



**Enhancing Trust, Integrity, and Efficiency in Research  
through Next-Level Reproducibility Impact Pathways**

## **Deliverable D2.4 – Stakeholder Communication & Engagement Plan (Second Update)**

**15/12/2025**

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**Prepared under contract from the**

**Funded by  
the European Union**

**European Commission**

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## D2.4 Stakeholder Communication & Engagement Plan (Second Update)

Grant agreement No. 101094817

EU Horizon Europe Research and Innovation action

Project acronym: **TIER2**  
Project full title: **Enhancing Trust, Integrity, and Efficiency in Research through Next-Level Reproducibility Impact Pathways**  
Start of the project: January 2023  
Duration: 36 months  
Project coordinator: Dr. Tony Ross-Hellauer  
  
Deliverable title: Stakeholder Communication & Engagement Plan (Second Update)  
Deliverable n°: D2.4  
Version n°: 1.2  
Nature of the deliverable: Report  
Dissemination level: Public  
  
WP responsible: WP2  
Lead beneficiary: PENSOFT

TIER2 Project, Grant agreement No. 101094817

Due date of deliverable: Month n°36  
Actual submission date: Month n°36

Deliverable status:

Version	Status	Date	Author(s)
1.0	Draft	21 November 2025	Nikol Stoykova, Stella Koprinkova PENSOFT
1.1	Review	5 December 2025	Joeri Tjldink, Stefania Amodeo, Nicki Lisa Cole VuMC, OpenAIRE, KNOW
1.2	Final	15 December 2025	Nikol Stoykova, Stella Koprinkova PENSOFT

The content of this deliverable does not necessarily reflect the official opinions of the European Commission or other institutions of the European Union.

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## Executive Summary

The current deliverable, D2.4, represents the second and final update of the Stakeholder Communication & Engagement Plan for TIER2, delivered at the end of the project (M36). This version builds upon the initial plan (D2.1) and its first update (D2.2), capturing the full progression of dissemination, exploitation, and engagement activities throughout the project's lifetime. It describes how TIER2 designed, implemented, and assessed its outreach strategy, highlights the plan's key achievements, and reports on progress toward the project's communication KPIs in its final year. The report also offers additional detail on the activities that were central in the closing phase of the project, including the Reproducibility Training, the Reproducibility Hub, the MERRI Collaboration, linking results to the Horizon Results Platform, and the organisation of the final TIER2 symposium.

## List of Abbreviations

AI – Artificial Intelligence  
DEC – Dissemination, Exploitation, and Communication  
DEIA – Diversity, Equity, Inclusion, and Accessibility  
EOSC – European Open Science Cloud  
EU – European Union  
FAIR – Findable, Accessible, Interoperable, and Reusable  
HE – Horizon Europe  
KO – Key Output  
KPI – Key Performance Indicator  
LMS – Learning Management System  
MERRI – MEta-Research for Research Improvement Collaboration  
NOAD – National Open Access Desk  
OSF – Open Science Framework  
R&I – Research and Innovation  
RMD – Reproducibility Monitoring Dashboard  
RMP – Reproducibility Management Plan  
RN – Reproducibility Network  
RPO – Research Performing Organisation  
SCEP – Stakeholder Communication and Engagement Plan

