Science Communication Plan of the COST Action CA21106 <insert Action code, CAxxxxx>

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| Each Action MC shall adopt a Science Communication Plan including a communication, dissemination, and valorisation strategy, as well as a plan to implement this strategy. The Science Communication Plan shall reflect the MoU in particular connecting to the aims andobjectives of the Action. It is recommended that the Science Communication Plan is approved by the Management Committee not later than 6 months after the start date of the Action. It is recommended that the Science Communication Plan, including progress on implementation, is discussed on a yearly basis by the Action MC and reviewed or amended where necessary. *(*[*Annotated Rules for COST Actions*](https://www.cost.eu/Annotated_Rules_for_COST_Actions_C)*, article 5)* |

*This template is provided to COST Actions as a support for developing the Action Science Communication plan. Actions can adapt the plan structure and content according to their needs.*

Versions and history of changes

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| --- | --- | --- | --- |
| Version | Date of adoption by MC | Notes (e.g. changes from previous versions) | Lead author(s)\* |
|  |  |  | Olga Mena, Alessandro Mirizzi, Loredana Gastaldo,…. |
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*\* The Science Communication plan is developed, updated and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.*

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**COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.**

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# summary

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| Summary description of the aim, key aspects and implementation plans concerning the overall Action strategy for communicating, disseminating, and valorising the Action results. This section also describes how the responsibilities have been organised within the Action, in particular in relation to the role of the Science Communication Coordinator and involvement by other Acton participants (e.g. implementing a Science Communication team, and/or WG devoted to it). |

Recent years have seen a renewed interest towards very weakly interacting particles (WISPs), like axions and dark photons, with impressive developments on both theoretical and experimental side. Searches for WISPs are strongly motivated by the attempts to understand the nature of the dark matter and puzzling astrophysical and particle physics observations. In this context, **the aim of the COSMIC WISPers Action is to organize the scientific foundation for the next generation of WISPs experiments and searches, and to promote a roadmap for the researchers, research sponsors and the broader scientific community.** In order to fulfil this ambitious goal, it is crucial a promotion of the Action and of its results, in order to raise awareness about the exciting WISP physics and about the possible related game-changing discoveries. At this regard, the planned dissemination, communication and valorisation strategies of the Action are summaries as follows:

* **DISSEMINATION:** The Action **dissemination** strategy will be based on publication of Action results on **top-class high impact peer reviewed scientific** **journals and on online repositories (arXiv web)**, on **talks at major international conferences** and on the **organization of workshops and webinars** to attract the scientific community and the stakeholders towards the topics of the Action. Furthermore, our workshops plus the participation in the major international conferences and in specialized workshops will be a fundamental dissemination tool via talks and posters delivered by senior and junior members. The project will prioritize to make publications available via Open Access, thanks to the posting of articles first on the arXiv and institutional repositories, when available, and then choosing journals for publication which allow Open Access via the gold or green routes, whenever possible. Also, much attention will be dedicated to ensure that all publications and presentations acknowledge properly the EC support.
* **COMMUNICATION:** The **communication goal** of the Action is to **share the motivations and the achievements of this project with policy makers and the public at a level that can be understood by nonexperts**. Such a task can be accomplished by a wide initiative to distribute the acquired knowledge among the largest possible audience. In order to achieve this objective a **webpage** will be settled, containing relevant information about the Action and the related activities, as well as an outreach section. The Action webpage will have a section dedicated to outreach including popularization of recent scientific major results from inside and outside the COSMIC WISPers action, a question and answer section, a news of the month for the general public, quizzes, games and links to other scientific outreach sites, thereby improving the public’s understanding of science and technology. A **Twitter account** will be created to quickly disseminate information related to the Action to general public. When possible, in junction with the events organized by the Action, it will be dedicated a session to **public talks** for a large audience. Members of the Actions will be encouraged to participate to activities like Open Days, Science Weeks and the Night of Researchers to spread the topic related to the Action.
* **VALORISATION:** In order to make a concrete use of Action results for research and **knowledge transfer** it is also crucial to **attract Small and Medium Size Enterprises (SMEs) as well as funding agencies**. For this purpose the Action **valorisation** strategy will involve the organization of Action **Technology Forums** to strengthen the cooperation among stakeholders from industry and WISPs physics projects. Furthermore, the main reports of the Action will be delivered to the appropriate funding agencies and policy makers for their evaluation.

