

Deliverable D50 (D7.1)

Dissemination, exploitation, and communication preliminary plan



RI-URBANS

**Research Infrastructures Services Reinforcing Air
Quality Monitoring Capacities in European Urban &
Industrial Areas (GA n. 101036245)**

By



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Deliverable D50 (D7.1): Dissemination, exploitation and communication preliminary plan

Authors: Giulia Saponaro (FMI)

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About this document

This document describes the developed website to promote RI-URBANS objectives and results. This is a public document will be distributed to all RI-URBANS partners for their use and submitted to European Commission as an RI-URBANS deliverable 51 (D7.2). This document can be downloaded at <https://riurbans.eu/work-package-7/#deliverables-wp7>

Executive summary

The RI-URBANS project aims to develop an enhanced toolbox of services and solutions to improve the analysis of air quality in three main areas 1) identifying new pollutant sources and tailoring metrics; 2) evaluating the health effects on citizens, and 3) creating models and emission inventories. RI-URBANS is taking advantage of existing air quality monitoring systems and ACTRIS and IAGOS Research Infrastructures services and complement them with innovative tools to reinforce air quality monitoring capacities in European urban and industrial hotspots, enabling European health administrations and agencies to effectively mitigate the impact of poor air quality on human health.

The present deliverable aims to draft the preliminary strategy of RI-URBANS to define the goals, identify the most efficient means and set a detailed plan for the implementation of Dissemination, Exploitation and Communication (DEC) activities. To this end the DEC plan sets out the objectives, tools, materials, and channels to be exploited to effectively spread RI-URBANS activities, achievements and tangible results to targeted audiences, also becoming the cornerstone for the successful commercialization and market uptake of RI-URBANS solutions.

This document is delivered at an early stage of the project to offer guidance through the first communication and engagement activities. The document represents the first draft of the RI-URBANS DEC plan that to be considered as a living document periodically evaluated and reviewed at M17 and M36. We foresee that the content enclosed in this report will increase dramatically in the second year (M17) and third year (M36) when the DEC Plan will be revised and expanded into the deliverable “Update plan for dissemination, exploitation and communications”. Communication activities in the second year will focus, among others, on:

- Building trust in the project and increasing the stakeholder and audience engagement
- Greater integration of partners in both external communication and internal communication.
- To strengthen the relationships with other projects
- Raising awareness of the project through social media content and outreach materials

1. Overview of the DEC plan for the RI-URBANS project

1.1. About communication, dissemination, and exploitation

Communication and outreach support the RI-URBANS project in a deeper understanding about the service tools that RI-URBANS provides to the interested stakeholders and audience and in raising awareness of the project’s scientific and societal relevance. This pathway is ultimately directed toward stakeholders and society, and it may include, generally, dissemination activities that target the media, and any other communication channels that enhances RI-URBANS visibility and position in the political, societal, and economic context. Furthermore, under Horizon 2020, beneficiaries have the legal obligation to engage in communication, dissemination, and exploitation activities. A brief description of why communication, dissemination, and exploitation matter and what are the main differences is presented in Table 1.

Table 1. Description matrix of communication, dissemination and exploitation actions. Source: [Quick guide and tools for Communication, Dissemination and Exploitation in Horizon 2020](#).

ACTION	Communication	Dissemination	Exploitation
DEFINITION	Promotion of the actions and its results	Disclosure of the project results to the public	Utilization of the project results in further activities in research, development or policies and regulations
GOAL	Highlight the impact and benefits of RI-URBANS	Transfer knowledge and make results available for use and facilitate their uptake	Effectively use project results , turning them into concrete value and impact for society
FOCUS	Inform and promote the project and its results	Describe and ensure the availability of the results for others to USE	Make concrete use of research results (incl. commercial)
EXAMPLES	Website Newsletter Videos Interviews Exhibitions & conferences Social Media Press releases	Scientific publications Periodic scientific reports Trainings, workshops Outcome reports of city pilots Stakeholder engagement	Licenses, Patents Services Societal activities Policies Regulations Whitepapers

1.2. Internal versus external communication

External and internal communications strategies are necessary and complimentary to each other, and work in tandem to push RI-URBANS messages and outcomes across desired audiences. Whilst distinct in their focus and aims, internal and external communication strategies work in harmony to promote a consistent RI-URBANS brand message across the target audiences. Both internal and external communications are crucial for the success and uptake of the RI-URBANS Project solutions and services. Table 2 identify the elements defining internal and external communication.

