



D9.1 Dissemination and Communication Strategy Plan

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Abstract

The Dissemination and Communication Strategy Plan defines the measures that are being taken to effectively disseminate LAMASUS project outputs and to increase public awareness of the LAMASUS project and the environmental, societal, and political challenges the project addresses.

This detailed plan covers all dissemination and communication activities planned and tools used during the LAMASUS project. The tools and activities are tailored to the different target audiences.

Keywords

Dissemination, communication, publications, Public Relations materials, website, Social Media, stakeholders, Open Access

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Dissemination level

PU Public, will be published on CORDIS

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SEN Sensitive. Confidential information, only for members of the Consortium (including the EC services)

Nature of the deliverable

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Abbreviations

CA	Consortium Agreement
comm.	communication
DESCA	Development of a Simplified Consortium Agreement
DoA	Description of Action
EB	Executive Board
EC	European Commission
ECAS	European Commission Authentication Service
ECGA	Grant Agreement
EU	European Union
GA	General Assembly
IPC	Intergovernmental Panel on Climate Change
SC	Steering Committee
SP	Microsoft SharePoint (collaborative workspace)
IPR	Intellectual Property Right
OA	Open Access
Op-ed	Written prose piece, typically published by newspaper or magazine
PAB	Policy Advisory Board
PI	Principal Investigator
PR	Press Release
UNFCCC	United Nations Framework Convention on Climate Change
WP	Work Package
WS	Workshop



1. Introduction

Effective dissemination and communication are key to ensure the LAMASUS project will have an impact on modelling land use and land use management, informing European, national, and regional decision-makers, key stakeholders and the wider public. The Dissemination and Communication Strategy Plan outlines the measures the LAMASUS partners are taking to raise awareness of the LAMASUS project and its results. It shall further ensure that sustainable impact at regional/EU policy, scientific and societal level is generated beyond the contractual project lifetime.

This plan describes the dissemination and communication strategy during the project lifetime. As the project progresses, we will continue to identify and update our dissemination activities including main scientific and stakeholder events, as well as high-profile peer-reviewed and non-scientific publications of the project. In a final deliverable we will summarise the accomplished dissemination activities and emphasise how we ensure lasting impact of the LAMASUS project beyond its lifetime.



2. The LAMASUS dissemination and communication strategy

2.1. DISSEMINATION OBJECTIVES

The aims of the LAMASUS communication and dissemination strategy are to:

- Raise awareness about the LAMASUS project and its research findings for use in policy making, land use, and future research;
- Maximise the impact by informing scientists about LAMASUS at an early stage to take benefit of the new knowledge and to reduce redundant research;
- Provide open access to all project-related scientific publications;
- Making the LAMASUS modelling toolbox accessible to everyone.

2.2. TARGET GROUPS AND MAIN DISSEMINATION AND COMMUNICATION CHANNELS

The key target groups for dissemination and communication include:

- European Commission (funding authority)
- Scientific community
- Policymakers
- Members of the Stakeholder Board
- Citizens

In Table 1 we describe the means through which we plan to maximise the impact of LAMASUS for each of the key target groups and achieve the LAMASUS dissemination objectives. These channels are described in detail in section 3 “Dissemination and communication activities“.



Table 1: List of relevant target groups, their information needs, and corresponding dissemination activities.

TARGET GROUP	INFORMATION REQUIREMENTS	INFORMATION PROVIDER	FREQUENCY OF COMMUNICATION	WEBSITE	SCIENTIFIC PUBLICATIONS	SOCIAL MEDIA	PRESS RELEASE	E-NEWSLETTER	FLYER	MEETINGS/ EVENTS	ADDITIONAL COMMUNICATION CHANNELS
European Commission (Funder)	Project related comm.; project status updates; policymakers needs; key dissemination activities; reports	Coordinator	According to milestones / deliverables planning and reporting needs.	×							SyGMa Participant Portal; project reviews; direct contact
Scientific community	Updates on project progress and results	Coordinator, AI	Quarterly; as needed with new results		×	×	×	×			Summer School; conference attendances; publications; Social Media
Policymakers	Updates on project progress and results, especially on policy related findings	Coordinator, AI	Quarterly; as needed with new results		×		×	×	×		WS; attendance at external conferences; direct contact
Stakeholder and Policy Advisory Board	Updates on project progress and results, especially on policy related findings	Coordinator, AI	Quarterly; as needed with new results	×	×		×	×	×	×	WS; Roadshows
Citizens		Coordinator, AI	Twice a week	×	×	×	×	×			Press releases, Social Media

