UNICORN

D5.1 – Dissemination and Communication Plan

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0.1	2025-01-23	T. Justa, ALPHA	Initial draft
0.2	2025-02-28	T. Justa, ALPHA	Updated draft for internal review
0.3	2025-03-07	M. Kaskara, NOA D. Aifantopoulou, EDGE	Internal review
1.0	2025-03-20	T. Justa, ALPHA	Final version for submission

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Acronyms

Acronym	Explanation
C&D	Communication and dissemination
DMP	Data Management Plan
DoA	Description of Action
EC	European Commission
FAQ	Frequently asked questions
GA	Grant Agreement
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
PPT	Powerpoint presentation
RRI	Responsible Research and Innovation
U&S	Users and stakeholders
WP	Work Package

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1 Scope of the document

This document describes the communication and dissemination activities plan for the UNICORN project. The general purpose of this document is to present a concrete plan of activities which will increase the scientific visibility and maximise the expected impact of the project outcomes. Moreover, this document complies with the obligations outlined in the Horizon Europe Grant Agreement (Article 17).

With the two terms, although being often used interchangeably, we refer to two distinct types of activities:

- Dissemination activities will make the project results available to the scientific community, industry, and other targeted sectors of interest. They are characterised by a scientific language and will contribute to advance the related state-of-the-art.

- Communication activities will increase the overall public visibility of the project. They are characterised by an accessible language and simplified wording for the wider benefit of innovation, the economy, and the society as a whole.

The present deliverable 5.1 will address both types of activities.

1.1 Applicable documents

Table 1: Applicable documents

ID	Title	Version	Date
[AD. 1]	Grant Agreement incl. Description of Action	1.0	23/09/2024
[AD. 2]	Consortium Agreement	1.0	01/10/2024

1.2 Reference documents

Table 2: Reference documents

ID	Title	Version	Date
[RD.1]	D2.1 End-users' requirements report	1.0	31/03/2025
[RD.2]	D1.5 Data Management Plan	1.0	31/03/2025
[RD.3]	D1.4 GDPR, Gender Balance and Ethical Issues Management Plan	1.0	31/03/2025

2　Introduction

For a systematic and successful communication of the project progress and outcomes, a communication strategy is defined and formalized into this Dissemination and Communication Plan to highlight the achievements of UNICORN and communicate them to stakeholders, scientific community, industry and general public.

The Dissemination and Communication plan is the guide covering the common understanding of the main messages to be distributed, their desired effect and to whom and how they are going to be transmitted. The plan is developed at the beginning of the project (M6) by dedicated communication experts and will be incrementally updated to reflect project needs and outcomes.

3　Communication and Dissemination strategy

Communication and Dissemination strategy will define which key messages should be sent from the partnership, which are the targeted audiences, what are the channels, and what are the goals of communication and dissemination. Considering the large network provided by the partners of the project, these activities will have impact at national, European, and global level.

3.1　Communication and Dissemination objectives

The planned comprehensive communication strategy aims to fulfil the <u>following objectives</u>: i) to raise awareness about disaster risk reduction and emergency management; ii) to communicate on how *UNICORN* derived technologies will impact diverse industries across Europe; iii) to actively engage with stakeholders to consider their needs and co-design the development of the project; iv) to set the basis for the successful implementation of the technological solutions generated by *UNICORN* supporting the exploitation actions; and v) to show how European collaborations through the consortium in research projects like *UNICORN* promote the development of technological innovations that can build more resilient societies in Europe and beyond.

3.2　Dissemination with respect to stakeholders engagement and clustering activities

Stakeholder participation is a key step in the implementation of the project and a crucial step for dissemination and adoption of UNICORN solutions in real use. By actively engaging with stakeholders on regional, national and international levels, the project consortium will be able to gather inputs from experts and potential users of the technology and identify enabling factors that will support exploitation. Due to the importance of stakeholder engagement in the project, a specific task for identification, management and involvement of stakeholders and lighthouse customers and identification and interconnection with relevant research initiatives and other projects (in particular, but not limited to Horizon Europe projects) was defined in the framework of the project (Task 5.2 Stakeholders engagement and clustering activities with other EU initiatives).

This task will follow a series of actions to identify and engage with stakeholders and relevant clusters, in particular:

- Stakeholder mapping: identifying who the main users and stakeholders are, where they are coming from, and how they can be structured or prioritized based on the definition of user personas, identification of user requirements and recognition of business potential.

- Cluster mapping: identifying relevant research initiatives and projects in particular in Horizon Europe and other funding programmes, and mapping of intersections in project objectives, target segments, stakeholders or technology.

- Design of an engagement plan for stakeholders and clusters: identifying the type, channels and a detailed plan for engagement, identifying events and conferences for networking or joint participation.

Review and improvement: by analysing the feedback, goals and strategies can be revisited and areas for improvement can be identified, impacting e.g. UNICORN's exploitation strategy.

3.3 Value proposition and Identification of targeted groups

To tailor and maximise the effects of communication, dissemination and exploitation efforts within UNICORN, the following stakeholder clusters have been identified. Overall, UNICORN aims to contribute to building resilience against climate risks by developing Earth Observation-powered tools for early warning, forecasting, and hazard monitoring, empowering businesses and communities and boosting emergency management. UNICORN's goal is to develop tools and applications which enable a more resilient and inclusive society via better-informed and integrated emergency response services based on Copernicus services.

