

Milestone 10.5: Updated report of the communication means used and success, incl. metrics

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Work package no	WP10
Deliverable no.	MS10.5
Lead beneficiary	CNRS
Deliverable type	<input checked="" type="checkbox"/> R (Document, report) <input type="checkbox"/> DEC (Websites, patent filings, videos, etc.) <input type="checkbox"/> OTHER: please specify
Dissemination level	<input checked="" type="checkbox"/> PU (public) <input type="checkbox"/> CO (confidential, only for members of the Consortium, incl. Commission)
Estimated delivery date	M38
Actual delivery date	22/03/2023
Version	Final
Reviewed by	Eija Juurola
Accepted by	Eija Juurola
Comments	

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1. Introduction

The ACTRIS Implementation project (ACTRIS IMP) is based on the ACTRIS implementation phase’s objectives, aiming at elevating ACTRIS to a new level of maturity and setting the required coordinated structures for coherent implementation actions, to be performed at both the national and European level. The overarching objective of ACTRIS IMP is to coordinate and accomplish the actions required for implementing a globally recognized long-term sustainable research infrastructure with operational services by 2025. The main goal of ACTRIS communications is to ensure efficient communication, create visibility for the project and its results, and to reach out to widest possible range of the key stakeholders as well as to the secondary target audiences.

1.1. Scope of the milestone

As the ACTRIS IMP project has progressed past some of its milestones and moved towards the end of its lifetime, this milestone analyses the state-of-art and progress achieved while implementing communication activities planned in ACTRIS IMP’s Communication strategy (Deliverable 42). This report is building on MS57 “Report of the communication means used and success, incl. metrics” analysis and evaluate ACTRIS communication actions and their effectiveness. Besides the overview of state-of-play, it also analyses the main communication achievements up to date and reviews the further actions to be taken. This document also contains a tactical look forward to the operation phase of ACTRIS.

1.2. Relations with other tasks and deliverables

Communication plays a vital role within ACTRIS as a research infrastructure and accompanies project activities throughout the entire duration of the ACTRIS IMP project. The communication strategy and the main objectives of the communication activities for the ACTRIS IMP project were identified from the very beginning within the whole consortium. Communication activities include the fundamental actions for the whole project such as the establishment of a brand identity and overall planning of communication and dissemination (Deliverable 42), as well as specific communication activities such as production of dissemination materials and contents (Deliverable 43). Work to obtain the best and largest impact on the key stakeholders and to increase the visibility of the project both within and outside the networks that individual partners belong to has been done and reported (Table 1).

At the time of communication activities reporting, the project has not only progressed past some of its milestones, but it also reached a critical point where particular stress of overall communication has shifted from project-style scientific outreach towards a corporate-style of communication involving key end-users, including SMEs and large companies. Numerous communication activities took place in parallel with intensified scientific dissemination, thus, it is important to analyse the current state-of-play, the main achievements and the following steps regarding ACTRIS communications.

Table 1. Connections with other Milestones and Deliverables submitted during 2020-2023.

Document	WP	Title	Lead	Document Type
Deliverable 10	3	Draft innovation strategy	CYI	Document
Deliverable 25	6	ACTRIS Science and User Forum	CNR	Website
Deliverable 27	6	ACTRIS online Catalogue of Services	CNR	Website

Deliverable 31	7	Recommendations for optimizing the access process and user interaction	CNRS	Document
Milestone 46	8	First evaluation of alignment of ACTRIS with international networks	CNRS	Document
Milestone 50	8	Series of meetings with international stakeholders achieved that serve the purpose of an application to GEO initiative	UHEL	Document
Milestone 55	9	Design of the ACTRIS Innovation section in the ACTRIS website	CNR	Document
Milestone 58	10	Guidelines for communication and public relations	UHEL	Document
Milestone 59	10	Analysis of the best practice to engage ACTRIS user groups	FMI	Document

1.3. Summary of the communication activities

Google analytics, embedded on the ACTRIS website, reported 8300 new users with whom ACTRIS has engaged. Furthermore, web statistics suggests these visitors are most interested in ACTRIS news and events as well as exploring the services offered by ACTRIS.

The demographic reports for Twitter and the web also show that there is a wide audience from research and academia and appetite for the ACTRIS IMP project opportunities and the information such activities disseminates. The reports also reveal a potential to expand stakeholder engagement by targeting contacts within identified domains.

