OPERANDUM

OPEn-air laboRAtories for Nature baseD solUtions to Manage hydro-meteo risks

FIRST REPORT ON DISSEMINATION ACTIVITIES AND MATERIALS

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Short Description	
This deliverable gives an overview of all the dissemination activities in the first six months of the OPERANDUM project. The document includes a description of the visual identity, communication channels and tools that have been adopted and will be adopted to disseminate the OPERANDUM project objectives and future results as well as a framework for the monitoring of project partners' dissemination activities.	

Dissemination level		
PU	Public	X
CO	Confidential, only for Members of the Consortium, including the EU Commission Services	

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List of Acronyms and Abbreviations

CA: Consortium Agreement

CO: Confidential

DCP: Dissemination and Communication Plan

DMP: Data Management Plan

DoW: Description of Work, referring to the Annex I of the Grant agreement

EC: European Commission

GA: Grant Agreement

NBS: Nature based solutions

OAL: Open air laboratory

PU: Public

QA: Quality Assurance

WP: Work Package

Executive summary

This deliverable gives an overview of all the dissemination activities in the first six months of the OPERANDUM project. The document presents the framework for monitoring the effectiveness of the dissemination and communications strategy, and furthermore includes a description of the visual identity, communication channels and tools that have been adopted and will be adopted to disseminate the OPERANDUM project objectives and future results as well as tools for monitoring project partners' dissemination activities.

This report includes the initiatives related to the first half year of the project and is also to be considered as a guide to support the consortium to carry out the dissemination activities using the right material and channels. For this reason, the deliverable will be updated on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

The document is articulated in 4 main sections:

- **Section 1** – *Monitoring, evaluation and learning*: Describes the framework for monitoring and improving the effectiveness of the project's dissemination and communication strategy.

- **Section 2** - *OPERANDUM visual identity*: Introducing the purpose of this deliverable and presenting the visual identity of the project.

- **Section 3** - *OPERANDUM Dissemination tool and materials*: Reports on the dissemination materials developed, including the project website and printed materials.

- **Section 4** - *OPERANDUM social media channels:* Describes the established channels and their purposes.

- **Section 5** - *Partners dissemination:* Presents the dissemination tables for activities carried out and planned by each consortium partner including conferences, press release, presentations and papers.

1. Introduction

This deliverable deals with all the activities realized in the first six months of the project in order to disseminate the OPERANDUM project results and is closely connected to OPERANDUM's Dissemination and Communication plan (D9.1) and its periodic updates. The document presents the framework that will be used to monitor and evaluate the effectiveness of the adopted and implemented dissemination and communication activities and their outputs. Lessons learned will be used to adjust and optimize the strategy for dissemination and communication where necessary. The documents also includes a description of the communication channels and tools that have been adopted and will be adopted to disseminate the OPERANDUM project objectives and future results as well as a description of the strategy to reach the different stakeholders. The key point is to make sure that the project's outcomes are widespread to the appropriate target stakeholders, at appropriate times, with an appropriate methodology.

The main aims of OPERANDUM's dissemination activities are:

- Identification of stakeholders and their position in the OPERANDUM value chain;
- Inform project stakeholders about the project, its objectives, and the relevance of the findings;
- Further disseminate project results to the industry and general public;
- Raise awareness of the developed NBS across the European community and with the EC stakeholders;
- Provide visibility and create interaction with the project by developing the OPERANDUM website and setting up project dedicated social media accounts;
- Create and distribute dissemination materials;
- To assure the widest possible visibility and engagement by organizing and attending events.

This report includes the initiatives related to the first half year of the project and is also to be considered as a guide to support the consortium to carry out the dissemination activities using the right material and channels. For this reason, the deliverable will be updated on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities. This first report on dissemination activities and materials sets out the monitoring, evaluation and learning framework and will present at the communication materials realized and the preliminary initiatives carried out since the start of OPERANDUM. It therefore provides an overview of the following:

- The project logo
- The project templates
- The OPERANDUM website
- The project leaflet
- The project poster

Next to this, it will provide several dissemination tables for the monitoring of project partners' activities in the OPERANDUM project regarding communication (social media posts on LinkedIn or Facebook, media coverage and articles), relevant events attended (with our without dissemination of the OPERANDUM project) and publications (both non-scientific and peer reviewed).

