



Deliverable 11.4

Report on performance audit

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Version: 15-10-2021

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.



Deliverable Data			
Deliverable number	D11.4		
Dissemination level	Public	Public	
Deliverable name	Report on performance audit		
Work package	WP11, Communication and dissemination		
Lead WP/Deliverable beneficiary	IGME		
Deliverable status	Deliverable status		
Submitted (Author(s))	18/10/2021 Diana Ponce de León Gil, Elisabeth		
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Verified (WP leader)	18/10/2021	Diana Ponce de León Gil	
Approved (Coordinator)	28/10/2021	Jørgen Tulstrup	





GENERAL INTRODUCTION

On the road to "Establish the European Geological Surveys Research Area to deliver a Geological Service for Europe", the main objective of GeoERA is to contribute to the optimal use and management of the subsurface by creating a whole network of projects in different areas that will help to overcome borders between countries.

The 45 national and regional Geological Survey Organizations that participate in GeoERA's fifteen research projects provide large amounts of geoscientific information: maps, databases, documents, 3D models and other related services to geoenergy, groundwater, and raw materials.

Until now, each European Geological Survey and each project had its method of disseminating and saving its generated information. However, this diversity of access points was making it difficult to exchange all that knowledge. When a project finished, the generated information was no longer available due to a lack of support.

For this reason, 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. The GeoERA Information Platform Project (GIP-P), one of those fifteen GeoERA projects, has the objective of exploring a sustainable solution for GeoERA, in addition to standardising, organising, disseminating and preserving all the information generated by the rest of the GeoERA and previous projects.

GIP will ensure a common access point to the GeoERA results and a much higher degree of harmonisation of the data and information making this much more useful for users working cross thematic and cross border or even pan-European.

GIP-P will reinforce and strengthen the European Geological Data Infrastructure (EGDI), a European platform that gathers geological data since 2016, intending to be long-lasting. EDGI contains applications for visualizing and search and query web services to handle all this geoscientific data. By building on EGDI the GIP will furthermore bring additional value for scientists, decision makers and other stakeholders by giving access to the GeoERA results through the same portal as a wide range of other data and information about geology and related topics from the European Geological Surveys, including geohazards, geochemistry, geophysics and basic geology. This will significantly increase the value of the GeoERA results for the mentioned stakeholders.

As EGDI, and the extensions to this through the GIP, adheres to established European and international standards, the GeoERA results will also be interoperable 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.

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.

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, in addition to communicating and disseminating the results of the GIP-P to external stakeholders.





EXECUTIVE REPORT SUMMARY

Deliverable 11.4 aims to review all communication and dissemination activities carried out, taking into account the project objectives and including, where possible, impact measurement as proposed in the GeoERA and GIP-P Communication Manuals.

The report will show the communication activities in relation to the different target audience, as well as the communication and dissemination channels used.

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1 INTRODUCTION

It is the overall aim of GeoERA to integrate information and knowledge to support sustainable use of the subsurface. The geoscientific projects (GSPs) on subsurface energy, water and raw material resources have produced large amounts of geological data and information and the GeoERA Information Platform Project (GIP-P) has established a common platform for organising, disseminating and sustaining the digital results of those projects.

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 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.

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.

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. 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.

This deliverable aims to review the activities carried out by WP11, as well as the impact generated by them and the achievement of the objectives previously set. For this purpose, the objectives of WP11 will be reviewed, as well as the Communication Manual that defines target audience, communication and dissemination tools, and measurement tools.

2 ASPECTS TO BE TAKEN INTO ACCOUNT FOR MEASURING PERFORMANCE

2.1 WP11 Objectives

The objective of WP11 is to ensure that the results of the GIP are transparent and that many organisations can use them directly or build upon them. The tasks of WP11 are designed to plan and carry out effective communication and dissemination activities that reach targeted audiences and aim to facilitate communication and a transparent interaction with the consortium members, the clustered projects and all relevant platforms and stakeholders, during and beyond the GeoERA.





Specific objectives:

- To carry out its own communication and dissemination plan on the basis of the dissemination part of the GeoERA Dissemination and Exploitation Master Plan in order to promote the GIP and the results of the GSPs in line with the GIP-P objectives;
- To collaborate with EuroGeoSurveys and its members in creating a multi-platform approach to communicating GeoERA's outputs and benefits to stakeholders (including tools, awareness activities, collaboration with stakeholder organisations);
- To identify and engage in new possible IP dissemination activities;
- To maximise the use of and transparent flow of information from the whole GeoERA;
- To measure the results of communication and dissemination activities, based on the established baseline targets set out in the GeoERA Dissemination and Exploitation Plan, and according to stakeholder groups and topics.

2.2 Communication Manual

In January 2019, the Communication Manual was delivered, achieving the first specific objective of WP11. This manual is based on GeoERA Dissemination and Exploitation Plan (GeoERA WP5). The manual defines aspects such as target audience, key messages, communication and dissemination tools, and possible tools to measure the impact of communication and dissemination activities.

Target audience

The Communication Manual identifies the targets on three basic levels:

- experts connected with the project,
- stakeholders and decision makers, and
- the 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.

Communication and dissemination tools

To reach this wide audience, the GIP-P Communication Manual selects a mix of offline and online communication tools. Online tools include the project website, social media channels, and webinars whereas the traditional channels cover events, paper presentations, press interviews, as well as workshops and meetings.

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. 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.

