



SOCIETAL ENGAGEMENT
WITH KEY ENABLING TECHNOLOGIES

DELIVERABLE 4.1

Communication plan



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|----------------------------|---|
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Disclaimer

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1. Introduction

SocketTs brings together six European partners with the aim to test and develop methods and tools to align the development of innovations based on Key Enabling Technologies with societal values and needs. This 3-year project will facilitate co-creation between industry representatives, researchers, policy makers, end-users, civil society representatives and citizens, and will develop tools for societal engagement in innovative technologies. Co-creation in SocketTs is intended as a form of collaborative innovation, in which ideas are shared and improved together toward the joint development of new value and innovations.

Key enabling technologies, in addition to their importance to industry, provide new solutions to global challenges and are changing both societies and working conditions. Dialogue with citizens is thus essential, in order to focus on the correct priorities and in identifying issues during development, as well as for building trust.

SocketTs' challenge is therefore two-fold: enhance the public understanding of cutting-edge technologies and their diverse applications; and engage citizens in dialogue and co-creation on priorities, expectations and concerns.

Previous work on societal engagement has focused on specific technologies, notably nanotechnology, and their potential benefits and risks. The human dimension has also been considered, notably in manufacturing technologies. The SocketTs project is built on this work, to engage with wider society in the broader context of key enabling technologies, in order to develop those technologies in ways that intrinsically reflect societal values and needs.

The project will experiment with co-creation practices and tools, develop prototypes, evaluate and test tools and activities in six test-cases, set up as multi-actors engagement and co-creation experiments in six different countries and innovation ecosystems: Bulgaria, Denmark, Estonia, Italy, Serbia and Spain. They will focus on the application of KETs toward a diversity of innovations and societal challenges in 3 sectors: circular economy, e-health and industrial automation.

Moreover, the project will create an online toolbox that can make co-creation more widely used and give inspiration for more dialogue and linkage between technology development and societal needs.

A further result of all of these activities will be the production and the showcase of living exhibitions displayed in science museums in at least four European countries. The exhibitions will be based on a two-way dialogue where visitors can interact and engage with the KETs-based solution devised in the project.

In a nutshell, the participatory and interactive approach developed by SocketTs will contribute to enhancing public understanding of cutting-edge technologies and their diverse applications. SocketTs' ambition is to demonstrate how citizens' engagement could help to realize the potential of KETs-based innovations for societal benefit.



2. Situation analysis

2.1. Background

In order to understand how the communication strategy has been articulated it is worth highlighting that the project will last three years and that this document covers its lifespan, mapping a number of events and contents that will be delivered during this period.

SocKETs is a European wide project and therefore the communication will have to work at two levels. On the one hand the communication and dissemination will reach a number of stakeholders that interact at the European level. On the other hand, it will be articulated at a second level which will reach out the communities developing their activities at the national and local scale through both the test cases conducted in 6 European countries and the showcase of a living exhibition in at least 4 different countries.

2.2. Internal and External Landscape

SocKETs benefits from a consortium of 10 partners covering 8 countries, ranging from university to research and technology institutes, associations or councils, sciences centers and museums, and networks. SocKETs will benefit from the highly reputed status of the consortium partners. The strong, relevant and rich previous experiences they bring to SocKETs are the strongest assets of the project.. Individually, and especially as a European team they will ensure the fulfilment of the project objectives and ideal conditions for the generation of significant impact in the community of actors dealing with KETs based innovation, RRI, co-creation and public and societal engagement.

This is one of the strengths of the project communication strategy as it brings in a pool of different competences with contacts in different fields, areas and regions. The communication strategy will leverage the international networks of the partners directly involved in the communication and dissemination tasks and the local networks formed around the case studies to raise awareness about the co-creation methodology.

The project will also rely on the 6 case studies developed across Europe, organised at national level by:

- AIRI (Italy)
- DTI (Denmark)
- Tecnalía (Spain)
- CPN (Serbia)
- CRA (Bulgaria)
- AHHAA (Estonia)

The test cases will develop their own local communication actions that will need to be aligned with the general project communication and dissemination strategy. At the local level, the test cases will

make use of their networks in order to engage relevant stakeholders with the project and build further to reach out to new communities.

