requested EOSC-Pillar to engage with them, to **Promoter**, a stakeholder who is so pleased with their interactions with EOSC-Pillar that they are happy to promote the project's outputs, services and results. This process ensures an interconnected and efficient communications and engagement ecosystem.

Measuring feedback meaningfully through KPIs can be achieved by organising important activity lines of the project as campaigns. Under each campaign, specific communication actions are planned and metrics are measured, which contribute to the achievement of the project's overall goals. Where specific numbers are not specified, moving benchmarks will be applied (next target = latest result achieved + 10%).
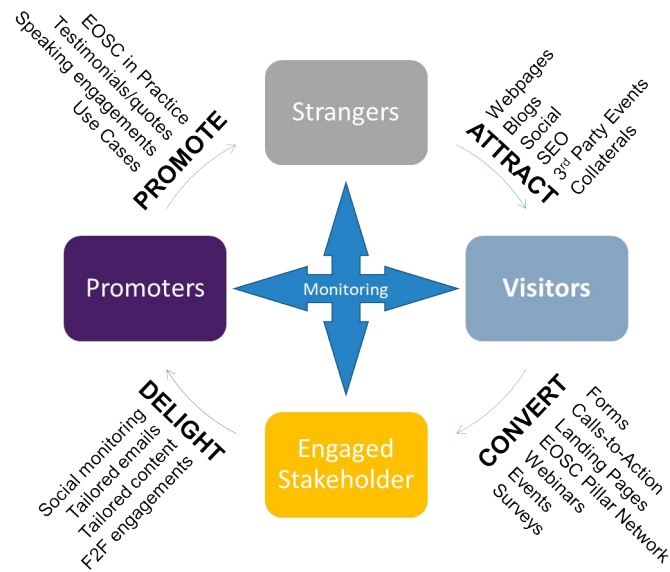
Figure 2 - EOSC-Pillar's Communication and Dissemination Methodology and Stakeholder Journey

4 Stakeholders Analysis and Targeted Messaging

At the current stage of the project, key stakeholders constitute the following groups: "**implementers**", "**end users**", and "**EOSC governance entities and related EOSC initiatives**".

Stakeholder engagement measures and activities conducted by EOSC-Pillar will build upon the findings of the WP3 "National Initiatives" survey and further data collection activities to allow for targeted messaging and tailored engagement measures. Based on these findings, measures and instruments will be applied, evaluated and adapted.

The partners constituting the project consortium are regionally distributed to ensure inclusion and consideration of regional specificities and allow for the implementation of engagement activities within all of the participating countries (Austria, Belgium, France, Germany, and Italy).

4.1 Implementers

Implementers are institutions, initiatives or organisations, which support the implementation of EOSC through service offers and policy making such as universities, research infrastructures, e-infrastructures, funding and standards bodies and policy makers. At the beginning of the project, the core members of this group are the addressees of the "National Initiatives" survey. Further along and depending on these initial key findings, other stakeholder groups of relevance will be determined and engaged through appropriate measures.

Challenges

- Implementer-service providers need support to ensure services are EOSC-aligned
- Lack of comprehensive data on the European research infrastructure landscape, specifically on national and thematic initiatives and services
- Fragmentation of the research infrastructure landscape with regard to Open Science
- Lack of a FAIR culture and minimal implementation of FAIR data practices
- Lack of clarity on how to achieve sustainability of services to be offered in EOSC
- Fragmentation of the policy and legal framework in Europe is an obstacle to data sharing and access to services

Benefits from EOSC-Pillar

- EOSC-Pillar can help potential service provider-implementers to include their services in the future EOSC
- Better understanding of the national landscape through EOSC-Pillar's comprehensive database and analysis of national and thematic initiatives with regard to open research data and services, including their ability to participate in EOSC
- EOSC-Pillar can guide them to harmonise their national or thematic initiative to ensure their services and processes are EOSC-aligned and ready

- EOSC-Pillar can act as their reference point for FAIR data practices and can provide support in promoting a FAIR data culture across their respective countries where they operate
- EOSC-Pillar's work on proposing viable business models for the provision of services in EOSC can provide implementers with new ideas on how to make their services sustainable
- Support the harmonisation of the policy and legal framework with relevance to open research data and services
- EOSC-Pillar offers a training programme that will allow implementers to adopt FAIR approaches to data stewardship
- EOSC-Pillar actively engages implementers to help them play a greater role in the various EOSC priority areas

Main Message

Through EOSC-Pillar, implementers can better align themselves and ensure their institution is represented in EOSC from the current development phase up to its post-launch phase. EOSC-Pillar helps raise awareness of EOSC in its covered countries, is a key information source for EOSC developments, and guides implementers on being compliant with EOSC's requirements and provides a path for participation.

EOSC-Pillar is also the main actor within Austria, Belgium, France, Germany, Italy for harmonising the research and infrastructure landscape. Implementers can look to the project for coordination to ensure their entity is in line with the EOSC developments from a technical and policy standpoint.

Communication and Engagement Channels

- "National Initiatives" survey
- Further data collection activities focusing on implementers
- Website
- Social media
- Webinars
- Hackathons
- Email newsletter (both project and consortium partner newsletters)
- Articles in National Librarians Publications (e.g. VOEB in Austria, META in Belgium)
- Participation in conferences such as e-IRG Workshops, open science workshops, specific conferences, and events organised by EOSC Secretariat, FAIRsFAIR, and other EOSC-5b initiatives and EOSC-related clusters (participation in national workshops in the respective partner-countries organised by third parties)
- EOSC-Pillar organised events, workshops and meetings
- Activities in close cooperation with the EOSC Secretariat, FAIRsFAIR, and other EOSC-5b initiatives and EOSC-related clusters

4.2 End users

End users include all potential users, clients or customers of the services provided by national and thematic infrastructures, with a focus on the 1.7 million researchers and their organisations in Europe. This can include researchers, university associations, citizen

scientists, universities, large enterprises, SMEs, and research infrastructures and e-infrastructures.

