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# DELIVERABLE 2.1

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## Concept for Internal and External Communication and Stakeholder Dialogue

<b>Work package</b>	WP 2: communication, outreach, dissemination
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The communication concept and strategy of SERA has the aim to specify the scope of the project's communication activities. This includes the definition of specific communications goals, of internal and external target groups, and of suitable communication measures. This concept is a living document and will be reviewed and updated.

## 1 About SERA

The 'Seismology and Earthquake Engineering Research Infrastructure Alliance for Europe' (SERA) aims to reduce the risk posed by natural and anthropogenic earthquakes. SERA will significantly improve the access to data, services and research infrastructures for scientists and other professionals. SERA will deliver solutions to reduce the natural and induced earthquake risk based on innovative research and development projects in seismology and earthquake engineering.

SERA is a Horizon 2020-supported programme responding to the priorities identified in the topic INFRAIA-01-2016-2017 'Integrating Activities for Advanced Communities'. SERA involves 31 partners and 8 linked third parties in Europe.

Specifically, SERA...

- collaborates with researchers involved in previous seismology and earthquake engineering projects like EPOS, NERA, SHARE, SERIES, NERIES, and SYNER-G;
- facilitates access to ten high-class experimental facilities such as shaking tables and reaction walls;
- offers access to data and products in seismology and anthropogenic seismicity in Europe;
- promotes multi-disciplinary science across the domains of seismology, anthropogenic seismicity, near-fault observatories, and deep underground laboratories to achieve an improved understanding of earthquake occurrence;
- SERA facilitates collaboration and innovations in the fields of deep seismic sounding, experimental earthquake engineering, and site characterization. It will do so by expanding the access to seismological observations and infrastructures as well as by strengthening exchange within the expert's community.

These efforts will lead to a revised European seismic hazard reference model. Also, the outcomes of the project will help to develop a first, comprehensive framework for seismic risk modelling at European scale. Furthermore, SERA will develop new standards for future experimental observations in earthquake engineering; for the design of instruments and networks for observational seismology; and reliable methodologies for real-time assessment of shaking and damage.

## 2 Communication Goals

SERA...

- communicates transparently, openly, and up-to-date;
- supports cooperation among the project's participants;
- informs and connects scientists, professionals and non-professionals in the field of seismic hazard and risk in Europe and beyond;
- promotes the access to ten high class research facilities and informs on access to data and tools;
- supports the seismo@school program;
- offers access to project deliverables;
- enhances the understanding of seismic hazard and risk.

SERA and its participants are seen as reliable, competent, innovative, well connected and ambitious players in the field of seismology and earthquake engineering.

### 2.1 Internal Communication

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The internal communication covers all activities among the participants and enables exchange through different communication channels. The internal communication aims to provide an optimal work environment, where information is easy to retrieve and general knowledge is equally accessible for all participants.

The project participants are...

- continuously updated about the goals, specific tasks, and accomplishments of the various work packages;
- provided with news from the management;
- given access to an internal workspace.

The project participants know...

- the general goals, tasks and milestones of SERA;
- how to connect with scientists from other fields for joint research;
- how to act in public as ambassadors of SERA.

### 2.2 External Communication

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The external communication comprises all communication activities addressing professionals in the field of seismic hazard and risk such as engineers, seismologists, the industry, and public managers. SERA's communication also targets policy makers, as well as interested non-professionals like media, citizen scientists, homeowners, students, teachers, and other interested persons. The external communication activities comprise the stakeholder dialogue.

### 2.3 Responsibility

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Work package 2 'communication, outreach, and dissemination' is responsible for all communication activities.

## 2.4 Target Audience

The following table indicates the relevance of different communication measures for the main target groups of SERA.

	Internal communication	Information about access to data and research infrastructures	Workshops	Scientific publications	Scientific summaries	Project news	Deliverables
Project participants	X	X	X	X	X	X	X
EC				X	X	X	X
Professionals in the field of seismic risk and hazard, industry, engineering practitioners		X	X	X	X	X	X
Policy makers					X	X	X
Media, citizen scientists, interested public, homeowners					X	X	X
Students, teachers			X		X		

## 3 Communication Measures

### 3.5 Overall

#### 3.5.1 Corporate Design

<b>Responsibility</b>	ETH
<b>Task</b>	Develop, implement and establish a corporate design, including a logo; develop templates for deliverables and presentations
<b>Function</b>	Consistent appearance and visibility of the project; project identity
<b>Relates to</b>	Website, internal newsletter, newsheets, factsheets, presentations, deliverables
<b>Tool</b>	Word and PowerPoint templates

#### 3.5.2 Email Distributor

<b>Responsibility</b>	ETH
<b>Task</b>	Generate a contact list with specific e-mail distributor lists (whole consortium, each WP, external target groups)
<b>Function</b>	Simplify contact and communication, avoid to receive too many emails
<b>Relates to</b>	Internal newsletter, newsheet, internal project information
<b>Tool</b>	Sharepoint

### 3.5.3 Recognition Sign

<b>Responsibility</b>	ETH
<b>Task</b>	Create a pin/badge with SERA-logo
<b>Function</b>	Make SERA participants visible at conferences and meetings; facilitate exchange at conferences among SERA participants
<b>Success factor</b>	Usage by participants

