



Deliverable

Communication, Dissemination and Exploitation Plan

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Version: 07-06-2019

Change	Date	Version
Initial Plan, GEUS	May 2019	0
Draft Plan, TNO	May 2019	1
Final Plan	June 2019	2

This report is part of a project that has received funding by the European Union's Horizon 2020 research and innovation programme under grant agreement number 731166.



Deliverable Data

Deliverable number	D2.4
Dissemination level	Public
Deliverable name	Communication, Dissemination and Exploitation plan
Work package	WP2, Cross thematic coordination, data management, interaction with GeoERA Information Platform
Lead WP/Deliverable beneficiary	VMM

Deliverable status

Submitted (Author(s))	07/06/2019	Willem Zaadnoordijk, Klaus Hinsby
Verified (WP leader)	14/06/2019	Cis Slenter
Approved (Coordinator)	20/06/2019	Sian Loveless



GENERAL INTRODUCTION

This report describes the Communication, Dissemination and Exploitation (CDE) plan of the VoGERA project. VoGERA is the project in the Groundwater Theme of GeoERA focussing on the vulnerability of shallow groundwater resources to deep sub-surface energy-related activities. The report is deliverable D2.4 and outcome of Task 2.3 in Work Package 2 - Cross thematic coordination, data management, interaction with the GeoERA Information Platform (GIP)

This CDE plan is structured according to the internal Dissemination and Exploitation plan of the GeoERA programme ([GeoERA DE plan](#)) and the [CDE guideline](#) of the Horizon 2020 programme (Scherer et al., 2018).



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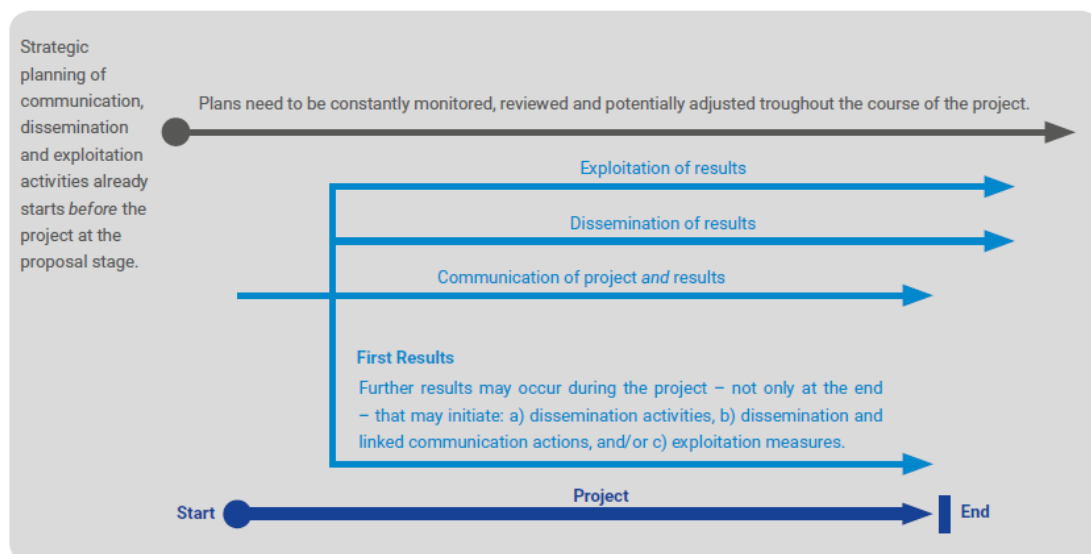
0 SUMMARY

According to the Dissemination and Exploitation plan of the GeoERA program developed by the GeoERA secretariat ([GeoERA DE plan](#)) the GeoERA groundwater theme projects will communicate the following main messages and information to the key target audiences during the course of the GeoERA program. The VoGERA project contributes to most of these activities.

4.2.2 Groundwater

Target Audience	Messages
Policy maker	Improved support for the implementation of EU water policies such as the Water Framework and Groundwater directives and the Blueprint to Safeguard Europe's Water Resources.
	State-of-the-art resource mapping and assessment that will set the basis for an integrated Europe-wide monitoring system of groundwater in line with the Water Framework Directive.
	Improved role of Europe in developing innovative solutions and products for sustainable water management, conjunctive use and protection of freshwater resources, globally.
	State-of-the-art tools for decision support that allow to elaborate the cost-effectiveness of measures and to support sustainable decision making in relation to the water-food-energy nexus.
Industry	Open access to modelling to develop new groundwater services.
Scientist	Improved decision support for climate change adaptation by improved coupled climate and groundwater surface water models.
	State-of-the-art resource mapping and assessment.
	Improved access to downloadable hydraulic and (hydro)chemical parameters of main European aquifers and aquitards (or groundwater bodies).

