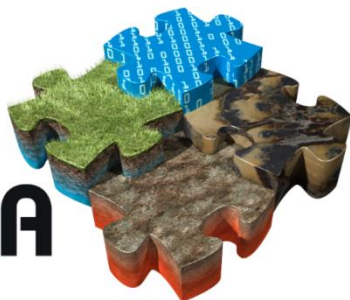


# GeoERA



Establishing the European Geological Surveys Research Area to deliver a Geological Service for Europe

## Deliverable

### DISSEMINATION AND EXPLOITATION PLAN

Authors and affiliation:

**Claudia Delfini and Patrick Wall**

[EGS, EuroGeoSurveys]

E-mail of lead author:

**claudia.delfini@eurogeosurveys.org**

Version: 06-02-2017 (Final)

This report is part of a project that has received funding by the European Union's Horizon 2020 research and innovation programme under grant agreement number 731166.



<b>Deliverable Data:</b>		
<b>Deliverable number</b>	D5.1	
<b>Dissemination level</b>	Public	
<b>Deliverable name</b>	Dissemination and Exploitation Plan	
<b>Work package</b>	WP5, Communication, Exploitation and Dissemination of the results	
<b>Lead WP/Deliverable beneficiary</b>	[GEUS]	
<b>Deliverable status:</b>		
<b>Submitted (Author(s))</b>	01/02/2017	Claudia Delfini
<b>Verified (WP leader)</b>	01/02/2017	Jørgen Tulstrup
<b>Approved (Coordinator)</b>	06/02/2017	Yvonne Schavemaker



---

## GENERAL INTRODUCTION

This document presents the Dissemination and Exploitation Plan for GeoERA. It serves as a guideline for communication and exploitation activities.

The plan will bring together the current knowledge of target audiences, existing networks and priority activities during the project. Work Package 5 (WP5) of GeoERA is responsible for preparing and supporting the dissemination activities for the whole duration of GeoERA including the call phase as well as the research results of the projects funded under GeoERA. Dissemination activities featuring/promoting the research achievements and impact of the research projects will be a central activity that will reach out to the broader research community and key stakeholders, including policy-makers.

WP5 will adopt a dynamic dissemination and exploitation policy, as dissemination results are an indicator of the project's success. Therefore, it is vital that the results, news and findings are made known to appropriate stakeholders. The plan will be reviewed and updated on a regular basis for assessment of new possible dissemination opportunities that emerge during the course of the project.

In the first phase of the ERA-NET, the key to its success is to identify all the channels, audiences, information and content to be disseminated by the project and to engage all relevant stakeholders in the call procedures. It will align key messages for different audiences, the frequency with which communications will take place, milestones for communications, quality controls and performance indicators, as well as responsibilities for undertaking these activities.

In the second phase (Project Implementation phase), the focus will be on dissemination of the results of the funded projects, and exploration of opportunities for sustained exploitation of results (in particular the Information Platform) beyond GeoERA.

The document is intended for both internal and external readers. Its dissemination level is Public.



---

## EXECUTIVE SUMMARY

This document presents GeoERA's Dissemination and Exploitation Plan, defining the actions and implementation measures envisioned to efficiently communicate about its objectives and activities and disseminate its outputs in order to ensure the best exploitation of its results.

The document outlines the key messages which are to be considered in all communications issued by all partners, and provides an analysis of the stakeholders to whom these messages are directed and the channels identified for their delivery. This Dissemination and Exploitation Plan sets out communication activities designed to ensure that all relevant and interested stakeholders are involved and/or reached, and properly, correctly and regularly informed and kept updated.

The principal aim of the Dissemination and Exploitation plan is to inform and engage the wider stakeholder community. The main objectives of the plan are:

- To raise awareness of GeoERA objectives and foster stakeholder engagement;
- To promote the GeoERA co-funded call days for both call Stages;
- To organise and promote the final event to launch the GeoERA projects' results and outputs;
- To ensure regular information flow of GeoERA progress and results to the relevant stakeholders.

