

Project Title	FAIR Earth Sciences & Environment services
Project Acronym	FAIR-EASE
Grant Agreement No.	1010587
Start Date of Project	1/09/2022
Duration of Project	36 Months
Project Website	fairease.eu

D6.1 – Dissemination, Exploitation and Communication Plan – initial version

Work Package	WP 6, Dissemination, User Engagement and Outreach
Lead Authors (Org)	Cristina Mancarella (Trust-IT), Zachary Smith (Trust-IT)
Contributing Author(s) (Org)	Marine Vernet (IFREMER), Corentin LEFEVRE (Neovia)
Due Date	28.02.2023
Date	27.03.2023
Version	Final

Dissemination Level

<input checked="" type="checkbox"/>	PU: Public
<input type="checkbox"/>	PP: Restricted to other programme participants (including the Commission)
<input type="checkbox"/>	RE: Restricted to a group specified by the consortium (including the Commission)
<input type="checkbox"/>	CO: Confidential, only for members of the consortium (including the Commission)



Versioning and contribution history

Version	Date	Author	Notes
0.1	19.01.2023	Cristina Mancarella (Trust-IT)	ToC and V0.1
0.2	27.01.2023	Zachary Smith (Trust-IT)	Inputs in ToC and structure
0.3	16.02.2023	Zachary Smith (Trust-IT)	Chapter 2
0.4	17.02.2023	Cristina Mancarella (Trust-IT)	Chapter 1 & 3
0.5	7.03.2023	Marine Vernet (IFREMER)	Contributions to Chapter 5.2
0.6	17.03.2023	Zachary Smith (Trust-IT)	Chapter 4
0.7	20.03.2023	Zachary Smith (Trust-IT)	Chapter 5
0.8	21.03.2023	Zachary Smith (Trust-IT)	Chapter 6, Executive Summary & Revision
0.9	21.03.2023	Gaël Lymer (RBINS)	Final Revision
1.0	26.03.2023	Ghislaine ABBASSI (CNRS)	Final Revision
Final	27.03.2023	Corentin LEFEVRE (Neovia)	Final edition for submission

Disclaimer

This document contains information which is proprietary to the FAIR-EASE Consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to a third party, in whole or parts, except with the prior consent of the FAIR-EASE Consortium.



Table of Contents

1.	Introduction	7
1.1.	Structure of the document.....	7
2.	Communication and Dissemination Strategy	8
2.1.	Objectives.....	8
2.2.	Methodology.....	8
2.3.	Monitoring.....	9
2.4.	Key Assets & Value Proposition	10
2.4.1.	FAIR-EASE Brand	10
2.4.2.	Interdisciplinary Data Discovery and Access Service	10
2.4.3.	Earth Analytical Lab and Data Lake.....	10
2.4.4.	Use Cases	10
2.5.	Value Proposition	11
2.6.	Stakeholder Analysis	11
2.6.1.	Policy Makers	11
2.6.2.	Resource Providers and Operational Forecast Services	12
2.6.3.	EOSC Eco system	12
2.6.4.	Civil Society and General Public.....	12
2.6.5.	Scientific Users Community	13
3.	Communication and Dissemination Channels and Actions	14
3.1.	Website	14
3.2.	Branding	15
3.2.1.	Logo.....	16
3.2.2.	Templates.....	17
3.2.3.	Graphic branded material.....	18
3.3.	Events	19
3.4.	Social media channels	19
3.5.	Email Engagement.....	20
3.6.	Videos.....	20
3.7.	Multipliers	21
3.8.	Open publication of FAIR-EASE deliverables.....	22
3.9.	Publications	22
4.	Communication and Dissemination Monitoring.....	23
4.1.	KPIs	23



4.2. Next Steps.....	24
5. Exploitation & Sustainability	25
5.1. Exploitation.....	25
5.2. Sustainability	26
6. Conclusion	27

List of Tables

Table 1 - Monitoring tools and their scope.....	10
Table 2 Value Proposition	11
Table 3 FAIR-EASE Twitter Statistics at M7	20
Table 4 FAIR-EASE LinkedIn Statistics at M7	20
Table 5 Multiplier networks and press & media channels utilised.....	22
Table 6 FAIR-EASE deliverables metrics on Zenodo	22
Table 7 FAIR-EASE Dissemination and Communication KPIs	23
Table 8 WP6 planned activities until M12	24
Table 9 FAIR-EASE's Exploitable Results	25

List of Figures

Figure 1 The FAIR-EASE Communication, Dissemination and Stakeholder Engagement Methodology	9
Figure 2 FAIR-EASE logo with fonts details from the brand-guide booklet.....	16
Figure 5 Deliverable Template	17
Figure 6 Presentation Template.....	17
Figure 7 Poster	18
Figure 8 Kick off Meeting Banner.....	18
Figure 9 Webinar Banner	19
Figure 10 Press Release Banner	19
Figure 11 FAIR-EASE YouTube Channel.....	21

Terminology

Terminology/Acronym	Description
DoA	Description of Action
EC	European Commission
EOSC	European Open Science Cloud
FAIR	Findable; Accessible; Interoperable; Reusable
GA	Grant Agreement to the project
KER	Key Exploitable Results
KPI	Key Performance Indicator

Executive Summary

The FAIR Earth Sciences & Environment services (FAIR-EASE) project aims to customise and operate distributed and integrated services for observation and modelling of the Earth system, environment and biodiversity by improving the Technology Readiness Level (TRL) of their different components implemented in close cooperation with user-communities, the European Open Science Cloud (EOSC) and research infrastructures in their design and sustainable availability. To achieve this goal, the project will improve data discovery and access and will create an Earth Analytical Lab offering web-based interfaces, predefined processing tools and on-demand data visualisation services for remote analysis and processing of heterogeneous data (see 2.4. Key Assets & Value Proposition). An essential step will be the Dissemination, Exploitation, and Communication Plan aimed at guaranteeing a significant uptake of the developed solution.

The overarching dissemination, communication and exploitation goal is to ensure the maximum uptake and adoption of the project's results. The communications and dissemination activities will target each of the identified stakeholder groups which include Policy Makers, Resource Providers and Operational Forecast Services, EOSC Ecosystem, Civil Society and General Public and Research User Community (see 2.6. Stakeholder Analysis). To ensure sufficient result exploitation, the applied methodology will include the generation of relevant content for each stakeholder group and their engagement as community members. Some of the tools that will be used include newsletters, social media schedulers, event tools, webinar videoconferencing tools.

