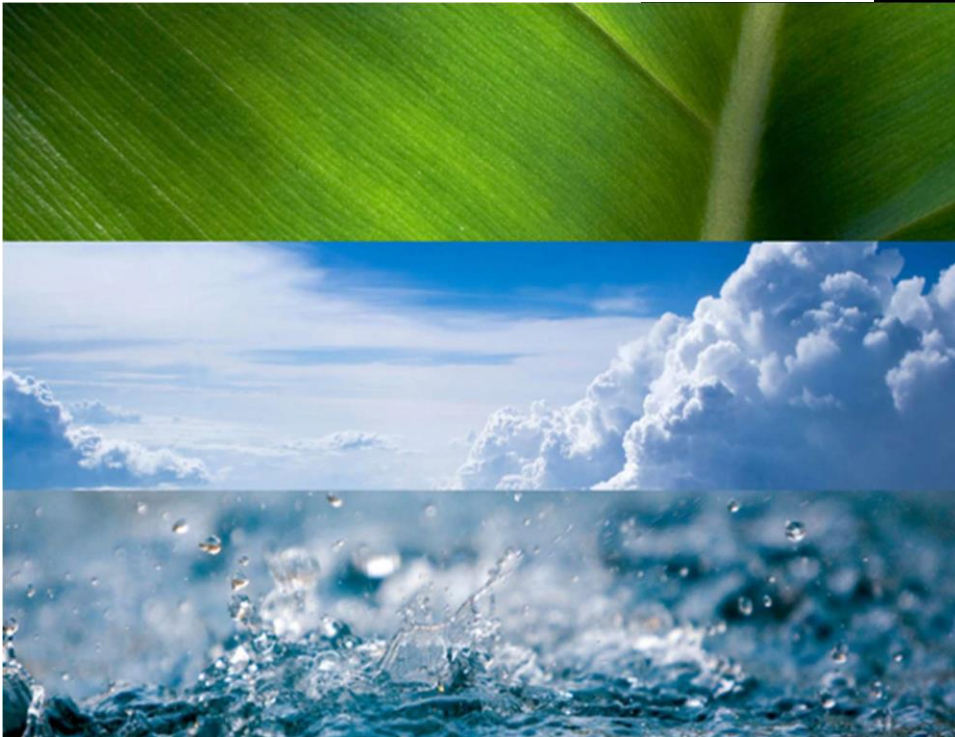


Updated Dissemination Plan



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Deliverable Review Checklist

A list of checkpoints has been created to be ticked off by the Task Leader before finalizing the deliverable. These checkpoints are incorporated into the deliverable template where the Task Leader must tick off the list.

- Appearance is generally appealing and according to the RINGO template. Cover page has been updated according to the Deliverable details. x
- The executive summary is provided giving a short and to the point description of the deliverable. x
- All abbreviations are explained in a separate list. x (n/a)
- All references are listed in a concise list. x (n/a)
- The deliverable clearly identifies all contributions from partners and justifies the resources used. x
- A full spell check has been executed and is completed. x

DISCLAIMER

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ABSTRACT

The present Updated Project Dissemination Strategy describes the Readiness of ICOS for Necessities of integrated Global Observations (RINGO) project dissemination and communication strategy and its implementation plan. This document will be used by the consortium to ensure the high visibility, promotion and accessibility of the project and its results among identified target groups during the project as well as an efficient exploitation of its results after the end of the project. The document will be a frame of reference for evaluating the impact of dissemination and communication activities and it will be updated and accommodated as the project progresses.

The purpose of the document is to achieve the best possible impact of its activities as well as to support and strengthen collaboration. This will be done by concentrating on maximizing the scope and effectiveness of the dissemination and communication activities. These activities will raise awareness on the project and its achievements among the general public as well as address the target key stakeholders which are holding a relevant role in the field of project activities.

The RINGO Updated Project Dissemination Strategy has been structured in different sections presenting the dissemination and communication objectives, participants, target audiences, channels, messages and implementation measures.

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1. Introduction

This is the Updated Dissemination and Exploitation Plan of the Readiness of ICOS for Necessities of integrated Global Observations (RINGO) project. The main objectives of the dissemination and communication activities of the project are to ensure that the activities and results of the project become as widely known as possible within all the participants and target audiences (defined in more detail in chapter 2.4), and in doing so, increase and concretize impact. Most relevant dissemination channels for each participant and target audiences are also identified.