The dissemination activities will follow the different phases of the project. During the start-up phase the communication activities will be focus in creating the graphical identity.

During Phase 1 (Call phase), the key objective will be to promote the Joint Call, both within the GeoERA consortium and in the Stakeholder community. The key tasks of this phase will be:

- the identification of key stakeholders and potential end-users of GeoERA outputs including specific EU Institutions, industry, relevant scientific networks and infrastructures, public service providers and national and regional policy makers as targets for dissemination activities and
- the development of communication and dissemination tools and key messages tailored to the specific stakeholder groups.

During Phase 2 (Project Implementation phase), the focus will be on dissemination of the results of the funded projects, and exploration of opportunities for sustained exploitation of results (in particular the Information Platform) beyond GeoERA. The main tasks during the 2nd phase are:

- to identify the most suitable communications tools to disseminate information (website, newsletter, press releases, etc.) and
- to establish a direct or indirect collaboration with stakeholders organisations and networks (EEA, JRC, EPOS, EMODNET, etc.)

During the final phase (after the implementation of the projects) of GeoERA the focus will be on the preparation of recommendations regarding the continued development and maintenance of the information platform.



## TABLE OF CONTENTS

1	INTRODUCTION.....	4
2	ROADMAP OF ACTIVITIES.....	5
3	TARGET AUDIENCE .....	6
4	KEY MESSAGES.....	7
4.1	Generic messages.....	7
4.2	Specific messages.....	8
4.2.1	Geo-Energy.....	8
4.2.2	Groundwater.....	8
4.2.3	Raw Materials.....	9
4.2.4	Information platform.....	9
5	PHASE 1 (M1-M18).....	10
5.1	Communication and Dissemination tools .....	10
5.1.1	Visual identity and website .....	10
5.1.2	Flyer.....	10
5.1.3	Tutorial Video .....	10
5.1.4	E-Newsletter.....	10
5.1.5	Information days.....	11
5.1.6	Participation at events .....	11
5.1.7	Contact databases.....	11
5.1.8	Kick off Meeting.....	11
5.1.9	Gadgets.....	11
5.1.10	Social Media.....	11
5.1.11	Media articles/ Press releases.....	12
5.1.12	Other specific tools.....	12
6	PHASE 2 (M19-M54).....	13
6.1	Communication and Dissemination tools .....	13
6.1.1	Brochures.....	13
6.1.2	Projects Kick off and Final event.....	13
7	EXPLOITATION PLAN / SUSTAINABILITY (M18-M60) .....	14
7.1	Participation at events.....	14
7.2	Communication guidelines.....	15
8	IMPACT OF COMMUNICATION AND DISSEMINATION ACTIVITIES.....	16
9	ROLES AND RESPONSIBILITIES .....	17



---

## 1 INTRODUCTION

Active interaction with and engagement of stakeholders during both the call phase and the project implementation phase will be key to the success of GeoERA.

The principal aim of the Dissemination and Exploitation plan is to inform and engage the wider stakeholder community, allowing their needs to direct GeoERA projects and to maximise their impact.

The plan will take into account actions targeted at the regional, national and European level with the aim to involve as much as possible the potential stakeholders to provide ideas for the Phase 1. Once the Phase 2 is running and when it has been finalized the plan will provide the guidelines to the GeoERA projects to communicate and disseminate their outputs in such a way that they best support efficient and sustainable management of the subsurface by regional, national and EU policy makers, and responsible and publicly acceptable exploration, exploitation and use of subsurface resources by Europe's Industry.

The plan will develop dissemination activities featuring/promoting the research achievements and impact of the research projects will be a centralised activity that will reach out to the broader research community and key stakeholders, including policy makers. The WP5 will adopt an innovative and dynamic dissemination and exploitation policy, as dissemination results are an indicator of the project's success. Therefore, it is vital that the results, news and findings are made known to appropriate stakeholders.