The communications activities will be continuously monitored by such tracking tools as Google Analytics and the Drupal content management tracker, among others (see 2.3. Monitoring).

The communications and dissemination will be multi-channel and consist of horizontal activities (see 2. Communication and Dissemination Strategy). The channels for horizontal activities will include the support of the website with an overview of the FAIR-EASE functionalities, social media, content repositories, physical and digital graphically designed communication materials, videos, a newsletter, press releases, and third-party coverage that will ensure a multi-media approach to communication & dissemination. Concurrently, FAIR-EASE will organise at least five webinars within the time span of the project.

The preliminary exploitation measures have been considered, but both stakeholder feedback and the maturing of the project KERs will inform the development of the exploitation plan which will be updated in the further iterations of this Deliverable.

1. Introduction

This deliverable presents the first iteration of the FAIR-EASE Dissemination, Exploitation, and Communication Plan. The aim is to provide a detailed strategy for promoting the project's results and outcomes, as well as to maximise its impact on relevant stakeholders and target audiences in terms of number of users and increased visibility of FAIR-EASE. This document outlines the objectives, actions, and tools that will be used to disseminate and communicate project information, as well as how the project's results and outcomes will be exploited beyond the time span of the project for the benefit of all involved parties.

Dissemination and communication are critical components of the FAIR-EASE project. Dissemination refers to the planned activities and tools that will be used to share information and project results with the relevant audiences, while **communication** refers to the process of creating meaningful dialogue and engagement with the stakeholders throughout the project's lifecycle. Additionally, the **exploitation** of the project's outcomes refers to the strategic use of project results and knowledge for commercial, economic, or societal purposes, in line with the objectives of the project.

With the help of this deliverable, the FAIR-EASE project aims to ensure that its results are widely disseminated and effectively communicated to the relevant audiences, thereby maximising the project's impact and visibility and creating user communities around the future services.

Overall, this document serves as a roadmap for the effective promotion of outcomes and results from the project.

1.1. Structure of the document

Each section of the document is designed to address a specific aspect of the FAIR-EASE project's Dissemination, Exploitation, and Communication Plan. The Introduction (Section 1) provides an overview of the document, as well as a summary of the scope of the deliverable. Section 2, Communication and Dissemination Strategy, outlines the objectives, methodology, and monitoring activities for the project's communication and dissemination activities, including an initial stakeholder analysis and identification of key assets for dissemination. It also discusses the channels that will be used to implement these activities.

The Exploitation section (Section 3) outlines the initial ideas for focus on exploitation, as well as an introduction of the cross-cutting action "Meta-analysis and monitoring". This section will provide a framework for the responsible and ethical exploitation of the project's outcomes in line with the principles of the project.

Finally, the Plan for Next Activities and Next Steps (Section 4) will discuss the project's plan for the next months' activities, as well as the next steps for the project. This will provide a roadmap for the effective implementation of the project's Dissemination, Exploitation, and Communication Plan, ensuring that the project's outcomes are widely disseminated and effectively communicated to the relevant stakeholders and target audiences.

2. Communication and Dissemination Strategy

The Communication and Dissemination Strategy is the basis for the specific communication and dissemination activities that are implemented. It considers the context of research, innovation and policy landscape in which the project is set, the stakeholder groups to be targeted, and the tools to be used over the lifetime of the project to support the achievement of the project's goals.

2.1. Objectives

It is important to note the difference between Communication and Dissemination even if they sometimes overlap. Communication is focused on constant promotion of, and communication about, the project and its activities over its entire lifetime. Dissemination is focussed on making the projects results public and making sure they are passed to as many relevant stakeholders as possible, as soon as a project result is made public.

The overarching dissemination and communication goal of FAIR-EASE is to ensure the greatest awareness of the project and maximum uptake and adoption of the project's results. This can best be achieved by ensuring that the FAIR-EASE value proposition is communicated clearly, and that each individual stakeholder group is able to easily understand the benefits the FAIR-EASE results will bring to them.

2.2. Methodology

The key to ensuring sufficient results exploitation and generating value for stakeholders is having the right contacts as part of a project's community database. Task 6.2 of the project includes a mapping exercise of possible partners to support the identification of the key contacts within the potential FAIR-EASE community. Our methodology (Figure 1) centres around turning "strangers" into the project's community members to users, or result adopters, and eventually promoters who will help promote the project. Enabling this is content and stakeholder engagement. The project's communications and dissemination activities have been designed to be interconnected and coordinated and to have a logical place in the methodology, otherwise, there is a risk that they may not contribute to the ecosystem of channels and paths to generate contacts.

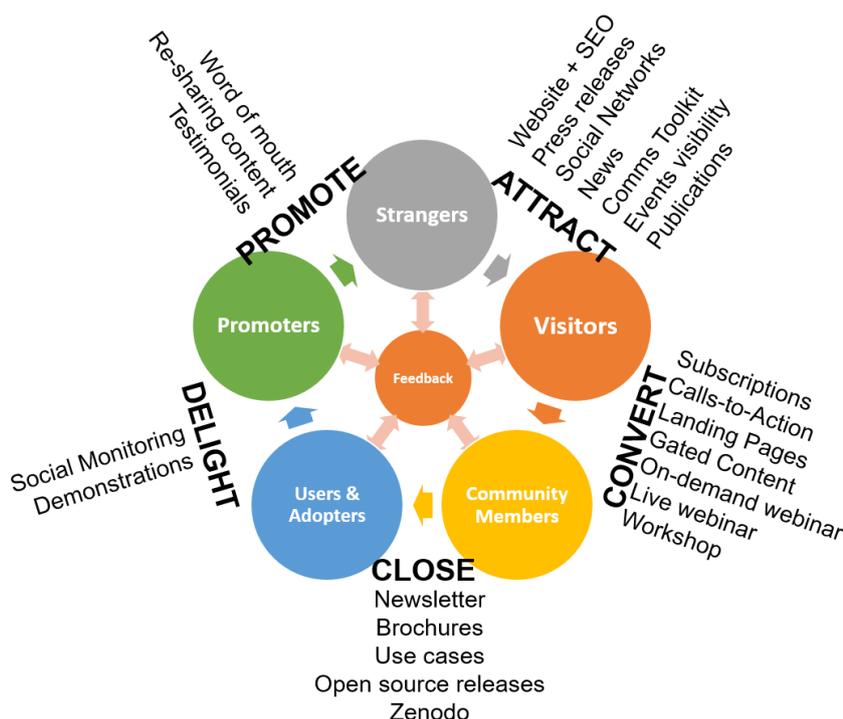


Figure 1 The FAIR-EASE Communication, Dissemination and Stakeholder Engagement Methodology

2.3. Monitoring

Monitoring is fundamental to track how communication and dissemination activities contribute to achieving FAIR-EASE goals and where necessary, adjust based on the monitoring data. The main tools used for monitoring the project’s communication and dissemination activities are Google Analytics 4 (GA4) and the submissions received through the website’s Drupal, a free and open-source web content management system.