2. Framework for monitoring and evaluation

### 2.1 Strategy roadmap – monitoring and evaluation

To ensure the realization of OPERANDUM's dissemination and communication objectives, a strategy roadmap was presented in the initial Dissemination and Communication Plan (D9.1). This strategy roadmap consists of three main pillars, being:

1. OPERANDUM's dissemination and communication strategy.

2. Management and implementation of dissemination and communication activities

3. Monitoring and evaluation of the effectiveness and success of OPERANDUM's dissemination and communication activities and their outputs

Both the 'Dissemination Strategy' and 'Management and Implementation' are presented in the Dissemination and Communication Plan (DCP). The DCP outlines how dissemination and communication activities will be planned and managed, to ensure that the project's outcomes are widespread to the appropriate target stakeholders, at appropriate times, with an appropriate methodology. To achieve impact, these activities have to be strategic and of high quality. Hence, the plan presents overall objectives and provides an initial definition of target audiences, key messages to be communicated, outputs and activities, as well as a preliminary set of performance indicators. As the DCP only briefly touches monitoring and evaluation activities, this paragraph focusses on the third pillars and presents the framework for monitoring and evaluation the effectiveness of the D&C activities and outputs of the OPERANDUM project.

2.2 Measuring the effectiveness of outputs

The effectiveness of communication in OPERANDUM can be defined as the degree to which the target audience receives and comprehends the sent key message(s) and contributes towards the project's objectives. As the target audience's behavior, wants and needs change over time, communication can be regarded as a dynamic process, meaning that communication activities are subject to continuous review, alteration and improvement throughout the project's lifetime. As a result and in order to ensure impact, the effectiveness of the outputs of OPERANDUM's dissemination and communication activities needs to be constantly monitored and evaluated and were relevant the strategy and/or implementation are to be adapted. Evaluation and learning leads to the elimination of ineffective strategies and serves as one of the mechanisms to maximize the realization of the project's impact.
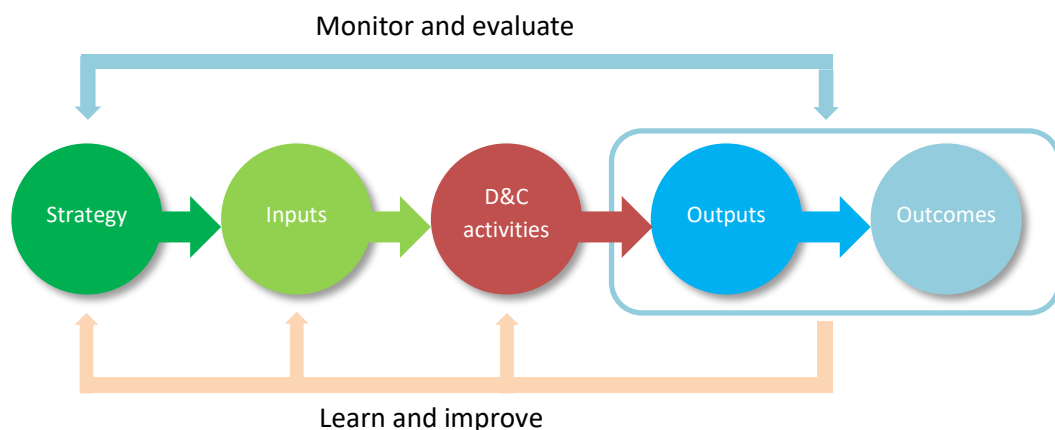
Within OPERANDUM the success of outputs will monitored and evaluated against the objectives and key performance indicators as defined in the dissemination and communication strategy. OPERANDUM's outputs are the messages we use to reach our target audiences and can be defined as the tangible dissemination and communication products, activities and services, as for instance meetings, events, presentations, workshops, publications, articles, websites, social media activities, posters, videos, photos, infographics, etc. When monitoring the effectiveness of outputs, measuring 'reach' (total numbers) is the easiest parameter to track. However, this has its limitations as although reach says something about the number of audience exposed, it does not tell if audience has received or has been influenced by the output. Hence, monitoring efforts and outputs in OPERANDUM will go beyond more traditional quantitative parameters (views, retweets, etc) and will address the following four dimensions:

1. *Reach:* the breadth of our reach and the audience we are reaching.
2. *Quality and usefulness:* the technical standard of activities and outputs and how relevant it is to the audience.
3. *Uptake and use:* if and how the outputs are used.
4. *Competitive analysis*: compare our efforts with our competitors

In the following an outline of each dimension including provisional indicators and potential tools for information gathering are presented.

