



D7

COMMUNICATION AND DISSEMINATION PLAN

final version

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Executive summary

This document reports on the communication, dissemination, and exploitation activities planned in the scope of the IANUS project, specifically concerning work package 7. The report accounts for ethos and approach guiding these activities, their goals, and target audiences. The report also provides an overview of the toolbox employed to run communication, dissemination, and exploitation work as well as the branding outputs developed during the project. Content strategy and guidelines for promoting inclusive communication are also elicited, along with a description of their evolution through time, including the project's events carried out and planned. A final section is dedicated to the presentation of the monitoring system developed in the context of communication, dissemination, and exploitation activities, as well as its application and the results achieved by IANUS in these areas.

Introduction

This report delivers information about the communication and dissemination (C&D) activities planned in the scope of the IANUS project and specifically concerning the work package 7. These activities supported the achievement of the general objectives of the project, consisting of the creation and enhancement of participatory processes as key factors to strengthen warranted trust in science, research, and innovation.

Within this framework, C&D activities aim to achieve the highest impact by implementing a thorough plan that adheres to the following objectives:

- mobilizing relevant stakeholders (Research Funding and Performing Organizations or RFPOs, media, policymakers, civil society, etc.) through public initiatives and workshops;
- communicating with the broader public;
- making available all project information and results through specific materials and channels;
- contribute to ensuring the sustainability and exploitation of project results.

As already mentioned, the C&D activities were coordinated and developed with the scope of the work package 7. The work package is structured according to 4 main tasks described as follows:

- **Task 7.1 – Communication & Dissemination Plan (CDP) (M1-M36)**

This task, coordinated by UNIROMA, concerns the development of the preliminary and final version of the present Communication, Dissemination & Training Plan (CDP).

- **Task 7.2 - Communication infrastructure and tools (M3-M36)**

This task, coordinated by AUTH, concerns the development of the project branding, the communication artefacts (such as leaflets, posters, presentation, roll-up banner, infographics), the project website, the social media strategy, and the crowd-sourcing observatory.

- **Task 7.3 - Dissemination and exploitation activities (M3-M36)**

This task, coordinated by UNIROMA, concerns the development of exploitation activities in terms of scientific research outputs, policy outreach, academic outreach, project events and networking with related projects, and a monitoring system to measure the project's research and dissemination impact through qualitative and quantitative indicators.

- **Task 7.4 - Tools for informal science education (M12-M36)**

This task, coordinated by EUR, concerns the arrangement of training activities at the events and activities organized by IANUS. The training sessions include relevant stakeholders in order to maximize the impact of the project. The task also pertains to the development of informal training on science education.

1. Communication and dissemination: ethos and approach

1.1 Building a participatory approach for communication and dissemination

IANUS has invested significant resources in the communication and dissemination of the project's activities and results in order to ensure public awareness as well as to build a strategy to communicate findings beyond the end of the project. The C&D activities are informed by a participatory methodology that aims at ensuring the engagement of the audiences and stakeholders relevant to the project.

The IANUS project aims to strengthen trust in science, research, and innovation by fostering participatory processes at different levels and involving various audiences and stakeholders (governmental organizations and funding bodies, universities and higher education institutions, research teams, educators, and media). The employment of participatory methods as a general strategy to allow research to become inclusive and pluralistic also informs the development of communication and dissemination activities. Communication is indeed an intrinsic part of the project's methodology, which aims to build an open and inclusive dialogue between the consortium and its audiences as well as societal stakeholders, during the lifecycle of the project and beyond.

The participatory ethos of IANUS communication and dissemination activities relies on a rich toolbox of channels and formats as well as on a diverse set of strategies deployed to reach out to specific audiences. This media infrastructure has allowed communication and dissemination to address and complement the goals of the different work packages' activities. Additionally, it has also placed the attention on delivering tailored messages from and to the various stakeholders. In this respect, specific content and media outputs have been produced to support the project's research activities such as the co-creation events gathering experts and crucial stakeholders in STI (T4.3), the IANUS media panels with science journalists and science communication professionals (T4.3), and the dissemination of policy recommendations across the categories of stakeholders (WP6).

Additionally, the participatory approach of C&D activities is also characterized by the ambition to be as inclusive as possible in terms of gender and other sociocultural dimensions such as scientific literacy. This was achieved primarily by employing inclusive and accessible language (see section 3.2).

1.2 Communication and dissemination goals

IANUS' communication and dissemination activities were conceived to achieve the following goals:

- to engage stakeholders
- to engage the broader public
- to support the promotion of policy recommendations

As a scientific project that aims to strengthen trust in science by fostering a constructive and continuous dialogue among the different stakeholders, IANUS is devoted to achieving the highest visibility in terms of activities undertaken and results obtained. To do so, since its earliest days the project has been committed to building a well-structured communication infrastructure characterized by a diverse set of tools and channels. Such a diversity derives from the need to reach out to different target audiences and stakeholders.

The goal of visibility is connected to achieving the highest awareness about the project within its direct target audiences and beyond. Reaching a significant level of awareness is crucial for a project like IANUS, which aims to recruit and engage in its activities (workshops, social labs, policy labs, media panels) a diverse set of actors coming from civil society, journalism, public policy, research, and education.

A key action of the project resides in the validation and dissemination of policy briefs (WP6) which contain relevant insights for science, technology and innovation STI governance and policy, and to develop specific recommendations for policy and decision-making bodies. In this regard, WP7 has worked in strong synergy with WP6 whose main objective is the translation of the insights, knowledge, and concepts generated in the IANUS project into accessible and effective recommendations for the future design and governance of STI policies.

1.3 Target groups

1.3.1 Institutional agencies

As already mentioned, the IANUS project is characterized by a diverse set of interlocutors whose role is not merely recipients of the project's findings, but actual participants in the development of activities.

Delivering validated practical recommendations for restoring trust in science, research, and innovation at the institutional level is one of the main actions of the project. The European Commission is the closest institutional partner of IANUS due to its role as funding agency and, as such, the principal recipient of the main achievements. Moreover, given the European breadth of the project, the EC represents the main collector of the project's findings and recommendations on how to strengthen trust in science.

National and local governments are the other institutional target groups that have been involved in communication and dissemination activities. Representatives of these bodies have been regularly invited to take part in the projects' events.

1.3.2 Academia and research community

Higher Education Institutions (HEIs) constitute another relevant target group of the WP7 activities. HEIs mainly include universities and professional higher education bodies. Specific target groups include scholars working in disciplines such as philosophy, social sciences, STS, and science communication, but also researchers working in STI fields included in the participatory research such as biomedicine, bio-nanotechnology convergence and neurotechnology, artificial intelligence, STI for the fight against climate change, and the protection of biodiversity.

1.3.3 Sister Projects

The relationship that has been constructed with the sister projects VERITY and POIESIS has been beneficial to the exchange of experiences and feedback on both the scientific and dissemination levels as well as for networking with the aim of amplifying the outreach of the projects.

A cluster meeting among the three projects was held for the first time on the 12th of October, 2023, establishing routine communication and collaboration activities, followed by a second on December 11th, 2024. The sister projects also created and started populating a shared workspace for communications in the TRIlateral cloud on MS Teams, which is employed to brainstorm and update files related to the organization of events, including the IANUS final event. The three projects constantly amplify each other's voice through social media interactions and content endorsement. They also present in seminars and events organized by each of the projects and feature each other's articles and relevant updates in the respective newsletters.

