COMUNIDAD

D6.1
Communication and Dissemination Plan (CDP)

Connecting Europe and Latin America Transforming Today's Data into Tomorrow's Solutions

Subtitle

comunidad-project.eu

PROJECT INFORMATION

Project Acronym	COMUNIDAD
Project Title	Combined Use of EGNSS and Copernicus Data to Develop Innovative Downstream Services for the Users from Chile and Colombia
Grant Number	101131859
Project Duration	24 months

DELIVERABLE INFORMATION

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GLOSSARY

BOSC	Baltic Open Solutions Center
CA	Consortium Agreement
CAP	Common Agricultural Policy
CDP	Communication and Dissemination Plan
CELAC	Community of Latin American and Caribbean States
COMUNIDAD	Combined Use of EGNSS and Copernicus Data to Develop Innovative Downstream Services for the Users from Chile and Colombia
CZU	Czech University of Life Sciences Prague
EGNSS	European Global Navigation Satellite System
EU	European Union
GA	Grant Agreement
GIS	Geographic Information System
KPIs	Key performance indicators
NGOs	Non-governmental Organizations
PPT	Microsoft PowerPoint
REA	European Research Executive Agency
WFD	Water Framework Directive
WPs	Work packages

EXECUTIVE SUMMARY

The COMUNIDAD Communication and Dissemination Plan (CDP) presents all expected project results. It identifies preliminary exploitation routes for each result, ensuring that communication and dissemination activities contribute to the project's long-term impact.

The plan explains that **WHO** (target stakeholders) will receive **WHAT** (project results and key messages), **HOW** (communication and dissemination channels), and **WHEN** (implementation and time planning), outlining the responsibilities of all partners.

Additionally, the partners will monitor and analyse the impact of the dissemination and sustainability activities and propose updates to the plan to ensure the strategy remains relevant. The CDP will be updated by assessing the success of communication and stakeholder engagement activities and refining the communication methods and tactics as needed, until the end of the project.

DISCLAIMER

1. Objectives

The objectives of the COMUNIDAD project, as presented in the Project proposal, are covering the following 4 key aspects:

1. **Shape a stakeholder community** that will actively use the Copernicus data and services.

2. **Jointly develop algorithms, services, and/or products** that serve local user needs and/or enhance the Copernicus global product quality and establish combined use of EGNSS and Copernicus related Platform in Chile and Colombia with the potential to transfer the experiences to all relevant CELAC countries.

3. **Establish a management framework** that will use Copernicus data from agriculture and forestry, particularly focusing on the usage, development, testing, and evaluation of both already existing (CELAC customised) and even completely new Copernicus downstream services in the downstream area, where the focus on forestry will be supported in Chile and focus on rural development in Colombia.

4. **Organise the COMUNIDAD Platform,** which will facilitate access to Copernicus data and information for interested partners from Chile and Colombia and open the development of an "EU-CELAC Knowledge Area."

1.1   Definitions

It is essential that all COMUNIDAD partners understand the key terminology from this Plan to participate in the described activities and avoid confusion or misunderstanding during its Implementation (See Figure 1).
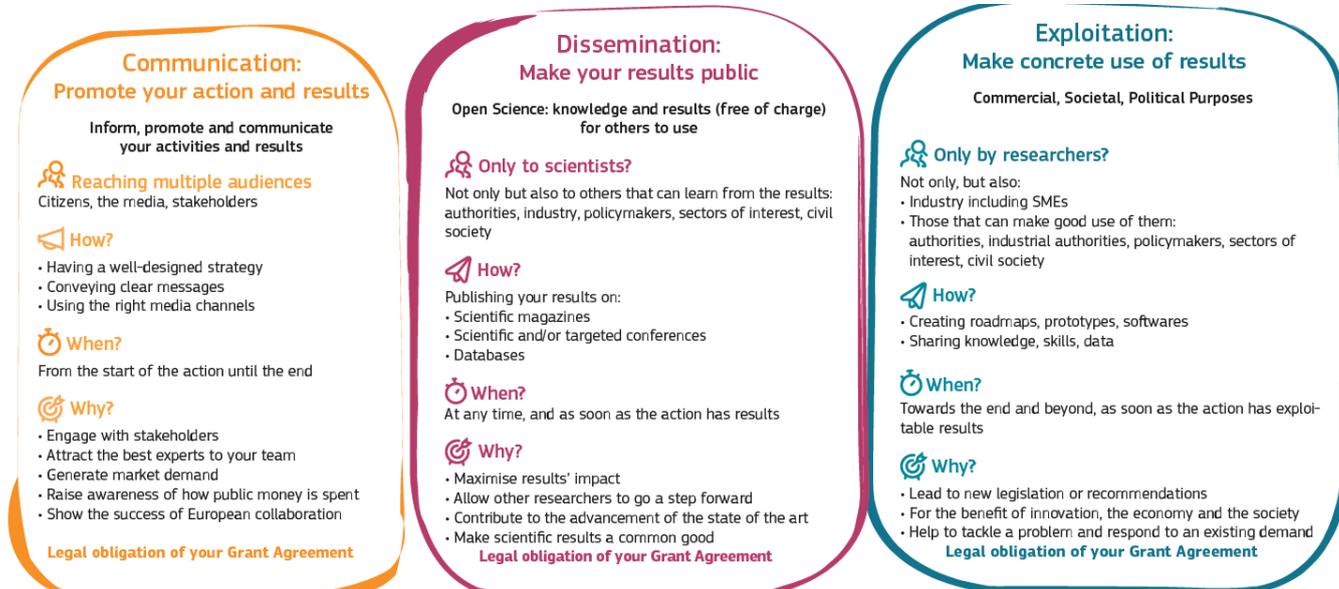
Figure 1. Communication, Dissemination and Exploitation.

Source: European Commission, Quick guide and tools for Communication, Dissemination and Exploitation

Communication is a strategically planned process that starts at the outset of the action and continues throughout its lifetime. It is aimed at promoting the action and its results. The aim is to reach out to society and show the activities performed and the use and benefits the project will have for citizens.

Dissemination refers to the public disclosure of the results by appropriate means other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

Exploitation refers to the use of results in further research and innovation activities other than those covered by the action concerned, including, among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, policy recommendations, or standardisation activities.

Results are any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, and any rights attached to it, including intellectual property rights.

1.2   The aim of this deliverable

This deliverable aims to give insights into the COMUNIDAD communication, dissemination and partly exploitation strategy. However, exploitation strategy itself will be a separate deliverable (D6.3). The deliverable starts with the messaging and target audiences. The main communication and dissemination activities are presented, and the project partners' obligations and protocols to be followed are explained. Finally, the deliverable concludes with an elaboration on the key performance indicators (KPIs), followed by an overview of the key exploitable project results and risk mitigation measures.