Table 2. Summary of top line differences between internal and external communication.

	Internal Communication	External communication
Purpose	Exchange information	Inform and impress the outside world
Means	Highly varied, from bulletins to newsletters to videos to website entries to shared documents to work on them	Highly varied, from websites to advertising to events
Audience	Consortium, e.g. project beneficiaries and associated partners	From RI-URBANS users to stakeholders and society
Frequency	Very often, steady flow of information exchange	Less frequent, strategically planned
Scope	Limited within the RI-URBANS Project consortium	Wide

1.3. Communication Work Package objectives and tasks

In order to achieve the project’s cross-cutting goals, RI-URBANS Work Package 7 is structured along the following three objectives:

- I. The implementation of effective communication practices, also leveraging the expertise of the involved communication officers from the project beneficiaries.
- II. The promotion of initiatives and liaisons to highlight RI-URBANS scientific relevance and societal impact to key stakeholders, including co-operation with project PAUL.
- III. The support via appropriate communication and dissemination tools needed to foster the synergetic interaction between RI-URBANS and air quality monitoring networks, including the industry.

1.4. The key messages of RI-URBANS communication strategy



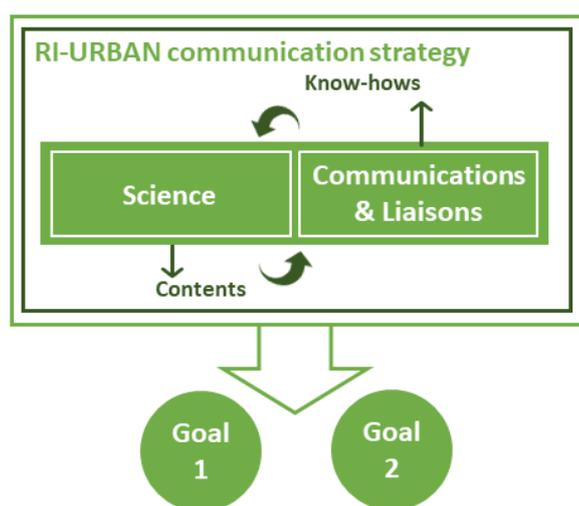
The communication strategy developed for the RI-URBAN projects set its roots in the project vision of turning clean urban air into reality. **RI-URBANS mission is to reshape the way air quality is measured and better address the challenges and societal needs related to air quality in European cities (and industrial, harbor, airport, and traffic hotspots).**

The RI-URBANS’ main objective is to demonstrate how service tools from atmospheric research infrastructures can be adapted and enhanced in air quality monitoring networks in an interoperable and sustainable way.

Goal 1: “RI-URBANS communication supports the uptake of scientific & technical resources with suitable communication means”

Goal 2: “RI-URBANS communication enables knowledge transfer with critical stakeholders with suitable communication means”

1.5. Measure to maximize RI-URBANS impact



As illustrated in Figure 1, RI-URBAN communication strategy builds on the continued interaction on the two pillars of the project: the scientific team, who oversees developing new scientific tools and resources (WPs 1-5), and the communication & liaisons team (WPs 5-8), who is responsible of liaising with external stakeholders and disseminate the project outcomes. Furthermore, the communication team also defines the framework that enables internal communication, that is how the information flows among project beneficiaries. The two teams are complimentary to each other: the communication team provide tools and know-how; so, that the scientific expertise is empowered to act as a spokesperson. On the other hand, the scientific team provides content that the communication team will elaborate in messages and diffuse through the most suitable communication channel.

