Chameleons

D5.1 Dissemination Plan

WP5 Communication, Exploitation and Dissemination

Project Documentation

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Website	www.chameleonsproject.eu

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1. Summary

This is Deliverable 5.1, the Dissemination Plan for the CHAMELEONS project.

This Dissemination Plan has been developed for the 2-year duration of this project and defines the strategy and plan for the dissemination and communication activities. The objectives of these activities are two-fold: a) To design an implementation, dissemination, and exploitation strategy, and b) To raise awareness about the importance of CHAMELEONS. This document is dynamic and will be updated whenever required and according to the analytics performed during the project.

The CHAMELEONS project aims to design, deliver and evaluate a range of interdisciplinary, intersectoral and international modules that will broaden PhD graduate skills, thus improving their employability. The project consortium consists of five academic partners and five industry partners.

To optimise the impact of the project, the dissemination and communication activities will adapt the findings of the project for different audiences. The consortium will work closely with stakeholders in PhD education, innovation and education policy makers, multi-industry employers including Information Technology (IT) developers, engineers, healthcare employers, patient organisations, and others.

In the chapter 6 Strategy, we present the project logomark which consists of a semi-circle letter C with a chameleon like shape overlayed on top. We also propose some key messages for the CHAMELEONS project. The aim of the key messages is to ensure all stakeholders concerned with PhD education are aware of the benefits of the learning gained through the project. We also present a hashtag to be used throughout the project lifecycle, which is #CHAMELEONSproject. It is recommended that together with the hashtag the CHAMELEONS social media accounts, both named @chameleons_eu, are mentioned in each post for efficient likes, re-tweets, etc.

We have uploaded a media kit in the CHAMELEONS project website (https://www.chameleonsproject.eu/) that includes the project's logo and a flyer for people to download and spread within their networks. In addition, we are working on a brochure that will also be made available through the website. In the CHAMELEONS project we follow the principles of Open Science, which means that the results arising out of this project will be published in open access journals and resources to enhance the visibility and impact of the project itself and of its activities.

The overarching principle governing CHAMELEONS Intellectual Property is that innovative research outputs will be identified, captured, and used to inform PhD education, broaden PhD employment routes, and increase Europe's innovation capacity. This principle applies to both dissemination and communication, as well as to exploitation of results.

The appendices include templates for project partners to complete which will detail their dissemination and communication activities.

2. Introduction

According to Article 38 of the CHAMELEONS project's Grant Agreement, the CHAMELEONS project beneficiaries and partners must promote the project and its results by **communicating** information to different audiences. These audiences include the media, the general public, and the scientific community. The project will be promoted in a strategic and effective way.

Dissemination involves sharing the research results with potential users – research colleagues, peers, industry, policy makers, etc. Through disseminating the research results and findings of this project it will advance knowledge within the scientific and education communities in particular, while also advancing our understanding of doctoral education in general.

3. CHAMELEONS Project Background

The CHAMELEONS project (CHAmpioning a Multi-sectoral Education and Learning Experience to Open New pathways for doctoral Students) is a 2-year project aiming to design, deliver and evaluate a range of interdisciplinary, intersectoral and international modules that will broaden PhD graduate skills, improve their employability in both academic and non-academic environments and equip them to solve societal challenges in the area of connected health.

The project consortium consists of ten partners from different countries in Europe. The partners from academic and research are: University College Dublin (UCD), Ireland; Maynooth University (MU), Ireland; University of Porto (UP), Portugal; Aristotle University of Thessaloniki (AUTH), Greece; and University of Oulu (OULU), Finland. There are also two healthcare providers: Beacon Hospital (BEAC), Ireland; and Irmandade Da Santa Casa Da Misericordia Da Amadora (SCMA), Portugal; a technical SME: Salumedia Labs (SALU), Spain; and two patient organizations: Escuela Andaluz de Salud Pública (EASP) SA, Spain; and the Irish Platform for Patient's organisations Science and Industry (IPPOSI), Ireland.

3.1 Current position

The CHAMELEONS project started on the 1st of March 2020. At the time of writing this deliverable we have designed and published the website, established the social media accounts on Twitter and Instagram, and published the project logo, flyer and press release on the project website.

With this deliverable we present the strategy and framework for future activities for the project brand building, awareness and increasing the impact of the project and its outcomes.

4. Purpose and Scope of Plan

The purpose of this deliverable is to set up and establish a strategy for dissemination and communication activities so that all the actions are planned and not just on-the-go efforts.

