



Deliverable D5.1

Initial dissemination and communication plan



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EXECUTIVE SUMMARY

This deliverable reports a preliminary plan concerning the first period of activity and matches the project's dissemination and communication goals with available opportunities. It also includes provisional planning for the following year and a description of the communication material created up to M6 (website, flier, leaflet, presentation, etc.).

DISCLAIMER

This project has received funding from the European Union's - Horizon Europe research and innovation programme under grant agreement No 101079043.

SoBigData RI PPP's main objectives are to define operational strategies for modelling and defining the ERIC legal entity and then obtaining legal status; to prepare the financial and legal aspects for both the central hub and the national nodes of RI; to prepare a business plan for long term sustainability; to define strategies for service design, community engagement and third-party partnerships.

This document contains information on SoBigData RI PPP core activities, findings and outcomes and it may also contain contributions from distinguished experts who contribute as SoBigData RI PPP Board members. Any reference to content in this document should clearly indicate the authors, source, organisation and publication date.

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GLOSSARY

DCS	Dissemination and Communication Strategy
ERIC	European Research Infrastructure Consortium
EHDS	European Health Data Space
EU	European Union
SMEs	Small and Medium Enterprises

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1 Relevance to SoBigData RI PPP

The general aim of the SoBigData Research Infrastructure (RI) is to build a Pan-European, multidisciplinary, and distributed research infrastructure, working on big data to meet the growing demand for cross-disciplinary research and innovation in social sciences in compliance with the most recent European guidelines in terms of ethics and responsibility of data scientists.

1.1 Relevance to project objectives

This deliverable reports the initial Dissemination and Communication Strategy for SoBigData RI PPP activities aiming at the sustainability of the RI. Building a solid long-term communication plan is crucial to enhance the project's scope and influence within Member States' national data and AI strategy and to improve its impact on the public and private sectors. Moreover, extending the Consortium's network of partners and strategic stakeholders could allow the acquisition of new partnerships resulting in an increase in resources and services offered by the infrastructure.

Considering the above, the Dissemination and Communication Strategy focus will go beyond giving maximum visibility to the RI brand, activities and services and concentrate on reaching out and engaging key stakeholders with a particular emphasis on **policymakers** and **industry**. According to the ambitious objectives, the plan has been designed alongside the other WPs and to support the existing RI strategies (developed in SoBigData++ project¹). The plan is designed to adapt to changing conditions and to work at different levels: European, national, and regional.

1.2 Relation to other work packages

The WP5 will collaborate with WP7 – National Nodes, designing guidelines and specific dissemination materials to distribute to the SoBigData RI Nodes, and WP6 - Services Provision, developing strategies for disseminating the RI products and services.

¹ Project supported by the European Union – Horizon 2020 Program under the scheme “INFRAIA-01-2018-2019 – Integrating Activities for Advanced Communities”, Grant Agreement n.871042, “SoBigData++: European Integrated Infrastructure for Social Mining and Big Data Analytics.”

1.3 Structure of the document

Section 2 reports the initial dissemination and communication plan, including the specific actions that will be performed in the next months, while Section 3 draws the conclusions.

2 Initial Dissemination and Communication Plan

Figure 2.1 summarizes the Dissemination and Communication plan and the overall actions to be performed. In particular, the production of a *brochure* and the *presence on social media* will be an important aspect of the plan, which is already in the preparation phase. Moreover, WP5 is working on a *presentation deck* consisting of a collection of slides used as visual aids designed explicitly for the presentation of the RI to policymakers and industry (especially startups and SMEs).

