COMMUNICATION, DISSEMINATION AND EXPLOITATION GUIDELINES

DELIVERABLE N. 6.1

OUR SPACE OUR FUTURE

DELIVERABLE DESCRIPTION

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:

Troncoso, A; Klinkert, A. EUSEA, 2019. "Communication, Dissemination and Exploitation Plan for Our Space Our Future H2020 Project".

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
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Submission Date:	14 February 2020
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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

Acronyms	Definition
OurSpace	Our Space Our Future project
CDEG	Communications, Dissemination and Exploitation Guidelines
EC	European Commission
H2020	Horizon 2020 funding programme
CU	University of Cardiff
ED	Explorer Dome
EIT Climate-KIC	European Institute of Technology and Innovation- Climate Knowledge and Innovation Community
EUSEA	European Science Engagement Association
NUCLIO	Portuguese Interactive Astronomy Nucleus
PDK	Planetarium Denmark (formerly Tycho Brahe)
PSI	Psiquadro
R&I	Research and Innovation
SMS	Science Made Simple Ltd

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

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

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:

Posts with video get 57% more likes, comments, and shares than posts with images and 122% more than posts without either.

65% of people are visual learners
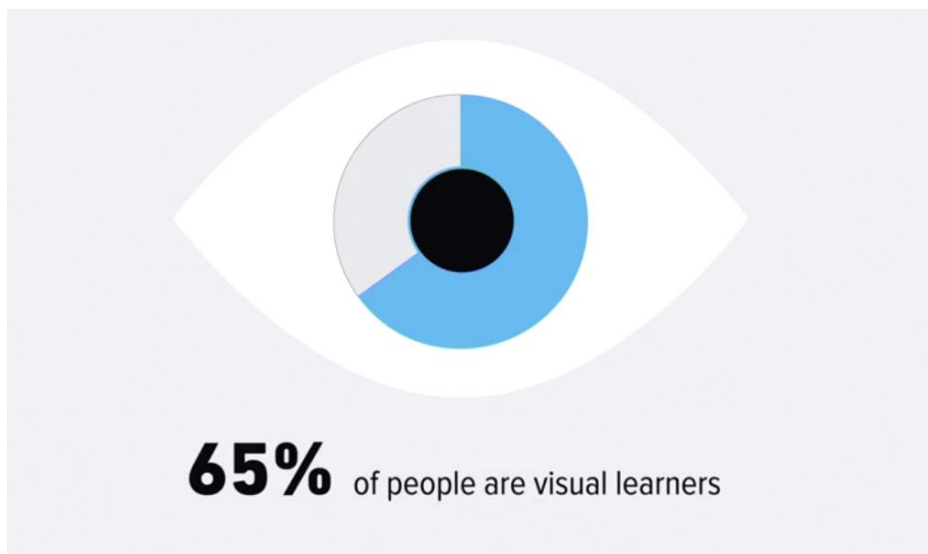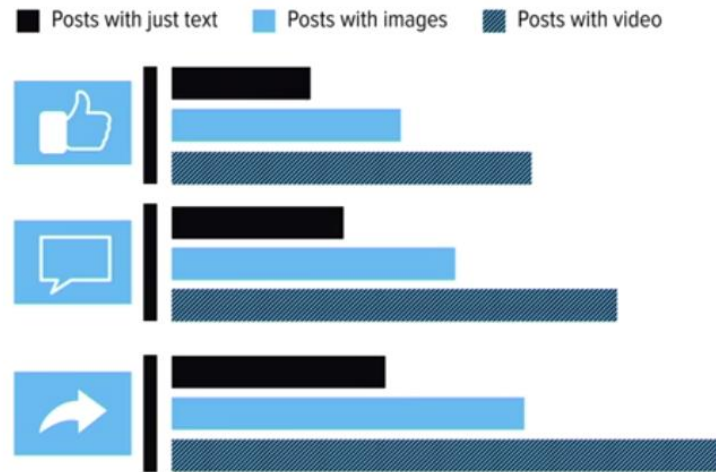
The whole OurSpace Consortium will execute this strategy. EUSEA will regularly gather feedback from each Work Package leader to keep an updated pace of their activities.

