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Expanding FAIR solutions across EOSC

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D7.1 - Dissemination, exploitation and communication plan V1.1

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Lead Author (Org)	**Sara Pittonet (TRUST-IT), Joy Davidson (DCC), Rita Meneses (TRUST-IT)**
Contributing Author(s) (Org)	**Marialetizia Mari (TRUST-IT), Ryan O'Connor (DCC), Vasso Kalaitzi (KNAW-DANS), Marjan Grootveld (KNAW-DANS), Daniel Turner (KNAW-DANS), Liisa Marjamaa-Mankinen (CSC)**
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TERMINOLOGY

Terminology/Acronym	Description
CSA	Coordination and Support Action
CSO	Citizen Science Organisations
DI	Data Infrastructures
DoA	Description of Action
EC	European Commission
EFC	EOSC FAIR Champions
EOSC	European Open Science Cloud
ESFRI	European Strategy Forum on Research Infrastructures
GA	Grant Agreement to the project
GDPR	General Data Protection Regulation
IiS	Individuals in Science
KPI	Key Performance Indicator
NLI	National Level Initiatives
NOAD	National Open Access Desk
NOSCI	National Open Science Cloud Initiative
NFDI	Nationale Forschungsdateninfrastruktur (National Research Data Infrastructure in Germany)
ORE	Open Research Europe
PO	Policymaking Organisations
PUB	Publishers
RI	Research Infrastructures
RFO	Research Funding Organisations
RPO	Research Performing Organisations
RoP	Rules of Participation
SF	Synchronisation Force
SRIA	Strategic Research and Innovation Agenda of the EOSC
SS&A	Scientific Societies & Academies
TBT	Technical Bridging Team
TFiR	Turning FAIR into Reality
UVP	Unique Value Proposition
UX	User Experience

1. Executive Summary

The overall objective of WP7 "Dissemination, exploitation and communication" is to address dissemination, exploitation and communication of the project at all levels and through multiple modalities to ensure the FAIR-IMPACT objectives and impacts are achieved. To assure this, an effective and efficient communication, dissemination and stakeholder engagement strategy and plan was defined at the beginning of the project *(D7.1 Dissemination, exploitation and communication plan,* delivered in M3).

The plan was built around **four specific campaigns**, each one with clear objectives and actions custom designed around the target **stakeholders** that the project is addressing.

The first campaign will run across the 36 months of the project and is dedicated to the project **communication.** It aims to position the FAIR-IMPACT project in EOSC and FAIR ecosystems and ensure awareness among target stakeholders. A second campaign aims to **disseminate the key project results** to ensure their widespread accessibility and uptake of the guidelines, solutions, success stories and tools developed by the project. Actions to foster **implementation and adoption of FAIR solutions** are part of a third campaign which aims to encourage research communities, data service providers, national level initiatives, and other stakeholders to implement FAIR. This involves stimulating interest in applying to the open calls and providing useful examples of implementing FAIR in different contexts. Last but not least, **collaboration and coordination mechanisms** are also designed and planned to maximise the impact of the project by synchronising with related projects and initiatives in the EOSC framework via the Synchronisation Force workshops, engaging ambassadors, multipliers and disseminators of the FAIR-IMPACT outputs via the FAIR Champions, boosting dissemination and impact of the FAIR-IMPACT solutions at national and regional level via the National Roadshow series, and by sharing knowledge on the technical developments of the EOSC-Core technical work in FAIRCORE4EOSC via the Technical Bridging Team .

The campaign-based approach ensures coverage of all the activities and outputs subject to the promotion and outreach plan and to monitor their assessment, and will be continued also in the second reporting period. An effective and smooth coordination and organisation of the **project events** as well as increased visibility of the project and its activities at **third party events** will be maintained across all the four campaigns above, and an initial list of events organised and attended in the first 12 months is provided in **Chapter 5 of this report**.

The implementation of the plan depends on the active support of FAIR-IMPACT partners and progress will continued be monitored through fortnightly virtual WP meetings and a monitoring plan, including in this report. Additional meetings may be scheduled at any appropriate time throughout the project duration, if necessary.

The success of WP7 is based on the joint and coordinated effort from all FAIR-IMPACT partners not only on the communication activities but also on the quality of the technical, scientific and content-related work that will be developed during the project time frame.

1 Introduction - FAIR landscape and FAIRsFAIR legacy

Between 2019 and 2022, the FAIRsFAIR project supplied practical solutions for the use of FAIR data principles throughout the research data lifecycle. Through the activities of the project, a wide range of outputs were produced which are reported in the FAIRsFAIR sustainability plan[1]. These form the basis of an overall knowledge infrastructure on research data management, procedures, standards and metrics and related matters, based on the FAIR principles. The outputs of the project provide a basis for using and implementing FAIR principles in the day-to-day work of research data providers and repositories and will be taken onboard by FAIR-IMPACT across its use cases and promoted for further uptake by new communities via a series of open calls.

The approach taken and the impact achieved by the FAIRsFAIR project in mobilising research communities, at the level of individuals as well as institutions, provides a foundation for the future activities in the framework of the European Open Science Cloud. The approach taken towards the target stakeholders, the channels exploited, the attention to the national dimension, the new and traditional instruments adopted and the lessons learnt will be taken forward by FAIR-IMPACT, that will build on the successful practices, policies, tools and technical specifications for enabling FAIR arising from FAIRsFAIR and from other H2020 projects and initiatives, including the FAIR and other relevant Working Groups of EOSC Association.

> *"If we want to solve the societal challenges of today, we need cross-domain research that tries to understand complex systems. This means we need data that are sufficiently documented, contextualised, appropriately licensed, and interoperable. We know that only one out of five European researchers puts the FAIR principles into practice, and the data in European repositories are not yet as FAIR as we would like them to be. FAIR-IMPACT aims to improve this situation by providing new FAIR solutions across domain and research outputs that will enable the researchers to make their data FAIR."*
>
> ***Ingrid Dillo**, FAIR-IMPACT Project Coordinator*

2 Objectives of this plan

The overall objective of this plan is to orchestrate dissemination, exploitation, and communication of the project at all levels and through multiple modalities to ensure the FAIR-IMPACT objectives and impacts are achieved.

The plan is built around four specific campaigns, each one with clear objectives, target audiences and planned actions:

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[1] https://doi.org/10.5281/zenodo.6206333

- Communication and engagement: to position the FAIR-IMPACT project in EOSC and FAIR ecosystems and ensure awareness among target stakeholders, detailed in Chapter 3;
- Dissemination of the key results: to ensure their widespread accessibility and uptake;
- Foster implementation and adoption of FAIR solutions: to encourage research communities, data service providers, national level initiatives, and other stakeholders to enable FAIR, by providing useful examples and stimulating interest in applying to the project open calls.
- Collaboration and coordination: to maximise the project's impact by engaging ambassadors, multipliers and disseminators of the FAIR-IMPACT outputs.

3   FAIR-IMPACT Stakeholders

3.1   The EOSC context

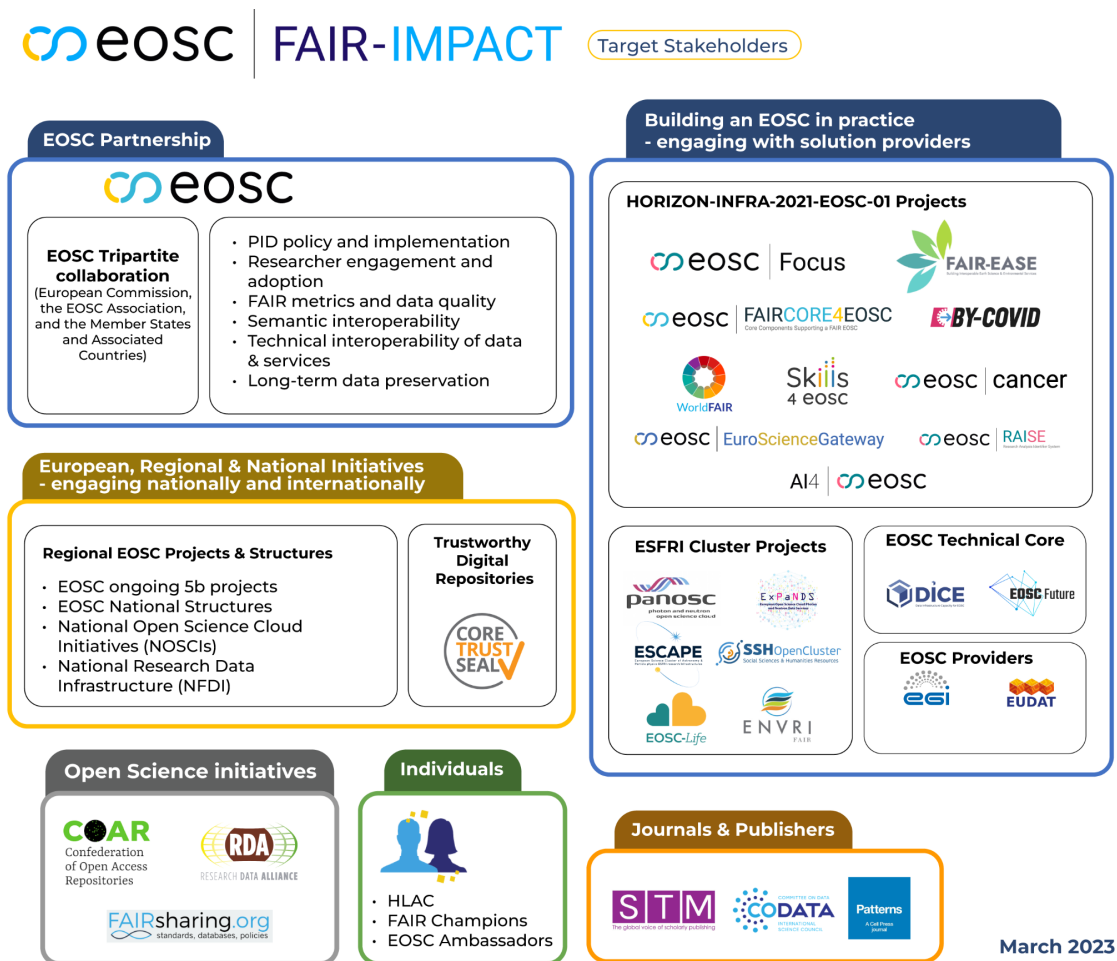FAIR-IMPACT's primary stakeholders within the EOSC ecosystem are illustrated in the figure below.

Figure 1 FAIR-IMPACT primary stakeholders - March 2023 update

The EOSC ecosystem: EOSC Partnership and EOSC related projects. FAIR-IMPACT will ensure that its governance and coordination mechanisms are aligned to the SRIA objectives by closely engaging with the relevant EOSC Tripartite collaboration, mainly via the EOSC Association. FAIR-IMPACT will actively engage on 6 EOSC Task Forces of special relevance for FAIR adoption where FAIR-IMPACT partners play a role. Since March 2023 the EOSC Focus project, the Coordination and Support Action supporting the EOSC Partnership and working as coordination and operational support to the EOSC Association, set up a series of working groups to facilitate concertation, alignment and collaboration across the EOSC related Horizon Europe projects in some specific aspects. One of these groups is the HE Communication & Engagement Group, attended by FAIR-IMPACT colleagues from DANS, DCC and Trust-IT to discuss common dissemination and outreach activities. In addition, dialogue for collaboration and harmonisation of efforts between FAIR-IMPACT and other EOSC and FAIR related initiatives will be established via the Synchronisation Force (SF).

European, regional and national initiatives. Special attention will be dedicated to the regional and national dimension of the stakeholder categories that will be at the core of FAIR-IMPACT outreach strategies. Representatives of initiatives active at national or regional level will be involved across all the project phases and action lines, with special attention to the FAIR implementation campaigns and the promotion of the open calls for cascading grants and in-kind support programs, the engagement campaigns for the FAIR Champions, the organisation of workshops and project events. Last but not least, national initiatives will be leveraged for the organisation of the National Roadshows series.

