CopERnIcus climate change Service Evolution

D8.3 Media and Communication Plan

Due date of deliverable	June 2023
Submission date	June 2023
File Name	CERISE-D8-3-V1.0
Work Package /Task	WP8/ T8.4
Organisation Responsible of Deliverable	ECMWF
Author name(s)	Rhona Phipps, Tanya Warnaars, Patricia de Rosnay
Revision number	1.0
Status	Issued
Dissemination Level	Public

Funded by the European Union

The CERISE project (grant agreement No 101082139) is 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 the Commission. Neither the European Union nor the granting authority can be held responsible for them.

1 Executive Summary

The project's Media and Communication Plan describes the project branding and is the baseline for outreach and communication work for the project.

Communication activities will be developed and implemented across the life of the project, to promote it, facilitate interactions and disseminate its milestones and deliverables. It is expected that project partners support the communication activities to ensure the maximum visibility within the various communities. The various annexes of this document will be updated during the lifetime of the project.

This Plan offers an overview of how and when Communications activities will help and support CERISE in meeting its objectives and compliments the Dissemination and Exploitation plan (D8.2).

This document is a living document which will be developed during the lifetime of the project to follow and share the developments of the CERISE project.

Table of Contents

1 Executive Summary 2
2 Introduction 4
2.1 Background 4
2.2 Scope of this deliverable 4
2.2.1 Objectives of this deliverables 4
2.2.2 Work performed in this deliverable 5
2.2.3 Deviations and counter measures 5
2.2.4 Reference Documents 5
2.2.1 CERISE Project Partners: 5
3 Visual Identity 6
3.1 Logo type 6
3.2 Colour Scheme & Typology: 6
3.3 Project Templates 7
4 Media and Communication Strategy 8
4.1 Communication Background 8
4.2 Communication Objectives 8
4.3 Audiences 9
4.4 Implementation 10
4.5 CERISE Website 12
4.6 Home Page 13
4.7 About page 14
4.7.1 Objectives Page 14
4.7.2 Structure Page 15
4.7.1 Consortium, Team and Interactions with other projects Pages 15
4.8 News 16
4.9 Events 17
4.10 Outputs 17
4.10.1 Publications Page and Data Page 17
4.10.2 Deliverables 18
4.11 Other Aspects 18
4.12 Testing, Content Management System and Tracking 19
4.13 Messaging 20
4.14 Measurement 20
5 Conclusion 21
6 Annex I: 22

2 Introduction

The details of the following plan builds on D8.2. This deliverable includes information on the project's visual identity and public website. It also aims at supporting partners' communication tools and media activities and efforts in promoting the project. This is to ensure consistency in messaging, tone of voice and format for the project.

2.1 Background

The scope of CERISE is to enhance the quality of the Copernicus Climate Change Service (C3S) reanalysis and seasonal forecast portfolio, with a focus on land-atmosphere coupling.

It will support the evolution of C3S, over the project's 4-year timescale and beyond, by improving the C3S climate reanalysis and the seasonal prediction systems and products towards enhanced integrity and coherence of the C3S Earth system Essential Climate Variables.

CERISE will develop new and innovative ensemble-based coupled land-atmosphere data assimilation approaches and land surface initialisation techniques to pave the way for the next generations of the C3S reanalysis and seasonal prediction systems.

These developments will be combined with innovative work on observation operator developments integrating Artificial Intelligence (AI) to ensure optimal data fusion fully integrated in coupled assimilation systems. They will drastically enhance the exploitation of past, current, and future Earth system observations over land surfaces, including from the Copernicus Sentinels and from the European Space Agency (ESA) Earth Explorer missions, moving towards an all-sky and all-surface approach. For example, land observations can simultaneously improve the representation and prediction of land and atmosphere and provide additional benefits through the coupling feedback mechanisms. Using an ensemble-based approach will improve uncertainty estimates over land and lowest atmospheric levels.

By improving coupled land-atmosphere assimilation methods, land surface evolution, and satellite data exploitation, Research and Innovation (R&I) inputs from CERISE will improve the representation of long-term trends and regional extremes in the C3S reanalysis and seasonal prediction systems.

In addition, CERISE will provide the proof of concept to demonstrate the feasibility of the integration of the developed approaches in the core C3S (operational Service), with the delivery of reanalysis prototype datasets (demonstrated in pre-operational environment), and seasonal prediction demonstrator datasets (demonstrated in relevant environment).

CERISE will improve the quality and consistency of the C3S reanalysis systems and of the components of the seasonal prediction multi-system, directly addressing the evolving user needs for improved and more consistent C3S Earth system products.

2.2 Scope of this deliverable

2.2.1 Objectives of this deliverables

Communicating effectively and efficiently is an important factor in the impact realisation for the CERISE project. It helps reaching the right audience with the right message.

D8.3 describes the media and communication plan for the project, outlining the strategy, plan and evaluation metrics. It provides guidelines and templates for communication. The plan will be revised throughout the project lifetime to ensure that it is responsive to the developments within the project and externally.

2.2.2 Work performed in this deliverable

As per the Description of Action (DoA), D8.3, the work performed includes developing templates, guidelines as well as the communication strategy.

2.2.3 Deviations and counter measures

No deviations have been encountered.

2.2.4 Reference Documents

[1] Project 101082139- CERISE-HORIZON-CL4-2021-SPACE-01 Grant Agreement

2.2.1 CERISE Project Partners:

ECMWF	European Centre for Medium-Range Weather Forecasts
Met Norway	Norwegian Meteorological Institute
SMHI	Swedish Meteorological and Hydrological Institute
MF	Météo-France
DWD	Deutscher Wetterdienst
CMCC	Euro-Mediterranean Center on Climate Change
BSC	Barcelona Supercomputing Centre
DMI	Danish Meteorological Institute
Estellus	Estellus
IPMA	Portuguese Institute for Sea and Atmosphere
NILU	Norwegian Institute for Air Research
MetO	Met Office

3 Visual Identity

CERISE has a strong, recognisable visual identity, in line with contemporary standards and easily insertable in partners' communication material.

