Deliverable D9.2: ACTRIS communication and dissemination strategy

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Contents

1 ACTRIS

ACTRIS – Aerosols, Clouds and Trace gases Research Infrastructure is the planned pan-European Research Infrastructure for the observation of short-lived atmospheric components: aerosols, clouds, and trace gases. ACTRIS serves a vast community of users working on atmospheric research, climate and air quality models, and weather forecast systems by offering high quality data and research infrastructure services.

The proposed structure of ACTRIS consists of National Facilities (NF) and Central Facilities (CF). ACTRIS National Facilities are observational and exploratory platforms producing ACTRIS data and offering physical access for users. The ACTRIS Central Facilities (CFs) are European level components of the ACTRIS research infrastructure providing important services both for the ACTRIS National Facilities and for external users of the ACTRIS. These include ACTRIS Centres for instrument calibration and other services related mainly to data quality, ACTRIS Data Centre and ACTRIS Head Office. The Central Facilities are the key operative entities of the RI in charge of the quality assurance and quality control of the ACTRIS measurements and data. In the operational phase the ACTRIS Central Facilities are required to ensure that all data are produced, treated and quality controlled, properly archived for long-term usage, and accessible in a timely manner to all ACTRIS end-users. The planned structure of ACTRIS is explained in figure 1.

Figure 1: ACTRIS structure including both the European level and national level components.

1.1 Schedule and phases of ACTRIS implementation

ACTRIS entered the ESFRI Roadmap as a new research infrastructure in 2016. The time until that is considered as the design phase of ACTRIS. From 2017 to 2019 is the preparatory phase of ACTRIS, after which ACTRIS is estimated to form a legal entity. A one year transition period is estimated before the legal entity will be in place. During the implementation phase (2019-2024) ACTRIS will ramp up its service provision to full capacity. ACTRIS will be in the operative phase starting 2025. The different phases of the implementation of ACTRIS are described in figure 2.
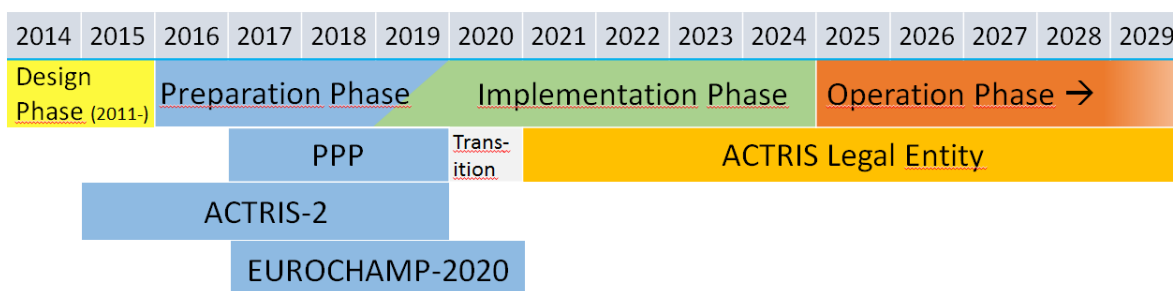
2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Design Phase (2011-)		Preparation Phase				Implementation Phase					Operation Phase →				
			PPP			Trans-ition	ACTRIS Legal Entity								
	ACTRIS-2														
		EUROCHAMP-2020													

Figure 2: ACTRIS phases and timeline, including the three projects preparing ACTRIS.

1.2 Projects preparing ACTRIS

During the preparation phase the international coordination of ACTRIS and scientific integration of the ACTRIS community is supported by three international projects funded by European Commission under Horizon-2020. The focus and roles of these projects; ACTRIS PPP, ACTRIS-2 and EUROCHAMP-2020, are described below.

1.2.1 ACTRIS PPP

ACTRIS PPP (Aerosols, Clouds and Trace Gases Research Infrastructure Preparatory Phase Project) is a coordination and support action preparing the setting up of ACTRIS as a research infrastructure. ACTRIS PPP establishes and supports the different governance bodies of ACTRIS, and provides them the materials needed for decision making. These bodies, especially Interim ACTRIS Council, are needed for creating a legal entity for ACTRIS and for formalizing the service provision chain and administration of ACTRIS.