This updated plan will introduce the Dissemination Strategy, participants and key target audiences, communication channels and Exploitation Plan for the project, and it will serve as a reference framework for evaluating the dissemination of activities. This plan will be updated and adjusted throughout the life span of the project.

1.1 Timeline for RINGO Dissemination and Exploitation Plans

1. The Initial draft of the RINGO Dissemination and Exploitation Plan M6
2. The Updated RINGO Dissemination and Exploitation Plan M18
3. The Final RINGO Dissemination and Exploitation Plan M36

2. Dissemination Strategy

Dissemination of project activities can be divided into two main categories: project internal and project external dissemination. Internal dissemination mainly supports the coherence between the project partners and simultaneously supports the development of the RI's internal communication culture, while external dissemination will support the project work by ensuring its visibility, accessibility and impact and enables the establishment of a stable identity of RINGO as a specific ICOS RI project that distinguishes itself from other similarly named projects and also supports the visibility of ICOS RI as a whole. All partners will contribute to the dissemination by utilizing the channels defined below.

2.1 Objectives of the dissemination activities

The objectives of the dissemination activities are as follows:

1. Planning
 - Identify contributors and target audiences, set up dissemination tools and channels, identify the main messages
2. Designing
 - Plan project visual identity
3. Distribute and represent

- Actively use the distribution channels, organise and attend events, keep developing distribution channels
4. Evaluate
 - Evaluate the expected impact of the Dissemination Activities actively throughout the project and follow them up on updated and final Dissemination and Exploitation Plans
 5. Sustain
 - Ensure a long-lasting visibility of the project activities and outcomes

2.2 Dissemination participants

All RINGO project participants are committed to contributing to the dissemination activities by actively distributing news and results within their own work packages and tasks, and by reporting on these activities to the coordinator and through the suitable dissemination channels. The following matrix describes the main actors, and responsibilities of each instance of the project involved in dissemination:

Instances in RINGO	Description	Responsibility for activities
Coordination, Scientific Coordinator	Project Coordinator (Werner Kutsch, ICOS ERIC), Project Director (Jouni Heiskanen, ICOS ERIC) and Executive Board	Oversee communication activities
Coordination, Administration	Project manager (Evi-Carita Riikonen, ICOS ERIC) Project management team member (Janne-Markus Rintala, ICOS ERIC) project assistant (Leysan Karimova, ICOS ERIC)	Plan and implement communication activities, update communication channels (internal and external) Maintains project internal management platform EMDESK
Coordination, Communication Unit	Communication specialists (Katri Ahlgren, Mari Keski-Nisula, ICOS ERIC)	Main responsibility for coordination of all communication channels. Maintain website, edit newsletters, coordinate social and traditional media activities, support event organization. Coordinate the evaluation and suggest further development of the dissemination strategy.
Task Communicator, Scientist	Scientist working in the task (not necessarily the task leader) who takes the responsibility for task communication.	Reports on task progress and identifies results that should be communicated, actively contacts Coordination, Communication Unit.
Partner, Scientist	Scientist working in the tasks	May lead journal articles or give scientific presentations. Supports Task Communicator during communication events.

Partner, Communication Unit	Communication specialists of Partner Organisation	Support scientific partners in external communication, particularly Task Communicator activities, actively contacts Coordination, Communication Unit.
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Table 1. Dissemination participant

2.3 Dissemination activities and channels

The dissemination of RINGO activities and results will use an assortment of communication channels, each with specific target audiences and impact. The different channels are listed in the following table and connected to the responsible partners and expected impact. Possible performance indicators are also listed.

2.3.1 Identified Communication Channels

The coordination will evaluate the dissemination strategy by assessing the project communication and dissemination activities and exploring new possibilities; refining and updating the dissemination plan.

