Science Communication Plan of the COST Action <CA23158>



VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
1			SCC
2			SCC

** The Science Communication plan is developed, updated and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.*

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1. SUMMARY

This communication plan outlines strategies for communicating, disseminating, and valorising the results of the COST Action "Artistic Intelligence - Responsiveness, Accessibility, Responsibility, Equity" (ARTinRARE). The main aim is to to effectively share and promote the outcomes of the project, plus to foster awareness, engagement, and impact among diverse stakeholders, ensuring the sustainable integration of artistic research with advanced computational techniques such as ML/AI across various disciplines. The plan focuses on broadening accessibility, enhancing collaboration, and promoting transparency.

The aim of the project "Artistic Intelligence - Responsiveness, Accessibility, Responsibility, Equity (ARTinRARE)" is to advance the integration of artistic research with traditional inquiry methods, leveraging new computational techniques like ML/AI to enhance cross-disciplinary knowledge production. Artistic intelligence refers to the collective capacity of artistic and practice-based research to generate impact and value beyond the project-specific, singular outcomes of an individual project. By establishing frameworks and networks, the Action seeks to improve the discoverability, transferability, and enable cross-disciplinary research to address complex societal challenges in collaborative ways.

The primary objectives of this communication plan are:

- **Awareness** – Highlight the importance of the Action's mission to advance the (re-)integration of artistic research and conventional modes of inquiry to benefit all forms of knowledge production, and coordinate the application of new computational techniques, such as ML/AI, to practice-based research across the arts.
- **Visibility** – Increase the visibility of Artistic Intelligence through a mix of digital, traditional, and in-person communication channels.
- **Engagement** – Actively involve institutional and non-institutional stakeholders in the cross-disciplinary networks for co-creation, dissemination, and application of Artistic Intelligence's outcomes.
- **Impact** – Promote Artistic Intelligence's findings and tools so they can be valorised and contribute to sustainable, equitable, responsible and inclusive societal progress.

Besides raising awareness, in the 2nd Grant Period (M13–24) the Communication Plan will focus on showcasing early results, reports, articles and abstracts from WG meetings, publish early WG outputs, case studies, STSM results, engaging external stakeholders more actively, and expanding ARTinRARE's visibility and networks.

The Science Communication Plan, including progress on implementation, will be discussed on a yearly basis by the Action MC and reviewed or amended where necessary. Structured reviews by the Science Communication Officer and Core Group, combined with feedback from stakeholders, will maintain its relevance and effectiveness.

The Science Communication Coordinator (SCC) will continue to identify and coordinate the most relevant communication activities, helping achieve the Actions' objectives and contribute to the wide dissemination of the Action's results. This includes maintaining the

developed website, social media channels, promotional material and newsletter. SCC has produced the Action logo and visual identity, and ongoing media content for the Action, including videos, posters, leaflets, infographics. Additionally, press releases will be made to raise awareness of relevant Action progress.

Each WG should identify one participant from their group who will be the main person to communicate information about WG progress, results, ideas etc. from that WG to the SCC. They will send the SCC an overview of this when relevant so that the SCC can create material, update the website etc. on time and without bottlenecks.

Each WG is responsible for sharing the Action's communication material with their networks.

The Action will have a SCO Vice Coordinator who can replace the SCO if she/he is not available.

2. General Aim and Target Audiences

The general aim of the communication strategy is to:

- Contribute to the visibility of the advancements of the Action and an overview of its results and deliverables.
- Provide the Action beneficiaries with relevant resources such as reference frameworks, toolboxes, and guidelines that can inform further research, practice, and policy.
- Promote the Action and its online presence as a space to integrate the collective understanding of researchers and stakeholders, along with the experiences of the Action beneficiaries.

The communication strategy will develop the following specific objectives to achieve the general aims:

- Plan specific strategies to engage identified target audiences in Artistic Intelligence activities.
- Organise and coordinate online and in-person events and dissemination activities in collaboration with the working groups and COST communication office, to maximise the impact of the Action's outcome on the various interested audiences.
- Provide support in communicating working group's activities by producing dissemination material related to their outcomes and deliverables.
- Maintain the visual identity for the Action (e.g logo, colours, slide template, etc.) and ensure the Action's visual identity guide is used (see Appendix 1).
- Ensure that all communication activities follow COST action branding guidelines.
- Monitor the impact of the communication strategy and the resonance of the Action's dissemination activities by analysing specific key performance indicators (KPI), as outlined in the MoU.
- Develop content addressing the general public and the mass media.