The scope of this plan is for 2 years. This plan will be revised frequently and adapted according to the needs.
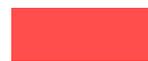
5. Objectives

The CHAMELEONS project has the overall **aim** of creating a new European model for PhD training that will impact real and meaningful societal change. The project aims to design, deliver, and evaluate a range of interdisciplinary, intersectoral and international modules that will broaden PhD graduate skills, improve their employability in both academic and non-academic environments.

The overall objectives relevant to WP5 are:
1. To design an implementation, dissemination, and exploitation strategy.
2. To raise awareness about the importance of CHAMELEONS.

5.1 Dissemination Objectives

The objective for the dissemination of the project is to:
1. To disseminate the project results to employers, educators, policy makers, and the general public.

The established dissemination Key-Performance Indicators (KPIs) for the project are:

Type:	KPI
Publication in Scientific and Industry Journals	1 academic, and 1 trade
Presentation at International Conferences & Trade Shows	2 / year
Publications in Open Access repositories	8
External invitees to training events	4 external invitees
CHAMELEONS website	400 visits / month
Web-based Project Pathway	1,000 visits by M48

5.2 Communication Objectives

The objective for the communication of the project is to:
1. To advertise and market CHAMELEONS to relevant target groups.
2. To ensure the impact of dissemination.
3. To contribute to public engagement.
4. To foster community building.

The established Communication KPIs for the project are:

Type:	KPI
CHAMELEONS website	500 visits / month
Citizen Science Initiative	100 entries
Social Media	500 views and 100 likes / month
University Visits	5 visits / year

Newspaper, Radio, TV & Social Media releases	16 print features, 400 so.me. posts
Blog	100 posts, 500 visits / blog
Brochures	1,000 prints

6. Strategy

The purpose of the strategy in the dissemination plan is to focus our actions on reaching the objectives set for CHAMELEONS and reaching as many people as possible across an international audience. The strategy will act as a guide and reference point for all partners to deliver a coherent communication policy.

6.1 Target Audience

The target audience differs for the different actions. The dissemination and communication audience will be particularly the following:

- PhD graduates and Early-Stage Researchers.
- Academics: Scientific community, researchers, etc.
- Non-Academics: Industry, entrepreneurs, investors, etc.
- Government and public sector.
- Society in general.

In order to optimise the impact of the project, the dissemination and communication activities will adapt the message for specific audiences. For example, when directing a message to the academic community, the language will be credible and valid, on the other hand when communicating with the general public the message will be clear and concise to prevent misinterpretation.

6.2 Stakeholders

The CHAMELEONS project will seek a close cooperation with the following stakeholders in relation to education design frameworks, module and programme designs and materials, support frameworks, needs analyses, etc:

- PhD and potential PhD students and supervisors.
- Research, innovation, and education policymakers.
- Multi-industry employers including IT developers, engineers, and others.
- Healthcare specific employers including clinicians and healthcare managers, patients, and patient organisations.
- Others.

6.3 CHAMELEONS Project Brand

The title of the project "CHAMELEONS" is drawn from the concept that the PhD graduates, who take part in the project's interdisciplinary, intersectoral and international modules, receive skills that are valuable after graduation. They will use these skills to gain employment both in academic and non-academic environments, across sectors and disciplines, wherever the graduate wants to work in. They become like chameleons, who change their colour according to their surroundings.

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When writing about the project it is recommended that the project name in written in capital letters e.g., CHAMELEONS and where possible add after it the word "project", e.g., CHAMELEONS project.

Logomark and logotype:
The logo mark consists of a semi-circle letter C under a chameleon like shape overlayed on top of it as seen in the below image. The logo and the standards of its use are available for download in the shared Google Drive.

LOGO MARK	LOGO	LOGO HORIZONTAL

Typesetting:
In the logo title the font *Montserrat* is used for complementing the logo mark. For longer texts it is recommended to use the font *Inter*, as Montserrat becomes too "heavy" for the eye.

The fonts are available for download to beneficiaries' computers in the shared CHAMELEONS Google Drive.

Colour palette:
The CHAMELEONS colour palette is vibrant and welcoming with a nod toward natural elements, warmth, and comfort. The primary colour to be used is *turquoise* HTML #7BD5D3; RGB 123, 213, 211; CMYK 48, 0, 21, 0. The recommended secondary colour to be used is *coral* HTML #FF4E4C; RGB 255, 78, 76; CMYK 0, 84, 68, 0.

