



**Project acronym: BETTER Life**

**Title:** Bringing Excellence to Transformative Socially Engaged Research in Life Sciences through Integrated Digital Centers  
**Project number:** 101071314

## **Deliverable 6.1**

### **Dissemination and Visibility Plan**

**Description:**

The Dissemination and Visibility Plan is covering dissemination and communication activities throughout the duration of the project and desing of the project's visual identity and brand.

**Lead party for deliverable:** Daugavpils University (DU)

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## List of abbreviations in BETTER Life communication

Abbreviation	Definition
AB	Advisory Board
CA	Consortium Agreement
CoE	The Centre of Excellence
DoA	Description of the Action
DaVP	Dissemination and Visibility Plan
EC	European Commission
ECR	Early Career Researchers
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
HE	Horizon Europe
HEI	Higher Educational Institution
KPIs	Key Performance Indicators
IPR	Intellectual Property Rights
LS	Life Sciences
PI	Principal Investigator
PC	Project Coordinator
PM	Person-Month
PO	Project Officer
SC	Steering Committee
SDG	Sustainable Development Goals
SER	Socially Engaged Research
SMEs	Small and Medium-sized Enterprises
QM	Quality Manager
WP	Work Package
WPL	Work Package Leader

## Executive summary

Deliverable represents the Dissemination and Visibility Plan for the project “Bringing Excellence to Transformative Engaged Research in Life Sciences through Integrated Digital Centres - BETTER Life” being designed to establish a European Digital Centre of Excellence for fostering Socially Engaged Research (SER) in Life Sciences, as well as seven regional centres operating in their surrounding ecosystems. This inter-institutional support structure addresses the lack of collaboration between early career researchers and the non-academic sectors by designing tools, standards, and framework conditions under the umbrella of the EU centre and implementing these solutions in the regional ecosystems.

At an intra-institutional level, the project creates local centres guided by a framework to follow the regional customization implementation.

At an individual level, the regional centres develop capacities by training early career researchers and establishing a community of practice in each surrounding ecosystem. For that purpose, the centre is based on the quadruple helix model of innovation, where the interaction of academic, research, industry, government, and society generate mutually beneficial partnerships.

Dissemination, exploitation and communication activities to be planned are to be one of the keys to success for the BETTER Life project. The Dissemination and Visibility Plan is covering dissemination and communication activities throughout the duration of the project and is developing also the project’s visual identity and brand. Also there is to be planned dissemination of particular communication materials and tools - electronic newsletters, e-Zines, press releases, blog articles, social media posts (Twitter, LinkedIn and Instagram). This all will ensure the sharing of the policy documents to be developed (guidelines, standards and policy briefs).

With its Dissemination and Visibility Action Plan and the following Community Engagement Strategy, BETTER Life is aiming to spread awareness about its activities and products elaborated for the changes in SER in life sciences across the academic community in Europe.

## 1. Introduction

The Dissemination and Visibility Plan (DaVP) is framing the guidelines for communicating all project's publishable results among consortium members and beyond. **All consortium partners are to be involved** in order to manage, that all project results are adequately and widely disseminated. The DaVP summarizes the approaches, target stakeholders, channels and tools for disseminating project results, accordingly to the general description of dissemination process - dissemination is the project's life-long process of ensuring the results and deliverables of a project to be available to the stakeholders and further afield.

**The general principles and all requirements** for the execution of the project, including communication and dissemination work, are defined in various main documents - the Grant Agreement (GA), the Description of the action (DoA) Annex 1 to the GA and the Consortium Agreement (CA) concluded by the consortium. The Dissemination and Visibility Plan, does not replace any of these agreements, nor does it replace any of the EU guidelines for project implementation and documentation, as there are mentioned also in the Annotated Model Grant Agreement (AMGA) and the Online Manual.

More detailed particular information and requirements is to be found in the Article 17 (Communication, Dissemination and Visibility) of the GA. Particularly, that all dissemination activities and any infrastructure or major result (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media) funded by the grant must acknowledge EU support and display the European flag and the related disclaimer (translated into local languages where appropriate). The acknowledgement need to be followed by another disclaimer stating that the content of the publication is the sole responsibility of the authors/publisher and that the EC is not liable for results described and any use that may be made of the information.

Developing and realizing the DaVP, all those documents shall be considered as well as, particularly, usage and expanding of the planning information and tables from related chapters of the BETTER Life Application form.

The DaVP development and implementation is to be seen also in close complementarity with several main management and planning deliverables of the project, particularly - Project Management Handbook (D1.1.), Data Management Plan (D1.2.), Quality Assurance and Risk Management Plan (D1.3.), Sustainability and Valorisation Strategy (D7.1.).

The DaVP is aiming to establish communication channels and tools, to involve core target groups and stakeholders in the project, and to support sustainability of project process and results. All consortium partners are to be using this document and it may be revised when needed during the project life cycle. Initially there is a need to clarify the **main content and instrumental concepts and approaches** applied for the project success, being also very important components for the DaVP development and practice – socially engaged research, core beneficiaries and the development of the centre of excellence.

**Socially engaged research (SER)** is the contemporary paradigm for science production, valorization, and enhancement of its local and international impact. SER explores different ways in which researchers interact with various diverse stakeholders during stages of a research process up to the production/co-creation of the new knowledge, evaluation and dissemination. Approaching main stakeholder groups, there is to be applied **model of quadruple helix actors** (academia, society, government, industry representatives), looking to engage and to build network of higher education institutions, local communities, governments, SMEs, and their organizations, and, creation of mutually beneficial relationships. The European Commission has identified SER as a key priority, emphasizing the engagement of citizens, local communities and civil society within research projects to achieve real societal impact and also increased trust in science.

To channel the benefits of SER in life sciences, BETTER Life **targets early career researchers (ECRs) in life sciences as the core beneficiaries**. ECRs are first stage researchers (up to the point of PhD) and recognized researchers (PhD, postdoc holders, and researchers not yet fully independent). This segment of researchers is receptive to feedback and suggestions for improvement, works on focused projects, and has a high potential of impact in the short and long term. By placing the focus on SER in life sciences, BETTER Life develops capacities on individual, institutional, regional, and international levels to boost and diversify the career journeys of ECR and enhance the scientific excellence and impact of their current work.

The consortium aims to build the **EU BETTER Life Centre in line with the Centre of Excellence (CoE)** analytical framework methodology as a permanent inter-institutional support structure. CoEs are support mechanisms that establish high standards in a field of research, innovation, or learning. CoEs typically consist of a network of co-operative partners, focused on high potential/growth areas in science, and are virtual or distributed among partners. The objective of the CoE built in this project, in the long term, is to become a key strategic component for the design, development, and steering of research. It will allow the consortium to undertake projects that meet international excellence standards, transforming the centre into a world reference in SER in life sciences.

## 2. Project overview and objectives

The **general objective** of the project “Bringing Excellence to Transformative Engaged Research in Life Sciences through Integrated Digital Centres” (short BETTER Life) - **to establish the EU Digital Centre of Excellence for Socially Engaged Research in Life Sciences (hereinafter EU BETTER Life Centre)**. The Centre will be an inter-institutional support structure for developing capacities of early career researchers (PhD students and researchers not yet fully independent) (hereinafter ECR) aiming to foster socially engaged research (SER) to tackle societal challenges in their surrounding ecosystems while consolidating the EU BETTER Life Centre as a world reference in planning, supporting, and implementing SER in life sciences.

**The specific objectives of the BETTER Life project are:**

1. To consolidate, through joint efforts from widening and non-widening countries, a **strategic vision for the EU BETTER Life Centre that is committed to long term sustainability**, aiming to stand as a world reference in socially engaged research in life sciences.
2. To build the **intra- and inter-institutional capacities to foster societally engaged research** in life sciences through the resources, guidelines, network cooperation, and policy designs at a regional and international level.
3. To build the **individual capacities for boosting the social impact of the research developed by early career researchers** by providing the tools, skills, knowledge, collaboration, and inter-institutional support to design, development, and valorization of research engaged with their surrounding ecosystems to contribute to the delivery of EU Biodiversity Strategy for 2030, the European Green Deal, and the Sustainable Development Goals.
4. To consolidate EU BETTER Life as a world reference through **the development of pioneering transferable tools to foster SER in life sciences at an individual, institutional, regional, and international level** allowing all society actors to work together in the development of solutions that are beneficial and accepted for all.

These objectives are aligned with the project’s work packages (WPs) and verifiable with the deliverables of each WP. Our consortium has organized the WPs in a series of logical and interconnected tasks in which the result of each one sets the ground for the next one. Every WP has a leader and all of them are transversally supported by project management, dissemination and sustainability actions.

