



## **Deliverable 8.4**

### **Dissemination and Communication Plan**

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Dissemination Level		
PU	Public	<b>X</b>
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

## Document properties

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## Abstract

The purpose of this Communications and Dissemination Plan (CDP) is to define the communication and dissemination requirements for the project stakeholders external to the SO-CHIC consortium. Additionally, the CDP will also ensure effective internal communication between the Work Packages, [management/governance] structure and all project partners. The CDP serves as a guide for communications and dissemination activities throughout the life of the project, and will be updated throughout the project according to emerging needs, opportunities and developments from SO-CHIC.

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# 1. INTRODUCTION

## 1.1. Background and motivation

The Southern Ocean constitutes a major factor in global climate by controlling heat and carbon exchange between the atmosphere and the ocean. Rates of climate change on decadal time scales depend on processes taking place in the Southern Ocean, yet too little is known about the underlying processes. Limitations come both from the lack of observations in this extreme environment and its inherent sensitivity to intermittent small-scale processes that are not well captured in current Earth system models.

To contribute to reducing uncertainties in climate change predictions, the overall objective of SO-CHIC is to understand and quantify variability of heat and carbon budgets in the Southern Ocean through an investigation of the key processes controlling exchanges between the atmosphere, ocean and sea ice using a combination of observational and modelling approaches.

The project also aims to effectively communicate [to various stakeholders] improved understanding of the role of the Southern Ocean in regulation of global climate, and the impact of changes in carbon and heat regimes there.

All SO-CHIC partners have a strong track record of disseminating project results and pro-actively engaging users and stakeholders. SO-CHIC will actively build upon the outreach activities of related national, European and international Polar, ocean and climate initiatives.

All communication and dissemination activities will be carefully targeted on different groups of potential audiences (e.g. project partners, research community, EU projects, general public) and stakeholders defined as key, primary and secondary stakeholders. The interaction with this wide range of stakeholders, in addition to specific project communication tools and activities, will also be fostered by the SO-CHIC partners through their own networks.

## 1.2. Organisation of the plan

While the terms communication (targeted information to multiple audiences) and dissemination (public disclosure of project results) differ in meaning, in this CDP they are brought together in a single comprehensive plan that focuses on describing the various activities and tools to highlight how they can be used for both purposes.

Chapter 2 identifies the project stakeholders that are addressed and their communication requirements, including objectives, content, language, means, timing and responsibilities.

Chapter 3 outlines the CDP, including ongoing communication and dissemination activities, and planned standalone activities during the project.

Chapter 4 lists the potential risks that might influence communication and dissemination throughout the course of the project, along with details of mitigation and possible responses.

Chapter 5 focuses on the CDP's implementation and how it will be updated. It also details how communication and dissemination activities will be monitored throughout the project.

## **2. STAKEHOLDERS COMMUNICATION REQUIREMENTS**

SO-CHIC engages with a variety of stakeholders, both internal and external to the project. In Table 1 the main groups of project stakeholders are identified along with their primary communication requirements.

**Table 1: Internal stakeholders addressed by the SO-CHIC project and their communication requirements.**

<b>Stakeholders</b>	<b>Description</b>	<b>Objective of the communication</b>	<b>Content</b>	<b>Language</b>	<b>Primary means</b>	<b>Timing</b>	<b>Responsibility</b>
<b>Project Management Committee</b>	WP Leads, Coordinator, Project Manager (steering committee)	Inform on project activities, progress, deadlines, meetings and events	Project requirements, deadlines, results, progress, specific information, requests	Technical, specific to the project	Emails, phone, tele/video conferences, Slack, in-person meetings	General update 3 months, and additional as necessary	Project Manager  Project Coordinator
<b>Advisory Committee</b>	Advisory Committee members, supported by the Project Coordinator and Project Manager,	Inform on project activities, progress, deadlines, meetings and events	Specific information, requests for advice	Technical, specific to the project	Emails, phone, tele/video conferences	General update 6 months, and additional as necessary	Project Manager  Project Coordinator
<b>Project Consortium</b>	The project partner organisations and individuals who are actively participating in the project	Inform on project activities, progress, deadlines, meetings and events	Project requirements, deadlines, results, progress, specific information, requests	Technical, specific for the project	Emails, project mailing list, phone, tele/video conferences, Slack, in-person meetings, physical partner visits	Continuous throughout the project lifetime	Project Manager  Project Coordinator  WP leaders

