NEUROTWIN
HORIZON 2020 PROJECT

Kick-off meeting
WP5: Communication, dissemination, exploitation
30.09.2019, Kyiv

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Communication, dissemination, exploitation

Objective 1

To communicate the project's activities to a broad external audience

Objective 2

To communicate specifically with R&I stakeholders in Ukraine (policy-makers, industriy, SMEs) about the importance of neuroscience research for the country

Objective 3

To disseminate the project's ouputs (results) to the scientific community in the field of cellular and moelecular neuroscience

Objective 4

To exploit the results generated by the project by ensuring a smooth transfer to all potential beneficaries (from civil society to the scientific community)

Definitions on paper

Dissemination

Providing results generated specifically to target groups identified for their uptake and further exploitation

Communication

Providing general information about the project to a general audience

Exploitation

Utilisation of results by the target groups (both during and after the project) and upon agreement from the consortium

T.5.1 Communication, dissemination, exploitation plan

Lead: ZSI

Contributors: BIPH, UCL, IBMC, TUM, UU

Duration: Month 1-2

Deliverable: CDE plan (due in M2)

Establishment of the CDE committee (M1) → for planning and monitoring CDE activities

Workflow: The first version of the CDE Plan is checked against quality by all partners and is further subject to revision annually

This task includes

- **NEUROTWIN's internal communication framework**

- **NEUROTWIN's external communication strategy**

- **NEUROTWIN'S dissemination logic including exploitation measures**

From the project proposal

INFO BOX

"**The <u>primary purpose</u> of the CDE strategy is to warrant that all non-sensitive results gained within the NEUROTWIN project are made available to stakeholders concerned as well as the general public allowing for their further (commercial and/or scientific) exploitation in cooperation with or, if transferred, upon agreement from the NEUROTWIN consortium.**"

Conceptualising the CDE Plan

The CDE PLAN consists of two major parts: 1. Communication: Approach, methods, instruments

Provisional table of contents for the communication part:

1. ***Executive Summary***
2. *Measures & Objectives for NEUROTWIN's communication*
3. *Stakeholders & Target audiences*
   - *3.1. Ukraine*
   - *3.2. EU MS*
4. *Corporate visual project identity*
   - *4.1. Description of fonts, colours, visual requirements to be used*
5. *Communiation tools, methods and messages*
   - *5.1 NEUROTWIN website*
   - *5.2. Social media accounts*
   - *5.3. Printed PR material*
   - *5.4. Communication schedule, key messages, methods, milestones*
6. *Monitoring the output and impact of comm. Activities (including KPIs)*
7. ***Conclusions and potential risks (covering CDE in total)***

Conceptualising the CDE Plan

Provisional table of contents for the dissemination & exploitation part:

1. **Executive Summary**
2. *Measures & Objectives for NEUROTWIN's dissemination & exploitation*
3. *Responsible Research and Innovation (RRI) in dissemination and exploitation*
4. *Target groups of NEUROTWIN outputs and how to approach them*
5. *Dissemination channels to harness exploitation opportunities and their links to impact*
6. *Exploitation opportunities ("markets" for and users of NEUROTWIN outputs and what is needed to ensure user uptake) and their links to impact*
7. *Schedule of dissemination and exploitation activities*
8. *Monitoring the outputs and impact of dissemination activities (incl. KPIs)*
9. *Sustainability considerations – how to make NEUROTWIN outputs and outcomes sustainable*
10. **IPR**

T.5.2 Communication, dissemination, exploitation activities

Lead: BIPH, ZSI

Contributors: all partners

Duration: M3-36

Deliverables: D5.1 USN Congress, D5.2. Project Factsheets, D5.3 Policy Makers Meeting, D5.5. Video- and Handbooks, D5.6. General dissemination report

This task includes

- **Developing of the project website, the project logo, the project factsheet, and PowerPoint templates (M3)**

- **Launching press releases and e-newsletters.**

- **Developing of video- and handbooks of practical trainings and WS under WP1**

- **Participation in and dissemination of project results at Ukrainian Society for Neuroscience Congress 2020 (M11)**

- **General management and reporting of CDE activities in NEUROTWIN**

- **Participation in Policy Makers Meetings to create better understanding among UA stakeholders about the importance of high level of neuroscience research for public health**

T.5.3 Annual consortium meetings

Lead: UU

Contributors: all partners

Duration: M12, M23, M35

This task includes

- **Organisation of NEUROTWIN Annual Consortium meetings (months 12, 23, 35).**

- **First consortium Meeting (Porto/PT): To summarise and evaluate the first project period and to adjust the planning and timing for the remaining period to the actual situation**

- **Second consortium meeting (Uppsala/SE): Focusing on preliminary project results available at this stage. If necessary, the efforts between partners and/or WPs will be re-arranged based on actual situation, in order to ensure that all objectives can be met**

- **Third (final) consortium meeting (Kyiv/UA): Evaluation and summary of all collected results, assessment of committee reports about the NEUROTWIN project, discussing the final report and reporting, planning of further cooperation and devising sustainability strategies for the project's outputs for the time after the project end**

T.5.4 Smart Specialisation Strategies

Lead: BIPH

Contributors: all partners

Duration: M18-36

Deliverable: D5.4 Smart Specialisation Strategy Recommendations (M29)

This task includes

- **To develop recommendations for the overall Smart Specialisation Strategy (SSS) for the region of Kyiv (taking into account existing concepts for SSS for Ukraine), leading to the possible future creation of a neuroscience cluster in and around the capital**

T.5.5 IPR management

Lead: UCL

Contributors: all partners

Duration: M1-36

Deliverable: D5.4 Smart Specialisation Strategy Recommendations (M29)

This task includes

- **Overviewing all project results generated within NEUROTWIN against the background of possible Intellectual Property Rights issues which could come into play**

- **If necessary, the project takes over all necessary costs regarding any commercial licensing which is aimed at a nation-wide teaching and training of biomedical professionals and clinical practitioners (in Ukraine)**

- **Developing an organisational strategy and revenue-sharing policy for BIPH-based commercial developments including software- or hardware generating ventures**

- **The Translational Research Office (established under WP4) explores and establishes patentability and the commercial potential of teaching materials, training methods, and specific research developments generated as part of NEUROTWIN.**

Overview: WP efforts and deliverables

Participation per Partner	
Partner number and short name	**WP5 effort**
1 - BIPH	9.00
2 - UCL	1.00
3 - IBMC	1.00
4 - ZSI	2.00
5 - TUM	1.00
6 - UU	1.00
Total	15.00

List of deliverables					
Deliverable Number[14]	**Deliverable Title**	**Lead beneficiary**	[15] **Type**	[16] **Dissemination level**	**Due Date (in months)**[17]
D5.1	USN Congress	1 - BIPH	Other	Public	12
D5.2	Project Factsheets	3 - IBMC	Report	Public	13
D5.3	Policy Makers Meetings	1 - BIPH	Other	Public	20
D5.4	Smart Specialization Strategy Recommendations	1 - BIPH	Report	Public	29
D5.5	Video- and Handbooks.	6 - UU	Websites, patents filling, etc.	Public	31
D5.6	General Dissemination Report	4 - ZSI	Report	Public	36

Thank you!