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Deciphering PI3K biology in health and disease

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1. Executive summary:

In order to ensure strategic planning and optimum management of the communication and dissemination activities of the Phd project, here the “Dissemination and Outreach Plan 1” is presented, a deliverable included in work package 8 that sets the roadmap to attain the goals of the project from a communication perspective.

In order to follow this purpose, this document defines the following main elements focusing on both internal and external communications:

- Objectives
- Target recipients
- Messages
- Communication actions and tools (online and onsite)
- People responsible for the Phd communication

This plan will be reviewed on the basis of the project evolution to add new dissemination actions and /or to modify existing ones, if necessary.

2. Introduction:

The Phd training network, composed of some of the best European academic, clinical and industrial units in PI3K signalling, has the mission to decipher in detail the PI3K function. To this end, the Phd consortium brings together complementary expertise, added value, unique tools and excellent knowledge in a common effort to train talented early stage researchers (ESRs) in PI3K signalling. The ultimate goal of the project is to turn young researchers into the future leading figures in research and drug discovery in European industry and academia.



At the same time, the Phd project also aims to disseminate the results to key stakeholders and to society itself. Indeed, enhancing scientific knowledge is an important socio-economical goal and is considered critical for the members of the consortium as it will have an impact on industrialization in the EU area and therefore, on creating new jobs. This plan aims to ensure that the project's outcomes reach not only the scientific community but also the general public in order to (a) accelerate knowledge transfer, (b) widely communicate its results among society and, finally, (c) encourage young scientists to promote their careers through the Marie Skłodowska-Curie actions of the EU Horizon 2020 programme. This deliverable defines the actions that will be developed to disseminate and communicate the results produced in the Phd project to relevant stakeholders, from the beginning to the end of the project.

This first deliverable report, included in work package 8, is the baseline and will be reviewed and updated three times during the project development (detailed in the table below). Although the main goals will remain, some of the proposals could be modified, and new actions could be suggested when necessary.

Deliverables	Due Date (months)
D8.3 Dissemination and Outreach Plan 1	6
D8.4 Dissemination and Outreach Plan 2	12
D8.5 Dissemination and Outreach Plan 2	24
D8.6 Dissemination and Outreach Plan 4	36

IDIBELL is leading the WP8 and therefore will coordinate the Phd network's dissemination & communication activities, although the entire consortium will be responsible for implementing it.



3. Objectives

The objectives of the Phd communication Plan can be divided into internal and external communication objectives.

3.1 Internal Communication:

The objectives of the internal communication (IC) are:

- IC1: To systematise communication between partners
- IC2: To create spaces for all partners for the monitoring and assessment of the project results
- IC3: To keep the EU informed of the actions and of the administrative, financial, monitoring and assessment reports

3.2 External Communication:

The objectives of the external communication (EC) are:

- EC1: To recruit highly motivated young talents
- EC2: To disseminate amongst the scientific community and relevant stakeholders the results obtained during the project's lifetime
- EC3: To establish, when relevant, alliances and agreements with patients organisations and with the industry
- EC4: To disseminate relevant results amongst the general public
- EC5: To promote that young people embark on a scientific career and promote the Marie Curie Sklodowska-Curie Actions and Horizon 2020 among the whole society.



4. Target recipients

In order to attain the previous goals, the Phd project should build relationships and establish effective dialogues with the following target audiences:

4.1 Target recipients of the IC:

- Beneficiaries and Early Stage Researchers of the Phd consortium
- People responsible for monitoring and assessing the Horizon 2020 Programme

4.2 Target recipients of the EC:

- Academic and scientific community
- Young researchers
- Schools, Universities, Research Centres
- Patients organisations
- Industry
- Media
- Society as a whole

5. Messages

The messages of Phd Project sum up the "essence" of the project and form the basis of any of the communication actions subsequently described.

