



European Cluster EMF and Health

Deliverable

Common dissemination and communication strategy for the cluster

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Executive Summary

This deliverable presents the CLUE-H strategy for communication and dissemination, listing the specific objectives of CLUE-H on this topic, presenting the team designed to achieve these objectives, i.e., WG3, and its organisation.

The present document also lists the tools and tasks to achieve the defined goals. A final section is dedicated to the task of identifying, addressing and establishing links with relevant audiences and stakeholders, target for the above mentioned tools and tasks.



1 Introduction

The communication and dissemination Working Group 3 (WG3) of CLUE-H was formed in 2022. The text below outlines its aims, composition, tasks, timelines and tools. Members of the CLUE-H collaboration are representatives of the projects ETAIN, SEAWave, GOLIAT and NextGem.

Because the dissemination and use of the results from the individual projects of the CLUE-H projects are a relevant part of the overall success of the EMF and Health research program, WG3 is responsible for the development and realisation of disseminating and communicating the cluster activities and findings. The overall aim of this strategy is to define how this will be achieved.

Based on the objectives and work carried out in this deliverable, the document starts with the Executive Summary followed by the introduction of the document in Section 1.

Section 2 provides the main objectives of the dissemination and communication activities of CLUE-H.

Section 3 defines the organisation and structure of the WG3.

Section 4 presents the dissemination and communication relevant tools of the CLUE-H.

Section 5 depicts the main tasks of this working group.

Section 6 identifies the relevant audiences and key stakeholders at the CLUE-H.

Finally, Section 7 gives a short conclusion about this report.



2 Objectives

The overall aims of the communication and dissemination activities are to maximise visibility, awareness and impact of CLUE-H, and to expand the possibilities of participation and engagement to directly related CLUE-H stakeholders, as well as to other communities of interest.

The objectives are thus to:

- raise understanding regarding radiofrequency electromagnetic field exposure, interaction with living organisms and possible impacts,
- disseminate and support impact of CLUE-H activities,
- ensure wider adoption of solutions developed by each of the individual projects of CLUE-H,
- facilitate and foster cross-pollination between the CLUE-H members and related stakeholders,
- maximize the dissemination reach of each of the individual CLUE-H projects by offering a common space to amplify relevant individual actions and milestones,
- create an overall 'brand' identity that represents the CLUE-H principles, objectives and values, beyond the ones represented by each of the individual projects,
- build a sense of community among the projects under the umbrella of the CLUE-H.

In order to achieve this, WG3 works to:

- develop a common strategy for communication and dissemination of activities by CLUE-H,
- promote activities and results of the network to an audience of relevant stakeholders, employing different types of communication and dissemination tools and translating the results into accessible and understandable content, in particular for the general public and the policy makers,
- develop an overall calendar of individual (by project) and collective CLUE-H events,
- distribute and assign tasks, actions and roles performed by each of the WG3 members, to ensure the common strategy is properly deployed,
- KEY PERFORMANCE INDICATORS: Cluster brochure written and deliverable submitted on time, newsletters written and deliverable submitted on time, CLUE-H website updated regularly, periodic meetings with WG3 organised,
- periodically check the ongoing dissemination objectives and results, and correct / adapt deviations,
- regular dynamization of the website.



3 Organisation

Defined WG subgroups:

- education and training
- communication and dissemination strategies and activities

No splitting of the WG3 into subgroups was seen as necessary, the WG3 participants are listed below.

Composition of the WG3:

This WG3 consists of one or two representatives from each of the four projects (Table 1). It is chaired by the ETAIN project.

Table 1: Working Group Members

Project	Name	Email	Role in project
ETAIN	Anke Huss	a.huss@uu.nl	Coordinator
	Anna Higuera	annahiguera@ideasforchange.com	D&C WP leader
	Silvia Ariccio	s.ariccio@uu.nl	Project management
GOLIAT	Mònica Guxens	monica.guxens@isglobal.org	Coordinator
	Pau Rubio	pau.rubio@isglobal.org	D&C WP leader
SEAWave	Theodoros Samaras	theosama@auth.gr	Coordinator
	Ioannis-Anestis Markakis	jmarkakis@physics.auth.gr	Dissemination Manager
NextGEM	Nikolaos Petroulakis	npetro@ics.forth.gr	Coordinator
	Anna Laromaine	alaromaine@icmab.es	D&C WP leader
	Panos Chatziadam	panosc@ics.forth.gr	Dissemination manager



4 Communication and dissemination tools

According to the Modality for Implementation of the Cluster document, these are the relevant tools:

- Developing and maintaining the web-portal (Deliverable M9) – NextGEM, who will develop and host it throughout the lifetime of the cluster, in cooperation with the WG3,
- Regularly updating the common web-portal (all)
- Joint visual identity (cluster name, acronym and logo, templates for documents and presentations) (Deliverable M9) – NextGEM, in cooperation with the Communication and Dissemination WG3,
- Cluster brochure ETAIN (Deliverable M12),
- Template for the newsletter (ETAIN, to be done for M18),
- Cluster newsletters (M18 SEAWave, M36 ETAIN, M54 Goliat). This includes preparing the brochure as well as a template for the newsletter to which all projects should contribute. Joint stakeholder list for communication/dissemination (Living document, M18 - lead: SEAWave/GOLIAT).

