ESFR-SIMPLE

Research and Innovation Action (RIA)

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Communication strategy and website

Authors : Mrs. Marianne GROS (LGI)

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Project officer: Cristina FERNANDEZ RAMOS

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Summary

Project website will be developed and routinely updated with latest project achievements and announcements of events and other activities.

Approval

Date	By
2023-03-31 13:47:02	Dr. Eugene SHWAGERAUS (UCAM)
2023-03-31 13:52:18	Mr. Pierre SCIORA (CEA)

Disclaimer

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Document information

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Table of contents

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List of figures

List of tables

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Summary

This communication and dissemination plan outlines the strategy and key actions that will be implemented throughout the 48 months of the project to promote ESFR-SIMPLE and the potential of the European Sodium Fast Reactor to meet future energy and societal needs. This plan will be regularly updated and improved based on the monitoring results collected to reach the objectives that have been set.

Keywords

ESFR-SIMPLE, communication, dissemination, website

Abbreviations and acronyms

Acronym	Description
WP	Work Package
SFR	Sodium Fast Reactor
GIF	Generation-IV International Forum
TSO	Technical safety organisation
SMR	Small modular reactor

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1 Introduction

1.1 Purpose and scope

Communication and dissemination activities are a top priority in European collaborative research projects funded under the European Union's Horizon Europe programme.

The purpose of this deliverable is to describe the communication and dissemination strategy of ESFR-SIMPLE and to provide greater visibility of the process. This document identifies the communication objectives, target groups and key messages, and defines the tools and channels that will be used to communicate with the audience and to disseminate project results.

The scope includes all actions taken internally and externally of the project in terms of knowledge dissemination and public communication regarding ESFR-SIMPLE and its results. Communication and dissemination actions will be continuously monitored.

1.2 Partner contributions

CEA leads communication and dissemination activities for ESFR-SIMPLE. More specifically, CEA focuses on the global communication of the project and its results as well as the targeted dissemination of results and progress to key stakeholders. The communication and dissemination strategy outlined in this deliverable will be followed by all partners.

A summary of partner contributions to this strategy can be found in the table below.

Partner	Contribution
1 - CEA	**Task 9.3 – Workshops and Summer School** • Host a technology-focused workshop on advanced fuels and fuel performance issues **Task 9.6. – Public outreach and knowledge dissemination** • Develop a project identity and brand • Develop, manage and maintain the project website • Create and manage social media accounts • Develop a communication and dissemination strategy
5 - HZDR	**Task 9.3 – Workshops and Summer School** • Host a technology-focused workshop on sodium handling, monitoring and instrumentations
12 - UCAM	**Task 9.3 – Workshops and Summer School** • Host a Summer School where project findings will be shared **Task 9.6. – Public outreach and knowledge dissemination** • Contribute to the development of content used to communicate a balanced view of the strengths and challenges of SFR technology to the general public
14 - EPFL	**Task 9.3 – Workshops and Summer School** • Host a technology-focused workshop on computational modelling of SFRs
16 - JRC	**Task 9.5 – Communication with international organisations** • Compile and share main deliverables of the project with GIF as well as with other organisations such as OECD/NEA and IAEA Technical Working Group on Fast Reactors
9 – Liege U	**Task 9.6 – Public outreach and knowledge dissemination**

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	• Contribute to the development of content used to communicate a balanced view of the strengths and challenges of SFR technology to the general public
13 - PSI	**Task 9.6 – Public outreach and knowledge dissemination** • Contribute to the development of content used to communicate a balanced view of the strengths and challenges of SFR technology to the general public

Table 1: Partner contributions

1.3 Relation to other activities

The success of the overall communication and dissemination strategy depends on, and is linked to, the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP9 with information on their activities and in sharing relevant information about the project to their own contacts and networks.

2 Objectives

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon Europe programme.