ACTRIS PPP shapes the future of ACTRIS by converting the ACTRIS community from a network into a research infrastructure. At the end of ACTRIS PPP the ACTRIS member countries shall be able to sign the founding documents of ACTRIS.

1.2.2   ACTRIS-2

The ACTRIS-2 IA (Aerosols, Clouds and Trace Gases Research Infrastructure, Integrating Activities) addresses the scope of integrating state-of-the-art European ground-based stations for long-term observations of aerosols, clouds and short lived gases. It consolidates and improves services offered within FP7 funded Integrated Infrastructures Initiative ACTRIS (2011-2015). ACTRIS-2 focuses on harmonizing the data and methodology between the ACTRIS measurements in fields of aerosols, clouds, and short-lived gas-phase species and transnational access provision to ACTRIS calibration services and observational facilities.

1.2.3   EUROCHAMP-2020

EUROCHAMP-2020 aims at further integrating the most advanced European atmospheric simulation chambers into a world-class infrastructure for research and innovation. The project is composed by a coordinated set of networking activities, which deliver improved chamber operability across the infrastructure, as well as standard protocols for data generation and analysis. Overall, EUROCHAMP-2020 has the goal to significantly enhance the capacity for exploring atmospheric processes by using simulation chambers as part of ACTRIS and to provide transnational access to atmospheric simulation chambers and calibration facilities.

1.3   National ACTRIS consortia

The National Facilities producing data and providing services within ACTRIS are the backbone of the research infrastructure. The main goal of ACTRIS is to maximize the quality, use and impact of the data produced in the National Facilities. These National Facilities are run by universities and other research performing organizations in the countries participating in ACTRIS projects and later in ACTRIS. In each country these organizations form a national ACTRIS consortium, which is typically formalized with a signed agreement. Some of these consortia focus solely on producing ACTRIS data and services, some produce ACTRIS data and services as a part of a wider activity. The national ACTRIS consortia are the main parties negotiating with ministries and funding agencies in their countries. These consortia are independent of the international projects, even though active collaboration is needed between the national and project consortia to support ACTRIS preparation.

2   Objectives of ACTRIS communication and dissemination strategy

The main objective of ACTRIS dissemination activities is to increase the use of the ACTRIS services, in quantity and quality, and to create maximum impact on science in Europe and worldwide. This is done by creating awareness of ACTRIS within scientific communities, industry and private sector, civil society and decision makers. By creating understanding of atmospheric processes, ACTRIS can foster actions in science, industry and policy making.

The ACTRIS communication and dissemination strategy aims at defining and describing the target audiences, methods and work plan for ACTRIS dissemination within and beyond the scientific ACTRIS community. It is a living document, and it will be updated during and after the ACTRIS PPP. The first version of the ACTRIS communication and dissemination strategy has been created during the initial period of ACTRIS PPP (M1-M6) within WP9 as part of planning ACTRIS communication activities in Task 9.5. This document will also be submitted to the European Commission as ACTRIS PPP deliverable 9.3. The later updated versions will be for the use of the ACTRIS community and later for the use of the ACTRIS legal entity.

The dissemination strategy will include:

i)   The description of the identified ACTRIS **target audiences**;
ii)   The **messages** to be disseminated;
iii)   The **means** of dissemination to be used (electronic newsletter, promotional material, web pages, social media, scientific journals and other publications, events etc.);
iv)   The measures to assess the user and stakeholder engagement (**Key Performance Indicators** for dissemination assessment);
v)   The **task sharing** between the three projects supporting ACTRIS during the preparatory phase.

The underlying objective of ACTRIS dissemination is to communicate the right message to the right target audience at the right time through the most effective means. Both the message to be disseminated and the means of dissemination vary from one target audience to another. These aspects and their interlinkages will be analysed deeper in the following chapters.

