

Deliverable report

D5.3

Communication and dissemination plan – 1st update

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1. INTRODUCTION

This report of the D5.3 deliverable serves as the first update to the Communication and Dissemination Plan for the RICH Europe project. The main objective of the Communication and Dissemination Plan is to create the bases and the tools to promote and coordinate the interaction efforts of all partners, ensuring not only internal communication to guarantee the fluent run and optimal outcomes of the RICH Europe project activities, but also the foundations for an effective communication of results achieved by RICH towards users and stakeholders external to the consortium, and large public.

The core objective of this plan is to establish the foundation and tools necessary to promote and coordinate the interactive efforts of all partners. This ensures effective internal communication for the smooth operation and optimal outcomes of RICH Europe activities, as well as robust external communication of results to users, stakeholders, and the public. The overall objective of RICH Europe is to strengthen the capacities of and cooperation among *NCPs in the area of Research Infrastructures (including e-infrastructures)* and to provide high quality support and services to programme applicants and the Research Infrastructures (RIs) community at large with the view to increase the quality of RI proposals in the area. Considering this, it is essential to outline adequate and accurate communication and dissemination strategies.

The plan outlines adequate and accurate communication and dissemination strategies. As an update to the first communication and dissemination plan, the present document incorporates all progress made so far, especially after the publication of the 1st report on communication and dissemination activities (D5.2), as well as it introduces additional dissemination tools and actions and further strategic dissemination activities. The tools developed will be used to raise awareness about RICH Europe and drive traffic to its website and social media, where all project information and communication products will be regularly uploaded. The social media engagement strategy will involve national and European-level contacts, such as NCPs, the European Commission, Ministries, and other relevant projects, who may be interested in RICH Europe's activities and results. Tailored information and news will be sent to selected countries' communication contacts via the RICH Europe mailing list and the internal network databases of each RICH Europe beneficiary. By creating and distributing engaging multimedia content, such as pictures and videos, on the website and social media, the project aims to encourage other relevant accounts to amplify RICH Europe's key messages across their networks and to the wider European society. The document also details the implementation procedures and methodologies that each beneficiary must follow to achieve the communication and dissemination plan's aims and expected impact.

2. COMMUNICATION PLAN

2.1. Beneficiaries Responsible for Implementation

NCBR is the WP Leader. FORTH/PRAXI Network is Task leader and supporting partners are APRE, and VIAA.



2.2. Main Objectives of the Communication Plan

This Communication and Dissemination Plan refers to the following definitions:

(D) **DISSEMINATION:** The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results).

(E) **EXPLOITATION:** Means to make use of the results produced in an EU project in further activities (other than those covered by the project, e.g. in other NCPs activities; ...)

(C) **COMMUNICATION:** Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.

According to these definitions, the differences between communication and dissemination are summarized in Table 1 below:

Table 1: communication and dissemination definitions

| Communication | Dissemination |
|--|--|
| <ul style="list-style-type: none"> Covers the whole project (including results) Starts at the outset of the project Multiple audiences beyond the project's own community, including the media and general public Multiplier effect Informing and engaging with society, to show how it can benefit from research | <ul style="list-style-type: none"> Covers the project results only Happens once results are available Specialist audiences: Groups that may use the results in their own work, including peer groups, industry, professional organizations, policymakers Enabling the take-up and use of results |

Dissemination means sharing project results with potential stakeholders, while communication follows a broader approach.

WP5 will foster synergies with the other activities of the project, in order to ensure a harmonized fulfilment of the planned objectives of WP5, which are to:

- 1) create awareness about the project and communicate the project activities, results and conclusions to the widest possible audience;
- 2) target and engage specific audiences/stakeholders that will benefit from the project's actions and results and captivate their interest on RICH Europe outputs;
- 3) plan, design, implement, monitor and evaluate a set of dissemination and communication activities; and
- 4) increase the visibility of the European Research Infrastructures NCPs' activity.

