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University of Minho
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Chonbuk National University

Regenerative Medicine Innovation Crossing - REMIX

PUBLIC ENGAGEMENT PLAN

HORIZON 2020 - MSCA-RISE G.A. 778078

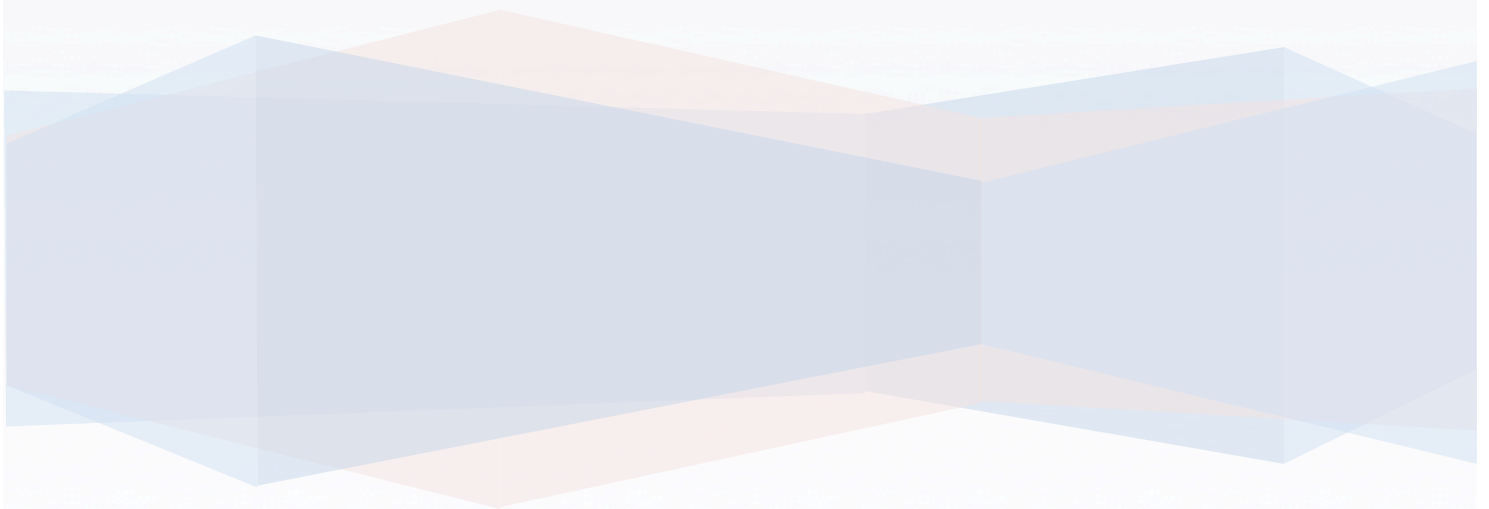


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REVISION HISTORY

Date	Version	Author
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17/09/2018	2	Natalia Alves (UMINHO)



1. INTRODUCTION

REMIX is a **research and mobility project** funded by the European Union under the **MSCA-RISE** instrument, GA778078. The project's partners are the University of Trento (Italy – BEN and Coordinator), University of Minho (Portugal - BEN), Chulalongkorn University (Thailand – OPE), Mongolian University of Science and Technology (MUST – OPE), Chonbuk National University (South Korea – OPE)

A strategic communication plan is needed for the project management and effectiveness, promoting partners cooperation and visibility of outcomes, diffusion and exploitation of results to the society, and further project sustainability by attracting stakeholders and investors. Such a strategy will be developed in detail by the Steering Committee. The table below summarizes the target group of the communication strategy, the content of communication and its means.



2. LOGO AND GRAPHICAL IDENTITY

The logo of REMIX is:



The logo is used on all communication material, alongside with the EU's logo (see section 3).

3. ACKNOWLEDGEMENT OF EU CONTRIBUTION

The contribution of the European Union funding to the project must be acknowledged at all stages of the project and on all communication and dissemination material, both in hard- and soft-copy, designed for public audiences.

The acknowledgement must include the use of the EU emblem:



The EU emblem can be retrieved at:

https://europa.eu/european-union/about-eu/symbols_en

and the statement:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Maria Skłodowska-Curie grant agreement n. 778078"

4. WEBSITE

The address of the project's website is www.remix-term.eu

The purpose of the website is to provide an opportunity for visibility to the activities and results of the project and a platform for partners to share common resources.

The website is physically hosted on the servers of UNITN. The website consists of the following pages:

Homepage	General information on the project
The project	Detailed information about the project (research context, WPs, expected results, funding agency)
Progress	News related to progress made by the project (publications, milestones...) and by TERM field in general
Events	News about upcoming and past training events (programmes, speakers panel, abstracts...)
Partners	List of and information about project partners
People	The project's team members and how they can be contacted

The team members will strive to diffuse the website through their network and to link it with their Universities websites.



