H2020-WIDESPREAD-2017
Twinning

MiCoBion

Microbial Communities in Biomedical and Environmental Areas, and Systems Biology

Starting date of the project: 01/09/2018
Duration: 36 months

= Deliverable: D5.1 =

Dissemination and Communication strategy document prepared

Due date of deliverable: 31/12/2018
Actual submission date: 03/01/2019

Responsible WP: Petr Solil, WP5, CUNI
Responsible TL: Petr Solil, CUNI
Revision: V1.1

Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 810224.

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DOCUMENT CONTROL

Document version	Date	Change
V1.0	21/11/2018	First version prepared
V1.1	31/12/2018	Inputs into the first draft incorporated

VALIDATION

Reviewers		Validation date
Work Package Leader	Petr Solil	31/12/2018
Project Manager	Tomáš Palatý	31/12/2018
Coordinator	Jan Tachezy	31/12/2018

DOCUMENT DATA

Keywords	Dissemination, communication, strategy
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Delivery date	03/01/2019

DISTRIBUTION LIST

Date	Issue	Recipients
03/01/2019	V1.1	Partners via Google Shared Disc, EC

DISCLAIMER

Executive Summary

Timely and effective communication and dissemination of results are an essential part of every project which funds or support research and innovation. This ensures that the research and innovation community as well as entire society can benefit from the gained knowledge, and that any duplication of research and development activities is avoided.

This communication and dissemination strategy for the MiCoBion project has been developed as a preliminary plan to fulfil the aforementioned goals. This strategy will also ensure all possible communication and dissemination routes are identified and used throughout the course of the project. Additional routes will potentially be investigated and if found relevant will be integrated in the communication and dissemination road map at a later date.

It is vital that the communication and dissemination of the project's achievements should never jeopardise protected intellectual property or further industrial application. In order to address this, before any activity (e.g. publication, presentation, etc.), strict rules of prior notice to all partners will be applied according to EC guidelines and the MiCoBion Consortium Agreement. Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm their interests.

Table of Contents

1. Introduction

Deliverable D5.1 Dissemination and Communication Strategy document is part of the task T5.1 Communication and dissemination activities. In this task, the partners define the dissemination strategy (definition of internal procedures, target audience, and timelines) and communication strategy (means, methods and tools used to approach the defined target audience during the life of the project). The Dissemination activities and plan will be updated periodically at the website and social networks of MiCoBion project and it´s partner institutions, via regular newsletter + press releases and articles published in the relevant media, and on the "MiCoBion recording dissemination and plan" Excel file. Information regarding dissemination will also be included in the periodic reports.

The dissemination strategy outlines the main elements and strategic choices regarding the dissemination activities of the MiCoBion project towards identified stakeholder groups. The document will enable the project team to properly plan and implement all required dissemination activities in order to achieve the identified main objectives: implementation of communication activities targeted towards different stakeholders, production of publicity materials for project outputs, awareness and involvement of the community. Active participation in conferences and publications in high-impact journals are the two main elements of the dissemination strategy.

2. Dissemination and Communication Rules

2.1. Internal Communication

Internal communication has always been regarded as one of the most important factors determining the success of a consortium. It is as important as the external communication, although in some cases can easily be overlooked. Some partnerships focus more on external communication with the target groups, neglecting communication flows among themselves. This should be at all costs avoided by institutions who are spread across different countries, and who cooperate on an EU-funded project, since their geographical dispersion alone makes their joint work extremely challenging.

Proper communication flow means that the information is concrete, clear and distributed in a timely manner to all interested parties, whilst maintaining a good balance between insufficient information and too much information.

The main objectives of internal communication within MiCoBion are to:

- Share information among partners,
- Inform constantly about project progress,
- Identify problems (if any) and find proper solutions,
- Make decisions on project changes (if any).

Communication among the three partners will be carried out in the following manner: physical meetings will be organised every 6 months and Work Package (WP) and Project Steering Committee (PSC) teleconferences will be organised monthly. Any problematic issues will be immediately dealt with using appropriate solutions proposed in cooperation with involved partners.

In order to efficiently exchange information and documents internally, MiCoBion will use a management and storage platform (Google Shared Disk) hosted by CUNI-BIOCEV. All partners will have easy access to Shared Disk and therefore to the latest information, documents, and templates therein stored.