For an effective realisation of the dissemination and communication strategy, it is crucial to know who the subjects for the promotion are. For this reason, key users — stakeholders were identified at the beginning of the project. Moreover, the identified stakeholders were clustered in different target groups to engage and involve the key actors of the UNICORN value chain, such as for example during the preparation of deliverable D2.1 End-users' requirements report [RD.1]. In general, target groups could be entities and/or individuals that can potentially benefit from the project results. As far as UNICORN project is concerned, a preliminary identification of users and stakeholder clusters is presented in Figure below and will be continually refined within the project, in line with task T5.2.
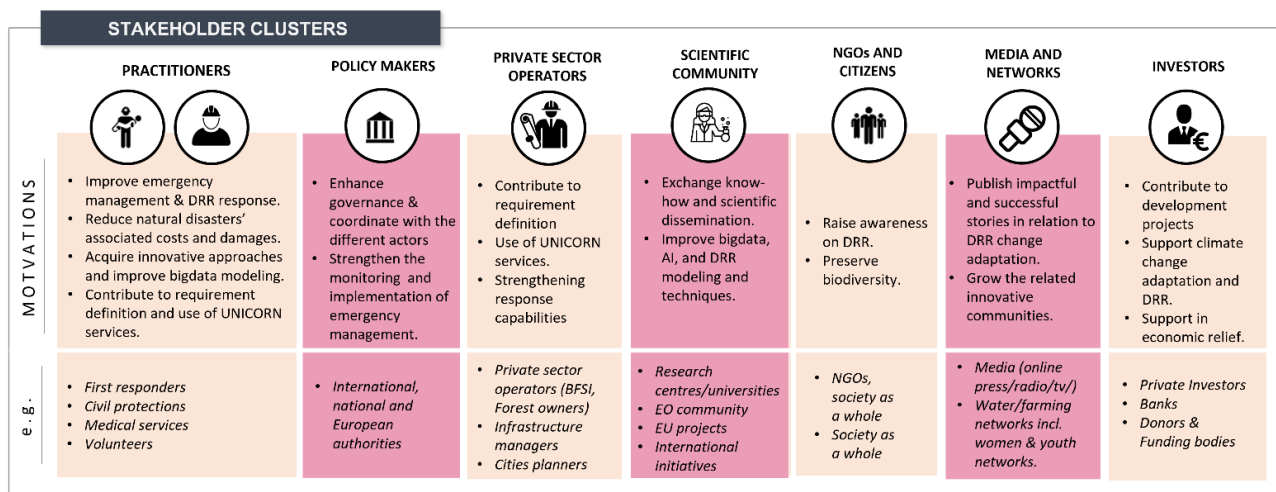
Figure 1: Stakeholder clusters

To maximise its societal, scientific, and technological impact, UNICORN will combine numerous communication, dissemination, and exploitation actions tailored to efficiently target these stakeholder clusters.

3.4 Communication and dissemination strategies

The communication and dissemination (C&D) strategy is designed to gradually enhance engagement with the project's C&D activities throughout its 30-month duration. Specific C&D actions will align with the achievement of key project milestones, such as the initial versions of UNICORN services in M15, first demo in M18 or final execution of demos by M30. The methods employed will be tailored to effectively convey the intended message to the target audiences. To ensure the timely and strategic sharing of key developments and outcomes, the following approach has been proposed for UNICORN:

Table 3: Communication and Dissemination actions

Actions	Message	Tool	Due date
Actions to present the project	Communicate project objectives, activities, progresses and achievements to create expectations and engage stakeholders	Visual identity/ Logo	M3
		Website	M5 (updated regularly)
		Participation to events	For the whole project duration
		Communication pack	For whole project duration (First materials at M6)
		Social media accounts	M4 (updated regularly)
		Media strategy	M3 (updated monthly)

Actions	Message	Tool	Due date
Actions to raise awareness	*UNICORN* will provide effective solutions to improve prevention, preparedness, response and recovery phases of disaster management	Press and publication strategy	M6, M12, M18, M24, M30
		5 e-Newsletters	1 every 6 months
		Audio-visual materials	M6, M18, M24, M30
Action to maximize impact	The proposed solution has a key commercial potential/ competitive advantage	Final video	M30
		Communication impact section	M30

The activation of individual communication and dissemination actions will be linked with the achievement of key project deliverables and milestones.

Moreover, the consortium has identified specific dissemination and communication measures based on the target segment:

- Dissemination towards the scientific community: Publications with the results of the planned demonstrations; Participation at relevant conferences; Organisation of thematic workshops.

- Dissemination towards the industry: Participation at relevant industry tradeshows, building and leveraging of meaningful relationships and increasing networking activities; participation in EC project portfolios to disseminate the results as part of a group to maximise project's visibility.

- Dissemination towards public entities: Targeted outreach to governmental bodies, regulatory agencies, and emergency management services. Engagement through policy briefings, participation in public-sector forums, and collaboration with relevant EU and national initiatives. Organization of dedicated workshops and roundtable discussions to highlight how the project's outcomes can support decision-making, improve operational efficiency, and enhance public safety measures.

- Communication towards a wide audience: Actions to present the project, raise awareness through ad-hoc messages and to maximize the impact of results and foster the implementation/ exploitation of outcomes within the targeted industry. Organisation of workshops to show how the services could benefit businesses and governmental activities.

