ENVIRONMENT RESEARCH INFRASTRUCTURES INNOVATION ROADMAP

ENVRINNOV

D7.1- Refined Plan for Dissemination, Exploitation and Communication (DEC)

30/06/2024

Deliverable Number	Deliverable Title	Lead Beneficiary	Type	Dissemination Level	Due Date (in months)
D7.1	Refined Plan for DEC	1 - CYI	Report	PU	6

Version	Date	Changed page(s)	Cause of change	Partner
V1	10/04/2024	Initial version	-	CYI
V2	24/06/2024	throughout	Input and comments from Consortium	All
V3	27/06/2024	throughout	Review and finalization by coordinator	Cyl

Disclaimer: The information in this document is subject to change without notice. Company or product names mentioned in this document may be trademarks or registered trademarks of their respective companies.

Table of Contents

1. Introduction

This deliverable outlines the detailed Plan for Dissemination and Exploitation, including Communication actions (PDEC) for the ENVRINNOV project.

It builds on, and refines, the initial PDEC as this was outlined at project proposal stage (section 2.2). The aim of the PDEC is to ensure the cohesiveness and effectiveness of ENVRINNOV's efforts to maximize its impacts by strategically planning for, implementing, monitoring, and reporting on a suite of targeted Dissemination, Exploitation, and Communication measures.

Planned measures have been scaled proportional to the project's ambition and contain actions to be implemented throughout the lifetime of the project.

These are outlined in this document's sections as follows:

- Section 2: summarizes the overarching approach of the ENVRINNOV PDEC, including the processes put forward by the Consortium to ensure its smooth implementation.
- Section 3: outlines ENVRINNOV's Target Audiences, to be reached and engaged through PDEC actions.
- Section 4: outlines the refined Dissemination plan.
- Section 5: outlines the refined Exploitation plan.
- Section 6: outlines the refined Communication plan.
- Section 7: maps out measures for PDEC performance monitoring, evaluation, and reporting.

It should be clarified that this document outlines the PDEC for the ENVRINNOV project, and as such its scope is limited to this purpose. A wider, more long-term and ambitious strategy for the promotion and uptake of the ENVRINNOV results, beyond the duration of the project, with a focus in terms of audiences both on the ENVRI community, and external stakeholders with special attention on the private sector, will be developed as part of Task 4.2 and WP5. More specifically, to help ensure the successful implementation of the ENVRINNOV roadmap, high-level strategies for **1)** the uptake of the assets developed and digitalized during the project, and **2)** to ensure the long-term engagement of key ENVRI innovation stakeholders, beyond its duration, will be developed in Task 4.2 and WP5, respectively. These will be complimentary, yet distinct, to the activities in the PDEC. Complementarities for these with the ENVRINNOV PDEC will be made clear in its later iterations and reported within the framework of periodic reporting for the ENVRINNOV project.

Finally, internal communications are not within the scope of this PDEC. Internal communication between Consortium members will take place as part of Task 8.1, whilst communication and coordination with the ENVRI community is planned within Task 8.3. Communication with the network of ENVRI Communication Managers will be done to support the implementation of the PDEC (see section 2 of this document).

2. DEC Plan Overview

2.1. Scope

Dissemination ensures public availability of the project results and outcomes and their sharing with specialist communities by the most appropriate means (e.g. scientific publications and conferences). **Exploitation** is the use of project results outside of the project, to tackle societal problems, in policymaking, for commercial purposes or in further scientific collaborations. **Communication** is a strategically planned process of active promotion of the project and its

results that starts at the outset of the project and continues throughout the project period. The collective actions ENVRINNOV will take towards the above, to maximize project impacts, are outlined in the project's PDEC.

2.2. Implementation framework

2.2.1. Roles & protocols

- <u>WP7 Lead</u>: As WP7 Lead, CyI has the general responsibility of coordinating PDEC activities. More specifically, and as per respective Task Leadership, CYI is primary responsible for the overview of project Dissemination, Exploitation, and Communication (DEC) planning, implementation, monitoring and reporting. (Task 7.1), effective Open Science and Research Data Management (Task 7.2) as well as ensuring effective IP and Knowledge Management for the project (Task 7.3) which is a key enabler of both Dissemination and Exploitation actions.

- <u>All Partners:</u> will be contributing to PDEC action implementation under the coordination of the WP7 team, to help maximize the reach of project results across partner countries, the Pan-European ENVRI community, ESFRI and wider stakeholder and target audiences, including the private sector, and ultimately contribute to maximizing its long-term impact. This may include translation and dissemination of promotional material to partner national language/channels, cross-promotion through own and networks' social media channels, and features of ENVRINNOV related project/results/speakers in partner events. Details of each partners' main role in the project, and foreseen contribution in PDEC implementation in section 2.3.3 of this deliverable.

