

ERIC Forum Implementation Project

DISSEMINATION AND OUTREACH ACTIVITIES

Work Package 5 - Deliverable 5.6

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INTRODUCTION

This report provides an overview on the Communication and Dissemination Activities (Tasks 5.1 and 5.3) implemented within Work Package 5 of the ERIC Forum Implementation Project.

WP5 was in charge of the development of the ERIC Forum visual and brand identity, communication channels/tools, strategy and plan to support its overall objectives and goals.

The major objectives of Work Package 5 are as follow:

- **Setting-up and managing** the appropriate **communication tools** (e.g., ERIC Forum website, social media accounts, etc.)
- Keeping the ERIC Forum **up-to-date about the different activities** of each ERIC and encourage cooperation on common activities.
- Keeping the project's partners and stakeholders **informed about the goals and activities of the ERIC Forum**.
- **Maintaining and enforcing a two-way dialogue** between the members of the ERIC Forum and its stakeholders – research infrastructures, perspective ERICs, EC, ESFRI and national ministries
- **Disseminating project results** to the key audiences.
- **Developing a publicly available toolbox**, which will aid future ERICs in their setting up and early operation phase.

The following statement briefly represents the project's overall scope and vision, towards which WP5 had been contributing:

“The ERIC Forum Implementation Project aims to strengthen the coordination within the ERIC community and enhance collaboration between partners. The strategic approach of the ERIC Forum will contribute to address critical challenges, develop best practices and frame the necessary knowledge to support ERICs-to-be with various aspects. Moreover, this will contribute in building the brand identity of ERICs as an important body and stakeholder in consultation of related policy action.”

WP5's purpose was to **Communicate** the **ERIC Forum's key messages** through activities supporting this goal, and to **Disseminate** other **work packages' output and results** by distributing them among the **target audiences**.

WP5 contributed not only in setting up the basis for effective communication between the ERIC Forum and its key stakeholders, but also in further strengthening the flow of communication and information within the community.

The following parts of this report will highlight the tools used, activities implementation and outcome reached from the outreach activities.

OVERVIEW ON COMMUNICATION CHANNELS AND TOOLS

The main online communication channels developed within the ERIC Forum Implementation Project are as follow:

- **PROJECT WEBSITE** (www.eric-forum.eu): which is the major online communication channel used for all target audience categories and the general public. The structure and the information in the website had continuously been updated and upgraded to ensure the smooth flow of information towards the ERIC Forum Project Partners, the ERIC community, Policy Makers, and other key stakeholders. In addition to the updates and outcomes from project's Work Packages, the ERIC Forum and its stakeholders within EU science policy panorama, the website includes thorough information on the ERIC landscape. The section is organized by cluster and provides, among other, an overview on the ERICs and their establishment dates, their Commission Implementing Decision documentation, their seats and Member Countries, and their contribution to societal challenges. More information is available in Deliverable 5.3 ERIC Forum Website.
- **SOCIAL MEDIA PLATFORMS**: The use of strategic social media platforms, in this case Twitter and LinkedIn, is very crucial for the ERIC Forum's online presence and visibility towards stakeholders. Twitter and LinkedIn are relevant tools for reaching targeted audiences through the project's official accounts as well as Partners' accounts, and contributes to a wider dissemination of content.
- **ERIC FORUM NEWSLETTER**: It had been distributed among all established ERICs and ERICs-in-preparation, and included updates from the ERIC Forum, the project, the ERIC community and landscape, and relevant research and science-policy information at EU level. Since the start of the project, 18 newsletter editions were distributed to +170 contacts from the ERIC community.

COMMUNICATION, PROMOTION AND DISSEMINATION ACTIVITIES

The activities implemented throughout the project within WP5 were specifically focused on:

- Increasing the **Forum's visibility**,
- Increasing **individual ERICs' visibility**,
- Highlighting **ERICs' added value** within the ERA, and their **contribution to grand societal challenges**.
- Highlighting the **Forum's strategic role** in the European research and policy panorama.