Open Science initiatives. FAIR-IMPACT will engage with community initiatives such as the Digital Preservation Coalition, the Research Data Alliance, FAIRSharing, OpenAIRE, and OPERAS to ensure transfer of knowledge about FAIR-IMPACT outcomes is provided to them while at the same time knowledge can be exchanged with and feedback can be gathered from these communities. Visibility and joint promotional activities will also be organised.

Individuals. Individuals working in science, e.g. researchers; research software engineers, semantic artefact developers, data stewards and data scientists will be given value mainly via the HLAC and FAIR Champions groups. Exchanges will also be implemented with the upcoming network of EOSC Ambassadors to propose collaboration activities. Individuals are also engaged through our series of open calls for financial support.

Publishers. Publishers are integrated in the uptake of FAIR-IMPACT practices through participating repositories and partners like DataCite. They will be engaged with the double objective of gathering feedback on FAIR-IMPACT outcomes from their user perspective and publishing via their channels and journals.

3.2 FAIR-IMPACT stakeholder groups and multiplier channels

Stakeholder type	Purpose of engagement	Actors and channels
(Meta)Data Service Providers including Repository & PID Services (DSP)	Support on performing self-assessment of their FAIR-enabling capabilities Co-develop FAIR implementation action plans Support the adoption of practical tools and standards, as well as recommendations from the FAIR implementation framework Help to promote the open calls within their communities	PIDForum; ORCID; Crossref; INSPIRE; ROR; CoreTrustSeal; ISC/World Data System; COAR; OpenDOAR; RAiD; ISNI; GRID; VIAF; Dataverse; OntoPortal; AgroPortal; BioPortal; EcoPortal; LOV, LIBER, RDA Europe
National Level Initiatives (NLI)	Share narrative stories of different levels of governance models that show the impact of adopting FAIR practices Engage national communities by hosting National Roadshows Encouraging relevant actors to apply to the open calls	OpenAIRE NOADS; NOSCIs; Former RDA Europe Nodes; NRENs; National Structures such as NFDI (DE), NORF (IR), NPOS (NL), ICDI (IT), EOSC Finnish Forum (FIN)
Research Communities & Infrastructures (RI)	Collection expertise from domain-relevant community standards, to be advocated for wider adoption among their respective communities of practice Identify suite of tools, resources and measures facilitating FAIR implementation Test FAIR-IMPACT tools to improve their user interface and efficiency Share details of the open calls to members of their user communities	ESFRI-Clusters; RIs on the ESFRI Roadmap; EUDAT; TERN
Research Performing Organisations (RPO)	Perform self-assessment of FAIR-enabling practices and co-development of FAIR implementation action plans Engaging in workshops for capacity building and support RPO staff in producing and reusing FAIR data Encouraging members to apply to the open calls	European Universities Association; CESAER; YERUN; LERU, AURORA
Individuals in Science (IiS)	Implement further FAIR practices in their networks	A term to bundle together individuals working in team

Stakeholder type	Purpose of engagement	Actors and channels
	Onboard them as FAIR Champions to advocate FAIR practices in their communities Share details of the open calls with their peers	science, e.g. researchers, research software engineers, semantic artefact developers, data stewards and data scientists. Useful channels to exploit are the European Association of Research Managers and Administrators (EARMA) and the International Network of Open Science & Scholarship Communities
Research Funding Organisations (RFO)	- Increase sustainable FAIR implementation practices through guidelines to include FAIR requirements on future funding programmes. - Become familiar with sustainable business models to increase viability of research data management	Science Europe; European Commission (EC); Wellcome Trust; European Research Council (ERC); Global Research Council (GRC).
Policymaking Organisations (PO)	- Highlight the EOSC benefits at a national level - Share narrative stories of different levels of governance models that show the impact of adopting FAIR practices in society - Get updates about how to achieve the best possible usage of digital data to benefit the economy and society and support the nascent EOSC - Support policy review and development	CONOSC; SPARC Europe; OSPP; Science Europe; EC
Publishers (PUB)	- Support the adoption of practical tools and standards, as well as recommendations from the FAIR implementation framework	STM Association; OASPA; Individual Publishers.
Data Infrastructures beyond research (DI)	- Foster alignments with global and non-scientific large data infrastructures to promote FAIR for interoperability - Share details of the open calls to members of their communities	European Data Spaces; ISA² programme; GAIA-X; Big Data Value Association (BDVA); International Data Spaces Association (IDSA); and other relevant large data stakeholders.

Stakeholder type	Purpose of engagement	Actors and channels
EOSC Ecosystem (EE)	- Bring together FAIR and EOSC ecosystem stakeholders to assess the progress of implementation of SRIA objectives - Coordinate strategically the EOSC partnership and other EOSC ecosystem stakeholders through an increased uptake and adoption at cross-domain and pan-European level - Promotion of FAIR adoption pathways - Promotion of the open calls	EOSC Partnership; EOSC Association; Horizon Europe Communications WG
FAIR Ecosystem (FE)	- Cohesion with the wider scientific community and FAIR ecosystem is necessary to increase and disseminate on FAIR interoperability practices	FAIRsharing; FAIRware; GO FAIR; FAIRPlus, WorldFAIR
Citizen Science Organisations (CSO)	- Disseminate FAIR ecosystem practices at local level - Perform training activities with research communities	ECSA; EnoLL; Zooniverse; Citizens, Cos4Cloud
Scientific Societies & Academies (SS&A)	- Disseminate FAIR ecosystem practices at disciplinary level - Share details of the open calls to members of their communities	ALLEA; International Science Council; AGU.

Table 1 FAIR-IMPACT stakeholder groups by type and reason for engagement

4   Communication and engagement campaigns

D7.1 is driven by a multi-faceted strategy orchestrating information, communication and marketing activities targeted at various levels (European, national and institutional) and facilitating engagement with domain and national research communities. The strategy is designed to maximise impact by focusing efforts along **four key dissemination and engagement campaigns:**

- Communication of the overall FAIR-IMPACT project to target stakeholders;
- Dissemination of the key results and ensuring their widespread uptake;
- Fostering engagement in project events and exploitation of the project's wide ranging coordination and support activities via implementation stories;

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● Maximising the impact of our portfolio of collaboration and coordination mechanisms.

Across these campaigns different measures and a mix of actions are tailored to specific stakeholder groups to maximise efficiency in achieving the FAIR-IMPACT objectives while ensuring coverage of all the relevant activities, outputs and results to be communicated, promoted and disseminated across the FAIR-IMPACT community. They are further detailed in the following sections.

4.1 FAIR-IMPACT project communication

This campaign addresses all stakeholders and pursues the objective of properly positioning the FAIR-IMPACT project in the EOSC and FAIR ecosystems, ensuring timely and smooth sharing of information, online engagement and constantly increasing awareness among target stakeholders. The key action lines that will best serve this campaign are:

1. **Project branding:** to build a strong visual identity and produce unique high quality collaterals to attract stakeholders and communicate the project's unique value proposition (UVP)

2. **FAIR-IMPACT public web-platform:** where all digital marketing activities are coordinated for a user-centric experience (UX)

3. **Social media campaigns:** Engaging stakeholders via Twitter, Linkedin and Youtube

4. **Periodic newsletters:** as Direct Email Marketing activities to push information about the project and dissemination of its results directly towards stakeholders via email

5. **Press releases:** issued at key strategic moments to engage relevant media and press agencies.

4.1.1 Project branding

The project branding was designed already at the proposal phase. Leveraging on the FAIRsFAIR legacy, it continued colour codes from the FAIRsFAIR branding and introduced an icon element with two vertical bars invoking the concept of replicability - reproducibility:

Figure 2 FAIR-IMPACT original logo

At the beginning of 2022 the EOSC Association launched a contest to design a new logo for EOSC. The final decision was made in June 2022 with a new logo designed:

Figure 3 New EOSC logo launched in June 2022

In order to ensure a coordinated branding approach across the different projects running in the EOSC ecosystem, the EOSC Association approached FAIR-IMPACT proposing to align on a co-branded strategy, to serve as pioneer for a broad co-branded strategy to be proposed to all the current funded Horizon Europe EOSC projects and to those starting in September 2022. A co-branded new logo was proposed, discussed and agreed, as well as a branding guide to be shared with FAIR-IMPACT partners to cover proper branding across website, social media and printed materials:

Figure 4 New co-branded EOSC FAIR-IMPACT logo proposed by the EOSC Association

Following discussion about the details of the proposed strategy with the FAIRCORE4EOSC sister project, the new logo was substituted in the FAIR-IMPACT website and in all the branding materials.

Action Line	KPI to monitor	M6	M36
Project branding	Tailoring messages to land with key audiences, using call-to-actions and branded communications. Ensure alignment with EOSC branding guidelines. Measure: project branding package with logos, templates and collaterals available.	1	n/a

The new logo and the revised branding materials were made available to all stakeholders from a communication kit on the public website (https://fair-impact.eu/communication-kit), while working materials are also continuously shared on the project internal repository on Google Drive.

4.1.2 Web platform

The FAIR-IMPACT web platform has been built to provide the "shop window" for all the project results, thematically organised. Throughout the lifetime of the project, it will host the Knowledge Hub, the cascading grants and co-design calls, as well as open consultation tools, allowing stakeholders, especially those engaged in collaboration and coordination activities, to contribute to project work. Dedicated pages will be created for each project result, either created from scratch or expanded by FAIR-IMPACT. The FAIR implementation

framework, which will outline tools, solutions and practical approaches, will be available on the website as well.

The **first version of the FAIR-IMPACT website** was launched in M1 at the Kick-off Meeting (27-28 June 2022), providing information about the project, the meeting itself and the FAIRsFAIR legacy.
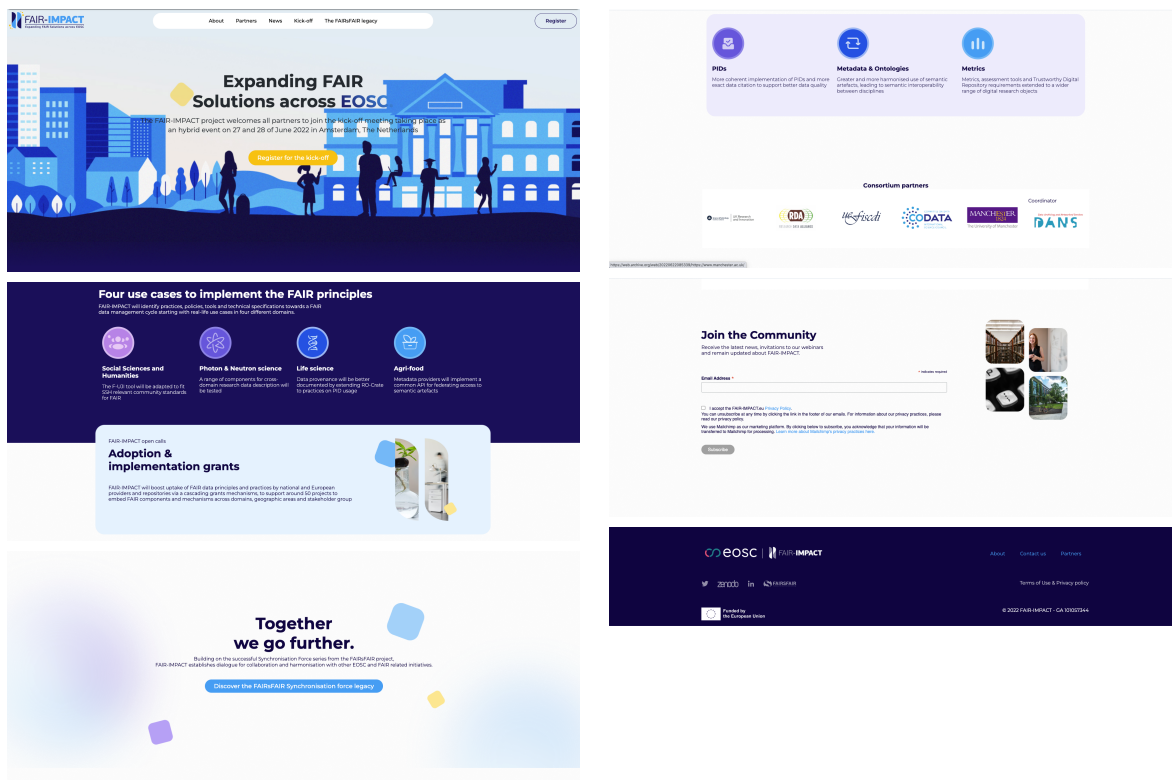