2.2. External Communication

In relation to the external communication, the dissemination of the project's achievements should never jeopardise the protection of generated intellectual property or further commercial application. In order to address this, before any dissemination activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to EC guidelines. Partners will have the opportunity to refuse dissemination of their own know-how (background or results) by others when it could potentially harm the partner's interests. The Dissemination Manager in cooperation with the Coordinator will follow all the above described approval processes and will act as an internal executive approval body for any dissemination action organised by different partners.

All project outcomes will acknowledge the support of the European Commission as requested by Article 29 (Dissemination of Results, Open Access, Visibility of EU Funding) and Article 38 (Promoting the Action, Visibility of EU Funding) of the H2020 MGA. Unless it goes against their legitimate interests, each beneficiary must disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply. The process of dissemination can be found in more detail (e.g. time schedule for prior notice and partner's approval) in the signed Consortium Agreement.

Prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the consortium member proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit, the publication is permitted (Figure 1).

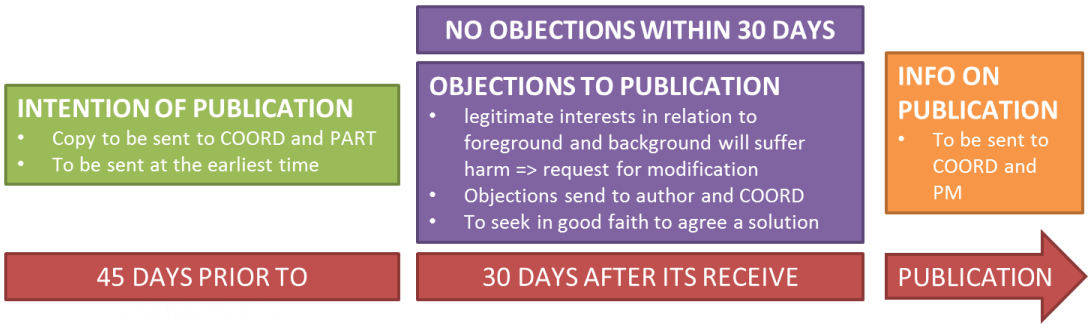

Figure 1: Information and timeline of intention of publication

The following information shall always be stated in the publication: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 810224". In case it will not be possible to use this formulation in its full length, a shorter version is: "This project was supported by MICOBION project funded from EU H2020 (No 810224)".

The procedures to allow all dissemination materials to be quality assured, including both the content and layout, are established with the aim of checking: (i) the messages transmitted outside of the consortium, including the suitability of the messages for the people addressed, emphasising the benefits and relevance for industry (when applicable); (ii) the technical contents in order to ensure the quality of achieved scientific and research objectives; (iii) that scientific papers and publications contain sufficient reference to the project; and (iv) layout quality and overall suitability.

A role of a Dissemination Manager (WP5 Leader, Petr Solil, CUNI-BIOCEV) has been established in order to plan, follow, undertake and monitor the planned communication and dissemination activities. Regular contact with all Work Package Leaders will ensure timely communication and dissemination of project outcomes and results.

2.3. Guidelines for Partners

The European Commission encourages the Dissemination Leaders to record, track, monitor, coordinate and report all the project dissemination activities (publications, participation in events, contributions within press and media) with dedicated deliverables and updates within the Periodic Reports. An Excel file has been prepared in order to track each partner's contribution, keep a complete list of possible future actions and monitor/assess each dissemination activity. This file, created at the very beginning of the project, is composed of three different sheets: Scientific publications, Events and Press & Media. The tables include information about each dissemination activity performed within the project (type and title, URL and references, targeted public and participants, date, location, MiCoBion partner responsible for such dissemination, visibility level, etc.) and associated methods (attendance, abstract submission, poster show, distribution of materials like fact sheet, newsletter, etc., oral presentations, press releases, post in social media, interviews and videos, etc.). It is distributed amongst the consortium members and updated internally every 6 months.

2.4. Publication Policy and Open Access

Partners agree to generate peer-reviewed articles resulting from projects to an institutional or subject-based repository, for example Open AIRE, and to make their best efforts to ensure open access to these articles, at time of publication or at the latest within six months after publication. The open access will be in line with Article 29.2 H2020 MGA on open access to scientific publication and the "green" or "gold" model will be used depending on the strategy of the consortium with regard to the specific peer-reviewed scientific publication.