Based on the needs of the project, the ESFR-SIMPLE project's main **communication and dissemination objectives** include the following:

- **Engage with the general public** through social media and other channels to disseminate knowledge and ideas created in the project
- **Understand public and stakeholder perceptions and needs** for advanced reactor technology to inform the reactor design community's decisions
- **Share project findings** with international organisations
- **Organise and conduct a series of SFR technology-focused workshops and a Summer School** to ensure information exchange and knowledge dissemination

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3 Communication and dissemination strategy

The overall ESFR-SIMPLE communication and dissemination strategy is based on a series of key messages tailored for specific audiences as well as comprehensive and consistent project narratives. Both will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

3.1 Target audiences

The ESFR-SIMPLE project aims to reach key target groups through its communication and dissemination strategy. Each communication action will be targeted at different levels: local, nationwide, European and global. The relevance and importance of communicating and disseminating to each stakeholder group is summarised in the table below.

Target audience	Relevance
Energy policymakers in the EU and globally	Energy policymakers determine which technologies best suit societal needs.
Advanced reactor design community	Members of this community are potential direct beneficiaries of the project results which can be leveraged in other ongoing and future projects.
International organisations working on SFR (GIF, OECD/NEA, IAEA)	ESFR-SIMPLE and international organisations working on SFR share similar goals. The results of the project would help these organisations reach their goals.
Technical safety organisations (TSOs)	TSOs are the end users of the technology.
Renewable energy producers	Renewable energy producers are the side users of the technology.
Academic community	University curriculums, professors, researchers and students will benefit from the knowledge generated as well as the tools and training developed within the project.
General public	The general public constitutes the ultimate customers of nuclear technology and should be aware of its benefits and limitations. They are also the ultimate beneficiaries of EU-funded research.
Project partner organisations	Streamlined information flow between partners is key to the efficient delivery of project objectives.

Table 2: Relevance of ESFR-SIMPLE outcomes for each target audience

3.2 Key messages

An initial set of tailored messages for ESFR-SIMPLE has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.

Target audience	Key messages

Energy policymakers in the EU and globally	• ESFR-SIMPLE will provide the necessary scientific evidence to make informed energy policy decisions. • A safer SFR could contribute to the future energy mix and help the EU achieve its decarbonisation goals.
Advanced reactor design community	• The technical information developed in ESFR-SIMPLE can benefit current and future related projects. • ESFR-SIMPLE aims to improve the safety assessment of the SFR through qualified numerical tools and experimental data. • The project will design an advanced modular reactor and assess its possibilities to operate with enhanced flexibility. • ESFR-SIMPLE will propose a new way of thinking on the safety culture on the new reactor developed.
International organisations working on SFR (GIF, OECD/NEA, IAEA)	• The knowledge generated within ESFR-SIMPLE will be shared with international organisations working on the SFR. • ESFR-SIMPLE will engage with these organisations to boost collaboration and achieve common goals.
TSO	• ESFR-SIMPLE will demonstrate that small modular reactor (SMR) technology is safe, reliable and cost effective, which will lead to flexibility for energy production.
Renewable energy producers	• ESFR-SIMPLE will demonstrate that the small modular reactor (SMR) would provide backup energy when renewable energy cannot be produced. • The integration of SFR technology in the European energy mix would reduce greenhouse gas emissions.
Academic community	• ESFR-SIMPLE will develop tools for education and training on the SFR enabling students in Europe and beyond to access and experiment with a state-of-the-art computational model of an SFR. • The project will enhance the understanding of the technology and promote R&D on the subject, providing students and other members of the academic community with research opportunities.
General public	• Nuclear reactors are considered as a safe technology and could facilitate the transition to a fully decarbonised energy system. • The technology developed in ESFR-SIMPLE could meet future energy needs resulting in greater societal wellbeing. • EU-funded research contributes to shaping tomorrow's technologies and energy source options.
Project partner organisations	• By communicating technical information, partners facilitate the efficient delivery of project objectives.

Table 3: Key messages for each target audience

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3.3 Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated.