The plan is to support the COMUNIDAD stakeholder engagement and knowledge transfer activities. This includes outlining the approach to effectively communicating the project's objectives and results, guiding partners in planning and implementing their dissemination activities, and ultimately, nurturing the ground for successfully exploiting the project results.

The plan shall create specific project branding and follow a stepwise methodology to elaborate on what to disseminate (project assets), to whom (target groups) and by what means (i.e., strategies, tools and channels suitable for each target group). It will be set up as an action plan (when to disseminate) along with clear quantitative targets. It will outline monitoring mechanisms while also allowing for ad-hoc and on-demand actions when necessary.

The Communication and Dissemination Plan will proceed with continuous Barriers Analysis for achieving expected impacts, namely in Chile and Colombia, identifying and mitigating during the whole project duration "bottlenecks and blockades"

The future versions of the CDP will aim to (1) inform and promote the project and its results to multiple audiences beyond the project's own community and raise awareness of objectives and achievements through digital and printed means, (2) evaluate their impact, and (3) adapt the strategy and plan future activities accordingly to further develop the exploitation roadmap towards further validation and sustainability.

2. Target audience

To ensure that communication, dissemination and the exploitation of the results contribute to the long-term project impact, the plan defines who the main target audiences (stakeholders) are and the key activities to be conducted with each target group. The more specified the target audience, the more precise and effective communication and later dissemination and exploitation will be.

COMUNIDAD clusters the target audiences in the following way:

- Scientists/researchers: Including young researchers and innovators
- Professionals and policymakers: Those who have a role in the management, sustainable development, preservation and protection of climate, water, biodiversity and forest resources
- CELAC and European organisations: those that provide/use datasets for climate change assessment
- Government and Public Authorities: local, regional, and national bodies, mainly in Chile and Colombia
- Industries and businesses: data providers, SMEs, representatives of the private sector and employees
- Environmental and Engineering Consultancies
- Environmental organisations and NGOs
- Agricultural sector
- Forest management
- Citizens and society at large
- Educational institutions
- Young people, Press, Influencers

2.1   Key message to the target audience

The COMUNIDAD project is set to establish a comprehensive framework for utilizing Copernicus data in agriculture, forestry, and rural development. This framework will emphasize the usage, development, testing, and evaluation of existing (CELAC customized) and new Copernicus downstream services, explicitly focusing on forestry in Chile and rural development in Colombia.

The key messages are based on the impact (environmental/scientific, societal or economic) the project results will have on the target audience.

Environmental (scientific):
- Increased innovation potential of the research sector and environmental authorities in Chile and Colombia.
- Enhanced utilisation of seasonal forecasts will lead to responsible agricultural, forest and land management and flood/drought, fires risks reduction.
- Effective collaboration with the general public.
- Reduction of risks & increase biodiversity, ecosystem resilience.
- Copernicus services led to optimal adaptation measures design considering multiple

spatiotemporal scales. Improvement of ecosystem services and climate-resilient agriculture, aquaculture and forestry in Chile and Colombia.

Societal:
- More information for leisure activities / novel ecotourism buffers.
- Smart policies balanced with stakeholders' interests will increase resilience and awareness of communities and local businesses.
- Local collaborative approaches, capacity building, stakeholder engagement, rural communities' empowerment, and awareness creation.

Economic:
- The improvement of the data management and EGNSS will lead to a reduction of forest fires and economic impacts, especially in the sectors of agriculture.
- Openness of the services to local authorities, national ministry, commercial subjects, communities, and researchers.

For each target group, key messages are disseminated through appropriate and effective communication tools and dissemination channels to help achieve the ambition of COMUNIDAD.

3. COMUNIDAD communication guidelines

Everyone in the COMUNIDAD team ("who is COMUNIDAD Team": ALL members involved) represents COMUNIDAD. Each time you present COMUNIDAD, you share the message and brand of COMUNIDAD. Our ability to build a clear, consistent identity will help position COMUNIDAD as a KEY contributor to advancing the implementation of combined use of EGNSS and COPERNICUS related Platform in Chile and Colombia with the potential to transfer the experiences to all relevant CELAC countries.

COMUNIDAD is represented through all COMUNIDAD communications materials and channels, such as through messages delivered on behalf of COMUNIDAD. (i.e. website, flyers, posters, bookmarks, reports, social media channels, videos, testimonials, speeches etc.).

This document outlines the strategy for COMUNIDAD communication. It will help COMUNIDAD to develop strong name recognition by defining a **"look"** and **"feel"** for all COMUNIDAD materials and some common COMUNIDAD key messages. Ultimately, the target stakeholders will recognize COMUNIDAD through all our materials and publications, thanks to our unique visual identity and consistent messaging. In our continuing efforts to increase COMUNIDAD's visibility, strengthen our image as a professional project, and attract new resources, all the COMUNIDAD

Consortium members must maintain a consistent and professional image and be easily identifiable as being part of one project—COMUNIDAD.

3.1   COMUNIDAD commitment to ethical communications

In addition to our logo, tagline, slogan, color palette, and typography, the words we use to describe our work are part of our brand. We should be consistent in how we describe our work.

COMUNIDAD is committed to adhering to common sense and ethical communication. COMUNIDAD communications will not contain any material omissions or exaggeration of facts, misleading photographs, or any other communication that would create a false impression.

3.2   The COMUNIDAD website

The project web portal - https://comunidad-project.eu/ - is a reference point for the project communication and dissemination activities. The project website will form a core internal and external communication component. A simple yet attractive website design will give the project a professional presentation. This virtual space is intended to foster a sense of community and provide partners with a space to exchange ideas and materials. It will facilitate interaction and include a download area with all promotional material and a calendar with relevant events. In addition, the website will also host a blog that will be used for sourcing from partners and activities to share updates on the project, highlighting pilots' and stakeholders' information and how to engage them in project activities. The link with the COMUNIDAD Platform is also showcased and made user-friendly. All main tabs on the website are marked by a simple yet graphically pleasing header.

The following website structure has been implemented:
- Home page
- About
- News
- Platform
- Workshops & Training
- Consortium
- Research
- Media center
- Contacts
- Search tool

Table 1. Current COMUNIDAD website structure description.

