

ENGIE DELIVERABLE D4.1

COMMUNICATION AND DISSEMINATION PLAN

Summary:

This document describes the communication and dissemination plan for ENGIE, defines and prioritises key objectives of outreach activities and details steps to be taken during the project's lifetime in order to achieve maximum impact and reach relevant audiences. It also provides guidelines for efficient internal communication.

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1 EXECUTIVE SUMMARY

This document describes the communication and dissemination plan for ENGIE, identifying major target groups and appropriate communication channels. It defines and prioritises key objectives for outreach activities and details steps to be taken during the project's lifetime in order to achieve maximum impact and reach relevant audiences.

The overview of planned dissemination activities provides a concise description of actions designed to strategically address and mobilise the stakeholder community, informing them about the project objectives and expected results. The internal communication plan defines responsibilities among project partners, and specifies communication channels and monitoring instruments.

According to the business plan, this is the first deliverable (D4.1) of WP4 and its content and implementation will be monitored, updated and adapted to changing conditions during the project lifetime, and hence it will operate as a live evolving document.

2 OBJECTIVES OF THE COMMUNICATION AND DISSEMINATION PLAN

The communication and dissemination plan of ENGIE covers both internal and external communication actions as follows.

For internal purposes, the plan offers the members of the project consortium a valuable scheme to monitor dissemination work and results. Internal communication will itself be conducted via periodic emails sent out by the coordinator and work package (WP) leaders, regular teleconferences, and periodic face-to-face meetings. Project documents (including reports, administrative papers, project minutes, deliverables and design files) are stored and shared in the project's internal documents on Google drive.

The objectives of ENGIE's external communication activities are to:

- Ensure coherent external communication on ENGIE activities, progress and achievements.
- Create visibility for the project's outreach actions conducted within WP2, in particular among the project's main target group of girls between 13 and 18 years.
- Identify, involve and engage with relevant stakeholders throughout the project lifetime.
- Ensure strategic coverage of different audiences, combining timing and different media supports with consistent message content, structure and format. This is the purpose of this deliverable. The plan will constantly be reviewed throughout the project in order to assess the effectiveness of different activities.

The creation of dissemination and support services is aligned with the development of the project website and the project identity (logo, templates for presenting project outcomes including digital files, posters, roll up banners, brochures, infographics and factsheets) for project partners' communication and dissemination activities.

The project website and related channels will horizontally support the implementation of ENGIE and will be managed by the European Federation of Geologists (EFG). Each WP will produce written deliverables designed to work together in an integrated way. These documents will consolidate information on key outputs and will signpost users to sources of more detailed information in the deliverables and wider technical literature. In addition, short press releases will be produced as each publicly available deliverable is completed for distribution to key sectoral and public interest publications and web sites.

Management of communication activities will encompass the provision of a news feed for social media (Facebook, Instagram, Snapchat, Twitter and LinkedIn), maintenance and continuous update of the project website, preparation of press releases, as well the publication and dissemination of key central documents. These documents will be

available for download from the project website. In addition, brochures concerning project aims and outcomes will be printed for distribution in conferences and other external events when convenient and in agreement with the Project Coordinator.

3 GUIDELINES FOR EXTERNAL COMMUNICATION

The overall objective of the dissemination plan is to ensure that information is shared with appropriate external stakeholders in a timely fashion and by the most effective means of communication.

3.1 INFORMATION ON EIT FUNDING

According to the FPA Article 44 on promoting EIT Raw Materials and ensuring visibility of the EIT and EU funding, the KIC partner must follow certain obligations when communicating specific activities and their results.

The KIC Partners have an obligation to promote specific actions and results and must promote them by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. Unless the EIT requests or agrees otherwise, or unless it is impossible, any communication activity related to the specific action (including in electronic form, via social media, etc.) as well as any infrastructure, equipment and major results funded by the specific grants must:

- display the EIT KIC logo as adopted by the EIT;
- display the EU emblem;
- follow the brand guidelines outlined in the EIT Community Brand Book as adopted by the EIT; and
- include the following text when applicable, e.g. in scientific papers, articles etc:
'This activity has received funding from the European Institute of Innovation and Technology (EIT), a body of the European Union, under the Horizon 2020, the EU Framework Programme for Research and Innovation.'

Hereinafter the official communication documents of the EIT KIC RM have primary importance. All these documents are available in the EIT RawMaterials InfoCenter – Communications and Branding section. Click [here](#).