Figure 1: the two main actors of the strategy.

This synergetic relationship is key to the RI-URBANS communication strategy that aims to ensure the set-up of an efficient framework that support the uptake of scientific and technical resources (goal 1) and knowledge transfer (goal 2) to users and stakeholders. The communication strategy of the RI-URBANS project consists in the key components shown in Figure 2. WP6 is responsible for the strategy to engage the targeted stakeholders and,

together with WP7, will be elaborated tailored messages for the relevant audiences. WP7 is responsible for the selection of the most suitable tools and channels to be adopted in communication and dissemination activities as well as for defining, updating and evaluating RI-URBANS communication work plan.

Components of the RI-URBAN communication strategy			
Target Audience	Channels & Tools	Contents	Work Plan
<ul style="list-style-type: none"> Project Partners Air quality organizations Health representatives Policy makers Citizens Press & Media 	<ul style="list-style-type: none"> Website Social media Events Publications Outreach material 	<ul style="list-style-type: none"> Add values Scientific impact Societal impact Health considerations 	<ul style="list-style-type: none"> Responsibilities Deliverables Key Performing Indicators Reports

Figure 2: Components of the RI-URBAN communication strategy.

1.6. Engaging target audiences to support the RI-URBANS strategy process

Stakeholder mapping, a salient phase in strategy development (Jones, 2008), is key in developing and updating the RI-URBAN DEC plan. The project beneficiaries are also considered as a stakeholder but as part of the internal community of the project, hence involved in dedicated internal communication activities. The exploration of the critical stakeholders extends far beyond the project beneficiaries, the European Commission, and project related communities. In fact, the project's ambition is to connect with health communities, regional and national authorities, policy makers and well-established scientific European and global initiatives.