Action Members, MC and Core Group will use the NextCloud platform and email for communication, file sharing and collaboration and online meetings. During the 1st. Grant Period, accounts have been made for all of the Action's Leadership who are now using the NextCloud — In the 2nd. Grant Period all WG members and the Management Committee will be enrolled as well.

Following the first grant period, it is evident that the Young Researchers and Innovators (YRI) group is harder to reach and engage in participation than other groups. The second grant period will therefore focus on better reaching and actively targeting YRI.

Furthermore, the Communication Toolbox will be compiled and made accessible on the Action's website (artisticintelligence.info), which provides a shared resource for all ARTinRARE partners:

Visual Identity.

Logo - The Action's logo, COST logo and EU emblem must appear on all communication material.

COST and EU Acknowledgement phrase - Can be found in the visual identity

Website & Social Media:

Main project site: artisticintelligence.info

Social media: LinkedIn

Newsletter:
Periodic email updates distributed via GDPR-compliant mailing lists.
Includes project milestones, publications, training events, open calls etc.

Press Releases
Issued at key milestones (mid-term, major deliverables, final conference).
Distributed via consortium institutions' press offices and COST channels.

Online Tools for Collaboration
NextCloud: repository for documents, templates, internal sharing, conversations.
Zoom: for online meetings and webinars.

The Action and communication plan will actively work to widen the number and variety of stakeholders, involving individuals and institutions active at local and international levels and across the different disciplines and target groups.

As a field, artistic research tends to challenge conventional assumptions about stakeholders, and we can consider two main broad categories of audiences and specific target groups:

INTERNAL AUDIENCES

Research and innovation: Researchers focusing on artistic research policies, mission-oriented artistic research, and creative programming (including PhD students). Potential beneficiaries also include:

- non-academic artistic networks and cultural NGOs with expertise in organising socially engaged practices.
- local and international practitioners across all fields of art, design, the CCIs, and computer science (in particular. ML/AI).
- researchers and practitioners in aligned, adjacent, and/or emerging fields with an interest in the Artistic Intelligence (ARTinRARE) aims, approaches, methods, tools, and/or outcomes
for developing a reference framework (for example, “software studies,” library science, cultural management, etc.).
- technology-oriented professional societies, entities, events, and forums, with particular emphasis on birds-of-a-feather (BOAF) and special-interest groups (SIG) aligned with and/or adjacent to this COST Action’s principles, approaches, and methods.

EXTERNAL AUDIENCES

Educational and training: Relevant stakeholders are found in Higher Education Institutions in creative areas with advanced practices in the scope of the Action, as well as academic-based artistic research networks. This target group also includes:
- institutional resource managers (e.g., library science workers, instructional librarians, curricular and pedagogical specialists, etc.);
- knowledge transfer specialists;
- NGO, CBO, and advocacy organisations with educational and/or training programs; and public and private policy specialists whose remit encompasses education and training.

Policy-Makers: Local, national, and European-level policymakers and funding bodies who influence cultural, technological, and educational strategies, including:
- public officials engaged with the adoption, implementation, and/or regulation of ML/AI;
- NGO-affiliated, independent advocates, and/or writers and theorists;
- corporate representatives; and
- representatives and participants in aligned and adjacent initiatives (e.g., New European Bauhaus, KIC, etc.).

General public: The Action will actively work to involve individuals and institutions active at local and international levels and across the different disciplines and target groups. All Action's activities and outputs will be documented and publicly archived, with the exception of materials deemed confidential in accordance with all relevant laws, policies, or prudence. It will rely on participants, stakeholders, and other contacts to disseminate notices of the Action's processes in appropriate contexts.

Key messages for internal audience

- Artistic Intelligence enhances cross-disciplinary collaboration in artistic research to address the societal challenges of our times, enhance skills and transferability and to benefit creative practices across creative sectors and industries
- Artistic Intelligence is the primary networking tool for developing collaboration and shaping the concept of Artistic Intelligence.
- Information can be distributed through the network and reach stakeholders and the general public using the network communications tools (website, social media channels, email newsletter)
- The science communication coordinator is the reference point for finding relevant information and overcoming issues and difficulties encountered in the dissemination activities.

Key messages for external audience

Artistic and practice-based research is increasingly called upon to enable cross-disciplinary research to address complex societal challenges in collaborative ways.