CHANNEL	Project internal management platform EMDESK	Project Website	Newsletters
DESCRIPTION OF ACTIVITY	Continuous updating, document repositories for all work packages, calendar, collaboration tools, monitoring tools.	Continuous basic updating; publishing of news, results and impact, deliverables, publications and key activities.	Project news published regularly in the ICOS Newsletter
RESPONSIBLE PARTNERS	Coordination, administration maintains.	Coordination, communication maintains and provides basic content	All partners committed to provide content
	All partners committed to utilize the platform.	All partners committed to provide content for the website	Coordination, communication collects and distributes newsletters
EXPECTED IMPACT	Improvement of the internal information flows.	General information about the project. Attract external co-operators and new countries. Performance indicators could be: number of unique visitors per month, number of posts published and percentage of visitors from countries other than ICOS member countries.	General information about the project. Attract external co-operators and new countries.
CHANNEL	Social Media	Media (national and international newspapers and radio/TV-channels)	Professional networks and magazines / target publications
DESCRIPTION OF ACTIVITY	Continuous basic updating of ICOS Twitter and LinkedIn accounts and possibly other social	Identifying opportunities to feature RINGO in ICOS-related publications in	Information sharing with other research infrastructures;

	networking websites; communicating of news, events, publications and results. Updating follows the guidelines provided in the 'Social media guide for EU funded R&I projects' by the European Commission (2018).	national and international press; communicating of news, events, publications and results	communicating of news, events, publications and results
RESPONSIBLE PARTNERS	Coordination, communication sets up frames. All partners committed to provide content.	Partner, communication units: all partners utilize their existing communication networks	Partner, communication units: all partners utilize their existing communication networks
EXPECTED IMPACT	Support of other channels by event-related communication. Performance indicator could be number of impressions and engagements.	Information about the project and its results to general public. Sustain societal support and attract new users.	Specific information about the project results. Attract external co-operators and new users.

CHANNEL	Scientific Publications and Materials	Conferences, Events and Workshops	Contribution to External Events
DESCRIPTION OF ACTIVITY	Producing scientific publications and informative materials (flyers, posters etc.)	Organising sessions at conferences and other events, communicating about RINGO results	Actively participating in external events and communicating participation and presentations in all external events; presenting project results
RESPONSIBLE PARTNERS	Partner, scientist; all partners are committed to the respective task	Partner, scientist; all partners are committed to the respective task. Supported by coordination.	Partner, scientist; all partners are committed to the respective task. Supported by coordination.
EXPECTED IMPACT	Visibility in the scientific community. Performance indicator could be number of scientific publications related to RINGO.	Visibility in the scientific community. Performance indicator could be number of conference sessions	Visibility in the scientific community. Performance indicator could be number of events related to RINGO.

		and presentations related to RINGO.	
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Table 2. Identified communication channels

2.3.2 Detailed description of communication tools and activities

Logo

The visual elements and wording of the RINGO project logo were decided at the RINGO Kick-off meeting in February 2017. The logo has been produced in March 2017.

The project logo (fig. 1.) is based on the ICOS logo, visual identity, font and colour palette, which reflect the purpose of the project.

The logo is being used in all RINGO related internal and external communication and documents:



Fig. 1: RINGO project logo

Website

The project website (www.icos-ri.eu/ringo) has been published in February 2017. The website is integrated into the ICOS website and it is maintained by ICOS ERIC Head Office and Carbon Portal.

The project website is built around 7 sub-pages; 'Project: RINGO', 'Goals', 'Project Partners', 'News and Events', 'Results and Impact', and 'Management'. A new sub-page titled 'Materials' was published in June 2018. The website has been updated with news, deliverables and key activities.

Online channels

The project online channels are integrated into the ICOS online channels. Project news, results, deliverables, publications and key activities will be published on ICOS Twitter and

LinkedIn accounts as well as occasionally in other ICOS online channels. ICOS online channels are maintained by ICOS ERIC Head Office.

Project news will be published regularly in integration to the ICOS Newsletter. The ICOS Newsletter is published regularly online by ICOS ERIC Head Office. The ICOS Newsletter is distributed to about 500 subscribers by email and it is published on the ICOS website and social media channels. Subscribing to the ICOS Newsletter is of free-of-charge and open to everyone.

Press releases

Opportunities to feature RINGO in ICOS-related press releases in national and international press will be identified in order to communicate news, events, publications and results of the project. Press releases are distributed by ICOS ERIC Head Office.