3.2 PROJECT IMAGE

The project logo must be placed on all published materials and documents/presentations illustrated for the public. This includes not only promotional material, but also event invitations, presentations or agendas. The logo is available in different file extensions in the internal document folder 'Logo and templates'.

**Figure 1:** ENGIE logo.

Further details on the project's visual identity are provided in the stylebook (D4.2, Month 3).

3.3 KEY MESSAGE - POPULAR PROJECT DESCRIPTION

Popular project description:

The overall gender pattern in geosciences, especially in the mineral exploration and extraction sectors is definitely imbalanced. It is characterised, more or less, by men and stable male stereotypes in almost all parts of the business clusters, in society and professional communities as well as in education and research. However, studies confirm that diverse teams are more creative and innovative. Participation of women in raw materials related industries is therefore necessary and may be considered as an element of business strategy.

The project 'ENGIE – Encouraging Girls to Study Geosciences and Engineering' aims to turn the interest of 13-18 years old girls to study geosciences and related engineering disciplines. As career decisions are made generally in this period of life, the project expectedly will improve the gender balance in the fields of these disciplines.

During the implementation of the three-year-long project, an awareness-raising strategy will be developed and an international stakeholder collaboration network will be established for the realisation of a set of concrete actions. These actions include family science events, outdoor programmes, school science clubs, mine visits, mentoring programmes, international student conferences, publication and awarding opportunities, summer courses to science teachers and production of educational materials. The actions will be carried out in more than twenty countries throughout Europe.

ENGIE will be implemented by the cooperation of 26 institutions. The partnership involves 3 universities, 2 research centres and a European-level professional organisation, which has 26 national member geological associations. 20 national associations will take part in the project implementation as EFG's Linked Third Parties. By their contribution, the project activities will be extended to more than 20 European countries.

3.4 STAKEHOLDERS / TARGET GROUPS

The term “stakeholder” describes the different organisations, initiatives, groups or individuals that affect or might be affected by ENGIE and its activities. The key stakeholders of ENGIE are listed here below:

- **Main target group:** 13-18 year old secondary school girls
- **Role models:** successful women geoscientists and engineers
- **Secondary school teachers**
- **Decision-making bodies in charge of education and raw materials policies:** regional, national, EU and international level
- **Private sector:** prospective future employers of geoscientists and geo-engineers, industry leaders
- **Institutions involved in science communication:** schools, science museums, universities
- **Academia:** earth and raw materials scientists, civil, structural and ground engineers, gender experts
- **General public:** kids & parents

As ENGIE aims at raising the interest of girls in geosciences and geo-engineering, secondary school girls are considered to be the project’s main target group which will be addressed with a set of concrete actions in more than 20 European countries.

A **focus group** of volunteer girls from this age group has been set up to ensure that the material and the activities developed by the project team are engaging. To ensure complete anonymity, the girls are addressed via facilitators from the consortium and the Linked Third Parties. A first survey conducted in February and March 2020 has allowed input to be gathered regarding the project’s visual identity and the social media and leisure activities of the target group. A second survey conducted in March 2020 has allowed to determine the final project colours and a strap line that can be used in combination with the logo.

In addition, an **Advisory Board** involving earth and raw materials scientists and engineers, researchers, professors, industry leaders and gender experts has been established to provide scientific support and assist with reaching out to the project’s stakeholder communities.

4 STAGES

ENGIE’s dissemination and outreach encompasses two main stages:

FIRST STAGE: The aim of the first stage is to map all relevant stakeholders and set up a broad network for ENGIE making intensive use of social media, especially Instagram, YouTube, Facebook, Snapchat, Twitter and LinkedIn groups. In this stage, national communities (schools, science museums, universities, public bodies in charge of education, etc.) will be mobilised via the EFG Linked Third Parties. This will create the basis for an active community for each of the above-mentioned stakeholder groups. The WP4 leader (EFG) will ensure that key messages are delivered effectively to target audiences, matching communication and outreach objectives with backgrounds and perspectives of the various stakeholders. This will guarantee stakeholders' focus on core messages and leverage their interest around ENGIE objectives and expected results. The existing networks of project partners and third parties will play a pivotal role in multiplying the communication channels activated at this stage and will contribute significantly to reaching an active audience with multiple and diverse connections to relevant stakeholders.