2.2.2. Visual identity

As part of the efforts to provide a consistent identity to all ENVRINNOV project activities, results, participants and outcomes, the project has developed a logo, and visual brand identity guidelines. A preliminary version of this was included at proposal stage. This has since be updated, and complemented by a visual identity guide, which is consistent with the recently revised brand identity for the ENVRI community. Templates have been made available to all partners and are to be used for all project purposes.

These templates follow the design used for the logo, and the result is a visual identity that stands out and is easily recognizable, while still showing the association with the ENVRI community, and serves the purpose of reaching a public audience and contributes to creating awareness of the results of ENVRINNOV. Images of the new ENVRINNOV logo and brand identity guidelines have been included in the Annex for reference.

2.2.3. Operational processes

Monitoring and reporting:

To ensure coordinated, timely and efficient implementation of PDEC activities, the following processes have been put forward, for planning, monitoring and reporting:

- **Planning**:
    - o <u>Partner:</u> Each consortium partner has outlined the ways (activities/channels/tools) through which it can contribute to the ENVRINNOV PDEC implementation and designated a main contact point within its organization to ease intra-project coordination on these matters. The former is listed in section 2.3.3 of this deliverable.
    - o <u>Activity/WP Leads:</u> To support content planning, during each ENVRINNOV termly Steering Committee (SC) meeting, each WP lead is asked to provide a short update on any recent results and/or any upcoming activities that could be of

interest for PDEC purposes (such as upcoming presentations, network events, etc.).

- **Monitoring and reporting:**
  A shared tracker is set up on the project shared drive, where all partners shall be recording their activities, for purposes of project monitoring, and in line with EC reporting requirements. This includes all applicable PDEC measures (e.g. conference presentation/other talks, publications, events/workshops, features in other newsletters, PR, social media posts etc.).

Consortium partners' foreseen contribution to PDEC actions

	Partner	PDEC contribution (Activities, Channels/Tools)
1	CYI	Main activities: WP7 Leadership; PDEC planning and overview; Open Science & RDM; IP and knowledge management coordination; circulation in Cyprus national and via CyI channels. Channels/Tools: CyI social media, website, newsletter, PR in Cyprus national media, events.
2	FZJ	Main activities: WP4, WP41.EIH Digital Platform (via ENVRI-Hub and envri.eu) T4.1 Channels/Tools: IAGOS social media, website, ENVRI-HUB-NEXT
3	ICOS	Channels/Tools: ICOS social media, website, hosting of envri.eu website
4	EMSO	Main activities: WP6 leadership, T6.1 leadership. Contribution to WP1, WP4, WP7, and WP8. Representative of the Hydro sector. Channels/Tools: EMSO social media channels, website, events, and EMSO newsletter.
5	UHEL	Main activities: WP1 and WP2 Common policies, WP1.2 Task leadership and innovation landscape screening, piloting 2 use cases (WP2) Channels/Tools: eLTER social media, Website and events, eLTER Newsletter
6	CNRS	Main activities: WP3 Common Policies, Resources, and Capacity Building Strategy for Innovation Channels/Tools: ACTRIS-FR social media, website, newsletter, ACTRIS-FR mailing lists events.
7	CEA	Main activities: WP1 Lead, Task 1.1. Lead. Task 2.1 Lead. Channesl/Tools: CEA/Laboratoire des Sciences du Climat et de l'Environnement (LSCE)

8	KIT	Main activities: WP2 leadership; development of technology transfer innovation pipeline (T2.2) Channels/Tools: IAGOS social media, website, PR via Helmholtz Synthesis and Communication platform (SynCom) and national media.
9	UFZ	Main activities: Lead Task 2.4. Implementation Pilot of the intra-RI Tech Development Strategy Channels/Tools: eLTER social media, Website and events, eLTER Newsletter
10	ACTRIS	Main activities: WP4 leadership; development of strategy and tools supporting the uptake of the EIH (T4.2) Channels/Tools: ACTRIS social media (X, LinkedIn), ACTRIS website, ACTRIS newsletter, ACTRIS mailing list and relevant events

Collaboration with other projects & initiatives

As outlined in the grant agreement, a key priority of ENVRINNOV is ensuring synergies and complementarities with the ENVRI community, and other projects and networks in the wider ESFRI ecosystem including other projects under this call (see Table 2). This approach also applies to ENVRINNOV's projects approach to PDEC. Below, it is outlined how this is practically implemented within the ENVRINNOV framework.

A. ENVRI community Communications Collaboration Group

In February 2024, a group was set up to discuss and help facilitate potential collaboration opportunities in communications and stakeholder engagement among recently funded or ongoing European Communication funded projects supporting the cooperation of the Environmental Research Infrastructures.