2.4 Dissemination target audiences

Within the RINGO project, the following target audience groups have been identified, based on the ICOS Communications strategy draft:

- ICOS research community
- Other members of European and international scientific community
- European and international research infrastructures
- Other related projects and initiatives
- Relevant ministries and other national, regional and local authorities
- Education sector (Universities, Institutes and Research Centres)
- Relevant EU institutions and policy makers
- Private sector
- Intergovernmental and international organizations
- General Public

2.5 Messages to be disseminated

All of the six work packages included in the RINGO project have their very own and specific aims focusing on their specific aspect of either scientific, geographic, technological, data or management aspect of the project . The main outputs for each work package are described below, keeping in mind the relevant main target audiences for each work package:

Target audience	WP1	WP2	WP3	WP4	WP5	WP6
ICOS research community	Communication of the impact and the long-term strategy of ICOS RI.		The state-of-the-art technical approaches that ICOS RI should aim to implement.	Increasing the interoperability of ICOS data through a meta-data type registry.	Confirmation that ICOS is a global player by connection to domain-specific integration projects.	Establishing an image of a reliable and efficient coordinator.
Other members of European and international scientific community	Communication of concepts for fossil fuel emissions and in-situ and remote sensing integration.	Sharing the information and best practices with ICOS candidate and partner countries.	New technical developments need involvement from the scientific community, dedication and resources, and one method is trial-and-error	Making the ICOS data visible and known for the interdisciplinary academic community	ICOS supports global scientific efforts for better knowledge on GHG fluxes.	Enabling RINGO and ICOS to present themselves as clear and coherent entities that could create interdisciplinary interest.
European and international	Cooperation and interoperability strategy. Communication of the impact and the long-term		ICOS is active in developing new measurement methods and open for new collaborations, technical	Improving and making legacy (permanent ICOS) data available at the best possible level of quality including uncertainties.	ICOS is role model for global integration.	Enabling RINGO and ICOS to present themselves as clear and coherent entities.

al research infrastructures	strategy of ICOS RI.		standardization ICOS is exploring the best ways to stay on par with future requirements from RIs.			Setting a good example about coordination of projects led by an ERIC.
Other related projects and initiatives (including UNFCCC, GCOS, WMO and GEO)	ICOS wants to become a key player in the Global GHG Observation system and support initiatives such as IG ³ IS (WMO) and GEO-C.		Technical advancements should be systematically explored. Innovation will be transferred to global systems.	Enabling Synergies.	ICOS supports global domain-specific networks such as FLUXNET and SOCAT.	Enabling Synergies.
Relevant ministries and other national, regional and local authorities	Communication of the impact and the long-term strategy of ICOS RI. Showing benefits of ICOS membership.	Benefits of being part of ICOS ERIC.	ICOS is integrally related to the industrial sector and new products development.	Establishing an ICOS identity as a reliable provider of data for policy making/increasing awareness/f or different user groups.	ICOS is key player in global GHG observations and develops this important scientific role further.	Enabling ICOS to present itself as capable of sustainable operations.

Table 3. Messages to be disseminated

3. Exploitation Plan

This chapter describes the way the individual project partners, as well as the project consortium as a whole, intend to present and make the project outputs visible and known; and in doing so, support the sustainability and further development of the project outcomes.

Project partner	WP and task(s) where involved	Exploitation action and channel
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Coordination	WP2, Task 2.1. Handbook for Stakeholders	Support new countries to join ICOS, support other RIs and ERICs with the development of best practices
IOW, Coordination	WP3, Task 3.2. Development of new GHG concentration measurement methods for oceanic ships	Promote development outcomes for the oceanic GHG community
UHEI, Coordination	WP1, Task 1.2. Scientific-technical document for requirements of fossil fuel observation system	Promote development outcomes for the atmospheric community
ICOS ERIC	WP4, Task 4.1. Unified metadata base	Promote best practices with data management and interoperability within the Earth Observation community
ICOS ERIC	WP5	ICOS will position itself to act as the European regional center for IG3IS and the GEO Flagship initiative on the Carbon Cycle and GHG. In particular, ICOS will promote in collaboration with the international partners, its solutions on data processing, management, and distribution

Table 4. Exploitation Plan

4. Conclusions

This Dissemination and Exploitation Plan has been produced with the aim at describing the ways the RINGO project will disseminate project results and activities.

