

ENKORE Cluster Deliverable

COMMON COMMUNICATION AND DISSEMINATION STRATEGY FOR THE CLUSTER, INCLUDING A BUDGET PLAN

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1. Introduction

This report defines the overall strategy and activities undertaken during the duration of the ENKORE cluster to maximise the impact of the work carried out, also beyond the lifetime of the cluster. The ENKORE communication and dissemination plan is considered a living document that provides a framework for the cluster activities in communication and dissemination and will be regularly reviewed to further fine-tune outreach activities, if necessary, as the cluster work progresses.

Within the ENKORE cluster, the Communication and Dissemination Working Group (WG) is responsible for developing the communication and dissemination strategy of the cluster and coordinating and implementing the communication and dissemination activities of the cluster in alignment with the cluster coordinators. All developed materials and planned activities outlined in this plan will be shared with all coordinators for feedback and approval before publication or implementation.

2. Objectives and goals

Within the ENKORE cluster, the partners aim to achieve the following objectives for communication and dissemination:

Communication

- Raising awareness of the cluster and the participating projects as well as their aims, outcomes, and societal impacts
- Sharing knowledge about the health effects of EDCs
- Engaging stakeholders actively in the clustering activities to gather their feedback and ensure their support

Dissemination

- Promoting results of the cluster and the individual projects to ensure uptake by relevant stakeholders
- Informing policy and decision-making by highlighting project findings and recommendations

In line with these objectives, the ENKORE cluster has defined the following goals for the duration of the cluster collaboration:

Objective	Goal
Awareness	10,000 impressions/year on social media 2,000 visits/year on cluster website
Knowledge sharing	10,000 impressions of cluster informational material (e.g. infographics, videos) by cluster end 500 views of cluster promotional material (e.g. brochure) by cluster end
Engagement	100 participants from stakeholder groups in cluster events by cluster end
Dissemination of results	At least 2 joint publications/white papers by the end of the cluster 500 subscribers to ENKORE newsletter by year 2 of the cluster
Policy information	At least 500 views of cluster policy briefs by cluster end Involvement of EU and international policy and decision makers in annual ENKORE meetings

3. Target audience

To effectively communicate information about the cluster, we identified multiple stakeholders as part of our target audience. The identified groups will be targeted using tailored communication and dissemination approaches specific to each group. This ensures a customised presentation of the cluster activities and results, as well as relevant uptake by the target audience and will substantially increase the impact of the cluster projects.

Audience	Description	Relevance	Needs & Expectations	Engagement strategies
Policymakers and decision makers, health authorities	EU, national, and regional policymakers, decisionmakers and regulators	Inform policy and regulations	Access to a solid, data-driven evidence base on EDC effects on human health, actionable policy recommendations, policy briefs	Policy briefs, meetings, reports, infographics
Citizens and general public	EU citizens and general public, in particular populations with increased vulnerability to EDC effects (e.g. pregnant/breastfeeding women, children, patients)	Encourage public support, awareness and feedback	User-friendly information, actionable recommendations	Informational materials, social media, knowledge clips
Advocacy groups and NGOs	Advocacy groups and NGOs in the environmental, health and/or consumers field	Encourage advocacy support for ENKORE findings and recommendations, facilitate dissemination as multipliers	Evidence base to support advocacy efforts, actionable policy recommendations, briefs	Informational material, meetings

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	E.g. EDC Free Europe, ChemTrust, Chemsec, EEB.			
Researchers	Researchers in the fields of endocrinology, immunology, public health, toxicology, environmental science, epidemiology, paediatrics, sociobehavioural science, pharmacy/pharmacology, physiology, animal science, biomedicine, molecular medicine etc.	Knowledge exchange, dissemination to peers	Access to research results, peer-reviewed publications, conference presentations	Conferences, publications, workshops
Clinicians and healthcare professionals, professional societies, medical and health organisations	Endocrinologists, clinicians, obstetricians, gynecologists, paediatricians, pulmonologists, occupational physicians, cardiologists, internists Societies and organisations: E.g. World Health Organisation, European Society of Endocrinology, European	Knowledge exchange, dissemination to peers, facilitate dissemination as multipliers	Access to clinically relevant research results, publications, presentations, actionable policy recommendations	Conferences, publications, workshops, policy briefs



