



REINFORCE
REsearch INfrastructures FOR Citizens in Europe

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Project Acronym REINFORCE
Grant Agreement No. 872859
Start Date of Project 01.12.2019
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Project Website www.reinforceeu.eu

D10.2 Dissemination materials

Work Package	D10.2 Dissemination materials
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<input checked="" type="checkbox"/>	PU: Public
<input type="checkbox"/>	PP: Restricted to other programme participants (including the Commission)
<input type="checkbox"/>	RE: Restricted to a group specified by the consortium (including the Commission)
<input type="checkbox"/>	CO: Confidential, only for members of the consortium (including the Commission)

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Deliverable Abstract

The dissemination of REINFORCE' outputs has two major objectives:

- making the knowledge developed throughout the project available to the widest audience (public disclosure of project results),
- enhancing its exploitation potential (more stakeholders involved in the process).

Communication activities ensures that diverse actors and stakeholders are continuously engaged in a two-way dialogue with the project at a local, national and EU level with the aim of raising awareness of citizen science and design among a broad segment of the public who currently does not identify them as a source of value.

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TERMINOLOGY

Terminology/Acronym	Description
CNRS	Centre National De La Recherche Scientifique
CSA	Coordination and Support Action
DoA	Description of Action
EA	Ellinogermanik i Agogi Scholi Panagea
EC	European Commission
EGO	European Gravitational Observatory
EU	European Union
GA	Grant Agreement to the project
IASA	Institute of Accelerating Systems and Applications
KPI	Key Performance Indicator
LC	The Lisbon Council For Economic
OU	The Open University
REA	Research Executive Agency
REINFORCE	REsearch Infrastructure FOR Citizens in Europe
UOXF	University of Oxford
WP	Work Package
ZSI	Zentrum Fur Soziale Innovation



1. Introduction

Dissemination and promotional activities are fundamental actions for a new project like REINFORCE, expected to be carried out through a broad spectrum of initiatives with a view to keep the entire community made of Stakeholders, Scientific Researchers and citizens abreast of the current project results and developments. The strategy includes both online and offline tools to maximise the reach of the project both on Digital and mainstream channels.

This Deliverable is completely aligned with D10.1 “Plan for the Communication and Dissemination of Results”, a comprehensive plan outlining the REINFORCE’s dissemination and communication strategy, planning activities and measurements criteria to be released in M4.

This document enumerates and describes exhaustively the list of the Branding and Visual Identity items, printed material (flyers, posters, brochures, Roll-Up Banners), video interviews, and Social Media channels which ensure a valuable source of information on the principal characteristic of the project and its demonstrators.



2. Dissemination Material

2.1 Branding and logo

The first way to “communicate” the project is the identification of the project logo. In REINFORCE, the logo is represented by a graphic item, the title of the project and the meaning of the acronym.

A consistent visual identity will be used for all communication and dissemination activities. Templates for external communication and documents will be also provided (see Figures 2 and 3)


As a result of this homogeneous and solid Branding strategy, the project aims at achieving the following outcomes:

- More effective memorisation and visual identification
- Guarantee a seamless presence across various online and offline formats
- Improved recognition across a Citizens Science-oriented audience
- Strengthened loyalty and trust from the audience
- Sustain the overall message that REINFORCE wants to convey

Information of EU funding will always be present by a prominently displayed EU emblem and the text suggested in the Grant Agreement: “The REINFORCE project has received funding from the European Union’s Horizon 2020 project call H2020-SwafS-2018-2020 funded project Grant Agreement no. 872859”. Furthermore, it will be disclaimed, that the content does not represent the opinion of the European Commission and the European Commission is not responsible for any use that might be made of such content.



FIGURE 1 – LOGO



Project Title **RESEARCH INFRASTRUCTURES FOR CITIZENS IN EUROPE**

Project Acronym **REINFORCE**

Grant Agreement No. **872859**

Start Date of Project **01.12.2019**

Duration of Project **36 Months**

Project Website **www.reinforceeu.eu**

D0.0 Name of the deliverable

Work Package **WP00 Name of the work package**

Lead Author (Org)

Contributing Author(s) (Org)

Due Date **DD.MM.YYY**

Date **DD.MM.YYY**

Version **V1.0**

Dissemination Level


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000.0 Name of the deliverable



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0.1	DD.MM.YYY		Table of Contents (TOC)
0.2	DD.MM.YYY		Additional TOC sections
0.3	DD.MM.YYY		Contents for Executive Summary, section 1 and 1.1
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0.5	DD.MM.YYY		Contents for sections 3, 4, 4.1-6
0.6	DD.MM.YYY		Contents for section 5
0.7	DD.MM.YYY		
1.0	DD.MM.YYY		

Deliverable Abstract

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FIGURE 2 – DELIVERABLE TEMPLATE

