EIS

Exploration Information System

D.6.1 Initial Communication, Exploitation, and Dissemination Plan

Document, Report

Version N°02

Lead Beneficiary: LGI

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Abbreviations and Acronyms

Acronym	Description
WP	• Work Package
CE&D	• Communication, Exploitation and Dissemination
IP	• Intellectual property
IPR	• Intellectual Property Rights

Summary

The main purpose of deliverable D6.1- Communication, Exploitation and Dissemination Strategy & Plan is to describe EIS's communication and dissemination strategy. The CE&D plan will give more visibility to the project itself through targeted actions during the 36-month duration of the project. This document includes a section on the context of the project and identifies the communication objectives, the target groups, key messages, and expected Key Performance Indicators (KPIs). It also defines the exploitation strategy, the tools and channels used to communicate with the audience, and to disseminate the project's results.

Keywords

EIS, communication, dissemination, visual identity, poster, roll-up, website, LinkedIn, events, workshops, scientific publications.

1. Introduction

1.1 Purpose and scope

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

The purpose of this deliverable is to describe the communication and dissemination strategy of EIS, and to provide greater visibility of the process. This document identifies the communication objectives, target groups, and key messages, and defines the tools and channels used to communicate with the audience and disseminate project results.

The scope includes all actions taken internally and externally of the project in terms of knowledge dissemination and public communication regarding EIS and its results. Communication actions will be continuously monitored and updated in updated version of the Communication, Exploitation, and Dissemination due at M20.

1.2 Partner Contributions

LGI Sustainable Innovation (LGI) leads communication and dissemination activities for EIS. More specifically, LGI focuses on the global communication of the project and its results as well as the dissemination of results and progress to key stakeholders (policymakers, regulators, academia, NGOs, citizens, and end-users such as exploration companies and the mineral exploration industry). The communication, exploitation, and dissemination strategy outlined in this deliverable will be followed by all partners.

A summary of partner contributions to this strategy can be found in the table below.

Partner	Contribution
LGI	**Task 6.1: Public communication** • Communication, exploitation, and Dissemination plan • Visual Identity: logo, presentation, and document templates • Promotional Materials: flyer and roll-up • Digital tools: website, social media accounts and video • E-Newsletter and press releases **Task 6.2: General Public Awareness** • Awareness Campaign: 8 easy-to-understand visuals • Factsheets and infographics **Task 6.4: Exploitation Plan** • IP Diagnostic based on exploitable results • IP & Exploitation workshop (IP webinar and co-creation session)

	• Final exploitation workshop (M24)
LGI, GTK, Beak, LU, BRGM	**Task 6.3: Dissemination of Project Results** • Event and Publication Management Plan • Coordinating partners' participation in conferences and events to promote the project • Coordinating publications • Organising a Scientific Short Course (by BEAK and LU) • Organising the final Workshop
LGI, GTK	**Task 6.5: Data and Knowledge Management** • Describing the data management life cycle for all data
Other partners	**All Tasks** • Support to translating materials into key European languages • Contribution to communication and dissemination of content, and promotional materials when needed • Support to relay news and results produced in the EIS project • Support to produce the project video and campaigns

Table 1: Partners Contribution

1.3   Relation to other activities

The success of the overall communication, exploitation, and dissemination strategy depends on and is linked to, the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP6 with information on their activities and in sharing relevant information about the project to their own contacts and networks.

The following tasks from WP5 will be particularly interrelated with the work of WP6:
- WP5 will work closely with WP6 in developing stakeholder engagement strategies such as business-to-business interactions, business policymakers, and business-to-citizens.
  - Task 5.2 Development and launching of public EIS Scope Engagement Forum (ESEF)
  - Task 5.3 EIS clustering events

2. Context & Objectives

The rapid deployment of clean energy technologies as part of the energy transition implies a significant increase in demand for minerals. Global demand by the automotive industry for raw materials is likely to continue and is predicted to grow 5 to 10 times to current demand, due to increasing request from the EV sector (IEA 2021). Mineral supply-chain disruptions would have long-range impacts on electrification, as well as on energy transition security and on achieving the decarbonization targets. The risk of running into bottlenecks in the raw material supply is increasing because the demand is growing faster than production capacity. When supporting the implementation of European Green Deal, EIS is addressing the twin goal of an increase in Europe's long-term self-sufficiency and resilience of raw materials and also achieving the stated decarbonization goals.

Today there is a broad consensus that delivering the European Green Deal would require vast quantities of mineral raw materials. In the transition to clean energy, raw materials criticality refers to and seeks for securing and sustaining the resource and supply potential of the new mineral commodities needed. This concerns specifically those enabling the implementation of batteries (e.g., lithium, cobalt, graphite) and permanent magnets (e.g., rare earth elements), which are the biggest factors driving the potential intensity of mineral demand.

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

Based on the needs of the project, the EIS project's main **communication and dissemination objectives** include the following:
- **Disseminate the results** of the EIS project to key stakeholders
- **Communicate on the activities and results** of the EIS project to target audiences
- **Provide an exploitation strategy** for the EIS technology to meet its market and have a sustainable model.

3. Communication, Exploitation & Dissemination Strategy

The overall EIS communication, exploitation, and dissemination strategy is based on a series of key messages tailored for specific audiences, an exploitation methodology, and a consistent project description. Those will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

3.1 Target Audiences and Key messages

The EIS project aims to reach key target groups through its communication and dissemination strategy including academics, mining companies, industrial stakeholders and NGOs, civil society and others. Each communication action will be targeted at different levels: local, nationwide, European, and global. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences.

A workshop was organised at the KOM (beginning of June in Finland) with the partners to define and prioritize target audiences by groups and to define a set of key messages for each target group.

An initial set of tailored messages for EIS has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project and at the KOM workshop, the messages in the table below will be further refined and developed for each user type.

Target audience	Key Messages
Mining Companies + Mineral Exploration consultants / Industrial Stakeholders (including battery and permanent magnet producers)	• EIS will facilitate mineral prospectivity analysis by offering a non-commercial open-source software package containing tools for all stages of prospectivity analysis. • The EIS toolbox will assist exploration teams in their decision-making throughout the various stages and across the different scales of an exploration project. • The EIS QGIS Wizard has a good potential of becoming widely used in prospectivity analysis by both the research institutes and the business sector around the globe. • EIS will enhance the probability of finding new sources of critical raw materials for the EU's economy, with a focus on the primary raw materials that are the most critical for EU industrial value chains and strategic sectors. • EIS contributes to facilitating domestic sourcing of raw materials in the EU, securing supply chains, and facilitating access to raw materials produced in compliance with ethical and environmental standards.
Policymakers	• EIS will contribute to increasing access to primary raw materials, in particular critical raw materials for EU industrial value chains and strategic sectors.

