



Date: 14 February 2020

Attendees:

- Manolis Chaniotakis, MC (EA)
- Francesco Osimanti, FO (Trust-IT Services)
- Francesco Mureddu, FM (LC)
- Valeria Andreolli, VA (Trust-IT Services)

Agenda:

1. Newsletter: coordination and ownership
2. Events: identifying the first REINFORCE organized event (Summer?)
3. Website: tentative sitemap - dates
4. Deliverable D10.1: ToC

Discussion:

1. Newsletter

The newsletter is under the responsibility of EA. Jens will be probably the one doing it. EA already has the infrastructure from other projects (usually it used HTML format).

ACTION 1: Template is being created by Trust IT (right now it is done on Mailchimp, another format can be prepared if needed)

ACTION 2: Set up a contact list (EA already has a contact list, mainly of teachers who already joined activities, maybe will need to coordinate with Zooniverse to add new contacts)/create on open call to invite new subscribers.

ACTION 3: EA will request regularly contributions from partners.

The first newsletter has to come out in March. It has to be done bimonthly.

Idea: Coordinate with demonstrators to get content from them. Create a collective newsletter every 2 months and a sub-newsletter focusing on the single demonstrator.

2. Events

According to KPIs, 3 events must be organized.

ACTION 4: Check the budget for them and to estimate partners' contribution to these events.

ACTION 5: Brainstorm to find out what our needs are exactly.

PROPOSALS:

1. Collaboration between WP10-8. Use one of the workshops organized in WP8 framework as an annual event. Same event from WP8 would count as a double KPI. It is necessary to identify the scope of the events. The WP10 final conference will be the third annual event, entirely branded as REINFORCE.



2. Combining it with another event where other partners are involved and where REINFORCE could fit. For this purpose it can be used the template prepared by EA to see in which events partners usually participate. **ACTION 6:** Check out if there is anything useful for REINFORCE.

3. Joining a very big event/conference and reserve a spot in there, ie. collocating a session/workshop there, in order to reach a big group of people (general public). In the next events, the target will be narrowed. For these kinds of events, it is necessary to apply. **ACTION 7:** Trust IT will prepare a generic template for workshops by next week, based on the one of the visionary workshop prepared by EA.

4. Organize an event at EGO which usually hosts different kind of events and have the contacts with high-profile scientists. Ie., for the researchers' night, where citizens could present material, but it will take time. **ACTION 8:** discuss with Stavros about this and the possibility to host the event during the IAU Symposia in Argentina (we could organize a meeting there to combine the two things).

ACTION 9: Set up a calendar (ie 2nd event annual event will be organized once the releases of demonstrators will be available)

3. Website

It will be added a *community interface section*: a feature (ie. a button called "VISIT REINFORCE COMMUNITY) with a link to REINFORCE demonstrators section on Zooniverse and from there we will be able to collect analytics. It will be featured in every demonstrator page and on the main page.

PROPOSAL:

- About
 - The Project
 - The Partners (with the abstract of the partners info, members, role and involvement)
 - Deliverables (list of the deliverables and the due date for each deliverable which is linked to the deliverable summary/insight)
- Get in touch
- Events
 - REINFORCE Events (organised by REINFORCE, i.e. annual events, engagement activities, webinars)
 - General events (related and/or invited events)
- News
 - News (includes newsletter reference)
 - Insights (deliverable report summary)
 - Video interviews
 - Communication Kit
- Demonstrators:
 - Gravitational wave noise
 - Deep sea hunters
 - Search for new particles
 - Interdisciplinary studies with geoscience and archaeology

4. Deliverable D10.1



Suggestion for tasks division:

- **EA** will help with the 1.2 Stakeholder section (citizens, polymakers, educators, students, scientist, other EU-funded projects). Need to highlight the concrete steps to engage with them, ie. workshops for teachers.
- **LC** could help with the 2.1 Internal Communication section
- **EGO** could help with the 1.3 Internal Communication tools section, since it is the work package leader of the overall management.
- The rest will be carried out by **Trust IT**.

Deadline to provide contributions: **12-14 March** since it must be sent by 31 March

PROPOSAL:

Executive Summary

1. Objectives
 - 1.1 Purpose and scope
 - 1.2 Stakeholders
 - 1.3 Internal Communication tools
 - 1.3.1 Mailing lists
 - 1.4 Monitoring and KPIs
2. Communication, stakeholder and dissemination plan
 - 2.1 Internal Communication
 - 2.1.1 General Assembly
 - 2.1.2 Project Committee
 - 2.1.3 Project Technical Committee
 - 2.1.4 Ethics Committee
 - 2.1.5 Advisory Board
 - 2.1.6 Innovation Manager
 - 2.2 External Communication
 - 2.2.1 REINFORCE Promotion campaign
 - 2.2.2 REINFORCE Stakeholder Community Building campaign
 - 2.2.3 REINFORCE Event campaign
 - 2.2.4 REINFORCE Demonstrators Result Dissemination Campaign
3. REINFORCE Branding
4. Communication Tools and Channels (D10.2)
 - 4.2 Timeline of activities
5. Conclusion

5. AOB

EA will organize a training for teachers at CERN in August and was thinking to host a REINFORCE workshop there. It is important to always communicate every activity in order to help with the dissemination (blog post and social media). **ACTION 10:** Create a tool where everyone can add events and activities they organize.