The main objective of this group is to explore synergies and enhance the collective impact of the participating projects by aligning communication activities and engagement efforts through the existing ENVRI community platform and associated communication channels. Possible points of collaboration identified to be within the scope of this group, included the following:

- ENVRI community platform as the main access point to all ENVRI-related info: Utilise the ENVRI community platform as a voluntary hub for RI-related project news and updates. The platform offers the option to host or link project websites on the platform for increased visibility and accessibility.
- Joint Newsletter: Explore the possibility of collaborating on a joint newsletter featuring dedicated sections for each project.
- Social Media Synergy: Leverage existing ENVRI community social media channels, allowing projects to benefit from them and employ project-specific hashtags for cohesive branding.

- Cross-Promotion: Utilise voluntary cross-promotion of each other's events, publications, and achievements within the community. Use or share resources and best practices to enhance the overall impact of all participating projects.
- Events: Explore the possibility of joint organisation of events, such as webinars, workshops or booths in conferences or expos, to showcase the collective expertise of our projects and to ensure cross-fertilisation. Discuss the possibility of organising a joint ENVRI week.

Participants:

Further to ENVRINNOV, the following projects participate in the ENVRI communications collaboration group: ENVRI-Hub NEXT, IRISCC, iMagine, Blue-Cloud 2026, AMRIT, ANERIS, PHENET, LandSeaLot, AQUARIUS, MINKE and EVERSE.

Governance & Collaboration mechanism

To better facilitate collaboration between the projects, two subgroups were defined, based on their needs and application to the ENVRI community. The CORE group, which includes projects with cross-cutting applications across the ENVRI Community will share communications efforts regarding web presence, newsletter and social media, and the WIDER group, for projects that are relevant to parts of the ENVRI community and provide specific opportunities for complementarities and synergies. The ENVRINNOV project is a member of the CORE group.

In terms of governance, CORE group projects have joint ownership of organizing and chairing frequent meetings on a rotating basis to ensure momentum and collaboration, whilst ensuring that the coordination effort is shared amongst projects. Specifically, the CORE group meets roughly monthly, whilst the WIDER group (which also includes CORE members) meets every 6-8 weeks.

In the most recent meeting of the CORE group (organized by ENVRINNOV on 7 June 2024), it was agreed that participation to the WIDER group will be extended to Communications Officers of all ENVRIs (regardless of whether they are leading a Communications WP for an ongoing or new project listed above), to further enhance collaboration and maximize the impact of communications across ENVRI community projects and RIs.

In addition to the meetings, communications channels have been set up to facilitate ongoing collaboration and follow-up actions, over email (dedicated mailing lists for CORE group and WIDER group), as well as a dedicated Slack channel, for more informal enquiries.

Collaborative Communications Measures already set up by ENVRINNOV
(*shared amongst ENVRI CORE group projects*):

- Coherent visual identity and branding guidelines: aligned with the ENVRI community revised identity as noted in earlier section of this deliverable.
- Joint web presence: leveraging the recently revamped ENVRI community website (https://envri.eu/) , to host ENVRINNOV's web presence, with access links to the project on the top menu (header) and a featured link to the project on the landing page. The benefits of this approach are two-fold: a. it showcases ENVRINNOV as a project, and its scope in enhancing innovation and industry engagement as an initiative embraced collectively by the ENVRI community (alongside ENVRI-FAIR,

and ENVRI-HUB Next), b. it helps increase traffic to the project web presence as the ENVRI community site has an established presence and regular visitors. Screenshots have been included in the Annex for reference.

- <u>Shared social media accounts</u>: utilizing the established ENVRI community channels, to reach a wider audience, whilst using the dedicated #ENVRINNOV for cohesiveness across project communications.
- <u>Shared newsletters and cross-posting</u>: planning for a joint newsletter featuring dedicated sections / news items for each project, as well as general updates of the ENVRI community.
- <u>Planning for joint events presence / organization</u>: planning to utilize complementarities in terms of events, with joint booths / presence in major events (e.g. EGU Conference), as well as featured speakers or collaborative talks in respectively hosted events (e.g. workshops, conferences, seminars).

B. <u>HORIZON-INFRA-2023-DEV-01-05 Coordinators Forum</u>

In line with the scope of Task 5.2 ENVRINNOV initiated communication with fellow HORIZON-INFRA-2023-DEV-01-05 coordinators to identify areas of potential synergies and complementarities amongst the projects. At the first meeting of the forum, which took place on 24th of May 2024 online, each Coordinator made a short presentation of their project, for information and to provide a framework for a fruitful discussion. The projects presented were ENVRINNOV, SPECTRUM, AARC TREE, and FHERITALE.

During an open discussion that followed, several opportunities for synergies/ complementarities were identified such as the exchange of best practices and results on common areas of interest including approaches to /best practices for open science, project management and reporting requirements, as well as communications and stakeholder engagement.