The outcome of the communications and dissemination activities show a good level of interest and engagement between the project and the targeted stakeholders. Overall, the project is achieving its goals for communications targets set in the ACTRIS IMP Project Communications Plan. The main activities occurred during the period M17-M36 are reported in Table 2.

Table 2. Highlights of main ACTRIS communication and dissemination activities held during M17-M36.

Type of Action	Total
Organization of a conference	9
Organization of a workshop	43
Press-release	26
Non-scientific and non-peer-reviewed publication (popularised publication)	38
Exhibition	3
Flyer	5
Training	39
Website	130
Communication Campaign (e.g. Radio, TV)	42
Participation in a conference	77
Participation in a workshop	74

Participation in an Event other than a Conference or a Workshop	123
Video/film	4
Participation in activities organised jointly with other EU project(s)	42
Trade Fair	1

2. ACTRIS Communication channels: state-of-play

This chapter provides an overview of the use of the six main ACTRIS communication channels: website, social media, newsletter, promotional material, events, and publications.

2.1. ACTRIS website

The ACTRIS website (www.actris.eu) is the central platform of ACTRIS dissemination to internal and external stakeholders. The ACTRIS Head Office is responsible for managing the website. Content creation is done in cooperation with the other Central facilities.

2.1.1. Website insights: what does statistics say?

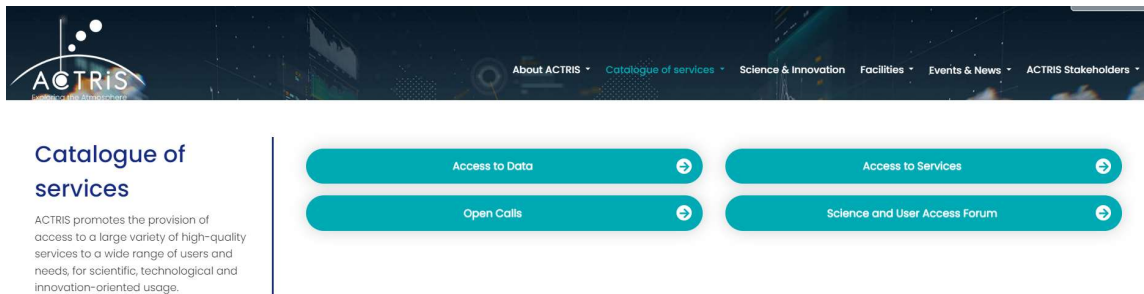
Table 3. ACTRIS Communication and dissemination monitoring scoreboards: website insights

Category	Indicator	Description	Year 2020	Year 2021	Year 2022
Website	Number of page views	Engagement	5840	7300	8800
	Number of unique visitors	Engagement	1148	2864	8300
	Average engagement time/session	Engagement	4m 3s	2m 35s	2m 54
	Engagement rate	Engagement	80%	51%	62%
	No. of published news & events	Performance	13	41	23

2.1.2. Website new sections and contents

A new website was launched in December 2020, shifting from a project platform to a more corporate-style website. New functionalities were implemented, and the gathering of analytics was thus impacted. The main additions to the website are briefly described below:

- **Catalogue of services**



Purpose: allow user to explore ACTRIS services and make a selection with a two-click navigation path.

Features: While “Access to Data” leads to ACTRIS Data Centre (under NILU management and separate domain), the link “Access to Services” leads to a new platform launched in 2022 where all services are listed and categorized. This work is described in detail in Deliverable 27. Automated featuring of contents related to access (open calls for TNA, activities, events etc.).

URL: www.actris.eu/catalogue-of-services

- **Science and User Forum**

Purpose: a focused space dedicated to all matters related to the physical and remote access of users to ACTRIS services.

Features: Exchanges between ACTRIS and the users are hosted here with the aim of fostering the users’ awareness of the service opportunities provided by ACTRIS and gaining valuable insights on users’ experience, needs and expectations regarding the access to ACTRIS services.

URL: www.actris.eu/science-and-user-access-forum

- **Topical Centre subsites**

Purpose: to promote services, resources, news and events in a coordinated and uniform approach, Topical Centres were provided with a mini-website (a subset of webpage under the www-actris.eu domain).

Features: Published content (e.g., events and news) can be pushed automatically to the ACTRIS main website. All Topical Centres develop and maintain their minisites but CAIS-ECAC has kept its own website, already online for several years.

