

# CAMS Service Evolution



## D7.3 Media and Communications Plan

Due date of deliverable	June 2023
Submission date	June 2023
File Name	CAMEO-D7-3-V1.0
Work Package /Task	WP7/T7.4
Organisation Responsible of Deliverable	ECMWF
Author name(s)	Rhona Phipps, Tanya Warnaars
Revision number	1.0
Status	Issued
Dissemination Level	Public



The CAMEO project (grant agreement No 101082125) is funded by the European Union.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Commission. Neither the European Union nor the granting authority can be held responsible for them.

## **1 Executive Summary**

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

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

This Plan offers an overview of how and when Communications activities will help and support CAMEO in meeting its objectives and complements the Dissemination and Exploitation plan (D7.2).

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

## Table of Contents

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

## 2 Introduction

The details of the following plan builds on D7.2 (Dissemination and Exploitation plan).

This D7.3 deliverable includes information on the project's visual identity and public website. It also aims at supporting partners' communication tools and media activities and efforts in promoting the project. This is to ensure consistency in messaging, tone of voice and format for the project.

### 2.1 Background

Monitoring the composition of the atmosphere is a key objective of the European Union's flagship Space programme Copernicus, with the Copernicus Atmosphere Monitoring Service (CAMS) providing free and continuous data and information on atmospheric composition.

The CAMS Service Evolution (CAMEO) project will enhance the quality and efficiency of the CAMS service and help CAMS to better respond to policy needs such as air pollution and greenhouse gases monitoring, the fulfilment of sustainable development goals, and sustainable and clean energy.

CAMEO will help prepare CAMS for the uptake of forthcoming satellite data, including Sentinel-4, -5 and 3MI, and advance the aerosol and trace gas data assimilation methods and inversion capacity of the global and regional CAMS production systems.

CAMEO will develop methods to provide uncertainty information about CAMS products, in particular for emissions, policy, solar radiation and deposition products in response to prominent requests from current CAMS users.

CAMEO will contribute to the medium- to long-term evolution of the CAMS production systems and products.

The transfer of developments from CAMEO into subsequent improvements of CAMS operational service elements is a main driver for the project and is the main pathway to impact for CAMEO.

The CAMEO consortium, led by ECMWF, the entity entrusted to operate CAMS, includes several CAMS partners thus allowing CAMEO developments to be carried out directly within the CAMS production systems and facilitating the transition of CAMEO results to future upgrades of the CAMS service. The CAMEO consortium also has partners from outside CAMS to ensure information/ knowledge exchange from the wider scientific community.

This will maximise the impact and outcomes of CAMEO as it can make full use of the existing CAMS infrastructure for data sharing, data delivery and communication, thus supporting policymakers, business and citizens with enhanced atmospheric environmental information.

The CAMEO consortium will utilise the ECMWF communications department as well as the operational CAMS service to ensure a high visibility of the project in the sector and among the wider scientific audience.

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

D7.3 describes the media and communication plan for the project, outlining the strategy, plan and evaluation metrics. It provides guidelines and templates for communication. The plan will be revised throughout the project lifetime to ensure that it is responsive to the developments within the project and externally

### 2.2.2 Work performed in this deliverable

In this deliverable the work as planned in the Description of Action (DoA, WP7 T7.4) was performed.

### 2.2.3 Deviations and counter measures

No deviations have been encountered.

