



# EMME-CARE

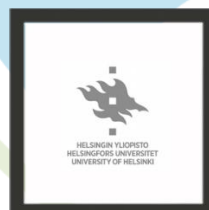
EASTERN MEDITERRANEAN  
MIDDLE EAST – CLIMATE &  
ATMOSPHERE RESEARCH CENTRE

HORIZON 2020 – WIDESPREAD-2018-01-TEAMINGPHASE2

EMME-CARE | GRANT No. 856612

## D9.2 Structure of the Communication & Outreach Office and PDER Plan

28 February 2020



This project has received funding  
from the European Union's Horizon 2020 research  
and innovation programme under grant agreement  
No. 856612 and the Cyprus Government



Deliverable Number	Deliverable Title	Lead Beneficiary	Type	Dissemination Level	Due Date (in months)
<b>D9.2</b>	Structure of the Communication & Outreach Office and PDER Plan	1 – CYI	Report	Public	6

Version	Date	Changed page(s)	Cause of change	Partner
<b>V1</b>	05/02/2020	Initial version		CYI
<b>Final Version</b>	28/02/2020	Edits/ Remarks across pages	Review and Validation by RISO-Head and Center-Director	CYI

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## Table of Contents

<b>Introduction .....</b>	<b>4</b>
 <b>1. Structure of the Communication &amp; Outreach Office .....</b>	<b>4</b>
1.1. Establishment of the CoE Communication & Outreach Office within RISO .....	4
1.2. Roadmap of the Communication & Outreach Office.....	5
 <b>2. Further Formulation and Revision of the Plan for the Dissemination and Exploitation of Results (PDER).....</b>	<b>6</b>
2.1 Dissemination of Results in the context of the PDER.....	7
2.2 Exploitation of Results in the context of the PDER.....	8
 <b>3. Channels, Means and Tools.....</b>	<b>11</b>
 <b>4. Evaluation and Reporting .....</b>	<b>13</b>
 <b>Annex I – Organogram of the Communication &amp; Outreach office .....</b>	<b>15</b>
<b>Annex II – CoE Overrarching Narrative .....</b>	<b>16</b>
<b>Annex III – List of Scientific Articles and Publications with EMME-CARE acknowledgment ..</b>	<b>18</b>
<b>Annex IV – “Screenshots” and Photos of existing activities .....</b>	<b>19</b>
<b>Annex V – CoE’s “Event Calendar” .....</b>	<b>21</b>

## Introduction

This document addresses deliverable D9.2 “**Structure of the Communication & Outreach Office and PDER Plan**”, with specific reference to Task 9.1 “**Plan for the Dissemination and Exploitation of the Project’s Results (PDER)**”, and in relation to aspects of Task 9.3 “**Communication, Outreach and Public Engagement**”, led by the Cyprus Institute (Cyl) (Grant No. 856612).

More specifically, this document builds on the existing EMME-CARE Plan for the Dissemination & Exploitation of Results (PDER) and associated activities, as these have already been laid out in D2.3 “**Dissemination, Exploitation and Communication Plan for the Centre**” from EMME-CARE Teaming-Phase-I (Grant No. 763699), and the Grant Agreement (Grant No. 856612 – sections 2.2.1, 2.2.2 & 2.2.3), as well as the official establishment and operationalisation, in January 2020, of the new Centre of Excellence (CoE) “**CARE-C: Climate and Atmosphere Research Centre**” generated by EMME-CARE, to inform on three key areas of activity, as these are outlined in Task 9.1:

- a. The establishment of the CoE Communication & Outreach Office within RISO and its roadmap
- b. The further formulation and revision of PDER as it relates to the new CoE
- c. Evaluation and reporting provisions for monitoring the different contents of the PDER

Further, this document provides updates on dissemination and exploitation activities already undertaken in the context of the PDER, such as in the form of scientific articles and publications and the consolidation and upgrading of the EMME-CARE website from Teaming-Phase-I into CoE (D9.1). It also lays out plans for future activities aimed at supporting the CoE in achieving its near- and longer-term ambitions for the dissemination and exploitation of research results, as these have been outlined in the Grant Agreement (section 2.2.1), as well as providing information on the Evaluation & Reporting measures that will be deployed by CoE’s Communication & Outreach Office in tracking the effectiveness of its communication, dissemination and exploitation activities.

## 1. Structure of the Communication & Outreach Office

### 1.1. Establishment of the CoE Communication & Outreach Office within RISO

The key role for the CoE Communication & Outreach Office is to contribute to the long-term sustainability, growth and socio-economic outreach of the centre for the benefit of Cyprus and the wider Eastern Mediterranean and Middle East region (EMME), through the planning, coordination and implementation of dissemination, exploitation and communication & outreach activities in the context of the CoE.

We recognise that given the novel character of the Cyl and the lack of a substantial scientific tradition in Cyprus, outreach and general publicity activities are even more vital for EMME-CARE than they would have been for projects primarily concerned with countries with much longer and richer research traditions.

To support the objectives of the EMME-CARE project, and to actively address these concerns by improving information flows to both local and international communities, the CoE Communication & Outreach Office was established within the Research & Innovation Support Office (RISO) in January 2020.

The Communication & Outreach Office has specific responsibility for the coordination, planning, implementation, monitoring and evaluation of CoE’s activities relating to the communication, dissemination and exploitation of research outcomes and results.

In terms of its structure, the Communication & Outreach Office is headed by CoE's Communications Coordinator under the management and guidance of the CoE Director. In addition to the Communications Coordinator, the Communication & Outreach Office team benefits from the active involvement of CoE's Scientific Coordinator, and is supported by input provided from the wider RISO team, including CoE's IT Technical Research Specialist, and other CoE offices as appropriate. More specifically, the Communication & Outreach Office will be working in close collaboration with the CoE's Education Office, to coordinate activities with a particular focus on areas of outreach, and the Innovation, and Impact & Policy departments with a view of managing activities in areas of dissemination and exploitation of research results. More information on how the Communication & Outreach Office has been structured in the context of RISO and its overall governance can be found in the RISO Taskogram in Annex I.

The CoE's Communication & Outreach Office is also benefitting from close collaboration, resource sharing and knowledge exchange with relevant centralised CoE functions, such as the Communications Office, the Events Office and the Innovation & Entrepreneurship Office.

