



Deliverable D1.4

COMMUNICATION AND DISSEMINATION PLAN

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EXECUTIVE SUMMARY

This report describes how Mintell4EU will communicate and disseminate its results. It will start by defining the goals of the communication and dissemination (C+D) activities, identify the main target groups for the C+D activities, the main messages that shall be passed to the different groups, the means by which to convey the messages, and who will be responsible for the activities.



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1 GENERAL INTRODUCTION TO THE MINTELL4EU PROJECT

The European Union has identified security of supply, improvement in environmental management and resource efficiency as key challenges for the raw materials sector. Data regarding the location and spatial distribution of primary and secondary raw materials, with respect to exploration, exploitation, production and trade activities, underpin decision making in government and industry. Given the dynamic character of such data, regular updates of comprehensive, reliable and harmonized information across borders are required.

It is the overall aim of the Mintell4EU project to support the work related to these challenges. The project will do this by:

- Improving the European Knowledge Base on raw materials (EURMKB) by
 - updating the electronic Minerals Yearbook produced in the Minerals4EU project with production and trade data (2014-2017), and resource and reserve data as well as exploration information (reference year 2019);
 - extending the spatial coverage and quality of data currently in the Minerals Inventory in collaboration with other ongoing European projects like ORAMA, SCREEN and RESEERVE;
 - integrating the European Minerals Yearbook in the INSPIRE-compliant Minerals4EU database;
- Strengthening the links between the JRC's RMIS system and the Minerals4EU database;
- Testing the application of the UNFC classification system as a tool to obtain more accurate pan-European mineral inventories;
- Integrating the European Minerals Yearbook and Minerals Inventory in the EGDI platform thereby
 - providing user-oriented search and visualization facilities;
 - enabling interoperability of raw materials data with data on groundwater and geo-energy resources to support spatial planning and management of competing land-uses;
 - supporting the future sustainability of the platform.



2 ABOUT THIS COMMUNICATION AND DISSEMINATION PLAN

This report describes how Mintell4EU will communicate and disseminate its results. It will start by defining the goals of the communication and dissemination (C+D) activities, identify the main target groups for the C+D activities, the main messages that shall be passed to the different groups, the means by which to convey the messages, and who will be responsible for the activities.

The C+D activities will take place during the whole project duration and will guarantee the spread of the activities implemented and results obtained in the geographic scope of Europe, to ensure an appropriate presentation of the project and of the overall EU Raw Materials Knowledge Base.

C+D is a common responsibility of the project and task partners and in accordance with that a common effort to spread project results and their capitalization within the involved area is necessary.



3 GOALS OF THE COMMUNICATION AND DISSEMINATION ACTIVITIES

The overall goals of the C+D activities are to ensure that:

- The results of the project have the greatest possible impact and value for society;
- The best possible synergy is achieved between the Mintell4EU project and other ongoing and related projects (under GeoERA and other) thereby achieving the best results and most value for the money invested in the projects.
- The Mintell4EU project is implemented in the most efficient and cost-effective way thereby providing the best results.

In order to achieve these goals C+D activities must be tailor made for the different stakeholders. The stakeholders will be identified in the next section. Some activities will be focussing directly on a specific target group or entity, others will be of a more general character with more generic messages about the project and its achievements.

Longer-term goal is to influence the business, research and education spheres, governments and the general public to perceive primary and secondary mineral resources as one of strategic cornerstones for better European mineral supply self-sufficiency.



4 IDENTIFICATION OF TARGET AUDIENCES

To achieve the abovementioned goals Mintell4EU must target a wide variety of stakeholders for the C+D activities. Some are external to the project and others are internal either as directly participating in the project or as participating in other projects, in particular in the 14 other GeoERA projects.