	• The EIS project enhances the probability of finding new sources of critical raw materials thus reinforcing Europe's economic independence from third countries. • EIS will contribute to more socially and environmentally acceptable discovery and production of critical raw materials. • EIS will contribute to enabling a successful transition to a climate-neutral and digitized economy and society. • The EIS QGIS Wizard has a good potential of becoming widely used in prospectivity around the globe, putting the EU at the forefront of mineral prospectivity analysis.
Local Governments, Investors / Funders	• The EIS project will contribute to good financial returns and long-term security of supply. • EIS recognizes the limited supply and the unlimited demand and will enhance the probability of bringing a solution to find new sources of critical raw materials.
Academic, scientific community and Geosicientists	• EIS will allow to explore and learn more about mineral systems and ore-forming processes and can also be used as a data exploration tool. • EIS will facilitate the process of mineral prospectivity for all stages of prospectivity analysis. • EIS offers a non-commercial open-source software package that will allow for contributions from numerous researchers globally. • The EIS QGIS Wizard has a good potential of becoming widely used in prospectivity analysis by research institutes around the globe.
Open-Source Community	• EIS offers a non-commercial open-source software package that will allow for contributions from numerous researchers globally. • The EIS QGIS Wizard has a good potential of becoming widely used in prospectivity analysis by research institutes around the globe.
General Public/NGOs/Civil Society	• Raw materials are necessary for a successful transition to a climate-neutral and digitized economy and society. • Strengthening the EU's autonomy and ethical sourcing of raw materials by developing socially and environmentally friendly means of discovery and production is critical for a sustainable economy.

	• EIS will enhance the probability of finding new sources of critical raw materials, thus reinforcing Europe economic independence from third countries.
	• EIS will participate in strengthening the EU's ethical sourcing of raw materials while contributing to reducing the footprint of mineral exploration.
	• The data analysis techniques developed will guide more environmentally friendly exploration for critical minerals, limiting impacts on biodiversity and the environment.

Table 2: Key messages for each target audience

3.2 Exploitation Methodology

3.2.1 Overview

This task will produce three reports throughout the Project:

• Initial Communication, Exploitation and Dissemination plan (D6.1, M3);

• Updated Communication, Exploitation and Dissemination plan (D6.3, M20);

• Final Communication, Exploitation and Dissemination plan (D6.4, M36)

This deliverable D6.1 (M3) follows a three-dimension approach: IP diagnosis, Market Potential, and Implementation, as indicated in

Figure 1.

IP diagnosis
• Identification and characterisation of all exploitable results

Implementation
• Exploitation strategies & IPR
• Exploitation Action Plans

Market Potential
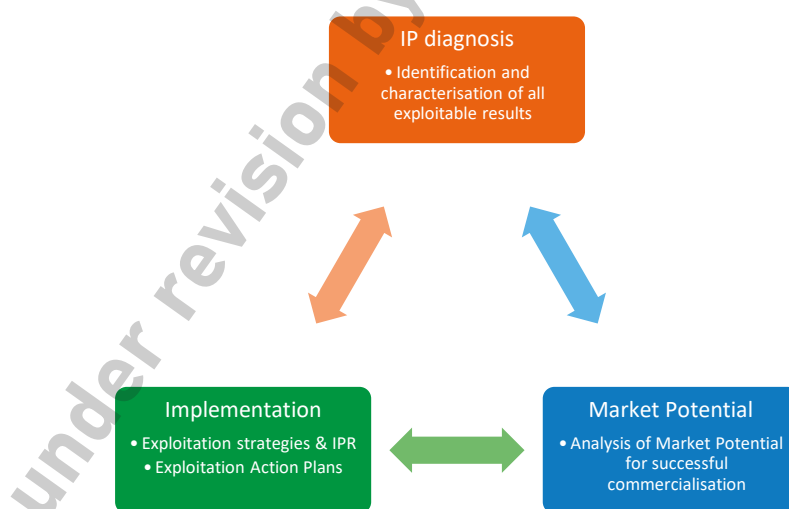• Analysis of Market Potential for successful commercialisation

Figure 1. Parallel actions of the Exploitation Plan

IP diagnosis – Identification and characterisation of all exploitable results:

This phase initiates the IP and exploitation dialogue with the Partners, informs them about key issues to consider, and allows for gathering the information required to set the basis of the Project exploitation strategy. Background-IP, Foreground IP, organisation goals and barriers, FTO or existing patent searches, and ownership questions are raised with the Partners. The outputs of the IP webinar and exploitation workshop feed into a collaborative IP repository and contribute to the drafting of the initial EP version and initial exploitation strategies. These are, of course, expected to evolve as the maturity of the Project and its results increase. LGI also strongly incentivizes partners to assess a Freedom-To-Operate search as partners are the most knowledgeable in regard to their specific field.

Market Potential for successful commercialisation:

Building on a market analysis, this stage is concentrated around the business and market uptake of the Key Exploitable Results. It draws on macro-environmental factors to strengthen the understanding of what could influence the success of the exploitation of the Project results.

Implementation – Exploitation strategies & IPR, Exploitation Action Plans:

Implementation consists of raising awareness on the importance of IP and facilitating discussions between partners. This step brings the perspectives of external industry stakeholders to strengthen the individual and joint exploitation strategies. A final workshop helps evaluate the TRL evolution for the key project results and elaborates strategic planning roadmap and implementation plans to favour the market uptake of the project results. This results in the final Exploitation Plan (D6.4).

3.2.2 Results-Strategy-Beneficiary methodology

The first co-creative exploitation workshop facilitated by LGI relies on the Result-Strategy-Beneficiary (RSB), a methodology developed by LGI. This methodology is based on an adapted version of the 6-3-5 brainwriting method and includes individual and collective sessions.

