D7.3 UPDATED OUTREACH AND DISSEMINATION STRATEGY

D7.3: Updated Outreach and Dissemination Strategy

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Abstract:	D7.3 is the updated plan of the project outreach and dissemination strategy (D7.1). It is a living document that serves as a handbook and provides a skeletal action plan for the organization and implementation of dissemination materials and outreach activities. D7.3 encompasses updates on the development of most of the promotional and dissemination materials as well as the enactment, enforcement and supervision of the communication activities under WP7. The strategy also details the action plan for the remainder of the project duration in terms of communication, dissemination and outreach.
Keywords:	Communication, outreach, dissemination, target groups, channels and tools, outreach action plan

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	Confidential (for the Consortium and EU Commission Services only)	

Executive Summary

This public document is the Deliverable 7.3 (D7.3) developed under Work Package 7 (WP7) and Task 7.1. The Updated Outreach and Dissemination Strategy illustrates a plan for communication activities of the IS_MIRRI21 (nº 871129) EU project from M20 onwards. The project is implemented by the 14 consortium partners and their eight associated parties. This document is the updated version of the first Outreach and Dissemination Strategy (D7.1) developed in M4 and aims to serve as a guidebook to the project partners to implement and follow organised, well-strategised, effective and feasible communication and dissemination activities in order to reach a wide range of target audiences and key stakeholders.

As described in this plan, communication is the transfer or distribution of factual information extracted from the authentic outcomes of the project which are deemed as most beneficial to the recipients of the information. This process is tactically planned and will continue throughout the remaining lifetime of the project. Dissemination is the distribution of research results with prospective users through activities which involve promotion and awareness-raising campaigns and publications. Both the aforementioned tasks are done for the sole purpose of reaching-out across nations, professions, societies and communities in order to engage them in various activities of a project.

In order to communicate effectively within the project means, several virtual (e.g., project/MIRRI websites and social media) and physical (e.g. internal events) channels and tools of communication and dissemination have been employed and will continue to be used until the conclusion of the project. The partners are expected to continue maximising the impact of the outreach activities of the project via their own networks, personalised channels and nationally implemented efforts through internal events, social media and consultations with stakeholders. All of the target groups of the project have been assigned dedicated means of communication and dissemination to accommodate to their needs and expectations. The development and diffusion of the project communication and dissemination materials are effectuated by WP7 leader, SPI, with the support of all WP leaders, MIRRI-CCU and project consortium partners.

The plan is effective throughout the remaining period of the project. A General and individual action plan has been set up to ensure the partners are active in their outreach activities, and the six-month report will be collected from each partner for the monitoring and evaluation of the outreach activities. This deliverable is developed by SPI and revised by the project partners, Universitat de Valencia and Institut Pasteur, and the project coordinator.

Abbreviations

Abbreviations	Expanded
BEA	Spanish Bank of Algae
BCCM/IHEM	Belgian Coordinated Collections of Microorganisms/ Human & Animal Health
BCCM/MUCL	Belgian Coordinated Collections of Microorganisms/Agro-food & Environmental Fungal Collection
BCCM/ULC	Belgian Coordinated Collections of Microorganisms/ Cyanobacteria collection
CABI	Centre for Agriculture and Bioscience International
CC	Culture Collections
CCG	Centro de Computação Gráfica
CCU	Central Coordination Unit for MIRRI
CDC	Centers for Disease Control and Prevention
COVID-19	Coronavirus Disease 2019
CWE	Collaborative Work Environment
EC	European Commission
ECCO	European Culture Collections' Organisation
ERIC	European Research Infrastructure Consortium
EU	European Union
FEMS	Federation of European Microbiological Societies
GDPR	General Data Protection Regulation
IAFB	Prof. Waclaw Dabrowski Institute of Agricultural and Food Biotechnology
IBPM RAS	Institut of the Russian Academy of Sciences, Skryabin Institute of Biochemistry and Physiology of microorganisms Ras
INRAE	Institut National de la Recherche Agronomique
IP	Institut Pasteur
IS_MIRRI21	Implementation and Sustainability Microbial Research Resource Infrastructure for the 21st century
KNAW	Koninklijke Nederlandse Akademie Van Wetenschappen
KPIs	Key Performance Indicators
mBRCs	microbial domain Biological Resource Centres
MIRRI	Microbial Research Resource Infrastructure
UL	University of Latvia
UMinho	Universidade do Minho
UNITO	Universita degli studi di Torino
PPT	PowerPoint Presentation
UVEG-CECT	Universitat de Valencia-Colección Española de Cultivos Tipo
RI	Research Infrastructure
R&I	Research and Innovation
SPI	Sociedade Portuguesa de Inovação
SRIA	MIRRI Strategic Research and Innovation Agenda for 2021-2030
TNA	Transnational Access Programme
WFCC	World Federation for Culture Collections
WHO	World Health Organization