Each beneficiary must ensure open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its results (Article 29.2 H2020 MGA). In particular, it must:

- Deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; moreover, the beneficiary must aim

to deposit the research data needed to validate the results presented in the deposited scientific publications.

- Ensure open access to the deposited publication at the latest:
  - upon publication, if an electronic version is available for free via the publisher, or
  - within six months of publication in any other case.
- Ensure open access to the bibliographic metadata that identify the deposited publication.

Various research data and results will be collated and generated throughout the duration of the project. The main research results will be shared with the scientific community and general public through the World Wide Web. The emphasis of data management will be on faithful and reproducible record keeping, with an emphasis on transparency and accountability. The consortium has a preliminary plan with respect to managing products of research; data format and content; data access and sharing; re-use and redistribution; and archiving and preservation of access.

3. MiCoBion Dissemination Plan

3.1. Timeline

Timing of MiCoBion's dissemination plan is divided into individual years including main dissemination activities corresponding to that year as described below:

- Year 1 (9/2018 – 8/2019):
  - Webpage creation
  - News announcing the start of the project
  - MiCoBion scientific publications
  - MiCoBion partners participating in conferences and symposia
  - Dissemination materials: leaflet, roll-up, webletter / general public
- Year 2 (9/2019 – 8/2020):
  - Continuous webpage update
  - MiCoBion scientific publications
  - MiCoBion partners participating in conferences and symposia
  - Dissemination materials: webletter
  - Press release summarizing the first half of the project
- Year 3 (9/2020 – 8/2021):
  - Continuous webpage update
  - MiCoBion scientific publications
  - MiCoBion partners participating in conferences and symposia
  - Dissemination materials: webletter
  - Wikipedia page
  - MiCoBion workshop on CUNI innovation potential and technology transfer
  - MiCoBion conferences on Integrative Metagenomics and on Microbial Communities: Function, Structure and Complexity
  - Final MiCoBion press release

MiCoBion dissemination activities are planned as follows way for different types of targeted audience (as shown in Table 1**Error! Reference source not found.**).

Table 1: Matrix of intended MiCoBion dissemination channels

MiCoBion dissemination routes	Broad public	Students	Research	Industry	Policy makers	Media
Project webpage	X	X		X	X	X
Project folders, leaflets	X	X		X	X	X
Scientific journals		X	X			
Presentation/conferences		X	X	X	X	
Workshops		X	X	X	X	X
Webletter	X	X	X	X	X	
Social media tools	X	X		X		X
Press conference, press release		X				X

3.2. Dissemination Plan Structure

MiCoBion dissemination activities are suggested in as follows:

- Project webpage
- Project dissemination materials – project leaflets, roll up, webletter etc.
- MiCoBion events:
  - Project workshops
  - Project conferences
- Publication of MiCoBion results:
  - Presentations at conferences, symposia, meetings
  - Scientific articles in high-impact journals
  - Other forms of publications
- Clustering activities
- Cooperation with the EAB

Particular activities are mentioned in the following sections.

3.3. MiCoBion Logo

MiCoBion project logo has been developed at the beginning of the project (Figure 2) and is used in all project related advertising materials, such as roll-up, website, posters, brochures, etc. It is always accompanied by EU flag and funding acknowledgement.

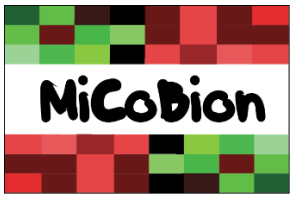

Figure 2: MiCoBion logo

3.4. MiCoBion Webpage

MiCoBion project website has been set up as a part of BIOCEV centre website to increase public awareness (Figure 3). The MiCoBion website has been operational since September 2018 in a full version.

