Deliverable 6.1 explains in detail the processes, steps and tools that will be utilised for effective and engaging communication of the project. It presents the Communication, Dissemination and Exploitation strategies and plans to reach the target audiences, and to deliver milestones and results of the OurSpace project.

To be quoted as:  

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**Deliverable Description**

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Deliverable: D6.1 Communication, Dissemination and Exploitation guidelines

Work Package: 6

Due of Deliverable: Month 4

Lead beneficiary of this deliverable: EUSEA, European Science Engagement Association

Version: V.2

Author(s) and Institution(s): Andrea Troncoso; Annette Klinkert, EUSEA

Submission Date: 14 February 2020

Reviewers: Rachel Mason, Science Made Simple; Leonardo Alfonsi, Psiquadro

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Project co-funded by the European Commission within the H2020 programme (2014-2020)

<table>
<thead>
<tr>
<th>PU</th>
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<tbody>
<tr>
<td>CO</td>
<td>Confidential, only for members of the Consortium (including the Commission Services)</td>
</tr>
<tr>
<td>CI</td>
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"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 821871"
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SUMMARY

Sharing research processes and outcomes with non-scientific publics, policymakers and research peers benefits future collaborations and innovation. Communication and Dissemination are in the heart of this crucial action. This document corresponds to Deliverable 6.1 Communication, Dissemination and Exploitation Guidelines, the first deliverable of Work Package 6 "Communication", led by EUSEA, the European Science Engagement Association.

It presents Our Space Our Future target audiences, the messages and narratives that the project will create to capture its audience’s attention and further involvement in the different stages of the project.

This is followed by a detailed explanation of the objectives and steps of the Communication, Dissemination and Exploitation, all different aspects converging to the project’s main aim: reaching the target groups in an efficient, creative and meaningful way, supporting the project’s contents and paving the path for a sustainable legacy.

Finally, a set of guidelines are provided, that aim to facilitate all partners’ work while creating engaging communication pieces.
### 1. Acronyms

<table>
<thead>
<tr>
<th>Acronyms</th>
<th>Definition</th>
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</thead>
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<tr>
<td>OurSpace</td>
<td>Our Space Our Future project</td>
</tr>
<tr>
<td>CDEG</td>
<td>Communications, Dissemination and Exploitation Guidelines</td>
</tr>
<tr>
<td>EC</td>
<td>European Commission</td>
</tr>
<tr>
<td>H2020</td>
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</tr>
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<td>CU</td>
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</tr>
<tr>
<td>ED</td>
<td>Explorer Dome</td>
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<tr>
<td>EIT Climate-KIC</td>
<td>European Institute of Technology and Innovation- Climate Knowledge and Innovation Community</td>
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<tr>
<td>EUSEA</td>
<td>European Science Engagement Association</td>
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<tr>
<td>NUCLIO</td>
<td>Portuguese Interactive Astronomy Nucleus</td>
</tr>
<tr>
<td>PDK</td>
<td>Planetarium Denmark (formerly Tycho Brahe)</td>
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<tr>
<td>PSI</td>
<td>Psiquadro</td>
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<tr>
<td>R&amp;I</td>
<td>Research and Innovation</td>
</tr>
<tr>
<td>SMS</td>
<td>Science Made Simple Ltd</td>
</tr>
</tbody>
</table>
2. INTRODUCTION

Effective communication and Dissemination will help to explain the broader societal relevance of science, strengthen the grounds for future research and innovation, and ensure uptake of results in different communities. It helps to increase the impact of the work the project is delivering.

The topic of Space, and associated subject areas, offers an extraordinary opportunity to ignite interest, especially of school students, in science, technology and the research behind it. Building connections between what is researched and the outcomes of space-related projects, with life on Earth, everyday life of each of us and the immense impact that this knowledge has for society, provides us with a fertile ground on which to continue the work that so many others have begun. Our Space Our Future is building upon the efforts and the positive results of a network of professionals that have been developing science engagement in the Space arena for years. They have been focusing on breaking down societal barriers to participation (e.g. gender, race) and help to raise the interest of students in STEM carriers.

In this regard, the CDEG aims to establish the steps and tools to support the content of the project and boost awareness among different publics.

The objectives of this plan are

a) to provide a practical set of tools and guidelines for project partners, to help them identify and exploit communication opportunities throughout the project’s lifetime;

b) to establish how the project phases, results, and points of learning, will be disseminated and promoted to the different target audiences

c) to effectively reach the project’s target groups creatively and with rich content.

This plan will be reviewed and adapted twice a year, taking into account qualitative and quantitative data related to communication online and off-line. Based on this mixed analysis adaptations may occur, to reach the most effective communication possible.
3. OUR SPACE OUR FUTURE OVERVIEW

The vision of OurSpace is a society that enables and empowers all students, regardless of gender, ethnicity, disability or socio-economic inequality, to consider a career related to space science as a relevant, attainable and exciting aspiration for their future.

OurSpace will design and run sustainable education and outreach activities, and take these out into communities, ensuring that underserved audiences are embraced and integrated into the project. OurSpace will carry out a longitudinal evaluation study that explores scientific literacy, interest and confidence in space science themes and assesses the impact on space-related career aspirations and STEM choices of the students participating directly across UK, Denmark, Portugal and Italy.

