



# Deliverable 6.1: Dissemination, Exploitation and Communication Plan

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Acronym	Open form
EC	European Commission
HE	Horizon Europe
GA	Grant Agreement
CA	Consortium Agreement
PO	Project Officer
PC	Project Coordinator
WP	Work Package
WPL	Work Package Leader
PR	Periodic Reporting
CS	Citizen Science
PMO	Project Management Office
KIP	Key Impact Pathways
DECP	Dissemination, Exploitation and Communication Plan



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# 1. Introduction

## 1.1. Summary of the Project

The RIECS-Concept project aims to conceptualise the European Research Infrastructure for Excellence in Citizen Science, which will leverage both citizens' resources (such as mobile phones, desktop computers, etc.) and existing scientific resources (citizen science platforms, data collections, existing RIs, etc.) and provide transversal services to the research community.

This proposal responds to the needs of citizen science actors (atomisation and interoperability issues, efficiency, etc) and lays the foundation for the world's first complete design. It sets a flagship pathway for citizen science, marking a significant leap forward for excellence in citizen science for the coming decades.

The RIECS-Concept project will produce two key outcomes: a conceptual design, a feasibility study, and a five-year implementation plan for the new research infrastructure. These outcomes will provide detailed insights into the diversity and maturity of the concept, considering technical, operational, societal, and environmental challenges associated with establishing the permanent and shared infrastructure. To gather project findings and community-based evidence, the consortium will conduct primary, secondary, and meta-analysis research involving various communities, themes, and scientific domains.

With a transversal and holistic approach, the catalogue of resources and best practices, gaps assessment, legal and ethical considerations, and sustainability and governance frameworks are addressed.

To substantiate how CS plays a central role when interconnecting domains with an example, we can see how CS-related policies from the three scientific areas chosen in this project –**climate change, health and environmental– observations** link to each other: the EU Green Deal strategy is looking for specific support and improved capacities for workers and households, while the report on integrating public health in European climate change adaptation policy emphasises the importance of actively involving civil society and citizens to participate in the design and implementation of fair transition policies, including through new participatory models. The consortium will cooperate with major national and international networks, co-organizing activities such as surveys and workshops to bring their related solutions and needs.

## 1.2. Objective of the document

Within the framework of the RIECS-Concept project, Work Package 6 (WP6) focuses on disseminating, exploiting, and communicating research results to maximise the project reach and impact. The Communication, exploitation and Dissemination Plan aims to detail a comprehensive strategy for engaging various stakeholders, facilitating the widespread adoption of the project outcomes, ensuring the effective transfer of knowledge to relevant sectors and paving the way for a sustainable research infrastructure for participatory science. By systematically communicating



and disseminating the strategic findings, the plan aims to enhance the visibility of the project's contributions and encourage the practical application of its results.

This deliverable (D6.1) is the initial plan to communicate and disseminate the project specific target audiences about the project activities, outputs and exploitation aims. This plan outlines a series of structured activities designed to meet the strategic goals and achieve the anticipated impacts of the project and focuses on the M1-M18 period. The plan will include KPIs and monitoring to ensure the progress of the target audiences, organise the dissemination of the results and support for the planning and execution of internal events of the consortium. The Report on Dissemination, Exploitation and Communication Activities will be prepared at the end of the period (D6.3). Based on the results achieved and reported, we will elaborate on an updated Dissemination, Exploitation and Communication plan for M19-M36 in D7.1.

It is essential to recognise that this Communication, Exploitation and Dissemination Plan is a living document designed to evolve in response to the project progress, feedback from stakeholders, and changing external conditions. Regular updates and revisions will be integral to its effectiveness, allowing us to incorporate new insights, address challenges as they arise, and refine strategies better to meet the needs of the project and its audience. This adaptive approach ensures that the communication and dissemination activities remain aligned with the latest project developments and continue to support the overarching goals of the RIECS-Concept effectively.

### 1.3. Structure of the document

The Deliverable 6.1 (D6.1) Dissemination, Exploitation and Communication Plan outlines the communication objectives of the RIECS-Concept project and devises a strategic approach to reach those objectives while engaging with relevant audiences. The communication and dissemination plan will be evaluated continuously to track progress and allow challenges and opportunities to adjust and optimise early.

The document is structured as follows:

**Section 2** outlines the background of the plan, i.e., the expected impacts of RIECS-Concept, key audiences, objectives and strategic approach to communication and dissemination.

**Sections 3 and 4** focus on channels and tactics of communication and dissemination, allowing the achievement of the strategic goals of the RIECS-Concept.

**Section 5** focuses on exploitation. This section complements the Communication and Dissemination Plan by outlining strategies to ensure the long-term sustainability and utilisation of the project's outcomes.

**Section 6** focuses on the monitoring process, including the Key Performance Indicators, timeline of activities and governance structure for managing and tracking communication and dissemination activities.



## 2. Dissemination, Exploitation and Communication Approach

### 2.1. The Goal and Expected Impacts of RIECS-Concept

Dissemination, exploitation and communication of the RIECS-Concept will follow several approach paths. It's the inclusiveness of all the stakeholders being equally accessible to everyone. Engagement of various audiences is valued as a significant contribution.

Green communication policy designed to reduce environmental impacts. A cooperative approach will be used in planning the strategy and activities, sharing among partners and continuous improvement. The alignment with the EU and internal policy will be monitored.

According to the Grant Agreement (101188210) RIECS-Concept project aims to conceptualise and explore the feasibility of developing a new research infrastructure composed of both services – to be provided to the different citizen science communities (those typically offered by any research infrastructure like an evaluation for access, data aggregation, etc.) – and resources, including professional resources (citizen science platforms, data collections, federated computing and storage facilities, existing RIs, dedicated personnel, etc.) and citizens' resources (such as volunteers' mobile phones and desktop computers, affordable scientific kits, and personal knowledge). With an emphasis on collective design and planning, we will actively involve future users as citizens throughout the conceptualisation process, enhancing the desirability, long-term use, trustworthiness, coherence, diversity and acceptability of the project. This funding opportunity enables a consolidated community with a clear need for integration to initiate the lifecycle of a unique RI within the ESFRI ecosystem, taking a natural step forward to consolidate citizen science in Europe, connecting multiple efforts throughout Europe and abroad.

### 2.2. RIECS-Concept Approach to Communication, Dissemination and Exploitation

According to the European Commission (2022<sup>1</sup>), communication, dissemination and exploitation are crucial for valorising R&I knowledge. The Commission differentiates between these concepts as follows: (1) **Communication**: Activities that inform people about the project and its outcomes, engaging various audiences to disseminate impact and gather feedback; (2) **Dissemination**: The process of making project results accessible to potential users like peers in research, industry, commercial sectors, and policymakers, aimed at facilitating the adoption and use of project outcomes; and (3) **Exploitation**: Utilizing project results for commercial purposes or other applications, including further research, public policymaking, and addressing societal challenges.

<sup>1</sup> European Commission (2024) [Dissemination and exploitation of research results](#)



In this context, the communication, dissemination and exploitation activities of the project are designed to enhance the social, economic, scientific and political impacts of the R&I projects. The communication, dissemination and exploitation approach articulates a series of strategic objectives to amplify the project's influence across various sectors and communities. These objectives include:

**O1: Enhance visibility** and raise awareness of the project among key SHs;

**O2: Foster engagement** with diverse audiences and amplify dissemination efforts by encouraging active participation with project outputs and outcomes;

**O3: Develop sustainable plans** for leveraging project results and outcomes beyond the project duration;

**O4: Strengthen collaboration and relationships** among SHs, including policymakers, researchers, marginalised communities, and innovation support institutions, to enhance project impact;

**O5: Expand dissemination efforts** within scientific communities;

**O6: Facilitate the adoption of RIECS-Concept assets** by fostering collaboration with relevant Horizon Europe, Horizon 2020, and other EU-funded projects to amplify impact.

The objectives are assembled into four overarching series of activities: 1) **Inform** (promoting the project, its results, ongoing activities, and share information relevant to the project's focus, enhancing understanding among European citizens); (2) **Raise awareness** (inform key stakeholders about the benefits and methodologies used within the project, highlighting the anticipated outcomes); 3) **Engage** (foster community participate in the co-creation process, use of project results by involving stakeholders, periodic validation activities from the early stages, thereby enhancing the quality and applicability of project findings); and 4) **Ensure impact** (influence European Union regulatory processes to secure a long-term impact of the research, aiming to integrate project findings into decision-making processes at the highest levels). These activities underpin the strategic direction for Work Package 6 and WP 7 and form the basis of our Communication, Dissemination, and Exploitation approach.

All of these activities are covered under WP6 and WP7 in the following manner:

**The communication activities** (Section 3 of D6.1) will promote the ongoing project activities and results to a broad audience. The intent is to showcase how EU funding of citizen science contributes to societal challenges, stimulates public engagement and capitalises on feedback from diverse groups.

**The dissemination activities** (Section 4 of D6.1) will involve direct outreach to primary stakeholders and potential users of project results to facilitate the adoption and practical use of these outcomes.

The Exploitation plan will cover the co-creation process of the exploitation strategy, which is to be implemented to maximise the project value through engagement with end-user communities



(integrated into the tasks of WP4 and WP5). The focus is on the project results and their exploitation after the end of the project, which requires different strategies and timelines.

## 2.2.1. Key Audiences

There are 8 target audiences identified for communication, exploitation and dissemination. The project aims to engage the target audiences in co-creation activities and dissemination and communication purposes during the project. The key audiences are engaged during the whole communication process. Each target group has its own interests, which will be considered. The following list provides the different audiences the project will target to maximise the impact of project results:

**TA1. Citizens and society**, including citizen scientists, students, teachers, grassroots communities and the general public, traditional and online (both local and European) media outlets

**TA2. Scientific community**, encompassing researchers from universities, academia and research centres.

**TA3. Networks and organisations:** CS networks at global (e.g. CSGP-associated initiatives), international (e.g. iNaturalist), national and local levels of civil society organisations (CSOs) and NGOs.

**TA4. Private sector representatives:** industry and business actors, corporate social responsibility departments and technology providers

**TA5. Policy- and decision-makers** at all levels (local, national, European and global) and covering different sectors (e.g., open science, education, environment, innovation, society).

**TA6. Relevant Research Infrastructure** actors, including representatives of EOSC, ESFRI and other RIs.

**TA7. Education systems include secondary and university levels** (pre- and post-doc training).

**TA8. International organisations:** UN agencies and others

## 2.2.2. Key Messages

We will employ a strategic, evidence-based, and coordinated approach to achieve our communication and dissemination objectives. The messages, as indicated in the GA, are targeted to the expected needs of the stakeholder groups.

