

# SISCODE:

## Society in Innovation and Science through CODEsign

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### DELIVERABLE 7.1

### COMMUNICATION & DISSEMINATION STRATEGY

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## 1 Introduction

SISCODE is a European funded project answering to the call of the European Commission to explore the use of co-creation to integrate Society in Science and Innovation. The project is led by the Politecnico di Milano (POLIMI) and will be carried out for a three-year period (May 2018-April 2021) by a network of 18 partners from 13 European countries.

A number of European funded projects have already started to develop a European vision of Responsible Research and Innovation (RRI) based on the principles of inclusiveness and involving all actors at an early stage, thus allowing Research and Innovation and Science Technology and Innovation (STI) policies to be conceived in a co-building mode in order to ensure shared responsibility. However, for a number of reasons, this early engagement rarely goes beyond the process of consultation. Meanwhile, processes of co-creation have proved very successful in Social Innovation initiatives, where citizens, creative communities, vulnerable groups and policy makers work together in order to tackle the societal challenges they face.

The aim of SISCODE is to build a comprehensive and interconnected project to help understand the potentialities and the outputs of co-creation as a Social Innovation and design-driven approach for a better inclusion of Society in Innovation, and for building an evidence-based learning framework meant to integrate co-creation with organisational change mechanisms at the different levels of the STI governance systems.

The project will gather, select and analyse 40 cases of co-creation ecosystems from across Europe to understand their dynamics and the level of integration of society in science and innovation: 15 of them will be studied through the innovation biography methodology. This will contribute to detect the barriers that lie in diverse cultural, societal and regulatory contexts. The research will result in the development of a learning framework for co-creation based on the iterative design cycle of “understanding-ideating-prototyping-verifying”. Moreover, the project will build a network of 10 co-creation laboratories to experiment with design-driven approaches to co-creation and draw knowledge from the interaction with real life experimentation. Policy-makers will be invited to participate in an intermediate playground to reconnect grassroots initiatives to policy where they will conduct a programme of policy experiments. These experiments will be reinforced with the development of a digital hub for them. A result of all of these activities will be the co-production of situated models of co-creation ecosystems that will work as guides for the replicability and scalability of co-creation under different cultural, institutional and regulatory contexts.

In a nutshell, the project has been conceived as a connector that aims at (re)constructing the missing links between the strategic objectives (to make R&I more responsible), topics and communities, (domains of Science and Technology, group of stakeholders, citizens and society), and the activities (Research and Innovation) on the ground which are currently disconnected.

## **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 content delivered during this period. Besides, SISCODE 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; and on the other hand it will be articulated at a second level which will reach out to communities that develop their activities at the national and local scale through the experimentation activities conducted in 10 different local pilots.

### **2.2 Internal and external landscape**

SISCODE benefits from a consortium of 18 partners with different expertise based in 13 European countries, ranging from universities to consultancies, research agencies, science centres and museums, living labs, fab labs and networks. 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. Among the 18 partners, 3 are international networks of organisations, counting more than 600 members: the communication strategy will leverage on the 3 networks' contacts to raise awareness about co-creation and the possibilities it offers to RRI and STI policy making.

The project will also rely on the 10 co-creation labs across Europe:

- Ciência Viva (Portugal);
- Cube/Continium (The Netherlands);
- Science Gallery/TCD (Ireland);
- Fab Lab Barcelona/IAAC (Spain);
- Fab Lab Berlin/Makea Industries GMBH (Germany);
- Fab Lab Underbroen/Foreningen Maker (Denmark);
- Krakow Living Lab/KTP (Poland);

- PA4ALL/Biosense Institute (Serbia);
- Tess-AHALLA/AUTH (Greece);
- Traces (France).

Each of the co-creation labs will develop its own local communication plan that will need to be aligned with the general project communication and dissemination strategy. At the local level, the labs will make use of their networks in order to engage relevant stakeholders with the project and build further to reach out to new communities.

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, SISCODE will try to establish cooperation with other ongoing projects, and to build synergies.