1.3.4 Media

Given the paramount relevance of media coverage for public confidence, trust and distrust in STI, IANUS dedicates one specific task to the involvement of science journalists and science communication professionals as a key expert stakeholder group. Science communication professionals and journalists are a privileged target group of communicators and disseminators, and a selection of professionals have

been invited to join 23 co-creation events as part of the T4.3., counting 80 participants in total among experienced and junior journalists, science communicators, and science journalists.

The involvement of media professionals has not only served to amplify the findings of the project, but also to elaborate and refine the findings themselves by focusing, for example, on the joint investigation of challenges and opportunities raised by social media in strengthening trust in science.

A similar logic to the one envisioned for institutional agencies has been followed for the involvement of media professionals. Both national and local media agencies have been alerted in order to ensure a capillary diffusion of the project's messages and insights.

1.3.5 Wider publics and citizens

The wider public, including citizens, is the final target destination of IANUS communication and dissemination. The project devoted significant efforts to reach out to a broad and diverse audience in terms of gender, ethnicity, level of education, and scientific literacy. For these purposes, a broad and heterogenous set of media tools and channels has been developed. Moreover, a strategic plan in terms of content dissemination has been pursued so as to tailor media outputs to different target audiences.

Part of the IANUS' strategy of engaging civil society and citizens is the development of a set of tools to foster informal training on science education as part of 7.4. During the Rotterdam meeting in January 2025, the consortium discussed and decided to develop an illustrated online zine to showcase tools that foster informal science education. This zine is intended to highlight effective practices and inspire further use and dissemination of IANUS outputs. To ensure the zine reflects the experiences within the consortium, – and as all partners participate in this task – partners have been asked to share their favourite tools used (or developed) within the IANUS project in a specific document. These tools will be gathered in the online zine and published on the project website on M36.

2. Branding and tools

IANUS can count on a distinct project branding and a diverse set of communication tools that serve multiple purposes. Tools available for external communication activities include: the project website, social media accounts (Facebook, Twitter/X, LinkedIn, Bluesky), an account on YouTube for sharing videos, leaflets, posters, presentations, roll-up banners, factsheets, press releases, deliverables, and publications.

The list of tools allows communication and dissemination to be organized across different channels, taking different forms and nuances. For example, leaflets and publications usually consist of verbal and visual texts, while the website and social media accounts allow for the development of different kinds of text, languages, and formats, organized through specific rules, conventions, forms (e.g. posts, comments, etc.), and technical configurations. The communication and dissemination tools and channels are described in more detail in the next sections.

2.1 Project logo and templates for documents

The WP7 activities concerned, among other things, the development of a visual identity that allows the project to be recognizable and disseminated from a communication point of view. This work mainly consists in the creation of logo, colour palettes, illustrations, and templates.

The project logo has been developed and presented at M1, in the context of the first project General Assembly:



Figure 1. Project logo

The logo is inspired by the project's name, Ianus, in tribute to the ancient deity Janus of arcades and gateways, which point to both the inside and the outside of the knowledge production process on which the project is focused. The logo carries the

project institutional colour palettes approved by the consortium – consisting of in the two main color shades of orange (HEX: #f0994d) and blue (HEX: #053563).

Besides the logo, a presentation template has been already developed to support partners' dissemination activities. It includes a simple design format with respect to the project branding and colour palette

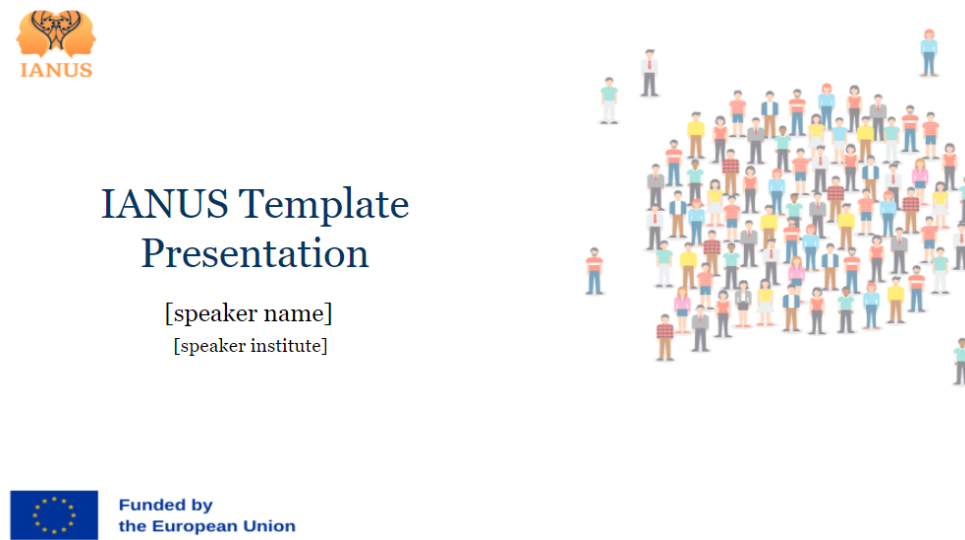


Figure 2. Template for slides (cover page)

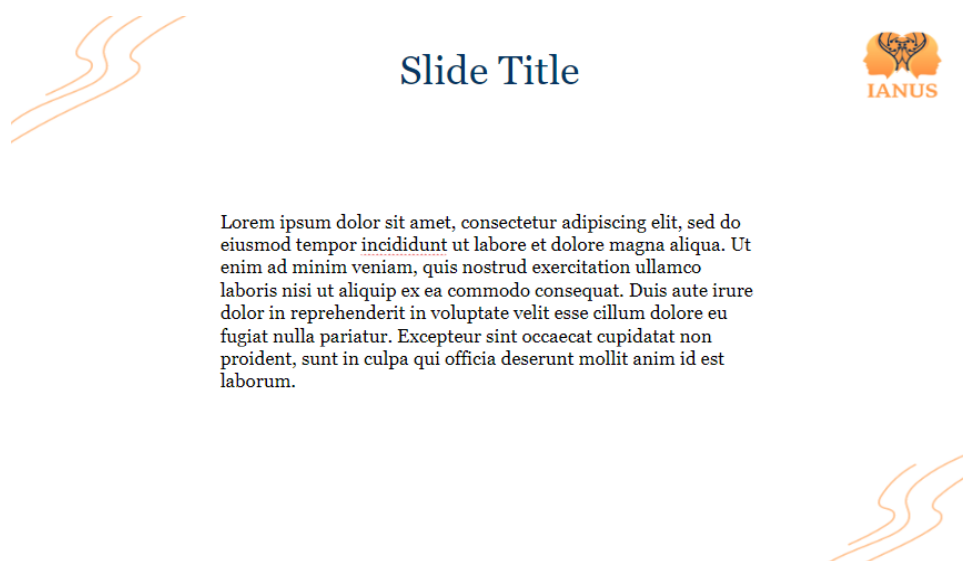


Figure 3. Template for slides (body)



Figure 4. Template for presentation (end page)

Finally, a standard document template has been created to facilitate the dissemination of the project's written outputs such as reports, deliverables, etc.