The theme of Future Space Exploration as a context for STEM learning provides a universal appeal to audiences across the globe. Inspiring awe and wonder, its interdisciplinary nature, with technological, scientific and cultural dimensions, resonates with all ages and all interests. Only a few other scientific disciplines attract such huge audiences to science centres and museums or hit the front-page headlines of international newspapers and magazines. However, the challenge is to reach those who would not typically visit a science centre or museum or a Planetarium, or those who would not usually take part into the outreach and engagement activities organised by these institutions and by other research bodies active in the Space sciences.

The OurSpace rationale is based on the emphasis of these positive effects of STEM choices, not only for employment and the economy, but also the broader benefits of STEM and space science education for technical and intellectual progress, and on the more extensive skills and knowledge base of the public.

Each of the consortium partners brings a unique breadth of experience and skills in space communication, stakeholder engagement, policy advice and direct experience of working with schools and families.

OurSpace is a 3-year H2020 LEIT Space Work Programme project. It started in December 2018.
3.1 OurSpace Objectives

**Main objective**
To reach out directly to pupils, their teachers and their parents across Europe with creative and engaging activities that will make them feel positive about STEM subject choices and space-related careers. We want to improve confidence, scientific literacy, as well as interest and attitudes to STEM subjects regarding the relevance of the space industry to everyone’s quality of life, and future benefits to our planet.

**OurSpace strategic objectives:**

**OBJ 1** to provide inspiring content and promoting confidence in students of all genders, backgrounds and abilities, through the design and delivery of evidence-based, high impact, co-created, meaningful, relevant and inspiring workshops as Continuing Professional Development (CPD), along with shows, events and activities in schools.

**OBJ 2** to establish a collaboration platform between delivery agents of space education and innovation, reaching and bringing together the expansive landscape of formal and informal educators, research scientists and industry professionals working within space science fields via a Stakeholder Group and explore a dedicated space-themed KIC.

**OBJ 3** to investigate measures of student STEM attainment, increase scientific literacy, confidence and personal interest in space sciences, STEM subject choices and space-related career aspirations, feeding a long-term sustainability action plan.

**OBJ 4** to advance the awareness, knowledge and interest of students and the broader public across a variety of digital platforms.

**Overview of OurSpace Work packages**

<table>
<thead>
<tr>
<th>WP1</th>
<th>WP2</th>
<th>WP3</th>
<th>WP4</th>
<th>WP5</th>
<th>WP6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Management</td>
<td>Capacity Building</td>
<td>Toolkit Development</td>
<td>Programme Delivery</td>
<td>Impact Evaluation</td>
<td>Communication, Dissemination and Exploitation</td>
</tr>
</tbody>
</table>
4. IMPORTANT EC DEFINITIONS

The EC shares the following definitions, in the document “Making the most of your H2020 Project” published by the European IPR Helpdesk in 2018, with the aim that all project beneficiaries have a common understanding of these concepts:

**Communication:** “Communication on projects is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.” It’s objective is to reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges. It focuses on informing about and promoting the project AND its results/success.

**Dissemination:** “The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.” Its objective is to transfer knowledge & results to enable others to use and take up results, thus maximising the impact of EU-funded research. It focuses on describing and ensuring results available for others to USE ➔ focus on results only!

**Exploitation:** “The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.” Its objective is to effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into real value and impact for society. It focuses on making concrete use of research results (not restricted to commercial use.)

It highlights that the boundaries between the three concepts are often blurry and may overlap. An article written for communication purposes can be at the same time a dissemination piece when it is shared as a final document. The intersections of these three areas enrich the grounds for enhancing the presence and the outreach of the project in different spheres. On the bottom line, these three actions aim to maximise the impact of the project.

“Results” is a concept mentioned in the three definitions and the H2020 defines it as follows:
“Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in action as well as any attached rights, including intellectual property rights.”
(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)

In a nutshell, results encompass all project outcomes that may be used by the project partners or other relevant stakeholders outside the project. They have the potential to be either commercially exploited (e.g. concrete products or services) or lay the foundation for further research, work or innovations (e.g. new knowledge, insights, technologies, methods, data).

Links to helpful documents and resources
1. Communicating EU research and innovation: guidance for project participants
2. YouTube Channel: The EU Guide to Science Communication
3. 60-minute workout to increase the communication impact of your project
4. Social Media Guide for EU funded R&I projects
5. **AUDIENCES AND MESSAGES**

The five primary audiences that OurSpace will target are:

1. School students, between 8 and 15 years-old: activities will be tailored to engage students with the joy of science, so they consider realistic to think about a space-related career in their future decisions. These activities will be supported by communications in terms of design, language and approach, and will be complemented with online resources.

   The messages that we will be conveying to them are:
   - Space exploration is much closer to you than you think
   - You can be involved in the space industry
   - Research done in Space has a lot to do with what happens on Earth
   - Space exploration is much more than astronauts and rockets!
   - Earth observation and space research are intertwined
   - Science is relevant for you; you are suitable for science
   - Space sciences and technologies can make a better world
   - The sky is your limit; Space is too!
   - Space offers a wealth of careers
   - Space research is about life
   - You are making the future
   - Among you, there’s the first man/woman that will land on Mars

2. School teachers: they will be provided with up-to-date information, contents and methodologies to inspire their students and better encourage them to get a closer look to space-related careers.