RICH Europe will implement dissemination and communication activities in a timely and adequate manner, following a specific roadmap:

- Planning of Activities (M1 – M5): Define the communication and dissemination strategy and plan to ensure the best impact of RICH Europe activities and outcomes. D5.1 “Dissemination and Communication plan” (M3) and D5.3 Project's Visual Identity Handbook (M5).
- Implementation Phase (M1 – M84): Produce a comprehensive set of tools and channels to diffuse key messages extracted from RICH Europe results to stakeholders in a way that encourages stakeholders to be connected with the project. D5.2 “Dissemination and Communication plan” (M42).
- Monitoring Activities (M5 – M84): Carefully analyze and assess the impact and success of dissemination activities against pre-established key performance indicators (KPI's – Section 2.1 and Task 1.4 Quality management and impact assessment).
- Sustainability (M80 – M84): Identify and establish mechanisms needed to ensure persistent and long lasting visibility, replicability and exploitation of RICH Europe outcomes. D5.4 “Exploitation and Sustainability Strategy” (M83). It should be pointed out that the RICH Europe Dissemination & Communication supports and channels described below are intrinsically linked to the exploitation of the project results, that is to say, the efficient publicity and the wide exposure of project activities and/or results to targeted stakeholders and media facilitate the use of these results beyond the project's lifetime and thus, increase the impact of the project.

2.3. Target groups

The identified RICH Europe target groups are presented in Figure 1 and characterized as follows:

1. National Contact Points for Research Infrastructures and relevant RIs groups – RICH Europe NCPs and all RICH Europe network members, ESFRI, eIRG, EUDAT, other NCP networks.
2. Applicants in Horizon 2020 RIs calls - Research Infrastructures, research organizations, universities, SMEs, ERICs, ESFRI Roadmap Infrastructures, etc. The communication towards the clients must be clear, timely and accurate.
3. Research Infrastructures and Academia - The Research infrastructures' communities are distinguished following the thematic panels set by the ESFRI roadmap following large thematic domains: Biomedical Science, Environment and Earth Sciences, Physics and Analytical Facilities, Social Science and Humanities, Astronomy, Energy. The communication plan will convey relevant messages towards each RIs' community.

4. Industries and SMEs - The Research Infrastructure interests and industry are often quite far from each other; however, there are important academic research that can assist industry. It is imperative to understand and use communicative messages that can match with the “industry and SMEs language”.

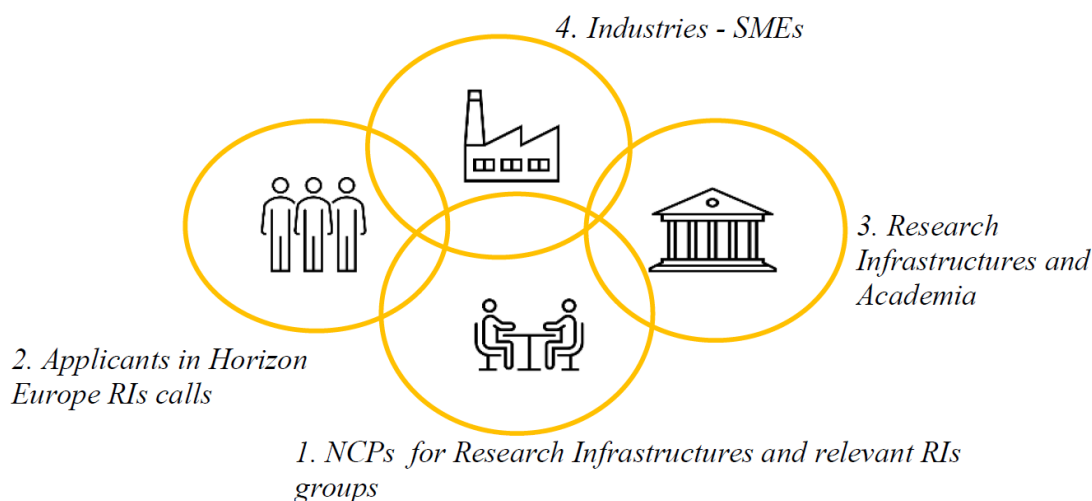


Figure 1: Key target groups for the communication & dissemination strategy

Each target group is different and the communication plan is put together by selecting the most suitable communication channels to impact on each of them (email, online platforms, social media, phone, or in-person group meetings etc.). This is the key to achieve the communication expected results. All communication activities have been conceived and will be implemented through an active and direct involvement of the selected target groups, both in the planning phases and in the implementation phase.

2.4. Communication tools and channels

To reach the described communication objectives, a wide portfolio of channels and tools based to some extent on those already developed in previous networks (RICH and RICH Europe) will be used.

The **RICH Europe website** serves as the central information hub for the project, providing core details on its objectives, activities, and upcoming events. It includes official contact information and fully complies with EU visibility requirements, prominently acknowledging the funding support. The website is structured to disseminate all project-related content, including news, stakeholder announcements, call updates, event highlights, and Q&A materials.

