



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

# Deliverable COMMUNICATION MANUAL

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# COMMUNICATION MANUAL

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## PURPOSE

On the road to "Establish the European Geological Surveys Research Area to deliver a Geological Service for Europe", the project GeoERA Information Platform project (GIP-P) is an action under Horizon 2020. One of the objectives of the GeoERA program is to contribute to the optimal use and management of the resources, by creating a whole network of projects in different areas that will help to overcome borders between countries.

The aim of the WP11, Communication and Dissemination, is to guarantee that the results of the GIP-P flow in a transparent way, in order that the rest of the projects involved can use them directly or build upon them, although the major purpose of the WP11 shall be to communicate and disseminate the results of the GIP-P to external stakeholders.

This document draws up the Dissemination Plan for GIP-P, that shall serve as a guideline for communication activities included in WP11, led by the Geological Survey of Spain (IGME-Spain), to keep the GIP-P community updated and engaged. We will provide the guidelines to communicate and disseminate the GIP-P outputs in such a way that they best support efficient and sustainable management of the platform's resources.

The WP11 plan is focused both internal and external activities for using best channels and contents to be communicated inside the GIP-P, thinking on its users, offering them the updated news about useful data, improvements developed or any interaction between the projects. Although external communication activities will be handled individually by each project and the General Communication tasks will be managed by the overall GeoERA program WP5, the GIP-P WP11 will also contribute to the dissemination efforts as required.

The tasks of the WP11 are designed to plan and carry out effective communication and dissemination activities that reach consortium members and aims to facilitate communication and a transparent interaction, during and beyond the GeoERA, intended as a pan-European network that brings together different thematic areas into a unique platform.



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## Specific objectives:

- To carry out its own internal communication and dissemination plan on the basis of the dissemination part of the overall GeoERA program Dissemination and Exploitation Plan in order to promote the GIP-P and thereby indirectly also the results of the GeoERA Geoscientific Projects (GSPs).
- To cooperate in creating a multi-platform approach to communicating GeoERA's outputs and benefits to external targets as general public, stakeholders.
- To maximize the use of and transparent flow of information from the GeoERA disseminating results from the GSPs mainly in terms of georeferenced data (maps, models, etc.).
- To measure the results of communication and dissemination activities, based on the established targets like experts, industry stakeholders, decision making agents, general public...



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## EXECUTIVE SUMMARY

This document is a deliverable of the “GEOERA Information Platform project (GIP-P), which is funded by the GeoERA programme. The document presents the project’s Dissemination Plan, defining the actions and implementation measures planned to efficiently communicate about GIP-P objectives, activities and disseminate the project’s products in order to ensure the best impact.

The project will last for 36 months from 1<sup>st</sup> July 2018 until 31<sup>st</sup> July 2021, and communication activities are defined throughout the entire period based on the work carried out by all WPs, so if necessary, the Dissemination Plan will be systematically reviewed and updated during and after each consortium meeting.

In this document you can find outlined the key messages that we consider essential in all communications issued by all partners, in every internal or external channel for their delivery to the GIP-P users. So, the information must be relevant, interesting, regular and updated to ensure all the participants are informed of the advances and goals on GeoERA Platform, provided by the geology community involved.

Our main objectives are:

- Optimize the GIP-P news with relevancy criteria.
- To ensure that the GIP-P serves as a point of connection within GeoERA for partners and stakeholders from outside the GeoERA.

Our potential end-users are clearly identified. First our colleagues from the GeoERA which must be taken care of with messages tailored to their specific needs, through website news, newsletters, or reports that could be send by email, in order that any participant in conferences and meetings has practical and updated news. On the other hand, we will deal with the general public and the scientific media, which will be targeted with accessible tools where they will be able to find the relevant project goals and results, so that they could be then implemented on a local, national or EU level. From our point of view this is main cornerstone, since the ultimate goal of the communication it is not to show scientific progresses or methodological improvements, but to showcase the direct benefits for the society achieved by the pan-European program GeoERA.



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## 1. INTRODUCTION

Nowadays there is the need from the geoscience community to have sustainable, usable and easy findable data infrastructure where results from previous European projects relating to different geoscientific domains are available in a homogeneous and harmonized way.

This need arises because, despite the fact that there have been numerous projects generating pan-European and more localized datasets that have been made accessible on the internet through projects funded by the EU and other sources over the last many years, most of these have lost their function a few years after implementation, as there has been no funding available to keep them alive.