1. Reach – are we reaching the intended audience?

As mentioned above, reach is about the extent to which information is distributed, redistributed and referred to by target audience. Reach is a quantitative metric and says something about the total number of individual members of the audience exposed to the output. Reach is widely used and is the most basic level in dissemination and communications monitoring.

Information provided: Measuring the reach of OPERANDUM's output provides information on the number of audience reached, the popularity of the different outputs, on location/gender/age of visitors, what type of output works for which audience

Indicators: Number of pageviews, shares, downloads, clicks, online views, website traffic, media hits, time spent, location of viewers, type of channels used, referral of outputs.

Tools: Google analytics, Twitter analytics, Facebook analytics, MailChimp, YouTube analytics, SEO

2. Quality and usefulness – does the quality of our output address the needs of the intended audience?

Monitoring the usefulness of output focusses on the quality of the technical standard of the outputs. Usefulness provides information on aspects such as user satisfaction, quality, innovation and relevance, and measures if the quality of information is appropriate, applicable and practical.

Information provided: Usefulness tracks the quality and/or user satisfaction for outputs and provides understanding of what type of output works for which audience, audience feedback and learning

Indicators: Social media tweets, comments received, percentage of users who state content is useful, gained knowledge or have changed views, praise of communications.

Tools: Feedback forms, email, google search, feedback logs, blogs

3. Uptake and use - what is the uptake and use of our outputs?

To maximize impact, one of the main goals of OPERANDUM's dissemination and communication activities is that the output of the project is used and/or wider implemented by the intended, target audience. Whereas measuring reach is quite straightforward, measuring the uptake of output is challenging. In order to find out whether an audience is using information from an output, or been has helped to change their behaviour by the output, significant efforts have to be made, as it involves informal feedback form stakeholders, perception survey or audience insight research.

Information provided: Demonstrate that output is being shared or used by the audience, support uptake of outputs, impact, replication potential.

Indicators: Social media tweets, comments received, percentage of users who state content is useful, gained knowledge or have changed views, praise of communications.

Tools: Emails, user surveys, interviews, questionnaires, feedback forms

4. Competitive analysis – what is our competition doing?

To measure the effectiveness of communication, within OPERANDUM we will also monitor the dissemination and communication strategies of similar projects, our so-called 'competitors'. Monitoring efforts of competitors provide an external benchmark and enables a comparison of differences in frequency, quality, content and response. Furthermore, actions of competitors provide information of what works and what not.

Information provided: Insight in the dissemination and communication efforts of similar projects, best practices, external benchmark

Indicators: Social media statistics, actions copied, quantity of outputs

Tools: Analytics, google search, website and social media analysis

2.3   Implementing the monitoring and evaluation framework

With the framework set, monitoring and evaluation activities can be activated. The framework will be implemented in phases, partly depending on the delivery of the stakeholder analysis and mapping activity. From the start of OPERANDUM, the 'reach' dimension of dissemination and communication outputs will be monitored. Analytical tools for the website, Facebook, twitter and LinkedIn are already in place and MailChimp and Hootsuite will be implemented. Following delivery of the stakeholder deliverable, the dissemination and communication plan will be updated and tailored stakeholder journeys will be established for each target audience group. These stakeholder journeys include key messages and tailor dissemination and communication activities and outputs to each intended audience. With the journey available, performance indicators will be established, a baseline assessment will be realised and key performance indicators that define the success of outputs will be defined. The monitoring and evaluation framework will then be fully operational and monitoring reports will be included in the periodic updates of this deliverable. Corrective measures and adjustments of the dissemination and communications strategy and/or the management of activities will be reported in the periodic update of the DCP (M18).

3. Visual Identity

One of the first actions in the communication activities was the development of project's identity. This identity is meant for non-verbal (often visual) representation of the OPERANDUM brand, and it comprises important branding elements, namely: project logo, printed materials and general brand style. It is worth mentioning that all current and future project related materials (and tools) are developed in English and formatted appropriately, in line with the H2020 visual guidelines.

3.1 Project logo

The first branding element is the logo. The logo plays a crucial role in the brand recognition and is linked with a non-verbal representation of the project, which must be consistent. The logo serves as the project's identification and should be associated with the project and therefore be included in all documentation and promotional materials.