Tools to measure the impact of communication and dissemination activities

The GeoERA Dissemination and Exploitation Plan includes the following indicators:

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

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

The Communication Manual of GIP-P includes:

- Internal surveys to collect information.
- Introduce log-in access to some parts of the website to identify the number of
- Create a database of responses after sending press releases.
- Use tracking metrics and analytical tools to monitor Twitter.

3 COMMUNICATION ACTIVITIES AND TOOLS DEVELOPED IN GIP-P

This section details the communication activities carried out, as well as the tools used. It also indicates the target audience, the form of dissemination and the impact when it has been possible to measure it, as indicated in the GIP-P and GeoERA communication manuals.

3.1 Internal meetings

Internal virtual meetings have been held regularly to foster exchange of information between the GIP-P partners. In the monthly Project Board meetings of the project one of the fixed agenda items was on Communication (Annex 1). This has allowed WP11 to monitor activities in all the other work packages and get ideas and information for the contents of the information materials generated. Subsequently, when necessary, virtual meetings or e-mail correspondence have been held to deepen the contents and to be able to elaborate news.





Throughout the project there has been a regular coordination with the other GeoERA projects to ensure that the platform meets the requirements of the users. This work has been carried out by WP2 (User requirements) mainly through meetings.

Virtual meetings with other GeoERA projects have also been held in order to contribute to the dissemination of results from all the GSPs (digital products like data, maps, models, etc.).

- Target audience: experts connected with the project.
- Dissemination: minutes sent by e-mail (available on the GeoERA intranet).

3.2 Surveys

As a measure of the impact of communication, the Communication Manual proposes conducting internal surveys to monitor the project's advances. After these controls, the gaps detected in the shared information or in the data compiled at the GeoERA website should be solved.

Following this proposal, a simple questionnaire was carried out to follow the progress of the project. This information was compiled only digitally due to COVID context.

QUESTIONNAIRE

- 1. What has been the greatest breakthrough of your WP in the last three months? (summarized in a few sentences)
- 2. What are you working on now?
- 3. Can you summarize what stage of development your work is in? (one or two sentences)

However, conducting surveys was not as useful because, in the GIP-P, most of results and developments have been obtained at the end of the project. For this reason, project members found it difficult to identify relevant milestones to communicate and WP11 also found it complicated to find attractive content to communicate given the complexity of the work done for non-experts in the field.

In this sense, the information shared during the meetings proved to be more useful to understand and identify "communicable" topics.

- Target audience: experts connected with the project.
- Dissemination: by e-mail.

3.3 Visual identity

As shown in the Communication Manual, 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 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.







- Target audience: experts connected the project, stakeholders and decision makers, and public.
- Dissemination: through all communication channels (reports, leaflets, posters, presentations, videos, website, etc.).

3.4 Template

The Communication Manual also includes the "Slide presentation template" (in PowerPoint format) developed by GIP-P in order to create a common identity. This template is for both internal and external use (general public and scientific and technical audience).



- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Dissemination: in meetings, workshops, events.

3.5 Leaflets

3 brochures have been published and distributed online under the form of .jpg files that can be much more easily spread through social networks and GeoERA websites.





Leaflet Description		
EXAMPLE OF DATA HARMONIZATION EXAMPLE OF DATA HARMONIZATION SOURCE ***Target**	 Let's see GIP-P: about data harmonization carried out by the project. Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures). Dissemination: posted on the GIP-P media gallery (https://geoera.eu/projects/gip-p/media-gallery/) and sent by e-mail to stakeholders. 	
AMIN a. endifesamers for 15 MALL THEN 'true'ritest ESS MALLITEST ROAS indifesamers for fished seal fesamers for fished fished precessing transformation partial status type ances for the fished fished fished fished fished fished fished MEM a. standards 15 Not NALL THEN 'PARU. FTP.50_'litest a-processing transformation with a standards 15 Not NALL THEN 'PARU. FTP.50_'litest a-processing transformation Data objects Semantic Harmonization Data objects Standards Technical infrastructure Expert Vocabularies Data providers Science projects Prototyping DevOps methodologies %8.///(\$5##!!	 Contribute to the GIP-P GitHub: to support the repository for GeoERA project. Target audience: experts connected with the project. Dissemination: posted on the GIP-P media gallery (https://geoera.eu/projects/gip-p/media-gallery/) and sent by e-mail to experts connected with the project. 	
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Announcement of the GeoERA midterm event

- Target audience: experts connected with the project, stakeholders and decision makers.
- Dissemination: sent by e-mail to stakeholders.





 Measurement of impact: due to the COVID context, leaflets have not been physically distributed, so the number of copies delivered as indicated in the GeoERA Communication Manual cannot be counted.

3.6 Posters

Posters have been designed for use at events organised by the project or to which it contributes.

GIP-P poster (kick-off meeting)

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Dissemination: at the GeoERA kick-off meeting and then posted on the GIP-P media gallery (https://geoera.eu/projects/gip-p/media-gallery/)



GeoERA Information Platform poster

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Dissemination: posted on the GIP-P media gallery (https://geoera.eu/projects/gip-p/media-gallery/). Due to COVID context was not able to exhibit in events.



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3.7 Vídeos

One of the main scopes of the videos has been to promote the objectives and results of the project.

How can you use the GIP-P results?

Video about the results and usefulness of GIP-P. This video shows 3 cases in which 1) decision makers, 2) the scientific/academic community, and 3) companies can use the platform to search for information on raw materials, groundwater and geo-energy, and meet their needs.