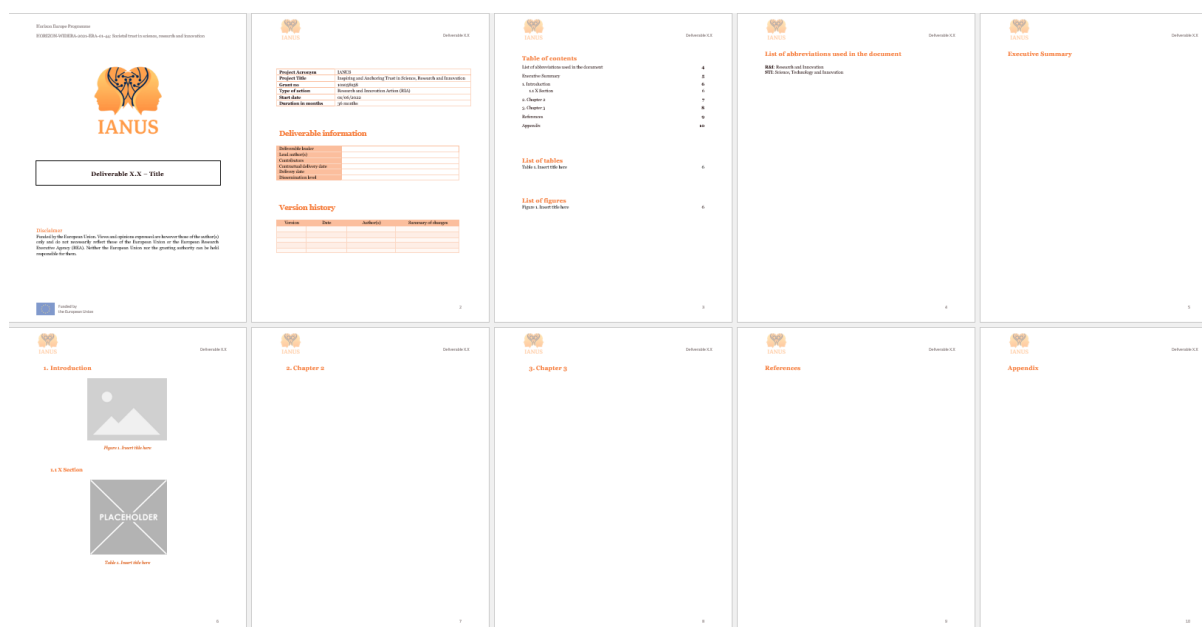


Figure 5. Template for the standard document

Both in presentations and standard document templates it is recommended to select the same font family and size to increase ease of use, consistency, and uniformity. In

more detail, the font family is “Georgia”, available either online or offline in the Microsoft suite, the Google suite, and other environments. In the presentation template, font-size 30px for each title, font-size 18px for the presenter's name and font-size 14px for every other content and information is used. In the standard document template, a bolded font-size 16px for the chapter title, a bolded font-size 13px for the sub-chapter title and an 11px font-size for the rest of the content is used. Both in standard documents and presentation templates, justified alignment for each part of the text is recommended with captions to be under the list or/and tables.

The development of document templates has followed the criteria included in the Grant Agreement in relation to the presence of the EU emblem in combination with the funding statement.

2.2 Sister projects’ branding

A common branding across the sister projects has been established, with a shared visual identity employed to publish joint social media updates. The colleagues at VERITY developed a shared branding package which includes: colour palette reflecting the three projects, different suggestions for layouts, illustrations for reference, common tagline/slogan (#Together for Societal Trust in Science, Research And Innovation), templates that can be used for joint social media posts.

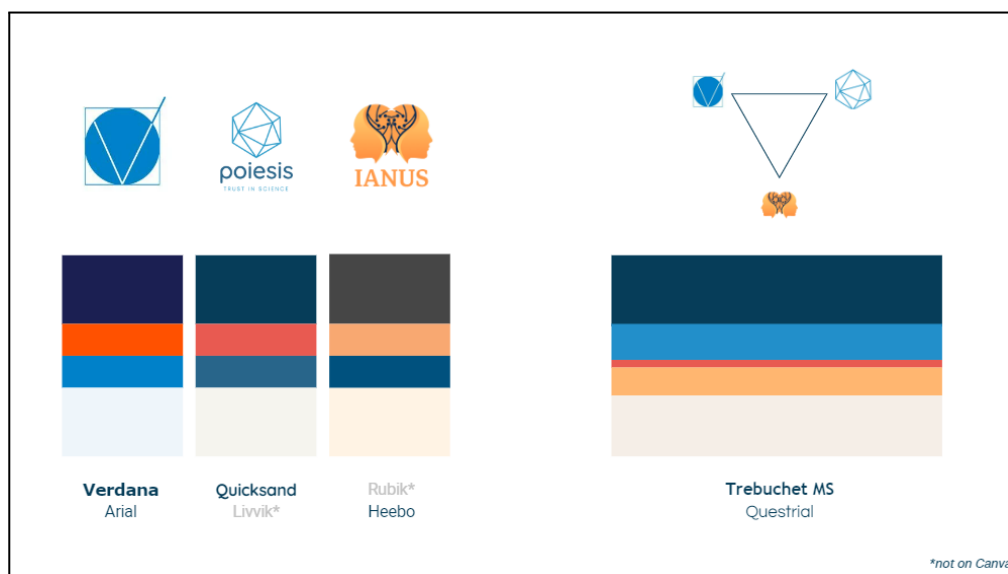


Figure 6. Detail from the branding package



Figure 7. Example of a joint post with shared visual identity

Four collaborative posts have been shared so far, referencing joint meetings among IANUS, VERITY, and POIEIS, as well as explaining the projects' aim and scope. More collaborative posts are foreseen to be shared in the months leading up to the conclusion of the three projects.

2.3 Website

The IANUS project website ensures multilateral and integrated communication space for IANUS results, linking up with existing and emerging platforms such as Zenodo. The project website version was created and hosted by AUTH (launched M5). Two domain names, trustinscience.eu and ianus-project.eu, were registered, with ianus-project.eu redirecting to trustinscience.eu, the primary domain name. Integration of Google Analytics provided valuable insights into visitor statistics, including demographics and other relevant data

The website menu was designed carefully in order to reflect all the content of the project. In this context, it contains the following sections: a section called "Home" redirecting to the homepage; a section called "The project" leading to a more detailed description of the project, its objectives, and its sister projects; a section called "Partners" and describing the partners of the consortium; a section called "Resources" delivering the project reports, publications, policy briefs, crowdsourcing observatory, media kit, and connecting with the Zenodo repository; a section called "Newsroom" featuring all the news, events, and newsletters of the project; one last section delivering the project's email address (info@ianus-project.eu) and the

“Subscribe” button which redirects to the newsletter’s subscription page (<https://trustinscience.eu/ianus-newsletter/>)



Figure 8. Map of the IANUS website

The homepage aims to guide the visitors throughout the IANUS project, illustrating an overview of its objectives, and partners.



Figure 9. Homepage of the IANUS website

Special attention has been given to the design of the News section, as it is one of the most important means of disseminating the IANUS project. It needs to be minimalist and attractive in order to attract visitors to meet the findings and results of IANUS events.