3.1 Logo type

The chosen CERISE logotype is composed of a pictogram, the project's acronym, and a short tagline, "Copernicus Climate Change Service Evolution". The tagline gives the full project name.

Figure 1: the CERISE colour logo and white logo

The logo should appear unaltered (scale, colour, and appearance) and in a prominent position (first page of documents, all slides in presentations, etc.) in every document or material produced internally or externally. The same applies for deliverables produced during the project. The various forms and file formats of the logo as well as the visual identity guidelines are available on the project's internal Confluence Wiki.

All partners in both their internal and external communication should adhere to these guidelines to maintain a consistent identity and build awareness.

3.2 Colour Scheme & Typology:

The colour scheme is the following:

Red	Orange	Green
R 160	R 166	R 15
G 0	G 67	G 72
B 20	B 10	B 4
Hex: #A00014	Hex: #A6430A	Hex: #0F4804

Figure 2: colour palette for CERISE logo and branding material

The typography associated with CERISE printed material is the open-licenced “Arial” font for titles and for body text. For documents edited by partners, the chosen typography is the same.

3.3 Project Templates

Based on this visual identity, a set of commonly used templates has been developed, including a Deliverable Template, and a PowerPoint Template. All of them are available to partners on the project’s internal Confluence Wiki.

4 Media and Communication Strategy

4.1 Communication Background

CERISE is a Copernicus Evolution project aimed at developing prototype systems at the required spatial scales ready by the end of the project as input for the foreseen Copernicus Climate Change service element.

CERISE is a research project made up of a consortium of 12 organisations and companies, with ECMWF as lead coordinator. It will run for 48 months until the end of December 2026.

CERISE's outcomes will directly feed into the Copernicus Climate Change Service. The enhanced quality and improved uncertainty information will be of major user benefit to C3S stakeholders and the user community. In turn, these improved C3S products will benefit from the dissemination activities and user reach of the Copernicus Communications Department.

The key objectives of CERISE express the ambitious efforts of the project:

1. Develop unified multivariate ensemble-based land data assimilation systems for global and regional reanalysis systems;
2. Develop methodologies for coupled surface-atmosphere data assimilation and improve the exploitation of Earth system interface observations;
3. Investigate innovative balanced land-atmosphere initialisation methodologies for seasonal prediction with a focus on the consistency between retrospective forecasts (reforecasts) and real-time land surface initial conditions;
4. Create and assess a consistent extension of slow-varying surface variables for Land Cover (LC), Leaf Area Index (LAI) and lake cover, data back to 1925 for reanalysis;
5. Deliver prototype coupled Earth systems and land surface reanalysis systems datasets at global and regional scales;
6. Deliver multi-system seasonal forecast demonstrator datasets integrating novel land initialisation methods;
7. Develop innovative diagnostic methods to assess quality in reanalysis prototypes and seasonal forecast demonstrators;
8. Provide recommendations for operational implementation in the Copernicus Climate Change Service.

As reported in D8.2, a partner protected environment has been set up that includes a document repository and acts as the project's collaborative platform. The CERISE website acts as the main outfacing platform to showcase all project information and outputs. The details of the dissemination plans are described in D8.2 and relevant images and layout of the website are included in the section 4.5 of this deliverable.

4.2 Communication Objectives

All stakeholders aim to be kept informed of the development and achievements of the project, understanding how they will benefit from it and how they can support it.

a) Strategic Communication Objectives

These will clearly communicate:

- The relevance of the project
- Its challenging and compelling nature

b) Operational Communication Objectives:

- To bring together the relevant European (and international) expertise in a consolidated and collaborative manner to support CERISE's outputs and inclusion into the Copernicus Climate Change Service.

4.3 Audiences

In defining the target audience it is important to produce impact outside CERISE and tailor the information provided accordingly. The target audiences identified for CERISE include the European Commission (also outside DG-DEFIS), EU Member States, industry, satellite agencies and technology providers, science community outside the consortium, climate community, amongst others.
Below is a grid that positions our initial audience alongside the channels we plan to use to reach them, the information we will communicate and the products we will produce. This is an initial listing of possible interest stakeholders who could benefit from the outputs of CERISE.

Table 1: Initial CERISE Audience Mapping

	STAKEHOLDER	CHANNELS	INFORMATION	COMMUNICATION
1	Copernicus Climate Change Service	Key stakeholder meetings and events	Scientific and technical information on process, data and outputs	Project news, updates and meetings
2	European Commission, Member States, and Policy Makers	Attendance of relevant meetings Reports Strategic research CERISE website CERISE Twitter	Scientific/ technical General progress	Presentations Project news Tailored updates on website Tweets, posts
3	Scientific Community - World Meteorological Organisation (WMO) - Global Climate Observing System (GCOS) - World Climate Research Programme (WCRP) - European Geophysical Union	CERISE website datasets Conferences Universities and research institutes ResearchGate	Scientific/ technical Data products General progress	Presentations Project news Peer-reviewed scientific papers Tweets, posts, Links to/on other project/ programme websites
4	Climate Change Community - Intergovernmental Panel on Climate Change (IPCC) - European Commission's Green Deal - National climate change government-advisory bodies (e.g. UK Climate Change Committee; Germany's	Key stakeholder meetings and events	Scientific and technical information on process, data and outputs	Project news, updates and meetings

	Climate Service Centre Germany)			
7	Space Agencies and Technology Providers, to be researched and defined	Conferences and fairs CERISE website CERISE Twitter Peer reviewed publications	Scientific/ technical General progress	News items Website publication material
8	General Public (to be defined and segmented) Universities and interest groups	CERISE website CERISE Twitter Workshops	Scientific/ technical General progress	Project news items Targeted publication material (where possible)

4.4 Implementation

Communicating effectively and efficiently is an important factor in realising the impact of the CERISE project. It will help the project to reach the right audience with the right message. This is supported by keeping to these Guiding principles:

- We will exploit CERISE's bespoke digital resources (e.g. website, social media) alongside existing assets to achieve maximum impact at minimum cost.
- We will harness the engagement, interest and enthusiasm of our stakeholders to amplify the impact of our communications.
- We will take full advantage of established activities and events (e.g. conferences, workshops) to share our message.
- We will retain a sharp focus upon the core CERISE objectives.