Source: Arttic; Social Media includes Twitter and LinkedIn. WS = Workshop



2.3. EC RIGHTS AND OBLIGATIONS RELATED TO RESULTS

Communication, dissemination, and exploitation is an important part of European research projects. Some rules, defined in the European Commission Authentication Service (ECGA) have to be followed for all these activities. This Chapter includes a short summary of the key points of these rules, which LAMASUS partners will keep in mind when disseminating or communicating project information and results:

Dissemination rules – ECGA Art. 17 and Annex 5

- 17.1 Communication – Dissemination – Promoting the action
 - Each beneficiary must promote the action and its results by providing targeted information to multiple audiences in a strategic, coherent and effective manner.
- 17.2 Visibility – European flag and funding statement
 - In information material and dissemination activities must acknowledge the EU support and display the European flag. In contrast to the Horizon 2020 programme, a separate funding statement is not necessary.
 - The flag shown in Figure 1 is also stored on SharePoint in the folder “\2. Templates and Logos\EU templates”



**Funded by
the European Union**

Figure 1: Examples for EU flag and funding acknowledgement.

- 17.3 Quality of information – Disclaimer
 - Any communication or dissemination activity related to the action must use factually accurate information. And must indicate a following disclaimer. We strongly advise to additionally include the Grant Agreement number and the funding acknowledgement by using this disclaimer:

“This project has received funding from the European Union’s Horizon Europe Research and Innovation programme under Grant Agreement No 101060423. 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. Neither the European Union nor the granting authority can be held responsible for them.”



- 17.4 Specific communication, dissemination and visibility rules (specified in Annex 5)
 - The beneficiaries must disseminate their results as soon as feasible, in a publicly available format
 - A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries.
- 17.5 Consequences of non-compliance
 - If a beneficiary breaches any of its obligations under this Article, the grant may be reduced



3. Dissemination and communication activities

Policymakers, land use managers, researchers and other relevant stakeholders ought to have the widest access to the project's results to use and implement them in their work and thereby generate impact. The consortium is going to disseminate and communicate these results using a broad range of dissemination and communication activities and tools, which are described in the following sections, including a detailed action plan for regular activities for their implementation.

ARTTIC as the WP leader is responsible for the overall coordination and follow-up of the various dissemination and communication activities set up for the project, with the task to encourage and oversee the efforts carried out by the project partners. In addition, each project beneficiary has the capacity to promote LAMASUS goals, concept and achievements, and will do so at any potential opportunity e.g. by attending events, meetings, activities with other projects etc. ARTTIC will maintain a meeting calendar and list of relevant meetings and assist the partners in coordinating the representation of LAMASUS at these meetings.

3.1. SCIENTIFIC PUBLICATIONS

To generate the largest possible impact across scientific communities, the LAMASUS consortium will publish all relevant intermediate and final findings in high-level peer-reviewed journals and present results at relevant conferences.

LAMASUS research partners are leaders in their fields with publications in peer-reviewed scientific journals with high ranking, such as *Nature*, *Nature Climate Change*, *Nature Sustainability*, *Nature Scientific Reports*, *Nature Food*, *PNAS*, *Ecological Economics*, *Journal of Agricultural Economics*, *Land Use Policy*, *Spatial Economic Analysis*, *Papers in Regional Science*, *Land Economics*, *Journal of Business & Economic Statistics*, *Journal of Applied Econometrics*, *The Annals of Regional Science*, *Empirical Economics*, *Environmental Research Letters*, etc.

All publications will comply with the project's Open Access policy. The access and use of project publications will be free of charge and fully open. The fee for Open Access is paid by the publishing partner. ARTTIC will track all publications (see chapter 4.2) and further promote results of the consortium on Social Media, by PRs, and announcement on the web portal.

