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- Report after a workshop or a meeting (TEMPLATE A)
- Report after a specific action (TEMPLATE B) (test, diagnostic, implementation,...)
- X Document (TEMPLATE B) (guidelines,...)
- Other (TEMPLATE B) (to specify)

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A) TEMPLATE B - Other cases (not a workshop or meeting report)

1. Objectives

The review of the implementation and evaluation of the initial Communication Plan for Months 1-24 was reported in MS56 (Review Communication Plan (Phase #1)), which was submitted in May 2022. In February 2022, the initial project Communication Plan ([D10.2a](#)) was reviewed and updated to version 2 ([D10.2b](#)) and reported in MS61 (Review Communication Plan (Phase #2)), which was prepared in January 2023.

This report is a follow-up to the first and second reviews (MS56 and MS61). It will review the implementation of version 2 of the project Communication Plan during months 36-54.

The key objectives of this report are to

- Review the implementation of the project Communication Plan (CP v2.0) ([D10.2b](#)) during Months 36-54.
- Assess the impact of the communication activities according to the evaluation criteria defined in the Communication Plan (CP).

2. Methods

The objectives were achieved by

- A Review of the implementation of the [Communication Plan \(CP\) \(D10.2b\)](#) during months 36-54.
- An Evaluation of the impacts of the communication activities using the evaluation criteria of the CP.

3. Review of the implementation and evaluation of the communication plan

This section reviews the communication groups' activities and the implementation of the channels of communication specified in the [Communication Plan \(CP\) \(D10.2b\)](#).

3.1. *Communication Groups*

Two communication groups have been established in the JERICO-S3 project as part of the communication strategy: The Communications Working Work (CWG) and National Research Infrastructures Communications (NRIC).

3.1.1. Communications Working Group

The Communications Working Group (CWG) manages and coordinates communication, dissemination and engagement within the project and the Research Infrastructure (RI). The

CWG comprises JERICO-S3 partners with expertise or specific responsibilities relating to communication, dissemination or outputs.

The Communication Plan included regular meetings (at least bi-annually) of the CWG. During months 36-54, 3 dedicated CWG meetings were held in March 2023 and 1 was held in January 2024. The purpose of the meetings has been to review the progress of the communication and dissemination plans implementation and to schedule upcoming requirements including graphics, events, communication materials (e.g. newsletters, posters, presentations), social media activity etc.

3.1.2. National Research Infrastructures Communications (NRIC) Group

During the project, a communications network made up of the communications personnel in each partner institute responsible for communicating and disseminating information nationally and to representatives of other RI's and related consortia was established.

A dedicated NRIC meeting was held as a virtual meeting on 8th June 2021. The meeting was attended by 33 participants with expertise in communications (see MS56 for more information).

As part of the Communication Plan, the CWG were to strengthen engagement with the NRIC Group to share dissemination outputs of the JERICO-S3 and promote the products and services of the JERICO-RI through web-based communication tools and an annual meeting/workshop.

The engagement has been strengthened through community building on social media (see section 3.2.3). In addition, the JERICO-RI website has been developed into a multilingual environment to increase its reach at local and national levels.

A dedicated NRIC meeting has not been held during months 36-54.

3.2. Channels of communication

The JERICO-S3 Project [Communication Plan \(CP\) \(D10.2b\)](#) has been implemented during months 36-54.

This section provides an overview of the communication activities and their implementation during the M36-54 of the project.

3.2.1. Website

The website has been maintained and updated as planned in the Communication Plan (D10.b).

The JERICO-RI website continues to be an important resource for the latest news, events, products, and services and is integrated with the project's social media campaign (Task 10.5.1, D10.3, MS54, MS61).

During months 36-54, the website has been regularly updated with the latest news, events, deliverables, TA and VA services, and project information. As well as being the focal point for the JERICO-RI, it also serves as a central hub for the JERICO-S3 and JERICO-DS projects. The website has been enhanced with multilingual functionality and materials in [French](#) and [Portuguese](#) have been uploaded.

Since January 2023 28 events, 37 news posts, and 18 pages have been published. In February 2023, Google Analytics was switched to the new GA4 application. The previous data is no longer available. Since February 2023, there have been 73,000 page views by users on the website (Figure 1). The average session duration was 01:29 (Source: Google Analytics, July 2024).

