



This partnership has received funding from the European Union's "EURATOM" research and innovation program under the 101061037 grant agreement



PIANOFORTE Partnership

European Partnership for Radiation Protection Research

Horizon-Euratom – 101061037

D 6.1 - Strategy and plan for communication, dissemination and exploitation of results

Lead Author: Maija Bundule (LZP)

With contributions from: Elina Pajuste and Marie Davidková

Reviewer(s): [PIANOFORTE Coordination team]

Work package / Task	WP 6	T 6.1
Deliverable nature:	Report	
Dissemination level: (Confidentiality)	Public	
Contractual delivery date:	Month 3	
Actual delivery date:	Month 4	
Version:	1	
Total number of pages:	14	
Keywords:	communication plan, dissemination, results exploitation	
Approved by the coordinator:	29.09.2022	
Submitted to EC by the coordinator:	29.09.2022	

Disclaimer:

The information and views set out in this report are those of the author(s). The European Commission may not be held responsible for the use that may be made of the information contained therein.

Abstract

The purpose of the deliverable D6.1 Strategy and Plan for Communication, Dissemination and Exploitation of Results is to establish and agree upon strategic approach for communication, dissemination and exploitation of results at the PIANOFORTE project level and at the participants' level for the duration of project. This deliverable serves as a guide to perform in the most effective ways all related activities. The strategy and plan include the stakeholders identification, development of different channels and tools, preparation of tailored material to address stakeholder needs, organizing online and face to face events, active stakeholder engagement, and development of platform for use and reuse of collected data and other results. Internal and external communication plans will be described in detail as deliverables D6.2 and D6.3, respectively.

Content

1. Aim of the document.....	5
1.1. Introduction.....	5
1.2. Objectives.....	5
1.3. Purpose and scope of this deliverable	6
2. Identified target groups.....	6
3. Key messages.....	6
3.1. The PIANOFORTE project	6
3.2. The PIANOFORTE objectives.....	7
3.3. PIANOFORTE ambition	7
4. Communication and Dissemination Plan	8
4.1. Communication & Dissemination Strategy	8
Open access	8
EU identity	8
Disclaimer and IP rights	89
Communication and dissemination approach	9
4.2. Communication & Dissemination activities, channels and tools	9
Summary of Communication and Dissemination Channels	9
Tools for Dissemination and Exploitation of Results.....	10
External communication activities.....	1011
Internal Communication	1213
4.3. Visual identity and templates.....	13

1. Aim of the document

1.1. Introduction

According to Grant Agreement Number 101061037 - PIANOFORTE the objective of the WP6 *Knowledge management, communication, dissemination and impact creation* is to:

- enable bidirectional communication about PIANOFORTE and its results effectively to the broader research community, key stakeholders and the public
- make PIANOFORTE open calls projects results transferable and accessible to audiences that may use the new knowledge, data and information in their own work, enable use and uptake of results and maximize the impact of the EU-funded research
- develop practical knowledge management tools that contribute to the integration of national research programs as well as to a sustainable collective memory in the radiation protection field on the basis of open science principles.
- exploit the outputs of PIANOFORTE in order to maximize its impact.

Communication, dissemination, exploitation of results and information sharing are key success factors in achieving the goals of the PIANOFORTE Partnership. Therefore, these activities have been integrated into all levels of Partnership – into the specific objectives, but also in the governance structure by identifying a WP that explicitly focus on these tasks - WP6. Communication with policymakers, the scientific community, practitioners, patient groups, other stakeholders and the general public will be two-way, with partners both providing and requesting information.

A dissemination strategy and a plan for access to and exploitation of the results with early ideas of their implementation will assure transfer of knowledge and results with the aim to enable the European society to use and take up the Partnership outcomes. The dissemination strategy will make available the know-how, products, and technologies to the identified stakeholders, or to any other interested, and will be regularly updated during the Partnership's lifetime.

1.2. Objectives

Communication activities are aiming at two main objectives, which are:

- highlighting opportunities to the appropriate external stakeholders and communities,
- facilitating efficient internal communication among the PIANOFORTE network.

The external dissemination and exploitation of PIANOFORTE achievements and opportunities, as well demonstrating the benefits from transnational cooperation, has two main goals:

- at the RTD community level: to stimulate the response to transnational calls and other PIANOFORTE activities,
- at the Partnership level: to enable the European society to use and take up the Partnership outcomes.

1.3. Purpose and scope of this deliverable

The purpose of the deliverable D6.1 Strategy and Plan for Communication, Dissemination and Exploitation of Results is to establish and agree upon strategic approach for communication, dissemination and exploitation of results at the PIANOFORTE project level and at the participants' level for the duration of project. This deliverable includes also the deployment plan and serves as a guide to perform in the most effective ways all related activities. The strategy and plan include the stakeholders identification, development of different channels and tools, preparation of tailored material to address stakeholder needs, organizing online and face to face events, active stakeholder engagement, and development of platform for use and reuse of collected data and other results.