The logo for the OPERANDUM project was selected from six different designs. The main purpose of the logo is to capture the project's activities, as well as to be recognizable. A doodle-poll was held among partners of the project to select the final logo. The poll results can be found in Table 1.

Figure 2: Logo options

Logo	1 – 'drops'	2 – 'landscape'	3 – 'arc-side'	4 – 'arcs_above'	5 – 'colors'	6 – 'arcs+colors'
1st choice	25	22	11	-	2	1
Runner-up	17	16	5	6	2	4
Total	41	37	16	6	4	5

Table 1: Poll results

Following the majority vote, logo 1 was chosen as the project logo. During the poll several comments and improvements were suggested. These were integrated in the final design. The OPERANDUM logo is displayed below and depicts the green, blue and grey infrastructures and events for hydro-meteo risks the project addresses in the OALs (flooding, saltwater intrusion, storm surges, droughts, landslides). Furthermore, a guideline for the use of the logo was provided to all partners.
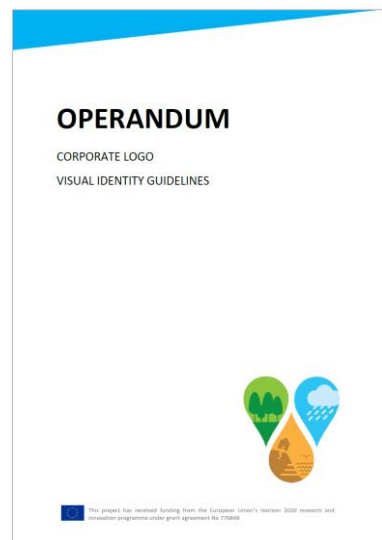

Figure 3: OPERANDUM project logo

Figure 4: Corporate logo - guideline

The different versions of this logo that can be used in the project communication and the guidelines for how to use these can be found in the OPERANDUM visual identity guideline.

1. Graphic only   2. Title horizontal   3. Project name

Figure 5: Alternative versions of the logo

3.2   Project templates

Next to the development of a logo, the following project templates has been realised for the OPERANDUM project:

- Deliverable template
- Presentation template (figure 5)

Figure 6: project presentation template

3.3 Obligations towards the European Commission

Unless the European Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- (a) Display the EU emblem and,
- (b) Include the following text: "*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776848*".

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purpose of their obligations under this Article, the partners may use the EU emblem without first obtaining approval from the Commission. This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means. Moreover, any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

4. Dissemination materials and tools

Several dissemination materials and tools have been produced throughout the first six months of the project. The dissemination materials has been realized according to different communication needs, to various event typologies and to follow the project evolution and results. In the following points the dissemination tools realized are reported.

4.1 Project website

The purpose of the website is to gather all information and news about the project. All promotional materials should include a link to the website. It should be the portal where external stakeholders can get information on the OPERANDUM project and to connect to the project management and administration.

During the first consortium meeting, OPERANDUM project partners stated that the project website should not be static, rather it should be an active, attractive, colourful and interactive website. Based on this feedback, examples of websites were found that fit the requirements. Regarding design, this meant a simple but comprehensive scroll-down website, with a video as header. These requirements where used for the first design of the website (developed by Innovation Engineering). This version was discussed with the task leader and project coordinator, after which a second website design was made (figure 6). The main improvements where on the structure and content of the website. At the moment of writing, the website test version is online and the last feedback and input is gathered.

The website can be accessed through the URL www.operandum-project.eu and will be online in M6. The homepage (Figure 7) contains a short summary of the project, a form to subscribe to the OPERANDUM newsletter, the latest news and events and links to all OPERANDUM consortium partners. The website comprises project related information and is divided into several sections:

- The Project
    - Context
    - About OPERANDUM: *Description of the project including objectives, short methodology (including link to OALs) and timeline*
    - Impact
    - Partners: *Short description per project partner.*
- NBS: *Description of nature-based solutions*
    - NBS partners
- OALs: *Description of the open-air laboratories*
- Results
- News & Events
- Contact

All subsites list the latest news and event items and a form to subscribe to the OPERANDUM newsletter. There will also be a restricted area, which is accessible only to consortium members. On this subsite, consortium members can exchange restricted reports and documentation. It also serves as a repository for dissemination and communication materials.