SECOND STAGE: This stage will start by M12, when the Actions from WP2 will officially be launched. Starting from then, the project will properly address its main target group, girls between 13 and 18 years, via a set of outreach activities organised at national level. Based on experience with the organisation of similar large-scale campaigns, the mobilisation of volunteers and young people across the EU will be important for success. This will be achieved at a national level with the help of the EFG Linked Third Parties. The aim is to use social media and conventional channels in a complementary way to create synergies and public awareness of the work of ENGIE.

5 COMMUNICATION CHANNELS

Two primary communication channels will be used: social media and conventional channels.

Communication Channel 1: social media channels

ENGIE aims to engage with secondary school girls in their own words through the channels they use in their everyday lives. The use of online communication channels will not only allow project-to-public communication but also an actual active conversation, hopefully engaging the users emotionally, and actively involving them in the project's Actions.

ENGIE will utilise the "hub and spoke model", which is considered to be the most effective communication model for disseminating and engaging with the public. In this model, the ways of communication are centralised, and a community manager is in charge of the social media profiles that are required for the success of the project. At the same time the community manager will make sure a standardised look is maintained, but also

adapted to each social media. These profiles are all connected, thereby strengthening each other and ultimately leading to inclusion of relevant information on the project's website. User behaviour and feedback are continuously analysed to increase the quality of the service.

The first step in creating a strong social media presence is to use existing networks (Instagram, YouTube, Facebook and Snapchat influencers, LinkedIn groups, Twitter specialised accounts, etc.) and to engage with them to ensure that they share the project's content, thus spreading the mission and objectives to as many interested parties as possible. Once a strong network of followers has been established, the content will be crafted to be shared and understood by a lay-public.

Within the Consortium, dissemination will be a two-way street: On the one hand, ENGIE will mention the project partners in posts when relevant and on the other, project partners will share and "like" content produced by ENGIE's social media. This methodology will raise the project's profile on all social media channels, leading to more effective dissemination.

According to the survey conducted within the above-mentioned focus group of voluntary girls, it appears that Instagram and YouTube are the preferred channels for this age group, closely followed by Facebook and Snapchat (Figure 2). The popularity of Facebook, Snapchat and Instagram in this age group is also confirmed by the outcomes of the *We are social digital report 2020* (see Figure 3)¹ which analyses social media trends at a global level.

Which channels do you use on a daily basis?

18 responses

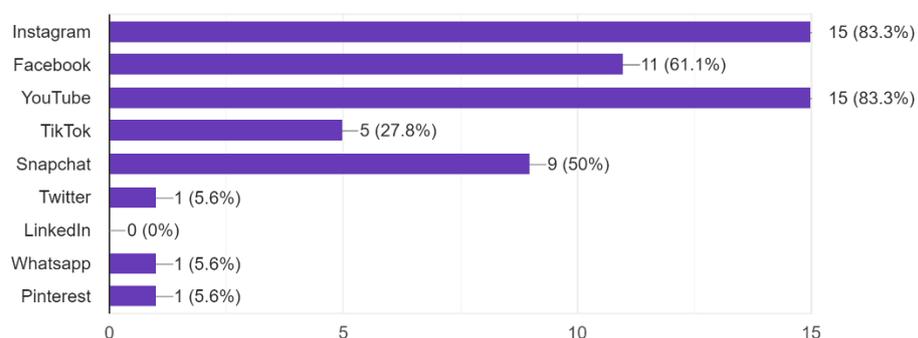


Figure 2: Channels preferred by the respondents of the ENGIE focus group involving voluntary girls between 13 and 18 years.

¹ As anticipated, TikTok (which is a Chinese social media platform, is not a preferred channel for the European survey group.