SocketTs will also be made highly visible by the living exhibitions displayed in at least 4 science centers in Italy, Serbia, Bulgaria and Estonia. The local partners, hosting, the exhibitions will also develop their own local communication plan and tools using their own local communication channels, in compliance with the general project communication and dissemination strategy to reach a large audience.

The concept of co-creation is high in the agendas of businesses and is gathering attention now that the new framework programme, Horizon Europe is being discussed; this will benefit the project as it will help raise awareness about this concept at the European level. On the other hand, it will have to compete for attention with other existing European projects and initiatives. In this perspective, with the limits bound to focalise the core activities on the objectives of the project, SocketTs will try to establish cooperation with other ongoing projects, and to build synergies.

2.3. Potential risks and barriers

As every European Project, SocketTs faces certain risks or barriers from a communication point of view. The main possible risks/barriers, together with effective responses, are listed in the following table:

| POTENTIAL RISKS/BARRIERS | RESPONSES |
|--|--|
| Building and managing a contact list is hindered by compliance with GDPR | Carefully study and tight connection between the data management and the communication plan to ensure smooth procedures in data management allowing for effective outreach activities. |
| Lack of willingness of certain external stakeholders to engage with SocketTs activities | <ul style="list-style-type: none"> - Leverage links between the partners and the stakeholders. - Building on the stakeholders' base already involved in the consortium and living abs. |
| Ensuring the effective coordination of communication activities across the consortium and the test cases | <ul style="list-style-type: none"> - Intensive dialogue with the test cases coordinators and their communications team. - Clear communication and transparency on the tasks and internal management of expectations. |

| | |
|---|--|
| | <ul style="list-style-type: none"> - Regular feedback among the partners to create positive dynamics. - Rely on the Communication Team to align communication activities. |
| Eventual insufficient input from certain test cases or partners | <ul style="list-style-type: none"> - Intensive dialogue with the test cases coordinators and partners. - Proactive request of input from them - Clear communication on objectives, governance and deliverables. - Detailed plans from partners about delivery dates and contents. |
| Branding and messages not coherently adopted across the consortium | <ul style="list-style-type: none"> - Clear guidelines are shared with partners. - Files are shared in various formats and are accessible to all on the Teams platform. - The project branding and key messages give room for adaptation in the different languages. |
| Resources not sufficient to provide support required by the test cases coordinators and partners for communication/outreach | <ul style="list-style-type: none"> - Clear guidance/support and reminders are sent to the coordinators. - Stakeholders involved in the case studies are proud of their achievements and are offered possibility to tell their stories in an interesting format. - Even if the necessary resources have been allocated these will be monitored and issues will be flagged to the communications team to find pragmatic solutions to existing problems. |
| The dissemination events are being cancelled due to the COVID19 | <ul style="list-style-type: none"> - If necessary, the events will be moved online. However, whenever possible physical events will be preferred, in particular when engaging citizens. - If online events will have to be chosen, the format will be carefully designed to ensure effective engagement (e.g. a series of short meetings instead of a |

| | |
|--|---|
| | <p>long one; use of online interactive tools, etc.)</p> <ul style="list-style-type: none">- An online version of the living exhibitions is already planned. |
|--|---|

Table 1. Risks, barriers and responses



3. Communication strategy

3.1. Objective of the communication strategy

The communication strategy of SockETs project aims to:

- To provide an integrated, solid and common external image of the project, facilitating its recognition
- To raise awareness about the project and attracting the relevant target groups;
- To ensure the visibility of the project's actions, activities and events and maximize its impact;
- To disseminate extensively the results of the project to target audiences using channels and messages appropriate to their needs, even beyond the end of the project;
- To disseminate to a wide range of stakeholders the learnings and materials produced by the project;
- To leverage international networks of the involved partner
- To leverage the local networks formed around the case study partners

3.2. Key messages

A series of messages have been developed to guide the communication strategy. They are addressed to the main targets: industrials, researchers, policy makers and citizens and emphasize on the idea that connecting innovation and society will help shape a better future.