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Dissemination: posted on YouTube, Twitter, blog and website of GIP project.
- Measurement of impact: this video has just been posted on YouTube so it has not been possible to measure the number of views. However, the numbers are expected to grow similarly to the previous video "Have a look at GIP project and GeoERA".





Have a look at GIP project and GeoERA

The video shows the objectives of the project and the work done to standardise, organise, disseminate and preserve all the information generated by the rest of the GeoERA and previous projects. It shows how GIP-P will reinforce and strengthen the European Geological Data Infrastructure (EGDI), making the results sustainable over time.

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Dissemination: posted on YouTube, Twitter, blog and website of GIP project.





 Measurement of impact: there are 3 versions due to minor changes made to the video, totalling 125 views on the GIP-P YouTube channel and 1.741 views on IGME YouTube channel. There is a clear increase in the interest generated by the video.





https://www.youtube.com/watch?v=2k23li HNuE

GIP-P video

Interviews with members of the project explaining the objectives of GIP-P and importance of standardization, organization, dissemination, and conservation of all the information generated by projects. They also talk about the sustainability of the project results through the EGDI platform and about the project's target audience.

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Dissemination: posted on YouTube and website of GIP project.
- Measurement of impact: 76 views on the GIP-P YouTube channel.





https://www.youtube.com/watch?v=CAbvy 7unkU

GeoERA: Integrating information to support sustainable use of the subsurface

The WP leader and other members of WP8 (Data provider support) from BGS explain work done in this work package. Made by BGS.

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Dissemination: posted on the BGS's YouTube channel and media gallery of GIP-P.
- Measurement of impact: 180 views on the BGS YouTube channel.









https://geoera.eu/projects/gip-p/media-gallery/

<u>GeoERA presentation</u>. One of the members of GIP-P explain the contribution of GSI to the GIP project. In particular, the activities carried out in WP2 (User requirements) are detailed. Made by GSI.

- Target audience: experts connected with the project.
- Dissemination: posted on the YouTube channel and media gallery of GIP-P.
- Measurement of impact: 24 views on the GIP-P YouTube channel.



https://www.youtube.com/watch?v=T-FH6FK7LEI

Homemade video about WP2, WP4 and WP7 of the GIP project. One of the members of the project explain work done in WP2 (User requirements), WP4 (Semantic harmonisations issues) and WP7 (Developments-central). Made by IGME.

- Target audience: experts connected with the project.
- Dissemination: posted on the IGME YouTube channel.
- Measurement of impact: 84 views on the IGME YouTube channel.



https://www.youtube.com/watch?v=OASPGhUzvDE&t=23s

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<u>Homemade video about WP11 of the GIP project</u>. The WP leader explain the objectives and work done in WP11 (Communication and dissemination). Made by IGME.

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Dissemination: posted on the IGME YouTube channel.
- Measurement of impact: 86 views on the IGME YouTube channel.



https://www.youtube.com/watch?v=bJrfMlsfNco&t=3s

3.8 Newsletters

GIP-P has contributed with its news in 4 GeoERA Newsletters (Annex 2): GeoERA Newsletter #13. The new search system.

https://mailchi.mp/30ae6fa5d746/geoera-newsletter-4872309?e=d80f8ef84a

Information Platform theme

GIP-project:

GeoERA Information Platform project.

In the framework of the GeoERA GIP-P project, a new search system is being developed in order to facilitate the discovery and access to geoscientific information available in Europe. This system can discover available information even if the search text entered by the user and the data or metadata do not match or they are in

GeoERA Newsletter #9. Project vocabularies.

https://mailchi.mp/1f4dce0c3634/geoera-newsletter-4688277?e=d25833d8a9

Information Platform theme project

GIP-project:

GeoERA Information Platform project.

In cooperation with the GIP-P Work Package 4 Task "Semantic Harmonization Issues - Project Vocabularies", several GeoERA projects are ready to elaborate their knowledge representation in the form of so-called SKOS vocabularies. In a first phase, vocabularies for fault classification and fault instance terminology (HIKE, HOTLIME)





GeoERA Newsletter #8. GIP-P support to other GeoERA projects.

https://mailchi.mp/dbfbc06a902c/geoera-newsletter-1599413?e=d25833d8a9

Information Platform theme project

GIP-project:

GeoERA Information Platform project.

The Information Platform project now has a good overview of where the <u>EGDI</u> platform will be extended in order to support all the 14 other GeoERA projects in organising, disseminating and safeguarding their results. Work has also started on defining a

<u>GeoERA Newsletter #7</u>. Collecting the requirements of the other GeoERA projects. https://mailchi.mp/4cfba09d8784/geoera-newsletter-1550481?e=d25833d8a9

Information Platform project

GIP-project:

GeoERA Information Platform.

The GIP-project has been focussing on collecting and describing the requirements from

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on GeoERA website.
- Measurement of impact: the number of online readers to GeoERA Newsletters are recorded from the GeoERA website, managed by GeoERA's Communication and Dissemination WP5.

3.9 Press releases

3 press releases were prepared (Annex 3): "New Metadata Cookbook", "First demo of the search system" and "GIP-P: making GeoERA more fair".

- Target audience: experts connected with the project, stakeholders and decision makers.
- Dissemination: The first press released "New Metadata Cookbook" was sent to stakeholders by email.





 Measurement of the impact: after the first press release was sent out ("New Metadata CookBook"), there was a contact from the EC asking for more details about the content. Following this first response, it was considered more appropriate to use other communication channels instead of press releases (preferential use of blog). For this reason, it was not possible to systematise the impact of the press releases for subsequent measurement.



