



The EGT-TWINN project
“Enhancing research capacity
at the Geological Survey of Estonia to accelerate
the country’s transition to green energy”

Deliverable 5.1

DISSEMINATION, COMMUNICATION AND EXPLOITATION PLAN

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List of Acronyms

Abbreviation	Description
DCE	Dissemination, Communication and Exploitation
DCEP	Dissemination, Communication and Exploitation Plan
EGT	Geological Survey of Estonia
KPI	Key Performance Indicator
WP	Work Package
WPL	Work Package Lead
DoA	Description of Action
GTK	Geological Survey of Finland
UKRI	UK Research and Innovation
GEUS	Geological Survey of Denmark and Greenland



UOULU	University of Oulu Mining School
DMP	Data Management Plan
CRM	Critical Raw Materials
SME	Small and Medium-Size enterprise
EC	European Commission
PR	Press Releases

Terminology

Term	Definition
Communication	Deals with project results that are shared with multiple audiences beyond the project's community (incl. media and the public) to inform and reach out to society who benefits from the project results.
Dissemination	Deals with publicity only for audiences that may use the results in their work, incl. peers, industry and other commercial actors, professional organisations, policymakers etc., to enable the use and uptake of the project results.
Exploitation	The use of results in developing, creating, marketing or improving a product or process, or in creating and providing a service in standardisation activities or shaping a policy. Any tangible or intangible output of the action, including data, knowledge, and the information generated in the process, whether they can be protected, and any attached rights related to the results, including intellectual property rights.
Results	All output generated by the project during its implementation. These may include knowledge, innovative solutions, algorithms, proof of feasibility, new business models, policy recommendations, guidelines, prototypes, demonstrators, databases and datasets, trained researchers, new infrastructures, networks, etc. The results have the potential to be either commercially exploited, e.g., products or services, or lay the foundation for further research, work for policy making or innovation, e.g., novel knowledge, insights, technologies, methods, data, and more.

Source: [Dissemination and exploitation of research results \(europa.eu\)](https://europe.europa.eu)

Project partners



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1. INTRODUCTION

The present EGT-TWINN Dissemination, Communication and Execution Plan (DCEP) drafted at the Geological Survey of Estonia (EGT) lists all planned dissemination and communication activities, tools, and channels. It matches them with target stakeholder categories and key performance indicators (KPIs). This document also shortly elaborates on the exploitation of the Project results.

This DCEP will be a reference framework for evaluating the impact of dissemination activities. It will be updated and adjusted on the 12th month (December 2023) and at the end of the project (December 2025).

Work Package (WP) 5 "Dissemination, communication and exploitation" as described in the EGT-TWINN Description of Action (DoA) aims to:

- develop and execute the DCE Plan,
- develop a visual identity, project logo, website, templates, and other materials to support dissemination and best practice sharing,
- share the vision, objectives, and results of the project via a range of platforms to ensure that the project becomes widely known at both national and EU levels,
- deliver key messages to relevant stakeholders (academia, research organisations, Estonian policymakers, industry, NGOs, and SMEs),
- create an online presence and visibility via social media, newsletters, news updates, and blog series,
- raise awareness of the public on raw material supply and geothermal energy issues linked to the transition to a green economy,
- organise local promotion events, including open days and tailored communication campaigns,
- cluster with other relevant EU-funded projects,
- organise the EGT-TWINN final conference,
- produce four policy briefs for decision-makers in Estonia in collaboration with experts in this area from UKRI,
- produce "EGT-TWINN Vision Report",
- attend relevant international conferences related to the project topics.

The deliverable introduces the EGT-TWINN project dissemination and communication strategy and its implementation plan that is to be used by the consortium. This document aims to ensure that the project results are made accessible to the appropriate target communities, at proper times, via appropriate methods. It is also to assure that those who can contribute to the development, evaluation, uptake, and exploitation of the EGT-TWINN outcomes can be identified and encouraged to interact with the project regularly.

This DCEP will be a reference framework for evaluating the impact of communication and dissemination. It will be updated and adjusted as the project progresses.



2. DISSEMINATION STRATEGY

2.1. OBJECTIVES OF THE DISSEMINATION ACTIVITIES

Dissemination activities will support all five EGT-TWINN project Work Packages (WPs). These activities ensure maximum visibility, accessibility, and impact of the project activities. Tailored dissemination activities will make the project outcome visible and accessible to the target stakeholders.

The objectives of the dissemination activities will:

1. raise awareness about the project and its results among interested communities,
2. inform about and promote project results,
3. engage various stakeholder groups and engage them for input and feedback,
4. disseminate the EGT's extended skills, data, and competencies at the national and EU level,
5. ensure the sustainability and public availability of the project outputs after the project's lifetime.

All EGT-TWINN DCE actions will be intrinsically linked to exploiting the project's activities and results. The broadest aim of DCE activities will be to maximise the EGT-TWINN project as well as the Geological Survey of Estonia's impact on initiating networking between stakeholder groups.

2.2. DISSEMINATION PLAYERS

Geological Survey of Estonia (EGT), as the WP5 leader, will lead the dissemination and communication strategy defined in the present DCEP. EGT will ensure that:

- all partners (GTK, UKRI, GEUS, OMS) contribute to dissemination activities,
- set up the most appropriate mechanisms and tools for maximum visibility and impact,
- monitor and assess the dissemination results.

Table 1. Description of WP5 tasks and responsibilities.

Task number	Name and Description of Activities	Responsibility
T5.1	<p>Development of project identity, logo, and templates</p> <p>A coherent project identity with a logo and templates for project documents, and a template for project deliverables will be developed at the beginning of the project. These templates are available to all partners to support their dissemination activities</p>	EGT
T5.2	<p>DCE strategy</p> <p>DCE strategy is to be fully developed early in the project. It will create a targeted strategy, including the definition of target audiences, tools, and channels to be used, indicators and measures to evaluate the impact and a concrete schedule of the planned activities. To effectively attract adequate target group attention and engage with these target groups, communication activities are analysed and tailored according to (1) the purpose of the communication action (WHY), (2) the message (WHAT), (3) the audience (WHO), and (4) the timing (WHEN). Part of this task is to produce the "EGT-TWINN Vision Report," which will be distributed widely to essential stakeholders. It also outlines a strategy for future collaborations between partners and how to maintain high-impact research within the linked institutions.</p>	EGT, GTK, UKRI, GEUS, UOULU



T5.3	<p>Development of online presence, promotional and dissemination materials</p> <p>A website will be developed based on the project identity, logo, and overall graphic line. The website will contain the usual sections (about the project, objectives, partners, work areas, news, EGT-TWINN events, social media links, and project results). The website will be maintained by EGT for the duration of the project (+3 years after the project). The project will establish and manage social media communication channels (Twitter, LinkedIn) to provide information about the latest developments. A regular EGT-TWINN newsletter will be created and disseminated via partners' networks. An effective way of best practice sharing is also the form of blogs. Coordinated and supported by EGT, the WP Leaders (WPLs) will be asked to produce 10-14 blog articles over the three years.</p>	EGT, GTK, URKI, GEUS, UOULU
T5.4	<p>Clustering with other relevant EU-projects</p> <p>The clustering concept builds on the idea that projects that share a common theme or address similar challenges can deliver shared strategic outputs and form new functional research networks. Therefore, this task seeks to enhance links and synergies with similar projects. One form of clustering is to organise Sixty Minute Seminars (SIMS) at least once per year to invite selected projects to present their findings and to discuss the cooperation potential.</p>	GTK, GUES, EGT
T5.5	<p>Attendance at EU and international conferences</p> <p>Presentation of the main results of the EGT-TWINN collaboration in the EU and intl. conferences and meetings to increase the scientific impact and spread the project's approach.</p>	EGT, all partners
T5.6	<p>Data Management</p> <p>The Data Management Plan (DMP) will describe the data management life cycle for all data to be collected, processed, and generated by the project. It will outline the conditions for data preservation, adherence to FAIR principles, and publication and clearly distinguish between potentially sensitive or confidential information and open-access data. DMP will be updated regularly.</p>	EGT, all partners

2.3. DISSEMINATION TARGET AUDIENCES

At EGT-TWINN, partners have identified **five general groups of stakeholders** likely to be interested in the project outputs. The criteria used for the target audience identification is following:

- groups whose interests or activities are affected by the project,
- groups who possess or control information, resources and expertise needed for the execution of the project,
- groups whose involvement is required for the successful implementation of the project,
- groups whose indirect involvement might affect the project results or its execution,
- individuals or organisations would like to learn about the projects' results.

According to these criteria, the EGT-TWINN's stakeholders are categorised into five general groups, shown in Table 2 below.



Table 2. EGT-TWINN dissemination target audiences.

Target audience	Explanation
Research communities	<p>Researchers and professionals who would benefit from collaboration with EGT-TWINN project partners and researchers. This group involves universities in CRM, geo-energy, and green energy transition topics. Other research institutions.</p> <p>-----</p> <p><i>This group could support, participate in and disseminate project activities (especially public ones) or directly use the project results.</i></p>
Estonian policymakers	<p>Public authorities at national, regional, and local levels are involved in developing green-energy transition policies, Think Tanks.</p> <p>-----</p> <p><i>The EGT-TWINN website raises awareness of the project and its outcomes, including the new capabilities and skills of the EGT, as well as highlights specific tools and methodologies that benefit local and regional planning authorities.</i></p>
Industry	<p>Estonian and EU industrial companies and SMEs, in particular</p> <ul style="list-style-type: none"> Private corporations Innovation Agencies Energy companies Exploration companies Other geological surveys Drilling companies Other industry-related organisations <p>-----</p> <p><i>These organisations must be aware of the EGT's new skills, knowledge, data, and other capabilities achieved due to the project. They must understand how their everyday work relates to the EGT-TWINN project results.</i></p>
Public	<p>Non-specialist stakeholders interested in the project outcomes (NGOs, citizens, etc.).</p> <p>-----</p> <p><i>Keeping the public aware of the project results raises EGT's public image and enables a positive attitude towards EGTs; Estonian nations strive towards sustainable green energy transition.</i></p>
Internal stakeholders	<p>Project partners' staff who are directly involved in various tasks execution, to whom the activities are organised, or specialist staff who would benefit from the project results.</p> <p>-----</p> <p><i>This group needs to be aware and involved in the project as they are the frontline word-of-mouth promoters when they believe in it.</i></p>

Each target audience group has specific roles envisioned in Table 3 below.