Website section	Description
Home page	In addition to the main menu (toolbar) on the top of the site and the footer with the disclaimer and social media, the homepage is composed of four continuous sections that include a Welcome "map" in the form of simple yet graphically pleasing animation (original design made for the COMUNIDAD project that displays each partner country in the project consortium and the project motto); followed by the latest news; objectives and the Partners section which displayed each partners logo hyperlinked to the individual partner's section on the website. Throughout the entire website, hyperlinks are used where possible to attract and retain visitors.
About	This section briefly explains what the COMUNIDAD project is about, its background and its main objectives.
News	The news section collects and displays articles about the current activities of the COMUNIDAD team. Besides this section, the most recent news are also displayed on the homepage.
Platform	Here we will display the COMUNIDAD platform developed throughout the project.
Workshops & Training	Here we describe the training activities in Chile and Colombia and will also make training materials and calendars available.
Consortium	Here, we showcase each member institution of the project consortium, including a description of the institution, a hyperlinked logo leading to team members' bios and a cover photo to create a sense of community.
Research	This section displays the project WPs (work packages) in a simple and graphically pleasing way.
Media center	All public documents, including logos, training materials, banners, flyers, PPT templates, etc., are shared in this section for easy accessibility.
Contacts	The primary contact of the Project Coordinator and the

	COMUNIDAD Communication and Dissemination Team are displayed.
Search tool	Lets visitors use queries to find content on a website easily.

3.3   Website strategy and concept

The COMUNIDAD website fulfils the purpose for which it was created. It presents the project in its full scope, reflecting, documenting and communicating the activities in a uniform and consistent website structure.

Conceptually and structurally, the COMUNIDAD website design aims to capture the project's main target groups. The clearly defined areas of the main menu make it easy for users to find the main features on the website. Through the smart linking of the respective connections, the visitor can access all relevant information and engage with the project through the website. The infographics, images, videos, and communication materials also focus on the main target groups in a simple yet interactive way that aims to keep the visitor's attention. These interactive elements are vital to the project's communication and dissemination activities. They foster engagement, and information retention, enable interactivity, facilitate data collection, and offer shareable content relevant to the scope of the project. By strategically incorporating these elements, we can effectively communicate our message, engage the target audience, and, thus, achieve our dissemination and communication objectives. The simple yet modern and innovative graphical concept, which is aligned with the project's visual identity, also offers users quick and simple orientation and differentiation of the thematic areas (See Figure 2).

Figure 2. A print screen of the COMUNIDAD website homepage, which displays a map highlighting the partner countries, their flags, the project logo, colors and motto

The website is the central platform for all COMUNIDAD communication. As the COMUNIDAD content hub, the website provides visitors and interested parties who become aware of the site via various channels (including social media and events) with all relevant information on the project and comprehensive information on the topics. The "News, Training and Platform" section is used as a "project diary". The website provides information on current developments and results at regular intervals and thus draws the attention of the target groups and interested parties to the COMUNIDAD developments. By constantly updating the COMUNIDAD news section, both existing visitors and new ones will discover COMUNIDAD's latest activities and will be able to join the COMUNIDAD community and participate actively in the project workshops and training activities.

The website will provide downloadable materials and results (e.g., graphical templates such as logos, presentations, letterhead, cover page, training materials, etc. and deliverables, publications, articles, etc.) in the media center which will be maintained throughout the project's

duration.

The website will also provide stakeholders with a clear understanding of the COMUNIDAD work through each of its Work Packages (WP 1 to 6). To achieve this, the COMUNIDAD WPs are featured on the website under the Research section, which has a concise description of each WP and the activities to be carried out during the project duration.

Website analytics is an important monitoring tool for measuring the success of COMUNIDAD online communication. With the help of the predefined indicators, smaller and larger campaigns can be measured directly and thus provide important insights and learnings. The two most relevant indicators during the entire project period are the unique visitors and the **page views/impressions**. The website analytics will be monitored using analytical tools providing, e.g., information about the number of users and number of page views, the average visiting time, and the location and other demographic information about the users. In this case, LESPROJEKT is to provide CZU with access to the data.

3.4   The COMUNIDAD logo

The visual identity displays a sustainable and easily recognisable look with shades of orange and black complemented by four (blue, yellow, grey and red) simple colours.

The COMUNIDAD logo is designed to symbolise unity, vibrance, diversity, and collaboration among the participating countries. The four dots, each uniquely coloured to represent the various involved countries, create a visual narrative of inclusion and partnership.

Colours and Symbolism:
- Dot 1: A calming blue represents stability, trust, and wisdom.
- Dot 2: A warm yellow embodies optimism, creativity, and enlightenment.
- Dot 3: A simple grey signifies growth, harmony, and perspective for further replication of the results.
- Dot 4: A vibrant red symbolizes passion, energy, and determination, reflecting the dynamism involved.

Visual Elements:
- The sun element, represented by four dots, is arranged in a balanced and harmonious pattern, indicating equality and the interconnectedness of the countries.
- The simplicity of the dots ensures the logo is versatile and adaptable across various media and contexts, maintaining its clarity and impact.

The COMUNIDAD logo (all variations available in the Media center of the COMUNIDAD website) was created for the COMUNIDAD consortium to increase visibility and facilitate the recognition of the project. After a semi-structured survey among the COMUNIDAD partners, the way forward for the logo design, including color and overall team vision, was achieved. The project consortium selected the final design at the COMUNIDAD kick-off meeting, where there was a unanimous consensus on choosing this design. The selected design is available in 2 variations: a full-colour logo (Fig. 3) and a full-colour logo icon (Fig. 4). The Logo icon is the main focal point of the logo and represents the half sun and an abstract tropical bird head. The icon symbolizes the target countries of the project. Its design, feel, and reasoning also align with the design of the project website and its core theme as the logo also represents the sun in the map as shown in the dissemination materials (flyer, banner, PPT, etc.) while the icon also gives the feel of a satellite. Overall, the logo was designed to be simple yet easily recognizable while conveying a clear feel of the project and a connection to its target countries.

The final COMUNIDAD logo is:

Figure 3. The official COMUNIDAD logo.
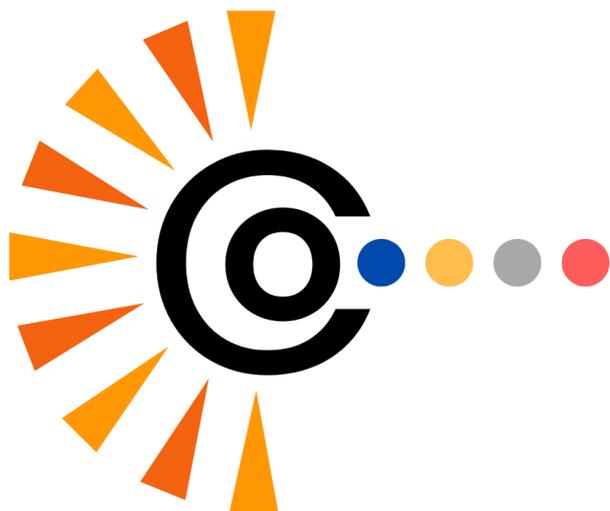
The final COMUNIDAD icon is:

Figure 4. The official COMUNIDAD icon.