3.10 Scientific publications

The project has generated a scientific paper, "EGDI Search System, a web application to support dataset discovery and access in the European Geological Data Infrastructure (EGDI)", which has been submitted to the Computers & Geosciences journal for review and subsequent publication.

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: through Computers & Geosciences journal.
- Measurement of the impact: Computers & Geosciences journal has an Impact Factor of 3.372, ranking it 72 out of 199 in Geosciences. This journal is indexed in 33 international databases, so a published article can be read and cited by researchers worldwide.



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3.11 Reports

Reports corresponding to project deliverables are available on the GIP-P website. On the GeoERA Data provider support website it is also possible to access all documentation/cookbooks related to this service.

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: GIP-P website (https://geoera.eu/projects/gip-p/) and GeoERA Data provider support website (https://geoera-gip.github.io/support/).

3.12 Data provider support and e-Learning resources

To enable the other GeoERA projects to deliver their outputs, the GIP-project offers data provider support (WP8) through a suite of tools including detailed documentation/cookbooks, email helpdesk, buddy systems/mentoring, workshops and eLearning resources.

All links can be found on the GIP-P website:

- https://elearning.europe-geology.eu/ (GeoERA GIP e-Learning Platform)
- https://geoera-gip.github.io/support/ (presentations, documentation, webinars, tutorials)
- <u>support@geoera.eu</u> (helpdesk email)
- https://github.com/GeoEra-GIP/Project-Support-WP8/issues (to add enquiries to a public issue tracker)

Some video tutorials can also be found in the following YouTube playlist:

https://www.youtube.com/watch?v=8 Pae9o8TmE&list=PLrUsUX02MJ2bT7HEH6puswgE5xn vgBh-

- Target audience: experts connected with the project.
- Dissemination: via website and YouTube.
- Measurement of the impact: in order to interact with the experts of the other GeoERA
 projects, the website offers a helpdesk email and a public issue tracker. This makes
 it possible to quantify the use of this service. In the case of the public issue tracker,
 there have been 52 comments on the issues raised.

Regarding the eLearning resources, it is necessary to register to access the contents, so it will be possible to identify the number of users of this service that has just been launched.

3.13 Meetings and workshops

The launch of the GIP-P was organised in July 2018 in Brussels. Since then, the project partners have participated at various meetings and workshops to promote GIP-P. The GIP-P Project Proposal also set out several consortium meetings to disseminate the results of the project. A final symposium will be organised in January 2022 where the partners will present the results obtained.

However, it is worth mentioning that the participation in this type of meetings has been lower than expected due to the COVID context which has prevented the organisation of a larger number of meetings and workshops.





These are the meetings and workshops in which GIP-P members have participated:

Meeting / Workshop	Target audience	Impact (number of participants)
GeoERA Project Kick Off (July 2018, Brussels)	Experts connected with the project, stakeholders and decision makers	100-200
EGS National Delegates Meeting (28 February 2018, Brussels)	Experts connected with the project	35
EGS National Delegates Meeting (11-12 September 2018)	Experts connected with the project	35
GeoERA WP4 Workshop (10-11 October 2018, Vienna)	Experts connected with the project, stakeholders and decision makers	19
Workshop liaison officers GIP-P - Geoscientific projects (24-25 October 2018)	Experts connected with the project	17
Common Workshop organized by TNO (HIKE, GIP-P) (11-12 March 2019, Vienna)	Experts connected with the project	30
National GeoERA Kick-off meeting Austria (14 March 2019, Vienna): GIP-P presentation	Experts connected with the project, stakeholders and decision makers	120
EGS General Assembly (28 March 2019)	Experts connected with the project	60
GeoERA General Assembly (28 March 2019)	Experts connected with the project	60
Workshop on metadata and searching (9 - 10 April 2019)	Experts connected with the project	15
EGS Directors Workshop (11 June 2019)	Experts connected with the project	30
EGS National Delegates meeting (3 September 2019)	Experts connected with the project	35
Workshop searching (25 September 2019)	Experts connected with the project	15
GeoERA General Assembly (8 October 2019)	Experts connected with the project	60
GeoERA Midterm Meeting (17-19 March 2020)	Experts connected with the project	
GeoERA final symposium (January 2022)	Experts connected with the project, stakeholders and decision makers	To be held

3.14 Participation in events

To ensure visibility of the project and establish important liaisons, GIP-P partners have organised and/or attended several events:

Meeting / Workshop	Target audience	Impact (number of participants)
CE-GIC (Central European Geoscience Information Consortium) (11 - 12 April 2019, Praha)	Experts connected with the project, stakeholders (scientific and academic networks and infrastructures)	26
Danish "Hydrology Day" (22 October 2019)	Experts connected with the project, stakeholders (scientific and academic networks and infrastructures)	80
Press conference with journalists at IGME. One of the experts explained media the GIP-P and geoscientific information collected by the GeoERA partners (February 2020)	Stakeholders, decision makers and public	70
EGU General Assembly 2020 (4-8 March 2020) – GeoERA session	Experts connected with the project, stakeholders (scientific and academic networks and infrastructures)	92
VIII Congress on Social Communication of Science (29 September – 1 October 2021): work carried out by WP11 on	Stakeholders (scientific and academic networks and infrastructures) and public	369





Meeting / Workshop	Target audience	Impact (number of participants)
communication and dissemination of GIP-P, EGDI and GeoERA is presented.		
Presentation of the GeoERA Information Platform Project (GIP-P) and the European Geological Data Infrastructure (EGDI) to the Association of Iberoamerican Geological and Mining Surveys (ASGMI) (26 October 2021)	Experts connected with the project, stakeholders (scientific and academic networks and infrastructures)	To be held

As mentioned in the previous section, due to the COVID context, the number of events has been reduced. Even so, it should be noted that it has been possible to organise and/or participate in events focused on all the target audience identified in the Communication Manual.