**Table 2: External stakeholders addressed by the SO-CHIC project and their communication requirements.**

Stakeholders	Description	Objective of the communication	Content	Language	Primary means	Timing	Responsibility
<p><b>European Commission services and policy makers</b></p>	<p>European Commission services and policy makers set policy based on information they receive. New knowledge and information originating from SO-CHIC will be relevant to decision makers at various levels of governance from national to EU and global levels.</p>	<p>Provide information that can be used in future climate policy.</p> <p>Encourage evidence-based decision-making using the outputs of SO-CHIC.</p> <p>Contribute to relevant international committees such as the IPCC.</p>	<p>Project progress and results.</p> <p>The policy relevance of the project and its results.</p> <p>Tangible scientific outcomes, which can immediately be applied to support evidence-based decision making and policy-making.</p>	<p>Semi-technical but relevant across a broad range of disciplines, and accessible to non-specialist audiences.</p>	<p>Policy briefings</p> <p>Direct engagement</p> <p>Annual project meetings</p> <p>Project workshops</p> <p>Conference participation</p> <p>Deliverables, progress reports and other reports</p> <p>Fact sheets, infographics</p> <p>Partner newsletters</p> <p>Panel discussions at relevant events</p> <p>EC channels such as: EC publications, social media, events.</p>	<p>Continuous throughout the project lifetime as opportunities arise</p>	<p>Project Coordinator</p> <p>Project Manager</p> <p>WP8 with input from all partners</p>

<p><b>European and international initiatives and related, relevant projects</b></p>	<p>The European and international initiatives and projects targeted for engagement by SO-CHIC are those with obvious synergies and mutual collaboration benefits. Relevant projects include the current members of EU Polar Cluster.</p>	<p>Ensure synchronisation of activities for addressing open science questions.</p> <p>Develop a shared understanding of respective projects and project outcomes.</p> <p>Develop a shared understanding of how each project relates to the others and how the results of one project might impact another.</p> <p>Demonstrate the value added through collective working.</p>	<p>Project progress and results.</p> <p>Policy relevance of project and results.</p> <p>Plans for communication activities and events.</p>	<p>Technical, organisational</p>	<p>Project annual meetings</p> <p>Joint workshops and other activities</p> <p>Conference participation (joint or otherwise)</p> <p>Direct engagement – i.e. online and face to face meetings</p> <p>Websites</p> <p>Panel discussions at relevant events</p> <p>(Combined) Peer-reviewed articles in scientific journals</p> <p>Personal contacts across project boundaries</p>	<p>Continuous throughout the project lifetime</p>	<p>Project Coordinator</p> <p>Project Manager</p> <p>Steering Committee</p> <p>WP8 with all partners</p>
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Stakeholders	Description	Objective of the communication	Content	Language	Primary means	Timing	Responsibility
<b>Non-governmental organisations</b>	<p>Non-governmental organisations (NGOs) operating in the civil society. They are often interest groups.</p> <p>Those relevant to SO-CHIC are likely to be involved in climate policy, environmental protection and wildlife conservation, although those working in other fields may also be relevant.</p>	<p>Solicit critical feedback as to the projects outcomes.</p> <p>Encourage uptake of updated climate information in their efforts to create societal awareness and action.</p>	<p>Project results and implications tailored for a broader non-specialist audience.</p>	<p>Non-specialist. NGO representatives are likely to be competent across certain fields (e.g., politics and impact of climate change), however, they may lack certain proficiencies in the more physics-based and technical aspects of the project.</p>	<p>Policy briefs</p> <p>Print, online and social media content tailored to a non-specialist audience</p> <p>Website</p> <p>Deliverables, progress reports, and other reports</p> <p>Direct engagement via the User Group</p> <p>Seminars/Webinars</p> <p>Conference participation</p> <p>Panel discussions at relevant events</p>	<p>In accordance with the user-engagement plan (D7.3), regularly throughout the project lifetime as opportunities arise</p>	<p>Project Coordinator</p> <p>Project Manager</p> <p>WP8 with all partners</p>
<b>Scientific community</b>	<p>Scientists working across the disciplines directly addressed in SO-CHIC work.</p> <p>Scientists who do not directly work across the disciplines</p>	<p>Exchange knowledge and initiate collaboration with other researchers in the field.</p> <p>Maximise the impact and exploitation of project outcomes as well as further raise awareness of the work</p>	<p>Project progress and results</p> <p>Opportunities for collaboration and idea development</p>	<p>Technical</p>	<p>Website</p> <p>Participation in Workshops, Seminars/webinars, Conferences, panel discussions</p> <p>Peer-reviewed articles in scientific journals</p> <p>Deliverables, progress reports, grey literature</p>	<p>Regularly throughout the project lifetime as opportunities arise</p>	<p>All WP leaders</p> <p>All project researchers</p> <p>Executive</p> <p>and</p> <p>Advisory</p>