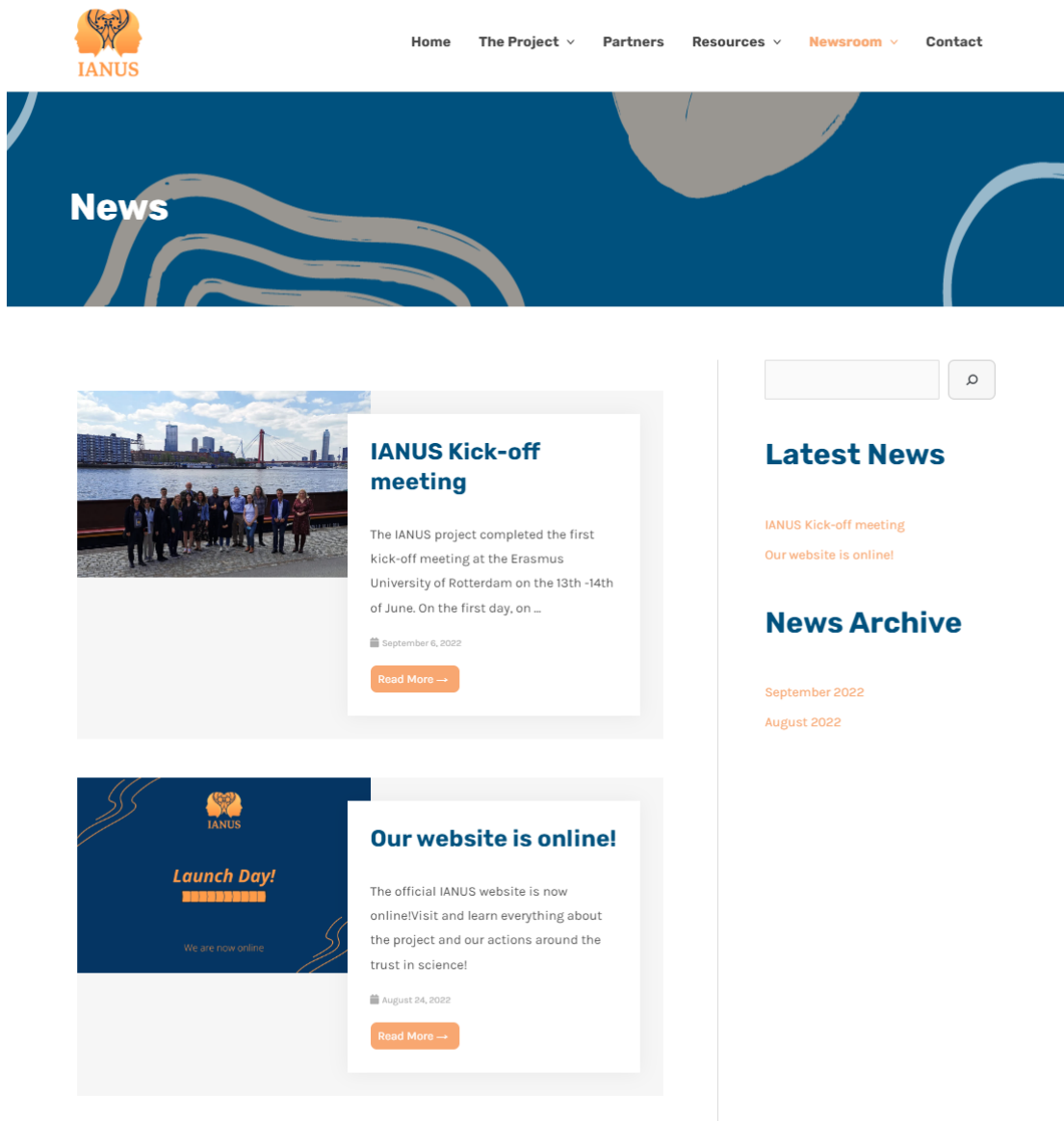


Figure 10. News section of the IANUS website

Moreover, there are interactive buttons all over the website that allow immediate redirection to different sections, helping the navigation experience. Also, the website features social buttons which redirect to the social media accounts of IANUS. The official language of the website is English. The format chosen allows for fine-tuning the language to the target groups and emphasizing interlinkages.

The CAPTCHA (Completely Automated Public Turing test to tell Computers and Humans Apart) security measure is embedded on the IANUS website in order to offer protection from remote digital entry. It is based on asking for the completion of a simple test that proves the human identity and not the computer one.

The IANUS website uses Google Analytics to better understand how visitors interact with it. This provides us with important information to enable the site to work better. The information collected is not linked to any personal data.

Finally, the IANUS website is fully responsive. In other words it can adjust perfectly to different screen dimensions. Given the increasing use of mobile phones for daily tasks, the IANUS website fits in smaller dimensionally sized screens, without losing information or changing completely its design identity.

2.4 Social media

In parallel to the website, social media accounts have been activated at M5 in order to increase the outreach of the project. Further changes to the IANUS social media accounts followed the development of Twitter's acquisition and subsequent merge with Xcorp and will be detailed below.

IANUS has its own profile on several social media and sharing platforms delivering content and about the projects. These platforms are:

- Facebook: <https://www.facebook.com/IANUSproject/>
- X (previously Twitter): <https://x.com/IanusProject>
- Bluesky (as of M32): <https://bsky.app/profile/ianus-project.bsky.social>
- LinkedIn: <https://www.linkedin.com/company/85634806/admin/>
- YouTube:
https://www.youtube.com/channel/UC4DDS7dFZwUT_45yegaYZrA