One of the main goals of GeoERA is to make the resulting data and assessments sustainable in a long period after the end of the ERA-NET. GeoERA Information Platform Project (GIP-P) has the objective of proposing such a sustainable solution for GeoERA both in terms of funding and governance of the platform (operation, maintenance and further development).

With the establishment of version 1 of the European Geological Data Infrastructure (EGDI) in 2016 by the EuroGeoSurveys members - an organization of 37 National Geological Surveys - the groundwork for a long-term sustainable infrastructure was made. The first version was basic, but well-functioning, and basing GIP-P on EGDI, will be an valuable and cost efficient instrument for advancing the developments and ensure that a number of different stakeholders in Europe will, not only get user-friendly access to the results of the GSPs through a common access point, but that they will also be able to combine these results with data from numerous previous European and regional projects.

The principal effort of the GIP-P will be to act as a catalyst for the successful and interoperable integration of the results coming from the other GeoERA projects into one single information platform with user-friendly as well as machine-oriented interfaces that are targeted at all relevant categories of end users and fitting into the broader European e-infrastructure landscape by setting up shared rules, guidelines and standards. The development of the platform will, as mentioned above, be built as an extension to the already existing EGDI platform.

The platform will become the privileged access point for European geological information by combining the data from the Pan-European and GeoERA projects with the earlier projects, and the huge amount of national and regional data generated and gathered by the Geological



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## Survey Organizations.

By building on EGDI, the GIP-P will furthermore bring additional value for scientists, decision makers and other stakeholders who will be able to manage data and information about geology and related topics, including geohazards, geochemistry, geophysics and basic geology with data and information from other domains than geology like biology, land use, physical infrastructure and others. This will greatly increase the impact of the GSPs' results for a broad range of stakeholders in the public as well as in the private sector.

The overall concept behind the project is to build a platform that supports decision making, innovation and research across scientific disciplines (within and beyond the themes of GeoERA), societal challenges (energy, raw materials, environment, food, security, health, transport) and sectors (academia, industry, policy) in need of geological data and information.

On the basis of the above context the GIP-P WP11 has a special role regarding dissemination of results for the whole of GeoERA in that it shall:

- contribute to the dissemination of results from all the GSPs (the digital products like data, maps, models, etc.)
- carry out dissemination and communication activities related to the GIP-P itself.

Furthermore, the communication and dissemination activities will be aligned with the overall initiatives by the GeoERA Secretariat in these areas.

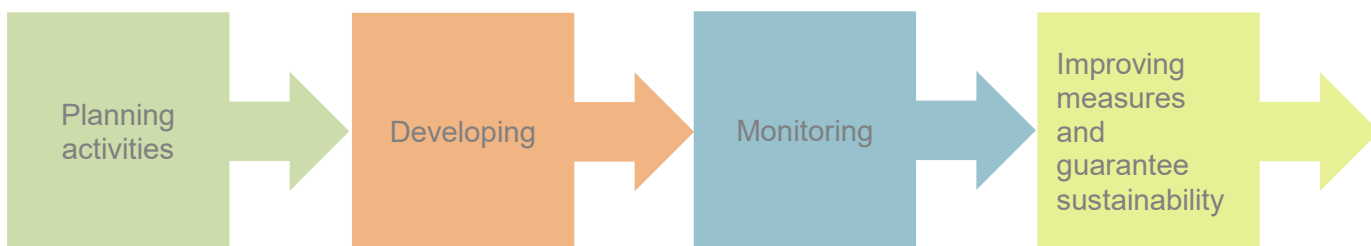
The communication manual will be reviewed and updated on a regular basis for assessment of new possible dissemination opportunities that emerge during the whole life cycle of the project. In the first phase, the key measure of success will be based on creating a constant flow of information with who are involved in the GeoERA projects to ensure that the platform will be in line with the user requirements. This will be in close collaboration with the GIP-P Work Package 2. The GIP-P will then be able to construct the first prototype of the platform by extending the EGDI. In the second phase the key measure of success will be based on promotion and dissemination of results at a broad range of stakeholders.



## 2. ROADMAP OF ACTIVITIES

The dissemination plan targets the rest of GeoERA partners involved, because the objective is to share knowledge and establishing a real and effective feedback, for improving GeoERA results. Once the GeoERA projects start producing results, we must establish a common platform for organizing, disseminating and sustaining the digital results of those projects, for in a second level offering them to the general public through an external communication plan. We must ensure that the interoperability of data works, showing information about the progresses, as our main exploitation product.