	addressed by SO-CHIC, but still interested in the results of the project.	being conducted.			and other reports		Boards
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Stakeholders	Description	Objective of the communication	Content	Language	Primary means	Timing	Responsibility
<b>General public and wider society</b>	Individuals and organisations interested in SO-CHIC work and results, but who do not directly work in the field, or in scientific research. This group may include citizens, students and other interested groups.	<p>Maximise project visibility in wider society</p> <p>Maximise societal benefit through the provision of updated climate information and, more broadly, improve societal climate literacy</p> <p>Raise awareness of Antarctic climate change, modelling, and societal impacts.</p>	Project results and implications tailored for a broader non-specialist audience	Broad and concise. The general public may have limited or patchy knowledge of climate issues and climate science beyond what is commonly portrayed in the media.	<p>Website</p> <p>Press releases</p> <p>Social media</p> <p>Newsletter</p> <p>Fact sheets &amp; infographics</p>	Regularly throughout the project lifetime as opportunities arise	<p>All partners</p> <p>WP8</p>

### **3. SO-CHIC COMMUNICATION AND DISSEMINATION PLAN**

SO-CHIC communication and dissemination activities are divided into ongoing and standalone activities.

As per Grant Agreement (article 29.4) the visibility of EU funding will be ensured on all communication and dissemination material through the display of the EU emblem and the following statement (communication activities):

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°821001.*

#### **3.1 Planned Communication and Dissemination Activities**

Ongoing and standalone communication and dissemination activities within the SO-CHIC project are summarised in Table 2.

Table 2: Planned Communication and Dissemination Activities

Activity	Procedure	Expected outcome
Project website (ongoing)	<p>The project website has been developed and published. It will continue to be updated throughout the project. A web portal for project partners to internally share documents and information has also been developed.</p> <p>(D8.3 Creation of project website, M6, ETT SPA)</p>	<p>The website is the primary channel for communication about the project. It presents general information on the project, goals and objectives, news and events, dissemination material and project documents. A tool and venue to promote project and related activities. Through the web portal, project partners can access project documents securely.</p> <p>The SO-CHIC website is live at <a href="http://www.sochic-h2020.eu/">http://www.sochic-h2020.eu/</a></p>
Social media campaign (ongoing)	<p>SO-CHIC Twitter, and Instagram accounts are developed. They will be continuously updated throughout the project with relevant material.</p> <p>(D8.2 Design of project visual identity and branding material, and social media profiles, M6, EPB)</p>	<p>Modern and interactive communication channels, used since the very beginning of the project, to promote project activities. They engage various stakeholders in a two-way communication. Input through social media channels will be moderated for user feedback and to inform on project developments and outcomes.</p> <p>Twitter: <a href="https://twitter.com/SO_CHIC_EU">https://twitter.com/SO_CHIC_EU</a></p> <p>Instagram: <a href="https://www.instagram.com/so_chic_eu/">https://www.instagram.com/so_chic_eu/</a></p>
Workshops, meetings at professional events (ongoing)	<p>SO-CHIC partners will actively participate in relevant external events or initiatives. These activities can and will be jointly organised with other relevant projects and organisations as appropriate, such as the EU Polar Cluster projects, SOOS and SCAR.</p>	<p>Promotion of the project objectives and dissemination of the project results in international fora of relevant events will strengthen the role of the project as a base of cutting edge research. Active participation in workshops and meetings will serve to promote and explain the project, increase the knowledge of user needs within the project and collaborate with users on different relevant topics. This will take place during internationally relevant events, both in- and outside the EU. Users' feedback will be regularly analysed after each event and i) shared with the project partners, ii) when relevant, shared with other users via User Group and/or Blog.</p>