4.1 External stakeholders

- **The European Commission's DG GROW**, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs. DG GROW has at several occasions, both during the process of establishing the GeoERA partnership and since the project started in July 2018, emphasized their interest in the outputs of Mintell4EU as a response to the request for updated knowledge on mineral intelligence.
- **Other EC DGs** who have interests in aspects of mineral exploration and exploitation for environmental protection, planning or other reasons.
- **The member states of EU and other states participating in GeoERA**, are primary stakeholders as the results of Mintell4EU will hopefully enhance the data flow and quality on minerals data. An essential part of the output – and communication – from Mintell4EU are guidelines for national policy makers who are responsible for raw materials. They have to follow national strategic interests in the raw materials area. Self-sufficiency in raw materials supply is a widely accepted EU strategy in order to reduce dependency on raw materials import. National policy makers are more and more aware about self-sufficiency of raw materials supply on one hand and environmentally aware on the other hand.
- **UNECE**, The United Nations Economic Commission for Europe, is an important stakeholder with respect to the activities in Mintell4EU on UNFC. UNECE is also a member in the overall GeoERA stakeholder council.
- **Other external stakeholders** are international bodies and associations like European Aggregates Association, Experts, Communities and (I)NGOs, government (ministries) and other authorities dealing with raw material, mining industry and other private companies doing surveys, statistic offices etc.
- **IT and GIS companies** could be interested in developing services on top of the data and services that are being provided from the databases under Mintell4EU.
- Participants in related on-going projects like **ORAMA, RESEERVE, SCREEN** and others.

4.2 Internal stakeholders

There are basically two groups of internal stakeholders:

- The **other GeoERA projects**, primarily FRAME, MINDeSEA, EuroLithos and GIP-P. It is important that the work in Mintell4EU is coordinated with what is being done in the other projects under the GeoERA Raw Materials Theme as the results in many cases will end up in the same databases and therefore must be harmonised.
- The participants in **Mintell4EU itself**. The project consists of several work packages with their own deliverables. It is important that close communication is maintained as the results are interrelated. Some of the partners are involved in the compilation and development of data and software whereas others will primarily be providing data.



Figure 1 shows the relationship between Mintell4EU and the other related projects.

