



## CLIPC DELIVERABLE (D -N°: 10.1)

### *Dissemination plan*

File name: {CLIPC\_Deliverable10\_1\_final\_inTemplate.doc or .pdf}

*Dissemination level: PU (public)*

Author(s): Sarah Callaghan

Reviewer(s): Rob Swart Alterra,  
Martin Juckes, STFC  
Wim som de Cerff, KNMI

Release date for review: 09-07-2014

Final date of issue: 20-11-2014

Revision table			
Version	Date	Name	Comments
1	9 July 2014	First draft	Circulated for discussion and internal review
2	2 Sept 2014	Second draft	Corrections made after internal review
3	20 Nov 2014	Final copy	

### Abstract

This document outlines the dissemination strategy and activities to be carried out by the CLIPC partners. It will be reviewed regularly throughout the project.

Project co-funded by the European Commission's Seventh Framework Programme (FP7; 2007-2013)  
under the grant agreement n°607418

## Contents

Purpose .....	3
Dissemination Strategy .....	3
1 Dissemination Objectives .....	3
2 Access policy and IPR.....	4
3 Consortium Roles in dissemination.....	5
4 Dissemination events and tools .....	5
4.1 Meetings attended.....	5
4.2 Project Website .....	5
4.3 Project leaflets.....	5
Key Messages and Communities .....	5
1 Scientific community.....	6
2 Society .....	8
3 Policy .....	9

## Purpose

Dissemination of results is a fundamental CLIPC activity. The purpose of this document is to describe the dissemination strategy planned by CLIPC, and also to capture and record any CLIPC related dissemination activity over the course of the project.

## Dissemination Strategy

### 1 Dissemination Objectives

CLIPC will produce results of interest to a wide range of communities interested in climate data, as well as the improvement of Tier2 and Tier3 indices (not solely climate), and the scientific communities engaged the process of managing climate data. The dissemination strategy will exploit specific features of the project and consortium to achieve efficient communication of project outcomes:- exploit user groups developed in WP2;- exploit information portal developed in WP3;- exploit existing contacts of the large and diverse consortium. CLIPC will also contribute to the development of international standards, where appropriate. Dissemination actions will be targeted at the scientific community, society and policy makers, particularly focussing on climate scientists, impact researchers, intermediary organisations (or “boundary workers”) and societal end users. The target groups identified in WP2 are also crucial dissemination targets and the dissemination plan will take these groups into account once they are identified (in D2.1 “User requirements, part 1. Strategies for user consultation and engagement and, user requirements: Synthesis from past efforts”)

The main aim of the Dissemination Strategy is to:

- ensure that project outcomes are communicated effectively to the scientific community and appropriate user communities. This requires the coordination of dissemination activities between WPs and ensuring the representation of the project at appropriate events.

Gathering statistics on dissemination activities will allow for the assessment of the effectiveness of the dissemination activities.

All partners have been encouraged to participate directly in the dissemination activities.

The dissemination activities will be split into 3 main phases:

1. creation of the dissemination plan,
2. raising awareness of the projects and objectives and
3. disseminating project results.

The foreground to be disseminated can be categorised in three groups:

1. new science (e.g. methods of assessing uncertainty),
2. new software tools,
3. data services and products.

For each phase and foreground category dissemination activities will be targeted at one or more of three domains:

1. the scientific community,
2. society in general
3. policy makers.

WP2 have already considered four potential user categories (in D2.1):

A: Climate scientists

B: Impact researchers

C: Intermediary organisations (or “boundary workers”)

D: Societal end users

For this project "society" and "policy makers" are interpreted as two sub-categories of the WP2 "societal end users" category, and "climate scientists, impact researchers and intermediary organisations" as 3 subcategories of the WP10 "science" section.

Categories A,B and C are considered priority user groups for the CLIPC project. Category D is assumed to be reached primarily via intermediary organisations, like consultants, environmental protection agencies, research institutions involved in policy support. Within the three priority categories most of the interaction will be with those users who are relatively easy to consult, which include potential users who are already part of the CLIPC consortium, those who are involved in related projects, and those which have European networks involved in European adaptation and climate services development.

Dissemination work will be carried out to a wider group than just the user categories identified by WP2, as there are other segments of the population who will have an interest in climate science, and will be interested to hear of the project's existence and about the tools and services it will provide, even if they are not regular users of the service. For example, science communicators and local policy makers could use the fact that the CLIPC portal exists and that data and other information are available through it, to support their arguments for the necessity of engaging the general public in ways to mitigate the effects of climate change.

The work package will run 6 technical workshops, each with around 8 invited participants and one large meeting (joint with WP2) with around 50 invited participants. The aims of these workshops are to disseminate the project results, as well as train users in how to use the new tools and services provided by the project.

## 2 Access policy and IPR

All developments done in CLIPC aim to be publicly accessible. Restricted access among partners will be limited to development phases and networking activities. Networking activities will whenever possible be open to the ENES Consortium and EC programme participants.

