

DELIVERABLE 7.2

Dissemination plan



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**“ParCos – Participatory Communication of Science”
A HORIZON 2020 RESEARCH AND INNOVATION ACTION**

Consortium: Lappeenranta-Lahden teknillinen yliopisto (FI, coordinator), Katholieke Universiteit Leuven (BE), Vlaamse Radio- en Televisieomroeporganisatie (BE), and Knowledge West Media Centre LBG (UK).

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SUMMARY

This deliverable D7.2 Dissemination plan and ‘database’ of dissemination activities reports on the expected dissemination activities for the PARCOS project. It also outlines the dissemination plans more in detail for the first one-year period. Beyond listing foreseen activities, it also describes the forthcoming evolution of the dissemination approach and various interactions with the external ‘members’ of the PARCOS community.

The initial phase of the project has focused on establishing the capabilities and processes to support a high intensity dissemination effort that is expected in the project. This groundwork has taken place in three key areas; i) establishing a strategy, tools and processes, ii) connecting with key stakeholders and networks and iii) initiating awareness-building. The first year of PARCOS will see a marked increase in dissemination efforts across all the partners as well as a progress in developing the dissemination of the PARCOS case studies.

The dissemination plan identifies multiple potential venues of dissemination and provides a list of key project outcomes to utilize as the core of the dissemination messages. The ongoing dissemination planning process will support structuring and managing the increasing intensity of efforts in the upcoming period of dissemination.

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1 INTRODUCTION

This deliverable outlines the forthcoming PARCOS dissemination activities for the first year of the project and its dissemination plans. Beyond listing foreseen activities, it also describes the evolutionary process of the PARCOS dissemination approach and highlights the expected interactions with the PARCOS community and beyond.

1.1 ABOUT PARCOS

Participatory science and engaging activities are key to ensuring science communication increases public engagement in science. This can be achieved through collaborations between scientists and the non-scientist public. However, concerns about public science literacy are on the rise. The EU-funded PARCOS project will work to create participatory science stories that link to source material that the public can interpret for themselves. The project will explore ways to ensure diversity and inclusion in science participation and communication. It will also discuss the creation of engaging stories for the public that include the public in science activities and the interpretation of the outcomes. By disseminating stories alongside evidence shows, the audience will be invited to tell their own stories using the PARCOS tools.

1.2 PURPOSE AND ROLE OF THIS DELIVERABLE

The D7.2 Dissemination plan and ‘database of dissemination activities’ is a periodically updated report with two main objectives. Firstly, it formally outlines and reports on the dissemination activities performed during the project and secondly it details the dissemination plans for the following year (12 months). It is by its nature an evolving document with both a reporting and a planning function. The presented plan does not present a commitment to undertake all the foreseen activities, but rather a guiding description of identified dissemination options for the project. It is based on a set of assumptions regarding the project’s progress, developments and forecasts on project messages across multiple stakeholder groups and communication channels. Therefore, the plan and the communication priorities are subject to change.

This report is the first report of its kind and will be followed by two more updates (D7.4 and D7.7) that will report on the dissemination progress and the evolution of the project communication and outreach at M16 and M36, respectively. Furthermore, another link to periodical policy briefs is also noted, i.e. D7.5 and D7.9.

2 PARCOS DISSEMINATION STRATEGY

The objective of the PARCOS dissemination strategy is to deliver outreach activities that aim to i) support in reaching expected impacts, ii) communicate project messages and results to the broadest possible range of interested stakeholders, iii) facilitate successful exploitation of the results, iv) stimulate discussion and dialogue about citizen science, and v) sustain external parties’ commitment to and interest in PARCOS’, objectives and results, by providing constant and regular contacts all along the project. Realizing the expected impacts necessitates efficient and pragmatic use of the dissemination resources available, which implies an adaptive dissemination approach that dynamically changes focus following the progress of the project. This section provides a strategic view to the dissemination for the next 14-month period until the next update in D7.4.