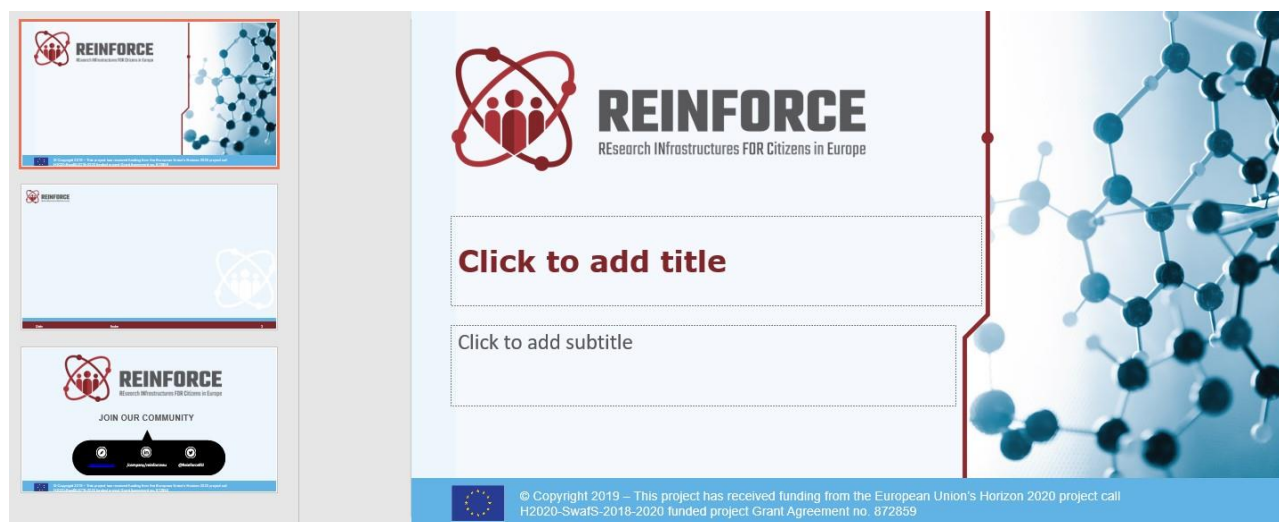


FIGURE 3 – PPT TEMPLATE

2.2 Landing page and website

As of December 2019 (M1), REINFORCE project has its own landing page, available at the following address: www.reinforceeu.eu

The landing page includes six sections, listing the goals, the demonstrators, the impacts, the partners, a contact form and a news section which is updated weekly.

Before the official release of a fully-fledged website, the Landing Page will allow to:



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-
- Showcase with clarity the most important attributes of the project
 - Speak to a broad audience and make a preliminary segmentation
 - Start a Database by collecting profiled information on users who joined the platform
 - Keep the community informed on the main developments of the project in its first phase

The full roll-out of the Website is expected to be completed by M6 of the project.



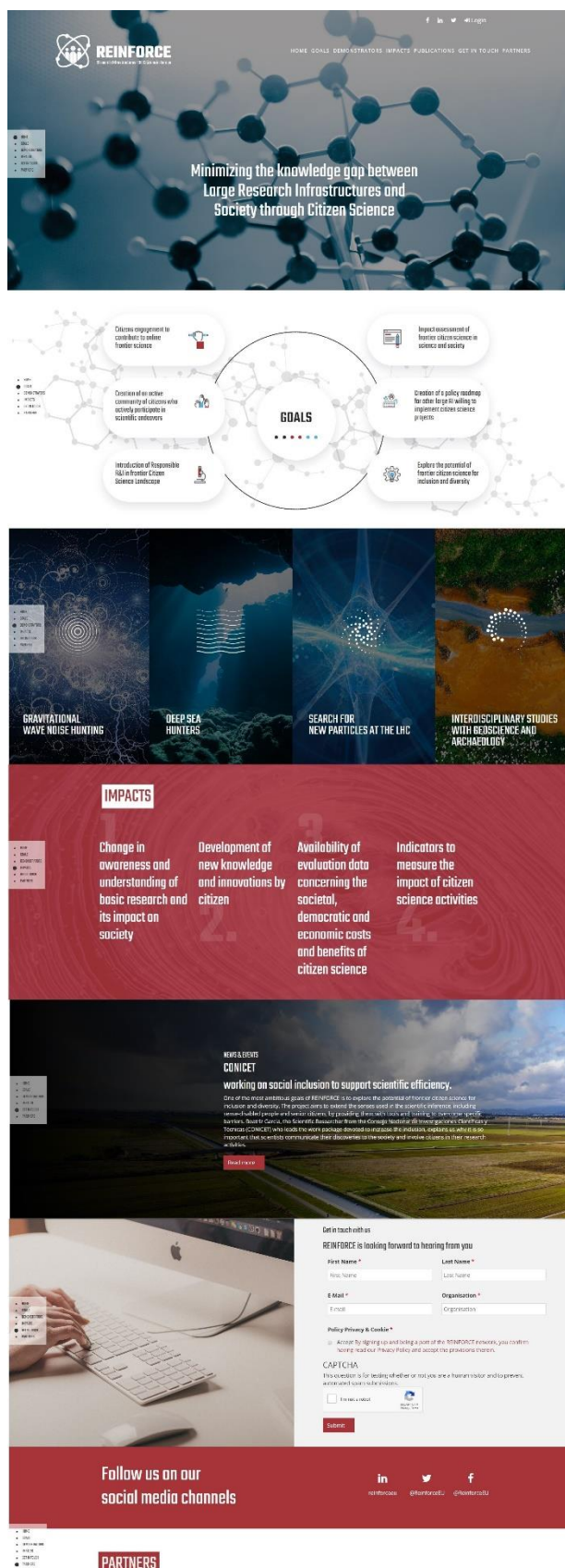


FIGURE 4 – LANDING PAGE



2.3 Social media

Three Social Media channels (Twitter, LinkedIn and Facebook) have been set up in M1 as a key-ingredient for the REINFORCE Digital strategy, with full alignment with the abovementioned visual and branding Identity.