### 2.2.4 CAMEO Project Partners:

ECMWF	EUROPEAN CENTRE FOR MEDIUM-RANGE WEATHER FORECASTS
Met Norway	METEOROLOGISK INSTITUTT
BSC	BARCELONA SUPERCOMPUTING CENTER-CENTRO NACIONAL DE SUPERCOMPUTACION
KNMI	KONINKLIJK NEDERLANDS METEOROLOGISCH INSTITUUT-KNMI
SMHI	SVERIGES METEOROLOGISKA OCH HYDROLOGISKA INSTITUT
BIRA-IASB	INSTITUT ROYAL D'AERONOMIE SPATIALEDE BELGIQUE
HYGEOS	HYGEOS SARL
FMI	ILMATIETEEN LAITOS
DLR	DEUTSCHES ZENTRUM FÜR LUFT - UND RAUMFAHRT EV
ARMINES	ASSOCIATION POUR LA RECHERCHE ET LE DEVELOPPEMENT DES METHODES ET PROCESSUS INDUSTRIELS
CNRS	CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS
GRASP-SAS	GENERALIZED RETRIEVAL OF ATMOSPHERE AND SURFACE PROPERTIES EN ABREGE GRASP
CU	UNIVERZITA KARLOVA
CEA	COMMISSARIAT A L ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES
MF	METEO-FRANCE
TNO	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO
INERIS	INSTITUT NATIONAL DE L ENVIRONNEMENT INDUSTRIEL ET DES RISQUES - INERIS
IOS-PIB	INSTYTUT OCHRONY SRODOWISKA - PANSTWOWY INSTYTUT BADAWCZY
FZJ	FORSCHUNGSZENTRUM JULICH GMBH
AU	AARHUS UNIVERSITET
ENEA	AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE, L'ENERGIA E LO SVILUPPO ECONOMICO SOSTENIBILE

### 3 Visual Identity

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

The CAMEO colour scheme is designed to align with that of CAMS.

#### 3.1 Logo type

The chosen CAMEO logotype is composed of a pictogram, the project's acronym, and a short tagline. The tagline gives the full project name.



Copernicus Atmosphere Monitoring Service EvOlution - CAMEO



*Figure: the CAMEO 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.

#### 1.1 Colour Scheme & Typology:

The colour scheme is the following:

<b>Light Blue</b> R 98 G 196 B 221		<b>Dark Blue</b> R 37 G 64 B143	
---	---	--	---

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

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

### **1.2 Project Templates**

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

## 4 Media and Communication Strategy

### 4.1 Communication Background

The CAMS EvOLution (CAMEO) project will enhance the quality and efficiency of the CAMS service and help CAMS to better respond to policy needs such as air pollutant and greenhouse gases monitoring, the fulfilment of sustainable development goals, and sustainable and clean energy.

CAMEO's main objective is to contribute to the tier-3 developments of CAMS. This includes proof-of-concept demonstration as well as operationally aligned and more mature developments for an easy and fast integration of CAMEO outcomes into CAMS. The objectives of CAMEO are the following:

#### **Preparation for exploitation of new types of observations**

- Preparation for the optimal use of new satellite observations from e.g. Multi-Viewing Multi-Channel Multi-Polarisation Imaging (3MI), Sentinel-4 (S4), Sentinel-5 (S5), Infrared Atmospheric Sounding Interferometer - New Generation (IASI-NG), and InfraRed Sounder (IRS) in the global or regional CAMS systems.
- Development of observation operators for new aerosol products currently not used by CAMS
- Assimilation of ground based lidar observations with the ensemble of regional CAMS models

#### **Development of new data assimilation and inversion methods**

- Implementation of an operationally viable aerosol radiance assimilation capability in the global CAMS system
- Optimisation and inversion of global biogenic emissions based on formaldehyde satellite observations
- Improvement of the data assimilation methodology of the global CAMS system taking model errors and dynamical constraints into account

#### **Development of uncertainty information for selected CAMS products**

- Improved knowledge about the accuracy of solar energy radiation and dry deposition products directly useful for the users of the products
- Improved quantification of the uncertainty of the CAMS emission data sets, including global GHG emission inversion products, for the benefit of users
- Estimation of uncertainty of source-receptor calculations relevant for policy support

All developments will be carried out with the operational global and regional CAMS production system, which ensures that CAMEO developments will be at technical readiness level (TRL) 5-6.

CAMEO outputs and results will utilise the CAMS network and stakeholders. The main tool for communications will be via the website and utilising the channels as listed in Table 1.

As reported in D7.2, a partner protected environment has been set up that includes a document repository and acts as the project's collaborative platform. The CAMEO website acts as the main out-facing platform to showcase all project information and outputs. The details of this are described in D7.2 and some images of the website are included in this section.



## 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 CAMEO's outputs and inclusion into the Copernicus Atmospheric Monitoring Service.

## 4.3 Audiences

In defining the target audience it is important to produce impact outside CAMEO and tailor the information provided accordingly. The target audiences identified for CAMEO include the European Commission (also outside DG-DEFIS), EU Member States, industry, satellite agencies and technology providers, science community outside the consortium, climate community, amongst others.

