



Enforce
Empowering Citizens for Environmental Action

D6.2 Communication plan and activities report – Updated M18

WP6 Impact Maximisation

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Deliverable Abstract

This report presents the updated communication plan and activities for the ENFORCE project at M18, building on the initial strategy defined at project start. It outlines the implementation and refinement of communication activities aimed at maximising project visibility and engagement among relevant stakeholders. The report highlights the communication tools, channels and materials deployed during the first phase of the project, including the website, social media, newsletters, visual content and events. It also reflects on lessons learned and early performance against Key Performance Indicators, confirming that the communication strategy remains effective and adaptive. Through this structured approach, ENFORCE's communication activities continue to support awareness-raising and understanding of the project's objectives and progress in the field of environmental compliance and citizen science.

Keywords

Communication strategy, outreach, social media strategy, communication toolkit, target group, awareness raising, impact

Project Summary

Assuring environmental compliance requires a strong network of stakeholders, from citizens and researchers to governments and environmental organisations. Through creative toolkits and protocols, ENFORCE aims to tackle the frequent mismatch between the environmental data gathered by citizens and what authorities require for enforcement purposes. The project will address the challenges in data reporting coming from both the citizens' side and the authorities' side, in order for the obtained data to be usable for environmental enforcement. In this line, ENFORCE introduces the concept of Data Readiness Level (DRL) to assess the maturity of data to be used as evidence in environmental compliance cases. In addition, the project will capitalize on the use of geo-spatial intelligence and AI-enhanced tools, strengthening their capacities, promoting good practices and preparing an inventory on geo-spatial intelligence and AI use. The proposed solution will ensure alignment with the Green Deal Data Space to ensure trustworthy data exchange among the relevant stakeholders. The project encompasses 8 case studies that involve all relevant actors including grassroots organisations, local and regional authorities and a diverse group of experienced researchers forming a scientifically robust interdisciplinary team. The lessons learnt and evaluation results from the case studies will feed the replication guidelines that will be promoted through the ENFORCE capacity building programme and associated policy recommendations to create a multiplier effect for the adoption of citizen science data to support environmental compliance.

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Table 1: List of abbreviations

Abbreviations	Meaning
AI	Artificial Intelligence
AMRN	AMARANTHUS
DX.X	Deliverable X.X
COST	European Cooperation in Science and Technology
DRL	Data Readiness Level
EU	European Union
G.A.C.	G.A.C. Group
GDPR	General Data Protection Regulation
IT	Information Technology
KPI	Key Performance Indicator
MX	Month X
NGO	Non-Governmental Organisation
SME	Small and Medium-sized Enterprises
WP	Work Package

Executive Summary

The ENFORCE project aims to bridge the gap between environmental data collected by citizens and the standards required by authorities for effective environmental compliance and enforcement across Europe. This is achieved through the development of a Data Readiness Level (DRL) framework, enhanced geo-spatial intelligence and AI-based tools. Communication activities under Work Package 6 (Impact Maximisation) play a key role in raising awareness of the project, engaging stakeholders and ensuring visibility of ENFORCE's objectives and progress.

This deliverable (D6.2) provides an updated overview of the communication strategy and activities at M18, building on the initial Communication Plan and Activities Report (D6.1). While the overall communication framework remains valid, this update reflects implementation progress and early lessons learned during the first phase of the project.

Communication activities continue to follow the 6W approach, supporting clear targeting of audiences and coherent messaging. During the first 18 months, ENFORCE has established a strong communication presence through a combination of tools and channels, including a regularly updated website, active social media engagement on LinkedIn and YouTube, newsletters, press communications, factsheets and visual materials. As of M18, the LinkedIn community has grown to over 640 followers, exceeding initial expectations, while regular website updates (26 news items published) and three newsletters have ensured continuous outreach. In parallel, six factsheets and three videos have been produced, and partners have actively represented the project in almost 40 scientific and non-scientific events, including high-level international conferences. Most communication-related KPIs are on track or already achieved at this stage, with particularly strong results in terms of online visibility and community building.

Implementation has highlighted the importance of coordination, adaptability and partner involvement. Close collaboration with Work Package and Case Study leaders, supported by regular coordination mechanisms and an internal communication workshop, has enabled responsive communication support and the progressive refinement of content and formats.

Overall, communication activities implemented so far provide a solid foundation for the next phases of the project. As ENFORCE progresses, communication efforts will increasingly showcase project developments and emerging results, while continuing to engage stakeholders and the wider public through a structured and adaptive communication approach.

1. Introduction

The success of ENFORCE relies heavily on maximising its outreach and impact through effective communication, dissemination, and exploitation activities. These activities, grouped within a dedicated work package (WP6 Impact Maximisation), encompass sharing information with external stakeholders and the general public, engaging with targeted audiences and the wider public, networking with other relevant initiatives, and contributing to the uptake of innovative approaches and emerging standards for environmental compliance and enforcement.

In the context of Horizon Europe, communication involves informing and promoting project activities and achievements, while dissemination focuses on making project results accessible and usable by relevant stakeholders. Exploitation concerns the concrete use of project outcomes for commercial, legal, societal, or political purposes. These activities are closely interconnected, with communication and dissemination often laying the groundwork for future exploitation pathways. Within ENFORCE, dissemination and exploitation are addressed in dedicated deliverables, namely D6.5 Dissemination and networking plan and activities report and D6.9 ENFORCE exploitation and activities report, ensuring coherence and complementarity across WP6 outputs.

Clear, transparent, and continuous communication is essential to build trust and foster collaboration among ENFORCE's diverse stakeholder communities, including law enforcement authorities, policymakers, local and regional administrations, technology developers and providers, researchers, civil society organisations, and citizens. In projects that rely on citizen participation such as ENFORCE, it is particularly important to ensure that information is accessible, engaging, and actionable, enabling individuals and communities to actively contribute to environmental monitoring and compliance assurance. Moreover, effective communication supports the translation of scientific and technical outputs into formats that can inform policy processes, legal practices, and public debate, thereby strengthening the societal relevance and long-term impact of project results. By facilitating dialogue between science, policy, and society, communication plays a key role in reinforcing environmental governance and fostering a shared commitment to environmental stewardship.

As part of Task 6.1 (Communication), G.A.C. Group (G.A.C.), with the support of AMARANTHUS (AMRN), leads the development, coordination, and continuous refinement of ENFORCE's communication strategy. This updated deliverable (D6.2) builds on the initial communication plan established at the start of the project and reflects the evolution of communication activities and priorities during the first 18 months of implementation. ENFORCE's communication strategy follows a structured approach based on the "6W" method (Why, Whom, What, HoW, Where, and When) ensuring a strategic and adaptive use of communication opportunities throughout the project lifecycle.

This document presents the updated communication strategy adopted by the ENFORCE consortium, taking into account lessons learned and project progress to date. It outlines the

refined communication objectives, target audiences, key messages, tools, and channels, and describes the roles and responsibilities of partners, as well as the processes in place for planning, coordinating, and monitoring communication activities during the next phases of the project.

2. Communication strategy, objectives, target audiences and material (summary and continuity with D6.1)

This section provides a consolidated overview of ENFORCE's communication strategy, objectives, target audiences, key messages and communication materials, as initially defined in deliverable D6.1 Communication plan and activities report – Initial. As the overall communication framework, target groups and core messaging remain fully valid at M18, this deliverable does not replicate the detailed content already presented in D6.1, but rather summarises the main elements and confirms their continued relevance, while referring readers to D6.1 for a comprehensive description.

Communication, dissemination and exploitation are essential and closely interlinked components of ENFORCE's impact maximisation strategy. In the context of Horizon Europe, communication focuses on informing and promoting project activities and achievements to a wide range of audiences, dissemination aims at making project results accessible and usable by relevant stakeholders, and exploitation concerns the concrete use of project outcomes for commercial, societal, legal or policy purposes. These dimensions are mutually reinforcing, with communication and dissemination laying the foundation for future exploitation pathways. Within ENFORCE, dissemination and exploitation are addressed in dedicated deliverables under WP6, ensuring coherence across impact-related activities.