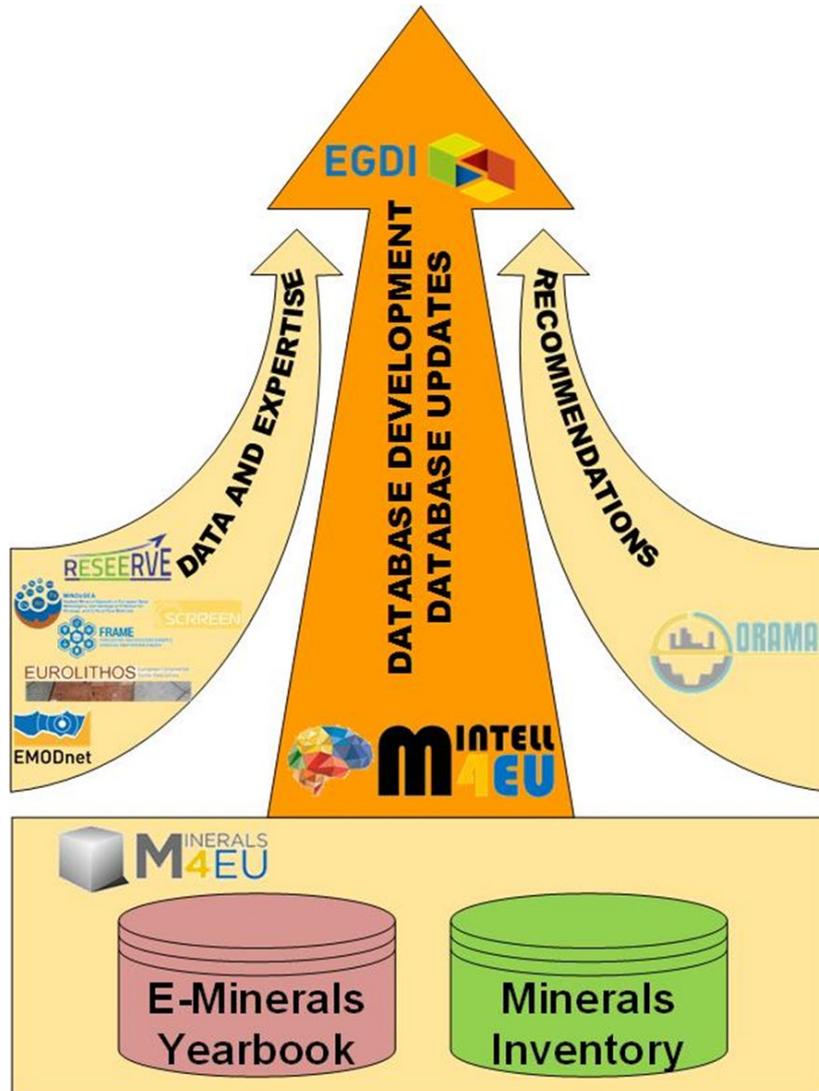


Figure 1. Schematic overview of the relationship between projects. In general, Mintell4EU will integrate and improve the e-MYB and Minerals Inventory from the past Minerals4EU project by bringing in data and geological expertise from a number of ongoing projects and by building on recommendations from the ORAMA project.



5 MESSAGES TO THE DIFFERENT TARGET GROUPS

In Table 1 a list of messages for each of the identified target groups is shown:

Target Audience	Messages
DG GROW	General information about the progress of the project and dialogue with DG GROW about their areas of focus.
Other EC DGs	General information about the progress of the project and how it aligns with the overall GeoERA goals.
National policy makers and administrators	Information about the results of the project in terms of extended geographic coverage of data and of the guidelines for delivering and harmonising data.
UNECE	Information about the experiences gained about the applicability of the UNFC system.
Other external stakeholders	General information about the progress of the project.
IT and GIS companies	Information about the data and services available from the Minerals4EU database.
Other GeoERA projects	Frequent exchange of information about the progress on delivery, harmonisation and other issues related to the Minerals Inventory.
Partners in Mintell4EU	Frequent exchange of information about the work and progress in the different work packages.

Table 1: Key messages to the different target audiences



6 HOW TO CONVEY THE MESSAGES

In Table 2 a list of C+D channels and tools of relevance for the identified messages are mentioned.

Messages	Channels
General information about the project and its progress and results.	Dissemination through the GeoERA Website, Newsletters and Social Media as well as through the EGDI platform. Participation with presentations and other material at relevant conferences (EGU, PDAC, UNFC, Raw Materials Week, national events, etc. could be examples). Presentations at general GeoERA events.
Specific information to key personnel at DGs.	Meetings with the staff when opportunities appear.
Information about the data and services available from the Minerals4EU database.	Dissemination through the GeoERA Website, Newsletters and Social Media as well as through the EGDI platform. Participation with presentations and other material at relevant conferences (EGU, INSPIRE, etc. could be examples).
Exchange of information and progress with other projects (non-GeoERA).	Inviting projects to common workshops.
Exchange of information with the other GeoERA projects.	Through common teleconferences and/or physical meetings. Coordination through the GeoERA Raw Materials Theme.
Exchange of information within Mintell4EU (between work packages).	Regular Project Board teleconferences and General Assembly meetings. Communication activities are on the agenda for every meeting. The GeoERA intranet has a specific section for Mintell4EU where documents like templates, deliverables, etc. are accessible for the partners.

Table 2: C+D channels for the different messages.

To make Mintell4EU easily recognisable a project logo (Figure 2) has been designed illustrating that the project is about intelligence and building on the graphical elements of the Minerals4EU logo as Mintell4EU to a high degree is building on that particular project.



Figure 2. Mintell4EU project logo

The logo shall appear on all posters, in reports, in presentations and other C+D material from the project. To ensure this a number of templates have been developed for Word-documents, PowerPoint presentations, etc.



7 ROLES AND RESPONSIBILITIES

The project lead is responsible for the overall implementation of the project but rely on support from all project participants. Work package leads and other project participants have the obligations to inform the project lead on dissemination and communication activities. Vice versa, the project lead must regularly inform all on activities in progress to allow partners to contribute at all times.

Partners envisaged activities:

- Providing input to and website use with regular updates of project progress, with news about the events etc.;
- Organization of Mintell4EU events, workshops and conferences;
- Participation at Mintell4EU events organized by other partners as often as possible;
- Keeping relevant stakeholders informed;
- Providing input to project publications;
- Etc.

