



Communication Plan update – Final communication report

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1. Introduction

This Annex provides an overview of the communication and dissemination activities implemented during the final reporting period (B15–B21, covering March 2025 to June 2026), while also summarizing the overall results achieved through the ITINERIS Communication Plan over the full project duration.

The Annex constitutes an update of the Communication Plan as a structured report on its implementation. It focuses on the communication activities carried out, the tools and channels deployed, the engagement of target audiences, and the main outputs and results achieved. It also highlights the communication assets developed to ensure the long-term visibility, accessibility and reuse of ITINERIS results beyond the end of the project.

During the final reporting period, communication activities progressively shifted from project promotion to results dissemination and consolidation of the communication ecosystem. Particular emphasis was placed on the finalization of digital communication tools, the dissemination of scientific outputs, the support to key project events, and the strengthening of engagement with national and international Research Infrastructure stakeholders

2. Communication highlights

The final reporting period represented the culmination of the communication activities initiated at the beginning of the project. During this phase, communication efforts progressively shifted from promoting project implementation to disseminating results, supporting stakeholder engagement, and ensuring the long-term accessibility of project resources.

In parallel, the Project Information Management System (PIMS) continued supporting internal coordination and communication activities through the systematic collection of publications, datasets, conference contributions and dissemination outputs.

The main achievements of communication actions in the reporting period are summarised below.

Area	Main achievements
Website	Completion of the institutional website and integration of the ITINERIS HUB
Social media	Consolidated communication through X and activation of Bluesky
Newsletter	Seven newsletters published throughout the project
Events	Participation and communication support for main initiative such as GEO Global Forum and ITINERIS Eyes campaign, and organization of two project general meetings
Scientific dissemination	Continuous monitoring of publications, datasets and conference outputs
Communication assets	Communication kit, templates and digital repositories completed

Together, these actions contributed to increasing the visibility of ITINERIS supporting both internal and external communication, facilitating access to project outputs, strengthening collaboration among participating Research Infrastructures and the broader environmental research community.

3. Website

Objective

The project website was conceived as the central communication platform of ITINERIS, providing a single access point to project information, communication materials, scientific outputs and digital services. During the final reporting period, communication activities focused on completing the website ecosystem and integrating the services developed within the project.

Activities implemented

The website was progressively expanded through the completion of several strategic sections, including the Deliverables repository, the Publications repository, continuously updated News and Events pages and, most importantly, the integration of the ITINERIS HUB.

The publication of the ITINERIS HUB in the website represented a significant milestone of the reporting period. Beyond being a technical platform, the HUB became the principal gateway to datasets, Virtual Research Environments, training resources and digital services, and a broad range of resources offered by the participating Research Infrastructures.

The ITINERIS HUB was progressively developed and released during the final stages of the project, with its core components becoming operational only towards the end of the PNRR implementation period. Consequently, a comprehensive assessment of its usage and impact cannot yet be considered representative of its actual potential, as the available observation period is too limited to provide meaningful evidence.

For this reason, no specific performance indicators are reported within the present Communication Report. The effectiveness of the ITINERIS HUB will be more appropriately evaluated during its operational phase, when the platform is fully available to users and the complete portfolio of services, Virtual Research Environments, datasets, training resources and access procedures is in regular use.

During the post-PNRR operational phase, dedicated Key Performance Indicators (KPIs) will be adopted to monitor the use and impact of the ITINERIS HUB. These are expected to include, among others, user registrations, service requests, access to datasets and Virtual Research Environments, use of training resources, downloads, and other indicators of user engagement and service uptake, providing a more robust assessment of the role of the HUB as the central access point to the ITINERIS ecosystem.

Results and contribution

During the project lifetime, the website evolved from a traditional institutional portal into the main communication gateway of the ITINERIS ecosystem. It now provides access not only to project information but also to scientific resources, services and documentation, ensuring long-term accessibility of project results.

The performance of the ITINERIS institutional website was monitored through Matomo Analytics to evaluate audience reach, content usage, and traffic toward the ITINERIS digital ecosystem. The analysis supported the assessment of communication effectiveness and provided measurable indicators of user engagement and accessibility of project resources.

The website showed a predominantly goal-oriented browsing behaviour, consistent with an institutional and research-oriented platform where users access specific project information, documents, and event-related content. Users mainly accessed institutional information, project documentation, deliverables and information related to major dissemination events, demonstrating that the website successfully fulfilled its dual role as both communication platform and public repository of project outputs.

The website reached users from different countries, confirming interest to the Italian initiative.