EU BETTER Life Centre will boost **SER as a tool for life sciences** to generate impacts on the SDGs 6 (clean and water and sanitation), 13 (climate action), and 15 (life on earth). It will also contribute to the European Green Deal agenda by developing capacities to address challenges at the crossroads between life sciences and society. SER in life sciences is a basis for connecting research, government, industry, and civil society, and environment - the model of the

quadruple helix of innovation. Building capacities to support engaged science will advance the impact of research in life sciences, connect researchers with the needs of the surrounding ecosystems, and tackle major societal challenges for local communities, governments, and organizations.

EU BETTER Life Centre will contain **seven Regional BETTER Life Centres**, based in every university of the consortium. These regional centres will form an integral part of the EU BETTER Life Centre while also serving the function of local and ecosystem-oriented support for ECRs. In accordance with the NUTS level 2 classification of European regions, the Regional Centres will be based around the Praha, Sachsen-Anhalt, Umbria, Eesti, Latvija, Wielkopolskie and Vojvodina ecosystems.

Our consortium is guided by the general approach to build a network of community-engaged universities and create alliances with institutional networks. We aim to tackle the problems of the more-common-than-not disconnect between the research done by ECR in the field of life sciences and actual societal needs; and of the lack of the structures among universities to engage with their ecosystems. Therefore, in terms of the impact of BETTER Life, we will:

1. **Identify and eliminate barriers** and limitations that contribute to the lack of engaged research in life sciences, as well as the barriers that exist in knowledge sharing between various universities;
2. **Implement innovative tools and frameworks** that will be utilized by the universities in the consortium to help ECR conduct engaged life sciences research;
3. **Enhance skills and knowledge** necessary to conduct engaged life sciences research for ECR;
4. **Implement shared institutional strategies** that enable, support and promote effective engaged research;
5. **Develop a collaboration/education platform** that will become an integral part of the consortium universities and will be sustained beyond the end of this project.

Following is the list of deliverables with their introductory descriptions (Table 2.1.)

Table 2.1. Deliverables

WP No	Related No	Deliverable Name	Lead Partner	Type	Dissemination Level	Due Date
WP1	D1.1	Project Management Handbook	CZU	DEM	SEN	31 Oct 2022
Description: The Project Management Handbook will be created by CZU and it will convey project guidelines and rules regarding communication, project meetings (virtual and physical), administration and financial arrangements. It will set the general rules for the use of the funding and the establishment of partners' agreements. There will be established conflict resolutions mechanisms to solve any conflict of interests among the partners. The Handbook will be circulated among the partners to set the status quo of the cooperation arrangements.						
WP1	D1.2	Data Management Plan	CZU	DMP	SEN	31 Jan 2023

Description: The CZU will create the Data Management Plan. It will apply the FAIR principles (Findable, Accessible, Interoperable, Reusable) to the data gathered. The document will include a gender equality plan with the measures to guarantee gender equality practices during the project's development.						
WP1	D1.3	Quality Assurance and Risk Management Plan	CZU	DEM	SEN	31 Dec 2022
Description: CZU will develop the Quality Assurance and Risk Management Plan, which will contain the quality guidelines and indicators for each deliverable. The Quality Assurance Plan will define the indicators, standards required for the project's outputs, and assessment mechanisms of the Centres of Excellence (CoE) to establish an effective follow-up and generation of the data necessary to monitor the development and outcomes of the CoE. To support the achievement of those quality standards, the Plan will implement the mechanisms for introducing peer reviewer feedback of the key documents, guaranteeing the fulfillment of high-quality standards established by the project. Additionally, it will include the measures for managing the potentials risks for the development of the project.						
WP2	D2.1	Status Quo Report on Research and Policies on SER in Life Sciences	ACEEU	R	PU	31 Jan 2023
Description: Status Quo Report on Research and Policies on SER in Life Sciences will map the state of the art of the existing drivers, barriers, support mechanisms, European policies, peer platforms and networks on SER in life sciences to inform the consortium about the broad scene where it will operate.						
WP2	D2.2	Framework for SER in life sciences	ACEEU	DEM	PU	28 Feb 2023
Description: The Framework for SER (Socially Engaged Research) in life sciences will guide the development of the strategic plan and the establishment of SER Standards. This framework aims at defining the key dimensions and levels of actions required to embed SER in life sciences at an ecosystem level. It also defines the indicators expected to follow up in each dimension. Additionally, the framework will be enhanced by the definition of standards for SER in life sciences, which will allow setting expected outcomes and the measures to verify them.						
WP2	D2.3	Strategic and Governance Plan	CZU	DEM	PU	31 Mar 2023
Description: Detailed strategic plan based on the current state of the art, the regional capacities, needs, innovative growth opportunities, and long-term goals. The Strategic and Governance Plan will define the governance, the roles, the mission, and the vision of the center. It will address the governance and organizational solutions by defining the level of formality, the representativity of the consortium in the governance, the involvement of external stakeholders, the legal mechanisms to implement, and the strategic actions for interacting with other quadruple helix actors. Together with the exploitations paths and business models will address the legal definition to ensure a successful establishment of the basis of the Centre of Excellence.						
WP3	D3.1	Report Standards for SER in LS	ACEEU	R	PU	30 Jun 2023
Description: Set of standards for SER applied to life sciences on the inter-institutional level, aligned to the framework for SER in life sciences, containing the expected levels of achievement in each of the dimensions of the framework, and flexible to be applied to diverse HEI. These standards will guide the implementation of SER in life sciences and will serve as a barometer to assess, measure, and recommend actionable items for SER in life sciences.						
WP3	D3.2	BETTER Life Toolkits	UNICAM	DEM	PU	31 Aug 2023
Description: The consortium will create at least 10 EU BETTER Life toolkits, which will match the 10 SER Standards developed before. Each toolkit can be used independently.						
WP3	D3.3	Launching of the Digital Centre	MLU	DEC	PU	31 Aug 2023
Description: BETTER Life Centre platform gathering a toolkit (self-assessment and support material), training pathways, community of practice, peer support networks, innovative impacts, and challenges in the field. The Centre will host all resources produced, communication channels, and will act as a space for Community of Practice.						
WP4	D4.1	Capacity Building Plan for SER in LF	PULS	R	PU	30 Nov 2023

Description: The Capacity building plan builds on the instructional design and covers the organizational procedures for communicating, recruiting, delivering, and assessing the training for ECR and engagement managers. Through the capacity building plan, the academic partners will build the curricula and the strategies to award the ECTS in each context. It will imply creating agreements and a clear path for each of the core beneficiary groups on the structure of the micro-credentials.						
WP4	D4.2	Report on the Winter School for ECR	MLU	R	PU	31 May 2024
Description: The virtual international Winter School for ECR (early career researchers) will gather more than 100 ECRs from partner universities and 50 ECRs from non-partners institutions to network, share experiences, co-create, engage in the dynamics of other regions, and establish the culture of SER in life sciences across Europe.						
WP4	D4.3	Report on the Summer School for ECR	CZU	R	PU	30 Sep 2024
Description: The international onsite Summer School in Czechia will gather 50 sponsored partner university ECRs to network, share experiences, co-create, engage in the dynamics of other regions, and establish the culture of SER in life sciences.						
WP5	D5.1	Action Plans for SER in life sciences in Europe (EU-wide and specialised)	EDUCON S	DEM	PU	30 Jun 2025
Description: Based on all knowledge created so far, an institutional general Action Plan will be designed with actionable steps on how to facilitate, infuse, monitor, and maintain SER in life sciences. Additionally, 7 tailored Action plans for partner HEI will be designed, with customized actionable steps (fed by the local activities).						
WP5	D5.2	SER Self-Assessment Tool	EDUCON S	DEC	PU	30 Nov 2024
Description: Following the feedback to the standards created for SER in life sciences (WP3), a digital self-assessment tool will be created and embedded in the EU BETTER Life Centre. The tool would be a guided interactive resource that will diagnose the level of engagement of research on the individual level and provide practical recommendations in terms of resources and advice.						
WP5	D5.3	Self-Assessment Tool pilots and Report	HELIXCO NNECT	DEM	PU	30 Apr 2025
Description: The designed tool will be piloted by at least 400 ECRs from partner and non-partner countries. A report will be produced to gather the main findings of the self-assessment tool data.						
WP6	D6.1	Dissemination and visibility plan	DU	DEM	SEN	31 Dec 2022
Description: The Dissemination and Visibility Action Plan will cover dissemination and communication activities throughout the duration of the project. Specifically, it will lead to the development of the project's visual identity and brand, establishing clear and active presence on a number of social media webpages (focusing especially on Twitter, LinkedIn and Instagram, which will enable us to reach our desired scientific audience), and defining the way we organize and plan our events (settling on the dates, venues, duration, number of participants, source and target languages, etc.).						
WP7	D7.1	Sustainability and Valorisation Strategy	ACEEU	DEM	SEN	31 Jan 2023
<p>Description: The Sustainability and Valorisation Strategy will include:</p> <ul style="list-style-type: none"> <li>• A list of exploitable project outputs.</li> <li>• At least four exploitation paths to map out and determine the best way on how the project outputs will be sustained after the project funding cycle.</li> <li>• At least three possible Business Models (developed from the selected exploitation path) to attract possible investment or institutions (internal or external to the project) who are interested to take over the platform after the funding ends.</li> </ul> <p>The Business Models will include scenarios of, but not limited to:</p> <ul style="list-style-type: none"> <li>• The Community will form a new organisation and take over the development and maintenance of the BETTERLife Digital platform</li> <li>• (Selected) Consortium partners will continue hosting the X platform</li> <li>• Integrating the BETTER-Life Digital platform along with the Community into an existing research/ innovation network, institution, and association (outside of the consortium).</li> </ul>						