It should be noted the event to be held at the end of October to present the project to ASGMI (Association of Iberoamerican Geological and Mining Surveys), due to the potential interest in replicating in other regions a geological data infrastructure similar to the one existing in Europe.







3.15 Website

It is hosted within the GeoERA website (https://geoera.eu/projects/gip-p/) and is like the GIP-P portfolio, with practical and updated data provided by the rest of work packages as a big repository of information about what's going on the GIP-P. Every content pass a quality control with reviews done by scientific and editorial team.

The site provides access to data provider support resources and project deliverables. It also contains information on the WPs and the budget and participants. The GIP-P site shows the latest news from the blog, includes a media gallery, Twitter's widget and social icons (Deliverable 11.2 describes the website content).

Publications have been regular, and an attempt has been made to have a "news of the month" on the blog to keep the consortium properly informed.

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Measurement of impact: the number of visits to the website is recorded from the GeoERA website, managed by GeoERA's Communication and Dissemination WP5.







3.16 Blog

The GIP-P blog has published the progress of the project and the most relevant news: GeoERA's and EGDI's platform anniversary

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Dissemination: posted on the blog and Twitter of GeoERA.
- Measurement of the impact: 320 post views.
 https://geoera.eu/blog/geoeras-and-egdi-platforms-anniversary/



Webinar training on metadata for the GeoERA projects

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on the blog and Twitter of GeoERA.
- Measurement of the impact: 363 post views.
 https://geoera.eu/blog/webinar-training-on-metadata-for-the-geoera-projects/

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Webinar training on metadata for the GeoERA projects

All you wanted to know about metadata for the GeoERA Projects are explained by the WP8 team, that have prepared a set of webinars to show how to use the EGDI Metadata Catalogue and give some advice on how to create metadata for GeoERA projects

During March and April 2021, the CGS metadata team (Dana Čápová, Pavla Kramolišová and Olga Moravcová), supported by colleagues from GSI (James Trench and Trevor Alcom) have prepared a playlist of training videos: https://studio.youtube.com/channel/Ucck67sbpNrGb2JT9M/d6mPg/playlists

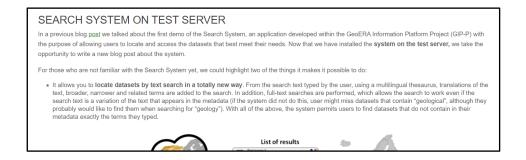
Based on selected videos, two webinars were held on May 17 and June 2, 2021. The webinars were attended by a total of 18 participants from 9 GeoERA projects (GIP-R, RESOURCE, TACTIC, 3DGEO-EU, HOVER, HIKE, FRAME, MINDeSEA, GeoConnect3D). Participants were instructed on:

how to use the EGDI Metadata Catalogue (https://legdi.geology.cz/),
how to create metadata for structured and unstructured data from GeoERA projects,
and how to use metadata when uploading data to the EGDI platform.

Search System on test server

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on the blog and Twitter of GeoERA.
- Measurement of the impact: 439 post views.

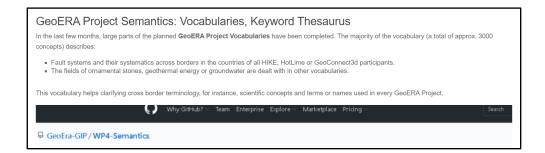
https://geoera.eu/blog/search-system-on-test-server/



GeoERA project semantics: Vocabularies, Keyword Thesaurus

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on the blog and Twitter of GeoERA.
- Measurement of the impact: 482 post views.

https://geoera.eu/blog/geoera-project-semantics-vocabularies-keyword-thesaurus/



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How to make the most of the issue triage system (GeoERA Information Platform)

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on the blog and Twitter of GeoERA.
- Measurement of the impact: 926 post views.

https://geoera.eu/blog/how-to-make-the-most-of-the-issue-triage-system-geoera-information-platform/



A new version of the Administration Module at EGDI Platform

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on the blog and Twitter of GeoERA.
- Measurement of the impact: 909 post views.

https://geoera.eu/blog/a-new-version-of-the-administration-module-at-egdi-platform/



Uploading images in GeoTIFF format to the GIP-P platform

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on the blog of GeoERA.
- Measurement of the impact: 464 post views.
 https://geoera.eu/blog/uploading-images-in-geotiff-format-to-the-gip-p-platform/



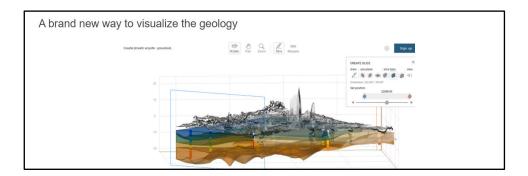


Uploading images in GeoTIFF format to the GIP-P platform	
GeoERA Information Platform Project (GIP-P) support the rest of the GeoERA projects, facilitating the uploading of results to the EGDI platform (http://www.europe-geology.eu/) and providing a standardised exchange of information. We are pleased to inform you that the GeoTIFF upload module is now available on the GIP-P data platform; thus uploading images in GeoTIFF format is now a piece of cake. More details can be found in the user guide:	
http://egdi-public.gitlabpages.geus.dk/egdi-documentation/#/main-content/AdministrationModule?id=upload-geotiff	
Metadata url*	
EGDI Metadata Catalogue url	

