



D8.1

Communication Plan

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D8.1, Communication Plan

WHO WE ARE

The ECF consortium consists of ten partners. The project is coordinated by Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas-CIEMAT.

Name	Country	Logo
Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas – CIEMAT	ES	
Instituto Superior Técnico. University of Lisbon. IST	PT	
Universidad de Sevilla USE	ES	
University of Jyväskylä JYU	FI	
Universitat Autònoma de Barcelona UAB	ES	
Meda Research Ltd MedaResearch	RO	
Instituto de Soldadura e Qualidade ISQ	PT	
Trebag Szellemi Tulajdon Es Projektmenedzser Korlatolt Felelossegu Tarsasag	HU	



D8.1, Communication Plan

TREBAG		
ENLITIA Energy Services SA ENLITIA	PT	The logo for Enlitia consists of the word 'enlitia' in a lowercase, black, sans-serif font. The 'e' is stylized with a horizontal bar that extends to the right.
Que Technologies Kefalaiouchiki Etaireia QUE	GR	The logo for Que features a stylized letter 'Q' in a teal color. The 'Q' is formed by a thick teal line, with a small teal tail at the bottom right.



ABOUT THE PROJECT

Through a multidisciplinary, transdisciplinary and participatory process, ECF4CLIM develops, tests and validates a European Competence Framework (ECF) for transformational change, which will empower the educational community to take action against climate change and towards sustainable development.

Applying a novel hybrid participatory approach, rooted in participatory action research and citizen science, ECF4CLIM co-designs the ECF in selected schools and universities by: 1) elaborating an initial ECF, supported by crowdsourcing of ideas and analysis of existing ECFs; 2) establishing the baseline of individual and collective competences, as well as environmental performance indicators; 3) implementing practical, replicable and context adapted technical, behavioural, and organisational interventions that foster the acquisition of competences; 4) evaluating the ability of the interventions to strengthen sustainability competences and environmental performance; and 5) validating the ECF.

The proposed ECF is unique in that it encompasses the interacting STEM (Science, Technology, Engineering, and Mathematics)-related, digital and social competences, and systematically explores individual, organisational and institutional factors that enable or constrain the desired change. The novel hybrid participatory approach provides the broad educational community with: an ECF adaptable to a range of settings; new ways of collaboration between public, private and third-sector bodies; and innovative organisational models of engagement and action for sustainability (Sustainability Competence Teams and Committees).

To encourage learning-by-doing, several novel tools will be co-designed with and made available to citizens, including a digital platform for crowdsourcing, IoT solutions for real-time monitoring of selected parameters, and a digital learning space. Participation of various SMEs in the consortium maximises the broad adoption and applicability of the ECF for the required transformational change towards sustainability.



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TABLE OF CONTENTS

1	Executive Summary	7
2	Objectives	8
3	Methodology	9
3.1	Internal communication	10
3.2	External communication	12
4	What to communicate	14
4.1	The need and value of ECF4CLIM project	14
4.2	Key messages	15
5	Target groups	16
6	Strategic channels and actions	19
6.1	Learn to act: a collaborative blog sharing learnings and best practices	19
6.2	Share to act: an enriched social media strategy to empower networks of practice	20
6.3	Join to act: a website and digital platform driving action against climate change	26
6.4	Act together for a sustainable Europe: Dialogue to advance action against climate change (Final conference)	26
6.5	Mapping audiences, messages and channels	28
7	Action plan	32
8	Procedures	35
9	Monitoring and evaluation	35
9.1	Performance Measurement	36
9.2	Reporting	38
	Appendix I: The ECF4CLIM logo	40
	Appendix II: More detailed messages per audience	41
	References	44



1. EXECUTIVE SUMMARY

This document is the Deliverable 8.1, **Communication Plan**, of the project **ECF4CLIM** funded by the European Commission under the **H2020- European Green Deal Call**, under the grant agreement no. **101036505**.

In accordance with the H2020 Online Manual [1] **“a comprehensive communication plan should define clear objectives (adapted to various relevant target audiences) and set out a description and timing for each activity”**. ECF4CLIM has to communicate and promote the project and its results to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engage in a two-way exchange.

The communication process will consider aspects such as: (1) transnational cooperation in a European consortium, (2) scientific excellence, (3) “contributing to competitiveness and to solving societal challenges (e.g. impact on everyday lives, better use of results and spill-over to policy-makers, industry and the scientific community)”.

The Communication Plan draws a roadmap to ensure the effective communication of the ECF4CLIM project and its results to the relevant stakeholders and to the general public, and to foster its sustainability beyond the runtime of the project.

The deliverable introduces a separate section for the methodology explaining the main methods and tools planned to be used for the communication process. The Communication Plan is considered as a practical tool to be used by all partners to efficiently develop their individual and collective communication activities and to contribute to the achievement of the global objectives of the project.

The value of the ECF4CLIM project is discussed in order to harmonise the whole communication process and to contribute to a good coordination of the partnership during the communication activities. The aim of ECF4CLIM project is to co-design and test a European Competence Framework (ECF) for climate change and sustainable development that is transdisciplinary and will enable and empower the citizens to act towards the necessary transition towards sustainability. For this goal, a broad engagement of students, teachers, parents and the wider educational community is planned, contributing to climate action and fostering transformational change towards sustainable development in the spirit of ‘citizen science’.

The target groups are defined together with recommendations for approaching them. The key messages of the ECF4CLIM project are defined and discussed in a separate section in order to be adequately used considering the spectrum of audiences.

The section “Strategic channels and actions” describes a few project-wide actions that can make a difference in the communication of this project.



D8.1, Communication Plan

The section “Action Plan Schedule” is devoted to presenting the planning of the communication activities of the project. Finally, a section dedicated to the “Monitoring” of the communication activities is included. It contains details on the performance measurement, impact, and reporting.

2. OBJECTIVES

The communication activities undertaken in ECF4CLIM aim to share information about all aspects of the project, including its objectives, methods and results.

The potential of the ECF, the results of testing and validation in the educational communities involved in the project, the role and effectiveness in fighting climate change will be communicated to all target groups, including civil society.