Table 3. Roles of EGT-TWINN target audiences

Role	Research community	Estonian policymakers	Industry	Public	Internal stakeholders
Give feedback on project activities and results	X	X	X	X	X
Inputs – research findings, tools, best practices	X		X		X
Support dissemination, networking, task delivery etc.	X	X	X		X
Enhance project visibility	X		X	X	X
Consider project results for local or national policymaking.		X			
Promote the project in their contact network	X		X	X	X

2.4. MESSAGES TO BE DISSEMINATED

EGT-TWINN will produce a range of outputs. The following list in Table 4 summarises the main results to be disseminated to the five identified target groups during the project lifetime.

Table 4. Main outputs to be disseminated.

WP number	Outputs to be disseminated
WP1	Outputs aiding EGT-TWINN project coordination and management: <ul style="list-style-type: none"> - enhanced general project management skills at EGT, - enhanced knowledge level at EU project (esp. Horizon) writing and management, - EGT's success in bringing about the EGT-TWINN international cooperation project.
WP2	Outputs enhancing the research capacity of EGT and partner organisations: <ul style="list-style-type: none"> - enhanced research capacity, knowledge base and data management capabilities among EGT staff.
WP3	Outputs supporting network of excellence: <ul style="list-style-type: none"> - conference proceedings and related speciality publications, - citizen science relating to each conference topic, - peer-to-peer collaboration and publication of scientific papers in peer-reviewed scientific journals.
WP4	Outputs developing and enhancing EU project management and writing skills: <ul style="list-style-type: none"> - enhanced research management capacities and administrative skills at EGT, - strengthening the capabilities of EGT researchers in publishing new geoscientific, knowledge in the high-impact scientific journal.



- WP5** Outputs improving and supporting the dissemination and communication activities:
- citizen science relating to the results of the EGT-TWINN project topics and activities.

2.5. DISSEMINATION TOOLS AND CHANNELS

To successfully convey the above-listed messages (section 1.4) to the respective target audiences (Table 1-2) and reach the highest impact possible, the project consortium will use the strategy involving the following:

- online and interactive tools and channels,
- non-electronic tools and channels,
- physical interactive tools and channels.

Dissemination tools encompass all material used to present the project's content to an external audience.

Dissemination channels are all mediums through which the project results and messages are conveyed to the target audiences.

SOME OF THE DISSEMINATION TOOLS AND CHANNELS ARE ALSO USED FOR COMMUNICATION PURPOSES

2.5.1. Online dissemination and interaction

The online presence will give the project vast exposure on the web while providing the consortium with an additional channel to share project information and materials and exchange feedback with interested stakeholders.

Website

The website (T5.3) created and used by the EGT-TWINN project (<https://egt-twinn.voog.com/>) is sustained and upgraded by the EGT (Figure 1). The project website aims to be user-friendly and interactive. It is the central repository of helpful information and contacts for stakeholders—the platform (is provided by the Estonian local service provider VOOG; see also <https://www.voog.com/en>). The platform gives the public access to non-disclosed project resources and publications. It also provides interested visitors with regular news feeds, blog posts and an updated events calendar (Figure 2).



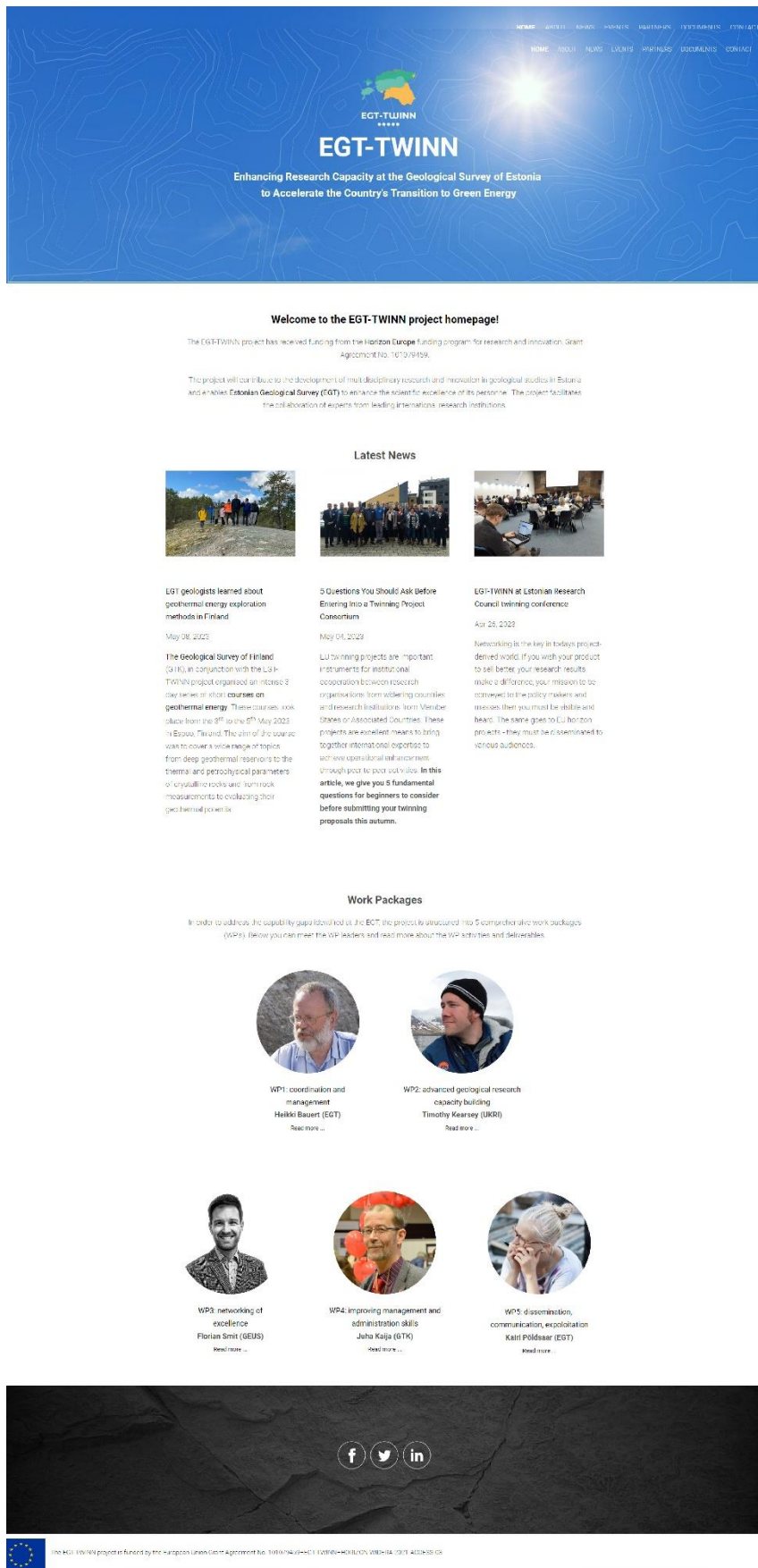


Figure 1. Front page of the EGT-TWINN project homepage.



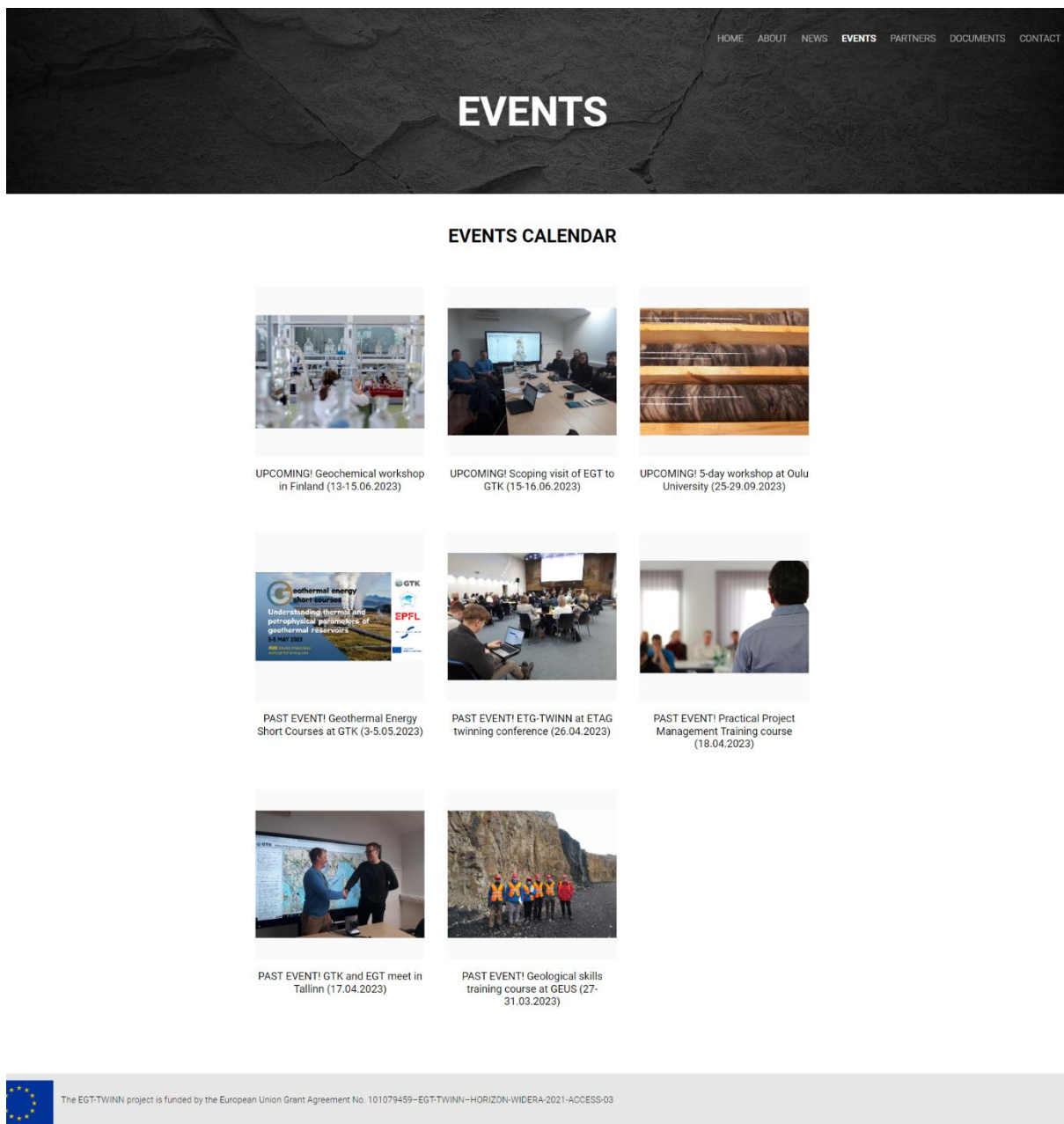


Figure 2. Events page of the EGT-TWINN project homepage.