To facilitate this, it was agreed among the coordinators to establish regular contact to share best practices and discuss any common challenges: both through regular meetings and offline (via email), as well as share project results of mutual interest such as of the landscape analysis on services currently conducted by the projects.

C. <u>Other Projects (ESFRI / supporting innovation)</u>

Further to the projects already mentioned above, ENVRINNOV aims to continue to expand its collaboration with the ESFRI ecosystem, and intents to explore opportunities for collaboration on PDEC matters on an even wider collaboration of projects, particularly those which subserve objectives relating to innovation, technology transfer and/or closer engagement with between RIs and the private sector.

As already outlined in the Grant Agreement, such projects include the following:

	ENVRI community	ESFRI/other innovation
Past	FP7-ENVRI, H2020-ENVRIplus, **H2020-ENVRI-FAIR**, **H2020-RINGO**, **H2020-ACTRIS IMP**	H2020-ENRITTC, H2020-ERIC Forum, H2020-eRImote, H2020-EOSC Future, H2020-RI-VIS, H2020-RIPaths
Ongoing/New	**H2020-ATMO-ACCESS**, **H2020-eLTERplus**, H2020-RI-URAN,	ERIC FORUM2, RitrainPlus,

| | H2020-PAUL, **HE-GEORGE**, H2020-ELTER PPP | |

*NB: Projects with coordination from ENVRINOV project partners are noted **bold**.*

3. Dissemination

3.1.   Objective

The objective of ENVRINNOV's dissemination activities is to promote, and transfer, the knowledge and results produced by the project, specifically targeting specialist audience groups.

3.2.   Target Groups

ENVRI/ESFRI communities: RIs and RPOs beyond the consortium partners, in the environment domain, and across all ESFRI domains. This also includes the consortia of other projects funded under the HORIZON-INFRA-2023-DEV-01 call.

Wider scientific community: Researchers, scientists, and other technical specialists, as individuals, and in scientific organizations and/or networks, across all four environment domains (Atmosphere, Biosphere, Geosphere, Hydrosphere), as well as multi- and/or cross-disciplinary scientific communities working towards addressing challenges relating to the climate crisis.

Policymakers and specialists in public organizations: dealing with environmental regulations and/or encouraging innovation in the R&I ecosystem, national, EU and international levels.

Companies operating in the environmental domain: SMEs, private companies and corporates including businesses in the environment domain (developing new technologies or making use of them), (as per more detailed descriptions of this target group in section 4.2), as well as industry/private sector networks and representatives (e.g. EIT), and industry associations and other cooperative bodies (national, EU, international).

ENVRI data users: across scientific, policy and private sector specialist communities.

3.3.   Measures, Tools & Channels

Publications in scientific and other specialist media: In scientific and other specialist media, including in open access peer-reviewed Journals, and specialist publications.
Timeframe: M18-beyond project duration

Research Data Management (RDM) & Open Science RDM & Open Access: RDM & open access to other research outputs as per Open Science principles, including via the principles outlined in the project Data Management Plan (DMP – D7.2) and using trusted repositories (see ENVRI Community Zenodo).
Timeframe: M1-beyond project

Organization of Workshop on Innovation in Environmental Technologies and Services:
Organization of Workshop on Innovation in Environmental Technologies and Services, hosted by ENVRI community via expanding scope of successful Innovation in Atmospheric Measurement Techniques Workshop to reach all 4 ENVRI sub-domains.
Timeframe: M1-M36

Organization of Annual Stakeholder Event: (as per MS5.1) aimed at bringing together key policy communities, industry professionals and other key stakeholders of the project as

outlined in WP5. The possibility to join efforts with similar event(s) organized by other projects funded under this call will be explored to maximize impact (in connection with Task 5.2 and utilizing the ENVRI communication groups as per section 2.2.3. of this document)
Timeframe: M1 - M36

Participation in Conferences and Industry events: Presence and presentations in key events for the ENVRI and wider research community, policymakers and the private sector including European Geosciences Union, Copernicus, RI (Research Infrastructure) Conferences, ESFRI Meetings, Commercial and Industrial Fairs and other Industry-Focused Expos. To ensure advanced planning and coordination on events participation, ENVRINNOV a. lists and monitors relevant events to be considered in its PDEC planning through a "live" document in its consortium shared folder, whilst also b. exchanging information / news on events and forums of interests through the mechanisms of the ENVRI Community Communications Group.
Timeframe: M1-M36

Training & Capacity-building resources: for capacity building on innovation, technology transfer management and commercialization, via a. The Innovation capacity-building pilot programme (developed and implemented during the project as per Task 3.2) and b. the Innovation Resources Toolbox to be delivered as part of the project, and added on the ENVRI-Hub platform (as per Task 4.1)
Timeframe: M1-M36