2.1 PARCOS DISSEMINATION APPROACH

The first three months of the project have been characterized by dissemination efforts in establishing the capabilities and processes to support a high intensity dissemination effort that is expected in the dissemination periods, the first being until M15. This groundwork has taken place in three key areas: establishing strategy, tools and processes; connecting with key stakeholders and networks and; initiating awareness-building. The dissemination focus, prior to this deliverable, had primarily been building the foundation. The project has approached the dissemination planning and preparation with a co-creative approach through a series of online workshops, to engage all beneficiaries equally and to harness shared knowledge. An output of one dissemination workshop was an online board where the beneficiaries mapped activities to channels and verified that all channels are covered by planned activities. The online board is presented in Figure 1.

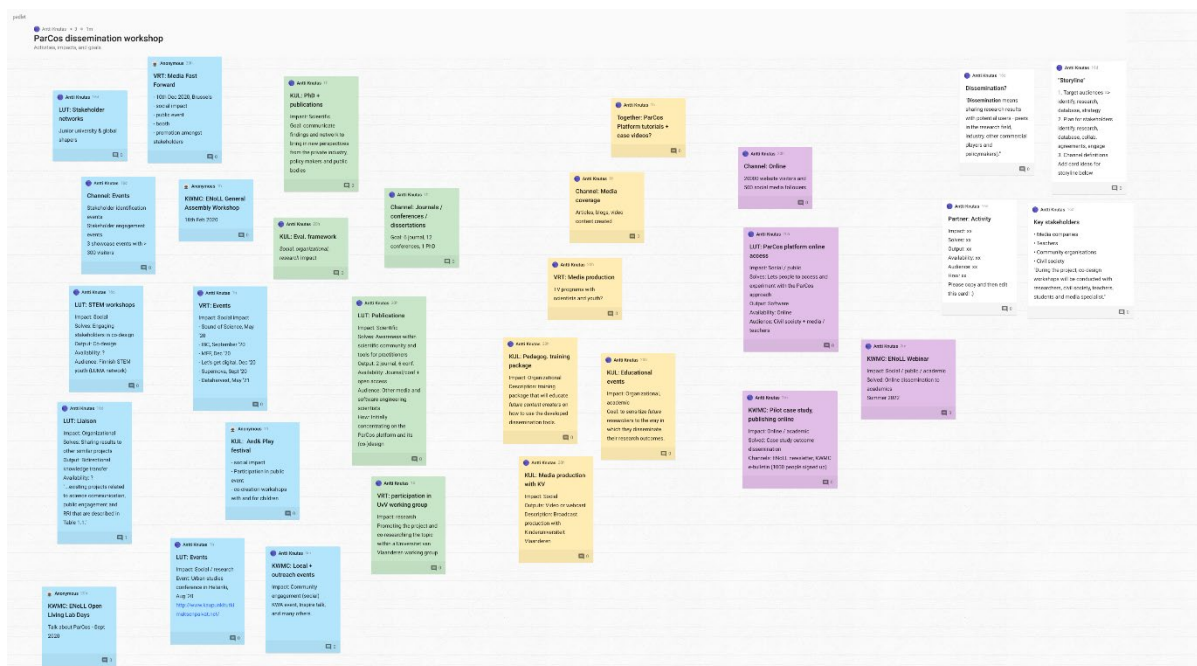


Figure 1. Online dissemination workshop on activities and channels

Furthermore, the project partners meet monthly during a WP leads’ meeting to follow the execution of the dissemination plan, discuss new opportunities, and make changes where necessary. For example, during the COVID-19 epidemic crisis of 2020, the WP leads are regularly discussing how to postpone physical stakeholder identification and engagement events, and to start with online dissemination and engagement activities instead.