The goals or main objectives of this Communication Plan are geared towards:

- (1) **raising public and broad awareness** of why we need change to address the multiple challenges and threats posed by climate change as well as the individual and collective strategies that can promote transformative and sustainable development for all people.
- (2) **explaining how the educational community can push for this change** through participatory actions and citizen science that empower the educational community to be an active part of the change. Thus, the engagement of this community in the creation and validation of a European Competence Framework (ECF) becomes a lever for change and a vector of communication towards other communities, such as their families.
- (3) **identifying and addressing barriers and facilitators of change** at the individual, organisational and institutional levels to ensure that change is possible beyond the ECF4CLIM communities.
- (4) **disseminating the outcomes (results and tools) of the ECF4CLIM project** and community, through specific actions outlined in this document and detailed in the Dissemination Plan (deliverable D8.3).

In order to ensure the accomplishment of the previous goals, the following actionable steps should be carried out:

- create a visible and distinguishable **visual identity** of the project to make it easily recognizable



D8.1, Communication Plan

- ensure efficient **coordination and cooperation within the partnership** through a sound internal communication strategy that also helps project partners to contribute to the relevant actions of this communication plan
- identify the **appropriate target groups** and address them with the most appropriate messages and outcomes at the different levels of implementation (demonstration sites, local communities, regional, national, and EU level)
- design and implement an **action plan** encompassing a broad spectrum of formats, tools and events tailored to reach and engage with the identified target audiences
- define the **appropriate KPIs**, aimed to measure and to demonstrate the effectiveness and efficiency of the actions planned according to the schedule and allocated resources
- identify the approaches, methods and tools to ensure performant cooperation of the project with **other EC-funded projects** or related initiatives
- guarantee **transparency** during the project implementation.

3. METHODOLOGY

The Communication Plan is a practical tool to be used by all partners to develop their individual and collective communication activities efficiently and contribute to the global objectives of the project. It has been made taking into account the “Communicating EU research and innovation guidance for project participants” [1].

The Communication Plan defines all the measures and deadlines for the different communication actions. All of them were established taking into consideration the whole planning of the project and the purpose of obtaining a relevant impact after the communication activities.

Communication and dissemination activities are a core part of the project [2]. Clear, specific, and measurable objectives are key to the success of any communications strategy. They will be aligned with major milestones to maximise the impacts of the project and in strong interaction with all the other work packages.

The Dissemination Plan is outlined in a separate deliverable (D8.3) and it is not the subject of the present deliverable. The Plan for the Exploitation of ECF4CLIM Results and for Stimulating Synergies will also be developed separately in deliverable D8.4.



D8.1, Communication Plan

One specificity of the ECF4CLIM project is created by the intervention sites, educational and local communities involved in the process. Each partner is integrated into a specific geographic and societal reality and has a deep understanding of the individuals, institutions, citizens that should be enrolled in the project and empowered.

In this regard, the Communication Plan addresses this global community at large, as well as other stakeholders and future beneficiaries of the ECF4CLIM project, and also outlines the strategies, contents and messages that partners should adapt to the specific localities in order to create the most favourable approaches, both for project implementation and for the communication in their communities. The overall objective is to disseminate, to the extent possible, successful results and valuable practices in order to empower wider communities to lead transformational change against climate change and towards sustainable development, thus enabling them to contribute to effective prevention and mitigation measures.

The Communication Plan will be annually updated. The partners will be requested to send their feedback and information about the upcoming planned activities as well as the results of the activities carried out. Some more detailed information on this process is included in a separate section dedicated to “Monitoring”.

From the point of view of the participation in the project, the communication may be grouped in two categories:

- (1) **internal communications** carried out between the members of the consortium, which is essential to ensure proper project execution
- (2) **external communication**, targeting the audience outside the consortium. For this, communication messages must be formulated according to the targeted audience.

3.1 Internal communication

The objectives of internal communications are:

- (1) to ensure **coherent communication between WPs**, tasks, and partners.
- (2) to **communicate the internal available information and harmonise efforts**, in order to create materials for external communication.

Successful implementation of the project should be based on permanent and open communication among the partners. As a consequence, the internal communication includes: (1)

D8.1, Communication Plan

day-to-day communications, especially by email; (2) use of the internal website; (3) face-to-face meetings or plenary conferences, workshops, seminars; (4) online meetings and conferences; (5) reporting.

Internal communication is coordinated by the project coordinator and work package leaders. The main communication tool used among the project partners will be the e-mail. Nevertheless, other tools such as face to face discussions, phone calls, video calls, video meetings, etc. will be considered, for effective internal communication leading to successful implementation of the project.

The internal communication flow of the ECF4CLIM project is presented in Fig. 3.1.1



Fig. 3.1.1 The internal communication flow in ECF4CLIM project

For this internal communication the developed procedures are based on:

- (1) The creation of **lists per WP** with the responsible persons, nominated by each partner, and structured per tasks (technical, organisational, and administrative and dissemination issues);
- (2) definition of a **clear subject of each communication**;



D8.1, Communication Plan

- (3) keeping **records on communication exchanges**;
- (4) keeping **minutes for meetings/conferences**;
- (5) including **deadlines for feedback**.

3.2 External communication

Most of the efforts detailed in this Communication Plan draw a strategy and action plan to reach and engage with external audiences, ranging from those at the local sites to other EU-funded projects and their beneficiaries, and European educational community and society at large.

External audiences are defined in *Section 5, Target groups*, which include primary and secondary audiences. The primary target groups are those which the Communication Plan of ECF4CLIM project will focus on. The strategic key messages are described in *Section 6.5 Mapping audiences, messages and channels*, and those messages are tailored to specific audiences in *Appendix II*.

As defined in Section 2 of this document, the objectives of the external communications include:

- (1) **raising awareness of climate change challenges and threats** and the need to address them through a transformative change;
- (2) demonstrating how hybrid **participatory approaches in the educational community can drive such change** and how a European Competency Framework (ECF) facilitates the expansion of this change;
- (3) **identifying and sharing barriers and facilitators of change** at the individual, organisational and institutional level to spread the impact of this project beyond the educational community;
- (4) disseminating the results and tools created by the ECF4CLIM project.

To achieve these goals, **the following external communication actions will be implemented**:

- (a) creation of the **project visual identity** (logo). The logo is aimed to contribute to the creation and consolidation of the visual identity of the project. All communication materials, the website, newsletters, social media pages, etc. will consistently use the



D8.1, Communication Plan

project logo and other distinctive key visual elements (see *Appendix I* for more information on the logo).