The plan will be reviewed and updated on a regular basis for assessment of new possible dissemination opportunities that emerge during the course of the ERA-NET. In the first phase of the ERA-NET, the key measure of success will be based on creating a constant flow of information and updating those who are directly involved in developing the calls along with those that may be involved in implementing the funded projects. In the second phase the key measure of success will be based on the extent of the network created and on the amount of information made available.



## 2 ROADMAP OF ACTIVITIES

The complexity of the ERA-NET, that requires transnational collaborative research, requires that the dissemination activities are dynamic and synchronised in order to guarantee that the results and constraints of each topic are well known by all the partners in charge of developing the calls. This approach will ensure the interoperability of data and of information and will allow for an efficient information system to be set up for the duration of the ERA-NET. This information system will represent the main product of the exploitation plan.

On the basis of these considerations, the aims of the dissemination and exploitation strategy plan are mainly focused on creating a constant awareness, among the national Geological Survey organisations (NGSOs), on each single topic, sharing the information and the results achieved during the lifetime of the calls. To do so, the most suitable dissemination tools will be chosen to ensure that the information delivered will be easily reachable by the NGSOs.

At the start up phase the communication strategy will focus on raising project awareness among the GeoERA consortium and stakeholder's community and on promoting the Joint Call. Then as the 1<sup>st</sup> phase has been concluded, dissemination will be on the results of the funded projects and exploration of the opportunities for sustained exploitation of the results beyond GeoERA.