FIGURE 5 – REINFORCE TWITTER ACCOUNT

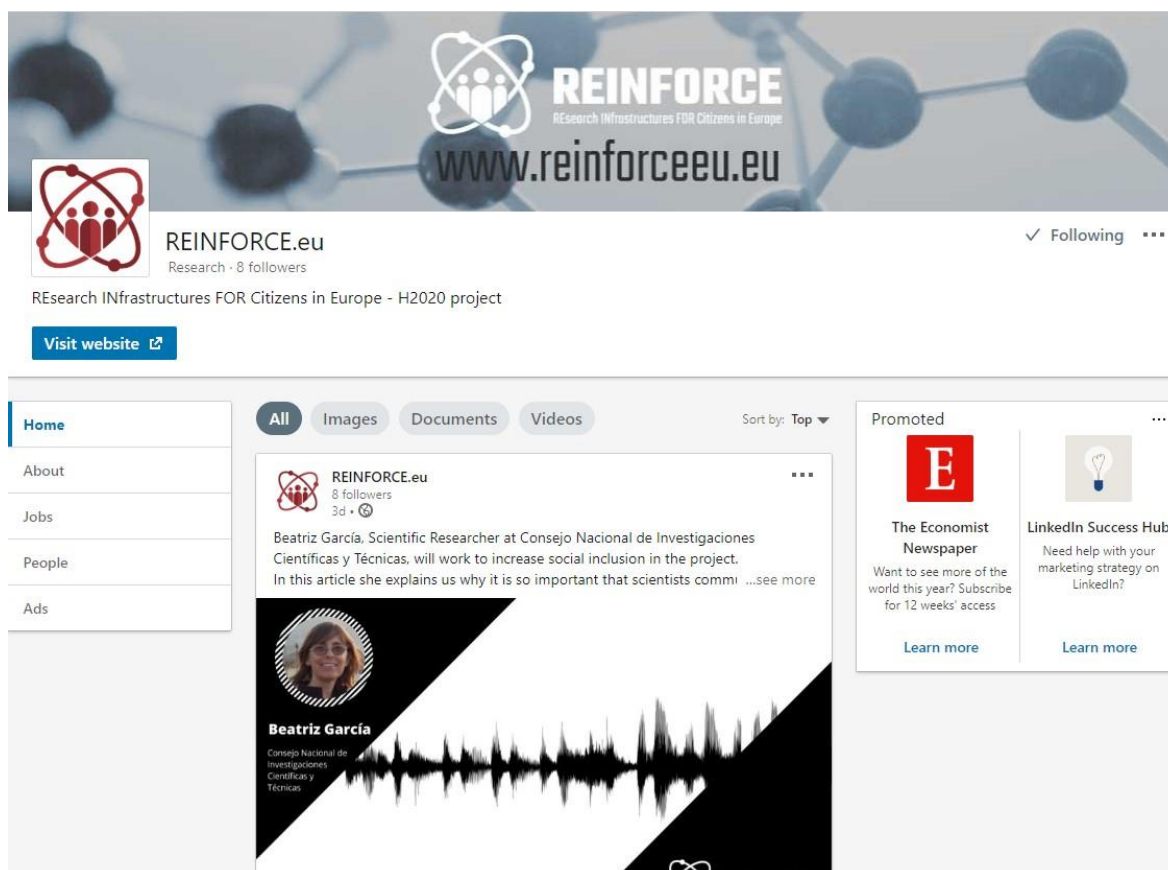


FIGURE 6 – REINFORCE LINKEDIN ACCOUNT

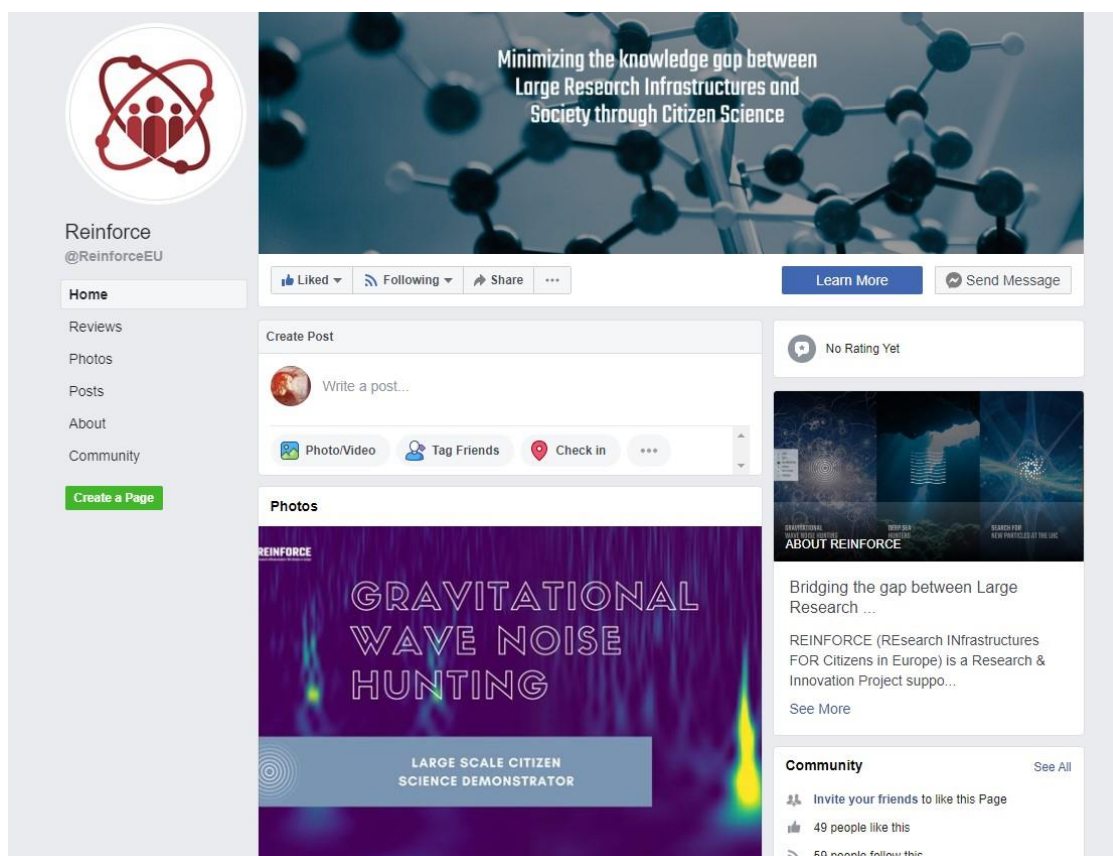


FIGURE 7 – REINFORCE FACEBOOK ACCOUNT



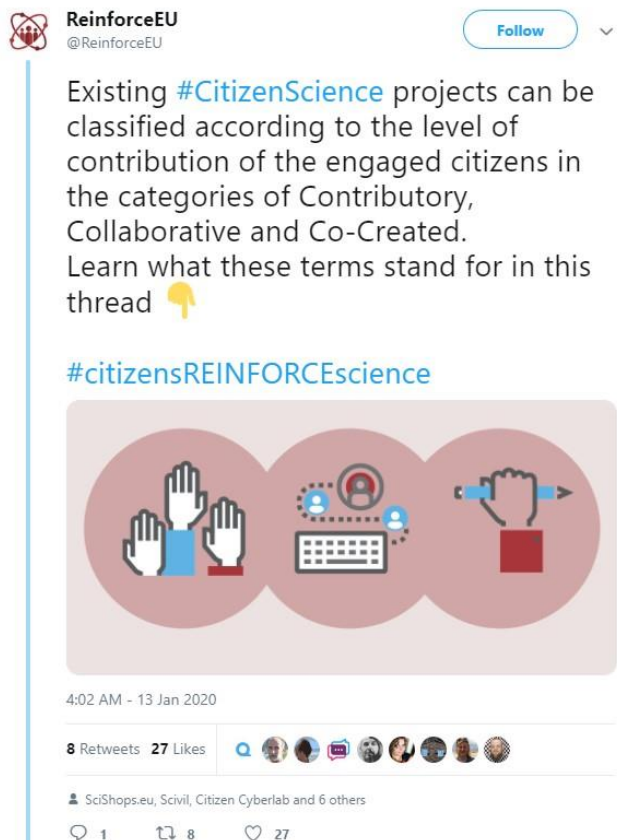
2.3.1 Twitter






Twitter is mainly used to provide brief real-time updates and news, but also as a tool to share generic information about citizen science, inform about the project, and promote event activities.

As of writing this document, the REINFORCE Twitter account has already constructed a solid base of XXX followers fitting several profiles: relevant Horizon 2020 projects related to citizen science, national associations working in citizen science, non-European projects about citizen science, scientists, researchers, consortium partners and official EC accounts. The REINFORCE Twitter account is intended to reach a broader audience and send out specifically tailored messages to different stakeholders on particular occasions.

So far, the REINFORCE Twitter account has been very active in engaging with different stakeholders with more than XXX tweets sent. We report some examples of the best performing tweets.

TABLE 1 – EXAMPLES OF TWEETS

Tweet	Results
	<p>Total impressions: 2,820 Total engagements: 73</p> <ul style="list-style-type: none"> • Likes: 27 • Media engagements: 16 • Profile clicks: 12 • Retweets: 8 • Detail expands: 5 • Hashtag clicks: 4 • Replies: 1

<div data-bbox="199 264 247 313"></div> <div data-bbox="256 264 376 311"> ReinforceEU @ReinforceEU </div> <div data-bbox="662 268 813 302"> Follow </div> <p>During the first #Horizon2020 Citizen Science Cluster Meeting , the following topics have been discussed:</p> <ul style="list-style-type: none"> ◆ Enabling #CitizenScience to play a fuller role in #research and innovation ◆ Good practices in co-creation and co-design ◆ Drawing