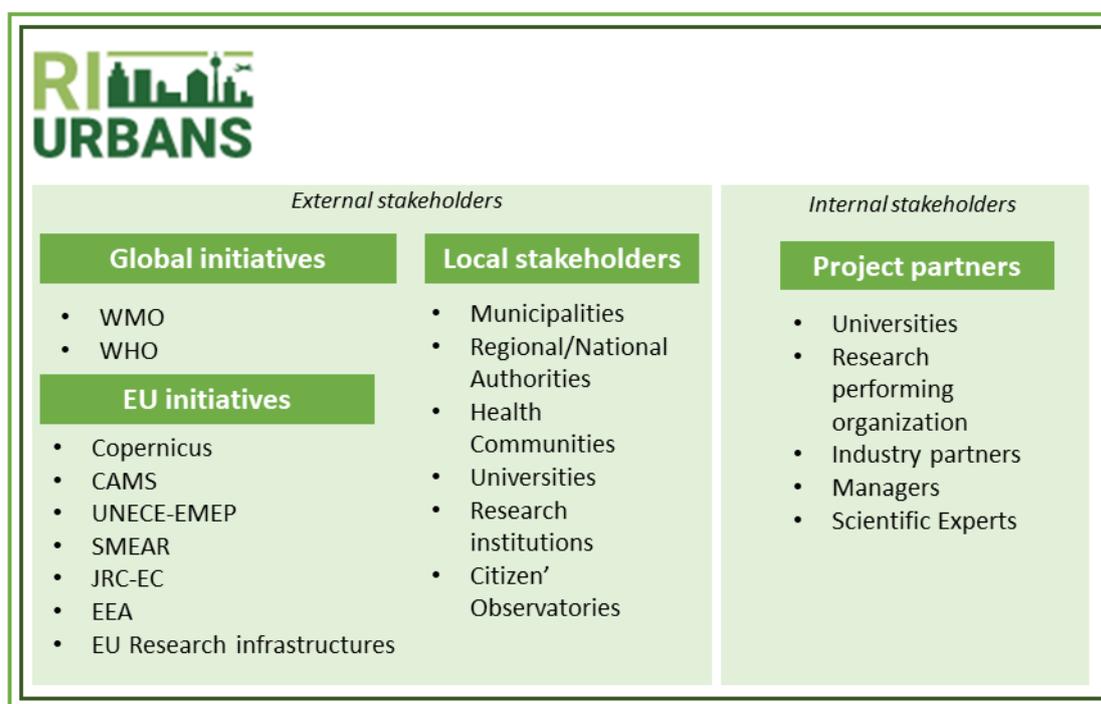


Figure 3: Stakeholder mapping for RI-URBANS.

Baaij and Reinmoeller (2018) states that “stakeholder can make or break your strategy processes”.

How could the stakeholder break the RI-urbans strategy process?

- Internal communication involving project partners: no flow of information hinders project success. No interactions among project partners lead to small outcomes → no communication = no success.
- External stakeholder: no uptake, no exploitation of project outcomes → the project fails in bringing added value to communities.

It is important to recognize the value of stakeholder engagement and to diversify the resources allocated for such activities. Having multiple activities and opportunities planned out allows for avoiding complete failure. This is further presented in the next section. Furthermore, given the interlinkages between the different components of the DEC and the fact that exploitation strategies depend on the early-on successful engagement of targeted audiences and stakeholders, it is important to cautiously take into consideration the different aspects of the IPR management strategy, that may be key for the level of exposure of critical information to the aforementioned audiences (see D56 (D7.7), delivery month M10, July 2022 once it becomes available).

2. RI-URBANS plan for external communication and dissemination

The plan for external communication and dissemination aims at setting the framework to promote the outcomes of RI-URBANS and to support WPs actions for stakeholder involvement. The plan is synergistically co-created with other WPs (Fig.1), notably:

- for the organization of workshops and other similar events aimed at engaging stakeholders (WPs 6-7),
- the realization of relevant engagement materials, with contents produced by WPs 1-6 and WP7 tending to the suitable communication style and tool and channel for delivery.