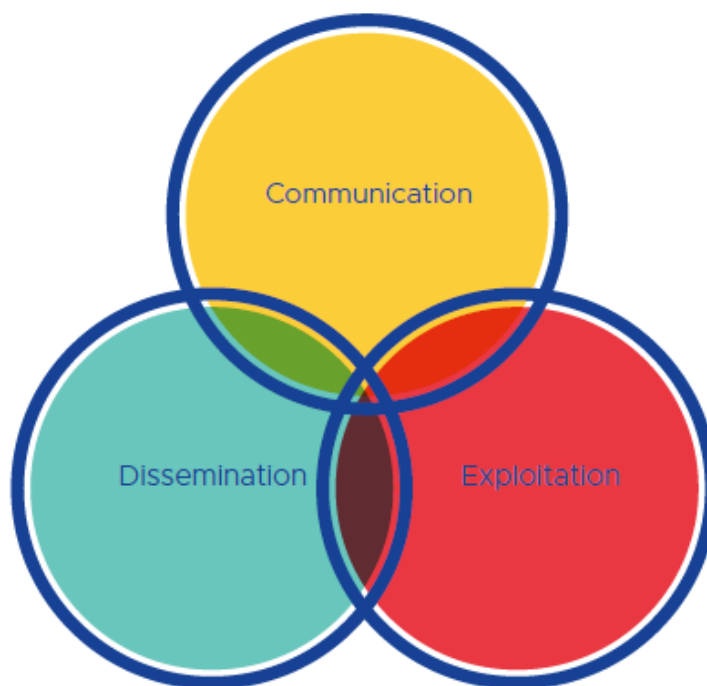
Communication, Dissemination and Exploitation activities are important tasks of the VoGERA project as for any other research project, and they need to be carefully planned in the initial phase of a project to maximize the impact of the project - [CDE guideline \(Scherer et al., 2018\)](#).



The table below briefly describes the three activities as defined in a Horizon 2020 [CDE guideline \(Scherer et al., 2018\)](#), these definitions are used in the present CDE plan for the VoGERA project.



Communication	Dissemination	Exploitation	 Definition
"Communication on projects is a strategically planned process that 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." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	"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." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	"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." (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)	



The VoGERA project will perform the main CDE activities described in Table 1, p. 7.

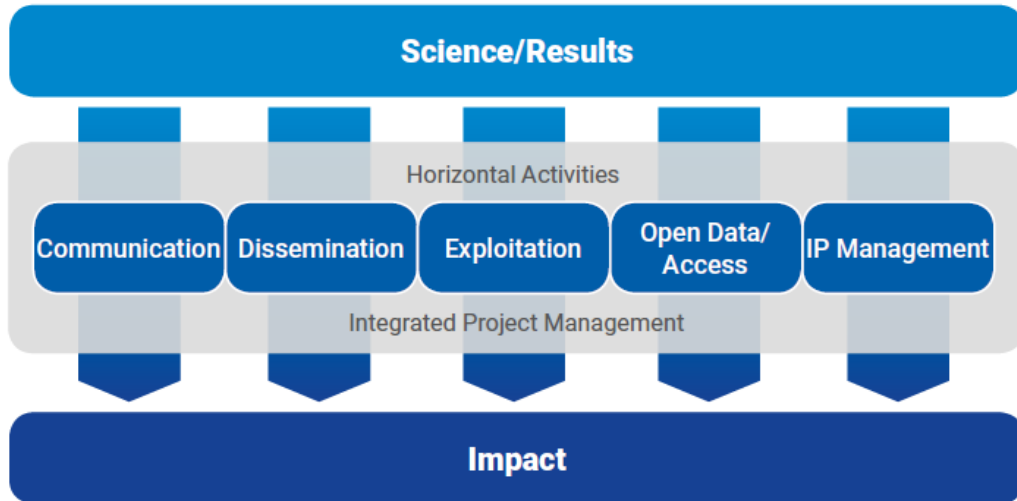


Table 1. Brief overview of Communication, Dissemination and Exploitation activities in VoGERA