**The dissemination, communication and valorisation plans will be implemented through a specific Working Group (WG 5), led by the Science Communication Coordinator and by a co-leader.** The Science Communication Coordinator, the co-leader and the WG5 members, will be in charge of setting, coordinating and monitoring the communication and dissemination strategy.

**My part is in green**

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|  | COMMUNICATION | DISSEMINATION | VALORIZATION |
| Objectives  | Raising public awareness towards WISP physics caseAttract people towards the fabulous world of fundamental physics.XXPromotion of the Action and its results. Raise awareness about the topic.Inform, promote and communicate – Visibility  | Maximise the impact of Action activities.Attract researchers to work on WISPs.  | Motivate SMEs to invest in technology development to perform new experiments. Convince the funding agencies to promote WISPs large-scale experiments.Make concrete use of results for research, knowledge transfer or commercial use.  |
| Expected Impact | Show the success of the research collaborationEnhance visibility of the WISP community towards general public.Show that investments in science imply technological innovationsof benefit for all the societyEncourage young women and less represented groups to pursue scientific careers and become field leadersShow the success of research collaboration. Engaging with society to show how it can benefit from the Action results. | Establish a shared platform that links together various research efforts and lays the groundwork for current and future WISP experiments. Allow the community to go a step forward with respect to current statusMaximise result’s impact. Allow researchers to go a step forward. Make Action results a common good.  | Organize the scientific foundation for the next generation of WISPs experiments and searches.Motivate the upgrade and the development of new technologies used in particle physics.For socio-economic purposes, further research, market validation, licencing, norms setting, standardisation. Represents society’s direct & indirect return on the public sector’s investment in research.  |
| Audiences  | Talented young people and in general people interested in science.Reaching multiple audiences from general public, citizens, civil society, and mass media | Researchers, industry, stakeholdersGroups that may use the results in their own work including peers, industry, stakeholders. Regarding policymakers, engage and share evidence-based results during the legislative process. | SMEs and policy makersNot only researchers: incubators, venture capital, local, national or EU-related innovation ecosystemsincluding policy-makers, industry, SMEs, sector of interest, civil society.  |
| Languages | Not specialist languageNon specialist language, layman – avoid jargon Be understandable.  | Scientific and specialist languageScientific and specialist language/jargon.  | Combines both general and technical language to present reports, data.Combines both general and technical language to present reports, results, prototypes, software, data, etc.   |
| Channels & Tools | Website, twitter accountPosters and brochures, videos. Quizzes and gamesPublic talks and webinarsPublic debate, TV channels, radio, newspapers, websites, social media targeting general public.Leaflet/brochure, infographics, multimedia (podcast, webinars, videos) | Peer-review journals, scientific or stakeholder conferences, online repository of results.Lecture notes of Training SchoolPosters and brochuresWebinarsPeer-review journals, scientific or stakeholder conferences, online repository of results, etc. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos)EU related platforms and services such as Open Research Europe, European Open Science Cloud. | Technology Forums and relative reportsReports of WG activitiesStakeholder groups and events, industry publications/reports, competitions/awards.EU related platforms and services such as CORDIS, Horizon Results Booster, Innovation Radar, Horizon Results platform,European Patent Office.  |

# General Aim and Target Audiences

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| Description of the aim and specific objectives related to the communication, dissemination and valorisation of Action results. Taking into account the nature of the Action challenge, its objectives and deliverables, this section identifies the target audiences specific to the activities of communication, dissemination and valorisation of Action results. In doing that, the plan describes the general lines to reach and, whenever necessary, engage them online or in physical or hybrid events. A comprehensive communication plan should define clear objectives with key messages addressed to relevant target audiences and set out a description and timing for each activity. This will help to create communication strategies that can be adapted to each identified target audience. By calling the attention of various audiences, the visibility of the Action and its results are multiplied and can be understood also by non-specialists |

