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<u><b>JERICO-S3 MILESTONE</b></u>	
Joint European Research Infrastructure network for Coastal Observatory <b>Science, Services, Sustainability</b>	
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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,...)
- Document (TEMPLATE B) (guidelines,...)
- Other (TEMPLATE B) (to specify) .....

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

### 1. Objectives and implementation process

To promote and maximise the visibility of JERICO-RI as a provider of observatories, expertise and data is one of the main objectives of JERICO-S3 WP10 ("Communication"). This goal was developed specifically by Task 10.5 ("Maximising the visibility of the JERICO-RI"), following different strategies. One of such strategies was based on the implementation of a JERICO-RI Website and a Social Media campaign (subtask 10.5.1) which, using different channels and tools, publicize JERICO-RI and promote the key benefits of this research infrastructure among key target groups. A second strategy (subtask 10.5.2) specifically focussed the promotion of the Transnational Access (TA) and Virtual Access (VA) activities, in close articulation with WP8-TA and WP11 –VA.

A third specific strategy was developed in subtask 10.5.3 ("Toolbox for engaging with stakeholders groups (science, policy, society, industry)" and involved the definition and implementation of communication tools dedicated to each stakeholder group, in a close articulation with the JERICO-S3 Communication Plan (Keeble and Keeble, 2020, JS3 Deliverable D10.2). As part of this strategy, the present Milestone document was planned to support the development of JERICO-S3 D10.4 "Report on communication tools: description of the tools per targeted group" (Vitorino et al, 2023). It was aimed to discuss the different communication tools and channels that can be implemented and used by JERICO-RI, and to evaluate the potential impact of each one of these tools in the key target audiences of the research infrastructure.

The milestone document now submitted is based on the JERICO-RI Core Target Audiences, which were identified in JERICO-S3 D10.4 and for which the specific communication strategy (in terms of short-medium and long term temporal scales) was defined. These audiences comprise:

- CTA#1: Research Community (here, simplified to: Research)
- CTA#2: National Governments, National and Local Governmental Structures (here, simplified to: National Governments)
- CTA#3: European Commission and associated agencies and organisations (here, simplified to: European Commission)
- CTA#4: Blue Economy sectors (here, simplified to: Blue Economy)
- CTA#5: Ocean Observation & Forecast Service Providers (here, simplified to: Service Providers)
- CTA#6: Other Environmental RIs (here, simplified to: Other RIs)
- CTA#7: Schools & General Public.

As part of the work developed in JERICO-S3, it has become clear that "the Media" should also be considered as one of this key Core Target Audiences of JERICO-RI, in addition to the ones described above. Accordingly, in this milestone we also consider an additional CTA:

- CTA#8: The Media.

The JERICO-S3 Communication Plan proposed a panoply of communication channels and tools that the JERICO community can use to publicize JERICO-RI among these high priority audiences. In this milestone, we discuss the potential impact of these tools following a SWOT (Strength, Weaknesses, Opportunities and Threats) analysis approach, using the experience acquired during JERICO-S3 to guide the analysis.

## 2. Main Report

### 2.1 *Newsletter*

The first issue of the JERICO-RI Newsletter was disseminated in May 2022 and provided a broad overview of the JERICO-RI and the JERICO-RI Vision, detailing several aspects of the experience gained in JERICO-S3 in the Pilot Supersites as well as presenting several aspects of the Coastal Ocean Services provided by the research infrastructure such as the activities developed in Transnational Access or Virtual Access and the vision for JERICO-CORE:



#### **Strengths:**

- Provide a comprehensive description of JERICO-RI and activities, creating or increasing awareness among all the Core Target Audiences identified previously
- Create a sense of stability and commitment in JERICO-RI;
- Sustain brand recognition;
- Puts local developments in coastal observations/services into a wider context; This is particularly relevant as a way to promote the engagement of **CTA#1 Research** but also **CTA#2 National Governments** and **CTA#3 European Commission**;
- Communicate with users using a low pressure way.

