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Joint European Research Infrastructure network for Coastal Observatory Science, Services, Sustainability	
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→ **Please specify the type of milestone:**

- 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)

Diffusion list			
<u>Consortium beneficiaries</u>	Third parties	Associated Partners	other

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

1. Objectives

Communication activities dedicated to increasing the long-term visibility of JERICO-RI during M1-24 were reported in [D60](#) (Task 10.5.1). The Milestone Report documents the production of communication material dedicated to increasing the visibility of the JERICO-RI during M25-54.

Planned activities on the production of communication materials dedicated to increasing the visibility of the JERICO-RI were set out in the project communication plans. 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)). Version 2 of the communication plan focussed on activities to promote the project outputs and the JERICO-RI. Implementation of version 2 of the project communication plan M36-54 was reviewed and evaluated in July 2024 (Review Communication Plan (Phase #3) (MS67)).

This report is a follow-up to D60 and summarises the production of communication materials dedicated to increasing the visibility of the JERICO-RI during months 25-54.

The key objective of this report is to

- Summarise the communication materials dedicated to increasing the visibility of the JERICO-RI that were produced during M25-54.

2. Methods

The objectives were achieved by

- Summarising the production of communication material dedicated to increasing the visibility of the JERICO-RI as part of the implementation of the project [Communication Plan \(CP\) \(D10.2b and D10.2a\)](#) during months 25-54. Full implementation and evaluation of the communication plans are reported in MS56, MS61 and MD67.

3. Communication materials dedicated to increasing the visibility of the JERICO-RI (M25-54)

This section provides a summary of the key communication materials produced to increase the visibility of the JERICO-RI (M25-54).

3.1. *Posters, banners, leaflets and brochures*

The JERICO-RI vision, purpose, mission, and services statements were updated as part of task 10.3.2 (MS57). The statements are intended to provide a clear, concise, and consistent message defining the JERICO-RI. The revised statements are:

Vision: “By 2030, the JERICO-RI will be the European gateway to long-term scientific observations and related services for European coastal marine systems at the convergence between the land, open ocean, and atmosphere; empowering European research excellence and expertise for the benefit of society.”

Purpose: The main purpose of JERICO-RI is to enable a sound understanding of the responses of coastal marine systems to natural and anthropogenic stressors. To do so, JERICO-RI adopts a systematic approach to monitor, observe, explore, and analyse coastal marine systems in order to reach reliable information of their structure and functioning in the context of global change. JERICO-RI encompasses the whole range of environmental sciences, technologies, and data sciences. It achieves observations at global, regional and local scales, through the implementation of a set of complementary platforms and multidisciplinary observation systems.

Mission: “JERICO-RI is an integrated pan-European multidisciplinary and multiplatform research infrastructure dedicated to a holistic appraisal of coastal marine system changes. It is seamlessly bridging existing continental, atmospheric and open ocean RIs, thus filling a key gap in European marine observations. JERICO-RI establishes a framework upon which coastal marine systems are observed, analysed, understood, and forecasted. JERICO-RI enables open access to state-of-the-art and innovative facilities, resources, FAIR data, and fit-for-purpose services, fostering international science collaboration.”

Services:

- JERICO-RI investigates how innovative observation strategies and technologies can support assessing and predicting natural and anthropogenic changes in complex coastal systems and unravel the complexity of coastal processes.
- JERICO-RI provides a sustainable framework of facilities, expertise, and data to support growth, development, and innovation in the blue industry. The JERICO-RI aims at forming partnerships with industries contributing to marine observations by developing joint activities and promoting mutual benefit.
- JERICO-RI supports the development of downstream services by SMEs through free access to high-quality, continuous, multidisciplinary, marine environmental data.
- JERICO-RI facilitates technological innovations by providing access to a long-term pan-European coastal infrastructure for proof of concept, verification, and demonstration of emerging technologies in a variety of easily accessible natural environments and with the support of a network of experts.

The statements and branding were used to refresh the graphics and posters produced toward the end of the JERICO-NEXT project and forms part of a communication toolbox of graphics that can be used to further promote the visibility of the JERICO-RI and its services to a variety of end-user groups.

Key products were:

- A [roller banner](#) featuring the JERICO-RI vision statement. This is available on the project [website](#) in a variety of formats for print.
- A [double-sided tri-fold leaflet](#) featuring the JERICO-RI vision and mission statements and promoting the key products and services. This is available in a variety of formats on the project [website](#).

- An [8-page brochure](#) featuring the vision and mission statements and highlighting key products and services of the JERICO-RI. This is available in a variety of formats on the project [website](#).

Ten technical posters aimed at science and policy stakeholders were produced and presented at the JERICO-DAYS 2022 that took place from 28th – 30th June 2022 at the Hydrographic Institute, Lisbon. The posters focused on a number of aspects on the JERICO-RI and are available on the project website. The ten posters were:

- [Science and strategy](#)
- [Technology and technology design](#)
- [Harmonisation, data management and interfaces](#)
- [Sustainability and governance of the RI](#)
- [Regional organisation in JERICO](#)
- [Virtual Access](#)
- [Transnational Access](#)
- [Outreach and communication](#)
- [Pilot SuperSites highlights](#)
- [VA and JERICO-CORE](#)

3.2. JERICO-RI website and Social Media

The JERICO-S3 project website was updated during M1-24 to be product-focused on the JERICO-RI and its products and services (D60). Throughout M25-54, the [JERICO-RI](#) website and social media channels have continued to be a central hub for the latest news, events, products and services and promotion of the JERICO-RI.

During M25-54 65 news posts and 66 events have been added to the website to promote the JERICO-RI and its products and services (MS61 and MS67). The website has been updated to be a multi-lingual platform to improve engagement with national stakeholders. The JERICO-RI [Virtual Access Services](#) and the [JERICO-CORE](#) pages have been updated and the three CORE products have been added to the website ([JERICO-CORE Pilot UI](#), [JERICO-CORE API](#), and the [Blue-Cloud JERICO-CORE VLAB](#)).

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 Communication Plan, all new materials, products, news, events, and services have been broadcast via social media channels. Full details of social media activities are provided in MS56, MS61, MS67, and MS66.

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

Twitter: During months 25-54, [@JERICORI](#) has been regularly updated with news, events, products and services from the JERICO RI. The account has 2,954 followers. This has increased from 2,700 since month 24 (MS56).

Facebook: During M25-54, the [JERICO RI Facebook](#) page has been regularly updated with news, events, 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 250 likes in Month 24 (MS56).

YouTube: The [YouTube](#) channel has 15 videos, which have been viewed between 12 and 726 times. The videos have been viewed a total of 1,366 times by Month 54. This has increased from 700 views at the end of Month 24 (MS56).

LinkedIn: The [JERICO RI LinkedIn](#) account has been regularly updated during M25-54. 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. The page had 54 members at the end of Month 24 (MS56).

3.3. JERICO-RI overview presentation and slide deck

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 RI 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 (Managed by the Coordination) and the PDF is available to the public on the [website](#).

4. Conclusion

During M25-54 the following communication materials were produced to promote the JERICO-RI

- JERICO-RI roller banner
- JERICO-RI tri-fold leaflet
- JERICO-RI brochure
- A series of 10 JERICO-RI posters
- Content for the JERICO-RI website news, events, product and services pages
- Promotion of new content, news, events, products and services through the JERICO-RI social media channels
- A generic overview presentation of the JERICO-RI, which provides a clear and consistent overview of the RI and its importance. The presentation use the well-establish JERICO band identity and is customisable dependent on audience and purpose.