

GEODES

Geosciences, Development and Sustainability



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D9.2 Communication and Dissemination Plan

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1. INTRODUCTION

This document presents a GEODES project plan for communication, dissemination, and exploitation, to: (1) assure the efficient research results sharing with potential users (e.g., peers in the research field, stakeholders, end-users); (2) to reverberate the project's outcomes towards the broad public and (3) to impact in academic policymaking, regarding the sustainable use of earth resources. GEODES will maintain the ongoing dialogue with potential users (e.g., peers in the research field, interested stakeholders, policy makers) alongside the project, by continuously disseminate and exploit its results.

2. PROJECT OVERVIEW

The Geosciences, Development and Sustainability: Africa and Europe together (GEODES) project was funded by the Erasmus+ Programme through the Education and Culture Executive Agency (EACEA). The project is coordinated by University of Coimbra (UC) and counts with the participation of two Higher Education Institutions from European countries, University of Salamanca (USAL) and University of Turin (UNITO), three from Angola, University Agostinho Neto (UAN), Universitu Katiavala Bwila (UKB) and University Mandume ya Ndemufayo (UMN, and three from Mozambique, University Eduardo Mondlane (UEM), University of Lúrio (UL) and University Púngué (UP).

2.1. Summary of GEODES project

GEODES project benefits from the accumulated expertise of two universities that participated in previous capacity building actions (UAN and UEM), which are now going to act as local training institutions in tandem with the Europeans Partners (UC, USAL and UNITO). The main beneficiaries of the current proposal have been carefully selected from necessitated areas in extremely needed countries: center and south of Angola (UKB and UMN), and center and northeast of Mozambique (UL and UP).

The project should promote: (i) technical training of teachers and final year students from six higher education institutions from Angola (UAN, UKB, UMN) and Mozambique (UEM, UL, UP) in the area of Earth Sciences; (ii) Empowerment of the trainers from UAN and UEM on training country fellows; (iii) Upgrading and developing BSc and MSc courses in the area of Earth Sciences; (iv) the development of professional internships in private companies in Angola and Mozambique; and (v) training in the creation of applications that can be submitted in competitive research calls for funding.

It is expected to create a "GEODES Initiative" in the field of Earth Sciences demonstrating that this field of knowledge is crucial for resilient and sustainable development. The bases of these initiative should be defined and communicated during, and event organized in Maputo in the last year of the project.

2.2. Lifecycle

The GEODES project will be executed in 36 months.

However, it is expected longer term impact from GEODES. The exchange among scientists by bringing together complementary profiles should improve standards, methods, and techniques for carrying out research and transferring of fundamental and applied knowledge. This should benefit both beneficiaries from European and African countries. Furthermore, the project includes one Work Package focused on training in the creation of research projects in call for competitive funding (WP7), which should contribute to maintain its outcomes beyond the period of execution.

3. Data Management Plan

The resulting data from GEODES will be handled differently according to each data content and format. Data produced will be made compatible and usable in a transboundary context and sharing in an open access repository using FAIR guiding principles for scientific data management and stewardship.

Any personal data collected by GEODES will be kept confidential and stored within restricted access equipment for the duration of the project, in a room that is reserved for the exclusive use of the project team. After the end of the project, the Project team will retain the collected data for an additional five years, period after which, the materials will be permanently erased. Due to privacy and security concerns related to the participants, social data will not be made openly accessible as primary data but in a processed form; and will be available from the research team on reasonable request.

4. Ethical Principles

While preparing the projects' proposal, GEODES team has carefully considered the respective national and EU legislation (e.g., Charter of Fundamental Rights of the European Union 2000/C 364/01), international conventions, and declarations, regarding ethics in social sciences research and APA's Ethical Principles and Code of Conduct. GEODES research plan encompasses the possibility to gather human/personal data, through questionnaires and the implementation of academic programs and the assessment of its efficacy. Thus, the project will have to address ethical as well as legal issues of privacy and other data protection. GEODES will ensure respect for people and for human dignity, fair distribution of research benefits and burden, and protecting the values, rights, and interests of the research participants.