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	Society of Toxicology, European Society of Human Reproduction and Embryology (ESHRE), The International Federation of Gynecology and Obstetrics (FIGO), relevant national societies e.g., in the field of toxicology			
Industry	Corporations manufacturing or using EDCs: biotech or pharmaceutical companies, food packaging industries, companies manufacturing cosmetics, toys, or industrial and domestic detergents, etc.	Facilitate acceptance of findings and related impact on new regulations	Access to relevant research results and policy recommendations	Industry meetings, professional networks & direct outreach



4. Key messages

For these stakeholder groups, specific key messages were identified, which will serve as a basis for the communication activities within the cluster.

Audience	Key messages
Policymakers and decision makers, healthcare authorities	<ul style="list-style-type: none"> ENKORE unites five cutting-edge research projects addressing the health impacts of EDCs providing a solid evidence base for informed policy decisions: EDC-MASLD, ENDOMIX, HYPIEND, MERLON, and NEMESIS. ENKORE will provide evidence-based policy recommendations to policymakers and regulators based on robust data on EDCs from the five cluster projects. ENKORE aims to bridge the gap between scientific research and policymaking to increase the effectiveness of European regulations on EDCs to ensure they protect public health.
Citizens and general public	<ul style="list-style-type: none"> ENKORE brings together five innovative research projects studying how everyday chemicals disrupt hormones and affect human health: EDC-MASLD, ENDOMIX, HYPIEND, MERLON, and NEMESIS. Chemicals with endocrine-disrupting properties that are found in everyday products (e.g. cosmetics, food and beverage packaging, toys, pharmaceuticals) can affect human health. ENKORE aims to improve public health and safety by addressing critical health issues related to exposure to harmful chemicals. ENKORE aims to inform the public and policy decisions to protect citizens and vulnerable populations (e.g. pregnant women, children, etc.) from exposure to harmful chemicals.
Advocacy groups and NGOs	<ul style="list-style-type: none"> ENKORE unites five cutting-edge research projects focused on advancing the understanding of EDC impacts on human health: EDC-MASLD, ENDOMIX, HYPIEND, MERLON, and NEMESIS. ENKORE will provide a robust evidence base on the detrimental impact of EDCs on human health to support advocacy campaigns. ENKORE aims to inform the public and policy decisions to protect citizens and vulnerable populations from EDC exposure.
Researchers	<ul style="list-style-type: none"> ENKORE unites five cutting-edge research projects focused on advancing the understanding of EDC impacts



	<p>on human health: EDC-MASLD, ENDOMIX, HYPIEND, MERLON, and NEMESIS.</p> <ul style="list-style-type: none"> • ENKORE is an interdisciplinary collaboration generating a comprehensive new evidence base on the detrimental impact of EDCs on human health. • ENKORE research will inform public health policies and regulations.
<p>Clinicians and healthcare professionals, professional societies, medical and health organisations</p>	<ul style="list-style-type: none"> • ENKORE unites five cutting-edge research projects focused on advancing the understanding of EDC impacts on human health: EDC-MASLD, ENDOMIX, HYPIEND, MERLON, and NEMESIS. • ENKORE is an interdisciplinary collaboration generating a comprehensive new evidence base on the detrimental impact of EDCs on human health. • ENKORE research will inform public health policies and regulations on harmful chemicals. • ENKORE aims to inform clinical guidelines and practices to improve care related to EDC exposure.
<p>Industry</p>	<ul style="list-style-type: none"> • ENKORE unites five cutting-edge research projects focused on advancing the understanding of EDC impacts on human health: EDC-MASLD, ENDOMIX, HYPIEND, MERLON, and NEMESIS. • ENKORE will raise awareness of recommendations and share suggestions based on a solid evidence base for the health effects of EDCs and can lead to the development of safer products and processes that minimize EDC risks.

5. Communication and dissemination channels and tools

Provision of information to a wide range of target audiences is crucial to increase the cluster’s visibility and ensure uptake of its outcomes and those of the individual projects’ work and that the envisaged impact is reached. To do so, several tools and channels will be exploited by the ENKORE Communication and Dissemination WG.