The management of intellectual property generated within CLIPC will be regulated by the Consortium Agreement. All partners have agreed to establish a comprehensive Consortium Agreement overseeing the structure, function, and management of the Project that has been signed by all partners. Specific statements governing access to the foreground and background of all partners will be included in the consortium agreement.

### Licensing of tools

All the tools developed or enhanced in CLIPC (coupling, I/O, post-processing, benchmarks etc.) will be available with the Lesser General Public License (LGPL) licensing system allowing any development to be used freely by any of the research community. Specific commercial agreements for services around tools will be put in place if required but are not expected at this stage.

### Access to data products

Research data products will be published with un-restrictive terms of use permitting commercial re-use. For demonstration service data products, CLIPC will adopt the most un-restrictive terms of use which can be devised while remaining compliant with the terms of use of the input data products.

#### Scientific understanding and methodological results

Scientific results (associated, for example, with assessing, describing or visualising uncertainty) will be published in the scientific literature, selecting journals which are free at the point of access where possible but prioritising [getting to ..] a wide and appropriate audience.

## 3 Consortium Roles in dissemination

The dissemination of CLIPC results will be performed by the Consortium as a whole, through the CLIPC Project Office and by each of the individual partners.

## 4 Dissemination events and tools

### 4.1 Meetings attended

A Google form for capturing the details of meetings attended by CLIPC people has been created and can be found at:

<https://docs.google.com/forms/d/1S8PCtEiHpmD8tSrvKTloeHz48N7gzukhIVjHZbWYIU/viewform>

This form outputs to a Google spreadsheet, which stores all the relevant information about the meeting/event.

### 4.2 Project Website

One of CLIPC's primary means of dissemination is the CLIPC website (<http://www.clipc.eu>). The website has been created to serve both the in-house needs of the project, as well as the crucial needs of disseminating project results to the public.

### 4.3 Project leaflets

#### 4.3.1 Introductory Leaflet

A flyer describing the project and the planned portal, targeted at the general public, will be developed and provided through the portal as a pdf document. CLIPC leaflets will be distributed at meetings attended by CLIPC partners.

## Key Messages and Communities

These key messages and key target communities are identified here as part of the communications strategy, ensuring that a log of messages, and who they are delivered to, is kept. This log will be updated over the course of the project, as work progresses and new audiences for the project work are identified. Where possible, dissemination outcomes (such as conferences attended, or papers written) will be merged to provide dissemination statistics (e.g. number of journal papers, number of conference presentations, etc.)

These messages and their delivery will be monitored by the project communications manager (STFC), in collaboration with the rest of the project team. A full log of events attended and messages delivered by the project will be maintained, with a report presented as part of the final project report.

## 1 Scientific community

For this project the scientific community include climate scientists, impact researchers, and intermediary organisations. Addressing the scientific community:

- Community meetings: presentations will be made at a range of meetings, particularly the annual EGU General Assembly (Earth and Space Science Informatics session), and conferences and meetings organised by the Global and European Climate Service partnerships like the International Conference on Climate Services (ICCS), UNEP PROVIA, JPI Climate, and others;
- Contact and work with other relevant projects, particularly (though not exclusively) those funded under FP7. These projects bring together key institutions on many areas of climate science and climate impacts science. Dissemination of results through such projects can deliver high impact by exploiting the common interests of the relevant consortia;
- Around 6 smaller workshops will be held for detailed discussion of project foreground with targeted audiences. These will enable users to provide feedback on the project's tools and services while they are still under development, as well as train users in the use of the new tools and services, and disseminate the other project outputs.

Extensions to the ESGF software package will, where possible, be merged with the main ESGF software stack in order to make them available to other archive managers on the global network.

	Who to contact	What to say	How to say it	Who's going to do it
<b>All topics</b>	EU peer groups and other FP7 groups, ESA CCI projects and CCI CMUG	Announcing CLIPC, distribute CLIPC newsletter	ENES mailing list, ENES newsletter, Joint workshops and alignment of deliverables	
	GO-ESSP, ESGF and other international groups	Announcing CLIPC, distribute CLIPC newsletter	GO-ESSP mailing list, GO-ESSP conference in the Autumn 2014	
	Earth Observation scientific community	New climate data services: data format and documentation requirements.	ESA CCI co-location meeting, Feb 2014	STFC
	Climate Impacts communities	New climate data services in design; user engagement welcome.	Circle2 final conference, 10-12 March 2014	ALTERRA