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.

Phase 1	Phase 2	Phase 3
SCOPING AND CONTACTING M1 TO M8	**ENGAGING AND NETWORKING M9 TO M27**	**UPSCALING AND SETTING UP LEGACY M28-M36**
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	WP4	Programme Delivery
WP2	Capacity Building	WP5	Impact Evaluation
WP3	Toolkit Development	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
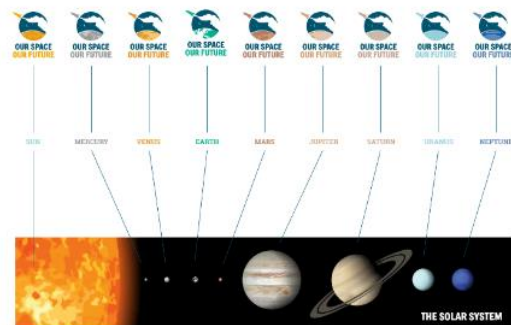
THE LOGO.

ALL WAS BORN FROM A **ROCKET**'S CONTRAIL, DRAWING A **FACE** INTO **SPACE**.
THE GAZE FACES THE UNKNOWN, HUNGRY FOR KNOWLEDGE AND
ENVISIONING THE DISCOVERY OF NEW THINGS. BUT ALL STARTED FROM
**PLANET EARTH**, OUR HOME TO PROTECT AND PRESERVE.

**OUR SPACE
OUR FUTURE**

LOGO DECLINATIONS.

WHENEVER THEY WISH TO DEVELOP CONTEXT-BASED MATERIALS OR EVENTS, PROJECT
MEMBERS CAN USE THE FOLLOWING VERSIONS OF THE LOGO.

THE SOLAR SYSTEM

ICONS.

THE SET CONTAINS 22 FULLY SCALABLE VECTOR ICONS. YOU CAN USE THESE ICONS WHEN
CREATING LAYOUTS FOR YOUR DOCUMENTS, WEB AND MOBILE INTERFACES.V
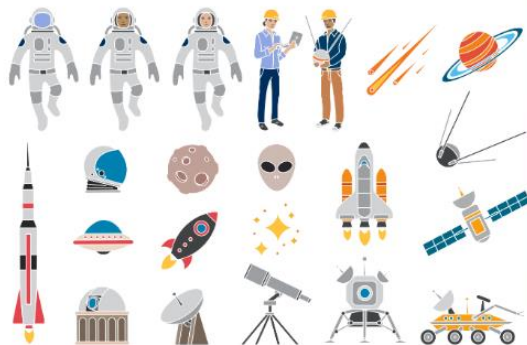
Infographics

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-

contained message or principle. 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.

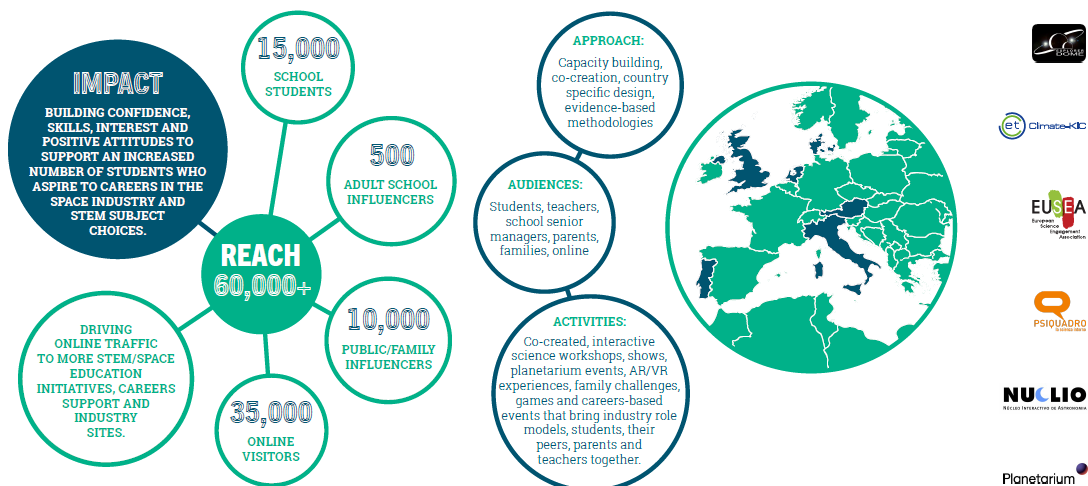## Printed Material

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 was appointed to develop a modern, intuitive and appealing website. The OurSpace URL is www.ourspaceourfuture.eu, and the structure will be based on this diagram:

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:

Home   The project   Resources   Our Team   News   Contact
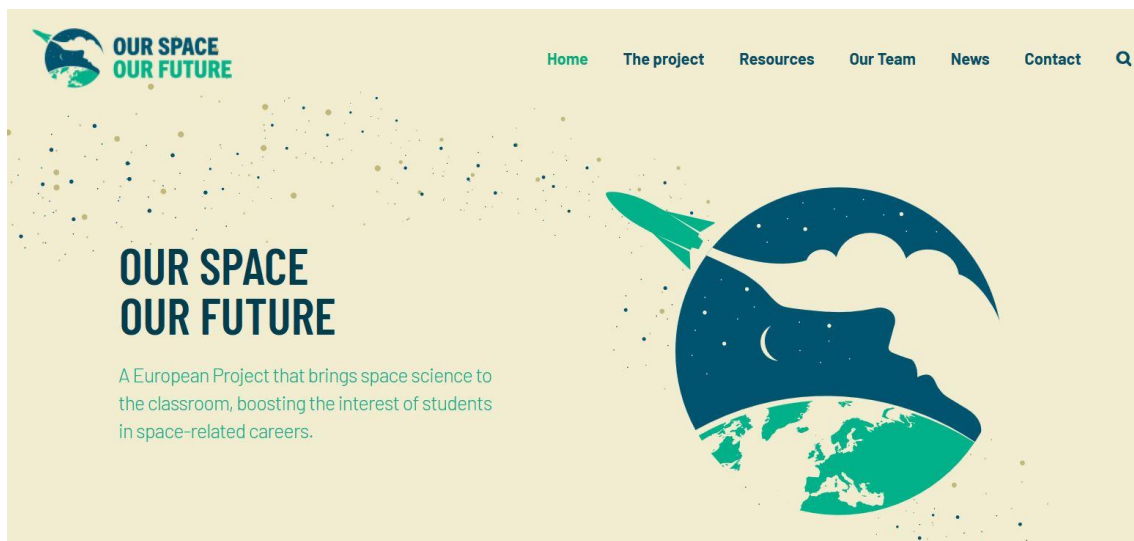
We bring space science and technology to your class room

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 curriculums that engage their students in the best ways possible.

Home   The project   Resources   Our Team   News   Contact

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

Check our Press releases and Newsletters here!

OUR SPACE OUR FUTURE INTERNATIONAL STAKEHOLDER GROUP MEETS IN LONDON

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.

MOBILE VS. DESKTOP VISITORS

MOBILE
DESKTOP

Facebook 32% | Facebook 68% | Twitter 14% | Twitter 86% | Instagram 2% | Instagram 98%
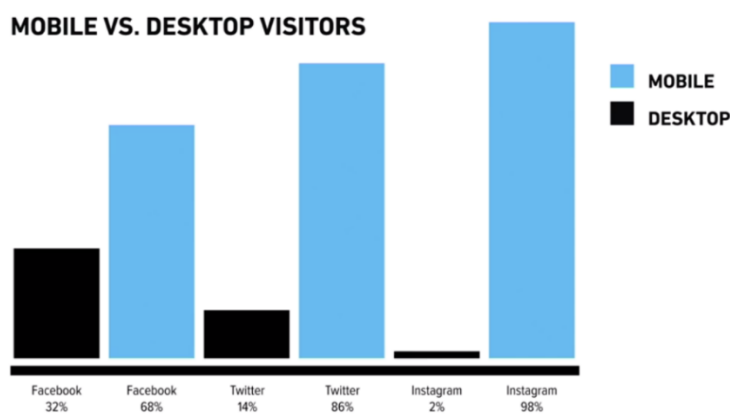
Source: Killer Infographics