URLs:

ECAC-CAIS: www.actris-ecac.eu/

CARS: www.actris.eu/topical-centre/cars

CIS: www.actris.eu/topical-centre/cis

CCRES: www.actris.eu/topical-centre/ccres

CiGas: www.actris.eu/topical-centre/cigas

CREGARS: www.actris.eu/topical-centre/cregars

- **National and Central Facility maps**

Purpose: to give visibility to the research performing organizations and countries involved in ACTRIS, build the sense of community, strengthen the ACTRIS identity, show the extension of ACTRIS footprint as a societal, environmental, and economic added value for stakeholders.

Features: interactive maps enable visitor to explore ACTRIS the Facilities upon which ACTRIS is built using relevant criteria. Profile cards display additional information regarding each facility. Furthermore, the information displayed in the maps is sourced from an IT database built during 2022. The information is pushed automatically onto the interactive maps.

URLs:

National Facility map: www.actris.eu/facilities/national-facilities

Central Facility map: www.actris.eu/facilities/central-facilities

- **Access to services and data**

Purpose: a comprehensive multi-layered navigation path to the discover of opportunities to access ACTRIS Facilities.

Features: a map display ACTRIS facilities available for TNA via ACTRIS IMP and/or ATMO ACCESS projects.

URL: www.actris.eu/access-services

2.1.3. Project partners' websites

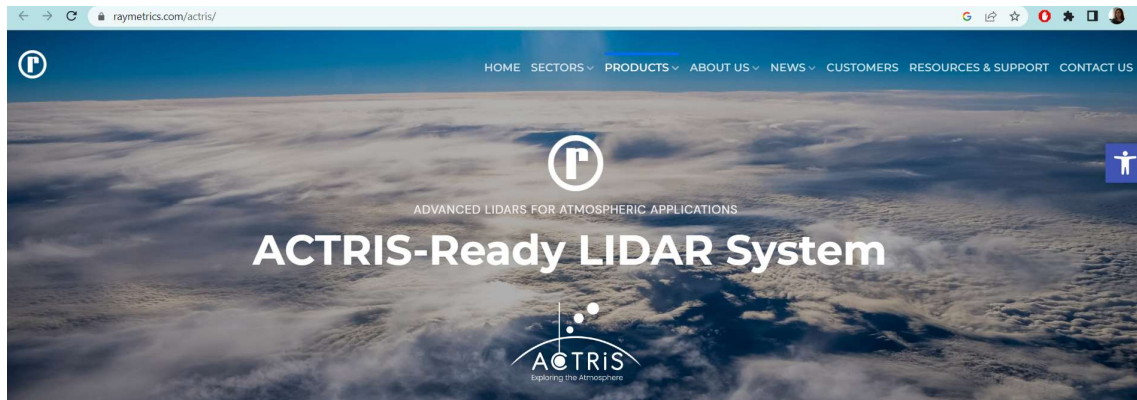
ACTRIS communication strategy includes close collaborations with project partners. These includes ACTRIS IMP project beneficiaries, as well as ACTRIS-connected projects (e.g., ENVRI Community, RI-URBANS, ATMO-ACCESS). The formers have been provided guidelines (Deliverable 42) and ready-to-go (Deliverable 43) material to proactively participate and report on ACTRIS related communications and dissemination activities, including featuring ACTRIS on national websites and/or links accessible from institutional websites. We note that there is an interest in creating National ACTRIS websites and, for this purpose, a thematic package in html and Drupal are available for implementing ACTRIS look and feels on external domains.

Currently, 9 countries have a National ACTRIS website and ACTRIS is promoted in 7 languages.

- Austria | actris.i-med.ac.at/
- Bulgaria | actris-bg.eu/
- Czech Republic | www.actris-ri.cz/
- Finland | www.helsinki.fi/fi/infrastruktuurit/actris-finland
- France | www.actris.fr/
- Italy | <http://www.actris.it/>
- Romania | actris.ro/
- Spain | www.actris.es/
- Sweden | www.actris.se/

ACTRIS-related websites featuring ACTRIS in one way or another (e.g. dedicating a section describing ACTRIS or a link to ACTRIS website) give ACTRIS visibility and access towards potentially new stakeholders.

An excellent sign of collaboration with the private sector is the section that **Raymetrics** has recently dedicated to ACTRIS: raymetrics.com/actris/



Other industrial partners recognise ACTRIS as their users on their homepage as illustrated below from CIMEL 's website (www.cimel.fr/).