5.1. Visual identity

A visual identity for the ENKORE cluster has been developed to facilitate clear and consistent communication. All communication and dissemination activities have been and will be carried out building on this visual identity, including all print and digital media, ranging from report presentation templates, the cluster website, and newsletter templates to folders with background information and roll-ups.







The project logo and visual elements are available to the cluster in different formats. The visual identity is in use on the cluster website as well as on social media platforms (X and LinkedIn). Several document templates, including for PowerPoint presentations and Word documents have also been created on this basis.



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The ENKORE logo was designed to integrate elements from existing project logos and to symbolise continuity with its circular element. The ENKORE logo is available in a full colour colourway, which is to be used whenever possible and legible. Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The minimum whitespace surrounding the logo should be 50% of the logo's vertical height of the typography, at all sides.

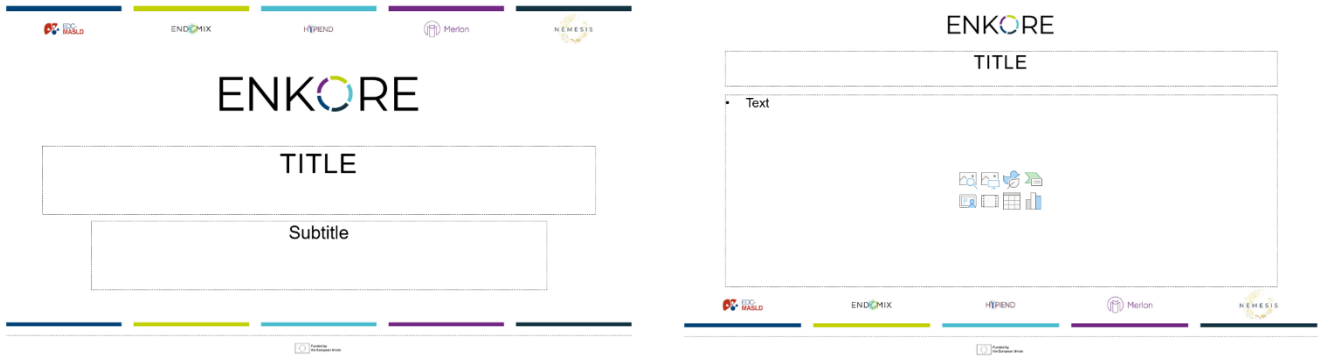
Based on the logo, the following colour palette was developed for the cluster:

Colour	Dark Blue	Green	Light Blue	Purple	Dark Slate Blue	Black
Swatch						
HEX	#004377	#C1D008	#4BBCCE	#722983	#143441	#000000
RGB	0, 67, 119	193, 208, 8	75, 188, 206	114, 41, 131	20, 52, 65	0, 0, 0
CMYK	100%, 44%, 0%, 53%	7%, 0%, 96%, 18%	64%, 9%, 0%, 19%	13%, 69%, 0%, 49%	69%, 20%, 0%, 75%	0%, 0%, 0%, 100%
Comment	Primary colour for headlines in templates. This colour represents EDC-MASLD	Secondary colour for headlines in templates. This colour represents ENDOMIX	Subordinate headlines in templates. This colour represents HYPIEND	Colour used in tables in templates. This colour represents Merlon	This colour represents NEMESIS.	Colour used for the font in templates and website

A PowerPoint template has been developed for use by all cluster projects. This template includes pre-designed slide layouts, typography, and colour schemes that adhere to the cluster's branding guidelines:



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ENKORE PowerPoint Template

Additionally, uniform word templates were prepared for ENKORE reports and deliverables:



ENKORE Word Template

All templates are available for all members of the Communication and Dissemination WG in the file archive on Google Drive and have been shared with the project coordinators.

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On all material, electronic or printed (conference presentations, publications, information material, media relations, social media, patent applications), the EU emblem is displayed, and the EU funding is acknowledged. When displayed in association with the logos of the cluster project, the emblem is displayed as visibly as the other logos. Moreover, the following disclaimer will be included in any dissemination of results: “This output only reflects the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.”