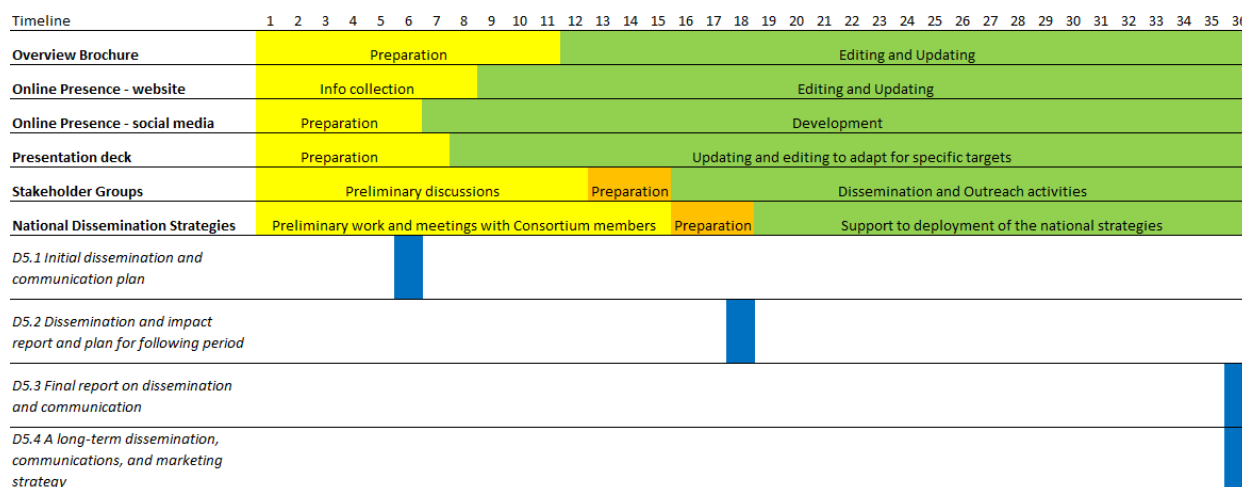


Figure 2.1 Timeline of the main actions and WP5 project's deliverables

Another action that will be implemented is the creation of *Stakeholder Groups*, including policymakers and potential industrial partners, to create a two-way communication channel for an easy flow of information from the RI to the stakeholders and to receive feedback and comments from them.

During the preparatory work, there will be focused meetings and interviews with the consortium members and some selected early-adopter stakeholders to better design the implementation details of the actions.

The proposed Dissemination and Communication plan and its actions want to:

- Guarantee a **timely** and **strategic dissemination** of all relevant information about the SoBigData RI among policymakers and industry.
- Rise the **RIs brand visibility**, impacting the European Research Area (considering and including the emerging European Strategy for Data).
- **Exploit the RI results** by disseminating the RI's portfolio of products and services among potential users.
- Reach the **policymakers** at European and National level helping the creation of the future ERIC.

It is important to notice that the proposed actions are not to be considered separate and independent: they are designed as an overall strategy that envisages their synergistic use to achieve the objectives. For instance, the produced communication materials will be adapted to act as a support for all outreach activities relevant to the creation of stakeholder groups and the engagement of policymakers, and the Stakeholder Groups will include policymakers that are relevant to the relative area of interest and could act as entry points to devise and implement the national strategies.

The following subsections provide an overview of the main products and actions of the dissemination plan.

2.1 Overview brochure

The brochure will present the main features of the RI with a special focus on the two identified target audiences, and in particular, on those features that can help engage potential partners interested in innovative research and product development and could help in expanding SoBigData RI's impact in accelerating data-driven innovation, thus supporting the project's objective to develop sustainable services, responding to the demand for cross-disciplinary data-driven research and innovation. The brochure will be produced at M12 in a printable format that can be easily translated into different languages and edited according to the RI's evolving needs.

2.2 Website

The Research Infrastructure's official website (<http://sobigdata.eu/>) remains the main digital communication channel of the Consortium for the public and the users of the RI's tools and services. It will include a section related to the projects supporting the RI, where the project website will be linked. The early version of it is published at <http://ppp.sobigdata.eu/> and will be finalized at M8. The SoBigData RI PPP website contains detailed information on the project's tasks and deliverables, a description of the project WPs, and an overview of the Consortium.

2.3 Social media presence

WP5 is working closely with the SoBigData++ Communication Team to coordinate the activities and integrate SoBigData RI PPP objectives; in particular, the focus will be the effective usage of LinkedIn, YouTube, and Twitter as they are the most relevant channels given the considered stakeholders. A possible strategy that is currently under evaluation is the creation of specific instances at the national level (i.e., SoBigData.es channels in Spain) to promote local initiatives and events using native languages for a more direct engagement.

2.4 Presentation deck

As described above, it consists of an editable and versatile pitch deck in an attractive graphic format which will be distributed to the consortium by M9 to present the RI to the stakeholders. It will be constantly updated with all the relevant numbers, metrics, and additional features that the RI will develop within the scope and timeline of the project.