(b) **definition of the main messages.**

(c) **development of the main “corporate products” of the project** which are the **ECF4CLIM website** and **digital platform**, a **project presentation**, a **digital factsheet** and an **explanatory or promotional video**, with useful information regarding the project. All these elements aim to enhance the visibility of the project. Below, some of these actions are described further:

- The **project presentation** will be used to promote the project at the national, EU and international level. This short presentation of the ECF4CLIM project is provided on the website, page *Result*, sub-page *Dissemination Materials*. It will be updated according to the evolution of the project, incorporating the new relevant elements to be communicated. Any update will be loaded in the restricted area of the website in order to be reviewed and improved by all partners.
- A **digital factsheet** will be created, for a wide audience and will be distributed to the partners in order to promote the project. The production of this item is the responsibility of the project Coordinator. The digital factsheet will include the vision of the project, the main expected outcomes and impacts, relevant methodological aspects, and the way to get involved.
- An **explanatory / promotional video** explaining the project objectives and illustrating the scientific and practical benefits resulting straight from the outcomes of the project.
- It is worth mentioning that the **digital platform** will be produced as a separate tool hosting selected best practices for climate action, supporting instruments and procedures to interactively stimulate participation in ongoing climate actions and the process from the initial idea to implementation, together with useful tools for climate action (planning, implementation, and evaluation). The platform will be produced in WP7. A coordinated effort between WP8 (Clustering, Outreach and Dissemination Activities) and WP7 (Digital Platform to Promote Active Learning and Citizens Involvement) is planned to harmonise the use of the communication methods and tools together with the development and use of the digital platform.

(d) **distribution of a newsletter** which will allow for fast communication on the progress of the project to stakeholders as well as the creation of a summative assessment of what has been accomplished so far and what the next steps will be. The content of the newsletters will consist of the main news and information in relation to the project’s evolution.



D8.1, Communication Plan

(e) **hosting webinars** to ensure in-depth communication on specific topics with key stakeholders.

(f) **participation in scientific events, and meetings of educational and civil associations and platforms** to meet with our stakeholders in forums created to share best practices, promote advocacy and discuss future strategies to prevent and minimise the impact of climate change through participatory action and citizen science. The events considered for ECF4CLIM communication process are: (1) scientific conferences, (2) strategic meetings of associations and platforms. The specific scientific events and meetings considered in the ECF4CLIM project can be found in deliverable D8.3.

(g) **press releases** to disseminate the results of this project to wider audiences. The press releases should reach a large audience and communicate the most valuable results of the project. They will be produced in English and translated into several languages, including the national languages of the partners. A selection of target newspapers, journals, and magazines will be reached based on notoriety and accessibility. The developed texts will be sent to selected media and journalists.

4. WHAT TO COMMUNICATE

4.1 The need and value of ECF4CLIM project

The aim of the ECF4CLIM project is to **co-design and test a European Competence Framework for climate change and sustainable development** that is transdisciplinary and will enable and empower citizens to act towards the necessary transition for sustainability.

Towards this goal, a broad engagement of students, teachers, parents and the wider educational community is planned, contributing to climate action and fostering transformational change towards sustainable development in the spirit of 'citizen science'.

The final motivation of this project is **to contribute to a Europe-wide transformative change that prevents and minimises climate change impacts for all**. The focus on the educational community is to guarantee that this initiative grows with students, teachers and administrative staff progressing further, thus contributing to a transformative change both at the individual and collective level. Students are also identified as vectors into wider communities including families and their work environments.

The project will gather direct participants at various sites in different co-designing processes. A set of tools (such as the competence framework, applications, digital platform) will be



D8.1, Communication Plan

developed, stimulating changes in the personal and collective behaviours, habits, routines, and social norms of the various actor groups. The overall aim is to foster sustainable development and produce effective and large participation in climate actions.

The scope of the activities includes all levels of the educational system from primary schools to universities. Particular attention is paid to the long-term character of the measures, as a central feature of sustainable development, and of the impacts of policy and educational measures.

The project addresses four priority areas of action identified by the UNESCO Expert Group on Competences in Education for Sustainable Development (UNESCO 2012): professional development in education, governing and managing of institutions, curriculum development, and monitoring and assessment. Working along these four lines of action, the project will contribute to strengthening the following areas:

- 1. Identifying challenges and opportunities in strengthening the educational community's competences**, by co-designing with schools, universities and the wider educational community a European Competence Framework (ECF) for climate change and sustainable development.
- 2. Testing the ECF at a number of demonstration sites**, by jointly implementing a variety of contextually adapted interventions with the educational community, designed to enhance environmental, individual, and collective competences in the area of climate change and sustainable development.
- 3. Engaging the broader educational community in the evaluation of the ECF**, addressing the individual, organisational and institutional factors enabling or constraining the desired changes in social practices.
- 4. Empowering the broader educational community to promote and maintain transformational change** towards a more sustainable future through participation in the design, implementation, and evaluation of the ECF.

4.2 Key messages

The specific messages of the project will be developed during the evolution of the project, as a result of the co-design processes and the invaluable contribution of the educational communities at the demonstration sites. However, an initial set of strategic messages have



D8.1, Communication Plan

been defined. Thus, the following strategic messages are considered to be the pillars of the communication of the project itself:

- (1) **“act now”**, reflecting the urgent character of the climate measures with a focus on the importance of participation; each individual contribution is important;
- (2) **“act together”**, reflecting the power of collective participation in Europe, of the synchronism in approaching priorities, and also the use of limited resources;
- (3) **“be transformative”**, enlightening processes and behaviours beyond the time frame of this project;
- (4) **“educate to empower”**, highlighting the value of the educational approach as a key facilitator of an initiative that is intended to extend to other countries and communities;
- (5) **“learn by doing and from others”**, strengthening a community of practice and advocacy around Europe;
- (6) **“think, discuss, act, measure”**, driving action based on effective reflection, deliberation, decision and participation of all stakeholders;
- (7) **“ECF4CLIM is your community”**, presenting the digital platform as an active but neutral space where individuals and communities can learn from each other and amplify their impact.

(see **Section 6.5** and **Appendix II** for more specific messages adapted to targeted audiences).

5. TARGET GROUPS

A target group (or stakeholder) can be defined as any group or individual who can be affected by the project results and objectives or who can affect them. ECF4CLIM project communications will approach a broad spectrum of audiences from the educational communities to the general public.