Figure 5 The first website homepage presented at the Kick-off meeting (June 2022)

In M1 (June 2022) the newsletter subscription was also available on the website for users to sign up.
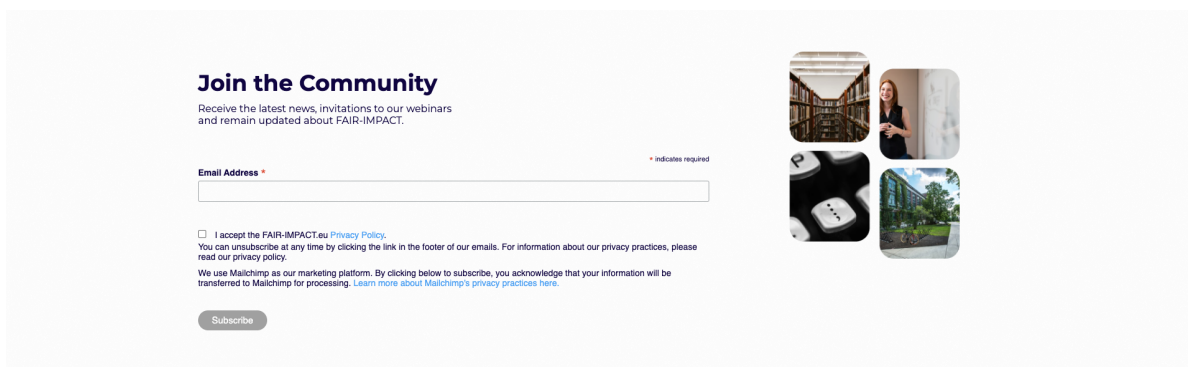

Figure 6 Newsletter sign up banner on the website homepage

The FAIR-IMPACT website is planned and structured to ensure visibility for all the FAIR-IMPACT assets, namely the tools and services of the project, and to spread awareness of FAIR, also giving easy access to the main sections related to future actions and achieved goals. The preliminary FAIR-IMPACT website site structure has been articulated with an about page, early-stage events and news related to the project and a page regarding the FAIRsFAIR Legacy and the FAIRsFAIR Synchronisation force results and documents as a valuable reference for the starting point of the collaboration and harmonisation with different projects and initiatives in the EOSC and FAIR environment.

Different iterations of the website will be implemented during the course of the project, aligned with the evolution of the main action lines, milestones and deliverables. The **first iteration** of the website will evolve to showcase a mapping of existing tools, approaches and frameworks from the WPs, the integrated use cases, to launch the open call for FAIR Champions and the first open call for targeted adoption and implementation funding (via the Grants platform). All the open calls will be published on the website.

A **second iteration** of the website has been released, with the launch of the Open Calls, through the implementation of the single Sign-On functionality, which connects the Grants Platform with the project Website for easier and more accessible use of the two platforms.

A third and final iteration will be planned around M30 to give visibility to the main deliverables, guidelines and reports to be delivered in the last reporting period.

A **final review of the website's layout** can also be considered by M36 to ensure content is presented with clear and structured information architecture, offering a valid user experience even after the project's conclusion.

A **user-centric experience (UX)** is guaranteed accordingly, along all the iterations of the website, throughout the project lifetime, to ensure optimised levels of engagement and the best usable format of project outputs.

Action line	KPI to monitor	M6	M36
Web platform	Web platform where all digital marketing activities are coordinated for a user-centric experience (UX). Achieving strong engagement through conversion-rate optimisation (CRO), search engine optimisation (SEO), and advertising. Measure: # sessions per month.	>1k	>3k

4.1.3 FAIR-IMPACT Grants Platform

The communication and technical management of the open calls is performed via the FAIR-IMPACT Grants Platform, a tailor-made adaption of the TRUST-GRANTS™ platform. It has been developed to perform an open and transparent process of application for funding and in-kind support, namely the open calls that the project will launch over the 36 months.

With a user-friendly interface and navigation functionalities, the dashboard is easily accessed through creation of an account on FAIR-IMPACT.eu and serves the different phases necessary for a streamlined submission process for both applicants and administrators.

The first Open Call run via the FAIR-IMPACT Grants Platform was the Open Call for EOSC FAIR Champions. FAIR-IMPACT opened a call for Champions who have broad expertise in FAIR policy and/or practice, bring strong research data advocacy experience and excellent communications skills, are driven to help mobilise others to generate more FAIR data on policy and/or practice level, and are keen to share best practices. In putting together its team of FAIR Champions, FAIR-IMPACT ensured gender diversity, a balanced geographical and stakeholder representation, and broad interdisciplinary expertise across FAIR policy and practice. The Open Call for EOSC FAIR Champions run between January 2023 and 10 March.
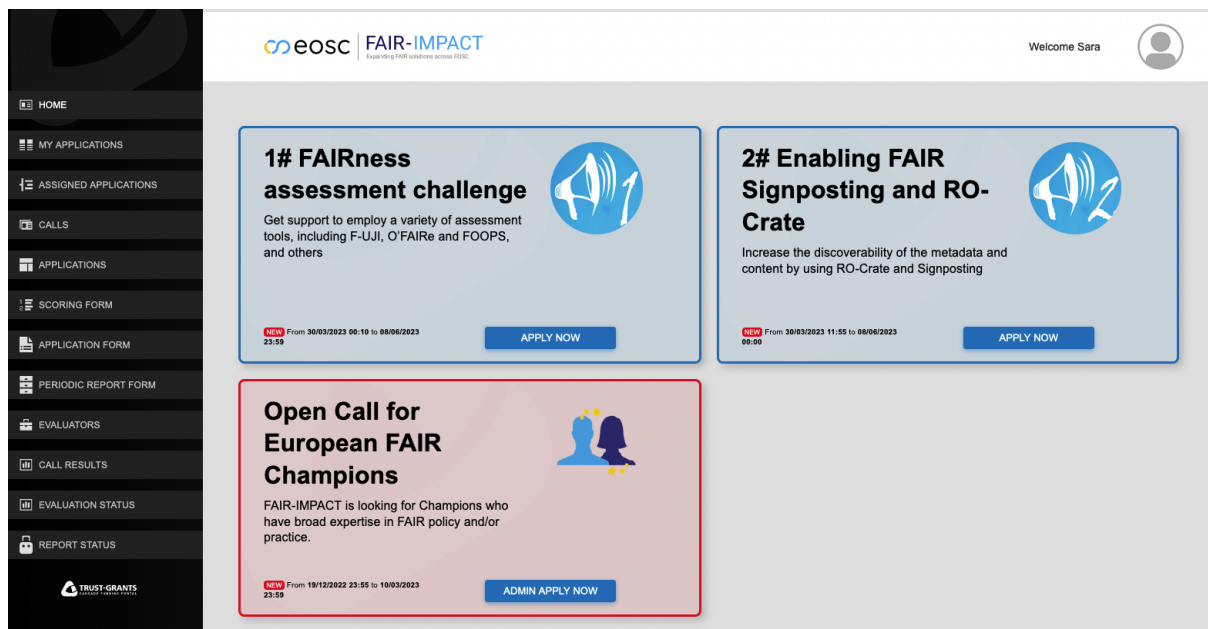

Figure 7 *Grants platform dashboard home at May 2023, showing the Open call for EOSC FAIR Champions closed*

Figure 8 Overview of applications received for the Open call for EOSC FAIR Champions

Applications and Evaluation of Proposals. Once FAIR-IMPACT open calls are launched, the platform becomes the principal interface for the applications received.

Related promotion and CTA is highlighted on the Hero page of the website (See the image below)
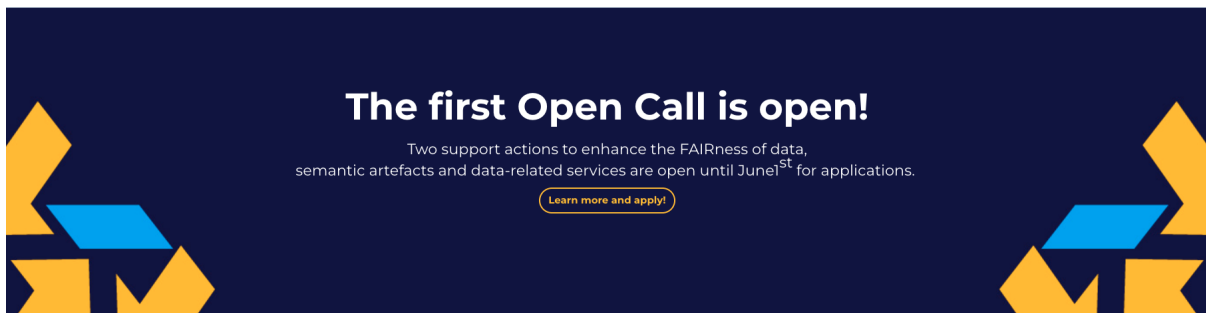
By accessing their own profile, the evaluators are able to visualise the applications they have been assigned (but not the concurrent ones assigned to other reviewers) and perform their evaluation. A comments option is available on the voting system, allowing evaluators to record the reasons for their evaluations for other evaluators to see. After the closure of each call, a ranking of the applications helps determine which one has been approved for financial and/or in-kind support. Applicants can track the status of their application directly from their dashboard. Moreover, instant message functionality allows direct contact with the administrators.

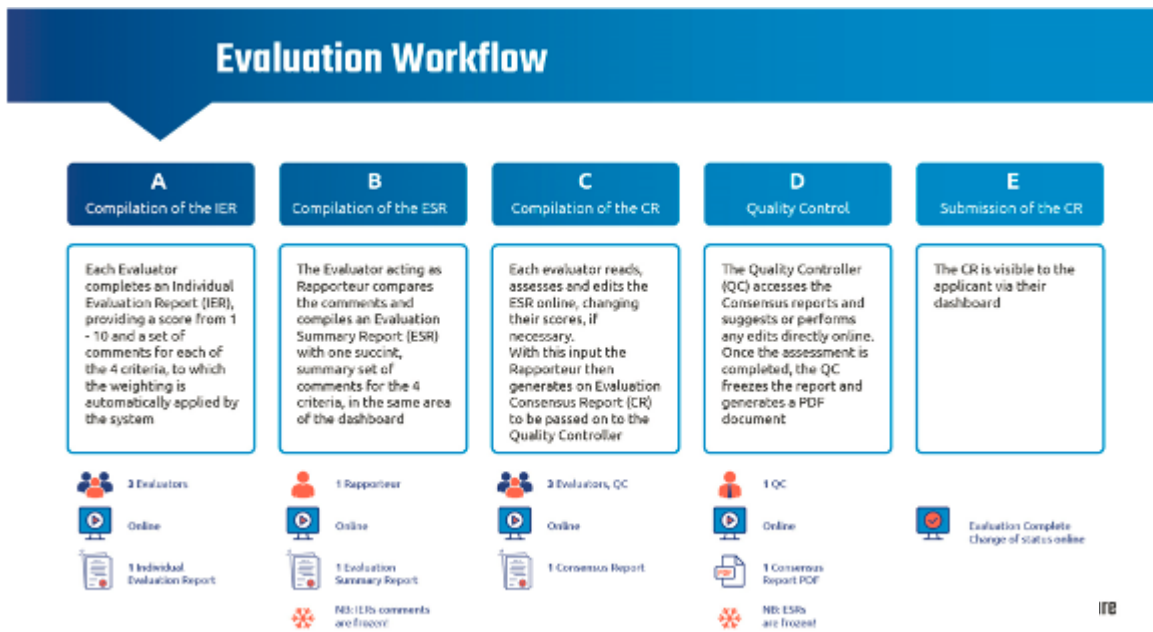**Figure 9 Open Call standard evaluation workflow**

The evaluation workflow was performed entirely via the FAIR-IMPACT Grants Platform with the allocation of up to three evaluators to each eligible proposal from a designated pool of partners members of the FAIR Implementation team.