The strategy considers the existing IP the Partners bring to the Project, their expected results and identifies all the potential beneficiaries to define the most adequate strategy for each pair of "result-beneficiary" association. As a part of the exploitation plan, the IP strategy ensures a common agreement on how the project results will be owned. IPR management will define the appropriate measures and methodologies for managing and protecting the IP. This will ensure that all project results are formulated and compiled either into open access (dissemination) or protectable form (exploitation).
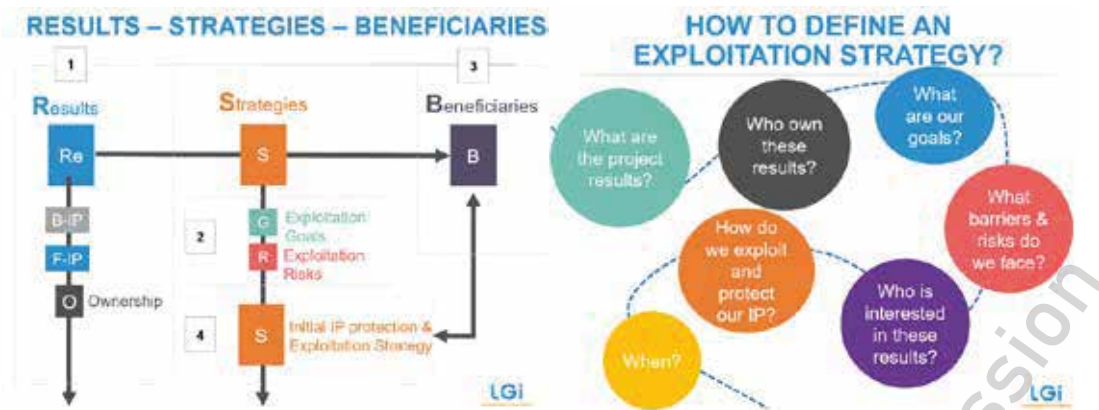
Figure 2. RSB methodology

The IP webinar and workshop will be organised in December 2022 in Dresden, Germany. Together with about *25* attendees, the first session will start with an hour-long IP webinar during which the concepts of Exploitation & IP in the context of Horizon projects, will be introduced. Once the foundations needed for the three-hour collaborative workshop will be laid out, the group will be split into two groups and parallel sessions were run in virtual breakout rooms.

The RSB methodology (Figure 2) will be adapted to the context, which will lead to the collection of information from the partners on the background and foreground IP, ownership, goals, risks and initial exploitation strategies. The outputs of the workshop will serve to draft the exploitation strategy and to start anticipating the potential barriers and drivers for the exploitation plan implementation.

The outputs of the IP webinar and exploitation workshop will feed into a collaborative IP repository set up to centralize all IP related information.

3.3 Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated.
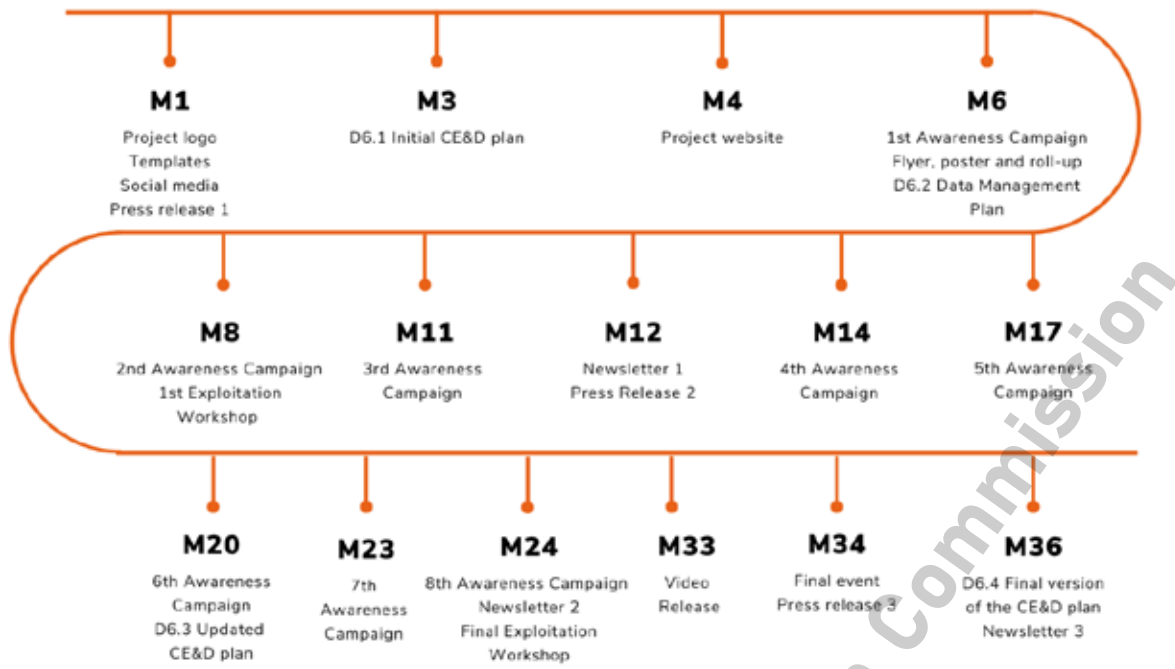
M1
Project logo
Templates
Social media
Press release 1

M3
D6.1 Initial CE&D plan

M4
Project website

M6
1st Awareness Campaign
Flyer, poster and roll-up
D6.2 Data Management
Plan

M8
2nd Awareness Campaign
1st Exploitation
Workshop

M11
3rd Awareness
Campaign

M12
Newsletter 1
Press Release 2

M14
4th Awareness
Campaign

M17
5th Awareness
Campaign

M20
6th Awareness
Campaign
D6.3 Updated
CE&D plan

M23
7th
Awareness
Campaign

M24
8th Awareness Campaign
Newsletter 2
Final Exploitation
Workshop

M33
Video
Release

M34
Final event
Press release 3

M36
D6.4 Final version
of the CE&D plan
Newsletter 3

Figure 3 : Communication & Dissemination Timeline

4. Management

4.1 Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on content creation and relay the information shared through EIS communication channels.