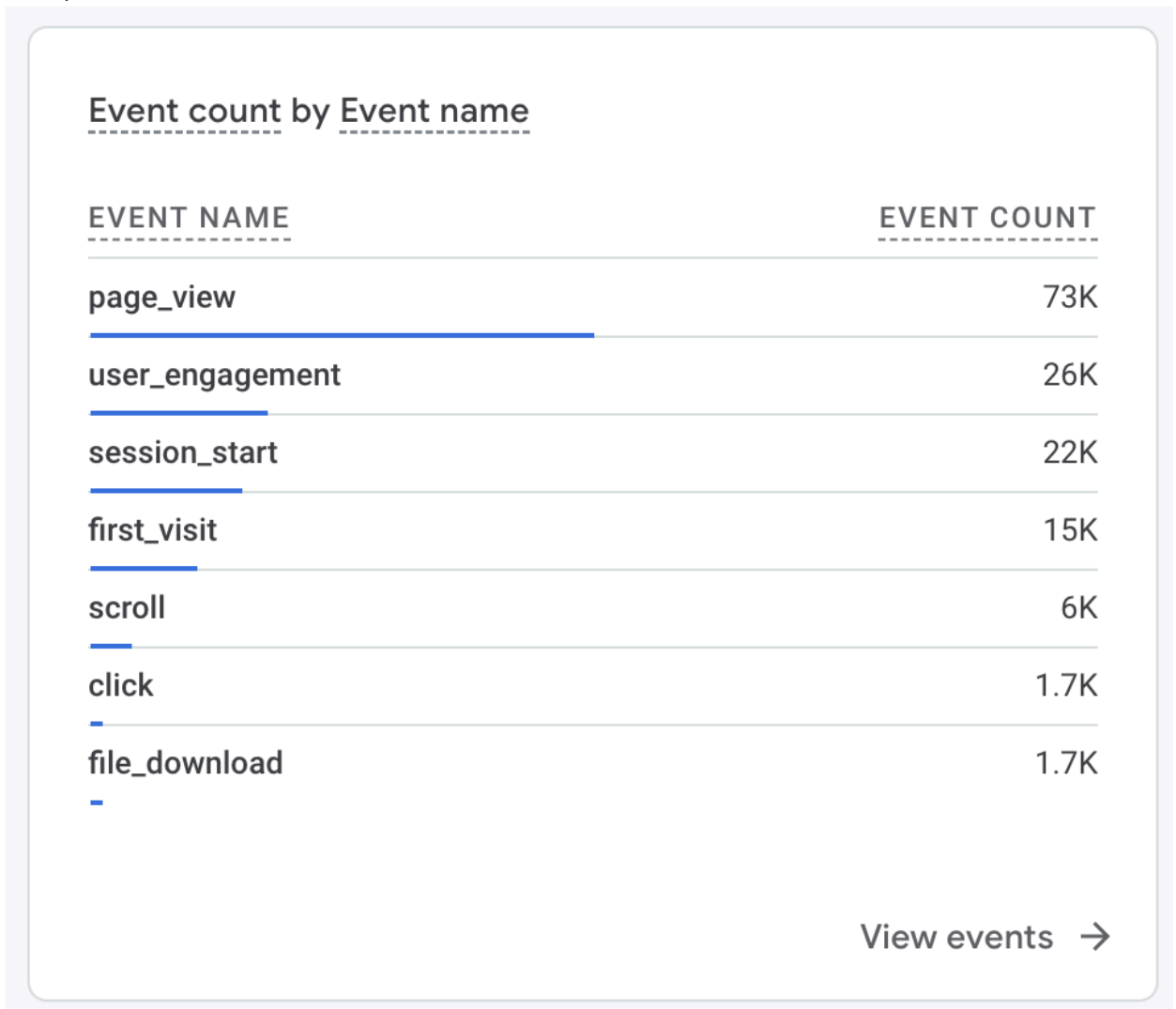


Figure 2. Audience events overview between 01/02/2023 and 31/07/2024. Source: Google Analytics.

3.2.2. Social media

The social media campaign provides a direct line of communication to related scientific consortia, target industry, policy, the NRIC Group, and education end-user groups and, crucially,

their extended networks. In line with the CP, all new materials, products, news, events, and services have been broadcast via social media channels.

[Facebook](#), [Twitter](#) (X), [LinkedIn](#), and the JERICO-RI [YouTube channel](#) remain key platforms.

Twitter: During months 36-54, [@JERICORI](#) has been regularly updated with news from the JERICO S3 and DS project, as well as products and services on the JERICO RI. The account has 2,954 followers. This has increased from 2,800 since January 2023 (MS61).

Facebook: During M36-54, the [JERICO RI Facebook](#) page has been regularly updated with news from the JERICO S3 and DS projects, products and services of the JERICO RI and other news of interest to the JERICO community. The page has 725 followers and 681 likes, which has increased from 318 followers and 286 likes in January 2023 (MS61).

YouTube: The [YouTube](#) channel has 15 videos, which have been viewed between 12 and 726 times.

LinkedIn: The [JERICO RI LinkedIn](#) account has been regularly updated during M36-54. The account has over 400 followers and almost 300 connections. It has been regularly updated with the latest project news and JERICO RI products and services throughout the last 18 months of the JERICO S3 project.

3.2.3. Project News

[Project news](#) has continued as an integral part of the website, as well as being shared via social media channels. 37 high-quality news posts have been written and published on the JERICO-RI website between 01/01/2023 and 31/07/2024. This is an average of just over 2 per month and is in line with the communication plan. Each post is promoted on social media to maximise dissemination.