WP7	D7.2	Exploitation Paths and Business Models Report	ACEEU	DEM	SEN	31 Aug 2025
Description: Report to the high impact plan containing at least four exploitation paths mapping out the best ways to sustain the project outputs and at least three business models to attract investment or institutions who are interested to take over the platform after the funding cycle. These exploitation paths will be enhanced into business models that will help to realistically conceive a self-sustainable long-term project. The business models will elaborate on the strategies for attracting possible investors, and resources from diverse sources that allow sustaining the EU BETTER Life Centre after the project funding cycle.						

### 3. Project implementation: work plan and resources

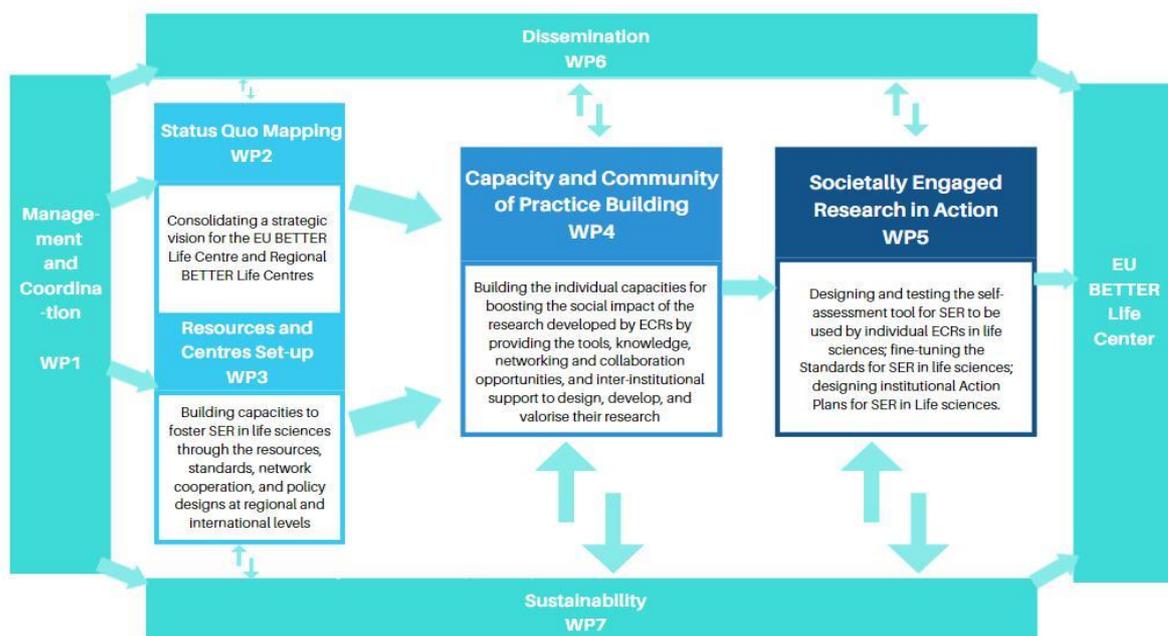
Project planning traditionally consists of work packages (WP), milestones and deliverables. Initially administration and management are to be set up (WP1) and then we go for setting the scene with the assessment of the regional and international status quo of SER in life sciences (WP2) for informing the establishment of the strategic plan of the EU BETTER Life Centre. This plan will work as a compass for the development and refinement of the tools, policies, services, and educational pathways that will be condensed in the platform of the EU BETTER Life Centre as the central node and tailored to the needs of each Regional BETTER Life Centre (WP3).

Then, the Regional Centres and the EU Centre will start the capacity and community of practice building by reaching the core beneficiaries and engaging the diverse stakeholders (WP4). Finally, the tools developed, and the feedback of its use will allow the consortium to fine-tune the tools for implementing SER in life sciences. These tools, framework and guidelines will have a high-level transferable dimension in the EU BETTER Life Centre and an applied perspective in the Regional BETTER Life Centres to allow institutions out of the consortium to see the general model and the applied operations. This will consolidate the centre as a world reference a by offering the transferable tools and resources for higher education institutions, researchers, and regional ecosystems (WP5) and opening the possibility for other intuitions to articulate to the central node.

Relatedly, all in all, there will be necessary communication and dissemination work done intra- and inter-institutionally with wide range of pre-selected and other afield stakeholders and interest groups, including public in general (WP6).

Following are the representations of the inter-relation of the work packages (Pert Chart) as to be seen in Fig. 3.1., as well as the list of work packages, tasks, and timing of the project (Gantt table), represented here in the Table 3.1.

Fig. 3.1. Inter-relation of the work packages (Pert Chart)





## 4. Target groups

Project is aiming not only to develop capacities by training early career researchers, but also to establish a community of practice in each surrounding ecosystem in partner regions. Communities of practice around the regional centres are to be based on the **quadruple helix model of innovation**, where the interaction of academic/research, industry, government and society generate mutually beneficial partnerships.

Subsequently, there are to be recognized the following **main target groups of the project**:

1. **Scientific community** in the field of life sciences:
  - Early career researchers
  - Engagement managers responsible for training ECRs
  - Researchers in universities beyond the consortium that will get to know BETTER Life through its dissemination and communication activities

**Local ecosystems** based around the BETTER Life university network:
2. Local, regional government institutions,
3. SMEs and larger businesses
4. Ecosystem communities at large that are interested in life science research and the practical benefits of collaboration with universities.

The target groups and related project outcomes and impacts are seen in the Table 4.1.

Table 4.1. Target groups and related project outcomes and impacts

TARGET GROUPS	OUTCOMES	IMPACTS
<b>Scientific community in the field of life sciences:</b>  Early career researchers  Engagement managers responsible for training ECRs  Researchers in universities beyond the consortium that will get to know BETTER Life through its dissemination and communication activities  <b>Local ecosystems based around the BETTER Life university network:</b>  Local, regional	<ul style="list-style-type: none"> <li>• ECR will find support to develop and conduct SER in the field of life sciences</li> <li>• ECR will acquire skills that improve their employability in the field of life sciences beyond the academic circles</li> <li>• Academic institutions will consolidate their collaboration in the Digital Centre of Excellence network</li> <li>• Academic institutions will obtain staff trained in enabling and supporting SER, thus ensuring its durability as a priority beyond the project lifecycle</li> <li>• Both academic and non-academic</li> </ul>	<b>Scientific impacts:</b> <ul style="list-style-type: none"> <li>• ECR gain innovative skills related to SER in life sciences</li> <li>• Increased visibility of ECR research due to its relevance</li> <li>• Increased levels of citation and reference to engaged LS research</li> <li>• Universities in the consortium change the way they prioritize, promote and support SER in life sciences beyond the lifecycle of the project</li> <li>• Increased co-publications between ECR and ecosystem actors</li> <li>• Dissemination of the results and communication material related to the project will lead to reassessment of SER in life science in universities and scientific communities beyond the BETTER Life consortium</li> </ul> <b>Economic impacts:</b> <ul style="list-style-type: none"> <li>• ECRs will benefit from SER in life sciences skills they will have acquired throughout the duration of the project and the mentorship programme that could potentially lead to their employment</li> <li>• Universities will incur direct benefits from the participation in the project through visibility, both in terms of attracting institutions interested in collaboration (ecosystem actors) and prospective</li> </ul>

<p>government institutions,</p> <p>SMEs and larger businesses</p> <p>Ecosystem communities at large that are interested in life science research and the practical benefits of collaboration with universities.</p>	<p>institutions will develop and improve capacities to tackle societal challenges related to life sciences</p> <ul style="list-style-type: none"> <li>• Ecosystem actors will benefit from connecting with universities and researchers both in terms of R&amp;D and economic perspectives</li> <li>• BETTER-Life Centre will become a scientific reference point for life sciences research</li> </ul>	<p>students and staff who will have heard about these universities thanks to the communication and dissemination efforts of this project</p> <ul style="list-style-type: none"> <li>• Long-term cost-saving for local ecosystems thanks to the practical applications of the life sciences research collaboration.</li> <li>• Focus on more relevant research will lead to innovation and more competitive companies in the region</li> <li>• Promotion of knowledge-driven product and service development in partner regions that are still characterised by production Societal impacts: Academic institutions, through their ECRs, will conduct community-oriented life sciences research that addresses local ecosystem needs and enhances real-life impact of the academic institutions, thus improving their links with the surrounding ecosystem</li> </ul>
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## 5. Dissemination planning: dissemination, exploitation and communication

Dissemination, exploitation and communication of project activities and results is to be one of the keys to success for the BETTER Life project and Dissemination and Visibility Plan (WP6) is to be oriented towards maximizing impact through the abovementioned measures. This plan is covering dissemination and communication activities throughout the duration of the project. Specifically, it is developing also the project's visual identity and brand, and shall be establishing clear and active presence on a number of social media webpages (focusing especially on Twitter, LinkedIn and Instagram, which will enable partners to reach desired scientific audience).