Website performance indicators Results over the reporting period March 2025-June 2026	
Visits	5698 4,009 visits recorded
Average actions per visit	1,9 1,9 actions/visit
Average visit duration	1 minute and 53 seconds , 1 minute and 29 seconds
Page views	9,460 6,821 page views
Unique page views	7,351 5,290 unique page views
Downloads	577 572 total downloads and 392 387 unique downloads

Most accessed content Results over the reporting period March 2025-June 2026	
Homepage – “Empowering Italy's Environmental Future – ITINERIS”	1,563 unique page views
Deliverables section	69 unique page views
About ITINERIS section	1,079 unique page views
Research Infrastructures section	223 unique page views
News section	1015 unique page views

Events section	969 unique page views
Publication	143 unique page views

Geographic and user profile		Results
Main country of access		The majority of visits originated from Italy, which accounted for 4,460 visits. Additional traffic came from the United States (265 visits), the United Kingdom (117), China (108), France (88), Germany (59), the Netherlands (50), Finland (37), Spain (35), Russia (30), Ireland (28), Austria (20), Poland (16), Switzerland (15), Turkey (15), Singapore (14), Brazil (12), Greece (12), India (12), Nigeria (11), Norway (11), Belgium (10), Romania (10), Portugal (9), Sweden (8), Argentina (7), Czechia (7), Canada (6), Cyprus (6), Pakistan (6), Slovenia (6), Albania (5), Australia (4), Bulgaria (4), Mexico (4), and a wide range of other countries with lower individual volumes, for a total of 5,698 visits over the last two years (July 2024-June 2026).
Main device	access	Desktop devices (80%), Smartphones (20%)

Social Media

Objectives

The social media strategy aimed to increase the visibility of ITINERIS and its activities, promote the project's results and services, and support the dissemination of scientific and technical outputs to a broad range of stakeholders. Through a coordinated presence across complementary social media platforms, the activities sought to engage the research community, Research Infrastructures, public institutions, policymakers and other relevant audiences, while fostering networking opportunities, encouraging participation in project events and training initiatives, and strengthening the recognition of the ITINERIS ecosystem at both national and European level.

Rather than functioning as simple announcement channels, social media progressively became networking tools connecting ITINERIS with a broader European communication ecosystem.

Activities implemented

Communication activities were developed through complementary use of X and Bluesky.

X primarily supported communication towards Italian institutions, project partners and national stakeholders, while Bluesky rapidly became an effective channel for engaging with European Research Infrastructures and international scientific communities.

Content included project news, scientific publications, dissemination of events, training opportunities, promotion of the ITINERIS HUB, live reporting from meetings and amplification of partner initiatives.

Results and contribution

Social media activities represented an important component of the ITINERIS communication strategy, supporting the dissemination of project results, the promotion of events and opportunities, and the engagement of stakeholders and the scientific community. During the final reporting period, the ITINERIS social media presence was consolidated through the X (@ITINERIS_RI) and Bluesky (@itinerisri.bsky.social) profiles.

The two channels supported different communication objectives: X was mainly used to engage with Italian institutional stakeholders and promote project updates, while Bluesky contributed to strengthening the international scientific community and networking activities

Indicator	X (@ITINERIS_RI)	Bluesky (@itinerisri.bsky.social)
Operational period	~26 months	~9 months
Total posts published	260	135
Average posts/month	10	15
Followers	111	95
Following	160	74
Follower/Following ratio	0.69	1.28
Average follower growth/month	4.3	10.6

5. Newsletter

Objective

The newsletter was established to provide regular, targeted communication to stakeholders interested in the development of ITINERIS, ensuring continuous dissemination of project activities throughout the project lifecycle.

Activities implemented

Seven newsletter issues were produced, covering project milestones, scientific achievements, workshops, training opportunities, events and the progressive development of the ITINERIS HUB.

The mailing list was continuously updated and expanded during the project, allowing communication with an increasingly broad community of researchers, institutions and stakeholders.

Results and contribution

The newsletter proved to be an effective direct communication tools implemented within ITINERIS.

The steady growth of subscribers together with consistently high delivery and open rates indicates sustained interest in project activities and demonstrates the effectiveness of direct communication with specialised target audiences.

Overall, the newsletter activities ensured continuous communication with the ITINERIS community, supporting the dissemination of project milestones, scientific achievements, events, and opportunities throughout the project duration.