   The messages that we will deliver to them are:
   - Space-related scientific topics are engaging topics for science classes
   - Space-related scientific topics are interdisciplinary
   - Space research offers multiple examples for classwork
   - The space industry offers a wealth of professional development opportunity
   - Space professionals are ordinary people doing extraordinary things

3. School senior managers: they will be critical players in the integration process of the Delivery Programme and in supporting teacher’s involvement. OurSpace partners will engage with them through personal meetings to demonstrate the potential of space education for their educational settings.
School senior managers will also be involved to create connections with entrepreneurs, companies and all the key actors in the space economy. Special attention will be given to vocational high schools as actors for families and students' engagement.

4. Families: the OurSpace approach involves families as a vital contributor in supporting young people in their future decision-making. Activities will be shared and communicated to them to elicit interest from young people and their families equally. OurSpace aims to invite especially those less likely to be involved in science so that we will develop context-based messages together with local teams.

5. Online communities: online communities will be reached via different social media platforms, enhancing the novelty of our approach: a whole school approach and a whole family approach.

As a second layer of target audiences, that will enrich the primary audiences, are:

1. Early-career researchers: they will be involved in the project as active role models and as part of the Stakeholders Group.
2. Policymakers: they are fundamental to push further initiatives that foster STEM careers, and we will provide them with the relevant information about space-related topics that will be useful for them to build cases for advocacy.
3. Science engagement institutions and professionals: via our networks, we will establish connections with science centres, research institutions, clubs and museums, and planetariums, to invite them and involve them in our different stages.
4. Passionate about astronomy, astrophysics, (such as amateur astronomers etc...) that can act as ambassadors to broader informal communities and the so-called non-visitors.
5. Citizen scientists activists in the field of Astronomy and Astrophysics will also be a target group actively involved to broaden the audience diversity.
6. COMMUNICATION AND DISSEMINATION STRATEGY

6.1 Communication objectives

Following the EC definition for communication, which can be summarised as “a planned set of activities that reach out to different publics, informing about impact and benefits”, OurSpace Communication objectives are to:

a) Enhance the visibility of OurSpace project objectives, activities and outcomes, during all its phases
b) Raise awareness of the importance of space research for our planet and our societies.
c) Engage our target audiences with aspirational contents and activities, always in consideration of the need to embrace underserved audiences, considering gender-balanced information and representations.

Core Principles of our communication strategy are:

- Share stories that matter: We will always try to find or build a point of connection with our audiences. For this, we will research the local contexts where our actions are taking place; we will partner with teachers, students and local groups, to get feedback about their interests and shared experiences. We will try to answer the following questions: *What does our audience care about and how it relates to Space?*

- Talk about the real world, not abstract ideas: In each country, we will contact space researchers, and we will engage them via interviews and talks that they can deliver to our audiences or via online. We will make an effort to contact international space leaders as well, as Vivien Wood, from the MIT, leader of the Research Group Space Enabled. We will give special attention to stories and anecdotes, rather than to statistics, showing in this way the human faces behind space science and technology. We will try to answer the following question: *What makes this story compelling?*

- Be visual: The power of images in communication is a fact that has been researched continuously and proven as an effective media to put messages out to audiences. In the current social media era, this impact of visuals is even more impressive. We will always communicate our news and content creatively and compellingly, paying careful attention to the visuals of the project. The following
graphics come from the design studio Killer Infographics and support what we already know:

The whole OurSpace Consortium will execute this strategy. EUSEA will regularly gather feedback from each Work Package leader to keep an updated pace of their activities.
6.2 Dissemination Objectives

Summarising the EC definition of Dissemination as "the public disclosure of the results by any appropriate ensuring results available for others to use" the following are the main OurSpace Dissemination objectives:

a) run an effective and tailored communication and dissemination plan to ensure the best impact of project results
b) develop a comprehensive set of communications materials to ensure a successful positioning of the project, exposure and delivery of its results
c) leverage and harness the dissemination channels
d) create the foundations for a robust legacy

6.3 Phases of the Communication and Dissemination Strategy

To implement a reliable and robust communication and dissemination strategy, we will have the following progression in our approach.

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
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</thead>
<tbody>
<tr>
<td>SCOPING AND CONTACTING</td>
<td>ENGAGING AND NETWORKING</td>
<td>UPSCALING AND SETTING UP LEGACY</td>
</tr>
<tr>
<td>M1 TO M8</td>
<td>M9 TO M27</td>
<td>M28-M36</td>
</tr>
</tbody>
</table>

This phase will focus on scanning and tracking events, mapping projects, institutions and getting our messages out, sparking curiosity and raising awareness.

This phase will focus on engaging the audiences with the materials and methodologies that OurSpace will produce and the activities that it will run—identifying relevant networks to reach more people.

This final phase will collect the learnings and prepare material for Dissemination and exploitation. Legacy for sustainability will be the main focus while partnering with key actors.
6.4 Partner’s Responsibilities and Work Flow

As said at the beginning of this section, the CDEG will be successfully implemented when all partners participate actively. Work packages roles in communications will change in weight, depending on the project schedule.

| WP1 | Project Management |
| WP2 | Capacity Building   |
| WP3 | Toolkit Development |
| WP4 | Programme Delivery  |
| WP5 | Impact Evaluation   |
| WP6 | Communication, Dissemination and Exploitation |

EUSEA will manage the communication strategy. On the one hand, EUSEA will permanently request feedback and ideas about communication needs coming from the project management team and will try to develop actions accordingly. On the other hand, the OurSpace management team will collect advice and reflect on strategies suggested by the EUSEA team.
7. TOOLS AND CHANNELS

To successfully communicate our messages and content, OurSpace will utilise the following tools and channels to support communication and dissemination actions, with an essential focus on two-way exchange with audiences.