Figure 10 list of evaluators of the Open Call for EOSC FAIR Champions and evaluations performed per person

The platform will continue to be used during the implementation phase for the Open Calls for support as the primary environment for assessment and monitoring of the funded project's results and to communicate between the project and the successful applicants.

Administration, Funding Requests and Reports. Thanks to the Grants Platform, all the profiles are stored and managed in one single place, allowing the tracking of the information in each single phase of the Open Call workflow. The platform enables easy management of the status of the applications (e.g., eligible, under evaluation, approved, monitored) and the subsequent funding steps are also described.

Figure 11 overview of the "Applications" list in the Grants Platform dashboard

All open calls are published via the FAIR-IMPACT website, open for two months in line with EC guidelines and disseminated widely. The outcome of the calls is also published via the FAIR-IMPACT website within 30 days of the evaluations. For what concerns the Open Call for EOSC FAIR Champions, the Champions profiles have been published on a dedicated page on the FAIR-IMPACT website. For the applications for the Open Calls for FAIR Support, a description of supported applicants, the date of the award, the duration, and the organisation and country of the successful applicants will be published as soon as the evaluation process will be reviewed and completed and applicants duly informed.

4.1.4 Social media

The social media strategy is being designed in tiers, each of them aligned with the specific promotional and communication campaigns targeting overall project communication, dissemination of the key results, fostering engagement in project events, coordination and support activities and promotion of the adoption and implementation activities, namely the open calls and the implementation stories. The social media activity is being mostly focused on the project **Twitter**, **LinkedIn** and **YouTube** channels, providing an instant form of communication with community members and potentially interested people. Through frequent activity and interaction, the outreach team has been ensuring continual visibility of the project's efforts such as events, news posts, articles, publications and announcements. Project partners will amplify the social media messages through their own channels.
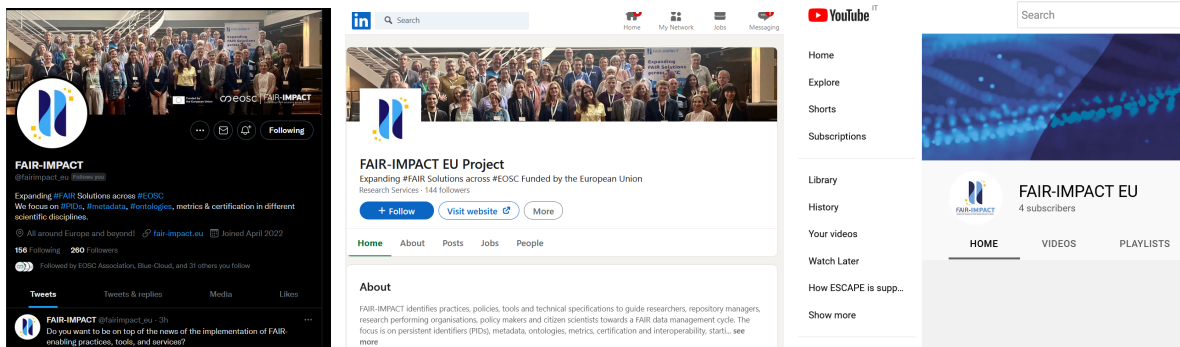
Figure 12 FAIR-IMPACT Social Media cover pages

As of May 2023, FAIR-IMPACT has more than 1.100 social media followers. The project Twitter profile has reached more than 750 followers, while LinkedIn has more than 400 followers. The YouTube account has today 27 followers and 11 videos published, from interviews to webinars and events recordings.. All of the channels are expected to grow as the project goes on and starts producing more results.

Figure 13 Examples of FAIR-IMPACT Social Media messages (LinkedIn, Twitter & YouTube, from left to right)

Action line	KPI to monitor	M12	M36
Social media	Engaging stakeholders via campaigns and one-to-one interactions. Measure: followers across all platforms.	1.180	>3k

To increase audience reach, appropriate hashtags and handles related to FAIR data, open science and data management are being used, along with ones related to the stakeholder profiles. They increase the chance of gaining impressions from people that are not connected to the project but have an interest in areas where FAIR-IMPACT works. An initial list of relevant hashtags and handles to use and follow across the project social media channels is provided below.

Category	FAIR Data	EOSC	Stakeholders & Data
Hashtags	#metadata #interoperability #FAIRdata #semantic #FAIRpractices #FAIRprinciples #FAIRness #FAIRsharing	#ESFRIs #EuropeanOpenScienceCloud #EOSC #HorizonEU #EOSChub #EGI2022	#developer #knowledge #OpenScience #DataRepositories #certification #libraries #DataManagers #CitizenScientists #universities #academia #ResearchInfrastructures #ResearchData #datascience #DataResearcher #DataManagement #DataPolicies #DigitalData #DataSources #DataIntegration #ResearchData #DataPolicies #DataInteroperability
Handles	@Coretrustseal @FAIRsharing_org @FAIRsFAIR @CoreTrustSeal @CODATANews @DataSciSchools @FAIRCORE4EOSC @ontocommons @FAIRplus_eu	@EoscPillar @OpenAIRE_eu @EoscPortal @eoscassociation @EoscLife @EOSC_synergy @EOSC_Nordic @GOFAIRofficial @EOSCFuture	@ExPaNDs_EU @Panosc_eu @RDA_Europe @resdatall @TNC_GEANT @NI4OS_eu @ENVRIcomm @DARIAHeu @BDVA_eu @ELIXIREurope @euatweets @EGI_eInfra @SPARC_EU @GEANTnews @dataverseorg @Eudat_eu @CESAER_SnT @EARMAorg @ScienceEurope @wellcometrust

Table 2 Examples of relevant hashtags and accounts for stakeholder groups on Twitter

4.1.5 Periodic newsletters

The FAIR-IMPACT Newsletters include details about upcoming and past events, as well as opportunities and relevant messages for the FAIR-IMPACT community. Its content is shaped around the milestone results of the work plan, featuring comments and articles published on the FAIR-IMPACT website, following an editorial plan designed by Trust-IT and built together with WP7 partners during the periodic WP7 meetings.

A newsletter registration form has been implemented and available on the FAIR-IMPACT website, and the request to subscribe to the newsletter is included in all registration forms for FAIR-IMPACT events. The collection of these contacts comply with the GDPR and the FAIR-IMPACT Privacy Policy[2].

At the time of writing, the FAIR-IMPACT newsletter counts **348 registered users**. The issues sent are 5 (M12), the everage open-rate is **52,04%** with an everage click-rate of **15,02%**

Issue	Title Issue	Open-rate %	Click-rate %
#1	The Synchronisation Force is back! FAIR-IMPACT Newsletter #1 - 26 October 2022	59,6 %	15,4 %

Funded by the European Union

#2	[SEASON's FAIR Greetings! FAIR-IMPACT Newsletter #2 - 22 December 2022](#)	55,7 %	11,5 %
#3	[Apply by 10 March to be one of the 12 FAIR Champions	Contribute to the FAIR Implementation Framework	Meet the new HLAC experts	Newsletter #3 - 3 February 2023](#)	55,4 %	17,2 %
#4	[The FAIR IMPACT First Open Call Launched	Welcome To The EOSC FAIR Champions	New Reports, Next Events & More! - 31 March 2023](#)	57,5 %	19 %
#5	[Apply before 1 June 2023 for the FAIR-IMPACT open call for support	Register for the webinar for potential applicants	Next events & More! - 11 May 2023](#)	32 %	12 %

Action line	KPI to monitor	M6	M36
Bi-monthly newsletters	Disseminating FAIR-IMPACT results and activities via email in a reader friendly format. Measure: # of newsletters published.	3	18

Table 3 - KPIs related to FAIR-IMPACT newsletters

4.1.6 Press Releases

Press releases are being produced and distributed to media partners any time the project needs to share content that is newsworthy.

The first [press release about the start of the](#)project was published in M1 and distributed across EOSC and other relevant channels.

The [second press release about the FAIR collaboration with the sister project FAIRCORE4EOSC](#) and the expanding FAIR solutions across EOSC has been distributed and published at M2.

Together with the launch of the Open Calls [a dedicated press release has been shared](#)and published on the website at M11.

Action line	KPI to monitor	M12	M36
Press Releases	Dissemination of newsworthy project summaries to engage relevant media and publishers. Measure: # of press releases sent.	3	5

4.2 Key results (dissemination, uptake, and accessibility)

This campaign is aimed at ensuring widespread engagement of target stakeholders with the project outputs and increasing accessibility and uptake of the project results. In this case specific target stakeholders will be addressed, namely Data Service Providers, including Repository and PID services (DSP), Research Communities and Infrastructures (RI), Research performing Organisations (RPO), Individuals in Science (IiS) and Citizen Science Organisations (CSO). All the other stakeholders will also be kept informed of the project results and outputs.

4.2.1 Dissemination of research outputs

The dissemination of the project research outputs is done via different resources.

Open Research Europe (ORE), the open access publishing platform of the European Commission for all disciplines, for research stemming from Horizon Europe https://open-research-europe.ec.europa.eu/. A selection of FAIR-IMPACT publications, articles and selected implementation stories will be designed and submitted for peer-review publication to the ORE platform. FAIR-IMPACT papers will be published as preprints meeting the standards and quality checks certified by the platform managers. Furthermore, the publication will be indexed in ZENODO and progressively in other major bibliographic databases that accept ORE for indexing. In particular, the consortium will investigate if FAIR-IMPACT Implementation stories can be published under the "case studies" ORE category and the templates for producing such stories will be aligned with the criteria for publication in ORE.

OA Repositories. All public documents and reports as well as data and software are being published on **Zenodo**, the general-purpose repository for multidisciplinary research results, that will allow FAIR-IMPACT to analyse the number of views, citations and downloads for each publication. **Github** will also be exploited for software and linked to Zenodo for preservation and DOI creation. So far a total of 28 files are published on ZENODO under FAIR-IMPACT community (from publications, presentations, poster and dataset), with an average number of 109 downloads per resource.

The Zenodo repository has been connected to the FAIR-IMPACT website structure through the APIs integration, ensuring the listed results are automatically updated on the Deliverables & Milestones section.

The section has also been split in subsections, according to the related WP or the tag Report & other documents.

EOSC Portal. The resources offered by the EOSC portal will also be exploited. In particular, the EOSC Future project started producing a series of EOSC in practice stories and making them available via the EOSC Portal. FAIR-IMPACT will investigate with the EOSC Future team how to align on a series of 'FAIR enabling' short stories to be published on the EOSC Portal, as entry points to the longer stories deposited on the ORE platform.

Open peer-review scientific journals and collections. When not published at ORE, FAIR-IMPACT will consider publishing scientific papers in other platforms, such as CODATA Data Science Journal[3], Patterns[4] and International Journal of Digital Curation[5]. At the time of writing of this report, FAIR-IMPACT has 1 peer reviewed article "Updating Linked Data practices for FAIR Digital Object principles"

Horizon Results Platform. Last but not least, a Key Exploitable Result template for each relevant output will be filled and shared via the **EC Horizon Results Platform portal**, making project results more visible to the European audience, as well as assisting FAIR-IMPACT in defining sustainability and exploitation opportunities for the results.