— They trust us —



ABOUT US

Such a synergetic relations will be soon reciprocated by ACTRIS and displayed on ACTRIS website, under the Science and Innovation section as well as under Stakeholder/Industry.

2.1.4. Further developments of the website

Science and Innovation

The design of the ACTRIS Innovation section on the ACTRIS website described in Milestone 55 shall be implemented before the end of the project.

Publications

An automated system has been created to collect ACTRIS-related publications and list them on ACTRIS website. Authors can list a publication filling up a webform which contains mandatory fields (e.g., title,

authors, year of publication, DOI) and the submission will be organized on yearly basis on the page “Publications”. This system is ready for use, yet currently not released (offline). It shall be included in the wireframe of the renewed Science and Innovation webpage. This is the reason why ACTRIS publications are at the moment not available on ACTRIS website.

Acknowledgements

Guidelines will be provided to correctly acknowledge ACTRIS in a harmonized approach. This will include a given statement to be added to, e.g., publications, and publicly available through ACTRIS website.

2.2. ACTRIS intranet

Purpose: ACTRIS intranet is made accessible from ACTRIS website. The intranet is a reserved space where defined users can access specific pages and documents depending on their status.

Features: the platform is based on Next Cloud, an open-source software that allows users to tailor their personal workspace by adding apps. Material can be made accessible to selected groups and shared with external content (without an ACTRIS account) via public or password protected links. Additional feature available to users. Calendar, chat, video call, notes.

Currently, the intranet hosts workspaces dedicated to key groups working on the implementation of ACTRIS: members of the IAC and their delegates, SIAB, Central Facilities leaders and their teams, RI committee members and the members of the Executive Board of ACTRIS IMP project. A total of 144 users have boarded the platform.

2.3 ACTRIS social media

Media is used to engage the civil society and more over to raise awareness of the importance of ACTRIS. In addition, the media can be used as a dissemination channel (e.g., through press releases, articles) to engage with the public, decision making bodies, and industry. To ensure the widest coverage, press releases and other press materials will be done in cooperation with the ACTRIS countries. ACTRIS is currently present on Twitter, LinkedIn, and YouTube. Daily actions on social media channels (posts but also reactions to other publications) are key to keep engaging with a wider audience. The RI will increase its presence on other suitable professional channels such as Research Gate or Mendeley.

2.3.1. ACTRIS on YouTube and its statistics

An [ACTRIS YouTube channel](#) has been opened in 2018 to display several videos. Throughout the project, ACTRIS will give more weights to the creation of thematic videos.

Short movie clips are more and more used by communicators and praised by social media platforms.

ACTRIS recognizes that video are an informal and attractive way to convey ACTRIS scientific value and social impact towards scientific and non-scientific audiences. Videos have been used in promotion events (e.g. LPS, EGU; GEO) and such digital material is easily re-usable in any other social media.

The ACTRIS Youtube channel could also be the place to store videos developed within projects like ATMO-ACCESS and EUROCHAMP-2020 (now concluded).

2.3.2. ACTRIS on Twitter and its statistics

[ACTRIS Twitter account](#) (@ACTRISRI) has been opened in 2015. It is the main social media channel used and promotes ACTRIS related opportunities and events. Currently, ACTRIS profile has more than 1700 followers. A statistic comparison between year 2020 (first year of the project) and 2022 (3rd year of the project) is shown in Table 4.

Table 4. ACTRIS Communication and dissemination monitoring scoreboards: Twitter insights

Category	Indicator	Description	Year 2020	Year 2022
Social media: Twitter	Number of followers	Growth	+201	+286
	Number of tweets	Performance	61	56
	Number of impressions	Engagement	7754	55793
	Engagement Rate	Engagement	1,26%	2,9%
	Profile visit	Engagement	729	27434

To evaluate and boost the performance of the engagement on the Twitter platform, during November 2022 we conducted an audit of ACTRIS twitter account. The audit was thought as a wellness check of ACTRIS Twitter account focused on high level details such as how well the content aligns with our social media goals, whether the account is earning followers and engagement from our targeted audiences, benchmark for content performance and key metrics and uncover potential pitfalls while assessing what is working and what is not. The first thing that was checked was how is ACTRIS profile presented and performing compared to peer- research infrastructures (e.g., CERIC ERIC, ELIXIR Europe, ICOS ERIC, EURO Bio-Imaging ERIC). The first thing that came up was the need to update ACTRIS profile description to bring forward ACTRIS services. During the audit we also reviewed the profiles following ACTRIS account. Leaving out of the analysis personal accounts, the result of the demographic analysis is shown in Fig.1.