#### **Weaknesses:**

- One of many newsletters that subscribers may receive in their mailbox.
- Probably not the best vehicle for technical or highly detailed information or for training activity
- Not the best ways to announce upcoming events, due to time constraints and production schedules:

#### **Opportunities:**

- Demonstration of added value of the research infrastructure on the Pan-European dimension. This can have a particular impact in **CTA#3 European Commission**, showing clearly the add-value of a European research infrastructure for the coastal to answer to the main environmental challenges in Europe and in the World.
- Allows archiving the JERICO-RI development and activities

#### **Threats:**

- Only effective if receivers find value in it, if not clear what are the benefits for the users (e.g. governmental agency) the messages are not taken on board
- Subscribers may unsubscribe from the newsletter if their find it irrelevant or uninteresting;
- Surveys show that people only scan newsletter for bits of information of interest and do not give them a thoroughly read.
- The newsletter may be caught in spam filters

## 2.2 JERICO-RI Website



The JERICO-RI website was implemented during the first months of JERICO-S3 and constitutes one of the key communication channels used to communicate JERICO-RI to external audiences as well as to internal audiences. It provides a view of ensemble of the JERICO-RI infrastructure, detail (in specific sections) key aspects such as services offered (Transnational Access and Virtual Access), structure (e.g. JERICO-Core), development story and link to the JERIC projects. During JERICO-S3 and in articulation with JERICO-DS the website was expanded with the inclusion of national language translations, allowing that relevant informative contents can be available to a much broader range of national audiences.

### Strengths:

- Provides an easy access to different pieces of information about JERICO-RI, with different levels of details on the structure, mission, constitutive blocks, services and products. These characteristics are particularly appealing and impacting to **CTA#1 Research**, **CTA#4 Blue-Economy** agents, **CTA#5 Service Providers** and **CTA#6 Other RIs** who require detailed information of the products and services offered by JERICO-RI, of updated information about new developments and new capacities.
- Provide easy access to a “helicopter view” of JERICO-RI and of the efforts being developed by the JERICO-RI community in implementing and expanding the coastal ocean research infrastructure, hence directly impacting the **Internal Audiences**, promoting and reinforcing the community spirit.
- Accommodate diverse forms of connection to national institutes, other RIs and JERICO-RI partners, allowing a wide delivery
- Regular exchange of information between the JERICO-RI partners and the communication team allows to keep appropriate news frequency

### Weaknesses:

- In the present implementation, the lack of a direct interaction with a JERICO-RI assistant can limit the full potential of impact towards **CTA#7 Schools and General Public**. The from JERICO-RI that is
- Organizations have to be followers of JERICO-RI social media channels and visitors of the website
- Static information provided can have a relatively long latency. This can limit impacts, particularly on **CTA#1 Research Community**, **CTA#4 Blue Economy**, **CTA#5 Service Providers** or **CTA#6 Other RIs**.



### Opportunities:

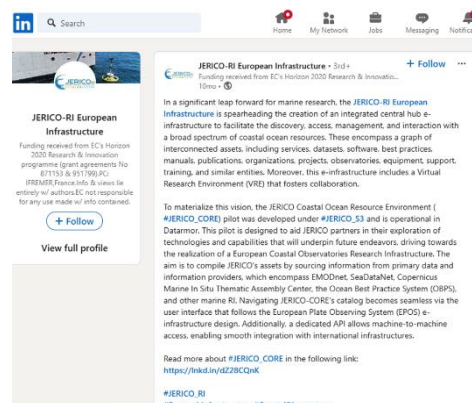
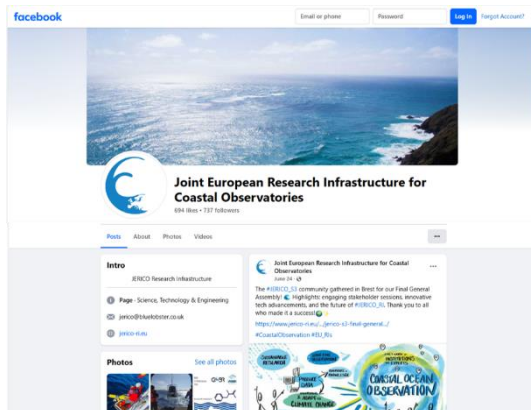
- The rapid development of increasingly sophisticated AI tools opens the opportunity to use these tools to improve the interactivity with audiences; bots and virtual assistants can not only facilitate the engagement of **CTA#7 Schools and General Public**, **CTA#2 National Governments**, **CTA#3 European Commission** and **CTA#8 The Media**, but also contribute to increase the detailed information that can be required by **CTA#1 Research Community**, **CTA#4 Blue-Economy**, **CTA#5 Service Providers** and **CTA#6 Other RIs**.
- The evolution of JERICO-RI website towards the adoption of immersive environments, taking advantage of the characteristics of the coastal ocean environment and of the impact this environment having in audience's imagination, can certainly capture the interest of **CTA#7 Schools and General Public** but also allows to build a new way of interaction with **CTA#2 National Governments** and **CTA#3 European Commission**, and certainly with **CTA#8 The Media**.
- The implementation of national language translation opened the way to future insertion of new contents directed to **CTA#2 National Governments** and to National/Regional audiences in **CTA#6 Schools and General Public**, **CTA#4 Blue-Economy** and **CTA#5 Service Providers**.