The website will be maintained beyond the end of the EGT-TWINN project for three years after the end of the project to ensure the project's results have sustainable dissemination and impact.

2.5.2. Non-electronic dissemination

Project public deliverables

A significant expression of external dissemination is the production of deliverables. Over the entire project duration, the EGT-TWINN consortium will produce a wide range (15 in total) of official deliverables. A range of these (stated at DoA, part A, p.16-18) will be made publicly available on the project website resources area to spread the project excellence and disseminate knowledge as widely as possible. Public deliverables will be communicated on the project website, social media and newsletters, and external events.



These deliverables include:

1. **General report on the current digital infrastructure and data holding at EGT (D2.1)**
2. **Review report on data management and database solutions for data used in 3D modelling at GTK and UKRI, including methodology options for EGT (D2.2)**
3. **Training guidebooks and notes for data and digital solutions training (D2.3)**
4. **Training guidebooks and or notes for field mapping training (D2.4)**
5. **WS guidebooks and notes for enhancing expertise in geochemical and geophysical studies (D2.6)**
6. **WS guidebooks and notes for geothermal energy training (D2.7)**
7. **WS summary and preliminary plan for urban soil geochemical mapping for one city in Estonia (D3.1)**
8. **Conference reports on the exploration and exploitation of critical raw materials (CRMs), Social License to Explore (SLE) & Social License to Operate (SLO) and Green Mining Concepts (D3.2)**
9. **Conference reports on shallow to mid-deep geothermal energy & use of geothermal energy in district heating (D3.3)**
10. **Project management workshops (combined report) (D4.1)**
11. **Dissemination, Communication & Exploitation plan (D5.1)**
12. **Data Management Plan (D5.2)**
13. **Report on clustering events and attendance in conferences (D5.3)**
14. **Vision Report (D5.4)** will outline a strategy for future collaborations between partners and how to maintain high-impact research within the linked institutions (DoA, part A, p. 13). This document will be distributed widely across stakeholder groups. It will seek high-level discussions on exploiting the outcomes of the twinning project after its completion (DoA, part B, p.10).

Articles, papers, and other publications

Even though not adequately detailed in the DoA, the EGT-TWINN consortium commits to releasing tailored publications showcasing project outputs. Those publications will be based on the results of the activities, including but not limited to best practices guides, study reports and recommendations papers.

These publications will include:

- **3-5 publications in peer-reviewed international scientific journals** (DoA, part B, p.7 and p. 9). It is further explained that these articles should be based, e.g., on the exploration drilling of 6 new drill holes in 2022; geothermal energy potential is almost not studied in Estonia (see DoA, part B, p.11). All such scientific articles are targeted at the academic and scientific communities.
- **4 policy briefs** targeted towards policymakers on crucial aspects of the project work. These should include the following topics: (1) the work of a geological survey, (2) critical raw materials, (3) geothermal energy, (4) environmental geochemistry (see DoA, part B, p.9)

Project publication may also include, in addition to those specifically named in DoA, **articles** in topic-specific journals, magazines, and newsletters.

ACTION PLAN

- Over the project duration, all partners commit to releasing 3-5 peer-reviewed scientific publications.



- Each time an exciting call for papers is encountered, partners are invited to complete the internal online table to provide information about the call topic and details.
- Before submitting a scientific publication, partners are invited to send a draft version to the consortium members at least 45 days before submission, with sufficient information on the results it will disseminate (see Art. 29 of the Annotated Model Grant Agreement of the European Commission (EC)).
- Beneficiaries may object within 30 days of receiving notification if there is legitimate harm to the beneficiary shown regarding the results or background information in the article.
- According to Art. 29. Of the Annotated Model Grant Agreement of the EC: "Each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results."
- All partners contribute to the promotion and dissemination of the various publications.

2.5.3. Physical interactive dissemination

Project events

Project events will be dissemination support to WP1, WP2, and WP3 objectives. They will help spread the project outputs to the target audiences, facilitate valuable feedback, and provide ground for policy discussions and brainstorming. These include organising thematic conferences, research cooperation between partner organisations, clustering events, and promoting projects at EU and international thematic conferences. All these will be discussed in detail in the following chapters.

Thematic conferences

During the project duration, five international public conferences will be organised. **The KPI is to have at least 200-300 participants in these five conferences.** The conferences to be managed are as follows:

1) **Conference on exploration and exploitation of critical raw materials (CRM) (T3.1, Action 3.1.1)**

This 2-day conference is planned as a follow-up from Action 2.5.1 in the context of the European Green Deal and requirements of critical raw materials to facilitate the green energy transition. Presentations will include an overview of state-of-the-art techniques used at partnering geological surveys, international academic institutions, and businesses. A particular focus will be on the challenges for the national economy and businesses lacking access to mineral resources. A keynote speaker will be invited from the Center for Minerals and Materials within GEUS, which was established in 2013 to analyse the impact of access to critical raw materials on Danish society and Danish businesses. Learnings on identifying challenges and opportunities in reusing mineral resources will form a core part of the keynote.

2) **Workshop and Conference on Social License to Explore (SLE) & Social License to Operate (SLO) and Green Mining Concepts (T3.1, Action 3.1.2)**

The proposed workshop and related conference focus on a modern approach to mineral exploration and SLO/ SLE. The conference relates strongly to GTK's expertise in sustainable natural resources management. A two-day workshop on SLE and SLO will be organised at EGT's Arbavere Georesources Research Centre with theoretical and practical participatory learning and co-production with GTK's experts and invited lecturers. Some topics covered will



include corporate social responsibility (CSR), environmental, social, and business risks and conflicts in mineral exploration, communication, and stakeholder engagement exercises. The workshop is intended for EGT, the Estonian Ministry of Environment and Ministry of Economics, mineral exploration companies, mining authorities, universities, consultancy companies, and local community representatives from the future phosphorite mining region. The third day will be an International Social License to Operate conference in Tallinn. The main goal of this event is to raise public awareness of SLO/SLE in Estonia. SLO and SLE specialists will present their findings from the recent EU-funded (MIREU, IMPACT, NEXT) and national projects.

3) Conference on shallow to mid-deep geothermal energy and heat storage, from exploration to the operations of geothermal power plants (T3.2, Action 3.2.1).

This international conference will bring together researchers from (partner) national geological surveys, academia, businesses, and policymakers working with geothermal energy and heat storage and is a follow-up from Task 2.7. The aim is to share knowledge of the entire value chain from exploration to the operation of geothermal power plants and heat storage systems and associated national policies to share best practices that can be utilised within the geothermal exploration program of EGT and Estonian policymakers. We will target case studies describing best practices with different systems, such as aquifer thermal energy storage (ATES) and borehole thermal energy storage (BTES). A specialist operating a geothermal plant from Denmark will be invited to share best practices, while Estonian policymakers will be asked to provide an overview of planned geothermal energy projects.

4) Conference on using geothermal energy in district heating (T.3.2, Action 3.2.2). This international conference aims to share knowledge and experience with European district heating systems using geothermal energy as a source for heating. The potential for using geothermal energy and heat storage for heating and cooling in Estonia will be discussed. Estonian energy planners will be invited to give an overview of future energy demands and production scenarios in Estonia. Estonian stakeholders and policymakers will be asked to ensure knowledge sharing and networking. A specialist from Denmark operating a district heating system will be invited to share best practices and learnings from a Danish perspective.

5) Conference on the urban geochemical baseline survey in Estonia (T3.3, Action 3.3.1).

This conference forms part of a follow-up on Action 2.6.3 (GTK, UKRI, EGT) and will be arranged as a starting point for planning the urban geochemical baseline survey in Estonia. Existing Estonian urban geochemical data (e.g., Tallinn) will be presented and compared to the latest European standard methods. Scientific presentations will be followed by a training workshop in which EGT experts, in cooperation with UKRI and GTK, will define a preliminary plan for urban soil geochemical mapping for a city in Estonia.

6) The EGT-TWINN final conference (WP5 activity)

Presentation of project results at the end of the project period.

Research collaboration

1) Collaborative work to embed data, database, and data management learning (Action 3.4.1)

To embed the learning obtained during the workshops and training carried out in Task 2.2 (data, databases, and data management), UKRI experts will undertake peer-to-peer work with



EGT technical experts and digital system users. This will be a vital step in ensuring that the policies, processes, and ideology can be customised to meet EGT's specific needs, ensuring that knowledge and capacity at EGT are strengthened for the long term. This peer-to-peer work will follow from technical training and workshops (detailed in WP2), enabling EGT staff to apply the learning directly to their day-to-day work and processes. A total of 3 peer-to-peer secondments will take place across the 3 years of the project.