CERISE communication activities will address the interaction with current stakeholders and promote the project to potential new stakeholders and the general public.

The CERISE website will be the main repository for the project documentation and related news. Project description, news items, listing of main events, description of results and products will all be published through the CERISE website. The website will be maintained by ECMWF with input from the consortium partners.

Working closely with partners, CERISE will utilise the ECMWF communications department as well as its Copernicus Department to ensure a high visibility of the project in the sector and among the wider audience, promoting the added value of this European collaboration.

We will communicate and promote **scientific and technical results** through:

a. Scientific Publications
b. Conference Talks
c. Attend Workshops, providing updates on the project results
d. Reports to and feedback from relevant Committees and Boards

Both the **scientific and technical** achievements and findings within the CERISE project will be advertised and disseminated through the project website, which will contain all reports and

technical documentation, publications in the scientific literature, publications in conference proceedings and links to the relevant data portals. However, an important additional pathway is though the uptake of results by C3S.

CERISE will also align its communication activities with the general communication around the future C3S service element, as things develop. This involves the European Commission, ECMWF, ESA and EUMETSAT. Key results from CERISE can in particular be disseminated through ECMWF Copernicus communication efforts, resulting in very substantial additional reach in press, media and social media.

The products of CERISE will comprise reports, graphical displays, datasets and improved methods, algorithms and code. All these elements have their own important role. Reports are mostly targeted at informing the C3S on assessments, innovation progress and future directions. Graphical displays, where applicable, are targeted at all users as supportive information for the various model runs, method comparisons, and input datasets. The datasets will also target a wide user community to support them with parallel or alternative studies.

Reports will be openly available from the public pages of the central CERISE website. To increase its visibility, the CERISE website will be linked on the websites of ECMWF, C3S, and other partners. The CERISE website will provide access to information on the progress of the project. All deliverables that are PUBLIC and published in the form of reports will be hosted on the website. A news slot on the website will draw attention to highlights such as new data deliveries and reports, eye-catching developments, and so forth. Important information of general interest will be published on the CERISE website, including the project status on milestones and deliverables.

The **wider scientific community and policy makers** will be able to use the CERISE website to follow the progress of the project. All deliverables that are published in the form of reports will be hosted on the website. A news slot on the website will draw attention to highlights such as new data deliveries and reports, eye-catching developments, and so forth. Our social media activity, available later in the project, will seek to drive traffic to the website, as well as sharing our news more widely to relevant, targeted audiences.

Any public datasets will be available by request from the coordinator and comply with the Data Management Plan.

CERISE data outputs will be stored in the MARS archive. Should such data be considered mature and user relevant, C3S will look at options on how to make it available through the Climate Data Store.

Engaging stakeholders and their networks, as per Table 1, we will seek to encourage them to develop and disseminate their own materials, while ensuring they remain consistent with our key messaging and meet project objectives.

4.5 CERISE Website

The project website is a major communication and dissemination tool to promote its progress across many stakeholders, as well as providing an interface to the wider public.

The CERISE project website can be accessed via www.cerise-project.eu. It is the main dissemination tool for the project and provides project-external sections.

The website structure is as follows:

Home*

About:

- Objectives*
- Structure*
- Consortium
- Team
- Interactions with other projects

News*

- news and progress

Events*

- list of upcoming meetings (project and non-project), conferences and link to previous events.

Outputs (List based):