The following messages highlight the objectives of the project and underline its added value and benefits:



Characteristics	Message	Target
1. The Phd project, funded by H2020, prepares young students to develop their careers on PI3K signalling and its involvement in biological pathways.	Are you a young talented researcher? Be part of the PhD project, an EU training program that will make you part of the future generation of researchers in PI3K therapies.	<ul style="list-style-type: none"> ➤ Young researchers ➤ Fellows of the Phd consortium ➤ People responsible for monitoring and assessing the Horizon 2020 Programme
2. The Phd project has established a network with the main academic and industrial partners across Europe involved in the study of the PI3K biochemistry and drug development.	Get involved in the Phd project: The leading European network that tackles from pre-clinical PI3K research to drug delivery.	<ul style="list-style-type: none"> ➤ Schools, Universities, Research Centres ➤ Patients organisations ➤ Industry ➤ Academic and scientific community ➤ Partners of the consortium ➤ People responsible for monitoring and assessing the Horizon 2020 Programme
3. The Phd project studies the PI3K biology because this enzyme is involved in many diseases: from inflammation and diabetes to cancer.	New treatments for old diseases: The Phd project works to develop new remedies for diseases such as diabetes, cancer or inflammatory processes	<ul style="list-style-type: none"> ➤ Society as a whole ➤ Media ➤ People responsible for monitoring and assessing the Horizon 2020 Programme
4. The Phd project offers a multi-disciplinary research programme for the study of PI3K signalling in health and disease that will guarantee a solid basis in research technology and methodology.	The Phd project provides cutting-edge results in regards to PI3K signaling of different isoforms. Novel methodologies and imaging techniques empower this research.	<ul style="list-style-type: none"> ➤ Schools, Universities, Research Centres ➤ Industry ➤ Academic and scientific community ➤ People responsible for monitoring and assessing the Horizon 2020 Programme
5. The Phd project enables to disseminate the impact of the <i>Marie Skłodowska-Curie</i> training program as a way to generate future scientists as well as to provide expertise across Europe through key stakeholders.	As shown with the Phd project, the <i>Marie Skłodowska-Curie</i> actions offer: -> Young researchers an opportunity to develop a promising career in research -> Europe the chance to gain competitiveness in key research fields.	<ul style="list-style-type: none"> ➤ Schools, Universities, Research Centres ➤ Partners of the consortium ➤ Society in general ➤ People responsible for monitoring and assessing the Horizon 2020 Programme



6. Project reference identity, logo and corporate image:

To promote a better visibility as well as brand the project we created a logo as a common reference identity to be used in all dissemination tasks. Furthermore, as also required by the grant agreement, all publications and presentations by members of the project consortium will acknowledge the EU financial support received.

6.1 Project Logo

[UbiK media](#), an agency specialized in research and development communications, and one of the Phd partner organisations, was in charge of creating the corporate image. For this purpose, UbiK created different proposals based on the core of the project –the PI3K enzyme– and its goals.

The final Phd logo was selected from the different proposals facilitated by UbiK, with all beneficiaries voting on their favourite design. The most voted corporate image is shown below and, as seen, is available in two formats, in vertical and in horizontal orientation, and it is always incorporated in any (internal or external) deliverable, report or dissemination tool in order to create a homogeneous identity around the project.



A document with the architecture, orientation and size of the logo as well as a complete guide of how to use it is presented in Annex I. The branding guide includes the specific layouts, guidance on use of fonts, logo size and positioning for all communications.

6.2 EU logo

The Phd project is funded by the European Union's Horizon 2020 Research and Innovation Programme. The EU logo is used for any (internal or external) deliverable, report and dissemination tool.



As it is stated in Article 38 of the Grant Agreement, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant will display the flag and include the following text: This project has received funding from the European Union's Horizon 2020 research and Innovation programme under the Marie Skłodowska-Curie grant agreement No 675392.

6.3 Templates for internal meetings, reports, deliverables and presentations

The Phd Project Manager has created templates for project deliverables, for the recording of minutes of meetings and for other internal management reports. All the templates are available to all partners via Dropbox and Freedcamp.

A template for the project reports and deliverables is shown in Annex 2.



7. Communication Actions and Tools

With the aim of responding specifically to the target recipient groups, and in order to perform an effective and efficient dissemination plan, a variety of tools will be created and used appropriately. The communication actions and the materials and tools produced for their dissemination are indicated in the following tables grouped in two central action cores:

- ❖ **Internal Communication (IC):** geared towards the project beneficiaries and fellows.
- ❖ **External Communication (EC):** geared towards the scientific community and other relevant stakeholders of the project

The different activities and tools created will be tracked by defining specific Key Performance Indicators (KPI) and regularly assessed to measure their progress and efficacy.