2.1.1 ESTABLISHING DISSEMINATION CAPABILITY

The first and most important step has been setting up the awareness and dissemination strategy and all the supporting tools and dissemination channels. This work has involved establishing and honing working processes to support efficient future dissemination. Key achievements include:

- Setting up an online presence supported by the project website and multiple social media channels (PARCOS Website, Twitter, Instagram, Facebook, LinkedIn)
- Building a routine for proactive, systematic planning and execution of dissemination activities, including coordinated event identification and publication planning
- A plan to design and procure various dissemination materials (e.g. flyers, roll-ups and posters)
- Securing a common visual brand identity for the project through the design and use of templates, logos and dedicated graphical guidelines (incl. color schemes)

- A plan to establish the PARCOS open data management plan, to be detailed in DMP by M6

2.1.2 ESTABLISHING CONNECTIONS WITH STAKEHOLDERS, NETWORKS AND SWAFS COMMUNITY

The project shall initiate contacting key stakeholders and networks in relevant areas. This will provide to PARCOS a contact list that will also be used to establish an advisory board for PARCOS before the end of the first year. The Advisory Board will include high level experts from multiple stakeholder groups and thus enable PARCOS to leverage their respective networks. The initial stakeholder types identified for dissemination activities are listed in Table 1, with some first examples from each group. As the dissemination plan evolves and more stakeholders are reached through mapping and outreach activities, the stakeholder map will be updated, and dissemination activities adjusted for a wider reach.

Table 1. Identified stakeholder types

STAKEHOLDER TYPE	IDENTIFIED STAKEHOLDERS	EXAMPLES OF DISSEMINATION ACTIVITIES (used in reaching the stakeholders)
Media companies	YLE, Watershed, Pervasive media studio, BBC (Digital Cities initiative), VR lab in Bristol, Channel 4	Co-creation workshops, conferences, online presence with tools
Arts organizations	Arts Council England, Co-creating Change Network (facilitated by Battersea Arts Centre), Theatrum Olga (Lahti, Finland), Royal Court Theater Liverpool, TOO network Finland	Co-creation workshops, exhibits, showcase events, online presence with diverse media
Teachers	Finnish LUMA network	Stakeholder events, popular media publications, social media, and web presence
Community organizations	Knowle West Alliance, Community anchor organizations in Bristol, METALO in Lappeenranta, Global Shakers in Helsinki, KU[N]ST Leuven	One-to-one engagement, stakeholder mapping events, co-creation workshops
Civil society	Direct outreach through pilots and events in Lappeenranta-	Events (taster workshops, stakeholder engagement events, stalls), popular media

	Lahti region, Belgium, and Bristol	publications, social media and web presence
Academia	University of Flanders, Smart Cities conference, ACM CHI conference, TOCHI journal, Urban Studies Conference, ENoLL	Journal publications, conferences, academic workshops arranged
Policy makers and networks	Bristol City Council, Finnish SYKE, West of England Combined Authority, ENoLL (European Network of Living Labs) and NESTA	Conferences, workshops, policy briefs, showcase events

One integral part is to establish connections with the SWAFS community. In particular, with fellow SWAFS-19 and other relevant projects, as listed in Table 2. PARCOS will establish contact and liaison with other projects in the SWAFS community.

Table 2. Relevant SWAFS projects for dissemination

ACRONYM	WEB LINKS CREATED (at PARCOS website)	CONTACT PERSON
TRESCA; SWAFS-19-2019	Yes	Project coordinator, contacting in progress
NEWSERA; SWAFS-19-2019	Yes	Oriol Agulló from Science for Change (NEWSERA project manager)
CONCISE; SWAFS-19-2019	Yes	Project coordinator, contacting in progress
QUEST; SWAFS-19-2018	Yes	Mr. Stephen Fozard from Wan-IFRA (QUEST dissemination lead)
RETHINK; SWAFS-19-2018	Yes	Project coordinator, contacting in progress

2.1.3 INITIATING AWARENESS-BUILDING

Building general awareness relies heavily on more passive, broadcasting type of dissemination activities. To ensure effectiveness in broadcasting our messages, the PARCOS consortium will build high quality dissemination materials and has already set up an online presence as well as a plan to attend relevant high visibility events to present their work. In this respect, partners have already presented the online presence (social media channels) of PARCOS and have planned to hold presentations and talks at various events as listed in this deliverable.