3.2. ATTENDANCE AT SCIENTIFIC MEETINGS AND EVENTS

LAMASUS partners will participate in targeted international scientific conferences and meetings with policymakers. In the Excel-File [LAMASUS - DEC Tracker](#) a continuously updated overview on events relevant for the project is provided. Examples of such targeted



events are presented in Table 2 below. The consortium aims to participate in these events and present results of the LAMASUS project to inform the scientific community, policymakers, and other stakeholders.

Table 2: Conferences relevant for the LAMASUS project.

NAME OF EVENT	PERIODICITY AND LOCATION
EU Agricultural Outlook conference https://agriculture.ec.europa.eu/events/2022-eu-agricultural-outlook-conference-2022-12-08	Annual, next Dec 8-9, 2023 (Brussels, Belgium)
EAAE Congress (European Association of Agricultural Economists) https://eaae2023.colloque.inrae.fr	Annual, next Aug 29 – Sep 1, 2023 (Rennes, France)
EAERE (European Association of Environmental and Resource Economists) https://www.eaere.org/	Annual, next Jun 27-30, 2023 (Rimini, Italy)
European Research and Innovation Days https://ec.europa.eu/research-and-innovation/en/events/upcoming-events/research-innovation-days	Annual, every September (digital event)
62 nd Congress of the European Regional Science Association	Annual, next Aug 28 - Sep 1, 2023 (Alicante, Spain)
European Seminar on Bayesian Econometrics	Annual, next Sep 1 - Sep 2 (Glasgow, Scotland)
International Conference on Computational and Financial Econometrics	Annual, next Dec 16 - 18 (Berlin, Germany)
EcoMod2023 https://ecomod.net/	July 3-5, 2023 (Prague, Czech Republic)
ISIMIP-PROCLIAS workshop https://www.isimip.org/news/save-the-date-upcoming-cross-sectoral-isimip-proclias-workshop/	June 5 – 9, 2023 (Prague, Czech Republic)

3.3. OTHER PUBLICATIONS

3.3.1. *Press releases*

Press releases will be issued when major milestones of the LAMASUS project are achieved. The first press release was already issued addressing the Kick-Off Meeting (on 12th October 2022). Some of the upcoming press releases will target specific stakeholders and some will be addressed to the general public. All press releases will be available on the LAMASUS website.



The press releases will be distributed via email, the LAMASUS portal, and ZIMPEL. ZIMPEL is a contact database comprising over 600.000 contacts including the media journalists work for and their topics covered. With ZIMPEL information can be sent out tailor-made to the related audience. Press releases will be drafted by ARTTIC and reviewed by the Coordinator before publishing (Figure 3 in section 3.4.6).

3.3.2. Quarterly e-newsletters

To inform interested stakeholders, especially the PAB, of the LAMASUS project on progress, key achievements and upcoming events, a quarterly newsletter will be released. The possibility to register for the newsletter will be implemented on the LAMASUS website.

For the e-newsletter the same process applies as for press releases (Figure 3 in section 3.4.6). A draft will be made by ARTTIC and reviewed by the Coordinator. For highly scientific content, the draft and review process will be reversed: The draft will be made by the Coordinator or a beneficiary. The draft will be reviewed by ARTTIC before publishing.

3.3.3. Op-eds and opinion pieces

Opinion pieces are short press releases, which can be published in newspapers or on Social Media like LinkedIn. The opinion pieces will also be made available on the LAMASUS website.

For the opinion pieces the same process applies as for press releases (Figure 3 in section 3.4.6). A draft will be made by ARTTIC and reviewed by the Coordinator. For highly scientific content, the draft and review process will be reversed: The draft will be made by the Coordinator or a beneficiary. The draft will be reviewed by ARTTIC before publishing.

3.4. DISSEMINATION AND COMMUNICATION TOOLS

All LAMASUS beneficiaries have their own processes to raise awareness of LAMASUS and disseminate the project results within their existing networks, their respective fields, and countries. To support these individual activities and increase impact and project visibility, the LAMASUS coordinating team prepared a set of dissemination and communication support materials and communication tools, that is described in D9.2 “LAMASUS communication toolkit”.