3 Target Audiences and their information needs

The following target audiences were identified to be in the main focus of the ACTRIS communication and dissemination activities:

- ACTRIS facility operators
- Research communities related to scientific fields that ACTRIS supports and serves
- Other research infrastructures and networks
- Industry and private companies
- Policy and decision makers, stakeholders and funding agencies
- Civil society and media

The content of the information to be disseminated and communicated has to be derived from the target audience's specific information needs. The general goal of all ACTRIS dissemination, including external relations) is to ensure the operability of ACTRIS and to maximize the use and impact of ACTRIS services.

3.1 ACTRIS facility operators

ACTRIS facility operators include the National Facility (NF) and Central Facility (CF) operators active in planning, constructing, and operating ACTRIS services both at the national and European level, including also the EUROCHAMP community. According to the current (6/2017) plan, the operational ACTRIS will consist of more than 100 different national level facilities (observation and exploratory facilities) in 21 countries and 8 multi-national central facilities distributed across Europe (figure 3).

The information needs for the ACTRIS facility operators consist of all the relevant progresses in ACTRIS implementation steps done within projects preparing ACTRIS (see section **Error! Reference source not found.**), and later of the updates of ACTRIS status, services and protocols. The dissemination focus for this group is to further integrate the ACTRIS Community, manage the information flow, and enhance the implementation of the common strategic vision. One of the core tasks is to coordinate the dissemination and communication activities between the different projects preparing ACTRIS, between the participating countries, and NF/CF facilities.
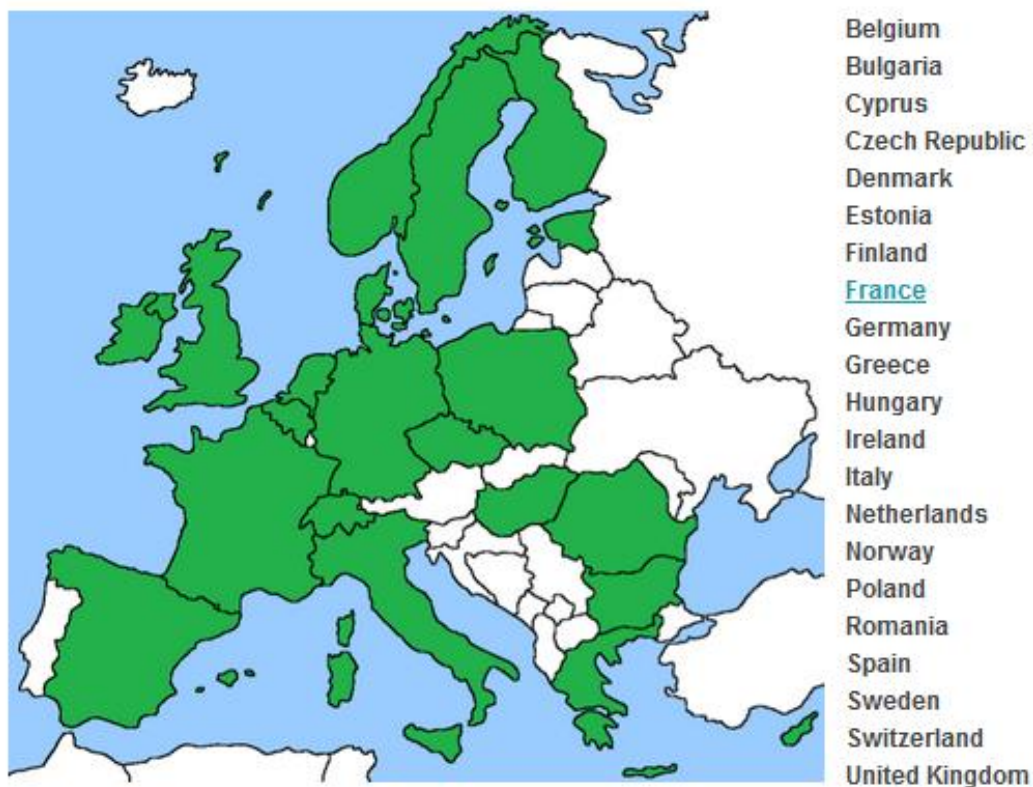
Figure 3: Countries participating ACTRIS as in the ESFRI roadmap 2016.