5. MONITORING AND EVALUATION

The effectiveness of the Communication Strategy needs to be monitored through the use of a set of indicators which are:

Specific: clearly defined and specific to the project

Measurable: they can be measured with relative ease and precision

Attainable: they can be clearly indicated

Relevant: they can be traced directly to the project and its communication activities

Time-bound: they are visible within the life-span of the project

For each activity part of the communication strategy, the expected result and set of indicators to measure it will be defined. In addition to the indicators defined for each activity, an aggregate table will be produced based on the criteria set in the Dissemination section of the Participants' Portal. These criteria are compiled based on the individual communication activity carried out; therefore, for each communication activity performed, the measurement of the attendance/public reached will have to specify which of the following categories it falls under.

A. Total funds invested

Specify the total funding amount used for Dissemination and Communication activities linked to the project	Source of verification
Total Funding Amount	Total costs related to: <ul style="list-style-type: none"> - communication and dissemination events organized - production and diffusion of communication and dissemination material

B. Number of activities performed

Specify the number of Dissemination and Communication activities linked to the project for each of the following categories	Source of verification
Organisation of a Conference Organisation of a Workshop Press release Non-scientific and non-peer-reviewed publication (popularised publication) Exhibition Flyer	<ul style="list-style-type: none"> - List of events (conferences, workshops, press conferences...) organized by project partners - List of events (conferences, workshops, press conferences...) attended by project partners - Quantity of communication and dissemination material produced



<p>Training</p> <p>Social Media</p> <p>Website</p> <p>Communication Campaign (e.g. Radio, TV)</p> <p>Participation to a Conference</p> <p>Participation to a Workshop</p> <p>Participation to an Event other than a Conference or a Workshop</p> <p>Video/Film</p> <p>Brokerage Event</p> <p>Pitch Event</p> <p>Trade Fair</p> <p>Participation in activities organized jointly with other H2020 projects</p> <p>Other</p>	
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C. Number and type of people reached

Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories	Source of verification
<p>Scientific Community (Higher Education, Research)</p> <p>Industry</p> <p>Civil Society</p> <p>General Public</p> <p>Policy Makers</p> <p>Media</p> <p>Investors</p> <p>Customers</p> <p>Other</p>	<p>List of attendees for each event</p>



This data will be reported in the Participants' Portal at the end of each year of activity.

6. COMMUNICATION

6.1 Communication objective and plan

Objective

The purpose of **communication** is to reach out to the **society** and inform them about the existence of the project. Communication activities target an audience which is **wider than the project's community**.

Institution in charge

Each partner university of Remix is responsible for communicating the project within its geographical area and community.

Target audience

- home university and its faculties;
- population of local area.

Means of communication

- Project's website;
- Press campaigns;
- University's magazine;
- University's newsletter;
- Department's magazine;
- Department's newsletter;
- Local newspapers.
- Open Days/ guided visits to the university facilities

Message content

The messages must convey the essential details of the project in a non-technical language. The messages should explain the relevance of the project and the benefit it will provide to the wider community thanks to the scientific advancements it plans to achieve.

A positive message is represented by the personal stories of returning ESRs who can share their experience of research and life in a foreign country.

Communication timeline

News about the project should be published on a regular basis and/or whenever a significant milestone is reached.

Project month	Message content	Target
1	Project's start. Project's purpose; what is TERM and why it matters; an opportunity for international cooperation.	University and Department network
6	Summer School; bringing TERM to our doorsteps	University, local newspapers
12	Yearly update on results. Mobility stories	University and Department network
18	Summer School; bringing TERM to our doorsteps	University, local newspapers
24	Yearly update on results. Mobility stories	University and Department network
30	Summer School; bringing TERM to our doorsteps	University, local newspapers
36	Yearly update on results. Mobility stories	University and Department network



42	Summer School; bringing TERM to our doorsteps	University, local newspapers
48	Project's conclusion and achievements	University and Department network

6.2 Communication material

The project will produce a set of communication materials which includes posters, brochures and leaflets as well as recognizable file templates (.doc, .ppt) which will be used for communication activities. These materials will be available both in softcopy and in hardcopy. Furthermore, the project will design:

- a research summary document, summarizing Remix' components and findings ;
- a one-page fact sheet for each component that will provide details on specific research lines linked to each individual WP.

These two items are prepared at the end of each project year in order to update them with the main findings which have been achieved in the course of the project's implementation.

6.3 Expected results and indicators

Expected result	Type of audience	
10.000 people worldwide informed about the project	General public	
Indicators	Expected final value	Current value
N. of general articles published by all partners	20	0
N. of visits on website	1.000	0



7. DISSEMINATION

7.1 Communication objective and plan

Objective

The purpose of **dissemination** is to share project results among a **specialized audience**: project's community, peer researchers, universities and research centers, industry in order to allow for the **use and uptake of the results**. Dissemination takes place when results are available for sharing.

Institution in charge

All the members and researchers, in compliance with their contractual arrangements, will ensure the best exploitation and dissemination of the projects outputs and results, in agreement and coordination with the project's Steering Committee.

