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EPIVINF

Epigenetic regulation of host factors in viral infections

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1 EXECUTIVE SUMMARY

The present deliverable is a description of the EPIVINF Dissemination and Communication Plan. The Plan is coordinated and executed by the project coordinator and the different partners involved.

The objective of the plan is to establish a strategy to **raise awareness of the EPIVINF project and maximize the impact of its outcomes**, as well as to ensure that these outcomes reach the target audience, which will provide feedback on the results of dissemination and communication actions.

The Dissemination and Communication Plan is based on the definition of the **dissemination players and tools**, as well as the **metrics of achieved results**.

In addition to the dissemination of the project outcomes, it is expected to publish several articles in high-impact, peer-review scientific journals. Dissemination actions will be supported by communication materials (website, social media posts, posters, and leaflets, among others).

To facilitate communication, a **graphical identity** will be created, with a logo and templates for text documents and presentations.

The Dissemination and Communication Plan is intended as a **living document that will be updated and enriched** with the forthcoming contributions of partners. It will be adapted during the project duration and, for this purpose, we will deliver for each reporting period a document containing the dissemination and communication actions performed during the previous year.

1.1 Document structure

WP7 (Work Package 7): The Dissemination and Communication Plan aims at **increasing the impact of the project through the wide dissemination of project outcomes and intensive communication of its achievements and activities to each of the project target groups**. The specific objectives of WP7 include:

- a) To raise public awareness of the project.
- b) To disseminate project results to the target audience.
- c) To contribute to the creation of an international network of experts in the field of viral infections, such as HIV and SARS-CoV-2, and epigenetic regulation.
- d) To educate the public on how acute viral infections alter the epigenetic regulation of host genes.

The EPIVINF Dissemination and Communication Plan includes dissemination and communication actions and matches them with the target audience and key performance indicators (KPIs). This Plan will be a reference framework for evaluating the impact of dissemination and communication actions and will be updated and adjusted regularly during the duration of the project.

This document is structured in the following main sections:

1. **Introduction.** This section explains the purpose of this deliverable, as well as the dissemination stages and the identification of messages to be disseminated throughout project development.
2. **Dissemination players.** This section is focused on the identification of stakeholders and dissemination channels to achieve effective and successful communication of EPIVINF outcomes.
3. **Dissemination tools.** This section describes the development of the necessary documents, materials, and channels to reach a wide target audience.
4. **Metrics and status.** This part is aimed at evaluating the effectiveness of the plan. The evaluation is an iterative process because dissemination is not a one-time activity, but a process that involves a long-term relationship with users and partners. Continuous feedback helps members of the consortium appraise the effectiveness of their messages, such as what method or approach works best or which method is the most efficient. Members of the consortium will use this feedback to improve the Plan.

2 INTRODUCTION

2.1 Dissemination and communication plan purposes

The overall aim of this Plan is to schedule and regularize the dissemination and communication actions planned for the EPIVINF project. Specific aims are to:

- Establish and maintain mechanisms for effective and timely communication.
- Inform stakeholders of the progress of the project and encourage interactions with them.
- Coordinate all levels and types of communication in relation to the project.
- Establish objectives for the dissemination activities and collect feedback on their results.
- Increase the impact of the project, not only in the academic field but also in societal areas (health, public services, education, etc.) and economic areas (innovations, budget savings, jobs, etc).

From the Plan, the following will be created: relevant, informative, and appealing content that will attract, engage and draw the target audience to the EPIVINF website (www.epivinf.eu), through the use of social media marketing, as well as through more traditional face-to-face communications at conferences, workshops and events that promote science and research.

2.2 Dissemination stages

1. The Planning Phase will consist of identifying and planning the communication and dissemination strategy to ensure the best impact of EPIVINF outcomes. It will encompass actions ranging from developing the project website (www.epivinf.eu) to extensive supporting communication activities.

2. The Implementation Phase will lead to the production of a comprehensive set of tools and materials to disseminate the project's key messages as well as the research results to the target audience.

3. The Monitoring Phase will carefully analyse and assess the impact and success of dissemination activities against pre-established key performance indicators (KPIs). To better analyse the impact, in this phase, the engagement of stakeholder groups in commenting upon the outputs from their active participation in the project will be promoted.

4. The Sustainability Phase. In this stage, active alliances and funding presentations with other projects, EU member states, and international stakeholders will be a priority, in order to generate broader pan-European awareness of the project across a multitier value chain.

Timelines for these stages are described in Table 1:

Phase	Name	Start month	End month
1	Planning Phase	September 2022	March 2023
2	Implementation Phase	April 2023	August 2027
3	Monitoring Phase	April 2023	August 2027
4	Sustainability Phase	March 2025	August 2027

Table 1. Timeline of dissemination phases.