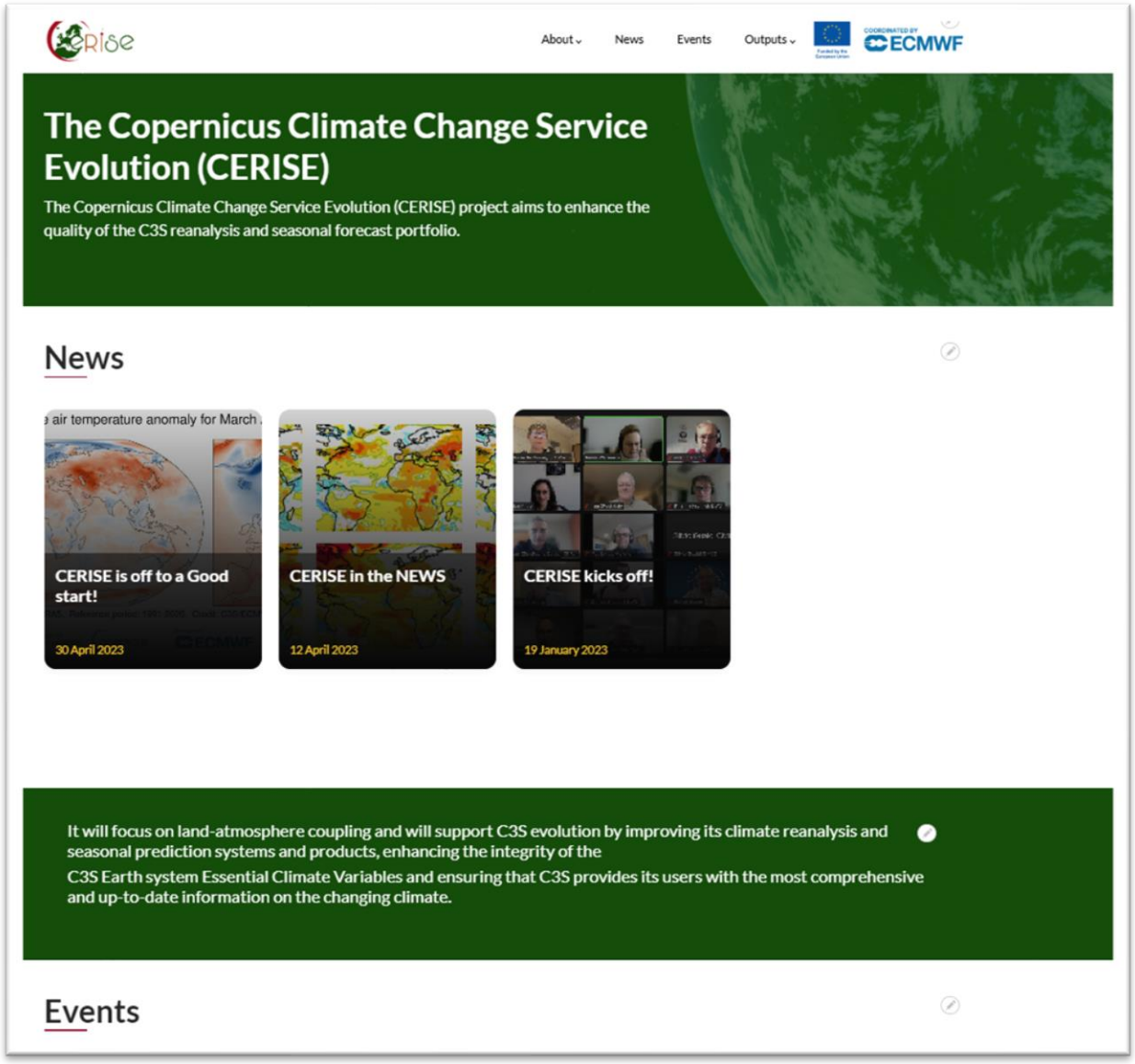
- Data
- Deliverables*
- Publications

All pages allow sharing via social media networks (e.g. Twitter and LinkedIn). In the following we will present illustrations of the various project website sections.

*Screen shots of these webpages are included in the following pages.

4.6 Home Page

The Home Page is the starting point for the project website.



It provides the entry points for the sections “About”, “News”, “Events” and “Outputs” via the top bar, and highlights from “News” and “Events” are presented on the page. In addition, a facility for *contact-us* is provided via the bottom bar.

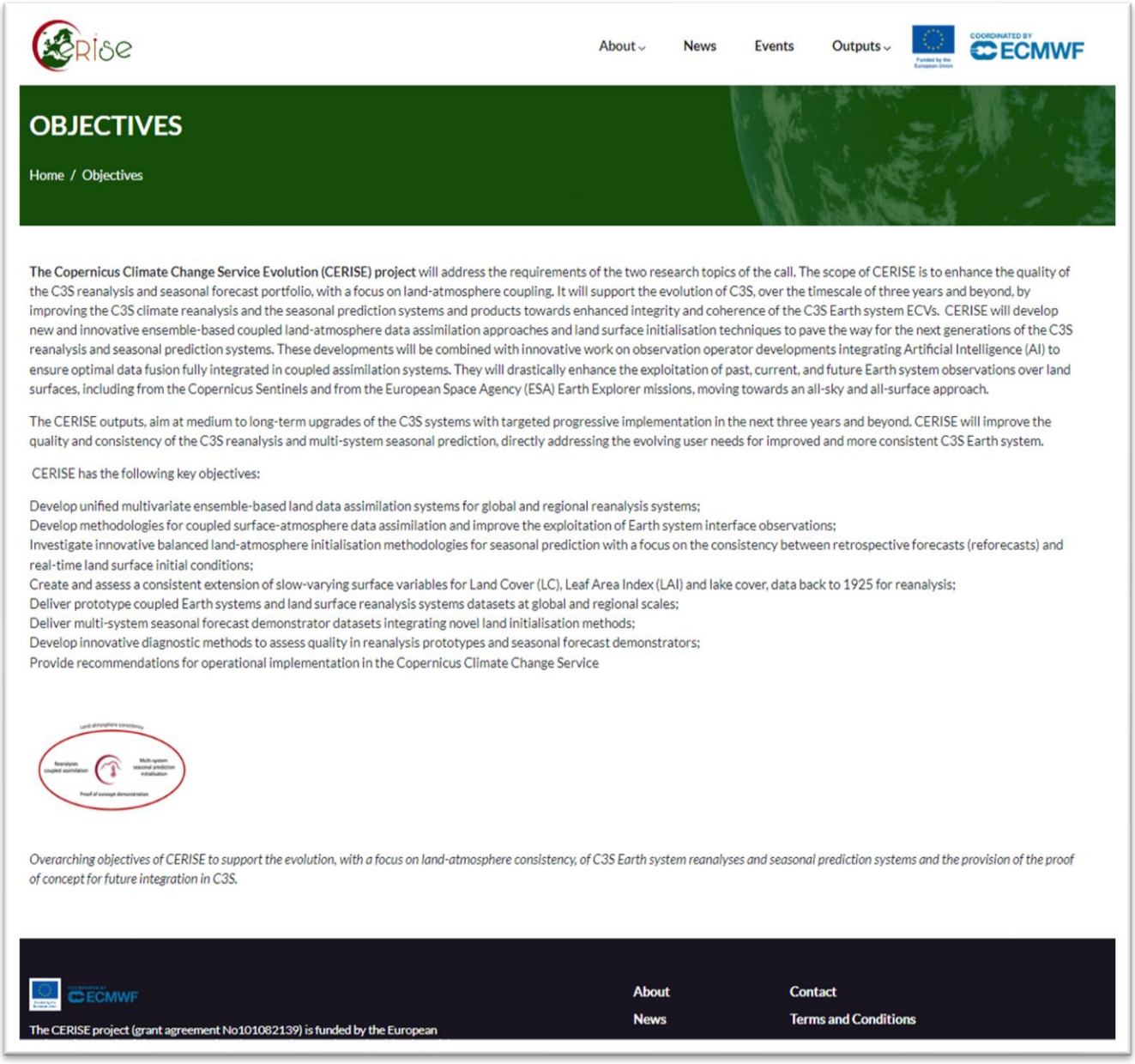
The footer acknowledges EC funding and includes links to the project Privacy Policy as well as our Terms and Conditions.