Since the new regulation on tracking cookies was implemented, users who don’t accept tracking cookies are not tracked by GA4, so all the data coming from GA4 only represent partial results of the real total amount of website users. On Drupal however, it is possible to accurately track the number of people who submit on a form or download material. Nonetheless, despite the underreported number of users, the way GA4 calculates users is stable, and so a combination of tracking through GA4 and Drupal will still allow for understanding whether specific activities are effective.

For the other FAIR-EASE channels such as social media and content repositories, these tools provide their own tracking systems. These will all be collected in the WP6 Management Sheet, available to all project members.

Monitoring Tools	Scope
Google Analytics & Drupal Analytics	Popularity: To have a better understanding of who our audiences are and what are they are doing in our web ecosystem

Linkedin & Twitter Analytics	Reputation: To evaluate how to enhance our communication strategy thanks to social graphs
Webinar Reports, E-mailing Campaigns Analysis	Prediction: To evaluate how to transform clicks into actions

Table 1 - Monitoring tools and their scope

2.4. Key Assets & Value Proposition

All communication and dissemination should focus on stakeholders learning more about the key assets of FAIR-EASE. These assets are described in the following sub-sections.

2.4.1. FAIR-EASE Brand

The FAIR-EASE brand has been carefully crafted with an EOSC family logo, and a communication kit with a set of materials that give general information about the project, its objectives and results, which are all instantly recognisable as part of the FAIR-EASE brand. See Section 3.2.

2.4.2. Interdisciplinary Data Discovery and Access Service

One of the building blocks of the FAIR-EASE system is the development and deployment of a FAIR-EASE Data Discovery and Access interdisciplinary service. This service will provide users with an easy and FAIR tool for discovery and access to multidisciplinary and aggregated data sets (in situ datasets, satellite datasets, omics experiments and model outputs) as managed and provided by a range of existing environmental data infrastructures.

2.4.3. Earth Analytical Lab and Data Lake

The second building block of the FAIR-EASE system is the development and deployment of the Earth Analytic Lab, which will provide users with an easy way to visualise, analyse and process environmental data on-demand, that is, according to their specific objectives, thematic, geographical areas and temporal slots of interest. The Earth Analytic Lab will be designed to be accessible even to users with limited skills in IT and coding in order to enlarge at the maximum its range of users.

This Earth Analytic Lab will strongly rely on the Data Lake, a new database that will be developed within the project’s Work Package 4 and that will improve data access both in terms of data harmonisation and in terms of technical efficiency of data access.

2.4.4. Use Cases

FAIR-EASE supports the involvement of the Earth and Environmental scientific communities through the development of three multidisciplinary Use Cases (UC): UC1, Earth and Environmental Dynamics; UC2, Environmental Bio-geochemical Assets; UC3, Biodiversity Observation. These UCs contribute to the requirements for the FAIR-EASE system components and help validate and demonstrate the capabilities of our system for supporting real-cases and open science.

2.5. Value Proposition

FAIR-EASE aims to help structure a European open research and innovation ecosystem to boost interactions between research scientists, students, data experts, public stakeholders and private companies.

Stakeholder	Pains & Challenges	FAIR-EASE’s Value Proposition
Policy Makers	Need for recommendations that come from across domains and disciplines	FAIR-EASE cross-domain data will provide valuable information for the implementation of the Sustainable Development Goals
Resource Providers and Operational Forecast Services	Need to exploit produced data further	Increase in data usage and userbase
EOSC Ecosystem	Need implementation of a web of FAIR data and services	Implementation of FAIR data services for EOSC
Civil Society and General Public	Need for better research outcomes to strengthen economic performance and reduce environmental impact	Better research outcomes through cross-domain data and collaboration
Research User Community	Lack of accessible cross domain Earth systems data	Easier access and usage of cross-domain data through the FAIR-EASE tools

Table 2 Value Proposition

2.6. Stakeholder Analysis

2.6.1. Policy Makers

The Policy Makers group generally includes intergovernmental organisations or bodies, as well as various levels of public administration from ministries and departments developing policy on the national level, to regional, municipal and local government departments. In the context of FAIR-EASE, relevant policy makers would include those in the topics of research and innovation, or in other topics related to Earth system, environment and biodiversity.

Policy Makers will benefit from the improved outcomes of multidisciplinary research projects, and with the analysis and integration in a large number of impact models and information systems, FAIR-EASE datasets, products and services will also support mitigation and adaptation strategies and in particular will provide valuable information for public policymaking, in particular regarding the implementation of the United Nation’s (UN) Sustainable Development Goals (SDG).

The main channels used to communicate with Policy Makers are the quarterly newsletter, direct communication, events and webinars, and press releases planned in the project’s strategy.

2.6.2. Resource Providers and Operational Forecast Services

Resource Providers and Operational Forecast Services are the sources from which the FAIR-EASE platform will pull data such as in-situ sensor data, satellite data, omics experiments, climate models and more.

FAIR-EASE will add value to the data received from the various data providers, while increasing the accessibility of this data especially to non-typical domains. This will lead to increased usage of the data by an even wider range of users across domains and disciplines.

The main channels used to communicate with Resource Providers and Operational Forecast Services are the website, social media through Twitter, LinkedIn and YouTube, the quarterly newsletter, events, webinars and consultations, scientific papers, press releases, videos and infographics planned in the project's strategy.

2.6.3. EOSC Eco system

This group includes all relevant stakeholders in the EOSC Ecosystem (other EOSC related projects, EOSC data service providers, the EOSC Association and its members).