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1. Introduction

1. Introduction

D7.3: Updated dissemination and outreach strategy, is the updated version of D7.1 (Outreach and Dissemination Strategy). D7.1 was first developed in April 2020 for the implementation of communication activities for IS_MIRRI21 – Implementation and Sustainability Microbial Research Resource Infrastructure for the 21st century. IS_MIRRI21 is funded by the European Commission's (EC) Horizon 2020 (H2020) Research and Innovation programme. The project has the duration of three years and aims to implement MIRRI- Microbial Research Resource Infrastructure as a fully functional research infrastructure on microbial resource. The project consortium consists of 14 partners and eight third party organisations. The coordinator of the consortium is the University of Minho (UMINHO).

As was done with D7.1, this document serves as an operational guide or a handbook for the outreach, communication and dissemination activities to be undertaken by all the Work Packages (WP) in the project. This deliverable is associated with Task 7.1 (Outreach and Dissemination Strategy development and update) under WP7 (Outreach and Dissemination). This report is developed by the leader of WP7, Sociedade Portuguesa de Inovação (SPI). The objective of WP7 is to (1) ensure the awareness about IS_MIRRI21 among potential users and other stakeholders; (2) to mobilise the target audiences (users) to engage with IS_MIRRI21 (use its services), aiming at long-term involvement; and (3) raise awareness of the society about the benefits of microorganisms and microbial collections for the bio-economy. All the partners are involved in the dissemination activities and will contribute to the improvement of this report throughout the remaining time of the project.

WP7 will be responsible for the development and update of the promotional and dissemination materials as well as the enforcement and supervision of the communication activities under the WP. It will also be responsible for monitoring the communication strategies applied on behalf of the project and disseminating regular press releases and social media posts. As dissemination and communication is the responsibility of all partners, this deliverable will be used by all of the consortium partners, third parties and subcontracted entities to ensure an effective implementation of the defined plan in order to reach the project's impact goals. In addition to internal consortium usage, the report will also be publicised on the project website and thus, accessible to the public. This report is divided into six sections:

- Objectives and Methodology;

- Communication content;

- Target groups;

- Tools, channels and activities;

- Action plan; and

- Impact evaluation and monitoring.

1.1. Objectives

This Outreach and Dissemination Strategy aims to define a clear strategic approach for the remaining duration of the project to guide the organisation and implementation of dissemination activities. Like the first strategy (D7.1), this document will focus on the planning, development and execution of promotional, dissemination and outreach tasks under each WP. The main objectives of this plan are to reconsider the previous strategy, apply new methodologies that promise higher impact and update existing communication materials, where considered befitting; identify the project's target stakeholders and audiences, ascertain the key messages to be transmitted to those target audiences, and recognise and describe the most suitable tools and channels of communication and dissemination to be utilised. The Outreach and Dissemination Strategy intends to target a vast scale of audiences to inform both on the goals and activities of the project itself as well as disseminate health and environment-related information to the public. Dissemination activities detailed in this plan have the purpose of contributing to the overall progress of global scientific and non-scientific communities.