Action line	KPI to monitor	M12	M36
Dissemination of research outputs	A ZENODO community will be used to OA deposit publications, data and software Measure: avg. downloads per individual resource.	106	300
GitHub	Source code will be shared via GitHub and preserved via Software Heritage. Measure: % of overall Zenodo software records linked to Github	n/a	25%
Scientific papers and articles published	Peer reviewed articles published in ORE or other scientific journals. Measure: number of peer reviewed articles	1	8
	FAIR-IMPACT Implementation stories published in the ORE "case studies" and/or as EOSC in practice stories in the EOSC Portal	0	30

4.2.2 Evolution of the Knowledge Hub: the FAIR Implementation Catalogue

According to D7.1, a FAIR-IMPACT Knowledge Hub must se bet up and made available from the FAIR-IMPACT website to facilitate engagement with project outputs and serve as a gateway for collaboration and coordination activities. The Hub was originally conceived as a well-structured registry with easy to find materials and will work as a catalogue of relevant FAIR-related resources coming out from the FAIR-IMPACT project as well as from all the other relevant EOSC and FAIR network of initiatives, projects and infrastructures.

At the time of writing the FAIR-IMPACT implementation framework is taking shape, to help different stakeholders assess their drivers for becoming more FAIR-enabling and their current practices so that they can develop realistic action plans to implement FAIR[6].

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[3] https://datascience.codata.org/
[4] https://www.cell.com/patterns/home
[5] http://www.ijdc.net/
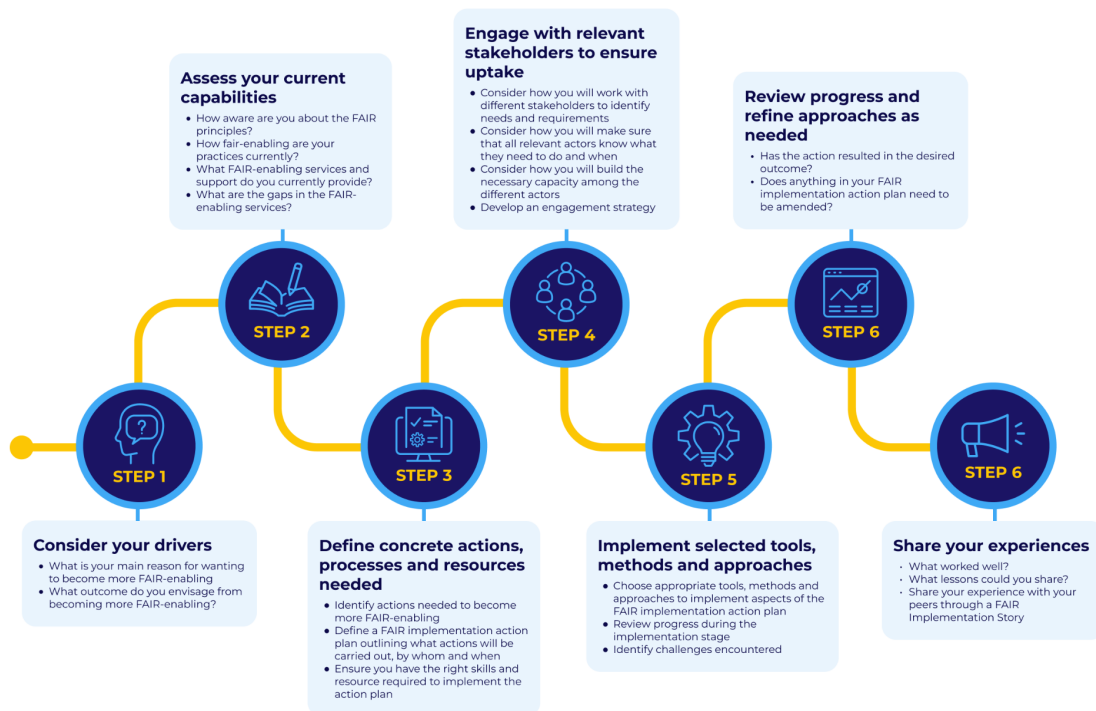[6] See D2.1 Targeted landscape analysis report

Figure 14 Visual representation of the FIF

The framework has been described in D2.1 and the related FAIR Implementation catalogue of resources is being designed, to be live as a prototype at M12 (May 2023). The purpose of the FI catalogue is to present a list of resources that emerged through the internal review process and will be one component of the FAIR Implementation Framework. The catalogue is built as a browsable online tool which users can use to identify the tools/solutions most appropriate for different use cases, with direct links to the original resources and to the EOSC portal whenever a resource is published there, or to the source online reference where the tool/resource is hosted. For those resources that are not currently included in the EOSC portal, the FIF catalogue may help to highlight services that could be registered. **The FI catalogue is therefore the natural evolution of the initial idea of the knowledge base, which will evolve as a powerful and comprehensive catalogue of FAIR resources and an instrument for FAIR Knowledge exchange.** The catalogue is released as a stand-alone asset of the project, available on an independent url at *catalogue.fair-impact.eu* and compliant with the **EOSC Multi-Provider Catalogue** Profile requirements, so to be uploaded as a catalogue item in the EOSC Marketplace once finally released, to be made searchable and available to all EOSC users from there.

The FI catalogue is ultimately considered one of the key-exploitable results of the project, for which proposals for medium-term sustainability will be provided.

In order to properly plan, design, and set-up the FI Catalogue, a specification gathering phase was started with WP7 members to outline any similar existing catalogues, to agree on the type of items to be included (documents, data, software, etc.) and the necessary

metadata to associate, to identify the content uploading mechanisms and user roles within the FAIR-IMPACT consortium and eventually for external users, the sharing and reproducibility mechanisms, the citing mechanisms and the comment/reviewing mechanisms for the items published in the catalogue. The list of specifications was listed in a Spreadsheet on the project repository and captured in a few wireframes to present the end-user experience of the catalogue once online.

The structure of the catalogue and of each of the resources to be uploaded was built on the EOSC Portal profile specifications for catalogues and resources. This ensures alignment with the profiles of resources already uploaded on the EOSC marketplace, provides a guide for those resources that are not currently included in the EOSC portal about which metadata are requested by the EOSC portal and in general ensures an harmonised approach towards resource categorisation.

Figure 15 FIF "FAIR implementation framework of resources" - resource specifications
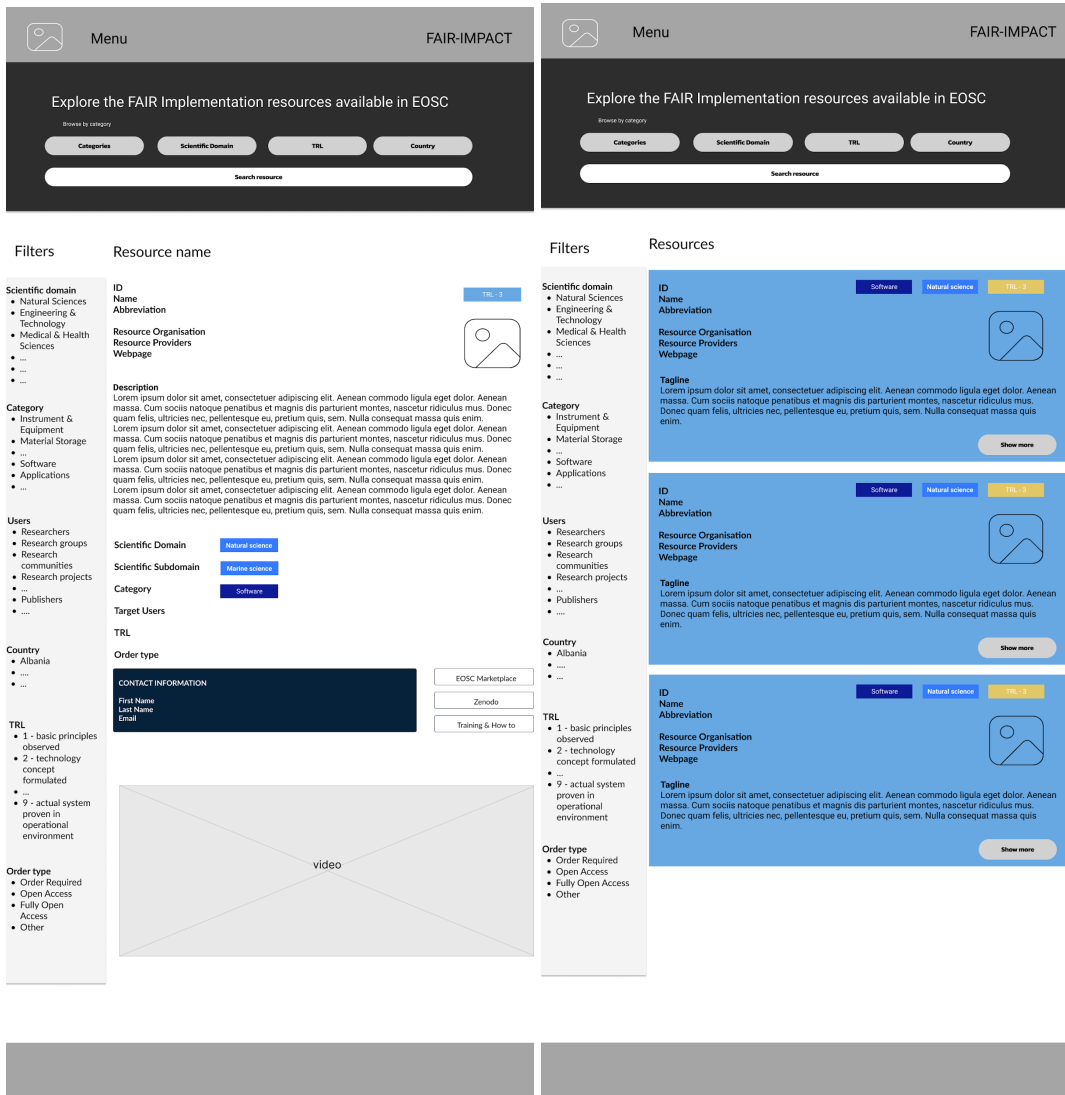
Figure 16 FI Catalogue of resources - layout wireframes

The inputs gathered during the initial brainstorming session organised during the Kick-off meeting in June 2022 in Amsterdam Will be taken into consideration in the further evolution of the FI Catalogue. User experience and KPIs for visibility, accessibility and availability of materials will also be clarified and monitored during the evolution of the FI Catalogue.

In particular, checking the functionalities identified at the start of the project, the following are already included in the first release of the FI Catalogue / Knowledge Hub:

MUST HAVE / FUNCTIONS	WHAT TYPE OF ITEMS SHOULD PROVIDE
● A clear structure with good search function and filtering options ✅ ● Multichannel structure ✅ ● Must be linked to existing knowledge hubs / catalogues ✅	● FAIR Knowledge tutorials maintained in RDMKit and FAIR Cookbook ● Information about relevant institutions, projects and people behind them, with contact information ✅

MUST HAVE / FUNCTIONS	WHAT TYPE OF ITEMS SHOULD PROVIDE
- Must reuse something already existing and live beyond the project ✅ - Useful documentation ✅ - A clear user community - Clear metadata ✅ - Must be easy to navigate and with short reads ✅ - IA, links ✅ - Search facility by projects and topic ✅ - Chat function - A Map of how to use the Hub itself - A process for externals to contribute	- Tips of DOs and DON'Ts in FAIR - Publications - News - List of FAIR tools ✅ - examples, use cases, recommendations

Table 4 Knowledge Hub first set of specifications

The overall performance of the FI Catalogue will be measured by the number and type of content items uploaded and available there and the number of sessions accessed per month by external users.

Action line	KPI to monitor	M6	M36
Knowledge Hub	Measure: sessions/month.	0	600

4.2.3 New Media and Multimedia

Given the nature of the project and the interest in producing narrative story telling to be shared and distributed to target communities, writing, editorial pieces including reports, articles, blogs and short readings are the preferred channels to distribute FAIR-IMPACT success stories. That said, video and written interviews, video pills, animations and GIFs and digital branding materials are implemented in a timely manner, when relevant to promote the project outputs, targeting specific audiences and promoted on social media and via newsletters. Podcasts can also be considered.