The project will privilege collaborative dialogue between the research team and different academic communities involved and the stakeholders in which, democratic, inclusive, action-oriented, empowering, and interdisciplinary approaches will be implemented to achieve knowledge co-production, innovation co-creation, and communities' capacity building.

5. Plan for dissemination and communication

GEODES project cannot accomplish a significant and tangible enhancement unless the results and outcomes scale beyond the Consortium experimentation to provide wider policy and scientific impact. To ensure maximum impact is achieved by GEODES, the Consortium will apply a detailed Communication, Dissemination & Exploitation Plan. This section will outline two strands of activities: Overall Dissemination and Specific Communication. Including all these activities within one report will ensure that the project's innovative promotional strategies and tactics within both streams will be complementary, working efficiently together to achieve future sustainability and long-term success. The presentation of the two mentioned components is in the following subsections:

5.1 Dissemination activities

The baseline of the dissemination strategy is the definition of its goals further to a proper classification and segmentation of the target audience. GEODES project pillars for dissemination are: (1) Stimulating the participation in GEODES Ecosystem actions in a green deal-oriented and circular economy lifecycle; (2) Disseminating the results of the project among technical, governance, and scientific communities, to ensure GEODES outputs benefit wider research, cooperation, and policy making; (3) Boosting cooperation with public and private actors, in order to create synergies, encourage adoption of GEODES academic strategy within higher education institutions.

The dissemination activities will take place across three project phases:

(1) Awareness Phase: (M6 - M12) The first tranche of the dissemination activities will take place in the second semester of the project. The main goal in this period is to outline the ambition of GEODES and create a tailored dissemination of GEODES per target audience, which will be updated on a yearly basis. Attendance at several events (face-to face or online), where there are high numbers of key stakeholders, to explain GEODES goal, vision, and position, is expected at this stage.

(2) Distribution Phase: The second period (M12 – M29) executes scientific dissemination activities tailored to targeted audiences. In the case of scientific dissemination, the messages will revolve around the explanations of the GEODES

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ambition, approach, results, and innovation. To achieve that, GEODES partners will submit papers to relevant journals and conferences and will also seek to co-organize a workshop in collaboration with other relevant projects. Collaboration with other initiatives, and research clusters, will be sought to find synergies and commonalities. In this case, the messages will revolve around the vision of GEODES, and how to engage and involve users.

(3) Confirmation Phase: The final dissemination activities will start a semester before the end of the project and continue after the project's end (M36 and beyond). Partners will support the developed exploitation strategy by participating in events, conferences, cluster activities and other related meetings, to ensure sustainability.

Summary of dissemination activities

Targeted audience	Description & Rationale	Dissemination activities
General Public (including local and interest communities and visitors)	Showing the importance of taking part in GEODES activities and encouraging citizens to become actively involved in the project by questioning online news, investigating and contributing results back to GEODES	<ul style="list-style-type: none"> · Social media campaigns across popular channels - including Facebook, Twitter, YouTube, Instagram and TikTok · Attendance at local events and festivals to talk directly with people, discuss disinformation and showcase hands-on demonstrations · Outreach to TV and radio networks to feature and promote GEODES aims and results widely · Regularly update project website and distribute Newsletters to keep people engaged
Researchers in the technologies or research areas of the project	Scientific community providing the necessary analytics approach supporting data accessibility. Results will be used as input for future R&I	<ul style="list-style-type: none"> · Clustering opportunities with other relevant projects and institutions to share knowledge and work and support other's exploitation · Submit papers to peer-reviewed publications and conferences to raise awareness of GEODESs results and progress. · Archiving published results data centre infrastructures, e.g. Zenodo · Invite outside experts in the field to talk at open workshops/webinars hosted by GEODES

5.2 Communication

Communication of the GEODES project started at the preparation of the kick-off meeting. Communication pathways, which last for the full lifespan of the project, could be divided, as happened for the dissemination, into three main categories and directions:

- Upward: internal in the project toward project management team.
- Downward: internal in the project toward operative functions and related activities covered by the project.
- External: to the project team aiming at involving various types of stakeholders.