7.1 Communication and Dissemination Tools

**Visual language**

Visual language refers to a cohesive framework built around visual communication to deliver content to specific target audiences. It comprises the following elements of visual communication: fonts, colours, illustrations, images and icons that come together under one united aesthetic direction.

**Visual identity**

The visual identity of OurSpace comprises all the elements that are part of the Brand Guidelines: OurSpace core logo, the eight different versions related to the Solar System planets, the set of fonts selected and therefore to be utilised in all official documents and communication opportunities and a set of icons that will enrich visually all our communication and dissemination products.

The Brand Guidelines were developed by the graphic designer Mattia Morselli. The following images show the main elements of these guidelines. A complete version is downloadable here: [Brand Guidelines](#)
Infographics

Infographics are visual presentations of information that use the elements of design to display content. Infographics communicate complex messages to viewers in a way that enhances their comprehension. Images are often an extension of the content of a written article, but infographics convey a self-
Infographics will be created through the duration of the project to promote and explain concepts to our various target audiences. The project's first infographic (presented below) will be available on the OurSpace website at the end of March 2019.

**Printed Material**

Leaflets, factsheets, brochures and flyers will be produced when needed and agreed with the Project Coordinator. They will support the aims of the project and increase its visibility, especially at public events.

**Press Releases**

We will produce and disseminate three press releases alongside the project meetings, to communicate the progress and ongoing results. They will be delivered to local communication agents via our partners.

**E-Newsletter**

An annual newsletter will be issued to ensure that all stakeholders are regularly updated on the project's developments. It will be circulated via the project’s mailing list but also through all partners’ media platforms. Mailchimp will be used to ensure the best delivery rate but also to ensure that the same audience can be reached via other campaigns in the project Work Packages. Viewers will be segmented
whenever possible, and a regular analysis will be driven on newsletter results (opens and clicks) to optimise impact.

**Policy briefs**

Based on the needs of the project, we will produce at least policy briefs that will address the challenges and paths to better support STEM education, especially for underserved communities. We will summarise a particular issue, discuss ways to approach and explain our point of view related to possible solutions.

**Project Reports and Public-Friendly Versions of Relevant Reports**

Deliverables provide valuable insights, communicate methodologies, and report on ongoing and final results. During the project’s lifetime, OurSpace will produce 26 deliverables, with public-friendly versions produced if the content is relevant for public audiences (beyond EU project spheres). In this way, we will disseminate knowledge and improve access to information. All information produced will be archived by CU.

**Website**

The website will be the main window to the world and the platform where the project’s future users and network partners will access OurSpace material, news and activities. The Spanish agency [www.scienseed.com](http://www.scienseed.com) was appointed to develop a modern, intuitive and appealing website. The OurSpace URL is [www.ourspaceourfuture.eu](http://www.ourspaceourfuture.eu), and the structure will be based on this diagram:

![Diagram of OurSpace website structure](image)

The webpage has been designed to be visually compelling to the target audience, i.e. young people and teachers taking part in the project. It’s structured to convey
the information in a clear and accessible way. The landing page is dynamic, to communicate the key message of the project concisely —“A European project that brings space science to the classroom, boosting the interest of students in space-related careers”, while transmitting a feeling of dynamism through the rocket animation. The rest of the sections of the website expand the different aspects of the project to various stakeholders:

The project: It explains the objectives of the projects and the results it will produce. Resources: compiles both external educational resources, a content curated by the partners of the project, and the resources produced by the project. 
Our Team: presents the project partners, highlighting their strengths and contributions to Our Space Our Future.
News: is the blog section of the website, comprising the project-related news and developments.
Contact: to foster collaborations and interactions with the project, the website includes direct contact with the project consortium and the press officer.

The following screenshots show our website:
We bring space science and technology to your classroom

Space is closer than we think, and we do not need a rocket to reach it. At Our Space, we have developed a set of tools and activities to engage with students at early ages and show them how space impacts their daily life, even though we might not be aware of it.

Working hand in hand with teachers

Our team is comprised with science teachers, communicators and designers that understand the daily pace and struggles of educators, helping them develop attractive, effective curricula that engage their students in the best ways possible.

OurSpace International Stakeholders Group meeting in London

A fruitful meeting was held at the offices of the Welsh Government in Westminster, London, between OurSpace team and an exceptional supportive and experienced advisory group. Thirteen professionals from the Space and Education arena will...
**Explainer Animations**

EUSEA will produce at least three explainer animations, to support the understanding of the project goals and ways of working. The animations will communicate the contents of the project in a friendly way to different audiences. They will be made with the Vyond animation platform.

**Social Media Posting**

Posts with information, content and result teaser videos for relevant topics will be a regular practice within our communication and dissemination activities. Hashtags will include (but are not restricted to):

#ourspace #space #satellites #livingplanet #stem #steam #earthobservation #internetofthings #remotesensing #womeningeospatial

Each OSOF partner has now a Local Social Media manager that will look after the local plans to communicate the project in the social media spheres, relating activities and milestones at a local level.

The basis for successful use of social media is explained in Annex 1.

**Channels**

To spread the word, to disseminate results and communicate news, processes and crucial moments in the lifetime of the project we will use our website, our social media accounts, mailing lists, networks and events.