### Threats:

- Many websites exist, this diversity contributes to dilute the impact of JERICO-RI website.
- Younger generations are more receptive to Social Media channels, adopting less the traditional website approach. This can
- Infrequent news or social media posts
- Too frequent posts with low importance



## 2.3 Social Media



Social media channels such as Facebook or LinkedIn area being explored as part of JERICO-S3 to provide a high visibility of JERICO-RI, with new contents/posts being add on regular basis, covering the different areas of activity of the project, the development achieved in JERICO-RI, the events and other contents.

### Strengths:

- High visibility of JERICO-RI directed to very diverse audiences, that comprise the totality of the JERICO-RI Core Target Audiences defined previously;
- Allow a rapid dissemination of JERICO-RI achievements and the interaction and a rapid feedback (reactions) from the audiences, amplifying the impact of the content;
- The JERICO-RI social media channels have loyal audience a high capacity of recruitment of new audiences;
- Particular strong impact among the young generations, which can be explored to increase the engagement of **CTD#7 Schools and General Public**.

### Weaknesses:

- Reduction of the latency of the information provided
- Less detailed information

### Opportunities:

- Creation of specific fora and specific contents directed to specific groups and/or specific regions can boost the interactions with national/regional audiences (particularly impacting **CTA#2 National Governments** and **CTD#7 Schools and General Public**) or with audiences sharing a common thematic interest (with important impacts in the **CTA#1 Research Community**, **CTA#4 Blue-Economy** and **CTA#5 Service Providers**).

### Threats:

- The increased interactivity may lead to a pitfall of successive interactions that may drift away from the JERICO-RI messages
- Being open to a broad participation, these channels can be captured by users with no real interest in the coastal ocean domains and JERICO-RI thematic areas. A given level of moderation is required to avoid this drift of objectives for the use of these channels.

## 2.4 Publications, Press Releases and Policy Briefs

The JERICO-RI Core Target Audiences that are identified and characterised in D10.4 comprise the key users of the European Research Infrastructure for the Coastal Ocean. The highest priority users were recognised to be the **Research Community (CTA#1)**, which is the most direct user of the observations capacity for the coastal ocean operated by JERICO-RI and for the associated products and services that the JERICO-RI infrastructure can provide. In addition, top priority users also include **CTA#4 Blue Economy** users, **CTA#5 Service Providers** and **CTD6# Other RIs**. These users recognise in JERICO-RI a high expertise in coastal ocean processes and in the technology required to observe the coastal ocean. It is not surprising, then, that a large effort was dedicated, during JERICO-S3, to the publication of specialized articles, including peer-review articles published in international journal, to present the latest results and achievements from JERICO-RI community. They also included the publication of press-releases and policy briefs, directed mainly

### Strengths:

- The main vehicle to publicize the high expertise of JERICO-RI community in coastal ocean processes, coastal observations and technology for coastal ocean observations, with high impact among specialized audiences;
- A robust communication tool to transmit the knowledge of the JERICO-RI community to policy makers or other groups of stakeholders, combining a rigorous development of the topics with an clear and accessible exposition of the subjects addresses, particularly suited to engage **CTA#2 National Governments, CTA#3 European Commission, CTA#7 Schools and General Public** and **CTA#8 The Media**.

### Weaknesses:

- Selective in the audiences reached (scientific and technical publications)
- Frequently limited to a specific topic or subject, less prone to transmit the broad view.

### Opportunities:

- Potential for a continuous exposition of JERICO-RI among some of the main stakeholders (**CTA#2 National Governments, CTA#3 European Commission**) by maintaining a regular communication of how JERICO-RI can contribute to answer main or emergent society challenges.
- Promote a publication gathering the different communities involved in Coastal Ocean Research, bringing together the JERICO-RI community and other communities.