ENFORCE's communication strategy follows a structured approach based on the "6W" framework, which ensures that communication activities are purposeful, targeted and adaptive throughout the project lifecycle:

- **Why communicate:** For efficient communication activities, the first point to be identified are the objectives of the communication;
- **To Whom to communicate:** Different communication objectives will have to target different audiences; these different audiences have to be defined;
- **What to communicate:** Different audiences have different interests and needs and will need to be addressed with different key messages defined according to the expected outcomes and impacts of the project;
- **How to communicate:** Different audiences have to be reached and addressed through different channels. To be efficient, communication activities must be well-coordinated and monitored;
- **Where to communicate:** To fully reach its objectives, the project has to communicate to all its target audiences and all over Europe; and

- **When to communicate:** The project communication must both run throughout the duration of the project, with long-lasting and scheduled actions, and take advantage of opportunities that may arise during the project.

The overarching objectives of ENFORCE's communication activities, as defined in D6.1 and confirmed at M18, are to maximise the visibility and impact of the project, enhance synergies with related initiatives and networks, support stakeholder engagement across work packages, raise awareness on environmental compliance and citizen science, and ensure timely, coherent and effective communication of project activities and outcomes.

ENFORCE addresses a broad range of stakeholder groups, including environmental agencies and public authorities, inspectorates and law enforcement entities, judges and prosecutors, legislators, technology developers and providers, the scientific and academic community, European and international networks and multipliers, as well as NGOs, community organisations and citizens. While the core stakeholder mapping remains unchanged since the start of the project, communication approaches have progressively evolved from general awareness-raising towards more targeted and tailored messaging, reflecting the increasing maturity of project activities and results. Communication towards the general public continues to rely on accessible, non-technical language, with a stronger focus on impacts and societal relevance rather than methodological detail.

ENFORCE's communication toolkit and branding elements, established during the early phase of the project and detailed in deliverable D6.1, continue to form the backbone of the project's visual identity and communication coherence. The toolkit was designed to ensure a consistent, professional and recognisable presentation of ENFORCE across all communication channels and partner-led activities, while remaining flexible and easy to use by the consortium. All materials were made available to the project partners and WP6 team members can support them in the translation and adaptation of these materials to their needs, notably for the different case studies.

To support effective uptake and consistent use of these materials across the consortium, an internal communication workshop was organised online in M8 (29/04/2025). The workshop gathered around 20 project partners and provided a comprehensive overview of all available communication tools and materials, as well as practical guidance on how and when to use them. It also offered a dedicated space for partners to ask questions, exchange experiences and clarify expectations regarding communication activities. Following the workshop, the recording of the session, the presentation slides, and a set of condensed communication guidelines were made available to all partners, ensuring continued access to key information and supporting consistent communication practices throughout the project.

Overall, the communication strategy defined in D6.1 continues to provide a solid and relevant framework for ENFORCE at M18. The following sections of this deliverable therefore focus on reporting on implementation progress, key updates since D6.1, and the operational aspects of

communication activities, rather than reiterating the foundational strategy and tools already approved at project start.

3. Communication tools and channels

3.1. Website

The ENFORCE website has been online since the end of M3 and is accessible at the following URL: join-enforce.eu. As initially defined in deliverable D6.1, the website acts as the central communication hub of the project and remains a channel of major importance for ensuring visibility of ENFORCE's objectives, activities, partners and results.

The overall structure of the website has remained unchanged since its launch, in line with the communication strategy defined in D6.1. It continues to serve as the main repository of project information and as a key entry point for both the general public and targeted stakeholders, providing an accessible and user-friendly overview of ENFORCE. In particular, the website presents:

- the project's objectives, approach and expected outcomes,
- the eight ENFORCE case studies,
- the ENFORCE consortium, partner organisations and the project's Advisory Board.

Since its initial deployment, the website content has been continuously updated to reflect project progress. The [News & Events](#) section has been actively maintained, with regular posts highlighting project developments, events and milestones. As of M18, a total of 26 news items have been published on the website. In parallel, the [Library](#) section has been progressively populated and now hosts a range of communication and dissemination materials, including media kit elements, press releases, factsheets and newsletters. As the project advances, this section will also provide access to public deliverables and scientific publications.

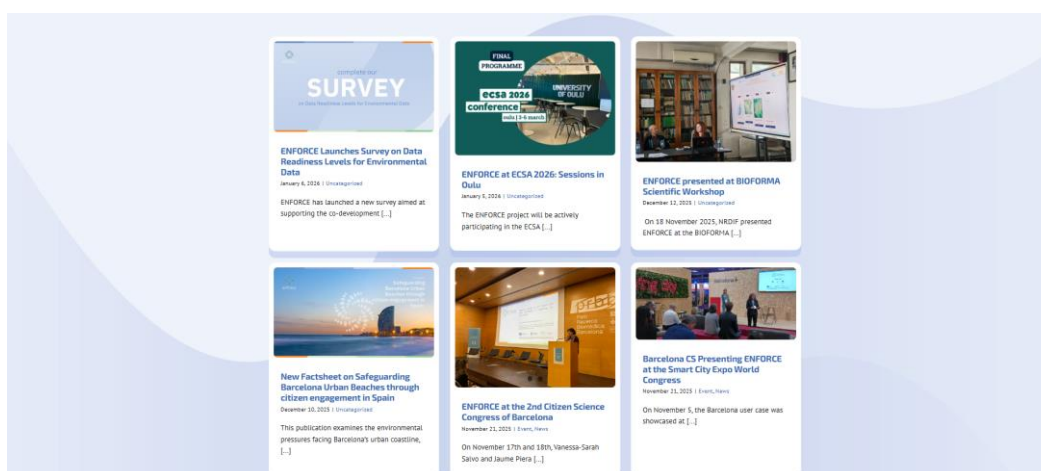


Figure 1: News & Events section of the ENFORCE website

The [Networking](#) page has been created in October 2025 and regularly updated to reflect the growing number of synergies established with other projects, networks and relevant initiatives. These collaborations contribute to increasing the visibility and impact of ENFORCE and to embedding the project within the broader European ecosystem on citizen science, environmental compliance and innovation. Details on these synergies and networking activities are further elaborated in the dedicated deliverable D6.6 Dissemination and networking plan and activities report - Updated M18 prepared under WP6 by D4P.

In response to feedback and specific requests from case study leaders, the case study pages have also been refined over time. Updates include the use of more representative and up-to-date visual material, as well as enhanced visibility for stakeholder organisations involved in the case studies but not formally part of the consortium. Where relevant, stakeholder organisations featured on the website are included following the completion of an ethics and consent form, in line with project ethical requirements. The corresponding template is provided in Annex 1.

The ENFORCE website follows the project's branding and visual identity and plays a key role in the overall information and awareness-raising campaign. Website usage and performance are monitored internally through web analytics tools. As of M18, the ENFORCE website accounts for a total of 3,500 visitors, reflecting its role as a primary access point for stakeholders seeking information on the project and its activities. This metric is monitored through Google Analytics.



Figure 2: ENFORCE Google Analytics, total of visits since the website launch

3.2.Social media

Social media remains a key communication channel for ENFORCE to increase project visibility, engage stakeholders and support continuous interaction with its target audiences. As defined in deliverable D6.1, ENFORCE's social media presence focuses on platforms that are most relevant to the project's objectives and communities.