Activity	Procedure	Expected outcome
Interaction with programmes and related other events (ongoing)	Participation in and cooperation with relevant organisations and projects that have a relevance to, can contribute to, or benefit from the SO-CHIC project such as, but not limited to, SOOS, SCAR, and SCOR.	Ensuring effective knowledge transfer and reducing the risk of overlapping of efforts in communication and project results including in information, best practise and data sharing.
Policy briefings (standalone)	<p>Two policy briefing events will be held to give EU, national and international policymakers an overview of the state-of-the-art research on the topics covered by SO-CHIC, and their relevance to the EU and Europe. One event will present SO-CHIC research policy relevance in the context of EU policy, and the other in the context of the Paris Agreement/Antarctic Treaty. Work on these policy-briefing events includes planning, execution, reporting, and other post-briefing activities. Where possible, policy briefing events will be organised together with other EU Polar Cluster projects to increase efficiency, synergy and impact.</p> <p>(D8.10 Report on Policy Event one (European policy makers) Brussels (soon after IPCC AR6 WG1 release), M23, EPB)</p> <p>(D8.14 Report on Policy Event two (Paris Agreement/Antarctic Treaty) ATCM, (linked to AR6 Synthesis report on climate change release), M35, EPB)</p>	Improved understanding of the Southern Ocean’s role and impact on global climate among policymakers, enabling better-informed decision making in the context of EU and international policy relating to climate and science.
Promotional and outreach material (ongoing)	A variety of SO-CHIC promotional and outreach materials will be prepared and published. This will include an infographic factsheet explaining some of the phenomena being investigated by SO-CHIC, that will be useful as a general handout for various audiences, and for schools. The factsheet will also be published in an online digital version. A flyer summarising the SO-CHIC project, and its aims and objectives will also be produced.	<p>Increased recognition and knowledge of the SO-CHIC project, its objectives and its outcomes.</p> <p>Promotion of SO-CHIC as an example of a major EU-funded research project.</p>
Videos (standalone)	<p>Short videos will be produced to introduce the SO-CHIC project, its aims and objectives, and to introduce each individual work package. Videos will be published online on the SO-CHIC YouTube channel:</p> <p><a href="https://www.youtube.com/channel/UCttAc0nx14091-UU6tNliHw/featured">https://www.youtube.com/channel/UCttAc0nx14091-UU6tNliHw/featured</a></p>	<p>Increased recognition and knowledge of the SO-CHIC project, its objectives and its outcomes.</p> <p>Promotion of SO-CHIC as an example of a major EU-funded research project.</p> <p>A lasting archive of publicly accessible project videos useful to researchers, policymakers, educators and general interest viewers. Videos will be saved on the SO-CHIC YouTube channel.</p>