The specific objectives of the Outreach and Dissemination Strategy are:

- To establish and define the main stakeholders and audiences of the project;
- To establish and design the most suited communication, outreach and dissemination channels and tools for the project target stakeholders and audiences;
- To detail the action plan for the outreach and dissemination activities in collaboration with other WPs;
- To identify the key messages to be communicated to each target stakeholder through individual dissemination materials;
- To identify the best means to promote the benefits and importance of the project, and microorganisms and its applications to the general public;
- To propose a strategy to communicate and disseminate targeted activities (TNA, MIRRI Membership Enlargement, CWE) and engage with potential stakeholders and lay audiences.

1.2. Definitions

For the purposes of clarification, the differences between communication, dissemination and outreach are presented [1].

Communication

Communication is a strategic means of transmitting factual information on the project activities and results. This process is tactically planned and not an ad-hoc effort, with clear set objectives starting at the onset of the action plan and continues throughout the entire lifetime of the project[2]. The targeting measures diverge but have the overall goal of going beyond the project's close networks to include audience of varied interests.

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[2] Horizon2020 Online Manual. Retrieved:20/09/2021. Link:https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm

Dissemination

Dissemination is sharing research results with prospective users such as peers in the research field, industry, other commercial players and policymakers in any medium. It includes activities such as promotion and awareness-raising in order to make research results known to various stakeholder groups and enable them to use the results in their own work.

Outreach

Outreach entails the development and implementation of an effective process for reaching out across multitude of professions, communities, people and institutions in order to acquaint and engage them in various activities of a project.

1.3. Methodology

This strategy is built up on the content of the previous dissemination and outreach strategy (D7.1) developed at the beginning of the project. D7.3 is a living document that defines general approaches and actions for the development of dissemination materials and serves a guidebook to prepare specific action plans to communicate project results and reach out to target audiences. This document will set out the dissemination and outreach activities from M21 to the end of the project duration. However, the plan is susceptible to updates and improvement when deemed necessarily by the consortium partners or the European Commission. The outreach, dissemination and communication activities involve all partners and third parties at various stages of the project. Henceforth, it is the responsibility of the involved parties not only to acknowledge the outreach, dissemination and communication strategy plan outlined in this document, but also to contribute to its improvements and corrections at any stage of the project. In addition to the activities undertaken by SPI in WP7, each partner will continue to provide a report of their dissemination and communication activities twice a year as has been done in the first half of the project duration. The data collection is done through direct mailing to the consortium which includes a template for filling in the information which was developed in M6. These records will be available in the project internal repository. Table 1. below identifies the main steps taken in the development of D7.3.

Table 1. Steps for the development of D7.3

Who	When	What
SPI	16 September 2021	Revising D7.1 and updating the strategy
SPI	19 September 2021	Development of D7.3
UMINHO	24 September 2021	First revision of D7.3
UVEG-CECT and IP	28 September 2021	Second and third revisions of D7.3 by partners
SPI	06 October 2021	Finalising the plan as D7.3
UMINHO	07 October 2021	Submission of D7.3 to the EC

Internal communication

Mailing-lists have been created by the UVEG-CECT to ensure the inclusion of all involved partners in all important interactions and promote the flow of information between partners, e.g., all.ismirri21@mirri.org, ga.ismirri21@mirri.org, psc.ismirri21@mirri.org, thirdparties.ismirri21@mirri.org, and mailing lists for each WP (see D1.1). For sharing of documents, a Synology server is used (available at https://cectsyn2.cect.org:5019/ and accessible through a private entry point on the IS_MIRRI21 website).

This repository is managed and maintained by UVEG-CECT and the access is provided only to partners of the consortium. Regular meetings such as monthly PSC meetings and conference calls for WPs are organized by the WP leaders and held internally to discuss the progress of activities through platforms such as Blackboard Collaborate and GoToMeeting. The organisers are responsible for arranging the platforms for communication.

External communication

D7.1 and D7.3 together are the communication, dissemination and outreach plans used to emit facts, information, recommendations, outcomes and actions that are developed under the project. All partners will use their networks for the communication of the project activities and results to targeted stakeholders. The Communication and dissemination tools for the project are developed with the support of WP7. The channels of communication and dissemination range from virtual to in-person approaches. In addition to the virtual channels set up by WP7 for the project, each partner communicates and disseminates relevant information about the project via their own channels and networks. The MIRRI-CCU (Central Coordination Unit), established in 2020 is also a strong communicator of the project results through the MIRRI official website and LinkedIn company page.