2.2 DISSEMINATION OUTLOOK FOR THE FIRST PERIOD

Here, we are listing the dissemination outlook for the first period of dissemination, i.e. until M15. It is guided by the WP7 utilization of systematic monitoring and proactive planning that enable active and adaptive dissemination management for the duration of the project’s lifetime to proactively plan the dissemination messages at the correct time for the correct channel. In addition to building capabilities, the first period will see a growing increase in dissemination efforts across all partners as the projects’ results become known.

2.2.1 DISSEMINATING MILESTONES AT THE FIRST PERIOD

There is one milestone during the first period, i.e. the MS1: ParCos concept. Thus, the dissemination focuses on the first version of inclusion principles, demonstrating the ParCos curator, and showcasing arts-based methods in the context of the case studies.

3 DATABASE OF FORESEEN DISSEMINATION ACTIVITIES

The PARCOS project utilizes the Microsoft Teams online collaboration platform to manage all dissemination activities. The platform will track all PARCOS’ activities, relevant events and results, displayed in Table 3. EC guidelines on dissemination planning¹ have been used to analyze and frame the activities. The dissemination plan is evaluated and updated as needed in regular online meetings.

Table 3. PARCOS dissemination database (1.1.2020 - 31.3.2021)

Date	Topic	Dissemination channel	Impact type and area	Output	Event, venue, availability	Audience and stakeholders	Responsible partner	Status
18.2.2020	Bristol Approach: Sharing early information about ParCos and how we are developing Bristol Approach for Citizen Science and gaining their input into Task 2.1.	Event	Organizational, Participation in Living Labs general assembly (steering/management group) to which European policy makers also invited to workshop & sharing session	Workshop, ENoLL General Assembly Workshop	Members of European Network of Living Labs (ENoLL), invited European level policy makers & EU Commissioners	Members of European Network of Living Labs (ENoLL), invited European level policy makers & EU Commissioners	KWMC	Realized
1.6.2020	Sharing information about ParCos – approach, methods and case study	Event	Organizational, European Network of Living Labs event (European/Global audience)	Workshop and/or talk (need to submit proposal)	ENoLL Open Living Lab Days, 1-4th September 2020 (Ghent, Belgium)	Annual gather living community organized by ENoLL has around 500 participants	KWMC	planned but uncertain, might be moved online or cancelled due to

¹ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm

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	development – & open science					including Living Labs, companies, public officials, policy makers, researchers, not for profit organisations		COVID-19 crisis
Winter 2020	sharing information about Parcos and development of pilot / opportunity to get involved with local residents / community groups	Event	Organizational, Community engagement (Knowle West audience). The Alliance is a group of local organisations and residents which has come together to work to improve the local area.	Talk at community meeting	Knowle West Alliance event at Bristol	local residents, community organisations and groups in Knowle West, local business	KWMC	planned
5-6 Sept '20	Identifying stakeholder needs, creating awareness	Event	Social impact, participation in a public event	outreach event, booth, workshop	Sound of Science, Wachtebeke (BEL), 5-6 Sept '20, science fair	researchers, commercial actors, citizens	VRT	planned
Recurring	Promoting the project in a cooperative working group	Journals / conferences	Research	Research working group	Recurring	researchers	VRT	planned
11-15 Sept '20	promotion amongst stakeholders	Event	social impact, participation in a public event	outreach event, booth, conference presentation	IBC, Amsterdam (NETH), 11-15 Sept '20, media, entertainment	industry, researchers, commercial actors	VRT	planned