5.2 Online presence

Using digital tools, the cluster will carry out communication and dissemination activities online. ENKORE's online presence will include a website, social media accounts, and digital newsletters.

All ENKORE cluster projects will include a reference to the cluster and feature it on their respective project website, thereby drawing visitors to the ENKORE cluster website.

5.2.1 Cluster website

The ENKORE website was created as a resource for communicating information about the cluster and increasing the range of each individual project, providing an overview of news, events, and results. During the cluster's duration, the website might expand in its functionality, depending on emerging needs. The content will expand as information becomes available. The domain <https://enkore-cluster.eu> was reserved by empirica.

The website is hosted by the service provider Alfahosting GmbH in Germany with GDPR compliant servers located in Germany. The content was created using the content management system WordPress. The website was developed by the EDC-MASLD project and its partner empirica. The site is written in English language. The site supports HyperText Transfer Protocol Secure (https). The web pages were published in August 2024.

The website was built with access for everyone in mind, also for people with disabilities, however, access might not always be fully inclusive. Details on the web accessibility act are available via the [European Commission Web Accessibility page](#).

As of its release, the ENKORE website contains the following (sub-)pages:

- “About” is not a page, it only exists for the hierarchical structure of the website menu
 - “Cluster overview”: Contains short descriptions of each individual project, their logo and a link to their individual website.
 - “Working groups”: Contains short descriptions of the ENKORE working groups and their objectives, including contact persons.
 - “Endocrine Disrupting Chemicals”: Contains a short definition and description of endocrine disrupting chemicals and their adverse impact on health.
- “News”: Includes posts on cluster updates, such as working group outcomes, policy briefs, fact sheets, presentations, other dissemination materials; individual project updates, including outcomes, reports, policy briefs, fact sheets, deliverables (public), publications, other dissemination materials
- “Events”: Includes links to relevant events, such as cluster and project meetings, workshops, conferences, etc. once they become available.

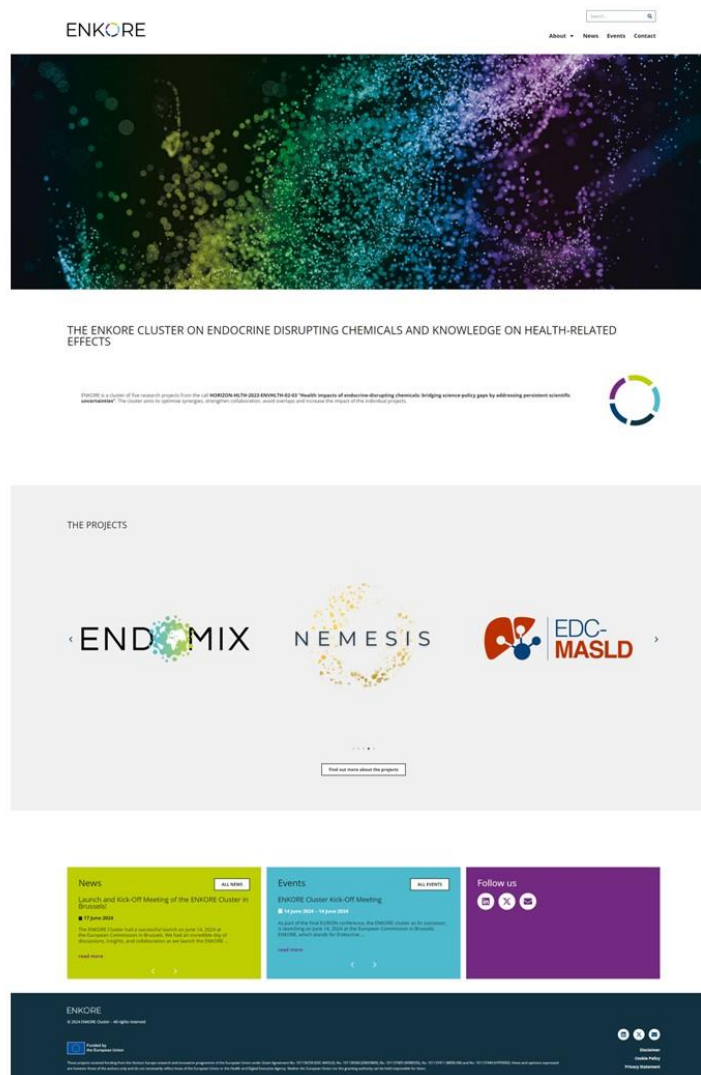


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- “Contact”: Includes contact information (name and email) from the current coordination team, the communication working group lead and every project.