7.1 Internal communication (IC):

TARGET GROUPS	OBJECTIVE	DISSEMINATION ACTIONS AND TOOLS	KPI
Project consortium	IC1	Project management board, workshops	Participation
	IC1	Periodical internal meetings, on-site and online	<ul style="list-style-type: none"> ▪ Participation in the meetings and N° of online meetings. ▪ Minutes
	IC1	Seminars & tutorials	Participation
	IC1	Internal mailing lists	Activity
Project consortium	IC2	DropBox account	Activity
Project consortium and EU Project Officer	IC2	Freedcamp account	Activity
European Community	IC3	Periodical reporting	Deliverables submitted on time



7.1.1 Internal Meetings

Every year an internal network meeting will be organized simultaneously with the annual workshops. At these meetings students from the network will give annual updates of their progress to the consortium. A general assembly to talk about the project's progress and further internal functions will also take place.

In addition, Skype video-conferences will be scheduled for periodical interexchange of information between ESRs and ESRs and PIs.

7.1.2 Mailing List

An internal mailing list has been created in order to facilitate internal communications derived from the day-to-day coordination of the project and to transmit other relevant information to all members of the consortium.

7.1.3 Freedcamp

During the kick-off meeting, the consortium partners agreed to use a collaborative share-platform such as [Freedcamp](#) to effectively assist the coordination of the project. The Freedcamp account of the Phd project has already been created and all partners can access it.

Freedcamp is a web-based project management tool and organization system using cloud computing that allows multi-device collaborative work through applications such as assigning tasks to people, setting milestones, scheduling events on a calendar, using discussion boards, and tracking time spent on tasks (further information [here](#)).



7.2 External communication (EC):

TARGET GROUPS	OBJECTIVE	PLANNED DISSEMINATION ACTIONS	KPI
Scientific Community	EC2, EC4, EC5	Organization of workshops	Number of participants
Academic and scientific community	EC5	Presentations and Meetings with other R&D centres and scientific / patient organizations	<ul style="list-style-type: none"> ▪ Number of meetings ▪ Signed agreements ▪ Collaborations in the frame of the project
Young researchers			
Schools, Universities, Research Centres	EC2, EC5	Participation in national and international conferences	Number of presentations and posters
Patients organisations	EC2	Articles, reports in scientific and technical journals	<ul style="list-style-type: none"> ▪ Number of scientific publications ▪ Citation information of Phd published articles ▪ Press clippings
Industry			
Media			
General Public	EC4	Outreach activities <ul style="list-style-type: none"> ✓ School visits ✓ Open days ✓ Marie Curie Skłodowska (MCS) Ambassador 	<ul style="list-style-type: none"> ▪ Number of assistants
	EC1, EC2, EC3, EC4, EC5	Project web site	Monitoring of visits (google analytics)
	EC2, EC3, EC4, EC5	Other dissemination materials: leaflets	Number of copies delivered

7.2.1 Workshops

Every year a multidisciplinary workshop will be organized. Workshops will be advertised through the project website, individual partners' web pages, posters and any other channels from any of the members of the consortium that would disseminate information to the target recipients.



All workshops will be organized as follows:

- ❖ Day1 - Scientific training: focused on state-of-the art technology and its application in deciphering the key biological questions within the Network research focus. It will be open to young trainees or other relevant stakeholders from outside the network.
- ❖ Day 2 - Complementary training
- ❖ Day 3 - Internal meeting

The Phd project will organize four workshops in total, each one of them hosted by different beneficiaries:

- ✓ **Workshop1.** Organized by UCL.
 - Day 1: Advances in class II and class III.
 - Day2: Bioethics
- ✓ **Workshop2.** Organized by BI.
 - Day 1: Signalling Principles of p110s.
 - Day2: Technology transfer & patents commercialization
- ✓ **Workshop3.** Organized by FMP.
 - Day1: Imaging phospholipids.
 - Day2: Research Project Management and Collaborative Projects
- ✓ **Workshop4.** Organized by VHIO.
 - Day1: Management of PI3K inhibitors in the Clinic.
 - Day2: Scientific Communication



7.2.2 Technical papers and other dissemination channels

Results and technical achievements will be disseminated towards the scientific community through presentations in international and national conferences relevant to the project and through scientific publications in high impact journals and books. In particular, for the visibility of the network, all ESRs will be given the opportunity to attend at least one international meeting in the phosphoinositide field, where they will make oral or poster presentations (e.g. Keystone Symposium on PI3K signalling, Mont-Saint Odile European Endocrine Society, Cold Spring Harbor on PTEN & Targets). Before the consortium or its members publish any result, this will be analyzed in order to assess patentability. As stated in the Consortium Agreement, if this is the case the publication will be postponed for a reasonable period until the results are protected.