4. Visual identity guidelines of COMUNIDAD

It is crucial for the successful communication and dissemination of a Horizon Europe project to present a consistent and innovative visual identity. A suitable visual language and an appropriate design are the core elements of an efficient and engaging visual communication. The visual identity guidelines include these main graphic elements:

- Logo
- Colour scheme
- Visual language
- Font style
- General templates

4.1   Logo, colours, and fonts

- **The COMUNIDAD international Logo** (always available in the Media Center on the COMUNIDAD website). See Figure 2&3 for logo versions.
- **Tagline:** "*Connecting Europe and Latin America Transforming Today's Data into Tomorrow's Solutions*". COMUNIDAD's full name can also be used as a tagline: "COMUNIDAD - Combined Use of EGNSS and Copernicus Data to Develop Innovative Downstream Services for the Users from Chile and Colombia." Both taglines can be placed on any COMUNIDAD -related graphical design created by the COMUNIDAD communications team or team members working in each WP, including WP leads and all

COMUNIDAD partners.

- **Color Palette (HEX code**):
  - o Dark orange: #F3620F
  - o Light orange: #FF9704
  - o Green: #1C5739
  - o Yellow: #FCCA46
  - o Blue: #004AAD
  - o Red: #B03B3B
  - o Grey: #A8A8A8
  - o Black: #000000
  - o White: #FEFEFE
    - ▪ Color converter – to find the color, click HERE or HERE.
- **Typography:** COMUNIDAD's official primary font is the **Poppins family** (See Figure 5).
  - o Install the font family to Microsoft Office HERE. How to do it can be found HERE.
  - o The secondary font is the **Arial family** (See Figure 6).
  - o Size shouldn't be more than 12 for body texts (with the exception of presentations or graphical visuals like banners etc.)

The following font weights should be used:

Figure 5. COMUNIDAD Poppins font weights

Figure 6. COMUNIDAD Arial font weights

4. 2   COMUNIDAD communication templates

The templates for deliverables, letterheads, cover page, PowerPoint presentations, banners, how-to guidelines and templates for content collection and creation for the COMUNIDAD website are used for communication with the European Commission and other stakeholders; therefore, they follow the visual identity consistently mentioning the EU funding and disclaimer. All project partners will follow the COMUNIDAD visual identity guidelines for communication and dissemination activities, including videos, presentations, and workshops. Templates are available in the media center on the COMUNIDAD website. (Figure 7-10).

COMUNIDAD is developing a comprehensive set of different communication materials. These materials are created for digital use and in analogue/printed format. Communication and dissemination materials will include:

- **A project brochure** displaying the main objectives and work package of the project (in English and Spanish, with translations carried out by partners in their country's preferred language);
- **A standard project presentation** gathering key messages and a one-page project description;
- **The project roll-up banner** will be produced and will be printed locally by partners.
- **Templates for training and infographics/factsheets** for use during the trainings and at EU-level and national and regional events in Chile and Colombia, as well as in international conferences and trade fairs;
- **One project video** will be produced to give an overview of the project objectives and expected results, and short videos will be filmed to introduce the project partners.

The communication materials will be publicly accessible and available to all project partners for

communication purposes and can be downloaded from the COMUNIDAD media center on the website.
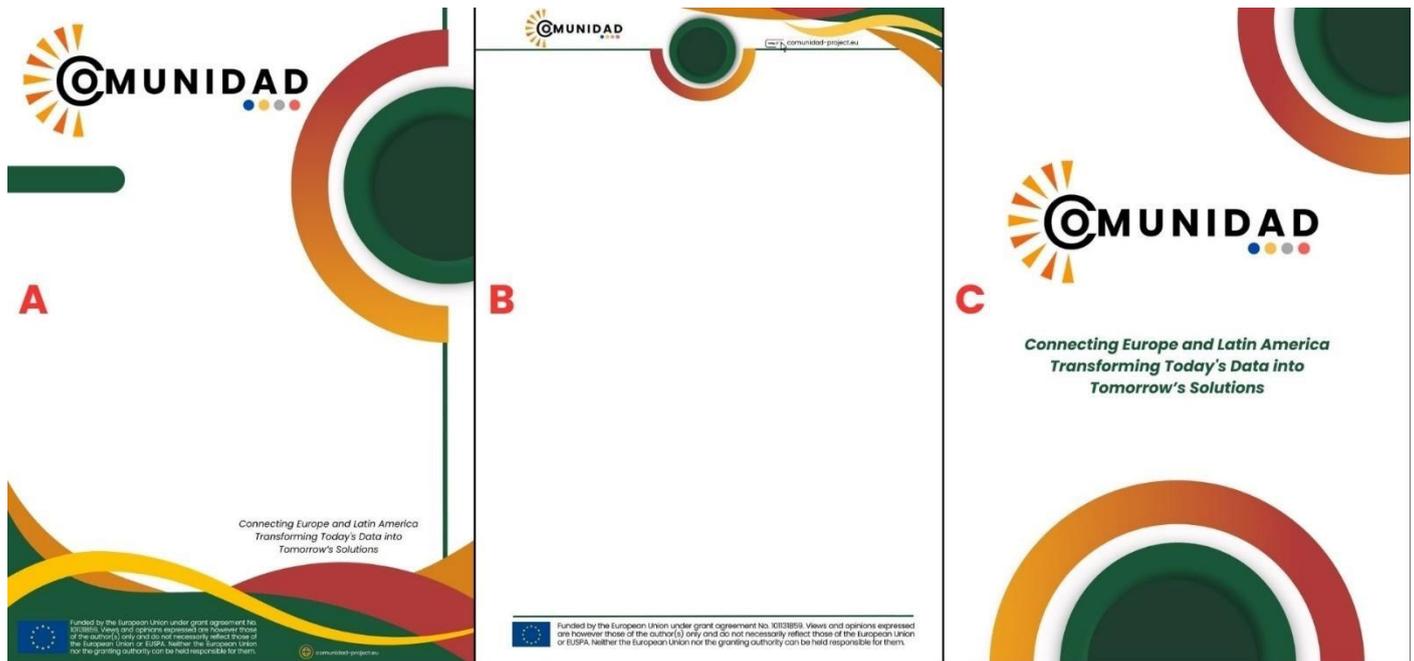
Figure 7. COMUNIDAD main document template. A) Cover page, B) Letterhead, C) End page.
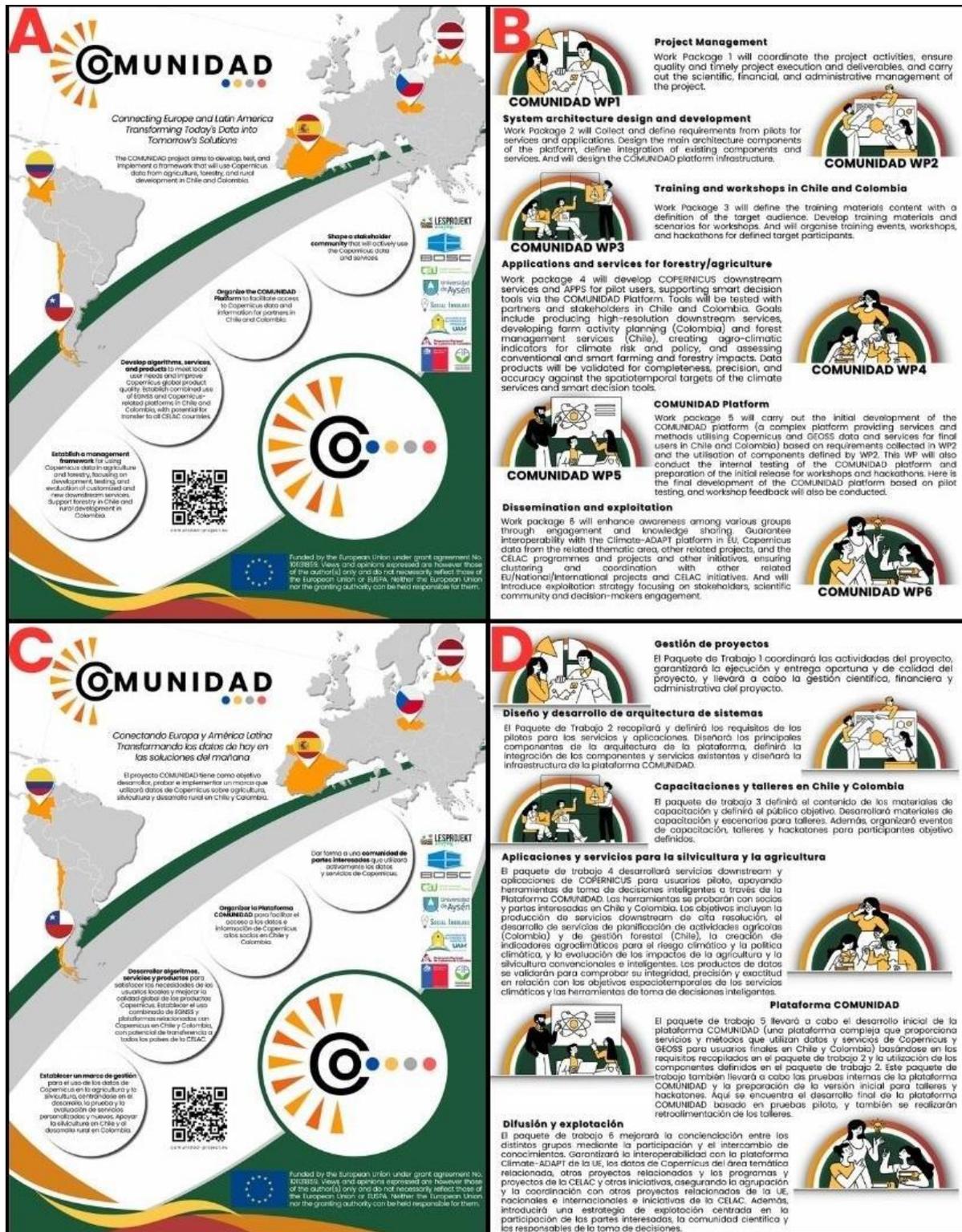
Figure 8. COMUNIDAD English and Spanish brochure displaying the main objectives and work package of the project. A) English front, B) English back, C) Spanish front, C) Spanish back. Both