During the first 18 months of implementation, ENFORCE has actively used LinkedIn and YouTube. Through LinkedIn, ENFORCE primarily reaches policy makers, researchers, practitioners and project stakeholders, while YouTube supports broader dissemination of audiovisual content to both professional audiences and the wider public. The focused two-channel approach reduces resource dispersion while allowing flexibility to expand to additional platforms if stakeholder needs evolve in later project phases.

In addition to content sharing, ENFORCE's social media activities emphasise interaction and responsiveness. Basic performance indicators (followers, views and engagement metrics) are monitored on a regular basis to assess content performance and inform adjustments to posting frequency, formats and messaging. Where relevant, social media content is designed to be accessible, using clear language, concise messaging and subtitles for video content to ensure broader usability and inclusiveness.

Social media activities support awareness-raising around ENFORCE's objectives, activities and progress, facilitate connections with existing communities, and contribute to positioning the project within the broader European context for environmental action and participatory

monitoring. Performance and engagement levels for each platform are detailed in the subsections below.

3.2.1. LinkedIn

The ENFORCE LinkedIn page has been available since M1 at: <https://www.linkedin.com/company/enforce-eu/>. As defined in deliverable D6.1, LinkedIn is used as the project's primary professional social media channel, targeting stakeholders active in the fields of environmental compliance, citizen science, innovation, research and policy.

During the first 18 months of implementation, the ENFORCE LinkedIn page has shown very strong growth and engagement. As of M18, the page has 645 followers, significantly exceeding initial expectations at this stage of the project.

LinkedIn analytics at M18 provide valuable insight into the professional profile of the ENFORCE online community and confirm strong alignment with the project's target audiences. Followers are primarily active in research (17.7%) and education (10.8%), alongside programme and project management (8.6%), business development (7.5%) and community and social services (7%), reflecting the project's interdisciplinary scope. From an industry perspective, the largest shares originate from higher education (20.5%) and research services (13.7%), followed by environmental services (6.7%), government administration (5.6%) and non-profit organisations (5.1%), indicating effective outreach beyond academia to policy-relevant and implementation-oriented stakeholders. Geographically, the audience is predominantly European, with concentrations in key metropolitan and policy hubs such as Athens, the Randstad, Barcelona, Brussels and Rome, mirroring both the consortium footprint and Horizon Europe priority regions. In terms of seniority, the strong presence of senior professionals (38.9%) alongside early-career profiles (32.3%) demonstrates that ENFORCE's communication approach successfully reaches decision-makers while remaining accessible to emerging professionals. This confirms LinkedIn as a highly effective channel for building and animating the ENFORCE community.

The page is continuously updated, with an average of 1 post per week, and is primarily used to:

- share ENFORCE's latest developments and activities;
- highlight partner participation in external events and ENFORCE-organised events;
- promote project communication outputs such as news, factsheets and videos.

Given that the project is still in its first half, content has so far focused mainly on project activities, milestones and community-building, rather than on consolidated results. As the project progresses and outputs mature, an increasing number of posts will focus on findings, outcomes and lessons learned, in line with the overall communication strategy.

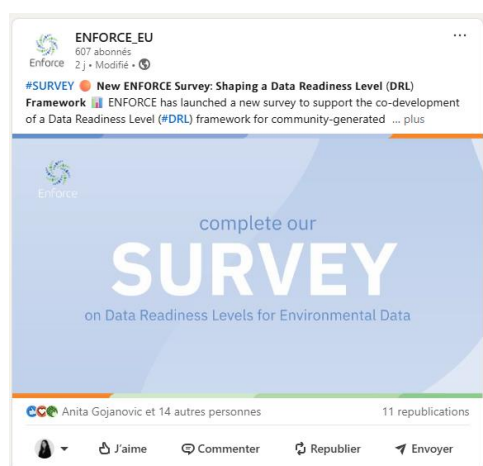
Internal coordination plays an important role in feeding LinkedIn content. While the internal communication workshop helped partners better understand their role in communication activities, regular WP4 meetings have proven particularly effective for identifying relevant updates from case studies and looping back with partners to collect additional details for communication purposes.

To maximise visibility and engagement, AMRN, which leads social media activities, systematically tags partners in posts, encouraging them to like, comment and repost content within their own networks.

ENFORCE systematically engages with related EU-funded projects and initiatives to strengthen networks and foster synergies on social media. Content sharing is complemented by regular tagging, interaction, and cross-referencing with projects operating in related thematic areas, including PRUDENT, CERBERUS, NOSTRADAMUS, eNaBIS 4Growth, More4Nature, ENHANCE, RIECS-Concept, and MIBIREM. This approach enhances visibility, encourages knowledge exchange, and situates ENFORCE within the broader European research and innovation ecosystem.

In addition, a set of dedicated visual assets has been developed specifically for social media use. These visuals follow the ENFORCE graphical charter and respect social media formats and codes, contributing to consistent branding and increased engagement.

Overall, LinkedIn has emerged as a highly effective channel for targeted stakeholder engagement and provides a solid evidence base for further tailoring content to maximise visibility, uptake and impact in the next project phase



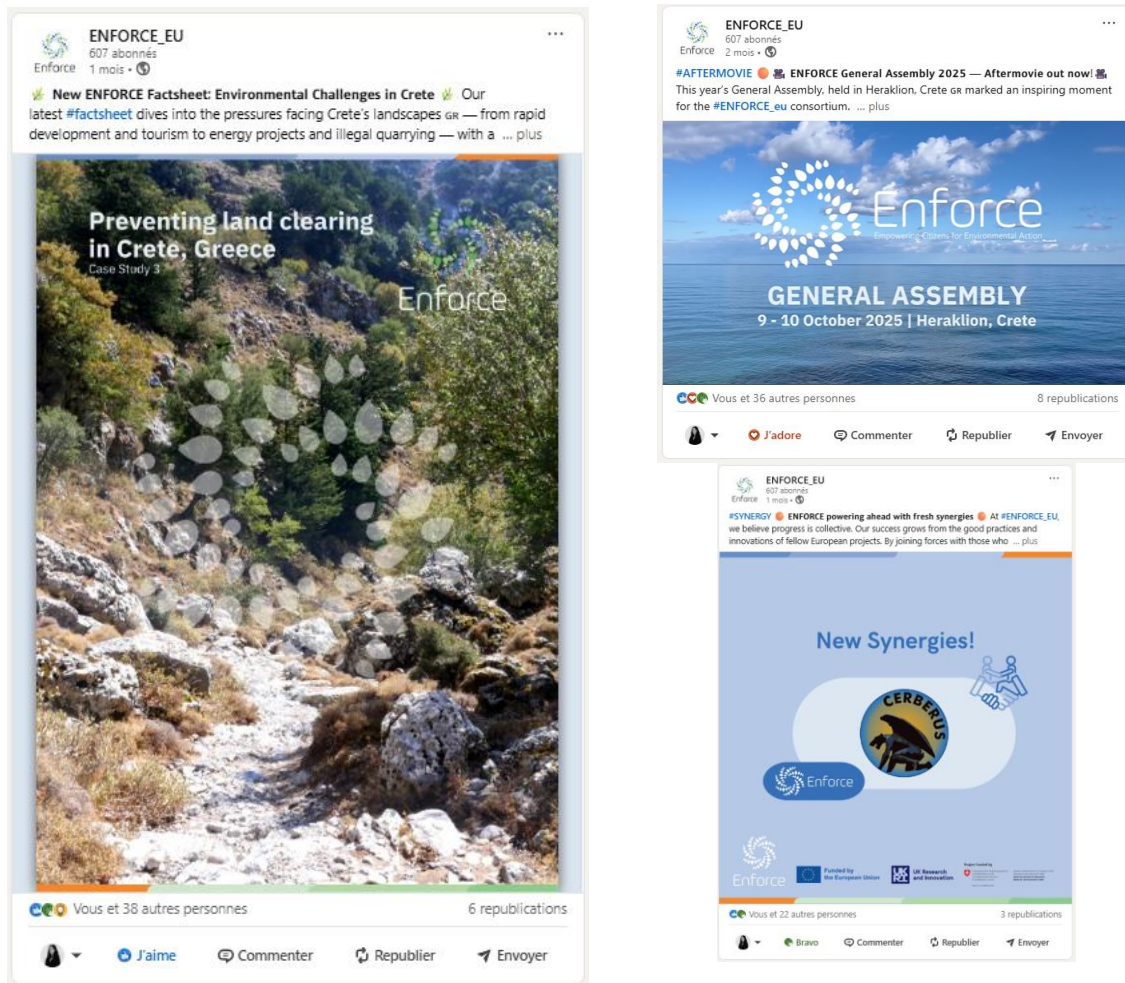


Figure 3: Example of posts made on the ENFORCE LinkedIn

3.2.2. YouTube

The ENFORCE YouTube channel has been available since M1 and is accessible at: https://www.youtube.com/@enforce_eu. As defined in Deliverable D6.1, YouTube serves as the central repository for ENFORCE video content and supports the project's communication strategy by providing a highly visual and accessible format to present project objectives, activities and progress.