These goals are targeting several audiences, that can be reached through different types of content and channels:

AUDIENCE CATEGORY

While the target audiences of the ERIC Forum are numerous and different, it was crucial to prioritize them throughout the project and focalize the communication activities accordingly. For that, the Communication Strategy had been updated in 2021 (mid-project) in collaboration with the ERIC Forum

community and the partners, following a survey developed for that purpose. The main target audiences of the ERIC Forum are as follow:

- **Policy Makers:** the ERIC Forum is an important consultation body for science policy related matters, and for that, it was important to target policy makers at all levels through the communication activities.
- **ERIC and Research Infrastructure communities:** One of the main stakeholders of the ERIC Forum are also its project partners and bodies, which represent the pillar of the forum that contribute to its achievements, and reflect the brand image it is building towards policy makers.
- **Research Communities** (researchers in academia and industry): The job opportunities, services and collaborations within Research Infrastructures (RIs) were promoted through the ERIC Forum LinkedIn page. This raised awareness about RIs in general and their role as important players in the European employment landscape.

CONTENT CATEGORY

The information distributed through the various communication channels support in strengthening the brand image of the ERIC community in general, and the ERIC Forum in particular as an important stakeholder in policy makers' panorama and crucial contributor to the European Research Area.

Throughout the project, WP5 focused on the communication and dissemination of the following types of content:

- **Promotional campaigns and articles** on ERICs' individual success stories and research highlights, the Forum's achievements and added value, and more.
- **Events** organized by the Forum, the ERICs, Research Infrastructures, the European Commission, ESFRI and more.
- **Reports and Publications** developed within the project, by the ERICs, the ESFRI, the EOSC, and other.

EXAMPLES OF DISSEMINATION EVENTS ORGANIZED IN THE FRAME OF WP5

Offline dissemination and promotion is essential and complementary to support the online activities. Throughout the project, WP5 developed and submitted a set of proposals to take part in key events to increase the Forum's visibility at a larger scale.

- **PARI 2022:** in the frame of WP5, the ERIC Forum took part on 20 July 2022 in the 4th edition of PARI (Public Awareness of Research Infrastructures). The presentations tackled: **1)** the societal role and impact of the ERICs, as well as their contribution to the attainment of the Sustainable Development Goals, and **2)** ERICs' impact on European employment, specifically addressing how ERICs leverage secondment, In-kind contributions and employment outside their seats' countries to become even more attractive and EU-wide employers.
- **ICRI 2022:** WP5, in collaboration with ELIXIR, organized a side event on 19 October 2022 in the frame of ICRI about "Research Infrastructures' contribution to SDGs: enabling excellent science in service of society". Each of the 5 speakers of the session addressed the 5 clusters of the ESFRI roadmap, and highlighted examples of the activities and actions implemented to reach the different SDGs.
- **ESOF 2022:** A panel discussion was organized in the frame of ESOF2022 tackling Research Infrastructures' contribution to environmental sustainability. The event was held online on 15

July 2022 within theme n.1 'A sustainable environment' as part of the ESOF2022 Programme. The 5 speakers from the ERIC Forum community highlighted: **1)** Examples of how the research supported by the ERICs contribute to improving environmental sustainability, **2)** examples of how ERICs tackle the UN Sustainability Development Goals (SDGs) addressing the environment, **3)** examples of how scientific research is affected by environmental dynamics.

- ERIC Forum final event: WP5 co-organized together with BBMRI-ERIC the final dissemination event of the project. The hybrid event brought together more than 60 onsite participants from 35 different organizations. It was an opportunity to present the added value of the ERIC Forum and the achievements of each Work Package.

