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PIANOFORTE Partnership

European Partnership for Radiation Protection Research

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D 6.3 – External Communication Plan

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Abstract

The purpose of the deliverable D6.3 External Communication Plan (ECP) is to establish an approach for communication, dissemination and exploitation of results of PIANOFORTE project towards the scientific and professional community, stakeholders and general public.

The plan describes 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. External communication aims highlighting opportunities to the appropriate external stakeholders and communities.



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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.

Deliverable D6.3 External Communication Plan (ECP) aims to establish an approach for communication, dissemination and exploitation of results at the PIANOFORTE for the duration of project

This deliverable is structured in six sections addressing the distinct aspects that the ECP is focused on:

- 1 Aim and Scope
- 2 Target groups
- 3 Communication channels
- 4 Tools for Dissemination and Exploitation of Results
- 5 External communication activities
- 6 Available Resources

1 Aim and Scope

The objective of the PIANOFORTE External Communication Plan (ECP) is to establish and agree upon approach and tools for communication, dissemination and exploitation of results at the PIANOFORTE towards external scientific and professional community and general public. External communication aims highlighting opportunities to the appropriate external stakeholders and communities.

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

The external communication strategy will use a synergetic combination of several channels and tools:

- a project website linked with social media networks;
- newsletters and other information materials;
- two-way interaction tools and channels with different stakeholders;
- conferences and other event opportunities;
- publications in various media including peer-reviewed scientific journals and popular
- science publications.

Work Package 6 will be responsible for the dissemination information of and will coordinate this task at a consortium level. To accomplish the objectives, WP6 leader will define the main guidelines for a high impact communication strategy and will work in close collaboration with all WP6 partners. WP6 leader will monitor the frequency of the publication of results, workshop organization, news and project evolution in terms of dissemination, leading the overall fulfilment of the objectives and the tasks defined in WP6.

Dissemination actions aim at communicating the project's objectives and results to a wide audience by promoting the adoption of project's results and demonstrating its impact, as well as by facilitating the exchange of information and the interaction not only with other related projects and initiatives but also with activities in industry, academia, and society as a whole.

In order to maximize the impact of communication efforts:

- Activities need to be carried-out in a timely manner
- Information used must be accurate
- Activities should be coordinated closely with the Commission
- The right audience(s) should be targeted
- Messages should interest the target audience(s)

2 Target groups

Involvement of all relevant target groups in PIANOFORTE project is the key to an effective radiation protection framework. Therefore, the analyses of all stakeholders' views, needs and expectations is planned. An adequate, understandable communication of the scientific basis and the decision making under uncertainty are considered essential to enhance confidence and acceptance of legal regulations and practical actions to improve radiological protection of citizens, workers and the environment. The dissemination and exploitation of the project findings and results are to be tailored to the specific needs of interested and affected groups, workers and other stakeholders.

In terms of communication, dissemination and results exploitation with stakeholders the following steps are taken:

- Identification of related and relevant stakeholders for the project,
- Mapping of stakeholders in view of their interest, attitudes and needs,
- Engagement activities to address their particular needs and requirements.

In general, there are two target audiences for PIANOFORTE project: internal project partners (Beneficiaries, Associated partners, Affiliated entities) and external audiences.

2.1 PIANOFORTE participants

The PIANOFORTE consortium includes 39 partners from 22 EU countries plus Norway and United Kingdom. European radiation protection research platforms MEENAS, MELODI, ALLIANCE, EURAMED, EURADOS, NERIS and SHARE are also members of PIANOFORTE partnership.

PIANOFORTE partners have competences in the fields of dosimetry, physics, biology, epidemiology, molecular-epidemiology, medical, societal sciences and data management. All the project partners are fully committed to the project and have complementary roles needed to reach the objectives and goals of the project. Among them there are research groups from national radiation protection institutions and regulatory authorities, national research institutions and universities. The composition of the Pianoforte consortium provides necessary prerequisite for creating impacts and guarantees the best possible dissemination and use of the PIANOFORTE results for decision makers, regulatory authorities and various stakeholder groups on national, European and international level.

2.2 External stakeholders

The ambition of the PIANOFORTE 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 Basic Safety Standards.

Based on this objective, the following stakeholders are identified:

- professional associations, such as ERA, ENA, IRPA, ICRP and IAEA,
- future scientific community, like students, PhD candidates, young researchers in the area,
- radiation protection regulatory authorities, also at the European level like HERCA, health institutions and other responsible ministries, municipalities and implementing authorities, decision makers and politicians, broader civil society (citizens science networks) and
- general public.

The identified stakeholders can cover the whole cycle of communication, dissemination activities and exploitation of results. The funded research projects will produce the scientific outputs and spread the results to the wider scientific community, responsible authorities,

decision makers and operational bodies at different levels. The target audiences, like medical staff will be involved to obtain the feedback on the outputs. The media will be used as a broadcast source for all involved, including general public.