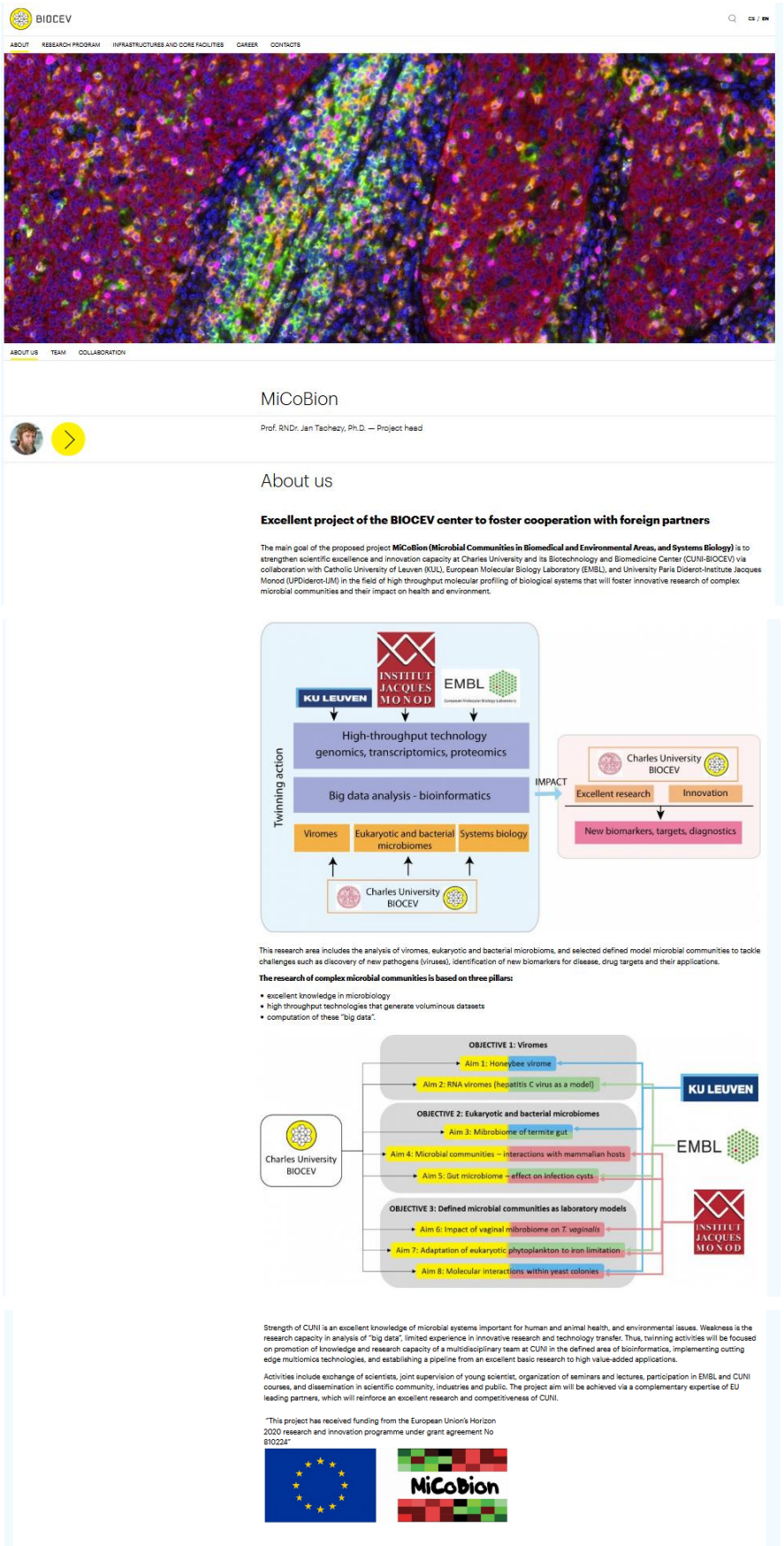

Figure 3: MiCoBion Website Homepage

The website will be actively maintained during the project duration. It provides acknowledgement of EU funding as follows: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 810224.” Project website is described in detailed in D5.2.

The project will also be promoted through websites of MiCoBion partners (e.g. News sections, projects sections etc.).

3.5. MiCoBion Dissemination Materials

3.5.1. MiCoBion leaflet

The leaflet (one-pager) will be prepared to give basic information on the project including project description, activities, goals, partners and contacts.

3.5.2. MiCoBion roll-up

In order to present the MiCoBion project at different events a roll-up has been prepared (Figure 4) which includes general project information, logos of partners and the webpage link. Further posters displaying scientific content of the parallel research topics could be developed by partners and presented during scientific symposia and conferences, demonstrating achievement in research areas supported by MiCoBion.

Figure 4: MiCoBion Roll-up

3.5.3. MiCoBion webletter

MiCoBion webletter will be prepared every 6 months and will provide information about past and future EMBL courses, courses at CUNI, workshops, summer school, lectures of invited speakers including links for participants registration. It will include information about individual training in collaborative laboratories at KUL, EMBL and UPDiderot-IJM, education events and technologies transferred to CUNI. It will further include reports about networking and technology transfer events. Announcement about newsletter updates, upcoming seminars, and calls will be distributed by e-mail to all group leaders, members of steering committee and external advisory board.