3.4.1. LAMASUS visual identity

The objective of the visual identity is to provide the project with a recognisable and coherent image by visible elements, such as typography, pictures, and layout. The design reflects a consistent look and feel. All communication and dissemination tools of LAMASUS (Social Media accounts, website, newsletter etc.) use a coherent design. The LAMASUS visual identity contains a project logo, fonts and colors and is used for all internal and external communication materials, such as templates, the public website, Social Media channels, newsletter etc.

The LAMASUS project logo, templates, standard PowerPoint presentation, poster, flyer, and other communication documents are created and stored on the shared workspace in the folder “[2. Templates and Logos](#)”.

3.4.2. The website ([lamasus.eu](http://www.lamasus.eu))

The LAMASUS preliminary web site – www.lamasus.eu – has been online since 1st September 2022. The main objective of the website is to provide easy access to the project’s research to



relevant stakeholders and target audiences and serve as an online repository for publications and public deliverables. The website is complementary to the other dissemination and communication tools (e.g., the project’s Social Media channels, online repositories, partner sites).

The website will also provide public access to the LAMASUS Portal, which will provide customised access and interfaces for different user groups. The LAMASUS portal will host and provide access to the Data and Model Repository and give additional analytic and visualization capabilities. This portal will be embedded in the project website and will be publicly accessible in 2024. Throughout the project duration, the website will be kept up to date by ARTTIC.

3.4.3. Social Media channels (Twitter, LinkedIn)

The LAMASUS project, uses Social Media to communicate with different target audiences to maintain a strong public presence. Twitter is a fast-paced platform that allows the user to consume fast, concisely and to the point. Furthermore, it allows seeing what is trending in the audience’s social world. The advantage of Twitter over Facebook is that it does not only have the average consumer, but also journalists, politicians, and celebrities as users (83% of the world’s leaders are on Twitter) that keep the platform ideal to find and consume the trending news.

LinkedIn is the leading professional networking platform and is the most popular social network for academic and scientists. The shared content is often science related and the readers are scientifically interested.

ResearchGate is the largest academic social networking site for scientists and researchers. Therefore, a project profile was created on ResearchGate. On February 24th 2023, ResearchGate announced that the section “Projects” will be retired and deleted on 31st March 2023. As a result, LAMASUS will not have a ResearchGate channel from April 2023. ResearchGate has announced new services to be defined services will become available and we will monitor its use for our Dissemination and Communication Strategy.

LAMASUS has Twitter and LinkedIn as its main Social Media channels at [Twitter - @LAMASUS_EU](https://twitter.com/LAMASUS_EU) and [linkedin.com/company/lamasus](https://www.linkedin.com/company/lamasus). There, we will connect with our stakeholders and will provide general project information, regular updates about publications, presentations at conferences and news from the different LAMASUS partners. The project’s presence on Twitter will include tweets twice a week. More details are given in the section “Timelines for the activities”.

Content to be shared on Social Media will cover information from the project, and information relevant to our target audiences on topics related to LAMASUS. More specifically, our Social Media activity will feature the following information (also detailed in Figure 5):

- Events organised by the LAMASUS consortium or relevant external events that are visited by LAMASUS partners (at least one tweet four weeks and one tweet one week in advance)
- Relevant content from partners
- Social Media campaigns:
 - Partner presentation (in M7 – M12):
weekly presentation of one partner and its role in the LAMASUS project



- Featuring of the researcher (in M9 – M15): weekly or biweekly posts with statements of a PI
- Featuring of the work packages (in M8 – M10): weekly or biweekly posts about the work packages that already started (WP1, WP2, WP3, WP5, WP6, WP9, and WP 10; WP4 will start in M7)
- Featuring of the project results (in M19 – M48): On demand communication of project results and information on (scientific) publications