2) **Collaborative work on geothermal exploration and reservoir characterisation (Action 3.4.2)**

The knowledge and experience gained in the geophysical and petrophysical interpretation of the subsurface (Action 2.7.2) will help EGT researchers to conduct similar interpretation and correlation exercises within an Estonian geothermal context. A GEUS researcher will provide peer-to-peer assistance for a one-month secondment at the EGT offices to support initial geothermal exploration. This work is anticipated to lead to at least two peer-reviewed papers.

3) **Collaborative work on geothermal power prospective modelling (Action 3.4.3)**

The resulting models and experience acquired from the research exchange (Action 2.7.5) will provide detailed information to replicate GTK's successful geothermal studies in Estonia. Developing these collaborative models will enhance our understanding of potential geothermal systems at the interface of crystalline and sedimentary rocks, a common feature of Finland and Estonia's geological settings. This work is anticipated to lead to at least two peer-reviewed papers.

Clustering events

The clustering concept builds on the idea that projects which share a common theme or address similar challenges can deliver shared strategic outputs and form new functional research networks. Therefore, this task seeks to enhance links and synergies with similar projects. One form of clustering is to organise Sixty Minute Seminars (SIMS) at least once per year to invite selected projects to present their findings and to discuss the cooperation potential. The activities undertaken here are described in WP5, T5.4 (DoA, part A, p.14).

Attendance at EU and international conferences

This dissemination channel will facilitate knowledge sharing, personal interaction, and community building with targeted audiences from the EU. Preferred are oral presentations and seminars about the main results of the EGT-TWINN collaboration and various other types of meetings to increase the scientific impact and spread the project's approach. The activities undertaken here are described in WP5, T5.5 (DoA, part A, p.14).

Data collection and protection regarding contacts made on project events

Only the contacts of interested stakeholders, who have signed the consent form available in Annex 3 of this deliverable, can be reused by the consortium members to send appropriate information on the project (i.e., newsletters, e-mails, etc.). All other contacts gathered will not be added to the project database, except if stakeholders send prior written consent to confirm their opt-in.

2.6. CHOOSING THE RIGHT TOOLS AND CHANNELS FOR THE RIGHT AUDIENCE

The figure below presents an overview of EGT-TWINN tools and channels to disseminate the information to the relevant dissemination target groups.



Table 5. Project tools and channels.

Dissemination tools and channels	Research community	Policymakers	Industry	Public	Internal stakeholders
Project documentation					
Poster	X	X	X		
PPT presentation	X	X	X		X
Publications					
Press releases	X	X	X		X
Newsletters	X		X		X
Deliverables	X		X		X
Online presence					
Website	X	X	X	X	X
Related websites	It depends on a specific website.				
LinkedIn	X		X	X	X
Twitter	X		X	X	X
YouTube	X		X	X	X
Related social media	X		X	X	X
Events					
Thematic conferences	X	X	X		X
Research collaboration	X		X		X
Clustering events	X	X	X	X	X
Contributions to external events	It depends on a specific event.				

2.7. EXPECTED IMPACT OF THE DISSEMINATION ACTIVITIES

The impact of the dissemination activities can be measured based on monitoring results. Monitoring involves systematically collecting data and reporting information from ongoing dissemination activities. This information against KPIs will be analysed, and whether the project dissemination activities have been successful can then be assessed based on the analysis results. Data will be collected constantly during the project duration and analysed on the 12th month (December 2023). Amendments to the dissemination and communication strategy will be made if needed.

Table 6. EGT-TWINN project dissemination key performance indicators.

Tools and channels	KPI
Project website	150 unique visitors expected per month
Publications	Partners release at least 10 tailored publications highlighting project results. These include peer-reviewed scientific articles, policy briefs, etc.
Project events	5 international scientific conferences on stated topics 1 international conference to promote the project's result



Participation in external events

1-3 special sessions organised by EGT-TWINN in high-level international conferences



3. COMMUNICATION STRATEGY

3.1. OBJECTIVES OF THE COMMUNICATION ACTIVITIES

In support of the dissemination activities, various communication actions will be undertaken to promote project objectives, activities, and findings in a straightforward way to the target audiences. The EGT-TWINN communication strategy will pursue the following purposes:

- **raise public awareness** and **ensure maximum visibility** of the project's key facts, objectives, activities, and findings among the target audiences,
- **announce and promote** EGT-TWINN events,
- **support** the dissemination objectives.

EGT will lead the project communication activities following the dissemination strategy defined in the present DCEP. EGT will set up the most appropriate mechanism and tools for maximum visibility and impact, ensuring that all partners contribute to communication activities and assess the communication results. Table 2-1 presents each partner's tasks and responsibilities regarding communication activities in more detail.

Table 7. Partner's tasks and responsibilities for communication activities.

Communication activities <i>L = Leader</i> <i>C = Contributor</i>	EGT	GTK	URKI	GEUS	UOULU
LOGO AND VISUAL IDENTITY					
Creation of logo and visual identity	L				
Templates (PPT, report, deliverable etc.)	L				
PRINTED MATERIALS					
Production and distribution of communication materials (poster, roll-up etc.)	L	C	C	C	C
PRESS RELEASES					
Production of press releases	L	C	C	C	
NEWSLETTERS					
Production of e-Newsletters	L	C	C	C	C
SOCIAL MEDIA					
Publication of the project's social media strategy	L				
Update and management of the project's social networks, incl. LinkedIn and Twitter accounts	L				
ASSESSMENT AND REORIENTATION OF COMMUNICATION ACTIVITIES					
Assessment of the project communication and dissemination activities	L	C	C	C	C
Reorganisation of the communication and dissemination strategy	L	C	C	C	C



3.2. COMMUNICATION TARGET AUDIENCE

Besides disseminating project results among the target audiences, EGT-TWINN will try to communicate project information to a broader audience, including society.

3.3. MESSAGES TO BE DISTRIBUTED

The information provided in an easy-to-understand, non-technical fashion through the various communication activities will include the following:

- EGT-TWINN key facts, objectives and expected results,
- EGT-TWINN events,
- EGT-TWINN outputs and outcomes.

3.4. COMMUNICATION TOOLS AND ACTIVITIES

EGT-TWINN will produce and use modern communication tools and channels described below to reach the above-listed goals. Some of them are used for dissemination purposes.

3.4.1. Logo and visual identity

EGT-TWINN visual identity (added to this DCEP, see Annex 1) aims at highly recognisable branding (colours and general design), which will be recurrent in all dissemination and communication materials and tools. The EGT-TWINN logo is derived to include slight changes and used as an identifier for the EGT-TWINN project. The preliminary visual identity is produced at the beginning of the project and updated and elaborated on along with the submission of this DCEP document. From then on, the visual identity stated at DCEP will be used for the rest of the project without changes (unless legally necessary).

Templates will be designed using the same colour palette, fonts, and logo. The templates will ensure that the EGT-TWINN visual identity is consistent throughout the project. This set of templates includes:

- A template for project deliverables
- A template for project reports
- A template for PowerPoint presentation
- A template for Meeting minutes
- A template for other documents

ACTION PLAN

- EGT will design a draft project logo and visual identity at M1 and the draft set of templates by M2 at the latest.
- EGT elaborates the logo and visual identity and designs the final versions by M6, after which these will not be changed until the rest of the project.
- EGT uploads the templates and logo files to the closed TEAMS group document folder specifically intended for consortium collaboration regarding the EGT-TWINN project.

3.4.2. Media Kit

A pre-packaged set of promotional materials for the project will be developed and distributed publicly through mass media channels. This media kit includes the following:

- project fact sheet,
- a poster,



- a project e-brochure (optional).

The media kit will allow the project consortium to reach large audiences quickly.

The project **fact sheet** is produced at M1. When consortium members find it valuable and necessary, an **e-brochure** will be created and published at M9. If made, an updated brochure version will be released at M20 when project outputs are substantial.

A preliminary project **poster** will be designed at M2. It will be a communication tool with significant visual impact to illustrate key project concepts. An updated poster version will be published at M6 after the final graphic identity version is released. The poster will be displayed at the project events and, whenever possible, at exhibition events which project partners will participate.

The project fact sheet, brochure and poster will be uploaded to electronic format onto the project website as from its production, and it will be easy to download and share.

ACTION PLAN

- The preliminary logo, visual identity, and media kit are designed by EGT by M1-M2.
- The logo and visual identity are updated and elaborated on by M6 and presented in DCEP.
- The Media kit is updated according to renewed logo and visual identity by M9 and uploaded as an e-version to the project webpage.
- Partners send electronic copies to relevant contacts to raise initial project awareness.
- An updated version of the project brochure (when decided that it will be created) will be produced at M20 following the same procedure.

3.4.3. Infographics

Infographics and other novel visual presentation techniques will be utilised to communicate essential project outputs in non-technical language to the broad society. Infographics are developed and published on a need basis.

ACTION PLAN

- EGT designs infographics, when needed, which are visually engaging and follow the project pre-set visual identity guidelines.
- Partners validate the content of the infographics.
- EGT disseminates the infographics among the EGT-TWINN network of contacts and uploads them onto the project website for public access.
- Partners send the infographics through their extended networks of contacts to maximise awareness.

3.4.4. Website

The project website is intended to be a central dissemination and communication tool. It will be used as a gateway for sharing information on the project as widely as possible. This website will include multimedia content and information about EGT-TWINN partnerships, concepts, vision, objectives, and activities. Building an easy-to-navigate site with an eye-catching visual that follows project visual identity guidelines will be a priority. It will be accessible publicly and via various means (tablet, PS, mobile phone).

Every effort will be made to make the project website active for 3 years after the end of the EGT-TWINN project.



3.4.5. Social Networks & Social media strategy

The project's social media strategy is to strengthen the project's presence in social media. Social media activities will help increase the project's impact and relay information as widely as possible in the EU.