Based on the essence of the RIECS concept, the messaging and narratives will be clear and consistent and targeted towards the relevant audiences. The implementation will be based on inclusiveness, engagement, and ease of understanding of different stakeholder groups. The following key messages will be distributed during the duration of the project via communication and dissemination means.



**Table 1. Key messages in RIECS-Concept**

Target audience	Goal and specific attention	Message
<b>TA1. Citizens and society,</b> including citizen scientists, students, teachers, grassroots communities and the general public, traditional and online (both local and European) media outlets	Special attention will be given to addressing specific local communities in their local language when necessary	<i>„Let us know your needs regarding CS”, “Support the conceptualisation of a future RI with citizens at its core”, “Get involved in initiatives addressing the challenges you encounter when participating in CS projects”, “Shape the future of CS at national, European and global levels”.</i>
<b>TA2. Scientific community,</b> encompassing researchers from universities, academia and research centres.	To widen the reach (O1), involvement (O2) and collaboration of academic society (O4) and ensure CS integration into the academic agenda (O5)	<i>“Join us in driving excellence in CS research”, “Support the conceptualisation of a cutting-edge and interdisciplinary RI”, “Play a fundamental role in shaping the direction and impact of CS”, “Be part of a transdisciplinary community dedicated to advancing scientific knowledge with the support of CS”.</i>
<b>TA3. Networks and organisations:</b> CS networks at global (e.g. CSGP, associated initiatives), international (e.g. iNaturalist), national and local levels, civil society organisations (CSOs) and NGOs.	To foster engagement (O2) and strengthen collaboration (O4), to explore the potential for the sustainability plans beyond the project (O3)	<i>“Support the conceptualisation for a RI-centred CS, driving collaborative innovation”, “Help us identify current CS challenges and explore collaborative solutions to overcome them”, and “Join us in fostering collective knowledge and experiences to advance scientific research and decision-making processes.”</i>
<b>TA4. Private sector representatives:</b> industry and business actors, corporate social responsibility departments and technology providers	To foster engagement (O2) and strengthen collaboration (O4) to explore the potential for the sustainability plans beyond the project (O3)	<i>“Gain insights into the diverse needs of stakeholders for the development of an innovative RI”, “Explore new potential technologies and business models to be used in CS”, “Share your vision of a new RI with society at its core and the services that should be provided”.</i>
<b>TA5. Policy- and decision-makers</b> at all levels (local, national, European and global) and covering different sectors (e.g., open science, education, environment, innovation, society).	To widen the reach (O1), involvement (O2), collaboration of academic society (O4), facilitate the adoption of RIECS-Concept assets (O6)	<i>“Support the conceptualisation of an innovative RI that will foster evidence-based decision-making,”; “Advocate for the recognition and support of CS in policy agendas”; “Explore funding and governance models to sustain a new RI that will help address pressing global challenges”.</i>
<b>TA6. Relevant Research Infrastructure</b> actors, including representatives of EOSC, ESFRI and other RIs.	Involvement (O2), explore the potential for the sustainability plans beyond the project (O3), collaboration with academic society (O4), and facilitate	<i>“Share your valuable knowledge and experiences in the technical implementation of RIs”, “Support the conceptualisation of an RI that will complement existing ones, as a bridge to society and supporting the</i>



	the adoption of RIECS-Concept assets (06)	<i>advancement of scientific knowledge" "Discover and explore collaboration opportunities among diverse RIs".</i>
<b>TA7. Education systems,</b> including secondary and university levels (including pre- and post-doc training).	To widen the reach (O1), involvement (O2), explore the potential for the sustainability plans beyond the project (O3), a collaboration of academic society (O4)	<i>"Integrate CS into educational curricula to foster collaboration between educational institutions and the CS community", "RIECS will bring innovative projects to your classrooms, empower your students to participate in real-world scientific research." "Let's co-design toolkits and training materials for students and young researchers to embrace CS as part of their curriculum" "Help us compile best practices and useful resources tailored for education-policy makers, teachers and students".</i>
<b>TA8. International organisations:</b> UN agencies and others	Explore the potential for the sustainability plans beyond the project (O3), collaborate with academic society (O4) and facilitate the adoption of RIECS-Concept assets (06)	<i>"Leverage CS to address global challenges and achieve sustainability goals." "Integrate CS into global research and policy frameworks for a more excellent, inclusive and participatory approach.". </i>

### 2.2.3. Ethics, Data management, Inclusivity and Gender equality in Project Communication

The overall Communication and Dissemination strategy will ensure that all partners follow instructions and guidance included in the WP1 deliverables, namely the D1.1 Project Handbook, D1.3 Ethical Management Plan, D1.4 Data Management Plan, and D1.5 Legal and IPR Management. To ensure every person involved receives comprehensible and relatable information, no matter their cultural background or skills, layout infographics, visual maps, and oral transmission will be strongly recommended in place of long texts, primarily when direct interaction with citizens is envisioned. This will be done by following an inclusive communication and design approach and keeping them in line with the most recent communication guidelines by the European Parliament. Inclusiveness and diversity in organising the events and materials will be promoted about gender, ethnicity, socio-economic and sociocultural backgrounds, geographic location, educational levels, and accessibility for people with disabilities. By doing so, the overall accessibility of project communication will be increased for all, and mutual interaction and understanding will be enhanced. Gender-neutral language will be used, and a balanced representation of gender and other intersectional characteristics will be ensured. The RIECS-Concept consortium will act as facilitators, providing an inclusive environment, linguistic and accessibility support and encouraging participation from all attendees.

Data protection in communication and dissemination:

Communication and dissemination will be an integral part of the engagement activities. In some cases, the activities will require access to users' data, thus constituting a potential privacy risk as defined within the GDPR. Participants will be made aware of the purpose of data collection. Data



privacy will be the main priority. The RIECS-Concept dissemination and communication activities will be supported by following FAIR principles in the data management of the project. The FAIR principles include: Findability – persistent identifiers such as DOI or URN provided by the data repository will be generated and used in linking to datasets; Accessibility – archived in an open data repository, used in the certified repository services such as Zenodo or EOSC; Interoperability – Variables and value names will be constructed and provided following general data processing conventions familiar to the research subject. After project closure, metadata of open datasets will be made available via FAIR-compliant repositories for research and re-use; and Reusability - Potential re-utilisation will be enabled, and quality of the data will be ensured by careful documentation of data collection methods as well as the contents of the datasets, In addition, compatibility with selected Common European Data Spaces will be established. Seamless data exchange between collaborating partners under shared governance and policy will be facilitated. Creative Commons licences will be used for any open datasets unless compelling reasons exist to select a more restricted type of CC licence. Licences will, by default, also include a disclaimer of liability for re-using open data).

## Visual Identity

Visual identity is presented in D6.2, "RIECS Digital and Visual Identity".

A brand manual has been developed to ensure that the visual identity is consistently applied across all communications. This manual provides guidelines on the use of logos and colour schemes. It is intended for all project partners to maintain consistency in public-facing materials, thus strengthening the project's brand coherence and recognition.

# 3. RIECS-Concept Communication Means and Channels

## 3.1. RIECS-Concept Communication Objectives

Following the strategic framework outlined in Section 2, this chapter delves into the activities and tactics driving the RIECS-Concept project towards achieving its ambitious communication goals. The communication means and activities outlined are designed to maximise the project impact by effectively spreading knowledge about its aims and the critical issues it seeks to address. The communication strategy is structured around two central objectives:

- **Informing** by promoting the project, the results, the ongoing activities, and sharing relevant information on the consequences of the project and the impact on European citizens;
- **Raising awareness** by informing relevant stakeholders about the benefits associated with the expected project outcomes and the methodology producing such results.



To effectively address these objectives, we have identified a diverse array of communication means and activities tailored to the needs of our varied stakeholders. Different combinations of these tools will be employed throughout the project to suit specific communication needs. Each chosen method is expected to resonate differently with the target audiences of RIECS-Concept, ensuring that each message is delivered in the most impactful way possible. Progress towards these communication goals will be rigorously monitored using a set of Key Performance Indicators (KPIs), ensuring that our dissemination and communication strategies reach and resonate with our intended audiences.

### 3.2. RIECS-Concept Communication Channels and Means

Specific communication channels and means planned are as follows:

1. **Visual identity and branding**, Logo and project-associated brand book guidelines and templates will be designed and made available to all partners to ensure a unified project image (D6.2).
2. **Website**: The project will publish a public website (T6.2). VT will be responsible for maintaining it as the project's main knowledge hub.
3. **Newsletter**: RIECS-Concept e-newsletter will be published regularly every 6 months and will include information about the progress of the project and upcoming events and will be distributed among the project stakeholders. The project will use the existing newsletters (e.g. ECSA newsletter, various OeAD newsletters, CSZ newsletter, IIASA's Options magazine and Geo-Wiki newsletter) to disseminate relevant project updates and events, thus spreading news more widely.
4. **Social media**: The project will create accounts on Facebook, Instagram, X, LinkedIn, and Bluesky and will benefit from the active social media accounts of project partners. YouTube will be launched for sharing videos.
5. **External events**: The events organised by partners or by external stakeholders, RIECS-Concept will participate in national, European and international events and conferences, both online and in-person (e.g. ECSA Conference, ÖCSK-Austrian Citizen Science Conference, CitSciHelvetia-Swiss Citizen Science Conference, CS4Health Conference, the ECSITE association's annual conference on science centres and public engagement, university conferences, public events, policy-making events etc). The consortium will use these opportunities to present the project and its findings to wider audiences.
6. **Events organised by RIECS-Concept**. Events organised as a direct activity of the project are in this category. RIECS-Concept will host workshops, webinars, discussions, and larger events (e.g., CS Stakeholder Summit), engaging citizens and diverse types of stakeholders, especially in WP4 and WP5, and also in international and national conferences to promote the usage of CS in different areas such as climate change, heritage, etc.