Target audience

The target audience for dissemination activities is:

- TERM researchers;
- TERM students (BA, MA and PhD);
- universities/research institutions working on TERM;
- industry.

Message content

The content of dissemination activities consists of the results achieved by the project. The results are spread mainly through publications and speeches at conferences. Specific bilateral meetings with important external partners/industries may be organized, if needed and useful. The frequency of the diffusion of the messages depends on the schedule of events to organize and to attend and on the availability of the results at the date when the event take place.

7.2 Publications

The research results are published in international scientific, peer-reviewed journals. In abidance with Horizon 2020's Open Data guidelines, publications of articles/papers reporting project results must be kept Open Access in one of the following options:

- **Green Open Access** with a maximum embargo period of 6 months;
- **Gold Open Access**. In this case, the price paid for this option must be reported to the EU.

To ensure Open Access to the papers, these will be uploaded in UNITN and UMINHO's repositories (IRIS and Repositorium respectively) which automatically share data with the EU's OpenAire.

7.3 International conferences

It is expected that ERs and ESRs participating in the project will attend and present their work and the results of REMIX at relevant scientific conferences. The conferences will be selected based on their visibility to ensure the broadest possible impact. After the conference, the researchers will report and feed highlights and new insights into the consortium network.

A provisional set of conferences that will be organized by REMIX, or in which REMIX



researchers plan to attend is:

Tentative date	Location	Event	Role
2018			
September	Kyoto (Japan)	TERMIS World Congress	Speaker
September	Trento	European Biotech Week	Organizer (UNITN)
September	Galway (Ireland)	European Orthopaedic Research Society (EORS) Meeting	Speaker
October	Guimarães (Portugal)	Gene2Skin Conference	Organizer (UMINHO)
October	Guimarães (Portugal)	Chem2Nature Conference	Organizer (UMINHO)
November	Bucharest (Romania)	7th International Conference on Materials Science and Technologies – RoMat	Speaker
2019			
April	Seattle, USA	Society for Biomaterials	Speaker
May	Tenerife (Spain)	FBPS 19 - Frontiers in Biomedical Polymers. 13th International Symposium	Speaker
May	Rhodes (Greece)	TERMIS EU Conference	Speaker
June	Trento	TICME/ International Conference on Silk Science	Organizer (UNITN)
September	Trento	European Biotech Week	Organizer (UNITN)
October	Guimarães (Portugal)	TERMSTEM Conference	Organizer (UMINHO)
October	Brisbane (Austrália)	TERMIS-AP Conference	Speaker
December	Orlando (USA)	TERMIS-AM Conference	Speaker
2020			
May	Manchester (UK)	TERMIS EU Conference	Speaker
September	Trento	European Biotech Week	Organizer (UNITN)
October	TBD	TERMSTEM Conference	Organizer (UMINHO)
2021			
May	TBD	TERMIS EU Conference	Speaker
September	Trento	European Biotech Week	Organizer (UNITN)
October	TBD	TERMSTEM Conference	Organizer (UMINHO)

This table will be updated as new conference/workshop opportunities present themselves.

7.4 Summer schools

TERM Summer Schools represent an important opportunity to engage with students and junior researchers to introduce them and to increase their understanding about the TERM field. REMIX plans to organize Summer School yearly, with a rotating host among the project's partners.

Year	Host
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2018, 18-23 June	UNITN
2019, September	MUST
2020, January	CHU
2021	CBNU or UMINHO

It bears particular importance the fact that some of the Summer Schools are organized in the Asian partner countries, to facilitate the participation of local students and researchers who may be otherwise unable to travel to Europe to access this type of training event. This is expected to widen the attendance of the school.

Not only will the lecturers of the Summer Schools come from the project partners but an effort will be made to attract the main experts in the TERM field at international level, most of whom are already part of the professional network of REMIX partner universities.

7.5 EU channels

The European Union has a number of online and offline channels to spread information about research projects both at communication and dissemination levels. Their main ones are:

- Horizon magazine (<http://horizon-magazine.eu>)
- Project stories (<https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/>)
- Research*eu results magazine (www.cordis.europa.eu/research-eu/magazine_en.html)
- Openaire (www.openaire.eu)
- Headlines on Commission's Research & Innovation website (www.ec.europa.eu/research/infocentre/all_headlines_en.cfm)

The Steering Committee of the project decides which channels to approach and the type of message. All contacts to these communication and dissemination outlets are made through the PO.

7.6 Expected results and indicators

Expected result	Type of audience	
5.000 people worldwide informed about the project	Scientific community	
Indicators	Expected final value	Current value
N. of papers published by all partners	5	0
N. of Summer Schools organized and expected number of participants	4 (120 participants)	0
N. of events at which a REMIX-related presentation is done	20	0



8. ANNEXES

- 1 - REMIX logo
- 2 - Horizon 2020 logo
- 3 - Template REMIX powerpoint