EXAMPLES OF PROMOTIONAL CAMPAIGNS DEVELOPED AND IMPLEMENTED IN THE FRAME OF WP5

- **ERIC landscape:** Raising awareness about the diversity, variety and added value of the ERIC community in the ERA was one of the communication priorities of WP5. Moreover, updates within the ERIC community, such as ERICs' establishments, collaborations, Member Countries, and more were thoroughly followed and promoted throughout the project.
- **About the ERIC Community Videos:** A set of videos have been developed within WP5, in collaboration with representatives from the ERICs, to individually promote each ERIC, its added value, achievements, and contribution to societal challenges.
- **ERICs' contribution to COVID-19:** ERICs had been timely setting-up dedicated services and activities in response to the COVID-19 pandemic, addressing issues spanning: vaccine and medicine development, insights into societal challenges, impact on the environment and more. In the frame of WP5, a webpage had been set, centralizing all ERICs' COVID-19 services to support researchers in finding solutions to the crisis. The individual activities were continuously being promoted in various platforms.
- **ERICs' contribution to societal challenges:** In the ERIC Landscape page of the ERIC Forum website, a new section under each ERIC had been introduced by WP5 to highlight the societal challenges tackled and addressed by individual ERICs
- **ERICs' contribution to Sustainable Development Goals:** In preparation for the ERIC Forum's participation in the UN Science Summit event, WP5 collected ERICs' input with regards to their contribution to UN SDGs. The information was promoted throughout all ERIC Forum online platforms.
- **ERICs enabling excellent science in the service of society:** an extensive brochure had been developed in the frame of WP5 to introduce the general public to the ERIC community, its activities and scope. It is also targeted towards various other stakeholders of the ERIC Forum, such as policy makers, European Research Infrastructures, Research communities in academia and industry, and more. Through different sections, the brochure answers questions regarding: Research Infrastructures, ERICs, the ERIC landscape (by EC Implementing Decision, and by ESFRI cluster), Research Infrastructures in the pipeline to becoming ERICs, ERICs and preparatory ERICs in the EOSC cluster projects, the ERIC Forum, and last but not least, the role of ERICs in the European Research Area.
- **ERICs' success stories/achievements:** ERICs are important science enablers that tackle grand challenges through research services and activities. To increase the visibility of their scientific achievements, WP5 collected ERICs' highlights and promoted them through the various ERIC Forum communication channels. A new section entitled "Science Corner" had been introduced in the ERIC Forum newsletter, featuring different highlights in each edition.

- **ERIC Forum position papers, deliverables, reports and events:** WP5 supports in the promotion of other work packages' activities and the dissemination of the ERIC Forum's outcomes through different promotional campaigns, using international days of science to highlight the related activities by the Forum. Moreover, in the frame of task 5.1, WP5 supports in the development of report visuals for a wider outreach. An example of these visual reports include the policy briefs (the 1st , 2nd and 3rd), the report on quality management and reproducibility and more.

ONLINE PERFORMANCE MONITORING AND OVERVIEW

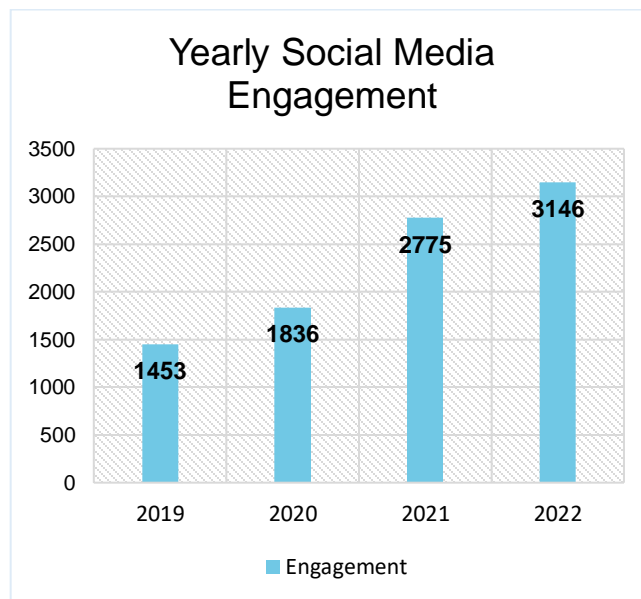
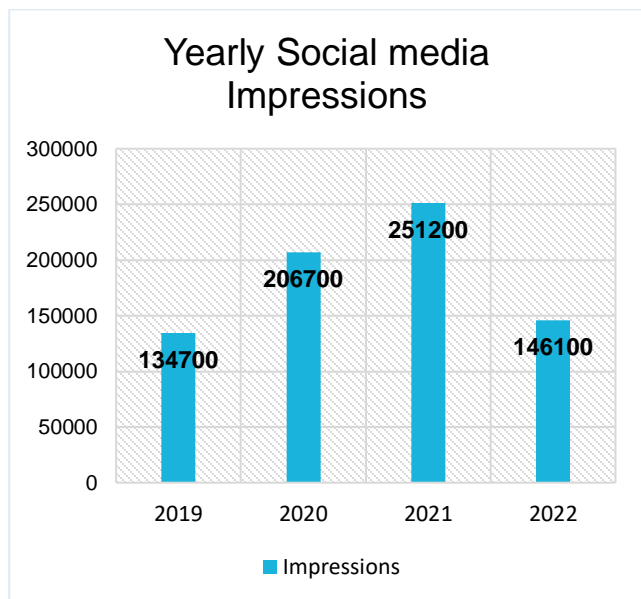
Below is an overview of the online performance of the ERIC Forum Communication channel per reporting period: respectively: from January 2019 to June 2020 (18 months), July 2020 to December 2021 (18 months), and January 2022 to December 2022 (12 months).