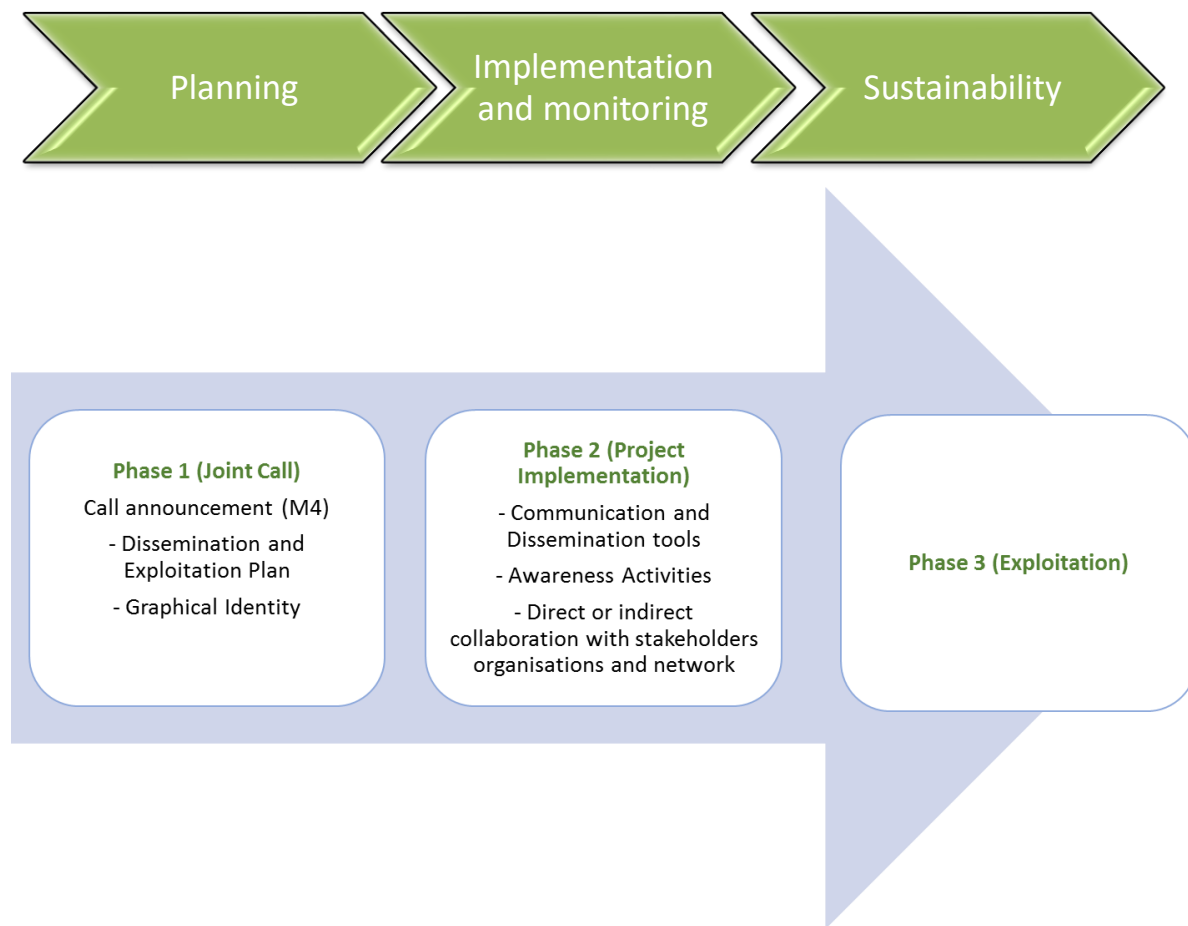


Figure 1. The different dissemination and exploitation phases for the different project periods.



### 3 TARGET AUDIENCE

In collaboration with the EuroGeoSurveys Water Resources, Mineral Resources, GeoEnergy and Spatial Information Expert Groups, targeted groups of stakeholders will be continuously identified throughout the project duration. This will ensure the most important information from each thematic area will reach the most relevant stakeholders through the various communication and dissemination activities. The stakeholders will be identified taking into account five basic classifications (political, economic, knowledge and socio-cultural systems, such as EU Institutions; industry; relevant scientific networks and infrastructures; public service providers; and national and regional policy makers).

EuroGeoSurveys (EGS) has an established network of key stakeholders already in place. Through regular interaction with various Directorate Generals in the European Commission (in particular DG GROW, DG RTD, DG ENERGY, DG JRC, DG MARE), EGS and its network of national experts keep the relevant units and officers well informed of all developments of interest and provide advice on any issues relating to the subsurface when requested. A Collaboration Agreement exists between EGS and DG JRC to improve scientific cooperation and knowledge sharing. In addition, EGS has an Agreement on Cooperation with the European Environment Agency which aims to secure a long-term cooperation in integrating environmental and geo-scientific data, information and knowledge – this includes joining expertise to improve access and use conditions of in situ data for the COPERNICUS services, in which EGS plays an increasingly active role. With such well-established contacts in place, GeoERA will be able to exploit these existing networks to ensure the relevant services at EU level are kept well informed of progress.

EGS is also involved in thematic-relevant initiatives and networks that will further the communication efforts towards targeted audiences. These include, amongst others: the European Plate Observing System (EPOS), which is very relevant for the Information Platform Theme; the European Innovation Partnership on Raw Materials (in which EGS holds a seat on the High-Level Steering Group) and the EU Industrial Policy Dialogues on Raw Materials; the European Technology Platform on Sustainable Mineral Resources (ETP SMR), for which EGS runs the Secretariat; strengthening the relations with the EU COPERNICUS Programme and the European Environment Agency (EEA); the PanAfGeo project; and the strengthening of relations with ASGMI.

Via the GeoERA partner organisations, the WP5 team will develop an extensive database of national stakeholders, identifying different target groups for communication and dissemination activities at the national level. This database which will be developed continuously throughout the project with the aid of the partners.



## 4 KEY MESSAGES

The Plan aims to use messages which are tailored to each of the audience groups outlined in Section 3 (Target Audience).

The effectiveness of any single message is dependent on a variety of issues. From the stakeholder's perspective, two elements are significant:

- the amount and quality of the information that is communicated; and
- the overall judgment that each individual makes about the way a message is communicated.