3.2 Research Communities related to scientific fields that ACTRIS supports and serves

The research communities that could benefit from ACTRIS supports and services are related to several societal and environmental challenges related to improved climate resilience, air pollution, food security, water access, population health, economic growth and many more topics. The information needs for the Research Communities that ACTRIS wants to serve are mainly related to scientific progresses, also in terms of data and services, of ACTRIS community.

ACTRIS will establish close and regular contacts to the users of the RI in order to get feedback of the quality and necessity of the services and to develop and improve them.

3.3 Other research infrastructures, programmes, and networks

These groups include other research infrastructures in the environmental fields (ICOS, IAGOS, SIOS, ANAEE, etc.), infrastructure projects (EnvriPlus, COOP+, etc.), international programmes and organisations including but not limited to WMO GAW, IGAC, IGBP, IPCC, EarthCARE, LRTAP, COPERNICUS, ESA, NDACC, UNECE Convention on Long Range Transboundary Air Pollution, EMEP, COST Actions, EG-CLIMET – European Ground-Based Observations of Essential Variables for Climate and Operational Meteorology. The focus of the communication is building and maintaining cooperation, exchange of good practices, sharing information on technical implementation, etc., and information flow, increasing the level of networking as well as providing access to ACTRIS data products and services to other Research communities. Important is also to engage and find synergies with new potential users of ACTRIS services.

3.4 Industry and private companies

ACTRIS contributes to Innovation Union; the European Union strategy to create an innovation-friendly environment that makes it easier for great ideas to be turned into products and services, benefiting the economy. This is done by offering ACTRIS services also to private sector operators at local and regional level. ACTRIS plans to provide private sector users open-access data, expert services and physical access to the infrastructure for innovative research and for the development of novel technologies and products, and as a test bed for new methodologies and instruments, and development of quality assurance standards to support the technological development. This has and is expected to lead to the establishment of spin-off and start-up companies and new technologies transferred to markets. The private sector operators need to be aware of these services in order to use them, and this needs to be accounted for in ACTRIS communication.

3.5 Policy and decision makers, stakeholders and funding agencies

One of the objectives of the ACTRIS Dissemination activities is to raise awareness and understanding on the benefits that ACTRIS can offer, targeted to policy and decision makers from local and regional up to national and international level, stakeholders and funding agencies. Besides the scientific benefits ACTRIS benefits society via e.g., creation of new knowledge and better understanding of air quality, climate, and atmosphere and their effects on the society, technology and data development and services. Also these socio-economic benefits have to be rightly communicated to the member states and different organisations in order to highlight the cost efficient use of resources invested in ACTRIS activities. An important part of the dissemination is to engage these groups in dialogue about how research funding policies and opportunities can promote research in ACTRIS related fields and, in turn, benefit the society.

3.6 Civil society and media

Dissemination activities will aim at raising awareness of the ACTRIS benefits to civil society (e.g., the general public, national and international media, etc.) and thereby at creating positive attitudes towards the publicly funded research and research infrastructures. ACTRIS can contribute to civil society by improved weather, climate, and air quality predictions due to availability of data and novel scientific findings resulting from ACTRIS and by creating awareness on the environmental challenges that society is facing. Important is also the promotion of the dialogue between researchers and society to translate scientific knowledge into practical language and applications. ACTRIS can benefit educators by offering expertise, training and knowledge transfer as well as educational material, e.g. courses on atmospheric composition and processes for different degree of students.

The media will also be used as a dissemination channel (e.g. through press releases, articles, etc.), to engage with the different ACTRIS target audiences.

4 Mechanisms for communication and dissemination

4.1 Scientific journal articles and other publications

The main goal of an RI is to provide the means needed for realizing "*excellence in science*". ACTRIS data and service producers and users will be encouraged to publish articles in peer reviewed journals and in other publications to disseminate the outcomes and impact of the RI activities. In these articles ACTRIS should be acknowledged for providing the data, or the data should be cited with a data-DOI number.