Below is a grid that positions our initial audience alongside the channels we plan to use to reach them, the information we will communicate and the products we will produce. This is an initial listing of possible interest stakeholders who could benefit from the outputs of CAMEO.

**Table 1: Initial CAMEO Audience Mapping**

	STAKEHOLDER	CHANNELS	INFORMATION	COMMUNICATION
1	CAMS	Key stakeholder meetings and events	Scientific and technical information on process, data and outputs	Project news, updates and meetings
2	European Commission, Intermediaries, Member States, and Policy Makers - Intergovernmental Panel on Climate Change (IPCC) - European Commission's Green Deal - National climate change government-advisory bodies (e.g. UK Climate Change Committee; Germany's Climate Service Centre Germany)	Attendance of relevant meetings Reports  Strategic research CAMEO website CAMEO Twitter	Scientific/technical General progress	Presentations Project news Tailored updates on website Tweets, posts

3	Scientific Community - World Meteorological Organisation (WMO) - Global Climate Observing System (GCOS) - World Climate Research Programme (WCRP) - European Geophysical Union/ American Geophysical Union	CAMEO website datasets Conferences Universities and research institutes Private social media ResearchGate	Scientific/ technical Data products General progress	Presentations Project news Peer-reviewed scientific papers Tweets, posts, Links to/on other project/ programme websites
7	Space Agencies	Conferences and fairs CAMEO website CAMEO Twitter	Scientific/ technical General progress	News items Website publication material
8	General Public (to be defined and segmented) Universities and interest groups	CAMEO website CAMEO Twitter Workshops	Scientific/ technical General progress	Project news items Targeted publication material (where possible)

#### 4.4 Implementation

Communicating effectively and efficiently is an important factor in realising the impact of the CAMEO project. It will help the project to reach the right (wider) audience with the right message. To amplify its communication impact, CAMEO will align its communication activities with the general communication of CAMS. Key results from CAMEO can in particular be disseminated through ECMWF Copernicus communication efforts, resulting in very substantial additional reach in press, media and social media.

CAMEO communication activities will address the interaction with current stakeholders and promote the project to potential new stakeholders and the general public. The CAMEO website and data portals will be the main repositories for the project documentation and related news.

Project description, news items, listing of main events, description of results and products will all be covered through the CAMEO website. The website will be maintained by ECMWF with input from the consortium partners.

Working closely with partners, CAMEO will utilise the ECMWF communications department as well as the operational CAMS service 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 CAMEO project will be advertised and disseminated through the project website and portal, which will contain all

reports and technical documentation, publications in the peer-reviewed scientific literature, publications in conference proceedings and links to the relevant data portals.

Strong engagement with the academic sector will promote the work performed in CAMEO and at the same time follow the scientific developments taking place outside the consortium. This exchange of information and knowledge will be realised through attendance of scientific conferences, organisation of sessions devoted to CAMEO and related topics at relevant scientific conferences (e.g., EGU, Transcom, IG3IS, IWGGMS), and by the general process of CAMEO scientists attending and presenting seminars and engaging in discussion at universities and research institutes.

Scientific results from CAMEO will also be conveyed to international programmes and bodies such as the Global Climate Observing System (GCOS), Committee on Earth Observation Satellites (CEOS), the World Climate Research Programme (WCRP) and the WMO-IG3IS programme.

The products of CAMEO 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 CAMS 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 target a wide user community to support them with parallel or alternative studies.
- Improved methods, algorithms and code are meant to form the basis for follow-on development after the CAMEO project has finished.

Reports will be openly available from the public pages of the central CAMEO website. To increase its visibility, the CAMEO website will be linked to the websites of ECMWF, CAMS, C3S, and other partners.

All mature data of CAMEO will be made publicly available to maximise the uptake by the scientific community. The CAMEO website will provide access to information on the progress of the project. All deliverables that are PUBLIC and published in the form of reports will be hosted on the website.

A news slot on the website will draw attention to highlights such as new data deliveries and reports, eye-catching developments. Important information of general interest will be published on the CAMEO website, including the project status on milestones and deliverables.

#### 4.5 CAMEO Website

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

The CAMEO project website can be accessed via [www.cameo-project.eu](http://www.cameo-project.eu) and provides project-external sections.