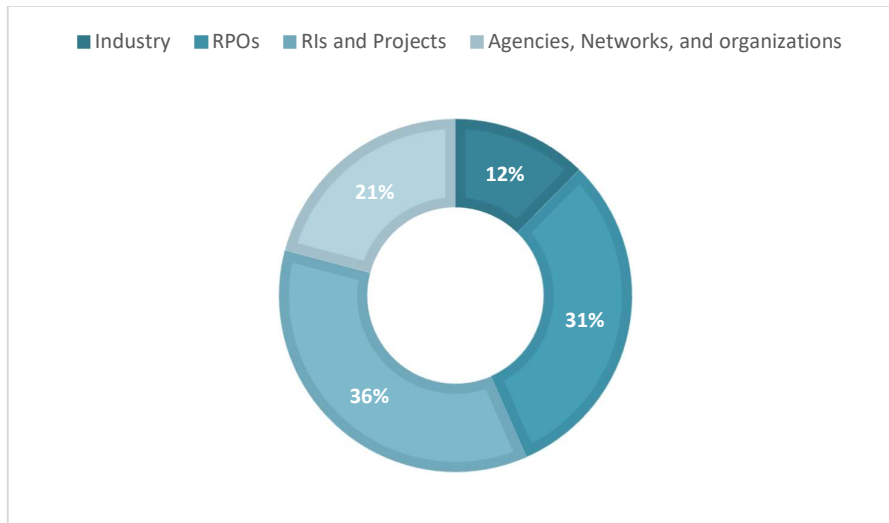


Figure 1. Demographic analysis of the ACTRIS Twitter account

The largest percentage of followers is represented accounts of Research Infrastructures and EU-funded project (36%), and the second largest is including accounts related to Research Performing Organizations (31%). A moderate number of followers are from organization and agencies (21%) and a good percentage (12%) is represented by accounts related to start ups and tech companies, mainly involved in developing atmospheric tools and instruments, for example TSI incorporated, Airmodus, Droplet Measurement Technologies LLC, Cimel Eletronique, SunGeomatics.

2.3.3. ACTRIS on LinkedIn and its statistics

A [LinkedIn page](#) has been opened in 2019 and now (in March 2023) it counts 404 followers. Per se, LinkedIn is born as a platform to present the business personas and allow for more business-oriented interactions. However as shown in Figure 2, the majority of the ACTRIS followers are from Academia (32%) and Education domain (13%) whilst service and Industry followers constitute less than 20% of the audience. This reflects a similar results obtained in the Twitter audit. The demographics reveal that most of the followers are indeed highly specialized in the atmospheric field. However, it's worth noting that followers coming from the private sector are more likely to react (like, share, comment) on LinkedIn than on Twitter.