### 2.3 Potential risks or barriers and responses

As every project, SISCODE 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:

<b>Risks/Barriers</b>	<b>Responses</b>
Building and managing a contact list is hindered by compliance with GDPR.	The connection between the data management and the communication plan will be carefully studied and tightened to ensure smooth procedures in data management that allow for effective outreach activities.
Lack of willingness of certain external stakeholders to engage with SISCODE activities.	Tighten links of the partners with the stakeholder leads will be leveraged. Building on stakeholders already involved in the consortium and labs.
Ensuring effective coordination of communication activities across the large and diverse consortium and labs.	Intensive dialogue with the labs and communication teams of the labs. Clear communication and transparency on the tasks and internal management of expectations

	<p>Regular feedback among the partners to create positive dynamics.</p> <p>Rely on the communication group to align communication activities.</p>
<p>Eventual insufficient input from certain co-creation labs and partners</p>	<p>Intensive dialogue with the labs and partners. Proactive request of input from the labs and partners.</p> <p>Clear communication on objectives, governance and deliverables.</p> <p>Detailed plans from partners about delivery dates and contents.</p>
<p>Branding and messages not coherently adopted across the consortium</p>	<p>Clear guidelines are shared with partners.</p> <p>Files are shared in various formats and are accessible to all</p> <p>The project branding and key messages give room for adaptation in the different languages.</p>
<p>Resources not sufficient to provide support required by the co-creation labs for communication/outreach</p>	<p>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.</p>

**Table 1. Risks, barriers and responses**

### 3 Communication strategy

#### 3.1 Objectives of the communication

The communication strategy of the project has the following objectives:

- Raise awareness about co-creation and design among a broad segment of the public;
- Support the dissemination and exploitation of the results of SISCODE;
- Provide a solid and common brand for the project facilitating its recognition;
- Establish sustainable tools and structures for the project including the different communication channels printed materials, website and social media;
- Ensure the visibility of the project's events, activities and different actions.

## 3.2 Key messages

A series of messages have been developed to guide the communication strategy.

### **Main messages:**

- Shifting paradigms: Co-creating science, technology and innovation with society;
- Connect the dots: Communities-scientists-policy makers co-creating Science Technology and Innovation;
- Futureproofing our societies: Shaping policies together.

### **Other messages:**

- Thinking with society: Real life experiments for policy makers;
- Become part of the solution;
- Co-creation: The missing link;
- Shaping science and innovation;
- Ready to co-create?
- Co-creating: Bring-in the communities;
- Join the lab: Be part of the solution to societal challenges;
- Citizenship shape science policies of tomorrow;
- In this together;
- Do it! Science, Technology and Innovation by all;
- Understand-Ideate-Prototype: Shaping Science, Innovation and Technology together;
- Co-create the science of tomorrow;
- Putting innovation at the heart of society.

### **3.3 Scope of communication: target audiences and communication tools**

#### **3.3.1 Target groups**

The project has established the following 8 target groups:

- Policy makers: This group is comprised of local, regional, national and EU policy makers. Representative groups are also included.
- Scientific and research community: Including researchers, PhD students, National Research Councils, European Research Council, Marie Skłodowska researchers and projects.
- Industry and innovation community: Representatives of industry associations, at regional and national levels; social innovators and entrepreneurs; European Innovation Council.
- Civil Society/ Non-Governmental organisations: Including associations, foundations, cooperatives and networks that operate locally, nationally and at the European level.
- Formal and informal education community: Students, teachers and professors, science communicators, international and national disciplines associations.
- Lab communities: People that are in the lab contexts and are interested in societal challenges and how to tackle them.
- Citizens: Audience that is beyond the project community.
- Other EU projects: The project will also target other EU funded projects that work in the same areas, co-design, policy making, RRI (Annex 1).

#### **3.3.2 Communication tools**

##### **Introduction**

The project will create and manage the communication tools that will be mainly web based and that include the following:

- a. A dedicated website;
- b. 9 Newsletters;
- c. 5 Press releases;
- d. Social media accounts: Twitter, Facebook and Instagram;
- e. A Massive Open Online Course (MOOC);
- f. 2 Videos.

SISCODE will also integrate a number of offline tools:

- g. A press-kit;
- h. Printed Promotional materials;
- i. Local and European wide events where the project will be presented;
- j. Final conference;
- k. Peer reviewed articles.

## **Description of the communication tools**

### **a. Website**

Objectives: To inform about the project's aims and activities and contain the project deliverables, research outcomes and publications. The website will also have a dedicated space for the co-creation labs where they will be able to communicate about their co-creation journeys and learnings. The website will also act as an entry point to the repository of the co-creation tools that will be used during the experimentation on the pilots' sites. The website will include clear information on how the personal data of subscribers will be used and stored.