Main messages:

- Open Up: Co-create with citizens to improve the usability and acceptability of your innovations
- Add value: co-creation helps to get-out of your comfort zone, to create new ideas and to get return of investment in the long run
- Share, engage, go social: make your research counts by engaging with society and innovation actors
- Have a say to technology: contribute to shape the innovations our society deserves

Other messages:

- Collective and shared innovation produces wealth, welfare and prosperity
- Citizen engagement can open new markets to your products
- Co-creation helps you to anticipate societal concerns
- Make your innovation useful for all
- Get the crowd-thinking tool you are expecting
- Improve the value and quality of your research

- Take your responsibility to design a safer world
- Learn from multiple perspectives
- Learn from first hand and contribute
- Think, Engage, Shape technology
- Together to shape society
- Easy step forward together
- Technology with the people, by the people
- Building the future of technologies together
- Bringing KETs into society and society into KETs

Key words:

- Industrial technologies
- KETs - Key enabling technologies
- RRI Responsible Research and Innovation
- Co-creation
- STEM, Science technology engineering and maths
- Societal engagement
- Public engagement
- Mutual learning
- Open Innovation

3.3. Scope of communication: target audiences and communication tools

3.3.1. Target groups

The project has established the following 4 target groups:

| | |
|--|---|
| INDUSTRY, BUSINESS AND RESEARCH | Companies, suppliers, retailers, R&I partners, business partners and , professional end-users Technology developers, , public and private R&I organizations, innovation clusters, R&D centres, Universities and research centres Sectoral and industrial associations |
| PROCURERS | Public innovation agencies, regional and local authorities, investors and research funders (public and private procurers) |

| | |
|---|--|
| POLICY MAKERS | Government departments and agencies, regional and local authorities, regulatory bodies, standard setting bodies, ethics committees. |
| SOCIETY | Citizens, CSOs, NGOs, trade unions, consumer organizations, advocacy groups, media representatives |
| SOCIAL, SCIENCE AND HUMANITIES RESEARCHERS | Universities, academia and research institutions, that currently investigate the implementation of RRI and co-creation principles. This include both natural science, social science and humanities researchers. |

- **INDUSTRY, BUSINESS AND RESEARCH ORGANIZATIONS: Industries, manufactures, tech developers, sectoral and industrial associations, research organizations and universities and other innovators:**
 - o Who are they: Different actors that currently plan, develop, perform and support R&I, manufacturing and production of KETs:
 - Companies and industrial operators/organisations with research and development, manufacturing, production activities in the area of KETs or activities in areas where KETs have a significant potential for short to medium term application.
 - suppliers, manufacturers, sectoral and industrial associations, retailers and other R&I and business partners
 - Excellence centers, clusters, technology incubators, R&D tech centres
 - Academia, research and development institution with expertise in the field of KETs.
 - o What is in the project for them: They will be engaged in multi-stakeholder initiatives and co-creation activities on the research & innovation development process. It is an opportunity for them to understand the values and benefits of co-creation in the industry and to get equipped for future co-creation initiatives.
 - o What are the key messages:
 - Open Up: Co-create with citizens to improve the usability and acceptability of your innovations
 - Add value: co-creation helps to get-out of your comfort zone, to create new ideas and to get return of investment in the long run
 - Collective and shared innovation produces wealth, welfare and prosperity
 - Citizen engagement can open new markets to your products
 - Co-creation helps you to anticipate societal concerns
 - Make your innovation useful for all
 - Get the crowd-thinking tool you are expecting

- **PROCURERS AND PROFESSIONAL USERS**
 - Who are they: Local and national governments, investors and research funders (public and private procurers), professional users, advocacy groups, citizens, consumers, etc
 - Why do we need them: cure, fund, invest or professionally use KETs
 - What is in the project for them: they identify and shape requirement for research and innovation, and thus are an important actor of the co-creation process
 - What are the key messages:

- **SOCIETY: Civil society organisations and citizens:**
 - Who are they: non-governmental organisations (NGOs), consumer and human rights advocates with a focus on the public good, citizens, consumers and/or workers associations
 - Why do we need them: They bring in citizens' visions for creating safe ethically acceptable and sustainable products and processes, respondent to society's expectations.
 - What is in the project for them: Socket opens up possibilities to bring societal concerns into KETs-based innovation development and innovation strategies. Further, it is a chance for them to learn about co-creation and RRI, to understand better the impact of technologies in our societies and to get equipped to increase their participation in decision-making.
 - What are the key messages:
 - Have a say to technology: contribute to shape the innovations our society deserves
 - Learn from first hand and contribute to make innovation great again
 - Think, Engage, Shape technology and research towards your interests and concerns
 - Building the future of technologies together

- **Social Sciences & Humanities and RRI practitioners:**
 - Who are they: Universities, academia and research institutions, that currently investigate the implementation of RRI and co-creation principles. This include both natural science, social science and humanities researchers.
 - What is in the project for them: An experimental field to investigate public engagement and RRI principles
 - Why do we need them: They will investigate the implementation of public engagement and RRI principles in R&I activities and provide knowledge base for co-creation to be applied in the industrial context.

- What are the key messages:
 - Share, engage, go social: make your research counts by engaging with society and innovation actors
 - Improve the value and quality of your research, bring new inputs and perspective to your research
 - Take your social responsibility to design a safer world

- **Policy makers:**
 - Who are they: Government departments and agencies, regional and local authorities, regulatory bodies, standard setting bodies, ethics committees.
 - Why do we need them: They will provide input about the external conditions and framework to promote societal engagement and co-creation.
 - What is it the project for them: The outcomes of the project could help to better tailor funding initiatives, legislation and regulation
 - What are the key messages:
 - Together to shape society
 - Easy step forward together
 - Technology with the people, by the people
 - Building the future of technologies together
 - Bringing KETs into society and society into KETs

3.3.2. Communication tools

SocKETs will use a range of tools to ensure effective communication actions, leveraging the tools available online and offline to project partners to go further in terms of reach and impact:

- Communication and dissemination branded materials
- Website
- Social media accounts
- Press releases
- Exhibition
- Videos testimonies
- Interactive online essays
- Project events
- Participation in workshops and conferences
- Door to door campaigning
- Business case and industry briefs

Description of the communications tools



1. Communication and dissemination branded materials

Objectives: To disseminate information about the project on European, national and local level and promote the results on various internal and external events. It includes: factsheet, PowerPoint slides deck, press release, and communication design templates. All documents will be available for download in the Teams platform shared by the partners. The material will be reviewed over the course of the project

Design: Digital materials in line with the project's visual identity, delivered in an editable format to enable translation to local languages. Some of the elements are available in Annex 5.

Task: T4.1

2. Website

Objectives: To inform about the project's objectives, methods, actions and results. It will contain the public project deliverables, outcomes and publications to ensure transparency of and open access to the results from the SockETs activities.

Design: The website will use a commonly used Content Management System (WordPress) with a system of permissions to allow all of the national coordinators to upload the content to the website. The website will be available in English. Social media sharing buttons will be available on the relevant pages.

The website includes 4 different sections:

- **About:** the section contains a general description of the project and the partners and the list of public deliverables that can be uploaded.
- **Co-creation corner:** the section gathers external and internal resources on co-creation: good practices, testimonies, Interactive online essays and a glossary. The section will also redirect to the online toolbox and handbook, made available on a separate website.
- **In practice:** the section includes the description of the 6 case studies and will embed the digital exhibition. Each case study has its own page and will publish news about their journey.
- **News and events:** the section highlights events organised along the project and displays news about the project and its journey.

www.sockets-cocreation.eu

Success indicator: 5000+ unique visitors

Task: T4.2

3. Social media accounts

Objectives: Social media activities will ensure that information is shared on a timely basis by a very active use of social media. It will also help the project to reach a larger audience and to connect with other projects involved in co-creation, RRI and RSE. The social media accounts will narrate the life of

the project in real time using landmarks of the project as main anchors to communicate. These social media accounts will also help engage the audience with the topic of co-creation and will raise awareness of best practices, good reads, showcases and interesting resources.

