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Doing It Together science

Coordination & Support Action

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Contributors: All members of the consortium

Reviewers: A. Skarlatidou (UCL), F. Serrano (Fundacion Ibercivis)

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Other contributors	UCL: Artemis Skarlatidou, Alice Sheppard, Christian Nold, Judy Barrett
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Abstract	This Deliverable is about the interactive project website, knowledge-sharing platform, and access portal for data and document repositories. The portal, web content and repositories will be continuously maintained, enhanced and extended throughout the project.
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1 Version Log

Version	Date	Released by	Nature of Change
INITIAL DRAFT	05/10/2016	Lotte Kleijssen (WS)	Consortium Review
Draft 1.0	30/10/2016	Artemis Skarlatidou (UCL)	Internal Review
Draft 1.1	1/11/2016	Fermin Serrano	External Review
REVISED DRAFT	1/1/17	Lotte Kleijssen (WS)	Extensive rewrite to encompass the entire DITOs Web, not just website
Revised Draft 1.0	11/1/17	Judy Barrett	UCL comments included and formatting to template standard

2 Definitions and Acronyms

Acronyms	Definitions
CDE	Communication, Dissemination and Exploitation
CSA	Coordination and Support Action
D	Deliverable
DITOs	Doing It Together science
DITOs web	Online strategy of the DITOs project: online knowledge sharing platform, newsletters, TV, radio and social media expressions.
EC	European Commission
ECSA	European Citizen Science Association / Verein der Europäischen Bürgerwissenschaften
eutema	EUTEMA GMBH
H2020	Horizon 2020 Programme
KI	Kersnikova Institute
KPI	Key Performance Indicator
M	Month
Meritum	Centrum Szkolen I Rozwoju Osobistego Meritum
MP	Medialab Prado, Madrid
OPAL	Open Air Laboratories
RBINS	Institut Royal des Sciences Naturelles de Belgique
RRI	Responsible Research and Innovation
Tekiu	Tekiu Limited
UCL	University College London
UNIGE	Universite de Geneve
UPD	Universite Paris Descartes
WEB	Includes all online activities and channels
WP	Work Package
WS	Waag Society

3 Executive Summary

DITOs represents a step change in European public engagement with science and innovation. The goal is to elevate public engagement with science across Europe from passive engagement towards an active process of developing science.

This deliverable presents the strategy for Online Presence and Engagement. The goal is to define and produce the resources we can use, and the methods we should apply so that partners can collaboratively communicate the project, its outcomes and activities of third parties and external stakeholders. We have created a brand identity that can be used by all partners to communicate the project in a cohesive and recognisable way.

We propose a way of analysing and monitoring the current and potential online participants in order to meet the goal of 1.3 million online engaged participants by the end of the project (M36). This involves the use of existing tools and online channels as well as creating new ones to increase the range of potential participants.

Within this framework, we have created the project website as an online knowledge sharing platform (www.togetherscience.eu). This platform went live on 1st December 2016 and will be further improved during the project. The partners need to populate the platform with events, blogs and other project-related content. This is scheduled to happen in the first quarter of 2017.

This Deliverable (D3.1) will be further developed in the reports D3.2 and D3.3 (to be submitted in M15 and M36); these will assess the success of the strategy laid out in this document and provide further refinement where necessary.

4 Introduction

The Waag Society (WS) is initiating and developing the DITOs web in close cooperation with the European partners as one component of the DITOs project. Through the online platform, www.togetherscience.eu, activities, blogs and workshops are displayed and citizens throughout Europe can participate and share their experiences and knowledge.

Since the aim of the project is 'doing it together', communication and engagement are crucial. The project aims at wide and deep public engagement and participation in science. The development of an impactful model of communication (WP3) is as exciting and experimental as is the work in the fields of biodesign (WP1) and environmental sustainability (WP2).

DITOs is about finding a new and contemporary form of science communication. Traditionally it is up to an omniscient professor to lecture the unknowledgeable crowd about his (or her) academic facts and findings. Mostly this is a one way affair, where the professor publishes research findings in a scientific journal, where journalists do the cherry picking and translate the academic highlights in understandable and relevant news bites.

Over the last decade, we have seen a popularisation of science. (Some) scientists have become rock stars with popularised scientific books and their own television shows. This is an interesting development that has reduced the distance between the academic institutes and society. Yet the popularisation of scientific communication has

never been a real game changer. The message might be simplified somewhat but the communication is still top down.

The growing movement of citizen science implies new models and strategies of communication. Unlike the to-be-lectured passive citizen, the citizen scientist participates directly in the scientific endeavour. He has something to share, something to give back to the chain of information communication. His findings, verifications, falsifications and questions are potentially relevant to fellow citizen scientists, academic professionals, journalists, and many more. In summary: the emerging field of citizen science requires a new communication model - one that is open, distributed, interactive and thus bottom-up.

The objective of this communication strategy is to reach people on all levels of the 'DITOs' escalator' (see Section 4.1) in order to allow people to enter at a level of engagement that matches their needs, interests, and abilities, while also offering them the opportunity to move beyond. The main challenge is the grand diversity of target groups. Not only do we work within a pan-European context (with many different languages and cultures), but also at very different levels of engagement.

Due to this heterogeneity of target groups and the bottom-up nature of the citizen science movement, the (online) communication strategy of DITOs is primarily focussed on creating a pan-European information space and knowledge-sharing platform that inspires and facilitates local partners, peers and grassroots to reach out to their communities at a local level. Community engagement works best (if not only) at a local level, using your own online and offline channels. The DITOs online platform focuses therefore on the facilitation of bottom-up communication.

We pay particular attention to the DITOs web presence and engagement strategy, which is a complex task due to the fact that DITOs aims at the online engagement of almost 1.3 million members of the public.

4.1 Escalator Model

Various institutions and organisations spread around Europe have joined together to work on this project with an aim of elevating passive engagement with science into active participation. The project will support and build upon DIY, grassroots, and frugal innovation initiatives so that in the short and medium term we build, sustain and promote the long term effects of these grassroots efforts towards policy makers.

A central model to DITOs is the 'escalator' of participation (Figure 1) in which a citizen in any walk of life may become aware of different levels of participation and choose that which is best for them, while being encouraged to try other levels - either toward higher or lower levels of engagement, in accordance to their needs, interests and availability of free time. Such participation and step-changing will help science outreach, innovation, research and problem solving move from a top-down model, in which it is driven by institutions, to a bottom-up model, where it is shared by active public participation at various levels of scientific engagement. This dissemination plan defines how we will communicate both our events and the lessons we learn from them to the general public, science practitioners, institutions, policy makers, the academic community and many other stakeholders in order to implement the concept of the virtual 'escalator'.



Figure 1 - The Escalator Model. The range of ways citizens participate in science

At the most intense level of engagement in DIY science, it is estimated that about 2,000 people participate in DIY science in the area of biology; and several hundred are active in DIY science using the Public Laboratory of Open Technology and Science tools. In contrast, in the UK alone, there are over 40,000 people involved in ornithological surveys. Over 150,000 Europeans have contributed their unused computer resources to IBM World Community Grid to support scientific computations, and more than a million people have participated in the online Zooniverse project. Yet, the best estimate of the number of Europeans involved in citizen science is not more than 2 million. Considering that access to the internet is actively increasing and that over a quarter of the EU population hold an advanced degree, there is great potential for increased participation in citizen science. The challenge is in reaching the 30% of Europeans who are not online as well as those not engaged through education by linking and strengthening existing hubs to support face-to-face and offline outreach. This is something that DITOs will address via various outreach activities and events that directly will engage the public such the DITOs travelling exhibitions, which will visit carefully targeted areas to achieve this aim.

The DITOs 'escalator' will be used throughout the duration of this project to inform our communication, dissemination and exploitation (CDE) strategy in order to ensure that not only we achieve our expected public outreach but also that through careful evaluation we monitor how people move towards more active forms of participation.

4.2 Approach

WS is the lead partner for Work Package 3 - 'Public Engagement and Capacity Building' (WP 3). This WP includes the design and delivery of the DITOs website as well as development and coordination of the broader DITOs online presence and the online presentation of various DITOs activities. WS has a long standing tradition in co-creating knowledge in various programmes that involve active participation of citizens in the arts, sciences and technology.

WS developed a communication strategy that resulted in the delivery of the DITOs website and other channels of DITOs online presence. One of our primary goals is to develop a highly interactive website that functions as our knowledge sharing platform to communicate DITOs events and news, host blogs, and provide an access point to

document and data repositories. Once the platform is established all consortium partners will be able to contribute to the content and support the dissemination to existing communities and citizens. We envision that the life of our platform will go far beyond the life of this particular project which was and still is one of the top DITOs main objectives for DITOs.

To organise the communication and dissemination strategy we identified:

- what the main goal is,
- who our audience is,
- what we will create (blogs, websites) or use
- what is all available to disseminate our message through social media channels
- how and we are going to analyse to reach the 1.3 million online potential participants in Do-It-Together-Science.

5 Goals

5.1 Definitions and Objectives

The EC (European Commission, 2016) defines communication as follows:

“Communication on projects is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”

DITOs’ Communication Objectives are:

O1: Raise public awareness and ensure maximum visibility of DITOs key objectives, activities and outcomes at a European and international level.

O2: Announce and promote DITOs events, contributing to upgrade its attendance and engagement potential.

O3: Support the dissemination objectives;

O4: Promote EU research and create a Pan-European and international infrastructure for DIY science and citizen science.

DITOs' Dissemination Objectives are:

O1: Identify targets, messages, tools and channels; build an adequate and effective communication and dissemination plan to ensure the best impact of project results.

O2: Design a comprehensive set of communication material (including the project logo) to ensure an easy identification of the project and a major exposure.

O3: Use the dissemination channels; organise project events and participate in workshops, conference and international/EC meetings.

O4: Ensure a persistent and long-lasting visibility of the project activities and outcomes.

The WP3 objectives are:

O3: To develop clear guidelines, mechanisms and institutions to extend the development of this public engagement in citizen science and DIY science across Europe. This includes support for exploration, learning and innovation by:

O3.1 Supporting the involvement of citizens and scientists in research and innovation through upstream and downstream engagement;

O3.2 Creating avenues for the dissemination and capitalisation of project outcomes throughout Europe;

O3.3 Establishing ESCA as a pan-European knowledge and resource centre for RRI-driven citizen science to provide a streamlined interface for stakeholder capacity building.

WS: will extend its existing programme of workshops and public laboratory activity, establish and manage DITOs online presence and knowledge sharing platform, and coordinate the traveling exhibition.

UCL: will disseminate results in academic journals and conferences and build on its experience in engaging underserved communities to help people disseminate their own work, connect with others who wish to gain ownership of their results, share successes and failures, and create a learning community of practice.

UNIGE: will play an important role in amplifying the outreach of DITOs, especially at the top of the escalator model.

UPD: will strengthen synergies between WP1 and WP3 by coordinating the joint production of popularised media content published on its webzine (in French and English) as part of the knowledge sharing platform.

ESCA: will extend and disseminate results through its European citizen science network. It will also organise the European Citizen Science Summit which will bring together citizen science and DITOs practitioners to address common issues.

Meritum: will build on its teacher training and social integration actions. It will support the different locations of the traveling exhibition at local events and engage local stakeholders.

Meritum, KERSNIKOVA and eutema: will organise local meetups to connect with the broad citizen science experience already established at several organisations. With special focus on targeting women and the less-privileged.

Tekiu: will make the connection between the public community and the decision-makers, linking with the policy engagement activities in WP4.

The whole list of events can be found in the DITOs consortium Grant Agreement.

5.2 Timeframes

The timeline of communication activities is divided into the following phases:

Phase 1 (M1-6): Scoping and Engagement

During the early stage of the project, the attention will be on initial events, refining the communication and dissemination strategy and planning to ensure the best impact of DITOs' outcomes.