The EGT-TWINN social network will include the following (see also figures 3-5 below):

- A LinkedIn organisation page (<https://www.linkedin.com/company/egt-twinn/>)
- A Twitter account (<https://twitter.com/EgtTwinn>)
- A Facebook page (<https://www.facebook.com/egttwinn>)

Figure 3. EGT-TWINN project LinkedIn company page.



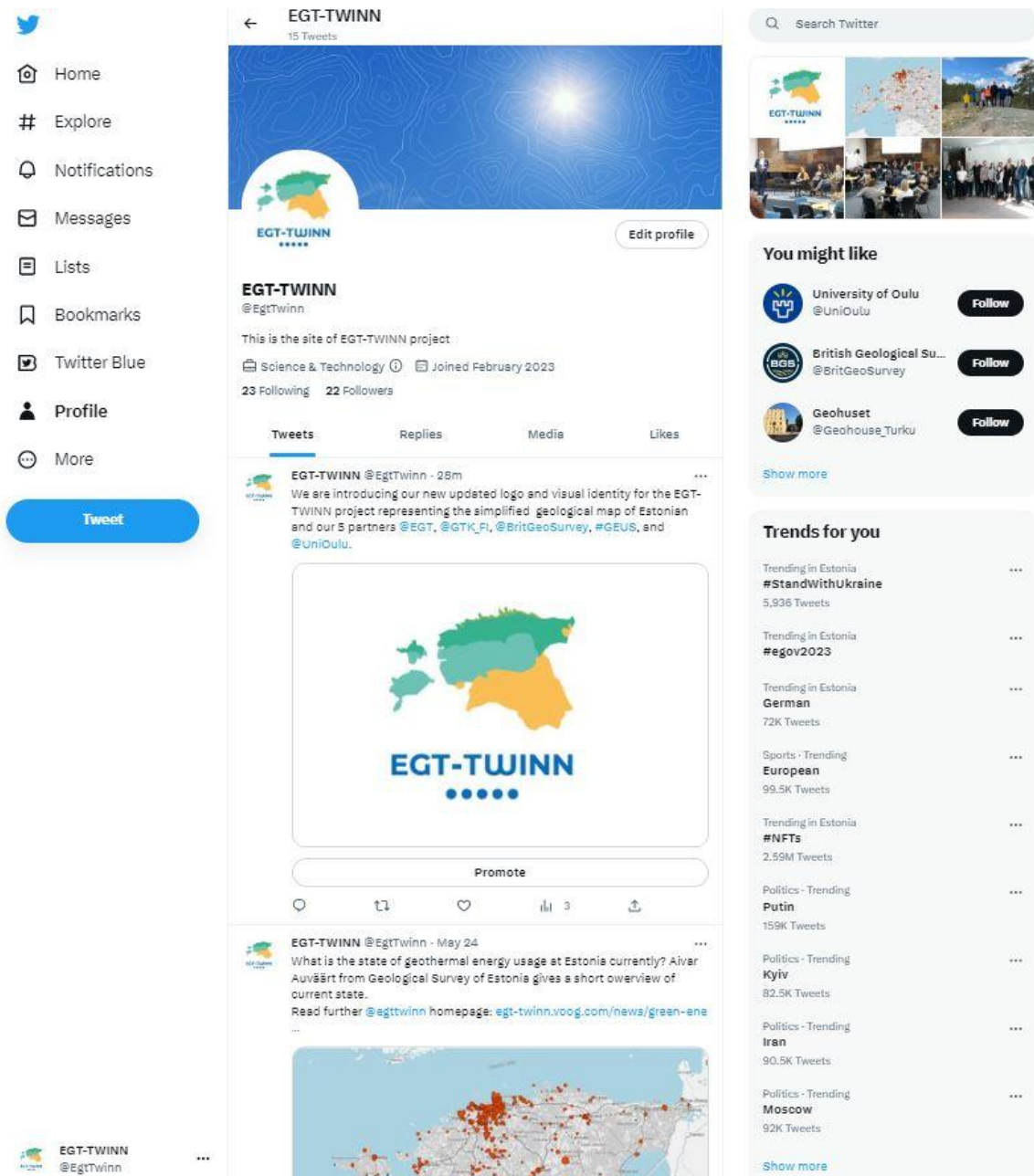


Figure 4. EGT-TWINN project Twitter page.



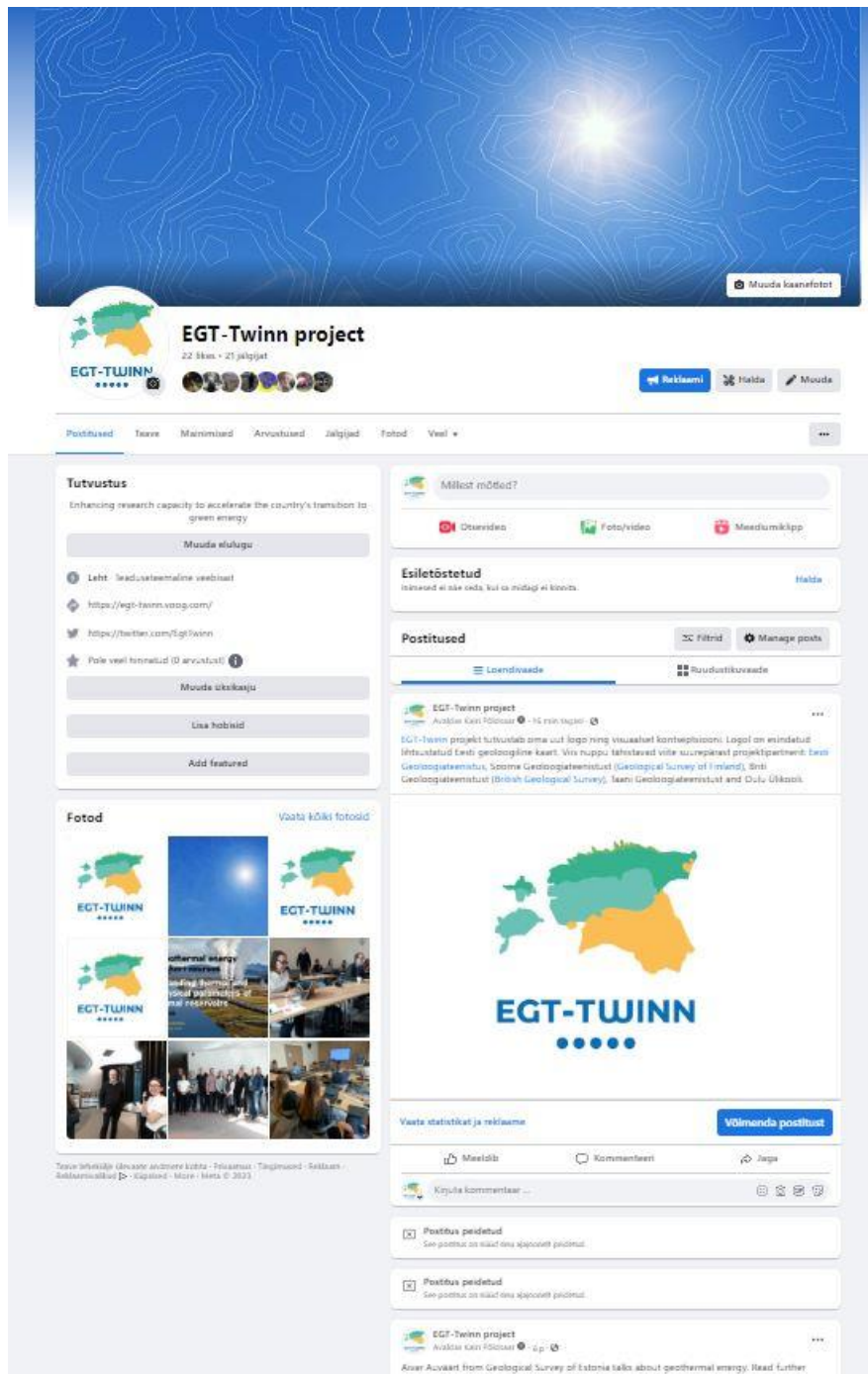


Figure 5. EGT-TWINN project Facebook page.



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3.4.6. Press releases

Press releases (PR) will be widely disseminated to outside media outlets to announce important news about the project.

ACTION PLAN

- EGT prepares PR for important announcements (milestones, significant achievements, essential publications, etc.).
- Partners validate the content of PR before any publicity.
- EGT disseminates the PRs among the EGT-TWINN network of contacts, social media channels and project webpage for public access.
- Partners send the PR through their extended networks of contacts to maximise awareness.

3.4.7. Newsletters

Project newsletters (at least 3 during the project's duration) will enable the consortium to update the community with the latest project activities and results.

ACTION PLAN

- EGT designs a template for the project newsletter at M9.
- Partners provide content for the newsletter and add additional contacts to subscribe to the newsletter.
- EGT prepares the editions based on partners' input.
- EGT releases the newsletter at M10, M15, and M20.
- EGT uploads each newsletter edition on the website for the public to access.

3.5. EUROPEAN COMMISSION COMMUNICATION GUIDELINES

The consortium partners commit to following the EC guidelines (Art.29 of the Annotated Model Grant Agreement of the EC) on communication. They will therefore include in all dissemination and communication materials:

- 1) The EU emblem:



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- 2) The sentence 'This project has received funding from the European Union's Horizon Europe research and innovation program under Grant Agreement 101079459' on any of the publications that will be elaborated under the project's scope.
- 3) A disclaimer stating that any communication or publication related to the action, made by the beneficiaries jointly or individually in any form and using any means, reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

3.6. EXPECTED IMPACT OF THE COMMUNICATION ACTIVITIES

A series of KPIs is detailed below. These KPIs, in addition to monitoring tools such as Google Analytics, Twitter Analytics, etc., will be used to evaluate the overall impact of the project communication activities.



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Table 8. Project communication Key Performance Indicators (KPIs).