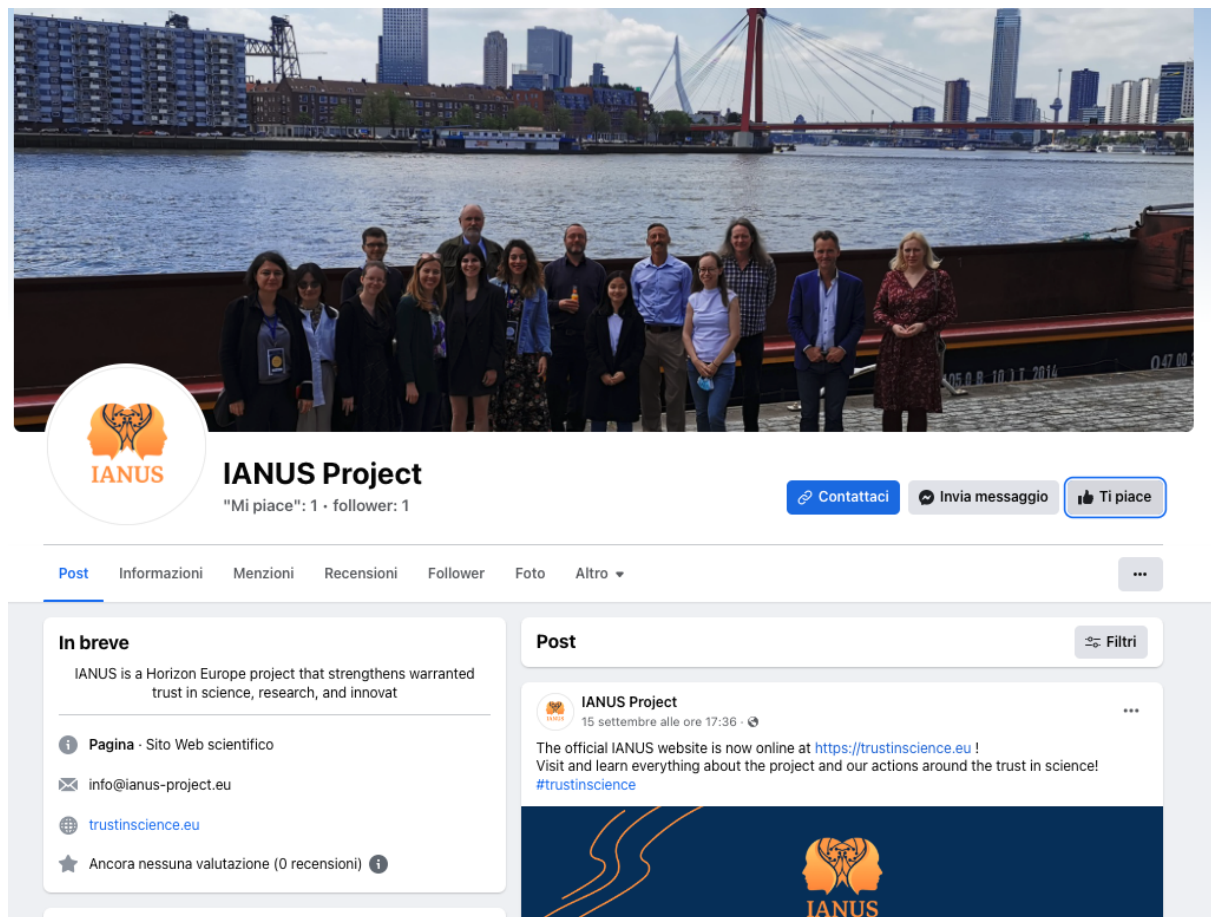


Figure 11. Facebook timeline

As part of the development of IANUS' communication infrastructure and tools, a conversation regarding the changing environment of X emerged at the end of IR5. While, when IANUS first opened an account, the platform was still known as Twitter, much has changed since its acquisition and subsequent merge with Xcorp, which resulted in a significant reshaping of the platform's affordances. As a result, the environment of X has become increasingly difficult for all those interested in scientific pursuits, including projects such as IANUS, resulting in a steady number of EU projects and science communicators' accounts leaving the platform in favour of Mastodon or Bluesky. The debate on whether to leave X and/or open a new social media account on either or these platforms extended into IR6 and resulted in the creation of an additional account on Bluesky.

The website and social media promote two different processes of communication in a strategic manner. The website provides information and updates about the project without enabling interaction; on the other hand, the purpose of the social media pages is sharing information about the project mostly published on the website (e.g. news, events, publications, research outputs), but also delivering other content

related to the project (e.g. critical analysis, other projects, news, etc.), which may add sense to the activities and goals of the project, thus fostering participation and engagement.

2.4.1 Social media plan

The social media plan has been developed as part of the overall editorial calendar. It is tailored to the project's needs and based on the EC social media guide for EU funded R&I projects¹. Social media are surveyed daily to share relevant posts with the IANUS audience, engage with relevant stakeholders, and build a network of academics and figures working on IANUS' themes.

Outreach and impact have been pursued by exploiting the social media networks of partners themselves and through systematic attempts at growing social media audiences. All consortium partners have been strongly encouraged to repost and further promote the IANUS activities in their own channels, as well as suggest ideas and best practices for communication and dissemination in accordance with their own networks.

2.5 Leaflets, Infographics, Newsletter, Posters, Banners, Videos, Crowdsourcing Observatory

IANUS public engagement activities can also count on a diverse set of information and communication artifacts that are delivered both online and offline.

Firstly, IANUS develops two leaflets: one promotional leaflet has been developed in M7 and the second leaflet will be developed in M35. They are developed in English, and in an online version to be communicated to the entire consortium (thus, any partners interested in printing them and disseminating them further will have the ability to do so based on the online version). The first leaflet (Fig. 12) provides a more general overview of the project, including the project's aim and objectives, core concepts and principles with an aim to familiarize the project's audience with the IANUS mission and promote the project's website and social media accounts. The second leaflet will summarize the most important outcomes of the four policy briefs (developed under WP6) with an aim to be disseminated during the final conference of the IANUS project. Both leaflets will display some additional, core information:

¹https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

consortium partners; link to the website; link to the social media accounts of the project. The leaflets will address the core stakeholder groups of the project including RFPOs, media, policymakers, civil society, and the EC.

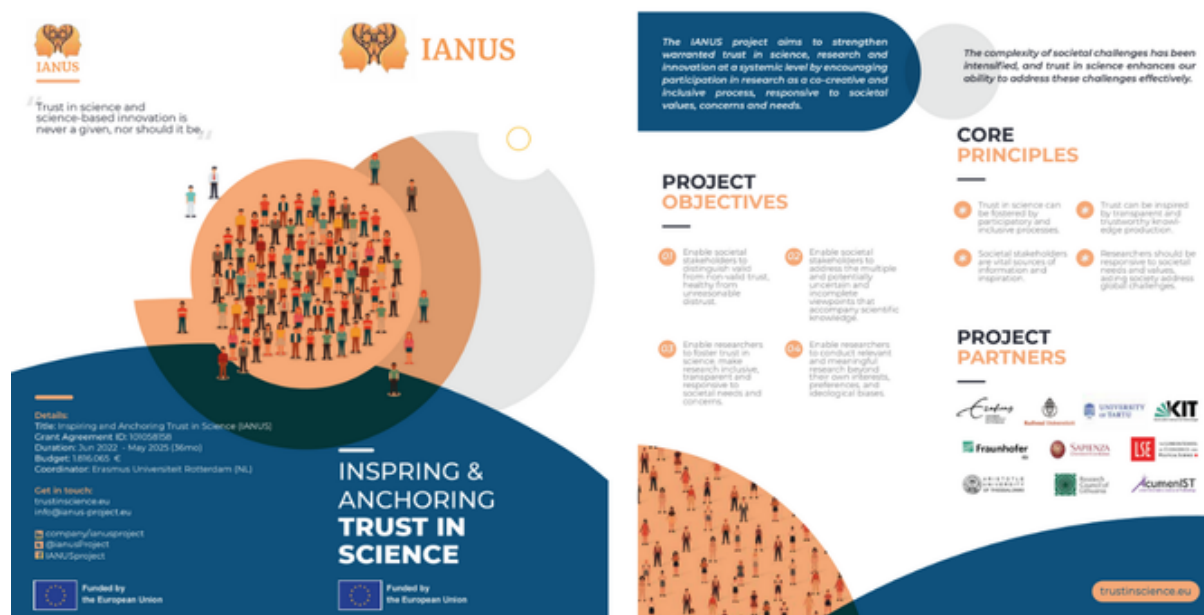


Fig. 12 First IANUS leaflet

Secondly, IANUS develops two infographics: the first infographic in M34 to summarize the activities, events, media panels, co-creation workshops, etc. organized and conducted under WP4 and the second infographic in M35 to visually summarize the most important points of the four policy briefs developed under WP6. Both infographics' primary aim is the simplicity and easiness to use in other dissemination material (e.g., leaflets, website posts, etc.) as embedded elements. To keep the project's environmental footprint as low as possible, leaflets as well as other C&D materials will be distributed mainly online (website, social media), whereas printed copies will be limited to the dissemination of information in external events where online promotion is neither possible nor sufficient.

Thirdly, IANUS develops six newsletters in bi-annual frequency that are assembled to disseminate the main updates and stories regarding the project in the specific 6-month period. The newsletter is distributed through MailerLite², one of the most popular professional emailing solutions used to ensure the best delivery rate. All newsletters are also available on the IANUS website at <https://trustinscience.eu/newsletters/>. Similarly to the leaflets, the newsletter

² <https://www.mailerlite.com/>

addresses the core stakeholder groups of the project including RFPOs, media, policymakers, civil society, and the EC. All newsletters disseminate important and interesting outcomes of the project, the participation of IANUS partners in external events and collaboration with sister projects, all with the aim of familiarizing and engaging diverse audiences with IANUS' endeavour of fostering public trust in science.