The project audience will be segmented into internal and external audiences. The internal audience represents the project partners, therefore the group of people contributing and in charge of the project implementation. The external audience consists of the major players who could benefit from the results of the project or could contribute to the spreading meaningful outcomes. More specifically:

- (1) **The internal audience** consists of the partners of the project: **CIEMAT, IST, University of Seville, Universitat Autònoma de Barcelona, University of Jyväskylä, MedaResearch, ISQ, TREBAG, Smartwatt, QUE.**



D8.1, Communication Plan

(2) **The external target groups** of the project are the following:

- (2.1) **educational communities from the demonstration sites** - students, teachers, parents and the wider educational community (from primary schools to universities) engaged in the project,
- (2.2) **other educational communities** reached by spreading information, knowledge and practice through communication, dissemination, and exploitation processes,
- (2.3) various actor groups to change their personal and collective behaviours, habits, routines and social norms in order to foster sustainable development, represented by **local communities**,
- (2.4) **different NGOs and organisations** acting in the field of education and climate actions,
- (2.5) **policy-makers** (national and European),
- (2.6) the **EU Green Deal community**,
- (2.7) the **scientific community**,
- (2.8) the **general public**.

Dialogue, communication and dissemination are essential components of the ECF4CLIM project, and will greatly contribute to maximise its impact. The dissemination is broadly oriented to a large group of stakeholders with a special focus on educational communities, policy-makers, and the general public. The engagement of the stakeholders is crucial to ensure that the project has a high impact. Consequently, adequate measures are planned for the elaboration, testing and validation of ECF.

Beyond the main project website aimed to communicate and disseminate the progress and results of the ECF4CLIM project, a dedicated digital platform (designed, and implemented during by WP6) will act as a safe space for communication and a performant tool to stimulate the participation of all stakeholders in the educational climate actions, growing the initiatives, gathering the critical mass and spreading knowledge on the good practices. Moreover, for fast and effective communication with different target groups, social media pages will be used as vectors of spreading the initiatives and climate actions. Both the website and the digital platform will be accessible beyond the duration of the project.

During the project, the active engagement of the stakeholders will produce direct impacts in terms of capturing knowledge on their needs, opinions, and requirements, as well as gathering feedback on the different steps and products of the project towards the sustainable development of the ECF.



D8.1, Communication Plan

On the other hand, the communication in the ECF4CLIM project will be carried out at four levels: (L1) awareness, (L2) understanding, (L3) action, and (L4) participation, which match the four strategic objectives defined in Section 2.

- (L1) **Awareness** will mainly consist of the delivering of the project’s main messages in direct relation with its objectives.
- (L2) **Understanding** will be based on more detailed information in relation with the project purposes, methods, tools, and outcomes.
- (L3) **Action** will be devoted to delivering the project products to the target groups, aiming for further use.
- (L4) **Participation** is connected with the direct involvement of members of the target groups in specific project activities.

The target groups and the levels of communications are presented in Table 5.1.

Table 5.1. The target groups and the levels of the communication

Target group	L1 Awareness	L2 Understanding	L3 Action	L4, Participation
<i>Educational communities from demonstration sites</i>	X	X	X	X
<i>Other educational communities</i>	X	X	X	
<i>Local communities</i>	X	X	X	X
<i>NGOs acting in education</i>	X	X	X	
<i>Policy-makers</i>	X	X	X	
<i>EU Green Deal Community</i>	X	X	X	X
<i>Scientific community</i>	X	X	X	
<i>General public</i>	X	X		

6. STRATEGIC CHANNELS AND ACTIONS

In addition to the external communication actions (see Section 3.2), this Communication Plan also defines a set of 4 strategic channels and actions designed to engage the consortium in coordinated communication actions that will explore the broad and extensive learnings and best practices emerging throughout the project.

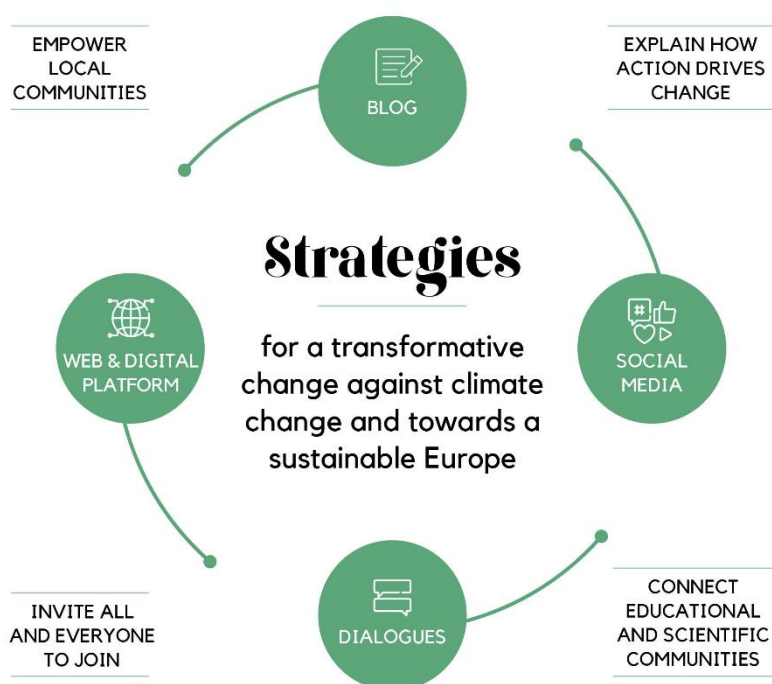


Fig. 6.1 ECF4CLIM strategic channels and actions

These are supported by strategic communication resources, including multimedia materials for social media, among others.

6.1 Learn to act: a collaborative blog sharing learnings and best practices

The ECF4CLIM blog will be transformed into a collaborative, informative and reflective channel that will present best practices, discuss project results, reflect on discussions within local communities and within the EU Green Deal initiative, present guidelines to implement educational communities of practice and demonstrate local success stories.



D8.1, Communication Plan

To do that, **each member of the consortium will contribute one article per year**, which will be disseminated through the project newsletter and with a social media campaign. In addition, **other external contributors such as EU-funded projects, associations of European teachers, universities and scientists, and climate change related communities of practice (among others) will be contacted and asked to post in our blog** to disseminate their views and experiences regarding different aspects of the ECF4CLIM project. These articles will also be published on the websites of these external contributors so that project exposure or publicity is gained through methods other than paid advertising (earned media).