In addition to its public-facing content, the website also features a **Reserved Area (Intranet) for National Contact Points (NCPs)**. This section functions as the main repository for RICH Europe internal documentation, offering NCPs access to relevant reports, working papers, presentations, webinar recordings, training materials, and consortium meeting resources. The Intranet is continuously updated to reflect the latest project developments and ensure timely access to critical information for beneficiaries.

- To enhance user engagement and grow the project’s outreach organically, it is recommended to integrate a **newsletter sign-up form** directly on the website. This would allow stakeholders, researchers, and

institutional partners to subscribe to updates and stay informed about project activities. As such a form is currently absent, implementing it would support the expansion of a GDPR-compliant contact base and strengthen audience retention through regular communication.

The **HE NCP Portal** has been developed within the Bridge2HE project to give NCPs and participants access to the vast knowledge, support tools and services that NCP networks (including RICH Europe) develop to support the wide participation in Horizon Europe. RICH Europe will supply the NCP Portal with the major outcomes of the project to ensure access for all HE RI NCPs. The project deliverables and main results will be available on both websites.

The most important **communication channels** will be: RICH Europe Community Portal (Task 5.3), RICH news (Task 2.5) Social Media Campaigns (Twitter) and advertising in accordance with the established strategy (ad hoc social media campaigns), YouTube channel development (Task 5.3), set of promotional materials for further distribution (Task 5.2), community building activities, participation in events such as webinars, workshops, lectures, conferences like R&I Days or ICRI and (Task 2.4, Task 4.1).

In addition, to support collaborative teams a portfolio of modern tools will be applied in the following areas: internal communication, work planning & management, on-line meetings, on-line workshops and teamwork, simultaneous cloud shared work, social media planning & management and social media graphics/templates.

The logo and templates (word and PPT) have been created at M1 for the project.



Figure 2: RICH Europe logo

Table 2: Internal communication tools

| Tools | Description | KPI |
|--|--|---|
| <i>Consortium meetings</i> | RICH Europe Beneficiaries | Number of participants at the meetings |
| <i>RICH Europe Consortium Mailing List</i> | APRE manages the official RICH Europe beneficiaries mailing list that encloses all the beneficiaries' email addresses. Communication among the RICH Europe consortium will be constant and continuous. The mailing list will be regularly updated by APRE. | At least 1 official communication/month sent by the Coordinator. Mailing list updated when necessary within three working days. |

| | | |
|--|---|--|
| <i>RI's NCPs Mailing List</i> | APRE will communicate to all the RI's NCPs the relevant activities and initiatives of RICH Europe project. The European Commission will keep the mailing list updated. | At least 4 official communications sent by coordinator per year. |
| <i>RICH Europe Community Portal – intranet section</i> | The Community Portal will contain materials and reports collected and prepared during the course of the project that are authorized for public dissemination. The intranet section of the RICH Europe Community portal will provide an interface for all beneficiaries to share more sensitive information, such as administrative documents etc. | Frequent visits from the entire consortium |

Table 3: External communication tools

| Tools | Description | Target No. (see Fig. 1) | KPI |
|---|---|--------------------------------|--|
| <i>Social Media Campaigns (Twitter)</i> | Social media will help extend the reach of key dissemination and communication messages to much wider audiences (both NCPs and wide public) with no geographical limitations and at a very low cost. RICH-Europe will use the RICH-2 Twitter account (437 followers) while a new YouTube channel will be created. The most important aspect of the campaigns will be the constant engagement of a wide audience that will gain access to news about RICH Europe in a seamless manner. | 1,2,3,4 | <ul style="list-style-type: none"> • Twitter account with \geq 1000 followers at the end of the project. • At least 1050 Tweets & retweets (150 per year) • At least 300.000 Tweet's visualizations at the end of the project • 14 Social Media Campaigns (2 each year) |
| <i>RI's NCPs Mailing List</i> | APRE will communicate to all the RI's NCPs the relevant activities and initiatives of RICH Europe project. The European Commission will keep the mailing list updated. | 1 | At least 4 official communications sent by coordinator per year. |
| <i>RICH Europe Community Portal – public area</i> | The RICH Europe Community portal will be a visually straightforward tool with the most relevant information provided by the RICH Europe Consortium as well as from the community. The Community Portal will contain materials and reports collected and prepared during the course of the project that are authorized for public dissemination. The Community Portal will be continuously updated throughout the project's lifespan and kept active for a period of two years after the end of the project. A process of constant improvement of the website will be performed throughout the duration of the project based on Google Analytics and Google Webmaster Tools (including search engine optimisation - SEO). Periodic maintenance of the website will be performed as well. | 1,2,3,4 | At least 70 000 unique visitors at the end of the project (about 10 000 per year) |