3.5 Communication and dissemination KPIs

To measure the quality of the dissemination activities, the following KPIs have been identified (Table 4):

Table 4: UNICORN Dissemination KPIs

KPI	Target	Responsible partner(s) for tracking[1]
Scientific publication in journals	Min. 6 journals and/or 10 conference papers	NOA, LINKS, MITIGA, RISC
Impact factor of journals considered for UNICORN publications	> 1	Respective partner
Number of workshops attended / organized	At least 20 / 3 (one per year; one per use case)	NOA, LINKS, MITIGA, RISC, EDGE, RoA, INGV, SIS2B
Percentage of ISI-indexed journal	90%	Respective partner
Ranking of conferences	90% must belong to tier 1 A or tier B2	Respective partner

The quality of the communication activities will be assessed and monitored by the following identified KPIs (Table 5):

Table 5: UNICORN Communication KPIs

KPI	Target	Responsible partner(s) for tracking[1]
UNICORN social media community	5,000 followers and 10,000 interactions (like, shares, comment) with users via project's social media channels.	ALPHA
Website visits	20,000 visits to UNICORN website	ALPHA
Video views	At least 5,000 views overall	ALPHA
Press references	At least 20 (general/non-scientific) publications by Consortium	NOA, LINKS, MITIGA, RISC, EDGE

It shall be highlighted that all partners are involved in the Communication and Dissemination activities and share responsibility to achieve the defined KPIs. It is

[1] The assignation of responsibility for tracking is presented to highlight the involvement of all partners in communication and dissemination activities to achieve the defined targets.

essential that all partners contribute and keep the WP5 leader (ALPHA) updated on news, updates, and events.

3.6 Implementation plan timeline

During the first months of the project the consortium members have worked and focused on the definition of the branding, the creation of the communication kit and of the website. Starting M6 the partners will agree on an editorial plan which will define the roadmap for the creation of communication and dissemination materials along the results achieved. Table 6 provides a preliminary timeline for the implementation of C&D activities.:

Table 6: C&D Implementation timeline

Communication & dissemination	Due date	Responsible partner
Communication kit (e.g., ppt, template, etc.)	M3	ALPHA
Project website	M5	ALPHA
Editorial plan[2]	M6	ALPHA
Project video	To be defined in the editorial plan starting from M6	ALL partners involved
Publication in professional magazines		
Publication overview of peer-reviewed journals/conferences/proceedings		
International events/workshops		

3.7 Internal communication and dissemination

A key factor for the success of the UNICORN project is ensuring effective communication and dissemination among consortium members. Project partners will play a dual role as both potential testers and users of the project's solutions and outcomes. Additionally, they have a significant influence on related scientific and industrial fields. The UNICORN consortium includes leading academic institutions, industry players, and other key stakeholders across various market segments, serving as a natural conduit for sharing project results with a broader audience.

All partners are encouraged to engage actively with the WP5 leader responsible for communication and dissemination (ALPHA) and the project coordinator (NOA). Internal documents and files will be securely shared via the Project Collaborative space on the Google Drive. A dedicated file for tracking of communication and dissemination activities (Comm and diss monitoring tool_UNICORN.xlsx) has been created and shared with partners.

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[2] We will start dissemination across all channels and keep track of the various posts as KPIs

4 Communication and dissemination tools

This chapter provides a (non-exhaustive) list of tools to be used within the UNICORN project. The communication kit including branding, templates and PPT was integrated with the first release of the project website at M5.

4.1 Project presentation

Project presentation provides UNICORN's audiences with an overview and a summary of the main project objectives and characteristics. It introduces the main project idea, use cases, the approach, and the expected outcomes of the UNICORN project. The presentation is uploaded onto the shared project space, and it will be updated based on project updates and development or specific needs. The dissemination actions aimed at improving user and stakeholder (U&S) awareness should be considered the most relevant activities for the project, given that it is important to make U&S aware of how the proposed technologies work and how the final products could benefit them.

Figure 2: Project presentation first page

4.2 Project website

The project website acts as a main dissemination portal of the project advances, results, and acknowledgments. The website is available online starting from M5 at the following address: https://unicorn-project.com/.

The official UNICORN website includes all the general information and the institutional description of the project. Adhering to the guidelines outlined in the brand book to maintain a consistent look-and-feel in production, and aligning with the defined communication objectives,

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a web portal will be continually updated to include project's progress, results, news, and contact information (links to social media, newsletters, email). Content, including text and images, will be created to populate all pages while adhering to the rules for proper search engine indexing.

The website will incorporate all the necessary information and data, including contact forms, news and social media links. The navigation menu will be clear and simple, allowing users to easily find the information they need. Fast loading times shall be maintained to prevent user frustration and site abandonment. The site will have a responsive web design, optimized for mobile devices, ensuring easy accessibility and usability on smartphones and tablets. Cross-browser compatibility shall be ensured, making the site function correctly on different web browsers. It will also be connected to major search engines. "Contacts" section shall provide contact or subscription forms, allowing users to get in touch with the consortium or subscribe to the newsletter to stay updated. The website will have personalized email addresses to streamline and optimize communications, which will also be useful for setting up and managing the newsletter effectively. The site has to comply with privacy policies, terms and conditions, and web accessibility standards. On all pages, there will be links to social media channels and the option to subscribe to the Newsletter. Project's social media shall be integrated to increase visibility and facilitate content sharing.