## 1.2. Roadmap of the Communication & Outreach Office

The roadmap for the future development of the Communication & Outreach Office has been set with the intention of expanding the resources, expertise and overall means available to the Office, in order to be able to support the changing needs of the CoE as this grows and evolves, and in turn continue to contribute to the enablement of the CoE's future growth through the Office's communication, dissemination and exploitation activities. To achieve this, the structure of the CoE will be periodically reviewed according to the pre-set timeline of evaluation reports for the EMME-CARE project, to align on next steps and take appropriate action.



The activities of the Communication & Outreach Office will be guided, planned and coordinated based on the direction set by the CoE's PDER, for all dissemination and exploitation activities, and the Communication Strategy as this has been set in the Grant Agreement (section 2.2.3), and consolidated and refined in the evolving Plan for Communication and Outreach (PCOC) of the CoE. Both plans are intended to act as living documents that will be updated and shared in the context of the periodic evaluation reports produced for the EMME-CARE project.

The Communication & Outreach Office also bears specific responsibility for ensuring coordination and consistency of messaging across communication, dissemination and exploitation activities undertaken within the remit of the CoE. Within this context, the Communication & Outreach Office has developed a core, overarching narrative for the CoE, with which all communication, dissemination and exploitation activities should align with – please refer to Annex II for more information on this document. The overarching narrative is also a living document that will be regularly reviewed and updated as the CoE and its activities grow and evolve.



## 2. Further Formulation and Revision of the Plan for the Dissemination & Exploitation of Results (PDER)

The purpose of the PDER is to provide a roadmap for the responsible offices of the CoE and its Advanced Partners to take coordinated action for the propagation of CoE research results, in two distinct, though intertwined areas:

-  The *dissemination* of specialised scientific results and outcomes from CoE research activities
-  The *exploitation* of research results, primarily through the activities carried out within the remit of the Innovation Department and the Impact & Policy department

As a strategic document, the PEDR is also intended to support EMME-CARE beneficiaries with establishing the bases for the project's Intellectual Property Strategy.

Ultimately, the PEDR, is a means of enabling key objectives of the EMME-CARE project, more specifically in relation to augmenting the recognition and impact of CoE research within the international scientific community and contributing to the longer-term sustainability of the CoE. Collectively contributing to a flourishing knowledge hub for environmental and climate change research and sustainable solutions, addressing the societal challenges of Cyprus and the EMME region.

As highlighted in “Fact Sheet The Plan for the Dissemination and Exploitation of Results in Horizon 2020”<sup>1</sup>, the PEDR is intended to be a living document that is continuously adapted in line with the evolution of the project - from the preliminary draft submitted at the proposal stage over to the project's conclusion and in the context of the final evaluation of the project and its impacts. Within this context, this document presents version 1.2 of the PDER. Further, the PDER will continue to be updated in the context of the periodic evaluation reports produced for the EMME-CARE project.

The CoE is funded in the context of the Horizon 2020 WIDESPREAD Programme, and as such, the methodologies, processes and approaches followed in further formulating and refining the PDER plan outlined in this document, have incorporated the guidelines and suggestions noted in Participant Portal Horizon 2020 Online Manual for the Dissemination and Exploitation of Results<sup>2</sup>. In further formulating and refining its PDER plan, the CoE has also leveraged the wide breadth of know-how found within its Advanced Partner network, specifically in relation to their extensive links with relevant national and regional stakeholder networks, their IPR management knowledge, particularly in the context of exploitation activities, as well as their extensive experience of setting up and managing highly visible and reputable communications channels. Further, the PDER plan outlined in this document has also built on institutional knowledge and experience within the Cyl in areas of dissemination and exploitation of research results, as these have been acquired through past and other active research projects, such as Cyl's large integrated projects, funded by the Cyprus Research Promotion Foundation through Structural Funds, as well as various business development initiatives.

Finally, the PDER, and by association the CoE's dissemination and exploitation activities, are also informed by the CoE's Data Management Plan (DMP) as this has been outlined in D9.3 “**Data Management Plan (Open Data Pilot)**”. The DMP provides information on the type of data that are produced or gathered as part of the EMME-CARE project, as well as how this data is managed, including details on whether and how this data will be made accessible for re-use or might be leveraged for exploitation purposes.

<sup>1</sup> Fact Sheet The Plan for the Dissemination and Exploitation of Results in Horizon 2020, [https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results\\_1.pdf](https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf)

<sup>2</sup> Participant Portal Horizon 2020 Online Manual for the Dissemination and Exploitation of Results [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm)




## 2.1 Dissemination of Results in the context of the PDER

As defined by Horizon 2020's "Rules for Participation"<sup>3</sup>, "Dissemination" is "the public disclosure of the results by any appropriate means (other than those resulting from protecting or exploiting the results), including by scientific publications in any medium".




As already outlined in earlier versions of the PDER, the focus of the CoE's dissemination agenda is to publicise high-level scientific and research outcomes to specialized audiences of the fields and disciplines that are relevant to the CoE. More specifically, these relate to pertinent scientific challenges in three interlinked areas of inquiry that when observed in sequence create a "chain of knowledge":

1. from the study of **atmospheric composition** (emissions, distribution and trends),
2. to **climate system processes** (numerical models, climate feedback, and "tipping" points) and finally,
3. to **regional impacts**, that is on environmental health, various economic sectors and societal resilience for the Eastern Mediterranean and Middle East region.

Accordingly, through the work of its Research Departments and Research Infrastructure Units, the CoE produces relevant research results and outcomes in each of these three areas, more specifically in:


-  Characterization and analysis of regional **atmospheric composition** change, establishment of emission inventories for air pollution and greenhouse gases, as well as investigation of trends using complementary tools (i.e. ground-based in-situ/remote sensing observations, unmanned aerial vehicles, et al.).
-  Improvement of our understanding of **climate system processes**, which are specific for the region while having global relevance (e.g. mixing of aeolian dust with air pollution, air-sea exchange). This is translated into advancement of computer models, which in turn provide tools to investigate climate feedbacks and interactions between the atmosphere, hydrosphere, biosphere and anthroposphere.
-  Performance of bio-physical impact analyses, socio-economic and related policy and governance assessments to address the various above-mentioned **regional impacts**, primarily channelled through the work of the Impact & Policy and Innovation departments.