<p>Webinar series (standalone)</p>	<p>A series of 9 webinars to introduce SO-CHIC and each of its research work packages. An initial webinar will introduce SO-CHIC and its aims, followed by a webinar each for WP1-7, and a final summary webinar at the end of the project. Work on each webinar will include the initial identification of topics, confirmation of speakers, advertisement, the webinar itself, and uploading of the webinar recording online.</p> <p>(D8.20 Report on Webinar series describing SO-CHIC research, M45, EPB)</p>	<p>Interactive engagement of a wide range of stakeholders with the project and promotion of its objectives and outcomes.</p> <p>Webinars will be recorded and archived as educational and outreach material.</p>
<p>Scientific workshop and white paper (standalone)</p>	<p>A workshop summarising the results from the SO-CHIC project and to draft a summary of SO-CHIC's outcomes and findings will be produced in the form of a white paper, and will include a summary for policymakers. This will be widely distributed, and made available online, and if relevant, will also be submitted to science policy interface platforms like the Antarctic Environments Portal.</p> <p>(D8.24 White Paper summarising results from SO-CHIC science workshop, M48, EPB)</p>	<p>Summary of the scientific result of SO-CHIC in one concise document. Distribution of the document, including to policymakers, will ensure wide knowledge and understanding of the project, and increase the impact of its outcomes among different stakeholders.</p>
<p>Press briefings (standalone)</p>	<p>Two press briefings will be held to help disseminate SO-CHIC results in line with the Dissemination Strategy. One briefing will be held at a major international scientific conference, such as the European Geosciences Union (EGU) General Assembly, and one at or parallel to a major international climate/Antarctic policy event, such as a COP, an IPCC meeting, or an Antarctic Treaty Consultative Meeting (ATCM). Work on these press briefing events includes planning, execution, reporting, and other post-briefing activities.</p> <p>Project partners will seek advice from organisations like the Science Media Centre to maximise the impact and reach of press activities.</p> <p>(D8.7 Report on Press briefing event 1 – on the side of a scientific conference (SCAR2020), M14, EPB)</p> <p>(D8.11 Report on Press briefing event 2 – on the side of a climate/ Antarctic policy meeting (IPCC meeting prior to release of AR6 WG1 report), M23, EPB)</p>	<p>Increased recognition and knowledge of the SO-CHIC project, its objectives and its outcomes.</p> <p>Impact and outreach of the project to broad audiences, including the general public.</p> <p>Promotion of SO-CHIC as an example of a major EU-funded research project.</p> <p>Conveying knowledge about the Southern Ocean to the press</p>

<p>Conference sessions (standalone)</p>	<p>Two cross-cutting sessions bringing together scientific and policy stakeholders at major international scientific conferences, such as the EGU General Assembly or the SCAR OSC. These sessions will feature researchers from the SO-CHIC consortium, as well as policy experts and other stakeholders to present the project's results and discuss their European societal relevance. Work on these crosscutting events includes planning, execution, reporting, and other post-briefing activities.</p> <p>(D8.15 Final Report on the two cross cutting conference sessions held – EGU General Assembly, Vienna April 2021, and SCAR OSC 2022, India, M35, EPB)</p>	<p>Engagement of the polar, climate and ocean research community directly in discussions of SO-CHIC outcomes and their societal and policy relevance in Europe and beyond.</p> <p>Increased recognition and knowledge of the SO-CHIC project, its objectives and its outcomes.</p> <p>Promotion of SO-CHIC as an example of a major EU-funded research project.</p>
<p>Cartoons/visualisation (standalone)</p>	<p>A competition will be held to design a cartoon or other visualisation that clearly and concisely explains some of the phenomena being investigated in the SO-CHIC project, such as the Weddell Polynya and its role in the global climate system. The winner of the competition will have their work used and credited throughout the project, and be offered the opportunity to develop further such visualisations for SO-CHIC (on a paid basis).</p> <p>(D8.19 Report on Cartoon/ visualisation competition, M38, EPB)</p>	<p>Increased recognition and knowledge of the SO-CHIC project, its objectives and its outcomes.</p> <p>Development of accessible outreach and communications materials for use online and elsewhere, including being made available for educational purposes.</p>
<p>Skill-building workshop (standalone)</p>	<p>A skill building workshop for early career researchers will be held in partnership with the organisations focused on early career researchers, giving guidance and advice on how to become a reviewer for IPCC Assessment Reports. The workshop will build on previous online sessions by Association of Polar Early Career Researchers (APECS) and Young Earth System Scientists (YESS), and will inform participants on the process for involvement in IPCC Assessment Report development, particularly with an emphasis on Southern Ocean climate science and oceanography. Material developed at this workshop, including any audio, video or written material, will be made available online.</p> <p>(D8.13 Summary report, and material produced from skill-building workshop for early career researchers, M29, EPB)</p>	<p>Capacity building and training for early career researchers, sharing the expertise of consortium partners with a new generation of Polar, climate and ocean researchers.</p> <p>Increased recognition and knowledge of the SO-CHIC project, its objectives and its outcomes.</p>