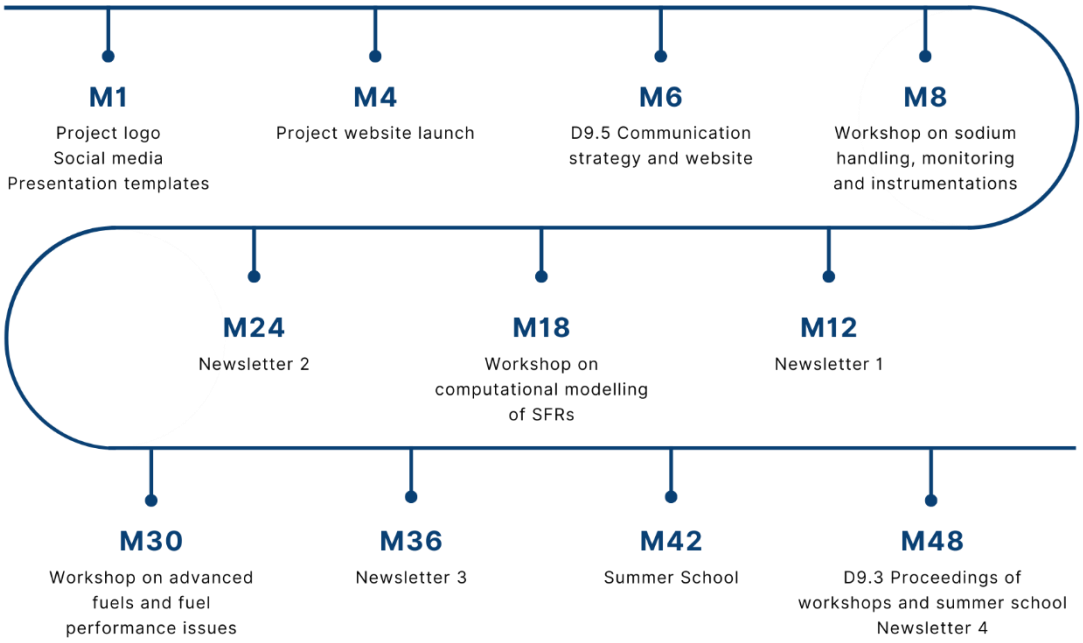

Figure 1: Timeline

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4 Management

4.1 Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on content creation and relay the information shared through ESFR-SIMPLE communication channels.

CEA uses the email address **contact@esfr-simple.eu** to receive news, announcements, scientific papers, pictures or information concerning partner participation in events related to the project.

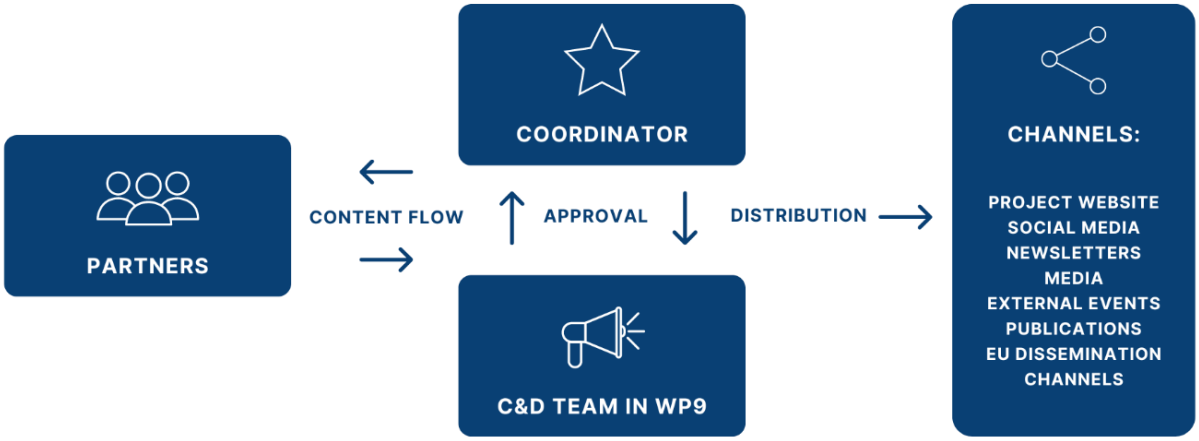

Figure 2: Content information flow

4.2 Role and responsibility of partners

To ease the flow of information and simplify the communication process between partners, an online form was created. Partners can fill out the form when they participate in an event, attend a conference related to the ESFR-SIMPLE project or publish an article about the project.

