DataGEMS

Data Discovery Platform with Generalized Exploratory, Management, and Search Capabilities



Report

D8.1
Awareness Raising, Communication, Dissemination, Outreach & Engagement Plan

Public

30/3/2025

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Abstract

DataGEMS is a data discovery platform with Generalized Exploratory, Management, and Search capabilities. DataGEMS is built on the principles of data FAIRness, openness and re-use. It aims to seamlessly integrate data sharing, discovery and analysis into a system that addresses the whole data lifecycle, i.e., sharing, storing, managing, discovering, analyzing and reusing (data and/or metadata), bridging the gap between the data provider and the data consumer. DataGEMS is a next-generation data discovery and management ecosystem that engulfs different types of data (structured, unstructured, real-time and historical) and enables users to (a) enrich data through powerful data profiling mechanisms (b) seamlessly discover and analyze data across and within datasets using user-intuitive discovery and analysis mechanisms, such as using natural language and patterns, and (c) effectively explore and combine data with the help of stepwise guidance mechanisms during dataset discovery and analysis. The effective and efficient functioning of these mechanisms will be powered by a data and model management layer that decouples data management at the low level from the data analytics at the higher level. DataGEMS is informed by and will be initially tested and deployed to promote data FAIRness and benefit diverse user communities and types of users on core domains: education, meteorology, and language data infrastructures.

The Deliverable 8.1, associated with Work Package 8, aims to present the communication and dissemination plan for the DataGEMS project, which is named to describe the main objectives of the communication action, the main communication strategies, the list of dissemination activities, and the key performance indicators.

1 Introduction

1.1 DataGEMS Project

A growing number of open datasets from governments, academic institutions, and companies bring new opportunities for innovation, economic growth, and societal benefits. From real-time to historical data, from structured data in tabular form to unstructured text, images or videos, data is highly heterogeneous.
Data discovery systems, such as Google Datasets, and open data portals, such as the EOSC Portal promise to bring data closer to the users, but fall short for the following reasons: (a) Limited data discovery capabilities; (b) Poor metadata; (c) Superficial query answering; (d) Single-table datasets.
The DataGEMS project addresses the above limitations. DataGEMS is a next-generation data discovery and management ecosystem that engulfs different types of data (structured, unstructured, real-time and historical) and enables users to: (a) enrich data through powerful data profiling mechanisms; (b) seamlessly discover and analyze data across and within datasets using user-intuitive discovery and analysis mechanisms, such as using natural language and patterns; and (c) effectively explore and combine data with the help of stepwise guidance mechanisms during dataset discovery and analysis.
The DataGEMS project addresses the core promise of EOSC, i.e., to make data FAIR and to accelerate research and collaboration; has a strong and optimized for task consortium that together bring complementary and essential scientific and technological expertise and experience; brings diverse use cases on real-life, impactful applications that cover a wide range of different communities and users (from individuals to organizations, from scientists, policy makers, linguists to citizens that data in their everyday lives can inform); opens data that was difficult to access and exploit before; and delivers open source services and system components that can be used to transform the way researchers as well as the public and private sectors create, share and exploit research outputs.

1.2 DataGEMS Objectives

The goal of the DataGEMS project is to promote data FAIRness, openness and quality of scientific research, such as:

(a) users seamlessly explore collections of heterogeneous datasets (real-time and historical, semi-, unstructured and structured data), by looking for relevant datasets (cross-dataset discovery) or facts (query answers) (in-dataset discovery),
(b) users validate the relevance of datasets based on rich qualitative and quantitative metadata (data profiling),
(c) the system increases the dataset reusability by offering alternative effective data exploration (user assistance) and by combining datasets to fully meet the user needs (data linking and packaging).

The main objectives of the DataGEMS are:

- Develop advanced data discovery tools that promote data openness and reuse.
- Develop sophisticated data profiling tools aiming at increased data discoverability and interoperability.
- Build a fully operational and sustainable ecosystem of open-source tools for data FAIRness.
- Integration of new services into EOSC and exploitation by diverse user communities, disciplines and stakeholders.

1.3 Document Structure

This deliverable has the following structure:

- Chapter 1 presents the DataGEMS project, objectives and document structure.
- Chapter 2 describes the deliverable objectives and approach defined in this document.
- Chapter 3 presents the communication and dissemination strategy, that includes project identity, target groups, key message and engagement plan.
- Chapter 4 presents the adopted methodology, specifying the communication and dissemination.
- Chapter 5 describes the organization of the planned activities.
- Chapter 6 presents the plan of all deliverables under WP8 that need to be submitted.

2 Deliverable Objectives and Approach

2.1 Introduction

Deliverable D8.1 aims to define the strategies, plan, activities and goals for communication and dissemination.

2.2 Objectives

The main objectives of the Deliverable 8.1 - Awareness Raising, Communication, Dissemination, Outreach & Engagement Plan are:

- **Awareness Raising Strategies**: Define strategies to increase citizen awareness and stakeholder awareness of the DataGEMS project, its goals, and its impact. Define a key message to reach the project's target audiences through appropriate channels. Highlight the project results addressing the projects challenges or needs.
- **Communication Strategies**: Develop clear, consistent, and compelling messaging for different audiences. Use different communication tools (social media, newsletters, press releases, reports, events) to share project updates and achievements. Ensure consortium and external stakeholders are informed and aligned on project developments.
- **Dissemination Strategies:** Share key findings, best practices, and outcomes with relevant stakeholders. Facilitate access to project results through publications, websites, and open-access platforms. Engage with policymakers, industry leaders, and academia to promote knowledge transfer.
- **Outreach Strategies:** Build relationships with communities, organizations, and networks to amplify the project's reach. Organize events, and webinars to engage stakeholders and general public participation. Promote collaboration with media and researchers to enhance visibility.
- **Engagement Strategies:** Encourage active participation from stakeholders, end-users, and the general public. Create interactive strategies to gather feedback and insights. Develop strategies for long-term engagement to sustain interest and support beyond the project lifecycle.

2.3 Approach

To achieve the Awareness Raising, Communication, Dissemination, Outreach & Engagement objectives, this document will define some key information, such as strategies, plan, activities and KPIs in order to obtain the maximum added value for the project. For that, this document will define the: target audience, strategies to highlight the project impact, key message to reach diverse engagement, and multi-channel strategy using an accessible language.