The peculiarity of the last bullet point raises the need to create a clear and effective message that can communicate the project vision as well as to stimulate the interest in the project's processes and objectives to a multiple audience of different "non-specialist" actors' higher education and geological resources sectors.

5.3 Intellectual property

The GEODES consortium members will evaluate mainly Open Source, Open Access, and Open Innovation principles for their activities to ensure that the project results can be freely used and available to all.

Formal management of knowledge and intellectual property rights (IPR) will be crucial for effective cooperation within the project's lifetime and to exploit and disseminate the results even after the project ends.

6. Plan for exploitation

The exploitation/adoption of the project key results aims to inform potential users on those outcomes, advantages, and benefits by using them. The results achieved by executing the dissemination and exploitation plan will inform and will be integrated in the exploitation process through an iterative process. All the different types of partners present in GEODES will benefit from the various results, as described in detail in the following table.

A set of specific actions will be undertaken to support effective exploitation of project results and outcomes working towards sustainability and impact. In particular:

- Internal exploitation meetings for partners to be held during the project. This will enable the involvement of all partners in the exploitation activities, during the whole duration of the project and beyond and the sharing of the exploitation strategy and vision as well as to discuss and agree upon the IPR strategy. The opportunity for partners to sit at a table and discuss face-to-face about exploitation, possibly involving relevant actors from each partner, is very important and will ensure full alignment of intents and partner engagement.
- Potential impact of GEODES on the higher education sector will be assessed. The analysis will be performed based on the milestone achievements and use of case levels. The results of this analysis will feed into the exploitation strategy.
- GEODES exploitation activities will follow an exploitation path that will evolve in 3 phases to establish and maintain an exploitation culture throughout the project, while ensuring that all IP-owning partners work towards a successful technology and knowledge transfer.

The GEODES exploitation approach will be a fundamental basis for the successful transition from novel concepts and solutions to innovations that hold significant academic and business-related entrepreneurial interest. In addition, GEODES results will be transferred into academic management practices and guidelines, and the transfer of knowledge will improve public awareness in sustainable use of geological resources allowing an alignment in the processes from policy making to practical application.

Exploitation tools to be adopted in GEODES

Tool	D & C Goal	Description	Foreseen Indicator
Project Website	Raise awareness Attract stakeholders	Web access to project deliverable, results and presentation materials	≥ 1.000 accesses annually ≥ 100 downloads
Social Media	Raise awareness Attract stakeholders	Regular push announcements through social media (Twitter, LinkedIn)	≥ 300 Posts yearly, ≥ 100 Followers
Newsletter	Raise awareness	Annual newsletter with the technical activities and related outcomes	≥ 3 newsletters
Brochure	Raise awareness	High-quality electronic brochure with the scientific approach and activities of GEODES	≥ 200 hard copies distributed in ≥ 5 events, ≥ 100 downloads
Videos	Raise awareness	Videos promoting project concept and results	≥ 1 video
Traditional media	Raise awareness	Project presentation in TV, newspapers, radio and other traditional media opportunities	≥ 2 media appearances
Open Access publications	Scientific dissemination	Publication to journals and books	≥ 5 publications
Magazine publications	Policy making Social Awareness	Publications in International magazines	≥ 5 publications & 10 blog posts
Conferences	Scientific dissemination	Organisation and/or attendance	10 Conferences ≥ 100 visitors
Conference publications	Scientific dissemination	Publications in peer-reviewed conferences	≥ 20 papers
Special issues	Raise awareness	Preparation of special issues in international refereed journals	≥ 1 selected issue
Workshops & policy events	Raise awareness	Organisation of workshops	≥ 3 workshops & policy events
Synergies at national or international levels for sharing knowledge	Strengthen impact via joint efforts	Meeting attendance and common publications	≥ 2 projects