The style of the messages should therefore reflect a balance between the need of information and the benefits delivered by the project. These benefits will be different for each target audience. The project will tailor messages for each audience group, but all communications issued by any member of the project team should consider reflecting one or more of the following key messages:

### 4.1 Generic messages

GeoERA's general aims can be formulated as such:

- GeoERA makes transnational data and information services as well as harmonized methods accessible and interoperable through a single access point, thereby facilitating the dialogue between, science, society, industry and policy.
- GeoERA provides stakeholders with long term accessibility of GeoERA project outputs through a geological knowledge base consisting of objective and seamless data, information and expertise to support them in decision making related to subsurface resources.
- GeoERA supports networking and sharing of knowledge, data and information across the themes of geo-energy, groundwater and raw materials and contributes to a better understanding of the water-energy-raw materials nexus.
- GeoERA contributes to the optimal use and management of the subsurface while minimizing environmental impacts and footprint for geo-energy, raw materials and groundwater challenges.
- GeoERA sets up a European Geological Surveys Research Area, which advocates the free movement of researchers, knowledge and technology across Europe, and align and de-fragment research agendas and research funding between countries.





## 4.2 Specific messages

To have more impact, the plan has identified specific messages for each theme.

### 4.2.1 Geo-Energy

Target Audience	Messages
Policy maker	Improved ability to predict potential subsurface contributions to secure future energy supply.
	Improved evaluation of potential measures to limit further anthropogenically induced climate change.
	More comprehensive and scientifically supported basis for societal and economic cost-benefit analyses, subsurface spatial planning decisions and strategic environmental assessments.
Industry	Improved detection and anticipation of potential bottle-necks with respect to exploitation of geo-energy resources and storage capacities.
Scientist	Improved basis for formulating and developing future research and innovation programmes.
Public	Facilitate the dialogue with public and societal organizations with unbiased and evidence-based arguments and information.

### 4.2.2 Groundwater

Target Audience	Messages
Policy maker	Improved support for the implementation of EU water policies such as the Water Framework and Groundwater directives and the Blueprint to Safeguard Europe's Water Resources.
	State-of-the-art resource mapping and assessment that will set the basis for an integrated Europe-wide monitoring system of groundwater in line with the Water Framework Directive.
	Improved role of Europe in developing innovative solutions and products for sustainable water management, conjunctive use and protection of freshwater resources, globally.
	State-of-the-art tools for decision support that allow to elaborate the cost-effectiveness of measures and to support sustainable decision making in relation to the water-food-energy nexus.
Industry	Open access to modelling to develop new groundwater services.
Scientist	Improved decision support for climate change adaptation by improved coupled climate and groundwater surface water models.
	State-of-the-art resource mapping and assessment.
	Improved access to downloadable hydraulic and (hydro)chemical parameters of main European aquifers and aquitards (or groundwater bodies).



### 4.2.3 Raw Materials

Target Audience	Messages
Policy maker	To facilitate a more efficient use of natural resources, minimizing waste and improving recycling.
	Reduction of the import dependency of Europe's industries for critical raw materials.
	To provide technical solutions helping the market to enhance the exploration phase, making it more efficient and less invasive, and optimising the performance and cost of deposit exploration.
Industry	To provide innovative solutions for mineral exploration and development.
Scientist	To provide technical solutions helping the market to enhance the exploration phase.
Public	To facilitate the re-use and recycling of mineral based waste.

### 4.2.4 Information platform

Target Audience	Messages
Policy maker	To contribute to improving and structuring the dialogue between various policy domains and subsurface stakeholders in support of subsurface spatial planning and decision making.
	Improved ability to combine geospatial (2D and 3D) databases, developed in GeoERA or at national/regional level, with other environmental data and information sources, to support e.g. environmental assessment, management of spatial planning, or evaluation and resolution of conflict of usage through implementation of standardised access (including INSPIRE compliant web services).
Industry	Better access to integrated information and knowledge on subsurface resources.
Consultant	Better access to integrated information on the subsurface in order for them to make value added products.
Scientist	Improved ability of scientists at GSOs and research institutions to effectively define future actions with regards to improving key knowledge on geoenery, groundwater and mineral resources, through provision of a sustainable and expandable spatial information framework.
Public	To raise the awareness and knowledge about the subsurface resources available, the exploitation activities, the environment affected, etc.