2. Identified target groups

The communication strategy is used to present the project via different media to various target groups:

- the PIANOFORTE network members,
- national and regional stakeholders, program owners and policy makers,
- relevant European initiatives and stakeholders, such as Radiation protection platforms and initiatives (MELODI, EURAMED, ALLIANCE, EURADOS, NERIS, SHARE), European Partnerships, European Joint Programs, Missions, ERA-NETs, EUREKA as well as the European Commission,
- the European RTD community, including industrial associations, environmental associations, experts in radiation protection,
- international organisations and non-governmental organisations (NGOs),
- civil society and affected communities.

3. Key messages

3.1. The PIANOFORTE project

The PIANOFORTE Partnership aims to consolidate an EU-wide research and innovation community in the field of radiation protection in order to support EU and national authorities and to ensure progress with new knowledge, innovative methods and technologies and skills to address current knowledge gaps, societal concerns and emerging issues. An integrated approach to radiation protection research, exploiting synergies between the various areas of expertise including cancer diagnosis and treatments, also outside the radiation protection remit, is required to realize maximum benefits and outcomes. This Partnership leads to a better coordination of and thus more efficient research efforts, in particular those regarding the risks associated with medical, industrial or environmental exposure, and on emergency management in relation to accidents involving radiation.

3.2. The PIANOFORTE objectives

The general objective of this Partnership is to improve radiological protection of members of the public, patients, workers and environment in all exposure scenarios and provide solutions and recommendations for optimised protection in accordance with the BSS. This objective will be reached by multidisciplinary research, innovation and citizen involvement activities in a collaborative approach of scientists, regulators and stakeholders. Research projects focusing on identified research and innovation priorities will be selected through competitive open calls. The general objective will be reached through the achievement of six specific objectives (four scientific specific objectives and two integration specific objectives) that are presented below. The four scientific specific objectives are aimed at tackling the three priorities defined in the previous section. Operational objectives are provided for the grouping of the four scientific specific objectives and for each of the integration specific objectives

- Specific objective 1: To innovate in ionising radiation based medical applications combating cancer and other diseases by new and optimised diagnostic and therapeutic approaches improving patient health and safety and supporting transfer of the R&I outcome to practice.
- Specific objective 2: To improve scientific understanding of the variability in individual radiation response and health risk of exposure.
- Specific objective 3: To support regulations and implementation of the BSS and improve practices in the domain of low dose exposures of humans and the environment by better understanding and reducing uncertainties in risk estimates
- Specific objective 4: To provide the scientific basis to recommendations, procedures and tools for assuring better preparedness to response and recovery from a potential radiological event or nuclear accident and to improve the know-how to manage legacy sites.
- Specific objective 5: To maintain a sustainable expertise capability on radiation protection issues across the EU by fostering the availability, the use, and the sharing of existing state-of-the-art infrastructures at European level and beyond, and conducting education and training activities.
- Specific objective 6: To involve all the relevant stakeholders at the different stages of the implementation of research projects and assure efficient dissemination, knowledge management and uptake of results

3.3. PIANOFORTE ambition

The ambition of this Partnership is to have an impact on radiation protection of humans and the environment in many ways. By gaining and consolidating scientific knowledge, the results of the research activities will support the implementation of the European Basic Safety Standards, to help cope with the new requirements and harmonize the practices throughout Europe. The holistic approach covers both fundamental science for exposure and effects, risk assessment, perception and management, as well as development of measurement techniques, innovative tools, methods and best practices to cope with the existing and emerging issues related to radiation exposure, thus creating a major impact for society.

Research is needed for risk prediction in specific situations and for foresight, to anticipate potential exposures. New knowledge will contribute to evidence-based recommendations at international level and informed risk communication.

4. Communication and Dissemination Plan

4.1. Communication & Dissemination Strategy

Open access

According to the guidance on open access, the appropriate measures to grant open access to all scientific publications and research data resulting from PIANOFORTE will be adopted by the consortium. Each beneficiary must ensure open access (online access for any user, free of charge) to all peer-reviewed scientific publications relating to their results. The PIANOFORTE website will serve as a platform to enable open access of the project outputs.

In particular, each partner must:

- i. As soon as possible, and at the latest upon publication, send an electronic copy of the published version or final peer-reviewed manuscript accepted for publication to the coordination and WP6-leader to be posted on the project website.
- ii. Ensure open access to the scientific publications via the PIANOFORTE website:
 - a. Immediately upon publication if a free electronic version is available via the publisher, or
 - b. Within six months of publication in any other case that involves delayed access.