YEARLY PERFORMANCE OF ONLINE CHANNELS:

	1 st reporting period (18 months)	2 nd reporting period (18 months)	3 rd reporting period (12 months)
ERIC Forum Website users	4 521	12 266	10 374
Website page views	10 541	27 854	19 954
ERIC Forum Twitter followers	534	934	1 159
LinkedIn Followers	28	209	421

The engagement of the online audience with the ERIC Forum social media accounts has increased throughout the project. This showcases the increased interest and interaction towards the content shared in the ERIC Forum platforms.

YEARLY IMPRESSIONS AND ENGAGEMENT OF ONLINE CHANNELS:



EXAMPLES OF ORGANIZATIONS REACHED THROUGH PROMOTION AND DISSEMINATION

Below is an overview of some of the organizations reached through the promotional activities implemented within the ERIC Forum online communication channels.

Research Infrastructures and Organizations	Universities	Policy Makers, and other
<ul style="list-style-type: none"> - CRAF (Committee on Radio Astronomy Frequencies) - CNR-DTA (National Research Council - Department of Earth System Science and Environmental Technologies) - National Open Research Forum Ireland (NORF) - Aeroversity Nigeria (promotes aerospace education) - Research Complex Harwell - Research Europe - Education Arm of Aerospace Palace International - German Israeli Foundation for Scientific Research and Development - PORBIOTA (Portuguese e-infrastructure for Information and Research on Biodiversity) - CRIGH (Clinical Research 	<ul style="list-style-type: none"> - Bergen University Norway - Chalmers University of Technology (Sweden) - City, University of London - Graz University - Humboldt University of Berlin - Lund University - National Technical University - Pierre et Marie Curie University (Paris) - Technical University of - University of Algarve - University of Arizona - University of Bordeaux - University of Ghent (Belgium) 	<ul style="list-style-type: none"> - Agency for Mobility and EU Programmes (Croatia) - Centre for Social innovation (Canada) - National Council of Science Technology and Technological Innovation (Peru) - European Commission - European Science Foundation (ESF) - Austrian federal ministry of science research and economy - Czech Academy of Sciences - Swiss Federal Government - Quebec Government Office in Brussels - Hydrographic Confederation of Guadalquivir (Spain) - BBB (Biotechark Berlin-Buch) - BRIC (The Brussels Regional Informatics Centre) - Spanish National Research Council - CNR (National Research Council,

<ul style="list-style-type: none"> - Initiative for Global Health) - IMBBC (Institute for Marine Biology, Biotechnology and Aquaculture) - ECPC – European Cancer Patient Coalition, Greece - CTLS (Core Technologies for Life Sciences) association - German Aerospace Center - Helmholtz Center Munich - Foundation of Science and Technology (FCT), Portugal - ASTRON – Netherlands Institute for Radio Astronomy - INAF (Observatory of Astrophysics and Space Science of Bologna) - Institute of Astrophysics of the Canary Islands - IFREMER (French Research Institute for the Exploitation of the Sea) - European Space Agency - Finnish Meteorological Institute - CERN (The European Organization for Nuclear Research) - Swiss Federal Institute of Technology Lausanne - Jozef Stefan Institute (Slovenia) - AMRES – National Research and Education Networking organization (Serbia) 	<ul style="list-style-type: none"> - University of Milano-Bicocca - University of Porto - University of Salento (Italy) - University of Trieste - University of Utrecht - University of Glasgow - University of Turku, Finland 	<ul style="list-style-type: none"> - Italy) - Publications Office of the European Union, - EC Research Executive Agency - Bulgarian Academy of Science - Research Executive Agency – EC - Ministry of Education, Youth and Sports, Czech Republic - Ministry of Science and Education, Croatia - Ministry of Education and Science of Latvia - Ministry of Science and Education Bulgaria - Estonian Honorary Consul, Ministry of Foreign Affairs - UNESCO Management of Social Transformations Programme - Malta Council for Science and Technology - ESFRI - Norwegian Environment Agency
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