Social media will be active all along the project but its use will be more intense once the work of the test cases is launched.

Platforms: The partners have agreed on featuring the project on 2 professional networking social medias: LinkedIn and Twitter.

Ecsite is responsible to set up and manage social media accounts. For the communication of the activities at the local level, partners will be encouraged to produce material for the project's social media channels and use their own local channels, empower stakeholders to tell their story of the co-creation process and its impact.

Success indicators: 1000+ followers

Task: T4.2

4. Press releases

Objectives: To inform on the project's milestones and main results and to get press coverage of the project activities.

Features: The press releases will be made available to partners both in .pdf (English) and in a Word format to allow adaptations and translations.

The list of the milestones that might be the subject of press releases:

- The co-design workshops: main activity of the test-cases (M10-22)
- The SocKETs toolbox and citizen engagement handbook (M29)
- The digital presentation of the SocKETs exhibitions and visitor reflections (M35)

Task: T4.2

5. Exhibition

Objectives: To translate the outcomes of the co-creation process developed during the test-cases for the general public. The exhibition will enhance citizen understanding of KETs-based innovations, solicit further views and deliberation from visitors, showcase the collaboration of industry and citizens and tell the story of the co-creation process.

A special focus will be placed on the views, priorities, expectations and concerns of citizens and stakeholders who took part in the process while leaving open the discussion for those you will visit the exhibition.

Features: The exhibition will be hosted in at least 4 European science centers/museums for a minimum of 2 months and will contain multi-media displays or installations. The exhibition will also be digitalized and integrated into a virtual space that allows two-way engagement with the content.

Success indicator: 100 000 visitors

Task: T4.3

6. Video testimonies

Objectives: To give a voice to the broader network of the project and different stakeholder categories. The videos will convey messages about real pilot experiences and the value of co-creation for future KETs-based innovation. The videos will capture the story of the co-creation process and the KETs-based solutions discussed during the test-cases.

Features: Each test-case will produce at least one video. The videos will be distributed via SockKETs website and social-media channels for an easy and widespread communication.

Task: T4.1

7. Interactive online essays

Objectives: To convey experiences from partner networks on KETs, social challenges and public engagement. 6 interactive online essays will be gathered as a result of yearly calls for contribution. Contributions will be selected by a project panel and rewarded

Features: The essays will be distributed on SockKETs website and will feature text, photography, interviews, video content, infographics, maps and/or more presented all as a single unified narrative to give the reader an immersive experience.

Task: T4.1

8. Project and case studies events

Objectives: SockKETs plans an extensive range of project events, trainings and workshops to engage with its target audiences. There will be:

- one expert seminar bringing stakeholders together to share and evaluate best practices, success indicator: 15 experts engaged);
- 3 multi-actor engagement co-design workshops
- a multi-stakeholder workshops for sharing lessons between different cases studies and inviting additional stakeholders to provide feedbacks on the concept;
- official launch of the toolbox in Brussels (success indicator: 50 participants);
- and 6 local launches on the toolbox (some of them in connection with the exhibitions opening (success indicator: 100 participants each).

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Civil society organisations and citizens | X | X | X | X | X | X | X | X | | | |
| Research community | X | X | | | | X | | X | X | | |
| Policy makers | X | X | | X | | | | X | X | X | X |

Table 1: Use of these tools per target groups



4. Action plan

The action plan will revolve around the project's key outputs:

- Experience and outcomes from our 6 case studies;
- Co-Creation toolbox;
- Innovation strategies and design suggestions;
- Exhibition on KETs-based innovation;
- Major project events and their outcomes.