Material for policy stakeholders: Creation and dissemination of (digitalized) material for targeted policy stakeholders. This includes the ENVRI White paper, due to summarize the current state-of-the-art, as well as challenges, opportunities & future perspectives for the environment domain, as well as policy briefings (D8.4) dealing with specific policy aspects or challenges relating to the environment domain (e.g. in response to Green Deal, Fit-for-55, COP, and other priorities relating to the climate crisis).
Timeframe: M6-M36

Stakeholder collaboration: ensuring collaboration with innovation performing academic and private sector stakeholders. Tools & channels for this measure include: ensuring collaboration of ENVRINNOV with innovation performing academic and private sector stakeholders, setting up a collaboration framework for innovation with ENVRIs (as per Task 3.1), compilation of success stories to showcase the value of these collaborations for all parties involved (Task 4.2); engagement, feedback and networking activities to disseminate these examples and the benefits of collaboration for the ecosyste, (Tasks 4.2, 5.1, 5.2), as well as updating and ongoing promotion of the ENVRI Services Catalogue on the ENVRI-HUB platform.
Timeframe: M6-M36

Online presence and promotional material: including the website, social media & other digital channels, brochures etc.as per the Communications plan (section 5).
Timeframe: M1-M36

4. Exploitation

4.1.   Objective

Exploitation measures are planned during and beyond the project, and aimed at target groups that can make concrete use of its results. Specifically, ENVRINNOV will address **three (3) aspects of exploitation:**

Commercialization: In defining the ENVRI innovation roadmap and its successful long-term implementation, ENVRINNOV will enable the development of technologies/services and support their path from lab to market.

Scientific exploitation:
1) Engaging in new R&I collaborations and forming competitive consortia, via leveraging the project findings (i.e. identification of emerging scientific challenges and needs in the environment domain).
2) Enabling closer cross-(sub)domain collaborations by taking advantage of the expansion of R&I ecosystem pursued through project activities (including the wider ENVRI and ESFRI communities, and specialist stakeholders in the private sector).
3) Make use of new technologies and services to support cutting-edge research (developed via the mechanisms set up during the project).

Policy Feedback: Contributing to better-informed decision-making processes at policy-level in environmental and climate-related matters. This will be achieved by leveraging the mechanisms defined in the roadmap (and to be implemented after the project) on
- emerging needs & gaps to address policy priorities, and
- the development of new technologies and services to address them.

Through this process, and the deployment of new technologies and services within their distributed networks, ENVRIs will be able to provide better feedback on the monitoring of climate/environmental targets, and the refining of existing (or introduction of new) environmental policies or regulations (at the EU and national levels).

4.2.   Target Audiences

ENVRI Community: All current and future RIs, projects and networks in the field of environmental sciences.

ESFRI Community: ESFRI Forum (Chair/Executive Board, Members/Delegates, Secretariat). RIs, projects and networks in the Pan-EU RI ecosystem, which engage in innovation, including other projects under this call

Broader Scientific Communities: That will make concrete use of 1) the roadmap and its resources, and/or 2) the technologies and services that will emerge from it as an outcome of the project. This includes: i) all the Earth System Science domains, ii) international earth observation networks and/or research data providers or users, at EU level e.g. EOSC, Copernicus, European Space Agency, European Environmental Agency, Joint Programming Initiatives (JPI Climate, JPI Oceans, etc.), and at global level e.g. GEO and other RIs outside the European continent (e.g. NEON, IRIS, etc.).

Industry/Private Sector: 1) Businesses in the environment sector (co-)developing technologies or making use of new technologies/services to be developed through ENVRIs, incl. SMEs, private companies and corporates. 2) Industry/Private sector networks and representatives which encourage/help facilitate the uptake of project results incl. the European Institute of Innovation & Technology (Climate KIC), EU/international Industry associations (e.g. European Association of Remote Sensing Companies - EARSC), national industry associations or representatives, and other cooperation bodies (e.g. EOSC-DIH).

Policy setting or influencing public bodies and R&I Funding Bodies: that can help ensure the uptake of project results at policy level, and potentially help with securing (financial) resources to support the long-term, sustainable implementation of the roadmap. This includes the European Commission, the EU Research Executive Agency, the European

Innovation Council (EIC), National and regional funding agencies, the IPCC and UNFCCC, national agencies/government departments responsible for the setting, implementation, and/or monitoring of environmental directives, international environmental monitoring bodies (e.g. WMO). Additionally, the project will focus on NGOs, particularly those focused on environmental issues.

4.3. Measures

ENVRI Innovation Roadmap and long-term implementation pathways: its definition and refinement (Task 6.1) through feedback gathered by other projects under this call (Task 5.2) and the wider EU R&I ecosystem in environment domain (Task 5.1). The definition of the framework that will enable its successful implementation and ENVRI Innovation Hub (EIH) sustainable operation, including a governance and business model aligned to ENVRIs' existing structures (Task 6.2).