LGI uses the email address contact@eis-he.eu to receive news, announcements, scientific papers, pictures or information concerning partner participation in events related to the project.
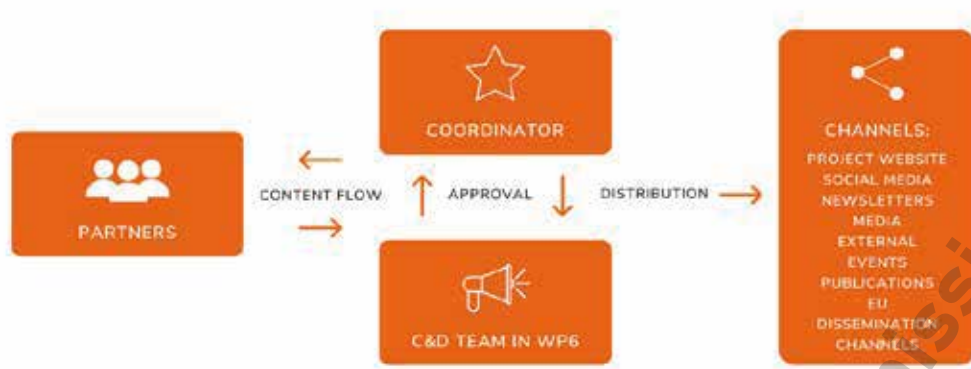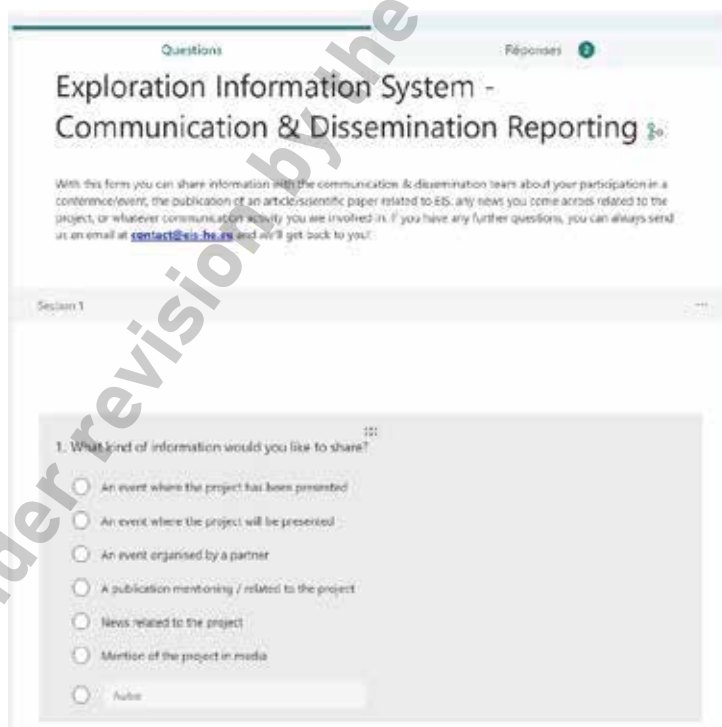
Figure 4. Communication Workflow

4.2   Role and responsibility of partners

To ease the flow of information and simplify the communication process between partners, an online form was created. Partners can fill out the form when they participate in an event, attend a conference related to the EIS project or publish an article about the project.

Figure 5. Screenshot of the reporting form

Partners are strongly encouraged to use this form frequently in order to provide communication and dissemination content to include in the project newsletters, website newsroom, and social media channels. This form will also be used to collect information for reporting periods.

5. Communication channels and tools

5.1 Visual Identity

The different channels and tools presented in this section will be further developed in D6.3. Updated version of the Communication, Exploitation and Dissemination Plan.

All the communication and dissemination tools described in this deliverable are consistent with the EIS project's brand identity, which aligns with the image that the project wishes to convey. This Communication, Exploitation, and Dissemination Plan has been developed and saved on Teams to provide partners guidelines on how to use the visual identity of the project, how to present the project, how to use social media, etc.

All materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem with appropriate prominence, together with the EU funding acknowledgment and required disclaimer (the disclaimer is included in the "EIS word deliverable template"). Moreover, it is important to note that the placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions.
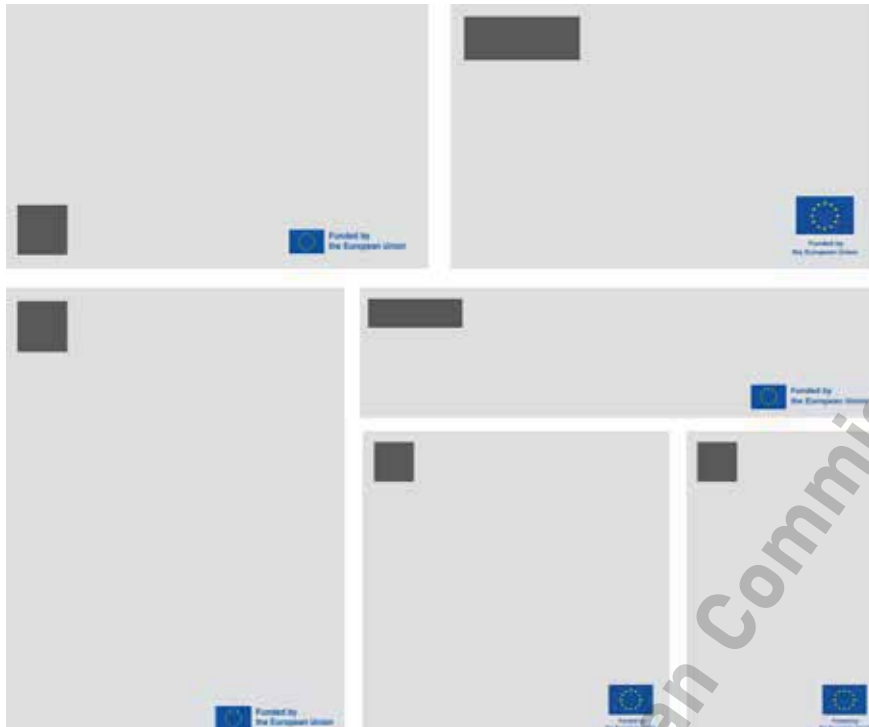
Figure 6. Example EU Emblem and Aknowledgement

Figure 7. Example EU acknowledgement placement

The partners have been informed that they can always find the full guidelines at the following link Operational guidelines for recipients of EU funding and Download the EU emblem and acknowledgement here.

5.1.1 EIS logo and usage

The main elements of a brand's visual identity consists of a logo, a colour palette and a font. These three elements should be used to distinguish the project's identity from other projects or organizations.

One of the first communications actions (Task 6.1) was to develop the project's visual identity. To ensure brand recognition, consistency and a strong project identity, several logo versions were designed, analysed before the kick-off meeting of the project. During the EIS kick-off meeting, the consortium voted for the logo that conveys the project in the simplest and clearest way possible.

This logo shall be associated and included in all paper and electronic documentation as well as promotional materials. The logo is a combination of a letter mark and abstract mark. The abstract part is colourful and clean but with a degree of complexity to highlight the different characteristic and disciplines involved in the Exploration Information System project. Whereas the letters are the initials of the full projects name, EIS (International Phonetic Alphabet: i: aɪ es) which is easy to remember. The combination of both marks creates an impactful logo that sets it apart from other brand identities while highlighting the aims of the project.

Original logo   Full white logo

Figure 8. EIS logo

The original logo also contains the full name of the project to further distinguish the identity of the brand. A version without the full name is also provided to the partners. This logo version is provided in case when the full name on the original logo becomes unreadable.

Example 1: if the EIS logo is smaller than 3cm and the reader is at 1 meter away, use the small logo.

Example 2: during a conference, if the logo is smaller than 15cm and the reader is at 12 meters, use the small logo.