Challenges

- Low awareness level of EOSC and open research data services with EOSC end users (including the information gap between service providers and end users of these services)
- Fragmentation of service offers and availabilities across regions
- Limitations in access to services for researchers and professionals
- Lack of familiarity with FAIR principles or the necessary tools and guidelines to make their research data more FAIR-compliant

Benefits from EOSC-Pillar

- Increased awareness of initiatives and services due to comprehensive data collection and data dissemination, as well as targeted engagement activities
- Increased service offers through the integration of sustainable services into EOSC
- Streamlined and simplified access to services with regard to open research data
- EOSC-Pillar introduces researchers to FAIR practices and can provide them with FAIR data services, tools and guidelines to make their research data more FAIR
- Through the guidelines for data stewards, EOSC-Pillar helps enhance the uptake of data stewardship, which enhances support for researchers.

Main Message

End-users can improve their work and increase their chances for further exploitation through new EOSC-aligned services that will be brought forward by EOSC-Pillar. These services will allow them to apply best practices for the use of open research data and research- and e-infrastructures in their work.

Additionally, EOSC-Pillar provides FAIR data support through free FAIR training activities as well as FAIR data services, tools and data stewardship guidelines.

Communication and Engagement Channels

- Data collection activities focusing on end users (e.g., open consultation calls, qualitative interviews, desk research, etc.)
- Website
- Webinars
- Workshops
- Social media
- Email newsletter

- Articles and news items in newsletters
- Articles in National Librarians Publications
- Participation in conferences
- Presentation of the European Open Science Cloud and its services at events
- Activities in close cooperation with the EOSC Secretariat, FAIRsFAIR, and other EOSC-5b initiatives and EOSC-related clusters

4.3 EOSC Governance entities and related EOSC initiatives

This stakeholder group includes all the EOSC governance bodies (the Executive Board, the Governance Board, EOSC Secretariat, the Executive Board Working Groups) and the initiatives promoted by them. This stakeholder group also includes projects parallel to EOSC-Pillar answering the same call in different regions such as EOSC-Synergy, ExPaNDs, NI4OS-Europe, and EOSC-Nordic as well as other EOSC initiatives. This also includes the Task Forces set up for promoting the coordination between these EOSC projects covering Training, Service Onboarding, Communication and Dissemination, FAIR, National Policies.

Challenges

- Governance entities such as the Executive Board and the Working Groups need the input and involvement of both implementers and end users
- The vast number of national and thematic initiatives makes it difficult to get everyone's input
- The network of contacts is yet to be established. In the initial phase, some redundancy may be beneficial; but then it needs to be progressively simplified, specifying who is entitled to speak on behalf of EOSC-Pillar in the different areas of interest
- The network connecting a) the projects between them, and b) each project with the EOSC Governance needs to reach the right level of permeability, avoiding duplication and the risk of divergent paths

Benefits from EOSC-Pillar

- EOSC-Pillar can provide a unified voice for implementers and end users in Austria, Belgium, France, Germany and Italy particularly on providing feedback to the EOSC Working Groups' outputs
- EOSC-Pillar's work on policy and legal frameworks and business models can provide input to the governance entities work particularly in the areas of sustainability and rules of participation.
- EOSC-Pillar's Regional Coordination Board can serve a synchronising function allowing the governance entities to collaborate with the regional projects
- EOSC-Pillar's work on business models will provide national initiatives and the governance and EOSC entities alike with best practices and experiences not only in Europe but also internationally on paths to sustainability for services.

Main Message

EOSC-Pillar is the reference point for the EOSC stakeholders in Austria, Belgium, France, Germany and Italy and its work and experiences can provide valuable input to the work of the EOSC Executive Board and its Working Groups.

EOSC-Pillar's concept for a Regional Coordination Board can provide the EOSC governance entities with a platform to coordinate with national initiatives across Europe which will further facilitate their work to coordinate the implementation of EOSC on a national level.

Communication and Engagement Channels

- Open communication line via email
- Website

- Webinars
- Email newsletter
- EOSC Secretariat's coordination events (i.e. EOSC Concertation Day, EOSC Coordination Days)

- Representation and involvement in the Working Groups
- EOSC Liaison Platform

5 EOSC-Pillar Communication, Dissemination and Stakeholder Engagement Plan

5.1 Campaigns

With the EOSC-Pillar Portfolio of Results and Target Stakeholders now identified in the previous sections, seven practical campaigns have been designed to tie and create a direct link from the overall goals to specific dissemination actions and their KPIs. Overall, these campaigns are further supported by the horizontal communication activities in section 5.2.

5.1.1 Campaign 1: Showcasing Diverse Use Cases & Community-Driven Pilots

This campaign aims to promote the rich set of use cases and pilots resulting from the national initiatives' buy in to EOSC. This includes the 9 initial use cases that are part of WP6's description of work in addition to new services.

Tracked KPIs

- Email Opens
- Page Views
- Conversion Rate
- Video Views
- Webinar Attendees

Activities

- Email campaigns announcing new services and showcasing pilots
- Web page for each service and use case
- Downloadable catalogue/brochure/flyer for each service
- News highlighting services integrated to EOSC-hub
- News showcasing scientific use cases enabled by WP7
- Short video pill for each service and use case
- A results-focused video pill providing an overview of EOSC-Pillar's diverse Use Cases & community driven pilots covering scientific disciplines
- Webinar showcasing the use cases and pilots
- At least 1 testimonial published on each service page
- News highlighting the numbers and results from D7.4 Report on transnational service usage

Duration: 31 December 2020 - 30 June 2022

Relevant Results and Availability

ID	Deliverable or Milestone	Date
MS7.3	Report on the services integrated and if applicable, a gap analysis on missing features which could improve the existing services	31 December 2020
D6.2	Demonstrator and success stories from the use cases	30 June 2021
D6.3	Final report on use-cases and community involvement	30 June 2022
D7.2	Report on service integration	30 June 2022

| D7.4 | Report on transnational service usage | 30 June 2022 |
| MS7.4 | Report on the services integrated at month 34 | 30 June 2022 |

Key Partners: CNRS, KIT

5.1.2 Campaign 2: Policy and Legal Framework Recommendations

This campaign aims to highlight EOSC-Pillar's contribution to creating sustainable services in the EOSC through the stability and effective business models used by national initiatives.