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.
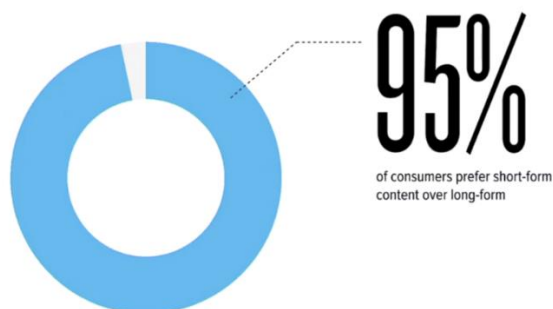
Source: Killer Infographics

OurSpace Social Media Accounts

SOCIAL MEDIA	NAME TO FOLLOW
Facebook	@ourspaceourfuture
Twitter	@ourspace_future
Instagram	@ourspaceourfuture
YouTube Channel	Our Space Our Future

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.

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

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

FIRST PHASE: M1 TO M8				
Work package	Project activity or Milestone	Messages or content to be communicated	Tools	Channels
1	-Kick-off meeting -Set up of the Team -Project launch	Fundamental aspects of the project	Newsletter Press release	Email lists
2	-OurSpace inception report (Literature review) -Feasibility study for Space KIC	-Availability of report with an exhaustive literature review of the state of the art -Why would a Space-KIC be worth?	Article Posts	Website Social Media Events
3	-Development of the Toolkit	Aims of the Toolkit, usability, impact	Article Posts	Website Social Media
4	-Development of the Delivery programme	Aims of the Delivery programme, benefits for education	Article Posts	Website Social Media
5	-Evaluation framework design starts	The relevance of a meaningful evaluation	Article Posts	Website Social Media
6	-Web and Social Media are online -Visual identity ready -Ambassadors are appointed -Key OurSpace promotors are contacted -Networks are reached	Process and the results of designing a visual identity. Recruitment stories	Article Posts	Website Social Media Events

| 7 | The multi-actors retreat takes place | OSOF is a platform for key actors in Space Education and Space Economy | Posts Video interviews | Website Social Media Online and Off-line newspaper |

SECOND PHASE: M8 TO M27				
Work package	Project activity or Milestone	Messages or content to be communicated	Tools	Channels
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

THIRD PHASE: M29 TO M36				
Work package	Project activity or Milestone	Messages or content to be communicated	Tools	Channels
1	-Reflections from the management team	-Lessons learnt -Good practices	Newsletter Article Posts	Website Social Media Events
2	-Stakeholders group reflections	-Lessons learnt -Good practices	Newsletter Article Posts	Website Social Media Events
3	-Reflection on the exploitability of the Toolkit	-Contexts to be use -Replicability -Adaptability	Newsletter Article Posts	Website Social Media Events
4	-Final report of the Delivery programme	-Engagement -Testimonies -Interviews	Newsletter Article Posts Videos	Website Social Media Events
5	-A final summary of the evaluation plan	Learnings from the evaluation	Newsletter Article Posts	Website Social Media Events
6	-Report on CDEG -Sustainability action plan -Outreach results	Highlight achievements in engagement, contents and numbers	Newsletter Article Posts	Website Social Media Events

8.2 Dissemination Plan

FIRST PHASE: M1 TO M8			
Work package	Output	Tools	Channels
1	Project Handbook	Report D 1.1	Website
2	Literature review Feasibility Study Space-KIC	Report D 2.1 Report D 2.4	Website
5	Evaluation Framework	Report D 5.1	Website
6	-Project website and social media launch -CDE plan -Data management plan	Report D 6.1 Report D 6.2 Report D 6.4	Website

Second phase: M8 to 27			
Work package	Output	Tools	Channels
3	Toolkit Handbook and digital platform Online interactive resources Toolkit outline	Report D 3.1 Report D 3.4 Report D 3.2	Website
4	Delivery Programme	Report D 4.2	Website
5	Training workshop on evaluation	Report D 5.3	Website
6	Dissemination materials produced when needs appear	Printed material using visual identity	Events Website

Third phase: M27 to M36			
Work package	Output	Tools	Channels
1	Final Report	Report D 1.5	Website
3	Delivery Programme Summary	Report D 4.3	Website
5	Final evaluation report	Report D 5.5	Website
6	Sustainability Action plan Report on Outreach activities	Report D 6.5 Report D 6.3	Website

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.