3 Communication & Dissemination Strategy

3.1 Project identity

A unified visual identity enables stakeholders to quickly recognize DataGEMS. This was the reason the DataGEMS logo was designed and approved by the consortium. Partners have implemented certain guidelines to guarantee a consistent project identity and branding. These guidelines stipulate that all project-related documents should feature the project logo, as well as the logos of the financing Programme and the European Union. Several templates, logo, and dissemination material will be available on the project's Teams area - and also the material will be available on DataGEMS webpage.



Figure 1: DataGEMS's logo

The visual identity should be used:

- For all project deliverables, a standardized template should be used, which is accessible in a collaborative area for example the Teams area.
- For all presentations, a standardized PowerPoint template available in the collaborative area should be used.
- In all dissemination material associated with the DataGEMS project.

The logo from European Union should be also present in the dissemination materials



Figure 2: European Union logo

To broadly share information, visual promotional materials such as leaflets, flyers, and posters will be created. All materials will be produced following the consistent visual design already adopted for the project. Content complexity and language style might be adapted to the specific targeted audience.
The initial list of promotional materials is shown below in Table 1. The materials will be updated and adjusted to the changing project environment and the progress achieved.

Table 1: Dissemination material

Material	Content Description
Flyer	The general project flyer will provide essential information about the project, including its objectives, benefits, methodology, and background. It will be used as a universal tool for various purposes, such as events, meetings, and workshops.

Material	Content Description
Project posters and roll-up	The posters will be developed to provide a perspective on the project and will primarily be used in academic and other professional events.
Project video	Video gathering various events that will be made in English or with English subtitles.

All logos and templates, and rules are available in the collaborative area.
.

3.2 Target audience

To improve networking among partners, DataGEMS will involve departments, research centers, employees, and students from throughout the expanding organization. To achieve this goal, customized communication and distribution efforts will be aimed at the primary internal groups pinpointed in the chart provided.

Table 2: Target Public

Target	Interest Towards
Researchers	Opportunities to join the different initiatives of DataGEMS targeted for experienced researchers from different areas of expertise – in information retrieval, natural language processing, machine learning, optimization, data-related domains, conversational data exploration, fair and ethical recommender systems, learned data management, human-in-the-loop algorithms in several areas and applications.
Teachers	Opportunity to explore some case studies as MathE platform, lifelong learning and language teachers
Students	Promotion of students' participation in DataGEMS activities in particular in the education study case.
Staff/Professionals	Promotion of DataGEMS results in the industry.

Regarding communication efforts, DataGEMS will identify stakeholders to share and disseminate the achieved results.

Table 3: Target stakeholders

Target	Interest towards
R&I institutions, both academic and non-academic, private and non-private, with a particular emphasis on other widening countries.	Make headway in researching and analyzing the challenges faced by researchers.
Deans within R&D centres and Universities.	Promote the results achieved and integrate associated partners.
Civil society and fundamental companies and organizations	Promote the results achieved at social events, presenting innovation and opportunities.

Target	Interest towards
National and international policymakers throughout the EU	Share the results with policymakers.

3.2.1 Segmentation analysis from a field of activity perspective

Based on the specific goals of the case studies—Math (IPB, Portugal), Weather (NOA, Greece), Language (CLARIN-IDS, Germany), and Lifelong Learning (DHBW, Germany)—targeted actions will be developed to identify the specific needs of each user group. Recognizing DataGEMS' potential to transform how researchers, the general public, and the private sector create, share, and use data, publications, methodologies, software, code, among other resources, these activities aim to enhance research quality, validation, innovation, and productivity.
DataGEMS is guided by FAIR data principles and will be tested and deployed to benefit the user communities across the case studies, but not limited to them. The project will introduce, coordinate, launch, and assess dedicated research groups, as well as awareness campaigns for research and user communities, boost outputs from WP2-7.
The initiative includes designing 20 pilots (five per use case) to address the user communities, spanning:

- **Math**: Higher education community, underperforming students, math teachers, math researchers.
- **Lifelong learning:** Professional students working in public and private sectors as well as decision makers regarding the workforce of organizations.
- **Weather:** Meteorologists community, data mining researchers, and policymakers.
- **Language**: Translators, teachers, social scientists, and national law associations.

DataGEMS also prioritizes citizen involvement, gender equality, and research ethics while contributing to open science education and public engagement.
This structured segmentation ensures a deep understanding of community needs, fostering meaningful connections and maximizing the societal impact of DataGEMS.

3.2.2 Segmentation analysis from a profile/needs' perspective

To better understand the needs of stakeholders and the potential engagement with the project, individual meetings will be promoted to identify the needs and continuous feedback to the project users. In detail, DataGEMS project will promote meetings with:

- **Researchers**: To use the project results in their scientific communities and provide valuable feedback. They also provide gateways to larger groups and other disciplines.
- **Data scientists**: To enrich the project results regarding data contributing to research potential, value chain and business and sustainability opportunities.
- **Funders**: To raise the awareness of the funders as it is an important form of validation and it is also a recommended outcome of the project.
- **General Public**: To promote journalists, students, or society in a broader sense.

In terms of institutions, DataGEMS will promote meetings with:

- **Research groups**: To present the project results as a way that facilitates reuse and integration of modeling, simulation, and data offerings. They play a key role in providing

validation information and feedback, while also driving the interdisciplinary research targeted by the project.

- **Academic institutions**: To participate in an application space where DataGEMS solutions (methodologies, usage scenarios, use cases) can be used in the field of education, in living labs and lesson courses.
- **Open Access/Open Science Associations**: To participate in open access/Open Science initiatives provide guidance, support, validation and assets that can be reused in the context of the Project.
- **Business SMEs**: To share the innovative outcomes provided by DataGEMS, SMEs and providing services on top of DataGEMS results are one of the best options for creating value chains on top of project's offerings and towards long-term sustainability targets.
- **Governmental Entities, EU and EOSC representatives, Local Representatives and Other Public Sector Bodies**: To share the project outcomes with the governance and policymaking to promote substantially adds to the sustainability outlook.
- **Funders**: To be aware of the results achieved by the project.
- **General Public:** To promote the main results to the general public, including any audience not mentioned above, such as journalists, students, scientists, or society in a broad sense.

