

# CO2MVS RESEARCH ON SUPPLEMENTARY OBSERVATIONS



## D5.4 Media and Communication Plan

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## **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 CORSO in meeting its objectives and compliments the Reference Document 4 [RD 4] Dissemination and Exploitation plan (D5.3).

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

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## 2 Introduction

The following plan builds on [RD 4] CORSO D5.3 Dissemination and Exploitation Plan, which included the project's visual identity and public website. This deliverable, D5.4, aims at supporting partners' communication tools and media activities and efforts in promoting the project. It will also ensure consistency in messaging, tone of voice and format for the project.

### 2.1 Background

To enable the European Union (EU) to move towards a low-carbon economy and implement its commitments under the Paris Agreement, a binding target was set to cut emissions in the EU by at least 40% below 1990 levels by 2030. European Commission (EC) President von der Leyen committed to deepen this target to at least 55% reduction by 2030. This was further consolidated with the release of the Commission's European Green Deal on the 11th of December 2019, setting the targets for the European environment, economy, and society to reach zero net emissions of greenhouse gases in 2050, outlining all needed technological and societal transformations that are aiming at combining prosperity and sustainability. To support EU countries in achieving the targets, the EU and European Commission (EC) recognised the need for an objective way to monitor anthropogenic CO<sub>2</sub> emissions and their evolution over time.

Such a monitoring capacity will deliver consistent and reliable information to support informed policy- and decision-making processes, both at national and European level. To maintain independence in this domain, it is seen as critical that the EU establishes an observation-based operational anthropogenic CO<sub>2</sub> emissions Monitoring and Verification Support (MVS) (CO2MVS) capacity as part of its Copernicus Earth Observation programme.

The CORSO research and innovation project will build on and complement the work of previous projects such as the CHE (CO<sub>2</sub> Human Emissions), and CoCO<sub>2</sub> (Prototype system for a Copernicus CO<sub>2</sub> emission monitoring service) projects, both led by ECMWF. These projects have already started the ramping-up of the CO2MVS prototype systems, so it can be implemented within the Copernicus Atmosphere Monitoring Service (CAMS) with the aim to be operational by 2026. The CORSO project will further support establishing the new CO2MVS addressing specific research & development questions.

The main objectives of CORSO are to deliver further research activities and outcomes with a focus on the use of supplementary observations, i.e., of co-emitted species as well as the use of auxiliary observations to better separate fossil fuel emissions from the other sources of atmospheric CO<sub>2</sub>. CORSO will deliver improved estimates of emission factors/ratios and their uncertainties as well as the capabilities at global and local scale to optimally use observations of co-emitted species to better estimate anthropogenic CO<sub>2</sub> emissions. CORSO will also provide clear recommendations to CAMS, ICOS, and WMO about the potential added-value of high-temporal resolution <sup>14</sup>CO<sub>2</sub> and APO observations as tracers for anthropogenic emissions in both global and regional scale inversions and develop coupled land-atmosphere data assimilation in the global CO2MVS system constraining carbon cycle variables with satellite observations of soil moisture, LAI, SIF, and Biomass. Finally, CORSO will provide specific recommendations for the topics above for the operational implementation of the CO2MVS within the Copernicus programme.

## 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 CORSO project. It helps reaching the right audience with the right message.

D5.4 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 Reference Document 1 [RD 1] the DoA, 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.

## 2.3 Project partners:

Partners	
EUROPEAN CENTRE FOR MEDIUM-RANGE WEATHER FORECASTS	ECMWF
AKADEMIA GORNICZO-HUTNICZA IM. STANISLAWA STASZICA W KRAKOWIE	AGH
BARCELONA SUPERCOMPUTING CENTER - CENTRO NACIONAL DE SUPERCOMPUTACION	BSC
COMMISSARIAT A L'ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES	CEA
KAMINSKI THOMAS HERBERT	iLab
METEO-FRANCE	MF
NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO	TNO
RIJKSUNIVERSITEIT GRONINGEN	RUG
RUPRECHT-KARLS-UNIVERSITAET HEIDELBERG	UHEI
LUNDS UNIVERSITET	ULUND
UNIVERSITE PAUL SABATIER TOULOUSE III	UT3-CNRS
WAGENINGEN UNIVERSITY	WU
EIDGENOSSISCHE MATERIALPRUFUNGS- UND FORSCHUNGSANSTALT	EMPA
EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH	ETHZ
UNIVERSITY OF BRISTOL	UNIVBRIS
THE UNIVERSITY OF EDINBURGH	UEDIN