The project will follow recommendations of various studies that identify ways to maximise the benefits of communicating via social media. For example, short messages, engaging content and pictures or videos - will raise the possibility that
our audiences engage with and are alerted to OurSpace messages, in the ocean of words trying to attract their attention. A guideline on this is provided in Annex 1.

**OurSpace Social Media Accounts**

<table>
<thead>
<tr>
<th>SOCIAL MEDIA</th>
<th>NAME TO FOLLOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>@ourspaceourfuture</td>
</tr>
<tr>
<td>Twitter</td>
<td>@ourspace_future</td>
</tr>
<tr>
<td>Instagram</td>
<td>@ourspaceourfuture</td>
</tr>
<tr>
<td>YouTube Channel</td>
<td>Our Space Our Future</td>
</tr>
</tbody>
</table>

**Networks and Related Projects**

OurSpace will establish direct connections with the following networks and projects to inform them about the project, and to explore future collaborations and partnerships. This list will be extended as the project progresses.

<table>
<thead>
<tr>
<th>Scientix and European Schoolnet</th>
<th>Galileo Teacher Training Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Astronomical Union</td>
<td>Office of Astronomy for Development (OAD)</td>
</tr>
<tr>
<td>UNESCO</td>
<td>UNAWE</td>
</tr>
<tr>
<td>ESERO</td>
<td>EUSEA</td>
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<tr>
<td>PLATON</td>
<td>Youth for Space Challenge</td>
</tr>
<tr>
<td>ESA</td>
<td>ECSITE Space Group</td>
</tr>
<tr>
<td>Learning Teacher Network</td>
<td>Stories of Tomorrow</td>
</tr>
<tr>
<td>Aspires Project</td>
<td>Thinking, Doing, Talking Science project</td>
</tr>
<tr>
<td>Space Ambassadors</td>
<td>Physics improving Gender Balance programme</td>
</tr>
<tr>
<td>AstroEDU48</td>
<td>Made in Space</td>
</tr>
</tbody>
</table>

**Events**

We will attend a myriad of events, like conferences and science festivals. An initial list is provided in Annex 2.
8. COMMUNICATION AND DISSEMINATION PLANS

Bright, practical and extensive communication and Dissemination of OurSpace activities, events, outputs and outcomes are integral to the project's success. To engage with a wide variety of stakeholders and attract a growing number of people to participate in our activities needs an effective CDEG plan in place.

8.1 Communication Plan

<table>
<thead>
<tr>
<th>Work package</th>
<th>Project activity or Milestone</th>
<th>Messages or content to be communicated</th>
<th>Tools</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>-Kick-off meeting -Set up of the Team -Project launch</td>
<td>Fundamental aspects of the project</td>
<td>Newsletter Press release</td>
<td>Email lists</td>
</tr>
<tr>
<td>2</td>
<td>-OurSpace inception report (Literature review) -Feasibility study for Space KIC</td>
<td>Availability of report with an exhaustive literature review of the state of the art -Why would a Space-KIC be worth?</td>
<td>Article Posts</td>
<td>Website Social Media Events</td>
</tr>
<tr>
<td>3</td>
<td>-Development of the Toolkit</td>
<td>Aims of the Toolkit, usability, impact</td>
<td>Article Posts</td>
<td>Website Social Media</td>
</tr>
<tr>
<td>4</td>
<td>-Development of the Delivery programme</td>
<td>Aims of the Delivery programme, benefits for education</td>
<td>Article Posts</td>
<td>Website Social Media</td>
</tr>
<tr>
<td>5</td>
<td>-Evaluation framework design starts</td>
<td>The relevance of a meaningful evaluation</td>
<td>Article Posts</td>
<td>Website Social Media</td>
</tr>
<tr>
<td>6</td>
<td>-Web and Social Media are online -Visual identity ready -Ambassadors are appointed -Key OurSpace promotors are contacted -Networks are reached</td>
<td>Process and the results of designing a visual identity. Recruitment stories</td>
<td>Article Posts</td>
<td>Website Social Media Events</td>
</tr>
</tbody>
</table>
## D6.1 COMMUNICATIONS, DISSEMINATION AND EXPLOITATION PLAN