3.2.4. Press Releases, Publications and Policy Briefings

During months 24-36, the complete list of JERICO-NEXT, JERICO-S3 and JERICO-DS [publications](#) were uploaded to the website. These are important dissemination outputs for the JERICO-RI community and have been updated for M36-54.

3.2.5. Project Identity

The JERICO logo, brand, and identity is well established through the previous JERICO-fp7 and JERICO-NEXT projects. [Brand assets](#) for the JERICO-RI and the JERICO-S3 and DS projects are available on the project website and are available to the public. Reporting/Meeting templates, documents and spreadsheets are managed by the coordination team via a secure web-based platform. These are routinely implemented by all partners on JERICO-RI, S3 and DS outputs and activities.

3.2.6. Web-based Communication Tools

In line with CP, web-based communication channels (e.g. Mailchimp, email, online conference tools) have been set up and used effectively to communicate both internally and externally, as well as to distribute internal and external project newsletters.

3.2.7. Graphics and Infographics

A “[slide library](#)” has been designed and produced as a series of PowerPoint slides that are available for all partners and external collaborators to promote the JERICO RI. The slides provide an overview of the JERICO RI and have been designed using the JERICO brand identity. The slides feature key aspects of the JERICO RII and help to ensure clear and consistent delivery of the key messages, products, and services to all stakeholders. The PPT is available to partners on the central web-based platform (see 3.2.5) and the PDF is available to the public on the [website](#).

3.2.8. Conferences, Events, Exhibitions, Workshops and Webinars

Partners have represented the JERICO-RI, JERICO-S3 and JERICO-DS projects frequently as planned in the first CP. Suitable events have been identified and prioritised. They have included local, national or international events that target one or several user groups. Forthcoming events have been advertised through internal communications e.g. internal newsletters and emails, as well as promoted on the JERICO-RI website and social media channels. Partner attendance and activities have been coordinated via the project management team (The Coordination).

Attendance and activities at all events have been recorded for period 3 (M36-54) on a shared dissemination and communication activities log will be used for reporting and evaluation purposes. The log is available to all partners via a central document (see section 3.2.9) to help track communication and dissemination activities. Partners attending the events are encouraged to follow the guidance on procedures for communicating the JERICO-RI and the JERICO-S3 project e.g. logo use, templates, key messages, slide library, posters, social media etc.

3.2.9. Internal Communications

As planned in the first CP (D10.2), a central web-based document is operated by the project coordination team (IFREMER) to enable efficient diffusion of information, reports, meeting minutes and details of collaborations between partners. Schedules and status of deliverables, milestones, periodic reporting, financial reporting, and all aspects of project management have been maintained throughout the project. The platform is the central hub for internal project information. Keeping partners up to date with the latest activities is important to encourage continued engagement in communication and dissemination.

3.3. Summary of the communication activities (M36-54)

Analysis of the evaluation criteria shows that the Communication Plan has been and remains effective (Table 1, below). The main influence on the effectiveness of the initial CP has been the Covid pandemic.

Table 1. Analysis of communication effectiveness during M36-54			
Medium/Activity	Planned implementation	Actual implementation	Evaluation metrics
Website	Regular on-going updates	Implementing as planned	73,000 page views, 1:29 average duration per session
Social Media	Regular (at least monthly) high-quality social media posts. Near real-time posts relating to key events	More than 2 monthly high-quality social media posts have been posted on social media. Targeted social media activities promoting key activities in the project, including Pilot Supersites implementation and results, TA calls and results, VA services and JERICO-WEEKS	Increase in Twitter (X), Facebook and LinkedIn followers and likes.
Project News	2 posts per month	37 high-quality news posts	37 news posts that have also been shared on social media. Average of over 2 per month.
Press Releases, Publications & Policy Briefings	Dissemination and Exploitation of Key Project Outcomes as defined in the DEP (D10.1)	Implementing as planned	Publications are available on the project website.
Project Identity	To be used on ALL project communication activities and channels as per the guidelines for communication activities relating to the JERICO-S3 project and the JERICO-RI.	Implementing as planned	Assets uploaded to the website and web-based admin platform

Web-based Communication Tools	On-going communication	Implementing as planned	Continue to be used effectively
Flyers, Leaflets, Posters and Banners	1 near the start of the project focused on project aims and objectives and 1 near the end showcasing products	An overview presentation of the JERICO RI has been designed and composed during this period as a graphical product that concisely explains the JERICO RI, its purpose, projects and services to stakeholders	Assets of the communication toolbox (including the presentation) are available for all partners and stakeholders to promote the JERICO-RI and JERICO-S3 project and outputs
Conferences, Events, Exhibitions, Workshops and Webinars	Attend and present at all relevant conferences, events and exhibitions possible. Organise/attend frequent workshops and meetings throughout the project.	Implementing as planned	The number of events organised and attended will be reported as part of the final EC reporting requirements.

4. Conclusion

The communication plan has been successfully implemented during the final period (M36-54) of the JERICO-S3 project.

The communication activities have promoted the JERICO-S3 project services and results, as well as the use of the JERICO-RI and its products and services to a range of stakeholders and end-user groups (Table 1).