Communication and Dissemination objectives	Way to achieve them	KP1	KP2	KP3
Enhance the visibility of OurSpace objectives, activities and outcomes, during all its phases	OurSpace off-line and online outreach Programme Delivery	Online outreach 35,000	Newsletter subscriptions 300	Number of schools participating 100
Raise awareness of the importance of space research for our planet and our societies.	Messages and outputs disseminated via our channels	Online outreach	Exposure in public events 25	
Engage our target audiences with the contents and activities, always considering gender-balanced information and representations	Programme delivery, WP3 and WP4	Number of teachers participating 500	Number of students reached 15,000	Number of public/ families' audiences reached 10,000
Run an effective and tailored communication and dissemination plan to ensure the best impact of project results	Meeting all the KPIs			

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

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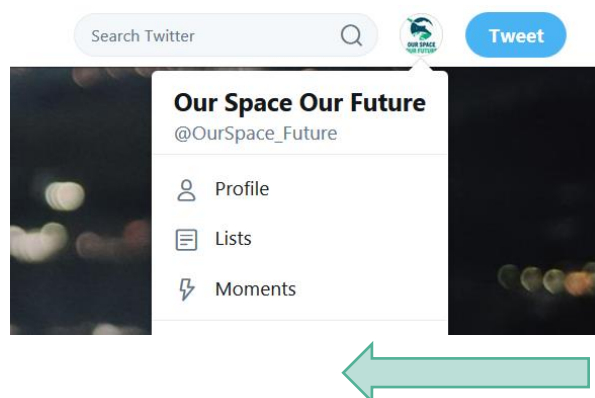
If such a person doesn't exist, you can always post both on Twitter and Facebook on your account and tag OurSpace project, @ourspaceourfuture for Facebook and @ourspace_future for Twitter and Instagram.
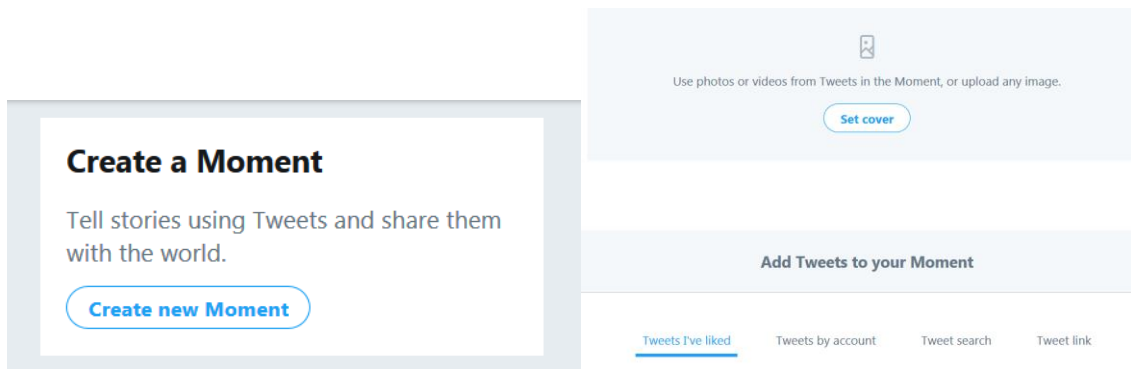
Where? OurSpace has a Facebook page, a Twitter and Instagram account and a YouTube channel.

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.

Create a Moment

Tell stories using Tweets and share them with the world.

Create new Moment

Use photos or videos from Tweets in the Moment, or upload any image.