FAIR-EASE is an EOSC project and is providing methodologies, data and services that will be included in the EOSC landscape of services, and potentially built upon in future initiatives. The project will also develop guidelines and recommendations for the improvement of data FAIRness which will benefit future endeavours for cross-domain FAIR data services.

The main channels used to communicate with the EOSC Ecosystem are the website, news, social media through Twitter, LinkedIn, YouTube and Zenodo, the quarterly Newsletter, events, webinars and consultations, scientific papers, press releases, videos, infographics planned in the project's strategy, and the EOSC Forum Platform.

2.6.4. Civil Society and General Public

This group includes concerned citizens that are invested in research around Earth systems. It also includes the multitude of citizen scientists that are actively contributing to research in environmental science. This can also include non-profit organisations that are working towards the UN's SDGs.

The benefits for Civil Society and General Public are mostly indirect and will come from the flow on effects that better research outcomes will provide thanks to FAIR-EASE. Better cross domain understanding of Earth systems data will lead to better management of those systems, which are a public matter. As mentioned previously this data will provide information to support the implementation of the SDGs, such as SDG 11 Sustainable Cities & Communities, 13 Climate Action 14 Life Below Water and 15 Life on Land. The data will also strengthen research outcomes to enhance the socio-economic performance and reduce environmental impact.

The main channels used to communicate with Civil Society and General Public are the website, social media through Twitter and YouTube, the quarterly newsletter, webinars, press-released videos and infographics.

2.6.5. Scientific Users Community

Scientific Users Community encompasses research institutions, universities, research communities and infrastructures, and individual researchers that are interested in accessing and making use of Earth systems data. Potential domains include natural sciences (Earth and related environmental sciences, such as geology and agricultural sciences, agriculture, forestry, and fisheries), but there is also an opportunity to exploit Earth Systems data in domains that have not commonly used them in the past, such as for research in the domains of health, social sciences and humanities (e.g.: social and economic geography, policy and political science), civil and structural engineering and business studies (insurance, risk management). FAIR-EASE can also interest research and academia in computer and data sciences especially for the methodologies and technologies that will enable the FAIR-EASE functionalities.

The Scientific Users Community described above can take advantage of the use and access to cross domain Earth systems data. The methodologies and architecture design used by FAIR-EASE will also be of interest for researchers that can apply these to other applications.

The main channels used to communicate with Researchers and Academia are the website, social media through Twitter, LinkedIn, YouTube and Zenodo, the quarterly newsletter, events, webinars, consultations, Scientific papers, press releases videos and infographics.

3. Communication and Dissemination Channels and Actions

This section discusses the various communication and dissemination channels that will be used to implement the project's communication and dissemination activities. The selected channels will effectively reach the target audiences, disseminate project information and results, and promote the impact of the project. The section identifies the key assets that will be used for dissemination, and their value proposition, as well as the monitoring activities that will be implemented to ensure the effectiveness of the communication and dissemination efforts.

3.1. Website

The FAIR-Ease web platform (<https://fairease.eu/>) acts as a central channel for the communication and engagement strategy, describing the project's objective and reporting on updates on results, collaborations with related initiatives, news and latest events that are then promoted via the social media channels.

The website was created in M1 of the project and included the Newsletter registration form, allowing to set up the users' database from a single access point.

The current version of the website, affiliated with the FAIR-EASE branding elements (see 3.2 Branding) and with ad hoc catchy graphic elements, includes:

- 🕒 **Home page** (<https://fairease.eu/>): this is the first page where users land, and it is designed in a way to offer an immediate, synthetic and comprehensive view of the project's main assets and added value. It includes a concise pay off, briefly describing FAIR-Ease main vision, linked to the "About" page. Two main blocks describe the main tangible outputs of the project: the FAIR-EASE Interdisciplinary Data Discovery and Access Service, and the FAIR-EASE Earth Analytical Lab and Data Lake (See D2.4 [M18] and D3.1 [M12]). By clicking on "Learn more", the user is directed to a dedicated page, which will be expanded as more information about each tool becomes available. Additionally, there are three other dedicated blocks, one for the project's Stakeholders, one for the Use Cases, and one for the Newsletter Registration. The home page ends with partners information (and there is a contact form to get in touch with the FAIR-EASE Consortium), and includes a top menu and a footer with links to the social media channels, in line with User Experience's best practices, and the GDPR-compliant Privacy Policy and Terms of Use links. The home page can be reached at any time, by each node of the website, by clicking on the FAIR-EASE logo on the top left.
- 🕒 **About:** the about page (<https://fairease.eu/about>) and menu include additional general information about the project's objectives and participants. The partners page, including links to each member of the consortium, can be reached by clicking on the about submenu: [Partners](#). The submenu [Collaborations](#) describes the active collaboration the FAIR-EASE established with other EU initiatives.
- 🕒 **Tools** (<https://fairease.eu/tools>): this page is linked directly to the block describing these tools in home page. Although there are two separate buttons, they currently both link to the same page, where users can find additional information on these outputs. The future plan is to separate the two pages as more detailed information become available on each of the two tools.

- **Use Cases** (<https://fairease.eu/use-cases>): FAIR-EASE supports the involvement of the Earth and Environmental scientific communities through the development of three multidisciplinary Use Cases. A full page of the website is dedicated to these UCs, with clickable buttons for each UC, to access the details on each of their sub-cases: three for the UC1-Earth & Environmental Dynamics, one for UC2-Environmental Bio-geochemical Assets and one for UC3-Biodiversity Observation.
- **News** (<https://fairease.eu/news>); **Events** (<https://fairease.eu/events>): News and Events are included on two separate pages, as “News” include updates on the project’s result and new collaborations, as well as relevant matters in the domain of Earth and Environment Science, FAIRness and the EOSC world. The “Events” page focuses on physical and hybrid events, whether they are internal consortium events, events organised by FAIR-EASE for its community, or any relevant external event linked to the topics of the project. An editorial plan has been set up, in order to collect any relevant item to publish in these pages, schedule its publication and identify the relevant multiplier channels to inform, in order to enhance visibility.
- **Deliverables** (<https://fairease.eu/deliverables>): The Deliverables section is automatically linked to the FAIR-EASE [Zenodo](#) Community through an API. In this way, any public deliverable or report publish in the community is automatically reflected on the web platform, for easy access to the FAIR-EASE results.