7. **Events for synergies:** RIECS-Concept also suggests holding meetings and organising a joint final conference with sister projects to present findings and share knowledge. Experiences and explore complementarities. RIECS-Concept will participate in other EU-funded project conferences and public events or EC-organised events related to the objectives of RIECS-Concept.
8. **Publication of scientific papers:** abstracts will be submitted to publish scientific articles in relevant journals (e.g., Citizen Science: Theory and Practice, Journal of Science Communication, Science and Public Policy, Environmental Citizen Science (Frontiers)). RIECS-Concept will comply with the EC requirements for Open Access and Open Research Data by ensuring open access to the research data, results and publications.
9. **Publication in general or practical professional media and community-based media.**  
**The publications will approach citizens, society, NGOs, and community-based institutions, as well as audiences** other than scientific or policymaking audiences.
10. **Publication of RIECS-Concept resources:** deliverables developed within the project will be uploaded on Zenodo and other relevant platforms to foster wide dissemination and outreach (e.g., eu-citizen. science, Open Research Europe, Booster, Horizon Results Platform, etc.)
11. **Printed materials.** Opportunities to promote the project during in-person events will be considered for the creation of printed materials. The materials will be created from the branded templates, translated, and localised, when necessary, to serve the recipients best. The printed material will link to the online offer through links and QR codes to increase impact. Only if needed upon request due to ecological concerns.
12. **Media coverage.** To reach broader coverage to different audiences, the media outlets on the regional, national, and pan-European levels will be contacted. The partners' network will be used, and press releases with the major findings will be disseminated.

The usage of the channels will be planned depending on concrete cases in the regular meetings to address the general and individual needs and habits of consuming the information of the key audiences.

### 1.1.1. Project and Partners' Websites

The website will include static and dynamic information about the project and its outcomes, including a thorough description and clearly defined aims, project activities, the introduction of the consortium partners, and the benefits the project provides to its stakeholders and society. It will be continuously updated to include information on the project achievements, news, blog posts, events, project-related materials and resources for dissemination, scientific publications and public deliverables after approval. As the project progresses, this landing page will be further enriched with event notices, enhancing its role as a comprehensive resource for all stakeholders. A resource library will also be included, offering easy access to project documents, publications, and other related materials. This centralisation of information ensures that the project details and



updates are seamlessly integrated alongside similar initiatives, making them readily accessible to a dedicated audience of professionals, policymakers and communities. The project website will be shared on the partners' websites, sister project websites and other related project websites.

Consortium members' websites will be used to share the versions of the updates adapted for their local audiences. When possible and relevant, the partners will provide the content in the language of the country the institution is based in to increase accessibility and relevance for different groups.

The web pages on the partners' websites are before the D6.1 is finalised. They will be updated during the project.

**Table 2. Consortium partners' websites and RIECS-Concept dedicated webpages**

Partner name	Website URL	A unique webpage dedicated to RIECS-Concept
FUNDACION IBERCIVIS	<a href="https://ibercivis.es/en/home-english/">https://ibercivis.es/en/home-english/</a>	<a href="https://ibercivis.es/riecs/">https://ibercivis.es/riecs/</a>
ZENTRUM FUR SOZIALE INNOVATION GMBH	<a href="https://www.zsi.at/">https://www.zsi.at/</a>	<a href="https://www.zsi.at/de/object/project/7078">https://www.zsi.at/de/object/project/7078</a>
CENTAR ZA PROMOCIJU NAUK	<a href="https://www.cpn.edu.rs/">https://www.cpn.edu.rs/</a>	<a href="https://int.cpn.edu.rs/en/riecs/">https://int.cpn.edu.rs/en/riecs/</a>
VILNIUS TECH	<a href="https://vilniustech.lt/">https://vilniustech.lt/</a>	<a href="https://vilniustech.lt/creative-industries/research-and-innovation/citizen-science-hub/344813">https://vilniustech.lt/creative-industries/research-and-innovation/citizen-science-hub/344813</a>
Ars Electronica	<a href="https://ars.electronica.art/">https://ars.electronica.art/</a>	<a href="https://ars.electronica.art/europe/en/riecs-concept-towards-a-pan-european-research-infrastructure-for-excellent-citizen-science/">https://ars.electronica.art/europe/en/riecs-concept-towards-a-pan-european-research-infrastructure-for-excellent-citizen-science/</a>
OeAD	OeAD https://oead.at/en/ OeAD Centre for Citizen Science: http://zentrumfuercitizenscience.at/en	main: <a href="https://oead.at/en/studieren-forschen-lehren/citizen-science/riecs">https://oead.at/en/studieren-forschen-lehren/citizen-science/riecs</a>
ECSA	www.ecsa.ngo	<a href="https://www.ecsa.ngo/cases/riecs/">https://www.ecsa.ngo/cases/riecs/</a>

### 1.1.2. Social Media

Each social media platform offers unique opportunities to engage specific audiences with tailored content. The RIECS-Concept project strategically utilises a variety of platforms, each selected for its ability to effectively reach different segments of our audience. By leveraging the distinct characteristics of each platform, RIECS-Concept aims to maximise the visibility and impact of its content across diverse audience groups. The social media channels will be updated during the project duration based on the needs and changing behaviour of the target audiences on social media. The project will start its accounts and use the consortium partners' existing accounts – institutions and personal accounts when possible.

The project will create Facebook, Instagram, X, LinkedIn, and Bluesky accounts. They will establish an online presence to raise awareness about the project goals, results, and progress,



collect feedback, promote participation in upcoming events, and engage additional stakeholders. The consortium members will repost, like, and comment on the posts to reach their individual networks. After the first video materials are prepared, a YouTube account will be created during the project.

RIECS-Concept will also benefit from the consortium members' established and active social media accounts through liking, reposting, and commenting. LinkedIn will be the main channel for professional audiences, and other social media will serve as channels to reach additional audiences.

The established accounts of project partners, consortium members, and key multipliers will provide additional support. The individual stories will be posted on individual accounts and reposted by the consortium members.

### 1.1.2.1. Current social media reach of consortium

The table below provides an overview of the social media channels currently used by consortium members, detailing the follower counts across various platforms. This data underscores each member's extensive reach to the project, facilitating a broad dissemination of content through established networks.

**Table 3. Social Media Channels from the Partners (dated March 2025)**

Partner	LinkedIn	X	Instagram	Facebook	Bluesky
FUNDACION IBERCIVIS	<a href="https://www.linkedin.com/company/fundacion-ibercivis/posts/?feedView=all">https://www.linkedin.com/company/fundacion-ibercivis/posts/?feedView=all</a> 1.000 followers	<a href="https://x.com/ibercivis">https://x.com/ibercivis</a> 4.475 followers	<a href="https://www.instagram.com/ibercivis/">https://www.instagram.com/ibercivis/</a> 1.080 followers	<a href="https://www.facebook.com/Ibercivis/">https://www.facebook.com/Ibercivis/</a> 1.900 followers	@ibercivis.bsky.social 118 followers
VEREIN DER EUROPÄISCHEN BURGERWISSEN SCHAFTEN - ECSA E.V	<a href="https://www.linkedin.com/company/eucitsci/posts/?feedView=all">https://www.linkedin.com/company/eucitsci/posts/?feedView=all</a> 4.000 followers	<a href="https://x.com/eucitsci">https://x.com/eucitsci</a> 6.259 followers	-	<a href="https://www.facebook.com/ECSAcommunity/">https://www.facebook.com/ECSAcommunity/</a> 3.100 followers	<a href="https://bsky.app/profile/ecsa.ngo">https://bsky.app/profile/ecsa.ngo</a> 768 followers
AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS	<a href="https://www.linkedin.com/company/csic/posts/?feedView=all">https://www.linkedin.com/company/csic/posts/?feedView=all</a> 139,000 followers	<a href="https://x.com/CSI_C">https://x.com/CSI_C</a> 997,800 followers	<a href="https://www.instagram.com/csic/">https://www.instagram.com/csic/</a> 81,000 followers	<a href="https://www.facebook.com/CSIC/">https://www.facebook.com/CSIC/</a> 60,000 followers	<a href="https://bsky.app/profile/did:plc:t5qq6s6nqa42d3h5uxsw3bhs">https://bsky.app/profile/did:plc:t5qq6s6nqa42d3h5uxsw3bhs</a> 10,500 followers
Institut de Ciències del Mar (ICM-CSIC)	<a href="https://www.linkedin.com/company/icmcsic">https://www.linkedin.com/company/icmcsic</a>	<a href="https://x.com/ICM-CSIC">https://x.com/ICM-CSIC</a> 9.091 followers	<a href="https://www.instagram.com/icm.csic/">https://www.instagram.com/icm.csic/</a> 4.919 followers	<a href="https://www.facebook.com/InstitutDeCienciasDelMar">https://www.facebook.com/InstitutDeCienciasDelMar</a> 719 followers	-