As of M18, 7 videos have been published on the channel:

- a project presentation video, introducing ENFORCE's objectives and overall vision,
- an after-movie video from the ENFORCE General Assembly, showcasing key moments of the in-person meeting,
- an interview with Prof. Chrysi Laspidou, Scientific Coordinator of ENFORCE, giving a presentation of the project

- an interview with Finley Gibson from the University of Exeter presenting the technological innovations of the ENFORCE project
- three short extracts of Living Labs focused trainings delivered by ENoLL

Together, these videos have generated a total of 157 views, and the channel currently counts 11 subscribers. Both videos have been further disseminated via the ENFORCE website and LinkedIn account, contributing to broader visibility beyond the YouTube platform itself.

The YouTube channel will continue to be used as the main hosting platform for upcoming video content, including partner interviews, case study videos, and thematic clips currently under production. These forthcoming releases will progressively contribute to achieving the project's KPI of at least 30 videos and interviews over the project duration, in line with the communication strategy defined in D6.1.

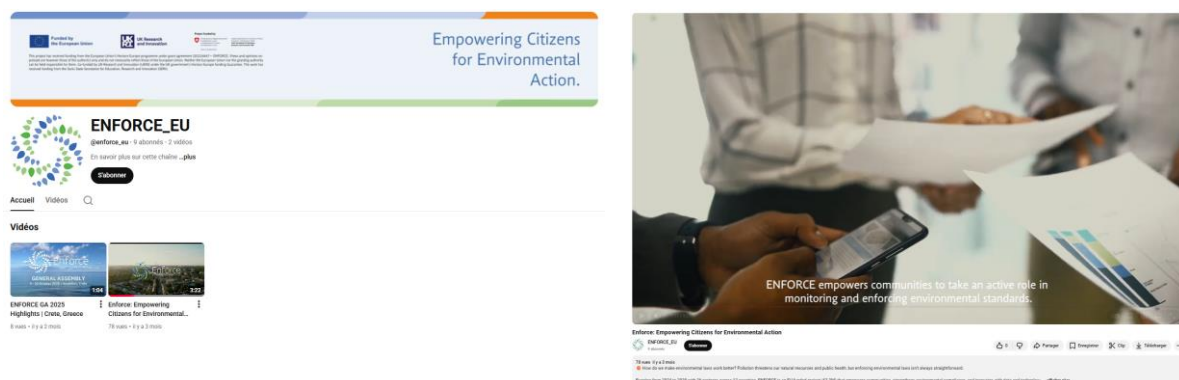


Figure 4: ENFORCE YouTube account

3.3. Newsletter and regular news

Throughout its duration, the ENFORCE project plans to produce and distribute a total of eight newsletters, outlining the project's main achievements, activities, results, and key developments, and to maintain regular engagement with its stakeholder community. As initially defined in deliverable D6.1, the newsletters are designed to provide concise, accessible and informative updates, supporting both awareness-raising and stakeholder engagement.

The ENFORCE newsletters are created, designed and distributed using Mailchimp, ensuring compliance with GDPR requirements and enabling structured management of mailing lists and performance monitoring. The newsletters are written in a clear, journalistic style and distributed to the ENFORCE mailing list. In addition, each newsletter is made publicly available via the [Library](#) section of the project website and further promoted through the project's social media channels, particularly LinkedIn.

As of M18, three newsletters have been successfully produced and distributed to a total of 146 unique recipients. All three issues have been published on the website and announced through the ENFORCE LinkedIn account, contributing to increased visibility and dissemination beyond the direct mailing list. The initial publication rhythm, with newsletters released approximately every six months, has been maintained, while allowing flexibility to align with key project milestones and events.

To maximise the number of newsletter subscribers, ENFORCE has implemented a QR code subscription system since the start of the project. This QR code facilitates easy and immediate subscription to the newsletter and is systematically displayed on communication materials such as flyers, banners and other promotional supports used during events and outreach activities. Stakeholders participating in ENFORCE events are actively encouraged to subscribe, contributing to the gradual growth of the project's mailing list.

In parallel to the newsletters, regular news items have been continuously published on the ENFORCE website to provide timely updates on project activities, events and results, as well as selected relevant information from external sources. Since the beginning of the project, a total of [26 news items have been published](#), in line with the initial objective of posting approximately one to two news items per month. This regular news flow complements the newsletters by ensuring more immediate communication and sustained website activity.

An internal coordination process supports the identification of relevant content for both newsletters and website news. This process includes regular exchanges with work package and case studies leaders to anticipate upcoming deliverables, outputs and activities and to identify opportunities for communication. This approach ensures coherence between project progress and communication outputs and supports the timely dissemination of ENFORCE developments.

3.4. Press releases and project communications

Press releases and project communications are used to highlight key moments in the lifetime of ENFORCE, such as the project launch, major milestones, or participation in high-visibility events. As defined in deliverable D6.1, press releases are prepared and coordinated centrally to ensure consistency of messaging and alignment with the overall communication strategy. The detailed process for the identification, drafting, approval and dissemination of press releases remains unchanged and is described in D6.1.

ENFORCE plans to publish at least one press release or major project communication per year. A first press release was published in M1 to announce the official start of the project and the organisation of the kick-off meeting. This press release is available on the ENFORCE website and was shared with project partners for dissemination through their respective communication channels.

As of M18, preparation is underway for the next press release or project communication. Potential topics currently under consideration include ENFORCE's participation in a major external event, the achievement of a significant project milestone, or the presentation of notable project progress or results. Once finalised, the press release will be published on the project website and disseminated through the project's communication channels and partner networks, in line with the process established in D6.1.



Figure 5: ENFORCE first press release, September 2024

3.5. Factsheets and infographics

Factsheets and infographics are used as awareness-raising and educational materials, primarily targeting the general public and non-expert audiences. As described in Deliverable 6.1, their objective is to present the ENFORCE project, its case studies, tools and key concepts in a clear, accessible and visually engaging manner, using non-technical language adapted to a “rookie” audience. These materials also support the explanation of specific concepts related to citizen science, environmental compliance and the use of innovative technologies within ENFORCE.

As of M18, a total of 6 factsheets have been produced and published, achieving more than half of the initial KPI of at least ten factsheets over the project duration. The published factsheets cover the following topics:

- Case Study 1: Valle Galeria, IT
- Case Study 2: Braşov, RO
- Earth Observation in ENFORCE
- Case Study 3: Crete, GR
- Case Study 4: Barcelona, ES
- Citizen Science in ENFORCE

All factsheets are made available in PDF format via the [Library](#) section of the ENFORCE website. Factsheets related to specific case studies are also directly accessible from the corresponding case study pages, ensuring contextualised access to information for interested stakeholders. In addition, the factsheets are disseminated through the project’s social media channels.