Figure 9. Small logo

In the logo tool package, a grayscale and some monochromous versions of the logo will be provided to the consortium members for when the background colour reduces the visibility drastically.
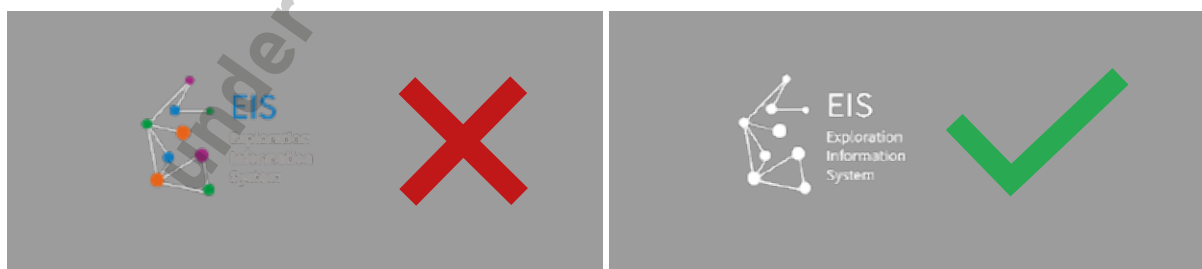

Figure 10. Example of usage of logo depending on background colour

Please avoid any overlapping of the logo with any other visual element (e.g. logo, graphics, pictures). The logo PNG and JPG files already contain the borders that are to be respected.

Figure 11. Borders to respect

- The green border allows the logo to be set apart the best from other visual elements, however it might be complicated to respect this at all times.

- The orange border is the original blank space that should be respected, this blank space is already put in the logo files available on the collaborative workspace.

- The red border should only be used in worst case scenarios, e.g. a high number of different project logos are displayed on one slide during a presentation and reducing the logo size will reduce its visibility compared to the other logos

In the logo toolbox, the consortium members can find a PNG file named "CHECK BORDERS – please do not use" to facilitate checking the borders and to clear any doubt regarding the borders to respect.

When using the logo, the following rules apply:

- it cannot be modified and must be used on all promotional materials (paper or electronic) related to or produced during the project.

- the EIS logo must be used in PNG format with a transparent background or in EPS format (vector option, high definition for printed documents, goodies…). The JPG files are only to be used when other file formats are not accepted (e.g. working with a goodies provider)

- all versions of the logo are available for download on the collaborative project workspace

- when used with other logos, the EIS logo size must be proportional to that of other logos

- for optimal visibility and readability, the logo must be surrounded by a proportional amount of blank space as illustrated above

5.1.2 Selected Colours

Hex: #007BC4
RGB: 0, 123, 196

Hex: #EB6112
RGB: 235, 97, 18

Hex: #009640
RGB: 0, 150, 64

Hex: #A01F80
RGB: 160, 31, 128
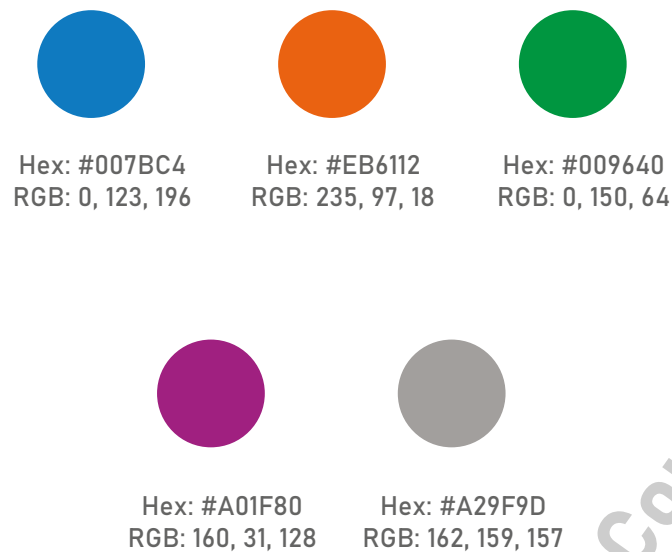
Hex: #A29F9D
RGB: 162, 159, 157

Figure 12. Colour palette

These five colours are used in the logo. The presence of so many colours show the variety of domains that take part in the Exploration Information System and the complexity of the ambition of the EIS project.

5.1.3 Selected font

The main font selected for EIS is Bahnschrift. It is used in the deliverable word and PowerPoint templates. The choice of this font coincides with the similarity with the font used in the logo and its availability on most electronic devices, as well as the message this font conveys: it is a clear, and straight-lined font which highlights the professional and research orientation of the EIS project.

Occasionally, the font Foco might be used, which is similar in its design but with a narrower writing.

According to the EU acknowledgement requirements, the beneficiaries can choose from multiple fonts to display the acknowledgement. To keep coherence with all written production related to EIS it is recommended that all consortium members use Calibri such as on-screen and printed documents.

6. Deliverable Materials

6.1 Deliverable templates

A Word document and a PowerPoint template have been prepared and shared with all the members of the EIS consortium shortly after the start of the project. Consistent with the EIS visual identity and streamlined for ease of use, the template makes it easy for partners to take the visual identity in consideration while working alone or collaborating on deliverables.
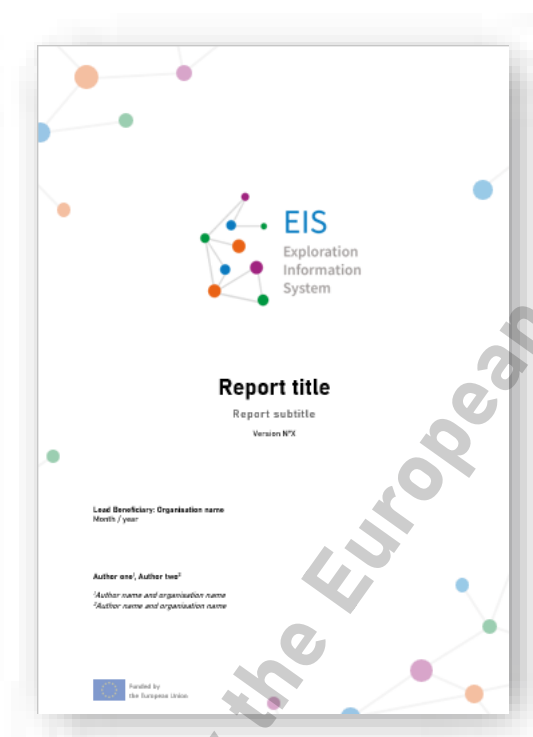

Figure 13. EIS Word document template

Figure 14. EIS PowerPoint template

The design for the deliverable templates is purposefully based on a low-design principle to decrease the environmental impact of the communication and dissemination of the project:

when these documents are printed, they will use less ink than the more commonly and graphic intense designs.