A brand-new way to visualize the geology

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on the blog of GeoERA.
- Measurement of the impact: 1.927 post views.

https://geoera.eu/blog/a-brand-new-way-to-visualize-the-geology/



GIP-P: 3D geological model for the TACTIC project

- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on the blog of GeoERA.
- Measurement of the impact: 918 post views.

https://geoera.eu/blog/gip-p-post-3d-geological-model-for-the-tactic-project/



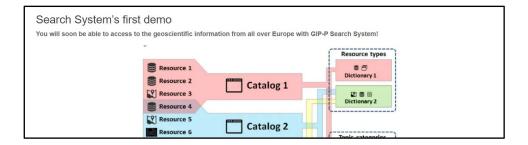
Search System's first demo





- Target audience: experts connected with the project, stakeholders (scientific and academic networks and infrastructures).
- Dissemination: posted on the blog of GeoERA.
- Measurement of the impact: 1.063 post views.

https://geoera.eu/blog/search-systems-first-demo/



3.17 Social media

Twitter

GIP-P uses a Twitter account linking to the page of the project for enhancing the interactivity and increasing the interest of public in general as well as the rest of stakeholders.

The Twitter account has been used to communicate project progress, news, announcements, etc., focusing on the various target audience. It has also been used to support the dissemination of news from other GeoERA projects through retweets.

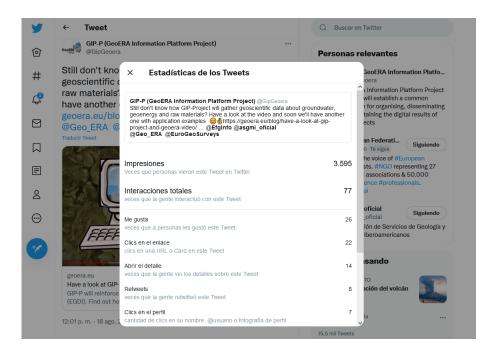
- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Measurement of the impact: The Twitter analytics' evolution (2019-2021) conducted with Twitonomy shows 1.290 tweets since the account was opened (822 of which are retweets) and 278 followers with a clear upward trend.





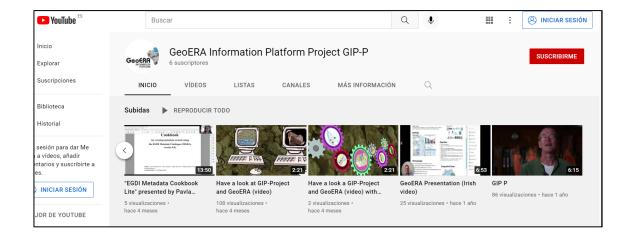


Some of our Twitter's goal: the tweet communicating video "Have a look at GIP project and GeoERA" was seen by 3.595 people.



Youtube

On the GIP-P YouTube channel it is possible to find the project's informative videos, some home-made and professional videos made by technicians explaining the WP they work on and some training videos made by the data provider support team (WP8).



 Target audience: experts connected with the project, stakeholders and decision makers, and public.

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Measurement of the impact: The views of each video are mentioned in section "3.7 Videos". The YouTube data provided by Social Blade is as follows: 239 video views.



It should be noted, as mentioned in section 3.7, that video views increase significantly (up to 1.741 in the case of video "Have a look at GIP project and GeoERA") when using YouTube channels of the geological surveys, because they have a longer trajectory and a larger number of followers.

LinkedIn

LinkedIn has also been used to disseminate some of the most important news.

- Target audience: experts connected with the project, stakeholders and decision makers.
- Measurement of the impact: in the case of video "Have a look at GIP project and GeoERA", one of our LinkedIn's goals, statistics given by LinkedIn show 2.159 views.
 Most of them come from the private and industrial sector, followed by academia.









Pinterest

Pinterest has been used to store news images related to all GeoERA projects, including GIP-P: 311 pins grouped in the 15 GeoERA projects

- Target audience: experts connected with the project, stakeholders and decision makers, and public.
- Measurement of the impact: 51 followers.





4 OTHER COMMUNICATION ACTIVITIES TO SUPPORT GEOERA AND OTHER PROJECTS

Based on the objectives of the GIP-P and also indicated in the Communication and Dissemination Manual of the project, WP11 has a special role in dissemination of results for the whole of GeoERA.

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For this reason, WP11 has supported the communication work of the rest of projects, as can be seen in the following section:

- Participation on a <u>scientific calendar</u> by (FECYT) where GeoERA is mentioned.
 - Target audience: general public.
 - Dissemination: distributed in schools throughout Spain, via Facebook, LinkedIn (IGME's channels).
 - Measurement of impact: 3.500 units distributed in schools; 903 people reached on Facebook, 792 views on LinkedIn.



