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Deliverable D60 (D7.11)

Dissemination, exploitation and communication plan

RI URBANS

RI-URBANS

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

By

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Deliverable D60 (D7.11): Dissemination, exploitation and communication plan

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1 ABOUT THIS DOCUMENT

The RI-URBANS project aims to develop an enhanced toolbox of services and solutions to improve the analysis of air quality (AQ) in three main areas: i) identifying new pollutant sources and tailoring metrics, ii) evaluating the health effects on citizens, and iii) creating models and emission inventories. Leveraging existing AQ monitoring systems and ACTRIS (Aerosol, Clouds and Trace Gases Research Infrastructure) and IAGOS (In-service Aircraft for a Global Observing System) Research Infrastructures (RIs), RI-URBANS integrates innovative tools to support and strengthen AQ monitoring capacities in European urban and industrial hotspots. This enables European health administrations and agencies to effectively mitigate the impact of poor AQ on human health.

The updated Dissemination, Exploitation and Communication (DEC) plan builds upon D50 (D7.1) and D59 (D7.10), maintaining the content of the former DEC while adding new elements to strengthen social media engagement, enhance the visibility of the project outcomes, leverage the established network of stakeholders, and prepare for the project's final evaluation and impact assessment.

This deliverable, D60 (D7.11), considers the needs, successes, and pitfalls of the first 36 months of RI-URBANS communications and provides an updated plan for the implementation of DEC activities during the project's final year (Sep 2024 – Aug 2025, M37-M48). The overall goal of the DEC plan is to set out the objectives, tools, materials, and channels to effectively inform and promote RI-URBANS activities, achievements, and tangible results to targeted audiences, while also supporting initiatives towards the commercialisation and market uptake of RI-URBANS solutions. This document provides updates on dissemination, exploitation, and communication activities already undertaken in the context of the DEC, such as peer-reviewed scientific articles and publications, and the consolidation and upgrading of the RI-URBANS communication strategy. It also outlines plans for future activities aimed at supporting the RI-URBANS consortium during the final period of the project, focusing on the dissemination and exploitation of research results as outlined in the Grant Agreement, and providing information on evaluation and reporting measures.

The purpose of the DEC is to provide a roadmap for the RI-URBANS consortium, notably WPs 6-7, to take coordinated action for the propagation and promotion of RI-URBANS research results in two distinct but intertwined areas: the communication and dissemination of specialised scientific results and outcomes, mainly carried out by WPs 6-7, and the exploitation of research results, primarily through the activities within WPs 1-5. As a strategic document, the DEC also supports RI-URBANS partners by establishing the bases for the project's Intellectual Property Strategy (D56 (D7.7)).

Ultimately, the DEC aims to enable key objectives of the RI-URBANS project, in particular in augmenting the recognition and impact of RI-URBANS research within the international scientific community and contributing to the longer-term uptake of RI-URBANS outcomes. During the final year, the RI-URBANS project focuses on consolidating achievements and maximising the impact of its results. This plan outlines strategic actions to enhance communication, dissemination, and exploitation activities, ensuring the project's outcomes are effectively shared with stakeholders, integrated and implemented into practice as well as addresses the impact of the RI-URBANS work beyond the lifetime of the project.

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This public document will be distributed to all RI-URBANS partners for their use and submitted to the European Commission as RI-URBANS deliverable D60 (D7.11). It can be downloaded at https://riurbans.eu/work-package-7/#deliverables-wp7.

2 COMMUNICATION STRATEGY

2.1 Objectives

The RI-URBANS primary objectives of the communication strategy are to maintain high visibility of the project, strengthen stakeholders' engagement, and enhance public awareness of the project's benefits and added values.

During the final year of the RI-URBANS project, most of the final project results will be finally developed and summarised. Consequently, this period will be highly intensive for communications, necessitating a strategic increase in efforts to craft key messages tailored to identified stakeholders in appropriate languages and consistent with the RI-URBANS vision and mission.