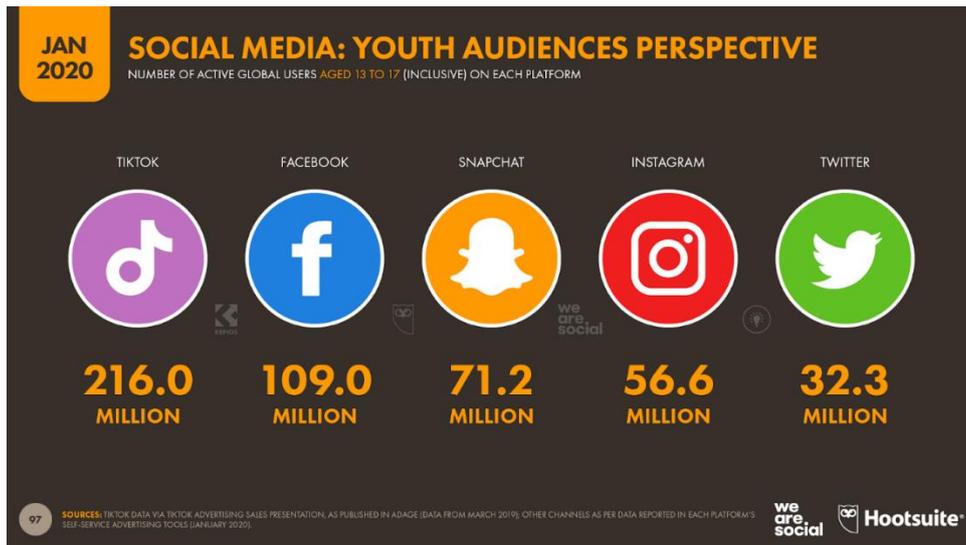


Figure 3: Youth audiences’ perspective at a global level. Source: <https://wearesocial.com/fr/blog/2020/01/digital-report-2020>

According to the feedback received from the ENGIE focus group, preferred times for social media activities are the afternoon, after school, and the evening (Figure 4).

At which time of the day do you, in general, connect to social media?

18 responses

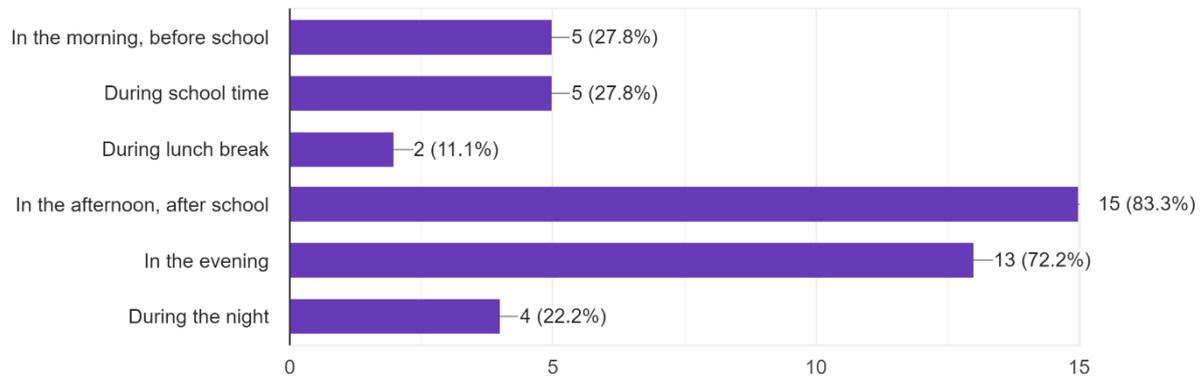


Figure 4: Preferred times for social media activities within the ENGIE focus group.

The focus group also points out a preference for photos, videos and stories (Figure 5).

What type of posts do you prefer?

18 responses

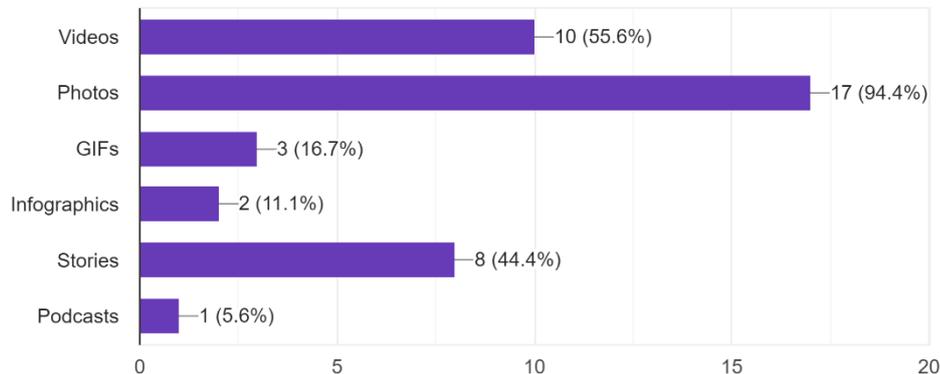


Figure 5: Preferred types of social media posts within the ENGIE focus group.

These preferences expressed by the focus group will be taken into account for all social media activities addressing the main target group.

Dedicated **social media campaigns** will be organised in each project year to showcase the wide variety of professions and career paths within the broad geoscience and geo-engineering sector.