In addition, and whenever relevant, some results will be disseminated through traditional and digital media and websites of relevant EU institutions.

All publications based on work (partly or fully) funded by the EC within the activities of the Phd Project will acknowledge the EU funding, as it is detailed in section 6.2.

7.2.3 Outreach activities

The Phd outreach activities involve dissemination initiatives with the aims to promote science among young people and specifically to engage young people to embark in a scientific career. These activities are directed to the general public, instead of the research and industrial communities as shown below:

- **Schools:** Each partner will organize at least one visit to local high schools to talk about the research programme or will organize a lab visit to local high school students. Fellows will be actively involved in the preparation and presentation of the talks and visits.



- **Open days:** Phd network will participate in Open Days. Each partner laboratory will participate at least once in such events and ESRs will be encouraged to actively take part in demonstrations.
- **Marie Curie Sklodowska (MCS) Ambassador:** The fellows will be encouraged to act as MCS Ambassadors to visit schools, universities, community organizations etc. to promote their research in PI3K signalling, the importance of the Marie Curie program in their scientific careers and their respective institutes. The objective is to promote scientific careers among young students, particularly women, at high schools and universities through the Marie Curie Sklodowska actions. The ultimate goal is to contribute to diminish the gender gap in science, technology, engineering and mathematics careers and jobs by increasing female participation in the future.

7.2.4 Website

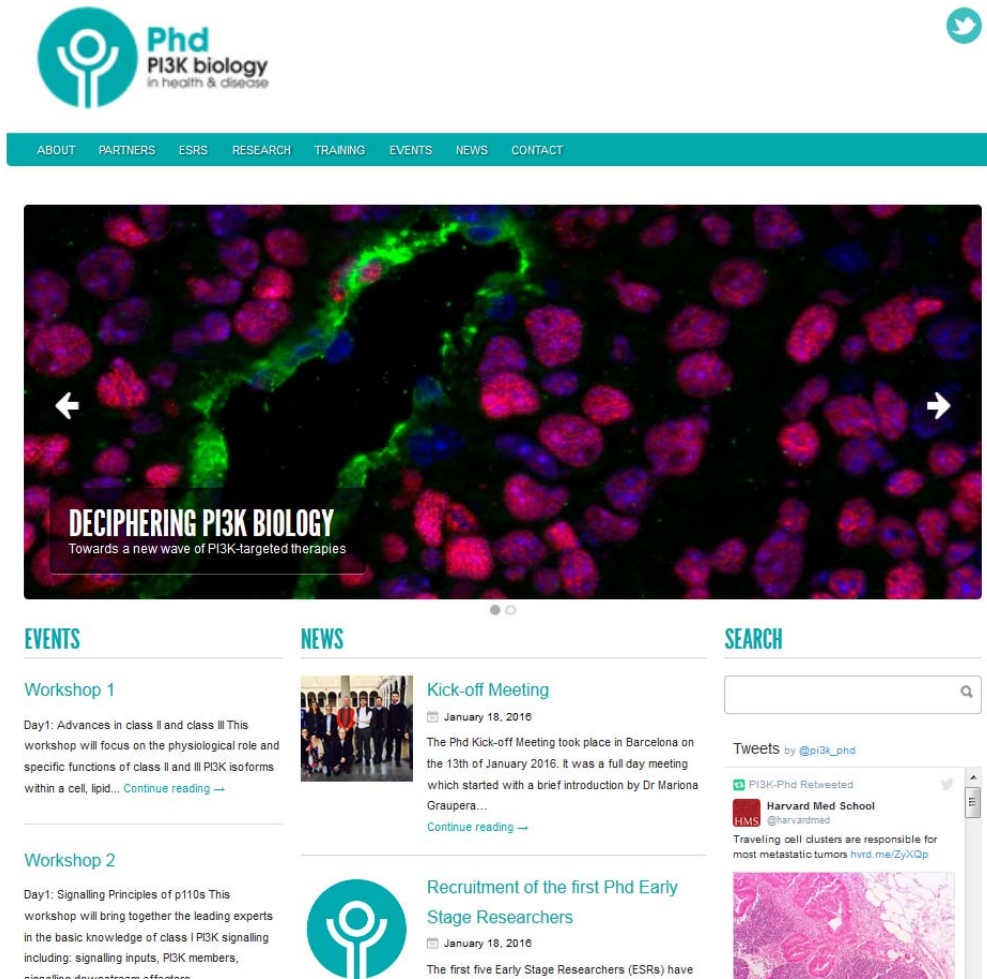
In February 2016, a website was developed by UbiK media to promote the Phd Project. The main aim of the website resides in providing a general overview of the project to interested users as well as publicising and highlighting the activities, papers and outcomes derived from Phd project activity.