Phase 2 (M7-24): Engagement and Networking

Run the bulk of the events, produce a comprehensive set of engagement tools and build a community, extract and act upon key messages from the feedback from the events and produce a plan for sharing best practice with other practitioners and other targeted groups.

Phase 3 (M25-30): Evaluation and Scaling Up

Evaluate the impact and success of the dissemination activities against pre-established performance indicators; identify and set up the mechanisms needed to ensure persistent and long-lasting visibility of DITOs and its messages, alongside a legacy framework to hand over to the European Citizen Science Association (ECSA).

5.3 Partners' Roles and Responsibilities

The project 'Doing-It-Together Science', DITOs, represents a step change in European public engagement with science and innovation. The aim is to elevate public engagement with science across Europe from passive engagement into an active one. The project will support and build upon DIY, grassroots, and innovation initiatives so that in the short and medium term we sustain, build and promote and in the long term increase the effects of these grassroots efforts channels to policy makers at different levels.¹

¹ Doing It Together science (DITOs), grant agreement 709443.

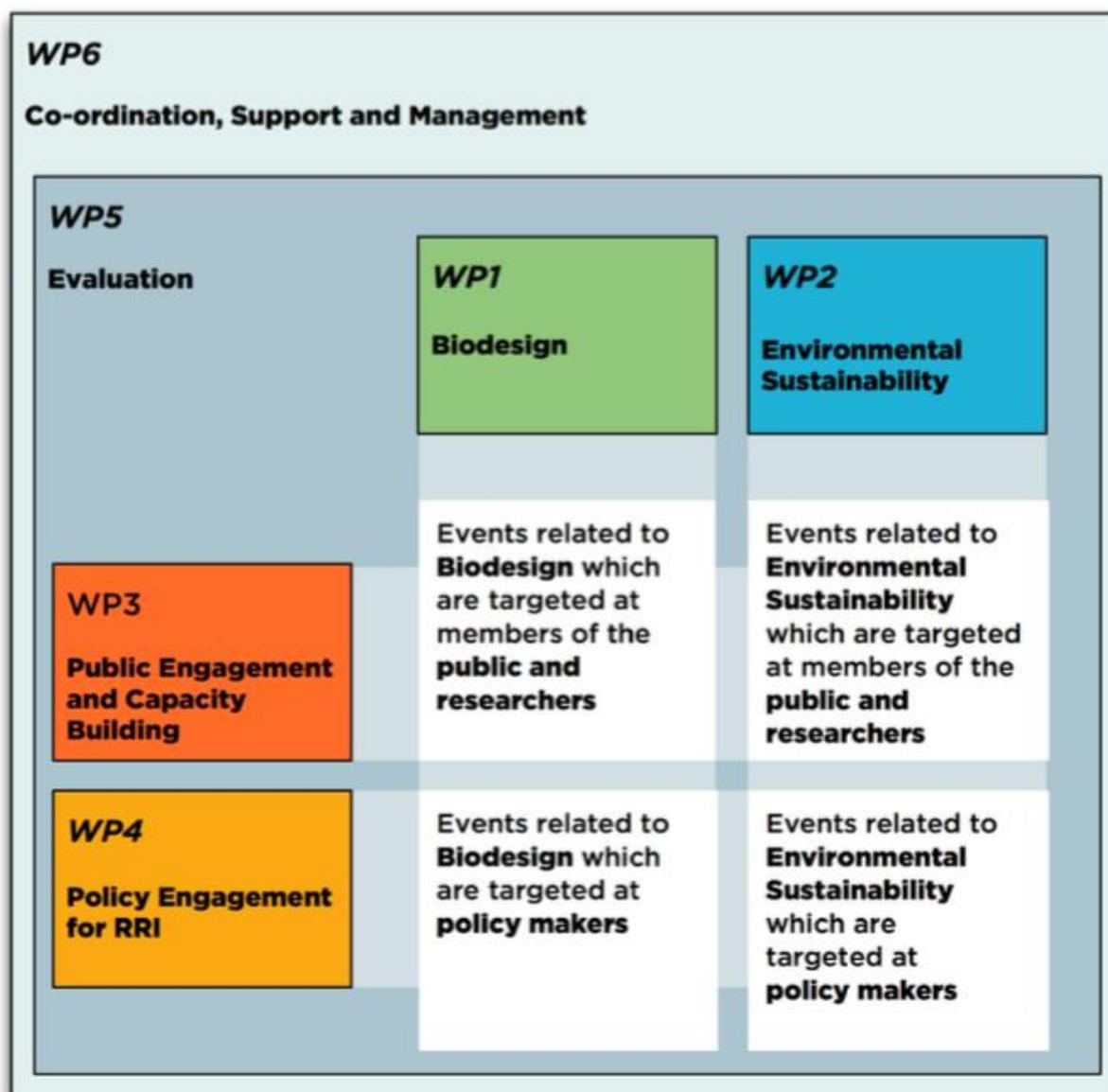


Figure 2 - Relationships between Work Packages

The communication plan is best explained using the Work Packages (WP) table in Figure 2 - Relationships between Work Packages - that explains the key roles and responsibilities of communication activities. WP1 and WP2 include a series of activities in the themes of biodesign and environmental sustainability respectively. Their objectives include engaging a wider audience interested in citizen and DIY science and establishing a network of hubs in both themes. While each partner acts as a technological and social innovation hub, WP3, which overlaps with WP1 and WP2, provides communication tools and mechanisms in both work packages and the rest of the project. These mechanisms for public engagement and capacity building feed into strengthening ECSA as the pan-European knowledge and resource centre for RRI-driven and citizen science.

WS, as leader of WP3 (Public Engagement and Capacity Building), will build technology and provide guidance to enable all communication and dissemination activities across the project and especially with respect to WP1 and WP2.

The communication plan encourages all partners to contribute to the activities, plan and organise their events and support WP1 and WP2 leaders in the overall planning and organisation of DITOs events. University College London (UCL), as WP6 leader, will perform the leadership of the coordination of the project communication and dissemination activities.

Table 1 presents the communication and dissemination activities and the roles and responsibility of each partner in detail.

Communication & Dissemination activities	UCL	RBINS	UPD	WS	ECSA	MP	KI	meritum	UNIGE	Tekiu	euterna
L=leader E=enabler (technology / guidance) C=Contributor											
DITOs Knowledge Sharing Platform											
Create	-			L	-						
Update and Manage	C	C	C	L	C	C	C	C	C	C	C
DITOs Social Media Platforms											
Twitter	All partners contribute C			L	All partners contribute C						
Facebook				L							
Instagram / snapchat				L							
YouTube				L							
Vimeo				L							
Flickr				L							
LinkedIn				L							
Partners' and other Blogs				L							
DITOs Newsletters											
DITOs	L	C	C	L	C	C	C	C	C	C	C
Partners' newsletters	L	L	L	L	L	L	L	L	L	L	L
DITOs Events											
WP1 Events	C	C	L	E	C	C	C	C	C	C	C
WP2 Events	C	C	C	E	C	L	C	C	C	C	C
WP3 Events	C	C	C	L	C	C	C	C	C	C	C
WP4 Events	C	C	C	C	L	C	C	C	C	C	C
Management and Assessment of Dissemination Activities	L	-	-	C	-	-	-	-	-	-	-

	UCL	RBINS	UPD	WS	ECSA	MP	KI	meritum	UNIGE	Tekiu	eutema
Communication & Dissemination activities											
L=leader											
E=enabler (technology / guidance)											
C=Contributor											
External channels											
Professional networks	C	C	C	L	C	C	C	C	C	C	C
Popular science publications	L	All partners contribute C									
Traditional media (TV, radio, newspapers)	L	All partners contribute C									
Talks/Presentations/Conferences	L	All partners contribute C									

Table 1 - Communication and Dissemination Roles and Responsibilities

Source: Doing it Together science (DITOs), UCL. D6.2 Initial Plan for Communications, Dissemination and Exploitation.)

6 DITOs Target Audiences

The consortium recognises the value of communicating the project's activities and outcomes to a broad public. To ensure its effectiveness and impact this plan identifies and targets more specific audiences. We have identified the following groups of stakeholders likely to be interested by the DITOs events and other outputs, and therefore targeted by the consortium for communication and dissemination activities. The description of each type of audience is described in detail in D6.2 - DITOs Communication and Exploitation Plan.

- General Public
- Policy Makers
- The Scientific Community
- Innovators and Entrepreneurs
- Schools and Universities
- Women and Girls
- Science Practitioners

Table 2 presents which partner focus on specific audience groups with their activities.

Partner	Public	Policy	Academia/ Scientists	Industry
UCL	✓	-	✓	-
WS	✓	-	-	-
RBINS	✓	-	✓	-
ECSA	✓	✓	✓	-
Kerniskova	✓	-	-	-
Medialab Prado	-	✓	-	-
UPD	✓	-	-	-
UNIGE	✓	-	✓	-
Tekiu	-	✓	-	✓
Meritum	✓	✓	-	-
eutema	✓	✓	-	✓

Table 2 - Audience focus group per partner

7 Communication Tools and Channels

In order to convey DITOs messages to the respective target audiences and have the highest impact possible, the project consortium will employ a strategy based on:

- Online and interactive tools and channels (e.g. website, social media);
- Non-electronic tools and channels (e.g. printed material);
- Physical interactive tools and channels (e.g. discussions, lectures).

We will tailor our communication and dissemination tools to each of our target audiences to improve effectiveness and impact. For example, while specific DITOs e-newsletters may target policy makers or school children, others will be focused towards the general public.

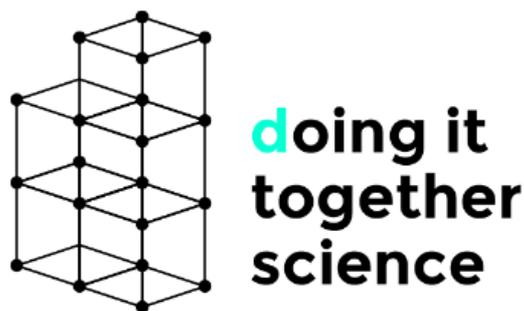
It should be noted that, by communication and dissemination *tools*, we mean all material that are used to present the project and its contents to an external audience. By communication and dissemination *channels* (described in section 5.6) we mean all media through which the project activities and results are conveyed and relayed to the target audiences.

7.1 Communication Tools

7.1.1 Brand Identity and DITOs style documents

The DITOs project has an established visual identity (logo and common colours/graphic design for the website and document templates, posters, stationery, etc), and official information material.

The logo and corresponding assets have been designed and produced by Martin Risseeuw, graphic interactive designer at WS, in an iterative process that included the partners' feedback. WS has defined DITOs' visual identity with a logo that works in different contexts: online/offline, and in a different range of cultures, language, age groups and education backgrounds. It is simple, recognisable and modular so that its shape and colours can be modified. These assets have been shared with the partners who can use them in all their communication and dissemination materials.



7.1.2 Electronic Newsletters and Email Blasts

A regular (at least quarterly) newsletter will be issued in the second phase of the project as a communication tool to ensure that all stakeholders are regularly updated on project's developments. It will be circulated via our mailing list as well as all the partners' media forms. A professional emailing service (Mailchimp) is being used to ensure the best delivery rate and allow follow-up with additional project campaigns.

Groups will be segmented whenever possible and regular analysis carried out on newsletter results (opens and clicks) to optimise the impact. People can subscribe and unsubscribe themselves from this list. In the last six months, two newsletters have been sent out (See Appendix C). The newsletters are compiled by UCL and WS on a quarterly basis with input from consortium partners, who provide information on upcoming events and photos. The newsletter is given an electronic format in the DITOs website by WS and it is also sent as a Word document to partners to translate and disseminate through their own networks.

On various occasions, email blasts will be drafted to send shorter messages to a selection of the project community members, usually on one specific aspect of a project activity and targeted to the audience.