2.2 Key Actions

To effectively achieve these objectives, the project public website will undergo regular updates featuring the latest findings, news, and events. These updates will highlight success stories and case studies, summarise project progress, and showcase key scientific publications to underscore the project's impact. Collaboration between WPs 4-7 is crucial for the successful implementation of these updates.

Targeted social media campaigns will be launched on platforms like X (formerly Twitter) and LinkedIn, complemented by active engagement with ACTRIS and IAGOS. Posts will tag relevant stakeholders such as IAGOS (@IAGOS) and ACTRIS (@ACTRIS-RI), as well as key entities including the European Commission (@EU_Commission), European Research Executive Agency (@REA_research), European Environment Agency (@EUEnvironment), World Health Organization (@WHO), World Meteorological Organization (@WMO), and European Committee for Standardization (@Standards4EU).

Consistent use of hashtags like #CleanAirEU, #AirQuality, #AirPollution, #H2020, and #EUGreenDeal will enhance visibility and amplify messaging. Press releases will be strategically issued for significant milestones achieved, such as impactful project results that extend beyond the RI-URBANS consortium.

Furthermore, proactive engagement with ACTRIS and IAGOS will ensure broader dissemination and alignment of communication efforts across relevant platforms.

In addition to digital platforms, RI-URBANS shall leverage an integrated approach via online webinars and virtual workshops to engage with stakeholders and disseminate effectively findings in real-time. These interactive sessions will provide opportunities for direct interaction with experts and policymakers, fostering dialogue on critical issues related to AQ and showcasing the practical applications of project outcomes. Furthermore, collaborations with media partners and specialised industry publications will broaden the project's reach, ensuring that its advancements in AQ monitoring and mitigation strategies are widely recognised and adopted.

RI-URBANS will establish a long-term sustainability plan for maintaining project visibility and impact beyond its lifetime. This could include partnerships with ACTRIS and IAGOS, securing visibility for continued efforts to give visibility to the project outcomes, and integrating these into educational curricula and public health initiatives.

By incorporating these action points into its strategy, RI-URBANS can effectively communicate its achievements, engage diverse stakeholders, and catalyse lasting improvements in AQ management across urban and industrial areas in Europe.

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3 DISSEMINATION STRATEGY

3.1 Objectives

The RI-URBANS dissemination strategy, particularly emphasised in its final year, aims to consolidate and maximise the impact of its findings and innovations in AQ analysis and mitigation.

This involves systematically sharing research findings and achievements through various communication channels following the key actions identified in Sec. 3.2. The strategy seeks to enhance visibility and accessibility of the project's advancements in AQ analysis and mitigation strategies trough the uptake of the RI-URBANS' Services Tools (STs). By disseminating comprehensive summaries of project outputs, research progress, success stories, and impactful publications, the strategy aims to inform researchers, policymakers, and the public about the latest developments and advances in AQ monitoring and management. Through these efforts, the dissemination strategy strives to foster informed decision-making, facilitate collaboration, and catalyse the adoption of effective measures to improve AQ and promote public health across urban and industrial settings in Europe.

This focused effort underscores the project's commitment to ensuring that its outcomes are effectively communicated, thereby enhancing their integration into policy and decision-making frameworks and practical applications beyond the project's lifetime and ensuring comprehensive knowledge transfer to key stakeholders.

3.2 Key Actions

To this end, RI-URBANS project key outputs will be leveraged to shape key messages that resonate with the targeted audiences as described in Table 1. Furthermore, scientific results and innovative scientific solutions will be published in high-impact and peer-reviewed journals with open access and widely promoted within the RI-URBANS-connected communities. Reports tailored for different stakeholder groups, including policymakers, industry representatives, and health organisations, will be prepared and distributed through targeted mailing lists in digital form and in printed copies at relevant events.

