DataGEMS

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



Dec

D8.2
Material for Awareness, Communication, Dissemination and Outreach

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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.

An additional key task of the project is to increase local citizens, as well as stakeholders and policymakers' awareness and involvement based on diverse dissemination, communication and outreach activities, through scientific evidence and FAIR data principles. DataGEMS is adopting several intense dissemination and communication strategies towards raising public awareness and attracting citizen involvement through multiple identified channels and target groups.

The main aim of this deliverable is to provide the details of various promotional materials to achieve the "Awareness, Communication, Dissemination, Outreach, Engagement and Exploitation" goals. We aim to clearly define a DataGEMS branding scheme and disseminate the project's objectives by investing in visual promotion of the project's logo, website, social media, but also retain the association of people using the materials with the project.

1 Introduction to Dissemination, Outreach and Communication Material

1.1 Context

This document is part of Work Package 8 (WP8, Dissemination and Exploitation), and in particular of Task T8.2 Branding, Online Presence and Material Establishment.
The document outlines the vision, strategy and a specific plan of opportunities offered to expand the baseline dissemination of the DataGEMS project via related materials.
This plan lays out the roadmap to maximize the output from the project effort in the direction of:

i. bringing its results to the wider and most appropriate audience that will be interested or motivated in exploiting or uptaking it, and
ii. create a minimal, but effective, visual representation of the project and communicate it to stakeholders and the public.

According to the EU definition, outreach activities are expected to engage a large audience. Our goal is to promote the research project, raise public and industry interest and maximize the dissemination impact via various communication channels. At the same time, DataGEMS brand name can be founded, strengthened and grown. In line with the above, designing, creating and sharing DataGEMS material is expected to serve these goals.

1.2 Structure of the document

The current document is organized according to the following structure and contents:

1. **Objectives and approach:** Introduction to the objectives to raise awareness, communication, dissemination and outreach and the relevant approaches for consequent development.
2. **Material's target group/audience.** The dissemination material is distributed to various target audiences (in research, business and technology) during various events defined in the corresponding section of the document.
3. **Dissemination Material.** Finally, the hardcopy, materials and gadgets are described in detail.

1.3 Objectives and approach

The objectives of the DataGEMS citizen awareness, communication, dissemination and outreach and how they will be implemented are described in the following table:

Table 1. Communication, Dissemination, Citizen Awareness, Outreach, Engagement and Exploitation Plan approach

Type of Activity	DataGEMS Objectives	Means and Activities
Communication	1. **Increase DataGEMS visibility** in terms of activities and outcomes; receive **valuable feedback**	Communication effort aiming at the targeted multiple audience beyond DataGEMS community; Exploit feedback strengthening potentials and exploitation

	2. **Inform Society and communities / enhance the engagement with stakeholders.**	Communicate project outcomes to a broad, diverse audience. Targeted communication efforts towards target groups (Education, Lifelong Learning, Weather, Language Data Infrastructure) and relevant stakeholders.
Dissemination	3. **Boost** networking and engagement strategy of the DataGEMS results.	**Targeted** and **synchronized** dissemination, communication, exploitation and communities' engagement activities aimed at all target audiences and policymakers.
	4.Position DataGEMS as a **prestigious** EOSC project.	Intensive dissemination activities are linked to the offered project outcomes to **promote** them during their operational phase within the considered sectors (weather, education, lifelong learning, language) and the EOSC community.
Raise Awareness	5. **Share knowledge** of the offered services and use cases.	**Project** development along with communication and dissemination activities and **targeted** communities' engagement at least through pilots aiming at target audiences.
	6. **Raise awareness** and **demonstrate** how DataGEMS outcomes can cater to the needs of the stakeholders and the communities.	Communication efforts along with carefully designed activities for **maximizing impact** throughout pilots to different communities.
Outreach	7. **Engage** large audiences and bring knowledge and expertise from DataGEMS objectives and outcomes to the relevant communities, policy makers and stakeholders, as well as the general public.	Outreach activities will be accomplished via approaches specialized to audiences in question, such as pilots, workshops for engaging communities, conferences, webinars, datathons/hackathons always with the appropriate communication material.

In particular, the main objectives are:

- to establish a visual and textually recognizable impression of the project and its work.
- to maximize the impactful visibility of the project's work and achievements.
- to engage stakeholders that can support project sustainability

- to provide essential information and knowledge on the DataGEMS project to third parties focusing especially on the Horizon Europe and EOSC landscape.