All templates are available on the internal collaboration Teams digital platform that is being used as one of the main communication channels among partners. A specific folder called deliverable templates is available on the general channel. On this same platform partners can also access the Communication Toolkit folder which contains several communication materials such as the EIS project's logo, partners' logos, and other materials that will be created as the project advances, e.g. press releases.

6.2 Other materials

As the EIS project will develop, and more communication materials will be developed such as press releases and other communication materials. As previously mentioned in this document, these materials will all be available to all consortium members on this project's internal communication platform: the **EXT_Horizon** EIS Teams channel hosted by one of the consortium members.

The various communication materials will be provided to the consortium as the EIS project unfolds. A first press release, stating the launch of EIS and the Kick-of-meeting was released on the 30th of June 2022. Other communication materials will follow, like the ones described down below.

- Standard presentation: a standard presentation will be developed in English and continuously updated based on project achievements. Partners will be able to use this standard presentation at conferences, events, workshops and meetings with stakeholders, and will be free to adapt and translate it based on their needs.

- Flyer: a flyer will be designed and distributed at workshops and events organised or attended by EIS. It will include key messages, objectives, expected impacts and consortium members and contact information. The flyer will be printed on demand to avoid waste.

- Roll-up: a roll-up will be designed for display at various events and conferences attended by project partners. It will include visual elements that represent the project, a brief summary, consortium members and contact information.

- Other promotional materials: visuals will be created to promote project events, publications and project news across the EIS communication channels including social media as needed.

7. Project description

A text describing the Exploration Information System has been drafted in three versions (extremely short, short and long) to ensure a comprehensive and consistent message about the project. The project descriptions can be used by all partners in materials dedicated to promoting, communicating and disseminating the results of EIS —such as flyers, PowerPoint

presentations, and articles published by the partners—and to present the project at events or conferences.

Short description:

Exploration Information System (EIS) is a 36-months Horizon Europe project launched in May 2022. The EIS projects will play a supporting role in the implementation of the European Green Deal and Europe's long-term self-sufficiency of critical raw materials (CRM).

EIS will develop geomodels that will use spatial data analysis tools for mineral exploration which will reduce costs and time to find new sources for CRM. This new innovative method will enhance the probability of finding new sources of critical raw materials for the EU's economy – critical for an economy that is transitioning to achieve its decarbonization goals – as well as reducing the environmental footprint of mineral exploration and mining.

Long description:

Exploration Information System (EIS) is a 36-months Horizon Europe project launched in May 2022, and will play a supporting role in the implementation of the European Green Deal and increasing Europe's long-term self-sufficiency of critical raw materials (CRM).

EIS will develop new data analysis methods by applying artificial intelligence into mineral prospectivity mapping. Together with new geomodels, mineral systems modelling, machine learning and deep learning, these new methods will reduce the current high exploration costs and improve the accuracy of the targeting of the early phase exploration. This makes mineral exploration more responsible by increasing energy efficiency, minimizing the footprint of mineral exploration on nature, reusing already existing exploration data and increasing the needed CRM sources to achieve the decarbonization goals of the EU. EIS will also raise awareness of general public on the importance of critical raw materials to the EU's economy, welfare and their role in transitioning to a zero-carbon future.

The EIS consortium consists of 17 partners from leading research institutes (4), academia (5), service providers (4) and industry (4), located in six European Union member states (FI, FR, DE, ES, CZ, SE) and South Africa, as well as one associate member from Brazil. Overall, the project will benefit from a vast international collaboration network.

The extremely short description main purpose is for the communication platform that restricts text to 160 characters, like the social media Twitter, and should only be used in similar cases. This description does not fully appreciate the complexity and value of the project.

> **Extremely short description:**
>
> EIS will develop innovative exploration concepts & data analysis tools to find new sources of critical raw materials for the EU's economy.

8. Online tools

8.1 Website

The EIS public website was officially launched in June 2022: www.eis-he.eu. It will be continuously updated and will evolve with the lifecycle of the project, in line with the Exploration Information System Communication and Dissemination Plan.

As the main information entry point and delivery channel for results and progress achieved in EIS, the public website will disseminate the key messages to target audiences, inform on events, publications or activities of interest for the EIS community, and foster participation and engagement among consortium members. In addition, any stakeholder can access it to gain information or to contact relevant partners. Lastly, the public website will promote the European and international visibility of EIS.

To make useful and relevant information available to website visitors, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders such as:

- what the project is about, why it exists, and why it matters

- how the project works, its objectives, and impacts

- what the project is delivering

- information about the project partners

- the latest news and events of the project

The EIS public website will contribute to achieving the following objectives in terms of public communication:

- widely promote and ensure the visibility of the EIS project

- disseminate the knowledge and results achieved in EIS

- inform and educate the target audience about the research generally carried out in the geomodelling and mine exploration field

- foster collaboration between researchers, industry and other stakeholders in the geomodelling and mine exploration industry

- collect and make available all possible relevant public reports and project results

- inform and educate the general public about EIS and its importance.

Browser compatibility: the website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop, tablet or mobile phone.

This Communication, Exploitation, and Dissemination Plan will be available to the consortium before the launch of the finished website. The following description of pages illustrate the structure of website that will replace the "coming soon" landing page (which contains a summary of the project and provide links to follow the newsletter

8.2 Homepage

Key information on the project can be directly found from the homepage under the header and/or the different sections.

Therefore, visitors have direct access to general information on:

- the project: its context, main objectives and expected impacts, etc.

- the activities carried out

- the partners involved in the project

- the latest news and upcoming events

- all published reports, newsletters, and promotional materials produced in the project (flyers, press releases, etc.)

In the footer (all pages and not only on the homepage), users can find the EU funding emblem and acknowledgement, name of the coordinator, project's email, plus links towards the project's social media accounts and the newsletter subscription form, and the latest articles published on the website.

8.2.1 The project

The "Project" page describes the context, objectives, and activities of the project. It presents why the project was created and why it matters. It also includes key figures, a description of the main objectives and of brands' involvement, the overall approach, and the timeline of the project.

8.2.2 Partners

The "Partners" page presents the EIS consortium members. It features the logo and a description of each partner, as well as a link towards their website.

8.2.3 News

The "Latest News" section reports on the news related to EIS and that would be of interest for the project's key stakeholders: general information on topics directly related to the EIS project, project updates, news from partners, media features, etc.

8.2.4 Events

The "Events calendar" is a tool presenting all the past and upcoming events related to EIS. It features events organised as part of the project, as well as external events that could be of interest for partners and members of the EIS community.

8.2.5 Resources

The "Resources" section gives access to the results of the project. It includes the public reports/deliverables, and publications in external journals or documents. Media mentions and communication materials will also be accessible from this page: press releases, EIS electronic newsletters, promotional materials produced during the project (flyers, factsheets, etc.). All these documents and materials will be added to the page as they become available over the lifecycle of the project.