In line with the above, and building on what has already been stated in the Grant Agreement (section 2.2.1), CoE dissemination activities are geared towards the following specialised target audience groups:





-  **Academic and researcher communities at the national, regional and international level:** these would of course include scientists and researchers, research groups and labs of the CoE's Advanced Partners, and national counterparts, but the CoE's dissemination ambitions aspire to international and global exposure.
-  **Science and research networks, associations and clusters in CoE relevant fields:** examples of these include UN-SDSN, WCRPCORDEX, ACTRIS, ICOS, LTER, ENVRI+, PEEX, SMEAR, which could leverage CoE's research results for further research activities which would then in turn be further disseminated. Further, Cyl actively participates in a number of regional initiatives on atmosphere and climate research, such as MedECC and AAMENA, and even coordinates the MENA-CORDEX and Future-Earth MENA programmes.
-  **Research support and educational programmes, networks, associations and clusters:** such as EURAXESS, Horizon 2020 and forthcoming Horizon Europe National Contact Points'

<sup>3</sup> Horizon 2020's "Rules for Participation", [https://ec.europa.eu/research/participants/data/ref/h2020/legal\\_basis/rules\\_participation/h2020-rules-participation\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/legal_basis/rules_participation/h2020-rules-participation_en.pdf)

Networks, (NCP-WIDE-Net, NCPs CaRE, Net4MobilityPlus, T.O.P.IV), and Marie Skłodowska-Curie Actions.

-  **Expert or specialist users and regulators in local and regional government and/or civil society organisations:** these might include government ministries and departments (e.g. environment, meteorology, forestry, health, etc.) or regulatory authorities (e.g. water management, electricity, etc.), who could use CoE research results to inform and further improve upon their work.

As already outlined in the Grant Agreement (section 2.2.1), dissemination of activities to key target audience groups as these have been outlined above, are disseminated through the following key communications channels, means and tools:

-  Scientific articles and publications in scientific journals and other relevant publications
-  Conferences, workshops and meetings (either through participation or organisation and hosting of events)
-  CoE brochures, factsheets, leaflets and an e-Newsletter
-  the website of the CoE, which acts as the virtual “shopfront” of the CoE

Indicatively, dissemination activities already undertaken since the official establishment of the CoE, and in line with the CoE PDER, include three scientific articles and publications (detailed references for said publications in Annex III), the upgrading and consolidation of the CoE website (as per D9.1), and the creation and dissemination in relevant settings and events of the EMME-CARE brochure.

Indicatively, future planned dissemination CoE activities include the ASKOS Campaign in June 2020, and the organization of the 2<sup>nd</sup> Annual Conference “Climate Change in the Mediterranean and the Middle East: Challenges & Solution” in October 2020.

For a more comprehensive account of CoE planned dissemination activities, please refer to section 3 of this Deliverable.

## 2.2 Exploitation of Results in the context of the PDER

As defined by Horizon 2020’s “Rules for Participation”<sup>4</sup>, “Exploitation” means “the use of results in further research activities other than those covered by the action concerned; or in developing, creating and marketing a product or process; or in creating and providing a service; or using results in standardization activities”. In the context of the CoE, the ambition for exploitation activities is to leverage research results and outcomes both in the context of public policymaking as relevant to societal challenges and the alleviation of the effects of climate change, and for commercial purposes, to support the CoE’s financial sustainability and growth ambitions.

Exploitation activities within the context of the Communication & Outreach Office will be further enabled by the work of the Innovation Department of the CoE, with support, when appropriate, from the Cyl’s central Entrepreneurship & Innovation Unit.

Further, exploitation activities will be informed by in-house and partnerial know-how, as well as Horizon 2020 available resources on IPR, such as the European IPR Helpdesk<sup>5</sup> and the fact sheet on managing





<sup>4</sup> Horizon 2020’s “Rules for Participation”, [https://ec.europa.eu/research/participants/data/ref/h2020/legal\\_basis/rules\\_participation/h2020-rules-participation\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/legal_basis/rules_participation/h2020-rules-participation_en.pdf)

<sup>5</sup> European IPR Helpdesk, [www.iprhelpdesk.eu](http://www.iprhelpdesk.eu)






IP in Horizon 2020<sup>6</sup>, and the CoE's relevant strategy and policies as they relate to Task 8.1 **“Creation of a competitive Innovation Department”** lead by CEA.






In line with the above, and building on what has already been stated in the Grant Agreement (section 2.2.1), the CoE's exploitation activities will be aimed at the following target audience groups:

-  **Policymakers, government bodies and other civil society stakeholders and communities, primarily at national and regional levels (EMME):** in terms of leveraging the findings, results and outcomes of the CoE to inform governmental action plans, policies and procedures in areas of climate change, air pollution and its regional impacts as these have been outlined in section 2.2 of this document.
-  **Specialist industry stakeholders:** who could leverage CoE results for further development or enhancement of their activities. Pre-existing contacts made during TEAMING-Phase-I would be leveraged as an obvious starting-point, but with the intention to further expand the CoE's networks and reach much further and wider.
-  **Other groups of stakeholders in industry and the private sector:** for relevant opportunities relating to the development of new products or services with wider or even mass commercial appeal, with the expectation that this might come further down the line in the CoE's development
-  **Researchers, academics, research networks, relevant associations and clusters:** these will primarily be engaged in the context of exploitation techniques relevant to the promotion of internal research, i.e. to be applied in further research in its original field of study and beyond, collaborative research, i.e. for contribution in existing projects and creation of new ones, and standardisation activities, contributing to ongoing work, at national, regional and European levels

Existing or emerging activities in the exploitation area include:

-  A partnership and non-disclosure agreement with the Cyprus Forest Department for the development of a forest surveyor platform for the early detection of fires and the monitoring and coordination of relevant resources in case of active fires
-  A contract, won through a competitive process, with the National Observatory of Athens for the provision of three aerial system for atmospheric measurements
-  CARE-C's engagement in the 2<sup>nd</sup> Annual International Conference “Climate Change in the Mediterranean and the Middle East: Challenges & Solutions” bringing together top scientists, policy-makers and thought-leaders to discuss climate change in the EMME region





Fuhrter, some of the potential and emerging exploitation opportunities, already identified within the CoE, with a specific focus on commercialisation, include the following:

-  the testing, calibrating, and optimizing of cost-effective miniaturised sensors for atmospheric measurements
-  the development of customized unmanned aerial vehicles
-  the provision of competitive services for atmospheric measurements (air sampling, chemical analyses)
-  the provision of specific model applications for regional (high resolution) climate and forecasting services for key sector/s such as renewable energy, agriculture and tourism
-  the provision of expert support, training, and education, as well as privileged access to world-class research infrastructure available at CoE, that is unique in the EMME region

<sup>6</sup> Fact Sheet the Plan for the Dissemination and Exploitation of Results in Horizon 2020, [http://www.iprhelphdesk.eu/FS\\_IP\\_Management\\_H2020\\_implementation](http://www.iprhelphdesk.eu/FS_IP_Management_H2020_implementation) 8 The Horizon 2020

The CoE, recognizes that successful implementation of exploitation activities takes concentrated effort and advanced planning. Therefore, to provision for the realization of future exploitation activities the CoE intends to strategically invest time and resources in exploring the market potential and at-scale provision feasibility of potential products and services, and assessing options for their associated legal structures (e.g. spin-offs etc.) and go-to-market models, within the context of the activities of the Innovation Department. As part of this process, the CoE will also begin to methodically identify and plan for the capabilities and resources the center would need to develop, acquire or outsource (e.g. in manufacturing, IPR management etc.), and their respective resourcing, operational and other relevant implications to bring these exploitation activities to life, and to enable the CoE to be in a position to evaluate options and make timely, informed, and competitive decisions as relevant opportunities arise.




To proceed with the above, the CoE will take the following actions, updates for which will be provided in the context of PDER periodical reviews as applicable:

-  Market research on key areas of interest, initially for the opportunities identified above, to determine the opportunities' approximate market size, through researching and determining approximations of the likely market penetration rate (for volume) and competitive pricing models (for value) for each opportunity
-  Research on the requirements and motivations of potential users, through consumer-testing when appropriate, as well as research on key (direct and indirect) competitors, and the definition of the CoE's differentiators within that context
-  Further defining the CoE's positioning in the market and leveraging this in the development and/or marketing of new products and services (e.g. via conducting a SWOT and/or PESTLE analysis)
-  Further research to identify new areas of opportunity



### 3. Channels, Tools and Means

In conducting its communication & outreach, dissemination and exploitation activities, the Communication & Outreach Office employs a variety of channels, tools and means tailored to what best resonates with its various target audiences. Below is an outline of active channels, tools and other means the Communication & Outreach Office deploys in its communication, dissemination and exploitation activities.

#### Digital

- 
**Website:** Building on the consolidation and upgrade of the EMME-CARE website developed under Phase I, including enhancing its features at frontend and back-end pages, in addition to content, monitoring and performance, as this was described in D9.1: “**Consolidated and Upgraded Website for CoE (led by Cyl)**”, the CoE’s website (<https://emme-care.cyi.ac.cy/>) continues to act as the public “shopfront” of the CoE and is continuously updated as appropriate.
  - The CARE-C section on the Cyl website, whose recent launch was also described in the context of D9.1: “**Consolidated and Upgraded Website for CoE (led by Cyl)**”, is also kept up to date as appropriate and in line with updates on the CoE website.
- 
**Social Media:** CoE social media accounts, which have been developed as a cluster to speak to the various stakeholders of the project, with a specific focus on communication, dissemination and exploitation activities as they are best suited to each channel.
  - **Facebook** - <https://www.facebook.com/EMMECARE/>  
Acting as a generalist channel, with a growing followed base, geared towards interested groups in academia and the science community, as well as industry and the wider public.
  - **Twitter** - <https://twitter.com/emmecare>  
As, arguably, the preferred social media platform for the press, as well as a popular platform amongst policymakers, and industry figureheads, twitter has a specific focus on these areas, alongside content geared towards the wider science community and the public.
  - **LinkedIn** - <https://www.linkedin.com/company/emme-care/>  
As the professional social network, LinkedIn is leveraged by EMME-CARE to raise the CoE’s profile in the professional community primarily for dissemination and exploitation purposes, and to support recruitment.
  - **Research Gate** - <https://www.researchgate.net/project/EMME-CARE-Eastern-Mediterranean-Middle-East-Climate-Atmosphere-Research-Centre>  
Dedicated to the science and academic community, relevant research networks and clusters that leverage the platform for dissemination purposes.
- 
**Scientific or Academic Publications Journals and other Portals:** Specifically leveraged for dissemination activities for the scientific and academic communities, other research communities and relevant clusters. Articles and publications have already been submitted, accepted and published in relevant portals. For details please refer to Annex III.

#### Other

- 
**CoE Brochure and Leaflets:** displayed on-site at CoE, within the wider Cyl and distributed by CoE representatives in the context of meetings, conferences and other relevant events, primarily in scientific, academic and other research communities, as well as industry events and visits from interested stakeholders as needed.
- 
**Creation and distribution of promotional materials, giveaways, memorabilia:** distributed in the context of meeting, conferences and other events involving EMME-CARE and CoE partners, and other research communities, these include re-usable takeaway cups made from recyclable material, mugs, pens, lanyards, pins and tote bags.

- **Events:** the CoE is planned to organize, host or participate in a number of events contributing to communication, dissemination and exploitation purposes. One such activity that has already taken place is the **Colloquium entitled "Atmospheric Nanoparticles, Air Quality and Climate Change"**. The Colloquium took place on Thursday, 30th of January 2020, hosted at the Cyprus Institute Campus in Nicosia. The speaker was Prof. Spyros Pandis, from the Chemical Engineering Department, of the University of Patras (Greece), and Carnegie Mellon University (USA). The event was open to the public and it attracted a varied audience of scientists, researchers and academics as well as interested members of the public.

Relevant "screenshots" and photos for some of the activities that took place through channels mentioned above may be found in Annex IV, for reference.