Tracked KPIs

- E-book downloads & conversion rate
- Page views
- Video views
- Webinar Attendees

Activities

- Creation of an e-book/e-report digest of D4.1 Legal and Policy framework and federation blueprint
- Creation of an e-book/e-report digest of D4.3 Roadmap for consolidating National Initiatives
- Creation of an e-book/e-report digest of D4.5 Business model and sustainability study
- Web page providing an overview of the National Services Registry prototype with a call to action to access the prototype
- News on EOSC-Pillar's requirements of open data, services and security management
- News on the setup of the regional coordination board
- Webinar on how national initiatives can integrate to build EOSC's transnational services
- A results-focused video pill providing an overview of EOSC-Pillar's contributions to creating sustainable trans-national services from consolidating national initiatives

Duration: 31 December 2019 - 30 June 2022

Relevant Results and Availability

ID	Deliverable or Milestone	Date
MS4.1	Requirements of open data, services and security management	31 December 2019
MS4.2	Setup of the regional coordination board	31 December 2019
MS4.3	Legal framework for trans-national data services	31 August 2020
D4.1	Legal and Policy framework and federation blueprint	31 October 2020
D4.3	Roadmap for consolidating National Initiatives	30 June 2021
D4.5	Business model and sustainability study	30 June 2022

Key Partners: KIT, INFN, CNR, CNRS, GARR

5.1.3 Campaign 3: Communicating the National Initiatives Survey

This campaign will highlight the outcomes and insights that come out from the National Initiatives Surveys conducted by WP3.

Tracked KPIs

- E-book downloads & conversion rate
- Page views
- Video views
- Webinar Attendees

Activities

- News on EOSC-Pillar's launch of the National Initiatives Survey
- Email invitation to target respondents to answer the surveys
- Informative web page dedicated to the survey activities. This should later house the visualisation of results
- Creation of an e-book/e-report digest of D3.1 Summary report of the National Initiatives surveys
- Webinar on the outcomes of the National Initiatives Survey
  - Where the opportunity is present, organise country-focused webinars or info sessions to engage survey respondents or those interested in the outcomes of the National Initiatives Survey
- 1 article showcasing surveying results for each country to be published in a nationally-distributed publication
- A video pill presenting insights from the survey activities

Duration: 30 September 2019 - 30 June 2020

Relevant Results and Availability

ID	Deliverable or Milestone	Date
MS3.3	Determination and definition of distribution mechanisms	30 September 2019
MS3.5	Definition of questions, definition of the questionnaires	31 October 2019
MS3.6	Conduct the surveys	31 December 2019
MS3.8	Visualization of results for external audiences	29 February 2020
D3.1.	Summary report of the National Initiatives surveys	30 June 2020

Key Partners: UNIVIE, KIT, CNRS

5.1.4 Campaign 4: Support for Onboarding Services

This campaign will support EOSC-Pillar's activities for onboarding services into EOSC.

Tracked KPIs

- E-book downloads & conversion rate
- Page views
- Video views
- Webinar Attendees

Activities

- Webpage dedicated to "Onboarding Services from National Initiatives to EOSC" digesting the relevant results from KER 4 into a "one stop shop" for potential national service providers
- News on EOSC-Pillar's release of guidelines for the technical integration/federation of resources and services with the EOSC
- News on EOSC-Pillar's release of procedures to include the national services into the EOSC-hub service catalogue and marketplace released
- News on EOSC-Pillar Validation Suite's readiness and successful testing
- Creation of an e-book/e-report digest of D7.1 Guidelines and recommendations for the technical integration of resources and services in the EOSC
- Webinar on onboarding services emphasising on the benefits as well as guidelines and procedures
- A video pill presenting EOSC-Pillar's outputs and results that ensure the smooth interoperability and onboarding of national initiatives services into the EOSC
- A news piece and announcement through social channels encouraging national initiatives to enrol their services into national registries

Duration: 31 March 2020 - 30 June 2021

Relevant Results and Availability

ID	Deliverable or Milestone	Date
MS7.1	Guidelines for the technical integration/federation of resources and services with the EOSC released	31 March 2020
MS7.6	Validation suite ready and tested	30 April 2020
MS7.2	Procedures to include the national services into the EOSC-hub service catalogue and marketplace released	30 June 2020
D4.4	National Services Registry prototype	30 June 2021
D7.1	Guidelines and recommendations for the technical integration of resources and services in the EOSC	30 June 2021

Key Partners: INFN, KIT

5.1.5 Campaign 5: Promoting the Open Call for Services

This campaign will showcase the services that will be integrated into EOSC.

Tracked KPIs

- Open Call expressions of interest
  - Inquiries received
  - Responses to the Open Call
- Page views
- Video views
- Number of webinar attendees

Activities

- Webpage dedicated to the Open Call and will contain information on hackathons as well as links to the guidelines for integration and procedures for onboarding services
- News on EOSC-Pillar's launch of an Open Call for Services
- News on each of EOSC-Pillar's hackathons
- News on new services resulting from the Open Call
- Pages on the new services sourced through the Open Call
- Video pill on each new service sourced through the Open Call
- Webinar promoting the Open Call for Services
- A video pill showcasing all EOSC-Pillar's new services that came from the Open Call

Duration: 28 February 2021 - 30 June 2022

Relevant Results and Availability

ID	Deliverable or Milestone	Date
MS6.6	Selection criteria, selection committee and procedure for solicitation is ready	28 February 2021
MS6.7	First Hackathon organized	30 June 2021

Key Partners: GARR, KIT

5.1.6   Campaign 6: Communications Support for Stakeholder Engagement Activities

This campaign will showcase the services that will be integrated into EOSC.