The website is being structured in six main sections:
- HOMEPAGE
- ABOUT
- PARTNERS
- UPDATES & EVENTS (NEWS, RESOURCES, OUTCOMES, DOWNLOADS)
- FAQ
- CONTACTS

Additional pages can be added based on the expressed needs and the progress of the project.

Pages will have header and footer. The HEADER will contain the logo, the page menu (including the dropdown menu), and, in case the need for additional languages arises during the project's lifespan, it will be possible to add them.

The FOOTER will contain social media icons (with redirecting link to each social media page), Newsletter subscription, menu overview and the funding acknowledgement.
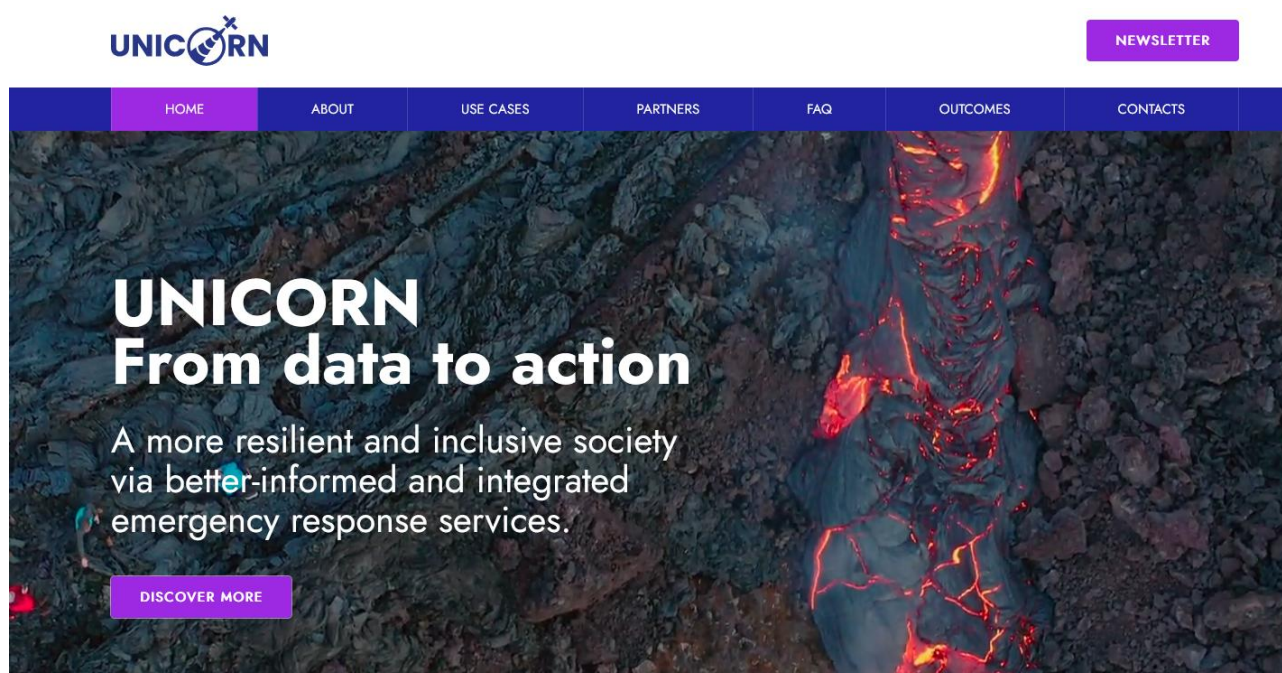
Figure 3: Project website (main page)

4.3 Project news

Articles, interviews, and background information can be found in the news section of the project website, which is constantly updated with new project developments. This section of the website is the main communication and dissemination channel of the project. To achieve all the objectives and respect KPIs, all partners of the UNICORN consortium will be engaged to participate. Indeed, being a cross-action, the dissemination and communication plan activities are interlinked with all the project's achievements at all stages of progress.

4.4 Press releases

Press Release is a formal announcement to the national or specialised/technical press. Goal of the press release is to present a short overview of the UNICORN project to the public and its following achievements. Each partner will draft their own press releases focusing on country or business specific points. Project's press releases will follow the Editorial plan.

Before engaging in a communication or dissemination activity expected to have a major media impact, partners must inform the granting authority and the leader of Communication and Dissemination activities (ALPHA).

4.5 Social media network accounts

The consortium decided to use Twitter/X and LinkedIn for communication of project results to the general audience. The social media accounts will be operated by ALPHA. Rules will be defined for the engagement of all partners that will be encouraged to follow the project social profiles and share new posts both as organizations and individuals.

Social media platforms are an open communication line to customers, they have billions of active users, providing an extensive audience reach.

We can connect with potential customers, partners, and stakeholders from around the world. It allows us to tap into a diverse and global audience that may not be accessible through traditional communication channels.

The social media profiles will also serve as containers and launchpads for other chosen forms of communication, such as sharing documents, videos, events, photos, website links to generate organic traffic, and more. They will act as showcases to present all available information to a broad audience and serve as a cohesive platform connecting with other media.

This way, we will create a communication "ecosystem" in which all media, both traditional and non-traditional, are interconnected, ensuring the user does not miss any information. This reuse extends the lifespan of other traditional forms of communication. The project will reach a wider audience through various channels optimizing the content creation/communication process. By tagging and mentioning partners, involved individuals, facilities, etc., and leveraging their user networks, we will facilitate reposts and shares, thereby driving traffic to our page, organically growing the follower community and optimizing the reach of our communications. All posts and contents will aim to present the UNICORN project to audiences outside the consortium.

