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## **Comment on gc-2021-29**

Carmen Boening (Referee)

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Referee comment on "How to get your message across: designing an impactful knowledge transfer plan in a European project" by Sara Pasqualetto et al., Geosci. Commun. Discuss., <https://doi.org/10.5194/gc-2021-29-RC1>, 2021

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The paper entitled 'How to get your message through? Designing an Impactful Knowledge transfer plan in a European Project' addresses the challenge of how to evaluate the impact and reach of large scientific projects. The authors suggest ways to develop a set of common best practices for knowledge transfer and assessing impact using the European APPLICATE project as an example. They describe the knowledge transfer process and how they generated qualitative and quantitative metrics to evaluate the impact on outreach, communication and dissemination, stakeholder engagement, training, and clustering.

Overall, the paper addresses key challenges that the scientific community is facing in the light of large international projects with various types of stakeholders and dealing with the dissemination and communication of big datasets and complex scientific outcomes. In my opinion, the best practices described in this manuscript are much needed to further scientific research in this new environment. In its present form, the paper already conveys its message and how best practices were implemented in the four focus areas very well. Nevertheless, there are a few additions that I would like to suggest to elaborate in more detail for the understanding of the example project and impacts on future common best practices not only for projects themselves but also for funding agencies across the globe.

The authors describe that APPLICATE was a collaboration among fifteen research institutions, universities and national weather centers from eight European countries and Russia. The work performed with regards to knowledge transfer was primarily performed within work package 7. For better understanding of the relative weight that was given to project management/knowledge transfer activities compared to the overall size of the

project, it might be useful to see a diagram of the structure of the project and get some insight into the size of the team working on WP7. I believe this would be of interest in particular going forward with developing common best practices for future projects as well as giving the funding agencies insight into whether the size of the team and expertise within WP7 was sufficient or should be expanded.

Related to the topic of team composition, it might be interesting to hear more details on what kind of expertise/background team members had and whether there is a need for not only expanding the team size and/or expertise of team members (e.g., social science, statistics, web metrics, search engine optimization for the website) but also developing more training opportunities for future project managers to fulfil the demands of outreach/communication activities on a project.

In my opinion, it would also be of interest to elaborate more on how much of the activities within WP7 were self-directed by the team vs. prescribed by the funding agencies. The authors describe how important it is for the projects to develop plans to address the four focus areas of KT and ideally, funding agencies can give clear direction and support from the start to help with formulating plans and how to implement best practices that lead to project success. I believe it will be crucial as more and more large-scale scientific projects are created for the funding agencies to sufficiently support project management activities and also give more guidance and support for impact assessments and defining project success.

These are just some suggestions to add to the overall content of the paper, however, it could be published in present form. The content is structured well, concise, and conveys important messages.

A few minor edits:

Line 43: 'visualise' – this should be 'view'

Line 45: `requirement's

Line 117: `a'n