All these stakeholders will be identified on variety of levels: from national, even municipality level, to the European and pan European level, to the international level. All these levels are important to be identified as the impacts of PIANOFORTE outcomes will be amplified.

2.3 Network groups

These stakeholders can be grouped in networks based on their interests and needs to be actively involved in the project's activities. The following network groups are proposed:

- **Scientific community and researchers:** PIANOFORTE RTD community including radiation protection platforms and initiatives (MEENAS, MELODI, ALLIANCE, EURAMED, EURADOS, NERIS and SHARE), experts in radiation protection, European Partnerships, European Joint Programs, Missions, ERA-NETs, EUREKA as well as international organisations (ICRP, IRPA, IAEA,) and non-governmental organisations (NGOs), ...
- **Authorities:** responsible ministries (health, environment, ...), European Commission, regulatory authorities (radiation protection, nuclear safety, HERCA, ...), municipalities and implementing authorities,
- **Policy makers:** decision makers and politicians,
- **Related:** stakeholders with similar project, citizen science networks,
- **Media** and
- **General public** (civil society and affected communities).

The collection of data about stakeholders and network groups will respect Regulation 2016/679 of the EU Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (GDPR). The collected data will include information such as name, email, institution, stakeholder group, country and will be based on proactive policy, however based on consent and option to change the mind and withdraw from the database. The management of the collected data will be organized carefully for purpose of Pianoforte project only, based on advice from data protection officer. The collection of data will focus first on the already established networks (associations, platforms,) from project partners, from past activities/projects or ongoing related projects. The new stakeholders can register through form published on PIANOFORTE website.

3 Communication & Dissemination strategy

The external communication strategy will use a synergetic combination of several channels and tools:

- a project website linked with social media networks;
- newsletters and other information materials;
- two-way interaction tools and channels with different stakeholders;

- conferences and other event opportunities;
- publications in various media including peer-reviewed scientific journals and popular
- science publications.

Open access

According to the guidance on open access for H2020, 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 funded projects outputs.

In particular, each partner must:

- 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 PIANOFORTE website.
- Ensure open access to the scientific publications via the PIANOFORTE website:
 - Immediately upon publication if a free electronic version is available via the publisher, or
 - Within six months of publication in any other case that involves delayed access.

The Gold Open Access in Open Access Journals for five scientific articles is foreseen in the project.

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 and the WP6 leader will be the central point for the coordination of activities. It is foreseen that the proposals from WPs are transferred by WP leaders to the WP6 leader. The final approval will be given by the project coordinator (PC and 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.

4 Communication channels

Pianoforte project employs web-based communication and electronic or printed media as communication channels. Another way of external communication are presentations at identified events, mainly conferences and workshops.

Web-based communication

- PIANOFORTE Website: static content, news items, information on project calls, etc.
- Third party websites: CORDIS and other EC services, European Partnerships / Initiatives / Missions, Radiation protection platforms, ERA-LEARN, etc.,
- Partner websites,
- Social media: Twitter, LinkedIn, Facebook, YouTube Channel.

Electronic or printed media

- Use of electronic communication materials, also accessible on the PIANOFORTE website,
- PIANOFORTE Newsletter: informing about upcoming calls, call results or any other news,
- Press releases.

Events

- Webinars to inform about the PIANOFORTE calls, organised by PIANOFORTE consortium partners,
- Presence at identified relevant events, conferences and workshops: through attending and presenting
- 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.

5 Tools for Dissemination and Exploitation of Results

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

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.

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

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.

6 External communication activities

A wide range of activities, channels and tools can be used specifically or commonly for communication and dissemination purposes. Different activities, channels and tools are briefly described below.

Web-based communication

The main communication and dissemination tool of Pianoforte project targeting all audiences is a public website. The Pianoforte website was registered in the “eu” domain with intuitive URL to maximise the hit rates: <https://pianoforte-partnership.eu/>.

It is the main channel for the provision of information and updates about the Pianoforte project and serves as a repository for all public deliverables of the project and other project’s results as part of the open access policy (green open access).

The Pianoforte website has the following structure (folders):

- **Home** with basic overview information about the project,
- **About** with contact to Spokesman and Pianoforte Project Coordinator and executive board,
- **News** with the latest important information and updates,
- **Work packages** with short descriptions, objectives and tasks,
- **Deliverables** with the repository of public deliverables of the project,
- **Participants** with overview of the geographical coverage and short information about all members of consortium and with links to their home websites,
- **Stakeholders** with groups of networks based on their interests and needs to be actively involved in the project’s activities and form to register as a new project stakeholder,
- **Calls** with information on Pianoforte Open calls (Call text, Guidelines for applicants, Auxiliary Proposal Template, Auxiliary Financial Excel Sheet, CV template), support for European early career researcher and professional networking activities, training courses and travel grants for early career researchers and radiation protection professionals,
- Direct access to the social media (Twitter, LinkedIn, YouTube).

At the bottom of the Pianoforte website there is a legal notice and privacy statement to inform the users about the terms and conditions of use of the internet website, and to inform about the personal data management.