6.4 EU Emblem

As this project is funded by the European Union, we have an obligation and right to use the EU emblem in all activities related to the project. This includes a) the display of the EU emblem, and b) the following text:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873105

Below is the project logo together with the EU emblem.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873105

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Figure 1 CHAMELEONS logo together with the EU emblem

6.5 Key Messages

The aim of the key messages is to ensure all stakeholders concerned with PhD education are aware of the benefits of the education gained through CHAMELEONS.

In a sense, the messages must be aimed at clarifying the problem the CHAMELEONS project is addressing, how we do it, and what impact they will have on PhD education and society in general.

Examples of Key Messages:

- "At its heart, CHAMELEONS is about narrowing the skills gap that exists between PhD graduates who stay in academia, and those who pursue a career outside academia".
- "CHAMELEONS overall aim is to design, deliver and evaluate a range of interdisciplinary modules that broaden PhD skills, improve their employability in both academic and non-academic environments and equip them to solve grand societal challenges".
- "CHAMELEONS aim is to integrate work-based learning and business-education partnerships into doctoral program design".
- "Our new and innovative approaches will fit the needs of contemporary society and contemporary students".
- "Broadening PhD curricula will produce multiskilled individuals who will be highly competitive and sought after in the job market".

6.6 Hashtag (#)

The hashtag to be used throughout the project lifecycle when disseminating and communicating the project online is:

#CHAMELEONSproject

With an online hashtag follow-up, we can measure and quantify the impact the project is having, how much the project partners spread information about the project, how much the public is talking about the project online, etc. In addition, it is recommendable that together with the hashtag, the CHAMELEONS social media accounts are mentioned in each post for efficient likes, re-tweets, etc.

6.7 Online Presence

Website and blog:
The website of the project is found at the URL www.chameleonsproject.eu. The primary aim of the website is raise awareness about the project and to have all the essential information in one place. The website will also serve as a dissemination point for the CHAMELEONS project.

Third parties' websites:

In order to get a higher ranking on online search engines, it is necessary to have partners' and beneficiaries' websites linked to the project website. Also contributing to guest blog posts and articles in online magazines that link back to the project's website and social media channels serves the same purpose.

Social media channels:
Twitter and Instagram are used for spreading information about the project's activities, and general information about receiving a PhD, having research as a career choice, and communicating the main results and outputs. Both accounts have the username @chameleons_eu, which is excellent in terms of not having to remember multiple profile names.

The social media accounts are:
- Twitter: https://www.twitter.com/chameleons_eu
- Instagram: https://www.instagram.com/chameleons_eu

When creating the account in Twitter we noticed that there are already several existing accounts with the name "chameleon" in them one way or another, see the image below. For this reason, it is important to tag the correct account to any post in social media that is directed towards CHAMELEONS project.

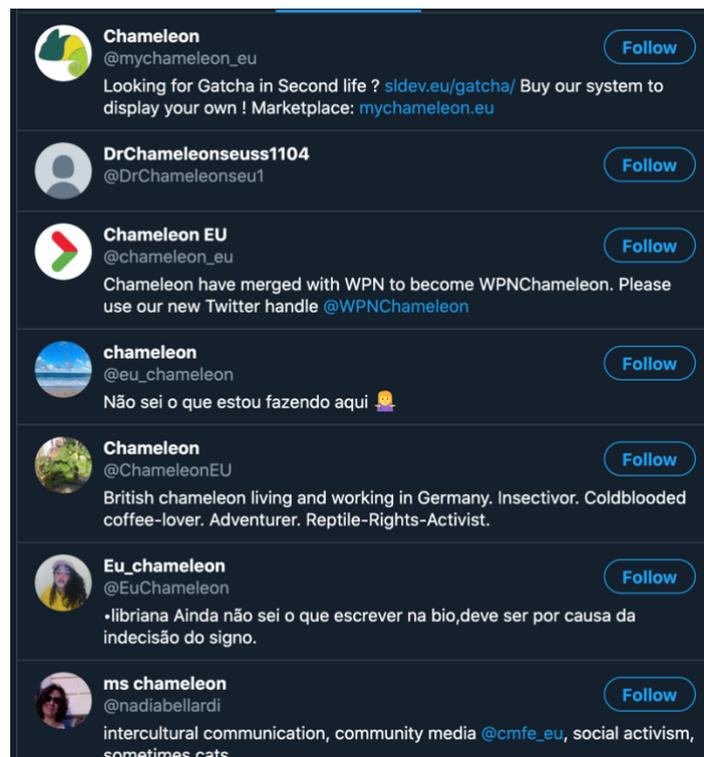**Figure 2 Other Twitter accounts with the name "chameleon" in it**

6.8 Press Kit

In the CHAMELEONS project website, we have already uploaded the project's logo and a flyer for people to download and spread within their networks. In addition, we are working on a brochure that will be available through the website once it is ready.