The plan should be implemented in several phases:



The schedule to deploy the plan is as follows:

- Planning activities (From June to December 2018)
- Developing strategies: website, data bases (From January to September 2019)
- Monitoring and Improving measures (From September 2019 to December 2020)

1) First phase's scope will serve to outline the activities needed for internal communication within GeoERA.

2) Next level of implementation emphasizes the starting of the activities decided for exchanging information and best practices between partners.

3) The third phase focused on controlling the results of our tasks in terms of functionality and engagement for the project.

4) Finally, we should optimize the results by improving our activities rejecting those proven useless and keeping those one that guarantee the sustainability of the project.



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### 3. TARGET AUDIENCE

The aim of the GIP-P is to provide benefits to a broad range of stakeholders in the public as well as in the private sector who will be in a better position to get value out of the geological data and information produced by the GeoERA projects (GSPs). The use of the results relies heavily on the information platform for the long-term provision of high quality and easy to use information, which can be used at local, regional, national, and EU level.

The Communication Manual has identified the targets on three basic levels, experts connected with the project, stakeholders and decision makers, and public, establishing different levels of communication for keeping them informed and updated. Therefore, there are internal channels of communication with the partners and external channels towards the main stakeholders (EU, national and local Institutions, as responsible figures for political, economic or socio-cultural decisions and service providers; industrial system; scientific context related with academic networks and infrastructures), in order to ensure that the GIP-P results are in line with their needs.

The stakeholders outside GeoERA include private and industrial stakeholders, academia and all potential users involved in the geological and earth science data such as the European Plate Observing System (EPOS), created as an integrated European research infrastructure for solid Earth sciences, the European Commission's Raw Materials Information System (RMIS 2), to the European Union Programme Copernicus for satellite and in situ Earth Observations, the European Technology Platform on Sustainable Mineral Resources (ETP SMR), the EU Industrial Policy Dialogues on Raw Materials etc. This approach will ensure the interoperability of data and of information and will allow an efficient information system to be set up for the duration of the GeoERA.

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



### 3.1. Objectives

The communication objective of GIP-P is to ensure that the results are transparent and that many organizations can use them directly or build upon them. The activities are designed to plan and carry out effective communication and dissemination actions that reach targeted audiences and aim to facilitate communication and a transparent interaction with the consortium members, the projects included in GeoERA and all relevant platforms and stakeholders, during and beyond the GeoERA.

#### Specific objectives:

- To carry out the GIP-P's own communication and dissemination plan on the basis of the overall **GeoERA Dissemination and Exploitation Plan** in order
- to promote the GIP-P and the results of the GSPs in line with the GIP-P objectives;
- To collaborate with the GeoERA in creating a multi-platform approach to communicating GeoERA's outputs and benefits to stakeholders
- To identify and engage in new possible GIP-P dissemination activities;
- To assist in maximizing the use of and transparent flow of information from the whole GeoERA;
- To measure the results of communication and dissemination activities, based on the GeoERA Dissemination and Exploitation Plan, and according to stakeholder groups and topics.

## 4. KEY MESSAGES

The style of the messages should therefore reflect the different targets, so the project will tailor messages for each audience group. We must emphasize that the GeoERA as a global project is pursuing an innovative methodology, developed by the best researchers in a Pan-European network to catch up all the geological information nowadays scattered or not well harmonized for solving what the society needs, overcoming boundaries and national cross-borders with a spirit of public service that sponsor all the Geological Surveys. The messages developed reflect one or more of the GeoERA key messages:

### 4.1. Generic messages

- GeoERA projects 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

The generic messages must be supported by specific messages.

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. Giving advice to policy makers.
Industry	Improved their knowledge in the skills and practical uses of GIP-P services.
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 geoenergy, 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. COMMUNICATION AND DISSEMINATION TOOLS

The variety of target groups necessitates the use of several platforms for GIP-P to effectively inform, communicate and engage with its many audiences.

To reach this wide audience, GIP-P has selected a mix of offline and online communication tools. Online tools include the project website, social media channels, social awareness platform and webinars whereas the traditional channels cover exhibitions, events, paper presentations, press interviews, as well as workshops and meetings. Some are suitable for information sharing; others invite the visitor to engage.