	7.725 followers				
EMBIMOS RESEARCH GROUP ICM CSIC	<a href="https://www.linkedin.com/company/embimos-group-citsci/">https://www.linkedin.com/company/embimos-group-citsci/</a> 183 followers	<a href="https://x.com/EMBIMOS_CitSci">https://x.com/EMBIMOS_CitSci</a> 157 followers	-	-	-
OEAD GMBH - AGENTUR FUR BILDUNG UND INTERNATIONALI SIERUNG	<a href="https://www.linkedin.com/company/oead-austria/posts/?feedView=all">https://www.linkedin.com/company/oead-austria/posts/?feedView=all</a> 5.000 followers		<a href="https://www.instagram.com/oead.worldwide/">https://www.instagram.com/oead.worldwide/</a> 3.666 followers	<a href="https://www.facebook.com/OeAD.worldwide">https://www.facebook.com/OeAD.worldwide</a> 8.600 followers <a href="https://www.facebook.com/zentrum.fuer.citizen.science">https://www.facebook.com/zentrum.fuer.citizen.science</a> 920 followers	<a href="https://bsky.app/profile/oeadcitizenscience.sky.social">https://bsky.app/profile/oeadcitizenscience.sky.social</a> 121 followers
ZENTRUM FUR SOZIALE INNOVATION GMBH	<a href="https://www.linkedin.com/company/zfsi/posts/?feedView=all">https://www.linkedin.com/company/zfsi/posts/?feedView=all</a> 1.079 followers	<a href="https://x.com/ZSI_innovation">https://x.com/ZSI_innovation</a> 1.301 followers	<a href="https://www.instagram.com/zfsi_de/">https://www.instagram.com/zfsi_de/</a> 375 followers	<a href="https://www.facebook.com/ZSInnovation">https://www.facebook.com/ZSInnovation</a> 2.480 followers	-
ARS ELECTRONICA LINZ GMBH & CO KG	<a href="https://www.linkedin.com/company/arselectronica/posts/?feedView=all">https://www.linkedin.com/company/arselectronica/posts/?feedView=all</a> 14.000 followers	<a href="https://x.com/Ars_Electronica">https://x.com/Ars_Electronica</a> 46.100 followers	<a href="https://www.instagram.com/arselectronica/">https://www.instagram.com/arselectronica/</a> 85.100 followers	<a href="https://www.facebook.com/arselectronica/">https://www.facebook.com/arselectronica/</a> 74.000 followers	-
INTERNATIONALE S INSTITUT FUER ANGEWANDTE SYSTEMANALYSE	<a href="https://www.linkedin.com/company/iiasa-vienna/posts/?feedView=all">https://www.linkedin.com/company/iiasa-vienna/posts/?feedView=all</a> 18,000 followers	<a href="https://x.com/IIASAVienna">https://x.com/IIASAVienna</a> 13,300 followers	<a href="https://www.instagram.com/iiasavienna/">https://www.instagram.com/iiasavienna/</a> 683 followers	<a href="https://www.facebook.com/IIASA">https://www.facebook.com/IIASA</a> 7,100 followers	<a href="https://bsky.app/profile/iiasa.ac.at">https://bsky.app/profile/iiasa.ac.at</a> 4,000 followers
MALMO UNIVERSITET	<a href="https://www.linkedin.com/school/malmo-universitet/posts/?feedView=all">https://www.linkedin.com/school/malmo-universitet/posts/?feedView=all</a> 77.000 followers	<a href="https://x.com/MalmoUniversity">https://x.com/MalmoUniversity</a> 6,756	<a href="https://www.instagram.com/malmouniversity/">https://www.instagram.com/malmouniversity/</a> 12.200 followers	<a href="https://www.facebook.com/malmouniversity">https://www.facebook.com/malmouniversity</a> 19.000 followers	<a href="https://bsky.app/profile/mause">https://bsky.app/profile/mause</a> 362 followers
UNIVERSITA' DEGLI STUDI DI MILANO-BICOCCA A	<a href="https://www.linkedin.com/school/milano-bicocca/posts/?feedView=all">https://www.linkedin.com/school/milano-bicocca/posts/?feedView=all</a> 164.000 followers	<a href="https://x.com/uni_mib">https://x.com/uni_mib</a> 23.400 followers	<a href="https://www.instagram.com/unimib/">https://www.instagram.com/unimib/</a> 69.000 followers	<a href="https://www.facebook.com/bicocca">https://www.facebook.com/bicocca</a> 81.000 followers	-



CENTAR ZA PROMOCIJU NAUKE (CPN)	<a href="https://www.linkedin.com/company/center-for-the-promotion-of-science/">https://www.linkedin.com/company/center-for-the-promotion-of-science/</a> 1.470 followers	<a href="https://x.com/CPNSrbija">https://x.com/CPNSrbija</a> 2.700 followers	<a href="https://www.instagram.com/centar_za_promociju_nuke/">https://www.instagram.com/centar_za_promociju_nuke/</a> 17.800 followers	<a href="https://www.facebook.com/kraliapetra46/">https://www.facebook.com/kraliapetra46/</a> 28.600	-
VILNIUS GEDIMINAS TECHNICAL UNIVERSITY (VT)	<a href="https://lt.linkedin.com/schol/vilniustech/">https://lt.linkedin.com/schol/vilniustech/</a> 45.000 Followers	-	<a href="https://www.instagram.com/vilniustech/">https://www.instagram.com/vilniustech/</a> 7.526 followers	<a href="https://www.facebook.com/vilniustech/">https://www.facebook.com/vilniustech/</a> 37.000 followers	-
CITIZEN SCIENCE GLOBAL PARTNERSHIP (CSGP) - GLOBALE PARTNERSCHAFT FUER BUERGERWISSENSCHAFTEN (GPBW)	<a href="https://www.linkedin.com/company/citsci/global/posts/?feedView=all">https://www.linkedin.com/company/citsci/global/posts/?feedView=all</a> 41 followers	<a href="https://x.com/CitSciGlobal">https://x.com/CitSciGlobal</a> 1.142 followers	-	<a href="https://www.facebook.com/CitSciGlobal">https://www.facebook.com/CitSciGlobal</a> 568 followers	-
UNIVERSITAT ZURICH	<a href="https://www.linkedin.com/school/uzh/posts/?feedView=all">https://www.linkedin.com/school/uzh/posts/?feedView=all</a> 179.000 followers	<a href="https://x.com/uzh_ch">https://x.com/uzh_ch</a> 28.400 followers	<a href="https://www.instagram.com/uzh.ch/">https://www.instagram.com/uzh.ch/</a> 38.900 followers	<a href="https://www.facebook.com/uzh.ch">https://www.facebook.com/uzh.ch</a> 43.000 followers	-

### 1.1.2.2. Social Media Use

The following hashtags are to be used to enhance discoverability and thematic linkage across platforms. This is complemented by additional hashtags like #citizenscience, #Researchinfrastructure, #HorizonEU, and #HorizonEurope to broaden the reach and facilitate engagement with relevant topics. The following sections detail the communication approach on each major social media platform:

#RIECS, #RIECS-Concept, #citizenscience, #researchinfrastructure, #HorizonEU, #HorizonEurope, #participatorysciences, #citsci

On different occasions next to #CitizenScience can be used the extensions such as:

#CitizenScienceCollaboration  
#CitizenScienceCommunity  
#CitizenScienceEducators  
#CitizenScienceEnvironment  
#CitizenScienceEvents  
#CitizenScienceInfrastructure



#CitizenScienceInstitutions  
#CitizenScienceMonth  
#CitizenScienceNetwork  
#CitizenScienceNews  
#CitizenScienceParticipation  
#CitizenSciencePolicies  
#CitizenScienceProjects  
#CitizenScienceResearch  
#CitizenScienceResources  
#CitizenScienceTechnology  
#CitizenScienceVolunteering

### LinkedIn

The LinkedIn page is used to share updates and deliverables, inform about the contributors' participation in events and conferences, link to relevant publications, and engage with the audiences. LinkedIn has been selected as the most suitable as it enables users to share updates and interact in a few different ways: (1) through the project dedicated page, (2) on behalf of consortium partners' organisation pages, and (3) as individual contributors in a professional capacity. These multiple ways of sharing help amplify the message and create opportunities for new connections and synergies, especially as various stakeholders - universities, local governments, EU bodies, research and citizen science institutions, researchers, policymakers, and professionals use the platform. The fact that people communicate on LinkedIn under real names facilitates moderation. It makes creating a safe and open space that aligns with the project values of inclusiveness and engagement easier.

### Facebook

Facebook posts will be used to share RIECS-Concept highlights and milestones. Facebook events will be set up to facilitate sign-ups and increase attendance. Moreover, throughout the projects, we will identify already established relevant Facebook groups that might be interested in the project updates and activities.

### Instagram

Instagram is the preferred platform for younger audiences and is suitable for bringing project communication to a wider public. Instagram will be used with visual content. The partners will use their own Instagram accounts and focus on the platform's collaborative and interactive features, such as collaborative carousel posts, takeovers, stories and, reels, etc.

### X

X account is used as a platform for many stakeholders who are using the platform in a professional and institutional capacity. Considering the character limit and the linear character of the feed, the platform will be used primarily for announcements and updates, with a link to a complete story published on the project website and LinkedIn, as well as for concise updates from the events. After the ownership and name change, the usage of X and engagement on the



platform is under discussion by many organisations in Europe. Yet, many essential stakeholders are still there to reach and engage.

### Bluesky

Bluesky is started in addition to the planned social media channels due to increasing popularity among the institutions and EU-funded projects.

### Youtube

YouTube will be used as a repository for recordings of the selected online events with a re-watch value and promotional videos. Videos posted on YouTube will be embedded in relevant posts on the project and partners' websites.

### 1.1.3. Newsletters and Mailings

RIECS-Concept will use the project partners' existing newsletters and mailing lists to inform about the project outcomes, activities, and events, and to increase the visibility and raise awareness of the project. The list will be extended during the project to reflect the target audiences' needs. The newsletters will be disseminated via mailing lists and social media.

**Table 4. Consortium mailing lists and audiences**

Type of the newsletter	Owner	Number of Subscribers	Channels	Audience
Partners newsletter	ECSA		Mailing list	Various
Partners newsletter	ICM-CSIC	2000	Mailing list	Civil Society
Partners newsletter	ICM-CSIC	500	Mailing list	Researchers
Partners newsletter	ZSI	1.520	Mailing list	Social sciences, NGOs, Researchers, national policy stakeholders
Partners newsletter	CPN	220	Mailing list	Researchers and academia
Partners newsletter	AE	16.286	Mailing list	Researchers, media art artists, universities,
Partners newsletter	AE	1800	Mailing list	Citizen Science projects

RIECS-Concept will use the project-supporting stakeholders' existing newsletters and mailing lists to inform about the progress of the project, foster cooperation and support policy-making initiatives.

**Table 5. Newsletters, mailing lists and audiences of the supporting stakeholders**

Stakeholders Group	Owner	Channels	Audience	Language	Responsible partner
National contact points	Lithuanian Research Council	LinkedIn, FB, emails <a href="https://www.linkedin.com/company/lie-tuvos-mokslo-taryba/">https://www.linkedin.com/company/lie-tuvos-mokslo-taryba/</a>	TA2 Research organisations, TA3 networks TA5 policy and decision-makers TA7 universities	Lithuanian	VT



Austrian Citizen Science Community	Österreich forscht	Newsletter, Blog	TA1 CS practitioners, citizen scientists, interested public	German	OeAD
German Citizen Science Community	Mit:forschen!	Newsletter	TA1 CS practitioners, citizen scientists, interested public	German	OeAD
Swiss Citizen Science Community	Science et Cité – Schweiz forscht	Newsletter	TA1 CS practitioners, citizen scientists, interested public	German	OeAD, CSZ
Multipliers' organisations	RICAP	emails	TA1 citizen scientists, TA2 Research organisations, TA3 networks TA5 policy and decision-makers TA6 research infrastructure TA7 universities	Spanish, Portuguese	CSIC
Multipliers' organisations	Crowdhelix	LinkedIn, emails FB,	TA1 citizen scientists, TA2 Research organisations, TA3 networks TA4 private sector TA5 policy and decision-makers TA6 research infrastructure TA8 International orgs	English	VT
Ministry	Federal Ministry of Education, Science and Research	Newsletter Era.gv <a href="https://era.gv.at/">https://era.gv.at/</a>	TA2 Research organisations, TA5 policy and decision-makers TA7 universities, about 7.000 visitors/month	German	ZSI

## 1.1.4. Media Coverage

We will ensure media coverage of the project throughout its duration by creating a project media kit, curating engaging content for publications, and managing relations with journalists and other relevant outlets. We will reach out to media outlets at regional, national, and pan-European levels to make the coverage accessible to various audiences. The press releases will be used based on the information in the newsletters or other occasions, along with information and achievements that might grasp media attention. Different media coverage will be planned for national and EU-level achievements to present.