2.3 Messages to be disseminated

EPIVINF will produce a rich and diverse series of outputs. The main messages to be disseminated during the project lifetime are the following:

- **Epigenetics changes: the switches in our genome.** Epigenetics mechanisms can turn genes on or off and, these variations, among others, cause differences among people which can be key to understanding some diseases.
- **The relationship between epigenetics and viral infections.** SARS-CoV-2 and HIV might both severely impact the epigenetic control of host genes, which can drive the immunological and neurological disturbances observed in the long-term outcome of these infections.
- **New therapeutic strategies and diagnostic/prognostic tools for HIV and SARS-CoV-2 infections.** Describe epigenetic signatures that can be used as biomarkers for HIV and SARS-CoV-2 diagnosis or as a predictor of disease progression/severity. Also communicate that these signals may identify novel therapeutic targets and help design strategies to modify epigenetic alterations to prevent or treat COVID-19 or HIV infection.

3 DISSEMINATION PLAYERS

Dissemination work of the EPIVINF project will aim to expand a wide network of stakeholders, representing interested individuals, professionals, companies, groups and associations at local, national, European and global level.

Identification of the major stakeholder groups, and analysis and identification of mechanisms for stakeholder engagement and coordination will be an ongoing activity, particularly throughout the initial phase of the project.

EPIVINF aims to engage internal and external stakeholders. Table 2 describes the purpose of communicating with each stakeholder and the channels used.

Stakeholders	Purpose	Channels
Internal		
EPIVINF partners	Project follow-up, coordination, and support to all partners. This communication will ensure that all partners are engaged and aligned with project objectives and that tasks are performed efficiently and in a timely manner.	E-mail, consortium meetings, online conferences and meetings, telephone calls, shared folders, intranet
External		
ORCHESTRA Project	Sharing created knowledge and promoting synergies between projects funded by the EC.	E-mail, calls, attendance as guests to consortium meetings, oral presentations
International Human Epigenome Consortium	Sharing created knowledge via the EPIVINF project, amplification of project output, and enhancing dissemination within the epigenetics sector.	Meetings, e-mails, calls, presentations

Scientific community	Sharing created knowledge via the EPIVINF project.	Website, social media, scientific publications, oral presentations, posters, conferences, workshops, and congresses.
Organizations supporting science and technology	Engaging support for the project and enhancing the dissemination of research.	Website, social media.
Specialist media	Amplification of project output through specialist media channels.	News, website, social media, press releases.
Public at large	Raising awareness of the concept of the interrelation between epigenetics and viral infections and the research behind it.	News, website, social media, events aimed at general public.

Table 2. Stakeholders involved in EPIVINF

4 DISSEMINATION TOOLS

Different tools will be employed to make sure that the EPIVINF results are communicated to all stakeholders in the most appropriate format:

- Project and partners websites
- Project and partners social media channels
- Press releases sent by the communication departments of the EPIVINF partners
- Journal publications
- Events
- Consortium materials such as leaflets, and posters, among others

4.1 EPIVINF logo

The project logo and branding guidelines (see Figure 1) will serve to identify EPIVINF throughout and beyond the duration of the project.