Set cover

Add Tweets to your Moment

Tweets I've liked   Tweets by account   Tweet search   Tweet link

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.
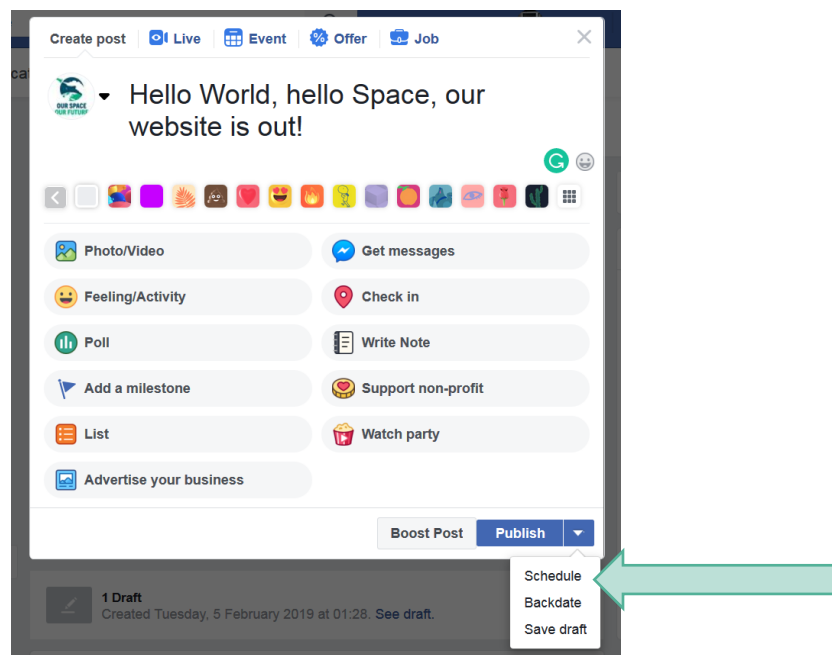
## What? Share the following, always with a picture or a video. Or a GIF.

- **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

Posts with video get 57% more likes, comments, and shares than posts with images and 122% more than posts without either.

■ Posts with just text   ■ Posts with images   ▨ Posts with video
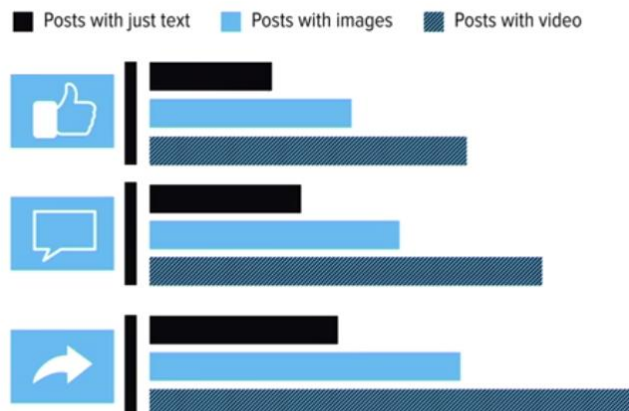
Always tag the OurSpace project and relevant people or institutions.

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.

ANNEXE 2: TASK LIST FOR OUR SPACE PARTNERS

Communication tool	Lead and contributors	Task	Timeline
Newsletter 1	EUSEA/all	Define content, collect information, set up a newsletter and distribute	2020
Newsletter 2	EUSEA/all	Define content, collect information, set up a newsletter and distribute	Between 2020-2021
Newsletter 3	EUSEA/all	Define content, collect information, set up a newsletter and distribute	2021
Social Media: Facebook	All	Follow @ourspaceourfuture, share, like and comment	Always
Social Media: Twitter	All	Follow @ourspace_future, quote, retweet, like	Always
Social Media: Instagram	All	Follow @ourspace_future, like	Always
Social Media: YouTube Channel	All	Subscribe to the channel, like	Always
Report events attended	All	Nov 2019, Nov 2020, Oct 2121	

ANNEXE 3: AN INITIAL LIST OF DISSEMINATION EVENTS TO ATTEND

	Name of the event	Location	Date
1	EUSEA Conference	Vienna, Austria	9-10 May 2019
2	Cardiff Science Festival	Cardiff, Wales	February 2019
3	Ecsite Conference	Copenhagen, Denmark	6-8 June 2019
4	European Researcher´s Night	All European Countries	Last Friday of September
5	9th Living Knowledge Conference 2020	Groningen, The Netherlands	24-26 June 2020

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:

Event title	Place	Date	Org attending	Person attending	Role in the event	Type of attendees	Estimated attendance n°	Event website	Event Face- book	Event Twitter

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