4.2 ACTRIS web portal

The ACTRIS web portal (www.actris.eu) is the central platform of ACTRIS dissemination to all the target audience from the internal ACTRIS community to researchers, stakeholders, potential collaborators, and to the general public. On the web portal, visitors can find the latest news, events, publications, on-going activities, and projects results related to the Research Infrastructure. During the preparatory phase, the ACTRIS PPP coordination office at the Finnish Meteorological Institute (FMI) is in charge of keeping the information up-to-date on the ACTRIS web portal. During the Operation phase, the ACTRIS Head Office will be responsible for managing the web portal. Content creation, however, can be done together with other CFs. In addition, every country which is part of the consortium shall have its own national ACTRIS web pages. The national webpages shall include information of ACTRIS activities in the specific country and describe their contribution to ACTRIS.

It is important to have a close dialogue with ACTRIS user communities, namely with a wide community of scientists, public and private sector users, and industry users (both upstream and downstream service and technology providers). To ensure wide consultation and communication with the user communities, ACTRIS PPP will establish in the web pages an open platform – the Science and User Forum, which is to be used also in the implementation and operation phases. The platform will enable the users to give feedback and facilitate the discussion between the users and the ACTRIS community. The Science and User Forum will also have physical activities, which are described in chapter 4.6.1.

ACTRIS web portal enables the use limited access to some of its pages, and can therefore be used also as a space where the community preparing and operating ACTRIS can share information internally. Different levels of access rights can be granted to different users. The ACTRIS PPP coordination office will establish a centralized library of ACTRIS PPP documents for ACTRIS operators to manage all relevant internal strategic, planning, technical etc. documents, protocols, drafts and material as well as calendars and meeting management related to implementation and operation.

The use of ACTRIS web portal for internal sharing of information might be replaced at some point by a separate ACTRIS intranet.

4.3   ACTRIS newsletter

ACTRIS PPP coordination office will publish a monthly or bi-monthly newsletter describing the status and progress of ACTRIS PPP in each work package. The newsletter will be sent to all ACTRIS PPP beneficiaries, and will also be published at the ACTRIS web portal. Later on this will be replaced by a more general ACTRIS newsletter, which will describe the latest and planned near future actions in ACTRIS. This newsletter will be targeted to both ACTRIS facility operators, users of ACTRIS services, and stakeholders.

4.4   Media and social media

Different channels of social media shall be used for different purposes. ACTRIS Twitter account (@ACTRISRI) is the central social media channel to facilitate discussion about ACTRIS and to promote ACTRIS related opportunities for the Science and User Forum. ACTRIS will work closely with the private sector and will engage in networking activities with organisations and RIs in the same field. To facilitate the discussion and raise awareness of ACTRIS in development and innovation related activities LinkedIn and ResearchGate can be suitable channels to be implemented. These tools also give an opportunity to create and post blogs related to innovation and development in the field of aerosols, clouds and trace gases and RI management.

Media is used to engage the civil society and more over to raise awareness of the importance of ACTRIS. In addition, the media can be used as a dissemination channel (e.g. through press releases, articles, etc.) to engage with the public, decision making bodies, and industry. In order to ensure the widest coverage, press releases and other press materials will be done in cooperation with the ACTRIS countries.

4.5   Promotional material

Different kind of printed and digital materials (such as brochures, booklets, flyers, posters, etc.) will be created. The content of these materials will be tailored to specific audiences and the type of dissemination activity as, for example, conferences, exhibitions etc. The materials will be updated regularly and they will be available online, possibly translated into a number of different languages depending on the audience.

4.6   Events

4.6.1   Events arranged by ACTRIS

Once operational, ACTRIS shall organise events such as conferences, workshops and networking spaces to increase the awareness, visibility, and image of the RI. Workshops and informal meetings help also to establish and enhance partnerships, which can initiate future joint activities and increase or reinforce commitment and support of different partners. Particularly, ACTRIS will organise an ACTRIS Science and User event (e.g., an ACTRIS science conference) every two year to bring together the ACTRIS service

providers and the users to discuss about the science and technology development and future needs and directions.