ACTION 11: Jens prepared a Google Drive where to gather all the docs.



Date: 18 December 2019

Attendees:

- Stavros Katsanevas, SK (EGO)
- Manolis Chaniotakis, MC (EA)
- Francesco Osimanti, FO (Trust-IT Services)
- Francesco Mureddu, FM (LC)
- Valeria Andreolli, VA (Trust-IT Services)

Discussion:

1. Division of work - WP10

Trust-IT is going to take care of daily communication activities, LC will support, but will be more focused on policy aspects.

2. Citizen science cluster meeting in Brussels 12 December

Last week MC participated in the Citizen science cluster meeting in the European Research Executive Agency in Brussels on behalf of REINFORCE. The European Commission asked for feedbacks, ideas, best practices, consultations about how to introduce citizen science in the future H2020 calls.

Action 1: MC will send material that can be published on social media channels via email

Action 2: VA will create an event track file that will be shared via mail at the end of the month together with a monthly recap about the work done so far

Action 3: Whoever is going to attend one of these events should bring the take-aways to report what happened. This should be an ordinary procedure that we'll have to stick with. (MC should send the ones for the event he joined in Brussels)

3. Website

Trust-IT's main action is the website, too early to have instructions. There will be a call with LC on how to build the website and move further.

MC suggests to add a demonstrators' section, an interface where citizens will get from the website or from Zooniverse or from both, where they will be able to select the demonstrators because the goal of the website is to host our project activities and we need a place where to get analytics from about the citizens engaged. I.e.: [DSpace](#) is an example about telescopes for educational purposes where there are in the same place the different demonstrators, forum, help section, manuals.

4. KPIs

- Number of Participatory Engagement Activities (80): carried by WP8. It can be reached through webinars (4 of them are part of the KPIs), exhibitions as "Il ritmo dello spazio" in Pisa (we don't know yet the exact number of people involved, but it could be a good example for REINFORCE), trainings, science cafe, workshops, etc. Need to set up a calendar of training, activities and webinars, in line with the events. The activities will combine off and



on line interactions. There is the researchers' night that takes place all over Europe and could be an opportunity for communication as well (SK: last one by EGO was heavily related to REINFORCE topics). These are community awareness activities, where we can present REINFORCE and could be used as communication activities as well. In the KPIs there are the annuals events, where we can have workshops as well.

- Number of Citizen Evaluations (10,000): carried by WP9 (there will be a call with them), probably through surveys. Need to coordinate with WP9, i.e. we can involve 100 people per activity.
- Number of Engaged Citizens (100,000): the number is really high; we must come out with a realistic number of the citizens that will be engaged in our activities. Maybe we could ask Chris from Zooniverse how many people he thinks we can reach.

Adding a KPI regarding more sensitive groups? I.e. identify some clusters to find our engagement citizen goals, try to reach a % of people with special capabilities. But WP10 dissemination activities have to be wider, not targeting a specific group.

Focus on the 10,000 Citizen Evaluations, since these are the people who will really engage with the project and they will be the target of the participatory activities. Then we can combine different metrics to reach the 100,000 Engaged Citizens, which is still high but, in this way, it makes more sense. We can combine our followers on social media, website visitors, persons that stops at events and take flyers, etc.

Action 4: WP8 will focus on 10,000 with the help of other WPs. WP10 will coordinate the communications activities to reach 100,000.

- Number of teachers engaged (500): we can reach them safely, since EA is coordinating 1,100 schools, so around 30% will be able to be engaged/2 teachers per school.

[Open Schools for Open Societies Portal](#) supports educational activities in a community environment. There are different accelerators, around which there is a community of practice. Google analytics supports it as well, it might be helpful.

- Social media channels (5,000): it's high but we can work on it.
- Posters (5): the first one will be done in January.
- Press releases (100): probably it means that we have to count every third part channel where we will distribute the press releases (Cordis, Horizon Magazine, etc) because creating 100 different press releases doesn't make sense. Yiannis will be helping with the dissemination.
- Presentation in conferences (10): probably it means events where REINFORCE will be present.
- Journal publications (International open refereed journals): each demonstrator should present its technical part papers. The University of Oxford can suggest some newspapers that deal with citizen science. MC: would like to include one or two that are more education oriented.

5. Timeline



WP10 starts now, WP8 will start in month 12, but in the meanwhile, it can help, maybe with social media. Things will come up in the following weeks.

6. Meetings

We could create a working group which will involve WP8-WP9-WP10 and have a monthly meeting. The first deliverable (10.1 Plan for the Communication and Dissemination of Results) is for month 4; when we are getting closer, we could meet even twice every month to better define the steps that needs to be undertaken.

Action 5: FO will send the press release about the KO today; SK will reply sending his comments by Sunday