Further factsheets are planned for the four remaining case studies, as well as for additional transversal topics related to the project (Legal Environmental Compliance and Living Labs), in line with the initial communication plan and the progressive availability of project results. These future materials will continue to support awareness-raising, knowledge transfer and public engagement throughout the next phases of the project.

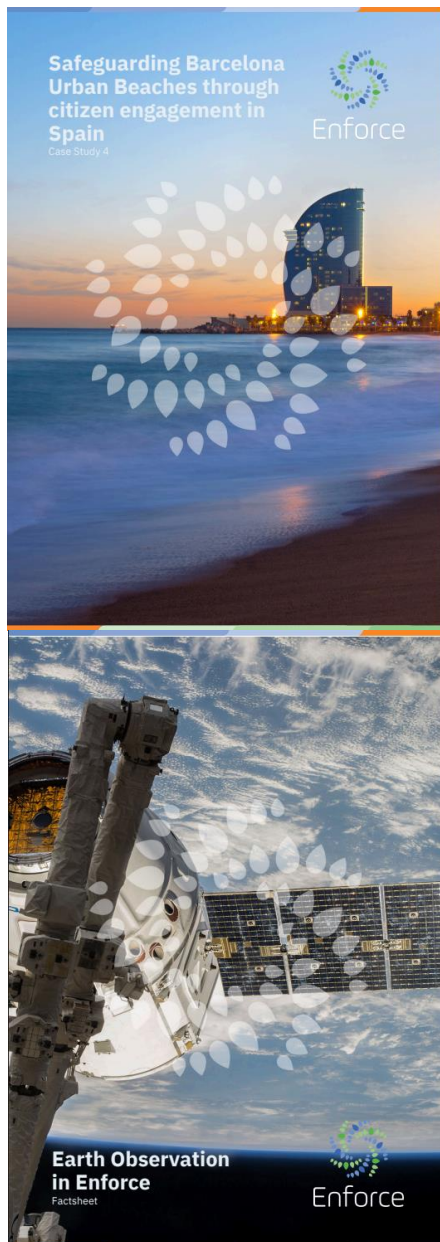


Figure 6: ENFORCE factsheets

3.6. Videos and interviews

Videos constitute a key component of ENFORCE's communication strategy, as they allow the project to present complex concepts, activities and results in a visual, accessible and engaging format. As outlined in deliverable D6.1, video content supports storytelling, fosters audience engagement and provides an effective way to showcase project progress and the people behind the project. The overall approach and objectives for video production remain unchanged.

As of M18, 7 videos have been published on the ENFORCE YouTube channel. These include:

- a project presentation video, introducing ENFORCE's objectives and overall vision,
- an after-movie video from the ENFORCE General Assembly held in Crete in October 2025, highlighting key moments of the event and partner interactions,
- an interview with Prof. Chrysi Laspidou, Scientific Coordinator of ENFORCE, giving a presentation of the project,
- an interview with Finley Gibson from the University of Exeter presenting the technological innovations of the ENFORCE project,
- three short extracts of Living Labs focused trainings delivered by ENoLL.

All videos have been disseminated through the ENFORCE website and shared on the project's social media channels, contributing to increased visibility and engagement.

In parallel, during the General Assembly in Crete, a total of 13 video interviews were recorded with project partners and are currently being edited by the communication team. These interviews include contributions from case study leaders, who present the main challenges addressed within their case studies as well as key achievements after approximately one year of project implementation. Additional interviews with Work Package leaders adopt a more thematic approach and aim to explain cornerstone aspects of the project, such as citizen science, Living Labs and environmental crime, in a clear and accessible manner.

The edited interviews will be released progressively over the coming months on both YouTube and LinkedIn, supporting regular communication outputs and contributing to the gradual achievement of the project's KPI of at least 30 videos and interviews over the project duration.

In addition to interview-based content, the communication team is preparing two non-interview videos focusing specifically on the ENFORCE case studies. These videos are planned for release before summer 2026 and will further strengthen the visibility of case study activities and results.

Further rounds of video interviews are also planned during upcoming in-person General Assemblies, allowing the project to capture the evolution of activities and results over time and to continue building a coherent and engaging video narrative as ENFORCE progresses.

3.7.Events

Participation in and organisation of scientific and non-scientific events remains an important communication channel for ENFORCE, enabling direct interaction with specialised stakeholders and broader audiences. As outlined in D6.1, events provide valuable opportunities to introduce the project, raise awareness of its objectives and activities, and expand the ENFORCE community through face-to-face exchanges.

While events primarily support dissemination and networking objectives, and are therefore reported in detail in the updated Dissemination and networking plan and activities report (D6.6, M18), they also contribute to communication by increasing project visibility and reinforcing key messages among relevant communities.

As of M18, ENFORCE partners have organised and/or participated in 16 non-scientific events and 21 scientific events. These include several high-level international events, such as *EGU 2025*, the *GEO Global Forum 2025*, the *Living Planet Symposium 2025* and *ECCA 2025*. Partners also organised a total of 7 workshops since the beginning of the project. A comprehensive and detailed list of these events and workshops is available in D6.6. Given that ENFORCE is still in the first half of its implementation, partner participation in these events has focused primarily on introducing the project, raising awareness and establishing connections, rather than presenting consolidated project results. Nevertheless, partner engagement has been particularly active and has contributed significantly to early project visibility.

Partners report their participation in events through the dedicated monitoring Excel sheet developed by G.A.C. for WP6 reporting purposes. In addition, partners are encouraged to share event-related information and visual material (e.g. photos, short descriptions) with the communication team, enabling timely promotion through the ENFORCE website and social media channels.





Figure 7: ENFORCE partners during scientific and non-scientific events

3.8. Webinars, workshops and trainings

Webinars, workshops and training activities contribute to raising awareness of ENFORCE's methodologies and activities among a wide range of stakeholders and therefore support project communication. As already stated in Deliverable D6.1, these activities are closely linked to dissemination and exploitation objectives, and are thus reported in detail in dedicated deliverables. In particular, further information is provided in:

- Deliverables D5.3 for user uptake activities led by EARSC,
- Deliverable 4.2 for activities related to the case studies and Living Labs,
- Deliverable D6.10 for exploitation-related workshops, and
- Deliverable D6.6 for dissemination and networking activities.

From a communication perspective, these sessions remain important opportunities to present ENFORCE, engage new stakeholders and reinforce project visibility, even when the primary focus is on dissemination or exploitation.

As of M18, the following activities have been organised or implemented:

- 6 workshops within the Living Labs (c.f. D4.2)
- 3 online workshops dedicated to training case study leaders on the Living Lab methodology (c.f. D4.2);
- 1 internal co-creation exploitation workshop (c.f. D6.10).

Other workshops and training activities, in particular those more strongly oriented towards dissemination of consolidated results or user uptake, are planned for later stages of the project, once outputs and findings are sufficiently mature. This includes, for example, physical user uptake workshops and additional stakeholder-oriented sessions.

At M18, one additional webinar titled *“From Data to Decisions: Building Europe’s Next-Generation Agri-Data Ecosystem”* is currently under preparation in synergy with the AgroTech Hub Cluster. This webinar, taking place online on 13 March 2026, illustrates the progressive alignment between communication, dissemination and networking efforts and will be reported in more detail in Deliverable D6.6.

Overall, while many workshops and trainings are scheduled for the second half of the project, the activities implemented so far already contribute to early awareness-raising, internal alignment and stakeholder engagement, and provide a solid basis for more result-oriented sessions in the next project phases.

3.9. Communication materials for the use cases

The ENFORCE communication team works in close and continuous collaboration with the case study leaders to support and promote the progress of the eight case studies. As initially described in deliverable D6.1, this coordination ensures that communication activities are aligned with case study developments and that appropriate tools and channels are used to reflect local needs and contexts.