## 1. Introduction

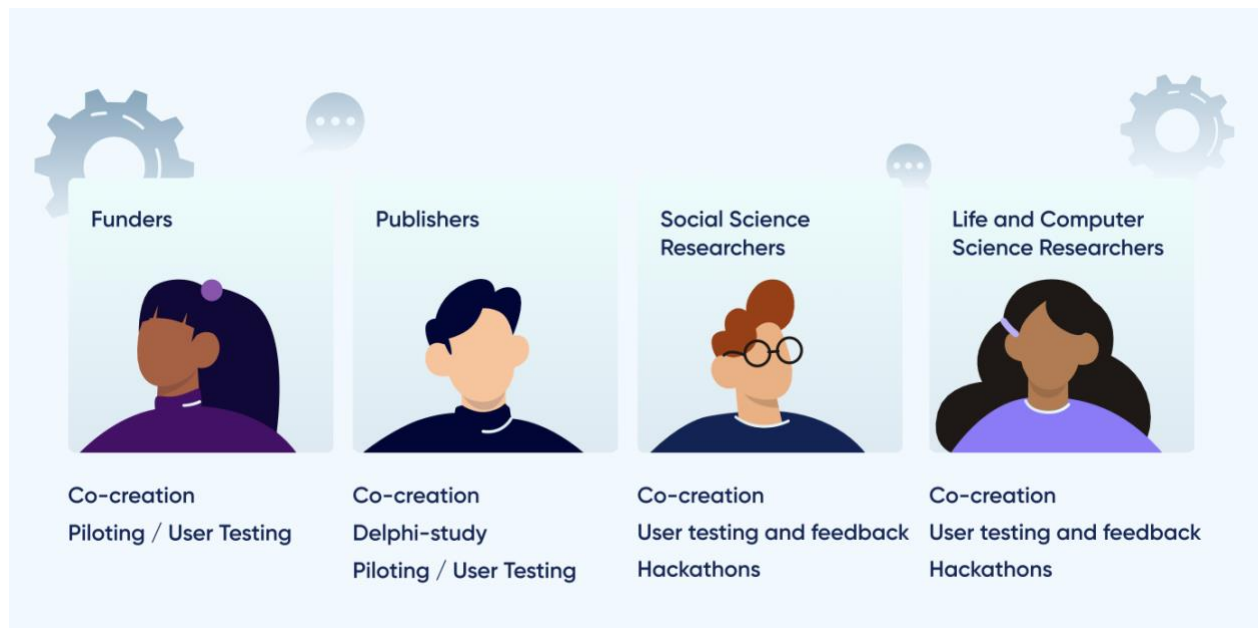
As TIER2 reaches its conclusion (M36), this deliverable presents the final update of the Stakeholder Communication & Engagement Plan (SCEP). Building upon the foundations established in the initial D2.1 SCEP (Metodiev & Ganchev, 2023) and the first update D2.2 delivered in M24 (Yovcheva, 2024), this final version provides an overview of the project's Dissemination, Exploitation, and Communication (DEC) strategy as implemented throughout its different phases. D2.4 offers an integrated perspective on TIER2's outreach and engagement efforts, encompassing stakeholder mapping, community consolidation, co-creation processes, and the full implementation of the DEC activities.

## 2. Stakeholder mapping

The groundwork for TIER2's outreach was established under Task 2.1, which focused on the systematic identification, analysis, and categorisation of key stakeholders relevant to the project's objectives (Figure 1). This effort built an understanding of the ecosystem surrounding research reproducibility and open science, providing the foundation for all subsequent co-creation, dissemination, exploitation, and communication activities. The mapping and analysis were guided by the 5Rs Framework, which enabled the consortium to analyse:

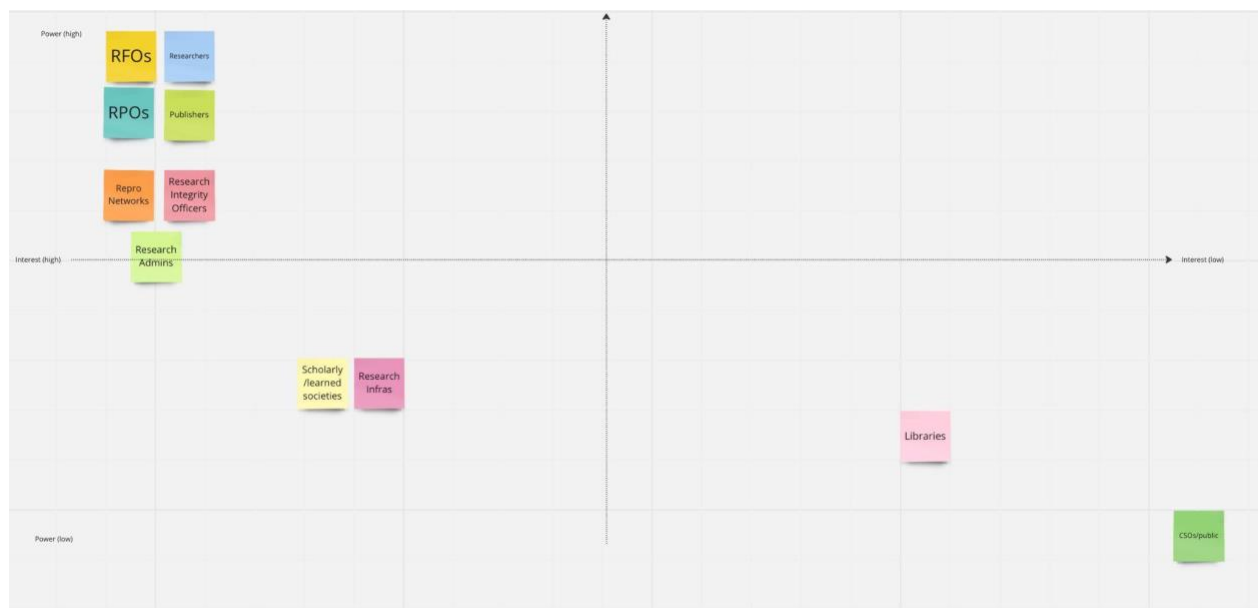
- **Results:** The key outcomes that the system seeks to produce (improved research reproducibility, transparency, and openness).
- **Roles:** The specific functions and responsibilities of different actors (funders, researchers, publishers).
- **Relationships:** The formal and informal connections, collaborations, and power dynamics between actors.
- **Rules:** The policies, norms, and incentive structures that govern behaviours and shape interactions within the system.
- **Resources:** The material, financial, and human capacities enabling or constraining stakeholder actions and influence.