4.3   Implementation stories and associated activities

Tasks 7.4 works in close collaboration with WP2, namely with the FAIR Implementation team, to ensure promotion and sharing of knowledge gained through the engagement and adoption campaigns running for RPOs, Repositories, Data Service Providers and national level institutes.

4.3.1 The FAIR-IMPACT Use Cases

The FAIR-IMPACT embedded use cases identify practices, policies, tools and technical specifications towards a FAIR data management cycle starting with real-life use cases in four different domains:

- Agri-Food
- Life Science
- Photon & Neutron science
- Social Sciences and Humanities

A series of "Use case stories" are being prepared by WP7 in collaboration with the Use case leading partners. A template was developed to guide the production of information about the use cases, which will published as webpages on the FAIR-IMPACT website and as downloadable resources via the FAIR-IMPACT Community on Zenodo. The structure of the use case template includes the following pieces of information:

USE CASE OVERVIEW
Use case Title
Key FAIR-IMPACT related topic addressed
Contributors
Short Use Case overview
Scientific domain

USE CASE DESCRIPTION
Introduction
Challenges that need to be addressed
Expected impact of the Use Case
Expected outputs
Tangible outcomes / solutions

The following use cases have been drafted and will be published online by June 2023:

Leading institute	Title	Topic	Contributors
EMBL-EBI	Providing documentation on harmonised and citable PIDs for subsets of protected data	PIDs	Henning Hermjakob, Renato Juacaba Neto - EMBL-EBI Josefine Nordling - CSC
Uni Bremen (PANGAEA)	Assessing FAIRness for Earth and Environmental Data	PIDs Metadata & Ontologies Interoperability	Dataterra Research Infrastructure (ODATIS) Initiatives, projects: FAIR-EASE ENVRI-FAIR BlueCloud 2026

Leading institute	Title	Topic	Contributors
STFC	PIDs for instruments in photon and neutron facilities science	PIDs	Simon Lambert (STFC)
STFC	STFC - Implementation of EOSC IF	Interoperability	Simon Lambert - STFC Esteban Gonzalez & Oscar Corcho - UPM
UNIMAN	Encouraging and supporting researchers in producing FAIR computational workflows	PIDs	Stian Soiland-Reyes & Nick Juty - UNIMAN Josefine Nordling - CSC

Table 5: List of use cases under production

4.3.2 FAIR implementation stories

Once the results from the Open Calls are assessed, a series of Implementation stories will be realised in the form of narrative stories, showcasing impact achieved thanks to engagement with FAIR-IMPACT. The aim is supporting the stakeholders through the open calls and then tell the story about the related results.

The FAIR implementation stories' goal is to encourage new research communities, national level initiatives and other stakeholders to engage with EOSC and enable FAIR by providing useful examples, collected and curated in the form of narrative stories. These describe adoption and implementation of FAIR-enabling practices with a focus on initiatives supported by the project's portfolio of collaboration and coordination activities.

The stories will be produced in close collaboration with the FAIR Implementation Team and EOSC FAIR Champions to identify the most useful and illustrative examples. Stories produced in the latter half of the project will emphasise impacts achieved thanks to engagement with FAIR-IMPACT, as all stakeholders selected through open calls and supported by grants will be required to produce a FAIR implementation story.

The stories will be openly accessible via ZENODO and contain concrete recommendations and learnings.

Action line	KPI to monitor	M6	M36
FAIR implementation stories	FAIR implementation stories will provide guidance, incentives, and inspiration for new stakeholders to engage with EOSC and enable FAIR. Measure: # of unique stories published.	0	>50

4.3.3 Video pitches and interviews

To complement the narrative FAIR implementation stories, a series of videos have also been produced to introduce the initial solutions that the Integrated Use Case partners have brought into the project.

The start action of putting FAIR into practice has been explained in the video about Engagement and Adoption - WP2.

Different Use Cases have been described and promoted with a series of video interviews published on the FAIR-IMPACT YouTube channel:

- Interview with Simon Lambert on the Photon and Neuton Science Facilities
- Interview with Hervé L'Hours on the Social Science and Humanities
- Interview with Nicola Fiore on the Life Science

The video channel has also an important role in disseminating the webinars and event, to pitch best practices and results of the project.

The Youtube Channel gathers the videos of the project at this link.

4.3.4 FAIR implementation webinars

A series of open FAIR implementation workshops will be organised to support a broader cohort of stakeholders in addition to those who receive direct financial or in-kind support to become more FAIR-enabling. Coordinated by WP2, the workshops are tailored to the three stakeholder groups listed below:

- **Research Performing Organisation** staff to support them in supporting researchers to produce and reuse FAIR data (T2.3);
- **Repositories and data service providers,** to self-assess their current FAIR-enabling capabilities and support them increasing these capabilities in a structured way (T2.4);
- **Senior management and policy makers** at the national level, to make EOSC more beneficial at that level (T2.5).

Recordings of each workshop will be made openly accessible via the FAIR-IMPACT website following the event.

Workshops are a means of engaging with various stakeholders communities and transferring knowledge and information. The workshops focus on providing key messages and signposting to solutions and resources relating to FAIR data production and reuse that augments local support and increases uptake among researchers. An emphasis will be placed on reaching those organisations that are currently less actively engaged with EOSC. A tentative plan for these workshops is sketched below, to be further evolved as long as WP2 activities progress.

4.3.5 Webinars and virtual workshops relating to the open call

A webinar was organised on March 27th to introduce the first two actions to which applicants could apply to join and receive financial support [see webpage here]. A virtual

clinic was held on May 16th to provide support to the potential applicants. [Details and recordings are available on the dedicated page](#).

Figure 17: banner for the Virtual clinic organised on May 16th to provide support to the Open calls applicants

The support actions will be carried out in autumn 2023 and will feature a series of three virtual, half day workshops. An introductory webinar for all successful applicants will also be provided to cover some of the housekeeping/admin/general info they will need to participate (e.g., communications channels, how to claim funds, implementation story interviews, etc.).

A tentative timing for the three virtual workshops for each of the two support actions is available from the website [add link]. WP7 ensures continuous support in *promoting the open calls* via relevant channels and multipliers networks, in *organising the workshops* from a logistics and content point of view, and in ensuring *visibility to the supported actors afterwards*, as well as *further availability of the in-kind support outputs* in the form of implementation stories and training and supporting materials relevant for other stakeholders (guidelines, FAQs, checklists).

4.4   Collaboration and coordination mechanisms

The actions included in this campaign aim at recruiting the diverse group of stakeholders as ambassadors, multipliers and disseminators of the FAIR-IMPACT output via a few diverse yet complementary activities, spanning from the Synchronisation Force workshops to the call for

FAIR Champions and the organisation of a series of National Roadshows boosting dissemination and impact of the FAIR-IMPACT solutions at national and regional level. Target stakeholders for these actions are all the actors in the EOSC and FAIR ecosystems, the national level initiatives and the Research Communities and Infrastructures. The concertation activity that the EOSC Association is implementing with the EOSC-related initiatives (via the EOSC Focus project) is also instrumental and beneficial for a smooth alignment with the other initiatives. Therefore, close collaboration and exchange with the EOSC Association is being ensured.

4.4.1 Synchronisation Force workshops

Built on the successful Synchronisation Force series from the FAIRsFAIR project, FAIR-IMPACT continues maintaining a dialogue for collaboration and harmonisation with various projects, initiatives and actors in both EOSC and FAIR ecosystems to reduce redundancy and ensure that solutions are more widely promoted and sustainable and can be transferred to the relevant EOSC Partnership and current and future EOSC stakeholders.

Background: about the FAIRsFAIR Synchronisation Force

The FAIRFAIR Synchronisation Force was set up to maintain a dialogue across the EOSC and FAIR ecosystems so as to maximise collaboration, minimise duplication and promote adherence to Turning FAIR into Reality (2018), the final report and action plan from the European Commission expert group on FAIR data. Three workshops were organised between 2019 and 2021 to survey the state of activities towards implementing the recommendations outlined in the *Turning FAIR into Reality* report, and to provide indicators of the amount of activity being undertaken. FAIRsFAIR brought together representatives of INFRAEOSC-5 projects, ESFRI clusters and e-infrastructure projects, the EOSC Association Board of Directors, the FAIRsFAIR European Group of FAIR Champions and High-Level Advisory Committee, as well as project officers of the European Commission, to share information on their FAIR-oriented activities and to discuss commonalities and priorities. The outcome of this activity was collected in three reports and a white paper summarising eight recommendations mapped against three priorities identified in the Strategic Research and Innovation Agenda of the EOSC (SRIA).

FAIR-IMPACT maintains and evolves the Synchronisation Force, whose **core working team** is made of an internal cross-WP group of 2 representatives per WP, chaired by DANS and tasking Trust-IT with establishing the dialogue.

The SF functions as a coordination mechanism to engage stakeholders responsible for implementing a FAIR EOSC, ensuring compliance with its Rules of Participation (RoP), alignment with the guidelines established by the EOSC governance bodies, and engagement from the user base. In order to do so, over the course of the project the Synchronisation Force will organise **three online synchronisation workshops** bringing together FAIR and EOSC ecosystem projects, infrastructures and initiatives in Europe to assess the progress of work related to FAIR-IMPACT focus areas and SRIA objectives. Each workshop will result in a

report. Collectively, these will form the basis of a **white paper (D1.3)**, providing recommendations for alignment and synchronisation around FAIR practices.

The three synchronisation workshops are by invitation with the purpose to ensure active engagement of key representatives of the current initiatives ongoing in the EOSC framework (see stakeholders in chapter 3), being the human component of paramount importance for the success of the workshops. The members of the HLAC and the EOSC FAIR Champions are also be invited.

Role in EOSC	Projects, initiatives, bodies and actors to invite
EOSC Governance	EOSC Association, EOSC Tripartite collaboration
EOSC Advisory Groups	EOSC Task Forces: - PID policy and implementation - FAIR metrics and data quality - Semantic interoperability - Researcher engagement and adoption - Technical interoperability of data and services - Long-term data preservation
HORIZON-INFRA-2021-EOSC-01 projects	FAIRCORE4EOSC, EOSC FOCUS, WorldFAIR, Skills4EOSC, BY-COVID, EOSC4Cancer, FAIR-EASE, EuroScienceGateway, RAISE, AI4EOSC
ESFRI Cluster projects	ESCAPE, ENVRI-FAIR, SSHOC, PaNOSC, EOSC-Life
FAIR IMPACT bodies	HLAC, FAIR Champions
*Regional/National EOSC Projects and Structures**	*EOSC ongoing 5b projects, <u>EOSC National Structures</u>, NOSCI, National Research Data Infrastructure initiatives*
*EOSC Core Horizontal initiatives**	*EUDAT, EGI, DICE, RDA, OpenAIRE, GéANT, OpenScience Communities*

*To be invited as auditors and/or keynote speakers or moderators of session more than to actively contribute to the working meetings. Their engagement is meant to have them following the discussions and reporting back to their communities

Table 6 tentative list of stakeholders to be invited to collaborate in the Synchronisation Force workshops

The **first of the series of workshops was organised**, as <u>four online collaborative sessions between the 21st and 24th of November 2022</u> opened by an introductory session on the 8th of November and concluded with a discussion session on December the 12th. More than 120 people registered for the series; attendance in individual sessions ranged from 40 to over 60 people. Based on the workshop input and discussions, a <u>report</u> was produced providing supporting recommendations for each topic.