3.3 Key messages

The messages generated must be tailored to the individual segments, highlighting the specific benefits of the project for each one to favour its reception. In addition, the language and context must be aligned with the perspective of their field of activity exposed above.
The main benefits to exposure are the following:

Profile	Benefits to communicate
Researchers	• Broadening the user base. • Indirect raising of awareness. • Enabling of new (interdisciplinary) research opportunities. • Availability of enhanced tools for research. • Facilitation of focus on core activities. • New ways of collaboration.
Research groups	• Broadening user base. • Indirect raising of awareness. • Provision of structured feedback. • Identification and enabling of new (inter-disciplinary) research opportunities. • Availability of enhanced tools for research. • Facilitation of focus on core activities.
Academic institutes	• Broadening user base. • Expanding business opportunities. • New opportunities of collaboration. • Availability of channels for promotion and dissemination.

Profile	Benefits to communicate
Open Access/ Open Science Initiatives	• Project awareness support. • Validation and feedback acquisition. • Embracing open science. • Validation and feedback acquisition. • Availability of new channels for promotion and dissemination. • New ways of collaboration.
Business SMEs	• Empowering sustainability options. • New business opportunities. • Access to new fields and ecosystems.
Governance & Policy Makers	• Widening of sustainability options. • Empowerment of research. • New opportunities for helping collaboration, facilitating the focus on strategic / core sectors. • Availability of new KPIs.
Funders	• Validation and feedback. • Amplification of outreach. • Supporting/validating sustainability.
General Public	• Increase the value of project and individual partners. • General information according to transparency principles.

A table with key messages according to targeted audiences will be elaborated during the project in order to coordinate the communication for each target group previously identified.

3.4 Engagement plan

To actively engage key stakeholders — including the target audience, namely researchers, policymakers, teachers, students, funders and professionals — several activities will be planned to enhance the project impact.

The dissemination activities are led by the Dissemination Outreach Force Task, but all the partners are expected to contribute to highlighting key achievements. The aim is to maximize their knowledge, experience and networking concerning each specific area of their expertise, both in different fields (data management, machine learning, artificial intelligence, education, lifelong learning, meteorology, language, among others) and countries. Working together, the range and impact of any dissemination action will be empowered to its highest degree.

The key action is to consolidate an engagement plan that will drive all the project members to actively participate as much as possible in the dissemination activities.

The following aspects are considered key, and will be reviewed and enhanced for the full project life:

- **Best practices guide:** a toolkit will be elaborated to include the best practices to engage the target group.

- **Team building:** periodic meetings will be booked to better identify the key messages in each moment of the project, and a continuous chat will be available in the Teams area where all partners can participate.
- **Fields of knowledge:** data management, Machine Learning, Artificial Intelligence, education, lifelong learning, meteorology, language, among others.
- **Sharing achievements:** a list of all dissemination activities will be always available in the Teams area.

4 Methodology

4.1 Dissemination principles

All dissemination activities should follow some important principles:

- Respect IPR of all partners
- Respect the work of all partners
- Ensure the proper reference of all relevant parties whose work is directly or indirectly mentioned in the proposed publication
- Follow transparent procedures
- Respect confidential results and results for which commercial issues arise
- Avoid overlapping or duplication of dissemination events
- Target the right audience
- Always mention the DataGEMS project
- Always follow the dissemination procedures
- All content must comply with the good practices and style books about European recommendations and ethics
- GDPR policy compliance, according to the definition provided by the WP8 group.

4.2 Communication

Dissemination and communication activities are carried out on two fronts: (i) at a broad level, containing mainly general contents for any kind of audience, and (ii) the ecosystem level, considering people involved in research or technology fields.
Firstly, wide-range dissemination aims to make DataGEMS known to any undetermined public as much as possible. The main instruments explaining the project goals, the work and its context, the benefits and the achievements of DataGEMS are presented below. In any case, any of them can also be useful for stakeholders. This is achieved via the following ways and platforms.

4.2.1 Website

In addition to facilitating communication about the project, the website will be used as a platform for sharing project outcomes, news, and events. The website (https://datagems.eu/) is designed at the beginning of the activities, and it will be updated throughout its whole life. It will showcase the developed activities, calls and similar initiatives. This information will be published in English for wider accessibility. The content on these sections of the website will be written in a clear and easy-to-understand manner, catering to audiences from different educational backgrounds and cultural contexts.
The purpose of the website is to proactively promote the project and its results by providing targeted information to various audiences within and beyond the project's own community. The specific goals of this dissemination and communication channel are the following:

- To be a reference point of knowledge about the project, including scope and framework, consortium, project organization and activities.
- To be a content hub with updated with the main reports, documents, and any produced material concerning DataGEMS.

- To be a reference point for dissemination and engagement, both with its own content and through connections to other sites or platforms.

The web site has been designed considering the alignment to the defined visual identity and includes the main recommendations for the best user experience, considering accessibility, web browsing facilities, security or content organization.
The DataGEMS site is expected to attract not only the general public but also stakeholders and will constitute an important source of information for them, including contents for expert and non-expert audiences.
The contents will be available in the most appropriate format (formatted text, leaflets, brochures, whitepapers, news, reports, multimedia, links, etc) according to the scope and the targeted audience. Academic and technical audience (such as scientific communities, research centers, developers, or public institutions) will have the opportunity to benefit from the material published, as well as stakeholders of other European projects in order to identify synergies and potential lines of collaboration. Journalists will find updated information, such as news, events or press releases. To boost this media, the website includes also a useful direct link to social media platforms.

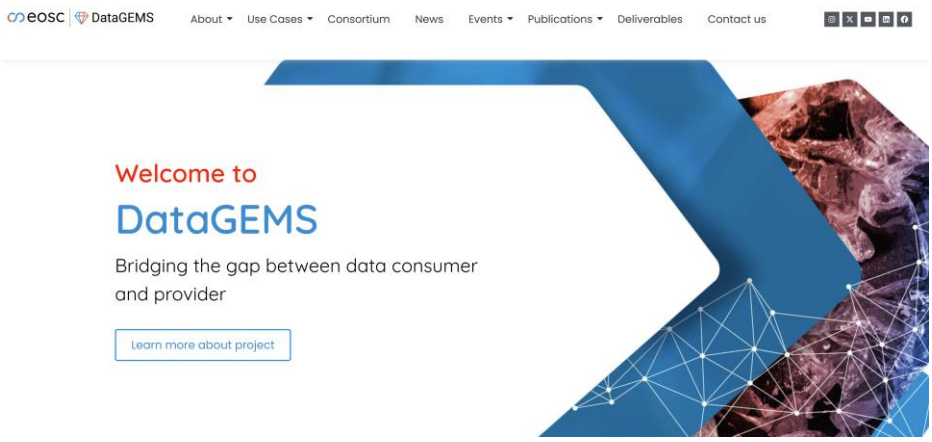


Figure 3: DataGEMS Website

4.2.2 Social media channels

The project will communicate the results achieved in social media: LinkedIn, Youtube, X, Instagram, and Facebook.
It will be disseminating posts on social media about news, events, outcomes, achievements, generic promotion material, participation in events and conferences etc.