up recommendations <p>#openscience</p>  <p>2:54 AM - 10 Jan 2020</p> <div data-bbox="199 1064 646 1097"> 9 Retweets 24 Likes </div> <div data-bbox="199 1120 646 1142"> ACTION PROJECT, CityS-Health project, GRECO and 7 others </div> <div data-bbox="199 1153 422 1176"> 9 24 </div>	<p>Total impressions: 2,694</p> <p>Total engagements: 51</p> <ul style="list-style-type: none"> • Likes: 24 • Retweets: 9 • Profile clicks: 7 • Media engagements: 5 • Detail expands: 5 • Hashtag clicks: 1
<div data-bbox="199 1220 247 1270"></div> <div data-bbox="256 1220 389 1270"> ReinforceEU @ReinforceEU </div> <div data-bbox="686 1225 837 1258"> Follow </div> <p>REINFORCE, supported by the European Union's #H2020 #SwafS programme, was officially launched with its kick-off meeting on 8th-9th December 2019 at @ego_virgo, coordinating partner of the project. Read our press release on @CORDIS_EU</p> <p>bit.ly/383FxSd</p>  <p>5:01 AM - 16 Jan 2020</p> <div data-bbox="199 1937 518 1971"> 1 Retweet 5 Likes </div> <div data-bbox="199 1993 422 2016"> 1 5 </div>	<p>Total impressions: 2,515</p> <p>Total engagements: 28</p> <ul style="list-style-type: none"> • Media engagements: 10 • Likes: 5 • Link clicks: 5 • Detail expands: 4 • Profile clicks: 3 • Retweets: 1

2.3.2 LinkedIn

LinkedIn is mainly used to bring on board new relevant stakeholders and to reach the scientific and research community.

LinkedIn is also contextualised Social Network which gives the opportunity to introduce and promote research outcomes to a well-fit audience, to bring forward production and dissemination of scientific knowledge and find strategic partnerships.

At the time of writing the REINFORCE LinkedIn profile has made **XX** connections.



FIGURE 8 – EXAMPLE OF LINKEDIN POST

2.3.3 Facebook

Facebook is mainly used to bring on board new relevant stakeholders and to reach the broad public.