## D2.4 Stakeholder Communication & Engagement Plan (Second Update)



**Figure 1. TIER2 communities and co-creation activities**

The mapping was conducted in the first three months of the project. It began with the identification of stakeholder categories aligned with TIER2's outputs and objectives, offering a clear overview of engagement opportunities across the project. The stakeholder groups included funders, publishers, research managers, research integrity officers, research performing organisations, scholarly societies, research performing organisations, researchers, reproducibility networks, libraries and the general public. Each group was assessed in terms of its interest, influence, and potential contribution (Figure 2).



**Figure 2. Power-interest matrix**

Based on this work, several key outputs were produced and subsequently used by Charité and OpenAIRE to develop the project's communities and the co-creation activities within the Pilots<sup>1</sup>:

- Stakeholder Engagement Table: Categorises stakeholder types and their levels of engagement (primary, secondary, tertiary) across project outputs, providing a high-level view of involvement.
- Stakeholder Power–Interest Matrix: Visualises the most significant stakeholders based on their influence and interest, enabling prioritisation.
- Stakeholder Management Database: Maintained by Charité under Task 2.2, allowing consortium partners to document and monitor interactions with stakeholders over time.
- Internal Stakeholder Mapping Brief: A concise internal document summarising the mapping process, outputs, and providing guidance for partners on how to apply these tools in their activities.

### 3. Community and co-creation work

Building on the stakeholder mapping from Task 2.1, Task 2.2 focused on developing and strengthening the community around TIER2 and facilitating co-creation activities. The task implemented a diverse portfolio of actions designed to foster collaboration, inclusivity, and long-term engagement among stakeholders across research, policy, publishing, and infrastructure domains. These are described in [Milestone 2.2 Self-reflection on Co-creation activities in TIER2](#) (Kohrs & Bannach-Brown, 2025).