**The multi-actors retreat takes place**

OSOF is a platform for key actors in Space Education and Space Economy

<table>
<thead>
<tr>
<th>Work package</th>
<th>Project activity or Milestone</th>
<th>Messages or content to be communicated</th>
<th>Tools</th>
<th>Channels</th>
</tr>
</thead>
</table>
| 1            | - Exploitation plan is under development  
 - Stakeholders Group is set up  
 - Data management plan | - Importance of Exploitation  
 - Usability of the data management plan | Newsletter  
 Article  
 Posts | Website  
 Social Media |
| 2            | - Support Toolkit and Delivery Programme  
 - Audience development plan | - Audience development is crucial to reaching out | Article  
 Posts | Website  
 Social Media |
| 3            | - Toolkit is ready | - OurSpace Co-Design retreat  
 - Goals and usability of the Toolkit and its programmes | Newsletter  
 Article  
 Posts | Website  
 Social Media  
 Events |
| 4            | - Delivery Programme | - Recruitment process  
 - Plan  
 - Training  
 - Workshops  
 - Community events | Newsletter  
 Article  
 Posts | Website  
 Social Media  
 Events |
| 5            | - Evaluation Plan in place | - Training  
 - Usability | Newsletter  
 Article  
 Posts | Website  
 Social Media |
| 6            | - Toolkit is out  
 - Programme delivery starts  
 - Evaluation starts  
 - Internal monitoring of CDEG | - Usability of the Toolkit  
 - Schools participating  
 - Insider stories  
 - Importance of evaluation | Newsletter  
 Article  
 Posts | Website  
 Social Media  
 Events |
<table>
<thead>
<tr>
<th>Work package</th>
<th>Project activity or Milestone</th>
<th>Messages or content to be communicated</th>
<th>Tools</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reflections from the management team</td>
<td>Lessons learnt - Good practices</td>
<td>Newsletter - Article - Posts</td>
<td>Website - Social Media - Events</td>
</tr>
<tr>
<td>2</td>
<td>Stakeholders group reflections</td>
<td>Lessons learnt - Good practices</td>
<td>Newsletter - Article - Posts</td>
<td>Website - Social Media - Events</td>
</tr>
<tr>
<td>3</td>
<td>Reflection on the exploitability of the Toolkit</td>
<td>Contexts to be use - Replicability - Adaptability</td>
<td>Newsletter - Article - Posts</td>
<td>Website - Social Media - Events</td>
</tr>
<tr>
<td>4</td>
<td>Final report of the Delivery programme</td>
<td>Engagement - Testimonies - Interviews</td>
<td>Newsletter - Article - Posts - Videos</td>
<td>Website - Social Media - Events</td>
</tr>
<tr>
<td>5</td>
<td>A final summary of the evaluation plan</td>
<td>Learnings from the evaluation</td>
<td>Newsletter - Article - Posts</td>
<td>Website - Social Media - Events</td>
</tr>
<tr>
<td>6</td>
<td>Report on CDEG Sustainability action plan - Outreach results</td>
<td>Highlight achievements in engagement, contents and numbers</td>
<td>Newsletter - Article - Posts</td>
<td>Website - Social Media - Events</td>
</tr>
</tbody>
</table>
### 8.2 Dissemination Plan

#### FIRST PHASE: M1 TO M8

<table>
<thead>
<tr>
<th>Work package</th>
<th>Output</th>
<th>Tools</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project Handbook</td>
<td>Report D 1.1</td>
<td>Website</td>
</tr>
<tr>
<td>2</td>
<td>Literature review</td>
<td>Report D 2.1</td>
<td>Website</td>
</tr>
<tr>
<td></td>
<td>Feasibility Study Space-KIC</td>
<td>Report D 2.4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Evaluation Framework</td>
<td>Report D 5.1</td>
<td>Website</td>
</tr>
<tr>
<td>6</td>
<td>Project website and social media launch</td>
<td>Report D 6.1</td>
<td>Website</td>
</tr>
<tr>
<td></td>
<td>- CDE plan</td>
<td>Report D 6.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Data management plan</td>
<td>Report D 6.4</td>
<td></td>
</tr>
</tbody>
</table>

#### Second phase: M8 to 27

<table>
<thead>
<tr>
<th>Work package</th>
<th>Output</th>
<th>Tools</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Toolkit Handbook and digital platform</td>
<td>Report D 3.1</td>
<td>Website</td>
</tr>
<tr>
<td></td>
<td>- Online interactive resources</td>
<td>Report D 3.4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Toolkit outline</td>
<td>Report D 3.2</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Delivery Programme</td>
<td>Report D 4.2</td>
<td>Website</td>
</tr>
<tr>
<td>5</td>
<td>Training workshop on evaluation</td>
<td>Report D 5.3</td>
<td>Website</td>
</tr>
<tr>
<td>6</td>
<td>Dissemination materials produced when needs appear</td>
<td>Printed material using visual identity</td>
<td>Events</td>
</tr>
</tbody>
</table>

#### Third phase: M27 to M36

<table>
<thead>
<tr>
<th>Work package</th>
<th>Output</th>
<th>Tools</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Final Report</td>
<td>Report D 1.5</td>
<td>Website</td>
</tr>
<tr>
<td>3</td>
<td>Delivery Programme Summary</td>
<td>Report D 4.3</td>
<td>Website</td>
</tr>
<tr>
<td>5</td>
<td>Final evaluation report</td>
<td>Report D 5.5</td>
<td>Website</td>
</tr>
<tr>
<td>6</td>
<td>Sustainability Action plan</td>
<td>Report D 6.5</td>
<td>Website</td>
</tr>
<tr>
<td></td>
<td>Report on Outreach activities</td>
<td>Report D 6.3</td>
<td></td>
</tr>
</tbody>
</table>
9. EXPLOITATION STRATEGY

The European Commission describes exploitation as “the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.”

Other definitions shared by "Horizon 2020 Rules for Participation" that will be helpful to have a common understanding among the consortium partners when thinking about exploitation are the following:

- **Results** generated under the project could be any tangible or intangible output, more particularly data, knowledge or information whatever its form or nature, whether it can be protected or not.

- **Intellectual Property (IP)** includes:
  - Products of the mind
  - Products of research & experimentation
  - Products of creativity
  - Intellectual Property, like Physical Property, can be a valuable asset.
  - As a physical property, intellectual property is an asset which can be traded (sold, bought, leased, used as collateral, or given away)

- **Intellectual Property Rights (IPR)**: The law provides legal “rights” to protect your Intellectual Property, known as Intellectual Property Rights (IPRs).
  - Patents (technical inventions)
  - Copyright (Software, Written works, Engineering drawings, Semiconductor Topologies, etc.)
  - Design Rights (appearance)
  - Database Rights (creation and arrangement of data)
  - Trademarks
  - Utility Models/petty patents etc

Our four-step Exploitation Strategy will be based in dialoguing, reflecting and agreeing what the products and/or services that we can exploit as the legacy of the project are. We will begin these conversations in month 20, once we have run our programme and tested the Toolkit.