The last page in the current version of the website is the **Contact** page, which is also linked on the bottom part of the home page, for the community to get directly in touch with the consortium via email: <https://fairease.eu/contact>.

3.2. Branding

A consistent branding is vital in order to make the project recognisable in any and all its communication materials. The project branding has been set up in M1 of FAIR-EASE, starting with the FAIR-EASE EOSC-related project logo.

The branding of a European project is an important aspect of its communication strategy as it serves to create a distinct identity for the project and helps to raise awareness among its target audiences. A clear and consistent brand identity can help to establish the project as a credible and authoritative source of information and can increase the likelihood that stakeholders will engage with it and support the project's goals and objectives. Additionally, a well-defined brand identity can help to differentiate the project from other initiatives and organisations, which is particularly important in the crowded and competitive landscape of European research and innovation. Overall, effective branding is an essential element of a successful communication and dissemination strategy for a European project.

FAIR-EASE is a project that is part of the EOSC family, which means that it follows the guidelines and principles set forth by the European Open Science Cloud. As such, the project's branding and logo have been created in accordance with the EOSC guidelines to ensure consistency and alignment with the broader EOSC community. The FAIR-EASE logo (Figure 2) features a simple and modern design with a focus on the project's key themes of data sharing, openness, and collaboration. The logo incorporates the FAIR-EASE name and tagline in a clean and legible font, with a bright blue colour scheme that conveys a sense of innovation and forward-thinking. The overall branding of

FAIR-EASE is designed to reflect the project's commitment to promoting the FAIR principles and advancing the goals of the EOSC.

A FAIR-EASE brand-guide booklet has been produced based on the EOSC brand guidelines. It includes the project fonts, colours, and guidelines for the use of the project logo.

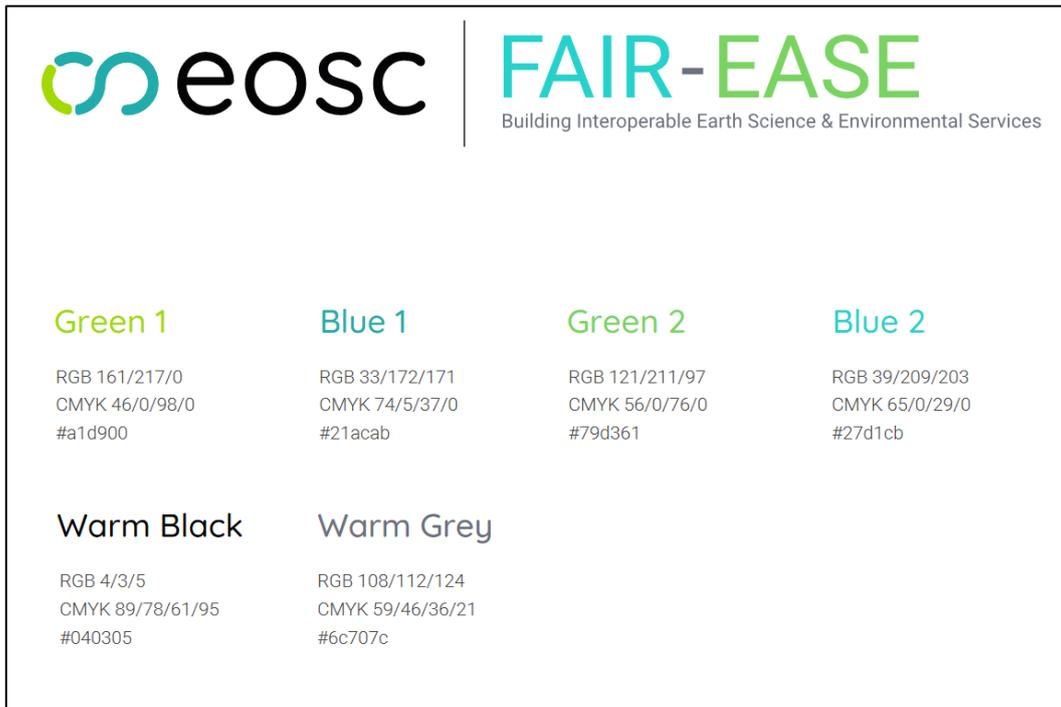


Figure 2 FAIR-EASE logo with fonts details from the brand-guide booklet

3.2.1. Logo

Initially developed as an independent logo in the proposal phase (Figure 3), the logo has then been changed so as to reflect the EOSC branded guidelines, as requested by the EOSC community in before the start of the project (Figure 2). The colour palette (Figure 2) has been selected with the intention of reminding the environmental science, and in particular the domains of the project use cases: Earth & Environmental Dynamics, Environmental Bio-geochemical Assets and Biodiversity Observation. With this logo, the project maintains its identity while still being recognisable as a project of the EOSC Family. The elements of the previous logo have been maintained as graphic elements in the website home page.

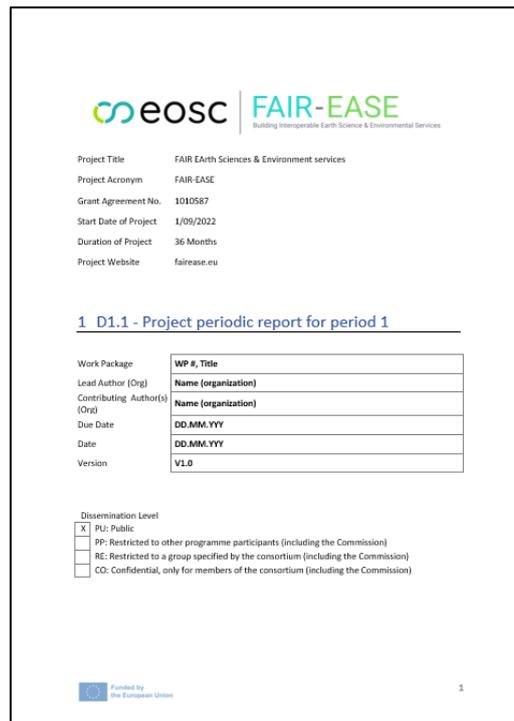


Figure 3 Initial FAIR-EASE logo from proposal phase

The logo is included on the top left part of the website and, following the User Experience best practices, directs to the homepage from any node of the FAIR-EASE website. Moreover, it is used in any personalised project graphic material and template.