7.1.3 Printed Media

All printed media should contain the formal H2020 acknowledgement statement in the appropriate language alongside the EU emblem as well as the DITOs logo supported by relevant partner's logos and the website URL (www.togetherscience.eu). The ambition is to make the printed material represent local events while sending a

centralised message. This will be achieved via a unified layout design (provided by WS) on all printed media. By adapting the used images and languages the print material will be adapted to a local context.

UNIGE is developing educational postcards which we will encourage participants to take and send to friends. These postcards will also contain DITOs logo, EU acknowledgement and the website address.

Finally, more playful printed material will be developed, such as stickers with the logo in different colours and shapes.

WS will provide a central repository of 'brand identity' items such as the logo, partners' logos, the EU acknowledgement, twitter and facebook symbols alongside document layout templates. Each partner can then download the branding items to use this for their own printed materials.

7.1.4 Videos

DITOs will create videos from certain events as a broadcasting tool to attract a wider audience, such as 'What is DITOs?' as an introduction to get more people involved. The intention to film an event will always be announced so that participants can give their consent (or not) to appearing in a video. The DITOs team will track the number of viewers in the same way as other websites and communications. The consortium will collaboratively plan the form and purpose of the videos such as which videos will be incorporated into the DITOs website and which will act as educational tools. To reach a wide audience, YouTube will be used, and UCL and the WS will create a 'DITOs' channel.

7.1.5 Media Articles

Media articles make reference to all types of written press articles focusing on presenting the DITOs activities and results that are published on different channels. They take the form of news, announcements, tweets and press releases. They are published on the project website, on external websites including partners' websites and social networks.

Members of the consortium who regularly interact with the media, such as writing for the Guardian newspaper (www.theguardian.com), will use this platform to promote DITOs to their audiences.

7.1.6 Project Reports

A major expression of external dissemination is the production of deliverables. Over the entire project duration, the DITOs consortium will produce 22 reports in its deliverables and 21 of those will be made publicly available in the project website resources area in order to spread the project excellence and disseminate knowledge to our target groups. The reports will all be hosted in the UCL institutional repository to support archiving and the ability to find them in academic search engines.

7.1.7 Other Tools

Specific thematic brochures, flyers and posters will also be created by DITOs in support of the different activities of the project, for example in support of the dissemination materials promoting the events in our various WPs. WS is producing a generic one for the partners to tailoring to fit the needs of the audience.

7.1.8 Responsibilities and Quality Assurance

At least every 6 weeks, WS (assisted by UCL) will review the DITOs web content, monitoring partners' contributions to date and assigning future responsibilities for providing content. This will ensure a dynamic, relevant and timely content.

7.2 Communication Channels

In the following section the ambitions, the use and expected target groups per channel are described. First the direct DITOs consortium channels are discussed. Secondly, the most frequently used channels of each consortium partner and the individual members of the consortium are listed. Finally, the wider DITOs network of external partners are listed.

DITOs channels

Channel	Link	Followers	In use
DITOs knowledge sharing platform	togetherscience.eu email: info@togetherscience.eu	-	1/12/16
Twitter	@TogetherSci	280	1/06/16
Facebook	/TogetherScience	70	1/12/16
Instagram	@TogetherScience	2	1/12/16
YouTube	Open in the 1 st quarter of 2017	-	1/12/16
Linkedin	Open in the 1 st quarter of 2017	-	1/12/16

Table 3 - DITOs channels

7.2.1 DITOs Knowledge Sharing Platform

Our DITOs knowledge sharing platform is a key communication tool for the project; the platform was delivered in M6. It is (and it will be further) used to increase DITOs visibility and impact towards all actors but especially towards the general public. It will be also used to provide an online space for DIY citizen science which will be available even after the end of the project.

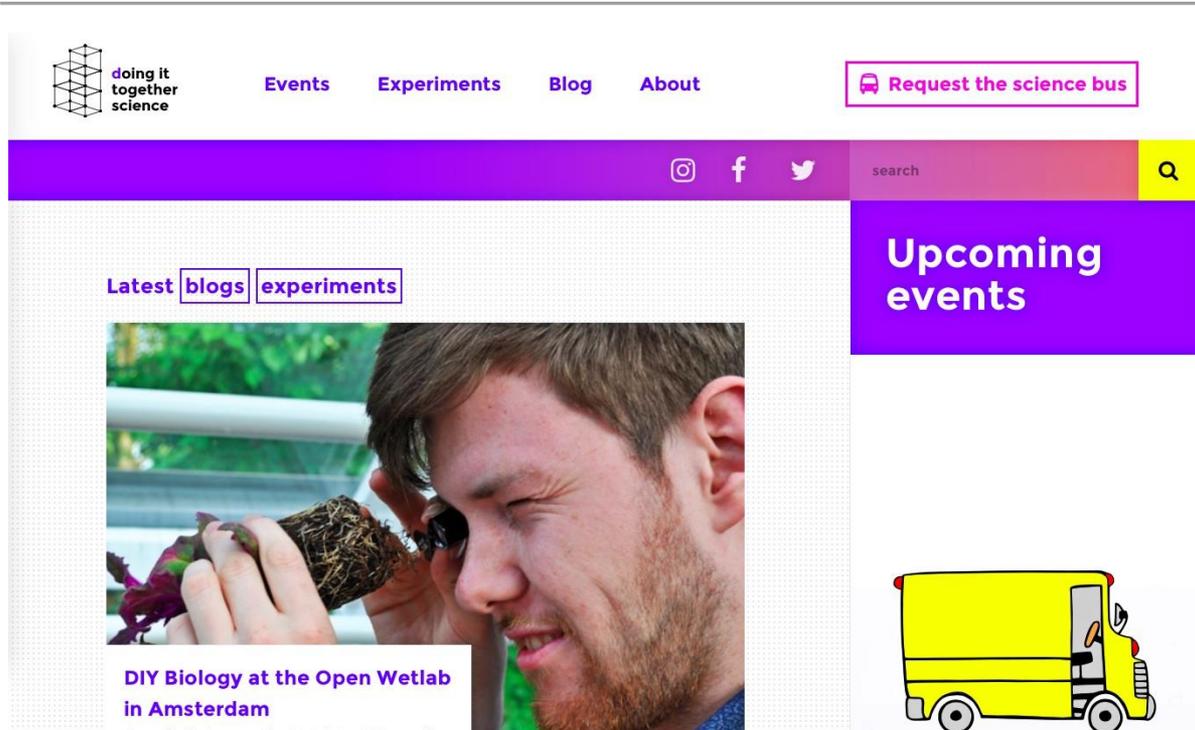


Figure 3 - DITOs knowledge sharing platform home page

The knowledge sharing platform function as a online hub -a central online platform-, which presents blog posts, #DITScience and @TogetherSci tweets and links to the partner websites and presents instructables for participants who want to know and experience themselves. All the public reports of the DITOs project will be published on the knowledge sharing platform as well.

At the same time the knowledge sharing platform can be use for participants to join and share their blogs and best practices online. Details about the process of making the knowledge sharing platform and its look and feel can be found in Appendix B.

7.2.2 Twitter

As a popular and frequently used social media channel, Twitter enables us to reach a diversity of audience groups. Both individual accounts and organisational linked Twitter accounts make it possible to reach the general public, policy makers, academia and scientists as relevant players in the industry. Getting in touch with individual accounts of any of these target groups enables us to get in touch on a one-on-one level and get a specific person involved in the DITOs communication and activities. Secondly, the official Twitter channels of larger organisations (with a public, policy, academia or industry background) offer DITOs the opportunity to reach a larger online audience by getting them to tweet about our activities.

7.2.3 Facebook

Facebook is one of the most popular social media channels that is used in DITOs, used in order to increase the consortium and events' visibility and impact especially towards the general public and various age groups. The facebook page (www.facebook.com/TogetherScience/) will be used by all partners to promote events, stimulate discussion and disseminate reports.

7.2.4 Instagram

Instagram is one of the more informal social media channels that will be used by DITOs. The aim of the channel is to display the consortium action's visually through images and short videos. Therefore, the instagram activities are targeted especially towards the general public. The instagram account can be found via @togetherscience or the link: <https://www.instagram.com/togetherscience/>

7.2.5 LinkedIn

As a social media channel, LinkedIn offers opportunities to reach a more professional audience in formal form. LinkedIn is specifically useful in reaching professional individuals, organisations and networks within policy, academia and industry audience groups. The linkedin channel is currently being created and publically visible from February, 2017.

7.2.6 YouTube

On the YouTube channel all videos of the DITOs consortium will be gathered. These videos will be used for promotional as well as documentation purposes. The aim is to increase the consortium's visibility and impact towards the general public. Yet putting videos on the YouTube channels will not limit the audience to people on YouTube since the videos can also be integrated into a variety of other channels such as: DITOs website, Facebook, Twitter and newsletters. The Youtube channel can be found via this link: https://www.youtube.com/channel/UCbogidv_asDvYVlht99kceg. As soon as the channel has enough followers (minimum 100) the consortium can create a personalized link preferably: [youtube.com/togetherscience](https://www.youtube.com/togetherscience)

7.2.7 Flickr

On the Flickr channels all photos of the DITOs consortium will be gathered. These images will be used for promotional as well as documentation purposes. The aim is to make the consortium activities visible to all audience groups. We will encourage event participants to take photos and send them to us for use. The Flickr channel will provide visual inspiration on what is happening on DITOs activities, as well as provide the consortium with a channel on which images (for newsletter, website or other social media channels) can be found based on the Creative Commons licence. The Flickr channel can be found via the following link: <https://www.flickr.com/photos/togetherscience/>

7.2.8 Communication Channel Efficacy Monitoring

At least every 6 weeks, WS (assisted by UCL) will review the use of all communication channels, monitoring partners' communications to date and assigning future responsibilities as necessary. This will ensure ongoing commitment and increased online visibility.

8 Online Communication Strategy

8.1 Key Ingredients

The previously described channels of DITOs and (external) partners' additional channels (section 5.9) offer a strong starting point to reach a wide audience with our communication activities. In this section the strategy for reaching the 1.3 million online outreach target is elaborated. Below you will find Table 4 showing the total number of events and expected (online) participants.

DITOs' Target Online Outreach

	No. of Planned Events	Target Online Outreach
WP1 Biodesign	200	+450,000 online outreach
WP2 Environmental Sustainability	205	+230,000 online outreach
WP3 Public Engagement and Capacity Building	70	+650,000 online outreach
Total	500	+1,300,000 online outreach)

Table 4 - Total number of events and participants.

Source: Doing It Together science (DITOs), grant agreement 709443.

The key ingredients for the general consortium strategy are:

8.1.1 Content is king

The key to reaching a wide online audience is interesting and inspiring content communicated via all DITOs channels. The 11 partners of the DITOs consortium will be able to create this content through their different backgrounds, areas of interest, audiences and DITOs activities.

8.1.2 Language

In all DITOs communication activities a balance between English and communication in local languages needs to be found. The overall agreement is that communication on DITOs channels will take place in English (the official language of the EU). This is necessary to make sure that the content of the channels is coherent and relevant to a large audience group. Only using local languages might result in channels that are not understandable to all nationalities.

There is a dedicated budget for translations and partners have been requested to communicate their activities in their language on their own social media channels and on local printed material. Event descriptions on the DITOs website may also be posted in local languages in addition to the English text.

8.1.3 Online Knowledge Sharing Platform

At the launch of the knowledge sharing platform website (1/12/16), it will only be available in English. However, the headlines will be available in local languages (such as Spanish, French or Polish). For longer and more extensive communication messages in local languages the DITOs channels will link to the local website or channels of the consortium partners. This aims is to tell a coherent story as well as make sure the partners build on their connections with local audiences to ensure a long-term relationship. To support this, WS intend to keep the online platform up to date with activities, cases studies and best practises stories. The local audiences can participate actively by sharing their experiences through using #hashtags for social media.