This plan also includes activities to be planned focusing on dissemination of particular **communication materials and tools** (6 electronic newsletters, 3 e-Zines, 3 press releases, blog articles, social media posts). These activities will ensure the promotion of the project results and sharing of the **policy documents**, such as guidelines, standards and policy briefs, in accordance with our commitment to Open Science.

Apart from the Dissemination and Visibility Plan, there shall be also created a dedicated **Community of Practice** to support that. This structure, based around the Regional BETTER Life Centres, will allow to engage network of stakeholders, which includes 7 universities, SMEs, local, regional, and national government institutions interested in cooperation in the field of life sciences.

Creating, engaging, and enlarging the **network of quadruple helix actors** (academia, society, government, industry representatives) interested in pushing the agenda of SER in 8 regions of the consortium and beyond is at the core of BETTER Life's dissemination and visibility efforts. The Community will serve a dual purpose of acting as an instrument for both dissemination and sustainability activities throughout the duration of the project. **Community Engagement Strategy** will focus on providing the details of recruitment strategies, formats of engagement and retention.

Both the Community of Practice and the Dissemination and Visibility Plan will directly affect the exploitation of the project. BETTER Life' resources will be used by ERCs and other academic personnel within and beyond the consortium as a guide for SER in life sciences, thus ensuring the project's sustainability beyond its lifecycle.

Reinforcing our dissemination and exploitation plan, the BETTER Life project will be supported by a broad **Sustainability Strategy**. The sustainability strategy further develops a plan including at least four exploitation paths of the outputs to strengthen the centre as a reference for the institutions to continue their work in life sciences. This exploitation paths will be enhanced into business models that will help to realistically conceive a self-sustainable long-term project. The business models will elaborate on the strategies for attracting possible investors, and

resources from diverse sources that allow to sustain the EU BETTER Life Centre after the project funding cycle.

Further, during the development of the project, the consortium will have two meetings for strategically mapping the projects, programs, and initiatives where the partners are participating to map out the possible synergies that will allow us to better disseminate and exploit the results, and to build potential mutual beneficial relationships to fulfil the goal of giving the EU BETTER Life centre a long-term lifespan.

Therefore, through our dissemination and communication activities, plus the support actions embedded in the Sustainability WP, we will reach our target audience which is similar to our impact target groups of quadruple helix actors (academia, society, government, industry representatives), but on a scale that goes beyond the project consortium and its related ecosystems.

Following there is the Table 5.1 summarizing dissemination, exploitation and communication measures (D&E&C) to be seen complementary to the specific needs recognized and expected results planned (KPI).

**Table 5.1. Summary** of dissemination, exploitation and communication measures (D&E&C) in the relation to specific needs and expected results as key performance indicators (KPI)

SPECIFIC NEEDS	KPI - EXPECTED RESULTS	D&E&C MEASURES
Level of collaboration and research engagement among the consortium academic partners from widening countries is below the average European norm  Lack of support structures for ECRs for conducting SER in life sciences  Lack of connecting lines and cross-fertilisation of knowledge between early career researchers on one hand and industry, society and government on the other hand  Lack of collaboration tools among consortium universities when it comes to the field of life sciences	<ul style="list-style-type: none"> <li>• 25 innovative practices in SER in LS and non-LS (3x7 + 2x2)</li> <li>• 14 local consultation events (partner HEIs + industry/government/citizens)</li> <li>• 1 Status Quo Report on the state of SER</li> <li>• 7 Country Reports on SER in LS</li> <li>• 1 Framework for SER in LS</li> <li>• 1 Digital Centre Strategy and Governance Plan</li> <li>• 1 Integrated Digital Centre of Excellence for SER in LS</li> <li>• 7 Local Digital Centre of Excellence for SER in LS</li> <li>• 7 local mentorship programs</li> <li>• At least 10 Standards for SER in LS</li> <li>• 1 Capacity Building Plan for SER in LS</li> <li>• 7 local think tanks organized</li> <li>• At least 10 Toolkits created for upskilling early career researchers on SER in LS (individual level upskilling)</li> <li>• At least 10 created for upskilling partner university staff on SER in LS (institutional level upskilling)</li> <li>• 7x3 local (one week) virtual bootcamps for upskilling early career researchers on SER</li> <li>• 7x3 local (one week) virtual bootcamps for upskilling partner engagement managers on SER</li> <li>• 1 virtual international winter school for ECRs</li> <li>• 1 physical international summer school for ECRs</li> <li>• 1 working papers journal on SER in LS set up</li> </ul>	<p><b>Exploitation:</b> Usage of the BETTER Life Centre by universities as means to ensure long-term engaged life sciences research. Openness of the Centre and toolkit/resource to usage by universities beyond the consortium. Continuing operation of the Centre beyond the timeframe of BETTER Life.</p> <p><b>Communication:</b> Sharing material through various means (including social media engagement, event organization, newsletter spreading, etc.) for the members of the Community of Practice and the wider scientific, economic and societal communities.</p> <p><b>Dissemination:</b></p>

<p>Lack of systemic approaches to ecosystem engagement</p> <p>Disconnect between academic research in life sciences and real-life needs</p>	<ul style="list-style-type: none"> <li>• 6 open science peer-reviewed journal papers published</li> <li>• 10+ working papers on SER in LS published</li> <li>• 1 digital self-assessment tool created to measure levels of SER in LS and provide guidance</li> <li>• 100+ self-assessments made by early career researchers in partners universities</li> <li>• 300+ self-assessments made by early career researchers in non-partners universities</li> <li>• 1 Institutional Generic Action Plan for fostering SER in LS in Europe</li> <li>• 7 Institutional Tailored Action Plans for fostering SER in LS in partner HEI</li> </ul>	<p>Workshops, bootcamps, webinars, community meetings, policy material (policy briefs, standards, guidelines, handbooks, etc.) distribution online in accordance with OER practices</p>
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## 6. Visibility planning: identity

A visual identity is to be made available to project partners to permanently apply during communication and dissemination activities. It is of high importance to use these communication materials and visual tools coherently. Project partners are required to use the logos, colors of the Visual Identity Guide and the related templates.

All necessary elements of visual identity are represented in the Annex 11.1. and there are to be used following elaborated guides and templates:

- LOGO standard usage on a dark and light background
- LOGO greyscale usage
- Logo free zone
- Print size
- Colors palette
- Typography
- Design elements
- Pattern
- Words files template
- Deliverable template
- Social media visual style
- Web banners templates
- Presentation template
- Roll up banner design
- A5 Leaflet
- Newsletter
- E-ZINE
- WEB

Logotype of the BETTERLife project is comprised of graphic element and text. The symbol of logotype has been developed with the goal to present collaboration between four partners. Four forming elements symbolize science, industry, public government and society. Taken together they form contours of DNA chain, which allows to emphasize the role of science in the project. Upward directed arrows visualize development and progress towards one common goal - solving problems located at the crossroads between science and society. The color solution of the logotype is vivid and symbolic. Four colours selected for the graphic element highlight four factors - stakeholder groups.

- red symbolizes the society,
- orange - industry, business,
- green - academia, universities, and life sciences,
- blue - state, government.

Text is arranged as clarifying and balancing element. It has been ensured selecting clearly readable font and size of the text.

## 7. Measures to sustain the project impact

The BETTER Life project aims to create long-term impacts to a wide variety of stakeholders, with the EU BETTER Life Center and the associated regional centers being the core vehicles to achieve the desired impact. The partners involved in the project place the support of ECR as well as the promotion of excellence in Life Sciences as strategic importance for their institutions. They widely dedicate their resources to connect and bring impact to the field and the surrounding ecosystems. Therefore, the partners have strong motivation to keep the project's results available and use them as a foundation for further actions – most prominently the continuation of the regional centers.