The Action responds to the lack of common standards, challenging isolated, non-referenced research processes across the arts and culture. It aims to link emerging initiatives in practice-based research by exploring current technological possibilities for accessing, linking and validating them within a common framework of artistic intelligence.

This messaging will be reviewed throughout the Action and adjusted accordingly during the action. Working Group leaders and their members will identify key messages from their focus areas to include as well.

3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

Key messages related to Aim and Approach:

- Artistic Intelligence refers to the collective capacity of artistic and practice-based research to generate impact and value beyond the project-specific, singular outcomes of an individual project.
- Artistic Intelligence aims to enable cross-disciplinary research to address complex societal challenges in collaborative ways, by focusing on *discoverability* and *transferability*.
- Artistic Intelligence convenes cross-disciplinary and cross-contextual expert networks with the shared goal of coordinating the application of new computational techniques, such as ML/AI, to artistic and practice-based research.

Key messages related to Impact and Results:

Artistic Intelligence develops a provisional framework for knowledge transfer surrounding the analysis, exploitation, and application of artistic practices.

Artistic Intelligence lays key foundations for more transparent uses of ML/AI, which emphasise the values of responsiveness, equity, accessibility, and responsibility.

Artistic Intelligence establishes a research network dedicated to using emerging computational techniques to large-scale corpuses of artistic research in order to identify potential value propositions.

Artistic Intelligence fosters the career development of young researchers and innovators working within the field of Artistic Intelligence, with an emphasis on ITC participants, gender balance, age and geographic representation.

In this section, we describe the platforms and channels used routinely for communication purposes:

- **Website and Online Repository:**

artisticintelligence.info

A dedicated platform for showcasing Action milestones, updates, open calls, activities, and resources: Practical guides, case studies, visual materials, publications, white papers, and research frameworks.

  - **Target group**: Internal and external audience, all target groups and stakeholders, as well as the general public
  - **Target Values:** Unique visitors by M12: > 1,000; Unique visitors by M24: 2,500; Unique visitors by M36: > 10,000.
  - **Time Frame:** M04 to at least 5 years after the end of the Action

- **Cross-Media Campaigns:**

Leveraging social media, podcasts and newsletters to engage wider audiences. LinkedIn was launched in April 2025..

  - **Target group**: artists and creatives, young emerging researchers, as well as all target groups and stakeholders
  - **Target Values:** By M12 > 1,800; Post Impressions (actual 1869); By M36 > 2,000; Post engagement, rate > 2%; Nº of impressions (monthly average) > 200.
  - **Time Frame:** M06 to M48

- **Public Events and media engagement:** Public events during WG or MC meetings and other networking activities. Strategic media outreach to amplify visibility in local and international circles. Press releases, interviews, and opinion pieces at the occasion of networking events and meetings.
  - **Target group**: Academia, local media, business and industry, Policy-makers
  - **Target Values**: > 20 local Events; Press releases > 20; Attendants at local events: > 1000.
  - **Time Frame:** Regularly from M06.

- **Live Webinars:**

Regular online events to reach global participants, encourage all WGs to present.

o **Target Group**: Artists and creatives, technology developers, and the general public

o **Target Values**: Size of Online Community by M36 > 2,000; Attendants of online events: > 2000.

o **Time Frame**: M06 to M48;

- **NextCloud:**

Artistic Intelligence (ARTinRARE) takes advantage of the NextCloud platform, which provides a digital workspace to foster communication, discussion, and exchange among members and WGs. The Action's NextCloud will have various channels, some of which deliver crucial general information and some dedicated to specific WGs, task groups, and particular purposes.

In addition, the following communication products has been developed:

- Action Logo and Visual Identity - a distinctive logo and visual identity representing the Action has been created. This visual identity is consistently used across communication materials to establish brand recognition.
- Design of templates – Templates for presentations, reports, and other documents will be designed in the 2nd Grant Period to ensure a consistent and professional appearance.

- An Artistic Intelligence brochure will be produced in the second grant period.

Table 1.