The website will be presented in English and all information should be as accessible as possible to a broad audience. Since the URL of the website should be listed on all promotional materials and press releases, it is to be expected that members of the general public are as likely to visit the website as policy members and potential users of the OPERANDUM NBS solutions and project results.

Figure 7: Website design templates

4.2   Printed materials

Visual identity alone is not enough to communicate the values and results of the project. Thus, additional materials need to be developed, in particular brochures, flyers, posters and other required physical materials, often printed. These materials are to be used at public and private events, conferences and will be available for download on the OPERANDUM website. In the first year, printed copies will be provided for the dissemination and communication purposes/activities. These will include the following:

- Project leaflet and poster: an informative project leaflet, roll-up banner, poster and other relevant dissemination materials will be produced to provide information about the project objectives. This will be available initially as an electronic document and a limited number of copies will be printed on environmentally friendly paper for outreach events. A final leaflet will be produced by M42 to inform about the project main outcomes, for distributions at conferences and events (PNO, M6/M42). Preliminary design versions of the project leaflet and poster can be found below.
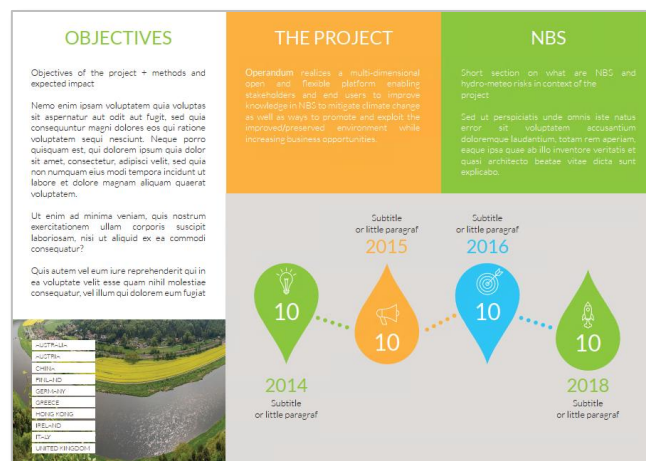

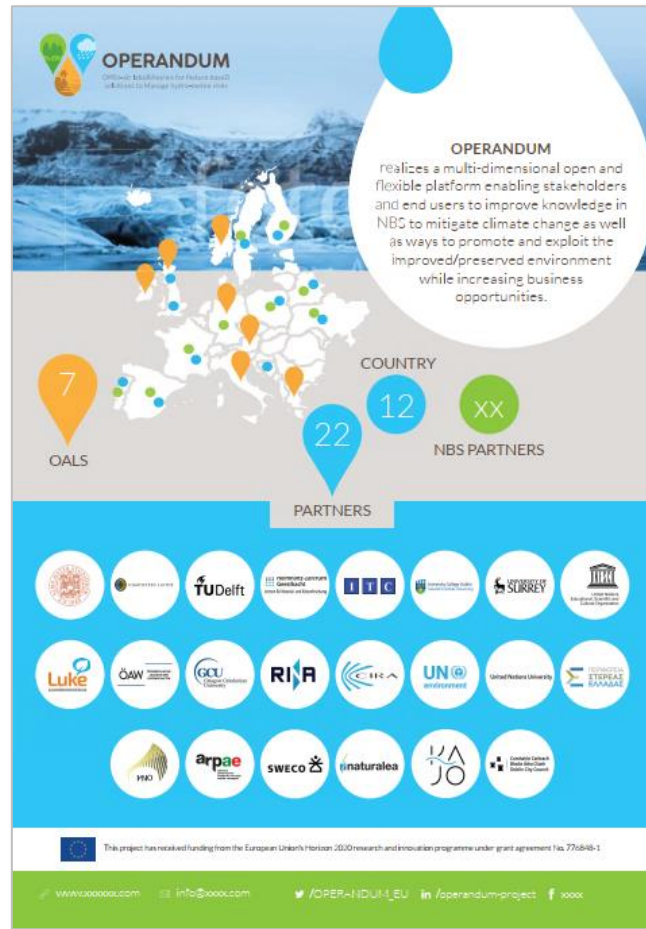Figure 8: OPERANDUM project leaflet (front & back)

Figure 9: OPERANDUM project poster

- OAL pilot leaflets: informative leaflets will be produced to provide basic information about the goals, activities, and results of the OPERANDUM OALs. This will be made available as an electronic document and in printed version if required.

