PROJECT	
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Project acronym:	SoGreen
Project name:	Social Aspects of the Green Transition (SoGreen)

Work Package	1
Deliverable Number	D1.3
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Dissemination and Communication Plan	
Date:	30.06.2025
Version:	1.0
Change:	Initial version of the SoGreen Dissemination and Exploitation Plan (DEP)

SoGreen – Social Aspects of the Green Transition

Dissemination and Exploitation Plan (DEP)

1. Introduction

The goal of our dissemination and exploitation strategy is open and free access to data and scientific results, while fostering their uptake in research, strategic decision-making, and public policy through targeted dissemination, exploitation and communication activities that engage stakeholders and maximise societal impact. As described in the Data Management Plan (DMP) (D9.1), access to the SoGreen data is provided free of charge for non-commercial use globally, adhering to the FAIR (findable, accessible, interoperable, reusable) principles to give convenient access to all users a short time after data collection, subject to European Union and national data protection laws as well as the Conditions of Use of each Research Infrastructure (RI). This DEP also includes communication activities.

The DEP aligns with Horizon Europe (HE) requirements (Annex 5, Article 17) for dissemination, open science, and visibility.

Core Objectives

- Ensure **open access** to data and scientific results, adhering to **FAIR principles** (Findable, Accessible, Interoperable, Reusable)
- **Knowledge Mobilisation Lab (KML):** Foster two-way dialogue with stakeholders (policymakers, researchers, civil society) to enhance impact
- **SoGreen Website:** Develop a website for the dissemination of information on the SoGreen project, the participating RIs as well as the project results.
- **Maximize visibility** of EU-funded research and usage of the SoGreen module in global surveys through tailored communication tools

2. Data Access and Management

- **Data availability**: Data access will be given on an individual basis after a standardised registration procedure described for each RI at:
    - Survey of Health, Ageing and Retirement in Europe (SHARE): https://share-eric.eu/data/data-access
    - European Social Survey (ESS): https://www.europeansocialsurvey.org/data-portal
    - Generations and Gender Programme (GGP): https://www.ggp-i.org/form/accounts/register
    - A link to the Growing Up in Digital Europe (GUIDE) registration procedure is not yet available as the first full wave of data collection will not take place until 2027 at the earliest.
- **Archiving**: Access services are rendered through public data archives:
    - For SHARE, the Centerdata Archive located at Tilburg University in the Netherlands.
    - ESS data is archived and distributed via the ESS Data Portal, managed by the Norwegian Agency for Shared Services in Education and Research.

- For GGP, access services are done in-house through the GGP Data Portal, in the long-term the data is archived in Data Archiving and Networked Services (DANS) in the Netherlands.

- **FAIR Compliance**: Data and metadata include persistent identifiers (DOIs, ORCIDs) and licensing (CC BY/CC0).

3. Dissemination, Exploitation, Communication and Knowledge Mobilisation Lab (KML)

For the purpose of this DEP, **dissemination** will involve communicating the outcomes of this project (primarily data and scientific results) to prospective and existing users of SHARE, ESS, GGP and GUIDE, to research institutions, and to members of wider scientific and policy communities, with the aim of advancing knowledge and contributing to broader scientific and policy development.

Exploitation refers to the application of the SoGreen project outcomes in strategic decision-making and the formulation of public policies by governmental bodies and relevant societal actors.

Communication activities will also take place within the scope of the project. Communication encompasses not only the sharing of project outcomes, anticipated impacts, and advantages, but also broader engagement with the SoGreen project as a whole. This component of the strategy is designed to facilitate two-way interaction, allowing stakeholders and end users of SoGreen outputs to provide feedback and engage with the project's development process.

Table 1 presents a comparative overview of the concepts of dissemination, exploitation and communication within the SoGreen framework, distinguishing them based on the type of information conveyed, target audience, purpose and the timing of activities.

Table 1. Differences between dissemination, exploitation and communication in SoGreen

	Dissemination	**Exploitation**	**Communication**
What?	About **results only**	About **results only**	About **the project** and its **results**
Target audience	**Individuals or organizations expected to incorporate the results into their professional activities or research** e.g., scientific researchers and partners, members of research infrastructures, professional organisations	**Individuals or organizations expected to incorporate the results into their professional activities or research** e.g., governmental and societal stakeholders (policy makers, strategic planners, civil society organisations)	A **range of audiences** encompassing the previously identified stakeholders, media and general public
Purpose	Facilitate the adoption and practical application	Support the reuse and extended utilisation of the	Communicate with the public to raise awareness, gather input and

	of the project outcomes	results for additional research or policy purposes	demonstrate the value and societal impact of the project
Timing	When results are available	When results are available	Starts at the outset of the project

In this section, we also provide information on the KML, its development and action phases by outlining the activities and their components. We continue with key dissemination, exploitation and communication tools and open science compliance.