ACEEU and HLX as the non-academic project partners will undertake a series of activities aiming to ensure that the Centers will continue to exist after the project ends, including but not limited to:

1. Design of at least **4 exploitations paths** to map out and determine the best way on how the project outputs will be sustained after the project funding cycle;
2. Design of at least **3 alternative business model** for the sustainability of the Centers and project resources;
3. **Engagement with organizations** potentially interested in hosting their own regional BETTER Life Center (in addition to the funded ones) or supporting one or more of the existing Centers after the project;
4. Evaluation of the opportunity to integrate the EU BETTER Life Center within ACEEU or one of its international network partners;
5. Writing of funding proposals targeting the sustainability of the Center.

The EU BETTER Life Center as a European-wide digital resource will be kept in use and updated after the finalization of the project for at least 3 years, managed and updated by ACEEU. The partners are signing the Intellectual Property Rights agreement stipulating their right as the creators of the intellectual outputs from the project, while a license agreement to ensure the open access to the material. All costs in connection to the maintenance of the portal will be assumed under a part of Project Management, if possible, otherwise covered by ACEEU.

## 8. Key performance indicators and dissemination reporting templates

The project can be benchmarked or assessed regarding its delivery performance in several ways. In addition to deliverables and milestones, key performance indicators (KPIs) are particularly important as parameters to assess project productivity and their monitoring shall be developed during the project, provided that all partners are engaged to supply timely and accurate information. List of KPI could be seen in the Table 8.1.

Table 8.1. Key performance indicators (KPIs)

N.	Expectet Results	Total
1	Innovative practices in SER in LS and non-LS (3x7 + 2x2)	25
2	Local consultation events (partner HEIs + industry/government/citizens)	14
3	Status Quo Report on the state of SER	1
4	Country Reports on SER in LS	7
5	Framework for SER in LS	1
6	Digital Centre Strategy and Governance Plan	1
7	Integrated Digital Centre of Excellence for SER in LS	1
8	Local Digital Centre of Excellence for SER in LS	7
9	Local mentorship programs	7
10	At least 10 Standards for SER in LS	10
11	Capacity Building Plan for SER in LS	1
12	Local think tanks organized	7
13	At least 10 Toolkits created for upskilling early career researchers on SER in LS (individual level upskilling)	10
14	At least 10 created for upskilling partner university staff on SER in LS (institutional level upskilling)	10
15	7x3 local (one week) virtual bootcamps for upskilling early career researchers on SER	21
16	7x3 local (one week) virtual bootcamps for upskilling partner engagement managers on SER	21
17	Virtual international winter school for ECRs	1
18	Physical international summer school for ECRs	1
19	Working papers journal on SER in LS set up	1
20	Open science peer-reviewed journal papers published	6
21	10+ working papers on SER in LS published	10
22	Digital self-assessment tool created to measure levels of SER in LS to provide guidance	1
23	100+ self-assessments made by early career researchers in partners universities	100
24	300+ self-assessments made by early career researchers in non-partners universities	300
25	Institutional Generic Action Plan for fostering SER in LS in Europe	1
26	Institutional Tailored Action Plans for fostering SER in LS in partner HEIs	7

### Dissemination reporting templates

Project partners shall be using unified dissemination reporting templates in order to gather, systemize and finally report regularly. The templates designed are to be seen in Annex 11.2. and there are available the following templates:

- Report on dissemination activities;
- Academic Publications;
- EC reporting dropdowns.

Report on dissemination activities includes basic parameters as title, type of event/post etc., date, authors, language, level of dissemination, estimated number of persons reached etc.

Academic Publications accounted shall include informations on type, title, status, indexing etc parameters.

EC reporting dropdowns are covering all main types of communication tools, activities performed, events realized by each respective partner, audience type etc.

Each partner must regularly keep a record of all documentation production and dissemination activities to be able to present these for the dissemination report. Type of documentation to be kept includes all materials related to the project process realization (e.g. events, lists of participants, presentations, agendas/minutes, also photos etc.), as well as, communication and dissemination materials/activities/tools (e.g. web based or other publications, social media, newsletters, etc.), also particularly, academic publications.

## 9. Data management

Intellectual property protection and management measures are to be taken into account.

### **Open Science:**

BETTER Life consortium is committed to operating openly with all consortium members and dedicated to systematically share all knowledge and tools as early and as widely as possible involving the active engagement of the target groups in the form of our Community of Practice.

### **Knowledge management and copyright:**

All consortium partners are dedicated to complying with open science requirements. The materials that are part of the consortiums and each partners' intellectual property are subject to copyright. The work of ECR is protected by EU law and the consortium will comply with General Data Protection Regulation (GDPR) requirements when it comes to using their work as part of the BETTER Life activities. Proper GDPR procedures will be followed at every stage of the project.

### **Confidentiality obligations:**

All partners as well as personnel working with the partner including subcontractors with access to the products or other know-how/material shall sign a confidentiality agreement and a copyright waiver

Each beneficiary will be responsible for ensuring that their conduct is following their national legislation and with EU legislation on gender equality and will ensure that during recruitment to roles relating to the project, both sexes have equal opportunity to apply for the role. Beneficiaries should also encourage representation of both sexes in project activities, including meetings, workshops and educational events. Each beneficiary also behaves in accordance with its Gender Equality Plan and other internal policies and moral integrity.

BETTER Life project is aware that the **ethical aspect** is often not sufficiently addressed, even though all research projects should be undertaken and conducted with due consideration of ethical issues. Nevertheless, for the activities being undertaken in EU and non-EU countries in the BETTER Life project, there will be no requirements for ethical approvals since the participants will not be providing any kind of personal data, no local resources will be used, and there will be no form of ethical harm (physical, moral, business or confidential). The participants in the project activities might be asked for informed consent with participation if needed. If an ethical issue that requires special attention arises in the project, the project consortium will pay special attention to it and inform the Steering Committee (SC) without delay. The SC will look at the information provided and notify the consortium of an assessment of the issue. The SC may require the consortium to provide additional information or clarify certain issues if necessary. The Consortium confirms that any ethical concerns raised by project activities will be handled rigorously following the recommendations provided in the European Commission Ethics Self Assessment Guidelines.

## 10. Conclusions

The Dissemination and Visibility Plan (D6.1.) as the key document throughout the entire duration of the project provides the main guidelines and practical templates for external communication as well as dissemination towards parties outside the consortium as the network of quadruple helix actors (academia, society, government, industry representatives), also media, European Commission and other target groups, but also for internal communication between partners. The Dissemination and Visibility Plan in very detail is developing also the project's visual identity and brand. Also there are mentioned dissemination of particular communication materials and tools as electronic newsletters, e-Zines, press releases, blog articles, social media posts (Twitter, LinkedIn and Instagram) and ensuring the sharing of the policy documents to be developed (guidelines, standards and policy briefs).

This deliverable complements the information and guidelines provided by several main management and planning deliverables of the project, particularly - Project Management Handbook (D1.1.), Data Management Plan (D1.2.), Quality Assurance and Risk Management Plan (D1.3.), Sustainability and Valorisation Strategy (D7.1.).

The general principles and all requirements for the communication and dissemination work, are defined in various legal documents of the project (GA, DoA, CA etc.) as well as in the project application. This deliverable does not replace any of these agreements, nor does it replace any of the EU guidelines for project implementation and documentation, particularly, dissemination.

With its Dissemination and Visibility Action Plan and the following Community Engagement Strategy, BETTER Life is aiming to spread awareness about perspectives of SER in life sciences across the academic community in Europe.

## 11. Annexes

### 11.1. Visual identity and brand elaboration

- LOGO standard usage on a dark and light background
- LOGO greyscale usage
- Logo free zone
- Print size
- Colors palette
- Typography
- Design elements
- Pattern
- Words files template
- Deliverable template
- Social media visual style
- Web banners templates
- Presentation template
- Roll up banner design
- A5 Leaflet
- Newsletter
- E-ZINE
- WEB

### 11.2. Dissemination reporting templates

- Report on dissemination activities
- Academic Publications
- EC reporting dropdowns

## 11.1. Visual identity and brand elaboration

LOGO standard usage on a dark and light background



Logotype of the BETTERLife project is comprised of graphic element and text. The symbol of logotype has been developed with the goal to present collaboration between four partners. Four forming elements symbolize science, industry, public government and society. Taken together they form contours of DNA chain, which allows to emphasize the role of science in the project. Upward directed arrows visualize development and progress towards one common goal - solving problems located at the crossroads between science and society. The color solution of the logotype is vivid and symbolic. Four colours selected for the graphic element highlight four factors - stakeholder groups.

- Red symbolizes the society,
- orange - industry, business,
- green - academia, universities, and life sciences,
- blue - state, government.

Text is arranged as clarifying and balancing element. It has been ensured selecting clearly readable font and size of the text.