At the time of writing the REINFORCE Facebook profile has **XX** followers and **XX** likes.



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FIGURE 9 – EXAMPLE OF FACEBOOK POST

2.4 Poster

The usage of Poster as one of the key-asset for REINFORCE Communication Strategy combines multiple advantages:

- High efficiency with an affordable cost
- Versatility: posters can be displayed in a wide range of locations
- Encourage an active response (like during “Poster Sessions” at events/fairs)
- Flexible Design to appeal diverse kind of audience (possibility to leverage eye-catching graphic design, tailored written content or even QR code to drive people to the website)

A first poster was produced for the project at M2, to be shown at future events.

The poster focuses on REINFORCE main goals and highlights the four citizen science large-scale projects that will be carried out during REINFORCE lifespan. The poster includes also a brief introduction of the project, logos of the partners involved, official hashtag and a “call-to-action” to join the community through the website or social media channels.

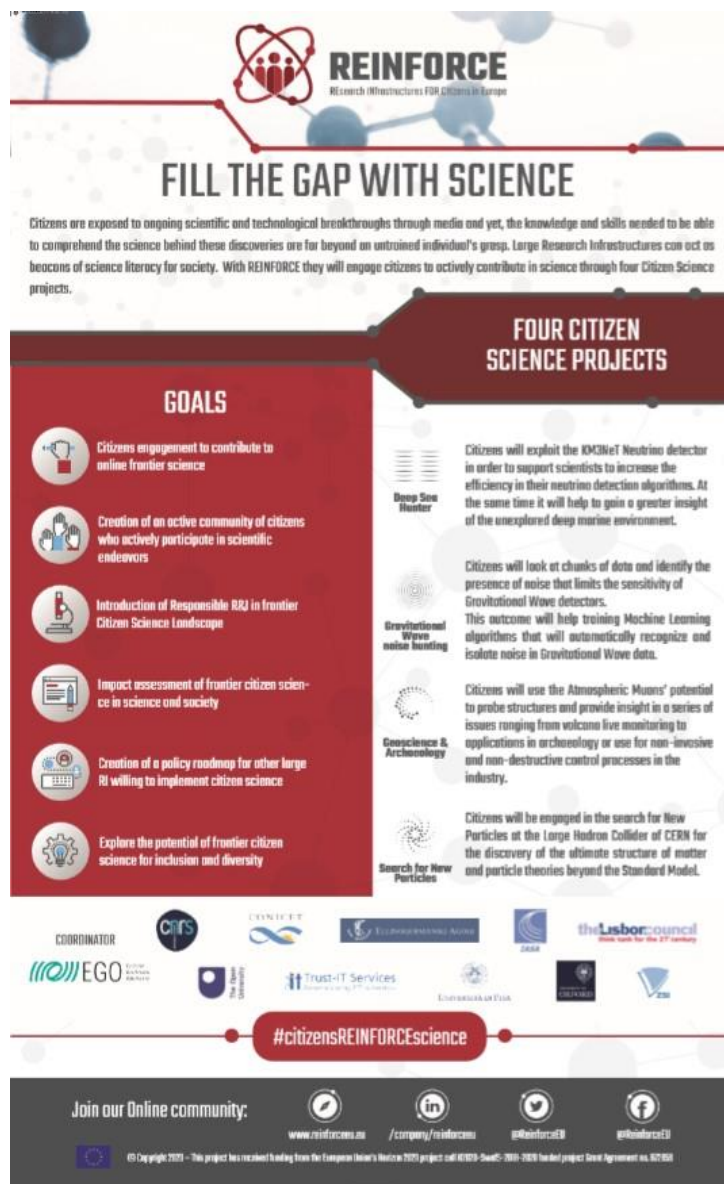


FIGURE 10 – POSTER

Four other posters will be done before M36.

2.5 Roll- up banner

Roll-Up Banners are an additional promotional tool that REINFORCE Consortium will leverage to support the Communication strategy of the project. Roll-Up Banner (or Pull-Up Banner) encompasses tangible multiple benefits as the following:

- High portability: Roll-Up banners are lightweight, designed to be easy to manage and moved around in different context (trade shows, fairs, exhibitions or simply stalled in offices)
- Easy installation and set-up
- Roll-Up Banner are reusable and long-lasting thanks to their laminated print (sustainable aspect is taken into account)
- Possibility to grab quickly attention and to provide content rich information to the viewers
- Suitable for outdoor as well as indoor environments

The branded project Roll-Up Banner provides a general overview of the project and has been already used at the kick-off meeting of the project.