The goal of the COSMIC WISPers Action is to establish a shared platform that links together various research efforts and lays the groundwork for current and future WISP experiments. Then, in order to **allow the community to go a step forward with respect to current status and to maximise the impact of Action activities, a broad and visible dissemination of the research results is a key issue of the COSMIC WISPers Action.** This task will allow to identify the Action as a reference for the state-of-the-art of the field for researchers, SMEs and policy makers.

 **The key message to convey to these target audiences is the existence of an intriguing physics case, the WISP paradigm, with high potential to lead to game-changing discoveries in the next decade solving long-standing open questions of fundamental physics (e.g. the nature of Dark Matter)**.

**Dissemination** of outstanding results will **attract more researchers to work on WISPs**, will **motivate SMEs to invest in technology development to perform new experiments and convince the funding agencies to promote WISPs large-scale experiments.** In order to achieve these goals, Action results will be published on top-class journals and on online repositories. Dissemination talks will also be delivered at major international conferences. The Action will also organize in person and hybrid workshops to attract the scientific community and stakeholders towards WISPs physics.

The public engagement will also focus on the **societal impact of research**, showing that investments in science imply technological innovations which are essential not only for science but also for the benefit of society at large. A global perspective is an increasingly essential ingredient of human enterprise, and science should not and cannot escape this planetary trend. Therefore, **raising public awareness to science via communication** has become a standard professional responsibility of research institutions and active scientists alike. The topics of this Action, at the interface of particle physics, astrophysics and cosmology, are particularly suitable for this task. In relation to this challenge, the key message to communicate to the general public is the role of WISPs in relation to the Dark Universe.

**The most important questions to convey to a broad audience are:**

1. **why it is interesting to study WISPs and how they can help to answer to long-standing open questions in (astro)-particle physics,**
2. **how to search WISPs,**
3. **which are the most promising approved or planned experimental programs to search WISPs,**
4. **how indirect signatures from astrophysical observations may lead to a WISP discovery complementary to laboratory searches.**

The **main targets** for these **communication objectives** are **talented young people and in general people interested in science**, in order to attract them towards the fabulous world of fundamental physics. Action Communication strategy will be based on the Action webpage and on social media. Action participants will also be involved in outreach activities at local level (e.g. public talks). Concerning **gender issues and to less represented groups,** notice thatin science and in physics in particular women represent a small fraction of researchers and moreover that fraction decreases with the seniority, with only few women at the professor level in Europe and worldwide. In order to help with this long-standing issue, the Action will provide key scientific and complementary skills and international visibility, independence, and collaborative links, together with self-confidence. The project is optimally gender-balanced, with a strong female participation, key for encouraging young women to pursue scientific careers and become field leaders. In this regard, the Action shall focus on high school students by means of visits and talks, in order to promote STEM education. Special attention will be devoted to fostering a stronger participation in science also of less-represented groups. The outreach activities planned will strengthen this aspect by making sure that women and less represented groups in the specific environment are involved in the activities and have high visibility. This will be particularly important in relation to schools and activities aimed at young people and those done in the developing countries.

The **specific targets for valorisation of Action results are SMEs and policy makers.** At this regard, the Action will organize Technology Forums to create a strong network of laboratories and industrial partners to promote a better knowledge of the existing facilities for industrial users and wider markets for technology transfer possibilities. Funding agencies and policy makers will also be informed about the key results of the Action sending them the reports and the final Physics paper, addressing recommendations on scientific and technological issues. By acting coherently on these recommendations, funding agencies will be able to exploit fully the tantalizing potential for WISP discoveries.