### Threats:

- In the case of press releases or policy briefs, if not clear what are the benefits for the users (e.g. governmental agency), the messages are not taken on board.



## 2.5 Flyers, Leaflets, Posters and Brochure

A broad variety of communication materials were prepared during JERICO-S3 to support the communication of JERICO-RI directed towards external as well as internal audiences. A JERICO-RI Brochure and JERICO-RI leaflet were produced and made available to partners in 2023. These materials provide the broad view of JERICO-RI structure, main characteristics, activities, products and services, and incorporate the JERICO-RI main messages and brand that was refined during the first phases of the JERICO-S3 project.

In addition, a broad set of posters were produced. Part of these posters were aimed to publicize JERICO-RI among external audiences, being prepared in such way as to adjust to be used in specific type of events. Other posters, while also appropriated to be used towards external audiences, were designed and produced having in mind the communication directed towards the JERICO-RI community, allowing the partners to have a global perspective of the JERICO-RI mission, vision, values and achievements and, in this way, reinforcing the community spirit.



### Strengths:

- Very flexible communication tools, can be used either during formal events or in informal meetings to pass the key message about JERICO-RI. This can be particularly useful, during meetings promoted at national level to discuss national capacities for observation and research on the coastal ocean, where these tools can be used to inform the audiences about the bigger context in which the national capacities partners in JERICO-RI inscribe. This can, for example, to complement meetings with the national CTA#1 Research community, with CTA#2 National Governments or with CTA#8 Schools and

### Weaknesses:

- Some of the tools (e.g. leaflets) that may be disseminated in hardcopy format can have lower impact in some audiences (such as the young generations) that are more receptive to digital formats.

### Opportunities:

- Production of thematic leaflets/flyers and brochures addressing topics which were identified as particularly relevant to engage specific CTAs. Thematic leaflets/flyers and brochures addressing topics showing how JERICO-RI is improving the understanding in coastal ocean, the capacity to observe the coastal ocean or the offer of services and products related with the coastal ocean environment, certainly promote the engagement of different groups inside **CTA#1 Research**, **CTA# 4 Blue Economy** or **CTA#5 Service Providers**.

### Threats:

- The opportunities described above can also contain the potential threat of diversifying so much that the message can be, in some way, diluted.

## 2.6 Conferences, Events and Exhibitions

The participation of the JERICO community in conferences, events and exhibitions provides a high visibility to JERICO-RI among a broad range of audiences. The organization or co-organization of such events, in addition, opens the opportunity for addressing specific thematic of interest for the coastal ocean community of users and stakeholders, allowing to shape the events so that specific groups of audiences (e.g. scientific conferences directed to Research Community, conferences focussing Societal Challenges bringing together the Research Community and Policy Makers) can be engaged.



JERICO-S3 developed an intense activity of participation in conferences and other similar events. In these events JERICO-RI was promoted by the installation of posters and banners, the dissemination of printed materials such as JERICO-RI leaflet and brochure or the installation of JERICO-RI boots to allow a broader interaction with the audiences (in the photo, the JERICO-RI boot installed during the European Maritime Day, held in Best, during the 24-25 May 2023).

### Strengths:

- Direct contact with the audiences allowing broad exchanges, potentiating further interactions. This aspects can be particularly appealing high priority audiences in **CTA#1 Research**, **CTA#4 Blue Economy**, **CTA#5 Service Providers** and **CTA#6 Other RIs**.
- High Visibility in events in events gathering **CTA#2 National Governments** and **CTA#3 European Commission**.
- Potentiating high exposition to **CTA#8 The Media**, triggering further and more direct interactions

### Weaknesses:

- Tends to be more selective in terms of audiences
- Less prone to reach **CTA#7 Schools and General Public**, unless specific events dedicated to these audiences.

### Opportunities:

- The organization or co-organization of major events dedicated to the coastal ocean will consolidate the recognition, among different CTAs, of JERICO-RI as the key research infrastructure for the coastal ocean.

### Threats:

- High profile events potentiate the interaction with key elements of target audiences (e.g. **CTA#2 National Governments** or **CTA#3 European Commission**). However, the large number of other participants involved may dilute the JERICO-RI message and impact.

## 2.7 Workshops and Webinars organized by JERICO-RI

A particular importance is being given, in JERICO-S3, to the organization or co-organization of specific events designed to address specific JERICO-RI Core Target Audiences around thematic of common interest. Two typologies of events were developed:

- 1) Events aimed to publicize JERICO-RI. These can be directed to a broad audience, providing an overview of the different aspects involved in JERICO-RI. Or they can, instead, focus specific thematic that are more impacting in specific target audiences.