The action plan of the next few months is the following:

- Ensure the visibility of the project's events, activities and different actions through the website (M4-M36)
- Prepare and manage the online social media channels (Twitter and LinkedIn) (M6-M36)
- Coordinate and publish the video and text testimonials (M6-M36)
- Organise and coordinate the publication of the interactive online essays (M6-M36)
- Develop the exhibition as well as its online display (M8-M36)
- Promote and disseminate the different events (M10-M36)
- Disseminate and promote the launch of the co-creation toolbox (M30-M36)

The table below summarises the objective the communication strategy pursues together with the links to barriers, stakeholders targeted and actions linked. Moreover, it establishes a timeframe for the actions to be deployed.

| OBJECTIVE | LINK TO RESPONSE/BARRIERS | STAKEHOLDER GROUP/TARGET AUDIENCE | ACTION | TIMEFRAME |
|--|---|-----------------------------------|--|-----------|
| Raise awareness about co-creation and design among a broad segment of the public | <ul style="list-style-type: none"> • Create a contact list building up on partners ecosystems • Involve key opinion leaders | All | <ul style="list-style-type: none"> • Share partners knowledge, encourage them to promote the project website, social media, and other communication | M3-M36 |

| | | | | |
|--|--|---|---|--------|
| | | | <p>channels and materials</p> <ul style="list-style-type: none"> • Manage and build an audience on social media • Advocate for the project in different events, meetings and conferences | |
| <p>Provide a solid graphic identity for the project so that it facilitates recognition</p> | <ul style="list-style-type: none"> • Clear guidelines are provided to the partners • The messages can be adapted in the different languages | All | <ul style="list-style-type: none"> • Share logo and key messages with partners together with guidelines on how to use them • Create a communication guide to disseminate the outputs | M3-M36 |
| <p>Support the dissemination and exploitation of the results of SockETs</p> | <ul style="list-style-type: none"> • Clear communication on objectives, governance and deliverables • Detailed plans from partners about delivery dates and contents | <p>Scientific and re- search commu- nity Industry and in- novation Policy makers General public</p> | <ul style="list-style-type: none"> • Develop a communications guide to disseminate the outputs effectively and create a lasting impact. • Establish a timeline for publication to avoid overlaps and to maximize impact | M7-M36 |

| | | | | |
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| | | | <ul style="list-style-type: none"> • Disseminate the results using social media as well as other communication tools | |
| Engage stakeholders with the project activities | <ul style="list-style-type: none"> • Use partners' links to key stakeholders • Build upon communities of stakeholders that already part of the network | Industry and innovation Scientific and research community Policymakers | <ul style="list-style-type: none"> • Disseminate knowledge and best practices through the website • Share experiences and best practices at workshops and multi-stakeholders events | M7-M36 |
| Manage and establish sustainable tools and structures for the project including the different communication channels, printed materials, website and social media | <ul style="list-style-type: none"> • Foster dialogue across the consortium and other co-creation projects and initiatives • Put measures in place that ensure sustainability of the project results • Involve all partners and third parties to have a successful impact | Partners | <ul style="list-style-type: none"> • Share graphic identity and communication tools with the partners • Create a communication team for partners with available tools and materials and how to best use them • Use the communication team to elicit best practices and share them with the partners | M4-M36 |

| | | | | |
|---|---|------------|--|---------------|
| <p>Ensure the visibility of the project' s events, activities and different actions</p> | <ul style="list-style-type: none"> • Building on the partners' contacts, networks and dissemination capacities • Building interest using social media | <p>All</p> | <ul style="list-style-type: none"> • Disseminate information about SISCODE's objectives, activities, outputs and results via the website, social media and multimedia channels • Issue press releases on project landmarks | <p>M7-M36</p> |
|---|---|------------|--|---------------|

5. Monitoring and Evaluation

Ecsite will monitor the following indicators to make sure that the project reaches its expected impact:

Table 2 Description of the monitoring indicators

| TOOL | INDICATORS |
|---|---|
| Digital platforms (website, social media) <ul style="list-style-type: none"> • Website (including our press releases, video testimonies and interactive online essays) • Social media (Twitter and Instagram) | 10.000 unique visitors at the end of the project along all the channels of the digital platform <ul style="list-style-type: none"> • 5000+ unique users • 1000+ followers |
| Exhibition (on site as well as digital) | 100 000 visitors |
| Project events – toolbox launch <ul style="list-style-type: none"> • Local launches • Official launch in Brussels | Number of attendees <ul style="list-style-type: none"> • 100+ each • 50+ participants |
| Business cases and industry briefs | 200+ downloads in total |

All partners will have to report twice a year on their dissemination activities. A template (Dissemination spreadsheet), following the European Commission's requirements, will be produced and shared with the partners (Annex 3). Partners will also have to report on events they organised. A template will be produced and shared with the partners (Annex 4).