EU identity

Unless the European Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- a) Display the EU emblem and
- b) Include the following text: “This project has received funding from the Euratom research and training programme 2021-2025 under grant agreement No 101061037”.

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Commission.

This does not however give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Disclaimer and IP rights

Any communication and dissemination activity related to the PIANOFORTE must indicate that these only reflect the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

The following sentence shall be used for this purpose and is included at the beginning of each project deliverable:

“This document reflects only the author’s view, and the European Commission is not responsible for any use that may be made of the information it contains.”

Communication and dissemination approach

All partners of the consortium must contribute to the dissemination and communication according to their foreseen role and effort and using all available tools. The WP6 leader and the WP6 will be the central point for the coordination of activities. It is foreseen that the proposals from WPs are transferred by WPLs to the WP6 leader because all WPLs are members in WP6. The final approval will be given by the project coordinator (PC and also WP1 leader).

It is proposed to communicate between project partners in cascades:

- Project Coordinator (PC) to all WP Leaders (WPLs),
- WPLs to WP members in their particular WP,
- PC to all partners’ main contacts in case of information important to all.

For the effective internal communication the email lists of all participants with regards to their participation in WPs, tasks and subtasks will be established on the internal space of PIANOFORTE project and regularly updated by PC.

The main contact point for the PIANOFORTE communication and dissemination is the email address contact@pianoforte-partnership.eu.

To increase efficiency, a standard email subject title shall be used. This will allow the project partners to quickly recognise PIANOFORTE related emails. These should include in the subject title the project name PIANOFORTE and WP number (if applicable), followed by a more specific description of the subject and a deadline for feedback or reply (if applicable).

To keep traffic down, if you have any query about an e-mail, please reply just to the sender. While sending emails, please also consider to send them only to relevant people who are concerned by the subject matter.

4.2. Communication & Dissemination activities, channels and tools

Summary of Communication and Dissemination Channels

PIANOFORTE will make use of various communication channels:

A) Web-based communication

- A.1. PIANOFORTE Website: static content, articles (blogs), news items,
- A.2. Third party websites: CORDIS and other EC services, European Partnerships / Initiatives / Missions, Radiation protection platforms, ERA-LEARN, etc.,
- A.3. Partner websites,
- A.4. Social media: Twitter, LinkedIn, Research Gate, YouTube Channel.

B) Electronic or printed media

B.1. Use of printed marketing communication materials, also available as pdf on the PIANOFORTE homepage: a generic flyer on PIANOFORTE, Call Flyers, general PIANOFORTE Poster, Call Poster, success stories booklets etc.,

B.2. PIANOFORTE Newsletter: informing our clients about upcoming calls, call results or any other news,

B.3. Press releases.

C) Events

C.1. Webinars to inform about the PIANOFORTE calls, organised by PIANOFORTE and/or the Partnership consortium partners

C.2. Presence at identified relevant events, conferences and workshops: through attending, presenting, exhibiting etc.

C.3. PIANOFORTE project seminars for the successful projects of the Calls with the intention to support the project consortia funded under the open calls in exploiting their results. The project seminars will be elaborated in detail in cooperation with the funders and project coordinators at later stage when the funded projects have started.

Tools for Dissemination and Exploitation of Results

A) Statistics on call results, and abstracts of successful projects will be published on the PIANOFORTE public website after each open call.

B) Open online catalogue of funded projects. Data will be prepared for online search and will include options to filter by year, participant, timeframe, keywords, etc. This will help to improve the knowledge about the European radiation protection research and give the opportunity to connect different research communities to create research consortia leading to efficiency gains in further funding efforts.

C) Success stories booklets. Whenever open call projects are finished the main results will be checked and in selected cases success stories will be published.

D) Presentations in PIANOFORTE project seminars. Project partners will present their project progress and discuss potential applications thus promoting research results. In the interest of efficiency, considering the size of audience, and cost limitations, these seminars will be organized as satellite events to major conferences in which consortium members participate regularly. In case a physical meeting is not possible, various remote communication options – such as webinars and videoconferences – will be used.

External communication activities

A) Web-based communication

The PIANOFORTE Website www.pianoforte-partnership.eu will be the central tool for the communication activities and disseminating the PIANOFORTE objectives and outcomes.

The webpages of CORDIS and other EC services, European Partnerships / Initiatives, Radiation protection platforms, ERA-LEARN, etc. will also publishing information about PIANOFORTE with a special focus on the Joint Transnational Calls.

PIANOFORTE consortium members are encouraged to promote PIANOFORTE activities at national / regional level, for example via their programme homepages. Each PIANOFORTE consortium member should use their own digital platforms (web site, blogs, social media) to direct the public and stakeholders to the PIANOFORTE platforms and social media channels.