8.1.4 Print material

The ambition is to make the printed material represent local events while sending a centralised message. This will be achieved through a unified layout and design on all the printed media. By adapting the used images and languages the print material will be adapted to a local context. All printed media should also contain the formal H2020 acknowledgement statement in the appropriate language alongside the EU emblem.

8.1.5 Consortium partner contribution

As described in Section 5.3, Partner roles, WS is leader and all other partners are contributors to the main channels: the DITOs website and social media channels. Contribution by partners is encouraged by the user friendly website and CMS (content management system). Every partner will contribute to the content of the website by announcing their events, posting blogs and news items and sharing their best practice, experiences and other interesting literature.

8.1.6 (External) partner networks

In section 5.6 of this deliverable the channels that are likely to support all communication actions were mapped. The DITOs consortium has specific interest in connecting with external partners to be able to spread the DITOs story in their networks. Every partner has mapped potentially interesting partners in their networks. Additionally, external partners with common interests or interesting networks are being listed. The consortium will work on building relationships with these partners and hopefully build a mutual beneficial relationship.

8.1.7 Linking offline to online

On every DITOs event the online channels and activities will be mentioned. Participants will be encouraged to check any of the related social media channels and specifically contribute to the channels and the website via #DITscience on Twitter and Instagram. Through active use of social media channels and the knowledge sharing platform by consortium partners participants will be invited to contribute as well.

8.2 Actions and Campaigns

For 2017 we have planned a number of different communication campaigns to target specific audiences:

8.2.1 Consortium communication plan

To make sure coherent and strong communication is carried out by the complete consortium we will organise a meeting. Every partner should have at least one person responsible for contribution to the DITOs communication, for both the consortium as the individual partners activities. During this session the use and tools of the website will be explained and discussed. Secondly, a hands-on workshop is necessary for all partners to be able to create printed material in a general DITOs style. And thirdly, an overall plan of action considering DITOs communication will be discussed. The aim is to develop a step by step plan that partners can use as a guide for preparing communications activities for any event.

A first and brief version of this step plan is described in the table below.

Step plan for events - DITOs communication for partners
1. Define program and target audience.
2. Create the program or event, and write a text that is targeted on specific audience groups.
3. Define relevant DITOs channels and tools (social media, website and/or print material) and potential (external) partners through which communication can take place.
4. Announce the upcoming program online on: (1) partner's own website (2) togetherscience.eu. (3) external website.
5. Prepare printed material. Using the WS-supplied templates as a basis. Ensure that all printed material contains the DITOs logo, the web address, the twitter handle and the EU acknowledgement
6. Promote the program or event through: DITOs channels and potential external partners or media. For example, write a blog on the program's topic as a preview on what the event will be about.
7. Prepare communication actions for during event for example tweets, live stream or the creation of a video.
8. During event or program: Make sure to mention all DITOs online activities and website to be able the get offline involved audiences to also follow us online, by providing handouts to take away to all participants, with DITOs logo, website address, twitter handle and EU acknowledgment.
9. After the event, partners can choose to share their experience via for example a blog. What went well, how did audiences respond, what did you learn? This is important for the consortium to be able the share best practices and learn from each other.

Table 5 - Step plan for events

8.2.2 Official public online launch

The DITOs Knowledge Sharing Platform went live on 1 December 2016. The consortium decided to focus during the month of December 2016 on ensuring cross-platform usability and optimising the website for use by all partners. The complete

consortium will work together on making togetherscience.eu and the DITOs (social media) channels an interesting online environment in the months to follow. The aim is to build up towards a public launch moment in which all partners and DITOs channels will announce the DITOs website and other channels. The ambition is for the public launch to take place in the 2nd or 3rd month of 2017. By first develop and improve the website and focus on creating an inspiring online environment with interesting content in the period leading up towards the public launch, the consortium will be able to presents itself to the world at its best. The plan is first of all to connect the public launch to offline activities by partners, and secondly to reach out to external partners and media to increase the reach of the Consortium's public launch.

The process of creating the online knowledge sharing platform is attached in Appendix B. The establishment in cooperation with the DITOs partners is described in here.

8.2.3 Reaching specific target audiences

Every target group has their own channels and interests which is why they need to be approached in personalised way. To reach the previously defined target groups specific communication actions will be developed per group in the following months in collaboration with the WP leaders closely involved with these target audiences. An example of a campaign targeting a specific audience is given here:

Communication actions reaching women and girls:

The first step in reaching a female audience is making sure they feel represented in the communication. Therefore, it is important to make videos and photos that show best practices of women in science and use women as role models in participatory science.

Secondly, it is important to spread the DITOs message on channels on which (young) women are active. This covers social media channels but also printed materials and finding the right partnerships. For example, the DITOs consortium sees chance to develop a campaign for 8 March, 'International Women's Day', in which numerous events of interesting networks will take place. The plan is to find a connection between consortium partners and some of these events and spread the DITOs message. Additionally, opportunities lie in building on partnerships with organisations or projects with the same mission: getting more women and girls involved in science. An example of a potential partner is Hypatia project, which is also part of the European Union's Horizon 2020 Framework Programme for Research and Innovation. Hypatia has the ambitions to promote a more gender inclusive way of communicating science.

8.2.4 Science Express

The Science Express is a traveling interactive exhibition and workshop program of citizen science projects, facilitated by a bus equipped with scientific instruments. The Science Express is aimed at facilitating the program those at the lower levels of 'escalator' engagement (see Figure 1). With the program the Science Express will offer an easily accessible program with DIY experiments and project. The Science Express is a tool through which the DITOs consortium can experiment, do measurements and compare results european wide. The bus will be driving through Europe for a maximum of 3 months; nevertheless, the opportunities for communication

activities around the bus are more extensive. The following communication activities are being considered in the realisation of the Science Express program:

1. *Book the Science Express*: Via the website, visitors are made aware of the possibility to book the Science Express. With this feature on the website we are able to attract attention to the Science Express even before it is driving through Europe. With a minimum of 12 stops and the ambition to reach local, rural events and locations the DITOs consortium offers the audience the possibility to request the Science Express. Via the website they, are asked for their motivation and information to book the bus. The final decision of visiting an event or location will be made by the consortium. The book the Science Express feature will be linked to social media activities to be able to contribute the online buzz and attention for DITOs.
2. *Mapping DITOs network*: Currently the route of the Science Express is under construction. The DITOs consortium is mapping their local network, potential events, festivals, partner location ea. Based on this the consortium can find interesting new partners that would like to connect with DITOs or the Science Express in specific.
3. *Sponsoring*: the DITOs consortium wants to make a large impact with the Science Express. For this we are looking for additional funds to be able to extend the program and potentially the route. Currently the consortium partners are mapping their network for potential sponsors. After further developing and defining the definitive program of the Science Express WS, will prepare a pitch. In this pitch the communication potential of the bus will be emphasised. Not only will the Science Express be able to reach a lot of people with the program, it will also drive all around Europe which makes it a very visible offline communication tool for the potential partner. In the case of finding an appropriate sponsor or partnership the DITOs consortium expects to make use of the network and communication channels of the partners and potential media attention a partnership might get.
4. *Gathering a crew*: WS will develop an online campaign for gathering a capable crew that will drive the Science Express all around Europe. The Science Express crew has to be very capable in diverse fields: driving and understanding the basics of a bus, being able to host workshops in an international environment while being able to report on all the Science Express activities via DITOs channels. WS will prepare a video in which DITOs, the Science Express and the role of a crew member is explained. The DITOs consortium will make the final decision of who will be the crew member of the Science Express. This form of a hosting a campaign and searching for like-minded individuals to get involved has a lot of potential to get online visibility and grow the DITOs online community.
5. *Science Express on tour*: Once the Science Express is on tour, the communication activities are crucial in making it a success. Even though the Science Express can only stop at 12 locations, we want the bus to be known

European wide. Therefore, the preparation of reaching out to the right network, mapping local media and partners and creating an online buzz is very important to reach the full potential of the Science Express. Specific actions on this will be defined further down the line when the program of the Science Express is finalised.

9 Analytics Communication Tools and Channels

Analytical tools of all DITOs channels will ensure that the consortium is able to monitor the online outreach. All channels used by the DITOs consortium provide the analytical tools to provide us with these numbers

9.1 Measure impact and monitor

9.1.1 DITOs channels

All DITOs (social media) channels used provide basic analytical tools to be able to get insight in the online outreach. This means that the consortium is able to track the amount of people reached via these channels. Statistics of social media channels such as Twitter and Facebook are provided in which the increase in online engagement can be monitored. Specifically, insight can be gained in the amount of total followers and the amount of interactions (per post). Based on these numbers the DITOs consortium will be able to report on the total reach and its impact.

9.1.2 Partner channels

The DITOs partners used many different methods to engage participants. To make sure we reach the 1.3 M people online, we monitored the online range using the next tables (4,5 and 6) and asked the DITOs partners to fill in their numbers of visitors who are at this point interested in any topic or theme in the context of together science. We focused on the most frequently used channels. We started counting numbers from 20 December.

In Appendix A, Table 8, we mapped the Social Media Channels of the individual consortium partners. Partners will be asked to hand numbers on public engagement on DITOs related activities on these channels.

The table below sums up the numbers the consortium needs to gather for all the DITOs channels and for all the DITOs related activities on partner channels and websites. Together these numbers will show us the online audiences reached via these channels. These numbers will be gathered and reviewed every 3 months, i.e. 4 times a year.

Channels - specification	Audience reached	Month:
Website: unique visitors		
Twitter: number of followers		
Twitter: profile visits		
Twitter: mentions		
Twitter: profile visits		
Facebook: page "likes"		
Facebook: other interactions eg page/video views		
YouTube views		
Instagram followers		
Flickr followers		
LinkedIn followers		
Relevant blog post hits		

Table 6 - Overview online channels

9.1.3 External partners

For all external communication activities the same numbers on public engagement will be gathered. For this the consortium has to take a different approach as we won't have direct access to these numbers. When for example an online article is published by an external blog or newspaper the consortium would have to request the numbers of readers of these articles.

9.2 Analytics available on different Social Media packages

This part will focus on social media, which includes Twitter, Google Analytics, Piwik and Commercial social media analytics. We will examine which of the target audiences we can use analytics to monitor whether we are reaching.

9.2.1 Twitter analytics

Twitter analytics offers the following data, which will be useful for the @togethersci Twitter account:

- Tweet impressions
- Profile visits
- Mentions

- Number of followers
- Engagements (how many replied, clicked on links)
- Which tweet earned the most impressions

This allows us to monitor roughly how many people are reading tweets at any given moment, which should be the size of our audience. However, for tweets in quick succession, 'impressions' are likely to be the same people so cannot be added together. It is therefore best to take the highest number of impressions for a given period of time and assume that this is the size of the audience. Similarly, we can assume that 'followers' and 'impressions' are likely to be the same people, so we should simply take the largest number for a given period of time, not add them up.

This data will allow us to analyse what types of tweet are successful in creating engagement: for example, which tweets get the most impressions/RTs/replies (and we can then analyse: are these links to our work or to other news sites, questions, interesting statements?), and the interests of our followers. We can judge that if a high percentage of our followers' 'top interest' is science, or a very high percentage 'male', we are unlikely to be reaching our target audiences. However, Twitter users do not provide this information to Twitter and it is based on analysis of their activities, so we should assume these figures will have some margin of error. We may be better able to judge whether we are reaching target audiences by our interactions with people on social media, for example by the types of questions people ask.

We monitor impressions not only for the @togethersci account, but also relevant accounts of the DITOs consortium members, for example @mhaklay, and @IAmCiSci.

These figures will be collated over time every quarter to show our increase in audience numbers and target audience members reached.