Moreover, in view of the utilisation of social media channels, some suggestions on the main hashtags and key words to be used will be shared with the UNICORN partners.

In this context, it must be highlighted that a proper use of tag and hashtags will help increase UNICORN social media presence and better indexing, as they make the content viewable by anyone who has an interest in the proposed hashtag/tag as it goes beyond just the followers of UNICORN.

Tagging consortium partners could increase the reach and foster the networking as well. Nevertheless, all Consortium partners are actively invited to share UNICORN project development and results to their own communication office to maximise the reach of the communication activities.

In this sense, to optimize communications and promote the dissemination of information, as well as the growth of channels, we ask all partners to follow all of UNICORN's social media channels (both with their corporate and personal accounts) and to engage with the content to maximize post coverage through shares, likes, comments.

UNICORN SUGGESTED HASHTAGS:

#UNICORNproject, #Emergency, #EmergencyManagement #ClimateRisks, #ClimateChange, #EarthObservation, #Wildfires, #Floods, #Collaboration, #LavaFlow, #NaturalHazards, #DisasterRiskResilience, #VolcanicEruption, #EarlyWarning, #HorizonEurope, #EUSPA

Other Keywords:

Disasters, Preparedness, Response, Forecasting, Hazard, Resilience, Data Monitoring, Insurance, First responders, Parametric Insurance
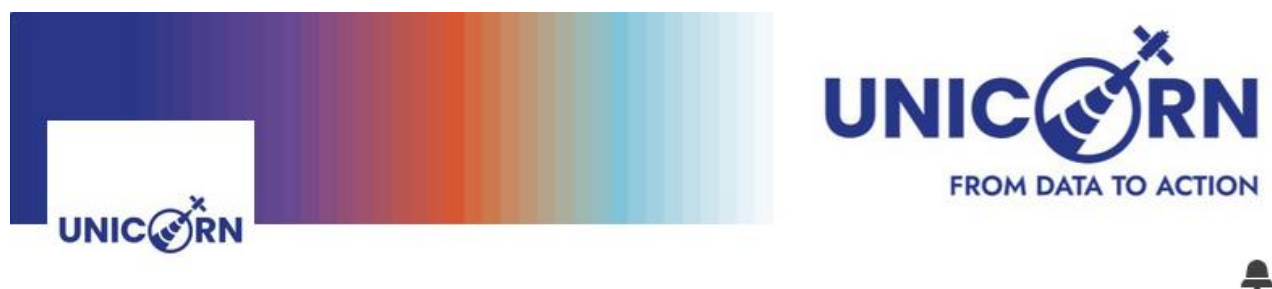
Figure 4: LinkedIn profile

Figure 5: Twitter/X profile

4.6   Printed and digital (multimedia) materials

Printed and digital materials intended for a wider audience than just specialists will be prepared during the project. This includes in particular photos and videos from the use cases, audio interviews and video materials, slides, motion graphics animations, poster infographics, banners, and brochures to present the project to a broad audience.
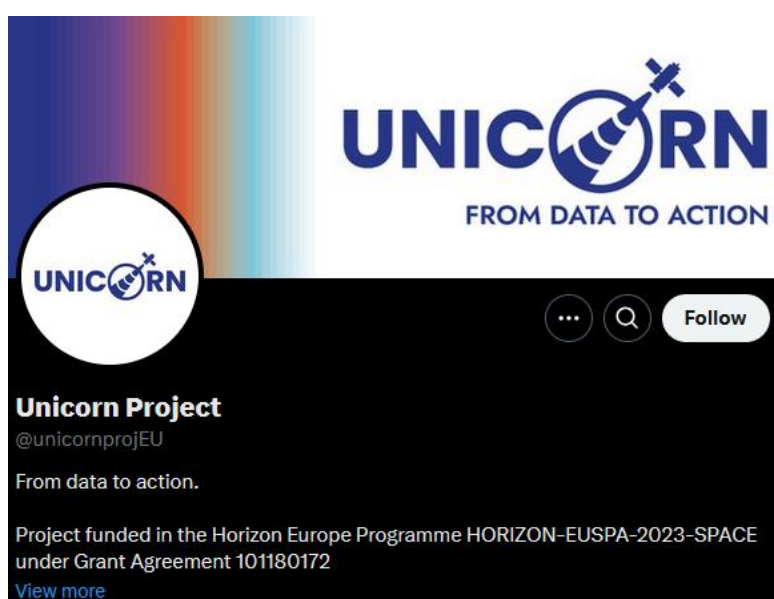
Any partner may request the preparation of a tailored materials for presentation of UNICORN project at specific events or occasions (e.g. conferences, clustering events, meetings with stakeholders). These materials can be made for digital use or for printing. The request must be communicated and coordinated with the leader of Communication and Dissemination activities (ALPHA) in sufficient lead time to reach required quality.

4.7 Project public deliverables and reports

Upon approval by the European Commission, all deliverables indicated as public in Annex 1 to the Grant Agreement must be made available in public domain. Table 7 lists all public deliverables within UNICORN project.