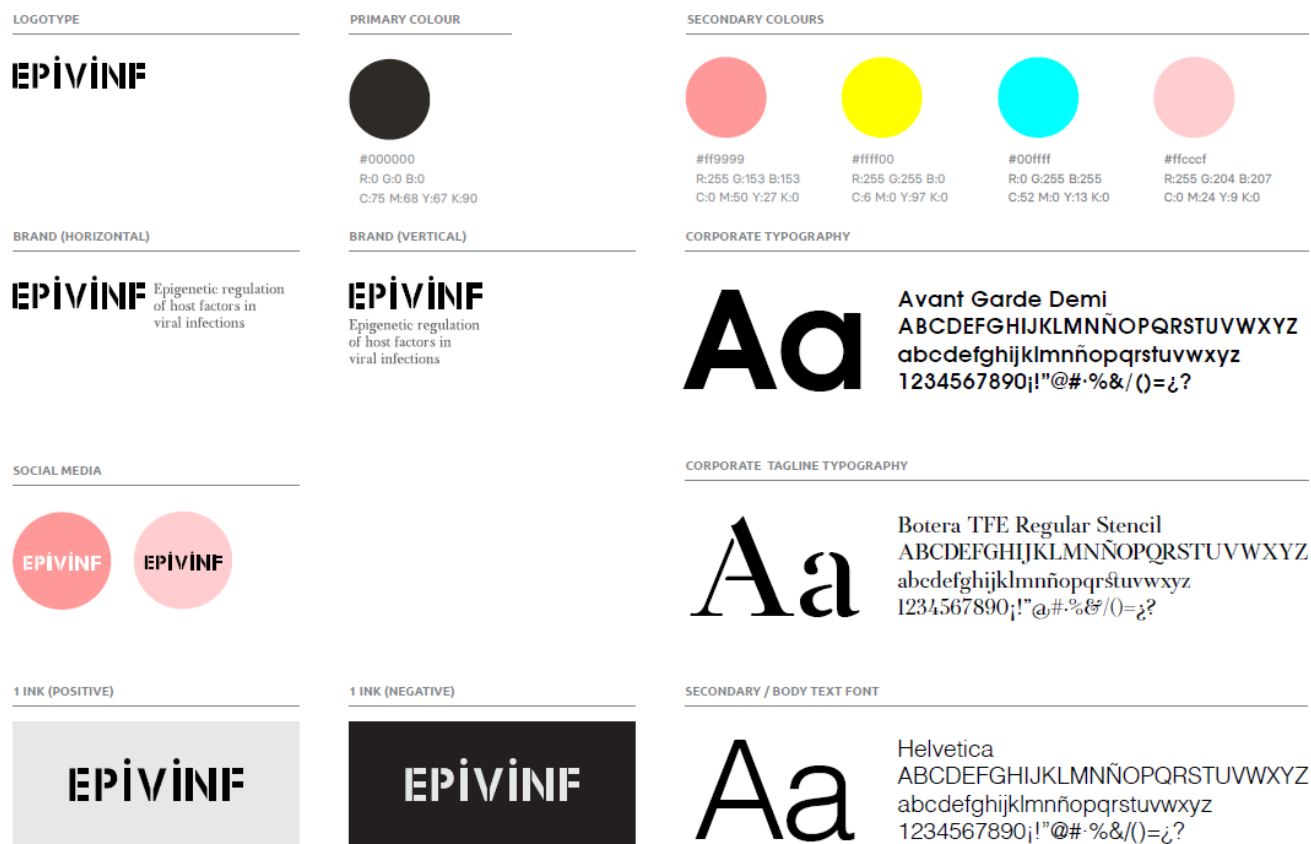


Figure 1. EPIVINF branding guidelines.

4.2 Website and resources

The EPIVINF website will be the main communication tools of the EPIVINF project. The website includes different sections of interest for the scientific community but also for the public at large:

- The project
 - Our aim
 - Work packages
- About us
 - Partners
 - Researchers
- Glossary
- News

The aim of the EPIVINF website is to establish a visually attractive and informative website early on in the project life cycle to ensure global visibility and accessibility to information that meets the various needs and interests of the visitor. The website will be available at the following URL: www.epivinf.eu and the social media account in Twitter will be available at the following URL: www.twitter.com/epivinf. IrsiCaixa, the EPIVINF coordinator, will take care of the design and maintenance of the website.

It will use search engine optimization to make the site easy to find and social media optimization to make it easy to share content directly from the website. The website will be responsive and adapted to both computers and portable devices (mobile phones and tablets).

The News section will be highly visible and will provide the opportunity to disseminate brief articles, promote recent achievements and advertise upcoming events.

4.2.1 EXPLOITING LINKS

EPIVINF outcomes will be disseminated not only through the project official website and social media channels, but also via a series of potential external websites and social media channels indicated in Table 3.

Institution	Link	Description
IrsiCaixa	www.irsicaixa.es/en	IrsiCaixa website
	www.twitter.com/IrsiCaixa	IrsiCaixa Twitter account
	www.instagram.com/IrsiCaixa	IrsiCaixa Instagram account
	www.linkedin.com/company/irsicaixa/	IrsiCaixa LinkedIn account
Karolinska Institute (KI)	www.ki.se/en	KI website
	www.twitter.com/karolinskainst	KI Twitter account
	www.instagram.com/karolinskainstitutet/	KI Instagram account
	www.linkedin.com/school/karolinska-institutet/	KI LinkedIn account
Ospedale San Raffaele (OSR)	www.hsr.it/	OSR website
	www.twitter.com/SanRaffaeleMI	OSR Twitter account
	https://www.instagram.com/ospedalesanraffaele/	OSR Instagram account
	www.linkedin.com/company/ospedalesanraffaele/	OSR LinkedIn account
Universität des Saarlandes (US)	https://www.uni-saarland.de/en/home.html	US website
	https://twitter.com/Saar_Uni	US Twitter account
	https://www.instagram.com/uni_saarland/	US Instagram account
	https://www.linkedin.com/school/saarland-university/	US LinkedIn account
Omniscope	https://www.omniscopesai/	Omniscope website
	https://twitter.com/OmniscopeAI	Omniscope Twitter account
	https://www.linkedin.com/company/omniscopesai/	Omniscope LinkedIn account

Institute of Agrifood Research and Technology (IRTA)	https://www.irta.cat/en/	IRTA website
	https://twitter.com/irtacat	IRTA Twitter account
	https://www.instagram.com/irtacat/	IRTA Instagram account
	https://www.linkedin.com/company/irta/	IRTA LinkedIn account

Table 3. Potential exploiting links for EPIVINF results dissemination.