All other stakeholders will notably be addressed via LinkedIn, Twitter and Facebook which are, based on our experience, the channels most used at a professional level.

Accordingly, the following main online channels will be used:

- Website: <https://www.engieproject.eu/>
- Instagram: https://www.instagram.com/engie_project/
- YouTube: ENGIE Project (coming soon)
- Facebook: <https://www.facebook.com/ENGIEProject/>
- Snapchat: ENGIE Project (coming soon)
- Twitter: https://twitter.com/ENGIE_Project
- LinkedIn: <https://www.linkedin.com/company/engie-project/>

A preliminary list of **hashtags** to be regularly used on all channels has been defined:

#ENGIE
 #WomenInSTEM
 #GirlsInSTEM
 #womeninmining
 #womeninengineering

#womeninscience
 #TogetherWeAreStronger
 #GenerationEquality
 #EITcommunity
 #SDG5
 #EachforEqual
 #gender
 #scicomm
 #givegirlsrolemodels

In addition, a list of related initiatives, networks and associations will be established which will be tagged on a regular basis in order to increase the visibility of ENGIE and multiply the outreach. Some examples are listed here below:

@IntWiM
 @girlsingeosci
 @Stemettes
 @STEMAmbassadors
 @_WomEng

Table 1 below details the approach for each of the social media channels.

Table 1: ENGIE social media strategy.

	Facebook	Twitter	LinkedIn	YouTube	Instagram	Snapchat
Objectives / approach	Share project news, best practices and success stories from female geoscientists and engineers	Share project news, best practices and success stories from female geoscientists and engineers	Share in depth-information about the project	Release ENGIE audio-visual material on a regular basis	Share project news, best practices and success stories from female geoscientists and engineers	Share project news, best practices and success stories from female geoscientists and engineers
Contents	Sharing pictures, factsheets and audio-visual content; Organising contests and polls; Opening discussions and creating two-way conversations;	One new tweet per week; Re-tweets of relevant content; Use of relevant hashtags; Tagging relevant institutions, projects, individual stakeholders	Sharing factsheets, deliverables and infographics; Uploading presentations: Use of relevant hashtags; Tagging relevant institutions, projects, individual	Short animations and gifs; Interviews with project partners, Advisory Board members, female role models; Event live-streaming.	Sharing pictures and audio-visual content; Organising photo contest; Creating stories; Use of relevant hashtags; Tagging relevant influencers.	Sharing pictures and audio-visual content; Organising photo contest; Creating stories; Use of relevant hashtags; Tagging relevant influencers.

	Creation of a forum on the Facebook page to engage with local communities involved in the Actions; Live-streaming events; Translation by EFG LTPs to increase outreach at national level.	and influencers; Translation by EFG LTPs to increase outreach at national level.	stakeholders and influencers.			
Language	non-technical	both technical and non-technical	technical	both technical and non-technical	non-technical	non-technical
Target groups	general public, especially young girls.	professionals, policy makers, media, general public	professionals, policy makers, media, general public	Young girls, professionals, policy makers, media, general public	general public, especially young girls.	general public, especially young girls.
KPI	800 active followers by the end of the project	800 active followers by the end of the project	500 active connections by the end of the project.	50 subscribers by the end of the project.	1000 active followers by the end of the project	500 active followers by the end of the project

Communication Channel 2: conventional channels

This second communication channel utilises **existing networks and platforms** of the consortium partners. For example, EFG (the WP leader on communication) will use its international network reaching out to more than 50.000 geoscientists across Europe, making use of its newsletters (EFGeoWeek and GeoNews) and Journal (European Geologist).

In addition, ENGIE will create **synergies with similar initiatives, other networks, institutions and associations**, such as [International Women in Mining](#), [Girls into Geoscience](#), [STEMettes](#), [STEM ambassadors](#), [Women Who Rock](#), [Women in Engineering](#), [Girls in Science](#), etc. This will be facilitated by monitoring of upcoming events and actions and creating direct links with the coordinators. This task will also establish and foster links between secondary schools and universities in the frame of University Open Day initiatives. ENGIE will also link with the “Girls Day” organised on the last Thursday of April at several universities, research institutions, and technical enterprises across Europe. The aim of Girls Day is similar to the basic objective of ENGIE – to motivate and encourage girls

to choose careers which are presently not considered typically female. Connections with the EIT Raw Materials RM@Schools project will be established e.g. by organising special workshops focused on geoscience topics during the European Conference that RM@Schools organises annually in Italy in October-November with about 500 students from high school.