Common strategies for the development of new technologies and services: their definition and testing through pilot use cases (WP2), their translation into common guidelines/policies, discussed and validated at ENVRI level (Task 3.1). The definition of a capacity-building program (Task 3.2), and the definition of a long-term plan to promote their uptake by wider scientific communities and the private sector, beyond the project's duration (Task 4.2).

Enhancement of visibility of ENVRIs' capacities for innovation and their accessibility: via the enhancement of the digital interfaces (ENVRI-Hub, envri.eu) through which this information is displayed and promoted to relevant stakeholders (Task 4.1). This includes the uploading of the ENVRI e-catalogue of services, uploading of innovation training and resources for ENVRIs, and information on the mechanisms available to stakeholders wanting to leverage RIs for new technologies or services (co-)development (including the relevant accessibility guidelines).

Support the prioritization of investments for the development of new technologies/services to align with emerging needs: through strengthening engagement with the private sector, policy-influencing bodies, and the EU RI ecosystem. Proposing measures to ensure ongoing dialogue (Task 5.1, Task 5.2) and defining mechanisms for monitoring of emerging needs & gaps guiding new technology/services development to respond to scientific-, policy-, and market-driven challenges (Task 1.2).

For the implementation of the above, ENVRINNOV will leverage the overarching **Channels & Tools**, as well as the wider engagement and networking activities laid out in WP1, WP4 and WP5. The project will also leverage the resources provided by the Horizon Results Booster, whilst Follow-up Actions to foster exploitation/update of the results beyond the duration of project, include using the Horizon Result Platform (to upload & promote Key Exploitable Results), as well as continuing to foster and expand the ENVRINNOV networks and surrounding ecosystem connections.

Effective **Intellectual Property Rights (IPR) Management** to support Exploitation activities will be carried through, in terms of conducting an analysis of IP and results created through the project and making relevant protection measure recommendations as applicable. The results of the first review will be reported in Deliverable D7.3 IP landscape analysis, protection measure recommendations, due in month 24. While a review and revised analysis will be conducted and reported in the project's final periodic report. As part of this process, the Key Exploitable Results (KERs) of ENVRINNOV will be identified and monitored and input into

the creation of the projects Results Ownership List which will be provided as part of the project's final periodic report. The process will be led by CyI with input from the entirety of the consortium. No further information is provided regarding specific KERs in the framework of this PDEC, as it is an open access document.

5. Communication

5.1.   Objective

ENVRINNOV communication activities will showcase and promote the project, its findings, results, successes and impact, starting at the outset and continuing throughout the lifespan of the project (M1-M36). They will reach out a wide range of users beyond the projects' owned community, including the wider society, the media and the public. These communication activities will be timely, accurate, coordinated and addressed to the right audience, while messages will be tailored to help achieve project impacts.

Communication objectives tailored to each specific target group, have been defined as follows:

Target Groups	Geographic Focus	Objectives
General Public & civic society	EU	• Raise awareness and support about project objectives, and the relevance and benefits of the innovation activities of ENVRIs to support climate mitigation and adaptation. • Inform about the important role that ENVRIs play in helping increasing the level of understanding on Earth system, and addressing global challenges such as the climate crisis.
Media & Press	EU & International	• Inform about project results, use and benefits, and value of the Roadmap implementation • Raise awareness about expected benefits for environment, society and economy, especially the expected contribution in helping to address climate challenges
Policy & business stakeholders	EU	• Raise awareness and buy-in for the implementation of the Roadmap, attract future collaborators, enhance wider use and uptake of results and gather support for sustainability • Convey importance of ENVRI innovation for supporting implementing/monitoring existing and/or introducing new climate policies, and its societal and economic impacts
Scientific community (including RIs)	EU	• Communicate project main results, objectives, value/significance and long-term aims • Raise awareness to attract future collaborators (e.g. from wider ESFRI domains) and support for Roadmap implementation and long-term sustainability

5.2.   Key Messages

Activities are strategically planned to serve project objectives, and messages are tailored to be of interest to the different communication target groups. Key messages will continue to be refined as the project evolves, in consultation with the wider ENVRI/ESFRI communities and R&I ecosystem.

They have been defined as aimed towards showcasing the ambition, results and expected impact of ENVRINNOV, particularly how a common innovation roadmap for ENVRIs is

helping to address current and emerging priorities relating to the climate crisis (at scientific, policy and market levels).