Slack (ongoing)	<p>A SO-CHIC Slack system has been set up, allowing project partners to efficiently communicate and discuss issues and share information online within the consortium.</p>	<p>Efficient communication between consortium partners.</p> <p>Informal discussions relating to the project and its work.</p>
Email (ongoing)	<p>A project mailing list has been set up, allowing project partners to share specific messages and information within the consortium. Mailing lists for the whole consortium and specific working groups allow for appropriate targeting of information and requests.</p> <p>Additionally, project partners use direct emails as the primary form of communication between individuals.</p>	<p>Formal sharing of project information and requests among project partners.</p>
Open-access peer-reviewed journals (ongoing)	<p>SO-CHIC is promoting and adopting the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020. Project partners, as EC grant recipients, will make their best efforts to ensure that electronic copies of peer-reviewed scientific publications become freely available to anyone as soon as possible and in all cases not later than six months after publication. As a general rule, SO-CHIC scientists will prioritise Open Access Journals for publishing their articles.</p>	<p>Open access to SO-CHIC research outcomes for the scientific community.</p>

## 4. RISKS

Possible risks that might influence the course of the CDP and SO-CHIC communication and dissemination activities are outlined in Table 5.

Table 5: Risks that might affect the CDP and possible responses.

Risk	Probability	Response	Responsibility
Low interest of users	Low/Medium	This risk will be mitigated by using different user engagement mechanisms, such as virtual meetings and consultation. The project will reduce time and travel investments from users and promote their participation. In addition, project partners involved in relevant EU projects, international committees and steering groups can serve as ambassadors for SO-CHIC and help disseminate project information and involve stakeholders.	WP8, all WP leads, Project Coordinator, Project Manager
User fatigue	Low	This risk will be addressed by avoiding more “aggressive” user engagement approaches, such as surveys, and encouraging modern, attractive and interactive user engagement mechanisms and communication approaches instead, such as the blog, the User Group, social media, participation and organisation of workshops or discussion tables in relevant events. Coordinating joint user engagement activities with other projects with similar research objectives will in addition lessen the pressure on users.	WP8, Project Manager in coordination with other EU Polar Cluster projects
Low project visibility	Low	The partners will take part in relevant events presenting the project and getting in touch with different users. These efforts will be organised in strong coordination with other initiatives and projects, such as the EU Polar Cluster, European Polar Board, SCAR and SOOS, increasing the projects’ visibility, while lowering the risk of user fatigue or confusion with too much information from different projects.	All project partners
Cultural & background differences	Low	The project partners have a long-term and well-established collaboration with different actors in Southern Ocean science. The project will additionally improve this collaboration and through interchange with different stakeholder categories (e.g. secondary user group) better understand cultural differences, while integrating local knowledge in the project development.	WP8 with all project partners
Disruptive global or regional crises	Low	The partners plan for alternative dissemination and communication activities where physical meetings may now be possible due to travel restrictions or cancellation of conferences. Planned SO-CHIC activities can be adapted to be held online as an alternative format.	WP8 with all project partners.

## 5. IMPLEMENTATION AND EVALUATION OF THE PLAN

The implementation of the communication and dissemination strategy will rely on the following critical pro-active approaches:

- Integration of communication and dissemination efforts throughout and within SO-CHIC;
- Effectiveness of communication flow within SO-CHIC and with users;
- Diversity of dissemination and two-way communication tools according to different audiences;
- Accessibility of disseminated results and project legacy;

The implementation of the plan will be overseen by WP8 and the Steering Committee. This plan is to be repeatedly evaluated and updated in order to support the execution of project objectives and SO-CHIC's communication and dissemination activities. Changes to the plan will be discussed within WP8 and brought to the project Executive Board if necessary. Mandatory updates to the plan, including reports on communication and dissemination activities performed for the previous period, are scheduled in time for the periodic reports (project months 18 and 36).



## ACRONYMS USED

APECS - Association of Polar Early Career Researchers

ATCM - Antarctic Treaty Consultative Meeting

CDP - Communications and Dissemination Plan

EGU European Geosciences Union

EU – the European Union

H2020 – Horizon 2020 (EU Research and Innovation programme)

IPCC – Intergovernmental Panel on Climate Change

NGO – Non-Governmental Organisation

SCAR – Scientific Committee on Antarctic Research

SCOR – Scientific Committee on Oceanic Research

SO-CHIC - Southern Ocean – Carbon and Heat Impact on Climate

SOOS – Southern Ocean Observing System

YESS - Young Earth System Scientists



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