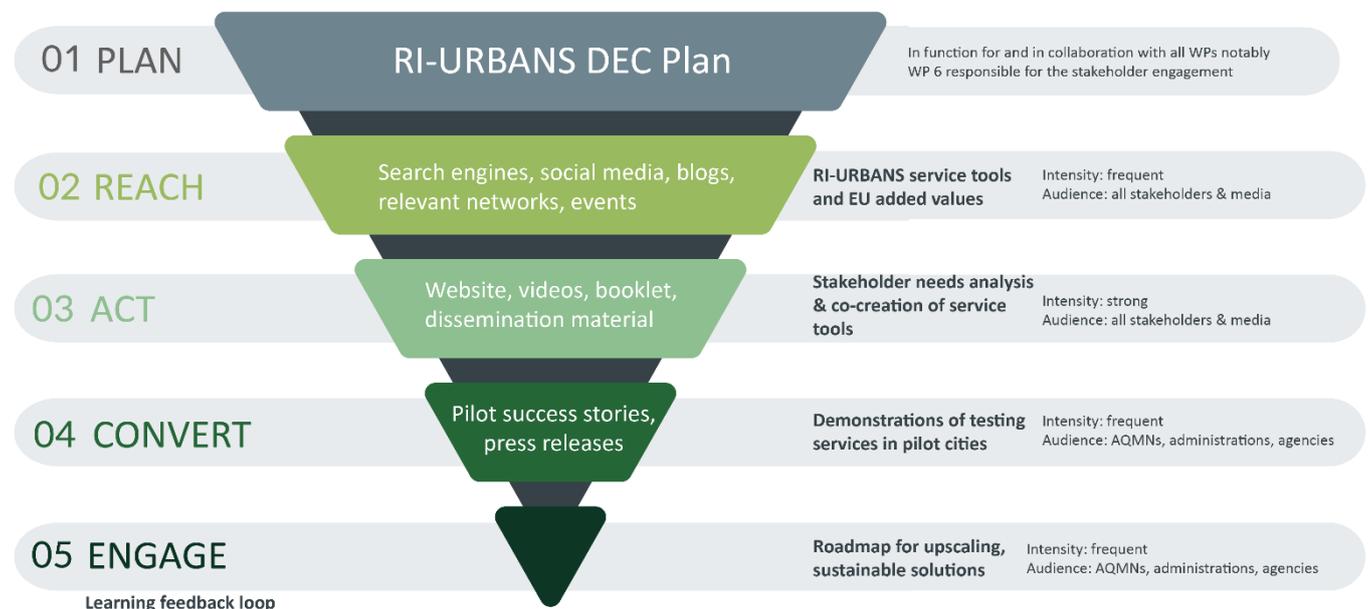


Figure 4. RI-URBANS Communication funnel.

2.1. Stakeholder engagement

This WP7 aims at maximizing the uptake of the outcomes by identifying and implementing strategic and efficient practices of communication with the use of tailored tools and material essential for ensuring the success of stakeholder engagement strategies as defined in WP6 and promoted in WPs 1-4. This will be done by enabling effortless internal communication among project partners, designing a strategy of actions for the communication, dissemination and exploitation of the project outcomes, developing and managing communication tools for both internal and external communication, providing support and tailored material for the interaction with key user and stakeholder groups, identifying higher level liaison targets and defining the strategic frame of the approach and targets

RI-URBANS and ICOS-lead response to Part B of LC-GD-1-9-2020 have identified clear synergy potential when it comes out to reaching out to European policy makers, to cities interested in utilising air quality or greenhouse gas information, as well as to citizens and other wider audiences. To maximise the benefits that can be gained through such a cooperation, the two projects will include a joint section in their reviewed DEC plan during the second year. Furthermore, RI-URBANS is setting up an internal Association Partnership procedure to connect to volunteering organizations that are interested in developing and implementing the Pilots that are developed in RI-URBANS.

2.2. Communication channels & tools

To ensure an effective and successful delivery of tailored messages to the targeted stakeholders, RI-URBANS will make use of the most relevant channel and tool. A list of the selected channels and their relevance for targeted audiences for the RI-URBANS framework is presented in Table 2. Further information of the selected channels and tools is available in the RI-URBANS Milestone M39.

Table 2. RI-URBANS dissemination and communication channels and impact on stakeholders.

Channel	AQMNs	Industry	Health	European & international initiatives	Scientific community	Policy makers	Citizens
Website	Medium	Medium	Medium	Medium	Medium	High	High
Social Media	Medium	Medium	Medium	Medium	Medium	High	High
Press releases	High	High	High	High	Medium	High	Medium
Mailing list	Medium	Medium	Medium	Medium	Medium	Medium	Low
Outreach material	Medium	Medium	Medium	Medium	Medium	Medium	High
Success stories	High	High	High	High	High	High	Medium
Publications	High	Medium	High	High	High	Medium	Low
Conferences & workshops	High	High	High	High	High	High	Medium
Ad-hoc meetings	High	High	High	High	Low	High	Low

2.3. Activity-specific strategies

2.3.1. Services & Tools

Stakeholder groups: project beneficiaries, AQMNs, industry, European and international initiatives, scientific community.

Table 3. Dissemination and communication actions for services and tools.

