

## WP6 Engagement, Communication and Competence Building

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EOSC-Nordic project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857652

# WP6 overview

Tasks	Description	Partners	PMs
T6.0	Coordination of the work package activities	<b>CSC</b>	4
T6.1	Engagement and Communication Strategy	<b>CSC</b>	6
T6.2	Web Portal, Communication Tools and Branding	<b>CSC</b>	7
T6.3	Communications and Dissemination	<b>DeiC, CSC, UT/ETAIS</b>	24
T6.4	Knowledge Hub, Capacity Building and Training	<b>DeiC, UmU/SNIC</b>	14
Project duration M1-36, total PMs			55

## 4 deliverables submitted and 5 milestones achieved in M1-M24

D6.1 “Stakeholder identification, engagement and communication strategy” [M6; CSC]  
 D6.2 “Knowledge Hub planning” [M9; DEI C]  
 D6.3 “Communication and outreach strategy report” [M18; CSC]  
 D6.4 “Knowledge Hub establishment” [M24; DEI C]

MS1.1. EOSC-Nordic Kick-off mtg [M1, CSC]  
 MS6.1. EOSC-Nordic web portal initial version, [M2, CSC]  
 MS6.2. First EOSC-Nordic branding package [M3, CSC]  
 MS6.3. EOSC-Nordic project Launch Event [M12, DEI C]  
 + Extra: A beta version of the Knowledge Hub [M12,original target M24, CSC]  
 MS6.4. Knowledge Hub (TtT) event [M24]

# WP6: Main objectives

1

Develop and implement an effective stakeholder-oriented engagement and communication strategy

2

Build on the already existing network of the consortium partners to create awareness and engagement around EOSC

3

Ensure that project results are captured and disseminated to targeted stakeholders

4

Develop and implement the necessary tools (website, social media, face to face events) to keep stakeholders continually engaged and updated

5

Implement **EOSC-Nordic Knowledge Hub** for a competence building and knowledge sharing among stakeholders and relevant professional environments

# Project communication is a joint venture

## Responsible Information Producers

WPI-5

**WP6**

Communications is supported and coordinated by WP6

**WP6**

EOSC-Nordic brand identity and communication channels  
**(Platforms, social media accounts and materials)**

**Outputs, use cases, services, information**

**Continuous content creation and face to face events** to support project activities and to keep stakeholders continually engaged and updated

**Expertise & knowledge**  
training and technical support

**WPI-5**

Implementation of **the EOSC-Nordic Knowledge Hub** for competence building and knowledge sharing among stakeholders and relevant professional environments