	Communication	Dissemination	Exploitation
Web based information / Internet platforms and activities	The GeoERA and VoGERA websites and blogs in these Researchgate Social media posts on Twitter and primarily via the GeoERA / VoGERA websites (WordPress) and the GeoERA-groundwater blog	Primarily the European Geological Data Infrastructure (EGDI) (the GeoERA Information Platform), + the GeoERA and VoGERA websites, including e.g. the possibility of downloading public reports and deliverables from EGDI Researchgate European Inventory of Groundwater Research (EIGR)	The European Geological Data Infrastructure (EGDI), including the possibility of downloading selected data formats and data, opening up for the development of add-on services to EGDI e.g. by Small and Medium-sized Enterprises or the EC Joint Research Center Links in European Inventory of Groundwater Research (EIGR) providing access to data and metadata from VoGERA
Other main activities	Presentation of the VoGERA results and progress at CIS Working Group Groundwater biannual meetings. Presentation for relevant stakeholders at local (e.g. pilot) to Pan European scale in meetings, workshops and seminars GeoERA and/or VoGERA Press releases	Presentations and proceedings at relevant conferences (e.g. European Geophysical Union and International Association of Hydrogeologists), Scientific papers, potential contributions for relevant books on groundwater and sub-surface energy uses.	Potential new related proposals either in collaboration with or by relevant stakeholders including other research institutions (e.g. universities, EC Joint Research Centers, European Federation of Geologists, etc.); local, regional and national authorities; and Small to Medium-sized Enterprises working in areas related to climate change impacts on water resources and environmental protection.



Keeping track of communication, dissemination and exploitation means keeping track of your project!



The following sections describes the VoGERA Communication Dissemination and Exploitation activities in more detail.



1 INTRODUCTION

The VoGERA challenge and objective is to gain understanding of the vulnerability of shallow groundwater resources to deep sub-surface energy-related activities and to provide insight for the assessment of the risks. The project will gather scientific evidence to investigate the relationship between industrial energy activity in the deep subsurface and shallow groundwater resources, in a European context. The project will consider the possible impacts on groundwater from a range of sub-surface energy activities (geothermal energy, unconventional oil and gas exploitation, sub-surface storage and disposal of gases, etc.) in a consistent manner. An approach to evaluating groundwater vulnerability from sub-surface activities that can be applied across Europe will be developed using this evidence, and the in-depth understanding gained will be used to improve awareness of these issues with decision-makers and the public. This will aid better sub-surface spatial planning and policy development for deep sub-surface energy-related activities in relation to groundwater, thus allowing for the simultaneous protection of groundwater for future generations whilst recognizing the need for economic development. A strong link with stakeholders will ensure an approach that is fit-for purpose and has maximum impact.

Conceptual models of shallow groundwater vulnerability to deep sub-surface energy activities will be developed using existing data and information and experience of GeoERA partners and from previous projects, and will be validated at a number of pilot study sites. These will be in different hydrogeological settings across Europe and will use a range of physical, chemical, isotopic and intercalibrated geophysical methods to identify and characterize contaminant pathway properties and their influence on groundwater vulnerability.

A number of obligations related to communication, dissemination and exploitation are formally outlined in different Horizon 2020 documents; such as the Rules of Participation, the proposal template for Research & Innovation Actions (RIA)/Innovation Actions (IA), or the respective Model Grant Agreement. More specifically, by signing the EC Grant Agreement participants agree to:

- Promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (Article 38 of the Model Grant Agreement)
- Disseminate results — as soon as possible — through appropriate means, including in scientific publications (Article 29 of the Model Grant Agreement)
- Ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results (Article 29 of the Model Grant Agreement)
- Take measures aiming to ensure ‘exploitation’ of the results — up to four years after the end of the project – by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities (Article 28 of the Model Grant Agreement)
- Acknowledge EU funding in all communication, dissemination and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 27, 28, 29, 38).

This deliverable (report) describes the most important CDE activities of the VOGERA project in a separate section for each of the CDE activities. The CDE activities of the VOGERA project will be monitored and reported in every periodic report in a table similar to the example below.



Table 2.1 Example of key performance CDE indicators on from the [GeoERA CDE plan](#).

Tool	Key Performance indicators (KPI)	Expected Results (M26)
Website	Number of unique visitors	300 Visitors
Social Media (LinkedIn & Twitter)	Number of Followers	250 followers
	Number of tweets	50 tweets
Brochures	Number of Brochure distributed	1000
Video	Number of views	100
Conferences/events	Number of Conferences/events attended	4
E-newsletter	Number of online readers	300
Articles	Number of articles published	10
Final high-level conference	Number of participants	100
Stakeholder workshops/info days	Number of participants	100



2 COMMUNICATION

The main communication activities for VoGERA are performed through the [GeoERA website](#).

Newsletters and blogs on the GeoERA website are furthermore distributed and linked to through the most important professional and social media such as Researchgate and Twitter, as well as the [GeoERA-groundwater blog](#).

Other main communication activities include:

- 1) Presentation of the VoGERA results and progress at alternate CIS Working Group Groundwater biannual meetings.
- 2) Presentation for relevant stakeholders at local (e.g. pilot) to Pan European scale in meetings, workshops, conferences and seminars
- 3) GeoERA and/or VoGERA Press releases

Two way communication is possible via the website where visitors can ask questions and directly respond to blogs about VoGERA posted on the website. The same is true for the other activities mentioned above (except bullet three). Two way communication is for instance possible at the CIS Working Group Groundwater meetings where national authorities, consultants and relevant stakeholders from EU member states involved in the implementation of the Water Framework and Groundwater directives are present. The same possibility exists at regional, national and international conferences and meetings.