**Table 6. Examples of Media**

Type of the newsletter	Link	Partner
------------------------	------	---------



This project has received funding from the European Union's research and innovation programme Horizon Europe under the grant agreement No. 101188210. This document reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

Innovation News Network	<a href="http://www.innovationnewsnetwork.com">www.innovationnewsnetwork.com</a>	CSIC
Klima101	<a href="https://klima101.rs/">https://klima101.rs/</a>	CPN
EkoBlog	<a href="https://ekoblog.info/">https://ekoblog.info/</a>	CPN
Die Presse: 480,000 readers		ZSI
Der Standard: 317,000 readers		ZSI

### 1.1.5. Channels of European Commission

RIECS-Concept will benefit from the communication and dissemination opportunities offered by the European Union, such as:

[Open research Europe platform](#)

[Horizon dashboard](#)

[Horizon results platform](#)

[The Horizon Results Platform TV](#)

[Horizon results booster](#)

Besides, the relevant social media accounts will be tagged for a chance of increased outreach.



## 2. RIECS-Concept Dissemination channels and means

### 2.1. Objectives of Dissemination

The overall goal of dissemination activities is to describe and ensure project results are available for others to use. Through dissemination activities, the RIECS-Concept Consortium will have the opportunity to allow other researchers and practitioners to advance the state of the research infrastructure on excellent citizen science. Dissemination comes after communication, as it benefits from the community of followers created from the beginning of the project. Having a well-founded group of followers is paramount to improving the dissemination of project results. Concerning the strategy defined in Section 2, the following objectives are the ones that will be pursued through dissemination activities:

- **Foster engagement** with diverse audiences and amplify dissemination efforts by encouraging active participation in project outputs and outcomes within the community. Engage stakeholders from the early stages (i.e., building empathy, defining problems, and ideating) in periodic validation activities to improve the quality of project findings.
- **Strengthen collaboration and relationships** among SHs, including policymakers, researchers, marginalised communities, and innovation support institutions, to enhance project impact;
- **Expand dissemination efforts** within scientific communities

As the project activities begin and the first WP results are produced, communication moves from the project itself to its preliminary findings. During this phase, the WP7 activities will switch from communication to dissemination. The same applies to the target audience, which will move from the general public to a more specialised one to make results available for others to use.

### 2.2. Dissemination Channels

#### 2.2.1. Dissemination to Advisory Board

The consortium, including partners and associated partners, will be supported by an Advisory Board. The Advisory Board Members will provide feedback on the project's activities and findings and bring an external point of view and expertise into the Consortium's work.

Additionally, the Advisory Board's members will act as ambassadors, encouraging their networks to follow the project's developments and benefit from its outcomes.



The Advisory Board meetings will be organised once a year and, when possible, combined with the project meetings to ensure the efficiency of communicating the project activities, outputs, and plans and the best use of the Advisory Board's expertise and availability.

## 2.2.2. Synergies with relevant EU-funded Projects

Partnerships with relevant projects funded under the call will be established to amplify and create connections and opportunities. The relevant projects explore the themes of research infrastructure, which provides an opportunity to coordinate the activities and potentially integrate the outcomes.

**Table 7. Sister projects for synergies**

Project	Primary reach
TowaRds AdvaNced multidisciplinary Fault ObseRvatory systeMs – TRANSFORM2 (101188365)	16 institutions, 8 countries,
The Wide-Field Spectroscopic Telescope - WST (101183153)	12 institutions, 8 countries
Design Study For A European Infrastructure On Advanced Genomics Technologies – EASIGEN-DS (101187908)	12 institutions, 8 countries

The collaboration will include joint conferences and public events, workshops and panel discussions, knowledge and best practices exchange, cross-promotion, and experience and best practices exchange. The projects indicated in the proposal will also be discussed as a possibility for cooperation.

**Table 8. Projects for synergies**

Project acronym	Project title	Project link	Reach	Responsible partner
ECS	European Citizen Science	<a href="https://eu-citizen.science/ecs_project/">https://eu-citizen.science/ecs_project/</a>	Institutions: 20 Countries: 15	ECSA
ERA4Health	ERA 4 Health Partnership	<a href="https://era4health.eu/">https://era4health.eu/</a>	Institutions: 43 Countries: 23	
Co-act	Co-designing Citizen Social Science for Collective Action	<a href="https://coactproject.eu/">https://coactproject.eu/</a>	Institutions: 8 Countries: 5	
Cities for Health	Citizens leading the research on urban pollution & health	<a href="https://www.citieshealth.eu/">https://www.citieshealth.eu/</a>	Institutions: 5 Countries: 5	
AMRIT	Advance Marine Research Infrastructures Together	<a href="https://www.amritproject.eu/">https://www.amritproject.eu/</a>	Institutions: 24 Countries: 11	CSIC
GUARDEN	SafeGUARDing biodiversity and critical ecosystem services across sectors and scales	<a href="https://guarden.org/">https://guarden.org/</a>	Institutions: 16 Countries: 8	CSIC
ENHANCE	European training Network in intelligent	<a href="https://h2020-enhanceitn.eu/">https://h2020-enhanceitn.eu/</a>	Institutions: 8 Countries: 7	CSIC



	prognostics and Health mAnagement in Composite structurEs			
Pro-Coast	A PROactive approach for COnnunities to enAble Societal Transformation	<a href="https://www.pro-coast.eu/en/c">https://www.pro-coast.eu/en/c</a>	Institutions: 17 Countries: 14	
ECHO	Engaging Citizens In Soil Science: The Road To Healthier Soils	<a href="https://echosoil.eu/">https://echosoil.eu/</a>	Institutions: 14 Countries: 9	
IMPETUS4CS	Setting a citizen science innovation programme to explore innovative funding schemes and boost recognition.	<a href="https://impetus4cs.eu/">https://impetus4cs.eu/</a>	Countries: 4 Institutions: 5	AE
PLAN-B	The Path Towards Addressing Adverse Impacts of Light and Noise Pollution on Terrestrial Biodiversity and Ecosystems	<a href="https://plan-b-project.eu/">https://plan-b-project.eu/</a>	Institutions: 6 Countries: 5	
Climateurope2	Supporting and standardising climate services in Europe and beyond	<a href="https://climateurope2.eu/">https://climateurope2.eu/</a>	Institutions: 29 Countries: 14	CPN
LUKE	Linking Ukraine to the European Research Area – Joint Funding and Capacity Building Platform for Enhanced Research and Innovation Cooperation		Institutions: 21 Countries: 13	ZSI
Sparkling Science (National)	Funding Program "Sparkling Science 2.0"	<a href="https://oead.at/en/study-research-teaching/citizen-science/sparkling-science/programme/programme-goals">https://oead.at/en/study-research-teaching/citizen-science/sparkling-science/programme/programme-goals</a>	National,	OeAD
Bauhaus of the Seas Sails (HE)	Bauhaus of the Seas Sails	<a href="https://bauhaus-seas.eu/">https://bauhaus-seas.eu/</a>	Institutions: 18 Countries: 7	MAU
CS-EU.net (COST Action)	Citizen Science to Promote Creativity, Scientific Literacy, and Innovation throughout Europe	<a href="https://cs-eu.net/">https://cs-eu.net/</a>	39 countries	MAU
DigIT Hub Sweden (National)		<a href="https://digithub.se/">https://digithub.se/</a>		MAU



Mobistudy (National )	An open platform for mobile-based health studies.	<a href="https://mobistudy.org/">https://mobistudy.org/</a>		IBE, ESCA
D-noses (H2020)	Distributed Network for Odour Sensing Empowerment and Sustainability	<a href="https://dnoses.eu/">https://dnoses.eu/</a>	Institutions: 16 Countries: 10	CSIC, ECSA
ANERIS (HE)	Towards a network of Operational Marine Biology	<a href="https://aneris.eu/">https://aneris.eu/</a>	Countries: 8 Institutions: 15	CSIC
MINKE (H2020)	Metrology for Integrated Marine Management and Knowledge-Transfer Network	<a href="https://minke.eu/about/the-project/">https://minke.eu/about/the-project/</a>	Countries: 10 Institutions: 23	CSIC, ECSA
ENFORCE (Erasmus+)		<a href="https://enforce-project.eu/">https://enforce-project.eu/</a>	Countries: Institutions: 5	AE
INCENTIVE (H2020)	Establishing Citizen Science Hubs in European Research Performing and Funding Organisations to drive institutional change and ground Responsible Research and Innovation in society	<a href="https://incentive-project.eu/">https://incentive-project.eu/</a>	Countries: 7 Institutions: 9	ECSA, VT, CSZ
TIME4CS (H2020)	Supporting Sustainable Institutional Changes to Promote Citizen Science in Science and Technology	<a href="https://www.time4cs.eu/">https://www.time4cs.eu/</a>	Countries: 9 Institutions: 21	CSZ, ZSI
CLIMAS (HE)	CLIMATE change citizens engagement toolbox for dealing with Societal resilience	<a href="http://www.climas-project.eu">www.climas-project.eu</a>	Countries: 9 Institutions: 14	VT
DIGICHer (HE)	Digitisation of cultural heritage of minority communities for equity and renewed engagement	<a href="http://www.digicher-project.eu">www.digicher-project.eu</a>	Countries: 9 Institutions: 13	VT
LOESS (HE)	Literacy Boost through an Operational Educational	<a href="https://loess-project.eu/">https://loess-project.eu/</a>	Countries: 6 Institutions: 8	CPN



	Ecosystem of Societal actors on Soil health			
CS Award (National)	Citizen Science Award (National)			OeAD

## 2.2.3. Multipliers' channels

**Multiplier channels** will be used to disseminate major announcements, achievements, and joint campaigns across partner networks. The table below shows a sample of targeted stakeholders and multipliers to maximise engagement.

Key (direct) and supporting multiplier channels will be identified based on their broad coverage and the diversity of target audiences they can reach. Both types of channels are essential, but key (direct) channels will need more intensive resources to work with, contact will be more frequent, and the activities will be more diverse.