3.2.2. Templates

Several templates have been set up in order to ensure a consistent branding in any public output of the project: any word document, including deliverables, follows a branded format shared within the consortium (Figure 5). A Power Point template (Figure 6) is used for any project presentation to the external community and collaborating synergies.



The figure shows a document template for a deliverable. At the top, it features the eosc and FAIR-EASE logos. Below the logos, project details are listed in a table format:

Project Title	FAIR Earth Sciences & Environment services
Project Acronym	FAIR-EASE
Grant Agreement No.	1010567
Start Date of Project	1/09/2022
Duration of Project	36 Months
Project Website	fairease.eu

Below the project details, the title of the deliverable is specified: **1 D1.1 - Project periodic report for period 1**. A table for metadata follows:

Work Package	WP #, Title
Lead Author (Org)	Name (organization)
Contributing Author(s) (Org)	Name (organization)
Due Date	DD.MM.YYY
Date	DD.MM.YYY
Version	V1.0

A 'Dissemination Level' section contains four radio button options:

- PL: Public
- PP: Restricted to other programme participants (including the Commission)
- RE: Restricted to a group specified by the consortium (including the Commission)
- CO: Confidential, only for members of the consortium (including the Commission)

At the bottom left, there is a 'Funded by the European Union' logo, and at the bottom right, the page number '1' is displayed.

Figure 3 Deliverable Template

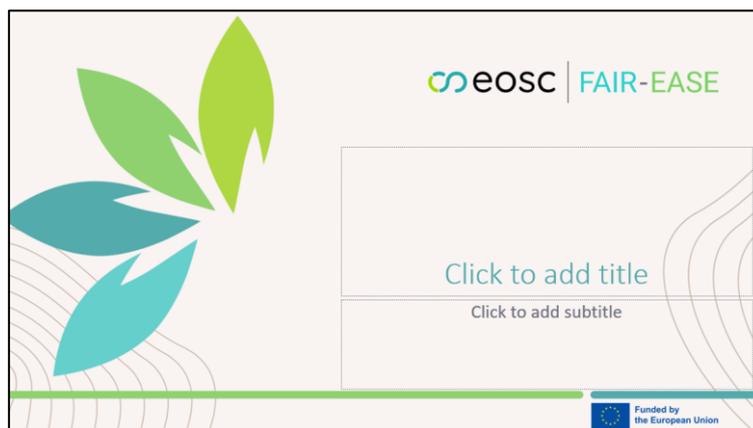


Figure 4 Presentation Template

3.2.3. Graphic branded material

A set of graphic branded material has already been issued and the branding will be ensured in every other graphic material yet to be created. Font, branding and colours are always consistent in order to respect the identity of the project. Four items have currently been created (Figures 7 to 10), including:

- A FAIR-EASE Poster:



Figure 5 Poster

- 2 Events banners:



Figure 6 Kick off Meeting Banner



Figure 7 Webinar Banner

○ Press Release Banner:



Figure 8 Press Release Banner

3.3. Events

Participating in external events and organising FAIR-EASE events is one of the most impactful activities to improve the visibility of the project and to gather a community of users. Moreover, being part of the EOSC Family, FAIR-EASE engages in the participation of EOSC events.

So far, the project has taken part in one third-party event with another planned:

- EOSC Symposium 2022, 14-17th of November 2022, Prague (Poster Presentation)
- EGU General Assembly 2023, 23-28th of April 2023, Vienna (Session Presentation)

So far, the project has organised one FAIR-EASE events for external stakeholders:

- FAIR-EASE Webinar: First steps towards integrated use of environmental data, 6th of April 2023, Online

3.4. Social media channels

Social Media is an extremely important channel for communication in today’s society. All relevant stakeholders can be found on the two main channels used by the project: Twitter and LinkedIn.

The following FAIR-EASE Social media channels were set up at M1 and at M7, and have achieved the following results:

- Twitter:
 - Link: https://twitter.com/FAIR_EASE;
 - Followers: 141;
 - Tweets: 90 – a summary of the results of the Tweets can be found below (Table 2).

Metric	Result
Total Impressions	15500
Total Likes	390
Total Retweets	122

Total Link Clicks	64
Average Engagement Rate	3.5%

Table 3 FAIR-EASE Twitter Statistics at M7

 LinkedIn:

- Link: <https://www.linkedin.com/company/fair-ease>;
- Followers: 229 Followers;
- Updates: 31 – a summary of the results of the Updates can be found below (Table 3).

Metric	Result
Total Impressions	5204
Total Likes	228
Total Reposts	42
Average Engagement Rate	7.8%

Table 4 FAIR-EASE LinkedIn Statistics at M7

 YouTube:

- Link: <https://www.youtube.com/channel/UC38GCbvhoGomre3IROFD4ww>;
- Subscribers: 8
- Videos: 6
- Video Views: 107

3.5. Email Engagement

Engagement via email is one of the highest value activities as it allows us to directly reach our target audiences. For most cases, we will send emails to our FAIR-EASE Community Database which is comprised of contacts that have expressly asked to be informed of the FAIR-EASE updates.

A newsletter will circulate to communicate the latest developments within the project. The newsletter will include branded and professionally designed visuals and carefully curated content.

The project Newsletter subscription was originally set up on Mail Chimp in M1, an email marketing platform that helps managing correspondence with the targeted audience, but a change in Mail Chimp policy now limits free accounts to a database of 500 contacts. This is not suitable for FAIR-EASE which aims to get a KPI of 1500 users in its database towards the end of the project. As a result, valid alternatives such as Mailjet, another email management provider, are being considered to avoid incurring unnecessary costs for the project.

3.6. Videos

During the project kick-off meeting a number of video interviews were recorded with members of the consortium (Figure 11). These resulted in 6 produced by WP6 and uploaded to the FAIR-EASE YouTube channel. These videos will be used as part of multimedia communication across channels.