## 5 PHASE 1 (M1-M18)

The Call procedure is designed to allow stakeholders to provide input to the content of the research programme through the submission of Project Ideas. Promotion of the call will aim at:

- Raising awareness of the GeoERA initiative both with potential stakeholders and the general public;
- Soliciting Project Ideas from key stakeholders, such as EU institutions, industry and academic networks, and (groups of) national stakeholders;
- Optimising complementarity of and synergies between Project Ideas and Full Proposals submitted through the GeoERA participants;
- Soliciting high quality Project Ideas and Proposals through ensuring awareness of the call scope, objectives, expected impacts, procedures, and timeframe.

### 5.1 Communication and Dissemination tools

Documentation and dissemination material will be produced to meet the above objectives. During the Phase 1, the joint call for Ideas is open to all interested in GeoERA. The most suitable communication and dissemination tools identified in order to reach a wide audience are:

#### 5.1.1 *Visual identity and website*

GeoERA developed a visual identity with the aim to make the project recognizable to its target audiences. The most important aspect of the project identity, the logo, has been designed to ensure it is memorable and relevant to the project content – showing a link to the four thematic areas of GeoERA. A website has also been designed and will be maintained and updated with the latest information on the calls and activities within GeoERA throughout the project duration. Both of these are described in more detail in Deliverable 5.2.

#### 5.1.2 *Flyer*

A flyer will be developed with the aim to describe the GeoERA objectives in relation to the EC Work Programme and to make clear the scientific scope of the Joint Call, to provide a description of the themes addressed, and to inform on the call procedures. It will be distributed through the online communication tools and during the events attended. The scope is to spread as much as possible the joint call and to make aware a wide public.

#### 5.1.3 *Tutorial Video*

A tutorial video may be developed with the aim to describe the call procedures, the way to submit project ideas, the eligibility, the assessment (Stage 1) and the evaluation (Stage 2). The scope is to provide a visual tool to support the call announcement.

#### 5.1.4 *E-Newsletter*

An e-newsletter will be published every three months with the aim to keep all stakeholders interested in GeoERA informed. It will be delivered by email and upload on the website. All the national funding organisations will be asked to distribute it among its contacts and upload on its communication tools, in order to reach a wide impact. The e-newsletter will run for the entire duration of the GeoERA.



### **5.1.5 Information days**

To keep the European Institutions constantly informed, to ensure that the projects' outcomes are properly presented, WP5 will organise thematic and informative workshops in order to collect, through the main stakeholders, fundamental information to guarantee that the objectives set up by the different task groups will be successful. The thematic information days will have also the scope to provide all the information and clarifications on the call procedures, on the objectives of each theme, on the expectations, on the impact requested, etc. To optimise synergies and efficiency the information days will be organised as much as possible back to back with major gatherings of the Geological Surveys of Europe (e.g. EGS General Meetings) or other gatherings of GeoERA (e.g. kick-off and final meetings).

### **5.1.6 Participation at events**

To guarantee a wide participation to Phase 1 a series of events will be selected where the joint call will be presented.

### **5.1.7 Contact databases**

GeoERA will build a database of contacts which will be used to involve them in participation at Phase 1. This database will be also used for Phase 2 and for keeping all of them updated on the progresses. The databases will be segmented facilitating the tailoring and dissemination of messages to each target group.

### **5.1.8 Kick off Meeting**

A kick off meeting will be organized on the 17-18 January 2017 to introduce the main activities that will take place in the opening months, the procedures followed for the Stage 1 and Stage 2 calls and the requirements of the partners involved. A project idea market will be held for initial exchange of project ideas. A first General Assembly will also take place in order to ratify any necessary decisions.

### **5.1.9 Gadgets**

If the budget allocated will allow, gadgets will be distributed during the events in order to support the dissemination actions and to promote the Phase 1 call. It is a good tool to ensure regular reminders of the GeoERA logo and website and to make the GeoERA identity more visible and recognizable.

