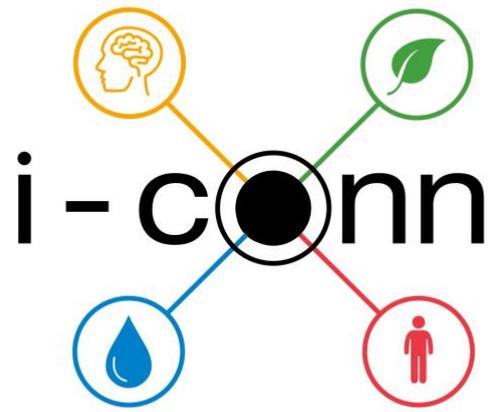


i-CONN Network



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Deliverable D6.7

Final Dissemination and Exploitation Plan

i-CONN: Final Dissemination and Exploitation Plan

The i-CONN Final Dissemination and Exploitation Plan builds on the earlier Final Communication Strategy. These two policies address the consortium's plans to maximise the impact of the network. The Final Communication Strategy addresses outward facing communication in the broadest sense. It covers the dissemination of research in the form of papers and other publications and also extends to communication with the public (outreach and engagement) and other research outputs such as software. There is therefore considerable overlap between the Final Dissemination and Exploitation Plan and the pre-existing Final Communication Strategy (Appendix 1).

This Dissemination and Exploitation Plan updates some aspects of our earlier communication and dissemination plans. In addition, this document covers potential avenues for the exploitation of i-CONN results and expertise through commercial routes and via non-commercial knowledge transfer.

The Management Board is responsible for overseeing the progress of the Dissemination and Exploitation Plan.

Related Documents & Policies: i-CONN policy on the ownership and authorship of outputs including publications and datasets; Data Management Plan; Final Communication Strategy.

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Appendix 1: the i-CONN Final Communication Strategy

1. Dissemination of Research

The roadmap for maximising the dissemination of i-CONN's research and expertise has been comprehensively covered in the Final Communication Strategy (Appendix 1). Although the pandemic has affected the format of conferences and academic meetings, most of these activities have taken place virtually. However, the pandemic has impacted the plans for outreach and engagement with the public and so the commitments that were outlined in the original grant agreement and reiterated in the Final Communication Strategy need to be re-assessed.

1.1 The i-CONN Website

We will develop a selection of e-pamphlets to explain the core research to a range of non-academic audiences.

1.2 Public Engagement Activities

Engagement with the public has been severely curtailed due to the pandemic and it is too early to commit the Consortium to activities such as science fairs and school visits. We will engage in face-to-face activities when possible, but while national restrictions are in place outreach and public engagement will be limited to online activities and social media.

To recompense for lost in-person opportunities, all Beneficiaries will commit to participate in either an online European Researcher Night or a similar online event in 2021, 2022 and 2023 unless in-person activities resume. The European Researchers' Night, funded under the Marie Skłodowska-Curie actions is a Europe-wide public event that brings researchers closer to the public. The Night provides researchers the opportunity to showcase the diversity of science and its impact on citizens' daily lives, and to stimulate interest in research careers – especially among young people. The events highlight how researchers contribute to our society by displaying their work in an interactive and engaging forum.

2. Exploitation

Knowledge exchange between the research project and non-academic audiences is a core part of the i-CONN network and embedded in our ways of working. Exploitation of the results that are generated

by i-CONN, and of i-CONN expertise beyond the standard academic route of scientific publications and presentations at conferences, will be facilitated by the in-house knowledge provided by our non-academic partners and Beneficiaries. These include the research company AAISCS, the UK Environment Agency and the International Institute for Applied Systems Analysis (IIASA). We will also call on our Advisory Board members for guidance about maximising the impact of i-CONN.

2.1 Non-commercial Knowledge Transfer and sharing of Best Practice

i-CONN may produce datasets and toolkits of methods that would be of wider scientific and public interest. An i-CONN Github account has been established to allow the sharing of code. A Zenodo account will allow access to data. These accounts, along with the i-CONN website, will be available for at least four years after the project ends, in line with H2020 guidelines.

i-CONN has an exceptionally broad academic scope. To manage the transdisciplinary challenges, we have established a Transdisciplinary Management Group. As a result, we may develop best practice that will be of wider interest and we will assess the scope for sharing this in a publication in the last year of the action.

2.2 Interaction with Policy Makers

i-CONN has the potential to produce results and expertise that have wide ranging interest to policy makers. Notably, the research may be relevant to policy relating to environmental, medical, and social issues and could range from being of local to international relevance.

We will deliver online training on effective engagement with policy makers to the consortium.

i-CONN will invite relevant personnel from non-academic sectors (public/private institutions and NGOs) to i-CONN conferences and meetings to facilitate exchange and provide input for ESRs for their research. i-CONN members already have connections with policy makers and new connections will be made as required. Durham University has a Public Policy Hub with specialized support staff to support policy engagement and will keep us informed of the policy agenda in the UK. We will work with the Durham University Policy Hub to to plan activities that could lead to impact.