Design: The website will use a commonly used Content Management System (WordPress) with a system of permissions to allow all of the lab coordinators to upload their information to the website. The website will be available in English. Social media feeds will be integrated in the home page. Social media sharing buttons and newsletter subscription will be available in the relevant pages.

### **b. Newsletters**

Objectives: To raise awareness on the opportunities co-creation offers for reconnecting strategic objectives, topic and communities as well as to raise awareness on best practices and showcases.

Structure: The structure of the newsletter will be presented in Annex 2. The newsletter will be shared digitally using Mailchimp.

Dates: There will be 9 newsletters and each of them will be coordinated by one of the Work Package leaders.

<b>Newsletter</b>	<b>Date</b>	<b>Coordinator</b>	<b>Topic</b>
#1	September 2018 (M5)	Ecsite	Presentation of the project
#2	December 2018 (M8)	UCL	Results from WP1: co-creation in RRI: state of the art, criticalities and perspectives
#3	March 2019 (M11)	POLIMI, Ecsite & IAAC	Co-Creation Labs: challenges and co-creation journeys and SDGs
#4	September 2019 (M17)	DDC	An innovative playground for policy makers
#5	December 2019 (M20)	IAAC	Results of the prototyping
#6	March 2020 (M23)	TUDO:	Results from the biographies and case studies
#7	September 2020 (M29)	SPI	CO-RRI network
#8	December 2020 (M32)	POLIMI	Co-creation for RRI: insights and new approaches
#9	April 2021 (M36)	POLIMI & Ecsite	End of the project. Announcement of final conference (TBC), thank you and goodbye message

**Table 2. List of newsletters, authors and topics**

### **c. Press releases**

Objectives: To inform on the project 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 word to allow adaptations and translations.

List of the milestones that will be the subject of Press releases:

- Co-design workshops: Main activity of the co-creation labs (M7-9);
- Open Days of the co-creation labs (M7-24);
- Activities for Policy Makers (title TBC) (M7-24);
  - Design for policy making workshops;
  - Policy experiments;
  - Digital learning hub for policy makers.
- CO-RRI network launching (M26);
- Final conference & Interactive guidebook to design co-creation strategies (M36).

### **d. Social media accounts**

Objectives: Social media accounts will narrate the life of the project in real time. The project will use Twitter, Facebook and Instagram. Landmarks of the project will be the main anchors used 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 labs is launched.

Ecsite is responsible to set up and manage social media accounts. For the communication of the activities at the local level Ecsite will ask the labs to provide info, pictures etc. The possibility of handing over the social media accounts for open days and workshops will also be explored.

### **e. MOOC course**

Objectives: The MOOC course will increase awareness and understanding of the potential of co-creation in the field of RRI, support the acquisition of design methodologies and competences, and disseminate the project results and outcomes.

Features: The MOOC will use webinars, discussion forums and innovative assessment formats in order to deliver its content.

Deadlines: Two deadlines have been set for the MOOC, August 2019 and April 2021. During the first stage preparatory work and piloting will take place starting in month 24 with the final MOOC being delivered in the last few months of the project.

#### **f. Videos**

Objectives: To help target audiences understand the opportunities that co-creation can offer to develop RRI further as well as to produce more acceptable science policies.

Contents:

- The first video will be an introduction to the project and can be used as a starting point: What it is, what it is trying to achieve, how it is trying to do it and how people can engage.
- The second video towards the second part of the project to present the results of the co-creation journeys and the playground for policy makers.

#### **g. Press kit**

Objectives: A press kit will be prepared to support all partners and more specifically the co-creation labs to communicate about the project to the media. The press kit will be available to download from the website as well as from Basecamp.

Contents: the media kit will include a presentation of the project and high-resolution pictures together with a logo.

#### **h. Printed promotional materials**

Objectives: Printed promotional materials will be produced for the partners to present and promote the project. The materials (format still under development) will be produced in English but the files will be shared with the partners so partners can translate them to their local language if they believe this is better for their local context and audiences.

Deadline: The materials will be ready by the end of 2018.