### **5.1.10 Social Media**

In order to reach wider audiences, and maintain an enduring web presence and awareness of the project, the GeoERA has assessed the available social media channels. The project will use the GeoERA website, plus Twitter feed and a #GeoERA hashtag to publish activities, encouraging de-bate and participation, as these are channels which are accessible by all communities. Project activities will also be advertised through LinkedIn in order to maintain an 'open and social' project and to serve as a platform for formal discussions, interaction, collection of information, and communication of the project outputs, to experts.



---

#### **5.1.11 Media articles/ Press releases**

Media articles make reference to all types of written press articles focusing on presenting the project, its activities, its outcomes, etc., that are published on different channels. They may take the form of news, announcements, tweets, LinkedIn posts, press releases, published on the project website, on external websites including partners' websites, on social networks, etc. A media kit will be prepared in the occasion of the launch of the Stage 1 call. It will be composed of press release, fact sheet and social media guidelines.

#### **5.1.12 Other specific tools**

If necessary, specific thematic brochures and flyers will also be created in support of the different activities of the projects. Posters and/or roll-up banners will also be designed and used at events that the project will organise or contribute to. Posters will be laminated in order to make them reusable and limit the number of printed copies. Specific posters and/or roll-up banners will be created.



## 6 PHASE 2 (M19-M54)

During Phase 2 the focus will be on dissemination of the results of the funded projects. Promotion of the Phase 2 will aim at:

- Disseminating of data and information services through the Information Platform developed in the project (and building on existing initiatives);
- Disseminating to academic researchers and networks through scientific publications, presentations at meetings and conferences, and the organisation of dedicated workshops and seminars;
- Direct and indirect collaboration with stakeholder organisations and networks, such as EU institutions and research organisations (EEA, JRC), major geoscience data infrastructures (EPOS, EMODNET, WISE, GEOSS);
- Disseminating to National and regional stakeholders through dissemination channels of the GeoERA participants themselves;

### 6.1 Communication and Dissemination tools

In addition to the communication tools used in phase 1, during the phase 2 the following instruments will be developed:

#### 6.1.1 Brochures

A GeoERA brochure will be published to present the projects, their objectives and their activities. This brochure will be printed to be handed out at each event GeoERA partners participate in. It will also be distributed online under the form of clear and appealing infographics (as .jpg files), that can be much more easily spread through social networks and interested websites. One of the main scope of the brochure will be to highlight the links and synergies among the different projects.

A revised version of the brochure will be produced during the duration of GeoERA and will focus on promoting the results of the projects. It will be shared online and printed only when necessary to be handed out at events.

#### 6.1.2 Projects Kick off and Final event

At the end of Phase 1, a kick off meeting for the project coordinators will be organized to present the projects and to stimulate interaction and exploit synergies among the projects. A final event will be organized to showcase the results of each project.



## **7 EXPLOITATION PLAN / SUSTAINABILITY (M18-M60)**

The various communication and dissemination tools that are described comprehensively in the preceding sections refer, mainly, to activities that will occur during the lifespan of this project, and involve project partners disseminating information outwards.

Complementary to these are the plans for exploitation of the deliverables of the projects. Exploitation will take place during the project lifespan but is also intended to facilitate the benefits of the projects being applied beyond the end date of the projects. In particular, the exploitation plan will support post-project sustainability; keeping the benefits from the project actively benefitting stakeholders for as long as possible.

The ways in which the project will be exploited will vary according to the different categories of stakeholders.

The exploitation plan will be mainly focus on the information platform. Such a system is crucial for supporting sustainable and long-term provision of high quality and updated actual information, giving decision makers and others (geo-scientific community, private sector, and citizens) an overview on the geoscientific knowledge required for integrated planning of the use of the subsurface, from trans-boundary spatial use and environmental planning of the subsurface to sustainable use of subsurface resources. This information platform will act as the main instrument for dissemination and exploitation of GeoERA results beyond the end of the programme.

Therefore, WP5 will promote the developing project results in different contexts and situations, will encourage relevant key players to adopt the results and to use them at local, regional, national or European level. In doing this the WP5 will help providing opportunities to exchange of best practices, staff exchanges and training courses.