The planning of the second Synchronisation Force workshop has already started. The event will be organised in November 2023. In order to leverage on the lessons learnt and participants experience during the first workshop, a survey was launched in April 2023 to

gather inputs on the topics, the format, the length and the invitation policy. 25 responses were received, highlighting the followin outcomes:

- What did you find most useful in the workshop sessions?
    - *Meeting representatives from many EOSC and FAIR initiatives;*
    - *Learning about specific FAIR developments*
- The thematic sessions varied in format. Which format would you prefer for the 2023 workshop?
    - *several short presentations 12x;*
    - *Information about FAIR developments shared ahead of the session and focus on discussion 7x;*
    - *Polling and discussion about subtopics 6x*
- We invited initiatives in the EOSC and FAIR ecosystem to participate in an "invitation-only" style, to make sure that the number of participants would allow discussion. How did you like this?
    - Overall: *The number of participants in the session(s) I joined was all right*
- Each of the thematic sessions lasted 90 minutes. Would you recommend the same duration for the upcoming sessions?
    - Overall: *Yes, 90 minutes is appropriate*

4.4.2 EOSC FAIR Champions

FAIR-IMPACT onboarded a group of 12 EOSC FAIR Champions that will act as ambassadors, engage their community and advocate for adoption of the project results. Champions will also help to facilitate national roadshows in their country and contribute to the development of FAIR implementation stories.

The candidate Champion profile: The FAIR Champions are highly visible experts actively engaged in analysing and shaping FAIR data policy and practice in their field. They are engaged in identifying research data gaps and needs within their communities, to create broader engagement with FAIR and to shape and disseminate the outcomes of the FAIR-IMPACT project.

FAIR-IMPACT looked for Champions who have broad expertise in FAIR policy or practice, bring strong research data advocacy experience and excellent communications skills, are driven to help mobilise others to generate more FAIR data on a policy and/or practice level and are keen to share best practice. In putting together its team of Champions, FAIR-IMPACT ensured gender diversity, a balanced geographical and stakeholder representation and broad interdisciplinary expertise across FAIR policy and practice.

12 EOSC FAIR Champions were selected via an open call launched in January 2023, in order to have the group set-up and running in March 2023. The Open call was run via the FAIR-IMPACT Grants platform (see par. 4.1.3 above). Once selected, Champions signed a Terms of Reference and will be periodically updated via emails and online meetings.

Figure 18: EOSC FAIR Champions

Among the support activities envisaged from the Champions, we can already include:

1. Actively engage with their community on FAIR-IMPACT developments and advocate for results to be adopted and applied in the community using a range of methods/media;
2. Meet periodically, through conference calls, promoting a holistic vision of FAIR, strongly encouraging multi-view discussions and addressing the ethical and regulatory aspects at hand with the technological aspects and the end users' perception;
3. Meet face-to-face during the project timeframe in conjunction with the FAIR-IMPACT physical conferences; travel reimbursement will be provided by the project;
4. Actively promote the FAIR-IMPACT open calls through their communities and networks;
5. Provide ideas for the implementation stories and facilitate their development and execution;
6. Participate in webinars as invited speakers and contribute valuable content in any physical meetings/workshops/events organised;
7. Eventually contribute or review project relevant deliverables and documents, according to their skills, interests and availability.

A first meeting with the EOSC FAIR Champions was organised on 18 April 2023 to provide them with an overview of the project and the status of activities so far. As of today, the EOSC FAIR Champions have been actively engaged in prompting the open calls across their networks; in supporting the project application to relevant events, have been invited to join FAIR-IMPACT events.

4.4.3 National roadshows

At least 6 National roadshows will be organised during the project timeframe to foster connections with initiatives in underrepresented countries in EOSC. Locally embedded contact points will be leveraged such as: National Open Science Cloud Initiatives (NOSCIs), the EOSC National Structures identified by the study *"EOSC National Structures: an overview of the national EOSC coordination and engagement mechanisms in Europe (October 2021)"*[7], former RDA Europe National Nodes, OpenAIRE NOADs, national-level digital repositories, and via the EOSC FAIR Champions.

The roadshows will extend the current network beyond the projects and initiatives that FAIR-IMPACT already collaborates with, by establishing another platform to promote FAIR recommendations, good practices and assessment tools.

The National Roadshow model. To structure and facilitate the organisation of the events, a well-structured approach will be adopted and replicated across the series, which includes the following:

- **Facilitator at country level.** As a first step, one or more national facilitators will be identified at the start, chosen strategically to identify the topic of the event, the target community and the channels for promotion. National facilitators can include any type of FAIR-IMPACT stakeholders, including universities, and will be coupled with a representative of the FAIR-IMPACT outreach and dissemination team.
- **Semi-structured agenda.** A combination of fixed and optional modules will be provided to the facilitators and event organisers to start drafting the event agenda.
- **National topic & target stakeholders.** The topic of each roadshow will be adapted to the needs and level of awareness of the national target audience.
- **Reuse of materials.** FAIR-IMPACT presentations will be at the disposal of colleagues across the roadshows. This will ensure effort and knowledge optimisation and efficiency in the event organisation. Collaboration and sharing of the materials will be central to the organisation of the roadshows.
- **Flexibility.** Language, agenda, registration process and location will be adjusted to accommodate facilitators and participant needs.

The roadshows are designed and conceived as online events. In the case that a physical event is already taking place in a country and logistics and accommodation support is already provided by the local facilitators, the organisation of a physical workshop can also be considered.

The primary audience of the National Roadshows are National Level Initiatives, Research communities and Infrastructures in the countries not yet fully represented in the FAIR-IMPACT consortium.

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[7] EOSC National Structures: an overview of the national EOSC coordination and engagement mechanisms in Europe. October 2021, https://doi.org/10.5281/zenodo.5602949

At the time of writing a list of target countries where to organise has been defined. Roadshows will be planned in **Serbia, Germany, Slovenia, Croatia, Norway, Denmark, Greece, Poland, Belgium and Austria.** For two of them, local facilitators have already been engaged and the planning of the event is taking shape:

Roadshow	Date	Country	Driving topic	Local facilitators
1	10/10/2023 - 11 CEST	Serbia	Metrics and assessing FAIRness Research Assessment and Open Science practices How to reward OS practices in career development	University of Belgrade University of Novi Sad OpenAIRE NOAD in Serbia / OS Community in Serbia
3	3/10/2023 - 10 CEST	Slovenia	PIDs & Semantic interoperability. Slovenia Open Science Plan	Slovenian Open Science Community (University of Maribor)

The third on the list is Germany, where discussions are ongoing with the NFDI network and FAIR-IMPACT HLAC chair York Sure-Vetter to plan an event in 2023.

4.4.4 EOSC-01-03 project alignment: the collaboration with FAIRCORE4EOSC

FAIR-IMPACT has sought alignment with the "sister" project FAIRCore4EOSC from an early stage: fulfilling the mandate deriving from the two calls for proposals, the two projects aim to collaborate closely through a series of mechanisms, tools and actions:

- **Regular coordination meetings:** the two projects started bi-weekly meetings during the grant preparation stage;
- **Kick-off meeting:** the two projects, sharing a number of partners, had their kick-off meeting co-located in Amsterdam on 27-30 June 2022. A news piece on the kick-off meetings and synergies between the two projects can be found here.
- **Joint FAIR- IMPACT - FAIRCORE4EOSC Communications Task Force:** close exchange will be ensured between the communications teams of the two projects (both led by Trust-IT) who are meeting every two weeks to align on approaches (e.g., with regards to adapting to the proposed EOSC-Association branding and materials produced), share ideas, collaborate on events and engagement actions and ensure an effective exchange of information towards both the communication teams as well as all the project members.
- **Technical Bridging Team (TBT):** The TBT leads and ensures the technical alignment between FAIR-IMPACT, FAIRCore4EOSC, EOSC Future, and the EOSC Association. TBT members are appointed for the duration of the project and are led by a rotating

annual chair. The TBT members participate in regular online meetings and gather for a face-to-face meeting organised in connection with a major conference or workshop. The TBT helps facilitate collaboration with FAIRCORE4EOSC through a formal explanatory document, dependencies spreadsheet, and organisation of thematic meetings with cross-project relevance, such as with semantic interoperability and PID policy.

- **Synchronisation Force (SF):** The SF is an internal cross-WP team tasked with establishing a dialogue among the various projects, initiatives, and actors in both the EOSC and FAIR ecosystems, including the FAIRCore4EOSC project. The SF functions as a coordination mechanism to engage stakeholders responsible for implementing a FAIR EOSC, ensuring compliance with its Rules of Participation (RoP).

The envisaged collaboration between the projects was at the core of a video interview that was recorded with Ingrid Dillo, coordinator of FAIR-IMPACT, and Tommi Suominen, coordinator of FAIRCORE4EOSC during the kick-off meeting in Amsterdam.

A FAIR collaboration explained by Ingrid Dillo (FAIR-IMPACT) & Tommi Suominen (FAIRCORE4EOSC)

Figure 19 preview of the video interview with Ingrid Dillo, coordinator of FAIR-IMPACT, and Tommi Suominen, coordinator of FAIRCORE4EOSC, recorded during the Kick-off meeting in Amsterdam, June 2022

From a communication and dissemination point of view, the details of the collaboration have been listed in the FAIRCORE4EOSC and FAIR-IMPACT Collaboration Plan under discussion between the two projects. It includes aspects such as joint dissemination of project activities and events, joint organisation of sessions at third party events, invitation to FAIRCORE4EOSC colleagues to present at the National Roadshows, participation of FAIR-IMPACT teams leading the use cases and implementation stories to speak at the podcast series, and more.
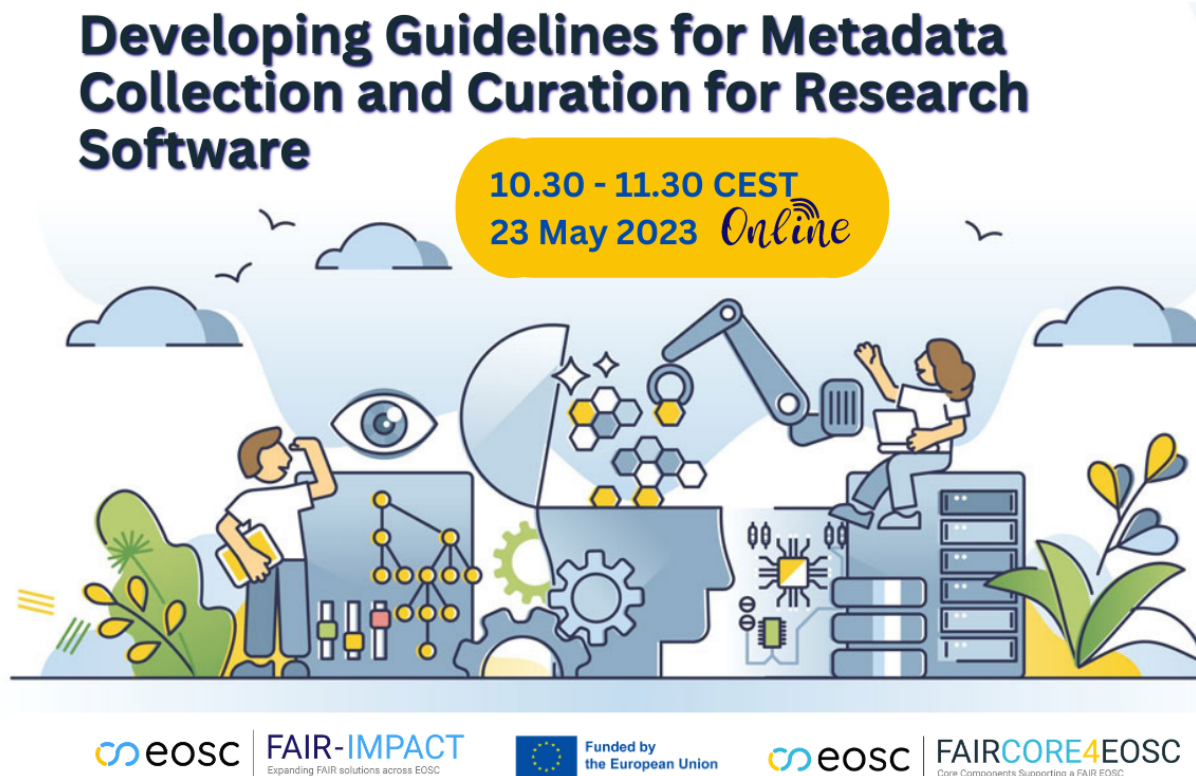
Figure 20 Joint banner for the FAIR-IMPACT - FAIRCORE4EOSC event on the 23rd of May 2023

5 FAIR-IMPACT events

A series of target events are being organised in the course of the project with clear objectives, stakeholder audience and expected outputs in mind. WP7 is ensuring that each event has dedicated support *before* the event for its organisation (agenda set-up, engagement of the speakers and event web pages including registration procedure), its promotion across target stakeholders (ensuring social media visibility, DEM and press campaigns), live support *during* the event including logistic support for both hybrid and virtual events and live social media posting and *after* the event ensuring coordination of post-event reporting and publication and promotion of the event proceedings and other materials.