2. Communication Content

2. Communication Content

This section elaborates on the key messages which will be disseminated and communicated under each WP, taking into account the developments that have taken place in the first half of the project duration. IS_MIRRI21 has nine WPs, all of which develop outcomes individually and disseminate through the channels of the contributing partners. Eight of these WPs work closely with WP7 for the production and broadcasting of relevant communication and dissemination materials. Some of the results such as MIRRI Strategic Research and Innovation Agenda 2021-2023 (SRIA) from WP2, TransNational Access programme workflows from WP4, Training and Education courses for mBRC managers from WP5, MIRRI Collaborative Work Environment (CWE) from WP6, and MIRRI Business model and plan from WP9 have strong scientific or technical nature and the main target audiences are from academia, industry and research. Other results such as Expert Clusters from WP3, educational courses/materials/events from WP5 and WP7, and MIRRI Enlargement events from WP8 have a wider range of target audiences and also provide basic and imperative information to be relayed to lay audiences. Table 2 presents the main tasks that involve outreach and dissemination activities in each WP and the key messages that will be communicated.

Table 2.The key messages to be disseminated for each WP

Work Package	Activities in the WPs	Key actions
WP2 – Research Strategy	• Improve the complementarity of resource and service provision of IS_MIRRI21 and MIRRI; • Develop MIRRI SRIA; • Connect with stakeholders from industry and research who are users of MIRRI's services; • Develop workflows for MIRRI's services and collaborate with service providing Health & Food-RIs.	• Disseminate MIRRI SRIA through dissemination channels and events; • Support the organisation of stakeholder engagement events to connect with stakeholders from bioindustries, academia and research.
WP3 – Central Governance and Operation	• Hiring of staff to manage and administer MIRRI's activities; • Establishment of the Management Backoffice and MIRRI Central Coordination Unit (CCU); • Establish internal and external operation procedures for MIRRI; • Establish the MIRRI Expert Clusters Forum and manage the TNA programme, T&E programme and MIRRI membership enlargement activities; • Organise the webinars and workshops for ABS, Expert Clusters, ISO 20387:2018 and Biosecurity.	• Explore MIRRI's services and offers to promote and disseminate calls, training offers, engagement and integration of new potential members; • Develop informative and promotional materials to target attendees to the workshops and support the overall dissemination of the events; • Disseminate the public reports developed under the WP.
WP4 – Transnational Access to IS_MIRRI21	• Implement the TNA programmes and symposia; • Test the feasibility of the TNA programmes and the workflows developed by the partners;	• Develop communication actions to reach out to new potential users of IS_MIRRI21's TNA programme; • Use appropriate channels and tools to disseminate the TNA calls and assess the

Work Package	Activities in the WPs	Key actions
	• Gather the feedback of the TNA participants through EC questionnaires.	interest of the scientific user community; • Develop promotional materials such as TNA flyers, press releases and social media posts to be disseminated via multiple channels to attract researchers and scientists from academia and private institutions for accessing the infrastructures; • Disseminate the technical and scientific achievements of the TNA.
WP5 – Capacity Building, Training and Education	• Establish a relatable gate to T&E programmes that are currently offered by the partners; • Set up a strategically organised training programme suitable for tertiary education and summer schools; • Define the criteria for selection of trainees and develop eight learning modules and eight webinars; • Develop educational materials such as videos to engage with audiences;	• Promote the availability and gains of the advanced training courses for users and EuMiRC targeting students and scientists from research organisations and industries; • Revise the videos to ensure they are relatable; • Announce the launch of the webinars to target audiences who will gain from them; • Disseminate the eight modules and five videos using channels that are accessible to the specific target audiences.
WP6 – Collaborative Work Environment Platform	• Develop, test, evaluate and launch the CWE with four fully functional gates that lead users to MIRRI's resources, offers and services.	• Develop the appropriate content and promotional materials for the launch of the CWE to gather users from academia, public and private sectors; • Assist in the development and dissemination of introductory videos for the CWE; • Support the development of infographics and User manual for the CWE; • Disseminate promotional materials specific to the CWE's launch and access.
WP8 – Consolidation and Enlargement of Membership	• Consolidation of mBRCs from MIRRI Members; • Enlarge membership for MIRRI to include other countries (European or non-European) and intergovernmental organizations (e.g., CABI); • Hosting of events for international and national government representatives; • Conduct surveys for assessing CCs' current status and presence of national nodes in European countries; • Develop a forum to invite new mBRCs and discussion with stakeholders.	• Organise and/or participate in events to present the goals and achievement of IS_MIRRI21 to potential stakeholders; • Produce and disseminate materials with factual stats on the accomplishments of IS_MIRRI21 in events, promoting the enlargement of the MIRRI membership; • Publicise reports on the CC's current status and presence of national nodes in European countries and common position papers resulting from international workshops