4.7 About page

The “About” section describes the project in further detail: its mission, objectives, and has the following subsections “Objectives”, “Structure”, “Consortium”, “Team” and “Links with other Projects”.

4.7.1 Objectives Page

The screen shot below displays the layout of the Objectives page:



4.7.2 Structure Page

The screen shot below displays the layout of the page outlines CERISE's structure:

4.7.1 Consortium, Team and Interactions with other projects Pages

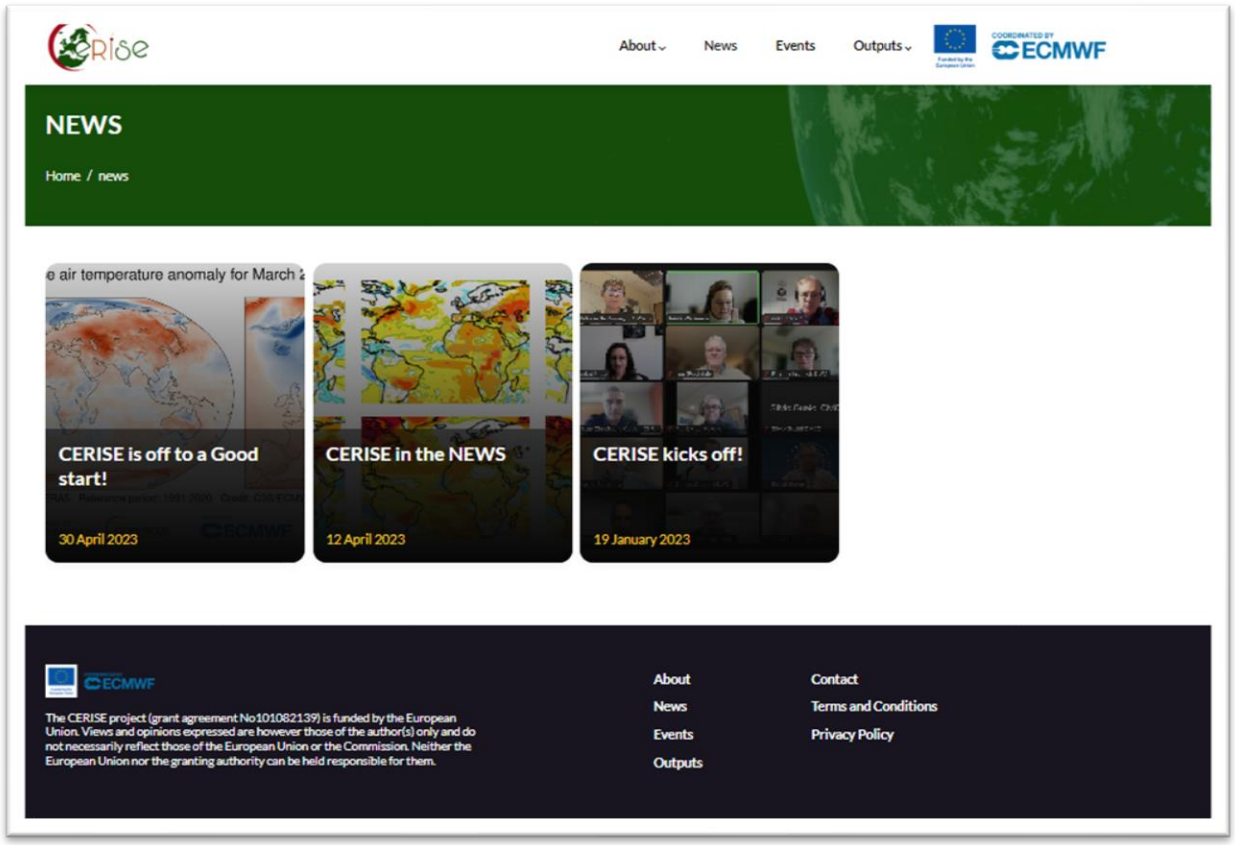
The Consortium page, displays the EU map highlighting the country of origin of the consortium partners. There are also links to the home page of each institution via their logo on the page.

The team page is in the style of individual business cards per researcher. Each card has a researcher photo, name and institution. It also indicates the WP leads and co-leads, main contact for each partner organisation and any personal research links (eg. Orcid, Researchgate, Linked in).

The Interactions with other projects page provides information on other ongoing projects of relevant to CERISE or with whom we are interacting with.