The [Phd website](#) includes the following sections:

- **ABOUT:** a description of the background of the PI3K field, an overall description of the project and its objectives and the work plan with a list of the 8 work packages
- **PARTNERS:** details of the project consortium's partners and their Institutions with links to their websites
- **ESR: Recruitment section:** the eligibility criteria, the open positions and how to apply. Also includes details of the fellows recruited for the project with a brief biosketch.
- **RESEARCH:** A list of the research topics and links to the publications that will be produced within the Phd project
- **TRAINING:** Training programme of the Phd project



- **EVENTS:** Workshops and events organized by the consortium members as well as Interesting meetings and workshops related with the field
- **NEWS:** News from the project and consortium members.
- **CONTACT:** Contact information of the Phd Project Coordinator and the Phd Project Manager



Some other considerations that have been taken into account when launching the website are:

- ✓ The website will be maintained and kept up to date by the Phd Project manager, Laia Muixí, as part of the WP8.



- ✓ To promote the dynamic contents of the website (News and Events sections), social media will be used; in particular, Twitter.
- ✓ The domain was registered at the following address: <http://pi3k-phdproject.eu/> and will be hosted for at least 2 years beyond the project's end date to ensure the legacy of the project.

7.2.5 Printed dissemination material: leaflets

A flyer is currently being designed by Ubik media, which will be provided in two formats: (a) as a printed version recommended to be delivered in paper format and (b) as a digital factsheet useful for digital communications. Printed copies will be produced for specific events meanwhile digital factsheets will be sent or shared in digital media.

The leaflet will contain basic information about the project such as the main objectives, core training activities, research topics and partners from the Phd project.

7.2.6 Promotional video

A promotional video will be recorded to contribute to the promotion of the Marie Curie Sklodowska Actions during the 2nd annual open-meeting and, once it is edited, will be made available on the Phd website and social media channels.



8. Social Media

The project will use Social Media, in particular Twitter and Youtube:

TARGET GROUPS	OBJECTIVE	DISSEMINATION ACTIONS AND TOOLS	KPI
Academic and scientific community Young researchers Schools, Universities	EC1, EC2, EC3, EC4	Twitter account	Number of followers
Patients organisations Industry Media Society as a whole	EC1, EC2, EC3, EC4	YouTube account	<ul style="list-style-type: none"> ▪ View Counts ▪ Number of Likes

Twitter: The Phd project Twitter account, [@pi3k_phd](https://twitter.com/pi3k_phd), is already active and updated periodically with contents that result from (a) the project itself in order to disseminate the news generated during the Phd activity and (b) publications of interest from other users; in that respect, the Phd account would act as a curator in the PI3K field.

You tube: A Youtube account will be created in order to publish all the audio-visual material generated during the recording of dissemination actions and other activities derived from the project.



9. People responsible for the Phd Communication

The entire consortium will be responsible for implementing the Phd Communication Plan and Mariona Graupera and Laia Muixí will be the communication managers of the project, ensuring the good progress of this Plan by:

- Making sure that all the activities that are included in this Plan are carried out successfully
- Coordinating so that each beneficiary's communication activities are consistent with each other
- Managing the specific communication of each action or event included in this Plan
- Involving the consortium in the implementation of the communication actions and tools

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10. Annexes

[Annex 1: Logo Usage Guide](#)

[Annex 2: Project Report template](#)

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