6.2 Share to act: an enriched social media strategy to empower networks of practice

The ECF4CLIM **social media channels encompass a variety of platforms to engage with each target audience in their preferred digital spaces** and to profit from existing networks of target audiences, such as teachers, EU-funded projects, climate change advocacy groups, or scientists and educators.

The proposed channels and segmentations to reach the ECF4CLIM extended audiences are:

- On **LinkedIn**, ECF4CLIM will connect with professionals and organisations working on initiatives to prevent and mitigate climate change impacts in Europe and around the world.
- On **X (Twitter)**, ECF4CLIM will reach other EU-funded programs, scientists, journalists, and members of the educator community.
- On **Instagram**, ECF4CLIM will connect with the education community and with informal education platforms and communities.
- On **Facebook**, ECF4CLIM will connect with the educational communities and other stakeholders, especially in countries with high Facebook popularity.

The final goal of this action is to engage communities in open and honest dialogue around the ECF4CLIM project and answer questions such as:

- **Why do we need change** in habits and behaviours to prevent and mitigate climate change impacts?
- **How can change driven** by the educational community foster climate neutrality in Europe?
- **What are the barriers and enablers** of change at the local and organisational level?
- **What have other sustainability projects** and advocacy groups learned that can nurture informed change in Europe?
- **What are we learning and building** with the ECF4CLIM project?

D8.1, Communication Plan

This action will activate several narratives in the different social media channels, always looking for partners and prescribers that can amplify the reach and content for each audience.

While new opportunities and content will continue to arise throughout the project, the following is a list of several narrative lines to be exploited on social media:

A.- A message for everyone – all social media channels and digital sites.

Following the need to foster a wide and coordinated community to drive change locally and globally, we will adapt the key messages outlined in this communication plan to the different social media platforms to reach specific target audiences.



Figure 6.2.1 Examples of how to adapt those messages are shown below in the form of creativities for X (Twitter) and Instagram.

D8.1, Communication Plan

B.- Be proud of the change you are driving – designed for local communities on Instagram, adapted to other platforms.

One of the main goals of the ECF4CLIM project is not only to demonstrate successful local stories of change against climate change impacts, but also to encourage other communities to join the change by sharing learnings and best practices.

To accomplish this, we will engage communities at the local sites in sharing their views and experiences, discussing learnings and practices, and becoming ambassadors and mentors of new communities of change.



Figure 6.2.2 Examples of how to share local experiences in the form of graphics for Instagram



D8.1, Communication Plan

C.- Think, discuss, act, measure – designed for professional communities on X (Twitter) and LinkedIn, adapted to other platforms.

The European Competence Framework for a low carbon economy and sustainability through education is one of the main outcomes of this project, which also aims to demonstrate the power of participatory communities and citizen science initiatives to engage society at large in the EU Green Deal initiative.

For this reason, we will create content to strengthen environmental awareness and promote behavioural changes in educational communities towards higher levels of sustainability, which will also demonstrate how this framework creates a safe space for interaction among the various ECF4CLIM actors.

D.- ECF4CLIM and the EU Green Deal – designed for other EU funded projects for X (Twitter) and Instagram, adapted to other platforms.

This content series will demonstrate ECF4CLIM-centric shared visions and interests with other EU-funded projects and European communities, and will identify existing and future synergies, including content and resources that could benefit target audiences.

Before launching the narratives described above, efforts to build up a strong community on each platform will be conducted. These include:

Following and engaging into 2-way conversations with other EU-funded projects, representatives of educators at all educational levels, universities and associations of universities committed to contributing to the EU Green Deal, climate change and sustainability scientists and innovators, related policy makers, expert journalists and media.

Below is a list of relevant EU-funded projects whose communities may also be interested in the ECF4CLIM project:

Table. 6.2.1 EU -funded projects with communities potentially interested in ECF4CLIM’s scope.

Project	Social media impact
<p>GreenSCENT “Smart Citizen Education for a green fuTure”</p> <p>Ongoing</p>	<ul style="list-style-type: none"> • Website • Youtube - 35 subscribers • Instagram - 51 followers • LinkedIn - 446 followers • Twitter - 477 followers • Facebook - 137 followers
<p>COMPAIR “Community Observation</p>	<ul style="list-style-type: none"> • Website

D8.1, Communication Plan

Project	Social media impact
<p>Measurement & Participation in AIR Science”</p> <p>Ongoing</p>	<ul style="list-style-type: none"> ● Youtube - 9 subscribers ● LinkedIn - 342 followers ● Twitter - 389 followers
<p>I-CHANGE “Individual Change of HABits Needed for Green European transition”</p> <p>Ongoing</p>	<ul style="list-style-type: none"> ● Website ● Youtube - 46 subscribers ● LinkedIn - 466 followers ● Twitter - 305 followers
<p>SOCIO-BEE “Wearables and droneS fOr City Socio-Environmental Observations and BEhavioral ChangE”</p> <p>Ongoing</p>	<ul style="list-style-type: none"> ● Website ● Youtube - 12 subscribers ● LinkedIn - 155 followers ● Twitter - 192 followers ● Facebook - 42 followers
<p>AURORA “Achieving a new European Energy Awareness”</p> <p>Ongoing</p>	<ul style="list-style-type: none"> ● Website ● Youtube - 23 subscribers ● Instagram - 93 followers ● LinkedIn - 270 followers ● Twitter - 180 followers
<p>PSLifestyle “Co-Creating Positive and Sustainable Lifestyle Tool with and for European Citizens”</p> <p>Ongoing</p>	<ul style="list-style-type: none"> ● Website ● Youtube - 18 subscribers ● LinkedIn - 479 followers ● Twitter - 205 followers
<p>GROW GREEN “Green Cities for Climate and Water Resilience, Sustainable Economic Growth, Healthy Citizens and Environments”</p> <p>Finished</p>	<ul style="list-style-type: none"> ● Website ● Twitter - 3116 followers ● Facebook - 609 followers
<p>CITI-SENSE “Development of sensor-based Citizens' Observatory Community for improving quality of life in cities”</p> <p>Finished</p>	<ul style="list-style-type: none"> ● Website ● Youtube - 24 subscribers
<p>SchoolFood4Change “Shifting school meals and schools into a new paradigm by addressing public health and territorial, social and environmental resilience”</p>	<ul style="list-style-type: none"> ● Website ● Youtube - 20 subscribers ● Twitter - 250 followers