These can be found in the following URL https://www.chameleonsproject.eu/media-kit

6.9 Press Releases, Appearances on Radio and TV

At a later stage in this project, we will include a wide variety of new dissemination and communication campaigns that will require strong relations with media and local stakeholders to spread information about this project and its results; to involve new stakeholders and to ensure long-term maintainability.

So far, we have completed one Press Release about the CHAMELEONS project when it kicked off virtually, it is published on the website.

6.10 Open Access Publications

According to the principle of *Open Science*, the results arising from this project will be published in open access journals and resources to enhance its visibility, and the impact of the activities and achieved milestones throughout the academic sector, stakeholders, and general public in a short period of time as well as encouraging its collaboration.

7. Intellectual Property Management

While European Union funded research projects are based on the principle of Open Science, on the other side is the principle of protecting research results to balance the open versus protected research outcomes. The overarching principle governing CHAMELEONS Intellectual Property (IP) is that innovative research outputs will be identified, captured, and used to inform PhD education, broaden PhD employment routes, and increase Europe's innovation capacity.

In general, "results are owned by the party that generates them". In the case of joint ownership, each of the joint owners are entitled to use the outcome for "non-commercial research activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s)", as per signed Consortium Agreement (Section 8.1 and 8.2) and Grant Agreement (Article 26.1 and 26.2).

Additionally, each of the joint owners are "entitled to Exploit the jointly owned results and to grant non-exclusive licenses to third parties" (CA 8.2).

7.1 Dissemination of own Results

It is of most importance to give a prior notice of any planned publication to the other consortium members "at least **45 calendar** days before the publication". Any objection needs to "be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit, the publication is permitted", as per the signed Consortium Agreement (Section 8.4.2.1).

7.2 Knowledge Management

We foresee the IP generated through CHAMELEONS project to consist of, but not limited to:
- Market data and analysis – Design processes.
- Module design models – Evaluation reports and proof of knowledge.
- Data sets generated via trials, interviews, etc.
- Policy guidelines and policy recommendations.
- Co-designed PhD education modules.

- Significant learning, leading to improved intersectoral career choices for PhD graduates.
- Non-academic impact tracking framework.

All the research results and outputs will be managed in cooperation between all the parties, so that all are involved and aware of the possible outcomes of the project as they merge. This also facilitates deep knowledge transfer between research organizations and industry. The Project Manager will be primarily responsible for compiling the project's impact plan with the support of Dissemination, IP, and Exploitation WP leader Salumedia, and special IP committee that consists of one member per each consortium partner. Later, the Coordinator and the Technology Transfer Offices / Licensing managers of the other consortium members will lead the management of the exploitation of results and IP.

8. Action Plan

The present Dissemination and Communication Plan includes a series of communication strategies to be used by the consortium to ensure the high visibility, accessibility and promotion of the project and its results during the grant period. It will act as a guide to ensure a clear and unified communication strategy and a reference framework for evaluating the impact of communication and dissemination activities. This plan will be updated and adjusted as the project progress.

It brings together the project's dissemination and communication objectives, key messages, target audiences and proper channels and tools to use throughout the project duration. By tools we mean all material supports used to present the content of the project to an external audience. By dissemination channels we mean all mediums through which the project results are transmitted and relayed to the target audiences.

Communication and dissemination will be organised by combining online channels, traditional press strategies and face-to-face events, if possible.

The dissemination includes communication by means of the public website, forums, events, conferences, workshops, journals, other publications and engagements with news and social media.

This will be done in close alignment with all WPs (Work packages) as it supports their work and maximizes their impact.

CHAMELEONS aims to promote a dialogue and create collaboration between others European projects and initiatives with an outreach far beyond the consortium membership.

9. Control

The control and continuous monitoring of the dissemination and communication strategy is an essential activity of the communication plan. This is in order to evaluate the impact of the communication activities and to understand whether the strategy is working or if there is a need for change.

The effectiveness of the communication strategy can be measured by looking at KPIs in chapter 5. The monitoring process involves monitoring project strategic objectives and risk management.

One key action to promote the success of the dissemination and communication plan is to encourage stakeholder's interest throughout the project life through blog, press releases, social networks, the website, journals, etc.

The ultimate measure of success of the dissemination and communication plan will be the level of exploitation of the project results achieve beyond the lifetime of the project.