| | | | |
|---------------------------------|--|---------|--|
| <i>RICH News</i> | Informal online short meetings aimed at updating the RIs NCPs community on the last news in the RIs programme and landscape will be organised 2 times a year. RICH news will help NCPs to offer a more holistic support to the applicants, anchoring the proposals to the European landscape. The videos will be made available on RICH Europe Community portal and YouTube account. | 1 | At least 14 “RICH News” – (at least twice per year) |
| <i>YouTube</i> | All non-professional promotional videos produced will be shared on RICH Europe YouTube channels. Moreover all the public virtual events organized in the framework of RICH Europe will be live-streamed on YouTube | 2,3,4 | <ul style="list-style-type: none"> • At least 7 nonprofessional promotional videos produced uploaded (1 per year). • At least 7 live events or webinars broadcasted on RICH Europe YouTube channel (1 per year) • At least 10.000 global views of RICH Europe’s videos. |
| <i>Visual identity elements</i> | The first step for successful project dissemination is the creation of an attractive and visually effective brand. VIAA will take care of the conceptualization, design and development of all factors affecting the Brand identity of RICH Europe project (Task 5.2). Specifically, a “Communication toolkit”, available to the partners, will be created. | 1,2,3,4 | Creation of Project logo, Project e-banner, Project Totem, Project Event template, Project event e-feedback form template, Project PowerPoint template, Illustrations, GIFs |
| <i>Promotional Video</i> | In order to deliver non-professional quality videos, APRE will follow the steps below in close contact with the entire Consortium: 1) Conceptualization 2) Pre-Production 3) Production 4) Post Production 5) Marketing & Distribution support. | 1,2,3 | At least 7 nonprofessional promotional videos produced (1 each year) |

3. DISSEMINATION PLAN

3.1. Beneficiaries Responsible for Implementation

NCBR is the WP Leader. FORTH/PRAXI Network is Task leader and supporting partners are APRE, and VIAA.

3.2. Dissemination objectives

The first step to devising a successful dissemination plan is to thoroughly comprehend the objectives that it aims to fulfil. Consequently, an integrated, coherent and well-targeted dissemination plan is carefully planned. The following objectives have been defined as part of RICH Europe's dissemination strategy:

- Define the tools that will help establish effective communication channels between the consortium, the RI NCP network and other relevant target groups, maximizing the project's potential impact.
- share RICH Europe's results and outputs and engage various RI NCPs, as well as other stakeholders in events and activities (Policy officers, NCPs, Researchers, RIs, Industry, SMEs, Project coordinators, other potential RIs Work Programme 2018-2020 applicants), reinforcing information exchange among the targeted groups.
- create helpful materials for Innovation stakeholders, researchers, project/programme owners, Researchers, innovation stakeholders, project/programme owners, Public bodies, Research centres, SMEs, business community, universities, Academia, research institutions, think tanks, Forensic laboratories, FP7 projects, H2020 projects that simplify their access to H2020 and Horizon Europe and help raise the quality of proposals as well as generate new contacts and partnerships.
- Raise awareness and ensure maximum visibility by communicating the project goals and achievements.

3.3. Target groups

The dissemination target groups are the same as the communication target groups (see Section 2.3).

3.4. Dissemination tools and actions

The following tools and channels should be utilized for the dissemination of project outcomes. The proposed tools and actions incorporate all progress made so far, especially as presented in the 1st report on communication and dissemination activities (D5.2), that is a review of the communication and dissemination activities carried out by the RICH Europe project over a 33-months period (June 2022 – March 2025).

• Social Media and Online Channels

- **Website:** The [RICH Europe website](#) serves as the central hub for both stakeholders and NCPs, with public-facing information and a reserved Intranet area hosting exclusive resources.