These type of events were developed in the form of:

- workshops – a good example being the EOOS Technology Forum, held on the 13 March 2024 as part of the Oceanology International 2024 (London) and organized by EuroGOOS with the support of Jerico, Ifremer, OGS, SMHI, DOOS, which gathered technology developers, manufacturers and users to exchange experience on coastal ocean observation
- webinars – an example being the JERICO-RI session integrated on the FINMARI Research Day 2022, described in JERICO-S3 MS58 (Vitorino, Laakso and Lima, 2024), a webinar disseminated as part of JS3 WP10 Task 10.4.



- 2) Training events, focused on the knowledge exchange between the JERICO-RI community, directed mainly to the internal audiences but also open to external participants, allowing to share with a broad community the expertise acquired in JERICO-RI on coastal ocean processes and coastal ocean observation.

These included:

- Training workshops, mainly directed to in-person participation of the trainees but also open to the possibility for remote participation. Examples of these events are the workshops conducted as part of JERICO-S3 WP10 (Task 10.4) and described in JS3-D10.5, directed to thematic such as HF radar data management and QA/QC practices or the harmonization and analyses of the in situ flow cytometry.
- Webinars, addressing specific scientific or technological topics developed by the JERICO-RI community and directed to specific audiences. An example of these is the joint webinar dedicated to "FAIR data on biogeochemistry in European waters: current status and way forward", described in JERICO-S3 MS65 (Lima and Vitorino, 2024)





### Strengths:

- High visibility directed to specific CTAs. These tools can have a particular impact on **CTA#1 Research, CTA#3 Blue Economy** and **CTA#5 Service Providers**.
- Potential to boost the discussion with groups of users/stakeholders around specific subject of common interest. In particular, the exchange of knowledge through training events can stress the key role of JERICO-RI in the coastal ocean research among **CTA#1 Research** and to contribute to reinforce articulations and synergies with **CTA#6 Other RIs**.

### Weaknesses:

- Selective, less prone to the engagement of a diversified audience or public engagement.

### Opportunities:

- The regular production and update of JERICO-RI training material in aspects related to the coastal ocean science and technology, directed to the needs of users in the **CTA#1 Research, CTA#3 Blue Economy, CTA#5 Service Providers** and **CTA#6 Other RIs**, can lead to the establishment of a true "Training Academy" for the coastal ocean environment and observation, contributing to a significant impact on JERICO-RI
- Workshops and Training events directed to **CTA#7 Schools and General Public** can be used to consolidate the role and recognition of JERICO-RI in areas such as Citizen Science or Education.

### Threats:

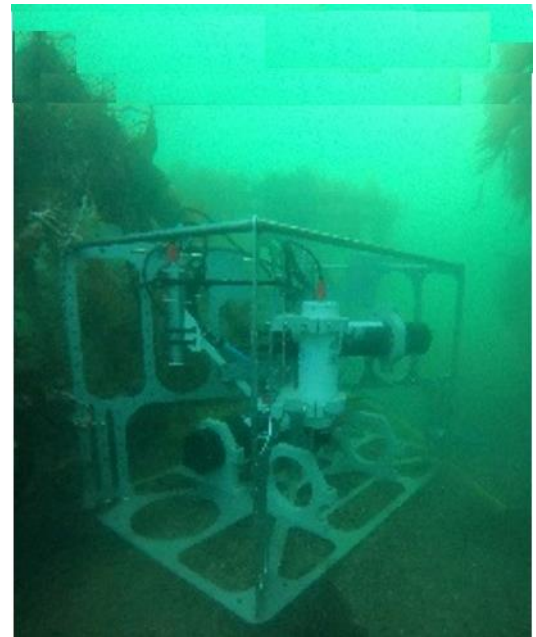
- A large diversity of offers of workshops and other similar events exist, with the risk of introducing just one more event in an already saturated landscape. JERICO-RI should find the innovative and disruptive proposal with the potential to engage the different CTAs.



## 2.8 Presentations, Videos, Photos

The coastal ocean is perhaps the marine environment that more directly resonates in the imagination of human populations. It is that part of the ocean that most people see from the coast, it is here that most human activities related to the sea are developed and it is from the coastal ocean that the ocean moods impact the coastal populations.