More specifically, for the target groups, key messages are noted as follows regarding how ENVRINNOV will benefit them:

Target Groups	Key messages
General Public & civic society Media & the Press *(a channel to the public specifically, and all other target groups)*	-Closer science-industry-policy interactions, and new technologies and services for and by ENVRIs will contribute to a strengthened European response to the climate crisis, and its complex associated challenges (spanning areas of public health, economy, societal cohesion), and benefit the EU public, and the intentional community at large.
Policy & business stakeholders	- Enhanced science-industry-policy interaction, and contribution to the development of new technologies, services and knowledge that will support better management of challenges and priorities relating to the climate crisis, including the implementation and monitoring of the EU Green Deal. - Fostering collaboration with the academic sector for new technological developments (win-win), training and upskilling and providing access to infrastructure and know-how that could help further enhance the competitiveness of EU Industry.
Scientific community (including RIs)	-New technologies and services tailored to the needs of RIs and geared towards addressing key scientific questions in the four environment domains. - Benefits to researchers at all career stages and cross-disciplinary sharing of methodologies and approaches - Support to long-term sustainability of RIs and enhanced visibility of the value brought by RIs

5.3.   Channels & Tools

Crosscutting **Channels & Tools** and support **measures & activities** aimed at all Communication target groups, that will also be leveraged for Dissemination and Exploitation actions, are included below. Activities are implemented from the outset, and throughout the duration of the ENVRINNOV Project.

Channels/Tools	Description of activities
Visual identity & brand guidelines	Preliminary work done for project logo and submitted at proposal stage, has been updated (see Annex), to be once again aligned with the now revamped ENVRI community visual identity. Guidelines for use in the form of a visual identity guide, have been created and shared with all Consortium partners, for use throughout project duration and beyond. At a later stage, branding for the ENVRI Innovation Hub will be developed as part of the Roadmap (via Task 6.1)
Website	ENVRINNOV dedicated webpages are being hosted on the well-established ENVRI community website (envri.eu), to serve as the main information source for all project related updates, news and events. This site will also host all relevant project documentation (such as public deliverables), contact details and links to social media channels to encourage further interaction.

	Hosting the project website on the well-established envri.eu provides numerous benefits, both in terms of maximizing visibility by leveraging the existing envri.eu user-base, and symbolically being showcased as a project for and by the ENVRI community, hence positioning the scope of ENVRINNOV as a priority for ENVRIs.
Social media	To maximize its reach, ENVRINNOV will use the well-established ENVRI community accounts (X (formerly Twitter) Facebook), as well as the Consortium , Facebook), as well as the Consortium Beneficiaries social accounts (see section 2.2.3). In all social media activities, the #ENVRINNOV will be used to ensure consistency and maximize visibility of the project across all channels.
Other Digital Channels	- ENVRI-HUB: Dedicated innovation sub-sections will be created on the established ENVRI-Hub platform further supporting cohesion and harmonization of the ENVRI landscape, and providing online resources for the ENVRI community on Innovation. - Industry-specific site: to be developed as a means of strengthening engagement between RIs and the private sector. This will be written in industry-accessible language (no jargon) and highlight the benefits of collaborating with RIs for industry stakeholders (via Task 4.2).
Innovation Mailing Lists	- Leverage Innovation specific segments of: 1) ENVRI community mailing list, 2) RIs and RPOs participating in ENVRINNOV through cross posting - Help expand ENVRI Innovation contacts database (incl. RIs, RPOs, and SMEs/Industry) through driving sign-ups via Innovation events (e.g. ENVRI workshop), networking activities (WP5), and digital platform (WP4)
Newsletter	- ENVRINNOV news items to be produced and circulated through the ENVRI digital channels and featured on the ENVRI community newsletter, to update community / wider network on progress and ensure engagement. - Innovation activities / events relating to ENVRINNOV to also be promoted individually on a "per need basis" in features via other established newsletters of project beneficiaries, RIs and other collaborating networks) (internally & externally).
Promotional Material	To produce and disseminate: - brochures highlighting: a) t h e benefits of innovation for t h e ENVRI community b) the benefits for the Private Sector of collaborating with ENVRIs on innovation c) the value of supporting RIs for innovation from policy- makers/funders. - One (1) General Promo Video or Illustration for innovation in ENVRI to be disseminated during the second half of the project
Events	Events open to all, such as the Innovation Workshop, aimed at facilitating communications about project, ENVRIs and the value of innovation activities
Media Coverage	Press releases, and interviews / articles will be pursued for coverage of project aims & results in media, primarily focused on the EU countries, but with international orientation.
Network of ENVRIs' Communication Managers	To leverage the network established through previous ENVRI clustering projects (latest via ENVRI-FAIR), and reignited in the form of the ENVRI communications group (see section 2.2.3) to ensure maximum reach/engagement/impact on ENVRI community and its networks Engagement for promotion of ENVRINNOV actions/results ENVRI Communications Collaboration Group

6. Performance Monitoring

To measure the effectiveness and impact of the project's planned DEC activities, three different levels of monitoring will be implemented.