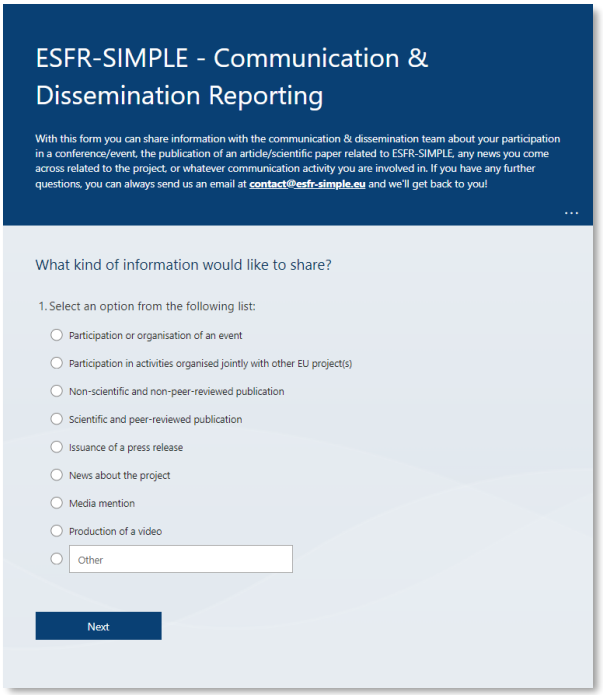

Figure 3: Screenshot of the reporting form

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Partners are strongly encouraged to use this form frequently in order to provide communication and dissemination content to include in the project newsletters, website newsroom and social media channels. This form will also be used to collect information for reporting periods.

5 Communication channels and tools

This section presents the different channels and tools that will be used to promote the project and its results.

5.1 Visual identity

All the communication and dissemination tools described in this deliverable are consistent with the ESFR-SIMPLE project's brand identity, which aligns with the image that the project wishes to convey. In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem (Article 17.2) and required disclaimer (Article 17.3). Moreover, it is important to note that "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." (Article 17.2).

Figure 4: EU emblem

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Figure 5: EU disclaimer

5.1.1 Logo

One of the first communications actions was to develop the project's visual identity. To build its brand recognition from the very beginning, a logo was designed on time for the kick-off meeting of the project. It is, and will be, associated and included in all paper and electronic documentation as well as promotional materials.

To ensure a strong project identity, several logo versions were designed, analysed and altered to best represent ESFR-SIMPLE in the clearest way possible.

Figure 6: Official logo

The ESFR-SIMPLE logo design was based on the design of the ESFR-SMART project logo. To maintain visual continuity between the project logos, the phoenix emblem was maintained in the ESFR-SIMPLE logo. The designer opted for bold, bright colours to distinguish it from the previous project's logo. Several other logo options were designed to offer versatility.

Figure 7: Logo variations

In text, the project should be referred to as ESFR-SIMPLE.

5.1.2 Project presentation template

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the ESFR-SIMPLE brand and ensures the project's visibility when presented at events or conferences.

Figure 8: PowerPoint template

5.1.3 Deliverable template

A Word document template was also prepared and shared with all ESFR-SIMPLE partners shortly after the start of the project. Consistent with the ESFR-SIMPLE visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.

Figure 9: Deliverable template

5.1.4 Other materials

Flyer: a flyer was designed and will be distributed at workshops and events organised by ESFR-SIMPLE, as well as at external events. It includes key information about the project, objectives, expected impacts, consortium member logos and contact information. The flyer will be printed on demand to avoid waste.