4.2.2.1 Facebook

An official account for DataGEMS has been created on Facebook: datagems.eosc
Link: https://www.facebook.com/datagems.eosc
The following figure shows the main page.

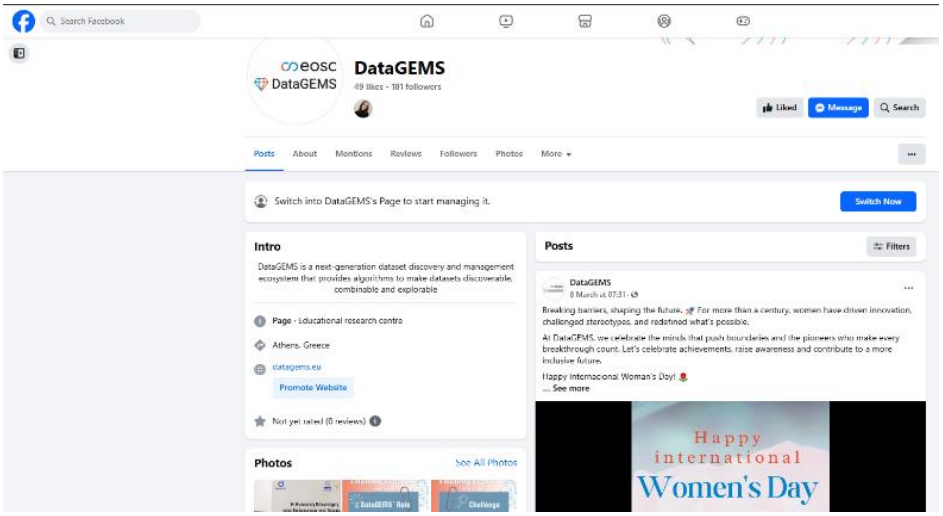


Figure 4: DataGEMS Facebook

4.2.2.2 X

An official account for DataGEMS has been created in X: datagems_eosc
Link: https://x.com/datagems_eosc
The following figure shows the main page.

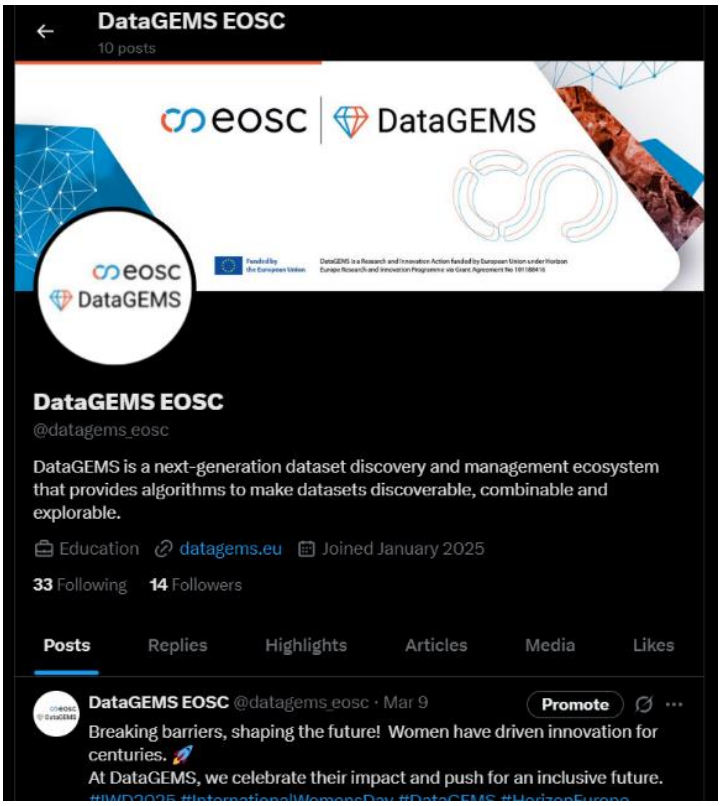


Figure 5: DataGEMS X

4.2.2.3 LinkedIn

An official account for DataGEMS has been created in LinkedIn: eosc-datagems
Link: https://www.linkedin.com/company/eosc-datagems

The following figure shows the main page.

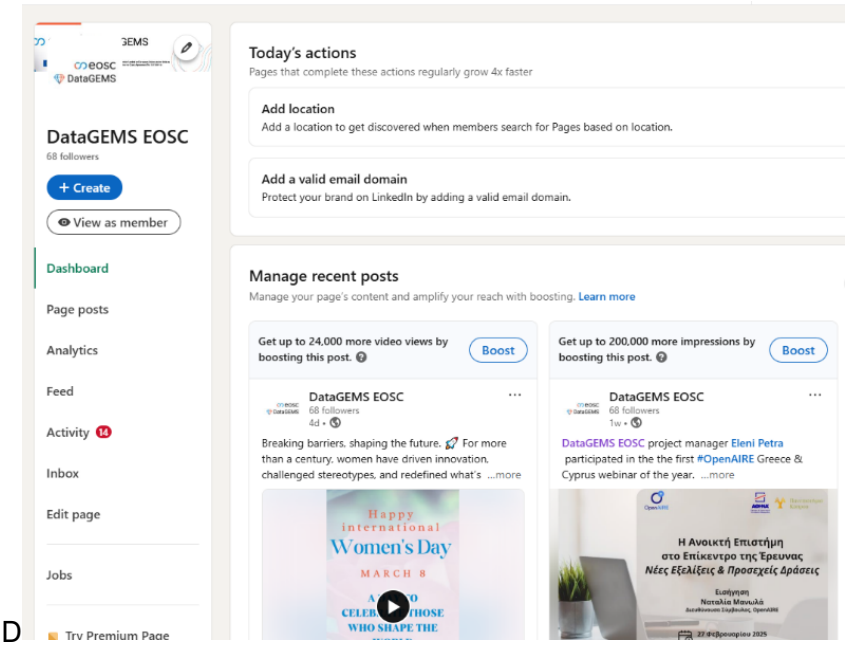


Figure 6: DataGEMS LinkedIN

4.2.2.4 Instagram

An official account for DataGEMS has been created in Instagram: datagems_eosc
Link: https://www.instagram.com/datagems_eosc/
The following figure shows the main page.