Table 1 presents the key primary stakeholders specifically for the different RI-URBANS outputs. The identified stakeholders include local Research Performing Organizations (RPOs), Air Quality Monitoring Networks (AQMNs), The co-operative programme for monitoring and evaluation of the long-range transmission of air pollutants in Europe, also known as "European Monitoring and Evaluation Programme" (EMEP), The European Network of National Air Quality Reference Laboratories (AQUILA), European Commission (EC), The Directorate-General for Environment (DG ENV), Joint Research Centre (JRC), The Green Deal Projects Support Office (GD-SO).

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Table 1. Plan for formulating key messages for RI-URBANS stakeholders including corresponding dissemination and communication actions.

RI-URBANS Output	Due (Month)	Dissemination action	Communication action	Theme	Primary Stakeholders
D46 (D6.1) Information packages for local, regional and national AQ administrations	M39	Elaborate socio-economic impact Elaborate scientific impact RI-URBANS Dialogues	Website Zenodo	Innovation	Local RPOs AQMNs Local admins EMEP AQUILA ENV DG JRC
D29 (D4.8) Summary: Healthy effects of novel AQ metrics, source contributions: epidemiology	M40 (requested)	Elaborate socio-economic impact	Website Zenodo	Innovation Health	Local RPOs AQMNs Local admins Citizens
D30 (D4.9) Summary: OP of PM, PM components and PM source contributions	M40	Elaborate Scientific Impact RI-URBANS Dialogues	Website Zenodo	Science	Local RPOs AQMNs
D31 (D4.10) Summary: novel health effect indicator pilots, sustainability, associated benefits	M40	Redact key messages that can be understood by the general public	Press release Website Social Media	Science Health Innovation	Citizens
D33 (D4.12) Summary of AQ hotspot pilots, sustainability and associated benefits	M40	Redact key messages that can be understood by the general public	Press release Website Social Media	Science Health Innovation	Citizens
D40 (D5.6) Roadmap: Replicating AQ monitoring solutions:Warsaw and applicability to other cities	M40	RI-URBANS Dialogues RI-URBANS Policy Talks	Website	Science Innovation	Local RPOs AQMNs Local admins
D34 (D4.13) Synthesis of RI-URBANS pilot actions, sustainability and importance of upscaling	M44	RI-URBANS Dialogues RI-URBANS Policy Talks	Press release Website Social media Zenodo	Science Innovation	Local RPOs AQMNs Local admins
D38 (D5.4) Guidelines and training on AQ tools	M46	RI-URBANS Dialogues	Website Email campaign Zenodo	Science Innovation	Local RPOs AQMNs Local admins
D49 (D6.4) European added value of implementing the RI-URBANS strategy	M48	Involve the GD-SO for enhancing visibility RI-URBANS Policy Talks	Press release Success story Interviews Zenodo	Science Health Innovation	EC DG ENV GD-SO
D41 (D5.7) Roadmap: Upscaling sustainable access to RIURBANS STs and solutions	M48	RI-URBANS Dialogues RI-URBANS Policy Talks	Website Email campaign Zenodo	Science Innovation	Local RPOs AQMNs Local admins
D47 (D6.2) In-situ presentation of the information packages and stakeholder workshop	M48	RI-URBANS Dialogues RI-URBANS Policy Talks	Website Email campaign Zenodo	Science Innovation	All stakehodlers
D42 (D5.8) RI-URBANS services to ACTRIS and IAGOS portfolios	M48	RI-URBANS Dialogues Integration with ENVRINNOV project	Email campaign	Innovation	Project consortium