Regular interaction with case study leaders is ensured in particular through weekly WP4 meetings, which allow WP6 to stay informed about ongoing activities, upcoming milestones and emerging communication needs. This close coordination facilitates timely communication support and enables the communication team to adapt materials and approaches as the case studies evolve.

As foreseen in D6.1, communication materials for the case studies are primarily produced in English. However, during the first 18 months of the project, several case studies identified the need for local-language versions of selected materials for use in local outreach and engagement activities. In response to these needs, communication materials have been prepared in Greek, Romanian and Italian where relevant. The communication team remains available to support additional translations or locally adapted materials should similar needs arise for other case studies during the remainder of the project.

Another example of the adaptive approach to case study communication concerns the visibility of external stakeholder organisations involved in the case studies. Following feedback from case study leaders, updates were made to the case study pages on the ENFORCE website to include the logos of stakeholder organisations that, while not formal consortium partners, play an active role in the implementation of the case studies. This adjustment strengthens recognition of stakeholder contributions and supports local engagement, while remaining fully aligned with project ethical requirements.

Overall, the communication team maintains a flexible and responsive approach to case study-related communication, remaining open to feedback and specific requests from case study leaders. This approach will be continued throughout the project to ensure that communication materials effectively support local activities and contribute to the visibility and impact of the ENFORCE case studies.

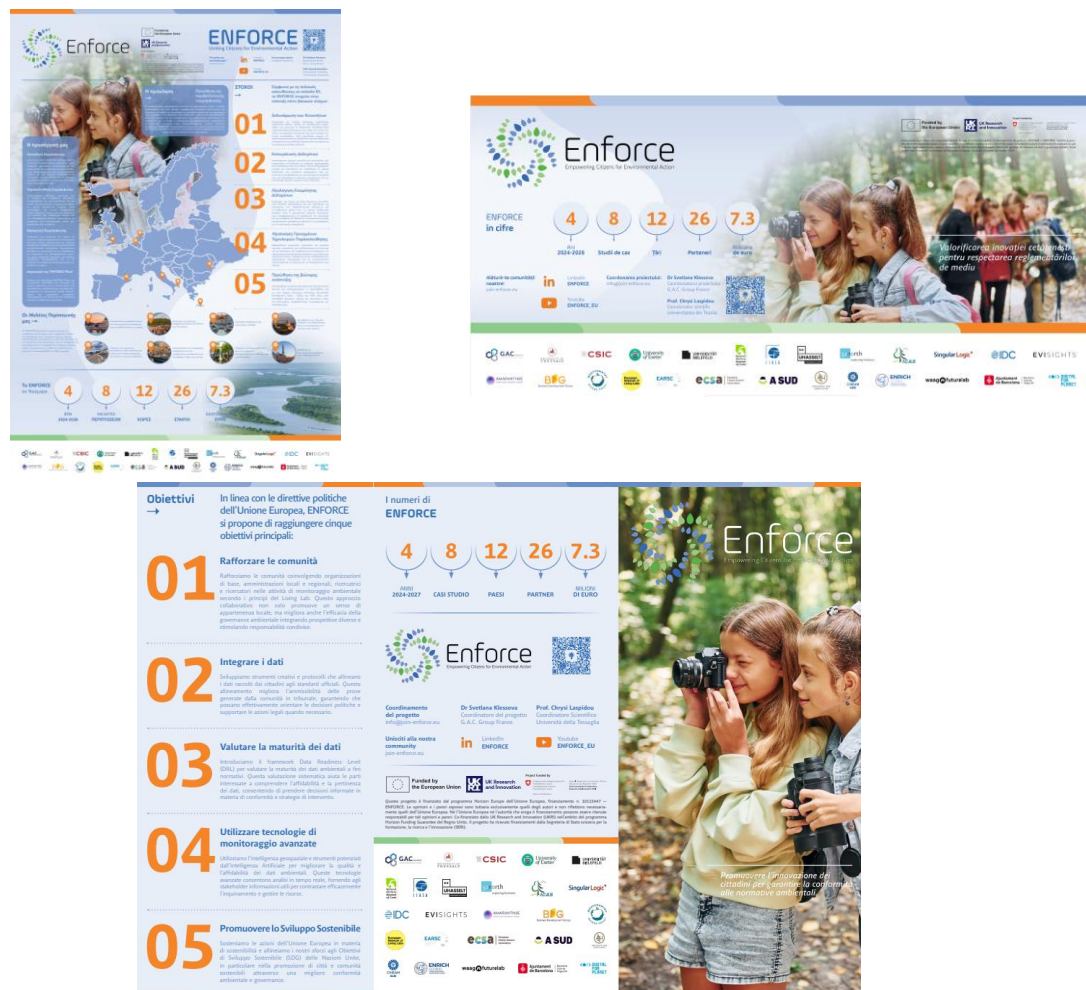


Figure 8: Example of communication materials translated into Greek, Romanian and Italian

3.10. Internal communication workshop

To support the effective uptake and consistent use of ENFORCE communication tools and materials across the consortium, an internal communication workshop was organised online in M8 (29/04/2025). This workshop was coordinated by G.A.C. with the support of AMRN and addressed the objectives and scope initially defined in deliverable D6.1.

The workshop gathered around 20 project partners and aimed at strengthening their capacity to contribute effectively to project communication activities. It provided a comprehensive overview of all available communication channels, tools and materials, including branding elements, templates, website and social media use, newsletters, press releases, factsheets and event-related materials. Practical guidance was given on what to communicate, how and when, in line with WP6 objectives and Horizon Europe visibility requirements.

In addition to the presentation of tools and processes, the workshop offered a dedicated space for discussion and exchange, allowing partners to ask questions, share experiences and clarify expectations regarding their role in communication activities. Best practices and common pitfalls related to content creation (e.g. quality of visuals, messaging, social media posts) were also discussed, with the aim of improving the overall consistency and impact of ENFORCE communication outputs.

Following the workshop, the recording of the session, the presentation slides, and a set of condensed communication guidelines were made available to all consortium partners. These materials ensure continued access to key information and serve as a reference for partners throughout the project, supporting consistent communication practices beyond the workshop itself.

3.11. Opportune communication – exploitation of synergies

To maximise global visibility and support the amplification of project messages, ENFORCE actively engages in opportune communication actions linked to synergies with relevant EU actors, initiatives and projects working in the fields of environmental compliance, citizen science and innovation. This approach, defined in deliverable D6.1, remains a key component of the communication strategy and complements dedicated dissemination and networking activities.

As of M18, ENFORCE has established communication synergies with 10 projects and initiatives: CERBERUS, Destination Earth, eNaBIS, ENHANCE, MIBIREM, More4Nature, Nostradamus, PRUDENT, RIECS-Concept, and 4Growth. From a communication perspective, these synergies have translated into cross-promotion actions through social media, newsletters and a dedicated [Networking](#) webpage, contributing to broader outreach and increased visibility of ENFORCE activities within relevant communities.

The overall objective of these opportune communication actions is to raise awareness among shared target groups, foster connections between related initiatives and support common goals, thereby reinforcing the communication impact of ENFORCE and the initiatives it collaborates with. A detailed overview of established synergies and related activities is provided in the updated Dissemination and networking plan and activities report (D6.6, M18).

4. Partners' roles and responsibilities, processes and monitoring (continuity with D6.1)

To achieve the communication objectives described in this deliverable, ENFORCE relies on well-defined roles, responsibilities and coordination processes, as initially established in deliverable D6.1 Communication plan and activities report – Initial. These arrangements remain fully valid at M18 and continue to provide a robust framework for the implementation, coordination and monitoring of communication activities under WP6.

Communication activities are implemented across the consortium, leveraging partners' respective networks and communication channels, while being centrally coordinated to ensure coherence, quality and alignment with the project's strategic objectives. This section therefore focuses on confirming the continued applicability of the governance model defined in D6.1, rather than reiterating procedural details.