The following content is planned for once it becomes available:

- A “Results” / “Resources” page that features the following sub-pages and content:
 - Presentations (public presentations from ENKORE cluster meetings or workshops)
 - Publications (from all projects)
 - Reports (Summary reports from cluster meetings and workshops)
 - Policy briefs
 - Newsletter (including a link to subscribe to it)
 - any other promotional material



Screenshot of the ENKORE website landing page

Website updates will be done in regular monthly intervals by EDC-MASLD. All projects will be approached by EDC-MASLD’s dissemination partner Empirica for input with monthly reminders to the C&D WG. In case of relevant time-sensitive updates, Empirica can be approached directly.



5.2.2 Social Media

In collaboration with the ENKORE Communication and Dissemination WG, ENDOMIX is in charge of social media activities for the cluster. Both, a [LinkedIn](#) and an [X](#) profile have been established and launched on occasion of the ENKORE kick-off meeting on June 14, 2024.

Social media activities within ENKORE aim to increase awareness of the cluster and its goals as well as the participating projects and highlighting their benefit, to facilitate professional networking, collaboration, engagement and two-way communication with stakeholders and the broader community, share project updates, outputs and results, and provide early information for policy and decision-making processes.

Social media messages will be based on the key messages defined in this deliverable and consistent across all social media platforms. A schedule for regular social media posts will be developed to ensure consistent engagement. Activities will tie in with relevant online events such as the World Health Day (April 7), the European Hormone Day (April 24), International Day of Immunology (April 29) as appropriate.

Overall, the following types of content will be considered for social media activities:

- Cluster key messages
- Announcements of major achievements (e.g. milestones, deliverables, publications)
- Event announcements, live updates (as applicable) and reports
- Research findings
- Infographics
- Project presentations
- Profiles of project leads or other beneficiaries as appropriate

The social media management within ENKORE lies with ENDOMIX, who are responsible for the overall coordination of the social media activities and strategy development and alignment. Content will be developed in collaboration with the ENKORE Communication and Dissemination WG.

To increase engagement, ENKORE posts will tag and mention the participating projects to facilitate re-sharing through the individual project accounts and the institutional and personal accounts of project partners. In addition, the accounts of DG RTD and HADEA will be tagged as well as @EUScienceInnov @HorizonEU on Twitter and [EU Science, Research and Innovation](#) on LinkedIn. If appropriate, relevant stakeholders, organisations or individuals may be tagged to broaden reach.

Relevant hashtags will be used to increase visibility and highlight EU funding: #HorizonEU #EUfunded #HorizonEurope #EUProjects #HealthResearch #EnvironmentalHealth #EUHealth #EUEnvironment #PublicHealth #ResearchEU #ScienceEU

To track social media performance, the analytics tools of LinkedIn and X will be used. The following metrics will be considered and evaluated according to a set of defined KPIs:

Aim	KPI	Target
Awareness	No of followers	100 during year 1, then 50/year
	No of impressions/views	10,000/year



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Engagement	No of clicks, likes, comments	100/year
	No of shares/retweets	100/year

Templates for social media posts have been prepared as well. Examples can be seen below. The open design files are available to the dissemination partners of all projects through a shared Google drive folder.

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Social media templates for LinkedIn and X



Social media card announcing the ENKORE kick-off meeting

5.2.3 Newsletter

During the ENKORE cluster lifespan, a total of three newsletters will be sent with cluster information and updates, as well as relevant news from each project.



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The HYPIEND project is in charge of creating an ENKORE newsletter template for all the projects to use. For this purpose, the MailChimp will be used. MailChimp is a tool that allows to keep a mailing list of subscribers complying with the GDPR, and to create mailing campaigns.