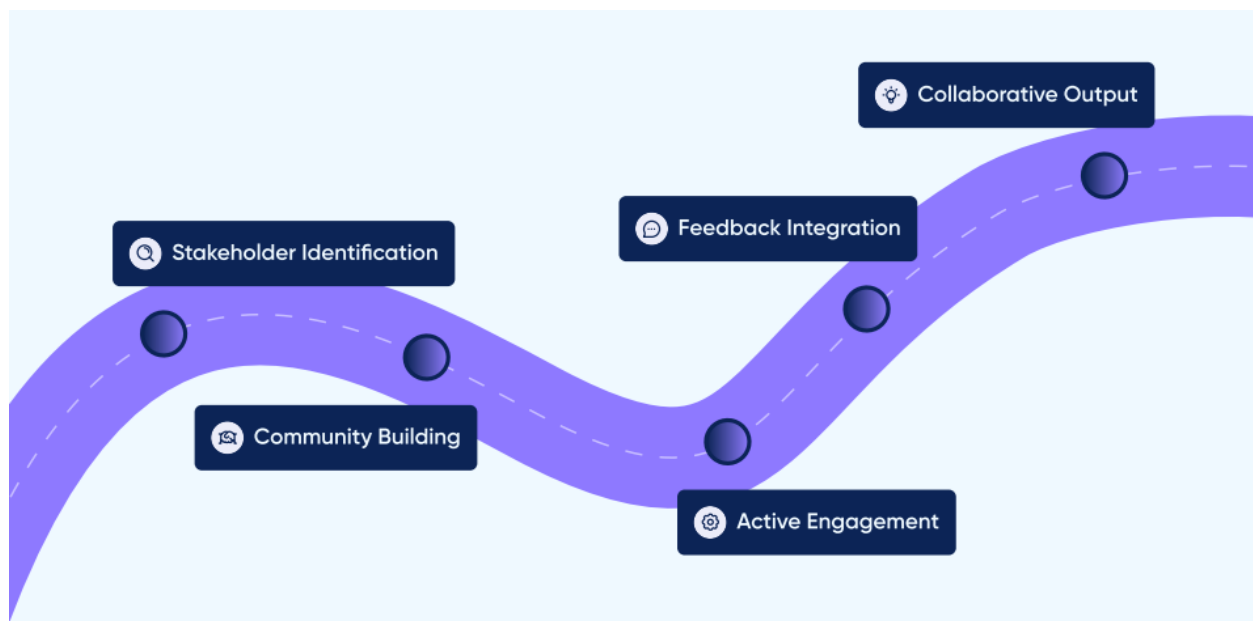
The objective was to connect and empower reproducibility communities through the co-development of tools, frameworks, and policies while ensuring that engagement processes were inclusive, adaptive, and aligned with stakeholder needs. To achieve this, a wide range of activities were conducted including workshops, ReproHacks, webinars, and networking events. Two open calls for Reproducibility Networks in Horizon Europe Widening Participation countries were launched to expand and institutionalise reproducibility communities. These led to the creation of three new RNs in [Ukraine](#), [Georgia](#) and [Serbia](#), expanding the project's reach and ensuring the continuation of its impact at national levels.

To support these initiatives, Charité developed a set of facilitation tools aimed at ensuring co-creation processes were well structured and stakeholder-driven. A [summary](#) of potential event formats provided Pilots with a menu of options for planning and implementing co-creation activities. A [collection](#) of Diversity, Equity, Inclusion, and Accessibility resources for virtual events was created and shared among all Pilot groups to foster equitable and accessible participation.

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<sup>1</sup> More information on how co-creation shaped the development of the Pilots can be found in D5.2 and D5.3.





**Figure 3. Stakeholder engagement process in TIER2**

Community building and coordination were continuous processes throughout the project (Figure 3). Charité led efforts to identify and engage stakeholders interested in collaboratively developing and piloting reproducibility tools, while new communities were formed around specific stakeholder groups. This included the establishment of the TIER2 Publisher Network and the TIER2 Funder Network, both of which hosted events and created communication channels to sustain dialogue and cooperation beyond the project's lifetime.

### 4. Visual and digital foundations

In parallel with the stakeholder mapping activities and the community building efforts, work was carried out to establish TIER2's visual identity and core communication channels, which are described in [Milestone 2.4](#). These efforts aimed to build early recognition, foster trust among stakeholders, and provide a consistent and accessible platform to support engagement and dissemination throughout the project.

The TIER2 logo served as the foundation for the project's Brand Manual and promotional materials, including a one-pager, a five-slide introductory presentation, roll-up, stickers, and posters. Besides providing readily available materials, the Brand Manual enabled partners to utilise the key visual elements of the project to create materials for their respective engagement activities. Social media networks were set up on Twitter (now X), LinkedIn, Bluesky and YouTube. The [TIER2 website](#) was developed as a central hub for project results, media, and dissemination activities. It provides intuitive navigation and access to information about the project's objectives, partners, results, literature, news, and downloadable media resources. The website was continuously updated, both in content and functionality, to reflect the evolving stages of the project. Early versions focused primarily on introducing the project, while later updates expanded to include new sections such as the RN awards, TIER2's Pilots, Training, Final Symposium and the ReproHub. Toward the project's conclusion, the homepage was redesigned to highlight and

directly link to the project's Key Outputs (KOs), ensuring clear visibility and easy access for visitors.