Fourthly, IANUS develops ad hoc communicational materials, such as posters and roll-up banners, in the context of project events in order to maximize their visibility. A more general roll-up banner has been developed in M12 to familiarize audiences with the IANUS project, presenting general information for the project, its core objectives, domains of upcoming case-studies and events, project partners, website, and social media accounts (Fig. 13). Moreover, a poster has been developed in M35 in collaboration with sister projects (VERITY and POIESIS) as a welcome material to the final conference co-organized by the three sister projects in May in Brussels.

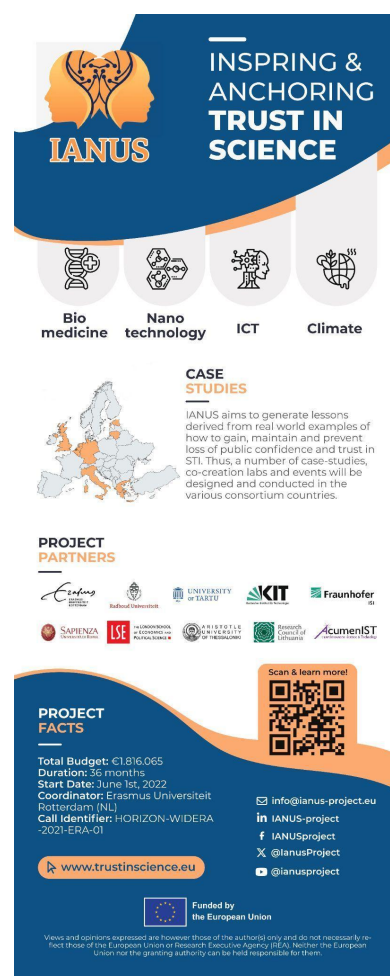


Fig. 13 The general IANUS roll-up banner

Moreover, IANUS developed six videos and uploaded them to its YouTube channel. The first video was released in M4, capturing snapshots of the fascinating talks and panels at the IANUS kick-off conference. The second video was released in M16, featuring the online presentation by Hub Zwart (IANUS coordinator) at the ENRIO Congress in 2023. The third video was released in M28, exploring the work done by IANUS partners on the critical issue of ‘Conflicts of Interest’ in research. The fourth video, released in M29, highlights key moments from the Trust On 2024 conference, where IANUS project partners co-organized the Science Track. The fifth video, released in M32, explores how trust in science is evolving in Germany and Italy, through media panels conducted by IANUS partners. Finally, the last video regards the IANUS final event in Brussels.

Finally, Wp7 creates the Crowdsourcing Observatory, a tool that aggregates crowdsourced data from the online social network Twitter/X and from open repositories in order to collect relevant information about the domains IANUS explores. In more detail, the observatory analyzes and visualizes data related to X discussions about trust in science and various scientific fields. Furthering the IANUS objective to explore the status of trust in science, the observatory aims to inform stakeholders about data driven trends on the most discussed issues, the most active users, and other resulting statistics. Similarly, the resource library embedded in the observatory collects and provides information and material from external sources (e.g. projects, institutional websites) that deal with, and refer to, trust in science and specific fields of relevance to IANUS’ activities. The digital repository is regularly updated and the initial version was made publicly available online in M12.

2.6 Integrating different tools: constructing a media ecology

The diverse set of communication tools described above has shaped a ‘media ecology’ (Fuller, 2005) in which each tool and medium is used according to its particular characteristics in order to convey targeted messages to diverse publics (policy-makers, stakeholders, press, general audience, scientific community). For example, a piece of content shared on Facebook is shown to a different audience from the one identified by a press release. This differentiation is due both to the structural configuration of the medium and the tool and, accordingly, to the different rationale whereby they are employed. We illustrate the different tools available to IANUS, their goals, and targets in the table below (T.1).

The concept of media ecology (see Fuller, 2005) recalls the idea of ‘environment’ as well as complex and simultaneous interactions of media systems, which, as such, are not only technological tools conveying messages, but also cultural, technical, and communicative forms in which people live and interact.

Tool	Goal	Target
Website	Delivering project-related news; archiving project-related reports and publications; informing target audiences	scientists, journalists, science communication professionals, wider publics, academic community
Social media	Sharing project-related news; sharing news related to trust in science; informing and engaging target audiences; networking with EU projects and the sister projects	scientists, journalists, science communication professionals, wider publics
Leaflet	Delivering key information about the project (e.g. important research results achieved, methodology, etc.); informing target audiences	journalists, science communication professionals, policy-makers and institutional agencies, wider publics
Infographic	Delivering facts and figures about the project; informing target audiences	journalists, science communication professionals, policy-makers and institutional agencies
Newsletter	Delivering news and updates about the project; informing target audiences	research community, journalists, science communication professionals, wider publics
Poster	Delivering general information about the project; pointing	wider publics, research community, journalists, science communication

	audiences to the website and social media; informing target audiences	professionals
Banner	Advertising the project; pointing audiences to the website and social media; informing target audiences	All
Crowdsourcing Observatory	aggregating crowdsourced data from online social networks and open repositories	research community, journalists, science communication professionals, general public

T.1 IANUS' media ecology.

3. Content strategy and guidelines for communication

3.1 Content strategy: approach and rationale

Given the multilayer structure and articulation of the IANUS project, it is crucial to set SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) goals and a clear plan of content to be disseminated. In this respect, a content strategy has been envisioned and implemented so as to identify proper content (written, visual, audio) to attract the project's target audiences and keep them engaged throughout the development of the project.

Contents have also been shaped in relation to the affordances of the platforms through which they have been disseminated. In what follows (T.2), we exemplify some of the contents that were communicated and the related channels and formats:

C&D activity	Channels and formats
results from consultations workshops with stakeholders (T2.5)	website news, newsletter, academic publications, collaborations with science popularizers
lessons learned from case studies (T4.1)	academic publications and conferences, public events with relevant stakeholders,

	press outputs, vignettes to be disseminated through social media
results from co-creation events on trust, skepticism and perceived needs (T4.3) and societal co-creation labs (T4.2)	academic publications and conferences, video interviews, press releases, website news, newsletter, infographics, press outputs
results from the assessment of emerging participatory approaches (T5.1)	academic publications and conferences, website news, media outputs
policy recommendations (WP6)	public events with relevant stakeholders, academic publications and conferences

T.2 C&D activities and IANUS channels.

In order to achieve the broadest coverage of the project's activities, the WP7 team arranged and revised an editorial calendar to support the production of contents on a regular basis. The editorial calendar is a widespread tool in content marketing activities as it supports the planning and publication of contents across digital platforms. Originally, the plan outlined partner contributions to the IANUS social media channels every 6 months. Contributions were to be provided by all project partners in a rotating schedule, and social media channels were led mainly by AUTH.

The IANUS review meeting in September 2023 highlighted the limitations of the previous editorial calendar in terms of flexibility and timeliness, since each partner was responsible for producing one article every three months. As a result, UNIROMA1 developed a new editorial calendar. According to the new calendar, content related to the different WPs and partners is produced weekly by UNIROMA1 and AUTH by summarizing the results of the submitted deliverables or referring to events involving IANUS. Additionally, when relevant milestones and achievements are reached within the different WPs, both UNIROMA and AUTH alternatively produce content for the website and social media related to the event. The news pieces are fine-tuned and adapted for the different platforms, shared with the calendar editors, published on the IANUS website and on social media.