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					& technology show			
10 Dec '20	promotion amongst stakeholders	Event	social impact, participation in a public event	outreach event, booth	Media Fast Forward, Brussels (BEL), 10 Dec '20, media fair	researchers, commercial actors, news audience, policy makers	VRT	planned
Sept Dec '20	identification needs, awareness	Event	social impact, participation in a public event	outreach event, booth, workshop	Let's get digital, Antwerpen (BEL), ? Sept Dec '20, technology festival	industry, researchers, citizens	VRT	planned
8-11 Sept '20	promotion amongst stakeholders	Event	impact, participation in a public event	outreach event, booth	SuperNova, Antwerpen (BEL), 8-11 Sept '20, technology & innovation festival	researchers, commercial actors, news audience, policy makers	VRT	planned
9th of May 2020	Co-creation workshop on citizen science	Event	Social impact, participation in a public event	Co-creation workshop on citizen science (outreach event)	And & Play festival (9 th of May 2020), Workshop in Leuven for and with Children (6-14 yrs)	Children, public, policy makers	KUL	planned but uncertain, might be moved online or cancelled due to COVID-19 crisis
Submitted in 2021	protocol for a scoping review on evaluation criteria for communication tools	Journals / conferences	Research impact, academic publication	Scientific publication in an international journal	Publication, open access material online	Academic community	KUL	planned

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Submitted in 2021	communicate findings and network to bring in new perspectives from the private industry, policy makers and public bodies	Journals / conferences	Research impact, academic conference presentation	Presentation in an academic conference	Publication, open access and presentation material online	Academic community, private industry, policy makers and public bodies	KUL	planned
2020, recurring	ParCos findings will be disseminated through educational courses at the KU Leuven to sensitize <i>future researchers</i> to the way in which they disseminate their research outcomes. The KU Leuven will also distribute gained knowledge within its internal network of <i>researchers</i> (<i>research impact</i>).	Networks	Research impact, networking	Research network dissemination	Educational courses and internal network communication (Mintlab, SoMeTHin'k)	Researchers	KUL	Planned
27.8.2020	Presenting the ParCos project in the city	Research: Participation in a working group	Research impact: working group	Presentation and then cooperative	Urban Studies Conference in	Researchers, policymakers,	LUT	Planned

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	research and digitalization track			work in a working group	Helsinki, August 2020	community groups		
Q4 2020	Outreach and co-planning event with the Finnish STEM education network, LUMA	Event	Organizational impact: Establishing ties and disseminating knowledge within educational community	Presentation and a co-design session	Event in Finland	Community groups, policymakers, educators	LUT	Planned
2020, recurring	Series of online media outreach publications, such as blog and social media posts	Online	Social impact: Online presence and publications	ParCos website and production of online media	Through ParCos website and social media channels	Community	LUT	Planned
2020, Q3	Stakeholder engagement and co-creation webinar, for requirements gathering for ParCos platform	Online	Social impact: Stakeholder engagement	Webinar + series of posts summarizing the knowledge	Online, through ParCos social media presence	Community groups, educators	LUT	Planned

4 DISSEMINATION PLAN

The dissemination planning is a continuous process that is performed to coordinate and manage the consortium partners’ attendance to key events. It is discussed with the consortium in every ‘plenary’ meeting and at the regular WP7 meetings held online each month. Practically, it follows an approach of first setting strategic targets for outreach, then identifying key results and outcomes to disseminate and finally matching those dissemination items to events and conferences identified in a way that satisfies the objectives and optimizes resource use. The planning activity reported here is a snapshot of the continuously evolving dissemination plan.

4.1 APPROACH AND TARGETS FOR THE PERIOD

The dissemination activity in the upcoming period will be delivered via multiple channels. The PARCOS progress will produce key results to promote and which provide a concrete core for the dissemination messages. The scientific dissemination will progress at an accelerated pace as more of the research and technical development tasks reach their completion. Also, dissemination efforts will specifically focus on the general media and public in order to facilitate the recruitment of users to case studies and awaken media interest towards the project and the live trials. Cost-effective ways of accomplishing this include e.g. press releases on achieved project milestones, a strong social media presence, and participation to selected events. PARCOS expects these efforts to lead to significantly increased traffic on the project website as well as views on the social media channels. Table 4 lists dissemination channels and dissemination targets for each channel.