**Table 9. Multiplier channels and activities**

No	Target audience	All channels	Examples of possible activities and channels
TA1	Citizens and society	EU-Citizen Science, Scientix, Euronews, Europapress, Horizon Insights, local traditional and online media outlets, consortium's social media channels and newsletters	Publications, social media blogs, interviews, editorials
TA2	Scientific community	JRC, Wissenschaft im Dialog, Science et Cité, national funding organisations (e.g. FWF, FFG), National Councils of Research and Science, networks and alliances of universities (e.g. UNICA, ATHENA, CHARM-EU, CIVIS, Una Europe, Berlin University Alliance)	ATHENA or other alliances of universities – webinars, summer /winter schools, seminars for PhD students and young researchers. International scientific conferences
TA3	Networks and organisations	Association for Advancing Participatory Sciences (AAPS), CitSciAfrica, CitizenScience.Asia, Australian Citizen Science Association (ACSA), Crowdhelix, European Network Science Centres and Museums (Ecsite), European Alliance for Public Engagement Professionals (EUSEA), Citizen Science Network Austria, Bürger schaffen Wissen, ScienceCenter Network	Crowdhelix – citizens science helix on the website, webinars, presentations, Associations: networking events.
TA4	Private sector representatives	RRI Tools, Data and technology providers, ICT platforms, European Digital Innovation Hubs (EDIH), EU Cluster Collaboration Platform, EU Clusters Alliance	Crowdhelix: Innovation Transfer events Fairs Networking and collaboration events EDIH events



TA5	Policy- and decision-makers at all levels	United Nations, Directorate-General Competence (DG COMP), European Union Agency for Fundamental Rights, OECD forum network, social policy offices at EU and national levels, EU Parliamentary Committees on Open Science, Center for European Policy Analysis, European Institute of Public Administration, European Public Administration Network, NCPs, Science Europe, Citizen Science Global Partnership, Open Science Policy Platform (OSPP) is a European Commission Expert Group established by the Directorate-General for Research and Innovation, Accreditation Council for Entrepreneurial and Engaged Universities, S3 Platforms	Lithuanian Research Council and similar national organisations: newsletters, participation in research policy-making events UN: conferences and events EU policy-making institutions: public events
TA6	Relevant Research Infrastructure actors	EOSC, ESFRI, Science-Clusters, and other RIs already involved in CS (OPERAS, CLARIN, DARIAH-EU)	Public events, interviews, conferences
TA7	Education systems	European Schoolnet, eTwinning, Marie Curie Alumni Association, ENQA, NEBS, OECD	PhD and your researchers' events, summer schools, conferences and events to the management of the education institution (HEI, school, VET, etc) and academics, school children STEM events
TA8	International organisations	CSGP, UNESCO, WHO, UNICEF, WMO, EEA, OECD, Eurocities, CoR	Public events, newsletters, conferences

## 2.2.4. Third-party events

Participation at targeted external events is another relevant channel for disseminating RIECS-Concept advancement in knowledge and results. According to the opportunities offered occasionally, the Consortium will decide to attend live and/or virtual events. The project also plans to participate in events to disseminate its results, share information, and create synergies with other relevant projects and initiatives organised within the framework of REA and similar projects.

Relevant events include the National Austrian Citizen Science Conference, events organised by EDIH, and other associations. The table below provides examples of third-party events where RIECS-Concept partners could participate in various roles. The list will be collected regularly to ensure timely registration and preparation for the event. The unified online form will be used.

**Table 10. Examples of relevant events and public conferences**

Title	Third-party/ location
Austrian Citizen Science Conference	Austrian Citizen Science Platform
ESFRI Forum Meetings	ESFRI
CS ITALIA 2nd NATIONAL CONFERENCE	CS Italia



Barcelona Science Festival	Ajuntament da Barcelona
UN Ocean Conference	UN
ECS + IMPETUS Cluster Event	European Commission/ECS
Open Science Fair	CERN
EOSC Symposium	EOSC
Open Science	Leibniz Strategy Forum Open Science
Global Science Ministerial Dialogue on Science Diplomacy	UNESCO
Conference for Advancing the Participatory Sciences	Association of Advancing the Participatory Sciences

The consortium members will represent the project at relevant physical and online events to create new connections, share and peer review the partial or final results, and more. The relevant events are collected in a shared event calendar. The following list includes external events RIECS-Concept may attend once the first results are produced.

## 2.2.5. Workshops and Public Events Organised by the Partners

The project will be prominent in the events organised by consortium members. The table provides examples of the workshops and events organised by the consortium members. The list will be updated regularly using the online template form.

**Table 11. Examples of workshops and public events organised by the consortium partners**

Title	Partner
Ars Electronica Festival	AE
Climateurope2 Festival	CPN
OeAD Young Science Congress	OeAD
ECSA2026 conference	ECSA
PhD student's summer school	VT

The event list will be reviewed and updated as new opportunities arise, especially when the (partial) outcomes are ready to share.

The RIECS-Concept publications and activities will be planned in two different ways. This will ensure the context and momentum for sharing information about the project are present throughout the year. A calendar of relevant days and celebrations has been created to collect and track relevant moments and organise activities and publications around them.

Relevant holidays and celebrations will be used to communicate the idea of the project. The examples of the celebration days are provided in the table below.

The list provided by the UN (<https://www.un.org/en/observances/list-days-weeks>) and other official institutions will be used as a basis and then updated depending on the project's progress.

**Table 12. Relevant holidays and celebrations provide context for communication activities.**



Month/Day	Title	Area
February 11	International Day of Women and Girls in Science	Science
March	European Ocean Days	Environment
March	EU Open Data Days	Citizen science
April	Citizen Science Month	Citizen science
April 7	World Health Day	Health
June 5	World Environment Day	Environment
December 8	World Climate Day	Climate
December 12	International Universal Health Coverage Day	Health

## 2.2.6. Scientific Publications and Conferences

The scientific publications can be published only after the research results are available. The process of review until the publication is available to readers takes time. Therefore, the first scientific publications can be expected only by the end of the first reporting period or the second year. Relevant scientific conferences and publication opportunities in peer-reviewed journals are being collected centrally to increase opportunities, encourage international teams, and track abstract submission deadlines. The special issues of most scientific journals are a more focused, targeted opportunity; the information on special topics will be collected during the project. The examples of the journals and conferences in the tables guide the possibilities and do not limit the authors' choice. The journals and conferences will be selected by the authors individually.

**Table 13. Examples of relevant scientific publication outlets**

Journal	URL
Social Science Research Network	<a href="https://www.ssrn.com/">https://www.ssrn.com/</a>
Citizen Science: Theory and Practice	<a href="https://theoryandpractice.citizenscienceassociation.org/">https://theoryandpractice.citizenscienceassociation.org/</a>
Sustainability	<a href="https://www.mdpi.com/journal/sustainability">https://www.mdpi.com/journal/sustainability</a>
Natural Inquirer	<a href="https://naturalinquirer.org/resource-type/journal/">https://naturalinquirer.org/resource-type/journal/</a>
JOURNAL OF SCIENCE COMMUNICATION	<a href="https://icom.sissa.it/">https://icom.sissa.it/</a>
SCIENCE COMMUNICATION	<a href="https://journals.sagepub.com/home/scx">https://journals.sagepub.com/home/scx</a>
Humanities and Social Sciences Communications	<a href="https://www.nature.com/palcomms/">https://www.nature.com/palcomms/</a>
Journal of Health Communication	<a href="https://www.tandfonline.com/loi/uhcm20">https://www.tandfonline.com/loi/uhcm20</a>
International Journal of Science Education	<a href="https://www.tandfonline.com/journals/rsed20">https://www.tandfonline.com/journals/rsed20</a>
Frontiers in Environmental Science	<a href="https://www.frontiersin.org/journals/environmental-science">https://www.frontiersin.org/journals/environmental-science</a> <a href="https://www.frontiersin.org/journals/environmental-science/sections/environmental-citizen-science">https://www.frontiersin.org/journals/environmental-science/sections/environmental-citizen-science</a>
Journal of Applied Ecology	<a href="https://besjournals.onlinelibrary.wiley.com/journal/13652664?journalRedirectCheck=true">https://besjournals.onlinelibrary.wiley.com/journal/13652664?journalRedirectCheck=true</a>

When possible, the partial results will be presented at conferences, summer/winter schools, webinars, roundtables and discussions to receive feedback and create initial interest in the publications. The international teams will be encouraged to participate in international events, and



national teams will be encouraged to use their native language to reflect the multilingual aspect and increase the accessibility of the local scientific communities.

**Table 14. Examples of relevant scientific conferences and events**

Title	Internet link	Date
Citizen Science for Health (CS4Health)	<a href="https://www.cs4health2025.uzh.ch/en.html">https://www.cs4health2025.uzh.ch/en.html</a>	Nov 2025
VISUALITY 2025: SOCIAL INNOVATIONS FOR SUSTAINABILITY COMMUNICATION	<a href="https://vilniustech.lt/332105">https://vilniustech.lt/332105</a>	April/May 2025, 2027
SpliTech 2025	<a href="https://splitech.org/">https://splitech.org/</a>	June 2025
ACIEK – Academy of Innovation, Entrepreneurship, and Knowledge Conference	<a href="https://www.aciek-academy.com/aciek-conference-2025/">https://www.aciek-academy.com/aciek-conference-2025/</a>	June 2025

## 2.2.7. Open Access

The Consortium members will ensure open access to peer-reviewed scientific publications relating to their results. In particular, the project partners will provide a copy of scientific papers on open-access platforms such as (1) **Zenodo**, a repository that allows all researchers to archive and share their research objects with the worldwide research community, and 2) **Horizon Results Platform**: a public platform that hosts and promotes research results thereby widening exploitation opportunities.

RIECS-Concept adopts and complies with the Open Science Policy's principles, practices, and methodologies and respects GDPR regarding personal and sensitive data, emphasising transparency, collaboration, and openness in scientific research. All activities will be publicly documented and open for participation. The outcomes, including reports, data, catalogues or repositories, will be presented in formats and under licences that minimise restrictions, encouraging maximum reuse. This commitment is evident in the tasks, deliverables, and their interconnections.

**Open Data:** The consortium commits to sharing interoperable data, information and knowledge acquired during the project with designated data spaces, including those defined by the European Union for initiatives such as the EOSC, the Green Deal or Health Data Spaces in Smart Communities. The use and adaptation of relevant standards play a crucial role in fostering the digital infrastructure essential for digital transformation — long-term identifiers to ensure sustainability.