#### **i. Local and European wide events where the project will be presented**

Objectives: The presentations of SISCODE at more than 45 events will contribute to raise the profile of the project (Annex 3). Regarding the local events, each of the 10 labs will organise Lab Open Days where they will present the project and showcase their work. The dates of these events are to be defined but will take place between February 2019 and April 2020.

### j. Final conference

Objectives: DDC will organise a one-day conference to disseminate the results of the project and present the European Design Advocacy plan for STI policy making. The final conference will take place in winter 2021.

### k. Peer reviewed articles

A plan to produce **peer reviewed** articles has also been devised. The plan organises possible research products on the basis of the potentiality of the project's deliverables in terms of scientific results and originality. In the following table an initial list of SISCODE scientific products is drafted.

WP	Deliverables with potentiality in terms of scientific dissemination	Type of scientific products
WP1	D1.1 RRI Research landscape	1 article in journal (Journal of responsible innovation, ...).
	D1.2 Co-creation in RRI practices and STI policies	1 Special issue in journal (Co-design, Journal of responsible Innovation, ...). Tracks in conferences (ENoLL annual conference; ESSI Conference 2019, European School on Social Innovation, ECSITE annual conference, ...).
WP2	D2.2 Case study and biographies report D2.3 Comparative analysis report	1 Book on cases of co-creation in RRI and STI policy making (SPRINGER, UCL Press, ...). Stand-alone case study or groups of cases published as articles in journals.
WP3	D3.4 Experimentation report D3.5 Assessment report	Articles in Journal (Design studies, Design Issues, TECHNOVATION, Technology in Society, International Journal of Design, ...).
WP4	D4.1 Design for policy making	Articles in journals (Public Understanding of Science, Journal of Public Policy, Journal of European Public Policy, ...). Tracks in conferences (Participatory Design – ACM, Design Research Society conference, conferences on/for policy making, ...).
	D4.2 Transformations in STI policy making: trends, opportunities and barriers	Articles in journals. Tracks in conferences on STI policy making.
WP5	<b>D 5.1</b> Models of co-creation Ecosystems	1 book about the triangulation of the results from WP2, WP3 and WP4. To be published for the final conference.

**Table 3. Deliverables with publication potential and typology of publication/event**

### 3.3.3 Use of the communication tools per target group

The following table shows the different target groups, the results expected from the communication strategy and the channels we will be using to interact with them.

Target group	Scope	Key Messages	Digital Platform	Newsletter	Social media	Press releases	Videos	Printed materials	Events	Final conference	Scientific articles
Policy makers	To diffuse the culture of co-design among policy makers and introduce changes in the policy design processes	<p>Shifting paradigms: Co-creating science, technology and innovation with society</p> <p>Connect the dots: Communities-scientists-policy makers co-creating Science Technology and Innovation</p> <p>Futureproofing our societies: Shaping policies together</p> <p>Thinking with society: Real life experiments for policy makers</p> <p>Citizenship shape science policies of tomorrow</p>	X		X	X	X	X	X	X	X

Target group	Scope	Key Messages	Digital Platform	Newsletter	Social media	Press releases	Videos	Printed materials	Events	Final conference	Scientific articles
Scientific and research community	To raise awareness of RRI and develop co-creation approaches in science and innovation as part of scientists formal and informal education	<p>Shifting paradigms: Co-creating science, technology and innovation with society</p> <p>Connect the dots: Communities-scientists-policy makers co-creating Science Technology and Innovation</p> <p>Futureproofing our societies: Shaping policies together</p> <p>Shaping science and innovation</p> <p>Ready to co-create?</p> <p>Understand-Ideate –Prototype: Shaping science innovation and technology together</p>		X	X		X	X	X	X	X

Target group	Scope	Key Messages	Digital Platform	Newsletter	Social media	Press releases	Videos	Printed materials	Events	Final conference	Scientific articles
Industry/ innovation	To spread the culture of co-design in the innovation community and provide guidance to research funders in its implementation	<p>Shifting paradigms: Co-creating science, technology and innovation with society</p> <p>Connect the dots: Communities-scientists-policy makers co-creating Science Technology and Innovation</p> <p>Futureproofing our societies: Shaping policies together</p> <p>Putting innovation at the heart of society</p> <p>Join the lab: be part of the solution to societal challenges</p> <p>In this together</p>	X	X			X	X			X