Communication activity	Target group	Target values
Action website and online repository: Platform to promote the Action and its results, stimulate creative collaborations and interactions, foster knowledge transfer and exchange	All target groups and stakeholders, as well as the general public	*Time Frame*: M04 to at least 5 years after the end of the Action. Target Value: Unique visitors by M12: > 1,000; Unique visitors by M24: 2,500; Unique visitors by M36: > 10,000.
Cross-media campaign: Regular updates on emerging and established social media platforms, series of audio and video podcasts, regular email newsletter.	Artists and creatives, young emerging researchers, as well as all target groups and stakeholders	*Time Frame*: M03 to M48 *Target Values*: Size of Online Community by M36 > 2,000; Post engagement rate > 2%;

Press releases and Action promotions for local media and via the website at the occasion of networking events and meetings	Information for academia, media, business and industry, Policy-maker	*Time Frame*: Regularly *Target Values*: Press Releases > 20.
Public events during WG or MC meetings and other networking activities	Local media, General public	*Time Frame*: regularly from M06; Target Values: > 20 local Events; Attendants: > 1000.
Live streams and a series of webinars on the main topic of the Action	Artists and creatives, technology developers, and a general public	*Time Frame*: M6 to M48; Target Values: Size of Online Community by M36 > 2,000; Attendants of online events: > 2000.
Dissemination activity	**Target group**	**Target values**
Knowledge exchange with existing projects' platforms and networks Promoting the vision and mission to established networks across the CCIs as well as at conferences, fairs, festivals.	Potential partners such as EIT C&C, EIT digital, Cyanotypes, ELIA, Cultural Action Europe, Voices of Culture, Creative Europe platforms, Creatives unite, and related R&I projects.	Established links and presentations: >50.

Table 2. Communication Matrix

Communication Activity	Tools	Channel	Frequency	Responsibility
Regular project updates	Newsletter, website, LinkedIn	Email, online	~ Quarterly	SCC + WGs must provide information to SCC
Press releases	Written articles	Institutional & national media	At milestones	SCC + COST's' press offices
Event visibility	Flyers, posters, QR codes	Onsite & online	Per event	SCC + Local host institution
Social media activity	Posts, videos	LinkedIn	Monthly	SCC + WG comms reps
Stakeholder engagement	Policy briefs	Direct mailing, workshops	Year 2 & 3	SCC + MC
Public outreach	Webinars, presentations, Open meetings	Email, Website, LinkedIn, Zoom	Annual	WG leaders + SCC

4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

Effective dissemination is essential to ensure that the outcomes of the Artistic Intelligence (ARTinRARE) COST Action reach target audiences, fostering adoption, collaboration, and long-term impact. This strategy also aims to build sustainable connections between network members and stakeholders beyond the Action's lifetime, ensuring its results continue to inform research, policy, and practice. The information conveyed will be in a language that is customised to the specific target audience (e.g. scientific publication for researchers, storytelling for the general public etc).

In the first período, there were still no results, so the plan focused on establishing a network of events and venues where the members of the action could present their work and discuss.

In the 2nd period, first tangible outputs will be shared and a brochure will be produced.

Around M24, the following deliverables should be ready and the communication plan takes into consideration by preparing press releases, website material, social media material and communication with the COST Communication office so the deliverables can be appropriately shared:

- Roadmap for test runs, simulations and feasibility studies. Basic principles and cornerstones of the Artistic Intelligence Reference Framework will be tentatively included in a plan for the further development of a proof of concept with different source materials and target groups.
- Policy recommendations (Green Paper). Outcome of the cooperation with regional, national, and sectoral research and/or funding bodies in order to implement the roadmap/white papers on accessible, responsive and responsible research.

Ways of sharing open calls for publication within the scope of the Action has been established via mailing list, newsletter, social media, website and making use of the COST Network and possibilities of sharing open calls and public events.

The Action and its results – namely the **Artistic Intelligence Toolbox** and **Artistic Intelligence Reference Framework** - adhere to openness, accessibility, FAIR and IPR by laying key foundations for more transparent uses of ML/AI, which emphasise the values of responsiveness, equity, accessibility, and responsibility. The Action includes creators and audiences, offering a wide range of formats for linking, connecting, annotating and citing, advancing its principle of equity.

This COST Action's technological impact is centred around the development of a sector-specific approach to create impact through machine learning, algorithms, and statistics. This also allows for additional impact by bridging to ID services such as ORCID, etc. Ultimately, it is about supporting open science and open data policies (including, e.g., ID services such as ORCID).

List of Dissemination Products:

- **Knowledge exchange with existing projects' platforms and networks:** Promoting the vision and mission to established networks across the CCIs as well as at conferences, fairs, festivals, such as SAR Conference and SAR Forum, xCOAx, Creative Skills Week. The Core Group will share relevant conferences and festivals for each working group.

  - **Target group:** Potential partners such as EIT C&C, EIT digital, Cyanotypes, ELIA, Cultural Action Europe, Voices of Culture, Creative Europe platforms, Creatives unite, and related R&I projects
  - **Target values:** Established links and presentations: > 50.