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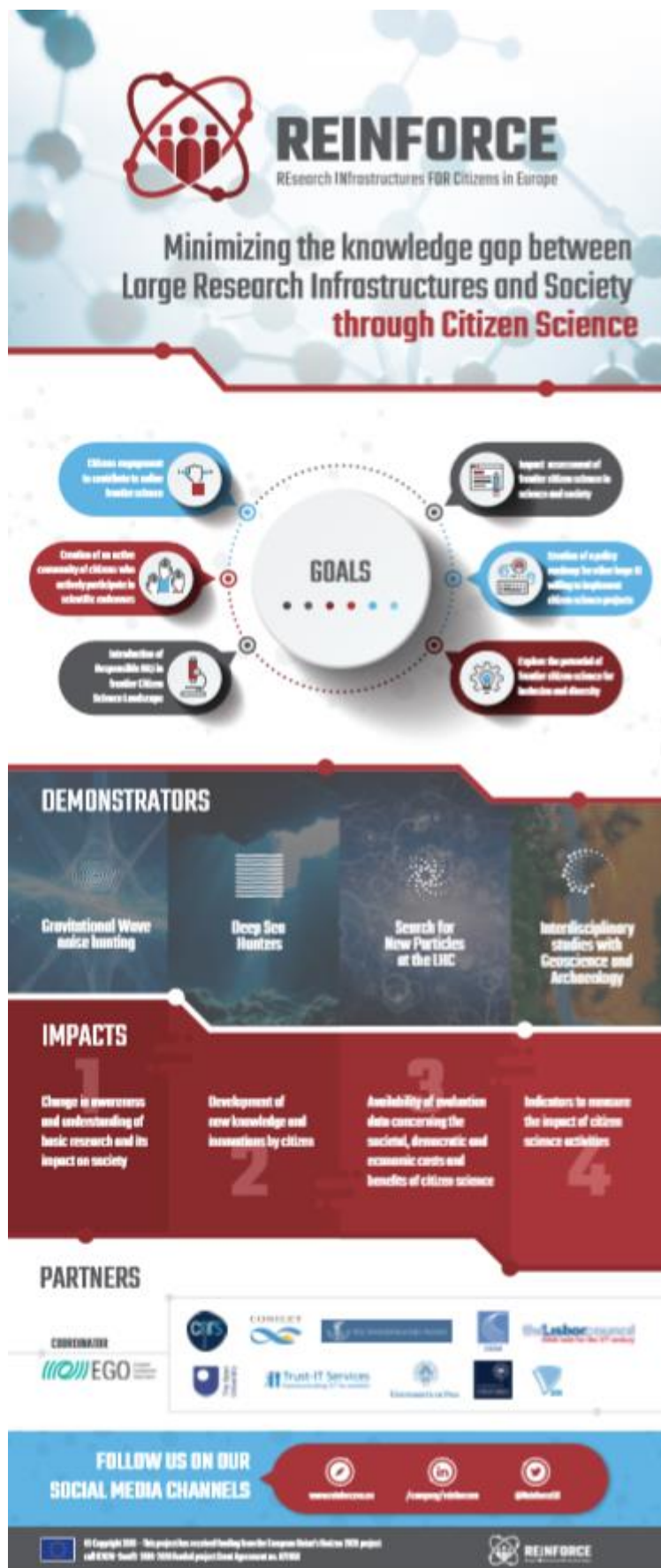


FIGURE 11 – ROLL-UP BANNER



2.6 Flyer and Brochure

Collaterals such as Flyers and Brochures will help in building REINFORCE Visual Identity and implementing the dissemination and Stakeholder engagement strategy. Flyer and Brochures allow a fast promotion of the project and the opportunity to reach out to a wide audience both online and offline. Furthermore, they will be used to point out and bring to people's attention the most relevant details of the project as well as to move people to interact with REINFORCE.

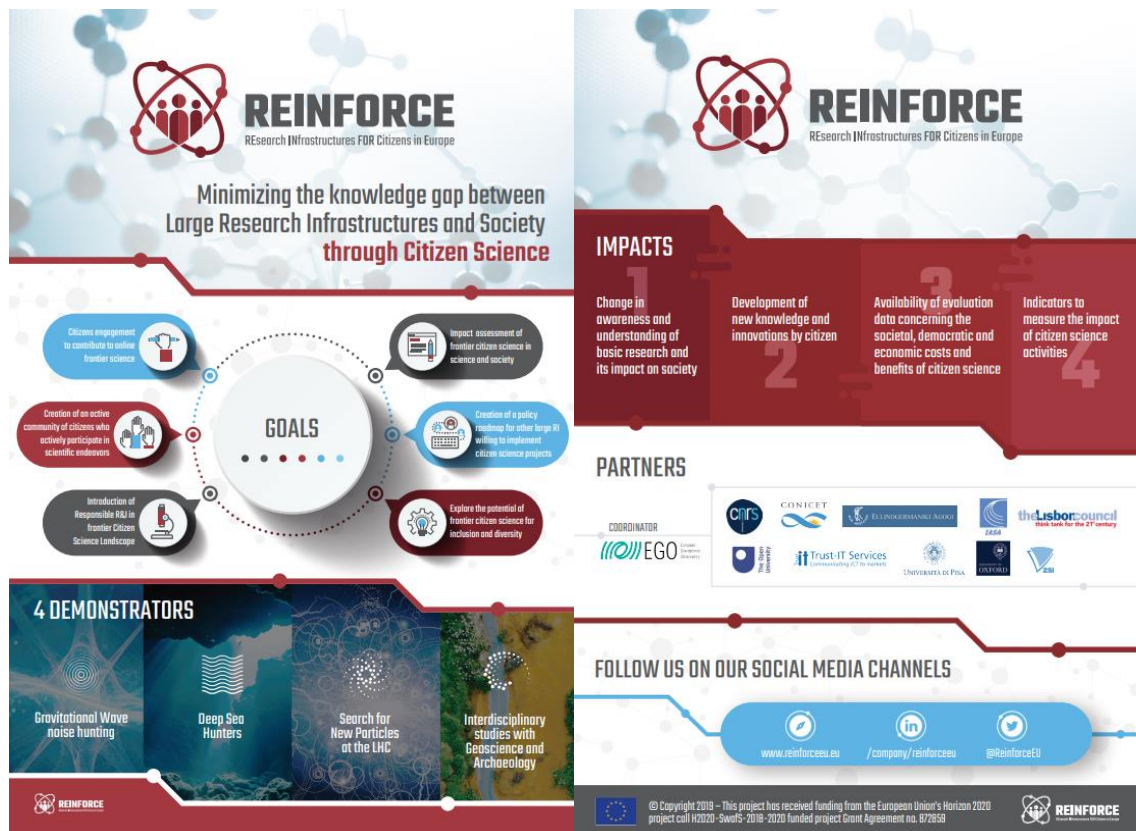
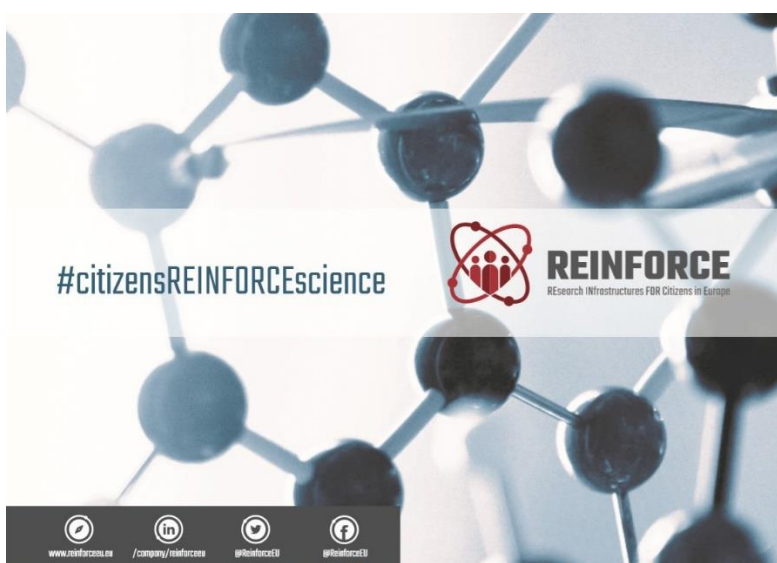