We employ a continuous, two-way engagement model through our **Knowledge Mobilisation Lab (WP11-12)** to ensure stakeholder involvement at all project stages. This goes beyond traditional one-way dissemination, exploitation and communication by:

- Facilitating ongoing dialogue between researchers and end-users
- Leveraging formal and informal networks for knowledge exchange
- Providing incentives for rapid research output (e.g., publication in the First Results Book, a set of papers that will present information in the accessible language, also for non-scientific users)

KML Objectives

1. **Stakeholder Engagement:** Build and maintain a multi-sector network (researchers, policymakers, NGOs, private sector)
2. **Accessibility Enhancement:** Transform technical outputs into actionable resources (guides, webinars, blogs)
3. **Adoption Promotion:** Drive reuse of SoGreen tools (survey module, datasets) through open science

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Implementation Phases

Phase 1: Network Building and Initial Outputs (Months 1-18)

Activity	Components
Stakeholder Network	• Targets: Researchers, policymakers (e.g., OECD), NGOs, private sector • Recruitment: Desk research, snowball referrals, opt-in invitations • Incentives: Early data access, influence on EU research, networking opportunities
Expert Survey	• **Expert Survey** to evaluate the finalised green module, ensuring actionable feedback for the 2026 fieldwork phase
Cross-Study Data Guide	• Deliverables: PDF guide and Excel inventory (ESS/ GGP/ SHARE/ GUIDE) • Promotion: Webinars, blogs, network newsletters
Module Launch	• Upload items to project website/EOSC • Conference presentations (a session on the Social Impact of the Green Transition and a presentation on "Aging Populations and

Activity	Components
	the Green Transition: Measures, Insights, and Regional Perspectives from the SoGreen Project" at European Survey Research Association (ESRA) Conference 2025) • Blog on module design and reuse potential

Phase 2: Data Mobilisation and Impact (Months 19-36)

Activity	Components
Dataset Promotion	• Interactive dashboards (WP10), targeted newsletters, social media campaigns
Policy Analysis	• Network surveys to prioritise topics • Open-access journal article and non-technical case study
Final Outreach	• Life course framework webinar (WP5) • 3-episode podcast on SoGreen's social impact, featuring researchers and stakeholders • Conference presentation (ISSBD 2027)

Key Dissemination, Exploitation and Communication Tools

1. **SoGreen Website (WP9)**
   - The website will present a project description, then expand to include news, deliverables and interactive data dashboards as the primary platform for aggregate statistics.
   - It will also feature a dual-access blog for internal members (via login) and external users to submit questions and feedback
   - The website is expected to be launched in September 2025
2. **Publications**
   - Peer-reviewed journals, First Results Book, working papers, documentation materials
3. **Events**
   - Final Stage Meeting (November 2027), conferences (e.g., ESRA 2025, ISSBD 2027), webinars
4. **EU Visibility**
   - Consistent branding via corporate design
   - Open access compliance (CC BY licenses, FAIR metadata)

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4. Open Science Compliance

Element	Implementation
Publications	Immediate open access in trusted repositories (CC BY) with persistent identifiers
Data Management	FAIR-aligned Data Management Plan ("as open as possible, as closed as necessary")
Protections	15-day advance notice for dissemination; IP/security/privacy exceptions

5. Target Audiences and Dissemination, Exploitation and Communication Tools

Our DEP aligns objectives, audiences, and tools to:

1. Deliver findings to political, economic, civil society leaders, researchers, research organisations and research infrastructures
2. Strengthen policy debates with cross-national evidence
3. Highlight the universal relevance of project-related research
4. Foster researcher-media dialogue
5. Promote data use among scientific institutions

Table 2 matches specific dissemination, exploitation and communication tools to their intended target audiences:

Table 2. Dissemination, exploitation and communication tools by target audience

Target Audience	Dissemination, Exploitation and Communication Tools
Policy makers in European and national institutions, international organisations, local governments	Conferences, policy briefs, provision of data and user support, dissemination of key findings through brochures, seminars, and advisory sessions for government stakeholders, providing analyses for ministries, drafting reader-friendly content about policy challenges for government thematic websites, SoGreen website
Civil society organisations (public and private institutions, foundations/charities, community-based non-profit organisations)	SoGreen website, seminars and conferences, compilation of important findings via brochures or tailored newsletters, organisation of thematic debates, preparation of simplified information materials
Scientific researchers in universities, research institutes and research infrastructures	Researcher-to-Researcher support, SoGreen website, newsletters, provision of data and user support, open-acces publications, working papers, compilation of important findings via brochures, flyers and newsletters
Media and general public (including respondents)	Press conferences, compilation of important findings via brochures or tailored newsletters, interviews, media appearances, press release, SoGreen website, social media, blog

In Table 3 below we present a structured classification of SoGreen project activities according to their primary purpose (dissemination, exploitation or communication) as defined in the DEP. This ensures strategic alignment with requirements for result uptake, policy impact and public engagement.

Table 3. Classification of SoGreen project activities by dissemination, exploitation and communication purpose

Activity	Dissemination	Exploitation	Communication
SoGreen Website	V		V
Publications	V		
Policy briefs		V	
Podcasts	V		V
Conferences	V		V
Interactive dash-boards	V	V	
Provision of data and user support	V	V	
Key findings through brochures	V		V
Seminars	V		
Advisory sessions for government stakeholders	V	V	
Analyses for minis-tries	V	V	
Reader-friendly policy content		V	V
Newsletters	V		
Thematic debates	V		V
Simplified infor-mation materials	V		V
Researcher-to-Re-searcher support	V	V	
Open-access publi-cations	V		
Working papers	V		
Press conferences	V		V
Interviews	V		V
Media appearances	V		V
Press release	V		V
Social media	V		V
Blog	V		V

SoGreen Horizon Europe Dissemination and Exploitation Plan (DEP) – Short Version
Project No.: 101188188 | **Acronym**: SoGreen | **Version**: 1.0 (June 2025)

1. Core Objectives

Objective	Action
Open Science	FAIR-aligned data sharing (CC BY/CC0 licenses)
Stakeholder Engagement	Knowledge Mobilisation Lab (WP11–12) for policymakers, researchers, NGOs
Tool Adoption	Promote reuse of SoGreen survey module globally

2. Data Access & Management

Component	Details
Access Portals	SHARE-ERIC, ESS, GGP
Archiving	Trusted repositories (Centerdata, ESS Data Portal, DANS)
FAIR Compliance	Metadata with DOIs/ORCIDs; exceptions for IP/security/privacy

3. Phased Dissemination Strategy – Knowledge Mobilisation Lab

Phase	Activities	Deliverables
Phase 1 (Months 1–18)	• Build stakeholder network (desk research → opt-in invitations) • Expert Survey involving the stakeholder network	• Cross-Study Data Guide (PDF + Excel) • Webinars/blogs on module reuse
Phase 2 (Months 19–36)	• Promote dataset via dashboards/policy briefs • Topic scoping with network surveys	• Open-access journal article + case study • 3-episode podcast

4. Open Science Compliance

Requirement	Implementation
Publications	Immediate open access (CC BY) in trusted repositories (e.g., Zenodo)
Data Management	Regular DMP updates; "as open as possible, as closed as necessary"
EU Visibility	Branding in all outputs; corporate design adherence

5. Target Audiences & Dissemination, Exploitation and Communication Tools

Audience	Tools
Policymakers	Policy briefs, government consultations, conferences, SoGreen website
Researchers	Open-access publications, data support, working papers, SoGreen website
Civil Society	Tailored newsletters, thematic debates (e.g., aging populations)
General Public	Social media, press releases, podcasts, Blog on SoGreen Website

6. Timeline & Key Deliverables

Milestone	Deadline	Output
Network Launch	Month 6	Stakeholder database
Website Release	Month 9	Release of the SoGreen website
Data Guide Release	Month 12	PDF/Excel guide and webinar
Final Conference	Nov 2027	Policy reports, interactive dashboards

7. Monitoring & Evaluation

Metric	Measurement Tool
Dataset downloads	Repository analytics
Stakeholder engagement	Webinar attendance, network growth tracking
Module reuse	Citations/survey adoptions

Approval: Complies with HE Grant Agreement (Annex 5, Article 17).
Project link: https://share-eric.eu/projects-details/sogreen