## 2.4 Reference Documents [RD]

[RD 1] 101082194-CORSO-HORIZON-CL4-2022-SPACE-01 Description of the Action

[RD 2] D5.1 Risk and Quality Management Plan CORSO-D5-1-V1.0

[RD 3] D5.2 CORSO website CORSO-D5-2-V1.0

[RD 4] D5.3 Dissemination and Exploitation Plan CORSO-D5-3-V1.0

### 3 Visual Identity of CORSO

CORSO builds on a strong, recognisable visual identity, in line with contemporary standards and easily insertable in partners' communication material. Previous projects CHE and CoCO2 have contributed to developing the visual logo for this project CORSO. As there is a strong tie to the CAMS community the colour palette chosen for CORSO is linked to those efforts as the outputs of CORSO are directly relevant to them.

#### 3.1 Logo type

The chosen CORSO logotype is composed of a pictogram, the project's acronym, and a short tagline, "CO2MVS Research on Supplementary Observations". The tagline gives the full project name and is short enough to be integrated in the logo and bring immediate understanding of the addressed topic.



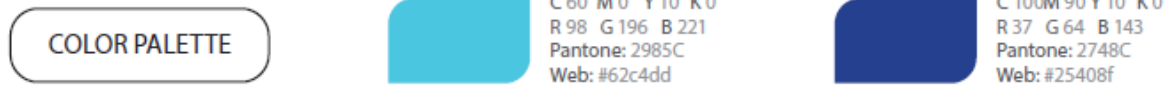
*Figure: the three colour schemes of the CORSO logo*

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 follows that of the CAMS communication material and is the following:



*Figure: colour palette for CORSO logo and branding material*

The typography associated with CORSO printed material is the open-licensed “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.

Colours and fonts were reviewed with specific attention to accessibility and legibility and conformity to the branding of CAMS to which the CORSO project is supporting.

## 4 Media and Communication Strategy

### 4.1 Communication Background

CORSO 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 CO<sub>2</sub> Monitoring and Verification Support service element.

CORSO is a research project made up of a consortium of 16 organisations and companies, with ECMWF as lead coordinator for the project. It will run for 36 months until the end of December 2025.

CORSO's outcomes will further support the development of a European capacity for monitoring anthropogenic CO<sub>2</sub> emissions. Therefore, it should be treated as high profile, with interest and prestige riding on it for all involved. The topic area is one that continues to attract substantial academic, industrial and political attention, and more importantly is acknowledged to be one of the most important challenges of our time (supporting the UN Sustainable Development Goal – 13 Climate). Communications will need to be clear, concise and compelling while not diminishing academic and scientific rigour. The CORSO project is a scientific endeavour, even so it involves direct dialogue with the European Commission (e.g., via its CO<sub>2</sub> Task Force). The main overriding outcome for CORSO is an improved understanding of a complex scientific phenomenon that benefits experts and laymen alike.

The key objectives of CORSO express the ambitious efforts of CORSO:

1. Deliver improved estimates of emission factors/ratios and their uncertainties;
2. Deliver the capabilities at global and local scale to optimally use observations of co-emitted species to better estimate anthropogenic CO<sub>2</sub> emissions
3. Provide clear recommendations to CAMS, ICOS, and WMO about the potential added-value of high-temporal resolution 14CO<sub>2</sub> and APO observations as tracers for anthropogenic emissions in both global and regional scale inversions.
4. Develop coupled land-atmosphere data assimilation in the global CO<sub>2</sub>MVS system constraining carbon cycle variables with satellite observations of soil moisture, LAI, SIF, and Biomass
5. Provide specific recommendations for the topics above for the operational implementation of the CO<sub>2</sub>MVS within the Copernicus programme

As reported in [RD 3], D5.2 & [RD 4] D5.3, a partner protected environment has been set up that includes a document repository and acts as the project's collaborative platform. The CORSO website acts as the main out-facing platform to showcase all project information and outputs. The details of this are described in [RD 3], D5.2 & [RD 4] D5.3.

### 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 an operational CO<sub>2</sub> emission monitoring capacity.



### 4.3 Audiences

In defining the target audience, it is important to produce impact outside CORSO and tailor the information provided accordingly. The target audiences identified for CORSO include the European Commission (also outside DG-DEFIS), EU Member States, the CO<sub>2</sub> Task Force, 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 CORSO.