9.2.2 Google analytics

Google Analytics for websites offers the following data, also possibly some of our social media sites such as Facebook, YouTube and Instagram:

- Locations: country, city
- Traffic Sources: sites or searched words
- Content (which part of our site was visited)
- Events (i.e. downloads or some other interaction with the website)
- A summary of each user's activity on the website, e.g. pages visited
- Interest and age categories, % male/female
- Visitors: % new vs % returning visitors
- Level of engagement (total time spend, areas of website visited)
- Type of device and internet browser used.

In this case, as returning visitors are identified, we can monitor more reliably how many unique people we are reaching. We can also assess whether partner's own websites

or social media activities are helping the DITOs website gain traffic by checking where each visitor came from.

Similarly to Twitter, we can assess whether we are reaching our target demographics by looking at the gender and interest breakdown, with some margin of error. We can also assess whether our website is becoming more or less engaging by the amount of time people spend there, and which pages are generating the most interests. However, we will need to balance this against any comments from users: people may be spending a long time on a particular page due to having difficulties with it!

9.2.3 PIWIK

WS is the only partner within the consortium using the open software system, namely Piwik. Because of its somewhat more complex way of implementation, other partners of the consortium can integrate Google Analytics better. The main goal of the analytic system is to ensure the mapping process of the people we have reached.

We use PIWIK Analytics for the website togetherscience.eu and the website of WS. It offers the following data:

- Visits in real time
- Visits and unique visitors over time
- Visitors map (country, city)
- Engagement (page- and link clicks, pageviews)
- Used keywords
- Device used (phone, laptop)
- Browser language

9.2.4 Commercial social media packages

After a trial with Hootsuite and Buffer, it has been decided not to use these for our social media packages because their analytics are more limited than Twitter and Google analytics. Their main use is commercial, such as how to generate more followers and advising on peak times to tweet or post. If our follower numbers cease to rise, we can reconsider.

9.2.5 Limitation of social media analytics

It will not be possible to prove conclusively that any given number of site visitors or Twitter impressions is a definite engagement, due to returning visitors, bots, followers of multiple social accounts, etc. Therefore, we must aim for totals across all our platforms of higher than 1.3 million, and state margins of error when they arise. Particularly reliable indicators would be people who post on the togetherscience.eu website or are signed up to the mailing list.

Breakdowns such as gender, interest etc. are not stated by users upon sign-up to a social media site (and the latter may change over time) so should not be regarded as rigid indicators. The Communications Plan will state how we will go about reaching audiences of different interests and confidences to science.

'Language' in Google Analytics is not currently reliable as nonsense phrases are given instead of languages. 'Location' should be used instead. (Multiple European languages should be used by various partners in any case.)

We are unlikely to be able to assess gender, etc. by numbers such as specific blog visits, only across the website or social media platform in general.

A full overview of the Communication Tools and Channels Analytics is attached in Appendix A.

9.2.6 Responsibilities and Monitoring

Each partner is committed to ensuring basic analytical information is available on their individual channels, with WS providing technical expertise to support partners in its implementation.

WS (assisted by UCL) will collect and collate partners' analytics on a quarterly basis and provide strategies and support to partners to ensure optimum online outreach.

10 Conclusions

In the first phase of the DITOs project (June - November 2016), WS was responsible for setting up the DITOs online Knowledge Sharing Platform. During the creation of this document, adjustments in cooperation with the DITOs partners took place. Screenshots of the website merely give a quick insight of the results so far.

The development of the website will continue throughout the next phases of the DITOs project. All consortium partners are looking forward to using the website and witness the public interact with it. Content such as blogs, workshop and activities will be added by the DITOs partners themselves. Each partner will provide content to the website, either manually or by the aggregation of content from their websites and merged into the online knowledge sharing platform.

Beside the website, we are going to use other online platforms and channels to extend our message and content in order to reach a wide audience. The first steps to monitor the impact and analyse the increasing numbers of participants have been taken. (See Appendix A). We hope to be able to show most detailed information in order to identify the exact identity of our participants to meet our goal to meet the model of the escalator. However, we also have to take into account that privacy related information such as age, gender and exact location must be handled carefully.

To monitor and demonstrate that we have met our targets, WS will keep a spreadsheet with all websites, social media, blogs and other online expressions. We will track and ask the partners of the DITOs project quarterly to submit online their participant numbers. At the end of M36, we will at least reach the 1.3 million participants online.

11 Bibliography / References

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Appendix A. Building DITOs' Online Strategy

Consortium partner channels

Last update: 20st of December 2016

Partner	Other channels	Link	Followers/ current visitors	Target group
UCL/ExCiteS	Blog	https://uclexcites.wordpress.com	380 visitors	all
	Mailchimp ExCiteS	Doing It Together Science (DITOs) friends	46 subscribers	all
	Website			
	1. Visits 2. Unique visitors 3. Visitors			
	Mailinglist	www.ucl.ac.uk/excites	904 (excites mailing lists subscribed via website)	
	Twitter	@UCL_ExCiteS	1,508	Academics/scientists, public
YouTube channel	https://www.YouTube.com/playlist?list=PLUo-VNR0qe31YnV	5	Public	

		4NQMVlfD2bwi 6PcgoD		
	Citizens without Borders	www.citizenswithoutborders.com	407	General public
	Science has no Borders	www.sciencehasnoborders.org	171	General public
	Twitter	@CwB_London	388	General public
	Blog	https://citizenswithoutbordersdotcom.wordpress.com	No analytics	General public
WS	Website Waag 1. Visits 2. Unique visitors 3. Visitors			
	General WS mailing list	-		Public
	Wetlab mailing list	-	658	Public
	DIY BIO Meetup	https://www.meetup.com/Dutch-DIY-Bio/	1093	Public
	Vimeo	waag.org/vimeo	91	Public
	Flickr	waag.org/flickr	141	Public
	YouTube			
	Facebook		10179	Public
	Instagram		908	Public
	Twitter		12900	Public

RBINS	Website ikhebeenvraag	www.ikhebeenvraag.be	1,253,000 sessions in 2016 1,104,000 visitors in 2016	Public
	Website RBINS 1. Visits 2. Unique visitors 3. Visitors	natuurwetenschappen.be	3: 300,000 a year	Public
	Facebook ikhebeenvraag		619	Public
	Facebook RBINS		6987	Public
	Twitter ikhebeenvraag	@ihenvraag	659	Public
	Twitter @RBINSmuseum	@RBINSmuseum	4877	Public
	Instagram RBINS	@rbinsmuseum	661	Public
ECSA	Website 4. Visits 5. Unique visitors 6. Visitors	http://ecsa.citizen-science.net/	In the process of installing Google Analytics	Public
	Blog	http://ecsa.citizen-science.net/blog-overview	In the process of installing Google Analytics	Public
	Facebook	https://www.facebook.com/ECSAcommunity/?fref=posts	514	Public

		ef=ts		
	Mailing list		240	ECSA members
	Newsletter	http://ecsa.citizen-science.net/newsletter	1123	Public (International)
KERSNIKOVA (KI)	Website Kersnikova	http://kersnikova.org/	Visits: Unique visitors: Visitors: Not measuring yet	Public
	Website Kapelica Gallery 1. Visits 2. Unique visitors 3. Visitors	http://kapelica.org/	Not measuring yet	Public (art & culture field oriented)
	Website Biotehna 1. Visits 2. Unique visitors 3. Visitors	http://www.biotehna.org/	Not measuring yet	Public (DIY / Bio / Life Systems oriented)
	Facebook (Kersnikova)	https://www.facebook.com/Kersnikova-294254000671426/	179	Public
	Facebook (Kapelica Gallery)	https://www.facebook.com/Kapelica/?fref=ts	1863	Public (art & culture field oriented)
	Facebook (BioTehna)	https://www.facebook.com/BioTehna/?fref=ts	649	Public (DIY / Bio / Life Systems oriented)

	Facebook (RAMPA Laboratorij)	https://www.facebook.com/rampalab/?fref=ts	997	Public (Technology / Science / Art / Education / Youth oriented)
	Mailing List (Kersnikova)	info@kersnikova.org	7209	Public
	Newsletter (Kapelica Gallery - SLO)	info@kapelica.org	648	Public (art & culture field oriented / addresses in Slovenia)
	Newsletter (Kapelica Gallery - ENG)	info@kapelica.org	400	Public (art & culture field oriented / addresses abroad)
	Twitter (RampaLab)	https://twitter.com/rampalab	140	Public (Technology / Science / Art / Education / Youth oriented)
	Kersnikova Smartphone App		To be launched in January 2017	Public
Medialab Prado	Website 1. Visits 2. Unique visitors 3. Visitors	http://medialab-prado.es/		
	Facebook	https://es-es.facebook.com/MedialabPradoMadrid/	33,411	Public
	Twitter	https://twitter.com/medialabprado?lang=es	50,900	Public
	Instagram	https://www.instagram.com/med	2,260	Public

		ialabprado/		
	Flickr	https://www.flickr.com/photos/medialab-prado/	344	Public
	YouTube	https://www.YouTube.com/channel/UckHEa9kk6QvKUR3MXM2Ob6Q	294	Public
	Vimeo	https://vimeo.com/medprado	165	Public
	Website Comunidad	http://comunidad.medialab-prado.es/		Practitioners
UPD	UPD website 1. Visits 2. Unique visitors 3. Visitors	https://www.univ-paris5.fr/		Public
	CRI website 1. Visits 2. Unique visitors 3. Visitors	http://cri-paris.org/		Public
	Twitter	@criparis	4010	Public
	Facebook	https://www.facebook.com/CRI-Paris-Center-for-Research-and-Interdisciplinarity-340423209419902/	1320	Public
	Google Plus	https://plus.goo	54	Public

		gle.com/+Cri-parisOrg		
	YouTube	https://www.YouTube.com/channel/UCAwnYwPOM-fcJ7wkfp1Xn7g	199	Public
	Vimeo	https://vimeo.com/criparis	26	Public
UNIGE	Website	http://bioscope.ch/		Public
	Instagram	https://www.instagram.com/bioscopelab/	370	Public
	Facebook	https://www.facebook.com/BIOSCOPE.UNIGE	241	Public
	Twitter	https://twitter.com/bioscopelab	307	Public
	Mailing list		400	School teachers
	Mailing list		300	Public
	Mailing list		200	Members of University of Geneva
TEKIU	Citizens without borders blog	https://citizenswithoutbordersdotcom.wordpress.com/		Policy, Industry (for LinkedIn); Public for CwB
	LinkedIn	Tekiu	19	
	Website 1. Visits	www.tekiu.org	2: 1,200 a year	

	2. Unique visitors 3. Visitors			
	Twitter	@CwB_London @_Tekiu_	387 Just started it	public
Meritum	Website	Szkola.eco21.pl	923 UU (1.06-30.11)	Public
	Facebook	https://web.facebook.com/eco21pl/	2234	Public
Eutema	LinkedIn	https://www.linkedin.com/company/eutema-technology-management	20	Art/Science audiences, RTDI policy makers

Table 7- DITOs partner online channels

Consortium Member Online Channels

Name + organization	Other channels	Link	Followers/ and current visitors	Target group
Muki (UCL)	Blog	https://povesham.wordpress.com/	325 (followers) ~1500 monthly visitors	
	Twitter	@mhaklay	3474	Public
	LinkedIn	https://www.linkedin.com/in/mukih	1558	General
	SlideShare	http://www.slideshare.net/mukih	2161 (month)	General
Alice (UCL)	Twitter	https://twitter.com/penguingalaxy	4219	Public (Science/astronomy enthusiasts, women in science, disability/inclusion)

Imane (UPD)	Twitter	@ImaneBaiz	347	Public
	Instagram	@byimaneb	268	Public
	LinkedIn	Imane Baiz	+1000	General
Aleks (Tekiu)	Twitter	@leksy_b	~125	Public
	LinkedIn			Science Policy
Paweł (Meritum)	www/blog	wyszomirski.biz	-	Civil activism, grassroots actions
	Facebook	https://web.facebook.com/pawel.wyszomirski	1393	General
	Twitter	https://twitter.com/pwyszomirski	404	General
	LinkedIn	https://www.linkedin.com/in/wyszomirski	748	Education, Civil activism, grassroots actions
Pieter (WS)	Twitter		647	
	Instagram		83	
	LinkedIn		1003	
Wieke (WS)	Twitter		204	
	Instagram		132	
Cecilia (WS)	Facebook		919	
	Textile lab FB		574	
Xiamyra (WS)	Facebook		669	
	Twitter		22	

Franziska (ECSA)	Twitter	https://twitter.com/ohyeahfranzi	627	
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Table 8 - DITOs consortium member online channels

Table 8

Online Channels of DITOs supporters and other collaborators

**This table includes DITOs supporters (i.e. Organisations from whom we have had a letter of support) and DITOs friends (additional organisations and institutions where DITOs partners have contacts and who can perhaps help us increase our online outreach). This table is an initial list and is expected to expand as the project progresses.