Given the collaborative and flexible nature of FAIR-IMPACT, preference will be given to the organisation of virtual events.

5.1 Events organised in M1-M12

A list of the FAIR-IMPACT events which were scheduled during the first 12 months is provided below.

Event title	Time	WP	Purpose / Objective	Target audience
FAIR-IMPACT Kick-off Meeting - Hybrid	June 27th-28th	WP1/ WP7/ all	Kick-off project work; network; discuss on planning, implementation and project management mechanisms; explore alignment with EOSC-A, FAIRCore4EOSC and other relevant initiatives.	Project partners, European Commission, EOSC-A, FAIRCore4EOSC, project partners who are also leading/are involved in relevant initiatives.
Synchronisation Force 1st Workshop - Virtual	November 2022	WP1/ WP7	Assess the progress of work related to FAIR-IMPACT focus areas with key FAIR EOSC projects and initiatives	FAIR and EOSC ecosystem projects, infrastructures and initiatives in Europe
Semantic Interoperability in EOSC (co-located with EOSC Symposium 2022)	November 2022	WP3	Propose an interoperability strategy that allows for format, schema and data type diversity, and facilitates interoperability where needed but remains manageable	Research organisations, service providers, research infrastructures and research communities
EOSC PID Policy and FAIRCORE4EOSC: Measuring Compliance (co-located with EOSC Symposium 2022)	November 2022	WP3	To find out how the requirements in the EOSC PID policy map to different stakeholders in the PID landscape	Stakeholders
Towards a shared value proposition for Persistent Identifiers in EOSC	November 2022	WP3	Gather feedback for the MS3.1 Joint value proposition by	PID providers

Event title	Time	WP	Purpose / Objective	Target audience
(co-located with EOSC Symposium 2022)			relevant PID providers (M10)	
Research Software Workshop: guidelines and metrics for metadata curation (co-located with RDAP20)	March 2023	WP4/WP5	Contribute to the FAIR-IMPACT guidelines to archive, reference, describe and cite Research Software and the FAIR-IMPACT metrics for FAIR Research Software.	Interested and active members of the academic software community.
Webinar: FAIR-IMPACT Open Call for Support	March 2023	WP2	Promoting the open calls	Data Service Providers; Research Infrastructures; Research Performing Organisations; Individuals in Science; Citizen Science Organisations
Why Mappings Matter and how to make them FAIR?	April 2023	WP4	Discuss issues around mappings and crosswalks and how they can become shareable and reusable	Data Professionals
Webinar: FAIR-IMPACT's Virtual Clinic for potential applicants to the first Open Call	May 2023	WP2	Opportunity to ask the FAIR-IMPACT team any questions the candidate may have about the support actions, eligibility, and the application process.	Data Service Providers; Research Infrastructures; Research Performing Organisations; Individuals in Science; Citizen Science Organisations
Developing Guidelines for Metadata Collection and	May 2023	WP4/WP5	Foster coordination and collaboration among various relevant projects and	The larger research software community is invited to participate and provide input,

Event title	Time	WP	Purpose / Objective	Target audience
Curation for Research Software			organisations, including the EOSC Task Forces, the CodeMeta Initiative, the FORCE11 Software Implementation WG, the joint FORCE11, RDA & ReSA FAIR for Research Software WG, the RDA Software Source Code IG, and the FAIRCORE4EOSC project,	including all types of stakeholders in the scholarly ecosystem. In collaboration with
PID best practices for complex data citation, semantic artefacts and related services	May 2023	WP3	Define best PID practices for complex data citation, semantic artefacts and related services. The main objective is to have the workshop feed into "Defining PID practices in FAIR data management" and use case documentation	FDO Initiative, RDA Data Citations WG, AGU Data Citation Community practices. A mixed approach with the invitations. The groups listed above will be invited to join the workshop and present their work. The workshop will also be open for everyone interested. No restrictions on the amount of workshop participants.

Table 7 FAIR-IMPACT events organised between M1-M12

5.2   Third party events

FAIR-IMPACT partners   actively participate in relevant third party events as speakers, organising sessions or workshops, presenting posters or giving talks. Below it is included a table with a list of the 26 events where FAIR-IMPACT was present till M12 (May 2023).

Event title	Location	Date	Activity
IASSIST 2022	Gothenburg (Sweden) & Online Hybrid	June 2022	Panel

Event title	Location	Date	Activity
CHORUS Forum	Online	June 2022	Co-chairing
SIGIDUS Seminar series	Online	July 2022	Presentation
AgroHackathon 2022 FAIRness assessment	Montpellier (France)	August 2022	Coaching
1st Workshop on Ontologies for FAIR and FAIR Ontologies (Onto4FAIR)	Vienna (Austria)	September 2022	Presentation
EUDAT Conference 2022	Athens (Greece)	September 2022	Panel
OntoPortal Workshop 2022	Montpellier (France)	September 2022	Discussions
EOSC Regional Event - NI4OS-Europe	Budapest (Hungary)	September 2022	Poster
EERA Data Workshop 5: Sustainable models for FAIR and open low carbon energy research data: Business models, licensing and certification	Brussels (Belgium) & Online	October 2022	Presentation
Helmholtz Metadata Collaboration conference 2022	Online	October 2022	Speaker
Webinar on user experience with FAIR evaluation tools and services	Online	October 2022	Presentation
FAIRCORE4EOSC Webinar: Developing new EOSC-Core components for a FAIRer Open Science ecosystem	Online	October 2022	Panel
Closing webinar of French project FooSIN	Online	October 2022	Presentation
Earth Science Information Partners (ESIP) Meeting 2022	Online	October 2022	Presentation
1st International Conference on FAIR Digital Objects	Leiden (Netherlands)	October 2022	Panel
NFDI4Ing Conference 2022	Online	October 2022	Presentation

Event title	Location	Date	Activity
EOSC National Tripartite Event Georgia	Tbilisi, Georgia	November 2022	Presentation
EOSC Symposium	Prague, Czech Republic	November 2022	Talk and Session
euroCRIS	Nijmegen, The Netherlands	November 2022	Presentation
e-IRG Workshop under Czech EU Presidency	Prague, Czech Republic	December 2022	Panel
NISO Plus 2023 session: Communicating the value of PIDs and metadata: What's in it for me, what's in it for you?	Online	February 2023	Presentation
e-Science Tage	Heidelberg (German)	March 2023	Lightning Talk
Progressing Machine Actionable Data Management Plans in DMPRoadmap	Gothenburg (Sweden)	March 2023	Presentation
RDA Plenary	Gothenburg (Sweden)	March 2023	Workshop
FAIR Digital Object Forum	Online	March 2023	Presentation
Towards Materials and Manufacturing Commons - the enablers Digital Marketplaces, FAIR Principles and Ontologies	Berlin (Germany)	April 2023	Presentations
EGU23	Berlin (Germany)	April 2023	Poster

Table 8 third party events FAIR-IMPACT contributed from M1-M12

5.3 Upcoming FAIR-IMPACT events M13-M24

A non-exhaustive list of the events already planned or where FAIR-IMPACT participation is planned for the upcoming 12 months are provided below:

- **FAIR-IMPACT General Assembly,** Online, July 6th 10.00-11.00CET

- **Onto4FAIR Workshop at FOIS 2023**. 2nd Workshop on Ontologies for FAIR and FAIR Ontologies (Onto4FAIR), in conjunction with FOIS 2023, Sherbrooke, Qc, Canada, July, 2023. Website: https://onto4fair.github.io
- **OS FAIR** - 25-27 September Madrid
- **EOSC Symposium 2023** 20-22 September 2023, Madrid
  FAIR-IMPACT responded to the call for topics launched by the EOSC Symposium organising committee and submitted ideas for the following topics in collaboration with the FAIR-EASE and FAIRCORE4EOSC projects:
  - Topic 1 Common Value proposition for PIDs
  - Topic 2 FAIR Assessment & metrics for EOSC communities
  - Topic 3 Metadata, semantics and interoperability
  - Topic 4 EOSC and the Common European Data Spaces
  The decision on the topics that will be included in the agenda and the role for the FAIR-IMPACT project there is expected to come on the first week of June 2023.
- **All-hands F2F meeting planning**: October 4th-6th in The Hague (NL)
- **National Roadshow in Serbia,** 10 October 2023, 11 CET
- **National Roadshow in Slovenia**, October 2023, date TBC
- **SciDataCon/ RDA/ WDS** 23 - 26 October in Salzburg; Together with International Data Week 2023: A Festival of Data, taking place on 23–26 October 2023, in Salzburg, Austria:
  - SciDataCon, 23-26 October, 2023: Aligning PID practices in FAIR workflows across disciplines (WP3)
- **RDA's 10th** anniversary under November theme: "Research data management support and education" titled "PIDs? In my dataset? A practical guide to PID implementation." (WP3)
- **IDCC24** (February 2024).

6 Monitoring and assessment

Evaluation of the Communication and Marketing activities will be based on several points. Key Performance Indicators (KPIs) are tracked on a monthly basis monitoring the dissemination, communication, papers submission and presence/organisation at events. Five monitoring trackers have been built based on the reporting forms available on the EC funding and tenders portal entry point for participants in funded projects. By using them as a benchmark, it will smooth the reporting process and ensure that the communication and dissemination activities are properly reported. Instructions about how to track the activities have already been shared with FAIR-IMPACT partners.

Tracker	Description
Publications	Papers, articles and other publications published by FAIR-IMPACT consortium partners
Dissemination Activities	Performed activities to reach target audiences, that is, any potential user of the project results. These activities can be: Clustering Activities, Collaboration with EU-funded projects, Conference, Education and Training Events, Meetings, Other Scientific Collaboration, Other Scientific Cooperation, Other
Communication Activities	Performed activities to reach a wide audience, that is, not just aimed to reach potential end-users, but the general audience, including media and general public. The aim is to promote the project in general and its value-added and not just the project results. Examples of some communication activities are visual identity (e.g. logo), public website, flyers, social media, videos, press releases, etc
Events	Events organised under FAIR-IMPACT and also all third-party events (events not organised by FAIR-IMPACT) where FAIR-IMPACT had visibility (e.g. poster, exhibition stand, lightning talk, panel discussion, presentation, paper submission, etc)
KPIs	General KPIs related to communication and dissemination activities

Table 9 FAIR-IMPACT list of Monitoring and Assessment trackers

An online visual Dashboard will also be set up to measure the online presence and the community engagement in real-time, as well as allow users to visualise trends and compare performance over time of the FAIR-IMPACT website and social media channels.

7   Conclusions and next steps

This document describes the status of the dissemination, exploitation, and communication actions implemented over the first 12 months of the project, organised around four different engagement campaigns detailed in D7.1 "Dissemination, exploitation and communication Plan" of FAIR-IMPACT, as part of "WP7 - Dissemination, exploitation and communication".
This document is agreed upon with all the FAIR-IMPACT WP7 partners and all partners, according to the effort indicated in the FAIR-IMPACT work plan, commit to contribute to it.
The report covers the period from M3 (August 2022) to M12 (May 2023) reports all the activities performed between M1 and M12 and outlines planning from M13 through M36.
The final release of this series of reports is expected in May 2025 when *D7.3 Impact report [dissemination, exploitation and communication results]* is due.

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