Table 7: List of UNICORN public deliverables

Del.	Deliverable name	WP	Lead	Type	Diss. Level	Delivery date
D1.1	Project Reporting	1	NOA	R	PU	M12, M24, M30
D2.1	End-users' requirements report	2	EDGE	R	PU	M06
D2.2	Service Architecture and Technical Specifications report	2	RISC	DATA	PU	M08
D2.3	Knowledge graph model and the custom ontology report	2	RISC	R	PU	M08
D3.1	Flood forecasting system	3	NOA	DEM	PU	M30
D3.2	Wildfire early detection, mapping, and nowcasting and high-resolution fire danger forecast	3	LINKS	DEM	PU	M30
D3.3	Lava flow emergency management tool	3	MITIGA	DEM	PU	M30
D3.4	*UNICORN* Knowledge Graph service	3	RISC	DEM	PU	M30
D4.1	Use cases' set-up	4	NOA	R	PU	M18
D4.2	Use cases' execution reports	4	NOA	R	PU	M18, M30
D4.3	Application deployment framework	4	LINKS	R	PU	M30
D4.3	Lessons learned and recommendations	4	LINKS	R	PU	M30
D5.1	Dissemination and communication Plan	5	ALPHA	R	PU	M06
D5.2	Report on Dissemination and Communication activities	5	ALPHA	R	PU	M18, M30

* R = Document, report; DATA = data sets, microdata, etc.; DEM = Demonstrator, pilot, prototype; PU = Public

4.8 Publications in professional magazines

UNICORN's advances and results will be published in professional magazines and international news agencies from the science and technology sectors. Table 8 presents a non-exhaustive list of potential magazines to contact for publishing project's results.

Table 8: List of potential online magazines and news agencies

Scientific or technology magazine	Website
Safety Science	https://www.sciencedirect.com/journal/safety-science
Emergency Services Magazine	https://emergencyservicestimes.com/
EU Horizon Magazine & Platform	https://projects.research-and-innovation.ec.europa.eu/en/horizon-magazine
GeoMedia	https://geomediaonline.it/
Les Echos d'Ecofor	http://www.gip-ecofor.org/

4.9 Publications in peer-reviewed scientific journals

Publication of papers in highly relevant international conferences and peer-reviewed journals (ideally with an Open Access policy) will serve as a tool for disseminating the results towards the scientific community and for further advancing knowledge in the project domains. Table 9 presents a non-exhaustive list of scientific peer-reviewed journals which the consortium has identified as suitable for publishing the UNICORN's results.

Table 9: List of identified scientific journals

Scientific journal	Impact factor	Category
International Journal of Emergency Services	1.4	Decision Sciences; Social Sciences
Environment Systems and Decisions	X	Environmental Science
Remote Sensing	4.509	Remote Sensing; Geography
Remote Sensing of Environment	11.1	Remote Sensing
International Journal of Applied Earth Observation and Geoinformation	4.650	Geography; Remote Sensing
Journal of Applied Remote Sensing	1.7	Remote Sensing
Journal of Catastrophe Risk and Resilience	X	Risk Management; Disaster Resilience
International Journal of Disaster Risk Reduction	4.2	Disaster Risk Reduction
MDPI Applied Science	2.5	Multidisciplinary Sciences; Engineering

Scientific journal	Impact factor	Category
IEEE Journal of Selected Topics in Applied Earth Observations and Remote Sensing	3.9	Remote Sensing; Electrical and Electronic Engineering
IEEE Transactions on Geoscience and Remote Sensing	6.5	Remote Sensing; Geosciences

4.10 List of events and conferences

UNICORN partners will participate and present the project advances and results at a variety of targeted group-oriented events such as professional conferences, exhibitions and trade shows, meetings, and workshops. A non-exhaustive list of target academic conferences is identified in Table 10.

Table 10: List of events identified (by M6) for UNICORN participation

International Conferences/acronym	Date or frequency	Place
Disasters Expo USA 25 - FL	March 2025	Miami, FL, USA
EENA Conference	April 2025	Helsinki, Finland
IECM DUBAI	April 2025	Dubai
European Geosciences Union (EGU)	April 2025	Vienna, Austria
GEO Week 2025	May 2025	Rome, Italy
International defence and security exhibition (FEINDEF)	May 2025	Madrid, Spain
European Humanitarian Forum 2025	May 2025	Brussels
Information Systems for Crisis Response and Management (ISCRAM)	May 2025	Halifax, NS, Canada
EARSeL Symposium	May 2025	Prague, Czechia
ICMC - Int. Crisis Management conference	June 2025	X
EU Space Week, Living Planet Symposium	June 2025	Vienna, Austria
IEEE International Geoscience and Remote Sensing Symposium (IGARSS)	August 2025	Brisbane, Australia
INTERGEO	October 2025	Frankfurt, Germany
Congrès National Des Sapeurs Pompiers	October 2025	Le Mans, Francia
Critical Infrastructure Protection and Resilience Europe Expo (CIPRE)	October 2025	BRINDISI, ITALY
Disasters Expo USA 25 - TX	November 2025	Huston, TX, USA
Space Tech Expo Europe	November 2025	Bremen, Germany
American Geophysical Union 2025	December 2025	New Orleans, USA

International Conferences/acronym	Date or frequency	Place
INTERSCHUTZ	June 2026	Hannover, Germany
Global Platform for Disaster Risk Reduction (GP2025)	June 2026	Geneva, Switzerland
European Climate Change Adaptation Conference (ECCA)	June 2026	Rimini, Italy
2026 IEEE International Geoscience and Remote Sensing Symposium	August 2026	Washington D.C, USA
World Space Business Week	September 2026	Paris, France
GEO and EuroGEO workshops	Oct 2025	X
IUGG General Assembly	X	X

5   UNICORN Brand

This section presents the visual identity work performed for UNICORN, which includes logo, tagline, project colour coding and palette, font, and text formatting.