DITOs friends & collaborators	Website	Twitter name / followers	Facebook name / followers	Instagram
Jack Stilgoe	Guardian blog (Guardian science – 966k subscribers)	@jackstilgoe 3,922		
Citizen Cyberscience Centre	http://www.citizencyberscience.net	@CyberScience Centre 1,573	Museum of Natural History in Berlin 658 likes	
Finnish Society of Bioart	http://bioartsociety.fi/	-	-	
Museum of Natural History in Berlin	https://www.naturkundemuseum.berlin/en	@MfNBerlin 4,373	Museum of Natural History in Berlin 14,018	mfnberlin 1.247
Open Air Laboratories (OPAL) **not in EU	https://www.opalexplornature.org/	@OPALnature 5,442	-	
BioDiversity4All	http://www.biodiversity4all.org/	-	BioDiversity4All 6,044	

Ecsite	http://www.ecsite.eu/	@Ecsite	2,661	Ecsite, European network science centres & museums	2,448		
Mapping for Change	http://mappingforchange.org.uk/	@Mapping4Change	1,554	Mapping for Change	246		
Stockholm Environment Institute	https://www.sei-international.org/	@SEIresearch	20.7 K	@StockholmEnvironmentInstitute	3,261		
Vetenskap & Allmanhet (VA)	https://v-a.se/	@vetenskap_oallm	6,033	@vetenskap_oallm	1,302		
Crosstalks	http://crosstalks.vub.ac.be/	-	-	-	-		
UNICEF Innovation Labs Kosovo	http://kosovoinnovations.org/	@KosInnovations	2,441	@UNICEF Innovation Lab Kosovo	259	kosinnovations	800
Open street Map	https://www.openstreetmap.org/#map=5/51.500/-0.100	@openstreetmap	45.8 K	@OpenStreetMap	13,126		
Public lab **not in Europe	https://publiclab.org/	@PublicLab	5,165	@PublicLab	2,616	-	-
Maremma Natural History Museum	http://www.museidimaremma.it/en/museo.asp?keymuseo=17	-	-	Museo Storia Naturale Maremma	5,018		
Wilson Centre	https://wilsoncommons.org/about/	@TheWilsonCenter	35.9K	@woodrowwilsoncenter	104,224		

European Union of Journalist's Association	http://www.eusja.org/about/	@eusja	899	EUSJA	676		
IHEST	http://www.ihest.fr/	@IHEST	540	IHEST	120		
Fing	http://www.fing.org/?lang=fr	@la_fing	14.6				
UK Bioindustry Association	https://www.bioindustry.org/home/	@BIA_UK	5,647	-	-	-	-
Hypatia**collaborative project	http://www.expecteverything.eu/hypatia/	@expecteverythin	174	@expecteverythin	77,874	expecteverything	89
British Science Association	http://www.britishtscienceassociation.org/british-science-festival	http://www.britishtscienceassociation.org/british-science-festival	31,4K				
SciFabric	https://scifabric.com/	@scifabric	258				
PyBossa	http://pybossa.com/	@PyBossa	795				
Ayuntamiento de Madrid (Madrid city council)	http://www.madrid.es/portal/site/munimadrid	@madrid	403 K				

Table 9 - Online channels of DITOs supporters and other collaborators

Appendix B. Building the Online Knowledge Sharing Platform

The development of the website is an ongoing process which we describe in this deliverable. We start with a description of the format, followed by a report on the initiation of the process, our concept communication plan, current stage of the development, and finally conclude with the next steps towards completion.

To get a clear idea of the needs and expectations of individual partners within DITOs consortium, an interactive workshop during the kick-off meeting in June 2016 was organised. This session helped to generate a list of key requirements which are all incorporated in the design and development of our website as well as a set of goals to achieve.

Input for key requirements for DITOs website

Functionality	Content	Description
Social sharing and follow	Facebook YouTube Instagram Twitter	The European citizens are able to track down all activities through social media and share events online for further dissemination.
Booking system	Traveling exhibition	Institutes, organisations such as schools, can book the traveling exhibition: a bus fully equipped as a lab where people are introduced to science on the spot.
Search functionality	Free search and search on a map	European citizens visiting the website can search on a local level and find activities displayed on the map. At the same time, the map gives an overview of all activities organised by each partner.
Content pages	Text	A place where partners can add blogs, activities, events and citizens are able to participate.
	Languages	The content of the website is written in English. All other direct links toward activities on local online platforms - external websites - are displayed in their own languages.

Table 10- Partners' requirements for DITOs website

Defining DITOs web scope in collaboration with DITOs partners

- a. All partners were involved and contributed to the strategy and building of our website
- b. Each partner was asked to describe at least one or several user story/stories per epic.

A user story contains: as a (who) I want (what/goal), so that (why).

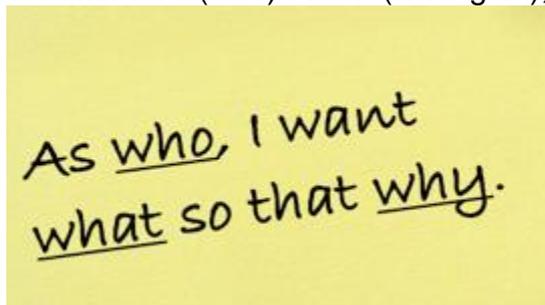


Figure 4 - Example User Story

In addition to user stories, we explained the stakeholders, who are DITOs partners, the context (epics) of the user stories and in what role (end users of the website) they should empathise when they write down their user stories. To support the product owner in its selection and prioritising, each stakeholder could give their priority to each user story.

The following epics were defined: homepage, event overview page, maps, knowledge-sharing platform, socials, about page and others. The end-users of the website are for example: Citizen, Makers of change / influencers, DIY science initiative, DITOs consortium partner, Policy partners and the European Commission.

User stories EU partners

Name, EU partner	Epic: homepage	User story	Priority: low / medium/ high
Xiamyra, WS	map/calendar	As a consortium partner I would like to know which partner is organising what events where what their topic is	high
Simon, KI	Technical	As a partner, i would like to have a tool / platform that would enable me to give live feeds (video...) of the events & activities directly on the webpage	medium
Muki, UCL	Knowledge sharing platform	As a researcher, I want to have access to project deliverables	high
Judy - UCL	Event Overview	As a citizen I want to know what events are happening this week/month so that I can sign up	high

Table 11 - User Stories contributed by EU Partners

Creating the backlog with a Scrum Board - Using Trello.com

Trello is an online scrum board which is easily shared and used with multiple team members. The layout can be modified related to the workflow of the development team. The screenshots displays stages of our work: backlog, user stories, sprints, doing, testing and done.

All the tasks are written in a ticket and can be drag and dropped from one to another position in order to track the work process.

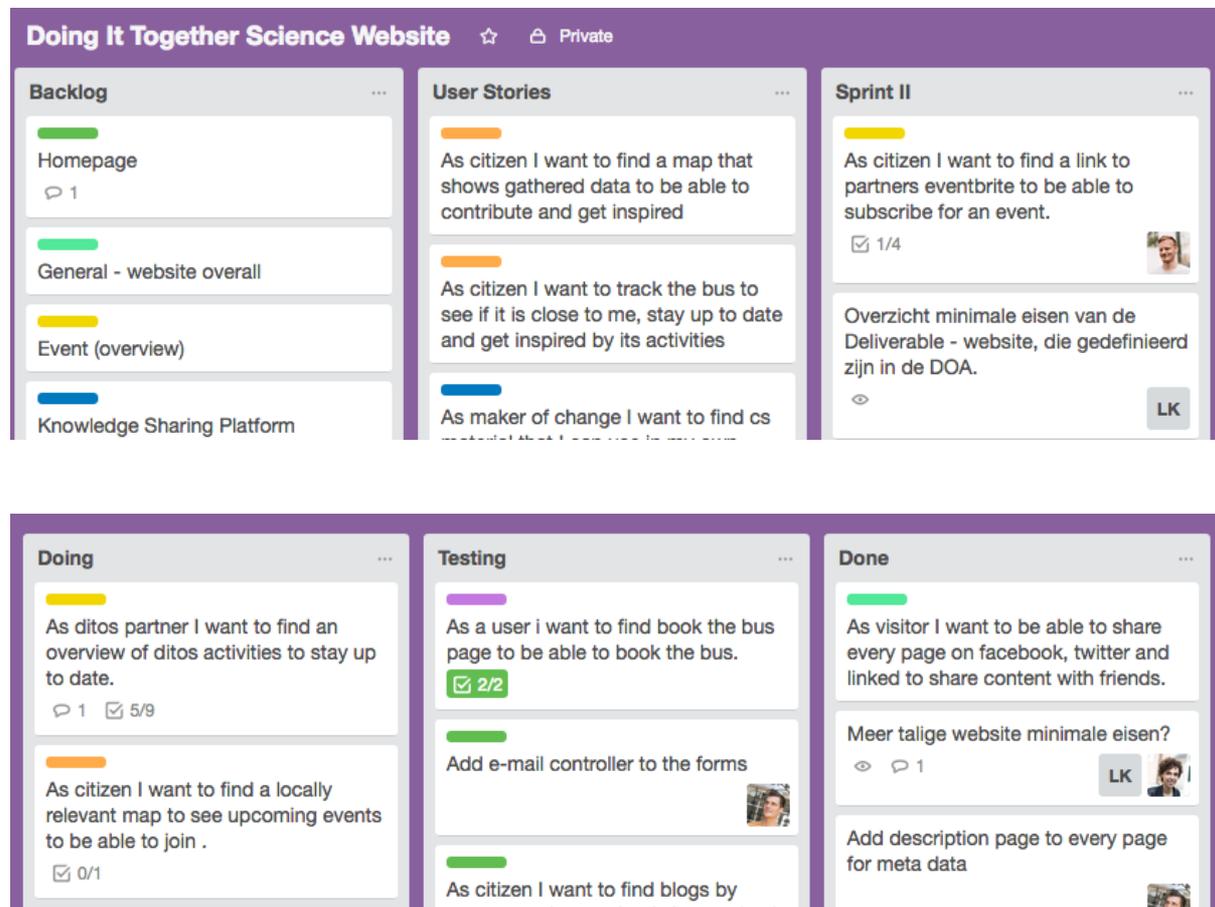


Figure 5 - Trello backlog of DITOs knowledge sharing platform

DITOs Knowledge Sharing Platform - Homepage

On the homepage the most recent news items, blogs and upcoming events are highlighted. Additionally the Science Express gets special attention through a moving animation and a button through which visitors can request the Science Express to come over to their location. The main menu has a link to 1. the detailed event list and map. 2. To the archive of blogs and news items. 3. To instructables of workshops and experiments. 4. To the about page, with detailed information of the project and partners. Furthermore, a direct link to external (social media) channels and the search bar are part of the main menu. By scrolling down on the homepage an activity stream will become visible to which visitors can contribute by using the #DITscience hashtag on Twitter or Instagram.