Pensoft's communication and design team was responsible for developing and maintaining these visual and digital assets, incorporating consortium feedback and adapting functionalities as the project evolved. Together, the visual identity, marketing materials and online communication channels established a unified framework that has supported all dissemination, exploitation, and engagement activities. By investing early in a strong and coherent communication infrastructure, TIER2 aimed to build a trusted and recognisable online presence.

## 5. Stakeholder Communication & Engagement Plan

As a final step in building the project's outreach strategy, the first [Stakeholder Communication & Engagement Plan \(D2.1\)](#) (Teodor & Ganchev, 2023) was developed mapping how the main project target groups, results and communication channels come together. To ensure that the plan evolved alongside the project, it was continuously monitored, with Key Performance Indicators (KPIs) defined and tracked to measure the communication and engagement actions. The results of this monitoring were reported in the scheduled updates, two of which were planned throughout the project's lifetime. The plan was first updated in M24, [D2.2](#) (Yovcheva, 2024), to capture the progress made during the first two years of the project (M1-M24) and set out the communication and engagement activities planned for the project's final year (M25-M36). The current document is the second update of the plan and chapter 6 reports on the progress of the key performance indicators in the final project year.

The SCEP envisioned for TIER2 to employ a diverse portfolio of communication channels to reach and engage its audiences. The project's [website](#) served as the central hub for all communication and dissemination activities. Social media channels amplified visibility and engagement, while [press releases](#), [infographics](#), and two animation [videos](#) helped convey project outcomes to wider and non-specialist audiences. At the same time, [scientific publications](#), [policy briefs](#), [reports](#), [co-creation](#) and [training activities](#), as well as participation in [conferences](#) ensured dissemination to the research and policy communities. All these channels and their use have been described in detail in the previous SCEP versions. This chapter presents key updates on the activities that were the primary focus during the project's final year.

### 5.1. Reproducibility Training Course

To empower researchers, publishers, and funders with the knowledge and skills needed to implement reproducible practices in their work, TIER2 developed its [Reproducibility Training Course](#). The course is hosted on the OpenPlato e-learning platform (<https://openplato.eu/>), an open-access learning management system that allows participants to learn at their own pace. The training program consists of eight specialised modules covering core principles of reproducibility, epistemic diversity, practical tools and best practices, implementation strategies, and discipline-specific primers for publishers, qualitative research, AI-driven research, and funders. The modules are fully available online and can be accessed in sequence or individually:

1. [Introduction to Reproducibility](#)

2. [Understanding Epistemic Diversity](#)
3. [Tools and Best Practices for Reproducibility](#)
4. [Implementing Reproducibility in Research](#)
5. [Reproducibility primer for funders](#)
6. [Reproducibility primer for publishers](#)
7. [Reproducibility primer for qualitative research](#)
8. [Reproducibility primer for AI-driven research](#)

Each module combines theoretical knowledge with practical applications, featuring interactive content, case studies, and quizzes to reinforce learning. Researchers gain actionable strategies to enhance the reproducibility of their work, publishers learn how to support and evaluate reproducible research practices, and funders acquire insights on how to promote reproducibility requirements in research projects. This training hopes to contribute to improving research integrity, ultimately strengthening scientific progress and public trust in research outcomes.

### 5.2. Reproducibility Hub

TIER2 further supported the sustainability and long-term visibility of its results by making them available on the Embassy of Good Science, which hosts TIER2's [Reproducibility Hub](#), described in D2.3 (Leitner & Tjldink, 2025). The Reproducibility Hub is a sustainable, open-access knowledge platform, dedicated to strengthening reproducibility across the research and innovation ecosystem. Its primary goal is to collect, curate, and share high-quality evidence, methodologies, tools, interventions, and best practices that support transparent, reliable, and rigorous research. The Hub serves researchers, funders, publishers, institutions, and other stakeholders, providing a centralised resource to improve research integrity and reproducibility. It brings together curated content from TIER2 as well as from related initiatives such as iRISE and OSIRIS, including checklists, training modules, inventories of tools, and domain-specific guidance. In addition to being a comprehensive knowledge repository, the Hub fosters community building by offering guidance and materials that support the establishment of new RNs and encourage the adoption of best practices. Its interactive, wiki-based design enables users to contribute, update, and share content iteratively, promoting collaboration, knowledge exchange, and co-creation among diverse stakeholders. The Reproducibility Hub provides a central platform for evidence-based practices and supports the long-term promotion of TIER2's findings into reproducibility and research integrity across the global R&I system.