Flyer versions have the disclaimer statement.
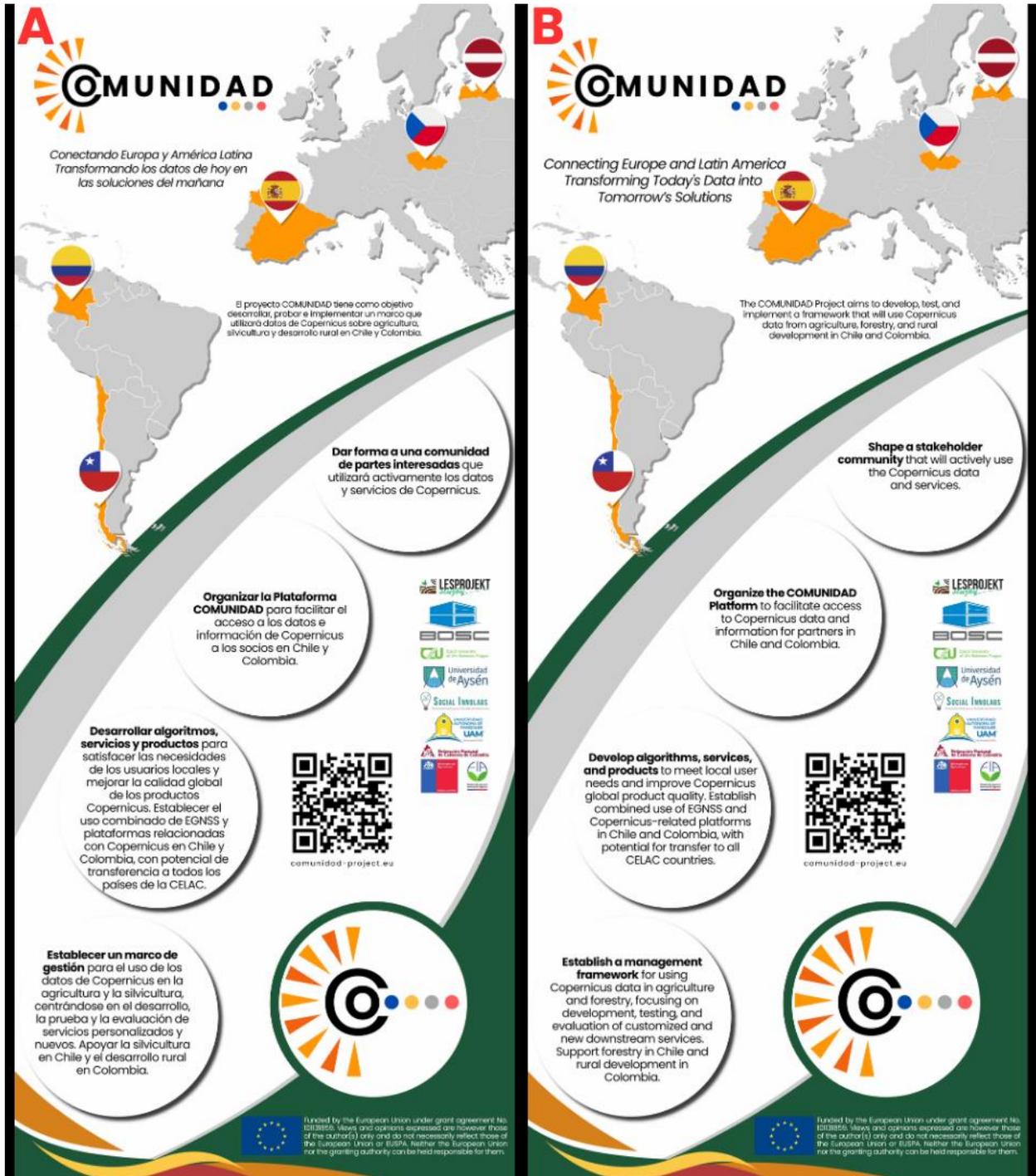
Figure 9. COMUNIDAD Spanish and English banner displaying the main objectives and key mission of the project. A) Spanish version, B) English version. All banners have a disclaimer statement.