Newsletter issue	Distribution results
Newsletter #1 – September 2024	Delivered to 344 contacts , with 98.21% contacts reached and 65.11% open rate
Newsletter #2 – December 2024	Delivered to 339 contacts , with a 98.34% contacts reached and 60.67% open rate
Newsletter #3 – February 2025	Delivered to 334 contacts , with a 99.12% contacts reached and 83.12% open rate
Newsletter #4 – April 2025	Delivered to 334 contacts , with a 98.10% contacts reached and 64.33% open rate
Newsletter #5 – August 2025	Delivered to 341 contacts , with a 98.55% contacts reached and 73.77% open rate
Newsletter #6 – October 2025	Delivered to 450 contacts , with a 97.99% contacts reached and 61.89% open rate
Newsletter #7 – April 2026	Delivered to 450 contacts , with a 96.85% and 57.82% open rate

Newsletter indicators	Results
Newsletters published	7 ITINERIS Newsletter issues were published during the project period
Subscribers / contacts reached	The mailing list grew from 334 contacts in 2025 to 450 contacts in the final period
Delivery rate	Delivery rates remained consistently high, ranging from 96.85% to 99.12% . These values represent an excellent level of performance for initiatives of this nature, confirming the effectiveness and reliability of the implemented actions.
Average open rate	The average newsletter open rate was approximately 66% , significantly exceeding typical benchmarks and demonstrating excellent stakeholder engagement for a project of this nature.

6. Events, outreach and networking

Objective

Events represented strategic opportunities to increase project visibility, disseminate scientific results and strengthen interactions with stakeholders and the international Research Infrastructure community.

Activities implemented

Communication activities supported the organization and promotion of several major events, including the GEO Global Forum 2025, the ITINERIS EYES campaign, the Third ITINERIS Project Meeting and the Final Project Meeting.

For each event, WP1 coordinated communication planning, preparation of communication materials, dissemination through digital channels, visual identity, media support and stakeholder engagement activities.

Results and contribution

The events significantly contributed to strengthening the visibility of ITINERIS at both national and international level.

In particular:

- the GEO Global Forum strengthened ITINERIS' international visibility by showcasing the project's achievements to the global Earth Observation community, fostering new interactions with relevant stakeholders, and creating opportunities for future scientific and institutional collaborations;
- the Third Project Meeting reinforced cooperation across Work Packages and participating Research Infrastructures by facilitating technical discussions, aligning implementation activities, sharing progress and best practices, and supporting coordinated planning for the final phase of the project;
- the Final Meeting successfully presented the ITINERIS HUB as the project's main integrated outcome, disseminated the key scientific and technological achievements, engaged the wider stakeholder community, and promoted the long-term sustainability and exploitation of project results beyond the project lifetime;
- the ITINERIS Eyes communication campaign enhanced the project's outreach by increasing stakeholder awareness, promoting the services and achievements of the participating Research Infrastructures, engaging diverse target audiences through tailored communication activities, and strengthening the overall recognition of the ITINERIS ecosystem and its societal and scientific value.

ITINERIS AT GEO GLOBAL FORUM 2025

The participation at the GEO Global Forum 2025, held from 5 to 9 May 2025 at the Auditorium della Tecnica in Rome, represented a key opportunity to enhance the visibility of the infrastructure, promote its scientific mission, and strengthen engagement with the international Earth observation and environmental research community.

Communication planning and preparation activities

In preparation for the event, ITINERIS implemented a dedicated communication strategy aimed at ensuring a strong and coherent presence throughout the Forum. The preparation phase included: the definition of the communication objectives and key messages to be promoted during the event; the coordination of scientific content and contributions from ITINERIS partners and associated environmental research infrastructures; the preparation of communication materials specifically designed for the GEO audience; the development of visual identity elements and graphic materials to ensure consistency with the ITINERIS brand and communication guidelines.

Outreach, networking and visibility impact

The ITINERIS booth attracted significant interest throughout the Forum, with active participation from researchers, students, international delegations, and institutional representatives. The final day, in particular, recorded strong engagement from young researchers and visitors interested in environmental data, open science, and research infrastructures.

The event represented an important dissemination opportunity, enabling ITINERIS to:

- increase awareness of the infrastructure among international stakeholders;
- promote collaboration opportunities with global research communities;
- support knowledge exchange between different scientific domains;
- reinforce the role of ITINERIS as a strategic asset for environmental research and sustainable development.

Overall communication impact

Participation in the GEO Global Forum 2025 significantly contributed to the objectives of the ITINERIS Communication Plan by combining scientific dissemination, stakeholder engagement, and international visibility activities. The coordinated preparation of communication materials, the organization of the exhibition presence, and the active contribution to thematic sessions ensured an effective representation of ITINERIS at a high-profile international event.