- **LinkedIn:** With over 6,695 accounts reached, LinkedIn has become a key platform for sharing news, events, and engaging stakeholders.
- **X (formerly Twitter):** Active since June 2022, the account (@rich_ncps) continues to grow with 512 followers and regular posting activity.
- **YouTube:** A repository of webinar recordings and other audiovisual content. Since November 2023, RICH Europe has been implementing the dissemination of its activities via the recording and publication of videos on [RICH YouTube Account](#). As of March 2025, the channel has 40 subscribers and 138 views from 6 public videos. Private videos for NCPs are also hosted here.

- **Mailing Lists and Group Email Communication**

Two main mailing lists are currently managed by APRE: one for officially appointed National Contact Points (NCPs) for Research Infrastructures (RIs), and another for RI stakeholders such as ERICs and project representatives. As of March 2025, more than 6,300 emails have been exchanged with the community. To enhance communication within the NCP network, a dedicated group email address (richeuropencps@apre.it) was launched, replacing the previous Google Group “Share&Learn.” This new solution enables broader participation and more inclusive exchange, and now connects 76 active accounts.

- Looking ahead, it is strategically recommended to **segment the mailing lists into more specialized subgroups**, based on thematic areas and stakeholder profiles. This would enable **more targeted communication**, ensuring that recipients receive content aligned with their interests and responsibilities.
- Additionally, messages should be **tailored to each subgroup**, with customized subject lines and relevant, actionable information that addresses the specific needs of each audience. This personalized approach will enhance engagement, improve open rates, and support more effective dissemination of RICH Europe content.

- **RICH News & RICH News Café**

A dynamic alternative to traditional newsletters, RICH News offers a 30-minute live update on project activities, with recordings available on the Intranet. Since December 2024, it is followed by “RICH News Café”—an informal Q&A session to encourage discussion among NCPs.

- **Webinars and TNA Promotion**

Five webinars have been held since 2022 to promote **Transnational and Virtual Access (TNA)** to RIs, often in collaboration with thematic NCP networks. These sessions are recorded and made available both on the website and YouTube. A searchable online database of TNA calls is also maintained by APRE, with 2,700 views from 998 unique users, demonstrating strong interest.

- **Trainings and Site Visits for NCPs**

On-site and online training sessions for NCPs include site visits to relevant European RIs. These combine theoretical instruction with hands-on experiences, such as guided tours and direct interaction with RI managers, emphasizing inclusive access and coherence across Europe.

- **Joint Proposal Check Service**

A continuous support mechanism enabling less experienced RI NCPs to receive feedback on proposals from more experienced peers, fostering internal capacity building.

- **Tripling Activities**

Tripling—an evolved form of the traditional twinning model—involves 3 to 5 RI-NCPs in peer-learning meetings, hosted by experienced NCPs. These meetings aim to benchmark services, improve quality, and disseminate best practices across underperforming countries.

- **Institutional Support & Cross-Network Dissemination**

APRE, ISCIII, and PRAXI Network contribute through institutional bulletins, social media, and newsletters, significantly amplifying project visibility across national and European platforms.

3.5. Further strategic dissemination activities

RICH Europe has undertaken several complementary activities to reinforce its core communication strategy, extending visibility, improving engagement, and ensuring alignment with European Commission expectations. These activities could be strengthened and further supplemented with the propositions in this section, which stem from the insights provided in the 1st report on communication and dissemination activities (D5.2) and the analysis provided by the communications team of Praxi/FORTH.

- **Enhanced Social Media Strategy and Internal Guidelines**

Following constructive feedback from the European Commission during the February 2025 review meeting, partners were encouraged to intensify their presence and effectiveness on social media. In response, APRE developed an internal manual outlining best practices for content creation, including guidance on concise writing, hashtag use, formatting for clarity, and audience targeting. This resource supports beneficiaries in maximizing the reach and impact of their online communication.

- To enhance the visibility and user engagement of the RICH project website (<https://rich-europe.eu/>), it is imperative to increase the frequency of hyperlink integration within social media posts. Embedding direct links to the website in every relevant post will drive greater traffic and improve the site's usability.
- Additionally, important announcements, events, and webinars should be pinned at the top of social media profiles to ensure persistent visibility and easy access for followers. In terms of link management, utilizing the Bitly platform for URL shortening is preferable over alternatives like Urly, as it offers more reliable tracking capabilities and a cleaner appearance. The dissemination of project-related YouTube videos should be extended to LinkedIn, leveraging the platform's professional audience to boost engagement through targeted content distribution.
- Furthermore, the creation of short video clips extracted from existing YouTube content can significantly increase posting frequency and attract a wider audience across social media channels. These short clips, formatted as “shorts,” have proven efficacy in capturing attention and fostering higher interaction rates, particularly on platforms that favour brief, dynamic media.