Target group	Scope	Key Messages	Digital Platform	Newsletter	Social media	Press releases	Videos	Printed materials	Events	Final conference	Scientific articles
Education communities	To support their responses to local needs by establishing processes of collaboration and exchange with their eco-systems	<p>Shifting paradigms: Co-creating science, technology and innovation with society</p> <p>Connect the dots: Communities-scientists-policy makers co-creating Science Technology and Innovation</p> <p>Futureproofing our societies: Shaping policies together</p> <p>Co-creating: bring-in the communities</p> <p>Co-creation: the missing link</p>	X	X		X	X	X	X	X	

Target group	Scope	Key Messages	Digital Platform	Newsletter	Social media	Press releases	Videos	Printed materials	Events	Final conference	Scientific articles
Lab communities	To raise awareness of RRI and introduce lab communities to the policy design processes	<p>Connect the dots: Communities-scientists-policy makers co-creating Science Technology and Innovation</p> <p>Futureproofing our societies: Shaping policies together</p> <p>Ready to co-create? + In this together + Do it!</p> <p>Science by all</p> <p>Citizenship shape science policies of tomorrow +</p> <p>Become part of the solution</p> <p>Co-creation: the missing link</p> <p>Join the lab: be part of the solution to societal challenges</p> <p>Co-create the science of tomorrow</p> <p>Shifting paradigms: Co-creating science, technology and innovation with</p>	X	X	X	X	X	X	X		

Target group	Scope	Key Messages	Digital Platform	Newsletter	Social media	Press releases	Videos	Printed materials	Events	Final conference	Scientific articles
Citizens	To diffuse the culture of co-design and introduce citizens to the policy design processes	<p>Connect the dots: Communities-scientists-policy makers co-creating Science Technology and Innovation</p> <p>Futureproofing our societies: Shaping policies together</p> <p>Ready to co-create? + In this together + Do it!</p> <p>Science by all</p> <p>Citizenship shape science policies of tomorrow +</p> <p>Become part of the solution</p> <p>Co-creation: the missing link</p> <p>Join the lab: be part of the solution to societal challenges</p> <p>Co-create the science of tomorrow</p> <p>Shifting paradigms: Co-creating science, technology and innovation with society</p>			X				X		

<b>Target group</b>	<b>Scope</b>	<b>Key Messages</b>	<b>Digital Platform</b>	<b>Newsletter</b>	<b>Social media</b>	<b>Press releases</b>	<b>Videos</b>	<b>Printed materials</b>	<b>Events</b>	<b>Final conference</b>	<b>Scientific articles</b>
Other EU projects	To communicate the project and facilitate collaborations	Shifting paradigms: Co-creating science, technology and innovation with society Connect the dots: Communities-scientists-policy makers co-creating Science Technology and Innovation Futureproofing our societies: Shaping policies together	X	X	X	X	X	X	X	X	X

**Table 4. Use of communication tools per target audience**

## 4 Action plan

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

- Real life experimentation happening in the 10 co-creation labs;
- Policy experiments with design as an approach to co-creation;
- Creation of a network of institutions with a focus on co-creation for RRI;
- Major project events and their outcomes.

The project has a number of milestones that the communication strategy will use as anchor points; we have included the following events and products:

### Events

- Co-design workshops: main activity of the co-creation labs (M7-M9);
- Open Days of the co-creation labs (M7-M24);
- Design for policy makers workshops (10 workshops) (M7-M24);
- Policy experiments (3 exercises per lab) (M7-M24);
- Business model generation workshop (M24);
- CO-RRI network launching (M26);
- 2<sup>nd</sup> Business model generation workshops (M33);
- Final conference (M36).

### Products

- Biographies describing 15 co-creation initiatives (WP2);
- Prototypes developed in the co-creation labs (WP3);
- Interactive guidebook to design co-creation strategies (WP5);
- Digital learning hub (WP4).