Through this participation, ITINERIS further consolidated its position within the environmental research landscape, aligning national priorities with the objectives of the GEO community and promoting collaboration, open science, and the development of integrated solutions for monitoring and understanding environmental change.



Figure 1. ITINERIS at the GEO GLOBAL FORUM

3RD ITINERIS PROJECT MEETING

The Third ITINERIS Project Meeting represented a key milestone for the project, bringing together researchers, infrastructure managers, and institutional representatives from across the ITINERIS network. The event was entirely planned, organised, and managed by WP1, which coordinated all logistical, administrative, communication, and scientific aspects of the meeting.

WP1 oversaw programme development, participant registration, support services, collection of scientific contributions, and coordination of speakers and session chairs. The meeting included plenary sessions, parallel thematic sessions, oral presentations, poster exhibitions, and scientific discussions, providing a comprehensive overview of the progress achieved within the various Work Packages and thematic areas of the project. The event fostered extensive interaction among senior researchers, early-career scientists, laboratories, and research infrastructures, strengthening collaboration and promoting the exchange of knowledge and expertise across the network.

To facilitate the organisation and management of the event, a dedicated Indico platform was developed and maintained, enabling participant registration, abstract submission, programme publication, dissemination of materials, and communication with attendees through a fully digital workflow.

The meeting also represented an important dissemination and community-building activity, contributing to the visibility of ITINERIS within the national scientific landscape and supporting alignment on future objectives and strategic priorities for the project.

ITINERIS FINAL MEETING

The ITINERIS Final Meeting marked the conclusion of the project and provided an opportunity to present its main achievements to the scientific community, institutional stakeholders, private-sector representatives, and international organisations. The event highlighted the progress made in establishing an integrated network of environmental Research Infrastructures, promoting data standardisation, strengthening scientific collaboration, and supporting training and capacity-building activities.

A major outcome presented during the meeting was the launch of the ITINERIS HUB, conceived as a single access point to the services and resources offered by the participating infrastructures. The HUB provides access to data discovery tools, Virtual Research Environments (VREs), training resources, and integrated services designed to facilitate environmental research and innovation.

The Final Meeting also included dedicated round-table discussions involving policymakers, land managers, industry representatives, and international organisations. These sessions explored the role of Research Infrastructures in environmental governance, technology transfer, innovation, stakeholder engagement, and participation in major European and international initiatives. The discussions confirmed the strategic relevance of the ITINERIS network and highlighted the importance of ensuring the long-term sustainability of its services and infrastructures.

The event represented both a final assessment of the results achieved throughout the project and a starting point for future collaborative activities. Beyond the project duration, the ITINERIS network will continue operating through coordinated governance mechanisms, regular scientific exchanges, and participation in national and European initiatives. The ITINERIS HUB will remain active as a long-term reference infrastructure for environmental research, ensuring the continuity and further development of the resources, services, and collaborations established through ITINERIS.



Figure 2. INDICO platform 3rd ITINERIS project meeting.



Figure 3. INDICO ITINERIS final project meeting.

ITINERIS EYES

The ITINERIS-EYES cruise, carried out on board the CNR research vessel Gaia Blu between 8 and 30 July 2025 across the Western Mediterranean, Tyrrhenian Sea, Sardinia Channel, Algero-Provençal Basin and Ligurian Sea, stands as the most concrete and emblematic cross-domain

initiative of the project. The campaign was designed as an inter-disciplinary research cruise leveraging the combined technological and scientific contribution of 11 European and national Research Infrastructures operating in the marine, atmospheric and biodiversity domains: EURO-ARGO, EMSO, ICOS, ACTRIS, DANUBIUS, EUROFLEETS, JERICO, eLTER, DiSSCo, SIOS and LNS. Its scientific mission was to advance the understanding of Mediterranean marine planktonic ecosystems, their biodiversity, functioning and adaptation to climate change, by addressing gaps in the collection of ocean, climate and biodiversity Essential Variables (EVs) across four dimensions.

ITINERIS EYES combined scientific activity with broad communication actions (videos, media coverage, podcasts and social media), bringing marine science to the public.

7. Scientific Dissemination

Objective

Scientific dissemination aimed to maximise the visibility and accessibility of the knowledge generated by the participating Research Infrastructures while supporting Open Science principles.

Activities implemented

WP1 continuously monitored scientific production through the Project Information Management System, collecting publications, datasets, conference contributions and dissemination materials.

This monitoring activity ensured systematic documentation of project outputs and supported communication activities across all dissemination channels.