### 5.3. MERRI Collaboration

To maximise its impact and reach, and to ensure that TIER2 did not operate in isolation, the project actively developed synergies with its two sister projects, [OSIRIS](#) and [iRISE](#), fostering collaboration, knowledge exchange, and alignment of efforts within the broader European reproducibility and research integrity landscape. This collaboration led to the establishment of the [MEta-Research for Research Improvement \(MERRI\) Collaboration](#) – a community of metaresearchers working to improve research quality, transparency, reproducibility, and research culture through mentorship, training, and joint projects. This collaboration will ensure that the three projects' legacy continues well beyond their official end.

## 5.4. Horizon Results Platform

In line with Article 16 of the Grant Agreement, TIER2 has taken steps to make its KOs accessible through the Horizon Results Platform (see Table 1). Full details on the description, outcomes and impacts, availability, exploitation, and sustainability of these KOs are provided in [D2.2](#) (Yovcheva, 2024). As outlined there, the KOs form a diverse portfolio with open access for stakeholders worldwide. Most outputs are made available through community-endorsed platforms such as [OSF](#), [ARGOS](#), the [Embassy of Good Science](#), and [TIER2's website](#), supporting broad visibility. Several results are already being taken up in new EU initiatives, such as TRUSTparency, demonstrating their potential for continued exploitation and impact beyond the lifetime of TIER2. To find out more about each output, please refer to D2.2 (Yovcheva, 2024).

**Table 1. Links to TIER2's Key Outputs**

Key Output	Horizon Results Platform link
KO1. Conceptual Framework	<a href="https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform/91849">https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform/91849</a>
KO2. Innovative tools & practices	Pilot 1. Decision Aid - <i>Linking not yet finalised at the time of submission.</i>
	Pilot 2. Reproducibility Management Plan (RMP) - <i>Linking not yet finalised at the time of submission.</i>
	<a href="#">Pilot 3. Reproducible Workflows</a>
	<a href="#">Pilot 4. Reproducibility Checklists for Computational Social Science Research</a>
	<a href="#">Pilot 5. Reproducibility Promotion Plan for Funders</a>
	Pilot 6. Reproducibility Monitoring Dashboard - <i>Linking not yet finalised at the time of submission.</i>
	Pilot 7. Editorial Workflows to Increase Data Sharing - <i>Linking not yet finalised at the time of submission.</i>
	<a href="#">Pilot 8. An Editorial Reference Handbook for Reproducibility and FAIRness</a>
KO3. Increased capacity	<a href="#">The Reproducibility Hub</a>
	<a href="#">Co-creation events</a>
	<a href="#">New Reproducibility Networks</a>

KO4. Policy roadmap	<a href="#">D2.5 Policy Briefing 1</a>
	D2.6 Policy Briefing 2 - <i>This deliverable has been postponed and will be submitted after the deadline of the current report.</i>
	D3.2 Validated key impact pathways for reproducibility, including recommendations - <i>This deliverable has been postponed and will be submitted after the deadline of the current report.</i>
	<a href="#">Enhancing Research Reproducibility: TIER2's Contributions to the European Open Science Cloud (EOSC)</a>
	<a href="#">Open Science for Artificial Intelligence: TIER2 policy brief</a>

## 5.5. Final symposium

To mark the end of the project and share its key practical recommendations, TIER2 will host an online symposium as its final event on 11 February 2026. The theme will be the future of reproducibility, exploring how emerging technologies, diverse research practices, and evolving policy frameworks can shape more transparent and reliable research. Discussions will address the challenges of implementing reproducibility across different epistemic contexts, the role of AI and data-intensive methods in the reproducibility debate, and the balance between openness and responsible research practice. The programme will also consider how incentives, infrastructure, and collaboration can support a culture of reproducible research globally. The full programme is in development and will be announced in January 2026, including:

- Keynote presentation from Prof. Sabina Leonelli, “Humane Openness and Epistemic Diversity: Rethinking Reproducibility in the AI Age”
- Key results, lessons learned and findings from TIER2
- Expert panel on “The future of metaresearch – key gaps and challenges”
- Expert panel on “The future of reproducibility policy”

## 6. Key Performance Indicators (M25-M36)

As planned in D2.2 (Yovcheva, 2024), Table 2 summarises the progress made toward the KPIs for TIER2’s dissemination, communication, and exploitation activities during the project’s final year (M25–M36). As D2.4 is drafted in M35 and submitted two weeks before the end of M36, the analytics included cover data only up to 1 December (M35).