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One key deliverable for disseminating RI-URBANS outcomes is the deliverable D55 (D7.6) "RI-URBANS booklet summarising information packages from WPs 5-6". It is a comprehensive documentation package on the guidance for 16 STs on novel AQ parameters, modelling and mapping, major results of the project. These are produced in WPs 1-3 and worked in WPs 5-6. Here in WP7, the format of these documents will be worked to obtain friendly-reading documents for dissemination of the project's results to a wide audience, including stakeholders, policy- and decision makers, researchers, and the public. The source of these information packages are the individual chapters for guidance on each of the 16 STs produced by WP6 as D46 (D6.1, Information packages for local, regional and national AQ administrations) and a summary booklet with the synthesis of the recommendations. Currently the individual guidance documents for the 16 STs are available in the section of SERVICE TOOLS in the RI-URBANS public website. The primary purpose of the D55 (D7.6) booklet is to provide a clear and concise summary of the guidance form measurement of the 16 STs. These have been sent to the consortium coordinated by RICARDO for elaborating documents to guidance on implementation of measurement and modelling tools of the new AQ Directive that EC-DG ENV will release soon, and to AQUILA. Thus, co-design of these STs is reached. Furthermore, in the RI-URBANS' guidance chapters, in addition to the methodological issues, the added value of measuring the novel AQ parameters is supported in specific sections. Thus, the information packages consist of 16 STs chapters for guidance for measurements (and modelling, in some cases) and a booklet containing a summary of the recommendations.

Each chapter, corresponding to the guidance for a specific ST, is designed to cover a wide range of audience, from the AQ monitoring networks (AQMNs) experts (with interest on details of the measurements and modelling) to the policy makers and general population (with interest on the added value and use of the parameters proposed). Each of the 16 individual chapters will contain the following sections:

- Introduction: An overview of the RI-URBANS project, its goals, and specific ST (linked to major aim of the project).
- Definition of the parameter.
- Methodological section on guidance for measuring or implementing modelling.
- Pan-European report of compiled data and support to the added value of implementing the ST.
- Recommendations and conclusions.

Figure 1 shows how these chapters on guidance for the implementation of STs are currently openly accessible. WP7 will complete work with the format of these to obtain the final versions. Currently 14 out of 16 chapters are ready. These chapters will be accessible only as a digital-format documents and openly available ion the RI-URBANS public website.

The summary booklet (to be produced not later than M39, December 2024) shall be designed to be accessible to a broad audience, with clear language and illustrative graphics to aid comprehension. It aims to engage stakeholders from various sectors, including policy- and decision makers, environmental agencies, health organisations, and the public, providing them with valuable insights, relevance and practical information in real-world contexts. The information shall be organised to highlight the main achievements and insights gained through the project, emphasising their relevance and application in real-world contexts. A preliminary overview of this key section is presented below:

- Introduction: An overview of the RI-URBANS project, its goals, and the specific on STs (linked to major aim of the project).
- 16 chapters on the individual STs, with a summary of the recommendations for implementing measurements and modelling tools.
- Conclusion: A synthesis of the main points and findings, reiterating the importance of research and its contributions to the field of science.