4.6.2   Events attended by ACTRIS

Scientific conferences and other forums are important means to reach different scientific user groups with different backgrounds. In these forums the communication activities account for oral presentations, posters or presentation booths and networking events. Members of the ACTRIS consortium will be encouraged to promote ACTRIS at various international meetings and conferences.

ACTRIS aims at participating in at least the following meetings:

- European Geosciences Union (EGU) General Assembly
- American Geophysical Union (AGU) Fall Meeting
- International Conference on Research Infrastructures (ICRI)
- Other INFRA project and RI meetings
- Scientific meetings specifying in fields covered by ACTRIS

4.7   Performance reports

During the preparatory phase ACTRIS PPP will provide annually a stakeholder's handbook, where the current status of ACTRIS and the planned ACTRIS activities in each member country are described. Later when ACTRIS is a legal entity the ACTRIS Head Office will provide an annual activity report to the General Assembly and to ACTRIS stakeholders of the ACTRIS legal entity where it will report the status of ACTRIS and use of ACTRIS services activities during the past year, and planned ACTRIS activities for the future. It will also compare the performance of ACTRIS to the key performance indicators set by ACTRIS General Assembly.

ACTRIS will also use performance reports internally for following the performance of ACTRIS Central Facilities and National Facilities in terms of provision and use of their services, data quality, financial management, and communication activities.

4.8 Overview of the dissemination audiences and methods

Table 1. Overview of the different target audiences of ACTRIS communication and dissemination, and the planned methods for reaching out to them.

Target audience	Means of dissemination								
	Scientific articles and publications	Web portal	Science and User Forum	Intranet/ Internal use of web portal	ACTRIS newsletter	Media and social media	Promotional material	Events	Performance reports
ACTRIS facility operators		X	X	X	X			X	X
Research communities related to scientific fields that ACTRIS supports and serves	X	X	X		X	X	X	X	
Other research infrastructures, programmes and networks	X	X			X	X	X	X	
Industry and private companies	X	X	X		X	X	X	X	
Policy and decision makers, stakeholders and funding agencies	X	X			X		X	X	X
Civil society and media	X	X					X		

5   Performance Measuring and Monitoring

5.1   Monitoring

In order to assess the effectiveness of communication and dissemination mechanisms outlined in this document, the ACTRIS Head Office will monitor communication and dissemination using Key Performance Indicators (KPIs). Different KPIs that are currently planned to be established are detailed more thoroughly below. Target values of the communication and dissemination KPIs will be defined at a later stage by the ACTRIS General Assembly. The Head Office will use the information gathered from its communication and dissemination activities, ensuring that the focus of communication will be allocated using the most efficient mechanisms.

5.2   Key Performance Indicators

5.2.1   Scientific journal articles and other publications

The main motivation of ACTRIS is to serve science. Therefore, it is crucial for ACTRIS to monitor its impact on scientific research. This is done by following up on scientific journal articles and publications using ACTRIS data and services as follows:

- **Number of ACTRIS data sets referenced.** This can be monitored if ACTRIS data is referenced with a data DOI.
- **Number of articles published using and acknowledging ACTRIS services (access, other consultation)**. Currently, this is possible only if the authors report to ACTRIS about the published articles where ACTRIS services have been used and acknowledged, or via OPENaire when ACTRIS projects are directly linked.
- **Number of references to an article citing or acknowledging ACTRIS**. This is the second level scientific impact of ACTRIS, providing information about the quality of science produces with ACTRIS data or services. This indicator has a long time lag between the service provided and the impact observed.

5.2.2   ACTRIS web portal

Tracking the performance of ACTRIS web portal is done by monitoring the following:

- **Number of visits and individual visitors for each key page**. This is for information on the number of users seeking information on ACTRIS, and what kind of information they are looking for.
- **Number of clicks of selected key links.** This way ACTRIS can monitor how well the internal structure of the web pages is functioning.

- **Number of downloads of different materials.** This gives information on the number of users seeking for deeper and more detailed information, or looking for re-use or further distribution of the material.