- **Disseminating project results:** Academic publishing in peer-reviewed journals and books, such as: Journal for Artistic Research (JAR); ENCATC Journal

  - **Target group:** Academia and research communities, sectoral networks and clusters, policy-makers
  - **Target values:** At least 10 joint scientific articles in peer-reviewed international journals.

- **Green or white papers and policy briefs:** to be distributed in close collaboration with concerned network organisations

  - **Target group:** Local community stakeholders, sectoral networks and clusters, policy-makers
  - **Target values:** Published white papers: >3; Policy briefs: >5.

5. PLAN FOR THE VALORISATION OF ACTION RESULTS

The Artistic Intelligence (ARTinRARE) valorisation plan aims to ensure that the Action's findings and tools are actively utilised to drive Artistic Intelligence, advancement, societal progress, and cross-sector collaboration, both during and after the Action's lifetime. This valorisation strategy focuses on capacity building, stakeholder engagement, policy integration, and knowledge transfer to maximise long-term impact. Establishing cross-disciplinary and cross-contextual networks of artistic researchers, scientists and end-users who will continue their collaboration after the Action's lifetime will further support the long-term impact of the Action. The added value of this COST Action will appear as a substantial, practical reward of inter- and cross-disciplinary collaboration which is expressed in a range of long-term networking opportunities with the key actors in the field of art, culture, and creativity, as well as science and technology.

The valorisation of this Action's results by the specific target audiences will happen

through:

- **Action Toolbox**: The "Artistic Intelligence Toolbox," will provide guidelines, referencing strategies, and practical resources for stakeholders. It will consist of a set of interactive materials (text and rich media) that can be used to equip individual and institutional actors and stakeholders with the information, knowledge and competencies needed to navigate the cultural and creative landscapes increasingly dominated by creative AI and Machine Learning. The toolbox will contain a list of guidelines and referencing strategies that are of particular significance in art, culture and creativity.

- **Dynamic analytical matrix and reference framework**: Will provide practical concepts and tools to promote cross-disciplinary, cross-sectoral cooperation surrounding ML/AI, the potential value propositions of artistic practices, and analogous aspects across other fields. By doing so in principles-based, mission-driven ways, it exploits the field of artistic research to advance those
principles — principles, it should be noted, that accord with key European initiatives such as the Green Deal, the challenges of the triple transition, support for collaborative research in the context of the New European Bauhaus, and a focus on social innovation and the third mission of universities.

- **Training Schools and Workshops**:Equip young researchers and practitioners with skills to apply Artistic Intelligence (ARTinRARE) methodologies and using technological and epistemological resources developed by the Action, translating them into innovative outputs. A Summer School and a final report that provides an overview of relevant resources, guidelines, and referencing strategies to the main deliverable, will ensure long-term impact.

- **Knowledge Transfer Framework**:Establish mechanisms for provisional framework for knowledge transfer surrounding the analysis, exploitation, and application of artistic practices (and practice-based research more generally), for example, policy frameworks and public initiatives.

- **Cross-disciplinary and cross-contextual networks:** Establish networks of artistic researchers, scientists and users who will continue their collaboration after the Action's lifetime will further support the long-term impact of the Action. The added value of this COST Action will appear as a substantial, practical reward of inter- and cross-disciplinary collaboration which is expressed in a range of long-term networking opportunities with the key actors in the field of art, culture, and creativity, as well as science and technology.

- **Community Impact**:Engage local and international communities through interactive events, ensuring Artistic Intelligence (ARTinRARE) principles resonate beyond academia.

Sustainability and Intellectual Property

- **Ensuring Longevity of Resources:**
  - Maintain Artistic Intelligence (ARTinRARE) outputs (e.g., Artistic Intelligence Toolbox, Reference Framework) through partnerships with existing platforms like the Research Catalogue to extend and expand existing capacities, to overcome

technological and epistemological barriers, and to promote open accessibility, equitable approaches, cultural and disciplinary responsiveness, and societal responsibility.
○ Provide long-term access to training materials, tools, and publications on the Artistic Intelligence (ARTinRARE) website.
- **Intellectual Property Considerations:**

○ Comply with GDPR and COST's ethical guidelines on data protection and confidentiality.
○ Identify and manage IP assets, to protect and disseminate Artistic Intelligence (ARTinRARE) innovations.