5. Social media channels

OPERANDUM will be prominently present on social media, in particular on the LinkedIn and Twitter as these platforms are most relevant in the scientific and academic world. Moreover, Facebook is used as a platform to reach a broader audience. The social media channels that are currently been created for the OPERANDUM project are the following:

- LinkedIn: OPERANDUM project
- Twitter: @OPERANDUM_EU
- Facebook: OPERANDUM project

5.1 LinkedIn

LinkedIn is oriented at "business crowd" and it is a strategic choice to begin dissemination on LinkedIn, being a professional platform, as most of the stakeholders are present there. Furthermore, OPERANDUM can benefit from the existing LinkedIn networks and communities involved in the area of nature-based solutions. The aim is to amplify the message and get it to the target audience in the shortest amount of time.

Figure 10: Screenshot of the OPERANDUM LinkedIn page

5.2 Twitter

Twitter will be mainly used to take part in the public debate as this platform are most relevant in the scientific and academic world. One of the key features of Twitter is the information filtering by

mentions of hashtags. Hashtags allow to quickly search and find information within the platform related to a certain topic. Therefore, the basic hashtags relevant for the project will be (non-exhaustive list): #OPERANDUM; #NatureBasedSolutions; #NBS; #H2020; #ClimateAdaptation.
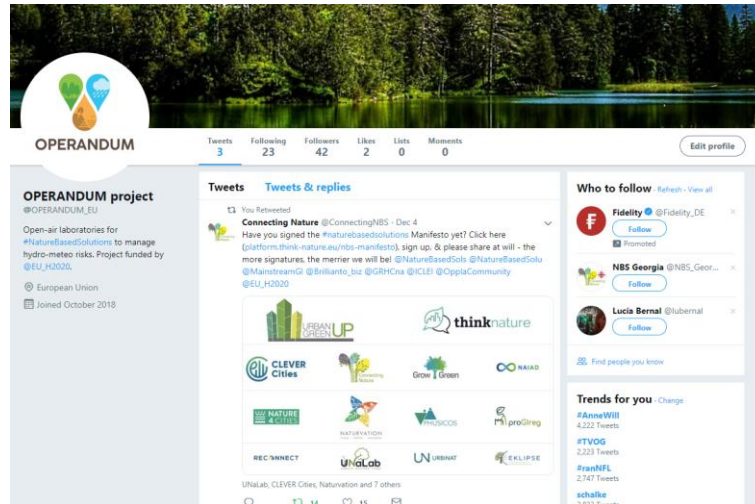
Figure 11: Screenshot of the OPERANDUM Twitter page

5.3 Facebook

The project also has a Facebook page to ensure wider dissemination to different age groups and target audiences. Facebook's target audience is the broadest of all social media channels used within OPERANDUM and will help with disseminating the project to a wider audience. Furthermore, OPERANDUM can benefit from the existing Facebook networks and communities involved in the area of nature-based solutions. The aim is to amplify the message and get it to the target audience in the shortest amount of time.
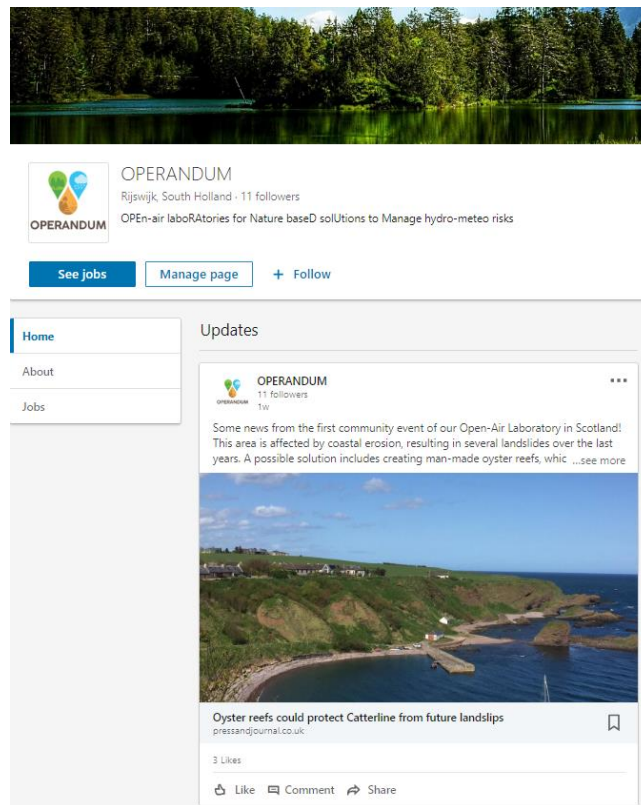