FIGURE 12 – FLYER COVER AND BACK COVER



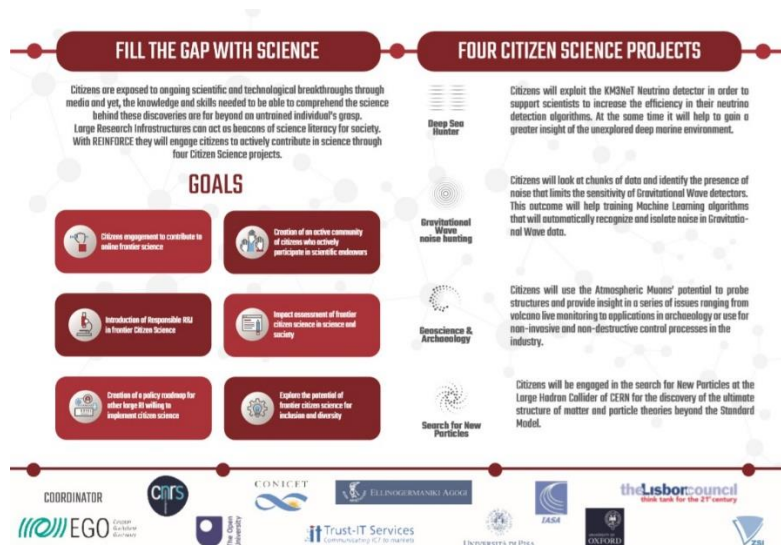


FIGURE 13 – BROCHURE

2.7 Press Release

The official start of the project was launched with the distribution of a Press Release (In M1) published through CORDIS, the Community Research and Development Information Service of the European Commission, to disseminate information on the project and its goal in the broadest sense. Press Release was also promoted on Partners websites and through the European Physical Society platform.


reinforce.eu

Press Release

An innovative research EU excellence project
REINFORCE – Bridging the gap between Large Research Infrastructures and Society through Citizen Science



REINFORCE (Research Infrastructures FOR citizens in Europe) Research & Innovation Project, supported by the European Union's Horizon 2020 SWAFS programme, was officially launched with its kick-off meeting held on 8th-9th December 2019 at the European Gravitational Observatory (EGO), coordinating partner of the project, which is headquartered in the stunning Tuscan hills in Cascina, Pisa (Italy).

Funded under the H2020-SwafS-2018-2020 call entitled "Exploring and supporting citizen science" within the "Science with and for Society" work programme, REINFORCE in its 36 months duration starts in parallel to the establishment of new president of the European Commission, Ursula von der Leyen and her administration that mirrors also the goals of the project where she suggests for "a new push for European democracy", including a two-year "Conference on the Future of Europe", in which citizens shall "play a leading and active part". [a] Von der Leyen's proposal endorses her predecessor's 2017 resolve to "debate, not dictate". [b] The project will allow citizens' voices to be heard by strengthening the communication and feedback channels between research and society. Citizens will cooperate with researchers and actively contribute in the development of new knowledge for the needs of science and society, matching the new EC spirit of a meaningful process of EU democratic renewal to build a solid European Civic Space.

¹ <http://www.epc.eu/en/Publications/The-European-Citizens-Consultations-deserves-pride-of-place-at-vonder-21c488>

[a] von der Leyen, Ursula, "Opening Statement in the European Parliament's plenary session by Ursula von der Leyen, Candidate for President of the European Commission", Strasbourg, 16 July 2019a.

[b] Juncker, Jean-Claude, "Speech by President Juncker at the Plenary session of the European Parliament on the debate with the Prime Minister of Ireland, Leo Varadkar, on the Future of Europe", Strasbourg, 17 January 2018.