The Communication & Outreach Office has also planned the implementation of further activities, in line with the intentions laid out in the Grant Agreement (sections 2.2.1, 2.2.2 & 2.2.3):

### Digital

- Launch of a subscription-based, regular **e-Newsletter** for the CoE, to ensure regular communication with interested stakeholders and act as an additional channel for growing an engaged CoE community
- Further development of the CoE's **website** and the creation of an adjacent **mobile app**, with real-time weather and air quality monitoring data
- Continuing to grow and expand existing the following, reach and impact of existing digital channels

### Other

- Establishment and continued function of permanent **exhibition halls** (e.g. at Cyprus Atmospheric Observatory and EMME-CARE Headquarter) by January 2022.
- **Press & Media:** articles (layman) in newspapers and magazines, press releases and airings on TV/radio.
- **Events:** the CoE plans to organize, host or participate in a number of events contributing to communication, dissemination and exploitation purposes. Indicatively, some of the major events the CoE is scheduled to be involved in include:
  - Participation in Cyl's **"sCYence Fair"**, a communication & outreach initiative organized on the 3-4 April 2020, under the auspices of the Minister of Education, Culture, Sport and Youth. The event will take place at The Cyprus Institute's premises in Athalassa, and is open to all school science groups, ages 9 -18 and the public. **"sCYence Fair"** aims to stimulate scientific interest, encourage participation by young students in science and support the next generation of scientists in Cyprus.
  - Organization of the **ASKOS Campaign**, that will take place from the 22 June to mid July 2020 on Mindelo island, Cape Verde. During the ASKOS campaign, the CoE will fly several instruments on the novel UAV-balloon system for measuring aerosol concentrations and size distributions within different dust layers up to 6km height over Mindelo island, Cape Verde. An innovative aspect of this campaign is that this is the first time the UAV-balloon system will be used in this context and at this height (previously the UAV (without balloon) used to fly up to 2-3km), which means that now there is the potential to profile higher altitudes in the atmosphere. This campaign has potential to be leveraged for dissemination and exploitation, as it will enhance the CoE's database and contribute to other researches, help gather further input to add to existing data for analysis of the atmospheric dust particles, to be used for validation of ground-based and satellite observations.
  - Organization of the **"Climate Change in the Mediterranean and the Middle East: Challenges & Solutions"**, on the 15-16 of October 2020 in Nicosia, Cyprus, in line with the CoE's commitment of organizing the **climate change conference series** every two years (see Section 2.2.3.3). The Conference is expected to attract international attention and support the CoE primarily in its



dissemination and exploitation efforts, but also, due to the high-profile nature of the event, might contribute to its communication efforts as well.








For further information, refer to the CoE's "Events Calendar" in Annex V.

## 4. Evaluation & Reporting

In order to measure the effectiveness and impact of the CoE's planned communication, dissemination and exploitation activities, three different sets of metrics will be set, monitored and reviewed.

Firstly, Key Performance Indicators (KPIs) will be set, monitored and reviewed in the context of EMME-CARE's annual evaluation reports, building on how these KPIs have already been outlined in the Grant Agreement (section 2.1.2), and as part of continuous evaluation and progress updates as these are uploaded in the System for Grant Management of the European Commission (SyGMA).

Said KPIs, as they relate to the activities of the Communication & Outreach Office, include the following categories:

-  Organization of a conference or workshop
-  Participation to a conference, workshop or other event
-  Plenary/invited talks at international conferences per researcher
-  International conference presentations
-  Participation to an event other than a conference or a workshop
-  Media coverage (through press releases or communication campaigns in radio/TV etc.)
-  Estimated number of persons reached through the activities of the Communication & Outreach Office

Secondly, the Communication & Outreach Office will set objectives to define its goals for, and measure the effectiveness of, its impact in how they relate to specific activities of the Office. In alignment with international good practice standards, the Communication & Outreach Office will aim to set objectives that are SMART – that is Specific, Measurable, Assignable, Relevant and Time-based.

Objectives that have already been set in relation to existing and planned activities of the Communication & Outreach Office include the following, all of which have been assigned to Cyl, as the lead of WP9:





-  Official launch of the CoE e-Newsletter by April 2020
-  Creation of a CARE-C dedicated leaflet by April 2020
-  Creation of a CARE-C dedicated promo video by August 2020
-  Refresh of relevant promotional material (leaflets and videos) for CoE Departments and Infrastructure Units by December 2020
-  On the CoE Facebook account, to achieve a 10% increase in average engagement rate and a 10% increase in the number of overall followers by August 2020
-  On the CoE Twitter account, to achieve a 10% increase in follower numbers by August 2020
-  Achieve a 5% increase in monthly website visitors by August 2020
-  Registration of 400 participants at the 2<sup>nd</sup> International Conference "Climate Change in the Mediterranean and the Middle East: Challenges and Solution", due to take place in October 2020

Accordingly, for each communication, marketing or outreach campaign to be launched by the CoE, the Communication & Outreach Office will set SMART objectives to measure its effectiveness and impact






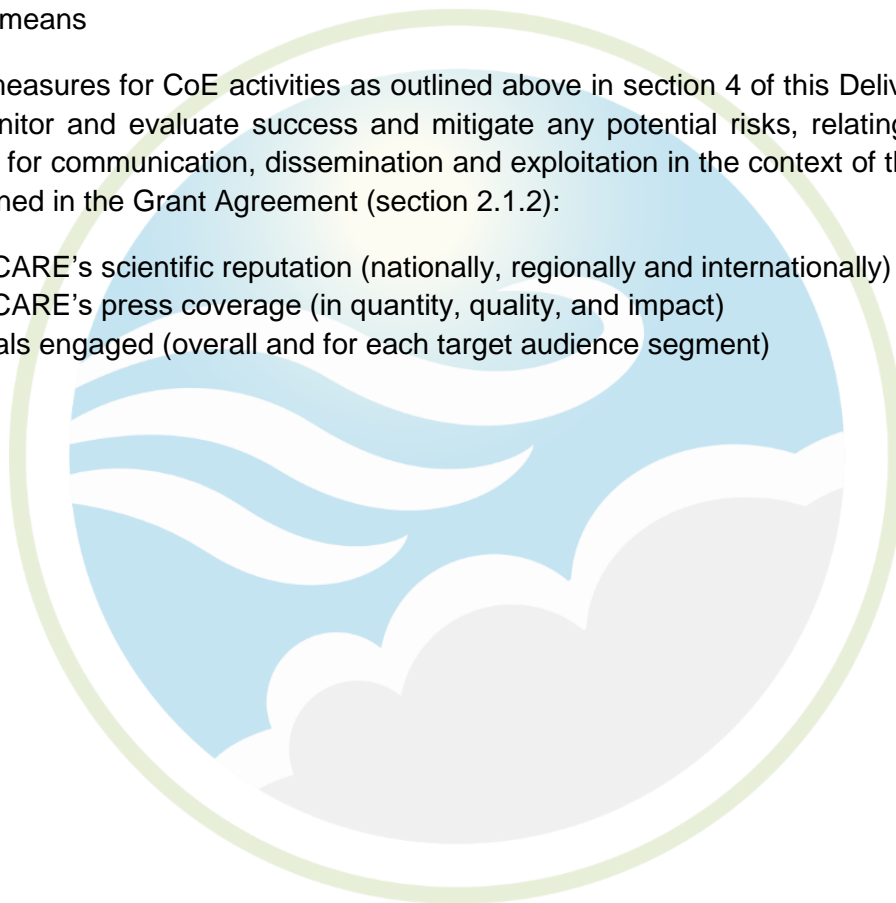
in response to the specific audience group targeted, the specific purposes (i.e. communication, dissemination and/or exploitation) and in relation to the CoE's wider goals. These objectives will be set before the start of each said campaign to ensure measurable outcomes.