The approach can be summarized under the following conditions:

- **Announce DataGEMS to the scientific community:** actions are required to properly explain the DataGEMS vision and strategy, identify key target groups (targeted interest groups in research, business and technology) and define contents and channels for each target.
- **Partners: the first believers, first users and first promoters**. It is necessary to gain the engagement of the partners (by means of internal communication) and to take advantage of each partner's knowledge and contacts to boost their best contributions. A recurrent task of enhancing and sharing synergies will drive the best achievements.
- **Understand the real needs of the target groups (Research groups, RIs stakeholders, scientific groups, technology providers, policy makers/stakeholders, general public)**: to achieve a deep understanding of real needs it is necessary to enable and promote 2-way communication channels.
- **Tune the offer**: to define values, services and solutions, we need to transfer to the communities, stakeholders and wide public the identified needs.
- **Boost the demand**: By means of close access to research, public communities and stakeholder needs, identification of the communication messages, and dissemination of content and benefits of DataGEMS outcomes.
- **Knowledge hub**: Content and knowledge repository implies coordination of any news and contents among project partners, and their later dissemination and storage.
- **Measurement & Control**: No achievement can be made without its measurement and control, both for reporting purposes and for best possible results tactics in order to strengthen the recurrent collaboration among all the partners.

2 Material's target group/audience

To achieve dissemination of DataGEMS aims and broadening out communication with the public, the material that has been designed targets various audiences, such as:

- researchers
- funders
- industry parties
- policy makers
- stakeholders
- general public including journalists, students, innovators, startups, NGOs, or the society in a broader sense.

The dissemination material will be also shared within all the project partners.
The hardcopy material will be deployed for wide use in face-to-face meetings and events, conferences, public and targeted workshops, summer schools, training and outreach events. All these events aim to bring together the above-mentioned audiences to exchange knowledge and information, generate opportunities for collaboration, and disseminate project activities (from research, business or technology).

3 Dissemination material

Hard-copy materials and gadgets, in the form of memorabilia, are types of dissemination material that the project is engaged to create according to its needs, in order to achieve the project communication objectives, strengthen project's identification, consolidate engagement and arouse the interest of the project among a varied public.
The project identity is characterized by a particular brand image style with a unique colour palette (blue-orange-white). This is applied in any document and branding material.
Any product or reusable material related to the DataGEMS project (posters, leaflets, banners, notebooks, pens, etc.) is and will be designed incorporating the logo and
DataGEMS patterns.
The dissemination material comprises the following:

- project identity banners
- folders A4
- pens
- badges

The hardcopy, materials and gadgets are described in some detail below:

3.1 Project identity Banners

Any general-purpose document (such as banners, posters, etc.) involves content related to the project's scope and research already been done (scientific publications/presentations) and may also include contents coming from other contributions to the DataGEMS scope (for instance, deliverables or specific developments) or may be specifically developed for a specific target (for instance, the promotion of an event).
The project identity banners of DataGEMS demonstrate the state-of-the-art technology and the use cases of the project. On the banner the Consortium and the EU logo are also presented:



Figure 1 DataGEMS banner

3.2 Folders A4

The DataGEMS folders have A4 size, which is considered the most convenient size for keeping together leaflets and notes. The prominent color of the A4 folder is white. In the front page of the folder the DataGEMS logo is printed in the middle of the page and the EOSC logo in the bottom right corner. In the back page, on the bottom of the page the EU flag and the text referring to the funding are printed.



Figure 2 DataGEMS folder A4

3.3 Pens

The pens are designed incorporating the DataGEMS logo. An example of this branding material in silver color is shown below.



Figure 3 DataGEMS pen

3.4 Badges

The badge style follows the color palette of DataGEMS dissemination material.
The size of the badges is 10 x 4 cm. The name and the logo of the organisation on the badge is modifiable and can be easily changed and printed.



Figure 4 Example of DataGEMS badge

3.5 Additional material

Other dissemination material such as Notebooks, A0 leaflets and T-shirts are planned to be designed and printed during the next period of the project.

4 Conclusion

With the present Deliverable, we highlight the importance of the DataGEMS brand by producing a collection of various types of promotional materials, which will support the dissemination and outreach objectives as they have been set early in the project's timeline. The high quality, the variety, the visible brand name and the wide targeted audience supports the DataGEMS vision for communicating the scope, the objectives and the results to all potential stakeholders in research, technological and social sectors.