8.3 Social Media

Different social media channels, including Twitter and LinkedIn, will be used throughout the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences will be targeted and engaged with across all platforms:

- Industrial Stakeholders (Mining Companies / Mineral Exploration consultants / Battery and permanent magnet producers) and investors.

- Scientific and technologic audience: Geoscientists (in the fields of geoinformatics, economic geology, structural geology, mineral deposits expertise and future geoscientists such as trainees and students), the Open-Source Community (Python users, QGIS developers and users, FOSS4G community).

- Policymakers and the general public (to educate them on the importance of mining to achieve climate goals, as well as general benefits of an European mining industry – economic, ethic, resource independency).

A first list of hashtags related to EIS has been developed and will be used to maximise the project's visibility on all channels.

General Hashtags	Specific Hashtags
#geology	#Geomodels #geoscience #geologist
#rawmaterials	#Mining #miningengineer #mineexploring #minerals
#miningexploration	#programming #opensource #QGIS #mapping #geospatial
#HorizonEurope	#sustainable #renewableenergy #cleantech #greenfuture

Table 3: table of #Hastags

The above indicated lists of audiences and hastags are non-exhaustive. The targeted audience and the related hashtags will be adapted according to the key-message or achievements that need to be disseminated.

8.3.1 Twitter

A Twitter account was created at the start of the project under the handle @EIS_HorizonEU and the following URL https://twitter.com/EIS_HorizonEU

Twitter is used as one of the main channels to build a project's online community and to disseminate the results. The three main objectives set for Twitter are to:

• build relationships and engage with target audiences

• disseminate knowledge on mine exploration technologies and geomodelling

• bring the EIS results closer to the general public, journalists and policymakers

The EIS Twitter account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

• target at least one tweet/retweet on a bi-weekly basis

• reply to users who tweet or mention @EIS_HorizonEU

• follow and engage users who tweet content related to EIS activities

• track specific words, mentions and trending hashtags

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by EIS partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the EIS Twitter account.

8.3.2 LinkedIn

A LinkedIn page was created for EIS: https://www.linkedin.com/company/85314340/

The EIS LinkedIn account will be managed daily. In terms of audience, a specific focus on mining professionals, geoscience researchers and project stakeholders (consortium members, advisory board members and end user group members) will be operated.

In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

•   target at least one post or share on a bi-weekly basis

•   reply to users who mention @EIS_HorizonEU

•   follow and engage users who post content related to EIS activities

•   track specific words, mentions and trending hashtags

8.4 Newsletters

At least 3 electronic newsletters will be distributed over the course of the project, on an annual basis. The newsletters will inform the EIS community on the latest achievements of the project, progress, outcomes and relevant events, conferences and workshops. To develop interest in the newsletter, partners are encouraged to share all relevant information related to the project using a form accessible directly on the project's digital workplace as described in section 4.2 of this document.

The newsletter will contain different sections, including:
• An editorial written by the coordinator providing an overview of the previous year
• A feature on the results achieved
• A technical update from each work package leader on progress made
• A recap of the events attended and upcoming events of interest

Results and statistics will be drawn for each newsletter. Conclusions will be drawn and possible areas of improvement will be discussed to optimise future editions.

The first newsletter will likely be distributed in May 2023, depending on the progress of the project.

A subscription pop-up box compliant with GDPR regulation will be added to the website to encourage visitors to subscribe to the newsletter in order to receive the latest project results and achievements.

8.5 Videos

A total of 1 video will be produced throughout the EIS project. The video produced will be an animated explainer video presenting the project, its objectives and expected impacts. The video will be online at M33.

The video will be featured on the project website and widely disseminated on EIS social media channels.

8.6 Press releases

To ensure efficient communication and visibility in mainstream and specialised media in the field of minerals, raw materials, and exploration information system, press releases will be distributed. The first press release was shared in June 2022 announcing the project's kick-off meeting. It has been made publicly available on the project's social media platform and website landing page.

Figure 15. First press release

Press releases will be shared whenever relevant depending on the achievements of the project. In particular, at least 3 additional press releases will be distributed during the project in support of the general public awareness campaign and the advertising of the EIS tool.

9. Awareness raising campaign

In order to reach out to the general public, a specific awareness raising activity will be developed. The purpose is to raise the awareness of a broader, less technical audience such as policymakers, NGOs and the general public, and informing and educating them on the importance of raw materials for the transition towards a green future.

An awareness campaign aimed at the general public, will popularise the issue by developing messages that are clear, straight-forward and close to raw materials concerns. The campaign will be based on **8 easy-to-understand and visually appealing elements, each delivered on a regular basis for one year (from M6 to M24).** Messages will be defined in collaboration with all partners which will provide recommendations, address challenges and identify areas of interest in which to raise awareness of where it is most relevant to engage with the general public.

The communication channels previously described in this document will be heavily mobilised to make the awareness campaign a success:

- **Media relations:** at least one press release will be shared at the launch of the general awareness campaign. LGI will ensure that the campaign is pushed in mainstream and specialised media (sectoral, environmental, professional press), such as newspapers, magazines, radio and/or television.
- **Social media**: the social media channels of the project (Twitter, LinkedIn) will be used to connect with the general public and create a two-way dialogue. Messages will be targeted according to audience profiles. As social media will be the main communication channel for the awareness campaign, a dedicated hashtag will be created.
  - o Membership of relevant LinkedIn groups and the dedicated EIS LinkedIn page, will enable the project to contribute to discussions on the topic of raw materials, highlighting articles and events happening. This will enable the establishment of the EIS project as a credible, reliable voice in this area.
  - o Twitter will be used to create a follower base firstly by following similar projects, organisations and thought leaders in the field and then by sharing relevant information from the EIS project and beyond to establish it as an interesting, thought-provoking commentary on this topic.
  - o Online media and influencers: Social media influencers will be contacted to share the campaign messages with their online communities. Online general/science/technical magazines and relevant blogs with a general audience will be contacted and targeted to act as relays to promote the campaign and the key messages of the project. NGOs will also be contacted to act as communication relays.

o   Success metrics will be followed to adjust the campaign, if necessary, to deliver traction, make the biggest impact and encourage audiences to advocate for on the importance of raw materials for the transition towards a green future.

The outcome of this task will be reported in Deliverable 6.3 "Updated version of the Communication, Exploitation and Dissemination Plan".