Finally, in addition to the above KPIs, that will allow us to monitor the performance of the CoE's communication, dissemination and exploitation activities at a high-level, and the objectives outlined above to measure effectiveness at the campaign/activity level, more granular metrics will also be monitored to inform the Outreach & Communications Office's day-to-day work and allow the CoE to make data-informed decisions when it comes to this area of activity, particularly in relation to digital channels, means and tools. These will include:

-  weekly monitoring of Google Analytics for the EMME-CARE website
-  weekly monitoring of social media analytics for EMME-CARE project accounts
-  monitoring of the open rate (and other available metrics) for the e-Newsletters
-  engagement metrics (when available) for other relevant content that has been circulated through digitally means

Cumulatively, measures for CoE activities as outlined above in section 4 of this Deliverable, will allow the CoE to monitor and evaluate success and mitigate any potential risks, relating to three critical success factors for communication, dissemination and exploitation in the context of the CoE, as these have been outlined in the Grant Agreement (section 2.1.2):

-  EMME-CARE's scientific reputation (nationally, regionally and internationally)
-  EMME-CARE's press coverage (in quantity, quality, and impact)
-  Individuals engaged (overall and for each target audience segment)



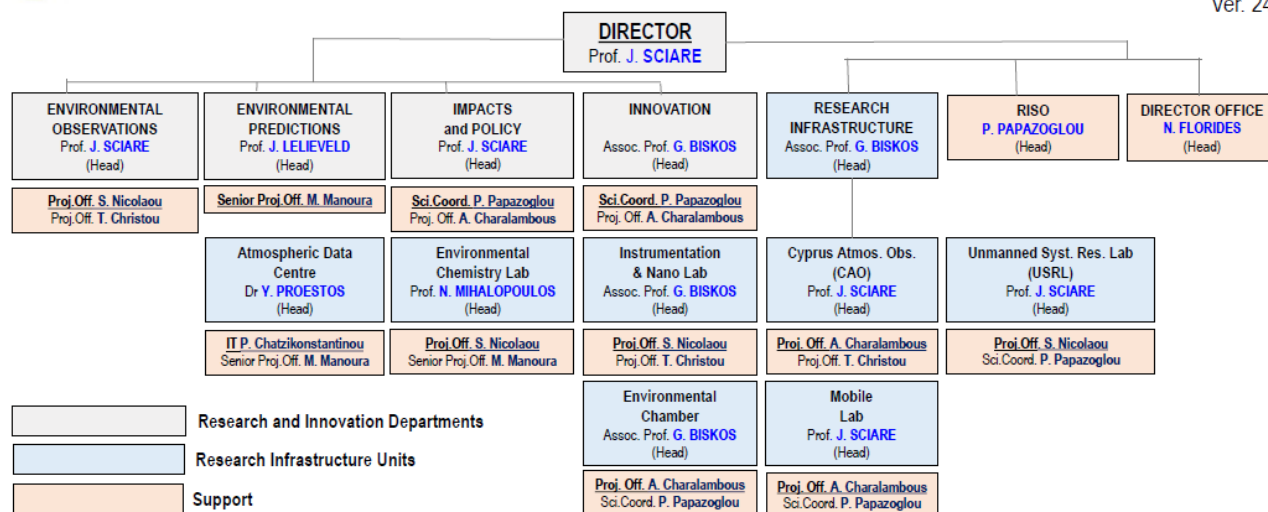
## Annex I – Organogram of the Communications & Outreach Office



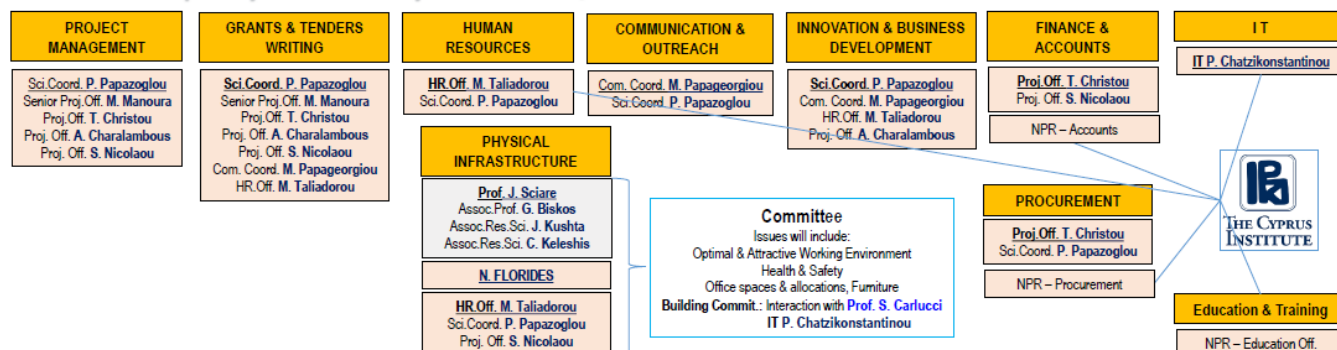
RISO Deployment by CARE-C Dept./Unit

### RISO-Deployment-Taskogram

Ver. 24 Feb. 2020



### RISO Deployment by Offices/ Functions



## Annex II – CARE-C Overarching Narrative (version 1)

**New Climate and Atmosphere Research Centre (CARE-C) Established at the Cyprus Institute, Dedicated to the Alleviation of the Damaging Effects of human-made activities on Air Quality and Climate in Cyprus and the Eastern Mediterranean and Middle East Region**

<https://emme-care.cyi.ac.cy/>

Through funding secured from the European Union's "Horizon 2020" research and innovation programme (under grant agreement No. 856612) and the Cyprus Government, as well as with the contribution of resources from the Cyprus Institute, CARE-C, a new Centre of Excellence, was established in Cyprus to research and solution for the effects of environmental and climate change in the Eastern Mediterranean and Middle East (EMME) region.