Tracked KPIs

- Event page views
- Video views
- 40+ webinar and workshop attendees
- 180+ final event attendees
- SlideShare total views

Activities

- Creation of a webpage on EOSC-Pillar's community featuring animated and interactive infographics providing a semi-real time updates on the EOSC-Pillar community and composition
- Set-up of an events section on the website listing all the EOSC-Pillar organised webinars, workshops and other events
- Uploading of all presentations, webinar recordings and files to their respective event pages
- 2x news highlighting insights from the two Dissemination, Communication and Stakeholder Engagement Reports
- News/opinion piece on EOSC-Pillar's collaboration with the EOSC Governance and EOSC-related initiatives
- Uploading slides from events to SlideShare and embedding on the event pages
- A video pill showcasing EOSC-Pillar's community and engagement activities

Duration: 31 July 2019 - 30 June 2022

Relevant Results and Availability

ID	Deliverable or Milestone	Date
MS2.1	The EOSC-Pillar web presence on line	31 July 2019
D2.2	EOSC-Pillar Dissemination, Communication and Stakeholder Engagement plan	31 October 2019
MS2.2	Second release of the EOSC-Pillar web presence online	31 October 2019
MS2.4 (v1)	Organisation and roll-out of the ten webinars (1 of 2)	31 December 2019
D2.5	Initial report on the status of the relationship with the EOSC Governance and the EOSC related initiatives	29 February 2020
MS2.3 (v1)	Organisation and roll-out of the three workshops (1 of 2)	31 August 2020
D2.3	EOSC-Pillar Dissemination, Communication and Stakeholder Engagement Report	30 November 2020
D2.6	Second report on the status of the relationship with the EOSC Governance and the EOSC related initiatives	30 June 2021
D2.4	EOSC-Pillar Dissemination, Communication and Stakeholder Engagement Report	31 March 2022
MS2.3 (v2)	Organisation and roll-out of the three workshops (2 of 2)	30 June 2022
MS2.4 (v2)	Organisation and roll-out of the ten webinars (2 of 2)	30 June 2022
MS2.5	Final results-oriented event	30 June 2022

Key Partners: Trust-IT, INFN, UNIVIE

5.1.7 Campaign 7: Supporting the Promotion of FAIR Culture

This campaign will showcase the services that will be integrated into EOSC.

Tracked KPIs

- Page views
- Video views
- Number of webinar attendees

Activities

- Set-up of a dedicated results-focused page for EOSC-Pillar's FAIR Data Uptake Contributions which would link to the FAIR Research Data Management Tool set, EOSC-Pillar's Collated set of ontologies as foundation for interoperability, and descriptions of these tools and mechanisms, and Guidelines on FAIR data

stewardship. This page will also showcase the relevant data repositories, data catalogues, use cases, institutions, training courses and ontologies engaged, integrated, launched that benefited from EOSC-Pillar's FAIR uptake activities.

- A video pill showcasing EOSC-Pillar's contributions to FAIR data principles uptake in Europe
- News/opinion piece on EOSC-Pillar's contributions to FAIR data principles uptake in Europe
- News on EOSC-Pillar FAIR training courses launched
- Pages on each scientific use case exploiting FAIRness supporting tools and mechanisms
- A webinar on EOSC-Pillar's FAIR data-related outputs

Duration: 30 June 2020 - 30 June 2022

Relevant Results and Availability

ID	Deliverable or Milestone	Date
D5.1 (v1)	FAIR Research Data Management Tool set (First Release of 2)	30 June 2020
MS5.1	First set of common tools and mechanisms for coordinated provisioning of research data and federated access released in operation	31 August 2020
D5.4 (v1)	FAIR-oriented research data management: Support, Training and Assessment Activity Report (1 of 2)	31 December 2020
MS5.4	Guidelines on FAIR data stewardship	31 December 2020
D5.1 (v2)	FAIR Research Data Management Tool set (Second Release of 2)	30 June 2021
MS5.2	Full set of common tools and mechanisms for coordinated provisioning of research data and federated access released in operation	31 December 2021
D5.4 (v2)	FAIR-oriented research data management: Support, Training and Assessment Activity Report (2 of 2)	30 June 2022
D5.5	Collated set of ontologies as foundation for interoperability	30 June 2022
MS5.3	Revised and improved version of the full set of common tools and mechanisms for coordinated provisioning of research data and federated access released in operation	30 June 2022

Key Partners: CINES, Fraunhofer, CNR, UGent

5.2 Achievements to date

5.2.1 Project Launch Promotion Campaign

This campaign aimed to establish EOSC-Pillar's position within the EOSC ecosystem and to ensure that EOSC-Pillar becomes the reference point for EOSC activities within the 5 countries covered by the EOSC-Pillar.

Achievements

- Developed the brand identity of EOSC-Pillar, making it distinguishable across communication activities
  - Developed the Word Document, Deliverable, and PowerPoint presentation templates
- Published and distributed a press release
- Set-up the EOSC-Pillar web presence
- Set-up the EOSC-Pillar Community database and managed to gather more than 250 contacts from 1 July-22 October 2019 with all participating countries and stakeholders represented
- Developed two videos introducing EOSC-Pillar:
  - 1 video providing a general introduction to the project in the context of the backing from policy makers: https://www.youtube.com/watch?v=aelV7_-hg9k
  - 1 video providing a deep dive into its work and positioning them as contributions to EOSC: https://www.youtube.com/watch?v=2SCsaA4g_No
- Established the EOSC-Pillar Twitter, LinkedIn, YouTube, SlideShare channels
- Organised the first webinar (11 October 2019) introducing EOSC-Pillar in the context of the regional projects

Duration: 1 July 2019 – 30 September 2019

KPI Results

Indicator	Result
Press Release	
Page Views (on EOSC-Pillar Website)	360 views
Uptake	Published on 11 unique channels
Landing Page (July 1-Sept. 15, 2019)	
Visitors	1,383 visitors
Contacts Generated	59 database contacts
Website (16-30 Sept. 2019)	
Pageviews	779 page views
Unique Users	219 users
Visits	318 visits

Social Media	
Twitter Followers	163 followers
Twitter Impressions	38,170 impressions
LinkedIn Followers	45 followers
LinkedIn Post Impressions	988 impressions
Webinar (11 October 2019)	
Total Registrants	135 registrants
Total Attendees	97 attendees
EOSC-Pillar Community Database	
Total Contacts	273 contacts
End Users	34 (12%)
Implementers	232 (85%)
Other	7 (3%)
Contacts generated from Austria	9 (3%)
Contacts generated from Belgium	17 (6%)
Contacts generated from France	36 (13%)
Contacts generated from Germany	49 (16%)
Contacts generated from Italy	53 (19%)
Contacts generated from the covered countries vs. the overall database	164 out of 273 total contacts (60%)

5.3 Horizontal Activities

5.3.1 Website

EOSC-Pillar's website, www.eosc-pillar.eu, is available and it represents the central digital hub for communication and engagement. In the EOSC-Pillar Communication and Dissemination Methodology and Stakeholder Journey, the website plays a central role as it acts as a funnel, gathering strangers to convert eventually into engaged stakeholders.