Results and contribution

The high number of scientific outputs demonstrates both the productivity of the ITINERIS consortium and the effectiveness of the communication strategy in promoting research results.

The establishment of a centralised inventory of publications and datasets considerably improved the visibility, accessibility and long-term preservation of project knowledge.

WP1 maintained continuous monitoring of the scientific production generated by the participating Research Infrastructures throughout the project duration. The systematic collection and organization of scientific outputs supported the visibility, accessibility, and dissemination of ITINERIS results within the scientific community.

The final scientific dissemination inventory is summarized below:

Scientific output	Number
Journal articles	461
Datasets	280
Abstracts	63
Oral presentations	227
Posters	187
Conference proceedings	35

The systematic collection of these outputs through the PIMS catalogue significantly strengthened the visibility and accessibility of the scientific results generated by ITINERIS, supporting knowledge sharing, open science principles, and the dissemination of project achievements at national and international level.

8. Overall Communication Performance

The communication activities implemented throughout the ITINERIS project successfully translated the objectives defined in the Communication Plan into an integrated communication ecosystem supporting project visibility, stakeholder engagement, scientific dissemination and long-term accessibility of project results.

Over the course of the project, communication progressively evolved from promoting project objectives and activities to disseminating scientific outputs, supporting the launch of project services and consolidating a communication network among the participating Research Infrastructures. This evolution ensured that communication remained aligned with the different phases of project implementation and responded to the changing needs of its target audiences.

The combination of digital communication tools, coordinated dissemination activities and active participation in national and international events contributed to strengthening the visibility of ITINERIS within both the Italian and the European Research Infrastructure landscape. The project website became the main communication gateway, while the launch of the ITINERIS HUB established a long-term access point to project services, data resources and scientific outputs. Regular communication through newsletters and social media ensured continuous interaction with the scientific community, institutional stakeholders and project partners throughout the project lifetime.

Communication activities also played an important role in supporting the dissemination of scientific production generated by the participating Research Infrastructures. The systematic monitoring of

publications, datasets and other scientific outputs improved the visibility and accessibility of project results while facilitating their promotion through the website, newsletters, social media and project events.

Beyond external dissemination, the communication framework contributed to strengthening collaboration within the consortium by providing common communication tools, shared visual identity, coordinated workflows and regular exchanges of information among partners. This coordinated approach ensured consistency across communication activities while promoting the contribution of each participating Research Infrastructure.

Overall, the implementation of the Communication Plan achieved its primary objectives by increasing project visibility, facilitating access to scientific resources, strengthening stakeholder engagement and supporting the dissemination and exploitation of project results. More importantly, it established a sustainable communication ecosystem that will continue to support the ITINERIS community and the visibility of its services beyond the formal conclusion of the project.

9. Communication Legacy

One of the most important outcomes of the ITINERIS Communication Plan is the establishment of a communication ecosystem that will continue to support the visibility, accessibility and exploitation of the project's results beyond its formal lifetime. Throughout the project, communication activities evolved from raising awareness of the ITINERIS initiative to promoting its services, scientific outputs and integrated infrastructure, creating a solid foundation for future dissemination and stakeholder engagement.

The legacy of ITINERIS extends beyond the communication tools developed during the project. It includes an integrated digital environment, a coordinated communication network among the participating Research Infrastructures, and a set of communication practices and resources that can continue to support the environmental research community. The project established common communication workflows, a shared visual identity and coordinated dissemination mechanisms that strengthened collaboration among partners while ensuring coherent communication across the consortium.

The ITINERIS HUB will remain the primary entry points to the project's services, publications, datasets, training resources and digital tools, ensuring continued access to the knowledge and resources generated during the project. Likewise, the publications and deliverables repositories, together with the Project Information Management System (PIMS), will preserve and organise project outputs, supporting their long-term discoverability and reuse in line with Open Science principles.

The communication channels established during the project—including mailing lists, newsletters and social media profiles—have also contributed to building a community of researchers, infrastructure operators, institutions and stakeholders interested in environmental Research Infrastructures. This community represents an important intangible legacy of the project, providing a basis for continued dialogue, collaboration and dissemination beyond the duration of the funded activities.

Overall, the communication legacy of ITINERIS is represented not only by the digital assets and communication products developed throughout the project, but also by the lasting communication capacity established across the consortium. Together, these elements provide a sustainable

framework for supporting the future visibility, accessibility and exploitation of ITINERIS HUB and services and scientific results, while contributing to the long-term integration of the Italian environmental Research Infrastructure ecosystem within the European and international research landscape.