Leader Participant	Deliverable No.	Deliverable name	Channels & Tools
INERIS	D1.5	NRT source apportionment ST for submicron carbonaceous matter	Website Mailing list Conferences & workshops
CNR	D1.7	Processing and experimental digital tools for AQ from 3D remote sensing	Website Mailing list Conferences & workshops
UHEL	D3.1	Framework to cross-check methodologies to assess urban emissions	Website Mailing list Conferences & workshops
NOA	D3.2	Methodology to improve European urban emission inventories	Website Publications Conferences & workshops
TNO	D3.3	High resolution annual sectoral emissions for main pollutants, nanoparticles and non-exhaust contributors	Website Mailing list Publications Conferences & workshops
INERIS	D3.4	High resolution mapping over European urban areas	Website Conferences & workshops
NILU	D5.2	Service catalogue of ACTRIS and IAGOS services for urban sites	Website Conferences & workshops
INERIS	D5.4	STs for modelling novel urban air diagnostics and evaluation of regional AQ models over urban areas	Website Mailing list Conferences & workshops

2.3.2. Protocols and standards

Stakeholder groups: project beneficiaries, AQMNs, industry, European and international initiatives, scientific community.

Table 4. Dissemination and communication actions for protocols and standards.

Leader Participant	Deliverable No.	Deliverable name	Channels & Tools
CSIC	D1.1	Guidelines, datasets of non-regulated pollutants incl. metadata, methods	Website Mailing list Workshops
CSIC	D1.3	Recommendations on source apportionment procedures	Website Mailing list Workshops
ISGlobal	D2.4	Added value of oxidative potential to assess health	Website Social Media Publications

			Ad-hoc meetings
UU	D2.6	Added value of mobile and citizens' observations for urban mapping and health	Website Social Media Publications Ad-hoc meetings Press release
CSIC	D2.7	Best practices for upscaling AQ-health observations	Website Conferences & Workshops
UU	D4.7	Mapping procedures, sustainability and applicability for upscaling	Website Conferences & Workshops
NILU	D5.1	Data Management Plan	Website Mailing lists

2.3.3. Collaboration, partnerships & cooperation

Stakeholders: project beneficiaries, target stakeholders, citizens.

Table 5 Dissemination and communication actions for collaborations.

Leader Participant	Deliverable No.	Deliverable name	Channels & Tools
CNR	D6.2	Stakeholder workshop	Website Social Media Success stories Press release
VITO	D6.3	Roadmap for citizen engagement for AQ monitoring	Website Social Media Success stories Press release

2.3.4. Policies & Guidelines

Stakeholder groups: AQMNs, industry, European and international initiatives, media .

Table 6 Dissemination and communication actions for policies and guidelines.

Leader Participant	Deliverable No.	Deliverable name	Channels & Tools
CSIC	D1.2	Pan-European overview of concentrations of the non-regulated pollutants	Website Social media Press release Conferences Ad-hoc meetings Publications
METNO	D3.5	Assessment of the modelling system supporting policy implementation	Website Mailing lists Workshops
ISGlobal	D4.8	Health effects of novel AQ metrics, source contributions: epidemiology	Website Social media Press release Conferences Ad-hoc meetings

			Publications
UOB	D4.5	Nanoparticle aerosol pilots, sustainability, associated benefits for AQMNs and AQ policy	Website Social media Conferences Ad-hoc meetings Publications
CSIC	D6.4	European added value of implementing the RI-URBANS strategy	Website Social media Press release Conferences Ad-hoc meetings Publications

2.3.5. Outreach & Publications

Stakeholder groups: AQMNs, industry, European and international initiatives, media, citizens.

Table 7 Dissemination and communication actions for outreach and publication.

Leader Participant	Deliverable No.	Deliverable name	Channels & Tools
UHEL	D4.13	Synthesis of RI-URBANS pilot actions, sustainability and importance on upscaling	Website Social media Success stories Booklet
FMI	D6.1	Information packages for local, regional and national AQ administrations	Website Outreach material Social media Ad-hoc meetings
FMI	D7.4	RI-URBANS results promotion	Website Social media Conferences Ad-hoc meetings
CSIC	D7.5	RI-URBANS project legacy – final video	Website Social media Conferences Ad-hoc meetings
FMI	D7.6	RI-URBANS booklet	Website Social media Conferences Ad-hoc meetings

3. RI-URBANS plan for internal communication

3.1. The framework of internal communication

In order to successfully achieve the goals set for external communication, a functional strategy is needed to effectively coordinate the information flow among the RI-URBANS project consortium. The internal organization and management of information flow ensures the efficient implementation of actions and information transfer, engagement with the project partners, and promotion of RI-URBANS solutions to users, stakeholders and target

audiences. The CSIC Head Office leads RI-URBANS communications by coordinating the activities and involving all interested parties.