Relationships with participants are going to be created by each partner. Bottom-up and co-designed practices are going to design, as a core element of the Toolkit. Alternatively, we will monitor and evaluate each step of the Programme Delivery,
have robustly tested methodologies and activities that we can, together with the OurSpace brand and relevant documents, offer and exploit beyond the project.

Our Exploitation Strategy comprises the following actions:

1. Project partners will identify the key project exploitation products at the level of each work package and of the project partners as a whole, to support the development of their current activities, and to possibly enable the launch of new ones. This identification will be made via mapping potential valuable and exploitable results, clarifying types of effects and potential users.

2. In OurSpace, we will reflect on how exploitation can be done. We will agree on measures to ensure ‘exploitation’ of our results by:
   - Using them in further research activities (outside the action);
   - Developing, creating or marketing a product or process.

3. We will discuss how exploitation of our results could be executed either by single partners directly (e.g. for further research or for commercial or industrial exploitation of the activities) or by others (other beneficiaries or third parties, e.g. through licensing or by transferring the ownership of results). How can we get our findings and learning “out of the bubble”? We will agree on the relevant steps.

4. We will look for expert advice to access the most appropriate routes for the expected results and how can we deploy them.
10. MONITORING

A set of Key Performance Indicators, KPI, has been defined to track the communication and dissemination activities carried out by the Consortium during the lifetime of the project. We will reflect on the numbers three times along the life of the project: April 2020, Feb 2021 and Oct 2021.

<table>
<thead>
<tr>
<th>Communication and Dissemination objectives</th>
<th>Way to achieve them</th>
<th>KP1</th>
<th>KP2</th>
<th>KP3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance the visibility of OurSpace objectives, activities and outcomes, during all its phases</td>
<td>OurSpace offline and online outreach Programme Delivery</td>
<td>Online outreach 35,000</td>
<td>Newsletter subscriptions 300</td>
<td>Number of schools participating 100</td>
</tr>
<tr>
<td>Raise awareness of the importance of space research for our planet and our societies.</td>
<td>Messages and outputs disseminated via our channels</td>
<td>Online outreach</td>
<td>Exposure in public events 25</td>
<td></td>
</tr>
<tr>
<td>Engage our target audiences with the contents and activities, always considering gender-balanced information and representations</td>
<td>Programme delivery, WP3 and WP4</td>
<td>Number of teachers participating 500</td>
<td>Number of students reached 15,000</td>
<td></td>
</tr>
<tr>
<td>Run an effective and tailored communication and dissemination plan to ensure the best impact of project results</td>
<td>Meeting all the KPIs</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OUR SPACE OUR FUTURE
<table>
<thead>
<tr>
<th>Communication and Dissemination objectives</th>
<th>Way to achieve them</th>
<th>KP1</th>
<th>KP2</th>
<th>KP3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a comprehensive set of communications materials to ensure a successful positioning of the project, exposure and delivery of its results</td>
<td>Tools and channels wisely used via WP6 and with the involvement of the Consortium</td>
<td>CDEG in place in Month 4</td>
<td>Monitoring of the CDEG</td>
<td>Final report of the CDEG in month 36</td>
</tr>
<tr>
<td>Leverage and harness the dissemination channels</td>
<td>Effective use of comms and dissemination channels via WP6</td>
<td>Mailing lists 300 subscribers</td>
<td>Off-line communication reports</td>
<td>Online communication report</td>
</tr>
<tr>
<td>Create the foundations for a robust legacy</td>
<td>Reports and Sustainability Strategy with EIT Climate-KIC, WP6</td>
<td>A stakeholder group in place and active</td>
<td>Sustainability Action plan in place in M34</td>
<td></td>
</tr>
</tbody>
</table>

**Tracking data**

**Quantitative data**

Statistics on the use of the webpage and the behaviour of social media will be reviewed periodically, paying attention to the variables provided: followers’ growth, likes, post reaches, page views, time tendencies, posts success, geographical and impressions. The collection of data related to events where the OurSpace project has participated or organised, the number of publications and networking outputs will be gathered on an online table that partners will be periodically filling in.
ANNEXES
ANNEXE 1: GUIDELINES FOR SOCIAL MEDIA

Active social media is fundamental. Social media will be serving communication and dissemination goals. To avoid wasting time with unfocused, open-ended use of social media, please follow the steps that we recommend in this quick guide.

Who? Assign one person in your Team to act as editor of Facebook and Twitter for the OurSpace project.
S/he must have a Facebook account, please communicate her/his name press@ourspaceourfuture.eu to add her/him as an OurSpace editor.

If such a person doesn't exist, you can always post both on Twitter and Facebook on your account and tag OurSpace project, @ourspaceourfuture for Facebook and @ourspace_future for Twitter and Instagram.

Where? OurSpace has a Facebook page, a Twitter and Instagram account and a YouTube channel.
Please follow all these accounts, subscribe to the YouTube Channel and invite your friends and networks on Facebook to put a like on @ourspaceourfuture Facebook page.

When? When there is something to communicate and when you are attending an event.
Consider creating stories with your posts on Twitter by creating a "Moment". It will create a visual narrative with several tweets that you select.
Post every time you have news, or you have found relevant information that relates to the project. *Always tag @ourspace_future or @ourspaceourfuture*

Social media studies show that the **best times to post** are between 8:00 and 9:00 am, between 1:00 and 2:00 pm and between 7:00 and 10:00 pm.