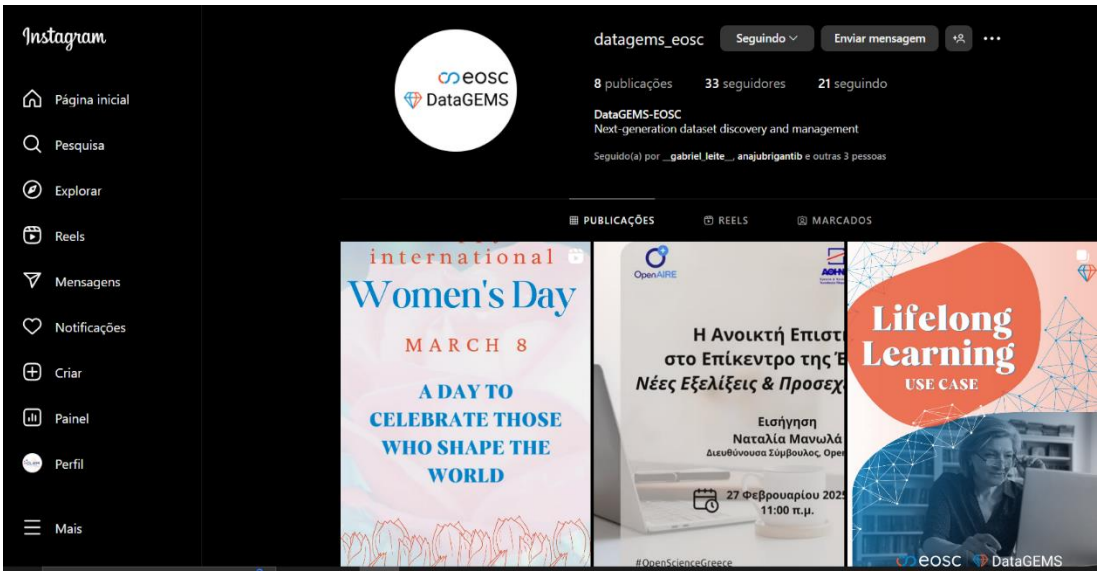


Figure 7: DataGEMS Instagram

4.2.2.5 YouTube

An official account for DataGEMS was be created in YouTube: @DataGEMS-EOSC
Link: https://www.youtube.com/@DataGEMS-EOSC

The following figure shows the main page.

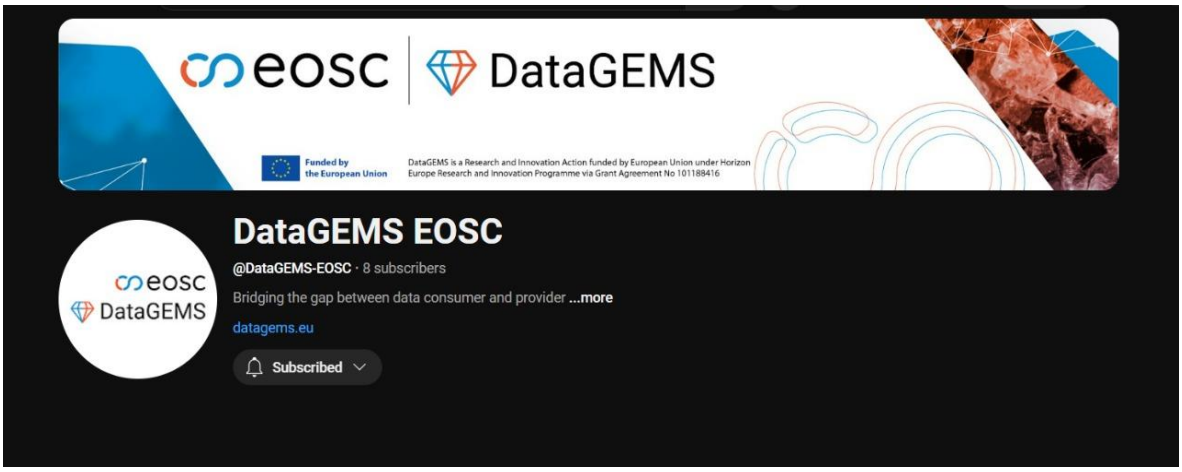


Figure 8: DataGEMS Youtube

4.2.3 Scientific publications

Scientific papers will be published in scientific journals or books. The aim is to publish these papers in high impact international journals, focusing on flagship publications within the field.

4.2.4 Project Events

Project dissemination events will be promoted to gather representatives of all the key DataGEMS target groups.
Some events focused on the consortium partners, that will run in the partner's campus, engaging relevant topics to disseminate the ideas and results.
In addition to disseminating results through internal consortium activities, such as conferences, workshops, and seminars, external events will also be used. Consortium members will participate in relevant external events focused on the issues addressed by DataGEMS, to engage both scientific and non-scientific communities.

4.2.5 Liaison activities

The consortium will collaborate with national, EU, and international projects that address the same or similar issues. Through this collaboration, they will share best practices and ideas, and contribute to the incorporation of these practices into standard procedures. The consortium will also regularly update the results that they develop.

4.3 Dissemination

The project dissemination includes several materials and strategies defined as follows.

4.3.1 Broad range

Press releases

The press releases offer general purpose announcements and publications to the public disseminated via web site as well as electronic and printed press. This media aims to reach the widest possible audience (public, funders and other not connected stakeholders).

Articles

Articles of general interest that may be distributed over the press, other media sites or the website of the project, including project news, collaborations, outputs, or achievements. The objective is to reach the public, related initiatives, research groups or technology providers.

Hardcopy, materials and gadgets

Print materials such as brochures, leaflets, cards, posters, briefing papers, or in the form of different kinds of gadgets that present general aspects of the project work. The goal is to strengthen project identification, consolidate engagement and to arouse the interest of the project among the most varied public. Its application will focus on face-to-face meetings, conferences, workshops, fairs and exhibitions for various audiences. The material is available in Supplementary Teams folder.