6. Management of the communication strategy

AIRI is the leader of WP4 SCALE: communication, dissemination and outreach across broader industrial and social communities. AIRI and Ecsite share the responsibility for implementing the communications tasks. Ecsite is responsible for the design and implementation the communication actions and project identity, design and management of the website and development of the exhibitions.

To ensure coordination and to make sure that all relevant partners are kept informed and can contribute in a timely manner, Ecsite will set up a communication team to allow connecting with the different organisations. The communication team will act as the main information relay for the activities of the partners and will meet online regularly.

The EU has a specific set of rules that all partners need to follow when communicating. The funding needs to be clearly indicated and the emblem and flag of the EU included. Annex 2 provides a list of the compulsory elements for all communications.

The project follows a diversity and gender sensitive approach, and this has to be reflected in its communication. The project will make sure that it uses an inclusive language and that communication materials do not exclude any group inadvertently.

7. Annexes

Annex 1: List of events and publications where to present SocketS

All project partners will participate in major events at European, national, regional and local level to promote the project and its outcomes and results.

The initial list, as well as the partners leading the project's participation can be found below. The list will be updated throughout the development of the project as the consortium will take advantage of opportunities to extend the dissemination activities and proactively create new opportunities.

| EVENT/PUBLICATION | PARTNER | TARGET GROUP |
|---|---------|---|
| Ecsite Annual Conference 2022, 2023 | Ecsite | 1,100+ science engagement professionals |
| Spokes, Ecsite's online science engagement magazine | Ecsite | 2,200+ subscribers from the science engagement community as well as recipients from academia, business and policy making with an interest in science engagement; In-depth article |
| EuroScience Open Forum (ESOF) 2022, 2023 | Ecsite | Session or poster presentation, especially on issues: Science and Society and Science in Education |
| EuroNanoForum2021 | AIRI | Poster presentation |

Annex 2: Communications check list for partners

All partners contribute with content from their work for the website, briefs, press releases, social media, videos testimonies etc. Partners are also responsible for engaging their communication officers in national efforts to disseminate the produced knowledge, results and processes of SockETs to the target groups at the national level.

Visual identity When communicating about SockETs, all partners must use the design templates and graphic material developed: logo, colors, word template, PP template, press release, fact sheet. Communications materials are available in the TEAMS platform shared by the consortium.

Acknowledgment When communicating about SockETs, all partners must include the EU flag and the following sentence: The SockETs project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation under grant agreement No. 958277.

Document your work To ensure communication channels stay updated and attractive, partners are asked to document their work and actions by taking pictures at events, making short video interviews with attendees and suggesting news/social media posts. Images and texts will be used to feed the project's website and social media channels.

Website The partners website will present SockETs and link to the project website <https://sockets-cocreation.eu>

Social media Partners should follow SockETs accounts with their organization's accounts and also with private ones, if you use them work-related on the following platforms:

 @sockETs_EU

 sockets-cocreation.eu

Press contacts Partners are invited to use the press release template and fact sheet to address the press at national level. The documents can be translated to national language. Partners will need to release a press release in their national language and through the local and/or national channels at least 3 weeks prior to their local event. They also involve national media in the national activities whenever possible.

Dissemination Disseminate results from the project to stakeholders and policy makers at the national level. Partners must register dissemination activities (presentations at conferences or events, meetings with policy makers and other stakeholders etc.) in the event report template available in Teams

Annex 4: Event report template**SocKETs event report**

| | |
|-------------------------------|--|
| DATE | |
| TIME | |
| LOCATION | |
| EVENT TITLE | |
| EVENT ORGANIZER | |
| NUMBER OF PARTICIPANTS | |

AGENDA OF THE EVENT**EVENT SUMMARY**

Share a quick summary of the event you have organised, objectives, participants, formats used and outcomes. The information given should help us write a short news on the website, report to the EC and/ or use it for social media posts.