The website structure is as follows:

##### **Home** (*screen shot*)

About:

- Objectives (*screen shot*)
- Structure (*screen shot*)
- Consortium
- Team
- Interactions with other projects

##### Events (*screen shot*)

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

Outputs (List based):

- Data
- Publications
- Deliverables (*screen shot*)

##### News (*screen shot*)

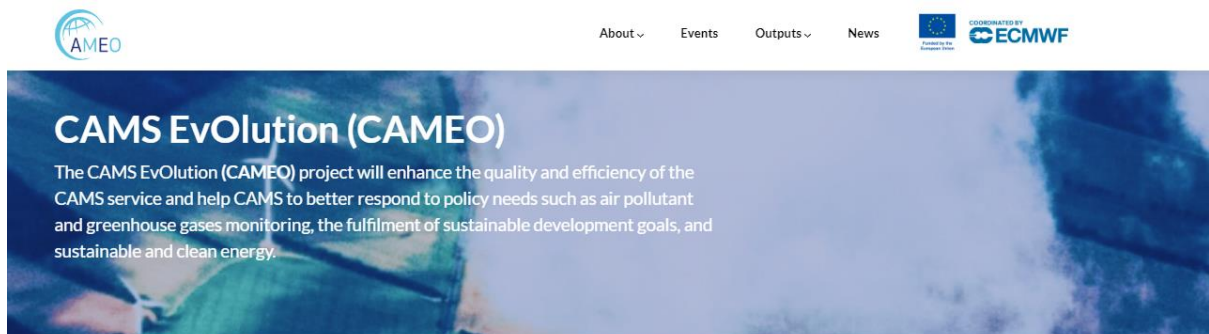
- news and progress

All pages allow sharing via social media networks (e.g. Twitter and LinkedIn).

A selection of the pages is included in the following pages (- as indicated above “(*screen shot*)”).

## 4.6 Home Page

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



### News



CAMEO will prepare CAMS for the uptake of upcoming satellite data, advance the data assimilation (DA) and inversion capacity of the global and regional CAMS production systems beyond the state-of-the-art and develop methods to provide novel uncertainty estimates for CAMS products in direct response to some of the main outstanding expressed user requirements. CAMEO will contribute to the medium- to long-term evolution of the CAMS production systems and products. The transfer of developments from CAMEO into subsequent improvements of CAMS operational service elements will be a main driver for the project.