4.3 Social media

Social media will form a significant part of EPIVINF dissemination activity. The following social media channels will be created:

- A Twitter profile (@epivinf). Tweets will be used to share content from the website, promotion of related scientific events, third party content related to the research conducted within EPIVINF, among others. It will also be used to facilitate conversations with a range of organizations, innovators and academia by identifying key stakeholders to follow.

In parallel, consortium partners and other key stakeholders will be encouraged to tweet about EPIVINF through their own organization's Twitter account (where this exists).

4.4 Events

Conferences are an important method for disseminating project research, activities and results to stakeholders. Conferences that may be a primary target for the EPIVINF project include mainly academic and clinical encounters, but business and interest group conferences may also be targeted.

The consortium will leverage already existing conferences and meetings to disseminate its results whenever possible, running dissemination sessions. EPIVINF partners will use their participation in external events as an additional opportunity to establish synergies with other initiatives having a similar scope, aiming to avoid duplication of effort and optimize resources. Table 4 lists some types of events targeted by the project.

Type	Event	Contribution
Congress/conference	Conference on Retroviruses and Opportunistic Infections (CROI)	Presentation/poster/networking
Congress/conference	Keystone Conferences	Presentation/poster/networking
Workshop	Hot Topics in HIV	Presentation/poster
Webinar	IrsiCaixa/partners webinar	Presentation

Table 4. Potential events for EPIVINF results dissemination.

4.5 Journal publications and press releases

Scientific manuscripts providing information on the EPIVINF project and its outputs will be submitted to high-impact, peer-reviewed and open-access scientific journals focused on epigenetics and viral infections. Several publications are expected for specific milestones described in the different work packages.

In addition to publications, there will be press releases scheduled after each critical point or key milestone, including press-releases alerting of journal publications.

The EPIVINF consortium will pay special attention to the EC H2020 project dissemination site and will periodically provide updated information to the EU in order to use this service as a powerful dissemination tool.

The consortium has already identified a preliminary list of potential journals in which to publish results, as shown in Table 5.

Journal	Area of interest	Link
Nature	All fields of science and technology	www.nature.com
PLOS Journals	Biomedicine	www.plos.org
Clinical epigenetics	Epigenetics	www.clinicalepigeneticsjournal.biomedcentral.com/
LabAnimal	Animal models	www.nature.com
Lancet Regional Health Europe	Medicine	www.thelancet.com/journals/lanepc/home

Table 5. Potential journals for publication of EPIVINF results.

5 METRICS AND STATUS

Ongoing evaluation of the different dissemination tools is a key component of the communication and dissemination plan that will enable the developed methodology to be refined.

The Key Performance Indicators (KPIs) of each dissemination tool, summarized in Table 6, are based on achieving month-by-month increases in metrics.

Tool/channel	Content	KPIs
Website (www.epivinf.eu)	News, events, general information	<ul style="list-style-type: none"> • Number of visitors • Number of sessions • Visits to pages • Pages per session • Bounce rate • Average session duration
Twitter (@epivinf)	News, events, general information	<ul style="list-style-type: none"> • Number of followers • Number of mentions • Impressions to tweets • Number of published tweets

Press releases	Scientific content generated from the EPIVINF project that is of interest to the general population.	<ul style="list-style-type: none"> • Media coverage • Economic impact
Journals	Research papers and reviews, technical articles.	<ul style="list-style-type: none"> • Number of papers submitted • Number of papers published • Number of citations
Events	EPIVINF outcomes.	<ul style="list-style-type: none"> • Number of presentations at external conferences • Conferences organized • Workshops delivered
Consortium materials	EPIVINF corporate information.	<ul style="list-style-type: none"> • Number of brochures and roll-ups printed • Number of brochures and roll-ups delivered • Number of posters

Table 6. EPIVINF dissemination according Key Performance Indicators.

6 REFERENCES

The main documents used as references in order to develop this deliverable are the following:

- EPIVINF Grant Agreement
- EPIVINF website (www.epivinf.eu)