Annex 5: Visual identity

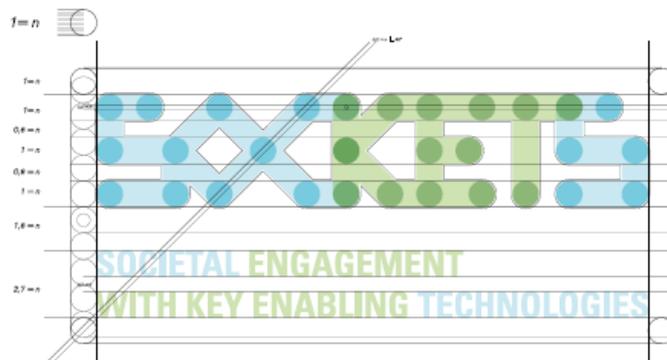


**SOCIETAL ENGAGEMENT
WITH KEY ENABLING TECHNOLOGIES**

Figure 1: SockETS logo

SOCKETS VISUAL IDENTITY

CONSTRUCTION AND RESPECT AREA



The **Sockets** logotype has been designed within a modular grid to optimize the shapes and distances of the logo itself. It has been designed with a white thread around it to make it easier to read on colored or photographic backgrounds. This will use the same logo in both the positive and negative versions

Figure 2: SockETS logo construction



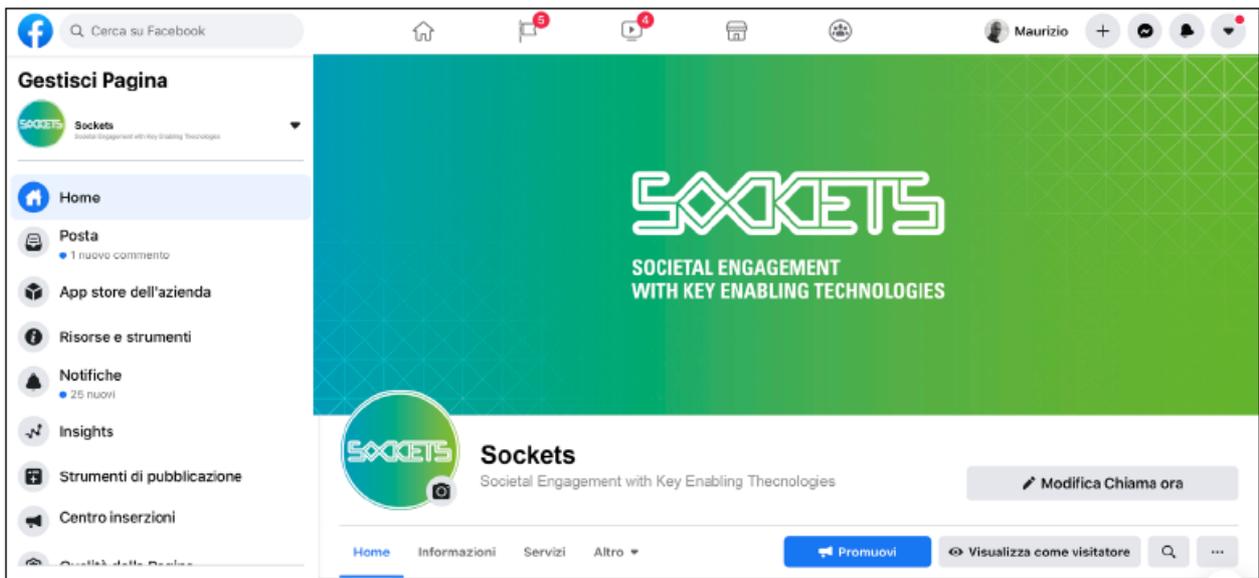


Figure 3: Example of how to use the visual identity on social media



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