Moreover, the communication has been differentiated into internal and external communication. In the internal communication there are regular virtual internal meetings in order to foster regular exchange of information between partners, with discussions on content as well as management matters. WP11 will monitor activities in all the other work packages as well as organize teleconferences to facilitate sharing of information. The project website will collate the latest available information that could be offered to the partners through a regular newsletter, if necessary, to keep the consortium duly informed.

In the external communication, for optimizing the effort of communication, the online communication tools of GeoERA such as website and social media will be used. The GIP-P WP11 will provide contents, templates, and will develop a e-newsletter to keep the stakeholders constantly updated.

Dissemination will have two objectives

1. Raise awareness – to make sure that GIP-P is well known within the community.
2. Promote and deepen understanding - by dissemination of results.

### 5.1. Communication and Dissemination Offline Channels

#### Visual identity

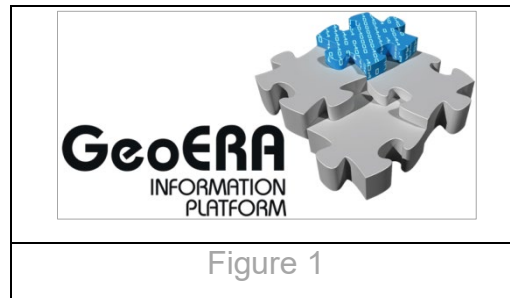
The GIP-P has developed a visual identity with the aim to make the project recognizable to its target audiences. The most important aspect of the project identity, the logo, has been



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designed to ensure it is memorable and relevant to the project content – showing a link to the thematic area. It has been developed with the scope to be recognized as part of GeoERA programme. (Fig. 1)



## Template

In order to create a common identity GIP-P has developed the “Slide presentation template” (in PowerPoint format), designed for the official kick-off meeting, it is projected in a simple and elegant way for both internal and external use (general public and scientific and technical audience).

The elements present in the slide are:

- logo of European Union on the bottom left plus the sentence “*This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 731166*”
- logo of GIP-P on the bottom right



## Brochure

A GIP-P brochure will be published to present the project, its objectives and its activities. This brochure will be distributed online under the form of clear and appealing info-graphics (as .jpg files), that can be much more easily spread through social networks and GeoERA





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websites. One of the main scopes of the brochure will be to promote the results of the projects. It will be shared online and printed only when necessary to be handed out at events.

### Press releases

A good method to formally advertise the project is through the publication of official press releases that coincide with major achievements and/or events. The press releases are also an opportunity to outline what GIP-P and GeoERA are, what they will do, what they are intended to, the innovation they will bring and their benefits. The GIP-P partners are invited to dedicate some resources and publish one or more press releases during the project's lifetime. Press releases will be normally written in English. However, to maximize their impact, partners may undertake translations in own language.

### Posters

Posters and/or roll-up banners will also be designed and used at events that the project will organize 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.

### Reports

Technical reports will be available and posted in the documentation section of the web site.

### Meeting and Workshops

The launch of the GIP-P was organized in July 2018 in Brussels. Furthermore, the project partners will participate at various conferences to promote the project. The DoW sets out four consortium meetings to disseminate the results of the project. If from the meetings and workshops relevant issues will emerge, GIP-P (WP11) will disseminate them through mailing lists, and the website. At the end of the project a final Symposium will be organized. During the Symposium the partners will present the results achieved.

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### Mailing lists



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GIP-P will inform the stakeholders about partial and final results of the project and both events and activities by using existent mailing lists (GeoERA mailing list). In addition, the public relations developed during the project lifetime will allow GIP-P to collect a significant number of contacts around the world of people with an active interest in preservation of digital data.

### Participation in events

To effectively ensure visibility of the project and establish important liaisons, GIP-P partners will organize and/or attend several events (at least four, one for each target), ranging from conferences, exhibitions to workshops and meetings, targeting different stakeholders.

The milestones for the participation could be events directed progressively in a scalable way: firstly, promoting our results through the scientific community, then disseminating news to industry and policy makers and finally to the society in general. In this last case, the success only could be measured in terms of notoriety, relevance or public knowledge, for instance, with the hashtags launched for a determinate event, meanwhile for the events prepared for the experts the criterion of acceptance could be the number of accesses to the platform from scientific institutions, policies implemented or queries related with data extracted from GIP-P.

## 5.2. Communication and Dissemination Online Channels

Communication activities will be essential for getting the stakeholders' recognition, so we must transfer to society what the mission and vision behind the project is as well as the results. We therefore need to keep them updated about the results obtained, making these available and useful at different levels, depending on the type of information they could request from the platform, assuring us that the results reached can be suitable.