- **Institutional Outreach through Partner Channels**

Project partners contribute actively to dissemination through national and institutional platforms. APRE integrates project updates into its *APREweekly* bulletin and publishes relevant content on its dedicated RIs web section. ISCIII reinforced visibility by sharing key outcomes, such as the Madrid symposium, on LinkedIn. Similarly, PRAXI Network in Greece utilized national newsletters, Horizon Europe portals, and social media to promote RICH Europe's activities and build synergies with networks like the ERC NCPs and future initiatives such as *mERCury*.

- **Cross-Network Collaboration and Synergy Building**

To expand outreach and reinforce community ties, RICH Europe has closely collaborated with other NCP networks. This includes co-hosted thematic webinars with networks such as Greenet, Net4Society, and HNN3.0, and joint dissemination of events and resources across overlapping stakeholder communities. These efforts help ensure a cohesive and coordinated presence within the broader Horizon Europe ecosystem. An important strategic goal would be to further strengthen collaboration with NCP Networks and Stakeholder Communities.

- An important strategic goal would be to further strengthen collaboration with NCP Networks and Stakeholder Communities by integrating successful case studies and personal testimonials, particularly in activities related to Transnational Access (TNA), Proposal Checks, and similar support services. The inclusion of such illustrative examples and firsthand accounts would enhance credibility, provide tangible evidence of impact, and foster greater trust and engagement among stakeholders.

- **Visual Identity & Multimedia Activities**

As part of its commitment to accessible and engaging communication, RICH Europe could incorporate visual and multimedia elements across its dissemination tools.

- **Infographics** are helpful to represent key performance indicators, event data, and outcomes in a clear and attractive format, suitable for presentations, reports, and online platforms.
- Additionally, **short-form videos** could be produced to highlight activities and promote opportunities such as TNA access. These videos are designed with accessibility in mind, featuring subtitles and clear calls to action to encourage participation and engagement from diverse audiences.
- In order to expand reach and coherence across the European NCP ecosystem, we should **strengthen collaboration with other NCP networks for co-dissemination of this content**, ensuring aligned messaging and broader community visibility. Multimedia outputs should be designed to serve both public audiences and internal stakeholders, enhancing accessibility and impact.

4. MONITORING & EXPLOITATION OF THE RESULTS

The RICH Europe project as a Coordination and Support Action (CSA) does not have a commercial scope. However, the outcomes and exploitation results can be of interest for the scientific community by and large for non-commercial exploitation such as the establishment of guidelines or recommendations, including facilitators such as research managers and administrators or stakeholders like the EIT. In this regard, a close collaboration with the involved beneficiaries' IP experts is ensured.

4.1. General background regarding exploitation of results

In line with the definition regarding exploitation as a means to make use of the results produced in an EU project or in further activities, the tools, services and products will be developed with a view towards further dissemination and use, according to Article 17 of the GA (communication, dissemination and visibility). As the project follows the open science/open access principles (Art. 17 GA and Annex 5 specific rules: online access to the project's outputs provided free of charge to the end-user), the outcomes will be publicly available and are open to further uptake, e.g. adaptation to a specific scientific community (discipline or region).

IP measures: One of the main purposes of this project is to exchange knowledge and experience amongst NCPs in order to improve their services via transnational cooperation, close the knowledge gap and harmonize NCP services. Therefore, by default, the products, tools and services are designed for further use and uptake by NCPs (e.g. the trainings) and by the scientific community (e.g. the handbooks). The project results will not be IPR protected.

4.2. Further exploitation and development of results

The projects results will constantly be adapted for each new call year/release of the next RI Work Programme. The use of internal knowledge-exchange measures (trainings, twinnings / triplings, mentoring, and workshops) and the reaching of milestones and deliverables will be monitored. The SC and Coordinator will monitor where further exploitation is going to be possible and update the dissemination, exploitation and communication plan accordingly at project midterm. Additionally, facilitated communication channels among RI stakeholders allow for better and easier knowledge generation among interested parties.

In order to further reinforce and strategically enhance the team engaged in Work Package 5 (Communication & Dissemination), the RICH Europe consortium is in the process of integrating a new beneficiary into its structure. The inclusion of the **Research Council of Lithuania (LTM – Lietuvos mokslo taryba)** represents a targeted and value-driven decision aimed at expanding the consortium's capacity to implement an impactful, coherent, and forward-looking communication and dissemination strategy.