D8.1, Communication Plan

Project	Social media impact
Ongoing	
Sharing Cities Finished	<ul style="list-style-type: none"> • Website • LinkedIn - 870 followers • Twitter - 2710 followers
GROW Observatory Finished	<ul style="list-style-type: none"> • Website • Youtube - 657 subscribers • Instagram - 1420 followers • Twitter - 2850 followers • Facebook - 6.6K followers
SEAS “Science education for action and engagement towards sustainability” Finished	<ul style="list-style-type: none"> • Website
CARBOSCHOOL+ “European network of regional projects for school partnerships on climate change research” Finished	<ul style="list-style-type: none"> • Website
ACCENT “Action on Climate Change through Engagement, Networks and Tools” Finished	<ul style="list-style-type: none"> • Website
GAIA “Green Awareness in Action” Finished	<ul style="list-style-type: none"> • Website • Youtube - 39 subscribers • Instagram - 122 followers • Twitter - 552 followers • Facebook - 530 followers

The follow-up strategy will also aim at attracting followers from all target audiences and from all local communities participating in the project. To do that, direct messages and mentions will be used to demonstrate the mutual benefits of engaging into social media conversations.



6.3 Join to act: a website and digital platform driving action against climate change

This is a cross-cutting action, using all channels available, to **bring users and beneficiaries to the ECF4CLIM digital platform**. The communication challenge is to ensure that each target audience easily finds content and tools tailored to their needs and is guided towards an efficient use of the platform.

This action will create guidelines of use for each target audience that will be disseminated through newsletters, the blog and social media posts.

On the other hand, a **redesign of the project website is scheduled in order to disseminate messages and results more effectively to the main target audiences**. During this exercise, the structure, style, content and key messages will be redefined and implemented, taking into account key user-friendly website elements such as **intuitive functionality, attractive design, responsiveness, navigation** and **CTAs** (call to action commands), among others. The final goal of this action is to attain a website which efficiently and intuitively connects visitors to the project information and outcomes.

6.4 Act together for a sustainable Europe: Dialogue to advance action against climate change (Final conference)

Towards the end of the project, a final conference, hosted and organised by ECF4CLIM partners, will be organised, framed under the title ***Dialogue to advance action against climate change***. This conference will disseminate the project outcomes by involving specific communities and fostering dialogue to identify relevant strategies and synergies to ensure sustainability beyond the time framework of this project:

(Dialogue) Act together through a validated roadmap for a sustainable Europe. Led by one of the educational partners and with face-to-face participation of the local educational community, the event will bring together representatives from educational systems across Europe, as well as educational content creators, families and lifelong learning initiatives in EU (e.g. the [LifeLong Learning Platform](#), the [European Climate Change Curriculum](#) or the [Education for Climate community](#)).

Projects participating in the Green Deal Support Office Knowledge and Citizens WG will also be invited to this dialogue, since disseminating the project's results and engaging other partners and stakeholders are the main goals behind this action. These are representatives



D8.1, Communication Plan

from the following EU-funded projects: ACCTING, AURORA, GREENSCENT, I-CHANGE, PHOENIX, SHARED GREEN DEAL, SOCIO-BEE, PSLifestyle, REAL-DEAL, ICOS, ILIAD, RI-URBANS, COMPARE, CIRCULAR FOAM, FRONTSH1P.



D8.1, Communication Plan

6.5 Mapping audiences, messages and channels

In this Section, we have mapped our audiences with their communication needs and our objectives for each public, as well as the main messages and channels to engage in enriching conversations with each of our audiences.

Table 6.5.1 Audiences vs. messages vs. channels

AUDIENCE	NEEDS	OBJECTIVES	MESSAGES	CHANNELS
<i>Educational communities from demonstration sites</i>	Actively engage throughout the project (co-designing, co-implementing and co-evaluating). Understand how to use ECF4CLIM's outcomes in the future.	Turn them into very active promoters of sustainability competences.	To build a sustainable future for Europe, some important changes in individual and collective behaviours and in environmental performance are needed. Education of younger generations is a key factor in raising awareness and introducing new practices in everyday activities.	<ul style="list-style-type: none"> ✓ Website, Newsletter, Webinars, and emails. ✓ Instagram for students & younger educators. ✓ LinkedIn for educators.
<i>Other educational communities</i>	Discover the project and find how they can participate or benefit.	Demonstrate the benefits of the ECF for their communities.	ECF4CLIM has already brought about a change in the habits and behaviours of students, teachers, staff and their local communities through the dissemination of knowledge and best practices in several European countries. Become the next catalyst for action against climate change	<ul style="list-style-type: none"> ✓ Website, Newsletter, Webinars, and emails. ✓ Instagram for students & younger educators. ✓ LinkedIn for educators. ✓ Community & professional meetings.



D8.1, Communication Plan

AUDIENCE	NEEDS	OBJECTIVES	MESSAGES	CHANNELS
			and a more sustainable future.	✓ Press releases.
<i>Local communities</i>	Understand how ECF4CLIM can impact their lives.	Demonstrate the benefits of the ECF for their communities.	Learn how you and your neighbours can make a difference to prevent and mitigate the impact of climate change in your community. Empower youth through education, facilitate lifelong learning and drive transformational action against climate change and towards a sustainable Europe.	<ul style="list-style-type: none"> ✓ Local events. ✓ Social media (all channels). ✓ Press pitches.
<i>NGOs acting in education</i>	Discover the project and become an advocate.	Demonstrate the benefits of the ECF to their communities.	ECF4CLIM has designed and validated a European Competence Framework to promote a low carbon economy and sustainability through intergenerational and participatory initiatives involving educators, students and their communities. Join us in promoting new communities to drive action against climate change.	<ul style="list-style-type: none"> ✓ Community and professional meetings. ✓ Website. ✓ Social media: LinkedIn and X (Twitter).
<i>Policymakers</i>	Discover the project and be inspired by its impact. Become an advocate.	<p>Shape decision-making by using scientific support.</p> <p>Spread and enlarge initiatives on sustainable</p>	The vision of achieving climate neutrality by 2050 can only be achieved through a massive effort by society at large. We need to raise awareness of the challenges ahead and catalyse change against climate change. ECF4CLIM has demonstrated that community-scale educational initiatives in 4	<ul style="list-style-type: none"> ✓ Website. ✓ Social media: LinkedIn and X (Twitter)