	Climate scientists; hydrologists.	What is the Copernicus programme? What makes the CLIPC portal different? How to get involved.	EGU, April 2014	STFC
	CORDEX modelling and user communities.	How does regional climate modelling fit into the Copernicus Climate Services?	WCRP regional climate meeting, June 2014, Lund	SMHI
<b>User needs</b>	ECMWF	Implementation of link between ESGF and ECMWF MARS	Workshop	SMHI (WP6)
	ESA ngEO	Interoperability of ngEO standard and CLIPC	Workshop	STFC (WP5)
	EEA	Range of indicators (in EEA terminology) which CLIPC will provide.	Workshop in May 2014	WP7&8
	Impacts communities	Articulation of users' needs	Circle 2 conference	ALTERRA (joint with IS-ENES2)
<b>New science</b>			Conferences e.g. EGU	All
	Scientists working on climate data products	Determining uncertainty in climate products	Workshop	HZG and Data Quality WG
	Scientists working on communication of uncertainty	Expressing uncertainty in climate products	Workshop	Alterra (WP4)
		Intro to CLIPC and our aims	Publication (journal/conference)	STFC
	ESGF	Working groups and project plans	Communication via email list	STFC
<b>New software tools</b>	EU/national data portal managers	Visualisation of climate data	Workshop	KNMI
	International data portal managers	Project tools and services	GO-ESSP conference	STFC
			Conferences and meetings	
<b>Data services and products</b>	Other Copernicus FP7 projects	Data services	Workshop	WP11

			Conferences in climate services development	
			International climate services partnership conferences – look at European part	

## 2 Society

For this project "society" and "policy makers" are interpreted as two sub-categories of the WP2 "societal end users" category.

Addressing society:

- Publications: Magazine articles will be used to reach a wider readership and peer reviewed journals will be used to provide detailed information to the targeted scientific communities. Magazine articles can reach the broad community of users who are not regular attendees at high profile international meetings;
- New media: the CLIPC portal and knowledge-base will be used to ensure that information about the project is readily accessible and easily discoverable to potential users searching and using new media outlets (e.g. RSS, twitter). These new media have a large and growing readership and support a range of discovery mechanisms which allow interested users to quickly locate new resources, provided those new resources are appropriately advertised in the new media;
- A large dissemination conference will be held at the end of the projects to bring together a broad range of users and disseminate the project outputs and train users in their use.

	Who to contact	What to say	How to say it	Who's going to do it
<b>All topics</b>	Interested parties	Announcement of project kick-off	Press briefing and website new items	STFC
	Interested parties	Project aims and objectives	Adapting to Change: research to decision making, Copenhagen 24-27 August 2014	To be determined
	Interested parties	Project aims and objectives	ECCA May 2015, Copenhagen	To be determined
	Interested parties	Project aims and objectives	Wikipedia page	STFC

	Sense about Science and other science communicators	Project outcomes – the CLIPC portal as a location to find useful and scientifically validated climate data and other resources	Email contact	STFC
	Interested parties	Project updates	Quarterly newsletters	STFC
	Interested parties	Project outcomes – the CLIPC portal as a location to find useful and scientifically validated climate data and other resources	Blog on RealClimate.org	
<b>New science</b>	General public with an interest in climate science	Project outcomes – the CLIPC portal as a location to find useful and scientifically validated climate data and other resources	Popular science magazine article e.g New Scientist	STFC
<b>New software tools</b>	Early career researchers, lecturers and teachers of climate science	The existence of, and how to use the CLIPC portal and tools.	Summer schools	STFC
<b>Data services and products</b>	Early career researchers, lecturers and teachers of climate science	The existence of, and how to use the CLIPC data services and products.	Summer schools	STFC

### 3 Policy

For this project "society" and "policy makers" are interpreted as two sub-categories of the WP2 "societal end users" category.

Addressing policy:

- 3 Policy briefs will be published during the course of the project.

**CLIPC\_Deliverable10\_1\_final\_inTemplate**

Note that policy briefs and other policy dissemination activities may have to be coordinated with the other Copernicus projects.

	<b>Who to contact</b>	<b>What to say</b>	<b>How to say it</b>	<b>Who's going to do it</b>
<b>All topics</b>	Appropriate EU policy makers	Project objectives Early project outputs Project achievements	Policy briefs	STFC (with input from Project Officer)
	EEA	Project objectives Early project outputs Project achievements	Informal contact at meetings and via presentations and newsletters	To be determined
	ClimateAdapt users	Promote CLIPC products	Promote through climateAdapt	To be determined
	Commission and policy DGs	Project outputs and achievements	Briefing notes to Research Agency and DG Climate Action, and other policy DGs	STFC
	Copernicus users	Project objectives Early project outputs Project achievements	COP, Paris 2015 – combined Copernicus Climate presence	To be determined
	Appropriate EU policy makers	Promote CLIPC products and achievements	One day of the CLIPC general assembly will be devoted to external people, including policy makers	Local host
<b>New science</b>	Commission and policy DGs	Promote CLIPC products and achievements	Briefing notes (as part of note on project as a whole)	STFC
<b>New software tools</b>	Commission and policy DGs	Promote CLIPC products and achievements	Briefing notes (as part of note on project as a whole)	STFC
<b>Data services and products</b>	Commission and policy DGs	Promote CLIPC products and achievements	Briefing notes (as part of note on project as a whole)	STFC