Synergies and Partnerships

- **Collaboration with Other Actions and Initiatives:**

○ Collaborate with related EU initiatives (e.g., S+T+ARTS, New European Bauhaus initiatives and EIT Culture & Creativity (EIT C&C)) to share resources and amplify impact.
○ Develop joint events and projects to expand ARTinRARE's reach.
- **Cross-Sector Partnerships:**

○ Engage with NGOs, industry associations, and cultural organisations to co-create and implement ARTinRARE's tools and findings.

Monitoring and Evaluation

- **How to evaluate the Action's success:**

○ Adoption rate of Artistic Intelligence (ARTinRARE) tools and frameworks.
○ The number of stakeholders and experts involved.
○ The quantity and quality of collected findings in the search for adaptation strategies.
○ Number of partnerships and collaborations established.
○ Feedback from stakeholders on the usability and impact of delivered resources.

- **Continuous Improvement:**

○ Stakeholder feedback will inform updates to tools, training materials, and policy recommendations.
○ Regular reviews by the Science Communication Team (SCT) and Core Group (CG) will ensure alignment with emerging needs.

ANNEX 1

TABLE 3. COMMUNICATION – DISSEMINATION – VALORISATION

	COMMUNICATION	DISSEMINATION	VALORISATION
Objectives	Promotion of the Action and its results. Raise awareness about the topic. Inform, promote and communicate – Visibility	Public disclosure about the Action results only.	Make concrete use of results for research, knowledge transfer or commercial use.
Expected Impact	Show the success of research collaboration. Engaging with society to show how it can benefit from the Action results.	Maximise the result's impact. Allow researchers to go a step forward. Make Action results a common good.	For socio-economic purposes, further research, market validation, licensing, norms setting, standardisation. Represents society's direct & indirect return on the public sector's investment in research.
Audiences	Reaching multiple audiences from general public, citizens, civil society, and mass media	Groups that may use the results in their own work including peers, industry, stakeholders. Regarding policymakers, engage and share evidence-based results during the legislative process.	Not only researchers: incubators, venture capital, local, national or EU-related innovation ecosystems including policy-makers, industry, SMEs, sector of interest, civil society.
Languages	Non specialist language, layman – avoid jargon Be understandable.	Scientific and specialist language/jargon.	Combines both general and technical language to present reports, results, prototypes, software, data, etc.

Channels & Tools	Public debate, TV channels, radio, newspapers, websites, social media targeting the general public. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos)	Peer-review journals, scientific or stakeholder conferences, online repository of results, etc. Leaflet/brochure, infographics, multimedia (podcast, webinars, videos) EU related platforms and services such as Open Research Europe, European Open Science Cloud.	Stakeholder groups and events, industry publications/reports, competitions/awards. EU related platforms and services such as CORDIS, Horizon Results Booster, Innovation Radar, Horizon Results platform, European Patent Office.

TABLE 2. THE 5 W TO STRUCTURE YOUR PLAN

WHY It is relevant to communicate about the Action?	A few examples: ● Research has been scattered across Europe; ● Urgent need for a coordinated and joint effort to build a collaborative platform linking science, industry, and management; ● Raise awareness; ● Bring added value of belonging to a multidisciplinary network involving numerous countries; ● To spark new collaborations.
WHAT is the key message?	Consider the Action MoU to set the objectives and develop the main key message. A few examples: ● Improve the quality of the air, water, health, roads, buildings; ● Change the current legislation; ● Explore new techniques in treating cancer.
WHO is the target audience?	A few examples ● Scientific community, Scientists, Academia; ● Businesses, industry, SMEs: ● NGOs, Citizen organisations, patient groups; ● Authorities, Policymakers and specify at what level: local; regional; national; European or international…
WHERE and how to communicate & disseminate?	Use the tools and channels to convey the key message of your network ● Public debate; ● TV channels, radio, newspapers, websites, social media; ● Workshops, training schools, conference, fairs, festivals, campaign…

WHEN it is appropriate to start communicating & disseminating?	A general recommendation - From the start to the end Think of timeliness – key moments during the lifetime of the Action when there is something new to release. ● When setting the network to introduce the Action; ● When the website & social media are set; ● When there are some results to release; ● When participating to an activity that has a wider scope with key stakeholders; ● When a joint scientific publication is published; ● When other evidence-based results and output are available. In short: not only at the end of the Action but during the lifetime. Planning is key: a dissemination calendar based on the Action planned activities and milestones is helpful to identify key moments.