Existing links with policy makers and influencers within the i-CONN consortium:

- UK Environment Agency

- Austrian waterway authority
- UK Department of Environment, Food and Rural Affairs
- Wasser Cluster Lunz
- Northumbrian Water
- Public Health England
- National Park Donau-Auen
- Hnutí DUHA (Czech Friends of the Earth)
- Degrowth Vienna
- Research and Degrowth
- Àrainneachd Eachdraidheil Alba
- Council for British Archaeology

The extensive advertising of seminars by i-CONN members will maximize the contacts that consortium members have. Seminars have been attended by senior personnel from Public Health England and the Indonesian Ministry of Agriculture. We will continue to advertise through these networks. Examples include:

- Academic Departments of i-CONN Principal Investigators
- The Institute of Hazard, Risk and Resilience mailing list (300+ people, worldwide coverage.)
- Durham Institute for Data Science
- Institute of Hydrobiology and Aquatic Ecosystem Management, BOKU (350+)
- CEEPUS Scholars
- The Catchment Based Approach Urban Data Hub
- Degrowth Mailing List
- Energy Transition List
- Future Earth Fellows

In return, we publicise activities for other networks and organisations and will continue to do so.

2.3 Commercial Routes

There is a possibility that research will produce results or expertise with commercial potential. All the i-CONN academic Beneficiary Institutions have a history of producing spin-out companies and have the expertise to provide support and guidance should that become a potential route for the exploitation of i-CONN intellectual property (e.g. [BOKU](#), [Aix-Marseille](#)). The most likely commercial outcome would be the establishment of a research or consultancy-based company as i-CONN research is not expected to produce a patentable result that could be licensed.

2.4 Future activities/ new funding

The Consortium is keen to develop research ideas that have been generated by discussion within i-CONN, but which cannot be covered within the existing i-CONN action. The members of the Consortium will actively seek funding opportunities to take both smaller projects, involving a subset of the consortium, and future whole consortium activities forward. These activities will maximise the impact of i-CONN beyond its initial funding into the future.

Exploitation progress will be considered at each Management Board meeting. Advice will be sought from the Advisory Board following the yearly network events in 2022 and 2023.

3. After the end of the i-CONN Project

Dissemination and exploitation of i-CONN results will continue after the project formally ends in September 2023. In line with the Grant Agreement, dissemination and exploitation activities will continue until at least September 2027. The continuous reporting module under the Funding and Tenders Portal will be used to record these activities. The i-CONN CORDIS [webpage](#) will be used to summarize the key results of the action and any Key Exploitable Results will be recorded on the Horizon Results Platform.

All peer-reviewed publications arising from i-CONN funded research will continue to respect Open Access publishing requirements.

i-CONN: Final Communication Strategy

i-CONN Communication Strategy

The i-CONN Communication Strategy covers outward facing communication in the broadest sense. As well as the dissemination of research in the form of papers and other publications, it also extends to communication with the public (outreach) and other research outputs such as software.

The Management Board is responsible for overseeing the progress of the Communication Strategy.

Related Documents & Policies: i-CONN policy on the ownership and authorship of outputs including publications and datasets; Data Management Plan; Final dissemination and exploitation plan (due to be completed for June 2021).

Contents

- Dissemination of Research
 - i) Research Papers and Presentations at Conferences
 - ii) Synthesis paper on the 'value of connectivity'
 - iii) i-CONN Publications
 - iv) Datasets and Software

- Website, Publicity and Social Media

- Outreach

Dissemination of Research

4. Research Papers and Presentations at Conferences

The Consortium aspires to produce 30 journal papers for internationally recognised peer-reviewed journals, with the results also presented at international workshops or conferences to elicit peer feedback. Ideally, each ESR will therefore produce a minimum of two research publications and present research results at least twice at international conferences or workshops.

Targeting both broad and specialist journals will guarantee the widest possible dissemination of the results of the Network.

Each i-CONN publication will either be published in an Open Access journal or an Open Access version will be deposited in the relevant institutional repository. Links to Open Access versions of papers will be provided on the i-CONN website.

ESR attendance at conferences will be carefully coordinated by the ESR and his/her supervisory team to optimise impact for both the ESRs and for the dissemination of results. A list of target conferences is included in section B1.2 of the Grant Agreement.

Work Package Leaders will report on dissemination progress for their Work Package at each Management Board meeting.

Responsibility: If research progress allows, each lead supervisor will guide their ESR(s) towards publishing at least two papers in peer-reviewed journals and towards presenting the results at international conferences.

Timing: Each PI to report to the Management Board on publication progress for their ESR(s) in early 2022 and WP Leaders to update the Management Board on dissemination plans at each meeting.

5. Synthesis paper on the 'value of connectivity' produced at the final conference (Milestone 12).

Responsibility: Management Board and the Co-ordinator.