D8.1, Communication Plan

AUDIENCE	NEEDS	OBJECTIVES	MESSAGES	CHANNELS
		education.	European countries can drive participation and behavioural change. There is every reason to continue to do so in other regions.	
<i>EU Green Deal Community</i>	Understand the projects' values and peculiarities, find best practices and identify synergies. Become an advocate.	Become a hub for best practices in participatory research & educational initiatives against climate change & towards a more sustainable Europe.	The EU Green Deal initiative has brought together stakeholders from across society around a shared vision for achieving climate neutrality by 2050. ECF4CLIM is committed to driving change through a European Competence Framework that spans from early educational stages to university and lifelong learning communities. Sharing resources and knowledge between all related EU projects can further empower educational communities and accelerate change.	<ul style="list-style-type: none"> ✓ Community and professional meetings. ✓ Website, Newsletter and Webinars. ✓ Social media: LinkedIn and X (Twitter).
<i>Scientific community</i>	Discover the project, connect with educational communities & engage in participatory research actions.	Understand the impact of participatory research on transformative changes in society at large.	Scientific knowledge is not enough to prevent and mitigate climate change impacts. We need each and every person to achieve faster and more effective changes for a sustainable future for Europe. ECF4CLIM has succeeded in conveying cutting-edge research and the urgency for change through participatory educational	<ul style="list-style-type: none"> ✓ Community and professional meetings. ✓ Scientific publications. ✓ Website and Webinars. ✓ Social media: LinkedIn and X (Twitter).



D8.1, Communication Plan

AUDIENCE	NEEDS	OBJECTIVES	MESSAGES	CHANNELS
			actions in 4 European countries. Join the next generation of citizens to drive transformational change and make your research go further.	
<i>General public</i>	Valorisation of the EU support. Understand how the ECF4CLIM project can impact their lives.	Understand how a change in habits & behaviours can make an impact against climate change.	The responsibility to prevent and mitigate climate change impacts belongs to everyone. We have tested the power of communities to drive change against climate change in educational communities in 4 European countries. Now is your time to make informed decisions.	<ul style="list-style-type: none"> ✓ Press releases. ✓ Social media (all channels).



7. ACTION PLAN

An Action Plan of the ECF4CLIM project is presented in Table 8.1 consisting of all activities devoted to communication during the implementation of the project. It will be updated periodically in accordance with the progress of the projects.

Many of the activities and actions included in the Action Plan were already defined in the Grant Agreement and therefore the allocation of responsibilities among partners and the respective budget are already partially defined.



8. PROCEDURES

All the partners are invited to understand the role of the communication procedures and apply them in the current activities of the ECF4CLIM project. The communication process will respect the following procedural steps and recommendations:

- (1) the communication activities will respect the Communication Plan in terms of initiation, deadlines, coordination and responsibilities,
- (2) in the communication process the approved materials, messages, approaches, methods, and tools will be used, according with the Communication Plan and decisions of the management structures of the project,
- (3) the initiation of a new communication activity is possible after informing the consortium; a plan of the communication in terms of methods, tools, resource will be discussed in the frame of WP8, and, if it necessary in the Steering Committee; a positive decision is needed to launch the activity,
- (4) the progress of the communication activities will be regularly reported by persons responsible for the communication activity and the partners involved in the WP8,
- (5) modification (in terms of messages, targeted audiences, approaches and means) or the re-planning of any communication activity is possible, but only after a detailed analysis of WP8 and approval of the Steering Committee.

9. MONITORING AND EVALUATION

The main objective of the monitoring and evaluation is to ensure high-quality execution of the communication plan.

Although the project has already established an overall evaluation strategy to ensure the quality of all the activities and results, a separate monitoring focused on communication activities is vital since the impact of those activities significantly contribute to the successful real-world implementation of the expected results and impacts.

It is important that this evaluation is carried out on a continuous basis to ensure:

- the effectivity of the impact of the communication activities; corrective measures will be introduced if necessary. A redefinition of communication activities is also

D8.1, Communication Plan

possible in agreement with the evolution, objectives, target audiences, and available resources,

- high quality of the communication activities based on appropriate adaptation to the objectives and audiences, detailed planning and preparation of the activities, the use of performant methods and tools.

9.1 Performance Measurement

A set of **quantitative and qualitative key performance indicators (KPIs)** were established for different actions of the communication and dissemination process, together with the measures planned to maximise impact, and proposed targets. They are presented in Table 9.1.

Table 9.1. KPIs vs. actions

Action	Measures to maximise impact	KPI	Target
Workshops	Inform and engage the community; present key findings; gather intelligence and feedback from stakeholders	Minimum number of participants per workshop	25
Webinars	Knowledge transfer	Minimum number of participants per webinar	15
Explanatory video	Disseminate via social media and project at webinars and events	Total views Watch time Likes	200 >15% 20
Final Conference	Ensure good visibility of the main results for the targeted stakeholders	No of contributions No of attendees	20 50
Newsletters	Provide an interested audience from all target groups with the latest news	No of contributions to newsletters of consortium members and demonstration sites	20

D8.1, Communication Plan

Action	Measures to maximise impact	KPI	Target
		Open Rate (OR) Click through rate (CTR)	35% 15%
Participation in external events	Ensure good visibility in the relevant community	No of contributions to 3rd party events	20
Website	Be the hub for communication activities; present the key findings; support project visibility, inform and engage the community; boost visibility	No of key page views per year and project-related posts	2000
Blog	Be the hub for transfer of outcomes and reflections related to the project	Minimum number of contributions per year. Readers per contribution	7 50
Social media	Boost visibility; spread knowledge on the digital platform	Final followers (among all channels) No. of interactions (shares, likes, retweets, comments, etc) per year among all channels (X-Twitter, LinkedIn and Instagram).	>500 1500
Publications	Project reports, conference proceedings, peer-reviewed publications if any	No. of publications Publications in high quality journals	30 25%

D8.1, Communication Plan

Action	Measures to maximise impact	KPI	Target
Press release	Ensure visibility especially regarding civil society	Quality of the used channel reflected in: - no. of distributed copies or - visitors per year	>50 >5000

The effectivity of the Communication Plan will also be measured according to the following indicators:

- **number of individuals of the target audience reached effectively by the communication** (for example the distribution of the flyer, distribution of the factsheets, the traffic on the project websites and social media pages, newsletter subscribers, etc) (source: communication reporting).
- **number of individuals enrolled in the process** (number of contributions to newsletters of consortium members and associated partners, number of interactions such as shares, likes, retweets, comments, etc, number of contributors to the posts for the blog (sources: newsletter contents, social media and website analytic tools).