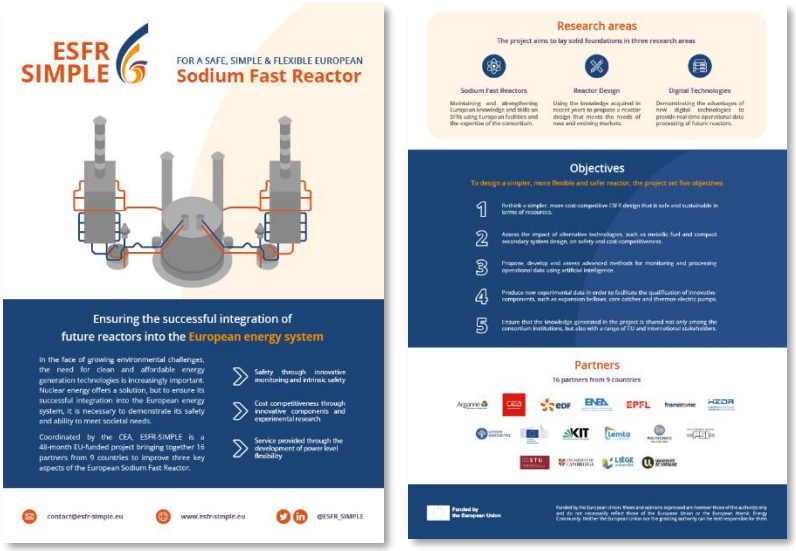

Figure 10: Flyer

Other promotional materials: visuals will be created to promote project events, publications and project news across the ESFR-SIMPLE communication channels including social media as needed.

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5.2 Project description

A text describing ESFR-SIMPLE has been drafted in two versions (short and long) **to ensure a comprehensive and consistent message about the project**. The project descriptions will be used by all partners in materials dedicated to promoting, communicating and disseminating the results of ESFR-SIMPLE and to present the project at events or conferences.

Short version:

In the face of growing environmental challenges, the need for clean and affordable energy generation technologies is increasingly important. Nuclear energy offers a solution, but to ensure the successful integration of future nuclear reactors into the European energy system, it is necessary to demonstrate their safety and ability to meet societal needs.

ESFR-SIMPLE, an EU-funded project, aims to build on the advances made in CP-ESFR and ESFR-SMART and improve the safety and competitiveness of the current European Sodium Fast Reactor design through the implementation of innovative technologies. Coordinated by the CEA, this 48-month project brings together 16 partners including research centres, industry actors, universities, technical safety organisations and small and medium enterprises.

Visit the project website for more information at www.esfr-simple.eu.

Coordinator: Pierre Sciora, CEA

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Long version:

In the face of growing environmental challenges, the need for clean and affordable energy generation technologies is increasingly important. Nuclear energy offers a solution, but to ensure the successful integration of future nuclear reactors into the European energy system, it is necessary to demonstrate their safety and ability to meet societal needs.

ESFR-SIMPLE, an EU-funded project, aims to build on the advances made in CP-ESFR and ESFR-SMART and improve the safety and competitiveness of the current European Sodium Fast Reactor design through the implementation of innovative technologies. Coordinated by the CEA, this 48-month project brings together 16 partners including research centres, industry actors, universities, technical safety organisations and small and medium enterprises.

In line with the ESNII roadmap, the ESFR-SIMPLE project aims to improve the safety and economic aspects of the European Sodium Fast Reactor (ESFR) through the implementation of innovative technologies. More specifically, the project partners will develop a novel small modular reactor (SMR) version of the ESFR. This ESFR-SMR will be safer, simpler and more economic while providing an option for flexible integration into the electrical grid as well as energy storage. In addition, concepts and measures developed in the ESFR-SMART project will be studied to eliminate several safety-critical scenarios, evaluated in experiments and quantified by modelling analysis.

Visit the project website for more information at www.esfr-simple.eu.