## 3.6 Internal Communication

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### 3.6.1 Internal Newsletter

<b>Responsibility</b>	ETH
<b>Task</b>	Regular distribution (3 times a year) of an internal newsletters: create template, plan content, edit newsletter
<b>Function</b>	Update participants about important administrative issues, meetings, deliverables; inform about milestones in other work packages; strengthen the community by giving informal insights to the project
<b>Success factors</b>	Opening and click rate, collaboration and feedback by partners
<b>Tool</b>	Mailchimp

### 3.6.2 Shared Workspace and Calendar

<b>Responsibility</b>	ETH
<b>Task</b>	Setup of an internal workspace with calendar, contact lists, folder structure; training of participants in the use of the shared workspace
<b>Function</b>	Storing and sharing of data and documents
<b>Success factor</b>	Usage by partners
<b>Tool</b>	To be defined

### 3.6.3 Internal Meetings and Events

<b>Responsibility</b>	ETH
<b>Task</b>	Support internal meetings and events
<b>Function</b>	Facilitating exchange among SERA participants
<b>Success factor</b>	Number of meetings, participants

## 3.7 External Communication

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### 3.7.1 Website

<b>Responsibility</b>	ETH
<b>Task</b>	Setup and updates of website <a href="http://www.sera-eu.org">www.sera-eu.org</a> . The website is the main external communication tool of SERA.
<b>Function</b>	Access to project information, current developments and achievements, contact and other useful information
<b>Success factors</b>	Website traffic, number of page views, document downloads, feedback and emails received
<b>Tool</b>	OpenCMS

### 3.7.2 Newsheets

<b>Responsibility</b>	ETH
<b>Task</b>	Regularly distribution (2 times a year) of an external newsheet: create template, plan content, edit newsheet

<b>Function</b>	Provide deeper insights to the project (compared to news on the website), spread knowledge, inform about achievements of SERA
<b>Success factors</b>	Growing of mailing list, opening and click rate, feedback
<b>Tool</b>	Mailchimp

### 3.7.3 Workshops

<b>Responsibility</b>	JRC, EUCE, NERC, NOA, INFP, IST, CNRS, GFZ, UU, CSIC, INGV, UPAT, ETH, UPORTO, BOUN
<b>Task</b>	Organization of workshop for professionals, non-professionals, and teachers
<b>Function</b>	Spread knowledge and open the dialogue between the different target groups
<b>Success factors</b>	Number of participants, reach of material, feedback

### 3.7.4 Factsheets

<b>Responsibility</b>	UPAT
<b>Task</b>	Summarize results for external target groups, explain basic earthquake engineering and seismic research terminology (shaking tables, reaction walls, etc.)
<b>Function</b>	Visibility, explain the outcomes of the project
<b>Success factors</b>	Number of downloads, feedback

### 3.7.5 Distribution

<b>Responsibility</b>	ETH, all
<b>Task</b>	Spread the word on successful, existing platforms like university / partner websites
<b>Function</b>	Visibility
<b>Success factors</b>	Increased website traffic, growing newsheet mailing list

### 3.7.6 Presentations at Conferences

<b>Responsibility</b>	ETH, all
<b>Task</b>	Connect with scientists from other fields; dissemination of scientific results
<b>Function</b>	Visibility
<b>Success factors</b>	Increased collaboration, growing newsheet mailing list

### 3.7.7 Social Media

<b>Responsibility</b>	ETH
<b>Task</b>	Post SERA-news (more frequently than news on website); follow accounts from partners and related projects
<b>Function</b>	Visibility; inform when SERA participants give talks in conferences, publish a paper, or had a successful collaboration
<b>Success factors</b>	Followers, frequency of posts
<b>Tool</b>	Twitter
<b>Comment</b>	We will establish this account only if there is enough content to post regularly. The decision is based on the input of the project participants for the newsletter, the newsheets, and for news on the website. We would open the account in the first half of 2018.

## 4 Timeline 2017 to 2020

Task	Name	Deadline
D 2.1	Concept for internal and external communication, including website concept	2017/08
M 6	Internal communication tools enabled (e-mail distribution list, workspace, corporate design)	2017/08
D 2.4	Website design enabled	2017/09
D 2.4	Principle website content online	2017/10

D 2.5	First internal newsletter	2017/10
D 2.10	First bi-annual newsheet	2017/11
D 2.5	Second internal newsletter	2018/02
D 2.10	Second newsheet	2018/05
D 2.12	Data management plan (EUCE)	2018/05
D 2.7	First factsheet (UPAT)	2018/05
D 2.5	Third internal newsletter	2018/06
D 2.13	First workshop (JRC)	2018/07
D 2.10	Fourth internal newsletter	2018/10
D 2.5	Third newsheet	2018/11
D 2.5	5th internal newsletter	2019/02
D 2.10	4th newsheet	2019/05
D 2.5	6th internal newsletter	2019/06
D 2.10	7th internal newsletter	2019/10
D 2.5	5th newsheet	2019/11
D 2.5	8th internal newsletter	2020/02
D 2.10	6th newsheet	2020/04
D 2.15	Interactive web tool (EUCE)	2020/05
D 2.16	Final summary addressing stakeholders (JRC)	2020/05
D 2.17	Final compilation technical reports (EMSC)	2020/05