4.8 News

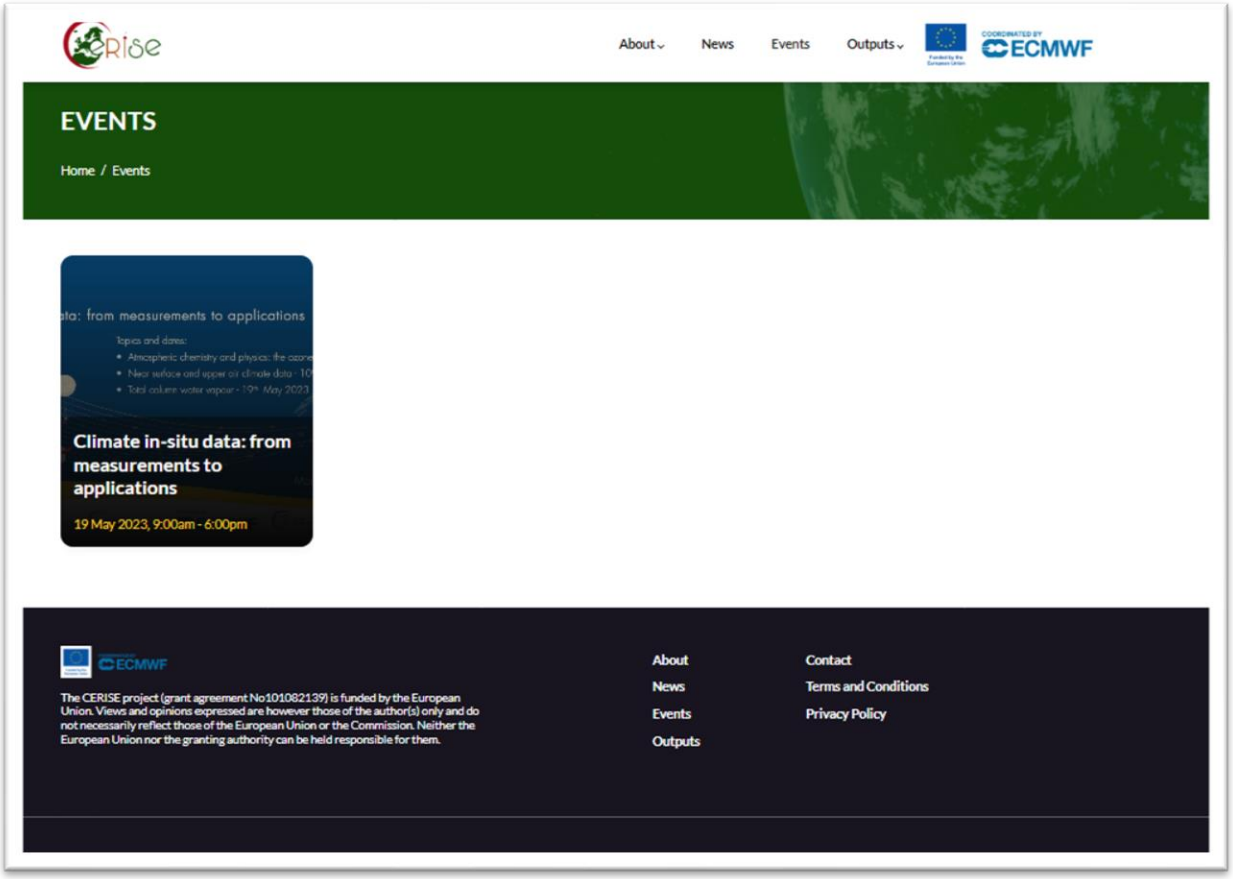
News items are featured on the front page and call also be accessed via the “News” section. All news article entries will be shared as news posts on the project’s Twitter account, that will become active later in the project. Relevant updates will also be disseminated to websites with high reach and impact in the science community, with particular emphasis on the C3S community,



Each News item opens to provide more details.

4.9 Events

Events are featured on the front page and can also be accessed via the “Events” section.



Each Event item will open as separate page.

4.10 Outputs

This section is an entrance point for partners or stakeholders to find the information and the general outputs provided by the project. Outputs is foreseen as a general repository for all project’s results. It includes the library of CERISE documents including deliverables and reports, publications, and other relevant material. A sub-menu option provides a list-based display of the project outputs, notably: Data, Deliverables, and Publications. The relevance of these sub-menus will be reviewed to include further items as necessary through the project’s lifetime.