The website has a user-centric design with user experience as a core focus of its development. The website is already entirely navigable from desktop and mobile devices. Some features of the website include functional webforms with customisable notification emails, well-structured menu hierarchy for easy website navigation, and capability to support embeddable rich content making the website more interactive and engaging for visitors (see

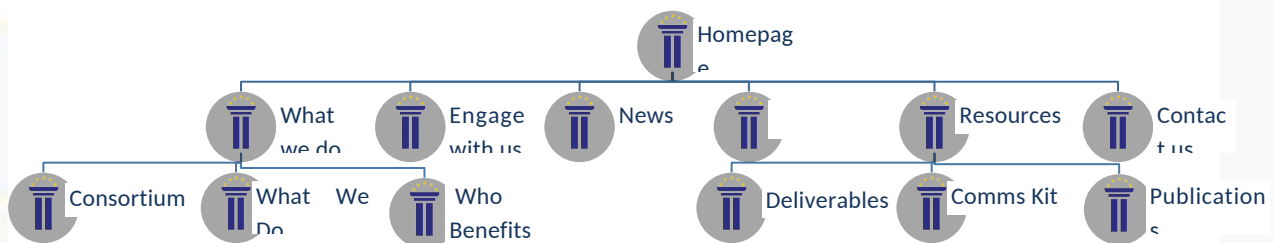Figure 4). The planned structure of pages for the website can be seen in Figure 3 - Sitemap below.
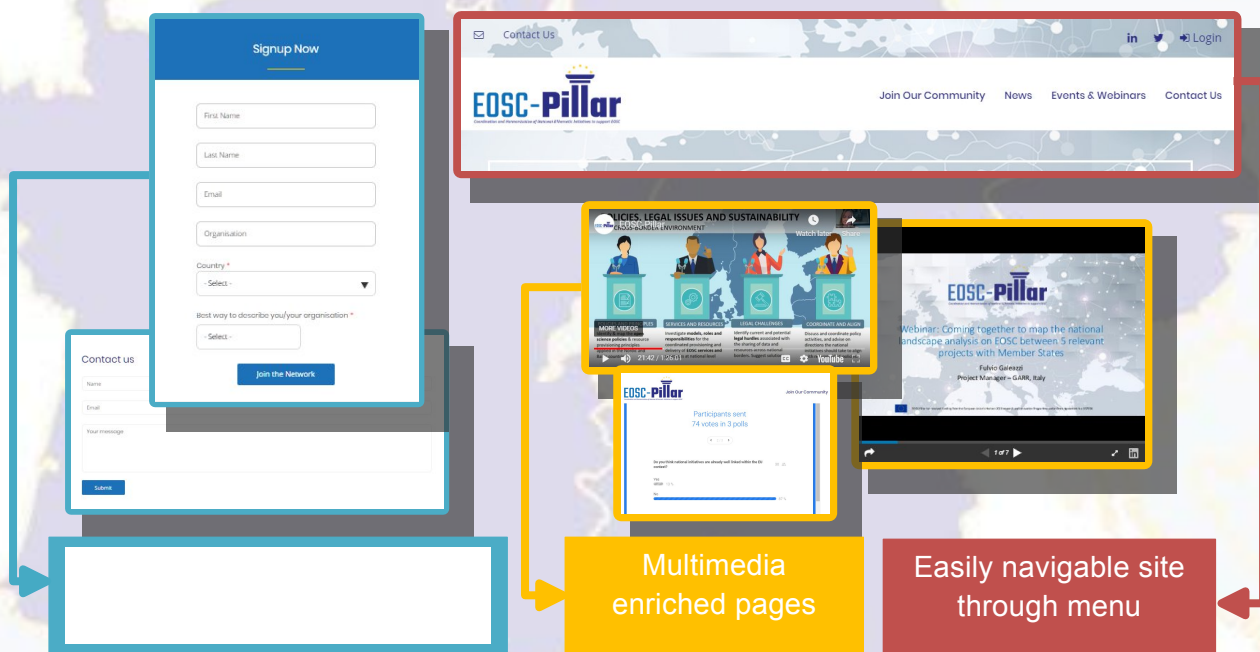

Figure 3 - Sitemap

Figure 4 - Website Key Features

5.3.2 Social media networks

The EOSC-Pillar social media channels include Twitter and LinkedIn (Figure 5). The social channels provide an instant form of communication with community members.