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5.3 Online resources

5.3.1 Website

The ESFR-SIMPLE project website was launched in January 2023: **www.esfr-simple.eu**.

The website serves as the primary information source for the project and will be where most stakeholders will go to find out more about its activities. The design was intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives. The website will be continuously updated with news, events, communication items, deliverables and results to keep frequent visitors and target audiences engaged.

To make useful and relevant information available for online visitors, the website addresses the needs and questions that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- Who the project partners are
- What the latest news and events of the project are
- Where to find more information on the topic or related topics

Browser compatibility: the website is compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is responsive and adjusts based on the screen size of the device it is viewed on, regardless of whether the device used is a desktop, tablet or mobile phone.

Monitoring: to understand how the website is used by visitors, Matomo, a GDPR-compliant website analytics tool is employed. Reports provide insights regarding:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

Four main sections will be used to communicate and disseminate information:

1. **News:** activities, milestones, results and news related to the project will be featured in articles and posts
2. **Events:** past and upcoming events internal and external to the project will be updated regularly
3. **Resources:** promotional materials, photos, newsletters and press releases will be made available for download
4. **Results:** public deliverables and reports will be made available for download

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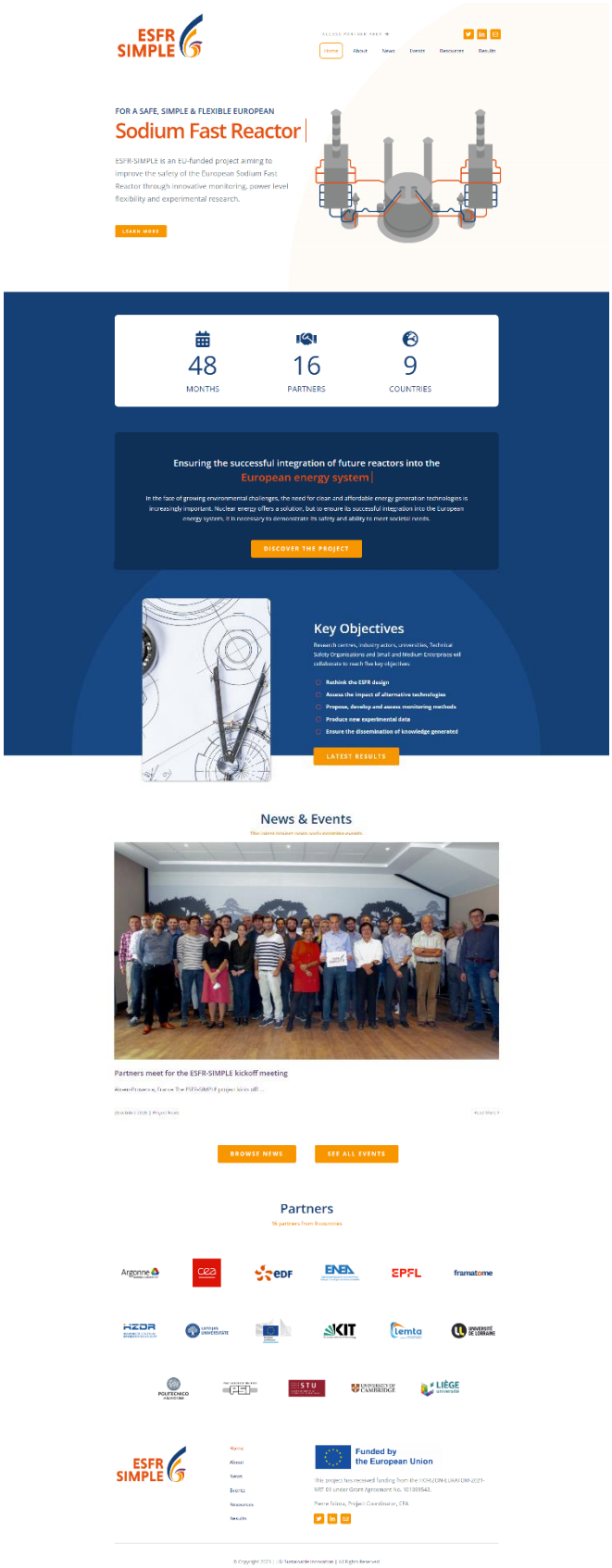