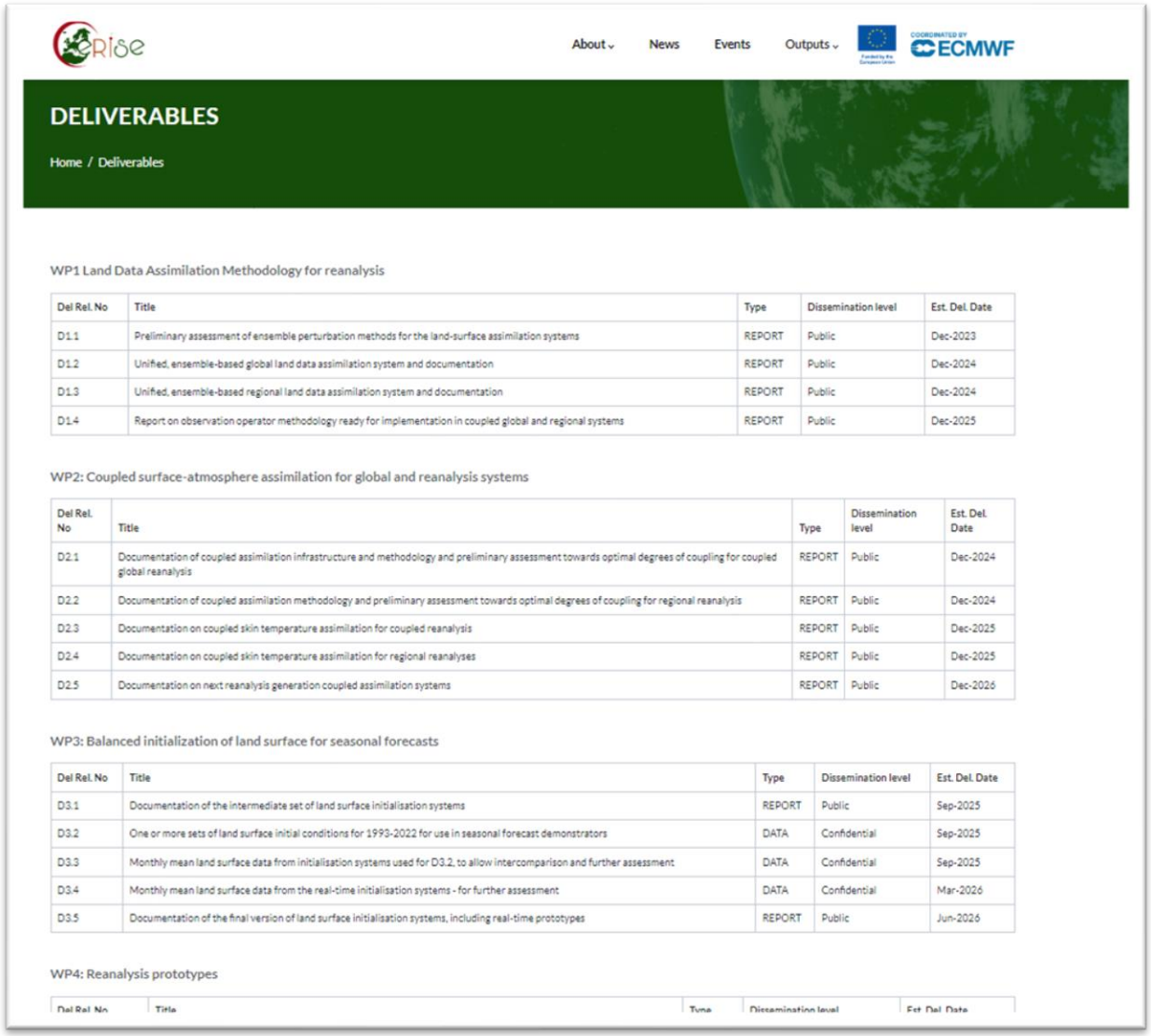
4.10.1 Publications Page and Data Page

The Publications page will display the peer-review publications arising from the project. At this starting point of the project there are no Publication to list.

The Data Page will list the data outputs of the project and also the datasets and databases that the project has used in the project progress. This information will be populated as the project progresses.

4.10.2 Deliverables

This page will display the list of deliverable reports arising from the project, as the public deliverable reports become available these will be added here as downloads.



About News Events Outputs ECMWF

DELIVERABLES

Home / Deliverables

WP1 Land Data Assimilation Methodology for reanalysis

Del Rel. No	Title	Type	Dissemination level	Est. Del. Date
D1.1	Preliminary assessment of ensemble perturbation methods for the land-surface assimilation systems	REPORT	Public	Dec-2023
D1.2	Unified, ensemble-based global land data assimilation system and documentation	REPORT	Public	Dec-2024
D1.3	Unified, ensemble-based regional land data assimilation system and documentation	REPORT	Public	Dec-2024
D1.4	Report on observation operator methodology ready for implementation in coupled global and regional systems	REPORT	Public	Dec-2025

WP2: Coupled surface-atmosphere assimilation for global and reanalysis systems

Del Rel. No	Title	Type	Dissemination level	Est. Del. Date
D2.1	Documentation of coupled assimilation infrastructure and methodology and preliminary assessment towards optimal degrees of coupling for coupled global reanalysis	REPORT	Public	Dec-2024
D2.2	Documentation of coupled assimilation methodology and preliminary assessment towards optimal degrees of coupling for regional reanalysis	REPORT	Public	Dec-2024
D2.3	Documentation on coupled skin temperature assimilation for coupled reanalysis	REPORT	Public	Dec-2025
D2.4	Documentation on coupled skin temperature assimilation for regional reanalyses	REPORT	Public	Dec-2025
D2.5	Documentation on next reanalysis generation coupled assimilation systems	REPORT	Public	Dec-2026

WP3: Balanced initialization of land surface for seasonal forecasts

Del Rel. No	Title	Type	Dissemination level	Est. Del. Date
D3.1	Documentation of the intermediate set of land surface initialisation systems	REPORT	Public	Sep-2025
D3.2	One or more sets of land surface initial conditions for 1993-2022 for use in seasonal forecast demonstrators	DATA	Confidential	Sep-2025
D3.3	Monthly mean land surface data from initialisation systems used for D3.2, to allow intercomparison and further assessment	DATA	Confidential	Sep-2025
D3.4	Monthly mean land surface data from the real-time initialisation systems - for further assessment	DATA	Confidential	Mar-2026
D3.5	Documentation of the final version of land surface initialisation systems, including real-time prototypes	REPORT	Public	Jun-2026

WP4: Reanalysis prototypes

Del Rel. No	Title	Type	Dissemination level	Est. Del. Date

4.11 Other Aspects

The website will link directly to a project's Twitter feed which aims to become active in the second year of the project. This delay is chosen to better align with the workflow of the project. The project will reach out to associated projects, project team members and C3S to promote and/ or retweet to increase dissemination.

As mentioned previously there is a "contact us" option at the bottom bar, this will allow interested parties to contact us via a dedicated mailing address that is monitored by the Coordinator. This feature enables contact to project experts as the Coordinator can direct specific questions to the relevant partners.

4.12 Testing, Content Management System and Tracking

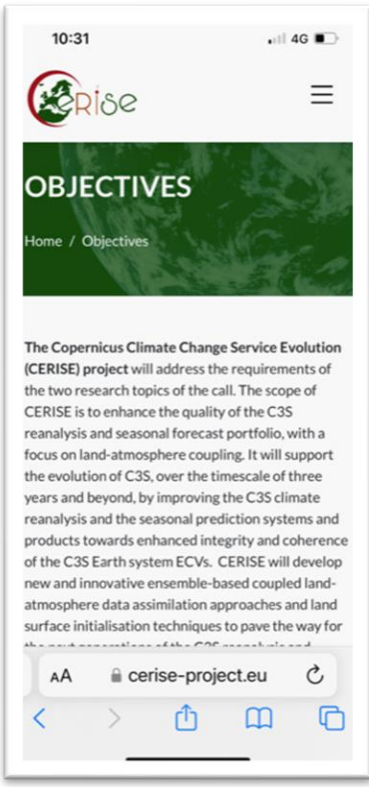
Testing: the website is built with Drupal 9 and uses reliable plugins to support part of its functionality. The website is built to be “responsive” and has been tested on different platforms and devices, and has been optimised for browsing from both PC and mobile devices. Various browsers have been tested including Firefox, Google Chrome and Internet Explorer. In this way the website has been developed to be compatible with mobile devices.