Table 4. Dissemination targets and channels (1.1.2020 - 31.3.2021)

Dissemination channel	Message	Objective	Target group	Measure
Events - stakeholder identification events (e.g. taster workshops, stalls)	<p>Invite citizens to explore questions surrounding science communication, such as:</p> <p>Are there any scientific topics you want to know more about? What does ‘science’ mean to you?</p> <p>Does any data/ information already exist to help us understand this topic? If not, how could we gather it?</p> <p>How could we change the way we tell stories about science to make the topics</p>	<p>To begin conversation with potential stakeholders about the topic and gather their thoughts and ideas about science</p> <p>To raise awareness of the project and the opportunity to gather data and tell stories about scientific topics of interest to them</p>	Citizens	<p>Invitations created and issued; events attended or created</p> <p>Goal: 5</p>

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	and data more easily understandable and relevant to our lives? Is there anything that would help you feel more confident when you evaluate scientific data and stories to decide how much weight to give them?			
Events - stakeholder engagement events (e.g. making workshops, meetings)	Following on from the stage above, working with citizens to gather data and create relevant tools for storytelling	To create and maintain a group of engaged citizens who will work with partners to identify scientific topics and data, and develop accessible storytelling techniques to convey them to a wider audience	Citizens	(see above)
Journals	To disseminate scientific findings amongst the academic community	IJHCS, journal of community informatics, journal of science communication	Academia, policy makers	None in first period
Conferences	Communicating results and networking to bring in new perspectives	CHI, DIS, Communities and Technologies, Interaction Design and Children	Private industry, academia, policy makers, public bodies	3 articles in conferences
Website	Project website: providing up to date information and news about the project ParCos platform: providing access to datasets and discussion boards as well as ParCos outputs Partners can also use their existing websites, blogs and online channels to disseminate information	To get the public fully involved and contributing to ParCos, especially through the platform itself. To promote the project results to a wider audience.	Society at large, private industry, academia, policy makers, public bodies (such as schools)	6000 visitors
Social Media	Promoting the project, providing channels for communication and debate about the project. YouTube provides a channel for project outputs Partners can also use their existing social channels to disseminate information	Advertise project and project activities (how to get involved). Facilitate debate about the project and project activities. Allow to track interest and participation of the public in participatory science stories.	Citizens Society at large	160 followers
Showcase events	Showcasing the outcomes of each case study within the community from which it derived, e.g. wider civic community in Bristol, the wider school community and academic community in Finland	Promoting the project and its outputs to reach a wider audience	Civil society Society at large	None in the first period

Media coverage	Explaining the processes of the project and how citizens and schools are developing the tools, knowledge and critical skills to evaluate scientific stories, make informed decisions, and share their own data-gathering with others	Sharing the learning from the project and stories from participants about their experience and their learning	Civil society Society at large	Articles, blogs, video content are created Articles: 8 Blogs: 8 Video content: 4
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4.2 KEY PROJECT RESULTS TO BE DISSEMINATED

In the first period (M1-M15), the project will produce several key results and achieve a milestone that both provide dissemination objects. Illustrating these in the dissemination planning stage allows proactively developing dissemination activities to promote PARCOS effectively. The following Table 5 lists the deliverables and milestones that represent key project achievements in the planning period.

Table 5. PARCOS dissemination objects

DELIVERABLE	PROJECT RESULT TO BE DISSEMINATED	WHEN AVAILABLE
D2.1	FIRST VERSION OF BRISTOL FRAMEWORK	M6
D3.1	GUIDELINE ON THE USE OF ARTS-BASED METHODS	M6
D3.2	EVALUATION REPORT FRAMEWORK	M6
D6.1	PLATFORM REQUIREMENTS	M9
D4.1	PARTICIPATORY DESIGN REPORT ON PARTICIPATORY SCIENCE	M12