B) Social Media

LinkedIn (<https://www.linkedin.com/company/pianoforte-partnership>), Research Gate (<https://www.researchgate.net/project/Pianoforte-partnership>) and Twitter (https://twitter.com/Pianoforte_EU). The tweets will be used to announce:

- News,
- Call information and updates,
- Project results.

A YouTube Channel dedicated to PIANOFORTE project will be possibly opened.

Due to possible aggravation of the COVID-19 situation, physical meetings and events may be reduced and social media may become more important. Therefore, PIANOFORTE is currently assessing the situation and considering setting up a YouTube channel with short videos to explain the purpose of PIANOFORTE and how to apply to joint calls.

C) Flyers, posters, booklets

Flyers and posters will be produced on the occasion of the annual joint calls which will be updated annually, as well as a more generic set of posters and flyers on PIANOFORTE as such.

- PIANOFORTE project flyer
- PIANOFORTE project poster
- PIANOFORTE background picture for virtual meetings
- PIANOFORTE Roll-ups
- PIANOFORTE Information and promotion package, including Call flyer, Call poster, Call ppt-presentation

Printed matter will be reduced to give priority for electronic media (pdf).

D) Newsletter

Irregular newsletter issues are foreseen. Content of the newsletter are information concerning:

- the call and the results,
- PIANOFORTE activities,
- Results of PIANOFORTE funded projects / success stories.

The newsletter triggers a cascade of further news alerts by other organisations (funding organisations, networks, consultants, platforms, clusters...). Thus, a very wide distribution of information is initiated.

E) Events

Contributions during large technical conferences – posters, presentations, or a booth – is a direct interactive way to address the European and international RTD community and to facilitate knowledge exchange. Events could be such as European Radiation Protection Week (ERPW), European Congress on Radiation Protection and International Conference on Radiation Safety, events organised by relevant European initiatives and partnerships, workshops as well events organized on national level. An annual event list will be compiled and regularly updated.

In the meantime, PIANOFORTE will show up on virtual events with appropriate means. Attendance on several virtual events is indicated, on which a short presentation to promote the Calls and other activities will be given. All events with an active participation of PIANOFORTE partners will be published on the PIANOFORTE event website as well as the post-event information materials (videos, ppt-presentations). An annual event list will be compiled.

E) Promotion Material

Promotional material will aid in the development of the PIANOFORTE brand and as a tool or disseminating information on PIANOFORTE. PIANOFORTE will consider the use the produced give-aways, such as:

- PIANOFORTE business cards,
- PIANOFORTE coffee mug made of recycled material,
- PIANOFORTE USB sticks,
- PIANOFORTE pens.

External communication plan will be described in detail in deliverable D6.3.

Internal Communication

For a very large network such as PIANOFORTE, a comprehensive internal communication policy and efficient tools are essential. A clear internal communication strategy will ensure increased efficiency and impact:

- ✓ The main flow of information will be based on email exchange and phone calls or web-based conferences among the core group of task leaders.
- ✓ A consortium intranet will be established based on experience and tools developed during the predecessor, which is CONCERT, phase. It will be easily accessed providing the person has the log-in data:
 - Each WP has an own folder in the intranet, organised by the WP-Leader,

- SB-members, WP-/Task-leaders have a personalized access to the intranet. Access can be provided for co-workers by asking the Coordinator.
- Material such as deliverable reports, draft documents to be developed by task forces and discussed during meetings will be stored and shared in the intranet. Final document will be uploaded there, too. Meeting documents and presentations are available on separate Meeting folders.
- ✓ At certain intervals determined by the work plan physical and/or virtual meetings will be held.

Internal communication plan will be described in detail in deliverable D6.2.

4.3. Visual identity and templates

The PIANOFORTE project logo must be placed on all the project dissemination material, documents and communication tools throughout the project lifetime. The PIANOFORTE project logo is presented in Figure 1:



Figure 1 – PIANOFORTE logo

The main colours of PIANOFORTE project are defined in Figure 2 and are used in all PIANOFORTE channels/tools/activities.

	Blue	0-68-148
	Orange	255-170-61
	Green	179-223-99
	Light blue	102-187-192

Figure 2 – PIANOFORTE basic colours defined by RGB code

PIANOFORTE templates: PIANOFORTE will be presented in scientific events, conferences, meetings as well as other occasions to disseminate project developments and results, enhancing the overall dissemination efforts. Different templates will be available to Consortium partners via the project's internal repository to be used for milestones,

deliverables, presentations (PPT), meeting minutes, poster or any other product in order to have a homogeneous strategy and approach to execute dissemination activities as well as to report on them. It is requested that participants agree with WP6 leader and PC any modified version of templates.