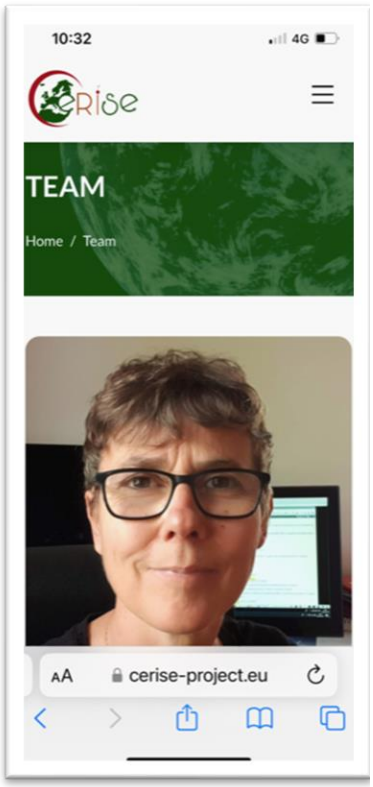
Content management: Accessing and editing, updating and uploading the material (digital media, posts) is easy for those who need to administrate the website. Initially the content management will be performed by Project Managers and the Project Coordinator but could be expanded to additional team members as the project progresses and if there is a need to do so.

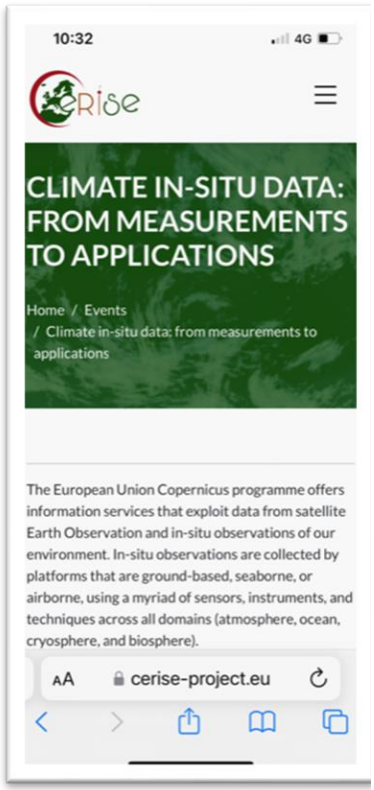
Visitor tracking: In order to monitor its performance over time, the project website makes use of Google Analytics. This information will be used to track users and interactions with the website and provide input on the effectiveness of the outreach The account is configured to secure the use of personal data and compliance with the General Data Protection Regulations (GDPR) rules. It will track the number of views, unique visits and monitor the downloads of the project’s outputs.

Mobile platform:

The website has also been configured to adapt to a mobile platform. Some screenshots are included below:







4.13 Messaging

The main strategic objective is to clearly communicate the importance of the project outputs to the Copernicus Climate Change Service.

Communications will therefore convey the importance of CERISE and the value added of the CERISE outputs to the C3S stakeholders and user communities.

With this Media and Comms plan and the provision of information on the Confluence Wiki, the messaging across the consortium is consistent and clear. Summary project information eg for abstracts has been provided on the confluence wiki for partners to use.

4.14 Measurement

Measuring progress against defined objectives will be key to providing assurance on the delivery of success, enabling corrective action where required.

We will undertake both a quantitative and qualitative approach to measuring stakeholder awareness and perception of the CERISE project and review updates of the relevant data on a six-monthly basis through google analytics metrics.

Already, deliverable D8.1 Risk and Quality Management Plan identified targets relevant for communication and dissemination, as follows:

Minimum Target Value | Typical Target Value | Optimum Target Value

Metric Definition	Unit of Measure	M12	M24	M34	M48
Visibility of the Public Project Website	Number of Website Access in per month	25/50/100	100/150/200	150/200/250	250/300/350
Scientific and technical presentations	Number of presentations (in scientific events, conferences, trade fairs, congresses, symposiums)[1]	1/3/4	2/4/6	2/4/6	2/4/6
Scientific publications	Number of peer-reviewed publications	0/0/1	0/1/2	2/4/5	4/5/6
Generic Communications from the project	Number of written and electronic papers / articles / publications[2]	2/3/5	3/5/7	5/7/9	9/11/13
Availability of Public Relations material	Number of Project PR Material released in previous year	0/1/2	1/2/4	3/5/7	3/5/7

[1] Examples of appropriate scientific events and fairs are given in D8.2 Dissemination and Exploitation Plan.

[2] Examples of appropriate electronic papers and publication journals are given in D8.2 Dissemination and Exploitation Plan.

5 Conclusion

In this deliverable, the CERISE Media and Communication plan has been initiated.

For dissemination, a set of instruments have been identified, namely a website, news items and numerous scientific conference and workshop involvements.

Whilst this provides a good starting point for the engagement activities of the CERISE project, it nevertheless needs careful reflection and updating when appropriate to ensure that new developments (technical as well as strategy) within the CERISE project and beyond are well reflected by the communication plan. This reflection and updating will be managed through the Executive Board Meetings which is held approx. every 2 months.

6 Annex I:

Document History

Version	Author(s)	Date	Changes
0.1	Rhona Phipps, Tanya Warnaars, Patricia de Rosnay	6/6/2023	Initial version
0.2	Rhona Phipps	15/6/23	Update after internal reviewers
1.0	Rhona Phipps	19/6/23	Issued version

Internal Review History

Internal Reviewers	Date	Comments
Isabel Trigo (IPMA), Jeff Knight (UK Met Office)	June 2023	Initial version