JERICO-RI explores the coastal ocean environment, using advanced technologies and challenging approaches and created the potential to boost the interest of audiences. This exciting activity can be captured in photos and videos that can then be broadly disseminated in the website and social media channels. This material can be complemented by other materials and organized in structured presentations (PowerPoint, video) tailored to specific targeted audiences.



### Strengths:

- Easily produced. A smartphone on-board a vessel or at a lab facility is all that is needed to produce great and mind capturing images with strong impact.
- High potential of engagement of **CTA#7: Schools and General Public**, with potential strong impacts on the mobilization of young generations to marine sciences and technologies and of sensibilization of the society in general for the problematics of the coastal ocean environment.
- Large visibility in the society with impact on the perception of JERICO-RI by the **CTA#2: National Governments** or **CTA#3: European Commission**,
- These are the basic materials that can feed **CTA#8: The Media**.

### Weaknesses:

- Can become more pointed to the visual impacts and less scientific/technical

### Opportunities:

- Open window to educating engaging in sensibilization New generations
- Incorporation of AI technologies to improve the contents as well as the impacts of the materials.

### Threats:

- Repetitiveness of the same subject erodes the image impact, a risk inherent to multiple partners contributing to JERICO-RI with similar observing systems or in similar environments. Photos of the same type of buoy, filmed in the same type of operation with the same type of visual frame will rapidly became tedious. This can be avoid by knowing what was already produced and adding new perspectives of the same subject.
- Subordinating scientific information to visual impact.

## 2.9 *Meetings with Users and Stakeholders*

Dedicated meetings are organized by JERICO-RI community to engage specific groups of users or stakeholders, and developed at local, national, regional or even Pan-European level. These meetings can be aimed either to publicise JERICO-RI in general or to address specific topics of common interest.

### **Strengths:**

- Face-to-face meetings can be the most impacting communication action that can be developed to communicate JERICO-RI to some of the Core Target Audiences. They involve a specific dynamics that is not available in other communication actions (e.g. videoconference). This includes, for example, the freedom to interact with several interlocutors, to easily incorporate additional communication tools (such as posters, photos, videos that are present in the physical space where the meeting is held), the finer perception of how audience reacts to a given subject or a given argumentation. These meetings are particularly impacting when communicating JERICO-RI to **CTA#2 National Governments** or to **CTA#3 European Commission**.
- Allow the use of several communication tools, including printed materials (leaflets, brochure), posters and banners, presentations, even digital channels (direct connection to website or social media during meetings).

### **Weaknesses:**

- It is more exigent in terms of the availability to participate. For some audiences (e.g. high-level national or European policy makers) this can greatly limit the number of interactions that can be accomplished.

### **Opportunities:**

- JERICO-RI can profit from no-dedicated meetings with the CTAs (e.g. meetings at national level to discuss thematic related to the marine environment or climate change impacts) and use pointed communication tools to briefly pass the message about the importance of this RI and how it connects with the thematic of the meeting, teasing the audience to learn more about.

### **Threats:**



### 3. Conclusion

The present milestone discusses the impact of different communication tools that JERICO-RI can use to engage the Core Target Audiences (CTAs) identified in JERICO-S3 D10.4. A SWOT analysis of the different tools was developed based on the experience gathered during the JERICO-S3 project. The impacts of each tool, their strengths, weaknesses, opportunities and threats, on different CTAs was described. The analysis show that the diversified range of high priority audiences addressed by JERICO-RI requires a communication strategy that combines different tools and channels depending on the characteristics of the CTAs to be engaged. A first discussion of the main messages, activities, tools and channels that can better resonate in each CTA was developed in JERICO-S3 D10. Here, this discussion was extended with the experience built from the different communication activities developed during JERICO-S3.

### Synthesis of main conclusion

The broad range of high priority audiences addressed by JERICO-RI implies the use of a diversified range of communication channels and tools. Based on the identification of these key audiences and of their main characteristics, we can select the communication tools that are more efficient to engage them. The experience developed in the successive interactions with the high priority audiences enables to improve the shaping of the specific communication strategy that JERICO-RI can use.

### Next Steps (work plan)

The results from this work, in association with the work presented in JERICO-S3 D10.4, will contribute to shape the JERICO-RI communication strategy that will be develop during the first phases of the ESFRI roadmap.

### Annexes and References

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