An ENKORE profile will be created on MailChimp, and HYPIEND will set up a sign-up form and share it with all the ENKORE projects. Each project will be responsible for disseminating the sign-up form using their channels, so the ENKORE newsletter reaches their target audience.

The HYPIEND project will also coordinate and deliver the first newsletter by M18. The NEMESIS project will be in charge of sending the second newsletter by M36; and the MERLON project will oversee the third newsletter, due in M54. The project responsible for each edition will collect the content and edit it on the MailChimp template.

Every newsletter will follow the same structure:

1. Introduction text: Greetings and a summary of the topics included in the newsletter
2. 1 article on project advances per project: Each project to provide it (short brief published in the newsletter + link to the article on project's website)
3. Video Library: compilation of latest videos). Max. 1 per project.
4. Scientific production: Compilation of latest papers published by each project. Max. 2 per project.
5. Compilation of relevant news on EDC studies and regulation: external links or content produced by projects – each project to provide input (Max. 4-5)
6. Upcoming common activities: e.g. webinars or projects relevant events – only events organised by projects themselves, not participation to conferences
7. Fixed info on the cluster and logos of participating projects
8. Footer information - EU Logo and Claim

5.3 Publications

ENKORE will explore the option of publishing results and outputs of the work under the umbrella of the ENKORE cluster in joint open access research papers, white papers and joint policy briefs. The ENKORE cluster and the participating projects will be referenced in the acknowledgement section of these papers as appropriate.

5.4 Events and networking

The members of the ENKORE cluster will present joint research results and findings and highlight their involvement in the cluster at relevant national, European, and international congresses, conferences, and public events. For this purpose, overview slides for the cluster will be prepared by the Communication and Dissemination WG and shared with all projects.

Moreover, the ENKORE projects will organise joint sessions at conferences and congresses. Potentially targeted conferences include, for example, [SETAC](#) and [EUROTOX](#). An already scheduled opportunity where ENKORE projects will jointly participate is the Annual Forum on Endocrine Disruptors in October 2024 organised by the EC.

5.5 Promotional material

ENKORE will also employ traditional communication and dissemination methods like brochures, flyers, and roll-ups.



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By M12, a cluster brochure will be developed under the lead of HYPIEND. All promotional materials will be in digital version and will be available online (website and social media). They will follow the ENKORE visual identity guidelines, and will include the following information:

- What is ENKORE?
- Its working groups and its main goal
- Information about the 5 ENKORE projects

In addition, it is foreseen to produce additional print material such as a general cluster roll-up highlighting the aims of the cluster, and the projects involved. Moreover, additional flyers may be produced to promote the cluster's results and policy briefs.

5.6 Media


The Communication and Dissemination WG will consider issuing press releases about the ENKORE cluster and distributing them at European and national levels to attract media attention to major outcomes and publications of the cluster work and joint recommendations, in particular. Joint press releases will be drawn up on occasion of the joint events highlighting the cluster's achievements. All press releases will also be available on the ENKORE website and disseminated on social media. Where appropriate, in addition to English-language press releases, the press offices of partner institutions will also release versions in local languages.

5.7 Policy briefs

The ENKORE policy briefs will be developed by MERLON and NEMESIS in collaboration with the Science for Policy WG1. The policy briefs will be focused on science for policy communication/translation and will report on how the results of the cluster could contribute to policy strategies. The briefs are intended to be a bridge between the scientific community and policymakers, helping to translate complex scientific findings into understandable and applicable recommendations for policy action. Specific topics have yet to be defined with the group, but the briefs will be elaborated following a similar approach as that applied to the work in the EURION cluster policy briefs available [here](#).