What are the goals of internal communication?

- Increase involvement and engagement among RI-URBANS actors.
- Keep RI-URBANS partners connected and informed.
- Build and share a common understanding of the RI-URBANS goals, vision and mission.
- Develop a sense of community between involved parties.
- Raising awareness of the ongoing/future activities.

How is internal communication implemented?

- By collecting and distributing information from and to RI-URBANS partners.
- By providing tools and means to represent RI-URBANS in a uniform and cohesive manner and maximize workflow efficiency.
- By preparing together tailored and consistent messages to the different external target audiences.
- By adopting tools to strengthen and maximize efficiency in internal communication and workflows.
- By defining guidelines for communication, dissemination and exploitation activities and initiatives.

Who is involved in internal communication?

The CSIC Coordination Office is the leader in RI-URBANS communication by coordinating the activities and involving all interested parties. Anyone involved in the RI-URBANS project is engaged in internal communication. In particular, partners representatives, RI-URBANS Consortium and linked third Parties are responsible to distribute and emphasize the internal communication guidelines to their own team members.

3.2. Implementing RI-URBANS strategy: the importance of working together

The success of the DEC plan depends on the close interaction, collaboration and communication within the RI-URBANS project consortium. Section 2.3 drafts the responsibilities and task division between the project partners. The organized internal flow of information represents an indispensable step before any message is shared to external target groups via suitable assets and communication channels. The CSIC Coordination Office coordinates all the communication and dissemination initiatives in close collaboration with the partners involved in Work Package 7. **All partners shall inform CSIC Coordination Office prior to major communication, dissemination and exploitation activities.**

4. Monitoring impacts of the RI-URBANS DEC plan

As illustrated in Fig.4 a feedback loop evaluates the impacts and success of the implemented communication and engagement activities over time, in a continuous and systematic approach.

An assessment framework is a necessary and integral part of a well-managed project implementation, notably for

- evaluating the efficacy of the DEC plan (WP7) and the strategy for stakeholder management (WP6)
- identify and address any cavity or issues in communication and engagement activities and actions
- implementing additional tasks to close any gaps

In this section, the key performing indicators (KPIs) are presented: these will be applied to evaluate the initial expected outcomes with the intermediate results. The current DEC plan will be updated in M17 and M37 applying all necessary revisions to improve and maximize the extend of the DEC plan.

Table 8 RI-URBANS Communication and dissemination monitoring strategy

Communication tool	KPI	Target value in the proposal*	Target value defined by M9*	Target value defined by M17*	Target value defined by M36*	Means of verifications
Website	No. unique IPs No. click rates No. download of attached material			5000		Google Analytics metrics
Social media - Twitter	No. of posts per month Engagements			4 800		Search metrics
Social media - LinkedIn	No. of posts per month Engagements			4 400		Search metrics
General project brochure	No. brochure printed	1		500		Printed copies
General project flyer	No. of flyers printed	1		500		Printed copies
Brochure for local, regional and national AQ administrations	No. of brochure printed	1		200		Printed copies
Booklet	No. of booklet printed	1		200		Printed copies
Roll-up	No. of roll-up printed	1		2		Printed copies
Videos	No. views	3				Video online
Press releases	No. of press releases					Copies of press releases
Media reports	No. of media reports (articles in printed and electronic media, TV and radio interviews, etc.)		15	30		Records of media appearances
Policy briefs & papers	No. of briefs and papers published					List of briefs and papers
Scientific publications	No. of publications			50		Records of publications
Presentations at academic conferences	No. contributions			100		Records of attendance, presentations
Project workshops and internal meetings	No. events	10				Minutes
	No. of registered participants					Registration lists, photos