Work Package	Activities in the WPs	Key actions
WP9 - Business Plan and Research Infrastructure Sustainability	• Establish a Business and Financial plan for MIRRI-ERIC to prepare a long-term sustainable funding for the RI.	• Establish a suitable medium of communication to disseminate the reports on Business model, Business plan and 5-year financial plan for MIRRI-ERIC to the public.

Collaboration with WP7

WP7 has provided promotional support to WPs such as WP2 and WP4 that have developed tangible and diffusible public results. These results are either co-developed with SPI or shared with WP7 for dissemination. The results are disseminated to targeted stakeholders through all the IS_MIRRI21 tools and channels (e.g., newsletters, social media, website and events), the networks and channels of partners contributing to WP7 and MIRRI communication channels (when relevant).

3. Target Groups

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The project targets a wide range of target audiences which have been clustered into six groups. In order to ensure that the outputs and products of the project reach to these groups, this plan will plainly define the specific target audience and respective communication channels that will be used to reach out to them. The project will develop many forms of physical and virtual communication and promotion materials in order to meet the expectations and level of understanding of the disseminated materials by the destination target audiences, as shown on Table 3. . All the WPs will develop diverse genera of outputs in the form of final result including scientific papers, deliverables, educational videos, training sessions and promotional materials. However, these resources are only of interest to pre-specified target groups (e.g., scientific publications will only be disseminated to personnel and institutions in the field of academia and scientific research) and should be shared with them through proper channels.

Table 3. The profiles, needs, expectations and means of communication for the IS_MIRR21 Target Groups

Target Groups	Profile	Needs & Expectations	Mode of connecting
Users	Service users: Users represent the main audience of IS_MIRRI21, having more interest and power to support the project activities. They include the people and institutes using the microbial raw material such as academic community (Researchers and students) and industries (all biotech sectors).	• Reliable, adequate and understandable information on the services of IS_MIRRI21 and the benefits of engaging in the project activities; • Flexible procedures and affordable prices; • Progressive reports on the project outcomes and reminders of the project events; • Appropriate usage of the materials donated by the providers; • Access to repositories within a reachable distance and pick-up and delivery services.	• Access point to catalogue of services and workflows available on MIRRI and IS_MIRRI21 website; • Regular satisfaction and needs assessment through surveys and direct consultancy; • Direct emailing to individuals (desk research to find actors in the field); • Advertisement about new offers and services on easily accessible platforms such as social media; • Conducting workshops, info-sessions and talks about MIRRI's services online and offline (e.g., TV broadcasts, university seminars, public awareness campaigns); • Participating in large seminars and conferences that bring together a large number of organisations such as the European Biotech Week, ECCO Congress, World Microbiome Forum, European Cluster Conference.
Providers	The partners (i.e., providers) of MIRRI are microbial domain biological resource centres (mBRCs), institutions or individuals providing resources, services, training and expertise or participating in joint projects with MIRRI. As a result, providers in the	• Regular updates on activities undertaken by the project and MIRRI; • Invitations to project events; • Greater dissemination of their portfolio of services • Enhanced opportunities to find	• Regular publications on social media and website; • Direct contact with IS_MIRRI21 and the MIRRI partners; • Direct emailing to individuals (desk research to find actors in the field); • Publication about MIRRI's services on national