The social channels will be used as a sounding board. Through a scheduled and consistent content calendar, the outreach team will ensure continual visibility of the project's activities such as events, webinars, news posts, and announcements. Social media also support community building by providing a path from seeing the social messages to converting as an engaged stakeholder.
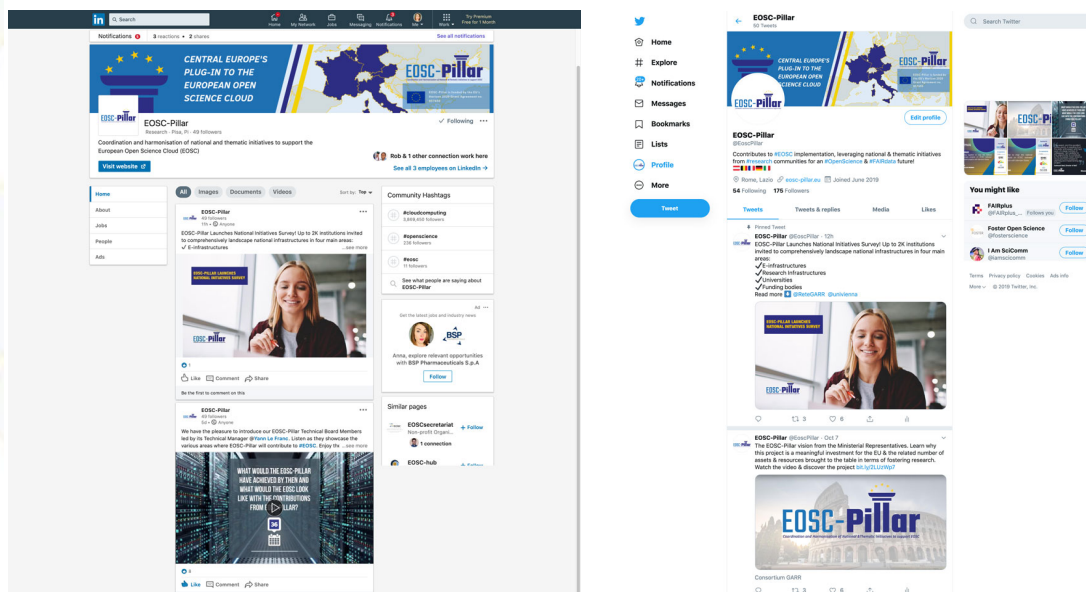
Figure 5 - LinkedIn and Twitter accounts
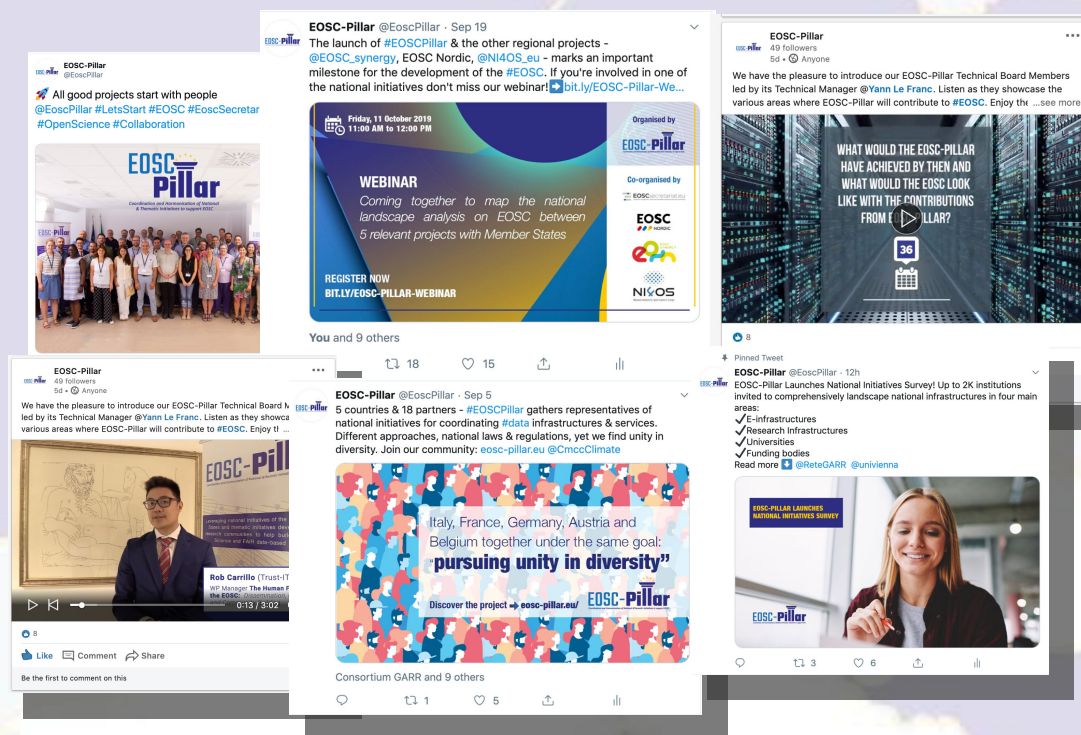
Figure 6 -Recent activity on Social Networks

Some of the current profiles already act as multipliers and influencers, as they present a high number of followers and in areas that are relevant for our project. Below are some of the channels that at the present time (October 2019) correspond with this profile:

Twitter Account	Organisation/Name	Logo	Followers

@CmccClimate	CMCC		2.8K
@CINECA1969	CINECA		4K
@StampaCnr	CNR		7.7K
@KITKarlsruhe	KIT Karlsruhe		24.9K
@GFZ_Potsdam	Deutsches GeoForschungsZentrum GFZ		5K
@ugent	Ghent University		38K
@INFN_	INFN		10.4K
@Inra_Intl	INRA		3K
@Inria	INRIA		35K
@INIST_CNRS	Institut de l'information scientifique et technique du CNRS		3.5K
@Ifremer_en	French Research Institute for Exploitation of the Sea		2.6K
@ReteGARR	Consortium GARR		1.5K
@EOSC_EU	EOSC-Hub		1.9K
@GEANTnews	GÉANT		3.4K
@EoscPortal	EOSC Portal		1.2K
@univienna	Universität Wien		16.4K

@OpenAIRE_eu	OpenAIRE	OpenAIRE	11.8K

Figure 7 Multiplier and influencer followers of EOSC-Pillar's social channels

5.3.3   Contact Database

An EOSC-Pillar Community database has been set up to keep track of how the community is building and to categorise relevant stakeholders.

Contacts are acquired via subscriptions to the newsletter, registration on the web platform, registration to EOSC-Pillar webinars, participation at events, social media networks connections, partners' efforts and synergies and strategic collaborations. Acceptance and clear opt-in procedures and messaging as well as easily accessible Privacy Policy and Terms of Use documentation always accompany registration to the contact database. To see the current composition of the EOSC-Pillar database gathered through the project promotion campaign, see Section 5.2 Achievements to Date.

5.3.4   Newsletter

To inform stakeholders of the project's activities, EOSC-Pillar may send to its contact database an email newsletter. As part of the strategy of the EOSC-Pillar, emails will only be sent to relevant contacts only when there are relevant updates to share. This reduces the chances of sending emails simply to "meet quotas" and ensures that stakeholders only receive valuable information at the right time. Figure 8 provides a visual example of an email newsletter which reflects the project's brand identity and includes a clear call to action at the end.