Quantitative nature of the indicators above, combined with the real-time availability of data, make these KPIs fairly easy to adopt into the constant development of the ACTRIS web portal. The monitoring of the effectiveness of the ACTRIS web portal will be done with the help of different analytical tools such as Google Analytics and different modules that the web portal has built-in. The location analysis of the KPI's will also be performed in order to target the dissemination actions better. In addition to the KPI monitoring, feedback from users will be gathered to increase the effectiveness of the communication. Science and User Forum interactions will also be monitored closely.

As the ACTRIS web portal can also be used as an internal communication channel for the ACTRIS community, the above KPIs can generally be used for monitoring of the dissemination of internal ACTRIS activities, and for separating the ACTRIS facility operators from the external users. The details and thresholds must be adjusted for this type of use. Direct feedback from the RI partners will also be gathered.

5.2.3   ACTRIS newsletter

Performance of the communication via ACTRIS newsletter can be monitored directly by following:

- **Number of newsletters** sent out during a year
- **Number of recipients** to whom the newsletter was sent

These KPIs only describe the quantity of newsletter distribution. The real effectiveness of the communication via the newsletter can be followed via clicks to the newsletter at ACTRIS web portal and via clicks, shares and reach in social media (see 5.2.4)

5.2.4   Social Media

Tracking the performance of the ACTRIS social media channels is done by monitoring the following, adjusted to the functions available for each social media channel:

- **Number of followers**. This is an indicator of the number of users directly following ACTRIS in social media.
- **Number of shares per post.** This indicates whether the reached audience feels the message important enough to be distributed further and attached to the user's own name and profile.
- **Number of people reached**. This is the total number of people reached by social media as a result of the first two social media KPIs above.
- **Number of link clicks**. In social media the space available or realistic for an individual post is limited, and the more detailed information is provided via a link. This indicator provides information how many of the reached persons have deeper interest to the content of the post.

In addition, it is relevant to monitor the traffic from social media to the ACTRIS web portal to follow how the promotion through social media converts to further actions.

5.2.5   Promotional Material

Tracking the performance of promotional material is done by monitoring the following:

- **Number of flyers and other promotional material distributed**. This indicates the size of audience reached in different events.
- **Number of different language versions of promotional materials**. This measures the potential of reaching a wider general public in different countries.

5.2.6   Other Communication KPI's

Other KPIs measuring ACTRIS communication and dissemination are:

- **Number of events organized by ACTRIS and number of participants attending ACTRIS events**. These indicators are used for estimating the interest that different user or collaborator groups have in ACTRIS
- **Number of events attended by ACTRIS**. This is a measure of how actively ACTRIS is promoting the RI in different events. This includes talks and posters as well as exhibition booths.
- **Number of organizations collaborating with ACTRIS**. This is a measure of success of communication and liaison activities towards all kinds of organizations in the fields related to ACTRIS.
- **Number of applications using ACTRIS services**. This is a measure of interest in ACTRIS services, but also a measure of dissemination of information about the services. Nobody will use a service if he/she is not aware of it.

6 Task sharing in ACTRIS communication and dissemination during preparatory phase

During preparatory phase of ACTRIS (2017-2019), the work is supported via three different EC-funded projects, all having their own role and share in setting up the research infrastructure, as described earlier in section 1.2 of this document. ACTRIS-2 and ACTRIS PPP will both end in 2019 and are already highly connected to each other. EUROCHAMP-2020 will merge the atmospheric measurement chamber community with ACTRIS by the end of the project in 2020. Because of the multiple projects, the dissemination of ACTRIS needs to be carefully coordinated to avoid overlapping work and contradicting messages.

6.1 Coordination between the projects preparing ACTRIS

Besides the internal coordination of each project, the coordinators, project managers, and project coordination offices of ACTRIS-2, ACTRIS PPP and EUROCHAMP-2020 form together an ACTRIS Coordination Group. This group holds regular teleconferences where it discusses the participation of ACTRIS in different activities and the task sharing related to that. Beyond the scheduled teleconferences, the group has also a lot of interaction, as several members of the group have a role in more than one project. For practical issues the project coordination offices of the three projects work also closely together.