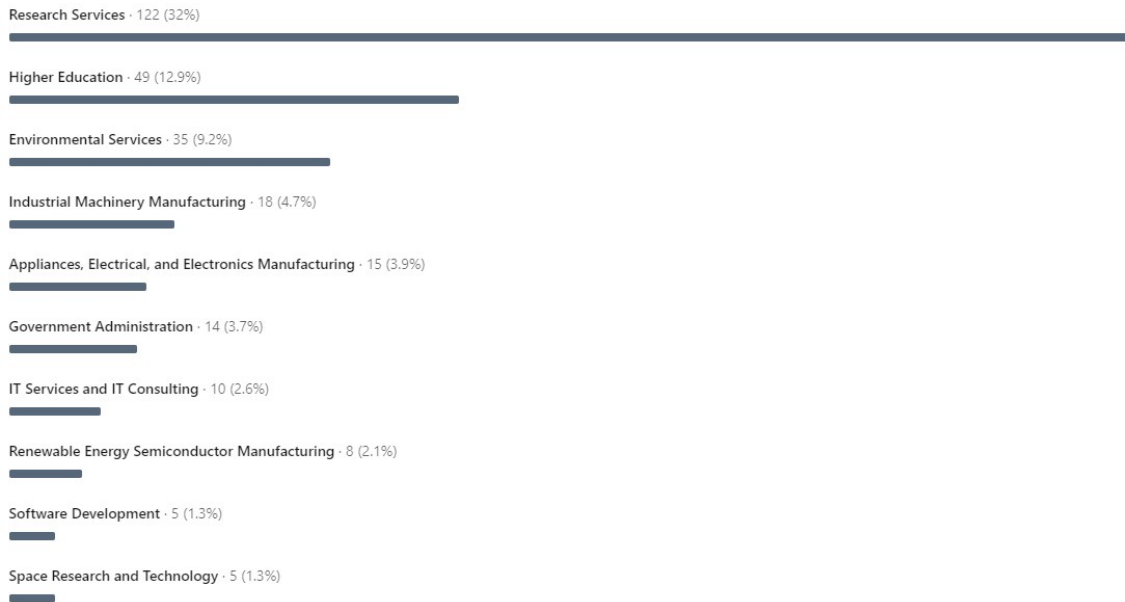


Figure 2. Followers’ business area.

Unfortunately, during 2020 we did not track metrics such as Number of posts, Unique visitors and page views. ACTRIS IMP project was at the very beginning of its lifecycle and that metric gatherings were not relevant at that time. LinkedIn analytics reports recently changed their policy and only data from the last 12 months is made available. Nonetheless, the LinkedIn scoreboards (Table 5) shows the profile has grown considerably from an engagement, performance, and growth perspectives.

Table 5. ACTRIS Communication and dissemination monitoring scoreboards: LinkedIn insights

Category	Indicator	Description	Year 2020	Year 2021	Year 2022
Social media: LinkedIn	Number of followers	Growth	49	197	381
	Number of posts	Performance	N.A.	43	60
	Unique visitors	Engagement	N.A.	270	285
	Page views	Engagement	N.A.	657	722
	Number of impressions	Engagement	256	412	483

Although the activity on the profile has increased considerably especially during the last two years, the profile should be revised with updated profile descriptions once the ERIC is created. It would be interesting to include those ACTRIS-related job offers that we currently shared via traditional emails to our mailing lists and include ACTRIS events and news in the dedicated sections.

2.3.4. Hashtags matter

A successful application of hashtags on social media can boost the search engine optimization (SEO), increasing the post visibility and ranking. In practice, that translate that by successfully using hashtags

posts can reach a wider audience and gain more impression, increase engagement, and improve brand awareness.

We have been using several #Hashtags to segment our social media posts and to create a sense of identity around ACTRIS as shown in Table 6. We focus on the social media activity on Twitter and LinkedIn and pull out the usage of the selected hashtags.

Table 6. ACTRIS hashtags used on social media during 2022.

Used hashtag in 2022	Description	Twitter	LinkedIn
#ACTRISweek22	Event outreach	14	5
#ACTRISCommunity	Brand identity	18	12
#ACTRIS	Brand identity	49	30
#TowardsOperationalACTRIS	Brand identity	7	7

Furthermore, when relevant, we have used other tags and hashtags to link with other European Research Infrastructures, projects and organizations. We have also followed the guidelines provided by the RI-VIS project ([link](#)) and endorsed hashtags such as #EU_Ris, #ResearchInfrastructure, #EUH2020, #EuropeanResearchArea, #ResearchInfrastructuresEvents to interact with European Commission, ESFRI and ERIC Forum. In the future, a usage of keywords and Hashtags shall be more consistent and expand to include ACTRIS services and impacts such as shown below:

Table 7. Recommended ACTRIS hashtags segmentation.

Description	Hashtag
Brand Identity	#WeAreACTRIS
	#ACTRIScommunity
	#ExploringtheAtmosphere
Science	#ACTRISscience
	#ACTRISdata
	#makesciencehappen
	#RIimagescience
Services	#accessACTRIS
	#ACTRISservices

2.3.5. A comparison of ACTRIS engagement on Twitter versus LinkedIn

Disclaimer: Twitter and LinkedIn metrics are not defined exactly the same, and, for that, the comparison can be only considered quantitative rather than qualitative. However, we consider this task interesting to gain perspective on our performances on the social media platforms.

As seen from the previous sections, the two platform largely differs in the size of the audiences reached. Twitter offers a much larger pool of followers while the demographics are rather similar (majority of followers are from Academia/research).

Case A: ACTRIS presence at the Industrial Technologies Village, June 2022, Grenoble – France

Brief Description: after a selection process based on a flagship story describing the successful interaction between the RI and an industrial partner, ACTRIS was one of the 9 Research Infrastructures selected for their village.

Below the comparison of the same post advertising the event across the platform of Twitter and LinkedIn.