Activities will also include participating in **international events and EU-level workshops**, and publishing articles concerning the project’s objectives, approach, methodology and results in **national and international journals**.

National Stakeholder groups will be formed, comprising stakeholders and all interested and affected parties from the private and public sectors. These parties will be informed through targeted e-mails, meetings and ad-hoc workshops. **Local community members** will be informed through presentations, booklets and local media. The greater stakeholder community of EFG member countries will be informed through publications in national journals, networking events and thematic events.

In this regard, three dedicated **thematic events** (European Researchers’ Night, the European Minerals Day, and the Earth Day) will help to increase societal awareness on the importance of geoscience/geo-engineering in general and the mineral raw materials sector in particular.

These conventional channels will cover the majority of geoscience professionals (role models, teachers, industry leaders, future employers), policy makers, academia, and science communication institutions.

6 OUTREACH MEASURES

ENGIE will make use of different communication & dissemination tools adapted to the preferences and requirements of each target audience. In particular, ENGIE will take the following outreach measures for each of the selected stakeholder groups in Table 2:

Table 2: Stakeholders, communication channels and KPIs.

Stakeholder/Target Group	Means/Actions/Channels of Communication	Measurement of success (KPIs, according to project proposal)
Main target group: 13-18 years old secondary school girls	<ul style="list-style-type: none"> • Researchers Night - Geosciences theme event with a Pan-European coverage, in the wider society learning activities like Researchers Night, University 	<ul style="list-style-type: none"> • 800 girls in 2020, 10.000 in 2021 and 2022 • 3000 subscribers to the ENGIE magazine by the end of the second project year

Stakeholder/Target Group	Means/Actions/Channels of Communication	Measurement of success (KPIs, according to project proposal)
	<p>Open Day, Girls Day, After-school Science, geological fieldtrips, visits to mines and research institutions, ENGIE Magazine, Photo contest 'Girls and Geology', webinars, etc.).</p> <ul style="list-style-type: none"> • Surveys on the interest of girls in geosciences and geo-engineering • Social media • Animation • Movie 	
<p>Role models: successful women geoscientists and engineers</p>	<ul style="list-style-type: none"> • International workshop; • Interviews; • International surveys on strategies for motivating girls for geoscientific careers. • Press releases. • ENGIE magazine. • Peer reviewed articles. • Final international conference. 	<ul style="list-style-type: none"> • 20 leading women geoscientists and engineers are expected to participate in the workshop. • 3000 subscribers to the ENGIE magazine by the end of the second project year.
<p>Secondary school teachers</p>	<ul style="list-style-type: none"> • In 2021, a methodology course will be organised for science teachers, providing continuing professional development in the areas of geoscience and pedagogy, with special emphasis on gender. • International surveys on strategies for motivating girls for geoscientific careers. • National stakeholder groups: targeted e-mails, meetings and workshops. • Final international conference. 	<ul style="list-style-type: none"> • At least 50 teachers are expected to participate in the course.

Stakeholder/Target Group	Means/Actions/Channels of Communication	Measurement of success (KPIs, according to project proposal)
Decision-making bodies in charge of education and raw materials policies: regional, national, EU and international level	<ul style="list-style-type: none"> • National stakeholder groups: targeted e-mails, meetings and workshops. • Press releases. • Conferences. • Final international conference. 	
Private sector: prospective future employers, industry leaders	<ul style="list-style-type: none"> • ENGIE magazine; • Brochures; • Website; • Social media; • National stakeholder groups: targeted e-mails, meetings and workshops. • Press releases. • Peer reviewed articles. • Conferences. • Final international conference. 	<ul style="list-style-type: none"> • 3000 subscribers to the ENGIE magazine by the end of the second project year
Institutions involved in science communication: schools, science museums, universities	<ul style="list-style-type: none"> • After-school science activities such as family science events, outdoor activities, visits of mines, quarries, etc. • Researchers night – geoscience theme. • National stakeholder groups: targeted e-mails, meetings and workshops. • Press releases. • Conferences. • Final international conference. 	
Academia: earth and raw materials scientists & engineers, gender experts	<ul style="list-style-type: none"> • ENGIE magazine; • Brochures; • Website; • Social media; • National stakeholder groups: targeted e-mails, meetings and workshops. 	<ul style="list-style-type: none"> • 3000 subscribers to the ENGIE magazine by the end of the second project year

Stakeholder/Target Group	Means/Actions/Channels of Communication	Measurement of success (KPIs, according to project proposal)
	<ul style="list-style-type: none"> • Press releases. • Peer reviewed articles. • Conferences. • Final international conference. 	
General public: kids & parents	<ul style="list-style-type: none"> • After-school science activities such as family science events, outdoor activities, visits to mines, quarries, etc. • Researchers Night – geoscience theme. • ENGIE magazine. • Social media. • Media contacts. 	<ul style="list-style-type: none"> • 3000 subscribers to the ENGIE magazine by the end of the second project year.