LOGO standart usage on a dark and light background

LOGO greyscale usage



LOGO greyscale usage

Logo free zone, print size



Logo free zone



30mm / 85px

Minimum print size is 30mm  
and 85px for digital

Colors palette



Primary colors	Gradient colors
<p>#da4f27 C_9,M_84,Y_100,K_1 R_218, G_79, B_39</p>	<p>#be1e2d C_15,M_100,Y_90,K_10 R_190, G_30, B_45</p>
<p>#f39a20 C_2,M_45,Y_100,K_0 R_243, G_154, B_32</p>	<p>#f15a29 C_0,M_80,Y_95,K_0 R_241, G_90, B_41</p>
<p>#4cbbb3 C_65,M_2,Y_35,K_0 R_76, G_187, B_179</p>	<p>#29afa6 C_74,M_7,Y_41,K_0 R_41, G_187, B_166</p>
<p>#68bcd4 C_56,M_17,Y_13,K_0 R_104, G_188, B_212</p>	<p>#63b6e5 C_56,M_12,Y_0,K_0 R_99, G_182, B_229</p>
<p>#333333 C_0,M_0,Y_0,K_80 R_51, G_51, B_51</p>	
<p>#ffffff C_0,M_0,Y_0,K_0 R_255, G_255, B_255</p>	

Colours palette

## Typography

LOGO typeface

**Basic Sans**[fonts.adobe.com/fonts/basic-sans](https://fonts.adobe.com/fonts/basic-sans)light  
regular  
**semi bold**  
**bold**  
**black**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Source Sans Pro is a typeface that works exceptionally well on screen. It is suitable for body text as well as headings, subheadings and short fragments of long text. Source Sans Pro is suitable for long documents such as reports, brochures and booklets, as well as for flyers, signs, presentations and websites.

PRIMARY typeface

**Source Sans Pro**Download font for free  
<https://fonts.google.com/specimen/Source+Sans+Pro>light  
regular  
**semiBold**  
**bold**  
**black**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Typography for documentation

**Source Sans Pro Bold 16tp for titles**

Source Sans Pro Regular 12tp for text

EXAMPLE

**1. Introduction**

This Project Management Handbook is intended to support the achievement of project objectives