Table 2 serves as a representative summary of DEC activities. For comprehensive records of the individual DEC actions carried out by TIER2 partners, please consult the Continuous Reporting module of the Funding & Tenders Portal, under the sections for Publications, Dissemination Activities, Communication Activities, and Datasets.

**Table 2.** KPIs progress of the TIER2 dissemination, exploitation and communication activities for M25-M36<sup>2</sup>. \*D – Dissemination; E – Exploitation; C – Communication

Type	Tool: Target audience(s)	25-36-Month KPI	25-36-Month Progress
C,D,E	<b>Project website:</b> All	News items: ≥25; Total visits ≥12000; Actions/visit ≥3	News items: 44; Total visits: 7858; Actions/visit: 3.2
D,E	<b>Reproducibility Hub:</b> All except general public	≥30 TIER2 results available	22 TIER2 results available
C,D	<b>Social Media:</b> All	Total Posts: ≥200; Total Reposts: ≥200; New followers: ≥200; Interactions/post: ≥5; Website traffic: ≥800	Total Posts: 265 Total Reposts: 207 New followers: 201 (LinkedIn); 15 (Twitter/X); 203 (Bluesky) Interactions/post: 4 Website traffic: 375
C,D,E	<b>Newsletter:</b> All	3 external & 4 internal newsletters; Click-to-open-ratio: ≥25%	3 external & 4 internal newsletters; Click-to-open-ratio: 48%
D,E	<b>Collaboration with relevant initiatives and projects:</b> Researchers, Reproducibility networks, RPOs, RI	1 final conference with OSIRIS and iRISE; ≥2 other joint events or activities ≥1 joint publication	1 final conference with OSIRIS and iRISE; 1 joint general assembly 1 collaboration started - MERRI - with monthly meetings 1 joint publication - scoping review
C,D	<b>Press Releases:</b> All	≥2 Press releases in EurekaAlert! and AlphaGalileo; ≥2000 views/press release	2 Press releases in EurekaAlert! and AlphaGalileo; 1313 views/press release
C,D,E	<b>Policy Briefs:</b> Researchers, Funders, Publishers, Reproducibility Networks, RI, RPos, Research	≥2 policy briefs distributed to relevant stakeholders;	3 policy briefs distributed to relevant stakeholders;

<sup>2</sup>As D2.4 is drafted in M35 and submitted two weeks before the end of M36, the analytics included cover data only up to 1 December (M35).

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Type	Tool: Target audience(s)	25-36-Month KPI	25-36-Month Progress
	administrators, Research Integrity officers		
C,D,E	<b>Scientific Publications:</b> All except general public	≥8 publications (at least submitted or in review)	10 publications
D,E	<b>Co-creation workshops and events:</b> Researchers, Publishers, Funders, Research integrity officers, Research administrators	≥6 co-creation workshops with stakeholders; ≥1 ReproHack events ≥100 researchers, funders & publishers engaged	2 co-creation workshops with stakeholders; 2 webinars; 1 Tutorial; 1 Survey; 1 ReproHack; 162 researchers, funders & publishers engaged
D,E	<b>Horizon Results Tools</b>	≥3 results on the Horizon Results Platform ≥1 CORDIS news item	11 results on the Horizon Results Platform <i>CORDIS news item to be requested in connection to final event in 2026</i>
D,E	<b>External conferences &amp; Public Outreach Events:</b> All	≥10 dissemination events	20 dissemination events
D,E	<b>Animation video:</b> All	1 animation video presenting TIER2's results ≥150 views* <i>*The number of views achieved by M36 depends on when the video is produced.</i>	1 animation video presenting TIER2's results <i>The number of views cannot be reported in this current document as the video was released mid-December.</i>
C,D	<b>Infographics:</b> All	≥2 infographic ≥200 downloaded & distributed	2 infographics <i>Download analytics not supported by the Embassy of Good Science</i>
D,E	<b>OSF page:</b> Researchers, Reproducibility Networks, RI, RPos, Research administrators	≥150 monthly visits	496 average monthly visits
D,E	<b>TIER2 summary document:</b> All	≥150 downloads	<i>Publication has been moved to January 2026</i>