4.1. Planning, coordinating, and monitoring of communication activities

The planning, coordination and monitoring processes described in D6.1 have been implemented since the start of the project and remain in place. G.A.C., as WP6 leader and Communication task leader, oversees the overall progress of communication activities, ensures alignment with the project strategy, and adapts planning where necessary in response to project developments. A dedicated Communication and Dissemination (C&D) reporting tool (Excel-based) developed by G.A.C. continues to be used by all partners to report communication and dissemination activities. This tool supports structured monitoring of activities and includes information such as the lead partner, date, type of activity and target audience. The reporting file is regularly reviewed and updated by G.A.C., with the support of AMRN.

Regular coordination mechanisms support this process, including:

- bilateral coordination meetings between G.A.C. and AMRN;
- exchanges with WP6 task leaders;
- discussions during consortium General Assembly meetings;
- regular interactions with Work Package and Case Study leaders, notably through WP4 coordination meetings.

These mechanisms ensure timely information flow, early identification of communication opportunities, and consistency across communication outputs.

4.2. Partners' responsibilities in the communication activities

The distribution of roles and responsibilities among partners remains unchanged from D6.1. WP6 is led by G.A.C., which is responsible for the strategic coordination, supervision and monitoring of

communication activities, with the extensive operational support of AMRN, which drives day-to-day communication actions and tool development.

All project partners continue to play an active role in communication by:

- Using the ENFORCE visual identity and acknowledging EU, UK and Swiss funding in all relevant communications;
- Providing information on key activities, achievements and events related to ENFORCE;
- disseminating project information and materials through their own channels and networks;
- Contributing content for website news, newsletters, social media and other communication outputs;
- Reporting communication and dissemination activities via the dedicated reporting tool.

The consortium operates on the basis of shared responsibility and proactive engagement, with partners contributing autonomously and in a timely manner to communication activities coordinated under WP6. This collaborative approach ensures comprehensive coverage of project activities and supports the visibility and impact of ENFORCE throughout its duration.

Overall, the roles, responsibilities and processes defined in D6.1 have proven effective during the first 18 months of the project and continue to provide a solid foundation for communication activities in the next phases.

4.3.Key Performance Indicators

Measurable targets and performance indicators have been defined for ENFORCE's communication activities and are monitored on a continuous basis, in line with the framework established in deliverable 6.1. In addition to the Key Performance Indicators (KPIs) listed in the table below, a number of project activities naturally contribute to communication and dissemination efforts, including events, workshops, reports and other project outputs.

As of M18, the majority of communication KPIs are on track, with several indicators already achieved or overachieved at this stage of the project. In particular, KPIs related to online visibility and outreach, such as social media presence and engagement, show strong performance, reflecting the effectiveness of the communication strategy and the active involvement of consortium partners.

Other KPIs, notably those related to scientific publications, are progressing more gradually. This is expected given the current phase of the project, as ENFORCE is still in the process of generating consolidated scientific results. These indicators are therefore planned to increase in later stages of the project, in line with the maturation of technical outputs and case study results.

While communication KPIs are closely followed to ensure alignment with plans and contractual obligations, the project team continues to exploit opportunities for additional communication actions whenever relevant and possible. This adaptive approach may lead to communication outputs beyond those initially foreseen, contributing further to the visibility and impact of ENFORCE.

KPIs related specifically to dissemination activities are presented in the initial Dissemination and networking plan and activities (D6.5) and are revisited in the updated version of deliverable 6.6.

#	KPI	Target	Value at M18	Verification means
1	Project logo and templates	1 visual identity kit	1 visual identity kit	Visual identify kit available
2	Flyer and poster	2 flyers and 2 posters	1 flyer and 1 poster	Publication on the website
3	Roll up and banner	1 customizable roll up and 1 banner	1 customizable roll up and 1 banner	Design available and ready for professional printing
4	Project documentation	All public deliverables	N/A	Publication on the website
5	Website	1 website / 2 news per month / 10,000 visitors	1 website / 1+ news per month / 3 200 visitors	Google Analytics and publication on the website
6	Social media	2 social media accounts with over 400 followers	2 social media accounts with 657 followers	LinkedIn and YouTube accounts set up and addition of the number of followers
7	Newsletters	8 newsletters	3 newsletters	Publication on the website
8	Press releases/project communication	1 per year	1	Publication on the website
9	Factsheets and infographics	10+	6	Publication on the website
10	Videos & interviews	30+	7	YouTube channel
11	Scientific publications	10+	0	Partners' reporting
12	Non-scientific publication	20+	4	Partners' reporting
13	Webinars	2 per year	1	Publication on the website
14	Workshops and Training	47+	10	Material available on open education

#	KPI	Target	Value at M18	Verification means
				platform VideoLectures

Table 2: Project's KPIs for Communication and related activities

5. Key updates since D6.1 – Lessons learned and adjustments to the communication strategy

This section highlights the main lessons learned from the implementation of ENFORCE's communication activities during the first 18 months of the project and outlines the resulting refinements to the communication strategy. As detailed in the previous sections, the overall communication framework defined in Deliverable D6.1 remains valid and relevant. The updates presented here therefore do not reflect a change in strategic direction, but rather a progressive fine-tuning of the communication approach, based on observed performance, partner feedback and audience response.

5.1. Key achievements and early successes

The first phase of project implementation has confirmed the robustness of the communication strategy defined at project start. Several communication activities and channels have performed particularly well at this stage, laying strong foundations for the next phases of the project.

Notably, ENFORCE has achieved strong early visibility and engagement online, especially through its website and social media presence. Regular website updates and a steady flow of news items have contributed to sustained traffic, while social media channels have shown particularly positive dynamics, with some KPIs already overachieved at M18. This confirms the relevance of the selected channels and the effectiveness of the project's messaging.

Another key success lies in the active involvement of consortium partners in communication activities, supported by clear processes and internal coordination. The internal communication workshop organised at M8, with high partner participation, played a significant role in strengthening partners' understanding of communication tools and expectations, and in improving the overall quality and consistency of communication contributions.

Finally, early investments in visual and multimedia communication formats, such as videos and factsheets, have proven effective in making the project more accessible and engaging to non-expert audiences. The production of the project presentation video, the General Assembly after-movie

and the first series of interviews has helped humanise the project and highlight its concrete activities and people.

5.2. Lessons learned from implementation (M0 - M18)

The implementation of communication activities during the first 18 months has generated several valuable insights that inform the ongoing refinement of the strategy.

First, visual and narrative-driven content (videos, infographics, factsheets and social media posts) tends to generate higher engagement than purely textual or descriptive content. This confirms the importance of storytelling and visualisation in communicating complex topics such as citizen science, environmental compliance and legal processes to broader audiences.

Second, communication efforts anchored in case study activities resonate particularly well with stakeholders. Concrete, local examples help audiences better understand the relevance and impact of the project, compared to more abstract descriptions of methodologies or frameworks. This reinforces the value of close coordination between WP6 and WP4 and the importance of adapting communication outputs to case study realities.

Third, the first phase of implementation has highlighted the importance of flexibility and responsiveness in communication activities. Needs for local-language materials, contextual adaptations and increased visibility of external stakeholders involved in the case studies emerged progressively and could not be fully anticipated at project start. Addressing these needs has strengthened local engagement and partner satisfaction.

Finally, the current status of some communication-related indicators reflects the natural rhythm of a Horizon Europe project. For example, indicators linked to scientific communication are progressing more slowly at this stage, as consolidated results are still under development. This is consistent with the project timeline and does not indicate a strategic shortcoming.

5.3. Adjustments and refinements to the communication strategy

Based on these lessons learned, several refinements have been introduced in the implementation of the communication strategy, while remaining fully aligned with the framework defined in D6.1.