## **ACTION PLAN**

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

Objective	Link to responses /barriers	Stakeholder group/ target audience	Action	Timeframe
Raise awareness about co-creation and design among a broad segment of the public	Create a contact list building up on partners ecosystems Involve key opinion leaders	All	Share partners knowledge, encourage them to promote the project newsletter, social media and website Build an audience on social media Advocate for the project in different events, meetings and conferences Reach out to other EU projects	M3-M36
Support the dissemination and exploitation of the results of SISCODE	Clear communication on objectives, governance and deliverables Detailed plans from partners about delivery dates and contents	Policy makers Scientific and research community Industry and innovation Formal and informal education community Lab communities	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 Disseminate the results using the newsletter, social media as well as other communication tools	M7-M36
Engage stakeholders with the project activities	Use partners' links to key stakeholders	Policy makers Scientific and research community	Disseminate knowledge and best practices through the website	M7-M36

Objective	Link to responses /barriers	Stakeholder group/ target audience	Action	Timeframe
	Build upon communities of stakeholders that already part of the network	Industry and innovation Formal and informal education community Lab communities	Share experiences and best practices at workshops and webinars	
Provide a solid and common brand for the project facilitating its recognition	Clear guidelines are provided to the partners There is room for adapting the messages in the different languages	All	Share logo and key messages with partners together with guidelines on how to use them Create a communication guide to disseminate the outputs Have regular calls with the communications team for alignment	M4-M36
Establish sustainable tools and structures for the project including the different communication channels, printed materials, website and social media	Foster dialogue across the consortium and especially with the labs Put measures in place that ensure sustainability of the project results Work together with the labs to	Partners and co-creation labs	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	M4-M36

Objective	Link to responses /barriers	Stakeholder group/ target audience	Action	Timeframe
	make a long lasting		and share them with the partner and labs	
Ensure the visibility of the project' s events, activities and different actions	Building on the partners' contacts, networks and dissemination capacities Building interest using social media	All	Disseminate information about SISCODE's objectives, activities, outputs and results via the website, social media and multimedia channels Issue press releases on project landmarks	M7-M36

**Table 5. Description of the action plan**

## 5 Local action plans

Every co-creation lab will produce its own communication plan adapted to their contexts, resources at their disposal and topic of choice. The local plans will be revised in order to make sure they are aligned with the general strategy and that the communication is coordinated. Besides, Ecsite will check possible overlapping to avoid as much as possible the same stakeholders being contacted by different partners in shorts periods of time.

## 6 Monitoring and evaluation

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

<b>Tool</b>	<b>Indicators</b>
Digital platform (website, social medial, digital learning hub, the e-newsletter) <ul style="list-style-type: none"> <li>• Project Website</li> <li>• Social media (Fb and Twitter)</li> <li>• Press release and newsletter</li> <li>• Digital learning hub</li> </ul>	10.000 unique visitors at the end of the project along all the channels of the digital platform. <ul style="list-style-type: none"> <li>• At least 4.000 users</li> <li>• 1.000 followers</li> <li>• 400 recipients</li> <li>• 200 registered users</li> </ul> User satisfaction (usability and accessibility) will be measured by a website survey
SISCODE events at local and EU level	1.500 attendees
Participation in external workshops, conferences and events	34 presentations
Publications in journals and sector specific magazines	10 publications
MOOC	700 participants
CO-RRI network	200 participants
Final Conference	150 people attending

**Table 6. Description of the monitoring indicators**

All partners will have to report twice a year on their dissemination activities. A template, following the European Commission’s requirements, will be produced and shared with the partners. (Annex 4).

Ecsite will set up a system of reminders for the co-creation labs to share information about their open days and events on time as shown below:

Event report	Deadline: 14 days after the event
Early warning	7 days before the event
Reminder 1	7 days after the end of the event
Reminder 2	10 days after the end of the event

**Table 7. List of reminders**

Besides, Ecsite will also send a reminder every second month to partners for them to inform about upcoming events and to fill in a report with details of the events including number of people reached, target groups reached etc.

## 7 Management of the communication strategy

Ecsite is the leader of WP7 Engagement and Dissemination, and as such responsible for the design and implementation of the dissemination strategy, development of the visual identity, communication tools and events, design and management of the website, the Open Days of the co-creation labs and the creation of a MOOC.

To ensure coordination and to make sure that all relevant partners are kept informed and can contribute in a timely manner, Ecsite has set up a communication team to allow connecting with the different organisations.

### Communication Team members:

Institution	Representative
Danish Design Centre	Stephanie Joy Hansen
Ecsite	Carmen Fenollosa Suzana Filipecki
EnoLL	Ines Vaittinen
IAAC	Massimo Menichinelli
Politecnico di Milano	Francesca Rizzo Alessandro Deserti
SPI	Marília Cunha Douglas Thomson Olga Glumac

**Table 8. Communication Team members**

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 5 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. (Annex 6).