5.1   Project logo & tagline

The UNICORN logo was designed considering its various applications in different forms of communication (web, social networks, apps, traditional prints, etc.).

Figure 6: Project logo

Tagline:

FROM DATA TO ACTION

Figure 7: Project tagline

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5.2 Project partners

Figure 8 shows the logos of UNICORN project partners to be used in project materials.

Figure 8: UNICORN partners

5.3 Project colours

The colour pallet to be used for UNICORN project visual identity is:
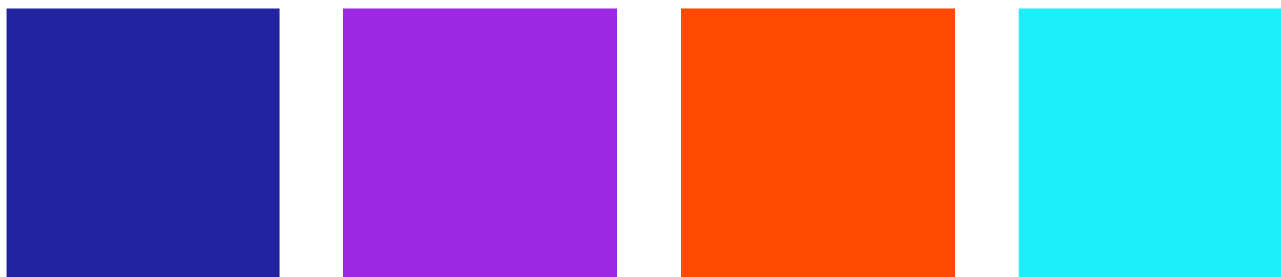

Figure 9: Project colours

In hexadecimal code, the colours are:

Blue #2223A1 — Associated to FLOOD

Purple #9E29E2 — Associated to LAVA

Orange #FF4800 — Associated to FIRE / LAVA

Light Blue #1EEEF8 — Associated to FLOOD, FIRE, LAVA

5.4 Project fonts

The following fonts will be used for written contents in UNICORN's communication, reporting and presentations:

JOST

(sans serif typeface)

Open Font License. Can be commercially used, and even included in a product that is sold commercially.

Sans-serif fonts are specifically designed for a web usage. A "sans-serif" typeface is especially useful for reading on screens, which can be more fatiguing for the human eye. To improve text legibility, it's better to use a straight font. https://fonts.google.com/specimen/Jost

6   Rules and policies for C&D actions

6.1   Communication and dissemination management

Consortium members should refer to the guidelines proposed in this document whenever managing or preparing external communication and/or publications of messages and results to external entities or forms (e.g., magazines, conference paper or oral presentations, scientific publications, etc.). In doing so, they should always inform the leader of Communication and Dissemination activity (ALPHA).

Each partner should also appoint an internal reference person who will oversee the flow of the foreseen communication and dissemination tasks.

6.2   Roles and responsibilities of project partners

All project partners are expected to actively engage with and support the UNICORN's C&D activities, especially in their expertise domains, their WPs, and tasks.

C&D activities should be performed using the available pre-identified tools, participating at conferences with papers or oral presentations, publishing scientific papers on peer-review journals, participating at networking events, to maximise the impact of the UNICORN's project results for future adoption, research advances and potential commercialization.

Below a list of responsibilities of project partners in engaging with C&D activities:

- Overview of the dissemination and exploitation plan;
- Preparation of press releases;
- Project news publication on each partner's institutional (or personal) website;
- Provision of inputs to project news;
- Stakeholder engagement and interaction via institutional channels/networks;
- Organizing stakeholder engagement meetings;
- Creation of multimedia materials;
- Participation at industry and networking events;
- Publication of data and results in peer-reviewed, possible Open Access journals;

- Participation to relevant scientific conferences;
- Overseeing the C&D activities;
- Development or proposal of project communication tools;
- Release of project website and project newsletters;
- Provision of newsletters translations to reach a wider audience;
- Creation of local, regional, national press releases.

6.3   Obligations

According to both Grant Agreement (GA) and Consortium Agreement (CA), all project partners are expected to disseminate project results as soon as feasible, in publicly-available, open access formats — subjected to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

6.4   Dissemination policies

Data protection and intellectual property rights (IPR) must be considered before any dissemination or communication of those results in any forms — as per GA Annex 5, article 17.

6.5   Advanced notice

According to GA Annex 5, article 17, the beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

6.6   Acknowledgement of EU funding and disclaimer

Beneficiaries of EU funding must display the EU flag and the following disclaimer in all their public C&D activities and any infrastructures, equipment, vehicles, supplies or major results funded by the grant:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EUSPA. Neither the European Union nor the granting authority can be held responsible for them.

The EU flag and funding statement must be displayed easily reachable and visible for the public and with sufficient prominence. EU funding must moreover be acknowledged in all types of

public outputs (including patent applications, EU standardisation of results), media contacts and other public statements. The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Figure 10: EU flag images

6.7 Open access to scientific publications

The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications

- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and

- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.

Metadata of deposited publications must be:

- open under a Creative Common Public Domain Dedication (CC 0) or equivalent;

- in line with the FAIR principles (in particular machine- actionable); and

- provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant.