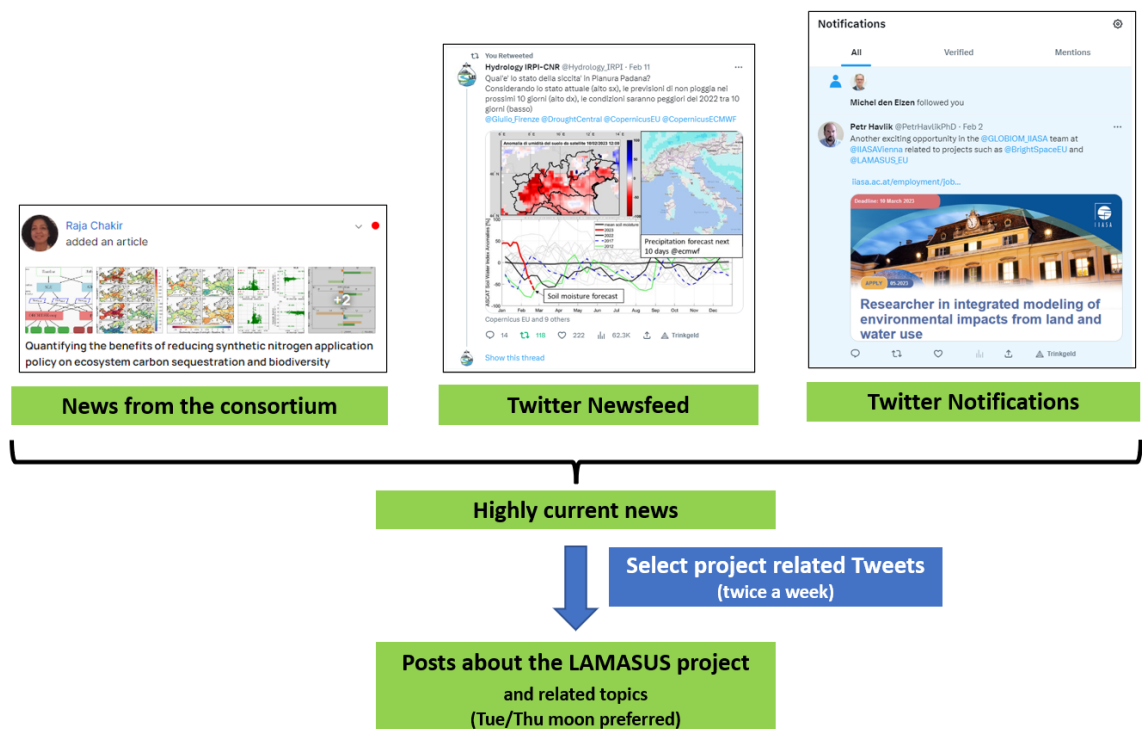


Figure 2: The Twitter posting process.

The Twitter newsfeed and notifications will be screened at least twice a week, on Tuesday and Thursday at noon and relevant information will be posted (Figure 2). When possible and relevant, LAMASUS will quote the original tweet instead of retweeting to provide additional information or an opinion. Also, it is key to tag relevant accounts in our tweets. For example, if a photo is published, the people/projects appearing in it are tagged. This will make them share our tweet and reach a broader audience.

Some of the most relevant hashtags for LAMASUS at the project start, where applicable, include:

#ClimatePolicies, #landuse, #landmanagement, #agriculture, #organicfarming, #climatechange, #biodiversity

Complementary hashtags will be added as the project proceeds.

3.4.4. Flyer

A flyer template, available on the LAMASUS SharePoint, was prepared that is used to inform on basic project related information - objectives, partners, activities, resources and services



and contacts. This flyer contains the approach (of what), key objectives, results and foreseen impacts of LAMASUS. It will be available online for download on the public website. The flyer might be printed later during the project if necessary. The flyer is presented in the complementary deliverable D9.2 – LAMASUS communication toolkit.

3.4.5. Networking with other projects

LAMASUS has identified the following projects that have already led to collaborations. The LAMASUS partners will continuously assess additional projects for collaborations and a list of such projects will be maintained and expanded throughout the lifetime of LAMASUS (Table 3). To extend the outreach of each project, we will coordinate our communication and dissemination activities across the projects and make cross references to the other projects when appropriate.

Table 3: Related projects to the LAMASUS project.