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Stavros Katsanevas, Director at EGO the coordinating partner, states that the key concept of the project is to Bridge the gap between Science & Society. "We start from the by now established fact", stated Stavros, "that the Universe can only be understood through the conjunction of many cosmic messenger signals, including of course these of the electromagnetic spectrum but also gravitational waves, neutrinos and cosmic rays, and that the hints of any new particles found in the above studies must and can be tested at accelerator experiments as these done at CERN. Interdisciplinarity is thus the first key word of REINFORCE. Then, we have to acknowledge the fact that these large infrastructures are deeply imbedded in the geosphere and the environment and that the proper understanding of Cosmos as "Geosphere" is a condition sine qua non of the understanding of Cosmos as Universe. The synergies thus of Fundamental Science with Geoscience and Environmental sciences including the Biosphere is then the second key word of REINFORCE. Thirdly, Science, Fundamental or Applied, in order to fulfill its role, has to be properly imbedded in the societal structure, to Cosmos as Society if you wish. That is why our aim is to include a large number of citizens, including senior or visually impaired, in an amphidromous process, where the citizens not only are accompanied to the understanding of science, but also have a scientific impact in return. We are happy to be assisted in this effort by colleagues with large experience in Citizen's Science, as e.g. the Zoomverse platform, or key sonification experts. Last but not least, we hope that the participation and lessons learned from the slow process of scientific experimentation and understanding, accompanied with everyday management of uncertainty and collective discussion, will promote Critical Thinking to Society at large.

We are looking forward also to reinforcing the synergies with both the concluded EU funded H2020 Asterics² & 2019 ESCAPE³ projects to further promote citizen science collaborations" also addressing issues of large science infrastructures.

What Challenges does REINFORCE face in the months ahead?

Citizen science interventions are becoming more and more relevant across all scientific disciplines and the humanities and it can potentially bring a wide variety of benefits to researchers, citizens, policy makers and society across the research and innovation cycle. Nevertheless, there are difficulties setting up citizen science initiatives, for example in terms of choosing the optimum methodologies and ensuring balanced participation of citizens.

Furthermore, questions remain unanswered about the potential of citizen science for society: what is the potential number of citizen scientists and who are they? What are the costs and benefits of citizen science?

REINFORCE will aim to answer these questions by engaging more than 100,000 citizens in the research done in Large Research Infrastructures through a participatory design methodology that will take into account the special characteristics of different target groups, their barriers and constraints, their perceptions and biases and their attitudes and knowledge regarding science.



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FIGURE 14 – PRESS RELEASE



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2.8 Newsletter

Aimed at a general audience, a bi-monthly REINFORCE newsletter showcases project news, resources, the work of the citizen science community, highlighting the results of their transnational cooperation and the societal challenges they are addressing. The newsletter is coordinated by EA under WP8 and authored by the contribution of a different consortium member on a rotating basis.



FIGURE 15 – NEWSLETTER TEMPLATE

2.9 Videos

A series of three video interviews has been produced, aiming to give a high-level overview of the project. The interviews feature Stavros Katsanevas, director of the European Gravitational Observatory, REINFORCE Project Coordinator; Emmanuel Chaniotakis, researcher at the RnD Department of



Ellinogermaniki Agogi School, WP8 Leader; and Christine Kourkouvelis, professor of Physics at the University of Athens and member of IASA's Directorate, WP5 Leader.

The videos are going to be used on REINFORCE's social media and website.

TABLE 2 – VIDEOS

Title	Link
Interview with Stavros Katsanevas	https://youtu.be/0gJ0QWiJ3LY
Interview with Christine Kourkouvelis	https://youtu.be/mc0GtQgvqpY
Interview with Emmanuel Chaniotakis	https://youtu.be/a2WNOA8LVhg

3. Dissemination events

Events are profoundly instrumental in disseminating information about REINFORCE and engaging with various stakeholders and potential citizen scientists.

The list below includes events where REINFORCE representatives have participated and future events where the participation of REINFORCE is under discussion.

TABLE 3 – LIST OF EVENTS

Title	Date	Location	Organizer	Description
Horizon 2020 Citizen Science Cluster Meeting	12/12/2019	Brussels, Belgium	Research Executive Agency in cooperation with DG Research and Innovation	The event gathered every European project related to Citizen Science with a common aim to discuss the key outcomes, identify the difficulties and make some recommendations for the new Horizon Europe Programme to come. Three workshops were covering areas of common interest: <ul style="list-style-type: none"> • Challenges: Enabling citizen science to play a fuller role in research and innovation • Good practices in co-creation and co-design • Drawing up recommendations
Science in the City Festival	5-9/07/2020	Trieste, Italy	EuroScience Open Forum (ESOF)	The event is one of the largest public engagement in science and technology events in Europe. The participation of REINFORCE is being considered.
European Researchers' Night	25/09/2020		European Gravitational Observatory (EGO)	European Researchers' Nights are public events dedicated to bringing researchers closer to the public, highlighting the impact of research on our daily lives. EGO will organize some events as part of the initiative as it did in the last years.
IAUS 367: Education and Heritage in the Era of Big Data in Astronomy	9-14/12/2020	Bariloche, Argentina	International Astronomical Union (IAU)	The goal of the Symposium is to foster inclusiveness in the advancement of astronomy and facilitate the advancement of the next generation of astronomers and scientists, through encouragement of the use of new methods of learning



				and best practices in pedagogy at different education levels. Beatriz García, WP7 leader, is directly involved in the organization of the event.
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4. Conclusions

The dissemination of REINFORCE' outputs has two paramount objectives:

1. Making the knowledge developed throughout the project available to the widest audience (through public disclosure of project results).
2. Enhancing its exploitation potential (more stakeholders involved in the process).

All the above-mentioned dissemination items and activities will serve the purpose to effectively address the target groups and to reflect a broad range of stakeholders of citizen science in order to ensure that several actors are kept continuously engaged in a two-way dialogue with the project at a local, national and EU level with the aim of raising awareness of citizen science and design among a broad segment of the public who currently does not identify them as a source of value.

The target groups for the dissemination activities are broken down into equally important categories, as follows:

- Citizen Scientists
- Scientific and Research community
- Broad Public
- Policy Makers (local, regional, national, European)
- Industry and Innovation

The dissemination activities and all the material developed so far are directed towards all these categories alike, implementing in every individual case various communication tools and channels.