Following the Brussels consortium meeting in April 2024, it emerged how, after reaching year 2, there might not always be relevant weekly website updates. As a result, in order not to dilute contributions from different WPs on the website,

UNIROMA¹ and AUTH have been producing content only bi-weekly. In order to maintain audience engagement, IANUS social media channels are still updated multiple times a week. These decisions have enabled the application of a context-based content strategy, and have maximised the effectiveness of the project's outreach.

REFERENCE	WEEK	PART ER	SOURCE	CONTENT	STATUS	NOTES
WP1	6 November 2023	CONSORTIUM			the article was disseminated on all of ianus' social media	UNIROMA
WP2	13 November 2023	AIST	T2.5: Stakeholder consultation:		the article was disseminated on all of ianus' social media	UNIROMA disseminate this post: https://trustinscience.eu/newsroom/news/ianus-stakeholder-workshops/
WP3	20 November 2023	EUR	https://docs.google.com/document/d/1e3XWvXGA-csQH9u9DrdYu1UdNUHpTmTXeIYcVtdKxmE/edit		the article was disseminated on all of ianus' social media	AUTH needs to produce this post
WP4	27 November 2023	RU	https://docs.google.com/document/d/1Dhc2mVe3pJC1gt3k5slhLQeQBRkna5Q8/edit		the article was disseminated on all of ianus' social media	UNIROMA needs to produce this post
WP5	4 December 2023	CEUT	https://docs.google.com/document/d/1QjB8UnsY1PQUzEcn8TAhn21DWE0X6eOp/edit		the article was disseminated on all of ianus' social media	AUTH disseminates this post: https://trustinscience.eu/newsroom/news/ethical-aspects-of-trust-in-science/
WP6	11 December 2023	KIT	https://docs.google.com/document/d/1Dhc2mVe3pJC1gt3k5slhLQeQBRkna5Q8/edit		the article was disseminated on all of ianus' social media	UNIROMA needs to produce this post
WP7	18 December 2023	ISI	https://docs.google.com/document/d/1bNqvxkHYzKJA6r75WLuZuGkeQDJB8kLw5/edit#heading=h.17dp8vu		the article was disseminated on all of ianus' social media	AUTH disseminate this post: https://trustinscience.eu/newsroom/news/legal-and-regulatory-aspects-of-trust-in-science/
POIESIS	8 January 2024	UNIROMA	https://docs.google.com/document/d/1Dhc2mVe3pJC1gt3k5slhLQeQBRkna5Q8/edit		the article was disseminated on all of ianus' social media	UNIROMA needs to produce this post
VERITY	15 January 2024	LSE	https://docs.google.com/document/d/1PgZ8uH0WsvU44Evn908F75wflcr3qxRO/edit		the article was disseminated on all of ianus' social media	AUTH needs to produce this post
CONSORTIUM	22 January 2024	UNIROMA	"The trouble with Co-Creation"		the article was disseminated on all of ianus' social media	UNIROMA needs to produce this post

Figure 14. Excerpt from revised editorial calendar

3.2 Guidelines for building and promoting an inclusive communication

To build an effective and recognizable communication identity to align practices, goals, and values that characterize IANUS as a research project is based on a participatory methodology. In practice, this means that language and communication should be adapted and situated in different contexts according to the type of audience addressed. For example, the tone of voice and the words used to describe the project in an institutional setting (e.g. during a meeting with policy-makers in Brussels) should necessarily be different from the approach adopted to promote the project within citizens.

In order to promote inclusive and respectful forms of communication, the IANUS consortium committed to developing a common language, sensitive towards the people we encountered during research activities. In general, language (written, oral,

visual) should aim to reduce stereotypes and discrimination in terms of gender, ethnicity, class, age, religion, ableness, education, and scientific literacy. In this respect, it is important to keep in mind that the use and perception of language is very cultural and context-based, so what might be a fair phrase (e.g. 'the elderly') for one context can be experienced differently in another context.

More in practice, the project commits to endorsing the communication guidelines and best practices such as those promoted by the The Manifesto of Non-Hostile Communication issued by Parole Ostili, an association committed to improving digital communications, especially on social networks³. The Manifesto, which has been already endorsed by several institutions, aims to improve Internet users' communication by promoting respectful and civilized online behavior through the implementation of ten principles.

Other useful guidelines more focused on gender-sensitive communication are based on the "Toolkit on Gender-sensitive Communication" developed by The European Institute for Gender Equality (EIGE), an autonomous body of the European Union established to strengthen gender equality across the EU⁴. Key contents that can be drawn from the toolkit concern relevant terms to understand gender-sensitive language, as well as key principles that underpin inclusive language; common challenges when using gender-sensitive language and examples of gender-sensitive language and do's and don'ts; checklists and summary tables to help understanding if the author is using 'gender-savvy' language in their writing. The examples and suggestions provided by the toolkit are certainly open to integration and amendments that go in the direction of promoting non-sexist and inclusive language.

4. Events

The organization of and participation in project-related events are central activities characterizing both the research work and the communication and dissemination work of IANUS. This section seeks to draw a distinction between the two typologies of events, keeping in mind that they productively intertwine in the practice.

³ <https://paroleostili.it/en/manifesto/>

To date, the Manifesto has been translated into 31 languages, it has been adapted for six different fields (politics, public administration, companies, children, sport), and it has been used in schools thanks to 200 educational worksheets.

⁴ https://eige.europa.eu/sites/default/files/20193925_mh0119609enn_pdf.pdf

4.1 Scientific events

In view of the participatory methodology informing the project, several research activities entail the arrangement of meetings with stakeholders. For example, consultation workshops with societal experts for an in-depth probing of the landscape on trust in science have been planned in the scope of the WP2 activities. Additionally, WP4 activities envisaged the arrangement of at least three co-creation events to include experts and crucial stakeholders in the respective STI areas as well as training sessions as already mentioned. These are just two examples of relevant project-related events organized in the scope of research activities. The table below (T.3) illustrates the main types of events in which IANUS has been involved, the target groups each one intercepts, and the main indicator employed to assess their success. The results and outputs of these gatherings have fed the communication and dissemination work according to the data protection policies subscribed by the consortium.

Type of event	Target groups	Indicator
Scientific conferences	Academic and research community	Number of audience
EU workshops	policy-makers; academic and research community; industry	Number of audience
Stakeholder consultations	policy-makers; industry; journalists	Number of audience

T.3 IANUS events.

4.2 Communication and dissemination events

As part of the communication and dissemination work, the WP7 team has worked on the organization of events aimed at maximizing the visibility of the project. In the first place, IANUS established extended networking links with ongoing SwafS (Science with and for Society) projects and WIDERA projects (ie. ROSiE, COALESCE,) to maximize exposure of the projects' outputs to comments and input and to keep track of related developments and efforts. The representatives of these projects, together with institutional partners, civil society, science journalists, and scientists have been invited to the final project event, which will take place in

Brussels, with the aim, among others, to maximize the impact and sustainability of IANUS legacy beyond the duration of the project.

5. Events

5.1 KPIs

As part of the WP7 responsibilities there is the task of arranging an impact monitoring plan to enable qualitative and quantitative measurement of the project research and dissemination impact.