All relevant documents, products or tools resulting from the WG3 cluster activities are subject to feedback and approval by all coordinators before publication.



5 Tasks of the working group

- Set up WG3.
- Develop and lead the implementation of the strategy for dissemination and communication for CLUE-H.
- Promote activities of CLUE-H to stakeholders, via different types of online activities (see above).
- Develop a common/collaborative stakeholder list for communication and dissemination of CLUE-H activities and products.
- Share and track the performance of the communication and dissemination plan.
- Disseminate the newsletter via the CLUE-H projects websites and social media, where applicable. Via the periodic WG3 meetings, identify key results of relevance of the four projects for dissemination in the CLUE-H newsletter and brochure, where applicable.
- Organise newsletters or brochures to be disseminated.
- Dissemination of education or training events organised by the individual CLUE-H partners, and identify such events organised by others if open for other persons and applicable to the audience.
- Develop and maintain a common web-portal of the cluster, by updating it regularly.
- Provide the joint visual identity (cluster name, acronym and logo) of the cluster.
- Prepare the templates for documents and presentations.
- WG3 is responsible for maintaining the CLUE-H website and to develop a template to organise the relevant information by the individual projects on time.
- Organise a conference to bring together the CLUE-H community or develop seminars/webinars/courses to further exchange knowledge related to the field of study, this may be linked to ongoing activities such as the BioEM conference in 2024.
- To expand lessons learnt and exploitation results, joint publications among CLUE-H members will be welcomed and supported.
- The WG3 will discuss if a common FAQ on the website would be helpful.

Members of the WG3 meet at least three times a year, these will be primarily online meetings, they will happen throughout the projects' duration (depending on the lifetime of the individual projects) and reports back to the CLUE-H steering group meetings.



6 Audiences and Stakeholders

The task of identifying, listing and establishing links with relevant audiences and stakeholders will be led by SEAWave/GOLIAT and carried out collectively, following:

- A review of the relevant institutions for each of the projects that have been previously identified as part of the Dissemination and Communication plans of each CLUE-H project.
- The review will pay special attention to identifying overlaps and particularities between the relevant audiences as well as the stakeholders that each of the projects has, in order to establish the common lists of audiences and stakeholders.
- A review to identify other stakeholders and audiences that are specifically considered strategic for CLUE-H and that have not been previously identified.
- The final lists must be rich in terms of enhancing presence of different groups and their representativity and it will follow an Electronic Data Interchange approach as much as possible.

To comply with GDPR, the exchange of information about relevant audiences and key stakeholders at the CLUE-H level will be carried out at the level of institutions rather than individuals. Moreover, stakeholders will be requested to actively subscribe to the newsletter before receiving it. The stakeholder list developed by CLUE-H serves as a list of potentially interested parties. Newsletters and invitations to subscribe to newsletters will be disseminated via social media (e.g. CLUE-H and individual project LinkedIn accounts).

WG3 is going to apply the following principles to ensure an enriching and productive interaction between CLUE-H and the stakeholders:

- Every relevant CLUE-H newsletter is properly communicated to the subscribed stakeholders and on social media,
- There is a good mix of relevant stakeholders involved during the CLUE-H events and activities, to keep a variety of contributions and audiences.
- The mechanisms to ensure each of the stakeholder groups is invited, taken into account and has the possibility to participate in overall activities or specific working groups where their presence could be of help.
- The flow of communication is properly planned and established, and proper briefs are shared with the CLUE-H members to simplify the task.

This cluster dissemination plan will be revised and, if necessary, updated, by month 36.



7 Conclusion

This document describes the cluster's communication and dissemination strategy. The report provides the main objectives, the organisation and the structure of WG3 with regards to the identification of a common communication and dissemination strategy of the cluster. It presents the relevant tools and tasks of the CLUE-H. Moreover, the key stakeholders and audiences are described. Finally, the deliverable explains how the exchange of information is complied with GDPR law and whether the joint strategy is aligned with the CLUE-H dissemination and communication plan.