Communication activities	Research community	Policymakers	Industry	Public	Internal stakeholders
Printed materials	Roll-up and poster displayed at > 10 events by the end of the project.				
PRs	Press releases sent to at least 25 relevant journalists and influencers.				
Newsletters	At least 200 stakeholders will be contacted by the end of the project.				
Website	Live [M3] 5000 visits [M36].				
Social Media	> 350 Twitter followers [M36] > 100 LinkedIn followers [M36].				



4. ROADMAP FOR THE DISSEMINATION AND COMMUNICATION ACTIVITIES

The following roadmap is to be followed to reach the dissemination and communication objectives:

1. **PLANNING OF ACTIVITIES (M1 – M3).** Identify the dissemination and communication strategies and plan to ensure the best impact of EGT-TWINN outcomes.
2. **IMPLEMENTATION PHASE (M3 – M36).** Production and implementation of a comprehensive set of tools and channels to spread key messages and project results to identified target audiences in a way that encourages them to include these results in their work where possible.
3. **MONITORING ACTIVITIES (M3 – M36).** Analysing and assessing the impact and success of dissemination activities against the pre-established KPIs.
4. **SUSTAINABILITY (M24 – M36).** Identifying and setting up the mechanisms needed to ensure constant, long-lasting visibility of EGT-TWINN outcomes.

ACTION PLAN

- EGT set up monitoring tools once all channels are created (Google Analytics, Twitter Analytics etc.).
- The present DCEP is revised by the communication specialists of the consortium organisations to provide guidance.
- EGT will release a survey at M11 and M23 to receive project participant and stakeholder feedback.
- EGT assesses the project results compared to the KPIs and provides an in-depth analysis and reorientation of the project communication and dissemination activities at M12 and M36.



5. SYNERGIES WITH ONGOING INITIATIVES

EGT-TWINN will seek to enhance current links and synergies with other stakeholders or similar initiatives. The main aim is to create synergies, share resources, and avoid duplication of work. EGT-TWINN will maintain a synergetic culture focused on the results and objectives. Under this vision, collaboration will be proposed to all the relevant stakeholders.



6. POTENTIAL REORGANISATION OF THE DISSEMINATION AND COMMUNICATION STRATEGY

Dissemination and communication activities are planned to help the consortium meet the project objectives. As the project unfolds and the plan is realised, information must be widely distributed to the appropriate target audiences, at proper times, via appropriate methods.

The project communication and dissemination activities will be assessed in M12 and M26. A short report will provide feedback on the project participants and feed a reorganisation of the DCE Plan.



7. EXPLOITATION OF PROJECT RESULTS

The exploitation part of the DCEP will be worked out by M12 when the DCEP is to be updated. Exploitation aims to maximise project results by guiding target audiences or partners to develop, create, market, or improve a product or process, create and provide a service in standardisation activities, or shape a policy.

Exploitation focuses on the actual use of the results, translating research concepts into concrete solutions that positively impact the public's quality of life.

Some of the measures to ensure the exploitation of the project results are:

- use of the new methods, techniques and knowledge gathered from different EGT-TWINN training in future EGT research activities,
- improvement of the EGT's internal service and organisation to raise the level of use,
- integration of the acquired knowledge in standard activities or strategies,
- provide information about new services and level of quality to the stakeholders.

Some of the EGT-TWINN projects results in exploitation possibilities will include the creation and publication of the four obligatory policy briefs, but also publicly available deliverables such as training guidebooks (D2.3 and D2.4) and other guidebooks (i.e., D2.6, D2.7), trained researchers (a peer-to-peer collaboration between partner organisations), conference reports and other deliverables.



APPENDIX 1: *EGT-TWINN Visual Identity*



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EGT-TWINN PROJECT
VISUAL IDENTITY

CONTENT

Project graphics

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EGT-TWINN logo visualises the geological map of Estonia presenting the openings of its Ediacaran to Devonian bedrock outcrop areas. The five dots below the EGT-TWINN text represent the five partners of the project

Logo main versions

The logo will always be used in the predefined form.
It is not allowed to change the proportions of the elements.
Elements must also not be used separately from the whole.

Vertical logo



Horizontal logo



● CO, M29, Y73, KO
R 250, G190, B85
#FABE55

● C59, M0, Y36, KO
R 107, G193, B179
#6BC1B3

● C71, M0, Y54, KO
R 55, G178, B143
#37B28F

● C57, M9, Y73, K10
R 126, G178, B101
#7EB265

● C87, M51, Y0, KO
R 7, G109, B181
#076DB5

Logo on a light background

If the logo is placed on coloured background, there shall be sufficient contrast between the background and the logo colours.



EGT-TWINN
•••••



EGT-TWINN
•••••

Logo on a dark background



EGT-TWINN
•••••



EGT-TWINN
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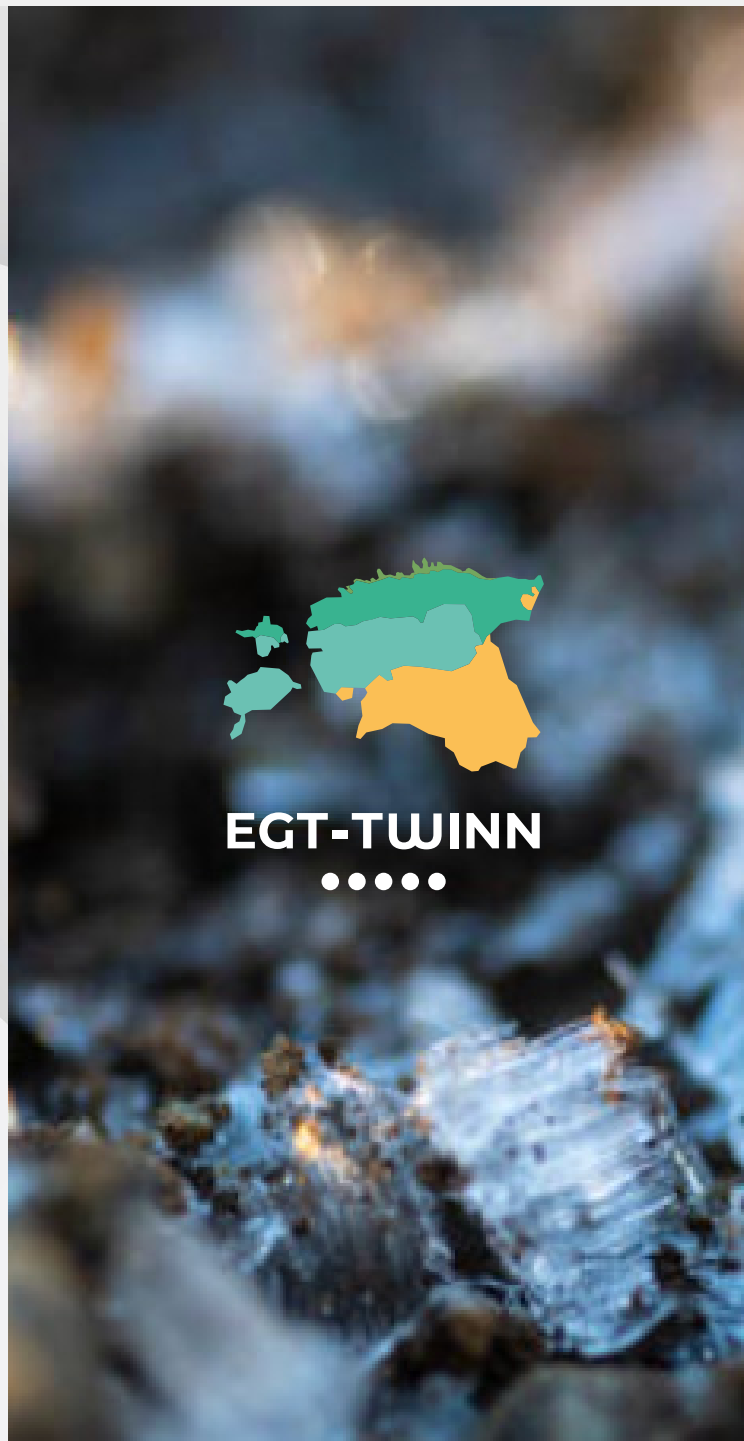
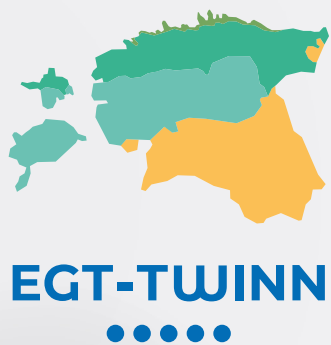
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LOGO

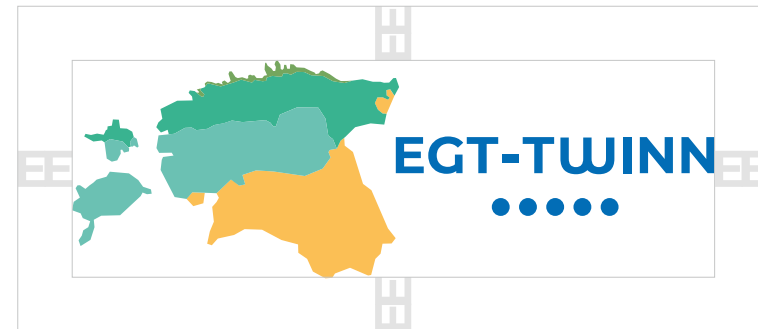
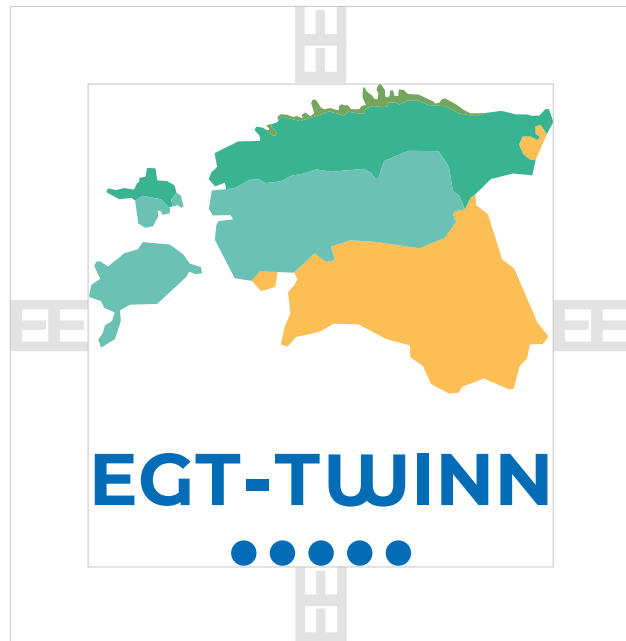
Use logo directly on the photo only if the photo is naturally enough light or dark and calm.