LTM will be directly involved in the support of specific tasks under WP5, bringing to the table a wealth of experience, institutional know-how, and a proven track record in communication at European levels. The administrative and procedural steps required to formalize this addition are currently underway and are expected to be completed by the end of June 2025.

This strategic partnership is anticipated to generate significant added value, both in terms of qualitative contributions and in aligning dissemination efforts with the broader objectives of the RICH Europe project. By enriching the consortium's expertise and outreach capabilities, LTM's involvement will play a central role in elevating the visibility, coherence, and overall impact of RICH Europe's communication and dissemination activities towards the stakeholders and wide public.

4.3. Monitoring of results

A major part of a communication and dissemination plan is to establish the appropriate processes to monitor the progress towards achieving the goals set in the plan. All activities related to the dissemination and the exploitation plan will be internally monitored and reported to the EU, utilizing the collaborative tools that the consortium has at its disposal. Completed activities, as well as planned activities, will be systematically monitored and reported, in order to maintain a thorough understanding of the project's progress. The template for reporting communication and dissemination activities is provided in Annex I of the present document.

5. CONCLUSION

This deliverable report updates the to the 1st Communication and Dissemination Plan for the RICH Europe project. It establishes the foundational strategies and tools necessary to promote and coordinate the interactive efforts of all partners. This ensures effective internal communication for the smooth operation of RICH Europe activities and robust external communication of results to users, stakeholders, and the general public. The document outlines adequate and accurate communication and dissemination strategies, detailing the implementation procedures and methodologies that each beneficiary must follow to achieve the plan's aims and expected impact.

To enhance the project's communication and address the persistent need for better outreach, several key propositions are critical:

- **Intensify Social Media Engagement:** It is imperative to increase the frequency of hyperlink integration within social media posts to drive greater traffic to the RICH Europe website. Important announcements, events, and webinars should be pinned to social media profiles for persistent visibility.
- **Optimize Mailing List Strategy:** Segmenting existing mailing lists into more specialized subgroups based on thematic areas and stakeholder profiles will enable more targeted communication. Additionally, messages should be tailored to each subgroup with customized subject lines and relevant, actionable information to enhance engagement.
- **Strengthen Collaborative Content:** The inclusion of successful case studies and personal testimonials, particularly in activities related to Transnational Access (TNA) and Proposal Checks, would enhance credibility and foster greater trust and engagement among stakeholders. Furthermore, incorporating visual and multimedia elements such as infographics and short-form videos can significantly enhance accessibility and impact.
- **Leverage Existing Platforms and Tools:** Ensuring that all project deliverables and main results are consistently available on both the RICH Europe website and the HE NCP Portal will maximize their reach and accessibility for all relevant audiences. The continuous update of the website's public and intranet sections with the latest project developments is also crucial for timely information dissemination.
- **Ensure Consistent Monitoring:** All communication and dissemination activities must be systematically monitored and reported using the provided template in Annex I. This process is essential for assessing the impact and success of dissemination activities against pre-established key performance indicators and maintaining a thorough understanding of the project's progress.

Annex I

Table 1: Reporting template for Communication & Dissemination activities

| Type of Dissemination and Communication activities | Title of Activity | Short Description | Website / Social Media (if available) | Type of Audience | Number of Attendees | Date of the Activity | Place of the Activity | Partner Participants (Name, Affiliation) | Presentation (if applicable) | Is/Will open access provided to the publication | Comments |
|---|-----------------------------|--|--|---|--------------------------------|--------------------------------|-----------------------------|---|---|---|----------|
| {Organization of a Conference} {Organization of a workshop} {Project Presentations} {Exhibition} {Training} {Participation to a conference/ a workshop/ or other event} {Brokerage/ pitch/ trade fair} {Other} | {Insert title of Activity } | {Insert a subject / theme/ description of the activity } | {Insert any available online channels} | {Science Community/ Higher education, Research} {Industry} {Civil Society} {General Public} {Policy Makers} {Media} {Investors} {Others} | {Insert No of attendees apx. } | {Insert Date of the activity } | {Insert Place of activity } | {Insert Partners' Name(s) and affiliation } | {Insert Name Surname, title in case of a presentation } | {YES / NO / N/A } | |

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