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

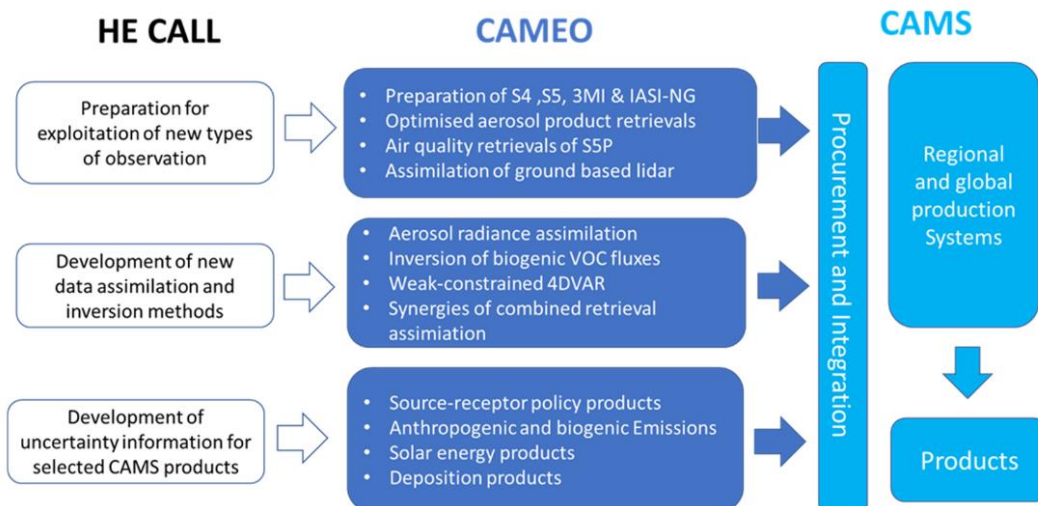
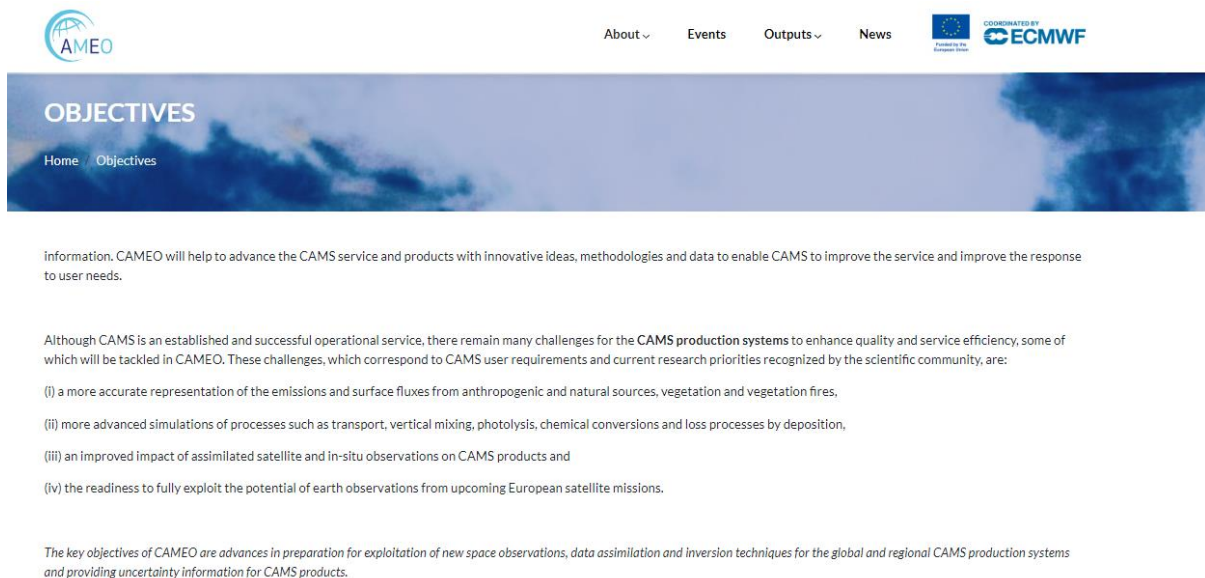
The footer acknowledges EC funding and includes links to the project Privacy Policy as well as our Terms and Conditions.