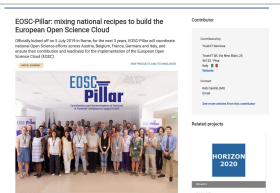**Figure 8 - Newsletter July 2019**

5.3.5   Press Releases

The primary function of EOSC-Pillar's press releases is to announce vital information that may have a significant impact or be of particular interest to a group of stakeholders, particularly if they relate to the project's Portfolio of Results. Along with the project's

stakeholders, a wider audience may potentially be interested in EOSC-Pillar's newsworthy update.

The first press release campaign announcing the project has already reached relevant professional media networks and strategically relevant communities.

The launch Press Release was published in the following channels:

Organisation/Network and link	Publication Date	Article
INSERM https://www.inserm.fr/actualites-et-evenements/actualites/eosc-pillar-combiner-experiences-nationales-pour-construire-cloud-science-ouverte-europeenne	20 August 2019	
CMCC https://www.cmcc.it/article/eosc-pillar-mixing-national-recipes-to-build-the-european-open-science-cloud	29 July 2019	
Austrian Social Science Data Archive https://aussda.at/en/news/news/eosc-pillar-new-eu-project-on-open-science-in-europe-starts/	29 July 2019	
INFN http://home.infn.it/it/comunicazione/news/3632-lanciato-il-progetto-eosc-pillar-per-una-strategia-coordinata-verso-l-open-science-cloud-europeo		
CNRS https://in2p3.cnrs.fr/fr/cnrsinfo/eosc-pillar-combiner-les-experiences-nationales-pour-construire-un-cloud-science-ouverte	17 July 2019	
CNR https://www.cnr.it/it/news/8869	17 July 2019	

GARR https://www.garr.it/it/news-e-eventi/1533-eosc-pillar-un-mix-di-ricette-nazionali-per-costruire-la-european-open-science-cloud	15 July 2019	
CINES https://www.cines.fr/en/eosc-pillar-mixing-national-recipes-to-build-the-european-open-science-cloud/	15 July 2019	
TRUST-IT https://www.trust-itservices.com/news/eosc-pillar-mixing-national-recipes-build-european-open-science-cloud	15 July 2019	
3NOVICESEUROPE https://3noviceseurope.wordpress.com/2019/07/15/3noviceseosc-pillar-mixing-national-recipes-to-build-the-european-open-science-cloud/	15 July 2019	
EC CORDIS https://cordis.europa.eu/news/rcn/131600/en	12 July 2019	
EU Digital Single Market https://ec.europa.eu/digital-single-market/en/news/eosc-pillar-mixing-national-recipes-build-european-open-science-cloud	12 July 2019	
KIT http://www.scc.kit.edu/ueberuns/13169.php	12 July 2019	
HEPinfo http://202.38.128.216/hepinfo.net/node/721212	12 July 2019	

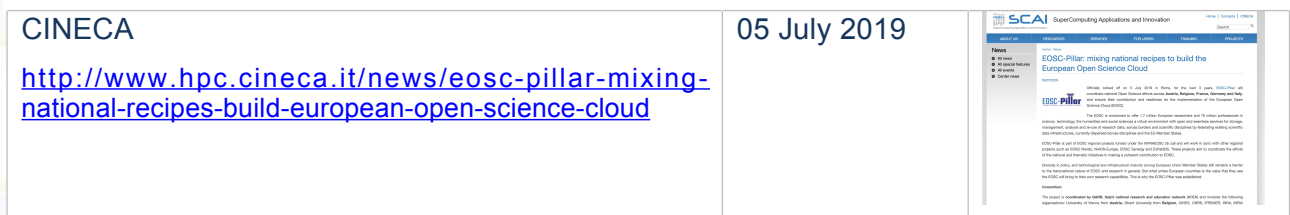| CINECA http://www.hpc.cineca.it/news/eosc-pillar-mixing-national-recipes-build-european-open-science-cloud	05 July 2019	

Figure 9 - Uptake of EOSC-Pillar's project launch press release

5.3.6 Videos

Videos have become one of the most important means of communication. Generally, content with videos get more interaction from users either on their own or they help retain attention and support other content. This is why EOSC-Pillar will strategically use video in its content strategy.

Among the types of videos to be produced include animates videos, webinar recordings, video interviews and short explainer videos. The duration may extend from hour-long recordings, to 3-minute long videos and less-than-a-minute video pills for social media. A YouTube channel has been set up to act as the repository of the videos which will then either be shared through social media or embedded in the website pages.

The YouTube channel of EOSC-Pillar can be accessed through this link:

https://www.youtube.com/channel/UCGBka4J1kpaz1VyjQbPCYvQ

EOSC Pillar - Coordination and Harmonisation of National & Thematic Initiatives to Support EOSC

EOSC-Pillar's Contributions to EOSC - A Deep Dive Into the Components of EOSC-Pillar

Figure 10 - Video Interviews from events

5.3.7 Webinars

A fundamental aspect of EOSC-Pillar's project is interaction with stakeholders. To collect insights, gather suggestions, requirements and inputs from stakeholders, EOSC-Pillar will hold at least 10 webinars throughout the lifetime of the project.

The first webinar was held on the 11 October 2019, registering a high number of participants and consistent interest from stakeholders.