The projects also coordinate the communication with national ACTRIS contact persons, who further disseminate information within their national ACTRIS consortia, and feed information from the national level to the projects.

6.2 Roles in dissemination

1. The general external communication and dissemination of ACTRIS is under the responsibility of the ACTRIS PPP coordination office and coordinator. This includes creation and keeping up of the external relations and outside image of ACTRIS.
2. ACTRIS PPP disseminates information within the ACTRIS community about the organizational and operational aspects related to the setting up of the research infrastructure.
3. ACTRIS-2 and EUROCHAMP-2020 communicate with their respective parts of the ACTRIS community, including their associated partners, data users and other outside contacts, and inform them about the current service provision, technological development and scientific progress in ACTRIS.
4. National ACTRIS consortia disseminate information at national level, and are in charge of national ACTRIS communication in their respective countries.

6.3   Common and separated dissemination of ACTRIS

ACTRIS PPP and ACTRIS-2 work very closely together, serving the same data producer and data user communities in two different aspects. A lot of their means of dissemination are common, including the same ACTRIS web portal. The difference in their dissemination concerns the target audiences but mostly the information to be disseminated. On the ACTRIS web portal, the news and events organized under these two projects are equally visible, specific project-related information shall be well marked. Also in all project documents, presentations and dissemination materials the related project shall be well marked. In more general materials not specifically relating to either of the projects, the ACTRIS name and logo shall be used without any project-specific components.

EUROCHAMP-2020 is run by its own scientific EUROCHAMP-community, even though the project aims at merging with ACTRIS. Currently EUROCHAMP-2020 has its own logo and own web page, which will be used until the end of the project. While sharing some partners and many contacts from the private sector, at this stage the EUROCHAMP coordination and community have and will continue to develop and carry on their own external relations, with associated institutions and private companies, to then merge only in 2020 with the ACTRIS community. As with ACTRIS-2 and ACTRIS PPP, also all EUROCHAMP-2020 specific materials should be clearly marked with its own name and logo.

National ACTRIS activities that are not coordinated by ACTRIS shall use their own national ACTRIS names and logos (or the logos of the consortia in charge of ACTRIS activities nationally), to separate these activities from the international ones.

6.4   Convergence of communication and dissemination

The preparation of ACTRIS is supported and coordinated via three different projects, and the scientific communities served by these projects overlap only partially. The final outcome of this work is, however, is one research infrastructure. Therefore the communication and dissemination in these projects should also converge.

The scientific communities of ACTRIS PPP and ACTRIS-2 overlap significantly, the difference being mostly in the focus of the projects. The convergence of dissemination between these projects is already taking place by the projects using a common logo and common web portal, and having a clear view of the roles of the different projects. This scientific community can already be called "ACTRIS community" without a need for separation between the projects.

The EUROCHAMP-community is somewhat different, and will remain more separated until the end of EUROCHAMP-2020. They have their own services and users, own logo and own web portal. By the end of 2020, however, the EUROCHAMP activities should be ready to be implemented in ACTRIS. This requires co-operation and preparation from communication point-of-view, to ensure that the EUROCHAMP-community and EUROCHAMP users identify EUROCHAMP as a part of ACTRIS as much as possible.

The integration of these two communities and their respective users can be enhanced via internal communication and dissemination activities within the three projects. Examples of integration activities could be:

- Participation of EUROCHAMP community in ACTRIS workshops and vice versa.
- Common appearances and common presentation booths in different events.
- EUROCHAMP activities being more visible in ACTRIS web portal, ACTRIS logo being visible in EUROCHAMP web portal. This would create the image that these two communities are working together.
- Larger update of ACTRIS web portal in 2020 bringing in the EUROCHAMP component. At that time a major upgrade is expected anyhow.

These actions should be more and more visible as the projects progress. It is not expected that EUROCHAMP community would fully identify itself as part of ACTRIS by 2020. The common communication and internal community building in ACTRIS (including EUROCHAMP) will continue beyond the merger in 2020, and by 2025, when ACTRIS is fully operational, these communities should be fully merged.