Figure 11: Screenshot of the website homepage

5.4 Social media

Different social media channels, including Twitter and LinkedIn, will be utilised throughout the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences will be targeted and engaged with across all platforms:

- Energy policymakers in the EU and globally
- Advanced reactor design community
- International organisations working on SFR
- Technical safety organisations
- Renewable energy producers
- Academic community
- General public
- Project partner organisations

A first list of hashtags related to ESFR-SIMPLE has been developed and will be used to maximise the project's visibility on all channels.

General	Specific
#ESFR-SIMPLE #SFR #Innovation #HorizonEurope	#SodiumFastReactor #SMR #safety #design

Table 4: Hashtags

5.4.1 Twitter

A Twitter account was created at the start of the project under the handle **@ESFR_SIMPLE**.

Figure 12: Twitter account

Twitter is used as one of the main channels to build a project's online community and to disseminate the results. The three main objectives set for Twitter are to:

- Build relationships and engage with target audiences
- Disseminate knowledge on the European Sodium Fast Reactor and reactor design

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- Bring the ESFR-SIMPLE results closer to the general public, policymakers, and multipliers

The ESFR-SIMPLE Twitter account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one tweet/retweet on a weekly basis
- Reply to users who tweet or mention **@ESFR_SIMPLE**
- Follow and engage with users who tweet content related to ESFR-SIMPLE activities
- Track specific keywords, mentions and trending hashtags

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by ESFR-SIMPLE partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the ESFR-SIMPLE Twitter account.

5.4.2 LinkedIn

A LinkedIn page was created for ESFR-SIMPLE: **www.linkedin.com/company/esfr-simple/**

The ESFR-SIMPLE LinkedIn account will be managed daily. In terms of audience, a specific focus will be placed on researchers and project stakeholders.

In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one post or share on a weekly basis
- Reply to users who mention **@ESFR-SIMPLE**
- Follow and engage users who post content related to ESFR-SIMPLE activities
- Track specific words, mentions and trending hashtags

Figure 13: LinkedIn account

5.5 Newsletters

At least four electronic newsletters will be distributed over the course of the project, on an annual basis. The newsletters will inform the ESFR-SIMPLE community on the latest achievements of the project progress, outcomes and relevant events, conferences and workshops. To develop interest in the newsletter, partners are encouraged to share all relevant information related to the project using a form accessible directly on the project's digital workplace as described in section 4.2 of this document.

The newsletter will contain different sections, including:

- An editorial written by the coordinator providing an overview of the previous year
- A feature on the results achieved
- A technical update from each work package leader on progress made
- A recap of the events attended and upcoming events of interest

Results and statistics will be drawn for each newsletter. Conclusions will be drawn, and possible areas of improvement will be discussed to optimise future editions.

The first newsletter will likely be distributed in September 2023, depending on the progress of the project.

A subscription pop-up box compliant with GDPR regulation will be added to the website to encourage visitors to subscribe to the newsletter in order to receive the latest project results and achievements.

5.6 Press releases

To ensure efficient communication and visibility in mainstream and specialised media, press releases will be distributed.

Press releases will be shared whenever relevant depending on the achievements of the project. In particular, three press releases will be distributed during the project.

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6 Dissemination channels and content

6.1 Dissemination with international organisations

The main deliverables of the ESFR-SIMPLE project will be compiled and shared as EU contributions to GIF as well as with other international organisations such as OECD/NEA and the IAEA Technical Working Group on Fast Reactors.

6.2 Conferences and events

Presenting the ESFR-SIMPLE results at conferences and having a booth to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage closely with stakeholders.

The project consortium will attend events that are relevant to the topic and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented.