- <u>Homemade video about MINDeSEA Project</u>. The project leader explains the objectives and work carried out in the project.
 - Target audience: experts connected with the project, stakeholders and decision makers, and public.
 - Dissemination: posted on the IGME YouTube channel.
 - Measurement of impact: 94 views on the IGME YouTube channel.



https://www.youtube.com/watch?v=-RZMEd0Hngk&t=76s

- GeoERA presentation at the COP25 (Madrid, 2-13 December 2019). One of IGME's young scientist from the MINDeSEA project, Iker Blasco, mentioned GeoERA on the Oceana project presentation (https://pressroom.mediatoolstv.com/expedicion-oceania--en-el-cop25/
 - Target audience: stakeholders and decision makers, and public.
 - Dissemination: via YouTube, LinkedIn





 Measurement of impact: 600 via website+ 100 live (attendees); 591 visits on LinkedIn.



- Publications about GeoERA and its projects in the GEA Bulletin (IGME)
 - Target audience: stakeholders and decision makers, and public.
 - Dissemination: IGME Bulletin.

Bulletin GEA	Readers
General In compared on International Compare	155
La vida sin mitterio de Luis Sorrica Sorrica Manuello Sorrica de La vida sin mitterio de Luis Sorrica Manuello Sorrica de La vida sin mitterio de Luis Sorrica Manuello Sorrica de La vida sin mitterio de Luis Sorrica de La vida sin mitterio de	246
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LAS VIDAS GEOLOGICAS DE LIN OVEN INVESTIGADOR Manuel Policia Control	705
Wilderick design for the property of training and the property of the property	319

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		Readers
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- Intermediation for a GARAH colleague, Ricardo León, to be interviewed for a scientific programme on Canary Islands television.
 - Target audience: stakeholders and decision makers, and public.
 - Dissemination: through TV.
- Posts on social networks with goals, news and milestones about GeoERA progress.
- Compilation and distribution of the GeoERA Newsletter was also carried out by GIP-P staff.

5 ANALYSIS AND CONCLUSIONS

In a first phase, work has been done to ensure a constant flow of information with who are involved in the GeoERA projects to ensure that the platform will be in line with user requirements (WP2). To support this task, WP11 has tried to compile the progress of all the GIP-P work packages in order to make them available to the rest of the GeoERA projects. WP11 also maintained contact with the other projects to facilitate communication and a transparent interaction with the consortium members.

At the beginning of the project it was more difficult to prepare news to communicate because the work of GIP-P required more time to obtain results and the intermediate process was difficult to understand for non-experts in the field.

As the work progressed, dissemination of results to a wide range of stakeholders was expanded.

Accordingly, different formats and dissemination channels were used to achieve the project's objectives. The tools foreseen in the Communication Manual were tested, abandoning those that did not work well (surveys) and insisting on those with a greater acceptance and response (videos for all target audience).

Applying the key performance indicators (KPIs) of GeoERA's Dissemination and Exploitation Plan, it can be seen that results of the communication work carried out are very close to expected results:

- The GIP-P Twitter account has 278 followers (above the 250 established in the Plan) and 1,290 tweets, of which 822 are retweets (also above the 50 indicated as optimal for a year). The measurements taken from the GIP-P Twitter account correspond to 20 months.
- The indicator of brochures delivered could not be counted because the COVID context prevented face-to-face events. However, 3 brochures have been designed and disseminated by email and posted on the website.





- The number of conferences/events attended does not reach the 4 events per year indicated (6 have been attended) but taking into account the COVID context and the lower number of events held during the middle of the project, this value could be in line with expectations.
- Regarding the Newsletters, the GIP-P has contributed to the GeoERA Newsletter. This Newsletter is distributed to more than 600 mail addresses.
- Visits to the GeoERA website cannot currently be quantified.
- The project will result in a publication in the Computers & Geosciences journal.
- In the case of the final high-level conference, this has not yet taken place so no analysis can be made.
- As for the stakeholder workshops/briefings, they have generally not exceeded 100 participants. It should also be noted that the COVID context has made it difficult to hold events for a period of time.

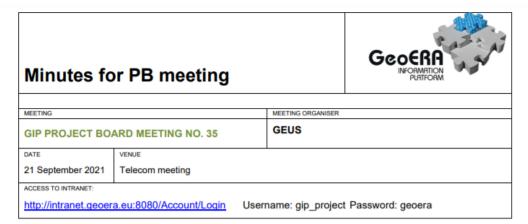
As mentioned above, it is important to remember that the COVID context has made communication more difficult. The subject matter of the GIP-P also makes it more complex for non-experts to understand and convey. Even so, it can be observed that communication work carried out by WP11 is largely in line with expectations, even exceeding some of them, and fulfilling the objectives initially foreseen for this WP.





ANNEX 1.- INTERNAL MEETINGS

In the agenda of the GIP-P PB meetings there was always an item dedicated to Communication.



Attendees

WP leaders: WP1 and WP9: Jørgen Tulstrup (host) & Lisbeth Flindt Jørgensen (minutes) (GEUS); WP2: WP3: Carlo Cipolloni (ISPRA), WP4: Martin Schiegl (GBA); WP5: Jean-Baptiste Roquencourt & Marc Urvois (BRGM); WP7: Andrej Vithelič (GeoZS); WP8: Patrick Bell (BGS); WP11: Diana Ponce de León (IGME).