Figure 12: Screenshot of the OPERANDUM Facebook page

6. Dissemination activities of project partners

Partners are requested to maintain an active participation within the dissemination strategy. Proactive and balanced levels of participation will have profound effects throughout the whole project, and will guarantee that the dissemination techniques are applied to the fullest possible extent. Dissemination Tables have been distributed to each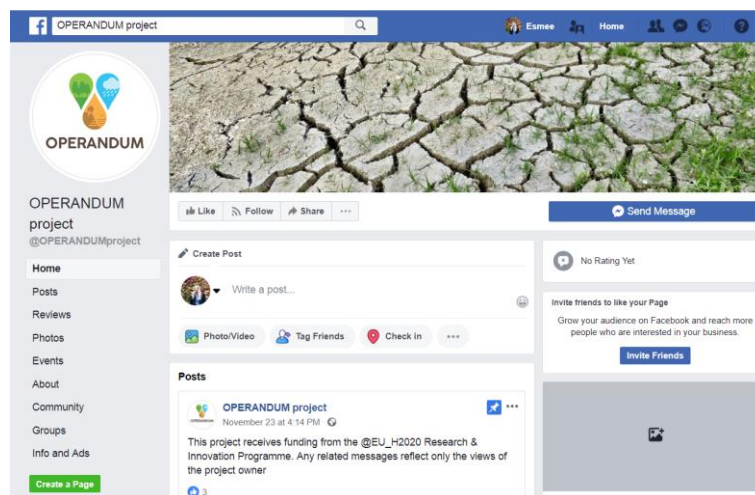 partner in order to collect and monitor dissemination progress. Every 6 months, these tables will be updated with input from the partners, which will be gathered using a Google form.

On the next pages, the following dissemination tables can be found:

- Description of events attended/planned
  - This could be different types of events (conferences, meetings of related projects, expert groups etc.) and should be filled out in case there is active dissemination of the project (through for instance a presentation), as well as participation in an event.

- Description of other dissemination activities (press releases, news, non-scientific publications, social media activity etc.)
  - This could be any activity where the project is disseminated to the public through a communication platform.

- Scientific publications (peer reviewed)

- Datasets
  - In case of the creation of a data set under the project (for instance as input for a scientific publication), this table needs to be filled out.

After receiving input from the OPERANDUM partners on dissemination activities, the following table will be completed:

Table 2: Outreach of OPERANDUM dissemination activities

Audience	Reach
Scientific Community (Higher Education, Research) *audiences in research conferences/academia*	
Industry (audiences in exhibitions, general conferences	
Civil Society	
General Public (social media (FB, LinkedIn, twitter), partner corporate websites)	
Policy Makers (in case of dedicated workshops/conferences)	
Media (number of channels involved in the dissemination activities)	
Investors (in case of pitch)	
Other	

Description of events attended/planned

Type of activity	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website

Description of other dissemination activities (press releases, news, non-scientific publications, etc.)

Type of activity	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website

Scientific publications (peer reviewed articles)

Type of scientific publication	Title of the scientific publication	DOI	ISSN/ eSSN	Authors	Title of the journal or equivalent	Number, date	Publisher	Place and year of publication	Relevant pages	Public & private participation	Peer-review	Open access provided	Repository	Underlying data?

Data sets

Data set (fill out a table for each data set)	
Data set Title	[insert title]
Identifier	[insert DOI]
DMP	[indicate the DMP version in which data set is described] [indicate the number of the data set in the DMP]
	[Indicate if the data set description in the corresponding WP paragraph and data set table in the DMP is different from the deposited data set] [Specify the differences in the data set description that must be updated in the DMP]
Open Access	[Choose the correct option: -YES. Indicate embargo period, if present. Or if data set will be openly accessible in future, specify when; -NO, ever]
Data set Re-usability	[indicate number of files and format/s]
	[indicate licence]
Repository	[indicate repository for sharing and for long term preservation]

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