Level of support  
by WP6

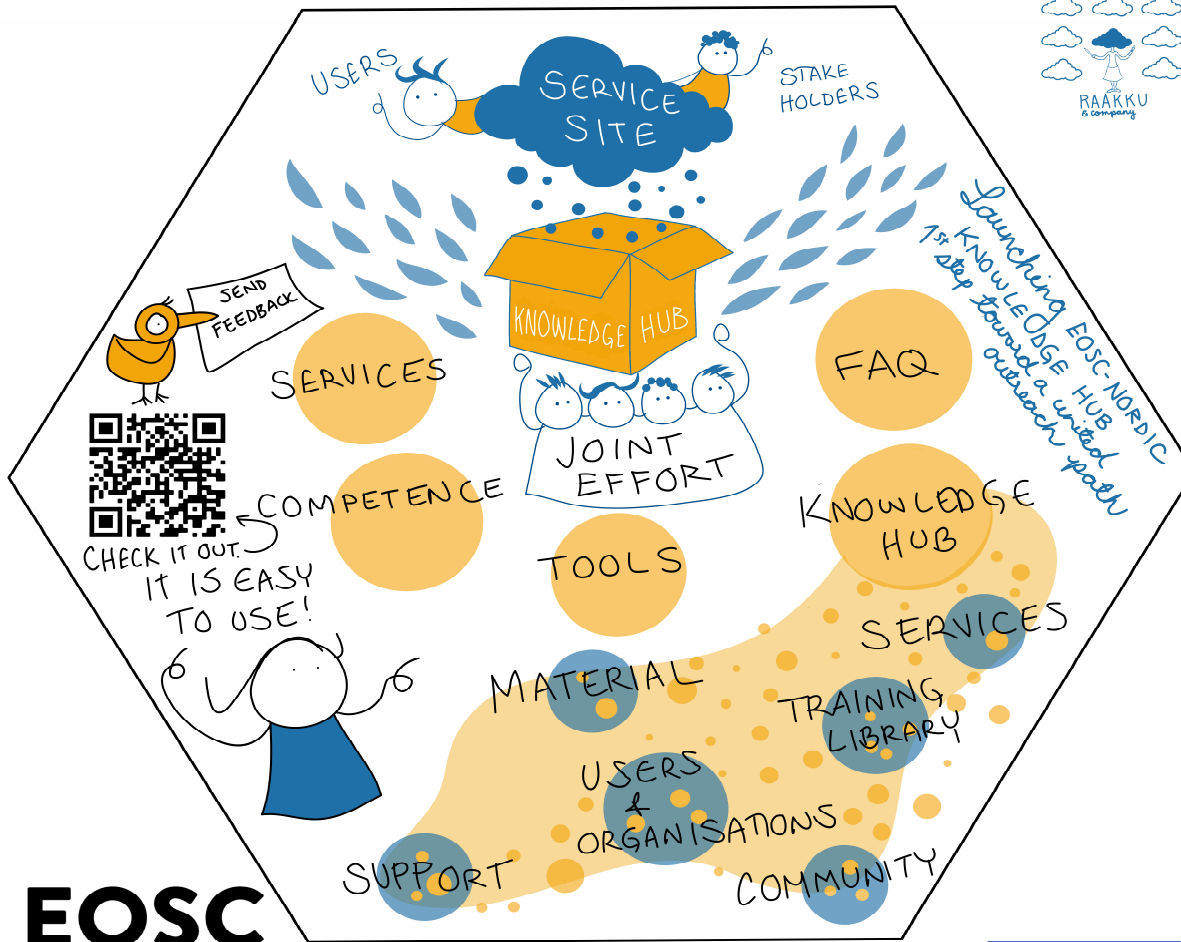
# Highlights

- Focus on **raising awareness** of EOSC-Nordic by creating a communication strategy, brand identity, tools and activities for different stakeholders.
- Achieved a **consolidated community interested in the development of EOSC-Nordic** via coordinated communications, social media activity, event participation, and partners' multiplying efforts.
  - **Continuous publication of content** has a plenty of engaged users: 403 Social media followers, 155 newsletters subscribers, and 6135 website users. The average time spent on EOSC-Nordic website indicates that the users find the content engaging.
  - **The project kick-off** was organised (2-3.9.2019) to create awareness around the project, its ambitions and to engage with stakeholders.
  - WP6 has provided **support and promotion for a number of training events, webinars and third party events**. Since the COVID-19 pandemic outbreak, EOSC-Nordic has had to rely mostly on online events and webinars.
- **A beta version of the Knowledge Hub was established ahead of time.**
  - **Online EOSC-Nordic Open Symposium** (26.9.2020) was a launch event for the Knowledge Hub.
- EOSC-Nordic **has actively engaged with other INFRAEOSC-5** call projects with concrete activities across projects.





# The Knowledge Hub



The project website is the primary tool for communications

- general information channel of the project and the activities
- attracts visitors with dynamic content feed supported with social media messages and monthly newsletters

The Knowledge Hub is built for our stakeholders

- offers an user-friendly way to engage with EOSC-Nordic

## **EOSC-Nordic website**

-  **Marketing & Communications**
-  Events
-  News
-  Social media messages
-  Articles
-  Expert blogs



## **Knowledge Hub**







-  **Service site for stakeholders**
-  Key materials of the project
-  Get started: Finding services
-  Instructions and support
-  Training
-  Community



## Knowledge Hub

Welcome to EOSC-Nordic Knowledge Hub! We invite you to explore the beta version of our knowledge base.

We have collected all our useful resources and information into this Knowledge Hub. Content and materials are constantly evolving and updating throughout the project. Here's a short description of each section to help you find what you're looking for.

 <p><b>Materials</b> Key documents of the project (Reports, recommendations &amp; guidelines)</p> <p><a href="#">Read more</a></p>	 <p><b>Users and organisations</b> Find out what EOSC-Nordic can offer for you</p> <p><a href="#">Read more</a></p>	 <p><b>Training Library</b> All sorts of training events and materials</p> <p><a href="#">Read more</a></p>
 <p><b>Services</b> The services available and a guidance how to register a service</p> <p><a href="#">Read more</a></p>	 <p><b>Support</b> Browse FAQs or send over your request via our Service Desk</p> <p><a href="#">Read more</a></p>	 <p><b>Community</b> Connect with peers and learn from others in your field</p> <p><a href="#">Read more</a></p>

## The Knowledge Hub

- consists of six elements in order to integrate and disseminate project results
- Each of these sections contains **targeted content for stakeholders**, offering an easy access to the right information
- The content and components are being developed according to the development of EOSC and the EOSC-Nordic project



# Objectives from now to M36

## ***Next steps***

WP6 will continue to support project activities to ensure the project reaches its overall goals:

- Creating engaging content to keep stakeholders updated
- Engaging with targeted stakeholders through face to face and online events, workshops, webinars and relevant EOSC-related events. The final EOSC-Nordic flagship event (M36) will be used to disseminate the final results of the project.
- Implementing the Knowledge Hub in a close collaboration with the other Work Packages
- Supporting new service providers and communities to make use of tools, guidance, and services during and after the project lifetime.

D6.5 “Final communications and outreach strategy report” [M36; CSC]  
MS6.5. EOSC-Nordic End-of-Project Event [M36]



# Activating the usage of the Knowledge Hub



## ***Next steps for the Knowledge Hub***

Improving the utilisation of the Knowledge Hub as a joint venture with the other WPs

Steps to maximize **the use**, sustainability, and the actual and future value of the Knowledge Hub:

- The EOSC-Nordic partners to contribute to community development and stakeholder engagement
- Partners should find ways to integrate the Knowledge Hub as standard tool when engaging with relevant stakeholder communities

## **Suggestion for actions e.g.**

- Usage of new channels and more targeted communication for different stakeholders in order to increase the awareness of the Knowledge Hub among the stakeholder communities
- Activities to enhance the number of user requests handled by the Knowledge Hub Service Desk
- Aspects of dissemination and outreach to be taken into account for all the upcoming deliverables and use cases.
  - Improvement of the content and the attractiveness for example, by adding visuals, chart, and statistical analysis
  - Intensify dialogue with WP-leaders on the aspects by meetings, presentation etc.

## Sustainability and Synergies for EOSC

- Sustainability of the EOSC-Nordic Knowledge Hub in WP2  
Discussion and outline of a plan for sustainability across the EOSC-Nordic project incl. a list of Knowledge Hub assets (WP2, D2.9: Sustaining the coordination of EOSC national initiatives at Nordic level)
- Foster and leverage synergies with other INFRAEOSC-05b projects in the direction of resources sharing, including technical, knowledge and technical resources  
Discussion and outline of the plan for fostering and leveraging project synergies (lead: WP6, D6.5 Final Communications and outreach strategy report)





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