7 MONITORING DISSEMINATION AND OUTREACH ACTIVITIES

Each partner is required actively to support project dissemination. Consequently, an **“ENGIE dissemination table”** has been filed in the project’s internal documents (Folder ‘Dissemination’) where each partner shall indicate, on a regular basis, planned and implemented dissemination activities such as presentations at conferences and workshops, publications in scientific journals or media for the general public, exhibitions, broadcasts on TV/radio, etc. Instructions for reporting the dissemination activities are provided at the beginning of the table and reminders will be sent to Consortium partners on a six-monthly basis.

To monitor the efficiency and success of ENGIE communication activities, the **web and social media statistics** will be recorded and analysed on a monthly basis. This regular performance check will facilitate the fine-tuning of the dissemination and outreach strategy whenever deemed appropriate.

8 DATA PROTECTION

As of May 2018, the EU General Data Protection Regulation (GDPR) replaced the Data Protection Directive 95/46/EC. GDPR has been designed to harmonise data privacy laws

across Europe and to reshape the way organisations across the world approach data privacy. In ENGIE this concerns especially:

- Web contact forms and email subscriptions where personal data is requested and submitted by the user;
- Cookies and online tracking including Social Media;
- Internal and external events, including recordings and photographs;
- Interviews conducted with role models and project partners;
- Online surveys.

The collection of personal data (including recordings and photographs) will only be made if there's an explicit authorisation by data subjects, obtained by an informed ("opt-in") consent procedure, that will be in place for all events/interviews/workshops with external participants. The request for consent will be given in an intelligible and easily accessible form, using clear and understandable language, also detailing the purpose of data collection and treatment.

9 INTERNAL COMMUNICATION PLAN

9.1 COMMUNICATION FLOWS

The type of communication to be used among Consortium members, the purpose, the target group, the author and the frequency of the communication is presented in Table 3.

Table 3: ENGIE internal communication plan.

What/ messages	Why/ purpose	Target group	Who/ source	How/ channels	When/ Frequency
Monthly e-meetings	To keep track of compliance of the project with the DoA; to keep the project partners informed of progress, issues, and solutions.	Project partners	Project coordinator Consortium members	GoToMeeting	Once per month
Consortium meetings	To ensure all team members are apprised of progress, changes, and	All Project partners, EIT RM PO	Project coordinator	Face-to-face	At least once a year

What/ messages	Why/ purpose	Target group	Who/ source	How/ channels	When/ Frequency
	current priorities				
Advisory Board meetings	To monitor the implementation of the project	All Project partners, AB	Project coordinator	Face-to-face meeting or teleconference	Every 6 months
Email Communication	To distribute meeting minutes, alert partners of document changes posted, share information, answer questions between meetings and collect input on deliverables and their approval.	All Project partners	Project partners, WP leaders, project coordinator	Email	As needed
Shared Project Folder	Retains all current project documentation.	All Project partners, EIT RM PO	Project partners, WP leaders, project coordinator	ENGIE Google drive	Upload revisions within 24 hours of the change.

9.2 INTERNAL FILE REPOSITORY

At the beginning of the project, the University of Miskolc set up a common file-sharing solution using Google drive for the collection of the various reports produced during the project. The shared project folder will be used as a central element of the communication between Consortium partners, and is managed by the University of Miskolc. All reports, deliverables, results and relevant material will be accessible to all project partners at all times. Project partners have been invited by e-mail to join the shared project space that includes the following folders (Figure 6):