4.3.2 Ecosystem

Dissemination at ecosystem range considers any audience involved at any level or any depth with the DataGEMS' world, such as, for example, the academic or research fields, scientific or ICT context, or the above-mentioned stakeholders. This line of communication complements and expands the contents exposed widely and is backed-up by them (mainly by means of the website and the digital social media channels). The dissemination is led by the OTF, with the participation of technical partners for content production.

The main channels include both publications and events and collaboration.

Publications

Some types of documents and channels are presented to perform the dissemination activities about DataGEMS. All documents will be hosted on the DataGEMS website and properly announced by means of Publications, News sections and social media channels.

The presented below are considered as the main ones.

1. *Newsletters*

   Periodic publications with an assembly of progresses in the project and related context (e.g. EOSC hub), mainly for EU Horizon Europe, research and innovation, and EOSC ecosystem and research groups. The newsletter production will be designed by the Outreach and Liaison Group (OLG) with the collaboration of all project members according to their area of expertise.

2. *Mailing list*

   The main channels for dissemination are the digital channels and web, so we can keep and offer the communication track in an easy way. Additionally, an e-mailing service with potential

additional content that notifies interested parties about progress of work of the project, mainly for targeted groups with interests (GDPR compliance required).

A mailing list is also available for project members (datagems@lists.athenarc.gr).

3. *Technical and general blog posts*

Targeted extracts technical achievements of the project that can attract the interest of specific audiences, disseminated via the project's website and social media, or included in the project's newsletters. Addressed to the general public, technology groups, scientific groups.

4. *Whitepapers and research publications*

White papers that expose experiences, lessons learnt and best practices in several key areas of the project. It considers research publications in international top-rank journals and conferences in diverse fields that span Computer Science, Engineering, Mathematics, Physics and Data Analytics. Addressed to Targeted interest groups in research, business, and technology and more.

5. *Multimedia material*

Material consisting of slideshows, videos, or webcasts, presenting the services and their benefits disseminated via the project web site as well as social media. Addressed to research groups, technology providers.

Events and collaboration

Events and collaborative initiatives are key instruments to perform the DataGEMS dissemination activities. All the events will be promoted on the DataGEMS website and properly announced through the Events section and the digital/social channels to get the maximum interest by the ecosystem, target audience and any other potential audience. Once the event is carried out, this will be announced also with the main contents and results both on the web and the social media channels.
The following are considered the main ones.

1. *Event organization (Conferences/Workshops)*

(Co)organisation of 2 public events and 10 workshops engaging communities for co-creation of services and other project results.

2. *Capacity Building*

Planning of 10 webinars on SMEs, industry, or researchers, bringing together those actors for raising awareness, training, assessment and feedback acquisition. Addressed to researchers and innovation stakeholders.

3. *Scientific publications/ presentations*

Scientific publications in a journal or conference proceedings, including preprints, posters, and presentations. Addressed to researchers, academic audience, other research and innovation stakeholders.

4. *Collaborations*

Meetings and exchanges of information with established collaborators such as projects and initiatives. Addressed to stakeholders of European projects in DataGEMS' research fields.

5. *Datathons and Hackathons*

Datathons and hackathons will be organized in collaboration with other entities (innovation hubs, academic and research organizations, or business clusters) and will attract innovators from research and business areas, software designers, students, mentors, and funders. Addressed to innovators and researchers, students, startups.

6. *Project Meetings*

Project meetings will act as a communication and innovation triggering event that will be used to mobilize all partner task forces but will also be used to introduce external actors to the project through targeted invitations from external audiences.

4.4 Outreach

Outreach activity is carried out on two levels: (i) public, and (ii) stakeholders, considering communities, organizations, and networks. For each level, it is intended to build win-win relationships in order to identify their needs and expectations concerning DataGEMS. These should be implemented by organizing events and webinars for the target audience to promote further collaboration.

For each event/webinar, it is necessary to define the target audience at each level, the objectives to be achieved, the content and hands-on activities, as well as the planned schedule and the appropriate speakers. It is recommended to share a survey before and after the activity to monitor the needs and expectations of the target audience to continuously improve the impact of outreach activity.

4.5 Engagement & Exploitation

It is necessary to encourage active participation from stakeholders, end-users, and the public. This requires defining interactive strategies to gather feedback and insights on short-term which are essential to explore the DataGEMS to satisfy the needs and expectations of the users. For short-term engagement, it is recommended to use a survey that includes closed questions using the scale from Valuable/Needs Improvement and some open questions. For long-term engagement a support system for users can be created using a FAQ and open questions system. Continuous feedback is essential to sustain interest and support beyond the project lifecycle.

4.6 Content creation

4.6.1 Face-to-face presentations

For each face-to-face presentation, the target audience, objectives to be achieved, planned schedule, and the appropriate speakers will be designed according to the purpose and the goals of the event.
Based on these factors, the content and hands-on activities should be tailored accordingly, ensuring alignment with the project's developments. Additionally, the organization team should be established in accordance with the defined objectives and content.

4.6.2 Digital channels

For each digital channel, key messages should be defined periodically and should reflect the project's capability achievements. Some short videos should be developed to disseminate the key messages.

4.6.3 Contents of technical and scientific purpose

Scientific papers and technical reports should be developed to highlight the project's key contributions and ensure the reproducibility of its various development stages. Scientific papers should focus on contributions for the literature review while the technical reports should demonstrate the applicability of existing methods in developing the different stages of the project.

4.7 Activity-Specific Instruments

These instruments can include tools to develop specific activities, and monitoring and evaluation methods.

4.7.1 Communication instruments

Internal communication is supported through Microsoft Teams and a dedicated mailing list to ensure seamless collaboration and timely updates among project partners. External communication will involve the creation of engaging posts, videos, and other multimedia content (social media, newsletters, press releases, reports, events) developed using specialized software, such as Canvas, Microsoft Power Point, Adobe, Shotcut, DrawIO, among other to effectively reach a broader audience. Additionally, the monitoring and evaluation of these communication efforts will be conducted using pre-established KPIs for each event, ensuring that all activities remain aligned with the project's objectives.

4.7.2 Dissemination instruments

Dissemination instruments refer to the development of tools and channels used to share the project's key findings, best practices, and outcomes with a wide range of stakeholders. The scientific publications, technical reports, conference presentations, and policy briefs are developed using Microsoft Office and LaTeX. Meanwhile, the websites and open-access platforms are developed using modern web development tools and content management systems such as custom-built solutions with HTML, and JavaScript, enabling dynamic and user-friendly access to the project's results.