# plan for the communication of Action results

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| Communication deals with raising awareness and promoting the Action and its results towards the general public and end-users, civil society and mass media. Hence, the information is conveyed in a language that is widely accessible. It is helpful to define key messages associated to the Action aim, approach, (expected) results and impact.This section covers the suitable communication tools/channels to be used for communication purposes (e.g., Action website, social media, press releases, infographics), as well as the products to be developed for communication purposes (e.g., Action logo and visual identity, templates, leaflet, videos/animations, podcasts). A tentative timeline including for the development, production and use of communication tools/channels, and communication products should be included in this section as well. Links between the plan and any Action deliverable related to communication listed on e-COST should be explained. |

The communication task of COSMIC WISPers Action can be accomplished by a wide initiative to distribute the acquired knowledge among the largest possible audience. In order to achieve this goal, the Action Communication Plan will be developed as follows:

* **the Action will settle a website to explain the physics case and the activities.** The webpage will clearly show an Action **logo** and make reference to the COST visual identity. On the webpage will be also uploaded videos and material to popularise the different activities of the Action.
* **Videos** will be provided also in different languages in order to promote WISPs also towards people not familiar with English. During the Kick-off meeting in Frascati (IT) (Feb. 2023) will be developed a video to introduce to general public the topics of the Action.
* A **Twitter account** will be created (within six months) to quickly communicate information related to the Action to general public. Important events and results related to the Action activities will be also communicated through press releases.
* **Posters and brochures** describing the COSMIC WISPers Action will also be available on the webpage (within six months) and will be distributed in the events in which the Action will be involved.
* On a **local level**, members of the Action will be encouraged to participate to activities like Open Days, Science Weeks and the Night of Researchers.
* **Public talks and games** will be organised, including science quizzes. During the Kick-off meeting in Frascati (IT) (Feb. 2023) will be organized also the first public talk on topics related to the Action. Particular attention will be devoted to create connections with secondary schools and organise there outreach events for students. Dedicated space will be devoted to outreach activities also on the Action webpage.

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| **Deliverable****Number** | **Deliverable****Title** | **Deliverable****date (months)** |
| D1 | Setting on the webpage and a repository concerning the Action activities | 6 |

# plan for the dissemination of Action results

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| Dissemination deals with making Action knowledge and results public towards its target audiences, who could benefit and use them. The information is conveyed in a language that is customised to the specific target audience (e.g. scientific publication for researchers). The Action approach to Open Science and Open Access (e.g., openness, accessibility, adherence to FAIR principles, IPR) is covered in this section in relation to its application to Action activities, (expected) results and outputs. This section describes the planned dissemination products to be developed, their tentative timeline and the expected contribution from Action participants (e.g. which Working Groups will work on a planned special issue). Relevant target events or conferences, scientific journals or other forums (e.g. related projects/initiatives) where to disseminate the Action results should be identified and described. Links between the plan and any Action deliverable related to dissemination listed on e-COST should be explained. |

The dissemination plan of the Action results and achievements towards researchers and stakeholders is based on the following strategy:

* The Action will develop a **common database** on WISPs theoretical models (**WG1**), on experimental (**WG4**), and cosmological (**WG2**) and astrophysical (**WG3**) bounds, In order to settle the state-of-the-art of the field.
* The research papers resulting from the Action activities will be published in **top-class scientific journals** [e.g., Journal of High Energy Physics (JHEP), Journal of Cosmology and AstroParticle Physics (JCAP), Physical Letter B, European Physics Journal C, Nuclear Physics B, Physical Review, Astronomy & Astrophysics,… ] with an established peer-review system. The support by COST will be acknowledged. The relevant journals are all electronically available. Preference will be given to publication which allow **Open Access via the gold or green routes**, whenever possible.
* Extensive use will be made of the **dedicated e-print server** arXiv.org (http://arXiv.org), which is the primary channel for scientific information exchange in the fields of particle physics and astrophysics. This server will guarantee **open access** to all publications of the Action.
* The journal version of the most relevant publications will also be accessible on a **repository on the Action webpage**.
* **The final Physics Paper on the WISP Physics Case**, summarising the output of the Action activities and shaping the European roadmap for WISP searches, will be available on the Action Webpage and will also be published on a European Open Access top-class journal (e.g. JHEP, JCAP).
* **Lectures Notes** of the Action **Training Schools** will also be published in open-access series, like Proceedings of Science (PoS) from SISSA.
* The COSMIC WISPers results will be presented **at major international conferences**, such as European Physical Society Conference, Identification for Dark Matter (IDM), Patras workshop, Topics on Astroparticle and Underground Physics (TAUP), International Conference in High Energy Physics (ICHEP), International Symposium on Particles, Strings and Cosmology (PASCOS), Planck, String Pheno.
* Results will be disseminated also at **workshops** as well as in **seminars and colloquia** at academic institutions. Furthermore, several experiments are ongoing and invited presentations are foreseen at their collaboration meetings, in addition to the ones at the conferences mentioned above. All presentations will be clearly recognizable through reference to the visual identity and Action logo.
* **Events** will also be organised by the Action. Namely, **Workshops, Conferences, Training Schools**. All these events will be open to all interested scientists. These events will be advertised through the Action webpage and through specialized servers like InSpire-hep. This will give a large boost in dissemination of scientific results. The COSMIC WISPers Action will also organize **online webinars and journal clubs** open to all the community. A monthly **newsletter** on the Action activities and on the relevant papers and event of the months will also be produced. The coordination of webinars, journal clubs and newsletters will be assigned to Early Career Investigators (ECI) members.
* The COSMIC WISPers Action also aim at providing input to SMEs identifying progresses needed in key technologies for present and future experiments. For these purpose **reports on Technologies Forums** on technological challenges to detect axions and WISPs will be prepared by **WG4** and will be delivered to stakeholders from industry and WISPs physics projects. These reports will also be visible on the Action webpage.

 **Timeline.** The database on WISPs models and bounds will be accessible on the Action webpage within 24 months from the start of the activities.Research papers and contributions to conferences are expected to appear throughout all the duration of the Action **by the participants of all the different WGs**, starting from Summer 2023. Webinars, journal clubs and newsletters are expected to occur monthly starting from January 2023. The kick-off workshop will take place in February 2023. The first General Conference and the Training Schools will occur in September 2023.

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| **Deliverable****Number** | **Deliverable****Title** | **Deliverable****date (months)** |
| D1 | Setting on the webpage and a repository concerning the Action activities | 6 |
| D3-4-5-6 | Draft reports on the activities of WG1-2-3-4 | 12 |
| D12 | Report on Technologies Forums | 40 |
| D17 | Lecture notes of the Training School | 12 |

# plan for the valorisation of Action results

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| Valorisation deals with the exploitation of Action results by specific target audiences, creating potential significant societal, economic or policy impact. As such, this section describes how the Action plans to support the envisaged scientific, technological and/or socio-economic impacts. To support this, this section may also highlight potential end users to reach out to during and after the lifetime of the Action, a mapping of (expected) Action results which may be relevant outside the strict scientific sphere and methods and formats to promote synergies between the Action and partners for valorisation.Data protection and IPR issues, if relevant, should also be discussed within this section. Links between the plan and any Action deliverable related to valorisation listed on e-COST should be explained.  |

The aim of the COSMIC WISPers Action is to organize the scientific foundation for the next generation of WISPs experiments and searches. Therefore, the specific target audience for **valorisation** of the Action results are policy makers and SMEs. During the development of the Action it is expected a constant interaction with these stakeholders. Specifically:

* The **Reports and the final Physics Paper** resulting from Action activities **will be delivered to the appropriate funding agencies and policy makers** (ApPEC, international laboratories like CERN, DESY, LFN and national agencies) for their evaluation. After appropriate reviews and consultancy, the respective organizations are expected to make decisions to realise the considered experiments. These Reports should contain necessary technical information required for the decisions, to be combined with the scientific priorities of the decision time.
* In order to **create connections with industrial partners**, representatives of SMEs developing the key technologies used in WISP experiments will be invited to participate to this Action (in the **WG4**). In particular, **dedicated Technology Forums are foreseen with a focus on specific technologies** where leading scientists and entrepreneurs will be invited to show the latest achievements in the sector. These will be a unique opportunity to generate new cooperation contacts and contracts. The goal of the Forums is to create a strong network of laboratories and industrial partners to promote a better knowledge of the existing facilities for industrial users and wider markets for technology transfer possibilities. The role of the SME in the Technology Forums will be fundamental to shape the strategy for WISP searches to be proposed in the roadmap. Furthermore, the Technology Forums involving SMEs would motivate the upgrade or the development of new technologies used in particle physics. In this sense, the researches pursued in the framework of the Action may have a direct impact on triggering technological development. The Technology Forums would provide a discussion platform for companies and project scientists to define the future ways of boosting cooperation to the benefit of all stakeholders.

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| **Deliverable****Number** | **Deliverable****Title** | **Deliverable****date (months)** |
| D3-4-5-6 | Draft reports on the activities of WG1-2-3-4 | 12 |
| D12 | Report on Technologies Forums | 40 |

In relation to the Deliverables the ones related to valorisation are Deliverables 3-4-5-6: Draft reports on the activities of WG1-2-3-4 (expected time: 12 months); Deliverable 12: Report on Technologies Forums on technological challenges to detect axions and WISPs (expected time: 40 months).

TABLE 1. COMMUNICATION – DISSEMINATION – VALORISATION

**My part is in green**

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|  | COMMUNICATION | DISSEMINATION | VALORIZATION |
| Objectives  | Raising public awareness towards WISP physics caseAttract people towards the fabulous world of fundamental physics.XXPromotion of the Action and its results. Raise awareness about the topic.Inform, promote and communicate – Visibility  | Maximise the impact of Action activities.Attract researchers to work on WISPs.  | Motivate SMEs to invest in technology development to perform new experiments. Convince the funding agencies to promote WISPs large-scale experiments.Make concrete use of results for research, knowledge transfer or commercial use.  |
| Expected Impact | Show the success of the research collaborationEnhance visibility of the WISP community towards general publicShow the success of research collaboration. Engaging with society to show how it can benefit from the Action results. | Establish a shared platform that links together various research efforts and lays the groundwork for current and future WISP experiments. Allow the community to go a step forward with respect to current statusMaximise result’s impact. Allow researchers to go a step forward. Make Action results a common good.  | Organize the scientific foundation for the next generation of WISPs experiments and searches.Motivate the upgrade and the development of new technologies used in particle physics.For socio-economic purposes, further research, market validation, licencing, norms setting, standardisation. Represents society’s direct & indirect return on the public sector’s investment in research.  |
| Audiences  | Talented young people and in general people interested in scienceReaching multiple audiences from general public, citizens, civil society, and mass media | Researchers, industry, stakeholdersGroups that may use the results in their own work including peers, industry, stakeholders. Regarding policymakers, engage and share evidence-based results during the legislative process. | SMEs and policy makersNot only researchers: incubators, venture capital, local, national or EU-related innovation ecosystemsincluding policy-makers, industry, SMEs, sector of interest, civil society.  |
| Languages | Not specialist languageNon specialist language, layman – avoid jargon Be understandable.  | Scientific and specialist languageScientific and specialist language/jargon.  | Combines both general and technical language to present reports, data.Combines both general and technical language to present reports, results, prototypes, software, data, etc.   |
| Channels & Tools | Website, twitter accountPosters and brochures, videos. Quizzes and gamesPublic talks and webinarsPublic debate, TV channels, radio, newspapers, websites, social media targeting general public.Leaflet/brochure, infographics, multimedia (podcast, webinars, videos) | Peer-review journals, scientific or stakeholder conferences, online repository of results.Lecture notes of Training SchoolPosters and brochuresWebinarsPeer-review journals, scientific or stakeholder conferences, online repository of results, etc. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos)EU related platforms and services such as Open Research Europe, European Open Science Cloud. | Technology Forums and relative reportsReports of WG activitiesStakeholder groups and events, industry publications/reports, competitions/awards.EU related platforms and services such as CORDIS, Horizon Results Booster, Innovation Radar, Horizon Results platform,European Patent Office.  |

# Annex 1

The tables below are meant to provide an overview to the Action of relevant dimensions to be considered while structuring the Science Communication Plan. Table 1 highlights the different scope of Dissemination and Communication activities, while Table 2 underlines key questions to be addressed in each plan.