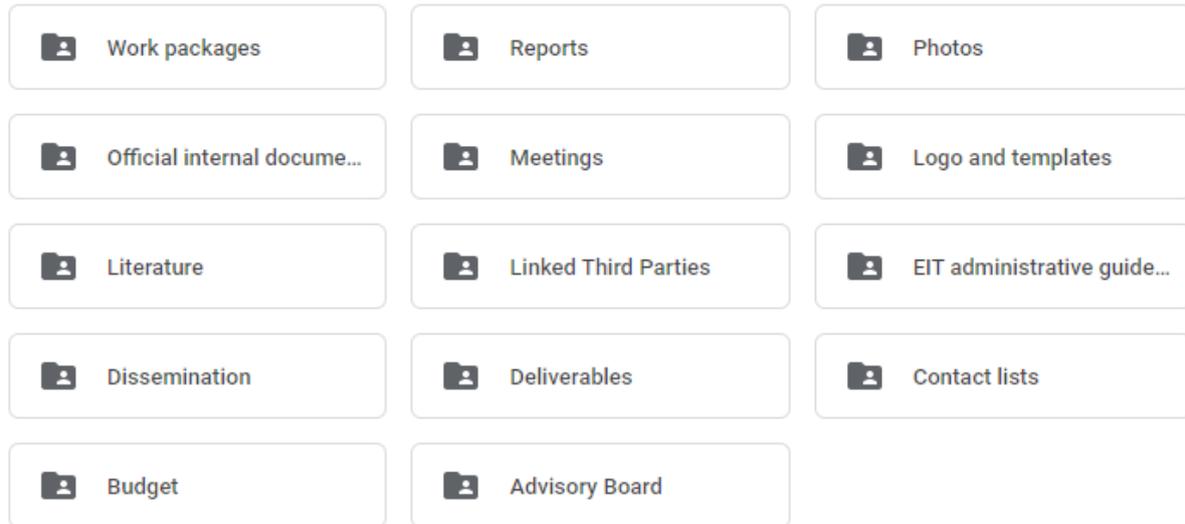


Figure 6: Folder structure of the internal documents.

Project partners have the permission to upload any digital file (documents, pictures) by simple drag and drop. A documented user guide and online training to members (through webinar) are available upon request.

Access is granted by the project coordinator of ENGIE, Eva Hartai (University of Miskolc). Other users outside the Consortium partners may be granted limited access to folders or full access to selected folders at the discretion of Professor Hartai. If a member (or a grantee) is to be removed from the list (revoking her/his rights) the representative of the project partner shall send an official letter (or email) to the project coordinator indicating the request and the reason for the removal from the list.

The following guidelines shall be followed to keep the repository functional:

- Creation of directories/folders when needed;
- When communicating on uploaded/changed documents, indicate in which folder, if not obvious, e.g. ENGIE/Dissemination/...;
- Upload relevant references to ENGIE/Dissemination/ and create appropriate folders, using easy to recognise filenames;
- In general, it is preferable to upload pdf files. If it is important for consortium members to collaboratively edit a document, please make sure that the formatting of text and figures is preserved when up- or downloaded.
- Notifications on changed documents by email is an option, but preferred way is to include relevant authors only (to avoid notification spamming).

9.3 TEMPLATES

Different templates have been made available to Consortium partners via the project's internal repository (folder 'Logos and templates'), and the project stylebook (D7, Month 3) will specify the formatting rules for each of these.

Currently the following templates are available:

- PowerPoint template;
- Minutes template;
- Deliverable template;

Further design templates for roll-up banners, posters and social media cards will progressively be made available to all project partners.

9.4 E-MAIL COMMUNICATION

To increase efficiency, a standard **email subject title** convention shall be used. This will allow the project partners to quickly recognise ENGIE related emails. These should include in the subject title the project name [ENGIE] and WP number (if applicable), followed by a more specific description of the subject and a deadline for feedback or reply (if applicable). Some examples of subject lines are listed below:

[ENGIE] KOM minutes draft – Comments Deadline 2020/03/01

[ENGIE] WP2 – Dissemination & Communication plan – Contributions deadline 2020/03/15

[ENGIE] Happy Christmas!!!

To keep traffic down, if you have any query about an e-mail, please reply just to the sender.

Two **mailing lists** have been established to facilitate project internal communication:

Consortium: engiepartners@googlegroups.com

Linked Third Parties: engie-ltp@googlegroups.com

10 CONCLUSIONS

The guidelines for dissemination and communication advanced in this document provide to the ENGIE consortium a clear pathway to effectively reach the project's outreach goals. The consortium will use this plan as a baseline that will be further reviewed, revised and updated during implementation, also considering the stakeholders' interests and needs, and possible challenges that may arise during the project lifetime.