**Table 1: Initial CORSO Audience Mapping**

	<b>STAKEHOLDER</b>	<b>CHANNELS</b>	<b>INFORMATION</b>	<b>COMMUNICATION</b>
1	European Commission, CO2 Task Force, ICOS, Member States, ESA, EUMETSAT	Attendance of relevant meetings Reports CORSO website CORSO Twitter	Scientific/technical General progress	Presentations Project news Tailored updates on website Tweets, posts
2	International collaboration frameworks - World Meteorological Organisation (WMO) - Global Climate Observing System (GCOS) - World Climate Research Programme (WCRP) - Intergovernmental Panel on Climate Change (IPCC)	Attendance of relevant meetings Reports CORSO website CORSO Twitter CoCO2 and CopernicusECMWF Twitter HaDEA Twitter	Scientific/technical Data products General progress	Presentations Project news Peer-reviewed scientific papers Tweets, posts, Links to/on other project/ programme websites
3	Scientific community	Conferences and fairs Peer-reviewed journals CORSO website CORSO Twitter CoCO2 and Copernicus ECMWF Twitter HaDEA Twitter	Scientific/technical General progress	Peer-reviewed papers News items Website publication material (including deliverables and datasets)
4	General Public (to be defined and segmented) Universities and interest groups	CORSO website CORSO Twitter CoCO2 and Copernicus ECMWF Twitter HaDEA Twitter	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 CORSO 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 CORSO'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 CORSO objectives.

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

The CORSO 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 CORSO website. The website will be maintained by ECMWF with input from the consortium partners.

Working closely with partners, CORSO 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 CORSO 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 through the uptake of results by CAMS as part of the ramp-up of the CO2MVS. CORSO's specific aim is to support this ramping-up and the project's results will therefore be used either directly in the CO2MVS prototype or through the ITT process

CORSO will also align its communication activities with the general communication around the future Copernicus CO2 service element, as things develop. This involves the European Commission, ECMWF, ESA and EUMETSAT. Key results from CORSO 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 CORSO 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 Commission and its Task Force 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 CORSO website. To increase its visibility, the CORSO website will be linked on the websites of ECMWF, CAMS, C3S, and other partners. The CORSO website will provide access to information on 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. Important information of general interest will be published on the CORSO website, including the project status on milestones and deliverables.

The **wider scientific community and policy makers** will be able to use the CORSO 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 will seek to drive traffic to the website, as well as sharing our news more widely to relevant, targeted audiences.

All mature data products of CORSO will be made publicly available to maximize the uptake by the scientific community. These include the new observations of 14CO<sub>2</sub> and APO, prior emission data sets, and potentially the results from the various data assimilation studies (depending on maturity). It is envisaged to make use of several parallel data portals to ensure full visibility of the datasets. The main data portals will be based on the ICOS Carbon portal, the Centre for Environmental Data Analysis (CEDA) archive, and the Copernicus Atmosphere Data Store.

Engaging stakeholders and their networks, 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 Messaging

The main strategic objective is to clearly communicate the critical importance of the project, the urgency surrounding the undertaking, and its challenging and compelling nature. Communications will therefore convey the importance of CORSO and the excitement and pride felt by those involved in the project, in a way that is appropriate to all stakeholders from seasoned policy makers and senior scientists to more general audiences of school children and the media.

The operational level objective of CORSO is equally clear: *to strengthen the creation of the new CO<sub>2</sub>MVS capacity together with the relevant European expertise in a consolidated and collaborative manner to improve the Copernicus CO<sub>2</sub> emissions Monitoring and Verification Support*. This objective includes strengthening interaction and encourage the innovation needed to reconcile the scientific challenges implicit in building that capacity.

### 4.6 Measurement

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

## CORSO

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

Already, [RD 2] D5.1 Risk and Quality Management Plan identified targets relevant for communication and dissemination, as follows:

<b>Metric Definition</b>	<b>Unit of Measure</b>	<b>M15</b>	<b>M27</b>	<b>M36</b>
Visibility of the Public Project Website	Number of Website Access in per month	100/150/200	150/200/250	250/300/350
Scientific and technical presentations	Number of presentations (in scientific events, conferences, trade fairs, congresses, symposiums)	2/4/6	2/4/6	2/4/6
Scientific publications	Number of peer-reviewed publications	1/2/3	4/5/6	9/10/11
Generic Communications from the project	Number of written and electronic papers / articles / publications	3/5/7	5/7/9	10/12/14
Availability of Public Relations material	Number of Project PR Material released in previous year	3/5/7	3/5/7	3/5/7

## 5 Conclusion

In this deliverable, the CORSO 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 CORSO project, it nevertheless needs careful reflection and updating when appropriate to ensure that new developments (technical as well as strategy) within the CORSO project and beyond are well reflected by the communication plan.

## Document History

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