Excused; WP6: Martin Hansen (GEUS)

Non-WP leaders: Dana Čápová (CGS), James Trench (GSI), Daniel Brouwer (TNO)

Agenda

- 1. Approval of minutes form last meeting
- 2. Approval of agenda
- Final review, 9 December, 19:30 22:30 CET.
 - a. Agenda:
 - i. Go through all WPs?
 - ii. Special focus in FAIR. Can we say something in general terms in addition to the specific evaluation of specific GSPs?
 - iii. Final Project Progress Report.
 - 1. Contribution so far from WP4. Deadline for others: Tomorrow!!
 - 2. Specific attention to Dissemination
 - b. Impact Assessment
- 4. Budget reallocations
 - Budget transfer to IGME, RBINS, ISPRA, GeoZS and CGS. Amendment will be formulated. Texts are welcome.
- 5. Project status questions to status collected prior to the meeting
- 6. Critical issues (raised in WP overviews prior to meeting)
- Plans for the next months: interaction with other WPs, involvement of partners (resources), upcoming deliverables, etc.
- 8. Communication, incl. ideas for blogs etc., and for GeoERA newsletters
- News from GeoERA secretariat





ANNEX 2.- NEWSLETTERS

GeoERA Newsletter #13. GIP-P contribution to the Newsletter.

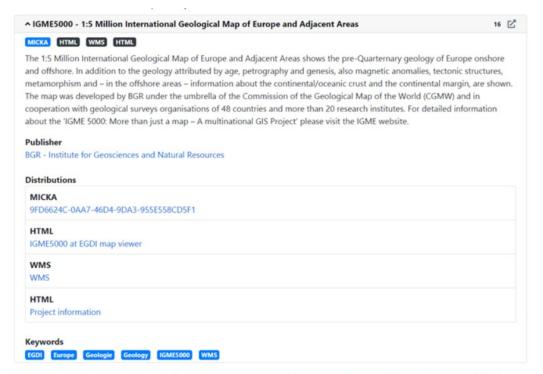
Information Platform theme

GIP-project:

GeoERA Information Platform project.

In the framework of the GeoERA GIP-P project, a new search system is being developed in order to facilitate the discovery and access to geoscientific information available in Europe. This system can discover available information even if the search text entered by the user and the data or metadata do not match or they are in different languages. It can find information that semantically matches the search text and, to achieve this, it uses a multilingual thesaurus and full-text search capabilities.

The system offers a ranked list of results that meet the query specified by the user, providing basic metadata and different online accesses to datasets. It also searches inside datasets to get and display records from databases, documents in a document repository, etc.



Read more about the search system at our blog at https://geoera.eu/blog/search-systems-first-demo/.





• GeoERA Newsletter #9. GIP-P contribution to the Newsletter.

Information Platform theme project

GIP-project:

GeoERA Information Platform project.

In cooperation with the GIP-P Work Package 4 Task "Semantic Harmonization Issues - Project Vocabularies", several GeoERA projects are ready to elaborate their knowledge representation in the form of so-called SKOS vocabularies. In a first phase, vocabularies for fault classification and fault instance terminology (HIKE, HOTLIME) have been created and is prepared for SKOS modelling and implementation through an SKOS/RDF management software. Further vocabularies, such as for ornamental stones concerning the EUROLITHOS project, are to follow and thus support the projects knowledge base and content-related harmonization within the Europe-wide geodata processing.



Example on a **project vocabulary concept** (from HIKE) with its mandatory properties such like definition, URI, bibliographic citation and its possibilities to **query** (2, database queries with SPARQL) and to **visualize the linked data information** (1, structure viewer and 3 semantic relations network diagram).

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• GeoERA Newsletter #8. GIP-P contribution to the Newsletter.

Information Platform theme project

GIP-project:

GeoERA Information Platform project.

The Information Platform project now has a good overview of where the <u>EGDI</u> platform will be extended in order to support all the 14 other GeoERA projects in organising, disseminating and safeguarding their results. Work has also started on defining a document repository and a general free text searching system for all information and results from the GeoERA projects. Regarding 3D geological models test are being carried out focusing on transferring data from the database to different viewing applications.

• GeoERA Newsletter #7. GIP-P contribution to the Newsletter.

Information Platform project

GIP-project:

GeoERA Information Platform.

The GIP-project has been focussing on collecting and describing the requirements from the fourteen other projects. These have been described in a report and this is now the basis for the next steps in which it will be defined how the EGDI platform will be extended to support the projects' results. On important data type, which has not been part of EGDI before, is 3D models. A prototype of how these will be stored and disseminated has been developed.





ANNEX 3.- PRESS RELEASES

• New Metadata Cookbook



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NEW METADATA

The new GIP-P product include detailed guidelines on how to insert and maintain metadata with a user friendly EGDI-Lite editor. This document is svailable on the GeoERA GIP User Documentation webpage (https://geoera-

gip.github.io/documentation/portal.html).

Thanks to this cookbook the users of the GIP will gain in autonomy for inserting and maintaining the metadata with the editor EGDI-Lite, easy to use and that in addition counts on all the detailed technical documentation of all the profile of metadata EGDI. A new product of the GIP-P with which the users of the European Geological Surveys involved in the GeoERA project will be able to learn step by step how to move through the EGDI Metadata catalogue and incorporate metadata records with examples for the use of spatial data, thus feeding a pan-European database from the national catalogues.

The MetaData Cookbook Lite is a provisional user-friendly version, since another one will be available soon that will incorporate the 3D visualization of geological models. This EGDI metadata catalogue uses the MICKA technology for management and publication of metadata on structured data that enables to enter, edit, harvest, discover, and view metadata on geological data across Europe. It also provides tools for compilation and export of the metadata in a standardized format (international standards, bilingual records...).

:https://czechgeologicalsurvey.github.io/MICKA-Docs/

More info: Jørgen Tulstrup, GIP-P Coordinator. (jtu@geus.dk)





First demo of the Search System







GIP-P: making GeoERA more fair