The website is regularly updated with on-going activities, public reports and deliverables, publications, upcoming events, scientific meetings and workshops, as well as trainings, courses and conditions Open calls. Later, details about Open calls, funded projects and their results and achievements will be published.

All participant and WP leaders are expected to contribute to feed the Pianoforte website with news about their work package (like issue of an important deliverable and other results, reach of an important milestone, new training or event related to the WPs). The website administrator is SURO with its subcontractor. New contents for the Pianoforte website are managed by SURO and approved by IRSN.

Website hits, page views and deliverables/documents’ downloads will be monitored in order to measure the impact of the Pianoforte website. The collected information will be used

anonymously (without the personal data of the users) for the purpose of the Pianoforte project.

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.

Social Media

In addition to the internet website, also other online tools are established for the communication and dissemination activities of Pianoforte project as in H2020 Social media guide for EU funded R&I projects.

The following web based social media are formed:

- **Twitter** @PIANOFORTE, https://twitter.com/Pianoforte_EU,
- **LinkedIn** <https://www.linkedin.com/company/pianoforte-partnership>
- **Facebook** Pianoforte-partnership
- **YouTube** <https://www.youtube.com/channel/.....>

They are available from the Pianoforte website and follow to the extent possible the Pianoforte graphical design. The Twitter account is intended for short messages up to 280 characters to be posted for some specific audiences like media, policy makers, but also general public. The LinkedIn account has no limitations for the publishing and the profile can include many interesting information, like important results, events or developments, and also links to the Pianoforte website. This social media is mainly used for professional networking, including participants of the Pianoforte.

The YouTube account enables to share interesting videos about the project, with special attention to the presentation of the Pianoforte results.

All the online tools will be regularly maintained and updated with on-going activities. The new information will be uploaded several times per month, more intensively with Twitter, and less with LinkedIn, Facebook and YouTube.

All participant and WP leaders are expected to contribute to feed the Pianoforte social media with news about their work packages. The social media administrator is IRSN.

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.

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- PIANOFORTE project leaflet
 - PIANOFORTE project presentation
 - PIANOFORTE project poster
 - PIANOFORTE video
 - PIANOFORTE Information and promotion package, including Call flyer and Call ppt-presentation

All materials will be published in priority for electronic media (pdf).

The official **PIANOFORTE leaflet** will be produced to inform about PIANOFORTE project objectives and expected results as well the methods which will be used. It will be used for on-line communication and dissemination, and also to be distributed to the different stakeholder networks. The level of details will be generic, therefore it will be intended mostly for most of the stakeholders network groups. The PIANOFORTE leaflet will be electronical (as PDF), and could be also printed to be used during different events. The PIANOFORTE leaflet will be reviewed and upgraded on yearly bases to provide information on the PIANOFORTE development.

The **PIANOFORTE presentation** will be further form of presentation about the project and will consist of approximately 10 slides in ppt to be used for the events where participants would promote PIANOFORTE and the results from the beginning. During the project duration it will be modified and enriched with the results from the project so it could serve for continuous communication and dissemination activities within PIANOFORTE.

The **PIANOFORTE poster** (A0 format) will be another form of the information about the project. It will have the similar content as leaflet but will be prepared in PPT format in order to be used more for different events. The content could be more oriented for different professionals, like scientific community and researchers, authorities and implementers. The PIANOFORTE poster will be in electronical form (as PPT or PDF) so it could be also modified for the particular purpose and printed.

The **PIANOFORTE video** will be recorded as project promotion and information about the project objectives and expected results. The video will feed the social media, especially YouTube as modern and attractive input. Short movies about each WPs narrated by WP leaders will be also considered in the first period of the project. They would present the WPs objectives and planned results in a short 2-3 minutes video. Later more video **interviews** will be produced on particular aspects of WPs (like Open call funded projects, important outcomes and achievements) to be used for communication and dissemination activities.

The information about each OPEN CALL for proposals will be disseminated by **PIANOFORTE Information and promotion package, including Call flyer and Call ppt-presentation**. The flyer and presentation shall include general, legal, administrative and financial information about the actual call. In total there will be three Open calls (in spring 2023, 2024 and 2025).

E-Newsletter



The PIANOFORTE **E-Newsletter** will be developed as a main source of information about updates and news of the PIANOFORTE project, like results in WPs, past and upcoming events, publications, details on Open Calls for proposals, training courses, travel grants etc. The content will include scientific achievements of the funded projects as well as dissemination activities, success stories, presentations, workshops, reports, publications and media interest, etc. The E-Newsletter will be published on PIANOFORTE website as electronic version, promoted also by other social media and distributed to the PIANOFORTE contact database.

In order to achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the PIANOFORTE partners will be encouraged to distribute the newsletters to their contacts who may be interested in the project. A specific option for subscription to the list of newsletter recipients will be included to the PIANOFORTE website.

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.

PIANOFORTE representatives will be present at least at two events per year, when the possibility of physical events is given.

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.