Consider scheduling posts on Facebook. You will find this option in the Publish button.
What? Share the following, always with a picture or a video. Or a GIF.

- **Personal experiences** – something that you did in the project and what surprised you
- **General information** - a publication that can be shared with relevant information related to the topic of the project
- **Quotations** - a sentence that you have just listened to in a conference or read in a document and that you consider inspirational and linked to the project topic
- **Funny fact** - that can add a bit of humour to the context
- **Link** to a website with a comment
- **Our project results** - and final products, new papers and scientific publications, events, conferences and training courses, breaking news and hashtags relevant to our project
- **Instagram is only for pictures, with catchy and short messages**

How? Write two or three sentences maximum and include a good picture.

If you want, you can risk posting a long story, but it has to be a real story that grabs the attention of the reader - not just a lengthy statement.

**Remember: with videos or images v/s without**

Always tag the OurSpace project and relevant people or institutions.
Good Tips

React and interact:
Building a social media community that shares the same interests and is involved in similar projects is crucial for boosting the visibility of your content and increasing the number of people who read your posts. You can do this by:

1. Retweeting
2. Replying to others tweets
3. Quote-tweeting information: Quote Tweet means you are sharing someone’s tweet (just like sharing a Facebook post) with your comment/mention/thought about the tweet, here you still have 140 characters to share besides the tweet content of the other person/business.
4. Starting an online discussion, *e.g. by asking questions*
5. Connecting with other H2020 beneficiaries
6. Connecting with the EC social media channels, *e.g. always use #H2020 tag*
7. Tag @EU_H2020 in your tweets and posts

Tailor your message: style, content and tone

1. Keep your posts **short, clear and catchy** — 3 sentences at most on Facebook
2. Before you post, *ask yourself if you would be interested* in reading this, or clicking the link to know more
3. **Vary the content** — including a picture, video, GIF, infographic, link or poll to animate the text. The image credit should be put next to the picture
4. **Visual content** (as above) is beneficial as it conveys a lot of information in an appealing, easily digestible way
5. **Minimise** abbreviations and technical words
6. Highlight the project’s **impacts** and its contribution to society
7. Gain/maintain **credibility** by sharing worthwhile, relevant content and show respect for other cultures and ideas, online as well as off-line

This section was made based on the “Social media guide for EU funded R&I projects”, European Commission 2018 and “PERFORM Project Social Media Guidelines”, Leonardo Alfonsi, 2017.
# Annex 2: Task List for Our Space Partners

<table>
<thead>
<tr>
<th>Communication tool</th>
<th>Lead and contributors</th>
<th>Task</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter 1</td>
<td>EUSEA/all</td>
<td>Define content, collect information, set up a newsletter and distribute</td>
<td>2020</td>
</tr>
<tr>
<td>Newsletter 2</td>
<td>EUSEA/all</td>
<td>Define content, collect information, set up a newsletter and distribute</td>
<td>Between 2020-2021</td>
</tr>
<tr>
<td>Newsletter 3</td>
<td>EUSEA/all</td>
<td>Define content, collect information, set up a newsletter and distribute</td>
<td>2021</td>
</tr>
<tr>
<td>Social Media:</td>
<td>All</td>
<td>Follow @ourspaceourfuture, share, like and comment</td>
<td>Always</td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media:</td>
<td>All</td>
<td>Follow @ourspace_future, quote, retweet, like</td>
<td>Always</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media:</td>
<td>All</td>
<td>Follow @ourspace_future, like</td>
<td>Always</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media:</td>
<td>All</td>
<td>Subscribe to the channel, like</td>
<td>Always</td>
</tr>
<tr>
<td>YouTube Channel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report events</td>
<td>All</td>
<td>Nov 2019, Nov 2020, Oct 2121</td>
<td></td>
</tr>
</tbody>
</table>
### Annex 3: An Initial List of Dissemination Events to Attend

<table>
<thead>
<tr>
<th>Name of the event</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>EUSEA Conference</td>
<td>Vienna, Austria</td>
<td>9-10 May 2019</td>
</tr>
<tr>
<td>Cardiff Science Festival</td>
<td>Cardiff, Wales</td>
<td>February 2019</td>
</tr>
<tr>
<td>Ecsite Conference</td>
<td>Copenhagen, Denmark</td>
<td>6-8 June 2019</td>
</tr>
<tr>
<td>European Researcher’s Night</td>
<td>All European Countries</td>
<td>Last Friday of September</td>
</tr>
<tr>
<td>9th Living Knowledge Conference 2020</td>
<td>Groningen, The Netherlands</td>
<td>24-26 June 2020</td>
</tr>
</tbody>
</table>
ANNEXE 4: TEMPLATE FOR DISSEMINATION EVENTS DATA COLLECTION

Every six months, OurSpace partners will be requested to report on attended and upcoming dissemination events as follows:

<table>
<thead>
<tr>
<th>Event title</th>
<th>Place</th>
<th>Date</th>
<th>Org attending</th>
<th>Person attending</th>
<th>Role in the event</th>
<th>Type of attendees</th>
<th>Estimated attendance</th>
<th>Event website</th>
<th>Event Facebook</th>
<th>Event Twitter</th>
</tr>
</thead>
<tbody>
<tr>
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