3 DISSEMINATION

The public disclosure of VoGERA results primarily occurs via the [European Geological Data Infrastructure \(EGDI\)](#) (the GeoERA Information Platform), and the [GeoERA](#) and [VOGERA](#) websites. These platforms include the possibility of downloading georeferenced maps, public reports, processed and validated data, figures (e.g. plots of temporal series, images as conceptual cross sections) and open access papers.

Links to main data, reports, scientific papers and results on the above mentioned platforms are furthermore provided in [Researchgate, the European Inventory of Groundwater Research \(EIGR\)](#); as well as social media.

Links to both specific VoGERA and general GeoERA conference abstracts and proceedings related to VoGERA and the other GeoERA groundwater projects will also be available via links on the GeoERA website, EGDI, Researchgate and the European Inventory of Groundwater Research (EIGR).

NOTE! It is always possible to obtain a paper by direct personal request to the author of the paper via Researchgate in case a paper is published without open access.



4 EXPLOITATION

The [European Geological Data Infrastructure \(EGDI\)](#) is the main platform for exploitation of VoGERA data and results. EGDI includes the possibility of downloading selected data formats and data via web services.

These possibilities open up for the development of new add on services to EGDI by Geological Survey Organisations, Small to Medium-sized Enterprises, and other relevant stakeholders e.g. in Public-Private Partnerships. They also provide the possibility of using EGDI data in 3rd party research projects e.g. coordinated by the EC Joint Research Center (JRC) or universities, and it opens up for new research applications for national as well as international research programs including Horizon 2020 and the new [EU mission-oriented research strategy](#).

Links to EGDI provided in the [European Inventory of Groundwater Research \(EIGR\)](#) will furthermore provide access to EGDI data and metadata collected or generated in VoGERA, which can be used by relevant stakeholders in new related research.



5 ROLES AND RESPONSIBILITIES

This section defines the roles and responsibilities related to Communication, Dissemination and Exploitation activities within VoGERA and GeoERA projects in general as defined in the general [Dissemination and Exploitation plan of GeoERA](#).

All partners will:

- Support Communication, Dissemination and Exploitation activities;
- Assist in the implementation of the VoGERA/GeoERA project Communication, Dissemination and Exploitation activities as defined in this document;
- Include the GeoERA logo and website address on at least one page of their organizational website,
- Include the VoGERA and GeoERA logo and website address on powerpoint and posters when presenting the project;
- Include the VoGERA/GeoERA web address and contact details in external communications related to the project;
- Use VoGERA/GeoERA appropriate templates for relevant project-related communications;
- Include the #GeoERA hashtag when mentioning the project on Twitter;
- Use the VoGERA project page on Researchgate in addition to the website for posting of news and publications
- Where and whenever appropriate use the acknowledgement: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme, LCE-26-2016 - Cross-thematic ERA-NET on Applied Geosciences, under grant agreement No. 731166”

GeoERA WP5 / GeoERA secretariat CDE partners will:

- Manage the undertaking of all GeoERA external communication activities; and
- Act as the central point of contact for all external general GeoERA communication activities;
- Monitor, update and add to the CDE strategy and Plan of Activities.

Project and theme Leaders will:

- Collate CDE activities from all WPs for the periodic reports and coordinate CDE activities with the GeoERA secretariat and the other GeoERA projects

WP Leaders will:

- Provide regular updates on project/work package progress and WP CDE activities at the scheduled project team / board meetings;
- Ensure that all deliverables include an accessible summary section that can be repurposed for communication purposes and similar GeoERA activities;
- Provide information and content on the work carried out within their project/work package by producing CDE outputs.



6 REFERENCES

GeoERA dissemination and exploitation plan, available at:

<http://geoera.eu/wp-content/uploads/2017/02/D5.1-Dissemination-and-Exploitation-Plan-2.pdf>

GeoERA website:

<http://geoera.eu/>

Horizon 2020 model grant agreement, available at:

http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf

Horizon 2020 proposal template for Research and Innovation actions/Innovation actions, available at:

http://ec.europa.eu/research/participants/data/ref/h2020/other/call_ptef/pt/h2020-call-pt-fch2-ia_en.pdf

Horizon 2020 Rules of Participation, available at:

https://ec.europa.eu/research/participants/data/ref/h2020/legal_basis/rules_participation/h2020-rules-participation_en.pdf

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<http://geoera.eu/projects/vogera1/>