Figure 10. COMUNIDAD PowerPoint template. Here we present all the available slides in the COMUNIDAD template. The last slide of all PowerPoint presentations must and will contain the disclaimer statement.

5. Media Engagement

COMUNIDAD will develop and regularly update a dedicated media pack, including visuals, infographics, data, videos and pictures, to facilitate access to project information mainly via the News section of the website and the project's social media channels. Whenever relevant, media partners will be invited to attend the workshops and disseminate events organised within the project via the COMUNIDAD social media channels and partner channels. COMUNIDAD will engage with different media at European and national levels and produce news articles issued on the website to update its target audience.

The first news piece and press release announcing the launch of the COMUNIDAD project and explaining the project objectives were published in March 2024 following the kick-off meeting. Project partners are encouraged to share these in their national context and distribute them locally to reach local stakeholders.

COMUNIDAD will also publish a yearly newsletter and look for possibilities of being featured in newsletters distributed by Chilean, Colombian and European associations, networks and initiatives to enhance the impact and visibility of the project. The newsletter will bring together the most notable news from the project. Short interviews with members of the project's consortium will be included to not only humanise the project but also allow consortium members to plainly describe the objectives and to present the project in a broader context. The design will strike an optimal balance between being informative, graphically pleasing and concise.

5.1 Social media strategy

While the COMUNIDAD website acts as the central anchor of all information, the COMUNIDAD social media channels function as a target group-specific platform. Social media should also lead users and interested parties to the website, ideally converting them into supporters of COMUNIDAD. The COMUNIDAD social media accounts were established after the kick-off meeting of the project (Figure 11). The first posts in these accounts announced the project.

The COMUNIDAD social media accounts:
- Instagram (https://www.instagram.com/comunidad_project/),
- Facebook https://www.facebook.com/profile.php?id=61558010081419)
- LinkedIn (https://www.linkedin.com/company/102309457/admin/feed/posts/)
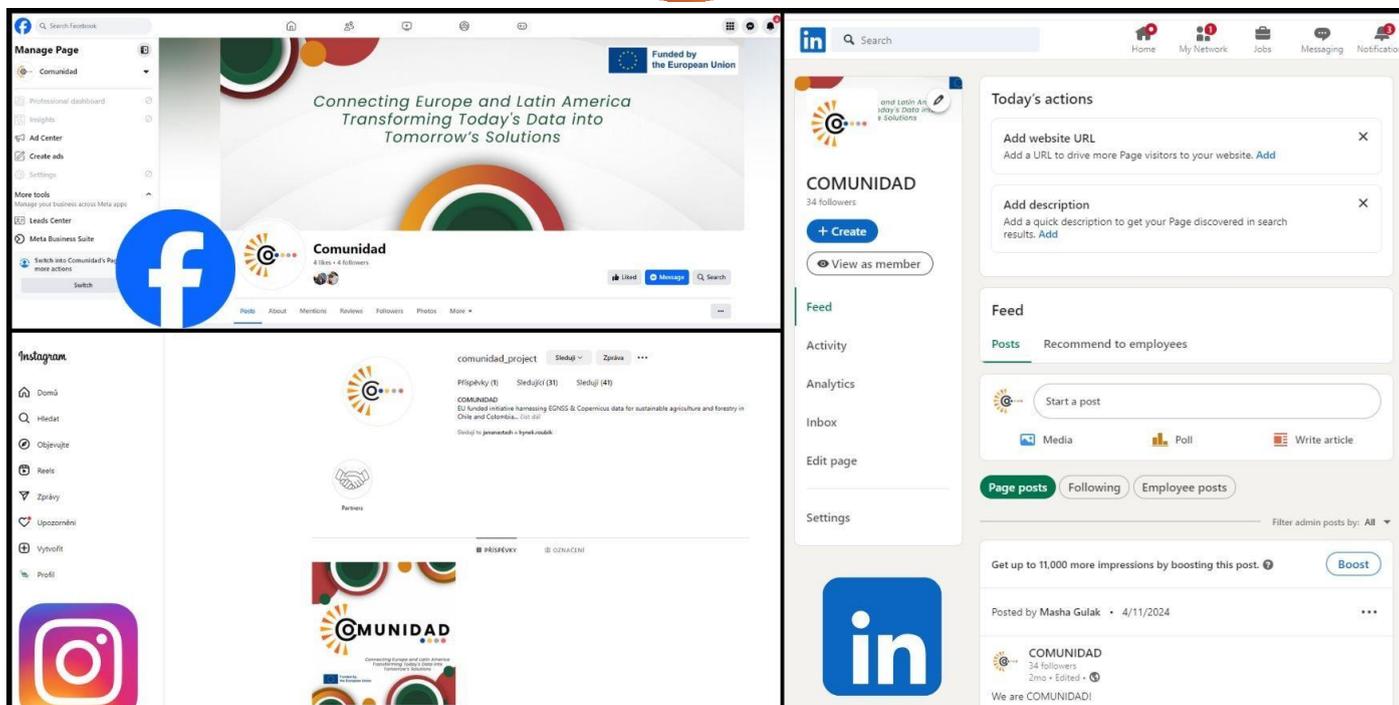
Figure 11. COMUNIDAD social media channels. a) Facebook, b) LinkedIn and c) Instagram account.

To engage the relevant communities and increase the outreach of COMUNIDAD, regular social media campaigns will be implemented to present the project and the partners. The first is a short video campaign recapping the project's kickoff meeting followed by a series of interviews recorded during the Kick-Off meeting in Madrid, Spain, in which the partners presented their role in COMUNIDAD (e.g., a video blog campaign featuring work package leads and their vision of COMUNIDAD shared on all social media channels on a bi-weekly basis) this campaign will launch once the partner's section of the website is complete to humanise the project further and ensure that all key members involved in each organisation are easily recognisable to the target audience. Other campaigns are news/blog series (e.g., interview-style blogs featuring COMUNIDAD partners and other key players, showcasing the project results, highlights of the ongoing activities, training, etc.). The most notable output on all channels will be a series of videos from Chile and Colombia showcasing the onsite activities during workshops and training.