ACTRIS-RI
381 followers
8mo • Edited • 🌐

#ACTRIS will participate in #indtech2022 ! Come and meet us next week at the Research infrastructures village!

Industrial Technologies 2022 - 27.-29.6.2022 ENRIITC
#EU_RIs

Ind Tech 2022
463 followers
8mo • Edited • 🌐

Research Infrastructures are a crucial element of European Science and Technology development, for academic and industrial researchers alike.
...see more

#INDTECH2022 PRESENTS
RESEARCH INFRASTRUCTURES VILLAGE

28 & 29 June 2022
Maison MINATEC,
Grenoble - France

CERIC **eli** **LEAPS**
Central European Research Infrastructures Consortium

Fraunhofer IZM **ACTRIS** **EMFL**
European Magnetic Field Laboratory

ESS **EUROPEAN STRATEGIC INFRASTRUCTURES** **ESRF** **NEUTRONS FOR SOCIETY**

ORGANISERS
FRANCEXIS GOVERNEMENT EUROPEAN COMMISSION CEE AMIRES

PARTNERS
isere La Région

Beyond lab capabilities, driving R&D and innovation with industry.

Metric	Description	Results	
		LinkedIn	Twitter
Impression	Engagement	200	192
Engagement rate	Performance	4.5%	4%
Reactions	Engagement, Growth	4	3
Reposts	Engagement, Growth	0	1

Case B: the First ACTRIS Science conference



The 1st #ACTRIS Science Conference #ASC22 as come to an end! Great thanks to our keynote speakers, presenters and participants for the rich exchanges !
 #EU_RIs #scienceconference #atmospheric #science



Metric	Description	Result	
		LinkedIn	Twitter
Impression	Engagement	375	3965
Engagement rate	Performance	4.8%	4%
Reactions	Engagement, Growth	11	36
Reposts	Engagement, Growth	0	15

Case C: ACTRIS community meets at ACTRIS Week 2022 in Prague, Czech Republic



Metric	Description	Result	
		LinkedIn	Twitter
Impression	Engagement	800	799
Engagement rate	Performance	13%	11%
Reactions	Engagement	36	21
Reposts	Engagement	3	2

Case D: ACTRIS representation at the Stakeholder Forum meeting organized by ESFRI in Brussels, in September 2022.



Metric	Description	Result	
		LinkedIn	Twitter
Impression	Engagement	316	687
Engagement rate	Performance	7.9%	10%
Reactions	Engagement, Growth	7	18
Reposts	Engagement, Growth	0	4

2.3.4. Further developments of ACTRIS social media presence

Based on the outcomes of the ACTRIS Twitter audit, a preliminary ACTRIS social media strategy has been defined. It prioritizes the alignment of ACTRIS-related social media profiles to present ACTRIS in a harmonized way and with links to ACTRIS main profile. Secondly, guidelines should be acknowledged to

ensure a coordinated communication. For that, it is foreseen to adopt a social media management tool to efficiently plan and schedule contents publication within ACTRIS internal community.

2.4. ACTRIS mailing lists and design emails

We have online forms to subscribe to two mailing lists:

- ACTRIS Community mailing list: open mailing list to all users interested in ACTRIS
- ACTRIS Innovation mailing list: open mailing list with specific target on private sector users and innovators

We use design emailing to launch campaigns promoting specific events (e.g., conferences, TNA calls...) and disseminating ACTRIS newsletters. Our platform of choice is Mailchimp free account. Due to GDPR, we might opt out to an EU-based platform. The requirements are that google analytics can be used to track the campaigns results. Mailchimp is a platform that helps managing and talking to your stakeholders via organized contact management practices, beautifully designed campaigns, and powerful data analysis.

ACTRIS newsletter is published on a quarterly basis. It informs the community on the latest developments ACTRIS as a research infrastructure, scientific activities, and upcoming events. Content contributions are provided by ACTRSI Head Office, National Contact Persons, Central Facility Leaders, and Members of the RI committee. Furthermore, cross-projects (e.g., RI-URBANS, ENVRI-community, ATMO-ACCESS) information are shared in collaboration with the communication officers. Currently our newsletters reach nearly 700 contacts. The release of ACTRIS newsletter is always announced on Twitter, LinkedIn and as a news entry on the website. All past newsletters are available here: <https://www.actris.eu/outreach>.

Table 8. ACTRIS Communication and dissemination monitoring scoreboards: Mailing list and design emails.