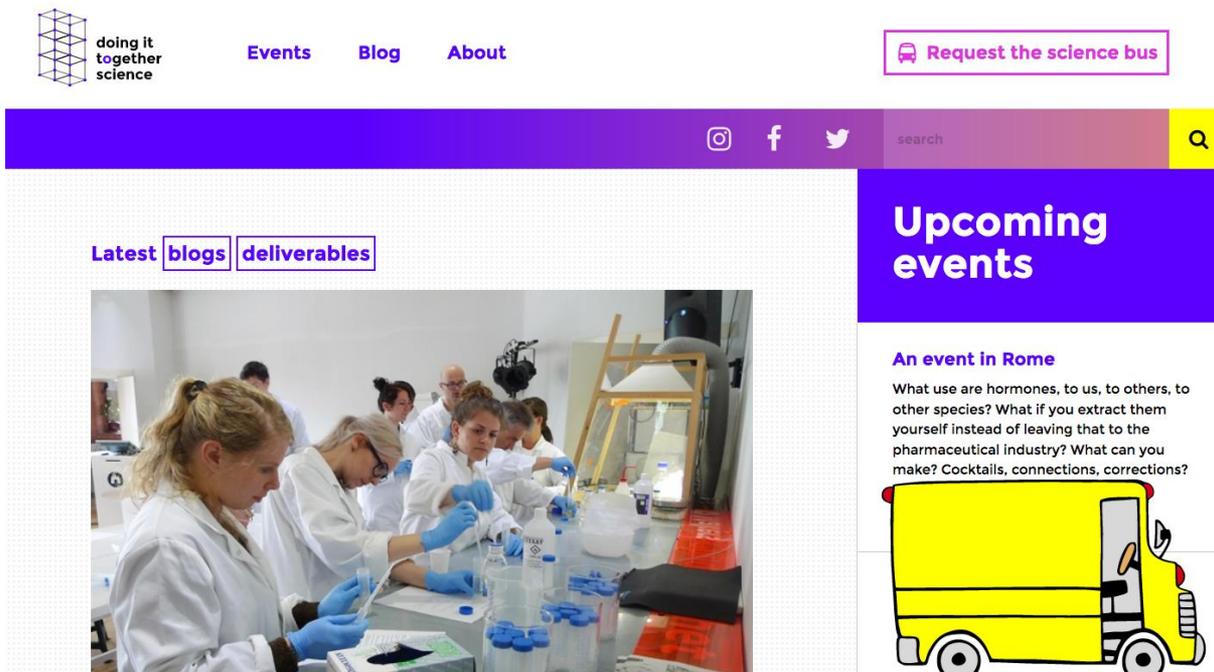


Figure 6 - Home <http://togetherscience.eu/>

Event Page - maps

On the event page it is possible to see all upcoming DITOs events on both a map as well as on a chronological list. The map has the functionality to become locally relevant to the visitors while showing all the DITOs activities on European scale. By selecting where and what kind of event the visitor is interested in the map displays events per country. Additionally the map is able to show upcoming and/or past events.

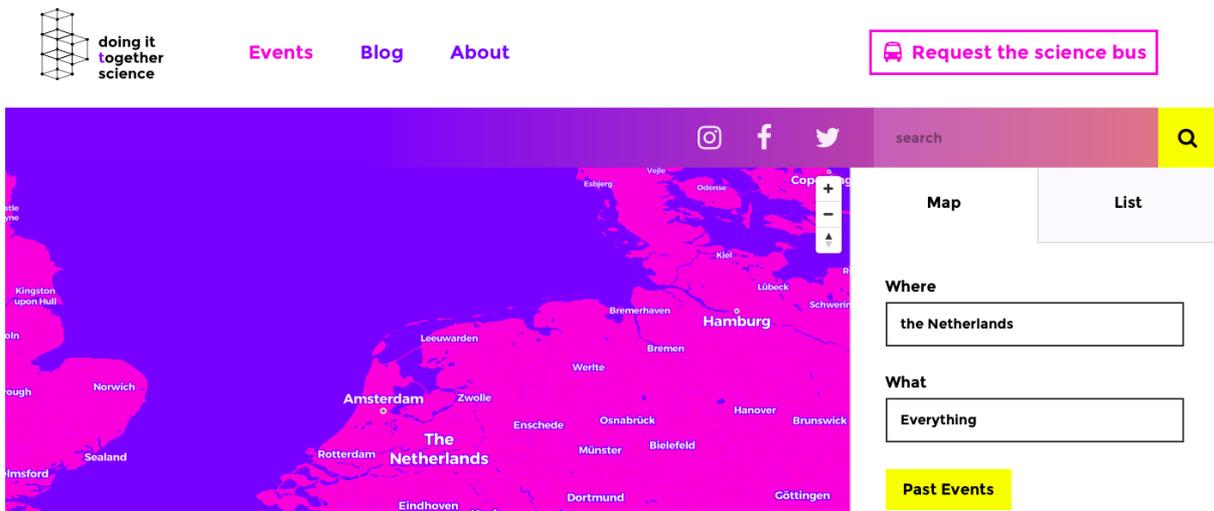


Figure 7 - Event page <http://togetherscience.eu/events>

Event Page - List

On the event page visitors have the option to view a list with all upcoming DITOs events chronologically. The title, date and location of the event will be shown with a brief description. By clicking on events the visitor will be guided to the detailed event

page. Additionally, the list of events is able to show upcoming and/or past events. On the detailed event page the visitor finds a complete event description accompanied by a selected image. Also, links to the partners involved and where to reserve or buy a ticket will be provided on this page.

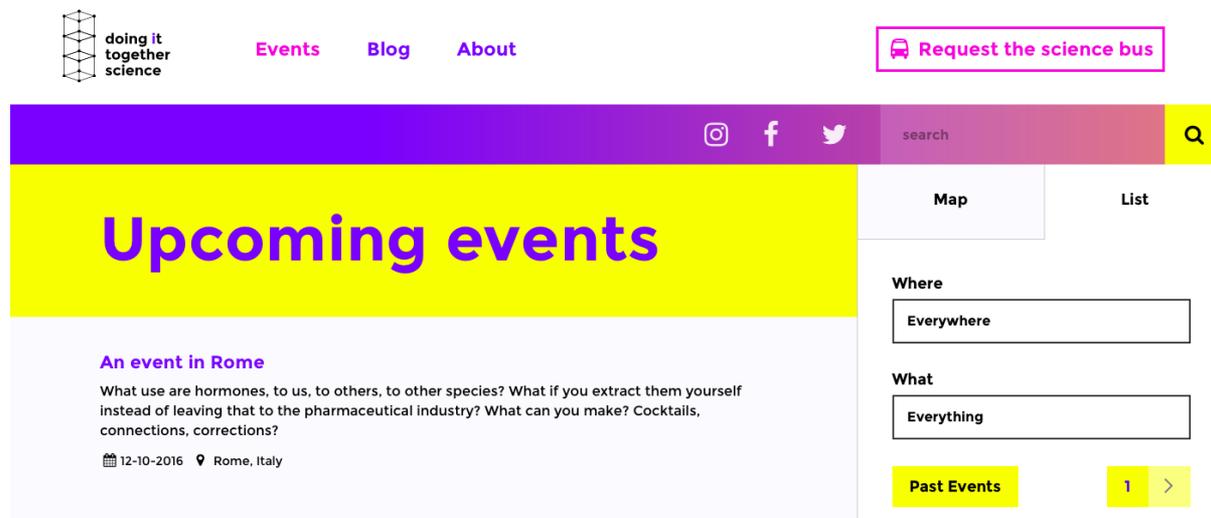


Figure 8 - Event page list <http://togetherscience.eu/events/view:list>

Blog Page

On the blog page all interesting reads for the visitor will be gathered. All the partners are able to contribute to this content. It is expected that this content will include the latest news, press releases, blogs by partners or scientific material. This page will also function as an archive in which the visitor will be able to search.

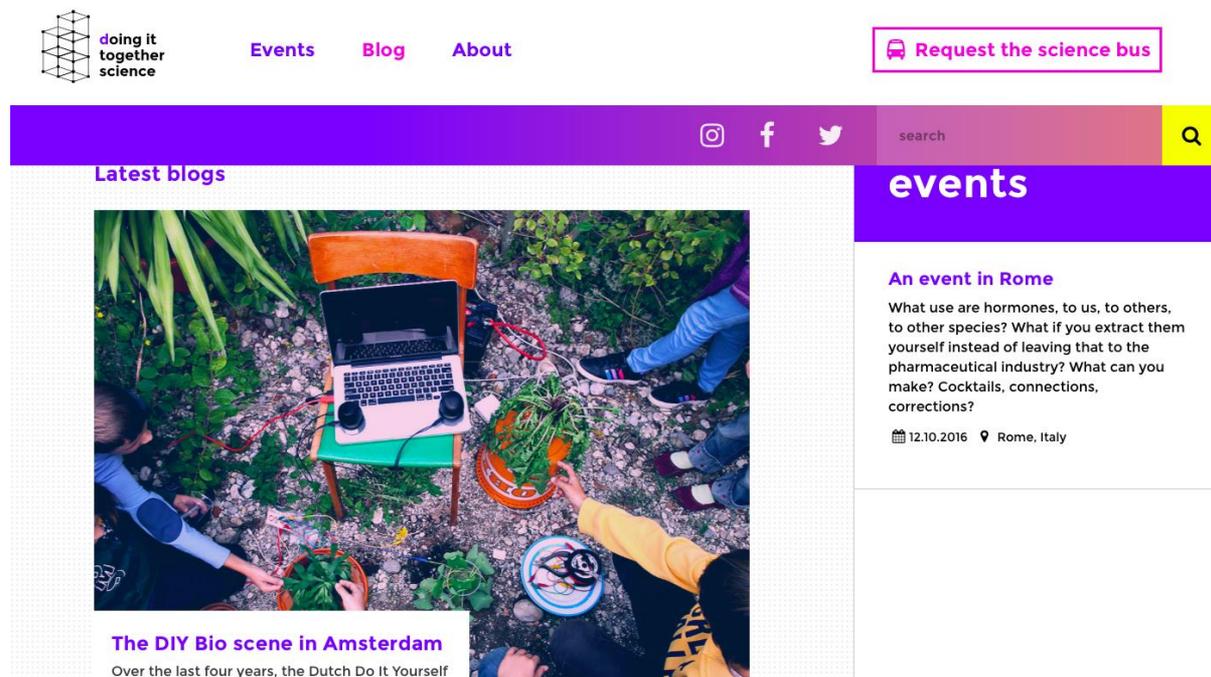


Figure 9 - Blog page <http://togetherscience.eu/blog>

About page

The About page will contain detailed information about the project and partners involved. Every partner will get an individual page on which the details of their organisation and role within the project can be found. On the about page visitors can also find more information on how to contact the consortium. In addition, the About page will contain a library which will contain all the official DITOs documents such as deliverables. Finally, additional media and press information can be found here.