Cyprus and the wider EMME region have been identified as a global air pollution and climate change "hot spot", and the region is already facing adverse impacts ranging from extreme weather events to poor air quality, which are only due to intensify in the coming decades. If no action is taken, these harmful effects could soon lead to intolerable environmental conditions in the EMME region, ultimately compromising human habitability and forcing mass migration.

CARE-C has set out to address these risks through a combination of research, innovation and education activities with a regional focus. The new Centre of Excellence capitalizes on the strategic geopolitical location of Cyprus to create a link between Europe and the Middle East, acting as a knowledge hub for environmental and climate change research and fostering the creation of innovative and sustainable solutions that can help address the challenges facing the EMME region.

To achieve this, the Centre's international research teams of top scientists and technical experts will initiate long-term environmental observations and computer-based modelling and predictions of the regional atmospheric environment and underlying climate change impacts. The data and knowledge created will then feed into multi- and cross-disciplinary research aimed at addressing societal climate-driven challenges in the region related to public health, waning water resources, and economic sectors such as agriculture and energy. In turn, these will inform the creation of strategies and action plans specifically tailored to the needs of the EMME, aimed at building regional capacity, fostering sustainable development, ultimately mitigating the causes and impacts of climate change, and adapting with the speed required to minimize its damaging effects.

In establishing CARE-C, the Cyprus Institute joined forces with world-leading institutes in the field of climate and environmental research, such as the Max Planck Institute for Chemistry (MPIC) in Germany, the French Alternative Energies and Atomic Energy Commission (CEA) and the University of Helsinki (UHEL), that are acting as its "Advanced Partners". The Centre is also utilizing cutting-edge national environmental monitoring facilities, such as the Unmanned Systems Research Laboratory, operating a fleet of unmanned aerial vehicles (UAVs) for atmospheric and earth surface observations that is unique to Cyprus and the region.

Beyond contributing to the broadening of knowledge within the academic community through research and the provision of post-graduate degree programmes, CARE-C is also firmly focused on supporting public bodies in the definition and implementation of national action plans to mitigate air pollution and its effects on climate change. Specifically, through supporting the "Cyprus Climate Change Initiative" led by the President of the Republic of Cyprus, CARE-C cooperates with national and international networks of academics for coordinating actions in the region, to inform decision-making and instigate scientifically informed action at the policy level. The Centre is also focusing on entrepreneurship and innovation with a view of identifying promising commercial research applications and creating environmental solutions that contribute to the sustainable economic growth of Cyprus in a highly competitive international environment.

Ultimately, as Prof. Jean Sciare director of CARE-C, has noted, "Through furthering scientific leadership and excellence in climate and atmosphere research and promoting its applications in the context of public policy and sustainable economic growth, CARE-C aims to contribute to a healthier planet, and the shaping of a safer, more prosperous future for the citizens of Cyprus, and the broader Eastern Mediterranean and Middle East region".

## About the Cyprus Institute

The Cyprus Institute (Cyl) is a science and technology research and postgraduate education organization. It is guided by a renowned international board of trustees and funded partly by the Cypriot government. In the past decade, Cyl has become a national competence centre in atmospheric and climate research. It gained international recognition for its regional climate change studies and has established experimental facilities that are unique in the region (for example for the Cyprus Atmospheric Observatory which provides high-quality long-term atmospheric observations that are currently missing in the EMME region). Pioneering research conducted by Cyl has already clearly demonstrated that the Eastern Mediterranean Middle East (EMME) region is a climate change “hotspot” and has assessed the impact of climate change on public health, ecosystem development, water availability and other sectors.

[www.cyi.ac.cy](http://www.cyi.ac.cy)



## Annex III – List of Scientific articles and Publications with EMME-CARE acknowledgment

Pikridas, M., Bezantakos, S., Močnik, G., Keleshis, C., Brechtel, F., Stavroulas, I., Demetriades, G., Antoniou, P., Vouterakos, P., Argyrides, M., Liakakou, E., Drinovec, L., Marinou, E., Amiridis, V., Vrekoussis, M., Mihalopoulos, N., and Sciare, J.: On-flight intercomparison of three miniature aerosol absorption sensors using unmanned aerial systems (UASs), *Atmos. Meas. Tech.*, 12, 6425–6447, <https://doi.org/10.5194/amt-12-6425-2019>, 2019.

Pikridas, P., G. Chen, I. Stavroulas, R Sarda-Estève, K. Oikonomou, C. Savvides, and J. Sciare, Regional background sources of submicron organic aerosol in the Eastern Mediterranean, European Aerosol Conference (EAC), Aachen, Germany), August 2020.

Zittis, G., Hadjinicolaou, P., Klangidou, M. et al. A multi-model, multi-scenario, and multi-domain analysis of regional climate projections for the Mediterranean. *Reg Environ Change* 19, 2621–2635, 2019.