9.2 Reporting

The objective of the monitoring activity is to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities produce expected impacts on the targeted audiences (both in quantitative and qualitative terms). The conclusions from these reports will be considered for the communication plan annual updates.

To facilitate accurate monitoring and assessment of the communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. In this sense, a devoted section space in the private area of the website will be available to report every communication activity made by the consortium members.

Some simple and clear rules will be respected for the communication reporting:



D8.1, Communication Plan

- all partners will take into account the communication procedures established in the Communication Plan,
- all partners should register the activities in the communication reporting document available in the private area of the website,
- all partners should save evidence of the activities conducted.



APPENDIX I: THE ECF4CLIM LOGO



Fig. Appx.I. ECF4CLIM project – The Logo

The elements of ECF4CLIM logo **and the associated significance are the following:**

- (1) **The Earth globe symbol**, representing “the blue planet”, the unique and invaluable nature of the planetary ecosystem,
- (2) **The pages of a scrolled book around the globe**, in different colours (as a symbol of diversity of communities, groups, disciplines in education) and as a coordinated effort to protect the central value, the planetary ecosystem, therefore the objective of the project to build the European Competence Framework for a Low Carbon Economy,
- (3) **The title, ECF4CLIM, written in school style**, as a symbol of the central focus of the project to work for education, with school communities, involving children and students.



APPENDIX II: MORE DETAILED MESSAGES PER AUDIENCE

In this appendix we provide a few detailed messages for each of the target audiences.

Key messages for the general public:

- ECF4CLIM will offer approaches, tools and good practices for individuals and communities to contribute to the mitigation of climate change. These include a roadmap to sustainability in communities comprising 4 steps (engaging the community, building knowledge, mapping the path to sustainability, and designing strategies for action), a digital platform to promote active learning and strengthen environmental awareness, Sustainability Competence Teams (SCTs) and Sustainability Competence Committees (SCCs).
- To build a sustainable future of our single planet some important changes in individual and collective behaviours are needed. Educating younger generations is the key factor to increase awareness and introduce new practices in daily activities.
- A sustainable world cannot be built without changes in regular business approaches, the energy system, transportation, heating and the technologies we use. Tomorrow's world must be more collaborative, more efficient, more electrified and more renewable, involving local resources and new perspectives.

Key messages for policy makers:

- ECF4CLIM will offer some approaches and practices for the individuals, communities, and society. Solutions to prevent or mitigate climate change exist today. What is needed is a focused and coordinated action towards sustainability, removing the existing barriers and facilitating effective implementation. Awareness, education, and practice are key factors to be supported by coherent policies and strategic planning.
- The strategic vision to reduce our carbon impact and reach climate neutrality by the middle of the century may be achieved only by a joint global effort. Agreements and collaboration are necessary but not sufficient. We need more awareness of the entire society, real-world implementation, and continuous monitoring. ECF4CLIM offers a collective and relevant experimental activity targeting education, awareness, participation and behavioural changes, built together with 12 educational communities from 4 European countries.
- ECF4CLIM will contribute to identifying the needs and gaps in the education for climate change and will build the European Climate Framework.

Key messages for the educational communities:

- ECF4CLIM invites the educational communities to act together (students, teachers, administrative staff), starting with reflection and deliberation on the climatic issues,



D8.1, Communication Plan

and continuing with co-designing and implementing best practices for a sustainable world.

- ECF4CLIM is helping educational communities to build approaches, methods and tools to evaluate the environmental performances of schools. Together, they will find appropriate interventions to demonstrate effective ways to produce a relevant shift towards decarbonization.
- ECF4CLIM invites educational communities to spread knowledge and practices received during the project implementation to other parties like parents and local communities.

Key messages for students:

- ECF4CLIM offers an interesting approach to educational activities, by incorporating the trans- and multi-disciplinarity and a real opportunity for students to contribute by co-design.
- ECF4CLIM is a vehicle to help students to build activities with impact on the prevention/mitigation of climate change and to spread knowledge and best practices to their families, relatives, and local community.
- ECF4CLIM offers students a digital platform as a neutral space for interaction and collaboration to create the critical mass for effective climate actions.

Key messages for parents:

- ECF4CLIM helps children build a sustainable future, by finding together the approaches, the methods and tools for efficient climate actions.
- ECF4CLIM invites parents to be part of the proposed activities by the educational communities, to discuss the errors of the past and identify the benefits of the proposed common actions.
- ECF4CLIM invites parents to share the experiences created by the project with their local communities.

Key messages for teachers:

- Growing together towards the needs and understanding of children to effectively act to prevent or mitigate climate change.
- Create catalytic effects to involve many individuals and improve the effectiveness of the actions.



D8.1, Communication Plan

- Cooperate with administrative staff to transform the school into a model of sustainability and climate actions. It is important the children feel that they too can make a difference.
- The roots of future society and future habits are in the classrooms; therefore, the teachers play a key role to shape our future not only in terms of knowledge and skills but also in attitudes and initiatives.
- The schools have a key role for a sustainable future. Educate and empower your students. Mobilise students to take impactful climate actions. Talk about ways to slow down climate change which will give them a better future. Stimulate the sharing of ideas among students.

Key messages for citizens:

- Work together to act on climate change. Interact with schools as the place where the future is growing.

Key messages for NGOs:

- Empowering communities to act on climate change.
- Participate in ECF4CLIM events (conferences, workshops, webinars, summer schools, etc.) in order to improve awareness about needs and gaps.

Key messages for all audiences:

- Follow the ECF4CLIM results. Try to use the tools created for a better understanding of the individual and collective impact on the environment and future sustainability. Get involved in ECF4CLIM climate actions.



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