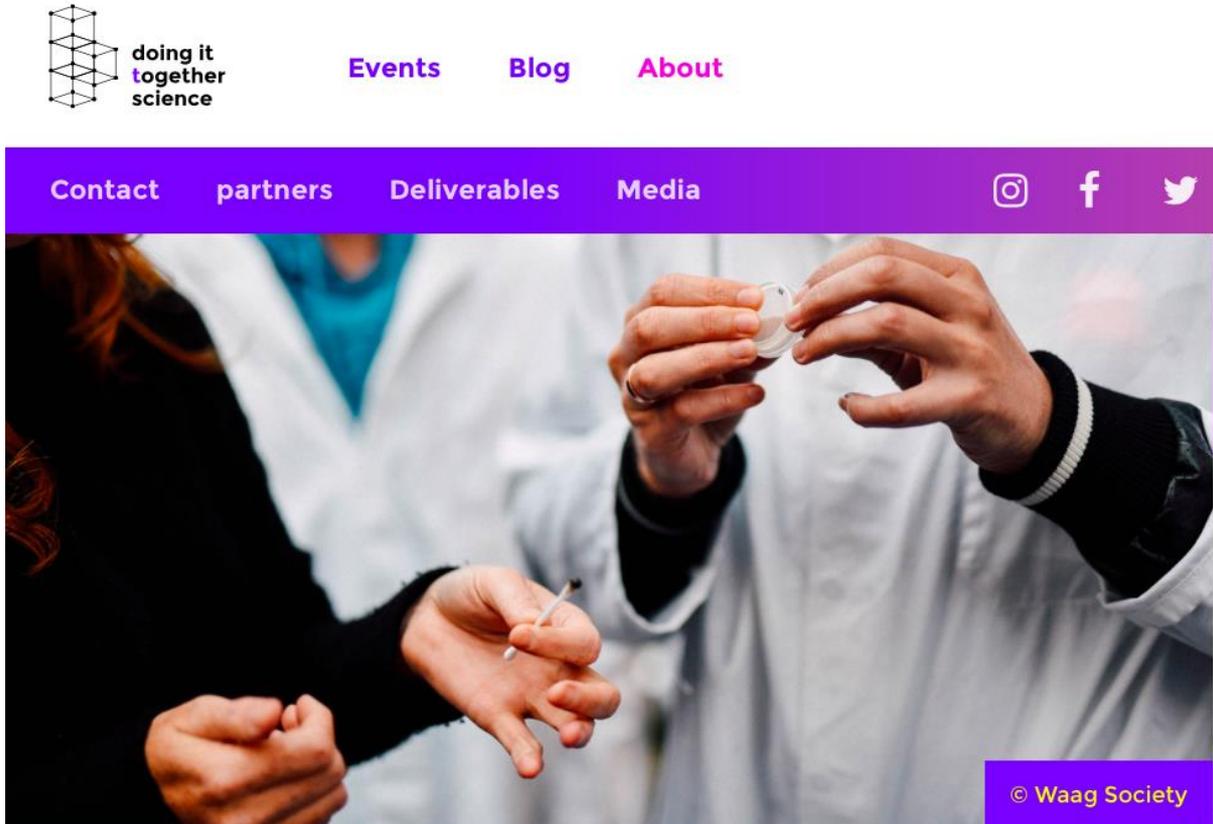


Figure 10 - About page <http://togetherscience.eu/about>

Appendix C. DITOs Newsletters

In the first 6 months (Phase 1) of the DITOs project, the DITOs consortium sent two newsletters to our network.

DITOs Newsletter #1

We are celebrating our 3rd month of *Do-It-Together science* after an invigorating kick-off meeting 7 to 9th June. We have begun our scoping and planning phase with a range of BioDesign, Environmental Sustainability, and Policy activities.



Our upcoming events:

Aug 25th, 18:30, London, UK - [Film night and sensory experience](#): Like Water for Chocolate (1992) hosted by UCL.

Aug 17th, 18:30, London, UK - [Science Pub Night #1](#) hosted by UCL.

Sept 8th, Linz, Austria - [Local stakeholder Roundtable DITO's Good Practices](#) hosted by [eutema](#):

Roundtable as part of the ARS Electronica Festival to addresses policy makers in preparation of FP9 activities focusing on questions of citizen outreach through the use of art in scientific and technological research.

Sept 7th, European Commission, Brussels - [Member of the Parliament Briefing on Citizen Science](#) hosted by European Citizen Science Association ([ECSA](#)) & [Tekiu](#):

"Citizen Science is not an idea – it's the future" is a briefing for the Members of the European Parliament (MEPs). It is an opportunity to inform MEPs on the global development of Citizen Science, particularly on the value of Citizen Science with regards to decision-making and its link to European and national level policies.

Sept 16-17th, Dortmund, Germany - *DIY aerial mapping workshops* hosted by UCL as part of [Innovative Citizen](#).

Nov 8th, Museum für Naturkunde, Berlin, Germany - [European Stakeholder Round Table on Responsible Research and Innovation \(RRI\) Good Practice](#) hosted by [ECSA](#):

Organised as part of the Berlin Science Week, this event is dedicated to discussing the links between RRI, Citizen Science and DIY approaches and to help map priorities in the European landscape. Input from this event will be valuable to gather inputs from European stakeholders on their needs and barriers to conduct Citizen Science and DIY.

Our past events include:



[Waag Society](#), NL

[OpenLabEvening](#):

Open innovation evenings for grass-roots self-initiated bio research / design taking place in the WS fablab and wetlab, during which the machines and lab are free to use. External advisors & policy makers will be invited for special events/needs.

Evening where participants can work on own biology-related project

[Do-It-Together Bio](#):

Workshops led by an artist and scientist duo on a specific life science topic, engaging the public hands-on; past events included "Human Enhancement Clinic - Hormones

facilitated by Maja Smrekar, Špela Petrič + Mary Tsang Byron Rich from the Open Source Estrogen project

University Paris Descartes - Centre for Interdisciplinary Research ([CRI](#)), FR

Gamelier Masterclasses:

A club dedicated to educational and scientific games based at the CRI. The Gamelier team organises weekly meetings on educational and scientific games open with different activities: lectures, workshops and gamejams during which people make games together (from board- to digital games). During these meetings, everyone - gamers, students, researchers, citizens - can present ideas, learn about game design theory, contribute to each other's projects, and run workshops. During the summer, the Gameliers run a Gamelab Summer School with 15 international students working in groups for 2 month on a scientific game project.

[Biodesign masterclass on artificial life with Rémi Sussan:](#)

[Biodesign masterclass on BioArt with Helena Shomar:](#)

Biodesign Workshops:

A series of workshops addressing the field of BioDesign for students and adults (age 17 - 99) to explore the principles of Biodesign and experiment on case studies about environmental health, open health, water preservation, quantified self, activity trackers, food and health, healthcare (e.g. diagnostics innovation or health monitoring, vaccine development and biosafety) under the mentorship of professional mentors from the fields of biotechnology, design, & industry.

[Biodesign Mecathon Workshop with Dr Mehdi Benchoufi:](#)

[Co-lab OpenPlant #1 in Cambridge, UK:](#)

[Co-lab OpenPlant #2 in Cambridge, UK:](#)

Biodesign NightScience:

Free and open continuous events that bring together researchers, hackers, education innovators and citizens from around the globe to reflect collaboratively on building new ways to achieve better knowledge construction and transmission in science education and research.

[Facebook event](#) and [Eventbrite](#) pages.

iGAMER:

iGAMER is the first International Game competition for Education and Research, a worldwide competition organized at La Cité des Sciences that invites undergraduate and graduate students to develop innovative and incentive games that engages the largest community into learning through research and questioning.

[Facebook event](#) and [Eventbrite](#) pages.

[Biodesign and the City:](#)

As part of the GLaSS 2016 program, the CRI Paris GameLab invites [pop-up] urbain, Gamelier association and CRI open source electronics researcher Kevin Lhoste to open this game jam. They will share with jammers keynotes on the themes of urbanity and biodesign.

[BIOSCOPE](#), University of Geneva, CH

[BioNights](#): hands-on evenings for experimentation and discussion on biodiversity, the environment, and sustainability.

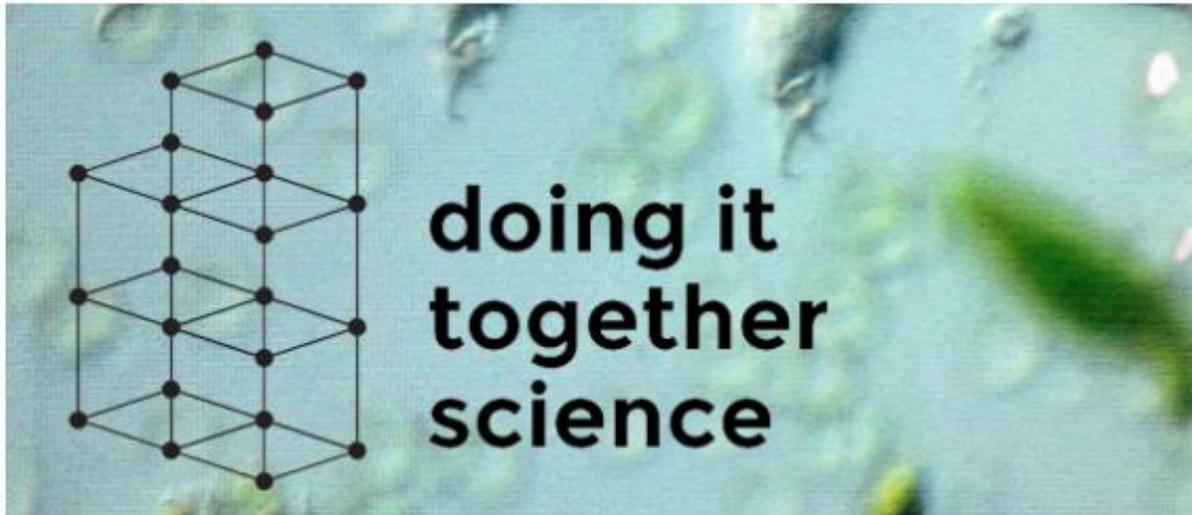
Royal Belgian Institute of Natural Science ([RBINS](#)), BE

[Exhibition on Water and biodiversity](#): "Roads to Urban Sustainability" conveys the history and future of the City of Brussels featuring ongoing city projects that have water and biodiversity at their heart.

University College London, UK

New meetup group launched for our London-based community: '[Science has no Borders](#)'.

DITOs Newsletter #2



We are celebrating 6 exciting months of making, exploring, sharing, and inspiring in our **Doing it together science** project (DITOs). In 2016 we physically reached out to 60,000 people through 75 events including science cafes, exhibitions, DIY workshops, policy round tables and seminars in BioDesign, Environmental Sustainability, and Policy engagement.

Our highlights from 2016 include:

'Poison': an exhibition featuring reptiles, amphibians, spiders, insects and other venomous creatures that live and roam throughout more than twenty terrariums at the [Royal Belgian Institute of Natural Sciences](#). With the guidance of trained specialist who looks after their health visitors can observe his work and bust a few myths about these magnificent creatures.

Touch!Play!Learn: a collaborative exhibition by the DITOs consortium introducing the project to audiences in [London](#) through talks, discussions, and hands-on activities where people could touch, play, and learn.

Touch!Play!Learn: a collaborative exhibition by the DITOs consortium introducing the project to audiences in [London](#) through talks, discussions, and hands-on activities where people could touch, play, and learn.

Biodesign Nightscience at the [Centre for Interdisciplinary Research](#) was a set of free and open continuous events that brought together researchers, hackers, education innovators and citizens from around the globe to reflect collaboratively on building new ways to achieve better knowledge construction and transmission in science education and research.

Featured upcoming events:

Do It Together bio workshops - in Amsterdam, Netherlands - [starting 21st January](#). During our lives we age. But what exactly is this process of 'getting older'? And why do some people age faster than others? During this workshop you will go into the lab and work with the tardigrades. Subsequently, we will have a look at the tardigrade DNA and compare it with human DNA using bioinformatics followed by a discussion on ageing and longevity.

Storytelling through citizen maps: an [exhibition - in London](#), UK - 21st Feb.

European Round Table - in [Paris, France 25th March](#)

This stakeholder roundtable will hold multiple sessions dealing with issues such as regulation, transparency and support from the perspective of the relationship between institutions and citizen science communities. Discussions will take place in front of a public audience and streamed online. The roundtable will run alongside the Paris Nuits de Debats Initiative, and the Biodesign Nightscience festival, featuring lightning talks and interactive DIY-Science workshops.

#DITbio • #DITscience