PROJECT NAME	FULL TITLE	DURATION	LINK
BrightSpace	Design a Roadmap for Effective and Sustainable Strategies for Assessing and Addressing the Challenges of EU Agriculture to Navigate within a Safe and Just Operating Space	01.11.2011 – 31.10.2027	https://brightspace-project.eu/
ForestNavigator	Navigating European forests and forest bioeconomy sustainably to EU climate neutrality	01.10.2022 – 30.09.2026	http://forestnavigator.eu

3.4.6. Timelines for the activities

Quality assurance process

The LAMASUS consortium aims for high quality communication. Therefore, a review process will apply to all communication activities. Depending on the topicality of the communication, different review processes apply:

- Twitter: 4 weeks review time
- LinkedIn: 4 weeks review time
- Press releases: 2 weeks review time

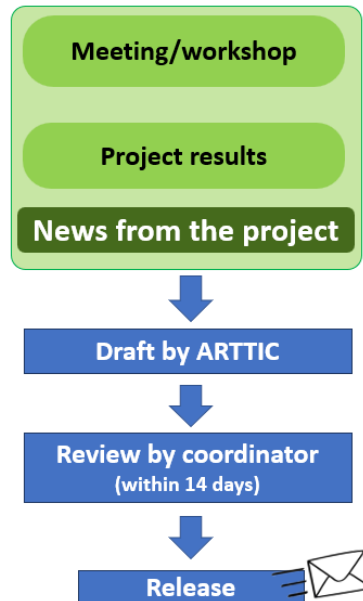


Figure 3: Draft and review process for press releases, newsletters, and opposite editorial.

The review will be done by the PMO. If the draft was already made by the PMO, another person of the PMO will review it. For scientific review, a beneficiary of the consortium will be consulted.

For current news a short comment or a translation will be added before (re)posting. A review from the PMO is mandatory for events organized by the LAMASUS consortium and results achieved by the LAMASUS consortium.

Regular updates

To ensure an up-to-date public appearance, the project office will regularly update the website and Social Media channels as well keep stakeholders informed by newsletters. Social Media channels are set up and a respectable number of followers and attraction has been generated. To keep the posted content updated, the quality assurance process shown in Figure 4 will apply.



Figure 4: LAMASUS quality assurance process.

Table 4 gives an overview on the regularly planned communication activities.



Table 4: Overview of regular activities by ARTTIC during the project lifetime.

TYPE OF ACTIVITY	DESCRIPTION	AIM	FREQUENCY
Twitter	Post news about project or project partners	Inform the wider public about progress of the LAMASUS project	Twice a month
Twitter	Review project-related tweets from third parties	Keep project partners informed about the ongoing progress of related projects and screen for news with impact on LAMASUS project	Twice a week
LinkedIn	Post news about project or project partners	Inform the wider public about progress of the LAMASUS project	Twice a month
LinkedIn	Review project-related tweets from third parties	Keep project partners informed about the ongoing progress of related projects and screen for news with impact on LAMASUS project	Weekly
Newsletter	Report project progress	Inform stakeholders and policymakers about progress of the LAMASUS project	Quarterly
Press releases	Report project progress and/or announce upcoming events	Inform the wider public about the progress of the LAMASUS project and/or events organized by LAMASUS	On-demand
Research Gate	Post publications	Spread publications among the scientific audience	On-demand



Overall timeline of deliverables and activities planned

The LAMASUS project consortium aims to generate a significant impact by organising and participating in a variety of events and dissemination activities. To ensure a comprehensive list of DCE activities can be planned, the PMO put together a DCE tracker to identify monthly DCE activities. An overview of the first two years of the activities, its timing and relationship to project deliverables and milestones is presented in Table 5.

All activities will be monitored as described in section 4 “LAMASUS monitoring and evaluation plan”.

Table 5: Timeline of planned activities, milestones and deliverables in the first 24 months of the project.