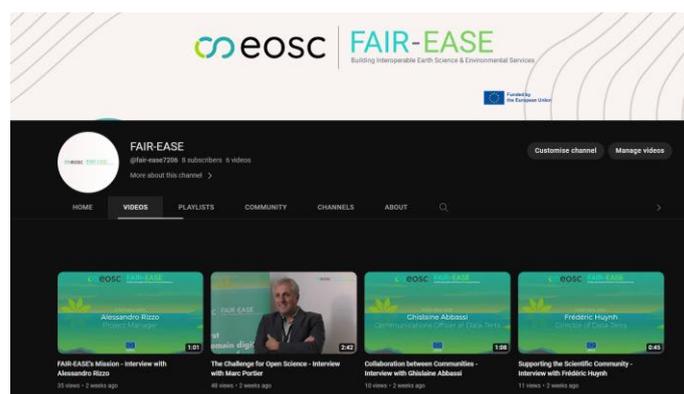


Figure 9 FAIR-EASE YouTube Channel

3.7. Multipliers

To boost the outreach of the project, FAIR-EASE is establishing and maintaining multiplier networks, i.e., identifying organisations and stakeholders that have an interest in the project’s development and can be a relay for FAIR-EASE activities and communications. These networks are reached through the various channels of communication presented in the previous sections of this deliverable.

So far, 108 organisations have been added to our multiplier network. Most of them have already been engaged in former dissemination activities carried on by the Communication and Dissemination team. Communications about project’s results or events are systematically sent to the multiplier network for further dissemination of the information, and we aim to improve and expand this network throughout the project by continuing to map, identify, and contact potential partners to join them to the project's network.

Stakeholder	Multipliers Identified
Scientific/user community	@ENVRI; @EGU; @Global Land Programme; @EFG; @Future Earth; @Environmental Research Network; @UNICA Green; @SSRN Geology Research Network; @Geo.X; @EAGE; @EUFAR; @The Geological Society; @Czech Geological Survey; @BGR; @BGS; @OGS; @GEOECOMAR; @SGIDS; @TNO; @GBA; @GEOECOMAR; @GEUS; @GSB-RBINS; @EGS; @AGS; @GSFBH; @GSRS; @HGI-CGS; @EGT; @UTU Geospatial Labs; @ZFL; @Data Terra.
EOSC ecosystem	@EOSC Association; @EOSC Future; @EOSC-Pillar; @EOSC-Nordic; @EOSC Synergy; @EOSC Digital Innovation Hub; @EOSC Finnish Forum; @EOSC Enhance; @FAIRsFAIR; @NI4OS-Europe; @TRIPLE; @ARCHIVER; @CS3MESH4EOSC; @DICE; @FAIRplus; @Blue-Cloud; @EOSC-Life; @ENVRI-FAIR; @ESCAPE; @PaNOSC; @RDA; @RELIANCE; @NEANIAS.
Operational forecast services	@Administrația Națională de Meteorologie; @State Meteorological Agency; @Central Institution for Meteorology and Geodynamics; @Croatian Meteorological and Hydrological Service; @Czech Hydrometeorological Institute; @Danish Meteorological Institute; @Deutscher Wetterdienst; @EGOWS; @Estonian Weather Service; @EUMETNET; @ECMWF; @Euskalmet; @Facility for Airborne Atmospheric Measurements; @Finnish Meteorological Institute; @Flood Forecasting Centre (UK); @German

	Climate Computing Centre; @Hellenic National Meteorological Service; @Hydrometeorological Institute of Slovenia; @Icelandic Meteorological Office; @Instituto Português do Mar e da Atmosfera; @Met Éireann; @Latvian Environment, Geology and Meteorology Centre; @Met Office; @Météo-France; @MeteoGalicia; @Meteorological Service of Catalonia; @MeteoSwiss; @Hydrometeorological Institute of Montenegro; @Norwegian Meteorological Institute; @Royal Meteorological Institute; @Royal Netherlands Meteorological Institute; @Republic Hydrometeorological Institute of Serbia; @Servizio Meteorologico; @Slovenian Environment Agency; @Swedish Meteorological and Hydrological Institute; @Turkish State Meteorological Service; @UK Dispersion Modelling Bureau.
Policy makers	@World Meteorological Organisation; @European Commission; @United Nations; @ESA; @European Environmental Agency; @IMPEL; @European Environmental Bureau.
Civil society and general public	@Frontiers in Earth Science; @Journal of Earth Science; @Earth Sciences (Science PG); @Earth-Science Reviews; @Nature Geoscience; @Earth System Science Data; @Planet Earth Magazine; @Journal of Atmospheric & Earth Sciences; @Geosciences; @anthropocenemagazine

Table 5 Multiplier networks and press & media channels utilised

3.8. Open publication of FAIR-EASE deliverables

By design, FAIR-EASE is deeply rooted in Open Science which includes the open publication of its deliverables. Complementary to the publication in its dedicated Cordis webpage, the project has chosen to publish all its deliverables on the Zenodo platform. To ease the curation, a dedicated [Zenodo Community](#) has been created for the deliverables to be easily findable.

At the date of this report, the first two deliverables have been published with the following metrics:

Deliverable number	Deliverable name	Views	Downloads
D1.1	Quality assurance and risk management plan	203	54
D5.1	Report on key requirements from Use Cases/Pilots	257	142
	TOTAL	460	196

Table 6 FAIR-EASE deliverables metrics on Zenodo

3.9. Publications

Both within and outside the communications team, FAIR-EASE’s various subject-matter experts are tasked with disseminating their own results. Scientific Publications will be published in peer-reviewed international academic journals. Published papers will be further promoted through FAIR-EASE channels and listed on the FAIR-EASE website with title, authors, journal and DOI. The FAIR-EASE consortium will have a preference for Open Access journals.

TheKPI for Scientific Publications is 2 by the project’s end for the whole consortium.

4. Communication and Dissemination Monitoring

An Activity Tracker spreadsheet is used to monitor the monthly progress made on KPIs, giving the possibility to adjust effort according to trends. An Editorial Calendar is also used to plan upcoming news, events, and social media activity. This allows a timely distribution of outputs and communication.

For more information on the monitoring methodology see Chapter 2.3.

4.1. KPIs

The following Table 5 shows the project KPIs for Dissemination and Communication as stated in the grant agreement.