## 4.7 About page

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

### 4.7.1 Objectives Page

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

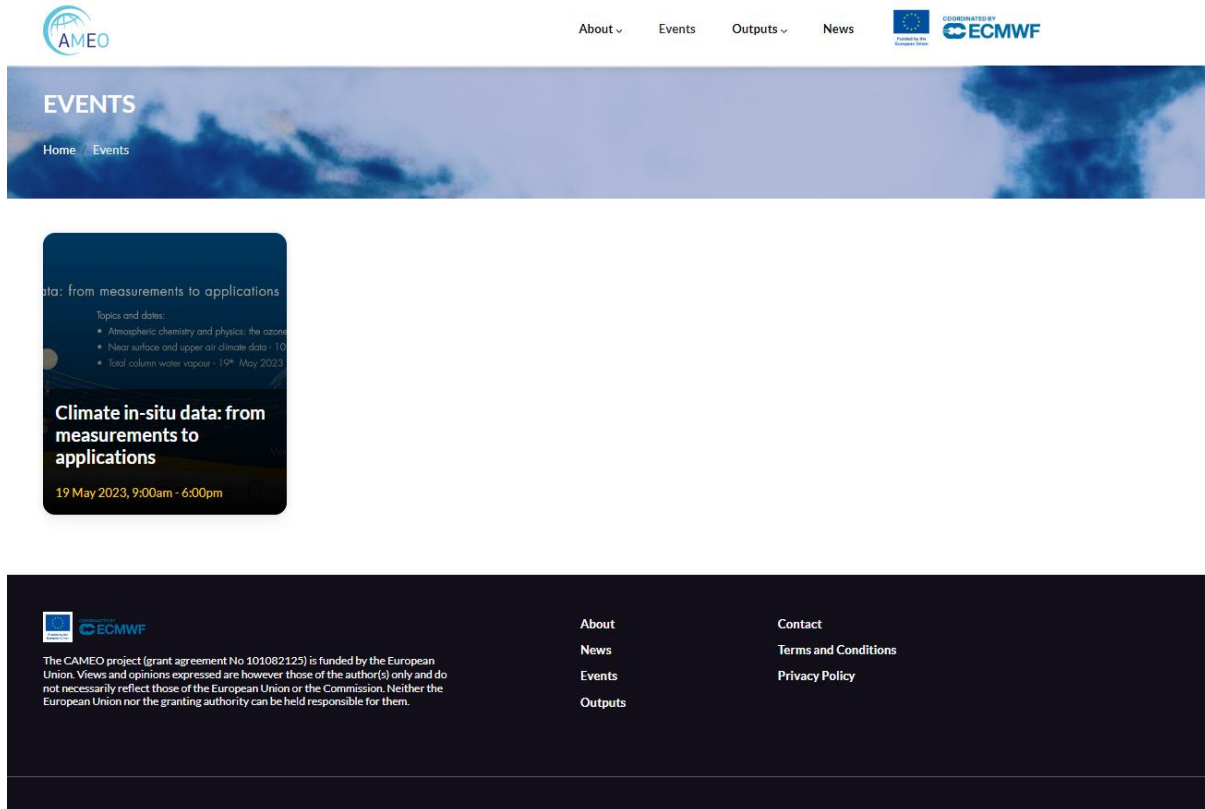






## 4.8 Events

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



Each Event item will open as separate page.

## 4.9 Outputs

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

### 4.9.1 Publications Page and Data Page


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

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





## 4.9.2 Deliverables

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



[About](#)
[Events](#)
[Outputs](#)
[News](#)

# DELIVERABLES

[Home](#) / [Deliverables](#)

**WP1 - Global aerosol assimilation in CAMS**

Del No	Title	Type	Dissemination Level	Due Month	Download
D1.1	Report on construction of AVRAS prototype	REPORT	Public	May-2024	
D1.2	Report on operational AVRAS experiment	REPORT	Public	Nov-2025	
D1.3	Report on the selection of suitable sensors and channels	REPORT	Public	Jun-2024	
D1.4	Report on aligning aerosol parameter retrievals	REPORT	Public	Dec-2023	
D1.5	Delivery and report on two 1-year 3MI proxy data	DATA	Public	Jul-2024	
D1.6	Delivery and report on Observation-Operator-Post-Processor (OOPP)	REPORT	Public	Jul-2024	
D1.7	Report on improved retrievals for IFS-AER and evaluation of global CAMS products	REPORT	Public	Nov-2025	

**WP2 - Enhancement of satellite data assimilation and inversion techniques in IFS global model**

Del No	Title	Type	Dissemination Level	Due Month	Download
D2.1	Report on data assimilation results	REPORT	Public	Dec-2024	
D2.2	Report on super-observations	REPORT	Public	Sep-2024	
D2.3	Report on assimilation of HCHO data	REPORT	Public	Sep-2024	
D2.4	Report on NMVOC emission inversion	REPORT	Public	Nov-2025	
D2.5	Report on weak-constraint 4DVar, concept	REPORT	Public	May-2024	
D2.6	Report on weak-constraint 4DVar, application	REPORT	Public	Dec-2025	