## 8 Annexes

### Annex 1: Other EU projects we can establish links with

Project Name	Coordinator
<a href="#">SCALINGS</a>	TECHNISCHE UNIVERSITAET MUENCHEN
<a href="#">Co-VAL</a>	ATHENS TECHNOLOGY CENTER ANONYMI BIOMICHANIKI EMPORIKI KAI TECHNIKI ETAIREIA EFARMOGON YPSILIS TECHNOLOGIAS
<a href="#">KNOWMAK</a>	UNIVERSITE DE MARNE LA VALLEE
<a href="#">ACCOMPLISSH</a>	RIJKSUNIVERSITEIT GRONINGEN
<a href="#">EURAXESS TOP IV</a>	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS
<a href="#">RiConfigure</a>	FONDEN TEKNOLOGIRADET
<a href="#">RRING</a>	UNIVERSITY COLLEGE CORK - NATIONAL UNIVERSITY OF IRELAND, CORK
<a href="#">SySTEM 2020</a>	THE PROVOST, FELLOWS, FOUNDATION SCHOLARS & THE OTHER MEMBERS OF BOARD OF THE COLLEGE OF THE HOLY & UNDIVIDED TRINITY OF QUEEN ELIZABETH NEAR DUBLIN
<a href="#">LIV.IN</a>	WIRTSCHAFTSUNIVERSITAT WIEN
<a href="#">CODIS</a>	BUSINESS AND CULTURAL DEVELOPMENT CENTRE
<a href="#">CO-CREATION</a>	OXFORD BROOKES UNIVERSITY
<a href="#">NewhoRRizon</a>	ZSI

**Table 9. List of possible collaborations with other European projects**

### Annex 2: Structure of the newsletter

A newsletter template for the project will be created it will contain the following elements:

- Logo of SISCODE;
- Calendar of next events;
- Interview/ in depth text about co-creation;

- A tool methodology for co-creation action/ a showcase/ example of a co-creation in action;
- The presentation of 2 of the labs.

Partners drafting the newsletters (or sections of it) will be asked to send 2/3 High resolution pictures to illustrate the newsletter.

### **Annex 3: List of events and publications where to present SISCODE**

All project partners will participate in major events at the European, national, regional or 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 try to take advantage of opportunities to extend the dissemination activities, and to proactively create new opportunities.

<b>Event/conference</b>	<b>Partner</b>	<b>Target group</b>
Ecsite Annual Conference (annual) presentation, poster, discussion session or workshop, pop-up Co-Creation Lab in the Makerspace	Ecsite	Approx. 1000: science communicators
European Children's Universities Network (EUCU) events	TRACES	Science communicators, educators
Science & You conference (bi-annual)	TRACES	Approx. 400 science communicators, educators, researchers
SCICOMPT conference (annual) – Presentation	Ciência Viva	Portuguese science communicators
EuroScience Open Forum 2018	TRACES	Approx. 4000 educators from 80 countries
Open Science Festival 2018, Thessaloniki, Greece	AUTH	General public
European Researchers' Night (annual, September)	APRE	Approx. 5000 (Italy). General public
European Researchers' Night (annual, September)	TRACES	Professionals and general public

<b>Event/conference</b>	<b>Partner</b>	<b>Target group</b>
National French Science Week (Fete de la Science) (annual, October)	TRACES	Families and general public
Les conférences expérimentales - Espace Pierre-Gilles de Gennes	TRACES	General public
Res:publica (annual) – workshop	TUDO	General public, policy makers, researchers
Maker Meet Ups, focusing on changing themes within the scope of science, technology and design	Foreningen Maker - Underbroen	End users/citizens
Copenhagen annual maker-festival	Foreningen Maker - Underbroen	More than 2.500 visitors during a weekend and reaches a large target group and audience
ENoLL annual conference	ENoLL	Approx. 600 policy makers, innovators
Annual international Makers Fair	IAAC	400 innovators, public authorities, researchers
SIC (Social Innovation Community) final conference 2019	TUDO	Approx. 300. SI policy makers, SI unusual suspects, SIC networks
Make-it! Final conference	TUDO	Approx. 200 practitioners and policy makers
EBN annual conference 2019 and 2020	SPI	Approx. 300 accelerators, incubators, intermediaries
Dutch Design Week – workshops, presentations and lectures across different cities and regions	Continium	Industry, policy makers, general public
“What Design Can Do” conference, Amsterdam, Netherlands	Continium	Industry, policy makers, general public
“This is not a design conference” conference, Kerkrade, The Netherlands	Continium	Industry, policy makers, general public
International and European Design	Continium	Industry, policy makers, general public