MONTH		ACTIVITIES RELATED TO DISSEMINATION AND COMMUNICATION	RELATED DEL./ MILESTONE
Before project start		First draft of the web portal	D10.1
Sep-22	M01	PR and tweets about project start	
Oct-22	M02	KoM held PR and tweets about KoM	
Nov-22	M03	Scientific and Policy Advisory Board and Stakeholder Board identified and implemented Release of public LAMASUS web site	MS1 MS2
Dec-22	M04		
Jan-23	M05	Tweets about new publications of consortium partners	
Feb-23	M06	Literature review of existing policy documents Dissemination and Communication Strategy Plan LAMASUS communication toolkit Project management plan incl. l. risk register and quality assurance procedures Data Management Plan Progress report M6 Protocol for the simulation of impact of LUM changes on climate, biodiversity and profitability delivered Tweets about WS and partner presentation	D1.1 D9.1 D9.2 D10.1 D10.2 D10.3 MS4



MONTH		ACTIVITIES RELATED TO DISSEMINATION AND COMMUNICATION	RELATED DEL./ MILE-STONE
Mar-23	M07	Tweets about the achieved deliverables and milestones	
Apr-23	M08	1st Land Management Stakeholder workshop held Delivery of technical specifications of the LUM and policy database PR about WS and its results Tweets about ongoing WS and its results and participation on conference (if applicable)	MS3 MS5
May-23	M09	High resolution LUM geodatabase requirements and technical specifications Tweets about news and results of the LAMASUS project Starting Twitter campaign with statements of PIs Quarterly newsletter (incl. project & partner presentation, WS output and first results)	D2.3
Jun-23	M10	EAERE (European Association of Environmental and Resource Economists) ANNUAL CONFERENCES in Rimini, Italy EcoMod2023 and ISIMIP-PROCLIAS workshop in Prague, Czech Republic Tweets about PIs and participation on conference (if applicable)	
Jul-23	M11	Tweets about PIs	
Aug-23	M12	Report on the databases and variables to be collected including a section on the foreseen technical structure and methodologies to consistently downscale Progress report M12 Concept of the LAMASUS Modelling Toolbox delivered EAAE Congress in Rennes, France Consortium Meeting held	D3.1 D10.4 MS6



MONTH		ACTIVITIES RELATED TO DISSEMINATION AND COMMUNICATION	RELATED DEL./ MILE-STONE
		Quarterly newsletter Tweets about news and results of the LAMASUS project and participation on conference (if applicable)	
Sep-23	M13	European Research and Innovation Days in Brussels, Belgium Tweets about the achieved deliverables and milestones	
Oct-23	M14	Tweets about conference participation	
Nov-23	M15	Quarterly newsletter Tweets about news and results of the LAMASUS project	
Dec-23	M16	EU Agricultural Outlook conference in Brussels, Belgium	
Jan-24	M17		
Feb-24	M18	Intermediate progress report M18 Beta version of the LUM and policy geodatabase delivered and presented at 2nd Land Management Stakeholder workshop Quarterly newsletter Tweets about news and results of the LAMASUS project	- MS7
Mar-24	M19	Tweets about intermediate report and latest achieved results	
Apr-24	M20		
May-24	M21	Quarterly newsletter Tweets about news and results of the LAMASUS project	
Jun-24	M22	1 st Summer School held EcoMod2023 and ISIMIP-PROCLIAS workshop in Prague, Czech Republic	



MONTH		ACTIVITIES RELATED TO DISSEMINATION AND COMMUNICATION	RELATED DEL./ MILE-STONE
Jul-24	M23		
Aug-24	M24	The LUM geodatabase and area estimates of LUM change to 2020	D2.1
		Database on EU policies and payments for agriculture, forest, and other LUM related Drivers	D3.2
		Progress report M24	D10.5
		Econometric models ready for inclusion of LUM dynamics in ex-ante models	MS8
		Environmental and economic impacts of LUM changes ready for ex-ante modelling	MS9
		Midterm Review Meeting	MS10
		First Summer School held	D9.3
		Consortium meeting held	
Quarterly newsletter			
Tweets about news and results of the LAMASUS project			

4. LAMASUS monitoring and evaluation plan

4.1. STATISTICS ON THE USAGE AND REACH OF THE WEBSITE AND THE SOCIAL MEDIA

The PMO will analyse trends, statistics, and the impact of each activity performed on the website and on social networks. A number of online tools will be utilised, including Google analytics for the website, Twitter analytics, and other online tools covering several Social Media at once (e.g. Hootsuite, <https://www.hootsuite.com/e>). The PMO will assist partners how to adjust dissemination activities' processes (e.g. timing, communication language and style, and target audience) to most effectively communicate each message.