i.   Deliverables & Milestones

Firstly, progress will be measured against the set WP7 Deliverables and Milestones as these are outlined in the Grant Agreement. Progress against these will be recorded and reported to the EC via the SyGMA portal, and as per the project's periodic review meetings.

ii.   KPIs

Secondly, Key Performance Indicators (KPIs) have been set, and will be monitored and reviewed by the Consortium, in line with how these KPIs have already been outlined at proposal stage (section 2.2) and in the ENVRINNOV Grant Agreement. More specifically, these include the following:

<u>Dissemination KPIs:</u>

Measure	KPIs (by M36)
Publications in scientific and other specialist media	> 5 publications in open access journals / media
RDM & open access	-Submission of Data Management Plan (M6) -All research / project outputs managed in compliance with Open Science Public Deliverables on ENVRINNOV webpage
Organization of Workshop on Innovation in Environmental Technologies and Services, hosted by ENVRI community	1 Innovation Workshop per year
Organization of annual stakeholder event for policy, industry and ESFRI stakeholders	2 Stakeholder events
Participation in Conferences, and other specialist events	>10 presentations in conferences / events
Training & Resources for Capacity-Building	>3 Training Pilot sessions organized; Innovation section on ENVRI-Hub
Ensuring collaboration with innovation performing academic and private sector stakeholders	>100 engaged stakeholders >20 KERs / identified opportunities for collaboration on ENVRI Services Catalogue updated
Creation & dissemination of material for policy stakeholders	ENVRI White Paper (M15); Policy Briefing (M18, M36)

<u>Exploitation KPIs:</u>

Measure	KPIs (by M36)
Policy Feedback	>3 Policy recommendation advisory (consultations and/or reports)
Enhancement of visibility of ENVRIs' capacities for innovation and their accessibility	>30 ecosystem actors engaged for collaborations/ complementarities/synergies on innovation

Common strategies for the development of new technologies and services	> **4** collaboration mechanisms defined involving ENVRI ecosystem actors for innovation purposes (RI-RPO-industry)

Communication KPIs:

Channels/Tools	KPIs (by M36 unless otherwise stated)
Visual identity & brand	Guidelines created and shared (M6)
Website	Website live (M6), number of visits
Social media	>**1500** impressions per month through social channels
Other Digital Channels	EIH Digital Platform (Task 4.1)
Innovation Mailing Lists	ENVRI Innovation Mailing List, number of subscribers >**20**% increase in overall sign-up numbers from project start
Newsletter	>**2** ENVRINNOV Newsletters (as features in the ENVRI community newsletter)
Promotional Material	Brochures created / promoted Video/illustration created / promoted
Events	**3** public events organized
Media Coverage	>**5** press releases >**12** interviews/articles

iii.   Ongoing metrics

Finally, ongoing monitoring of specific activities will also be pursued via the WP7 Lead (CyI). This will involve monitoring the performance and effectiveness of promotional campaigns (e.g. designed and coordinated to promote an event organized within the framework of ENVRINNOV) and adjusting actions accordingly to ensure maximum reach and impact. This may include, as appropriate / applicable:

- monitoring of social media analytics (of ENVRI community accounts)
- engagement metrics (when available) for other relevant content that has been circulated through digital means (e.g. open rate for e-newsletters).

7. Annex

ENVRINNOV Visual Identity Guidelines Snippets

ENVRINNOV Web presence hosted on the envri.eu website

ENVRINNOV Project

About | Partners | Documentation | News | Contact us

ENVRINNOV received €2.5 million funding from the European Commission's Horizon Europe Framework Programme, to prepare common strategies for the future development of Research Infrastructure (RI) technologies and services within the Environment community.

Starting in January, 2024 and with a duration of three (3) years, ENVRINNOV will co-design, test, and validate a common Innovation Roadmap for the ENVRI community. This Roadmap will set a credible pathway for the ENVRI community to establish and operate an ENVRI Innovation Hub (EIH), for the future development of new state-of-the-art technologies and services. The project will also develop the tools, policies, and community necessary for the Roadmap's successful implementation.

To achieve this, ENVRINNOV will: i) Conduct a comprehensive analysis of ENVRI services and technological needs & gaps, and define how to monitor them regularly. ii) Define, digitalize, and promote the uptake of common ENVRI innovation strategies for new technologies/services development to meet emerging needs/gaps. This will be done by defining and testing innovation co-creation mechanisms between ENVRIs, industry and the scientific community and shaping them into common policies. The project will also develop an ENVRI innovation capacity-building programme, a digital platform to enable them, and an uptake strategy to promote them. iii) Engage the European Strategy Forum on Research Infrastructures (ESFRI) and R&I environment ecosystems to ensure long-term synergies and complementarities with ENVRI and gather feedback and support for the Roadmap.