**WP3 - Enhancement of Satellite Data Assimilation in regional CAMS models**

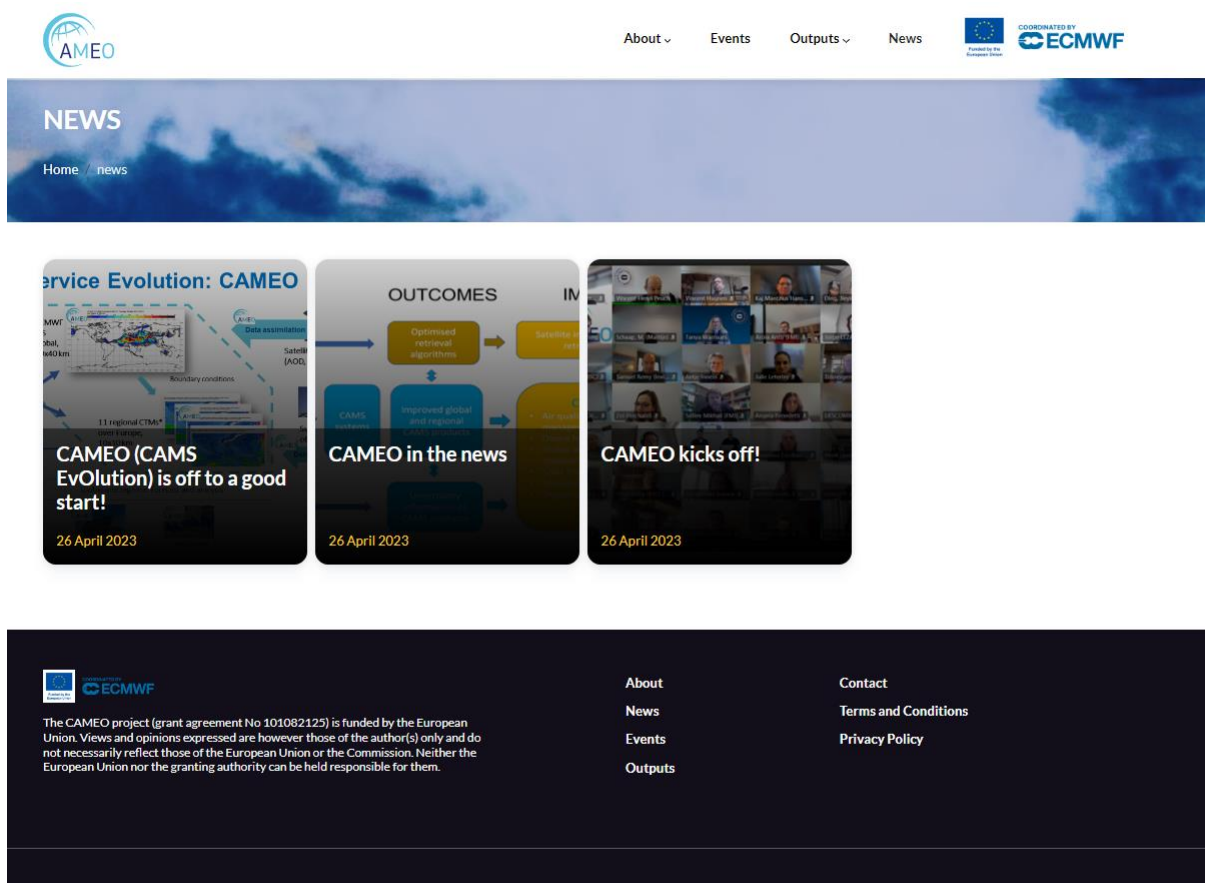
Del No	Title	Type	Dissemination Level	Due Month	Download
D3.1	Report on TROPOMI SO <sub>2</sub> , O <sub>3</sub> , CO, and HCHO assimilation	REPORT	Public	Oct-2025	
D3.2	Report on satellite lidar, ceilometer and AOD assimilation	REPORT	Public	Dec-2025	
D3.3	Report on OSSE on IRS NH <sub>3</sub> , O <sub>3</sub> /CO and Sentinel-4 NO <sub>2</sub> capabilities and assimilation	REPORT	Public	Dec-2025	

**WP4 - Evaluation-based uncertainty quantification of CAMS products**

Del No	Title	Type	Dissemination Level	Due Month	Download
D4.1	Spatially resolved and regionalized radiation uncertainty and correction methodologies	REPORT	Public	Dec-2024	
D4.2	Demonstration of a future operational deposition validation	REPORT	Public	Jun-2025	
D4.3	Single value radiation uncertainty patterns	REPORT	Public	Feb-2024	
D4.4	Localised reliability model for radiation	REPORT	Public	Jun-2025	

## 4.10 News

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



Each News item opens to provide more details

#### 4.11 Other Aspects

The website will link directly to a project's Twitter feed which aims to become active in the second year of the project. This delay is chosen to better align with the workflow of the project.