If the photo is visually too "noisy", use a white background under the logo.

Logo – protected area and minimum size

When placing the logo in designs, it has to follow the safe area – no other graphics elements, text or sudden background change can be closer to the logo than the height or width of the letters EE marked below.



Minimal vertical logo width 56 px / 20 mm



Minimal horizontal logo width 108 px / 38 mm



Logo elements may not be used separately from the whole.
The logo must not be disproportionately enlarged or otherwise deformed.
No halos, shadows, 3D or any other effects.
It is forbidden to change the colours of the logo.



Dominant colours

C87, M51, Y0, K0
R 7, G109, B181
#076DB5

C71, M0, Y54, K0
R 55, G178, B143
#37B28F

Secondary colours

C79, M39, Y03, K59
R 17, G708, B107
#11466b

C0, M57, Y73, K0
R 241, G134, B74
#f1864a

C0, M29, Y73, K0
R 250, G190, B85
#FABE55

C57, M9, Y73, K0
R 126, G178, B101
#7EB265

C59, M0, Y36, K0
R 107, G193, B179
#6BC1B3

C6, M8, Y21, K0
R 243, G233, B210
#f3e9d2



The primary font is Montserrat.

Different styles from the same font family are used for texts with different emphasis.

You can download the font: fonts.google.com/?query=Montserrat

MONTSERRAT FONT FAMILY

Montserrat Light

Montserrat Light Italic

Montserrat Regular

Montserrat Regular Italic

Montserrat Medium

Montserrat Medium Italic

Montserrat SemiBold

Montserrat Semi Bold Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Extra Bold

Montserrat Extra Bold Italic

Montserrat Black

Montserrat Black Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu
Vv Ww Oo Ää Öö Üü Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

The alternative font is Calibri

If you need an alternative font (required for technical cases or you don't have Montserrat fonts installed), for example to electronic presentations and documents where it is not practical to use the main font Montserrat, it will be replaced by Calibri.

CALIBRI FONT FAMILY

Calibri Light

Calibri Italic

Calibri Regular

Calibri Bold Italic

Calibri Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv
Ww Oo Ää Öö Üü Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Montserrat Bold
for headings

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Montserrat Medium
sub-heading or introduction

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Montserrat Regular
for body text

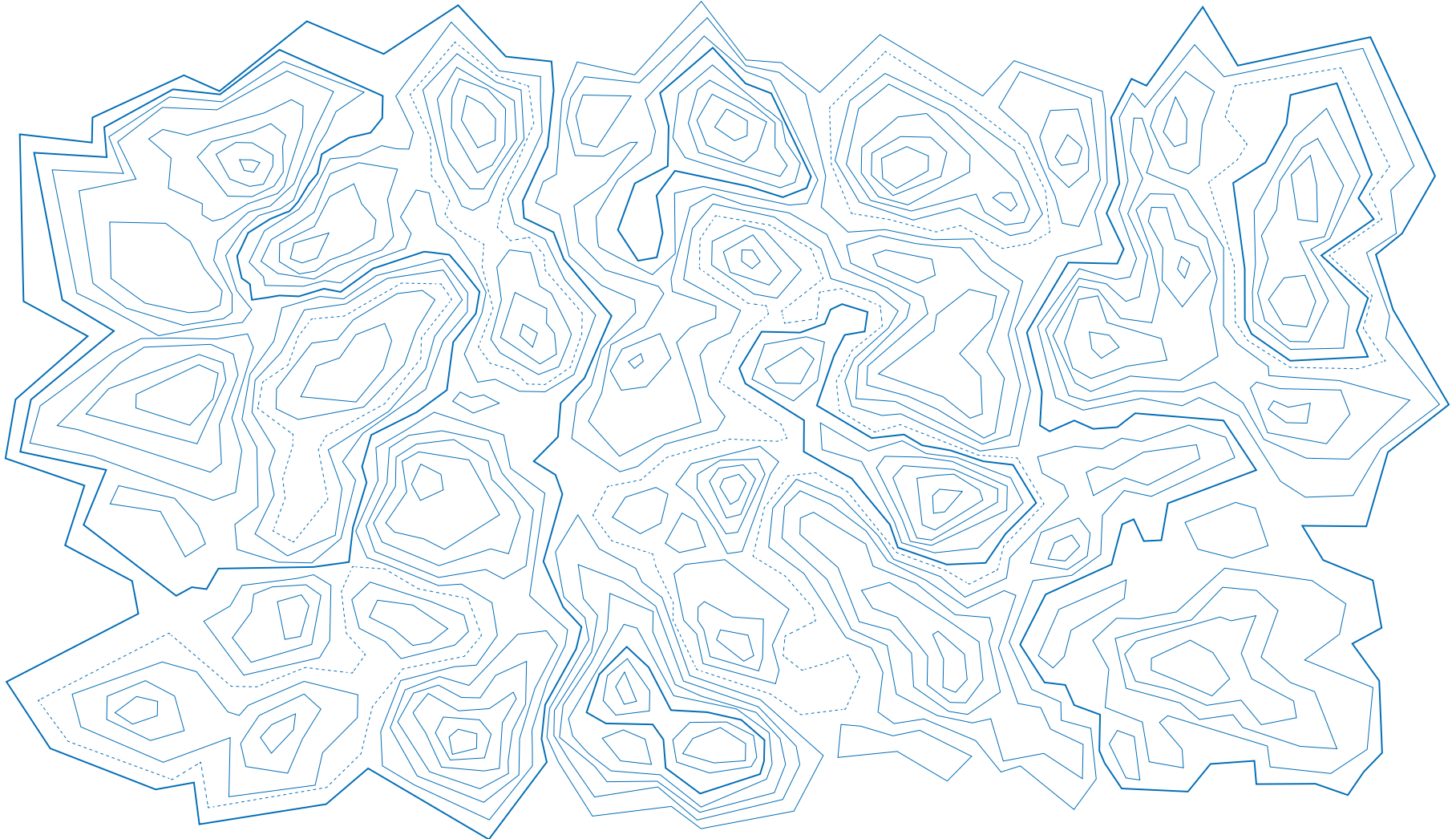
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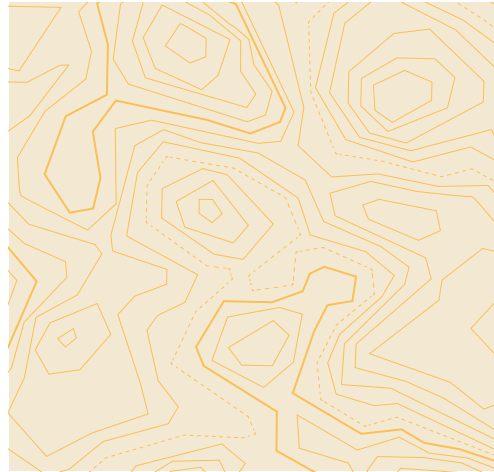
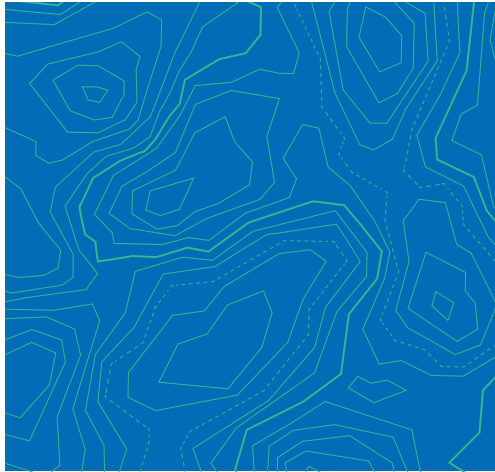
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quam dolor Qui cullupt atisit quis id es aped ut volupta.

The signature pattern is a graphic inspired by topography. It has many different uses. You can use different colors, make it larger or smaller, integrate photos or other graphics, or use only a fragment of it.



Examples



Pictograms can be used individually or grouped.