Communication activities have gradually shifted from a strong initial focus on general awareness-raising towards more targeted and progressive storytelling, notably through phased releases of partner interviews, increased emphasis on case study content and more regular updates highlighting project progress.

Greater priority has been given to high-performing communication formats and channels, in particular visual content and social media, while maintaining a balanced mix of tools to reach

different audiences. At the same time, internal coordination mechanisms have been further leveraged to ensure that communication activities closely follow project developments and respond to emerging needs in a timely manner.

In addition, communication practices have increasingly integrated recognition of external stakeholder contributions, particularly within the case studies. This adjustment supports transparency, inclusiveness and local ownership, while remaining fully compliant with ethical and visibility requirements.

Overall, these refinements reflect an adaptive implementation of a stable communication strategy, rather than a change in strategic orientation.

5.4.Strategic outlook for the next phase of communication activities

Looking ahead, communication activities will continue to build on the foundations established during the first 18 months. The next phase will place increased emphasis on showcasing project progress and emerging results, while maintaining strong engagement with both consortium partners and external audiences.

Planned actions include the continued rollout of video interviews and case study-focused visual content, sustained website and social media activity, and closer alignment between communication outputs and key project milestones. As the project matures, communication activities will progressively reflect more concrete outputs and outcomes, while remaining accessible and engaging to non-expert audiences.

In particular, as the ENFORCE Plaza becomes more developed and operational, dedicated communication efforts will be undertaken to showcase it prominently on the project website and across communication channels. Ensuring that the Plaza is clearly presented, easily accessible and understandable to stakeholders will be a priority, so that project outputs can be directly accessed through the ENFORCE website. This will strengthen the visibility of ENFORCE's tangible results and facilitate user engagement.

In conclusion, the communication strategy defined in D6.1 has proven effective and remains fully relevant. Its implementation during the first 18 months has been refined through experience and feedback, ensuring that ENFORCE's communication activities are well-positioned to support the project throughout its remaining duration.

6. Conclusion

This updated Communication Plan and Activities Report (D6.2) reflects the implementation, monitoring and progressive refinement of ENFORCE's communication strategy during the first 18

months of the project. Building on the framework established in deliverable D6.1, the report demonstrates that the initial communication strategy remains robust and relevant, while its implementation has been adapted based on experience, partner feedback and audience response.

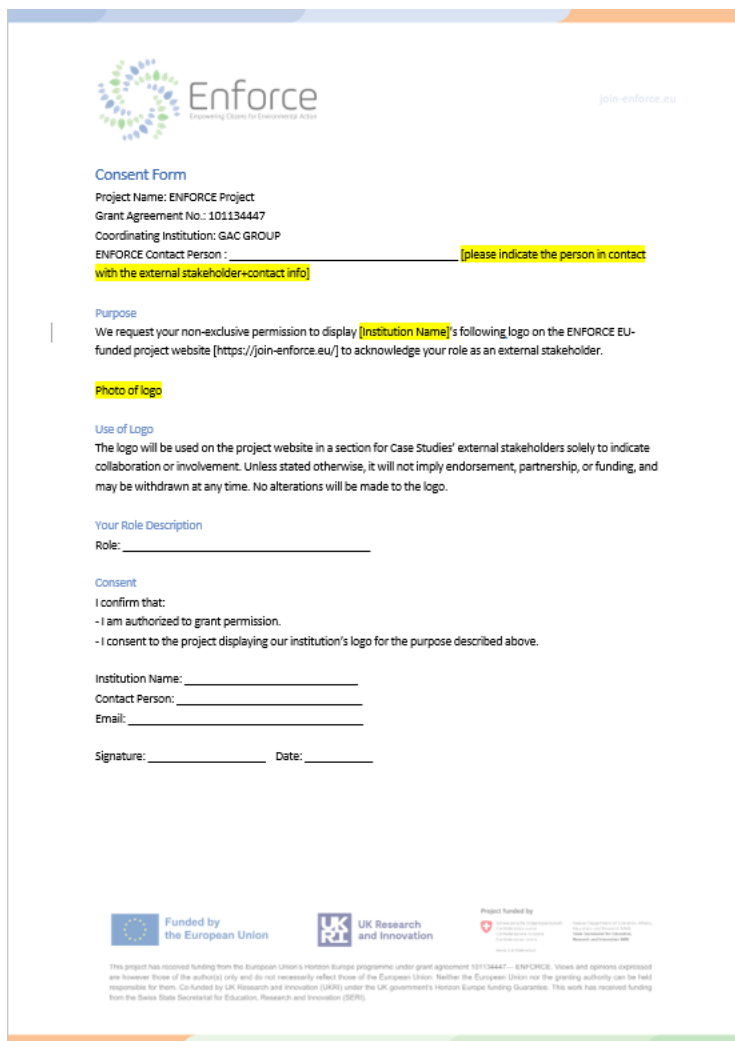
During this first phase, ENFORCE has successfully established a strong and coherent communication presence, supported by a multi-channel approach combining a regularly updated website, active social media engagement, newsletters, press communications, visual materials and multimedia content. These channels have contributed to early visibility and engagement, with several communication-related KPIs already on track or overachieved at M18, particularly in relation to online outreach and community building.

The implementation of communication activities has also highlighted the importance of flexibility, coordination and responsiveness. Close collaboration with work package and case study leaders, supported by regular coordination mechanisms and an internal communication workshop, has enabled the communication team to adapt materials to local needs, respond to emerging requests and ensure consistent partner involvement. At the same time, lessons learned regarding content formats and audience engagement have informed a gradual shift towards more visual, narrative-driven and case study-focused communication.

Regular monitoring through defined KPIs confirms that communication activities are progressing as planned and that indicators evolving more slowly, such as those linked to scientific outputs, are consistent with the project's current level of maturity. These indicators are expected to develop further as ENFORCE advances and generates consolidated results.

Overall, the communication activities implemented to date provide a solid foundation for the next phases of the project. As ENFORCE progresses, communication efforts will increasingly focus on showcasing project developments and emerging results, while maintaining accessibility and engagement for diverse audiences. Through this structured yet adaptive approach, ENFORCE's communication strategy will continue to support project visibility, stakeholder engagement and awareness-raising, contributing to transparent and accountable environmental action across Europe.

Annex 1: ENFORCE consent form about external stakeholders' logo



The screenshot shows a web-based consent form titled "Consent Form". At the top, it features the Enforce logo and the URL "join-enforce.eu". The form contains the following sections:

- Project Information:** Project Name: ENFORCE Project; Grant Agreement No.: 101134447; Coordinating Institution: GAC GROUP.
- Contact Information:** ENFORCE Contact Person: _____ (with a note: "please indicate the person in contact with the external stakeholder+contact info").
- Purpose:** We request your non-exclusive permission to display [Institution Name]'s following logo on the ENFORCE EU-funded project website [https://join-enforce.eu/] to acknowledge your role as an external stakeholder.
- Photo of logo:** A placeholder for the institution's logo.
- Use of Logo:** The logo will be used on the project website in a section for Case Studies' external stakeholders solely to indicate collaboration or involvement. Unless stated otherwise, it will not imply endorsement, partnership, or funding, and may be withdrawn at any time. No alterations will be made to the logo.
- Your Role Description:** Role: _____
- Consent:** I confirm that:
 - I am authorized to grant permission.
 - I consent to the project displaying our institution's logo for the purpose described above.
- Signatures:** Institution Name: _____; Contact Person: _____; Email: _____; Signature: _____; Date: _____.

At the bottom, there are logos for "Funded by the European Union", "UK Research and Innovation", and "Project funded by". A small disclaimer at the very bottom states: "This project has received funding from the European Union's Horizon Europe programme under grant agreement 101134447 - ENFORCE. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them. Co-funded by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee. This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI)."



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