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

#### 4.12 Testing, Content Management System and Tracking

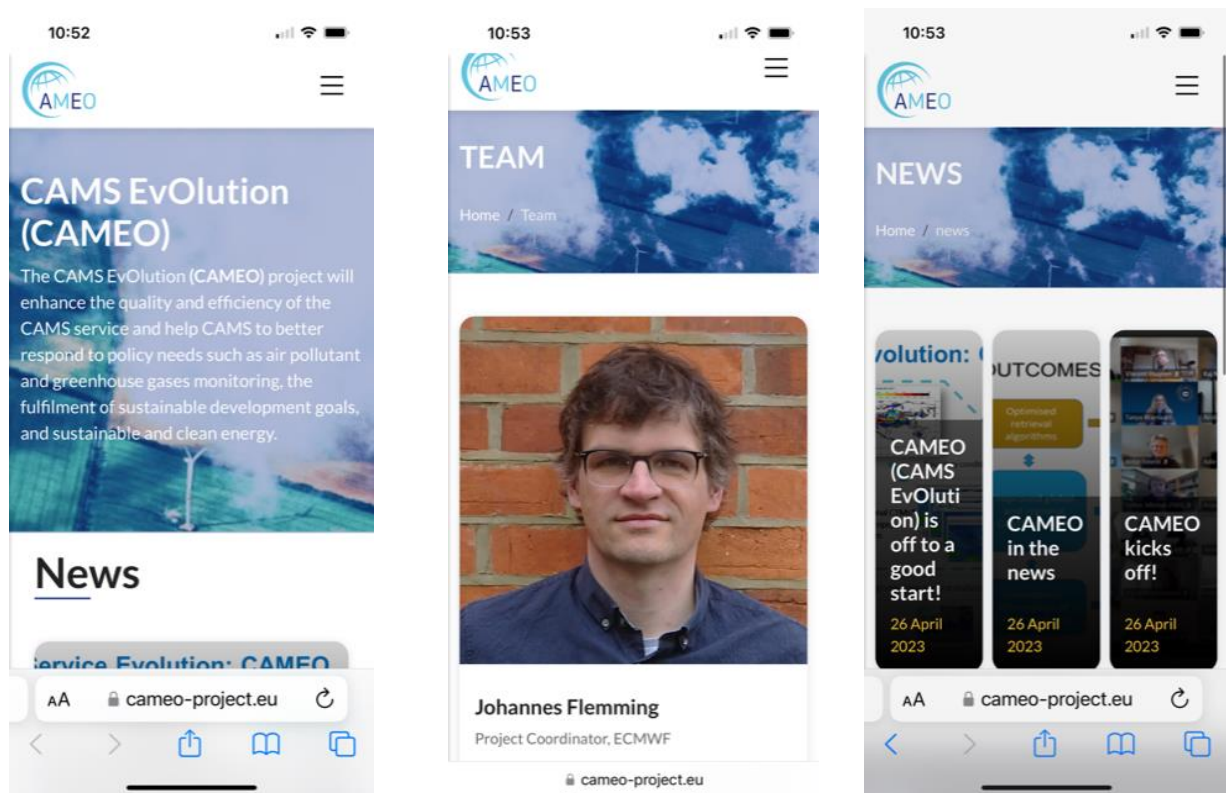
**Testing:** the website is built with Drupal 9, and uses reliable plugins to support part of its functionality. The website is built to be "responsive" and has been tested on different platforms and devices, and has been optimised for browsing from both PC and mobile devices. Various browsers have been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

**Content management:** Accessing and editing, updating and uploading the material (digital media, posts) is easy for those who need to administrate the website.

**Visitor tracking :** In order to monitor its performance over time, the project website makes use of Google Analytics. The account is configured to secure the use of personal data and compliance with the GDPR rules. It will track the number of views, unique visits and monitor the downloads of the project's outputs

### Mobile platform:

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



### 4.13 Messaging

The main strategic objective is to clearly communicate the importance of the project outputs to CAMS.

Communications will therefore convey the importance of CAMEO and the value add of the CAMEO outputs to the CAMS stakeholders and user communities.

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

#### 4.14 Measurement

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

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

Already, deliverable D7.1 Risk and Quality Management Plan identified targets relevant for communication and dissemination, as follows:

<b>Metric Definition</b>	<b>Unit of Measure</b>	<b>M9</b>	<b>M18</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	N/A	3/5/7	3/5/7

## 5 Conclusion

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

## Document History

Version	Author(s)	Date	Changes
0.1	Rhona Phipps, Tanya Warnars	June 2023	Initial version
0.2	Rhona Phipps	June 2023	Minor updates from Johannes Flemming
1.0	Rhona Phipps	June 2023	Issued version

## Internal Review History

Internal Reviewers	Date	Comments
Oleg Dubovik (CNRS)	June 2023	Initial review

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.