6. Activities and Timeline

The ENKORE cluster partners have identified the following joint communication and dissemination activities to be carried out during the cluster lifetime:

Activity	Description	Audience	Expected outreach	Timing	Lead project
Social media activity	Continuous activities on social media (X and LinkedIn)	Scientific Community (higher education, research); Industry; Civil Society; Policy makers; General public	>8,000 impressions/year	Launch in M6, activities throughout cluster lifetime	ENDOMIX (M1-M48), NEMESIS (M49-60)
Website	Common web-portal with continuous updates about the cluster and its activities	Scientific Community (higher education, research); Industry; Civil Society; Policy makers; General public	>10,000 page views	Launch in M9, activities throughout cluster lifetime	EDC-MASLD
Dissemination material	ENKORE cluster brochure		>200 digital views and printed brochures	M12	HYPiEND
Dissemination material	Development of ENKORE cluster presentation	Scientific Community (higher education, research); Industry; Civil Society; Policy makers	>500 views and downloads	M12	ENDOMIX
Dissemination material	Development of ENKORE presentation slide for inclusion in project-related presentations	Scientific Community (higher education, research); Industry; Civil Society; Policy makers	>5,000 people reached	M12	ENDOMIX
Dissemination material	Development of ENKORE roll-up 	Scientific Community (higher education, research)	>1,000 people reached	M12	ENDOMIX

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Newsletter	Cluster newsletter featuring results of cluster in 18-month intervals	Policy makers; Scientific Community (higher education, research); Civil Society	>100 subscribers	M18, M36, M54	HYPIEND, NEMESIS, MERLON (respectively)
Policy brief	Joint cluster policy briefs	Policy makers; Scientific Community (higher education, research); Civil Society	>1,500 general audience impressions per brief, with a focus on targeted outreach to policymakers	M24, M48, M60	MERLON, NEMESIS, MERLON (respectively)
Press release	Press release highlighting ENKORE achievements	Scientific Community (higher education, research); Industry; Civil Society; Policy makers; General public	>300 press contacts	M60	MERLON, NEMESIS

Future joint activities the cluster projects may envisage include a joint public webinar, joint publications, and additional visual material such as infographics.



7. Monitoring, Evaluation and Risk Management

The Communication and Dissemination WG will closely monitor the communication and dissemination activities to assess their reach and impact. To evaluate the activities carried out, the following key performance indicators (KPIs) have been defined:

Activity/Tool	KPIs
Website	<ul style="list-style-type: none"> • Unique visitors • Pages per visit
Social media/Videos	<ul style="list-style-type: none"> • Impressions • Engagements (likes, comments, shares)
Printed material	<ul style="list-style-type: none"> • No of event attendees • No of copies distributed • Reach per item
Newsletter	<ul style="list-style-type: none"> • No of contacts • Open rate • Engagement rate (clicks)
Press release	<ul style="list-style-type: none"> • No of contacts • No of views • No of take ups
Presentations	<ul style="list-style-type: none"> • No of presentations • No of attendees
Publications	<ul style="list-style-type: none"> • No of publications • No of citations

The WG has moreover identified some potential risks that may occur and impact the successful implementation of the ENKORE communication and dissemination plan. These risks will be reviewed in the regular meetings of the WG, and mitigation strategies will be implemented if necessary.

Number	Risk	Mitigation Strategy
1	Lack of engagement from key stakeholders (likelihood: low, impact: high)	Partners will leverage their stakeholder contacts from within their respective individual projects.
2	Unexpected budget constraints (likelihood: low, impact: medium)	All partners will contribute significant resources to the joint communication and dissemination activities. To reduce costs, meetings, workshops and events can be organized as online events.
3	Misalignment of messaging (likelihood: low, impact: medium)	Communication and Dissemination WG will meet on a regular basis to review the key messages of the cluster and make any updates as necessary.

8. Budget plan

For the completion of clustering activities, all projects have allocated an appropriate amount of their respective budget to cover personnel costs, costs for travel and events, marketing and promotion, open access publications, and digital tools and platforms. To achieve their goals within this cluster and to carry out the activities described in this document, the projects have allocated between 1.6% and 2.7% of their total budget. A detailed budget plan was shared among the projects and made available to the European Commission.

9. Conclusion

The ENKORE cluster has established a strong and thorough roadmap for its communication and dissemination activities and has set up an appropriate budget plan. All cluster projects are actively engaged in and committed to the joint activities set out. Reports on the foreseen activities will be provided by the Communication and Dissemination WG for inclusion in the individual projects' periodic reports at M18, 36, 48, and 60 as applicable.