6. Dissemination: Events and policy outreach

To ensure that all COMUNIDAD's results are disseminated widely, several activities will take place. Some will be centrally organised with all partners under the leadership of COMUNIDAD (e.g., the training and landmark events), while others will be organised by other COMUNIDAD partners (e.g.,

scientific publications). Attendance at activities organised by external parties (e.g., international fairs & conferences) will also be an important route for dissemination. The COMUNIDAD project progress and results will be disseminated through (inter)national conferences and meetings to increase visibility and explore the latest developments and potential synergies for collaboration.

6.1   Scientific publications

COMUNIDAD will disseminate its project results to the scientific community through OA publications of original work. The consortium has a track record of high-quality, high-impact OA publications, and COMUNIDAD results are expected to reach at least an equal impact. All partners are committed to the principles of good scientific practice and open science and value good editorial policies such as, for instance, open peer review. This will drive our publication strategy. We will also aim for opportunities to publish related reviews to create project awareness. All project scientific publications will acknowledge the funding from the EC.

6.2.   Project events and workshops

COMUNIDAD partners will be involved in all the COMUNIDAD Communication and Dissemination activities. The project consortium will conduct online training/ workshops in Chile and Colombia (See Table 2). The aim of this task is to organise the first introduction workshop and then regional training events and workshops in pilot CELAC countries every 6 months. Two series of hackathons in the first half and at the end of the project. Hackathons will be organised in both pilot countries on consecutive dates. Hackathons will be focused on the utilisation of the COMUNIDAD platform and on the development of applications using the services and functions of the platform.

Table 2. Participatory bottom-up training/workshop series and hackathon.

Event	Timing	Description
Training and workshop	M9/M10, M13/M14 M22/23	**Lead: BOSC.** **Contributors: CZU, UAYSEN, LESP, SINNO,** **In both pilot CELAC countries every 6 months** **Organised in both pilot countries on**

		• consecutive dates. • **The main goal of each regional workshop will be to train to use the COMUNIDAD platform based on the current released version and for the future final state.**
Hackathons	M13M14, M19/M20	• **Lead: BOSC.** • **Contributors: CZU and all CELAC partners** • **Organise 2 series of hackathons in the first half and at the end of the project.** • **Organised in both pilot countries on consecutive date.** • **Focused on utilisation of COMUNIDAD platform and on development of applications using the services and functions of the platform.** • **Focused mainly on experienced users of GIS technologies and datasets and developers of applications utilising**

		GIS.

6.3 Policy-oriented events

On a policy level, COMUNIDAD will analyse relevant policies to identify synergies, conflicts, and feedback loops between sectoral policies and in the "Copernicus for agriculture and rural development" based approach. We will also draw upon the multi-actor participatory platform to develop recommendations for innovative policy instruments with the input of relevant actors, with a particular focus on incentive-based voluntary approaches. (linking, for instance, with CAP agri-environmental measures, WFD, etc.). The interaction with each **Pilot Application Team** in Chile and Colombia will feed our analysis framework. This will lead, in principle, to a long-term policy strategy, aiming at bringing about the transition into the new paradigm of sustainable agriculture growth.

6.4 Non-scientific events

The project partners will organise these events to communicate about the project developments towards various stakeholders alongside major related events. Local events (such as Science Café and meetings, conference participations, workshops) gathering scientists, professionals and citizens will be targeted. The COMUNIDAD focused workshop will be organised during Tropentag 2025, which is the biggest European event focused on tropical agrisciences. Training will be organised under the COMUNIDAD on local/regional/international level.

7. Role of the partners

Efficient communication, dissemination and exploitation activities are essential for the success of the project, with all partners expected to contribute to activities. As such, it is also essential for project partners to be aware of their contractual obligations and to fully understand project communication protocols. These activities are managed by the Communication and Dissemination work package lead (COMUNIDAD) Hynek Roubík and the COMUNIDAD Communication and Dissemination Officer, Stacy Hammond.

7.1 Partners' obligations

The Horizon Europe Rules of Participation, the Grant Agreement (GA), and the Consortium Agreement (CA), place legal obligations upon Consortium partners in relation to Communication, Dissemination and Exploitation. By signing the GA and CA, the partners have agreed to:

- Promote the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner (Article 17 of the Grant Agreement);
- Disseminate results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests (Art. 17 and its Annex 5 of the Grant Agreement);
- Follow an open science approach (Art. 17 and its Annex 5 of the Grant Agreement).
- Ensuring open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to the project results;
- Managing the digital research data responsibly, in line with the FAIR principles ('findability', 'accessibility', 'interoperability' and 'reusability');
- Full details on requirements for Open Science are provided in Annex 5 of the Grant Agreement (page 11) and in the Data Management Plan;
- Use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing - up to four years after the end of the action. If, despite a beneficiary's best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must (unless otherwise agreed in writing with the granting authority) use the Horizon Results Platform to find interested parties to exploit the results (Art. 16 and its Annex 5 of the Grant Agreement).

7.2 Communication Activities

All partners must communicate about the project in a manner that does not reveal confidential research results and respects the visual identity and the EU funding acknowledgement outlined in this document.

CZU is responsible for central communications. Where necessary, draft materials will be shared with the full consortium or relevant partners (e.g., Karel Charvát, the project coordinator) for review. Where input is needed from partners, this will be communicated in ample time to ensure transparency and quality.

CZU should first review any printed materials to ensure consistency of presentation. Social media engagement and posts on partners' own websites will not be checked in advance.

All partners must report their communication and dissemination activities to the COMUNIDAD communications officer via email to comms4comunidad@gmail.com – who will then co-create (when applicable) post for the COMUNIDAD website and/or main social media channels and will submit them to the EC portal.

Good practices for communication materials:

- Ensure accuracy by making use of a previously approved material or by asking the WP6 leader to check or produce specific communication materials;
- Check if any disclosed information might be considered confidential by another partner;
- Make sure always to use COMUNIDAD templates. If not possible, respect the project's visual identity (colours, fonts, images, etc.);
- Always mention the EU funding acknowledgement with the EU emblem.

7.3 Dissemination activities/ own (including jointly owned) results

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties, including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

7.4 European Commission acknowledgments

Any communication and dissemination activities related to COMUNIDAD must acknowledge the EU support and display the following European flag (emblem) and funding statement (translated into local languages, where appropriate):

Alternative versions of this emblem and further instructions on how to use it can be found here. When displayed in association with other logos (e.g., the COMUNIDAD logo), the EU emblem must

be prominent and visible.

In addition, any communication or dissemination activity related to the project (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.) must indicate the following disclaimer:

"Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them."