Type	Tool: Target audience(s)	25-36-Month KPI	25-36-Month Progress
D,E	<b>Training activities:</b>	<p>Self-paced online modules via Moodle platform*: 5</p> <p>Participants enrolled within 3 months*: 50</p> <p>Completion rate/module within 3 months: 40%</p> <p><i>*The courses will be rolled out for the last 3 months of the projects</i></p>	<p>Self-paced online modules via Moodle platform: 8</p> <p>Participants enrolled: 42</p> <p>Active participants (that have completed at least one module): 20%</p> <p><i>*Since the modules were launched only a few days or weeks before the completion of this deliverable, it was not possible to assess their level of completion; therefore, we have reported the level of active participation instead.</i></p>

Overall, the project continued to have strong momentum across its dissemination, engagement, and collaboration activities, with many indicators meeting their targets. The project website performed well in terms of content production and engagement per visit, publishing far more news items than planned and achieving actions-per-visit above target. While total website visits and social-media-driven traffic fell short of expectations, this is likely attributable to the project's decision to remove the use of cookies, which limited the tracking of returning visitors and reduced the accuracy of analytics on referral sources. This change was made to strengthen user privacy and support stricter website user data-protection, ultimately improving the website's trustworthiness. Social media activity itself remained consistently strong, and newsletter performance was good, with click-to-open ratios nearly double the KPI target. External engagement also flourished through numerous conferences, workshops, webinars, policy briefs, and scientific publications, and collaboration expanded through the establishment of MERRI.

Where targets were not fully reached, these gaps are largely interconnected with project timing. Several key results remained in development at the time of D2.4 submission, with two major deliverables (D2.6 and D3.2) rescheduled to January 2026 and TIER'2 final symposium moved to February 2026. This naturally affected the availability of some KOs on the Reproducibility Hub and limited the degree to which their exploitation could be reflected in this period. The training programme showed similar timing-related constraints: the initial three modules became available in September 2025, while the remaining five were deployed in December 2025, leaving insufficient time to meaningfully complete completion rates; therefore, active participation has been reported instead. Despite these limitations, the programme exceeded its original target by delivering eight modules instead of the planned five, including three additional specialised modules tailored to distinct TIER2 stakeholder groups. The programme also came close to meeting its enrolment target, with 42 participants against a target of 50.

## 7. Conclusion

D2.4 marks the culmination of TIER2's DEC and engagement activities, presenting the final evolution of the SCEP at the end of the project (M36). Building on D2.1 and D2.2, this deliverable



## D2.4 Stakeholder Communication & Engagement Plan (Second Update)

summarises the project's comprehensive approach to stakeholder engagement, community building, and DEC, ensuring that all actions were coherent and responsive to the project's progress and outcomes.

The initial stakeholder mapping provided the foundation for identifying relevant actors across research, funding, publishing, and policy sectors. These insights guided the planning of targeted communication and co-creation activities, ensuring that engagement was meaningful and aligned with stakeholder interests. DEC activities, ranging from workshops, webinars, and ReproHacks to digital campaigns and online community channels, were designed not only to share information but to facilitate dialogue, feedback, and joint development of tools and practices.

Co-creation was a core element of TIER2's methodology throughout the project, including across all eight Pilots. DEC actions actively supported the creation and strengthening of communities around research reproducibility. Communication tools and visual assets helped attract and connect participants, while consistent messaging and accessible materials fostered trust and participation. The project's dissemination channels amplified outcomes, helping to build visibility for new Reproducibility Networks and other collaborative initiatives. This continuous interaction between communication and engagement ensured that the project remained open, iterative, and stakeholder-driven.

The plan's progress was monitored through defined KPIs, which allowed the consortium to assess the reach and effectiveness of its actions and adapt the strategy as needed. These indicators covered the main communication tools, outputs, and engagement formats, ensuring that the DEC framework remained performance-based.

## 8. References

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