Timing: Project Manager to schedule a preliminary discussion at the Management Board in spring 2023 and to schedule a paper writing session at the Final meeting in September 2023.

6. i-CONN Publications

Following on from the direct research outputs of ESR projects, the network is committed to producing two volumes of work dedicated to Connectivity Science:

- a) a special issue of papers focusing on the comparative analysis of connectivity across research specialisms (this will be inclusive of some of the 30 research papers identified above);
- b) an edited book which will draw together the research produced across Work Packages to provide the first definitive account of the potential of connectivity science to address societal challenges.

Responsibility: Management Board.

Timing: The Management Board to identify two sub-groups to plan each publication in autumn, 2021. Both publications to be compiled in the final year of i-CONN.

7. Datasets and Software

Once data embargoes have expired, data will be uploaded to Zenodo, an open access repository, to allow access from other interested parties.

Open-source software will be published on a platform such as Github.

Details of the i-CONN Data Management Strategy are found in the Data Management Plan.

Website, Publicity and Social Media

Both immediate and sustained dissemination will be through the Network website. Using the website as a platform for our training materials will also ensure it has a lifetime beyond the current application.

Branding for the network has been produced. Logos and other artwork are available on the i-CONN website for network use.

All network members will keep the Project Manager informed of publications and other activities that can be recorded on the website and promoted via linked social media posts.

The i-CONN website will contain a blog space for each ESR. Each ESR should maintain their blog and also link i-CONN social media to blog entries as appropriate.

Responsibility: Each ESR to prepare regular blog posts for the website.

Timing: at least every six months.

A twice-yearly newsletter will be hosted on the website, linked to i-CONN social media channels and distributed by email among peers, postgraduate and undergraduate students at all consortium members, and relevant industry, and will be based on short articles/reports written by ESRs and also non-academic partners. If appropriate, printed version of the newsletter to be distributed (e.g. in Beneficiary Institutions)

Responsibility: The Coordinator, Network Manager and WP6 Leader will be responsible for selecting a small team to produce each newsletter.

Timing: Publication every 6 months commencing in January 2021.

i-CONN has a Twitter account @network_iConn and an Instagram account. All network members can contribute network-relevant content to either channel.

Press releases from i-CONN Beneficiary and Partner organisations that highlight significant publications and successes will be encouraged.

An i-CONN seminar series has been established and where appropriate is being advertised more widely (e.g. within institutions, to relevant networks, on the website) to maximise the benefit to a wider audience. As far as possible, podcasts of talks will be made available on the website for network use.

Responsibility: Project Manager to prepare podcasts for the Website.

Timing: As required.

Outreach

i-CONN has a substantial outreach plan to communicate beyond academia. The plan is summarised below:

Activity	Content	Month
Connectivity Science Ambassadors	ESRs will visit schools, universities and local libraries to promote their research to students and public audiences. Assist education providers in preparing and delivering teaching materials relating to Connectivity Science.	Oct 2021 – July 2023
Connectivity Science Project open Days	Demonstration of results and interactive discussion on Connectivity Science, laboratory visits, visualization of modelling results, poster presentation.	Nov 2022
Public talks and participation in local, national and international outreach events	Participate in science fairs, NERC e-science events, the European Night of Science event, institutional outreach activities, open days hosted by non-academic partners and their associated institutions. These activities will also be reported on the project web site and twitter feed.	Dec 2021 – July 2023
Outreach tied to Workshop 2 and the final Conference	Invite relevant personnel from non-academic sectors (public/private institutions and NGOs) to i-CONN Conference to facilitate exchange and provide input for ESRs for their research.	Jan 2022 & Jul 2023
e-Newsletter, policy notes and pamphlets	Develop a web-based document tailored to different target audiences. These will also be printed out and widely disseminated.	May 2021 & Jul 2023
Panel event	The ESRs will participate in panel events with EU and national governments to explore applications of Connectivity Science tools and relevance to policy making	Jul 2023
Non-academic volume on Connectivity Science	Project partners will coordinate putting together a non-academic volume on Connectivity Science, highlighting the key developments made by i-CONN	Jul 2023

	ESRs: the range of tools available across disciplines and their widespread application.	
Multimedia communication: Blog Twitter feed Videos Press release	<p>A blog on connectivity research will be maintained on the network website.</p> <p>An i-CONN twitter feed will be the official news channel of the network and will link to material posted on the blog and other network outputs to ensure communication to a wide audience. This twitter feed will also, for example, feature short video interviews with the keynote speakers at network-wide events. Each institution will use existing social media channels to re-tweet news.</p> <p>ESRs will make videos to explain their project which will be linked to via the project web-site and via the twitter feed.</p> <p>Press releases will be made to publicize high-impact research outputs through consultation with media relations departments at host institutions.</p>	Jul 2020 – Sept 2023

Responsibility: The Project Manager will oversee the progress and planning of outreach

activities Timing: Outreach progress will be considered at each Management Board meeting