## 3. Exploitation Plan

### 3.1. Objectives of the Exploitation Plan of RIECS-Concept

The objectives of the exploitation plan are:

- **Develop sustainable plans** for leveraging project results and outcomes beyond the project duration;
- **Facilitate the adoption of RIECS-Concept assets** by fostering collaboration with relevant Horizon Europe, Horizon 2020, and other EU-funded projects to amplify the impact

This strategy will guide all efforts focused on exploiting project outcomes. Detailed action plans will be developed to illustrate how each partner and the consortium will utilise the project results after the grant period. Exploitation activities will commence after the first activities are implemented; however, early in the project, to ensure seamless collaboration within the RIECS-Concept consortium. These actions aim to facilitate the adoption and replicability of innovative project approaches and results, paving the way for a broader impact beyond the project duration.

#### Exploitation and Sustainability Strategy (E&SS):

RIECS-Concept is fully committed to fostering the sustainability of its outputs and KERs once the project ends, allocating efforts for this from the beginning. RIECS-Concept will produce the 6 KERs mentioned. Six KERs will be developed, each targeted at various audiences, serving as valuable resources for raising awareness. Based on their Technology Readiness Levels (TRL), two distinct types of KERs are identified, each requiring a unique approach for their exploitation and sustainability. On the one hand, KERs 1 (Catalogue of services and resources), 2 (Cross-disciplinarity feasibility study), and 3 (Data and metadata conceptual design) will provide enhanced value to the CS community, mainly focusing on technological advancements. . Aligned with the Sustainable Development Goals (SDGs), these KERs contribute to identifying effective strategies to tackle global challenges,

KER 4 (RIECS sustainability roadmap), KER 5 (Impact assessment framework), and KER 6 (Impact assessment framework) represent innovative methodological resources tailored specifically for developing a sustainable roadmap for RIECS. These outputs are adaptable and can be efficiently utilised by other initiatives, including policymakers and decision-makers, seeking to implement the actions included or to run similar co-design roadmapping processes for new RIs. The resources across multiple countries within and beyond the consortium will be used during the preparatory and planning stages of similar initiatives. These KERs align with the objectives outlined in the ESFRI Roadmap, facilitating coordinated further actions. Policy briefs and recommendations from these efforts will be disseminated during the final event and shared with policymakers' coalitions established within and beyond the project, leveraging their networks for broader impact.



**Exploitation & Sustainability strategy** implementation is integrated into all the WPs, specifically in WP3, WP4, and WP5. Activities for developing the exploitation and sustainability strategy will be organised during these WPs. KERs will be shared in open repositories, such as Zenodo, RRI-Tools, and the EU-Citizen. The science platform, a complex of communication and dissemination channels, will be used to communicate the key results of the RIECS-Concept.

Task 3.4 will focus on exploitation and sustainability, but all the partners will generally participate.

**Exploitation & Sustainability strategy** implementation is integrated into all the WPs, specifically in WP3, WP4, and WP5. Activities for developing the exploitation and sustainability strategy will be organised during these WPs. All the KERs will be shared in open repositories, such as Zenodo, RRI-Tools.eu and the EU-Citizen. The science platform will be disseminated and distributed to relevant networks of stakeholders and through internationally consolidated relevant associations and sectoral events. Papers will be published in academic journals and shared in conferences and congresses at the EU and international levels. Policy briefs and recommendations will be presented in the final conference. The policymakers will be approached during the Lithuanian EU Presidency period, EC organised and other public events.

The table below presents the interrelations among KERs, tasks target groups and expected outcomes. More detailed descriptions and explanations are presented in the GA Part B. KERs development process, and results will be announced in Zenodo,

**Table 15. Key Exploitable Results of TRL and Expected Outcomes**

KER title and description	Related tasks/deliverables (deadline)	Target groups/ TRL	Expected outcomes
KER 1: Catalogue of services and resources will help to consolidate the common understanding, easing CS adoption	T2.3. / D2.3 (M18)	TG1, TG2, TG3, TG4, TG5, TG6, TG7, TG8, TG9. / TRL2.	EO1 (gap analysis).
KER2: Technical integration and cross-disciplinary feasibility study is a foundational design of the overarching infrastructure specifically for CS practices integrating technological and scientific dimensions. This is a flagship <i>"infrastructural"</i> initiative beyond isolated efforts to start the RI lifecycle, providing more substantial capacities to end-users.	T3.2., T3.5. / D3.2 (M25), D3.5 (M36)	TG1, TG2, TG3, TG4, TG5, TG6, TG7, TG8, TG9. / TRL3	EO1 (feasibility/design studies), EO4 (reduction of environmental impacts).
KER3: Data and metadata conceptual design outlining added value to data owners, linked interoperability and accessibility, for citizens's data and citizens-generated data	T3.3. / D.3.3 (M36)	TG1, TG2, TG3, TG4, TG5, TG6, TG8, TG9. / TRL3.	EO1 (feasibility/design studies), EO4 (reduction of environmental impacts).
KER4: RIECS sustainability roadmap for RIECS with organisational, financial, technical, operational, societal, and environmental aspects. Principles and	T3.4. / D.3.4 (M36)	ALL TGs. / TRL3.	EO1 (support to planning and decision-making for RIs), EO2 (better alignment of the RI



guidelines to be used as a reference by decision-makers at local, national and international scales			landscape), and EO3 (increased performance).
KER5: Impact assessment framework with criteria and indicators for co-evaluating scientific, technological, societal, economic, and environmental results	T2.4, T3.6. / D3.6 (M36)	TG8, TG9, TG10. / TRL5	EO3 (increased performance), EO4 (reduction of environmental impacts).
KER6: Engagement model for co-creating the roadmap as a key enabler for the co-design and open governance that enriches trust, desirability and uptake running over 30 co-design sessions and stakeholder engagement events across the EU to engage over 800 people	T4.1. / D4.1 (M6)	TG2, TG3, TG4, TG6, TG8, TG10. / TRL5.	EO2 (better alignment of the RI landscape), EO4 (new access opportunities).

PRE-APPROVAL



## 4. Monitoring Structure and Process

This section provides information about the KPIs of the project, the monitoring structure and the management process.

### 4.1. KPIs of RIECS-Concept

Communication and dissemination KPIs (based on GA, Annex 1 Part B).

**Table 16. RIECS-Concept Key Performance Indicators**

No	KPIs	Targets (by project end)	Target Audience
<b>O1 Objective: Increase visibility and awareness</b>			
1.1	Project Website	1	All
1.2	Visual identity	1	All
1.3	A dissemination pack and materials (poster, booklet)	1	All
<b>O2 Objective: Boost engagement with different audiences and increase dissemination</b>			
2.1	# Followers on social media	X > 700 followers LinkedIn >300followers Instagram > 200 followers Facebook >700 followers	All
2.2	Website visits and analytics metrics	No of visits > 10,000	All
2.3	# Blog posts	100	All
2.4	# Newsletter issued	6	All
<b>O3 Objective: Foster the uptake of RIECS-Concept assets</b>			
3.1	Collaborations with sister projects funded under the same call & other EU-funded projects on CS	6	All
3.2	Zenodo community with open licences	1	TA2, TA3, TA4
3.3	Open catalogues on Zenodo	2	TA2, TA3, TA4
3.4	Aggregated # of online/in-person events	>50	All
3.5	Aggregated # of in-person events	>20	All
3.6	Aggregated # of online events	>30	All
3.7	Aggregated # of attendees to events	>800	All
3.8	CS summit attendees	200	All
3.9	Attendees to project final event	100	All
3.10	Presence in large-scale and third-party events	>20	All
3.11	Policy briefs	2 (months 18 and 36)	TA5
<b>O4 Objective: Maximise dissemination among the scientific audience</b>			
4.1	Papers published in scientific journals	4	TA2
4.2	International scientific conferences presenting outputs	12	TA2, TA8
<b>O5 Objective: Communication of outputs and activities to the general public</b>			
5.1	Media quotes in traditional means, online papers, magazines, TV and radio	50	All



5.2	Contributions to established online newsletters	24	All
5.3	e-Newsletter subscribers	100	All
<b>O6</b>	<b>Objective: Increase viability through strengthening exploitation and sustainability</b>		
6.1	Events with SHs	16	TA2, TA3, TA4, TA5, TA6
6.2	Workshops with communities and the general public	16	TA1
6.3	Open consultations with policymakers	4	TA5

Constant monitoring of the results of communication actions is fundamental. This allows us to pinpoint the strengths and weaknesses of the strategy pursued, identify and implement corrective actions, measure effectiveness, and report results. RIECS-Concept based on GA presents a set of Key Performance Indicators (KPIs) to keep track of the progress of communication activities.

Bi-monthly monitoring is carried out to ensure the timely execution of various activities and to provide an opportunity to react early when facing challenges or discovering opportunities. Based on the periodic assessment of the success of these criteria, the project will update the communication plan, including a refined list of concrete actions to communicate the project results and the assessment of the impact of these results on the target users.

## 4.2. Timeline of RIECS-Concept Dissemination and Communication Activities

The table below provides a preliminary timeline for communicating and disseminating products and activities and integrating the communication, dissemination, and exploitation plans described in previous sections of this report. The timeline will be updated during regular meetings and depend on the project's activities.