An online form (described in section 4.2) was created to track and monitor partner participation in international and national conferences.

The ESFR-SIMPLE project has identified several events of interest including the following:

- ICMF: International Conference on Multiphase Flow
- ICAPP: International Congress on Advances in Nuclear Power Plants
- ICONE: International Conference on Nuclear Engineering
- M&C: Mathematics and Computations in Nuclear Engineering
- IHTC: International Heat Transfer Conference
- NURETH: International Topical Meeting on Nuclear Reactor Thermal Hydraulics
- NUTHOS: International Topical Meeting on Nuclear Reactor Thermal-Hydraulics, Operation and Safety

The ESFR-SIMPLE project will hold three technology-focused workshops and a summer school. The topics of the workshops include the following:

1. Sodium handling, monitoring and instrumentations
2. Computational modelling of SFRs
3. Advanced fuels and fuel performance issues

The summer school will be held in Cambridge, UK in M42 to disseminate project findings. One session will be dedicated to activities on engagement with the general public.

The format and logistics of the ESFR-SIMPLE workshops and summer school will depend on the situation surrounding COVID-19. The events are envisioned to be held physically but the partners will be ready to transform them into an online-only or hybrid version to ensure the safety and security of attendees.

6.3 European dissemination channels

All official channels established by EU institutions will be used to disseminate the project's results. The following official EU dissemination channels will be targeted:

Magazine	Horizon – The EU Research and Innovation Magazine	https://horizon-magazine.eu/
Portals	CORDIS	www.cordis.europa.eu/home_fr.html
	Horizon Results Platform	https://ec.europa.eu/info/funding tenders/opportunities/portal/screen/opportunities/horizon-results-platform
Platform	Open Research Europe	https://open-research-europe.ec.europa.eu/

Table 5: EU dissemination channels

6.4 Scientific publications

Several scientific publications will be prepared by lead academic partners involved in the project. These publications will include the main findings of the project's deliverables and will primarily be presented in some of the conferences listed in section 6.2 of this document and published in the following journals:

- Annals of Nuclear Energy
- European Journal of Physics
- Fluid Mechanics
- IEEE Transactions on Nuclear Science
- International Journal of Emerging Technologies in Learning
- International Journal of Heat and Mass Transfer
- Journal of Applied Physics
- Measurement Science and Technology
- Mécanique et Industrie
- Nuclear Engineering and Design
- Nuclear Engineering and Technology
- Nuclear Future
- Nuclear Materials
- Nuclear Science and Engineering
- Nuclear Science and Technology
- Nuclear Technology
- Physics of Fluids
- Progress in Nuclear Energy
- Science and Technology of Nuclear Installations

ESFR-SIMPLE will follow the Horizon Europe open access policy by providing online access to scientific information that is free of charge to the end-user and that is reusable via platforms such as Zenodo, Open Science Repository and Open Research Europe. In the context of this project, scientific information refers to peer-reviewed scientific research articles, articles, conference papers and research data. The ESFR-SIMPLE project will combine different measures to foster open access to knowledge as much as possible.

Project partners will be encouraged to regularly share information about their scientific publications via the online form described in section 4.2. Summaries of these publications will be disseminated on the project website, through the annual newsletter and on all social media channels.

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7 Key performance indicators

Activity	Description	Target
Project website	Number of visits, geography and other analytics	• At least 5000 visits
Press releases	Number of press releases during the project	• At least 3 press releases
Newsletters	Number of subscribers	• At least 100 at the end of the project
Events	Number of attendees	• At least 3 events organised • 30 attendees external to the consortium
Scientific publications	Number of peer-reviewed scientific publications	• 20 peer-reviewed scientific publications

Table 6: Key performance indicators

8 Conclusion

The communication and dissemination plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote the ESFR-SIMPLE project and its results in an efficient yet impactful way. The plan will be updated and improved based on the monitoring results collected and the overall strategy will be adapted accordingly over the course of the project.

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