** All target values above are for the consortium for the whole of the project's duration unless indicated otherwise.*

5. Conclusions

In conclusion, this deliverable dives into the key aspects of the communication, dissemination and exploitation planning of the RI-URBANS project. It aims to be of guidance for consortium partners communications during the first year of the project. The document is periodically evaluated and reviewed at M17 and M36.

The tools and channels selected for the RI-URBANS objectives provide a comprehensive target audience and offer a concrete roadmap to achieve the RI-URBANS project goals and, particularly, related activities.

The experiences collated from the first nine months of project activities have already provided insights on how to achieve communications impacts and how to further develop and enhance the initial communication goals. The established goals have been linked and tailored to the needs of each activity, providing consortium partners with a wide array of tools, channels, aims and timescales linked to the targeted or potential audience. These arrangements serve to facilitate consortium partners' work on communications and ensure a successful implementation of communication matters.

Considering that the RI-URBANS DEC Plan collects, elaborates and disseminates the project outcomes, we estimate that most of the content enclosed in this report will increase drastically in the second-year report on dissemination, communication and exploitation activities.

Annexes

Annex I: template for recording communication, dissemination and exploitation activities

The document is available online at the RI-URBANS Intranet ([link](#)) and openly accessible to the partners for recording their communication and dissemination activities.

Annex II: RI-URBANS communication checklist

In general

- ✓ All partners are responsible for communication, dissemination and exploitation activities at national and European level.
- ✓ All partners shall inform the coordination office prior to major communication activities. The coordination office will coordinate further dissemination on suitable channels (website, newsletter, social media, etc).
- ✓ Partners are encouraged to engage in national efforts to disseminate the produced knowledge, results and processes to the target groups at the national level, and where relevant, at the EU level.

Document your work

- ✓ It is important that all partners document their work: for documentation of all communication activities please use the table/template provided in Annex I.
- ✓ Take pictures at events and forward them to the Coordination Office. In this way, we can ensure that the communication channels stay updated and interesting.

Website

- ✓ Include RI-URBANS at your institutional website & social media.

Social Media

- ✓ Follow RI-URBANS accounts with your institution/organization's social media accounts and/or with your private ones if relevant and if you use them for work-related purposes.

[Twitter](#): @ri_urbans

[LinkedIn](#): @RI_URBANS

Media contact

- ✓ Target the press releases at your national media, translate and adapt them from the English version provided by Coordination Office
- ✓ Involve national media in national level activities whenever possible.

Stakeholder engagement

- ✓ Disseminate RI-URBANS results and outcomes to stakeholders and policy makers at regional and national level by using the most appropriate tool.
- ✓ Take advantage of ready-made material (brochures, slide templates videos, etc.)
- ✓ If you are creating own material (e.g. poster, presentation) make sure to adopt the RI-URBANS visual identity (e.g. Logo, motto) accordingly to RI-URBANS Brandbook (M39)
- ✓ Please register dissemination any activities in the format provided in Annex I

Scientific publications and presentations

- ✓ Please review presentation and dissemination opportunities at the national level, and present ACTRIS outcomes when relevant.
- ✓ Whenever releasing scientific publications, please fill in [this form](#) every time you publish a paper, a book, a book chapter, a publication in a conference or workshop, etc.
Link to the form: <https://forms.office.com/Pages/ResponsePage.aspx?id=ySLBsRqX4UaRAchM-nYe9-pUjw8LTl1PiLcvsPu1BQBURU80SDdLskFYSENFQUZPNU4xMUJIWktDWC4u>

You can also access it from RI-URBANS One Drive > SCIENTIFIC AREA > PUBLICATIONS

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