10. Dissemination channels and content

10.1 Interactions and exchange with other related projects

EIS will aim to foster a close collaboration with relevant networks, clusters, and initiatives at European and national/regional levels to share information and exploit synergies and additional dissemination channels. Several networks, clusters, initiatives, and platforms at the European and national/regional level to establish close collaboration with EIS have been identified:

- **SEMACRET** - Sustainable exploration for orthomagmatic (critical) raw materials in the EU: Charting the road to the green energy transition (Horizon Europe)
- **AGEMERA** – Agile Exploration and Geo-modelling for European Critical Raw materials (Horizon Europe)
- **VECTOR** - Vectors to Accessible Critical Raw Material Resources in Sedimentary Basins (Horizon Europe)
- **GREENPEG** - New Exploration Tools for European Pegmatite Green-Tech Resources (H2020)
- **DroneSOM** - Drone Geophysics and Self-Organizing Maps (EIT RawMaterials)
- **GoldenEye** - Earth observation and Earth GNSS data acquisition and processing platform for safe, sustainable and cost-efficient mining operations (H2020)
- **MinExTarget** - Enhanced Use of Heavy Mineral Chemistry in Exploration Targeting (EIT RawMaterials)
- **EGT-TWINN** - Enhancing research capacity at the Geological Survey of Estonia to accelerate the country's transition to green energy (Horizon Europe)

10.2 Conferences and events

Presenting the EIS results at conferences and having a booth to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage closely with stakeholders.

The project consortium will attend events that are relevant to the topic and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented.

An online form (described in section 4.2) has been created to track and monitor partner participation in international and national conferences.

The EIS project has identified several events of interest including the following:
- Fennoscadian Exploration and Mining (FEM) Conference 2023
- PDAC Annual Conference 2023, 2024 & 2025
- Raw Material Week 2022, 2023 & 2024
- ProExplo
- SME (Society for Mining, Metallurgy and Exploration) Annual Conference
- The Metallurgy and Materials Society (Metsoc) Conference of Metallurgists
- CONIMETM – International conference of metallurgy, materials and environment
- Society for Geology Applied to Mineral Deposits (SGA) Biennial Meetings
- Society Economic Geologist meetings
- FOSS4G (Free and Open-Source Software for Geospatial) annual conference

EIS will also hold a **final event** to present project findings and the EIS toolkit and QGIS wizard to key stakeholder groups, maximizing the project's impact. We will aim to organize the final event with all partners with a similar initiative or European project to increase the project's visibility and reach. Key aspects of the event will be accessible online so as to allow stakeholders who are unable to travel the ability to participate.

A **Scope Engagement Forum** will be organized by EIS to engage with a diverse set of relevant stakeholders: policy makers, regulators, academia, NGO's, citizens and end-users (exploration companies, industry). The end goal is to build a critical mass of interested stakeholders to stimulate stakeholder engagement and to enhance societal acceptance and uptake of new innovations. The event will combine dialogue sessions, awareness raising activities, demonstrations and workshops to understand the stakeholder needs (end-users and any related third party). The event is also the occasion to identify motivated stakeholders who could be involved throughout the rest of the project and after the project ends, in particular beta-testers who could take part in the test activities of WP4.
The event will span over one day and gather around 50 participants. It will also be the occasion de gather community of stakeholders around the project and project ambassadors who will contribute to the dissemination

The format and logistics of the EIS events will depend on the situation surrounding COVID-19. The events are envisioned to be held physically but the partners will be ready to transform them into an online-only or hybrid version to ensure the safety and security of attendees.

10.3 European dissemination channels

All official channels established by EU institutions will be used to disseminate the project's results. The following official EU dissemination channels will be targeted:

Magazines	Research*eu results magazine	www.cordis.europa.eu/research-eu/home_fr.html
	Horizon – The EU Research and Innovation Magazine	https://horizon-magazine.eu/
Portals	CORDIS	www.cordis.europa.eu/home_fr.html
	Horizon 2020 newsroom	www.ec.europa.eu/programmes/horizon2020/en/newsroom

Table 4: EU dissemination channels

10.4 Scientific publications

Several scientific publications will be prepared by lead academic partners involved in the project. These publications will include the main findings of the project's deliverables and will primarily be presented in some of the conferences listed in section 10.2 of this document.

EIS will follow the Horizon 2020 open access policy by providing online access to scientific information that is free of charge to the end-user and that is reusable via platforms such as Zenodo, Open Science Repository and Open Research Europe. In the context of this project, scientific information refers to peer-reviewed scientific research articles, articles, conference papers and research data. The EIS project will combine different measures to foster open access to knowledge as much as possible.

Project partners will be encouraged to regularly share information about their scientific publications when related to textile recycling via the online form described in section 4.2. Summaries of these publications will be disseminated on the project website, through the annual newsletter and on all social media channels.

Some journals we will contact for the project:
- Mineralium Deposita
- Economic Geology
- Ore Geology Reviews
- Geology
- Journal of Applied
- Geochemistry
- Computers &
- Geosciences
- Precambrian Research

10.5 Key performance indicators

Activity	Description	Target
Public website	Main communication tool for promoting the EIS project. Interactive, dynamic, easily accessible online entry point to the project	5000 visits [M36]
Comms toolkit	These will support communication and dissemination activities by promoting the EIS brand.	Roll-up and/or poster displayed at at least 6 events by the end of the project
Press releases	3 press releases in support of the general public awareness campaign and the advertising of the EIS tool	50 views on the website and press release sent to at least 25 relevant journalists and/or influencers
E-newsletters	At least 3 e-newsletters to be sent to the EIS subscribers	At least 200 subscribers by the end of the project
Project videos	1 online video presenting the project, the tool developed and its benefits	A least 250 views [M36]
Short courses	Consortium partners will deliver a hands-on presentation of the EIS toolkit and the QGIS wizard to professionals in the raw materials sector.	2 conferences where the short course is presented (PDAC 2024 and FEM 2023)
Final event	Presentation of project results and promotion of the EIS toolkit and QGIS wizard.	Dissemination of project results, presentation of the EIS tool and toolbox, closer links with stakeholders
External events	Consortium partners will actively promote the project, its objectives and results at relevant external events through oral and poster presentations.	9 events and conferences where partners have participated [M36]
Publications	Consortium partners will promote the project, its objectives and results by way of written publications, ensuring Open Access.	12 journal or conference publications [M36]
Twitter	To build an online community in the fields of raw materials and sustainability, and to raise awareness	At least 250 followers [M36]
Linkedin	To build an online community of professionals in the raw materials sector and foster engagement with the project	At least 100 followers [M36]

Table 5: Key Performance indicators

11.Conclusion

The Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote EIS and its results in an efficient yet impactful way. The plan will be updated and improved based on the monitoring results collected and an interim report on the communication and dissemination activities (D6.2) carried out in the first 20 months of the project will be submitted at M20.

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