Present plan also outlines the ways the project results will be exploited. This is meant to be a living document which will be updated constantly during the project. The final update will be released in month 36.

5. Appendix 1: Reporting scheme

1. Online & Interactive channels

Since the launch of the project, there has already been some activity on the website and social media. During the life span of the project the use of other channels will be developed.

Project website

Webpage name	Type of visibility (interview; article, citation, other)	Coverage
RINGO news and events	News article 'RINGO Annual Meeting', Jan 2018	Global
RINGO news and events	News article 'Are you lost while trying to seek for the correct information?', Dec 2017	Global
RINGO news and events	News article 'RINGO Kick-off meeting in Heidelberg', Feb 2017	Global

Newsletter

Newsletter name	Type of visibility (interview; article, citation, other)	Coverage
ICOS Newsletter 2/2018	News article 'ICOS community meets at RINGO Annual Meeting', May 2018	Global
ICOS Summer Newsletter 2017	News article on project updates, July 2017	Global
ICOS Spring Newsletter 2017	News article 'RINGO launched in Heidelberg', April 2017	Global

Project management platform

Project management platform name	Type of visibility (interview; article, citation, other)	Coverage
EMDESK	EMDESK project management platform operational, internal materials continuously uploaded	RINGO Consortium

2. Non-electronic

This section will be regularly updated. Scientific Publications:

Publication name	Area of Interest	Coverage

Project Public Deliverables

Deliverable name	Date of publishing	Places where published or to be published
Deliverable 2.2 Concept document on collaboration with countries and stations outside European Union	January 2018	RINGO website https://www.icos-ri.eu/node/377
Deliverable 2.4 Online platform as part of ICOS webpages including technical and scientific training material	December 2017	
Deliverable 5.1 Concept for ICOS involvement in carbon and GHG flagship inside GEO and IG3IS program by WMO	April 2018	
Deliverable 6.2 Project internal communication	June 2017	
Deliverable 6.3 Initial Project Dissemination Strategy	June 2017	
Deliverable 6.4 Initial Data Management Plan	June 2017	
Deliverable 6.5 Initial Risk Management Plan	June 2017	
Deliverable 6.1 Organization of project Kick-off meeting, including a General Assembly meeting and Executive Board Meeting	March 2017	

3. Project Internal Interactive Channels

This section will be regularly updated. Contribution to Internal Events during the first 18 months:

Type of Event	Name and date of Event	Place	Coverage (e.g. WP-level, Consortium level)
Kick-off Meeting	RINGO Kick-off meeting 21.-23.02.2017	Kirchhoff Institute for Physics, Heidelberg, Germany	Consortium level
Training and Workshops	Training workshops for scientists in candidate countries: Initial workshop on manager training for new countries	Czech Globe, Czech Republic	Consortium level; WP2
	TCCON and ICOS data integration workshop, June 9, 2018	In conjunction with the 2018 annual TCCON meeting, University of Mexico (UNAM, Universidad Nacional Autónoma de México) in Hacienda Cocoyoc, Cuautla, Mexico	WP1
	TCCON and ICOS technical integration workshop		WP1
	Skogaryd Research Catchment workshop June 2018	Skogaryd Research Catchment, University of Gothenburg, Sweden	WP1
Annual Meetings	RINGO annual meeting 20.-22.3.2018	University of Antwerp, Belgium	Consortium level
Other Events			
Final Meeting			

4. Project External Interactive Channels

This section is continuously updated Contribution to External Events during the first 18 months:

Name and date of Event	Place	Type of Event	Contribution (presentation, poster, keynote, booth, invited speaker other than keynote etc.)
ISI MIP and PROFOUND Cost action final workshop 9-10 October, 2017	Potsdam Institute for Climate Impact Research (PIK)	Workshop	Participation (communications), WP3
AGU fall meeting 11-15 December 2017	New Orleans Ernest N. Morial Convention Center, USA	Conference	Panel session on "Integration of Ecosystem Research Infrastructures for Multi-Scale Analysis" WP5
GLODAP reference group meeting at the 2018 Ocean Sciences Meeting 11-16 February 2018	Oregon Convention Center, Portland	Conference	Participation; WP5