7.1 Communication flow between partners

A shared workspace has been created on the GeoERA intranet to enable sharing of data, documents, and project information between all Partners. This shared workspace will thus perform an important function in the overall communication flow among participants, and support work-package management (monitoring and reporting progress of activities). Furthermore, e-mail communication is instrumental. The dedicated mailing lists will be extended and updated at the start of and continuously during the project to enable efficient e mail communication. Skype meetings are set up for Board and WP meetings.



8 IMPACT OF COMMUNICATION AND DISSEMINATION ACTIVITIES

In addition to specific communication activities and Appendix B: List of deliverables (from the Mintell4EU proposal), some more indicators and their target groups have been identified (Table 3) to measure the impact of the dissemination and communication activities carried out by the Mintell4EU consortium.

Table 3: Additional KPIs and their target groups.

Description	Target group	Target value (number of materials/activities)
Communication and Dissemination Plan	Project consortium	1
Visual identity of the project	Project consortium	1
Project promotional leaflet	External stakeholders	1
Project promotional posters	External stakeholders	2
Project website	All	1
Training workshop	Project consortium	2
Participation and dissemination of the project activities via other events	Project consortium	5
Media and social appearance	All	4

In the Mintell4EU project proposal the expected impacts of the project were already described at a certain detail. This can be seen in Appendix A and will – together with the information in Table 3 be used to evaluate the project progress.



APPENDIX A:

IMPACT (FROM THE MINTELL4EU PROPOSAL)

Expected impact

A comprehensive mineral resource data platform for the European primary and secondary mineral resources, including a user-friendly portal, will provide vital information to governmental and private stakeholders, for planning and investment purposes. This proposal addresses a system, provided by the GeoERA Information Platform, aimed to provide data in a seamless way, using fully parametrizable applications for download and thus facilitating their use/integration in client in-house applications.

Measures to maximize impact

Dissemination and exploitation of results

Given the importance of the regional and local component in the project, Mintell4EU activities and results will be promoted both at EU and at local levels. Efforts will be directed towards coordination of actions across the EU Member States to ensure the widest possible geographic coverage, especially in those areas that are sensitive for the project purposes.

The dissemination activities will also liaise with ongoing initiatives relevant to Mintell4EU. In this regard, online and offline channels will be exploited to make mutual benefits of projects responding to similar challenges visible (i.e. attending events organized by related projects, promotion online of initiatives or events, creating opportunities for visibility on connected projects platforms, etc.)

Mintell4EU will produce a Communication and Dissemination Plan defining objectives, targets, messages and tools. The focus of the plan will be on disseminating information on the project progress and results, promoting its benefits, as well as fostering the connections with past and ongoing initiatives related to Mintell4EU. In order to reach these goals, stakeholders will be identified among the wider community operating in the field of Raw Materials policies, including national, regional and local public authorities, and other interested third parties and the general public. In particular, the actors addressed by the project are Raw Materials Knowledge Base practitioners - local, regional and national - with responsibility for Raw Materials Management; specialists and experts in related industry; civil society (NGOs, category associations, etc.).

Dissemination will focus on:

- Informing stakeholders on Mintell4EU main objectives and expected impacts, as well as on seeking the most fruitful collaboration where needed;
- Attending (giving presentations) conferences, debates, events etc. to promote Mintell4EU and meet stakeholders;
- Use of the consortium members' wide network to disseminate information, both at EU and National level;



- Informing policymakers in charge of Raw Materials Management, industry, general public, aiming at higher awareness about the specific project's deliverables and importance of improving and sustaining the Raw Materials Knowledge Base;
- Dedicated training workshops for new contributors to the Minerals Inventory;
- Highlighting project progress and results, when ready, to illustrate the challenges and importance of improving and sustaining the Raw Materials Knowledge Base to interested stakeholders, primarily policy makers at local, regional and national level;
- A dissemination event will be organised halfway of the project (in connection to the overall GeoERA mid-term meeting) to ensure that current results are made available and to stimulate interest in the view of the final outcomes;
- Production of presentation summing up the key outcomes of Mintell4EU targeting governmental officers and policy makers.

Instead of traditional exploitation activities great focus will be given to the long term sustainability of the Minerals4EU and e-Minerals Yearbook as components of EGDI. This will be included as a separate task in WP1.