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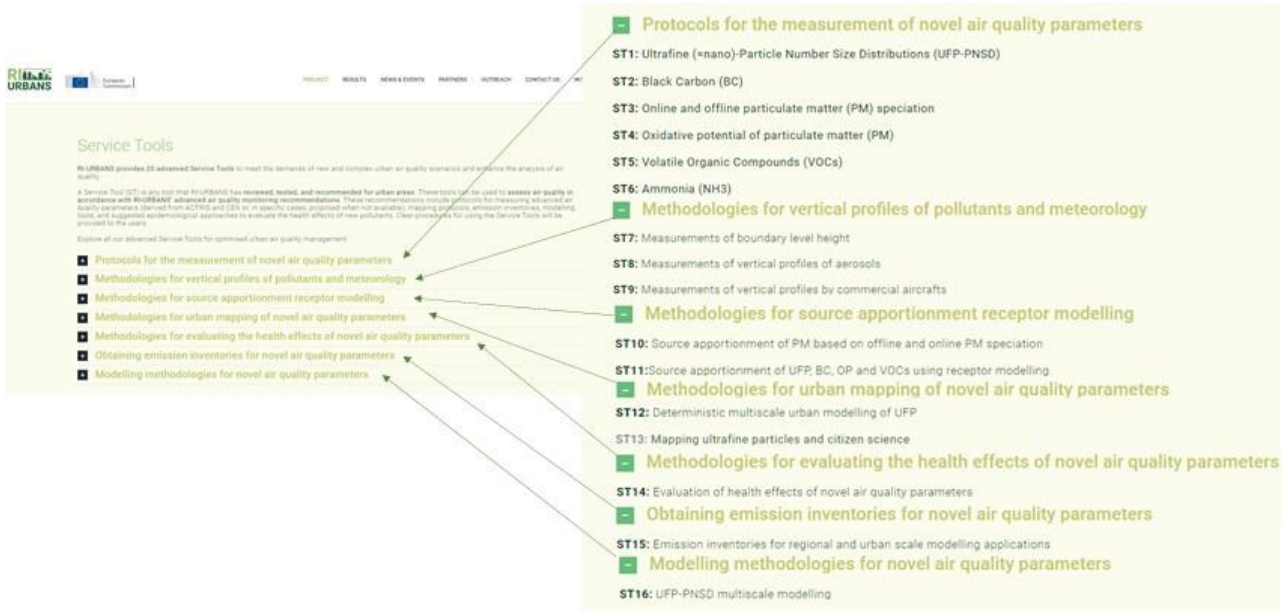

Figure 1: *Chapters on guidance for the implementation of STs currently openly accessible at https://riurbans.eu/project/#service-tools. 14/16 chapters are ready for formatting in WP7*

As for the 16 individual chapters on guidance, the digital copies of the booklet will be widely disseminated through various channels, including EMEP-UNECE, WHO meetings, the RI-URBANS project website, social media. However, individual chapters for the STs will be made available for downloading. While a digital format is easy for access and sharing, around 1000 hard copies of the summary booklet will be printed and distributed among key stakeholders. To these ends (digital formats and printed versions) a contract has been prepared and signed for collaboration with the AXA foundation, which will be covering the printing costs and digital work.

It is recommended that assets should be shared with stakeholders, or that shall be critical beyond the project lifetime, via open access platform such as Zenodo. Zenodo offers several key benefits for researchers and project teams aiming to share and preserve their work results. First, it provides a free open-access platform, ensuring that research outputs are freely available to the global community, which increases the visibility and impact of the work. Each item uploaded to Zenodo is assigned a Digital Object Identifier (DOI), giving it a permanent, citable link that enhances the credibility and traceability of the research. This could be key in recognising the RI-URBANS in the long term. Zenodo also helps researchers comply with open access mandates from funding bodies, ensuring that their work meets the necessary requirements for accessibility and preservation. Integrated with CERN's extensive digital preservation infrastructure is EU General Data Protection Regulation (GDPR) compliant. It also allows users to create and join communities, fostering collaboration and the sharing of resources among researchers with similar interests. By making RI-URBANS' outputs freely available and easily citable, Zenodo will help to increase the reach and impact of the project, fostering greater dissemination and use of research findings, methodologies, and recommendations. Using Zenodo can significantly enhance the accessibility, visibility, and preservation of research outputs, contributing to the broader dissemination and impact of the work.

To effectively disseminate the findings of the RI-URBANS project, a multifaceted approach will be employed to engage various audiences and stakeholders. Public engagement events, including webinars and public lectures, will be organised to reach a broader audience. Additionally, participation in relevant conferences and industry events will be prioritised to share insights and foster discussions within the scientific and professional communities. These methods, particularly public engagement events and conference participation, are key one-way communication

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approaches for sharing information widely. To reach a wider scientific audience, RI-URBANS findings will be presented at international conferences and symposia. Consideration will be given to organising a dedicated session at the largest European scientific conference (e.g., European Geosciences Union, EGU 2025), and participating in the EU Clean Air Forum to foster discussions on the impact of air pollution and upcoming EU policies.