Moreover, for the sustainability of GeoERA it is important to maintain a constant information flow with the EU Institutions through information days, specific meetings or keynote speeches, presenting the results achieved and to verify if the work carried out is in line with their needs and expectations.

### **7.1 Participation at events**

For the sustainability of GeoERA it is important to promote the project results through the participation not only in the main events in each specific topic, but also to major events in the wider fields of security, economic growth and resource efficiency, where we can reach representatives of the European Commission, academia, industry, regulators and legislation authorities.

In additional to the above participation GeoERA will organize meetings to reach the National Geological Surveys, its principal stakeholders. The meetings will be organized as much as possible in tandem with regular EGS meeting: the EGS General Meeting, the EGS National Delegates Forum, the EGS Expert Group Meeting. These meetings ensure that all the calls on the 4 topics will be addressed, taking into account the links between them.

The EGS Expert Groups will meet regularly throughout the duration of the GeoERA project through meetings and videoconferences. Meetings will be organised where all the Expert



---

Groups will be invited to present their proposals and to discuss them with the EGS National Delegates. This process will ensure that all the stakeholders involved in GeoERA will be aware on the work going on and all the links between the topics will be explored.

## **7.2 Communication guidelines**

To ensure the sustainability and to maintain the overall perception of the project and its uniform impression, WP5 will develop a communication guideline that has to be followed by each project. This manual will be designed to ensure that actions, that are under the GeoERA umbrella, incorporate information and communication activities designed to raise the awareness of specific or general audiences. The manual mainly covers the written and visual identity of the GeoERA. It sets out requirements and guidelines for briefings, written material, press conferences, presentations, invitations, and all other tools used to highlight GeoERA as all. In addition, it offers tools designed to support the dynamic communication strategy of GeoERA. All communication and visibility activities should be carried out by each project in close cooperation with the GeoERA secretariat.





## 8 IMPACT OF COMMUNICATION AND DISSEMINATION ACTIVITIES

The dissemination tools mentioned above have the advantage that they can be measurable and this will allow the consortium to understand the level of success of the dissemination activities carried out. A series of key performance indicators (KPI) has been defined to measure the impact of the dissemination and communication activities carried out by the project consortium from the project start (Table 6):

Tool	Key Performance indicators (KPI)	Expected Results (M26)
<b>Website</b>	Number of unique visitors	300 Visitors
<b>Social Media (LinkedIn &amp; Twitter)</b>	Number of Followers Number of tweets	250 followers 50 tweets
<b>Brochures</b>	Number of Brochure distributed	1000
<b>Video</b>	Number of views	100
<b>Conferences/events</b>	Number of Conferences/events attended	4
<b>E-newsletter</b>	Number of online readers	300
<b>Articles</b>	Number of articles published	10
<b>Final high-level conference</b>	Number of participants	100
<b>Stakeholder workshops/info days</b>	Number of participants	100

Table 6. Key Performance Indicators and expected results per year.



## 9 ROLES AND RESPONSIBILITIES

This section defines the roles and responsibilities related to communication activities within the GeoERA.

All partners will:

- support communication activities;
- assist in the implementation of the GeoERA Project Communications and Dissemination Strategy and Plan of Activities as defined in this document;
- include the GeoERA logo and website address on at least one page of their organisational website;
- include the GeoERA web address and contact details in external communications related to the project;
- use GeoERA appropriate templates for relevant project-related communications;
- include the #GeoERA hashtag when mentioning the project on Twitter;

WP5 “Communication, Dissemination and Exploitation” partners will:

- manage the undertaking of all GeoERA external communication activities;
- act as the central point of contact for all external communication activities;
- monitor, update and add to the Communications and Dissemination Strategy and Plan of Activities.

Project (Work Package) Leaders

To convey information on their work package activities and outcomes, WP Leaders will:

- provide regular updates on project/work package progress at the scheduled project team meetings;
- ensure that all deliverables include an accessible summary section that can be repurposed for communication purposes and similar GeoERA activities;
- provide information and content on the work carried out within their project/work package by producing communications outputs.