Monochrome pictograms




Colored pictograms



Design examples


Sample blank



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temod quiomo molor escius

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Project partners



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MEETING HEADLINE

Meeting minutes

Location: ...
Date: ...
Time:

Attendees list

	Last name	First name	Organisation
1			
2			
3			
4			
5			
6			
7			
8			

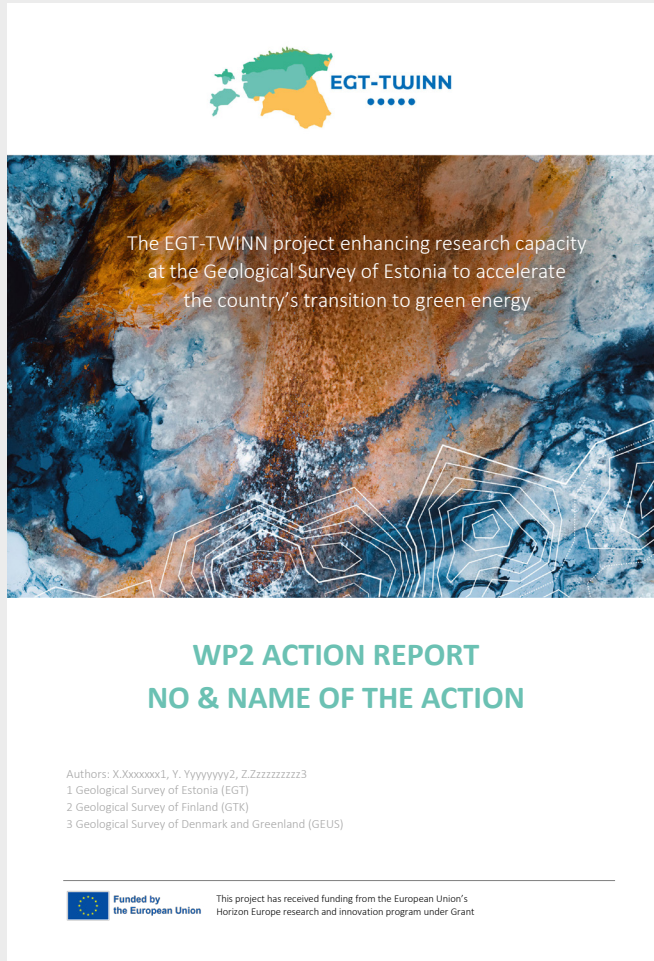
Agenda items

I. List the agenda items here
II. ...
III. ...

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Deliverable & Reports



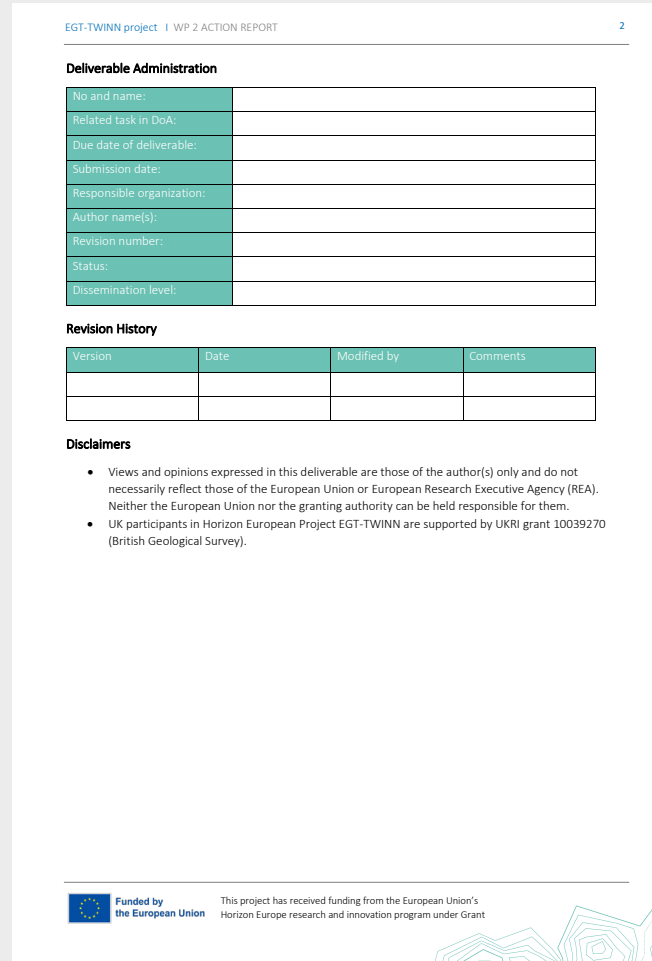
The EGT-TWINN project enhancing research capacity at the Geological Survey of Estonia to accelerate the country's transition to green energy

EGT-TWINN

WP2 ACTION REPORT
NO & NAME OF THE ACTION

Authors: X.Xxxxxx1, Y.Yyyyyyy2, Z.Zzzzzzzzz3
 1 Geological Survey of Estonia (EGT)
 2 Geological Survey of Finland (GTK)
 3 Geological Survey of Denmark and Greenland (GEUS)

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EGT-TWINN project | WP 2 ACTION REPORT 2

Deliverable Administration

No and name:	
Related task in DoA:	
Due date of deliverable:	
Submission date:	
Responsible organization:	
Author name(s):	
Revision number:	
Status:	
Dissemination level:	

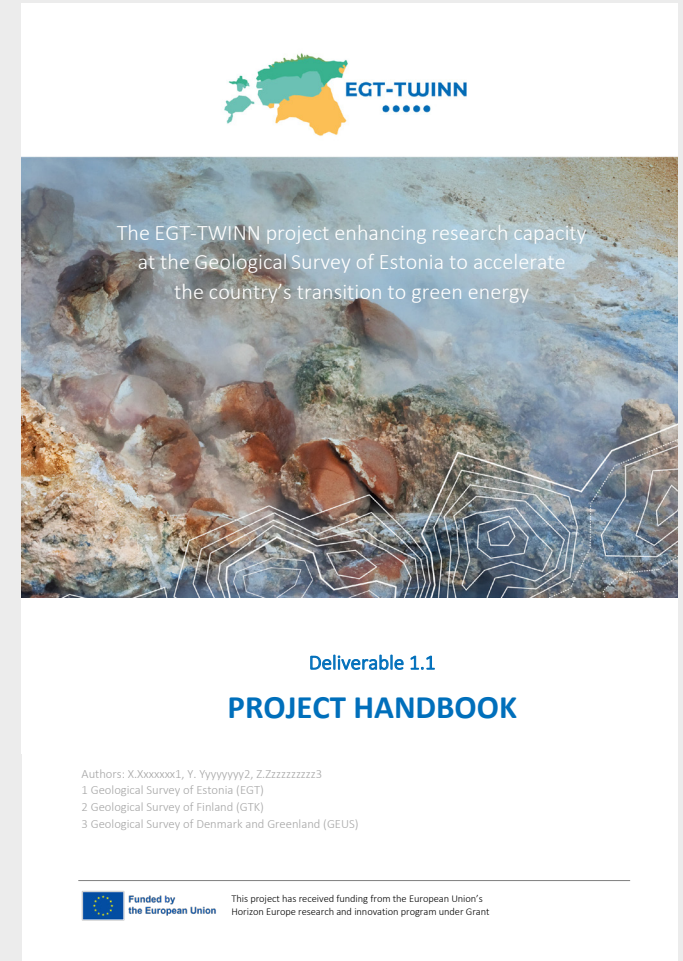
Revision History

Version	Date	Modified by	Comments

Disclaimers

- Views and opinions expressed in this deliverable are those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.
- UK participants in Horizon European Project EGT-TWINN are supported by UKRI grant 10039270 (British Geological Survey).

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The EGT-TWINN project enhancing research capacity at the Geological Survey of Estonia to accelerate the country's transition to green energy

EGT-TWINN

Deliverable 1.1
PROJECT HANDBOOK

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 1 Geological Survey of Estonia (EGT)
 2 Geological Survey of Finland (GTK)
 3 Geological Survey of Denmark and Greenland (GEUS)

Funded by the European Union This project has received funding from the European Union's Horizon Europe research and innovation program under Grant



Presentations



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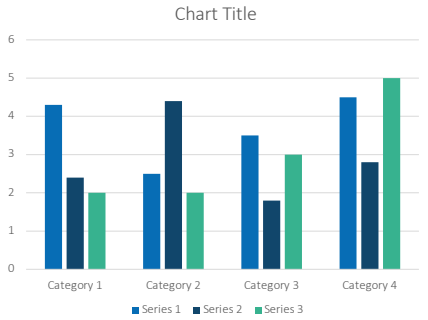
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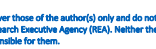
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Category	Series 1	Series 2	Series 3
Category 1	4.2	2.3	1.9
Category 2	2.4	4.3	1.9
Category 3	3.4	1.7	2.9
Category 4	4.4	2.7	4.9

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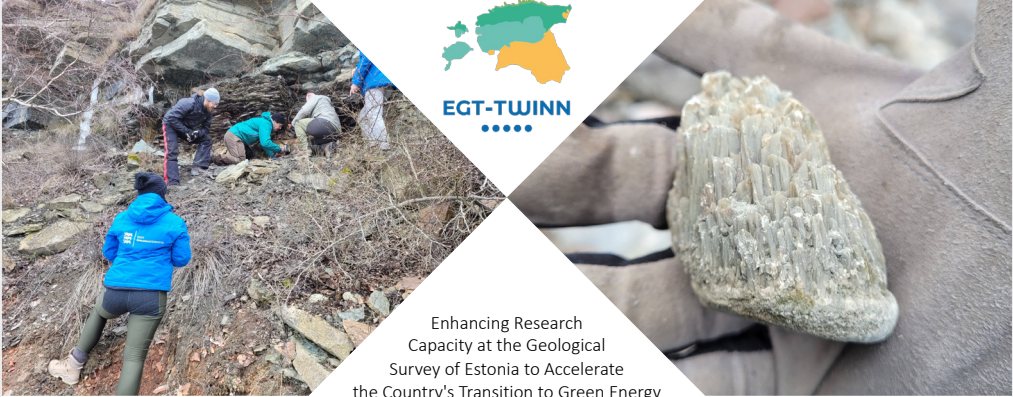
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25.06.2023



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Poster



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EGT-TWINN project main data:

- Project duration: 36 months (01.01.2023 – 31.12.2025)
- Call: HORIZON-WIDERA-2021-ACCESS-03 Twinning
- Grant agreement ID: 101079459

Project partners:

- Geological Survey of Estonia (EGT; project coordinator)
- Geologian Survey of Finland (GTK)
- Geological Survey of Denmark and Greenland (GEUS)
- University of Oulu / Oulu Mining School (UOULLU)
- United Kingdom Research and Innovation (British Geological Survey – BGS; an associated partner)

The main objective of the EGT-TWINN project is

to significantly strengthen the research and scientific excellence capacity among researchers at EGT via state-of-the-art geological knowledge exchange in the following fields:

1. Geological, geochemical and geophysical surveying techniques
2. 3D geological modelling
3. Digital capture, management & dissemination of geological data
4. Critical raw materials exploration
5. Geothermal energy prospectivity
6. Social License to Explore & Social License to Operate



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Roll-up



Design examples

Website