The Green Deal Projects Support Office (GD-SO) has recognised the achievements of RI-URBANS by publishing a success story. Highlighting such success stories is crucial for increasing the project's visibility and acknowledging the efforts of everyone involved. Efforts will be made to secure a second publication of RI-URBANS success stories through GD-SO or to involve them in other potential dissemination activities.

Further stakeholder's engagement will continue through the RI-URBANS Policy Talks, a format that has proven to be successful in national and international stakeholder meetings, as well as the annual RI-URBANS Science Meetings. These Policy Talks are a two-way communication approach, supported by essential materials from WPs 5-6, targeting decision-makers to maximise the project's impact on key issues requiring scientific intervention. The series will engage with global initiatives such as the World Meteorological Organization (WMO), World Health Organization (WHO) and European Union bodies such as United Nations Economic Commission for Europe (UNECE), the co-operative programme for monitoring and evaluation of the long-range transmission of air pollutants in Europe, also known as "European Monitoring and Evaluation Programme" (EMEP), the Directorate-General for Environment (DG ENV), Copernicus (European Programme for the establishment of a European system for monitoring the Earth), Copernicus Atmosphere Monitoring Service (CAMS), Joint Research Centre (JRC), European Environmental Agency (EEA) and the European Network of National Air Quality Reference Laboratories (AQUILA).

In continuation of the successful series, RI-URBANS Dialogues will focus on maximising the effectiveness of the project's pilots by organising hands-on training courses tailored to local and national stakeholders. These Dialogues represent another two-way communication approach, providing training for AQMNs and other relevant stakeholders, supplemented by online training modules and tutorials.

4 EXPLOITATION STRATEGY

4.1 Objectives

The RI-URBANS exploitation strategy aims to promote the adoption of project outcomes and ensure the long-term sustainability and impact of the project's results. These includes the proper identification of the marketable results, a sustainable and successful design of an exploitation strategy, the strategic creation of an ecosystem that can accelerate the road to market and the protection actions needed for the safe exploitation and ownership transfer of the results. The exploitation strategy also includes the management of social aspect RI-URBANS offers, that is directed towards communities and involves the societal health. The careful merging of cutting-edge technologies and research advancements of the project results and the capacity to involve communities to understand the impact of the project's outcomes, is the means towards the adoption of the results through uptake in European Research Infrastructures, such as ACTRIS and potentially through commercialisation. Finally, through the research conducted, policy outreach initiatives provide incentives and solutions for policy- and decision makers, governmental bodies responsible for local and national decision making and local ecosystems. Thus, ready-to-use solutions appear more essential and necessary and are capable of faster installation and use.

In the exploitation plan, particular focus is placed on RI-URBANS service tools and ensuring the full exploitation of the work done in RI-URBANS beyond the lifetime of the project.

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4.2 Key Actions

The key action in the exploitation is ensuring the application of the Service Tools developed in RI-URBANS as part of New European-level air quality directive. On the European-level, this requires close coordination at the end of the RI-URBANS project with applicable European Research infrastructures, such as ACTRIS and relevant European level Air Quality organizations, such as AQUILA as well European Commission, particularly DG ENV. We need to ensure that the STs are included in the guidance documents of DG ENV as the STs tackle each of the emerging pollutants in the new air quality directive. ACTRIS has critical capacity to support implementation of selected RI-URBANS' STs, such as ultrafine particle number concentration, aerosol size distribution and black carbon measurements. However, ACTRIS does not respond to all the emerging new air quality parameters. Some of the ACTRIS national facilities have potential to contribute to urban or rural supersites required by the new air quality directive. We will initiate discussions within ACTRIS to explore opportunities to respond to the EU-wide need for responding to the new air quality directive.