The standard format of EOSC-Pillar webinars will be presentations for the first part, followed by an interactive question and answer segment. During this period, and depending on the content of the webinar, EOSC-Pillar has the option to run live polls and gather input from the audience through event participation tools provided by WP2.
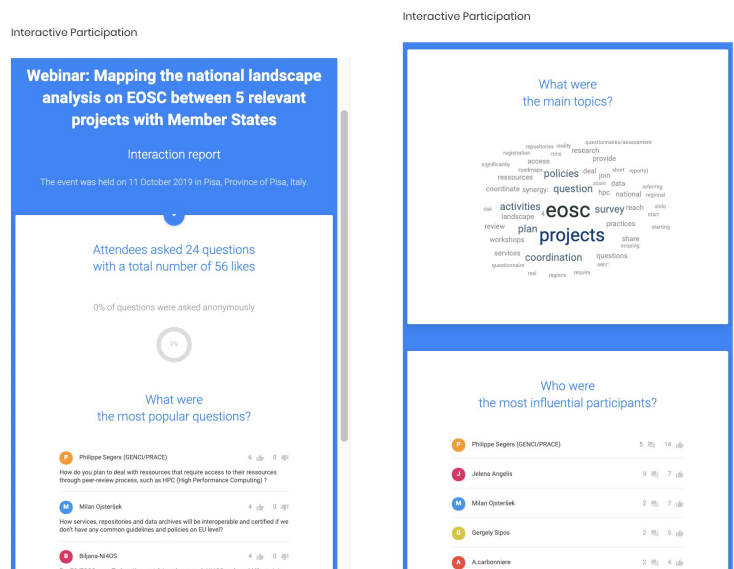
Figure 11 – Interaction Report

As a standard procedure, all the material produced for and during the events are published and disseminated after the webinar is held such as posting of excerpts in social channels, publishing presentations on SlideShare and embedding them on the event page, and posting the recording on YouTube.

Figure 12 - Video Recording of the Webinar

An example of a post webinar page can be found here:

https://www.eosc-pillar.eu/events/webinar-coming-together-map-national-landscape-analysis-eosc-between-5-relevant-projects

5.3.8 Events

The events have a dedicated section on EOSC-Pillar website which will cover events that are organised by EOSC-Pillar as well as third-party events where EOSC-Pillar is participating or supporting. Upon identification of these events, a mini communication campaign for each event is foreseen consisting three identified phases, pre-event, live and post-event. They include the following actions:

- Gathering and follows up of contacts into a database

- Communication on website by pieces of news, banners etc.
- Social media activities
- Providing materials such as presentations or printed materials such as roll-ups, flyers, posters etc.
- Direct Email Marketing (DEM) activities and one-to-one emails.

Aside the actions mentioned above, other activities can also include:

- Live video from the event, when it is possible
- Video recordings of the webinars
- Video interviews
- Video recordings of the events

Visibility at events will be also ensured with the use of EOSC-Pillars collaterals, to build on EOSC-Pillar's identity and to implement the Dissemination & Outreach strategy.

At the end of the project, in June 2022 (M36), a Final results-oriented event will be organised to present the outcomes of EOSC-Pillar. WP2 will ensure the participation of all the relevant stakeholders.

Event	Date	Location
RDA Plenary 14 / EOSC@RDA	21-24 October 2019	Helsinki, Finland
EOSC WG Sustainability Meeting	23 October 2019	Helsinki, Finland
Open Science in Belgium: EOSC Initiatives	21 November 2019	Brussels, Belgium
EOSC Symposium	25-28 November 2019	Budapest, Hungary
EOSC Coordination Days	28-29 November 2019	Budapest, Hungary
EB-GB Team Building - Colocation opportunity	December 2019	Milan, Italy
EOSC-Pillar event in Austria with ministry	January 2020	Vienna, Austria
EOSC-hub Week 2020	18-20 May 2020	Karlsruhe, Germany
EOSC Symposium 2020	Nov. 2020	TBC
EOSC-Pillar Workshop 1	May 2020	TBC
EOSC-Pillar Workshop 2	May 2021	TBC
EOSC-Pillar Workshop 3	May 2022	TBC
EOSC-Pillar Final Event	June 2022	TBC

5.4 Horizontal Activities KPIs

5.4.1 Communication and Dissemination KPIs and their Contributions to Project KPIs

KPIs set in this report have direct implications on several Project KPIs in the Grant Agreement.

The table below shows the KPIs and Milestones to reach by the end of the project.

Element	KPI Target	Eventual Due date
Original KPIs from the Description of Work		
Engaged stakeholders in a targeted database	at least 2K	M36 Jun-22
Number of 3rd party events where EOSC-Pillar is visible	EOSC-Pillar visibility at 80+ 3rd-party events	M36 Jun-22
Organisation of webinars and workshops Support to ensure organisation of 14 EOSC-Pillar driven events	450-1,350 people engaged	M36 Jun-22
EOSC-Pillar results-oriented news pieces	18 Bi-Monthly insights	M36 Jun-22
Organisation and roll-out of the three workshops	3 workshops	M36 Jun-22
Organisation and roll-out of the ten webinars	10 webinars	M36 Jun-22
Final results-oriented event	1 final event	M36 Jun-22
Additional KPIs		
Website visits	Moving benchmark tracked monthly	M36 Jun-22
Twitter Followers	Moving benchmark tracking monthly increase	M36 Jun-22
LinkedIn Followers	Moving benchmark tracking monthly increase	M36 Jun-22
Newsletter	Moving benchmark tracking open rate from campaign to campaign	M36 Jun-22
Videos	At least 500 views per	M36

	video across channels	Jun-22
Webinars	Minimum 70% Attendance Rate	M36 Jun-22

6 Conclusions

As described in this deliverable, EOSC-Pillar will carry out communication, dissemination and engagement activities in a structured manner, to ensure the project reaches its overall goals.

In communication and dissemination, WP2 partners (Section 3.1) will be the key resources used in carrying out the activities. Through the campaigns and horizontal activities, they disseminate the EOSC-Pillar Portfolio of Results (see Section 2.2) to the relevant stakeholders (see Section 4). This will be done according to EOSC-Pillar's Communications and Dissemination Methodology and Stakeholder Journey (see Section 3.3), the heart of this plan.

Specifically, on the communication and dissemination activities, the project will compartmentalise and organise the activities based around the Portfolio of Results, assigning a campaign for each of them (see Section 5.1). This methodology allows the resources carrying out the activities to implement timely actions and use relevant messaging while enabling an organised way of monitoring communication and dissemination KPIs and how they are contributing to the Key Project Objectives (see Section 1).

Finally, the Communications and Dissemination Methodology and Stakeholder Journey has already produced early results, that will assist the project in reaching its goals (see Section Achievements to date 5.2).