Communication activities

The communications activities to be implemented will be thoroughly described in a Communication and Dissemination Plan. These activities will be designed to target the main Mintell4EU stakeholders in particular, but communications will be open to all interested parties, respecting a principle of full transparency of the actions.

Communication will focus on:

- Organisation of events: meetings and workshops will be organized along the complete project lifetime. In particular, there will be two users support workshops organized together with ORAMA and RESEERVE projects.
- Attendance of events: the project team will seek to disseminate the results by giving presentations and speeches at key events (conferences, meetings, etc.), networking and meeting stakeholders. The scope will be to engage with policy makers, civil society and scientists.

Contribution of Project Proposal to the Information Platform or vice versa

Mintell4EU will cooperate closely with the GeoERA Information Platform, and has designated a specific tasks within a WP5 for this. As described earlier (see fig. 1) the infrastructure of the data (bases) elaborated in this project, will be interlinked. All the applications to be developed in Mintell4EU will directly contribute to the development of the Information Platform/EGDI and notably to enhance its capabilities to deliver data, information and knowledge to the other platforms such as the RMIS 2.0. An important contribution of Mintell4EU to the Information Platform is to ensure it is 'INSPIRE compliant'.

The Mintell4EU project will be very much dependent upon the Information Platform project as described in WP5. As interlinked ICT development activities will take place between the two projects it is of utmost importance that a very close coordination and cooperation is maintained throughout the whole duration of the GeoERA between the two projects. A review of the relevant deliverables (both in the IP project and in Mintell4EU) and the timing of those must be undertaken approximately in Month 6 in order to ensure that the related activities and results are available when they are needed.



APPENDIX B:

LIST OF DELIVERABLES (FROM THE MINTELL4EU PROPOSAL)

Deliverable number	Deliverable name	WP number	Short name of lead participant	Type	Dissemination level	Delivery date (in months)
D1.1	Data management Plan	1	GEUS	R	PU	3
D1.2	Project Management plan/Inception report	1	GEUS	R	PU	6
D1.3	Management Reports	1	GEUS	R	PU	18, 36
D1.4	Communication and Dissemination Plan	1	GeoZS	R	PU	6
D1.5	Roadmap for future actions towards full sustainability	1	GEUS	R	PU	30
D2.1	Report describing the processes developed for updating the electronic European Minerals Yearbook	2	UKRI/BGS	R	PU	35
D3.1	Minerals Inventory Report	3	GeoZS	R	PU	12 and 36
D3.2	Technical guidelines	3	GeoZS	R	PU	16
D3.3	Quality control system for harvesting report	3	GeoZS	Others	PU	24
D3.4	GIS database layer illustrating relevant historic mine features	3	GSI	Others	PU	24
D4.1	Case study review with practical guidelines/work flows and examples for applying UNFC to European mineral resources	4	NGU	R	PU	32
D4.2	Report on harmonization issues, data gaps and challenges, reviewing also the quality of Pan-European aggregated inventories for selected commodities	4	GTK	R	PU	32



D4.3	Supply data to WP2, 3 and 5 for inclusion in the European yearbook, resource databases and information systems	4	GEUS	Others	PU	34
D5.1	Comparative analysis of KDPs resources versus RMIS 2.0 needs	5	BRGM	R	PU	12
D5.2	Recommendations for integration of results into GeoERA Information Platform	5	GEUS	R	PU	6
D5.3.1	Specification of steps needed to integration the e-Minerals Yearbook in the Minerals-4EU database	5	GeoZS	R	PU	6
D5.3.2	Report on the integration of the e-Minerals Yearbook into the Minerals4EU database	5	GeoZS	R	PU	26
D5.4	Review and data exchange prototype(s)	5	GeoZS	DEM	PU	30
D5.5	Review and application delivery prototype(s)	5	BRGM	DEM	PU	30
D5.6	Review and dedicated search prototype	5	BRGM	DEM	PU	30
D5.7.1	Description of how data and information from the project are integrated into the Information Platform and guidelines for future maintenance	5	GEUS	R	PU	18
D5.7.2	Report on testing of integration into the Information Platform	5	GEUS	R	PU	30