Furthermore, we anticipate high variability between the EU member countries in scheduling and implementing the new air quality directive. We aim to collaborate with AQUILA to connect the RI-URBAN Service Tools to practical air quality work in a harmonized manner. We have already organized one workshop with over 300 participants to introduce the RI-URBANS concepts in emerging air pollutants and we have scheduled two additional on-line information events primarily towards air quality monitoring networks that are responsible for implementing the new air quality directive in different member countries. Based on pre-registration, we anticipate over 300 participants in these events.

As stated above we are elaborating friendly-reading documents for dissemination of the project's results to a wide audience, including stakeholders, policy- and decision makers, researchers, and the public. The source of these information packages are the individual chapters for guidance on each of the 16 STs produced by WP6 as D46 (D6.1, Information packages for local, regional and national AQ administrations) and a summary booklet with the synthesis of the recommendations. Currently the individual guidance documents for the 16 STs are available in the section of SERVICE TOOLS in the RI-URBANS public website. The primary purpose of the D55 (D7.6) booklet is to provide a clear and concise summary of the guidance form measurement of the 16 STs. These guidance documents will be presented to the national, regional and local AQ administration of the RI-URBANS beneficiaries. Furthermore, these will be presented for DG ENV, EMEP-UNECE and WHO.

When applicable, to promote commercialisation, plans for key tools and services created during the project will be developed, identifying potential markets and industry partners. The identification of the project results, as well as the proper protection and management of intellectual property rights (IPR) will be ensured, facilitating licensing agreements and partnerships. This is achieved by the thorough cataloguing of the key exploitable results, and the better understanding of the licensing necessities each result requires. That is provided in the project's Result Ownership List (ROL), an outcome of Deliverable D56 (D7.7) "Guidelines for IPR management". The ROL also catalogues initiatives for joint exploitation strategies from the RI-URBANS partners. With the catalogued licensing restrictions that the results may have, the most appropriate licenses can be selected for the results, taking under consideration all the proper accreditation methods and copyright in place. The most marketable results can then have a significant part of their individual exploitation strategies covered through the efforts done in the lifecycle of the project and can path faster towards commercialisation.

Policy briefs and recommendations based on the project findings will be drafted and used to engage with policymakers to influence AQ regulations and standards. During the drafting, it is essential to provide the regulatory and decision-making stakeholders with attractive, easy to use and understand solutions for the problems they are facing. The DEC should complement this drafting process with incentives and options to increase the attractiveness

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of the propositions. This is a key action that is an integral part of "D46 (D6.1) Information packages for local, regional and national AQ administrations".

As the end-users of the exploitable results can also be the society and citizens themselves, the exploitation strategy should include presenting the benefits and the value of the results in an understandable way, to lift potential barriers of misuse and distrust. This is also an integral part of Deliverable D48 (D6.3) "Roadmap: Citizen engagement for AQ monitoring".

Sustainability plans for maintaining project outcomes post-funding will be developed, and funding opportunities for follow-up projects and initiatives will be explored. Funding opportunities will be tailored regarding the involved results and subsequent exploitation plans will be drafted for them depending on the exploitation options.

A final impact assessment will be conducted to evaluate the project's contributions to AQ monitoring and public health, using the assessment results to finalise RI-URBANS exploitation strategy and highlight the project's value.

5 MONITORING AND EVALUATION

The monitoring and evaluation strategy aim to track the effectiveness of communication, dissemination, and exploitation activities and make necessary adjustments to maximise impact. Metrics and indicators for evaluating the success of the strategies will be defined, monitoring RI-URBANS public website traffic, social media engagement, publication citations, and stakeholders' feedback. Monitoring and evaluation are triggered by the mandatory periodical reporting, and it will finally be assessed in Deliverable D58 (D7.8) "Final Report on dissemination and communication" due to M48.

Feedback from stakeholders will be collected through surveys and interviews and used to improve future activities and ensure that stakeholder needs are met.

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