2.5 Stakeholder groups

For this action, the approach will be the incremental creation of groups of stakeholders. Each group will be built around the specific topics of the RI (e.g., Exploratories, <http://www.sobigdata.eu/exploratories>). The first two topics will be *Disinformation and fake news* and *Health Studies*². The groups will aim to reach out to the selected organizations and individuals, inform them about the project's features and achievements, and invite them to participate in diverse activities (bilateral meetings, workshops, etc.). Building on bilateral discussions and consultation with relevant partners of the Consortium, these two initial groups will be developed by M15. Additional groups will be created in a second phase, including the other SoBigData RI exploratories following the experience gained by the first two.

2.5.1 Disinformation and fake news

Disinformation and fake news are areas where European institutions work closely with the Member States and the private sector. SoBigData RI has been working on these issues through specific exploratory since its release. Fostering a healthy public debate by countering the spread of disinformation and protecting media pluralism and independence is a matter of growing importance for all democratic institutions in Europe and beyond. Tackling the malicious spread of disinformation is also one of the most important priorities listed in the recently issued Digital Services Act (DSA) and Digital Market Act (DMA). The main objectives identified by the European Commission for the DMA and DSA are (1) to create a safer digital space in which the fundamental rights of all users of digital services are protected and (2) to establish a level playing field to foster innovation, growth, and competitiveness, both in the European Single Market and globally. The deployment of DSA and DMA will open several interesting opportunities for the Consortium, which would be in a prominent position to develop them due to the solid ethical framework on which SoBigData RI has always built its research. In addition, connecting SoBigData RI with other leading research organizations and European projects in this field would allow it to increase its visibility significantly.

² In accordance with a next future change of “Network Medicine” exploratory in “Health studies” (including a wider spectrum of analysis thanks to the engagement of new research communities).

2.5.2 Health Studies

It is important to note that during the current mandate of the European Commission, an innovative European Strategy for data has been designed and is being implemented. The European strategy for data aims at creating a single market for data that will ensure Europe's global competitiveness and data sovereignty. Common European data spaces will ensure that more data becomes available for use in the economy and society while keeping the companies and individuals who generate the data in control. The aim, in line with the values of SoBigData RI, focuses on putting people first in developing technology and defending and promoting European values and rights in the digital world. The first data space to be created in Europe is the European Health Data Space. The European Health Data Space is a health-specific ecosystem comprised of rules, common standards and practices, infrastructures, and a governance framework that aims at:

"empowering individuals through increased digital access to and control of their electronic personal health data, at national level and EU-wide, and support to their free movement, as well as fostering a genuine single market for electronic health record systems, relevant medical devices and high-risk AI systems".

"providing a consistent, trustworthy and efficient set-up for the use of health data for research, innovation, policy-making and regulatory activities (secondary use of data)".

As such, the European Health Data Space is the first common EU data space in a specific area to emerge from the European Strategy for Data. As this will be the model for the other data spaces that are to be created in Europe, it will be of strategic importance for SoBigData RI (and in line with SoBigData RI PPP actions towards policymakers) to develop a model that works well within this ecosystem.

2.6 National dissemination strategies

WP5 will create National dissemination strategies to support the creation and development of the national nodes. To do this, meetings with consortium institutions grouped by nation will be held to identify their needs and vision during the first 15 months. This action will be performed in close coordination with WP7 helping the countries to develop ad-hoc national strategies. By M18, the first set of national plans for selected (4) countries will be released, and then the action will be implemented in the other nodes incrementally.

3 Conclusions and Next Steps

This initial Dissemination and Communication Plan is meant to support the general objectives of the SoBigData RI PPP, making the deployment of a solid dissemination and communication Strategy one of the key elements for the future formation of the ERIC and the sustainability of the RI.

The versatility of the overall strategy and the individual elements that contribute to it, including those related to dissemination and communication, are of the utmost importance in a constantly evolving sector such as digital data and technologies. Hence, the strategy devised by WP5 has been conceived as flexible and easily adaptable as possible to any work results developed by other Work Packages and from external factors that could require changes to the objectives of the Consortium and the methods for achieving them.

In particular, the tasks that will be performed by WP6, and WP7, are closely intertwined with WP5's activities, and their results will be key to the deployment of the plan we described above. The subsequent D5.2 Dissemination and impact report and plan for the following period, which is due by M18, will build on the strategy outlined in this document and combine it with the work developed by the WPs mentioned above to define more in detail all the results of the actions described.