Category	Indicator	Description	Year 2020	Year 2021	Year 2022
ACTRIS community mailing list	No. of subscribers	Growth	265	308	404
	Campaigns (incl. Newsletters)	Performance	4	6	10
	Click-rate	Engagement	47%	38,7%	37%
ACTRIS innovation mailing list	No. of subscribers	Growth	61	290	271
	Campaigns (incl. Newsletters)	Performance	4	6	6
	Click-rate	Engagement	34%	41%	35%

2.5. Promotional material

A brochure describing ACTRIS services was developed and is accessible at this [link](#). Several flyers and business cards were also used to promote ACTRIS at conferences and workshops and they are available through the website or via the intranet.

As events are more and more going paperless, pdf versions accessible by scanning QR-codes are being used. Similarly, in order to reduce the ecological impact of events and promotional material, the creation of goodies will be minimized and, if necessary, will be made from sustainable materials.

2.6. Events

ACTRIS organises conferences, workshops and trainings to increase its visibility and structure the community. The pandemic impacted ACTRIS community meetings and the participating of ACTRIS to other external events. Nonetheless, successful events were held fully in virtual mode (e.g., Science conference). Once restrictions due to pandemic were relaxed, an internal survey showed us that our community had the willingness to choose organizing hybrid or virtual meetings as an effort to reduce ACTRIS carbon footprint. Hence, we are supporting physical and hybrid meetings. A full report of events organized during ACTRIS IMP project can be found in Milestone 59. The document highlights the events based on the targeted audience.

Lessons learnt: as a consequence of increased presence of ACTRIS at relevant stakeholder events, ACTRIS representation is more and more demanded. We have learnt that ACTRIS participation and representation should be planned well ahead to maximise the impacts with suitable preparation and communication tools. This involves internal communication dynamics. ACTRIS Head Office, as part of the tasks of WP10 and WP11, have set up a structure to collect and organize upcoming events.

An ACTRIS booth equipment stand (including material) easy to deploy at events will be prepared. Such a booth could also be made available to ACTRIS central and national facilities, and national contact points to be deployed in national events such as “science festivals”, hence increasing the awareness of the general public.

Building on the successful experience gained during the Eurochamp-2020 project, virtual visits of ACTRIS facilities could be a way of raising the public awareness to discover the platforms. Full immersion 3D movies, allowing interested people to virtually walk around the facilities can be watched with a virtual reality helmet or with a recent smartphone. This can be used to man a booth at conferences or trade fairs. This is an easy way to engage with general public and stakeholders and let them discover and explore ACTRIS facilities.

2.7. Scientific journal articles and other publications

The main goal of a research infrastructure is to provide the means needed for achieving “excellence in science”. In the last 3 years, ACTRIS has resulted in more than 300 scientific papers. In scientific journal

articles and publications using ACTRIS data and services, the RI should be acknowledged for providing the data, or the data should be cited with a data-DOI number. The new ACTRIS website will be providing an automatic feed on recent publications and archives (see Section 2.1.4.).

Tracking of publications crediting the RI or the related projects has been established using Web of Science and OpenAire. The importance of acknowledging properly ACTRIS and/ or its Central facilities is stressed at each of the ACTRIS community meetings.

The publications resulting from access linked to the ACTRIS IMP pilot TNA programme are also monitored. It's worth noting that the analysis of the results from TNA takes time, and the results are only published with some time lag. The scientific results will only be available after the access and exploitation of the results.

3. ACTRIS way forward: propositions and the next phase

During the remaining months (until M48), ACTRIS communication activities will continue to deliver a set on targeted actions for stakeholder engagement and further promotion of ACTRIS outcomes. Communications will remain dynamic and might deviate from provided planning, in case this would be needed in order to achieve communications objectives. The following propositions should efficiently structure the upcoming work through the suggested actions:

Proposition 1: make easy sharing information

→ **Action:** promote the use of webforms to submit success stories and publications.

Proposition 2: plan and execute

→ **Action:** adopt a communication management tool

Proposition 3: track and evaluate

→ **Action:** adopt Zenodo (www.zenodo.org) as a repository of communication and project material

References

ACTRIS communication and dissemination strategy (ACTRIS PPP Deliverable D9.2)

ACTRIS Business Plan (ACTRIS PPP Deliverable D1.6)

ACTRIS IMP Grant Agreement (N° 871115)

ACTRIS IMP MS10.2 Updated report of the communication means used and success, incl. metrics

Eurochamp-2020 [D6.7 Final report on training and education activities](#)