## Annex IV – “Screenshots” and Photos of existing activities

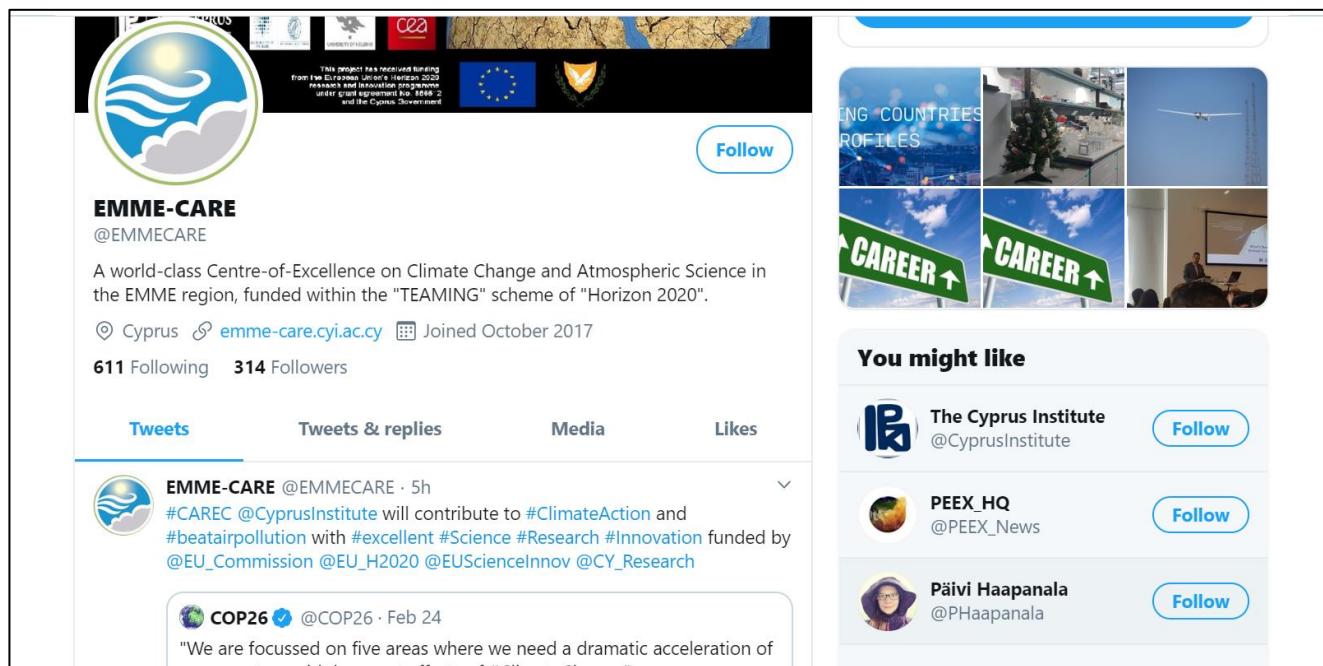


Figure 1: Screenshot of EMME-CARE Twitter feed, <https://twitter.com/emmecare>

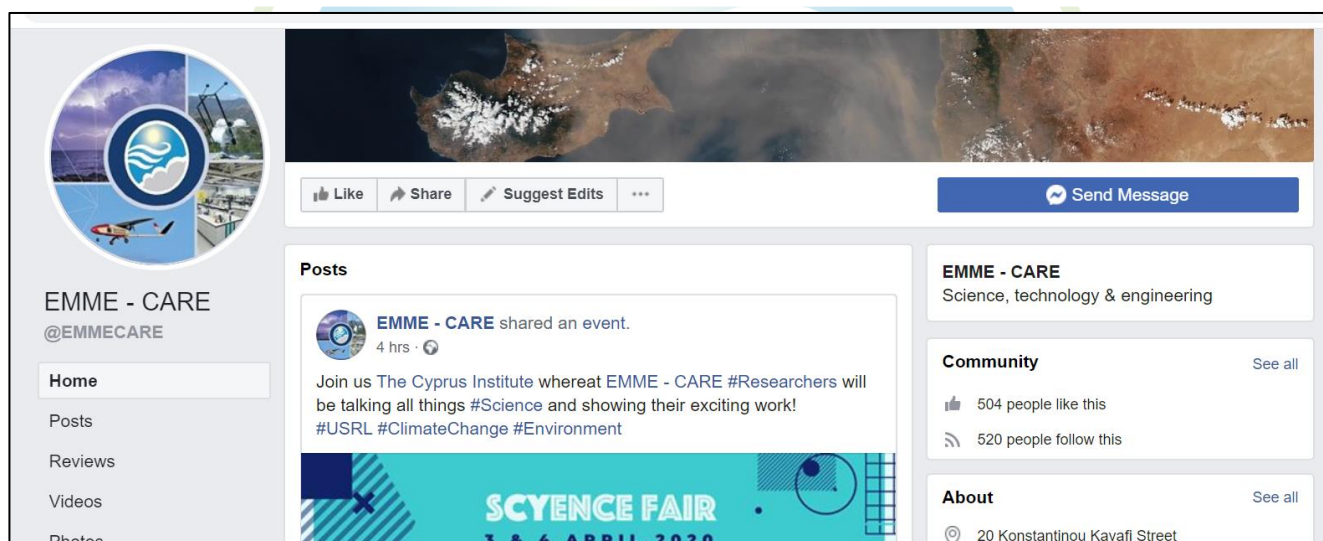


Figure 2: Screenshot of EMME-CARE Facebook feed, <https://facebook.com/emmecare>



Figure 3: Screenshot of the “Homepage” of the EMME-CARE website, <https://emme-care.cyi.ac.cy/>



Figure 4: Photo of some promotional merchandise produced for EMME-CARE (cup, mug, pen and pin).

## Annex V – CoE’s “Event Calendar” (dynamic document, v. 29.02.20)

Date	Event
2-6 March 2020	ACTRIS IMP Kick-off meeting, Sun Hall, Larnaca
03 March 2020	Visit from GC School High School Students at USRL Lab
4 March 2020	School Visit from Konstantinoupoleos High School at USRL Lab
5 March 2020	Visit of Cyprus Broadcasting Corporation Delegation to Cyl
10 March 2020	Erasmus Students Climate Change Project / Visit - 35 students aged 16-18
16-18 March 2020	Workshop on Remote Sensing (RSCy): Eighth International Conference on Remote Sensing and Geoinformation of Environment
27-29 March 2020	EARMA Annual Conference, Oslo
3-4 April 2020	Cyl sCYence Fair 2020
29 May 2020	INSHIP National Workshop for Cyprus and for the Energy Task Force of the Climate Change Initiative
22 June – mid July 2020	ASKOS Campaign – Cape Verde
30 August - 4 September 2020	European Aerosol Conference in Aachen
20 September 2020	Researchers’ Night
22-23 September 2020	Water Energy Food Environment Nexus regional conference for the EMME region co-organised with JRC
15-16 October 2020	2nd International Conference “Climate Change in the Mediterranean and the Middle East: Challenges and Solutions” 2020