The WP7 team developed and shared on the IANUS drive specific Monitoring tables to record IANUS publications, events involving IANUS, and internal research-related events. The monitoring table devoted to publications includes the following categories:

- Type of publication
- Date of publication
- Full reference (authors, year, title, publication venue, publisher)
- Partners involved
- Link to the publication
- Status
- OpenAire LINK
- Type of PID (repository)
- PID (publisher version of record)
- ISSN or eISSN*
- Publisher
- Licence when open access
- DOI
- Peer review indication

The monitoring table devoted to events involving IANUS includes:

- Name of the event
- Type and nature of the event
- Outcome
- Location
- Date

- Partners involved
- Event webpage (when available)
- Link to the contribution (if applicable)
- Audience (typology)
- Audience (approximate number)

The monitoring table devoted to internal research-related events includes

- Partner
- Type
- WPX (if applicable)
- Date
- Attendees
- Audience profile
- Scope of the activity
- Link(s) to the activity

The brainstorming sessions related to WP7 during the extraordinary consortium meeting in Brussels (M23) focused on the WP's contribution to integrating the conceptual analysis of trust and distrust as developed in WP3 and WP2 with the 'action research' to be conducted in WP4, WP5 and WP6. It also highlighted the work done so far and offered room to discuss what could be improved in the discussion and connection among different WPs and the work of WP7. A need emerged to more effectively monitor IANUS' research and dissemination output. As part of subtask 7.3.5, UNIROMA1 has thus developed specific forms. These include a form for stakeholder engagement and an impact monitoring form for WPs 4, 5 and 6. The two forms aimed at collecting qualitative impressions on IANUS' events and activities both within and outside the consortium. The form aimed at participants surveyed dimensions such as: their involvement in the event; their preferred sections; perceived usefulness of the event; any kind of criticism or feedback. The form aimed at IANUS partners surveyed dimensions such as: perceived outcome of the event; perceived effectiveness of the event; potential issues and challenges incurred during the event and its preparation. The forms have been filled in with reference to the remaining activities and events organized by the WPs and by IANUS.

In addition, detailed indicators for communication and dissemination activities have been developed and monitored, to evaluate and adapt the IANUS strategy along the

way during the project. The following table (T.4) shows the list of the project research and dissemination outputs with the related KPIs:

Research and dissemination output	KPI
Scientific publications	At least 10 (co-authored)
Scientific conferences	At least 4
Policy events	At least 4
Participants in the project final event	At least 100
Project leaflets	At least 2
Project infographics	At least 2
Project newsletter	At least 6
Policy briefs for stakeholder groups	4
Number of website visitors	At least 1000
Number of social media followers	At least 400
Number of social media posts	At least 300
Project videos	At least 5
Project posters	At least 1
Project roll-up banners	At least 1

T.4 IANUS research and dissemination outputs and related KPIs.

5.2 Results

General attainment of KPIs is considered positive. In particular, for what concerns the KPIs related to social media, content production, and conference participations, IANUS has greatly exceeded initial projections. Social media channels, especially

LinkedIn and, initially, Twitter/X, have been very relevant in the evolution of the project and the sharing of its results. Facebook's impact appears more restricted as interactions on the platforms have been limited and efforts to maximize user engagement have only been partially successful. We find this result consistent with communication and dissemination results within other projects, such as VERITY and POIESIS, which have chosen not to include this platform in their media ecology, perhaps attesting to a limited presence of IANUS' key stakeholders in this space.

Specifically, the IANUS project reached its KPIs in the following areas (T.5):

Research and dissemination output	KPI	Achieved KPI
Scientific publications	At least 10 (co-authored)	10
Scientific conferences	At least 4	participation in 21 scientific conferences as of M33
Policy events	At least 4	4
Participants in the project final event	At least 100	To be determined (invitations are being sent)
Project leaflets	At least 2	2
Project infographics	At least 2	2
Project newsletter	At least 6	6 (the 6th will be released in M36)
Policy briefs for stakeholder groups	4	4
Number of website visitors	At least 1000	1200 (as of M33)
Number of social media followers	At least 400	1604 (as of M33)

Number of social media posts	At least 300	> 359 ⁵
Project videos	At least 5	5 (plus plans to share the final conference on M36 as a 6th video)
Project posters	At least 1	1
Project roll-up banners	At least 1	1

T.5 Expected and achieved KPIs.

It must be noted that the final version of the CDP is due months before the project's conclusion, so that the data regarding the above-discussed KPI reflects the status of the project as of M33.

Overall, social media, the website, and the general newsletter have been the most used tools to reach our stakeholders and increase their participation in different activities and events. These channels have proven to be key tools to inform IANUS target audiences and, in the case of social media, are expected to live on instead of being shut down, as a testament to the work conducted within the project, providing resources related to trust in science and institutions well beyond the project's completion. Actions such as scientific conferences and participation or organization of events with other Horizon-funded projects also proved very effective. Overall, IANUS joined 21, engaging mostly media professionals and researchers, although graduate and undergraduate students were also a key audience for the project (they were involved in 9 of these events). Among these events, a clear example is the Science Summit during the 79th United Nations General Assembly. IANUS project's partner Dr. Charlotte Bruns participated in a session on Trust in the Digital Sphere, held by the OPERAS project and aimed at sharing the first results of the "TrustOn 2024 – tackling disinformation" workshop, which was held at the Royal Library of Belgium (KBR) in Brussels this June and saw the collaboration between IANUS, VERITY, and POIESIS in co-developing recommendations on building trust in

⁵ The number refers to posts on X, which is the only platform that allows for post-counting. A new post is created for each social media platform every time a new article is published, totaling at least 259 news-related posts, to which to add reposts, additional original posts, and Bluesky posts (currently 25).

science together with the science community and actors engaged in science production, education, communication, policy, funding, and advocacy.

Analysis of monitoring tables and of the monitoring forms developed by WP7 shows that these kinds of events have been particularly effective at capturing audiences such as policy-makers and researchers, while students, civic society and media professionals have been more engaged with workshops and informal events, such as the Ianus Art-science event held during the Dutch Design Week in October 2024. The monitoring forms also highlight how this kind of audience is particularly appreciative of IANUS co-creative and grassroots approach to knowledge, for example by pointing out as their favorite part of the above-cited event “the inspiring and open discussion regarding trust and mistrust in science and the role of art in this process.”

5.3 Conclusions and foreseeable developments

The Communication and Dissemination of IANUS activities and results has been carried out through different media channels in all the ways described in the Communication & Dissemination Plan. WP7 has worked closely with other WPs and with the sister projects VERITY and POIESIS to give visibility to specific research outputs and planned events. A significant number of stakeholders have been reached both on digital platforms and through events and with positive responses.

Significant advancements have been achieved in the realms of networking, research collaborations, and creating resources for future projects and stakeholders interested in co-creation, trust in science, and policy-making. Specific sections have been created on the website in order to give visibility to the materials developed by the different WPs and to make them accessible in a user-friendly format for their exploitation over time, consistent with the aims and scope of the IANUS project. While it is difficult to quantify the effect of such dissemination actions, we believe that our efforts have met the goals originally set out in the first version of the CDP and are in line with the overall goal, defined in the project proposal, of establishing extended networking links with ongoing SwafS projects and newly funded WIDERA projects to maximize exposure of the projects’ collective outputs and to keep track of related developments and efforts.

It must be noted that this final version of the Communication and Dissemination Plan and assessment of IANUS’ impact, comes two months earlier than the project’s

conclusion date, leaving IANUS further room to expand on its impact. The IANUS final event is scheduled for 13-14 May 2025, in Bruxelles. IANUS will be joined by VERITY and POIESIS in order that the final insights and findings are made available to Policy makers and Media. On the same note, other events are foreseen in the months immediately following the project's conclusion, such as participation in the PCST conference (27-29 May 2025, Aberdeen, Scotland) and at the ENRIO congress (22-24 September 2025, Ljubljana, Slovenia).