TABLE 1. COMMUNICATION – DISSEMINATION – VALORISATION

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|  | COMMUNICATION | DISSEMINATION | VALORIZATION |
| Objectives  | Promotion of the Action and its results. Raise awareness about the topic.Inform, promote and communicate – Visibility  | Public disclosure about the Action results only. | Make concrete use of results for research, knowledge transfer or commercial use.  |
| Expected Impact | Show the success of research collaboration. Engaging with society to show how it can benefit from the Action results. | Maximise result’s impact. Allow researchers to go a step forward. Make Action results a common good.  | For socio-economic purposes, further research, market validation, licencing, norms setting, standardisation. Represents society’s direct & indirect return on the public sector’s investment in research.  |
| Audiences  | Reaching multiple audiences from general public, citizens, civil society, and mass media | Groups that may use the results in their own work including peers, industry, stakeholders. Regarding policymakers, engage and share evidence-based results during the legislative process. | Not only researchers: incubators, venture capital, local, national or EU-related innovation ecosystemsincluding policy-makers, industry, SMEs, sector of interest, civil society.  |
| Languages | Non specialist language, layman – avoid jargon Be understandable.  | Scientific and specialist language/jargon.  | Combines both general and technical language to present reports, results, prototypes, software, data, etc.   |
| Channels & Tools | Public debate, TV channels, radio, newspapers, websites, social media targeting general public.Leaflet/brochure, infographics, multimedia (podcast, webinars, videos) | Peer-review journals, scientific or stakeholder conferences, online repository of results, etc. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos)EU related platforms and services such as Open Research Europe, European Open Science Cloud. | Stakeholder groups and events, industry publications/reports, competitions/awards.EU related platforms and services such as CORDIS, Horizon Results Booster, Innovation Radar, Horizon Results platform,European Patent Office.  |

tABLE 2. THE 5 W TO STRUCTURE YOUR PLAN

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| WHY It is relevant to communicate about the Action? | A few examples: * Research has been scattered across Europe;
* Urgent need for a coordinated and joint effort to build a collaborative platform linking science, industry, and management;
* Raise awareness;
* Bring added value of belonging to a multidisciplinary network involving numerous countries;
* To spark new collaborations.
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| WHAT is the key message? | Consider the Action MoU to set the objectives and develop the main key message. A few examples: * Improve the quality of the air, water, health, roads, buildings;
* Change the current legislation;
* Explore new techniques in treating cancer.
 |
| WHO is the target audience? | A few examples* Scientific community, Scientists, Academia;
* Businesses, industry, SMEs:
* NGOs, Citizen organisations, patient groups;
* Authorities, Policymakers and specify at what level: local; regional; national; European or international…
 |
| WHERE and how to communicate & disseminate?  | Use the tools and channels to convey the key message of your network* Public debate;
* TV channels, radio, newspapers, websites, social media;
* Workshops, training schools, conference, fairs, festivals, campaign…
 |
| WHEN it is appropriate to start communicating & disseminating?  | A general recommendation - From the start to the end Think of timeliness – key moments during the lifetime of the Action when there is something new to release. * When setting the network to introduce the Action;
* When the website & social media are set;
* When there are some results to release;
* When participating to an activity that has a wider scope with key stakeholders;
* When a joint scientific publication is published;
* When other evidence-based results and output are available.

In short: not only at the end of the Action but during the lifetime. Planning is key: a dissemination calendar based on the Action planned activities and milestones is helpful to identify key moments.  |