

## **WP1. PEARLS INTERACTION PLATFORM**

### **Description**

The WP aims to strengthen external communication during the execution of the PEARLS Project and optimal dissemination of the results. Project Management intends the application and development of virtual Project communication and dissemination instruments via the Project website. This website will help partial PEARLS results to be optimally positioned in a range of formats (documents, articles, news, media statements, interviews, videos, etc.). Secondly, mechanisms will be developed to guarantee external communication of results via the *Canal con Ciencia* video channel, in which UNITN and USE have expertise. Social networks (Twitter) will enable return mechanisms with the media and the public in general. Lastly this WP ends with the organisation of an International Multisectoral Plenary Forum in Malta, the 40<sup>th</sup> month of the Project development (2021, May). The platform will produce a Leading Platform being set up on REL.

### **WP Leaders**

USE, UNITN

### **Participants**

USE, CLANER, TERRITORIA, ICSUL, ENERCOUTIM, COOPERNICO, UNITN, AUTH, GEOSYSTEM HELLAS, CONSORTIS GEOSPATIAL, CONSORTIS, BGU, SP INTERFACE

### **Objectives**

1. To communicate the project, its mission, progress and results, by including strategic and effective communication activities, such as the project website, press releases, written media of different types, oral communications and interactive social media.
2. To disseminate project results to the scientific and R&I community through publications, conferences, technological outputs and EC-H2020 channels.
3. To share expertise arising from research results with potential users from an international and multi-sectoral audience by providing targeted information to multiple audiences via two-way exchange channels.

### **Framework**

This WP will engage public society in order to communicate to non-specialists the latest innovative ideas and results achieved within the Project. The main goal is to reduce the gap between research conducted by the scientific community and the public audience, and to provide evidence of the impact of research and innovation projects on society, academic and non-academic partnerships. Project rationale and outcomes will be communicated through initiatives common to all participants in collaboration with local institutions and authorities in project partners' home-countries. In relation to the final consortium meeting, the PPF event will be organised in Malta to raise awareness of emerging issues and the project's main findings in the Mediterranean area. Experts and stakeholder representatives will be invited to

take part in a round table discussion of the principal issues addressed by the project and to respond to questions from the audience.

**Task 1. Project Website (PW)**

The purpose of this task is to design and implement the Project web page. It is an essential instrument to communicate the Project activities to different target audiences. Project vision, mission, aims, progress and outcomes are being publicised through the project website and social media activities. Thus is required to send information about communication activities carried out in secondments, as those ones realized by beneficiaries. The webpage is provided with an Online Atlas, in which study cases related to each country are included as good-practice-examples from WP 2 to WP 5. Data sharing platform and regular website updates to provide key information on the project and contact information for all partners. The public section of the project website will be implemented for communication to the public through social media (i.e., Twitter).

**Deliverable:** D 1.1.1. Project Website Month 4 (2018, October).Public

**Methods**

- You have to select some REL representative power plants from your country.
- In order to add more information to Online Atlas, you have to create a basic information sheet with photographs. It should contain technical information and also related one with local REL (e.g. social and territorial planning information, etc.).
- It is necessary upload information to Online Atlas by the Internal Communication Platform.
- Note: all information that proves beneficiaries' contribution to the Project has to be sent to [eusoclab@us.es](mailto:eusoclab@us.es) (e.g. photographs, papers, congresses, dissemination, etc.).

**Task 2. Marketing Strategies (MS)**

This task intends to set up a strategy framework for the treatment of intellectual property generated in the project. This strategy has two main axes: the first one will be to make contacts with another projects, organizations or foundations that share PEARLS objectives, in order to reinforce future collaborations (i.e. Qatar Foundation, European Energy Network, Smart Specialization Platform, European Energy Research Agency, etc.). A second one axis will intend to post online preliminary findings provided by WP2 to WP5 on specialised scientific production search engines (Google Scholar, World Wide Science, Academia.edu, ResearchGate, Dialnet, etc.) following intellectual property rights and quality assurance rules.

Projects results will be periodically reviewed for quality assurance by the Steering Committee. Development of Social Media and Digital Marketing Strategies

**Deliverable:** D 1.2. Marketing Strategies Month 24 (2020, June).Public

**Methods**

- Identification of research projects, networks and foundations, which allows strength of PEARLS Project outsourcing.
- Scientific and academic staff related with PEARLS subjects will be generated.

**Task 3. Follow-up Questionnaires (F-Up Q)**

In relation to WP2 and 3, preparation of brief online follow-up questionnaires (F-Up Q) to interrogate an international multisectoral panel of experts about PEARLS progress with the aim of providing information cuts to the media and to disseminate results to a broad multidisciplinary scientific audience. This international multisectoral panel of experts will be formed by ten representatives of each participant country, who will be invited to engage in an online follow-up questionnaire, in 2019 and 2021. Outcomes will be analysed and published into Resources section of Project webpage.

**Deliverable:** D 1.2 Follow-up Questionnaires Month 46 (2022, April). Public

**Methods**

- Along the Project development, a 10 or 12 experts list will be made for realization of two surveys to each country. It will be necessary to provide contact e-mails.
- Contributions related to results will be made, in order to do a paper.

**Task 4. PEARLS Project Plenary Forum (PPF)**

Arrangement of PEARLS Project Plenary Forum (PPF) for dissemination and communication of project end results by the whole consortium and the Advisory Board aimed at a broad and selected group of multisectoral, international experts from the Mediterranean area. The PPF will take place in Malta, under coordination of University of Seville -USE and Trento University -UNITN.

**Deliverable:** D 1.3 PEARLS Project Plenary Forum Month 40 (2021, May). Public