### GIP-P website allocated at GeoERA

It will be as our portfolio, with practical and updated data provided by the rest of the work packages as a big repository of information about what's going on the GIP-P. We propose using LinkedIn and Twitter accounts linking to the page of the project for enhancing the



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interactivity and increasing the interest of citizenship mainly, as well as the rest of stakeholders. Every content must pass a quality control, not only about the relevance or suitability of the topic written, but the length, visual backing, and adjustment of content as itself. The ideal schedule for the publication should be regular, with the reviews and comments done by the scientific and editorial team. An active blog could serve for presenting colloquial interviews to researchers or articles about improvements.

### Scientific network's profiles

We propose to open accounts on ResearchGate, Mendeley, Academia.edu, etc., for reaching stakeholders from the scientific habitat to offer them snapshots about goals, events like project's meetings or conference posters' presentation with relevant results. Nevertheless, the complete information will be accessible always at the website.

### Virtual training sessions

A series of e-Learning resources will be developed to make it easier to understand the guidance provided by the cookbooks written in task 8.1 and to increase the likelihood of projects being able to understand and implement the guidance provided in order to successfully provide data to the EGDI.



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## 6. MEASURING THE IMPACT OF COMMUNICATION AND DISSEMINATION ACTIVITIES

One of the main tasks of the GIP-P is to monitor the project's advances through internal surveys which will highlight the GIP-P products available, which eventually could be found in the GeoERA website. This information could be compiled not only digitally but physically, during the GeoERA meetings or teleconferences, providing furthermore proper information about news that must be known for testing the impact. After these controls we must solve the gaps detected in the information shared or in the data compiled at the GeoERA website. In order to interact with the stakeholders, we could insert a section for adding comments, using the blogging facility of the website, where they should need to access by registering. This should allow us to screen the users' number, not only on the website, but on the social networks like LinkedIn and Twitter. Any relevant information about public presentations or press releases could be available not only at the website but through a newsletter where we can insert some kind of check list of the services they have found more useful, and a blank space for comments about information that lacks on the Platform.

The screening of our success could be measured with an Access database or an Excel file where we can follow the traceability of each press release send, including the day of launch, person that attend the mass media demands, and other parameters like the real impact obtained in terms of audience reached, articles or interviews published as success indicators. Our desire is that stakeholders will discover gradually that geology becomes more and more important with the use of the EGDI platform services, enabling the expected results to grow constantly.

Some of the methods for identifying the media campaign's reach is to monitor the mentions of our hashtags on Twitter, the number of retweets of our press releases or the followers we have gained with each action. In this sense, tracking metrics can show us which of our proposals gets more impact and which one requires more attention for being more effective. Another way of feed-back is by using some analytical tool on our website, with a digital track or footprint to measure the traffic obtained with our marketing efforts.



## 7. ROLES AND RESPONSIBILITIES

WP 11 has the following participants: ISPRA, IGME, GEUS, GeoZS, GSI, BRGM and SGU. Each one has its own roles and responsibilities which can be summarized in the following table:

Partner	Role	Responsibilities
ISPRA	Support to IGME	Cooperate in communication activities from GIP-P. Manage the undertaking of all GIP-P external communication activities
IGME	Leadership	Support communication activities from GIP-P. Manage the undertaking of all GIP-P external communication activities Monitor, update and modify the Communications Plan. Provide regular updates of the WP11 and meetings. Ensure deliverables are accessible and on time with the outputs reached
GEUS	Coordination	Approving communications activities
GeoZS	Support	Support communication activities Include corporate identity on their organizational website and other products (templates, flyers, presentations...)
GSI	Support	Support communication activities Include corporate identity on their organizational website and other products (templates, flyers, presentations...)
BRGM	Support	Support communication activities Include corporate identity on their organizational website and other products (templates, flyers, presentations...)
SGU	Support	Support communication activities Include corporate identity on their organizational website and other products (templates, flyers, presentations...)



### 7.1. Procedure

We consider that in order to guarantee the consistency and rigour of the contents served by GIP-P every information should be firstly communicated to the Coordinators and then be sent to the Communication Team (WP11) for disseminating through the more convenient channels. Doing so the responsible for each WP will be connected with Coordination only, protecting the traceability of the information, with all the permissions before being included in any newsletter or social network.

A graphical scheme of this procedure is included below