8. Monitoring and milestones

To ensure the success of a project, continuous monitoring is of utmost importance. Therefore, the performance of the COMUNIDAD communication and dissemination activities will be assessed quantitatively and qualitatively at regular intervals.

The communication and dissemination plan is a living document that will be adjusted accordingly. Online communication & dissemination (i.e., social media channels) will also be monitored. In case one or more of the (key performance indicators) KPIs are not being attained, remedial actions will be identified together with the project coordinator.

8.1   Key Performance Indicators (KPIs)

Tables 3-4 indicate the communication and key dissemination activities and KPIs for the COMUNIDAD project's target groups.

Table 3. Communication activities and indicators.

Communication activity	Target group	Key performance indicators to be achieved by the end of the project
Project website: main communication and dissemination platform	All groups	The project website is available on M02 with continuous updates, at least four project blog entries per year, more than 500 unique visitors expected by M12, and 1000 by the end of the

		project.
Comms materials package: logo and visual identity, Word and PowerPoint templates, brochure, roll-up banner, poster and standard presentation	All groups	At least 200 copies of the leaflet (in Spanish or English) will be distributed at various events
Newsletter	All groups	At least 2 newsletters produced, distributed to the mailing list, published on the website and social media, and shared with the main stakeholders will be prepared in the project.
Media and press releases	All groups	At least 50 subscriptions to receive email updates on project achievements and results by M12 and at least 150 by the end of the project.
Social media channels	All groups	Creation of Instagram and LinkedIn accounts by M03; over 500 Instagram followers/year and over 300 members on LinkedIn Group at the end of the project; at least 2 project Videos uploaded to YouTube; social media links with at least 25 national and international representative groups from across the EU and CELAC.
EU communication and amplification channels will help to increase the visibility of the project.	EC Communication & other multiplier channels	At least 2 publications will be attempted at the identified communication and amplification channels
Media and press releases	All groups	At least 50 subscriptions to receive email updates on project achievements and results by M12

		and at least 150 by the end of the project.
Open days	Selected group of practitioners and citizen representative	At least 2 open days during the project duration; 1 in Chile and 1 in Colombia.
Videos: one general video focusing on the project objectives, 10 short videos created by the COMUNIDAD team	All groups	500+ views
Feature News articles based on interviews with COMUNIDAD partners, policymakers or industry experts, and workshop/training participants.	Industry, Civil society, general public	15+ feature articles; 10+ pickups by multiplier sites
Social Media campaigns to engage the community and increase the outreach of COMUNIDAD (LinkedIn, Facebook and Instagram in the case of video campaigns)	All groups	LinkedIn, Instagram and Facebook page followers: 500 (M24)

Table 4. Project partner's dissemination activities, target groups and related indicators.

Partner	Dissemination activity	Target group	Key performance indicators to be achieved by the end of the project
LESPROJEKT	COMUNIDAD local	scientific community/policy	2 workshops

	Stakeholder meetings	makers	15-20 participants
	COMUNIDAD hands-on workshops/training in Chile	local stakeholders	2 meetings 15-30 participants
	COMUNIDAD hands-on workshops/training in Colombia	local stakeholders	2 meetings 15-20 participants
	Industry and civil society meetings and presentations	GEO symposium and ODOC. 2 meetings, 200 participants	1 meeting 15-20 participants
	Open-access scientific publications and conference presentations	Scientific community	2 publications 2 presentations or posters
BOSC	COMUNIDAD local Stakeholder meetings	scientific community / education	2 workshops 15-20 participants
	COMUNIDAD hands-on workshops/training in Chile	local stakeholders / policy makers education	2 meetings 15-30 participants
	COMUNIDAD hands-on workshops/training in Colombia	local stakeholders / policy makers education	2 meetings 15-30 participants

	Industry and civil society meetings and presentations	IT experts, GIS community	2 presentations 30 participants
	Open-access scientific publications and conference presentations	Scientific community	1 publication 2 presentations or posters
CZU	COMUNIDAD local Stakeholder meetings	Scientific community, Policy makers	2 meetings 10 participants
	COMUNIDAD hands-on workshops/training in Chile	local stakeholders	2 meetings 15-30 participants
	COMUNIDAD hands-on workshops/training in Colombia	local stakeholders	2 meetings 15-30 participants
	Industry and civil society meetings and presentations	Professional society in the field of hydrology	1 meeting 5 participants
	Open-access scientific publications and conference presentations	Scientific community	1 publication 4 presentations or posters

UAYSEN/FIA	COMUNIDAD local Stakeholder meetings	FIA - CONAF - IDE GORE - Mesa IDE Aysén - INIA - INFOR - Scientific community/CIEP - Seremía de Agricultura	4 meetings 10 - 15 participants/meeting
	COMUNIDAD hands-on workshops/training in Chile	Training: Uaysen Team Training: FIA Team Workshop: FIA - CONAF - IDE GORE - Mesa IDE Aysén - INIA - INFOR - Scientific community/CIEP - Seremía de Agricultura	4 meeting 20 participants
	COMUNIDAD hands-on workshops/training in Colombia	Uaysen Team FIA Team	1 meeting 4 participants on site 3 remote participants (By FIA and UAysén)
	Industry and civil society meetings and presentations	Industry, civil society, communications media	4 meeting 60 participants
	Open-access scientific publications and conference presentations	Scientific community	1 publications 2 presentations or posters
	Media Dissemination	Industry, civil society, communications media	4 publications (Local radio stations - newspaper articles -

			social media dissemination)
SOCIALINNOLABS	COMUNIDAD local Stakeholder meetings	Policy makers, farming associations, cooperatives	4 meetings 8 participants
	COMUNIDAD hands-on workshops/training in Chile	Farming and foresters, decision and policy makers , farming associations, cooperatives, technology providers and developers.	4 meeting 20 participants
	COMUNIDAD hands-on workshops/training in Colombia	Farming and foresters, decision and policy makers , farming associations, cooperatives, technology providers and developers.	4 meeting 20 participants
	Industry and civil society meetings and presentations	Farming associations, cooperatives, agriculture technology providers	4 meeting 8 participants
	Open-access scientific publications and conference presentations	Scientific community	0 publications 0 presentations or posters
UAM	COMUNIDAD local Stakeholder meetings	Coffee stakeholders, coffee industry	2 meetings 50 participants

	COMUNIDAD hands-on workshops/training in Chile	UAM team	1 meeting 2 participants on site 3 virtual Participants
	COMUNIDAD hands-on workshops/training in Colombia	Scientific community, Coffee stakeholders	2 meeting 60 participants
	Industry and civil society meetings and presentations	Industry, civil society, communications media	4 meeting 60 participants
	Open-access scientific publications and conference presentations	Scientific community	1 publication 1 presentations or posters

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