Metric	Results at M7	Goal for M12	Goal for M24	Goal for M36
Unique users in the Database	19	250	750	1500
FAIR-EASE quarterly news pieces on project results	1	4	8	12
Website Content Piece	4	4	8	12
Tweets	90	104	208	312
LinkedIn Updates	31	12	24	36
Webinars	1 planned for M8	1	2	2
Participation in ecosystem events	1	5 by end of project		
Number of consultations with stakeholders	0	5 by end of project		
Scientific publications published with DOIs	0	2 by end of project		
Video	6	1	1	2

Table 7 FAIR-EASE Dissemination and Communication KPIs

As can be seen in Table 5, most KPI's are on track. The only KPI which requires improvement is, *Unique users in the Database*, which is currently off-track. The Communication and Dissemination Team will carry out the following measures to increase the amount of users in the database and put the KPI back on its initial target:

-  Organise and promote the first FAIR-EASE webinar to increase users' registration (to be held in April 2023)
-  Include the option to subscribe to our database in the upcoming webinar registration

- 🕒 Create a social media campaign to raise awareness about our project newsletter for all users in the database
- 🕒 Consider website registration and benefits for registered users

4.2. Next Steps

The following activities have been scheduled for the next 5 months of the project (Table 6), where the first KPI target period ends:

Activity	M8	M9	M10	M11	M12
Webinars	First Webinar: Webinar technical support Live Tweeting Social Media promotion	First Webinar: Publication of recording and slides Post-webinar report and promotion of webinar’s insights on social media Follow-up survey			Second Webinar: Planning and concept
Social media	Regular publication of posts	Regular publication of posts	Regular publication of posts	Regular publication of posts	Regular publication of posts
Website content	News piece on project’s results		News piece on project’s results		News piece on project’s results achieved in M12
3rd Party events	EGU General Assembly 2023: Pre-event social media promotion, project presentation, support on promotional material	EGU General Assembly 2023: Publication of event’s insights and slides	Scouting of relevant upcoming events	Scouting of relevant upcoming events	Scouting of relevant upcoming events

Table 8 WP6 planned activities until M12

5. Exploitation & Sustainability

5.1. Exploitation

This deliverable introduces the approach that FAIR-EASE will follow to identify the best exploitation measures.

To identify the best exploitation routes, FAIR-EASE will:

- 🔄 Use the project’s Use Cases’ engagement activities to collect feedback and insights from the research and EOSC communities on their technology requirements, to craft an exploitation strategy that addresses and satisfies them.
- 🔄 Identify potential exploitation opportunity among the synergies established during the project lifetime.

The project has already identified the following Key Exploitable Results (KER, Table 7):

KER name	KER description	WPs involved
Interdisciplinary Data Discovery and Access Service	The FAIR-EASE Data Discovery and Access interdisciplinary service will provide users with an easy and FAIR tool for discovery and access multidisciplinary and aggregated data sets (in situ datasets, satellite datasets, omics experiments and model outputs). These datasets will be provided by a range of existing environmental data infrastructures.	WP2
Earth Analytical Lab	The Earth Analytic Lab will provide users with an easy way to visualise, analyse and process environmental data on-demand, that is, according to their specific objectives, thematic, geographical areas and temporal slots of interest.	WP3
Data Lake	The FAIR-EASE Data Lake will improve data access both in terms of data harmonisation and in terms of technical efficiency of data access. It will allow efficient access to local and distributed data by the Interdisciplinary Data Discovery and Access Service & the Earth Analytical Lab.	WP4

Table 9 FAIR-EASE’s Exploitable Results

To understand how to craft the description of the project’s unique selling points and benefits that will resonate the most with the target stakeholders, the next iteration of this deliverable (planned for month M18) will define an exploitation roadmap, including a detailed list of the exploitation activities.

At the time of writing this deliverable, the consortium considers the following exploitation routes:

- 🔄 Onboarding the KERs to the EOSC Portal Marketplace.
- 🔄 Use the project’s results in further research activities outside of FAIR-EASE.
- 🔄 Developing, creating or marketing service as a result of the technological development of the project.
- 🔄 Use the project’s results in standardisation activities.
- 🔄 Apply for the **Horizon Results Booster**, the European Commission's initiative to boost the impact of research results and disseminate them effectively. Considered services

subscription are: Service 1, Module C - assisting projects to improve their existing exploitation strategy; Service 2 - business plan development); Service 3 - go-to-market support.

-  Publish all project results on the Horizon Results Platform

More concrete descriptions and potential updates to this approach, which could change as the project advances towards a more mature stage, will be given at M18.

5.2. Sustainability

To develop the sustainability of FAIR-EASE activities (Project's Task 1.4), the project's Technical Board decided to set up a cross-cutting action called «Meta-analysis and Monitoring» to track and monitor the resources consumed by FAIR-EASE services, namely the FAIR-EASE Discovery and Access service and the Earth Analytics Lab service.

Through a common benchmark document with specific metrics to track the resources consumption of FAIR-EASE services throughout the project (costs, HR, ecological footprint, energy consumption), Meta-analysis and Monitoring will serve as a stepping stone towards T1.4 sustainability actions.

The information collected and analysis will allow to develop a strategy with the following milestones, including our partners such as EOSC:

-  Increase the number of visits: net linking strategies
-  Create more engagement (e.g., reviews, recommendations)
-  Create content for the partners

6. Conclusion

The FAIR-EASE Dissemination, Exploitation and Communication Plan has identified the preliminary Key Exploitable Results (KERs) or outputs of the project (see 2.4. Key Assets & Value Proposition), which will be further refined as the project advances to a more mature stage.

These results, which have a clear value proposition and messaging for each targeted stakeholder (see 2.6. Stakeholder Analysis), will be the basis for the communication and dissemination actions that will be carried out via tailored channels (see 3. Communication and Dissemination Channels and Actions) and bespoke methodology (see 2.2 Methodology) developed during the life span of the project.

The best exploitation measures to be taken are still in the phase of development as both stakeholder feedback and the maturing of the project KERs will inform the exploitation plan. Some preliminary actions have been considered and presented in this deliverable: The project has already piloted a preliminary implementation of this Communication, Exploitation and Dissemination plan that has already generated some early results and will proceed with its full implementation (see 4.1 KPIs and 4.2 Next Steps).

Preliminary results and planned actions (webinars, meetings, communication) will be integrated to the next version of the Communication and Dissemination plan that will be presented in February 2024 with the publication of Deliverable 6.2 (*Dissemination, Exploitation and Communication Plan – Intermediate*) and in August 2025 (Deliverable 6.3 *Dissemination, Exploitation and Communication Plan – Final*).