9.1 Periodic Reports

Periodic Reports are official reports to be submitted to the European Commission (EC) in accordance with the terms stated in the Grant Agreement. The Project Coordinator together with the Project Manager will be in charge of the preparation of these reports with the input and collaboration of the whole consortium including the status and activities of the WP5 Communication, Exploitation and Dissemination.

These reports will be collected initially at the reporting period 1 from month 1 to month 9, and reporting period 2 from month 10 to month 24. These reports will facilitate tracking project progress and will also provide an opportunity for partners to provide update on dissemination activities.

9.2 Internal Reports

A regular and closer tracking of the project progress will be performed though internal reporting. Appendix 1 shows a Public Outreach and Dissemination (PoD) form intended to be filled out beforehand or right after an event. The purpose of these reports is to keep a log of activities and their reach.

9.3 Online Analytics

CHAMELEONS project website has set analytics for keeping track on the number of visitors, origin of visitors, how long they spend on average on the website and in which pages. Also, all the feedback received through the website will be recorded and analysed.

Twitter and Instagram have their own native statistic tools set up for monitoring and tracking the public engagement, and the number of impressions and likes the posts received by the posts. SALUMEDIA has also set up TweetDeck for the Twitter account, a comprehensive Twitter tool which provides user real time tracking and monitoring of the recent activity of the account.
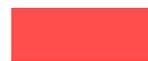
Appendices

Appendix 1: Public Outreach and Dissemination (PoD) Form

	Please fill below
Implementing partner (1)	
Type of activity (2)	
Title / topic of activity	
Organizer	
Dates	
Location (3)	
Other parties involved (4)	
Short summary of the activity (5)	
Overview of what was disseminated	
Type of audience (6)	
Number of people (7)	
Web links to the activity (8)	
Any supporting images or pictures?	Yes / No
Can CHAMELEONS project disseminate the event?	Yes / No

1)   Beneficiary and person's name
2)   Press release, radio or TV interview, newspaper article or interview, peer reviewed journal publication, conference or poster presentation, exhibition, workshop, roundtable discussion, one-to-one meeting, webinar, podcast, networking event, other
3)   City and country
4)   Other parties both inside and outside of CHAMELEONS project
5)   Short summary, not more than 200 words
6)   General public, experts (what type of experts), etc.
7)   Estimation of the amount of people reached
8)   If applicable

Appendix 2: Checklist for Dissemination Materials

All materials designed should accomplish these required items:
- ❑ EC Acknowledge and Project Reference.
- ❑ Branding: colors, fonts and margins.
- ❑ CHAMELEONS logo.

Only for larger charts, graphics, infographics, and printable material.
- ❑ Acronym explanation.

To explain the acronym is not needed for Social Media images less than 1000x1000 px.

Checklist for texts:
- ❑ Typographies used are in-line with the style guidelines delivered by SALUMEDIA.
- ❑ Legibility (27'', 21'', 15'', 10'', smartphones Android, IOS, MacBook).
- ❑ Size.
- ❑ Margins and shadows allow visibility and facilitate readability.
- ❑ Orto-typography revised.
- ❑ Grammar revision completed.

Checklist for pictures published on the internet, including also posters:
- ❑ Resolution: at least, 100ppt.
- ❑ Type PNG-24.

Checklist for printable materials (should be applied to posters presented to congresses and conferences):
- ❑ At least, 300ppt resolution.
- ❑ Profile: CMYK – FOGRA27[1].
- ❑ Type TIFF, PSD, AI and/or PDF.
- ❑ Safe margin: 10 mm.
- ❑ Crop marks.
- ❑ Bleed area: from 2mm to 10mm or more depending on final document size[2].
- ❑ Sample before order: check resolution and edges.

Checklist for videos:
- ❑ EC Acknowledge and Project Reference.
- ❑ Branding: colors, fonts and margins (specially, when publishing on YouTube).
- ❑ CHAMELEONS logo.
- ❑ Orto typography revised.
- ❑ Grammar revision completed.

If the video includes subtitles or texts:
- ❑ Legibility (27'', 21'', 15'',10'', smartphone Android, IOS, MacBook).
- ❑ Adequate size (check also EC acknowledge in low-resolution YouTube videos).
- ❑ Image, pictures and photos resolution (27'', 21'', 15'',10'', smartphone Android IOS, MacBook).
- ❑ Audio quality, volume and background noises.
- ❑ Dropped frames revised.
- ❑ Orto typography revised.

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[1] Standard

[2] Bleed area is a non-printable area which avoids white spaces while a guillotine is being using. Trim area is the final design of the printable work and safe margin allows to cut safely, avoid scratching or guillotine pressure markings.

❑ Grammar revision completed.