4.2. MONITORING OF DISSEMINATION & COMMUNICATION ACTIVITIES, REPORTS AND CONFERENCE ATTENDANCE

The PMO will ask in each STC meeting for updates on DEC activities by the partners and update the attendance list for externally organised conferences.

The PMO will keep track of all project related DEC activities and conference attendances. This will mainly be done in the Excel-File [LAMASUS - DEC Tracker](#) (Figure 5) that gives an overview on all publications and meeting participations of the project scientists.

Communication / Dissemination Activity	Opportunity	Description of the activity / Name of the event, location	Date (if relevant)	Place / Channel	Topic disciplines / Stakeholders						Dissemination level	Leading partner(s)	Other partners involved	Collaboration with another EU project? If yes, please specify	Links to the event or other online resource		
					Sister Project (highlighted in green)	EU DGs (e.g. DG CL, DG AGRI, DG ENR and DG REGIO)	farmers	foresters	other industries (e.g. paper)	Media and public						Number of people reached	
19	SocialMedia	News	New publication of consortium member	14.02.2023	Twitter	X						X		International	ARTTIC	Thrive Institute	https://twitter.com/LAMASUS_EU/status/1625474510342968259
20	SocialMedia	News	New publication of consortium member	14.02.2023	Twitter	X						X		International	ARTTIC	IASA	https://twitter.com/LAMASUS_EU/status/1625474510342968259
21	SocialMedia	News	Quote Tweet of @BrightSpace	15.02.2023	Twitter	X	x					X		International	ARTTIC		https://twitter.com/LAMASUS_EU/status/1625474510342968259
22	SocialMedia	News	Quote Tweet of @Hydrology_PPI	15.02.2023	Twitter	X						X		International	ARTTIC		https://twitter.com/LAMASUS_EU/status/1625474510342968259
23a	SocialMedia	News	Quote Tweet of VIFO	15.02.2023	Twitter	X						X		International	ARTTIC	VIFO	https://twitter.com/LAMASUS_EU/status/1625474510342968259
23b	SocialMedia	News	Quote Tweet of VIFO	15.02.2023	LinkedIn	X						X		International	ARTTIC	VIFO	https://twitter.com/LAMASUS_EU/status/1625474510342968259
24	SocialMedia	News	Quote Tweet of VIFO	16.02.2023	Twitter	X						X		International	ARTTIC	VIFO	https://twitter.com/LAMASUS_EU/status/1625474510342968259
25	SocialMedia	News	Quote Tweet of @EUAgri	16.02.2023	Twitter	X						X		International	ARTTIC		https://twitter.com/LAMASUS_EU/status/1625474510342968259
26	SocialMedia	News	Retweet from @Food_EU	16.02.2023	Twitter	x	x	x				x		International	ARTTIC		https://twitter.com/LAMASUS_EU/status/1625474510342968259
27	SocialMedia	News	Quote Tweet of VIFO	17.02.2023	Twitter	X						X		International	ARTTIC	VIFO	https://twitter.com/LAMASUS_EU/status/1625474510342968259
28	SocialMedia	News	New publication of consortium member	17.02.2023	Twitter	X						X		International	ARTTIC	VUR	https://twitter.com/LAMASUS_EU/status/1625474510342968259
29	SocialMedia	News	New publication of consortium member	17.02.2023	Twitter	X						X		International	INRAE		https://twitter.com/LAMASUS_EU/status/1625474510342968259
30	SocialMedia	News	Quote Tweet of VIFO	20.02.2023	Twitter	X						X		International	ARTTIC	VIFO	https://twitter.com/LAMASUS_EU/status/1625474510342968259
31	SocialMedia	News	Retweet of M&L Landlaboing	20.02.2023	Twitter	X						X		International	ARTTIC	VIFO	https://twitter.com/LAMASUS_EU/status/1625474510342968259

Figure 5: In the [LAMASUS - DEC Tracker](#) all publications will be recorded.

To facilitate an accurate monitoring and assessment of the dissemination and communication activities, and to understand the impact of the actions carried out, partners should:

- prepare their dissemination and communication activities according to the action plan;
- register the activities in the dissemination and communication reporting list on the project online platform;

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.