- Where applicable, the metadata must include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

Only publication fees in full open access venues for scientific publications are eligible for reimbursement.

6.8 Open science: research data management

Project beneficiaries must manage the digital research data generated in the action ('data)' in a responsible manner — compiling with the FAIR principles and by taking all the following actions:

- Establish, maintain, and update a Data Management Plan (see Deliverable D1.5 [RD.2])

- At the earliest time possible and within DMP-stated deadlines, deposit data in trusted repositories (if required by the call, these repositories must be federated in the EOSC and be compliant with EOSC requirements)

- At the earliest time possible and within DMP-stated deadlines, ensure Open Access (through repositories) to the deposited data, under the under the latest available version of the Creative Commons Attribution International Public License (CC BY) or the Creative Common Public Domain Dedication (CC 0) or an equivalent license rights. The principles of "as open as possible, as closed as necessary" should be followed, unless providing Open Access would, in particular:

  o Being against the beneficiary's legitimate interests, including the commercial exploitation, or;

  o Being contrary to any other constraints, especially the EU competitive interests or the beneficiary's obligations under this Agreement. If Open Access is not provided (to some or all data), the DMP must contain a proper justification.

- Provide information via the repository about any research output or any other tools and instruments needed to re-use or validate the data.

Metadata of deposited data must be:

- open under a Creative Common Public Domain Dedication (CC 0) or equivalent (to the extent legitimate interests or constraints are safeguarded);

- in line with the FAIR principles;

- provide information at least about the following: datasets (description, date of deposit, author(s), venue and embargo); Horizon Europe; grant project name, acronym and number; licensing terms; persistent identifiers for the dataset, the authors involved in the action, and, if possible, for their organisations and the grant;

- include persistent identifiers for related publications and other research outputs, where applicable.

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6.9 Gender issues in project dissemination and communication activities

In UNICORN we follow the approach of "gendered innovation", defined by the EC by integrating the sex and gender perspective in the knowledge generation and the development of the strategies and guidelines and by considering the differential impacts of the actions developed on different population groups including men and women.

When it comes to the dissemination and communication activities, it shall respect the GDPR, Gender Balance and Ethical Issues Management Plan (deliverable D1.4 [RD.3]) set out in Task 1.2. In carrying out the activities we specifically pay attention to:

- Gender-neutral / sensitive *wording*:

  o Gender-impartial language[3] is implemented in the communication and dissemination activities. Our messages are structured in order to possibly avoid any bias towards a particular sex or social gender.

  o When reporting informative data, this is reported in a gender-sensitive[4] way.

- Gender-neutral *images*:

  o As images can speak louder than words, we are attentive in selecting appealing images (especially for communication purposes). This means that the images use in our communication materials do not reinforce gender stereotypes and include a wide mix of people in different environments.

Once both these criteria are met, the dissemination and communication processes are allowed to move forward.

Additionally, it is worth to note that any gender specific results such gender sensitive policies that provide visibility for the inclusion of gender perspective into research and projects results will be specifically disseminated and highlighted.

Moreover, as per DoA [AD.1], the partners will follow the EU Responsible Research and Innovation (RRI) principles, their own institutional and professional internal rules, as well as the Quality plan defined for the project, in order to adhere to key aspects of the Responsible Research and Innovation – Ethics, Gender Equality, Governance, Open access, Public Engagement and Science Education.

The RRI's overview combined with the specific action plan in terms of communication and dissemination, allows to ensure that all the documents developed within the UNICORN project guarantee that the gender dimension is integrated as a transversal issue in the project activities.

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[3] Gender neutral/ impartial language is defined as "Language that is not gender-specific and which considers people in general, with no reference to women and men. Source: https://eige.europa.eu/thesaurus/terms/1191
[4] Gender sensitive language is defined as the "Realisation of gender equality in written and spoken language attained when women and men and those who do not conform to the binary gender system are made visible and addressed in language as persons of equal value, dignity, integrity and respect". Source: https://eige.europa.eu/thesaurus/terms/1215

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7 Conclusions

This document outlines the initial overall strategy adopted by the UNICORN consortium to plan and manage communication and dissemination activities throughout the upcoming stages of the project lifecycle. The primary goal of these activities is to increase awareness of the project's challenges and objectives, reaching the widest possible audience.

To achieve this, a multidisciplinary approach has been implemented, ranging from participation in conferences and workshops to engagement activities with end-user groups. Key milestones will be shared through various dissemination methods, including publications, presentations, and talks at high-profile industry events.

A comprehensive communication plan has been proposed to effectively share project developments with a broad audience using multiple channels. Social media platforms (LinkedIn and Twitter/X) and the official project website will serve as key tools for providing regular updates and facilitating both internal and external communication.

Next steps after the submission of the Dissemination and communication Plan are:

- Start of the communication and dissemination across all channels in line with the Editorial plan;
- Internal coordination on conveying, generating, publishing and sharing of content for social media and the website;
- Preparation of project newsletters;
- Monitor and update upcoming events suitable for UNICORN participation;
- Identification of target stakeholder clusters;
- Continual monitoring of the dissemination and communication activities and monitoring of KPIs.

Moreover, there are 2 deliverables planned for M18 and M30 (*D5.2 Report on Dissemination and Communication activities*) which will include all updates related to communication and dissemination activities, KPIs, timeline and will reflect on all challenges encountered during the project. Also, the communication strategies will be evaluated and, if needed, modified based on the progress and updates of the project or the communication technologies available to us.

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