4.8 Cross promotion

Cross-promotion can involve collaboration with relevant stakeholders, to maximize the project's achievements by sharing content across multiple channels. This includes co-publishing articles, featuring project updates on partner websites and social media, and collaborating in joint events or webinars. By strategically aligning with relevant stakeholders, the project can enhance visibility, foster engagement, and amplify its impact across different audiences.

4.9 Strategic Communication for Business Adoption

To maximize the commercial potential of the project's outcomes, targeted communication strategies will engage key players in the business sector. The DataGEMS' value will be demonstrated to companies, by showcasing its ability to enhance data understanding and its practical applications in the market. Direct engagement with companies, investors, and policymakers through networking events, and business forums will foster partnerships and promote DataGEMS adoption, while ensuring data privacy. Additionally, digital platforms like LinkedIn and industry newsletters will keep relevant stakeholders informed about the project's progress and business opportunities.

5 Organization

5.1 Coordination Model

WP 8 is coordinated by IPB partner. It has defined a Dissemination Outreach Task Force Team composed by Ana I. Pereira, Beatriz Flamia, Eleni Petra and Kurt Stockinger.
Each partner should promote the DataGEMS project in their network. To organize the communication and the dissemination activities, the dissemination and communication team was identified.

Table 4: Responsible Partner

Partner name	Responsible	Email
IPB	Ana I. Pereira	apereira@ipb.pt
IPB	Beatriz Flamia	beatrizflamia@ipb.pt
ATHENA	Eleni Petra	eleni.petra@athenarc.gr
ATHENA	Effie Zafeirakopoulou	effiezaf@athenarc.gr
UNIVR	Matteo Lissandrini	matteo.lissandrini@univr.it
UNIVR	Elisa Quintarelli	elisa.quintarelli@univr.it
NOA	Konstantinos Karagkounis	k.karagkounis@noa.gr
NOA	Vasiliki Kotroni	kotroni@noa.gr
CNRS	Noha Ibrahim	Noha.Ibrahim@univ-grenoble-alpes.fr
CNRS	Georgia Troullinou	troulin@ics.forth.gr
ZHAW	Kurt Stockinger	stog@zhaw.ch
ZHAW	Farhad Nooralahzadeh	noor@zhaw.ch
DHBW	Friedemann Schwenkreis	Friedemann.Schwenkreis@dhbw-stuttgart.de
CITE	Nikoleta Politi	npoliti@cite.gr
CITE	Georgios Kakaletris	gkakas@cite.gr
UPCité	Themis Palpanas	themis@mi.parisdescartes.fr
IDS	Norman Fiedler	fiedler@ids-mannheim.de
SCAYLE	Marina Lameira	marina.lameira@scayle.es
SCAYLE	Ruth Alonso	ruth.alonso@scayle.es
IDEGO	Joanna leszczynska	joanna.leszczynska@idego.io
IDEGO	Aleksandra Sarnowska	aleksandra.sarnowska@idego.io

The model will be described as in Figure 9, where:

- KPI identification: definition of all KPIs that will measure the project's achievements.
- Target Value: quantification of each KPI.

- Partner share: assignment of the contribution of each partner to each KPI, according to its field of knowledge and activity.
- Partner role: role for each partner (contributor, support, …).
- Action plan: tasks to be developed by each partner.



Figure 9: Methodology adopted

5.2 Key Performance Indicators (KPIs)

KPIs are typically used to evaluate the success of specific activities or measure progress toward the project's goals. Choosing the right KPIs is important for the project. Although both qualitative and quantitative indicators can be used, quantitative indicators are generally preferred since they can give better insights into the project. Success indicator with each KPI will help to evaluate the success criteria for that particular KPI. The KPIs presented by this deliverable will be highly oriented towards the nature of the dissemination activities.
WP8 has the following KPIs:

Table 5: Dissemination Measures

Measure	Indicator	Target Values	Means of Verification
Website	N. of hits	> 2000 by December 2025 > 3600 by the end of 2027	Reports from the website to count the number of accesses
Promotional material	N. initiatives/leaflets created and distributed	> 1500 by the end of 2025 > 3000 by the end of 2027	Distribution in events and partners channels
Social Media	N. of publication on the website. Facebook and Instagram: N. of Likes and Shares. LinkedIn, ResearchGate, Academia: N. of subscribes and views.	> 4 Social Media Channels > 2000 Social Media Followers > 20000 Social Media Impressions > 120 Social media posts > Increase at least 10% per year	Website Statistics Reports from social media via regular posting and monitoring.
E-Newsletter	N. of issues and N. of addressees	> 6 issues (2/year); at least 500 addressees in Y1, with a 10% increase per year	N. of registered receivers and downloads in the website
Press releases and media	N. of quotes on newspapers, television, websites	At least 15 articles in newspaper/ magazine/radio; at least 2	Proof of publications or videos

Measure	Indicator	Target Values	Means of Verification
		reports per year on radio/TV	

Table 6: Dissemination Activities

Activities	
Conferences	Participation in 10 conferences and events presenting the project's results.
Webinars	Organize 10 Public webinars conducted by the project.
Hackathons	>2 Hackathons/Datathons organized by the project for international audiences with at least 300 participants. >2 Hackathons participated by the project for international audiences.
Events	Organization of 2 Public events organized by the project or jointly with other initiatives.
Whitepapers published	Published 2 whitepapers, policy reports, roadmaps and other documents covering best practices, rules of participation, and other project's significant findings.
Branding Material	Produce 10 Branding and template material for outreach, including presentation and document templates, site template, logo and reusable graphic elements.

Table 7: this is a caption

Blue style table	
Scientific Publications	At least 25 papers will be made available in international peer-reviewed (Green Open Access 50% and Golden Open Access 50%), in compliance with the Horizon Europe Open Access policy.
Project Level Events	> 3 external experts are involved in each meeting of at least 2 different typologies of entities > 300 participants and per event Hackathons/Datathons from at least 5 countries > 2 public events organized by the project or jointly with other initiatives. > 2 Hackathons organized by the project for international audiences. > 2 Hackathons participated by the project for international audiences
Liaison Activities	At least 5 contacts with projects coordinator during the project duration

5.3 Roles

Outreach and Liaison Group (OLG): the Outreach and Liaison Group is led by Outreach Manager and engages partners with key roles in outreach Work Packages (mainly WP8). The role of the team is to monitor outreach activities, identify opportunities and mobilize resources, as outreach in DataGEMS is quite intensive, ambitious and of strategic importance for the success of the project.