## Typography

Design elements



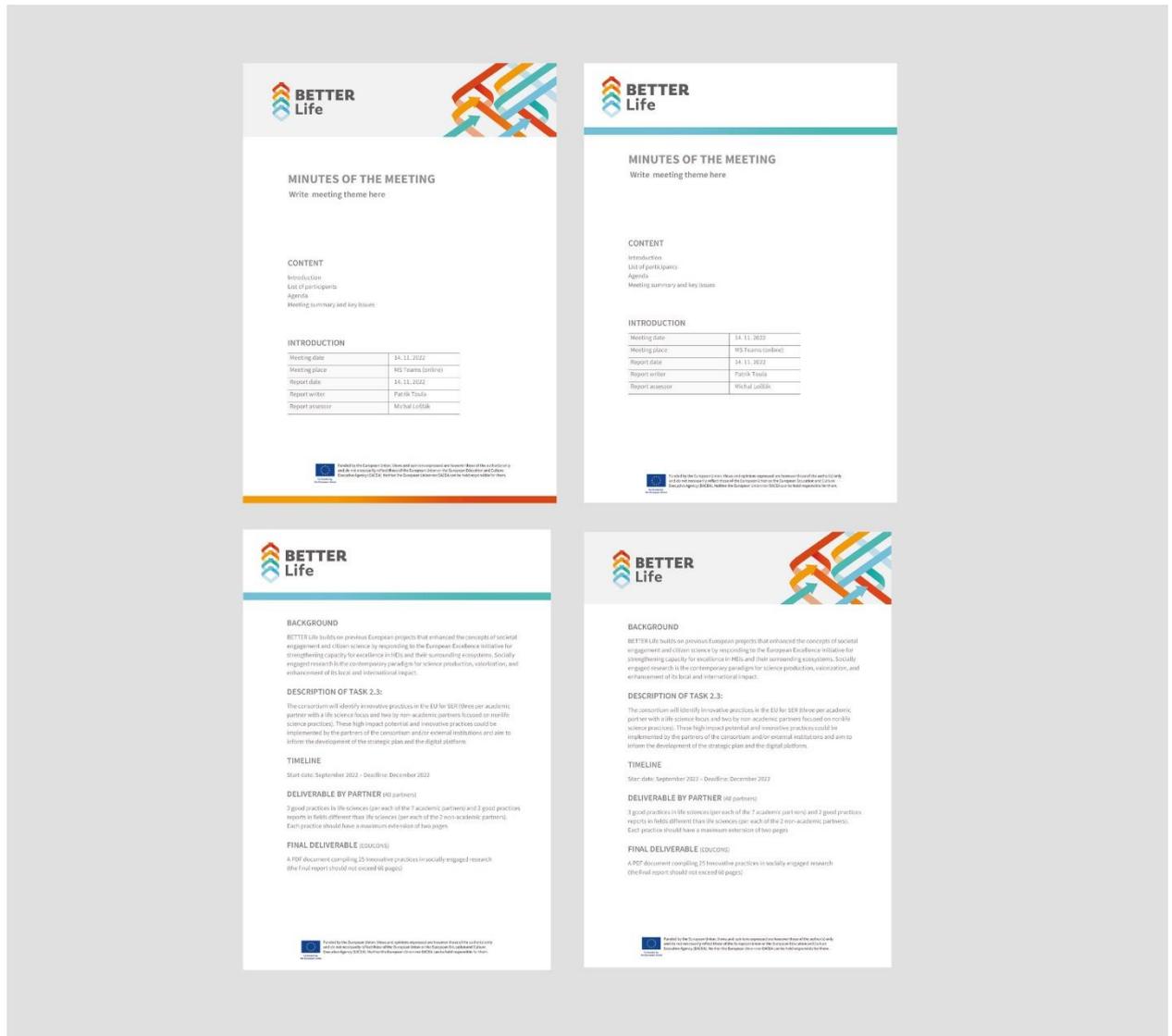
Design elements

Pattern



Pattern

## Words files template

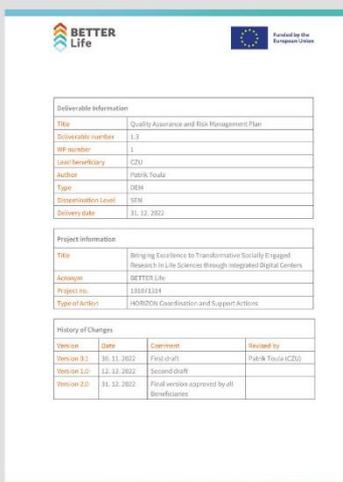


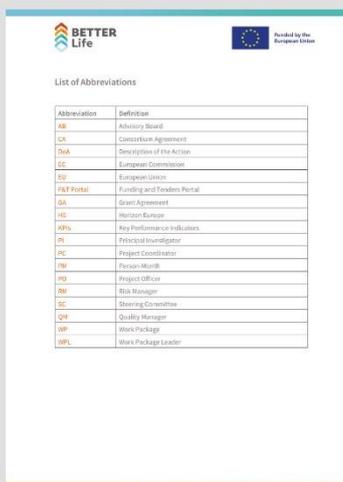
## Words files templates

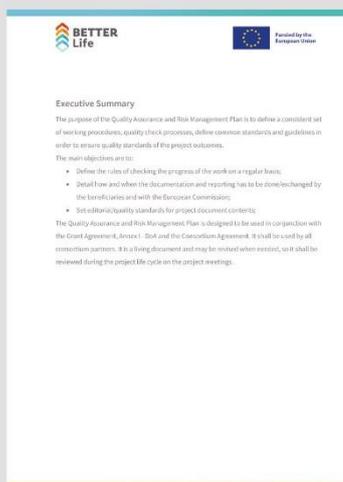
## Deliverable template











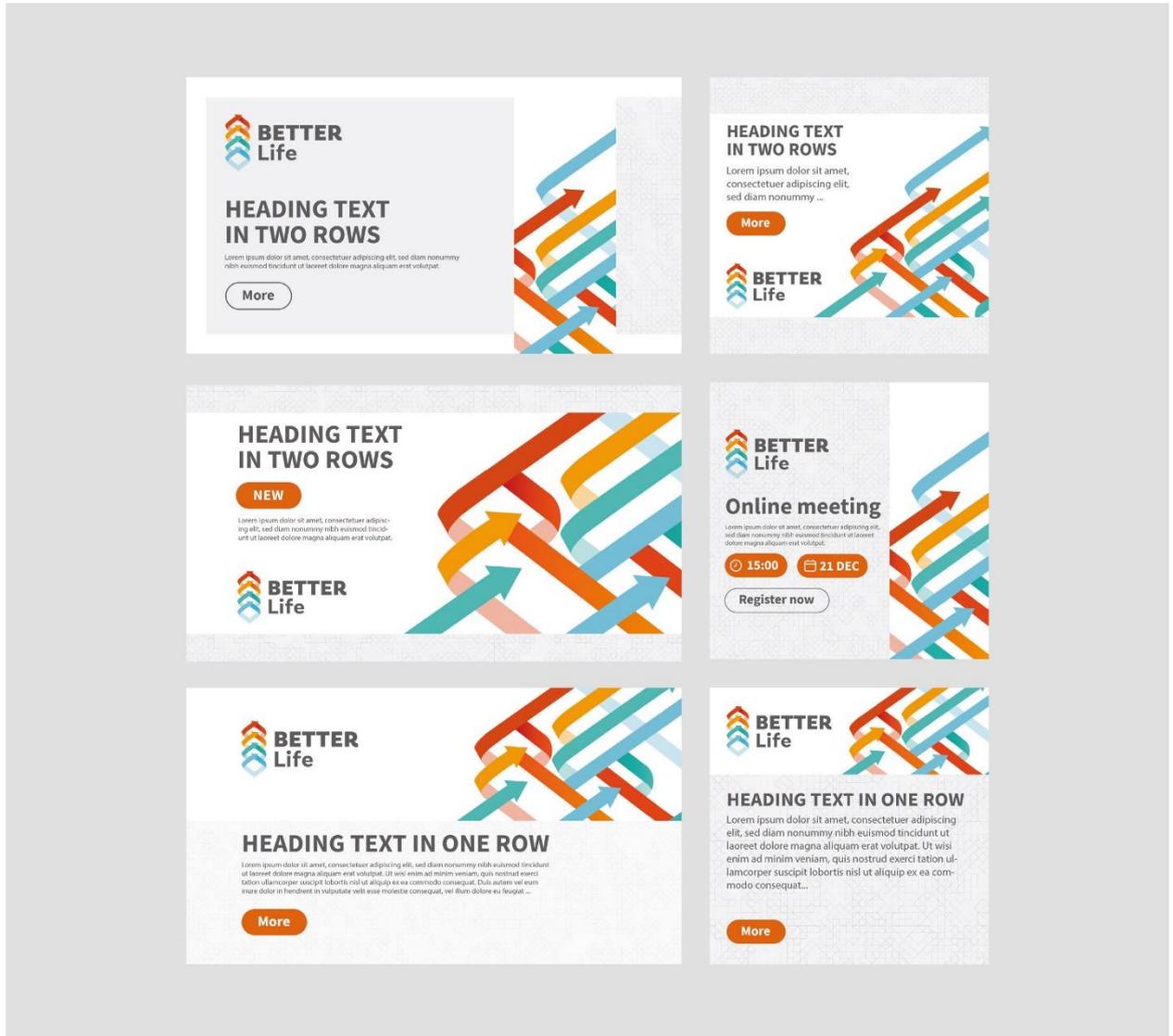
## Deliverable template

Social media visual style



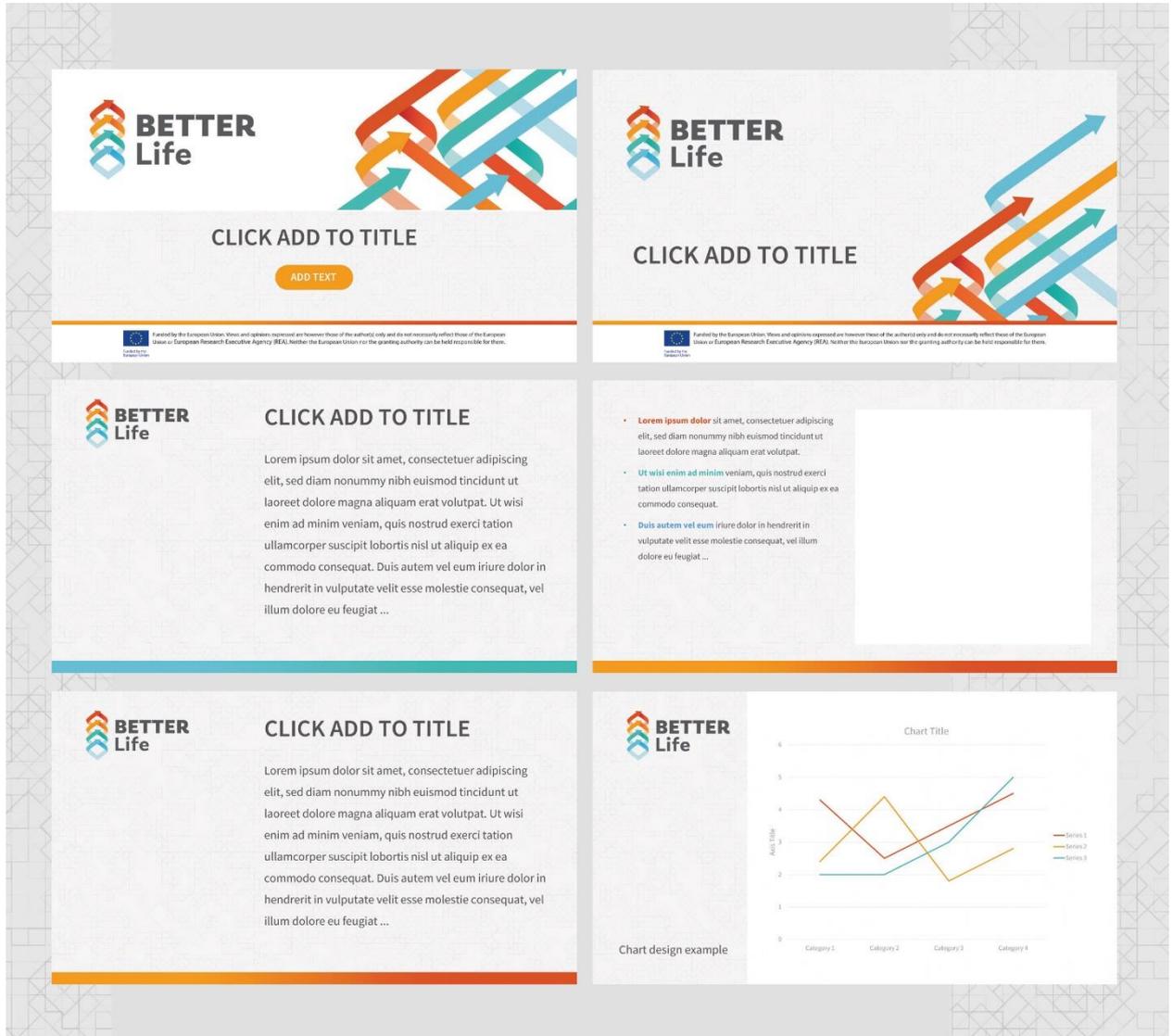
Social media visual style

Web banners templates



Web banners templates

Presentation template



The image displays six presentation slide templates arranged in a 3x2 grid. Each slide includes the BETTER Life logo in the top left corner. The top row shows two title slides with a 'CLICK ADD TO TITLE' placeholder and an 'ADD TEXT' button. The middle row shows two content slides with a title placeholder, a paragraph of Lorem Ipsum text, and a list of three bullet points. The bottom row shows two content slides with a title placeholder, a paragraph of Lorem Ipsum text, and a line chart titled 'Chart design example' with three data series (Series 1, Series 2, Series 3) plotted against four categories.

