COST is funded by the EU Framework Programme Horizon Europe

CYANOACTION Grant period 2

WG5 Meeting on Communication, Dissemination and Impact Evaluation of CYANOACTION

Venue: Department of Agricultural Sciences, University of Helsinki
A Buliding - Latokartanonkaari 9, 00790 Helsinki, Finland

Date: 22 - 23 October 2026

Event Attendance Type: Face-to-face

Local Organizers: Dr. Priit Tammeorg and Dr. Nikoletta Tsiarta

Provisional Agenda

22 Oct 2026	Day 1
09:00 – 09:15	Registration of participants
09:15 – 09:30	Welcome and Introduction (Objectives and expected outcomes)
09:30 – 10:00	**WG5 progress during GP1–GP2** Overview of WG5 tasks, activities completed, ongoing activities and status of deliverables
10:00 – 10:30	**CYANOACTION communication activities: Where are we now? –** Overview of website, social media, newsletters, dissemination activities, publications and other communication channels
10:30 – 11:00	**WG5 contributions and responsibilities** Identify missing information/data and allocate actions among WG5 members
11:00 – 11:30	**Coffee break**
11:30 – 12:30	**Communication & Impact Evaluation – Part I** Review of available website and social media analytics, audience reach, engagement, geographical coverage, publication/dissemination indicators and stakeholder engagement
12:30 – 13:30	**Lunch**
13:30 – 14:00	**Communication & Impact Evaluation – Part II** Group discussion: What worked well? What did not? Which audiences are we reaching/not reaching? Identification of communication gaps and lessons learned
14:00 – 14:45	**D16 and mid-term evaluation working session** Agree on indicators, evidence and contributions needed for the Report on the impact of published papers, website and social media
14:45 – 15:15	**Coffee break**
15:15 – 16:45	**D16 and mid-term evaluation working session** continue
16:45 – 17:00	Closing Remarks of the day

23 Oct 2026	Day 2
09:00 – 09:15	Registration of the participants
09:15 – 09:30	Recap of Day 1 and objectives for Day 2
09:30 – 11:00	**Hands-on CYANOACTION Website Training** How to use and update the website – Login/access, creating and editing pages/posts, uploading news and events, adding images/documents, links and other content, and good practices for maintaining the website
11:00 – 11:30	**Coffee break**
11:30 – 12:30	**Website content review, improvement and responsibilities** What is missing? What needs updating? Agree on who can contribute to the uploaded content
12:30 – 13:30	**Lunch**
13:30 – 14:45	**Building an active WG5 communication network** Establish thematic subgroups/contact people to support website, social media, newsletters, scientific outputs and stakeholder communication
14:45 – 15:15	**Coffee break**
15:15 – 16:00	**Communication priorities for GP3** Target audiences, key messages, communication channels, upcoming Action activities and opportunities for coordinated campaigns
16:00 – 16:45	**Defining communication & impact KPIs for GP3** Agree on realistic indicators and how/when WG5 will monitor them
16:45 – 17:00	Action Plan and Closing Remarks