5.4 Monitoring and Evaluation

5.4.1 Digital channels

The web page will be regularly updated. Moreover, the effectiveness of the web page will be periodically analyzed by means of Google Analytics tool. This will enable reports to be generated on the website, providing a clear overview of key information, such as:

- Number of users visiting the website and their visit duration.
- Languages and locations of visitors.
- Devices used for browsing the website.

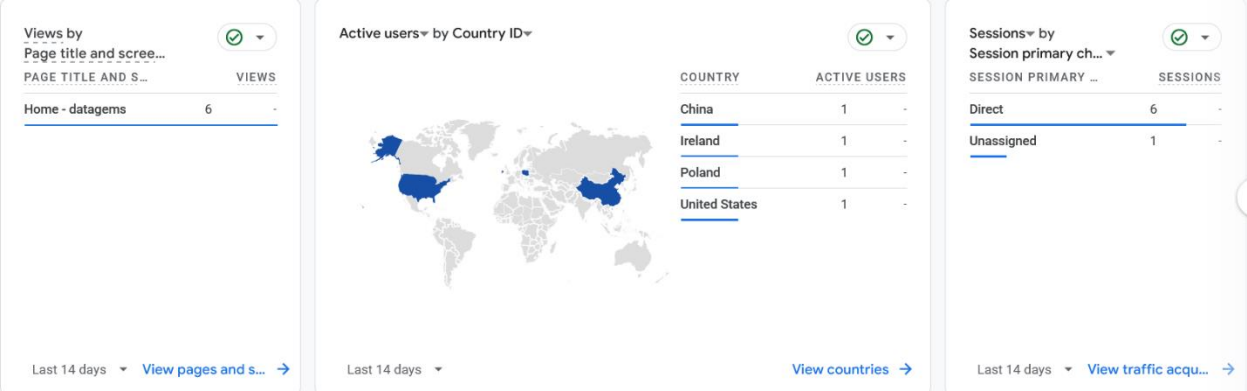


Figure 10: DataGEMS website tracking (example 1)

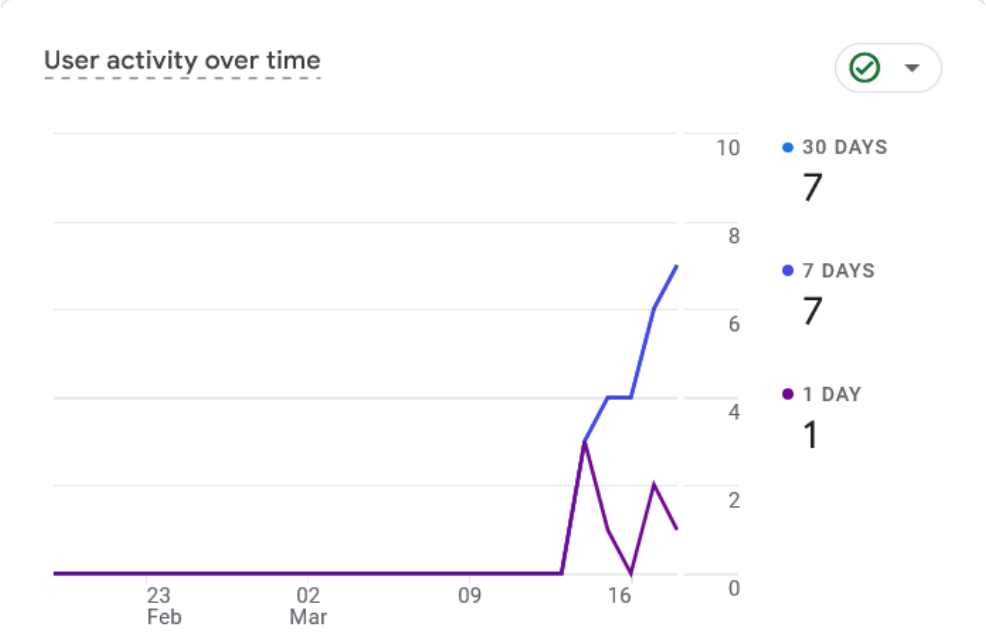


Figure 11: DataGEMS website tracking (example 2)

The social channels will also be periodically tracked by means of embedded tools in each platform. An excel file will be available in the collaborative area with the numbers in each month.

5.4.2 Physical channels

All physical channels as meetings, published articles, connections with other projects, events hosted and attendees, will be reported in KPI file available in the Teams area.

5.4.3 Reporting models

All report information will be available in the DataGEMS Teams area, named:

- Scientific publications: type, author, title, public or private, date.
- General publications: press releases, videos, campaigns.
- Dissemination and communication activities: type, place, date, participant, event name.
- Dissemination and communication results: number of participants, type of audience.

6 Planning

The project kickoff marks the start of dissemination activities, including the initial creation of templates and the organization of committees.

6.1 Deliverables description and planning

The deliverables of this WP are detailed in the Table below, specifying its codification, title and description:

Table 8: Deliverable description and planning

N.	Deliverable Name	Lead	Type	Dissemination Level	Planned Release Date
D8.1	Awareness Raising, Communication, Dissemination, Outreach & Engagement Plan	IPB	R	PU	March 2025
D8.2	D8.2a Material for Awareness, Communication, Dissemination and Outreach	ARC	DEC	DEC	August 2025
D8.3	D8.2b Material for Awareness, Communication, Dissemination and Outreach	ARC	DEC	DEC	August 2026
D8.4	D8.2c Material for Awareness, Communication, Dissemination and Outreach	ARC	DEC	DEC	June 2027
D8.5	D8.3a Report on Dissemination, Communication and Liaison Activities	ARC	R	PU	June 2026
D8.6	D8.3b Report on Dissemination, Communication and Liaison Activities	ARC	R	PU	December 2027
D8.7	D8.4a Exploitation and sustainability plan	IPB	R	CO	August 2025
D8.8	D8.4b Exploitation and sustainability plan	IPB	R	CO	June 2026
D8.9	D8.4c Exploitation and sustainability plan	IPB	R	CO	October 2027