**Table 17. A preliminary timeline for communication and dissemination activities**

Communication activity	Detailisation	Audience	Provisional timing/frequency	CD Objective
Blog posts & social media posts	Events International celebration Achievements of Intro consortium partners	All stakeholders	Recurring each time before/on events and/or throughout days the project	O1, O2, O5
Blog posts & social media posts	Research results	TA2 Scientists	During the project, after the results are available to the public	O1, O3
News items with the project updates	Project achievements,	TA1 General public TA3 CS communities TA2, TA4, TA5, TA6, TA7, TA8:	Quarterly throughout the project	O1, O2, O4, O5



		Institutions involved		
News items with the project updates	international days	TA2, TA3, TA6, TA7 EU-funded projects		01, 02, 04, 05
Editorials	Achievements	TA1 General public TA3 CS institutions TA7 Education systems TA5 Policy and decision-makers TA6 Research Infrastructure TA8 International organisations	During the project, after the results are available to the public	01, 02, 04, 05, 06
Activities assisting and supporting the launch of the pilot testing	Workshops and activities	All stakeholders		02, 04, 05, 06
Scientific publications		TA2 Scientists TA5 Policymakers TA7 Education systems	During the project, after the results are available for publishing, preliminary after M16.	01, 04, 05, 06
Scientific conferences	Research results and the concept of RIECS-Concept	TA2 Scientists TA5 Policymakers TA7 Education systems	Upon conference schedule	01, 04, 05, 06
Press releases	Events, achievements, significant milestones	TA1 General public TA4 Private sector TA5 Policymakers TA6 Research Infrastructure TA8 International organisations	During the project, upon the significant achievements or events, open consultations	01, 04, 05, 06
Policy briefs	Recommendations	TA5 Policymakers	M18 and M36	03, 06

## 4.3. Governance Structure of Dissemination, Exploitation and Communication of RIECS-Concept

### 4.3.1. Roles and Responsibilities

Effective communication and dissemination in the RIECS-Concept project rely on clear delineation and execution of roles and responsibilities among all consortium partners. The following duties are assigned to key actors in consortium communication and dissemination efforts:

- **VT leadership:** VT will lead the Communication and Dissemination Plan implementation, coordinating with all consortium partners to ensure that activities align with the project's strategic goals. They will oversee the integration of inputs from various partners and



ensure that all communication efforts are cohesive and effectively managed. VT will continuously update data for communication and dissemination activities in the portal.

- **Communication officers:** officers from each partner organisation will collaborate to plan and execute the communication and dissemination activities, collect the inputs when initiating the activities, update the plans and provide data for monitoring and reporting. They will also be responsible for localising content to their respective audiences, ensuring that all communications are culturally and linguistically relevant and engaging. They will be the primary contact to collect data about the events and activities, coordinate in their institutions and within the activities, update the plans, and provide data for monitoring and reporting.
- **Work Package and Task Leaders:** The leaders will be crucial in providing ongoing feedback on the activities and publications during the initiation, planning, execution, monitoring, and reporting periods. They will communicate the specific needs of their work packages in advance within the agreed-upon timeframe to tailor communication and dissemination efforts accordingly.
- **Project Coordinator:** PC will oversee the project broader strategic direction in communication and dissemination. This role includes liaising with the Project Officer to report on progress and integrate feedback into the project's activities.

Based on the structured approach presented in this deliverable, all project partners are expected to contribute actively to promoting, communicating, and disseminating the project outputs and outcomes. The WP Leader VT supervises this collaboration, the Project Management Office (PMO), and the Project Coordinator and Co-ordinator, ensuring a coordinated and unified approach. Partners will also be involved in documenting their promotional activities for inclusion in the interim (D6.3) and final (D7.1) dissemination, communication, and exploitation reports. Additionally, these activities will be summarised in the Report on dissemination and communication activities due in Month 36 of the project timeline.

## 4.3.2. Planning, Workflow and Monitoring

Dynamic communication and dissemination strategies require regular planning, evaluation, and adjustment. The following activities will ensure the swift implementation of the plan.

### 4.3.2.1. Planning, Execution and Progress Tracking

The following steps will be taken to plan the communication and dissemination activities and to track the progress.

- **Bimonthly Work Package (WP) meetings:** communication and dissemination activities will be planned during regular monthly meetings. These sessions will serve as platforms to evaluate past activities, assess their impact, and prepare for future initiatives. They will



enable the consortium to stay aligned with the project's goals and adapt strategies as necessary.

- **Planning** 4-6 months with updates every two months. Additional events will be added upon necessity; however, priority is given to the plan ahead.
- **Evaluation and reporting:** Each meeting will include a review of the effectiveness of communication and dissemination strategies, discussing what worked and what did not. Based on this feedback, adjustments will be made to optimise future communications.
- **Specialised meetings for planning the major activities:** dedicated planning meetings will be organised for significant undertakings such as international workshops or large-scale presentations. These gatherings will focus on detailed aspects of execution, ensuring that all logistical and content-related elements are thoroughly managed.

### 4.3.2.2. Resource Management and Tracking Activities

The resource management and tracking activities are described as follows:

1. **Provision of materials by WP lead:** VT will supply all necessary communication materials, including textual content and imagery. These resources will be pre-approved, ensuring they meet the project quality and brand standards.
2. **Resource management in the online folder:** all communication materials will be centrally stored in designated folders for easy access by all partners. This repository will be regularly updated to reflect the most current and relevant materials.
3. **Recording and tracking activities:** detailed records of all communication activities will be maintained online in the shared folder and files. This documentation will include each activity's context, URLs, and performance metrics. These records will be updated monthly to reflect new data and insights from ongoing and completed activities.
4. **Templates for** collecting data, initial planning, and reporting will be available online in the folder dedicated to WP6 and WP7.
5. **Folders for sharing and reporting of activities:** WP6 Planning and reporting is available in the folder of WP6&WP7:
  - 5.1. WP6&WP7 -> WPX -> YYYYMMDD\_type of event\_Partner responsible\_City (e.g. 20250122\_workshop\_VT\_Brussels). The folders dedicated to WPs will be created. The information and files to be uploaded (upon availability): an invitation to participants, programme, materials, PPT, photos, video, feedback question and answers, links and/or pdfs of social media, press releases, and any communication. The information is uploaded if available.



5.2. WP6&WP7 -> WP6 Events. The folder for WP6 events was created for all the partners organising communication and dissemination events. The same information is to be uploaded after the event. The information and files to be uploaded (upon availability) are the invitations to participants, programme, materials, PPT, photos, video, feedback question and answers, links and/or pdfs of social media, press releases, and any communication. The information is uploaded if available.

The communication is planned and executed before, during, and after the event.

Before the event, the organiser should present the event description, including the aim, participants' group, and programme. VT will prepare the content based on the provided information. The key speakers and/or partner representatives will present the quote for the communication content.

Communication is planned and executed by the partner organising the event during the event. The partner organising the event will post and send a photo of the event and key takeaways during the event. The posts are to be done by the organisers and participants individually. VT will prepare the text and a template.

After event communication, the partners will provide activity-specific information such as quotes from the key speaker, photos from the event and other essential information.



## Conclusions

The initial version of the Communication, Exploitation and Dissemination Plan outlined in this document serves as a foundational framework, designed based on the current understanding of the RIECS-Concept project expected outcomes and planned activities. It aims to strategically position the project for effective communication and wide dissemination of its research findings and innovations. The RIECS-Concept project is committed to adapting its communication and dissemination strategies to meet the challenges and opportunities that arise as we move closer to achieving our overarching objectives. With a proactive and responsive approach to communication, we aim to foster a dynamic environment where project outcomes can be shared broadly and effectively, engaging stakeholders and the public in meaningful ways. The following considerations are important while moving forward:

- **Plan updates and adaptations.** As the project progresses, this deliverable will undergo updates to incorporate new research results, insights, and emerging opportunities for enhancing our dissemination efforts. Adjustments will be responsive to the evolving nature of the project's scope and the external environment, ensuring that our strategies remain effective and aligned with our goals. These updates will be documented and reflected in the upcoming interim (D7.1) and final (D7.3) reports and in the Report on dissemination and communication activities scheduled for Month 36.
- **Branding and marketing materials.** Further development of the project branding will continue to evolve, considering feedback from consortium partners and the need to represent the project and its diverse collaborating communities visually. We will explore and produce additional communication formats, such as social media templates, posters, roll-ups, and brochures, which are vital for extending the reach and impact of our dissemination activities. These materials will be designed to ensure consistency and coherence with our established visual identity, providing partners with comprehensive brand guidelines detailing logos, colour schemes, typography, and imagery.
- **Enhancing communication tools and resources.** To support RIECS-Concept partners in their communication efforts, we will continue to refine and expand our suite of tools and resources. This will include updating existing materials and creating new ones that address specific communication needs and opportunities identified during the project. By equipping our partners with dynamic communication tools, we empower them to contribute effectively to the project's dissemination goals, ensuring that all activities are aligned.

VT will be crucial throughout the project, ensuring enhanced visibility and engagement with the target audiences. They will provide ongoing support and guidance to consortium partners, facilitating a coordinated and impactful communication strategy. This support includes disseminating project updates and outcomes and leveraging consortium partners' extensive network, digital platforms and multipliers' channels to maximise outreach.



# Obligations in the GA related to Dissemination, Exploitation and Communication

Different Horizon Europe documents formally outline several rights and obligations related to communication, dissemination and exploitation.<sup>2</sup> Such as the Programme Guide, the Rules of Participation, the proposal template for Research & Innovation Actions (RIA)/Innovation Actions (IA), or the respective EU Grants AGA – Annotated Grant Agreement. More specifically, by signing the EC Grant Agreement, participants agree to the following:

- Promote the action and its results by providing targeted information to multiple audiences (including the media and the public), by Annex 1, in a strategic, coherent and effective manner (Article 17.1 of the Model Grant Agreement)
- Disseminate results — as soon as possible — through appropriate means, including non-scientific publications (Article 17 of the Model Grant Agreement)
- Ensure open access (online access to research outputs provided free of charge to the end-user) to all peer-reviewed scientific publications relating to its results (Article 17 of the Model Grant Agreement)
- Manage the digital research data generated in action responsibly, in line with the FAIR (Findable, Accessible, Interoperable and Reusable) principles (Article 17 of the Model Grant Agreement)
- Comply, where the case, with additional obligations regarding Open Science practices, such as measures regarding the validation of scientific publications (Article 17 of the Model Grant Agreement) • Take measures aiming to ensure 'exploitation' of the results — up to four years after the end of the project – by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities (Article 16 of the Model Grant Agreement)
- If, despite best efforts, the results have not been exploited within one year after the project ends, the beneficiary must use the Horizon Results Platform to find exploitation partners (Article 16 of the Model Grant Agreement)
- To provide clarity in intellectual property and assets management and to allow the European Commission to follow up and provide help when needed, the beneficiaries must indicate the owner(s) of the results (Results Ownership List) in the final periodic report (Article 16 of the Model Grant Agreement)
- Acknowledge EU funding in all communication, dissemination and exploitation activities (including IPR protection and standards) and on all equipment, infrastructure and

<sup>2</sup> Copies of key Horizon Europe programme reference document can be found [here](#).



significant results financed by the action using the wording and criteria specified in the Grant Agreement (Articles 17.2).

- When specified by the call and in emergencies, additional exploitation obligations may be applied that affect the management of the intellectual assets of the projects

In addition to the articles in the Horizon Europe Model Grant Agreement, Annex 5, "Specific Rules", details additional requirements linked to communications, dissemination and exploitation for specific funding programmes.

PRE-APPROVAL