3.5.4. MiCoBion press releases

The aim of the press releases is to provide publicity for the project and its events. The first project press releases will be published during the second year of the project summarising first half of the project. The final press release is planned for the end of the project and will promote the final MiCoBion conference and present relevant results and conclusions.

3.6. Social Media

Social Media such as Facebook, YouTube, Twitter, etc. will be used to engage a wider audience especially the younger generation and to enable feedback from various audiences. Short news stories about the MiCoBion project and its development will be prepared and shared on the identified tools especially during events, conferences and symposiums.

3.7. MiCoBion Events

3.7.1. Project Workshops

To build a network for transfer of results of biomedical research (‘microbial communities’ area) to the industry, three workshops and round table meetings with CUNI scientists and industry representatives will be organized in the third year of the MiCoBion project. To ensure a good attendance by the industry representatives, communication campaign towards the target companies will be done in partnership with the STAR Region. These workshops will be held in the third year of the project.

3.7.2. Project Conferences

Two conferences will be held during the project lifetime: one focused on Integrative Metagenomics and one aimed at Microbial Communities: Function, Structure and Complexity.

The conference on Integrative Metagenomics will be focused on sustainable life of microbiota within particular host species. It will be organized by CUNI-BIOCEV in the third year of the project, as a three-day event with sections devoted to: Diversity of microbiota, Non-immune mechanism of host defense, and Bioinformatics and big data analyses. The target audience is about 50 participants.

Conference on Microbial Communities: Function, Structure and Complexity will be a closing conference of the MiCoBion project to summarize achieved results of twinning activities and results of collaborative research activities that were boosted by the twinning activities. It will be held at CUNI-BIOCEV with participants (group leaders, scientists, students) from all project organisations as well as potential future partners, representatives of STAR region and CBR industry. It will be a four-day event targeting about 120 participants.

3.8. Publication of MiCoBion Results

3.8.1. Presentations at conferences, symposia, meetings

Partners will present results of MiCoBion related research at international conferences such as *International Conference of Cell Biology, International Congress of Protistology, World Congress on Virology*. Moreover, policy-structuring meetings will be proactively attended.

The following conferences are planned to be attended in 2019:

- Joint CzechoSlovak Virology Conference 2019 and 1st SK-AT Structural Virology Meeting, February 13-15, 2019, Bratislava, https://virology.cz/
- 24th Annual RNA Society Meeting, Krakow, Poland, June 11-16, 2019, https://www.rnasociety.org/conferences/rna-2019/
- Protein Synthesis and Translational Control, September 4-7, 2019, EMBL, Heidelberg Germany, https://www.embl.de/training/events/2019/TRC19-01/
- VIII European Congress of Protistology, 28.7-2.8.2019, Rome, Italy http://www.ecop2019.org/

3.8.2. Scientific articles in impact journals

MiCoBion partners will generate peer-reviewed articles, which will be submitted into prestigious journals, i.e. *Nature, Science, PNAS, Current Biology, PLoS Pathogens etc*. These articles will be also published in an institutional or subject-based repository, and when possible an open access to these articles will be guaranteed.

3.8.3. Other forms of results communications

Lectures and seminars targeting at high school students in the final year of their study before university will be organized. These will be held in collaboration with high schools in the Dolnobřežansko area and in Prague with which CUNI-BIOCEV has already established links. The aim of these seminars will be to increase an interest of high school students in MiCoBion related research.

3.9. Clustering Activity

To increase synergies with other similar H2020 funded actions, MiCoBion project will cluster previously funded Twinning projects to share best practices and lessons learned and thus, increase the chances for a successful conduct of the project.

4. Conclusions

This strategy document is prepared in order to plan the best communication, and dissemination routes for the MiCoBion project results (e.g. through the project webpage, project dissemination materials, MiCoBion events, participation in events, clustering activities, etc.). Additional new routes will be investigated and if found relevant they will be integrated into the communication and dissemination road map.

When disseminating the results of the MiCoBion project, the following sentence will always be included: the acknowledgment of the EU funding: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 810224’’.

5. Degree of Progress

The deliverable is 100% fulfilled.

6. Dissemination Level

The Deliverable 5.1 Dissemination and Communication Strategy document is public.