<b>Event/conference</b>	<b>Partner</b>	<b>Target group</b>
conferences e.g. Design Life Digital (DLD), Design for Next, By Design, RGD Design Thinkers, World Design Summit		
SERVDES 2018 International conference on service design	POLIMI	300 researchers and PHD students
Participatory Design Conference	POLIMI	500 researchers
Design Management Conference	POLIMI	200 practitioners & researchers
Nano2All final conference	APRE, SPI	Approx. 300. Policy makers, and citizens
European Conference on Precision Agriculture (annual)	Biosense	Industry, policy makers, researchers, funders
European Conference for Information Technology in Agriculture, Food and the Environment (annual)	Biosense	Industry, policy makers, researchers, funders
Forum for the Future of Agriculture (annual)	Biosense	Industry, policy makers, researchers, funders
COPA-COGECA Congress (annual)	Biosense	Industry, policy makers, researchers, funders
Agritechnica Conference 2018	Biosense	Industry, policy makers, researchers, funders
International Conference on Medical Education Informatics (MEI2018)	AUTH	Researchers, research funders
The Society of Applied Neuroscience biennial conference (SAN2018)	AUTH	Researchers, research funders
Hellenic Biomedical Engineering Society – workshop	AUTH	Researchers, research funders
World Congress on Medical Physics and Biomedical Engineering 2018	AUTH	Researchers, research funders
World Ocean Day events (annual) – workshop	Ciência Viva	General public
European Maritime Day (annual) – presentation	Ciência Viva	Maritime stakeholders, policy makers

<b>Event/conference</b>	<b>Partner</b>	<b>Target group</b>
8th Living Knowledge Conference 2018 Potential session/United Nations Ocean Conference 2020 – presentation. Dissemination of the project results, workshops	Ciência Viva	Approx. 250 policy makers from 25 countries
RRI annual conference of the MARINA project 2018 – presentation and poster	APRE	Approx. 300. STI policy makers, and citizens

**Table 10. List of conference presentations**

### **Journals and magazines**

<b>Journal or magazine</b>	<b>Partner</b>	<b>Target group</b>
Spokes, e-magazine published monthly by Ecsite	Ecsite	Approx. 2.000 recipients: science communication, academia, businesses
Public Communication of Science and Technology (PCST) Conference (bi-annual)	TRACES	Science communicators, educators, researchers
Journal of Science Communication	TRACES	Science communicators, educators, researchers
Publications in BioMed Central Journals; The Frontiers Journals; Journal of Medical Internet Research	AUTH	Researchers, research funders

**Table 11. List of journals or magazines for publications**

### **Annex 4: Template for reporting**

The template for reporting aims to homogenise and facilitate the dissemination reporting among all consortium members. Access to the reporting template is available [here](#)

## **Annex 5: Checklist of Compulsory elements**

The checklist of compulsory elements aims to remind all partners of the mandatory elements that must be present in dissemination materials. The following elements must be included:

- **Acknowledgement phrase:** The SISCODE project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation under grant agreement No. 788217
- **EU emblem:** Do not forget to include the EU flag in all of your communications
- **Link to the website:** Please include the link to the website in all of your communications
- **Link to social media:** As much as possible refer to our social media accounts in your communications

## **Annex 6: Inclusive communication**

The attached documents function as reference for all patterns when producing dissemination materials with the aim of assure inclusiveness in the dissemination efforts of SISCODE.

### **Annex 6.1: Inclusive communication module**

You can download an interesting resource from UNICEF using [this link](#)

### **Annex 6.2: Principles of Inclusive communication**

The deaf sector partnership has produced an interesting report on the principles of inclusive communication. You can download it [here](#)

### **Annex 6.3 Guidelines for using gender sensitive language in communication, research and administration**

Reutlingen University has produced a set of guidelines for using gender sensitive language. You can check them [here](#).