Presentation template

Roll up banner design

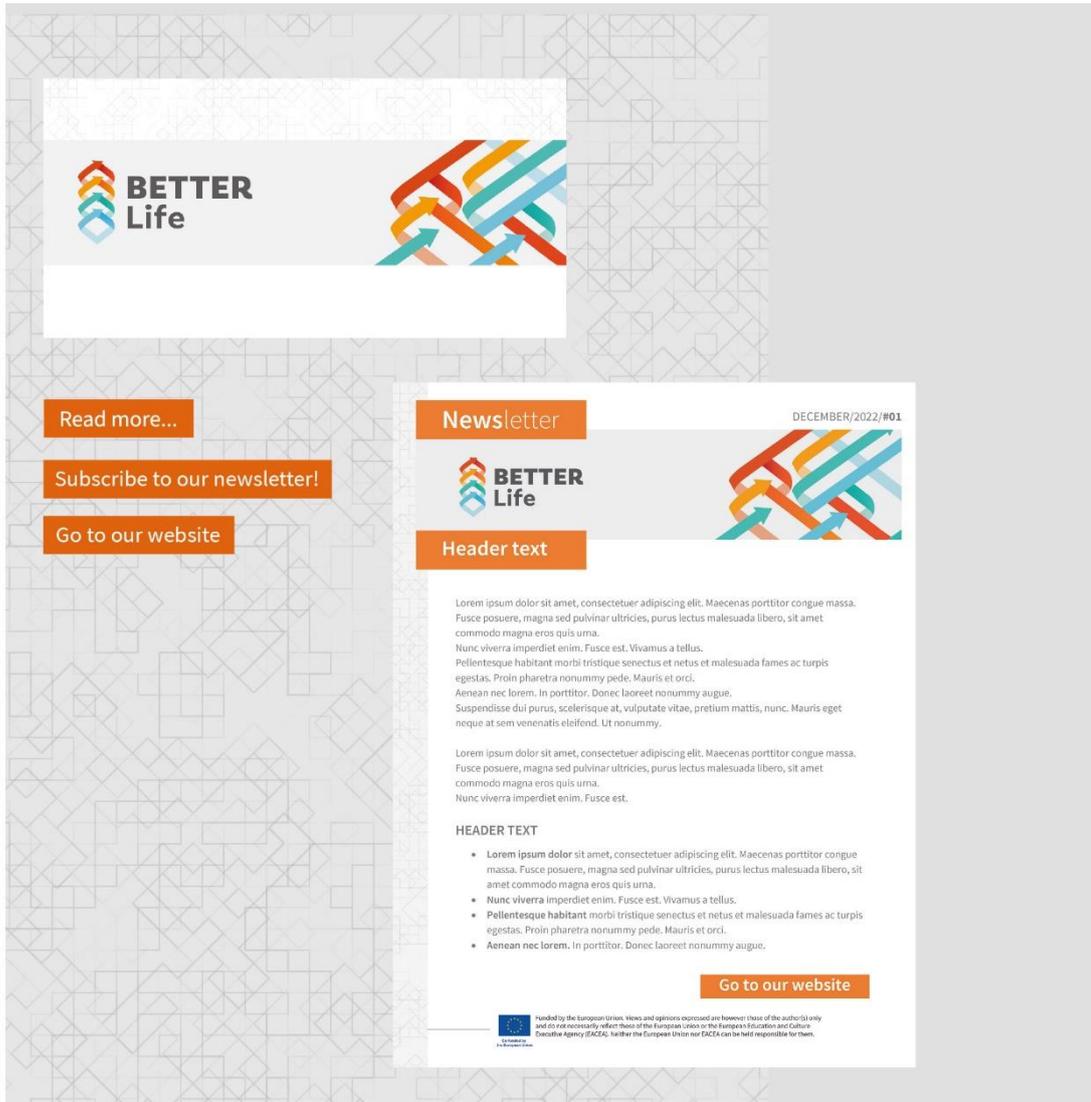


A5 Leaflet



A5 Leaflet

Newsletter

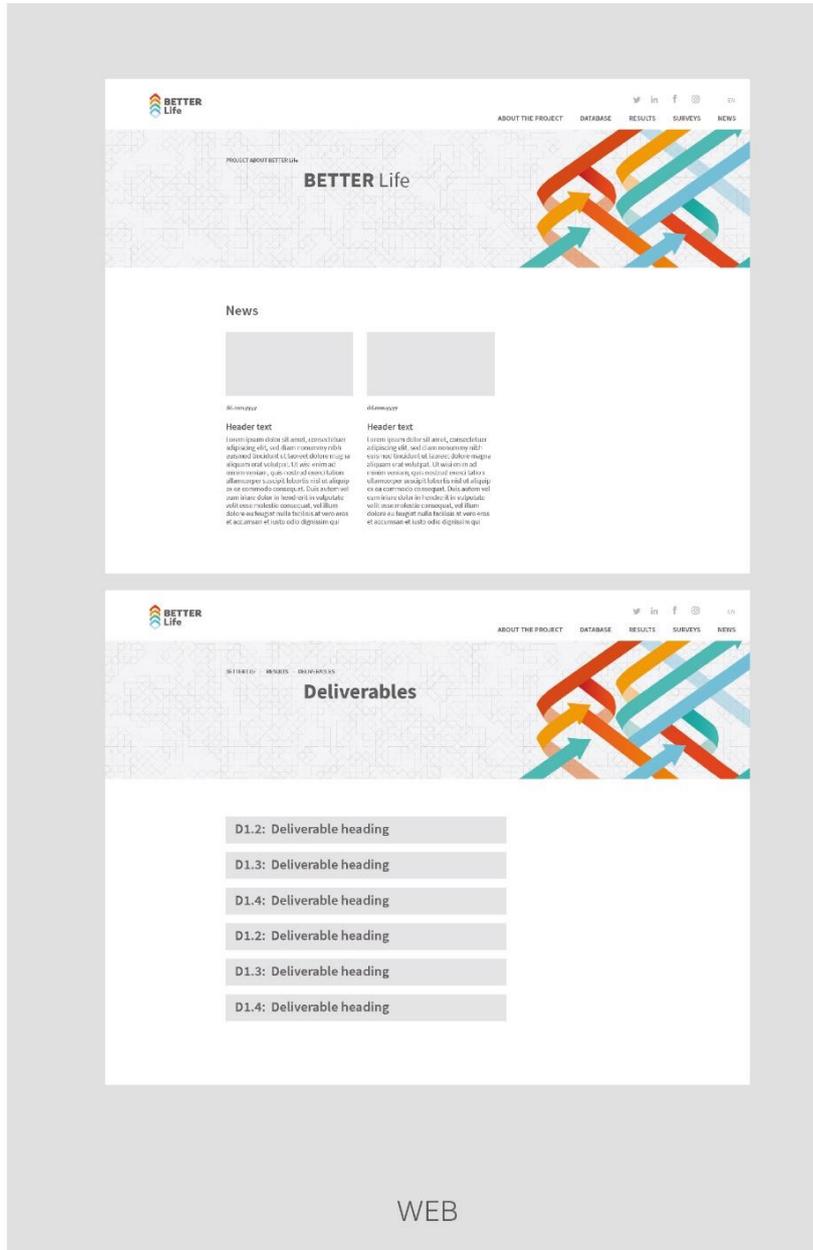


Newsletter

**E-ZINE**

**E-ZINE**

WEB



WEB

## 11.2. Dissemination reporting templates

Report on dissemination activities

Report on dissemination activities												
No	Partner Name (dropdown)	Title of article/event/posts	Type of activity (dropdown)	Author(s)/Presenter(s)	Date of publication/event (dd/mm/yyyy)	Partner Name (dropdown)						
						Language	Level of dissemination activity (dropdown)	Type of primary audience (dropdown)	Estimated number of people reached	If Media attended/was targeted please give an estimated number	Hyperlink - if applicable	Project funding noted (dropdown)
1												
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3												
4												
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30												

## Academic Publications

Academic Publications																
No. of item	Type of scientific publication (dropdown)	Title of the scientific publication	Status of publication (submitted/ in review/ published)	Indexing (Scopus/WOS/both)	DOI	Link to the Publication	Partners (dropdown)	Authors' name(s)*	Title of the journal or equivalent	Name of the Publisher	Year of publication	Relevant pages	Peer-review? Yes or No	Is/will open access provided to this publication, if yes		
														Green OA: insert the length of embargo if any	Gold OA: insert the amount of processing charges in EUR if any	
1																
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## EC reporting dropdowns

Dropdowns						
Communication tool	Audience Type	Type of scientific publication	Partners name	Level of dissemination activity	Project funding	Database
Organisation of a conference	Scientific Community (higher education, research)	Article in journal	CZU	Local	Yes	Scopus
Organisation of a workshop	Industry/business	Publication in conference proceeding/workshop	UNICAM	Regional	No	WOS
Press release	Civil society	Books/Monographs	ACEEU	National		Both
Books and reports (non-scientific)	General Public	Chapters in books	EMU	International		
Non-scientific and non-peer reviewed publications (popularised publications)	Policy makers	Thesis/dissertation	DU			
Organisation of conference	Media	Other	PULS			
Organisation of Workshop	Various experts (policy, academia, etc.)		HELIXCONNECT			
Pitch event	Policy Makers		EDUCONS			
Participation in a conference	Investors					
Participation in a workshop	Customers					
Website	Other/Mixed					
Media appearance (TV)						
Media appearance (radio/podcast)						
Media appearance (online media)						
Media appearance (printed media)						
Press Releases						
Exhibitions						
Participation in an event other than a conference or workshop						
Video/film						
Trade fair						
Participation in activities organised jointly with other H2020 project(s)						
Communication with elected politicians and ministerial officials						
Participation in activities organized with other national projects						
Lectures at universitie						
Participation in seminar						
News Letters						
Flyer						
Training						
Communication Campaign (e.g. Radio, TV)						
Participation to an Event other than a Conference or a Workshop						
Brokerage Event						