Target Groups	Profile	Needs & Expectations	Mode of connecting
	final phase of the IS_MIRRI21 project are actors that provide microbial resources as well as expertise (Expert Clusters), courses (T&E), advise (AB) and access (third party promoters) to MIRRI.	partners/collaborations for research projects • Access to capacity building programmes and training materials to improve quality and service performance.	newspapers; • Participating in large seminars and conferences that bring together a large number of organisations such as the European Biotech Week, ECCO Congress, World Microbiome Forum, European Cluster Conference.
Potential members	Potential members have the power to support the project even if their interest in the project activities are minimal. The members of MIRRI-ERIC are either countries or intergovernmental organizations that sign a Memorandum of Understanding (MoU) or a letter of commitment to join the ERIC. These potential members include European Union member states, associated countries, other third countries and intergovernmental organisations.	• Reliable research activities with significant scientific value for universities and industries; • Services with added value to already existing facilities in their territories; • Standard quality education and training programmes and expert clusters; • A fully functional Collaborative Work Environment (CWE); • Adhering to environmental and scientific research ethical regulations.	• Regular publications on social media and website; • Publication about MIRRI's services on national newspapers; • Active participation or response to public consultations and recommendations; • Conducting workshops, info-sessions and talks about MIRRI's services online and offline (e.g., TV broadcasts, university seminars, public awareness campaigns); • Participating in large seminars and conferences that bring together a large number of organisations such as the European Biotech Week, ECCO Congress, World Microbiome Forum, European Cluster Conference.
Policy makers	Policy makers include associations, organisations and individuals who work and apply their knowledge on the implementation of policies at national and EU level. They influence national and international policy making and implementation of legislations in various areas of specialisation such as Life Sciences, Economics and Political Sciences.	• Up-to-date, authentic and reliable scientific results which can be applied in national and international policy making; • Consistency in the publication of factual data and prioritisation of facts over opinions and unproven or hypothetical information; • Access to the expert cluster discussion forums on the CWE; • Creation of a single channel for dialogue with high-ranking policymakers on topics of mutual interest, e.g., bioeconomy, social innovation in sciences and citizen science; • Easily digestible and	• Active participation or response to public consultations and recommendations; • Conducting surveys and research for formal and informal publications; • Conducting workshops, info-sessions and talks about common societal, environmental and economic challenges in which RIs support policy makers to minimize misinformation; • Participating in large seminars and conferences that bring together a large number of organisations such as the European Biotech Week, Core Technologies Life Sciences Conference, Science Works, European Cluster Conference.

Target Groups	Profile	Needs & Expectations	Mode of connecting
		comprehensive information adequately formulated to assist in the tackling of current economical, ecological, environmental and medical global issues.	
Citizens	This list includes members of the public who are interested in biology, microorganisms, health and sustainable environmental solutions. However, not necessarily informed or aware of microorganisms and their applications.	• Simple, interesting, educational, understandable and informative materials on the importance and dangers of microorganisms; • A platform to participate in science without the demand of high qualification: practice citizen science; • Concise information on the uses and benefits of project's services.	• Posting interesting scientific facts and figures on social media that attract youngsters, citizens and students; • Conducting free online events to inform students and encourage debate; • Conduct info-sessions, demonstration at a local level (in local schools) for students, teachers, parents and guardians; • Participate in events that interest such groups, e.g., World Microbiome Day, International Microorganism Day and Science is Wonderful.
Sister projects and other initiatives	These are projects with complementary objectives to the IS_MIRRI21 and have the potential to create synergies to implement joint actions such as trainings of staff on communication and promotion of RIs, development of workflows, improvement of RI's services, Quality Management and biosecurity.	• Channel for communication and transparency in sharing of information; • Coordination and efficiency to organize join activities, e.g., research actions and conferences;	• Connect the IS_MIRRI21/MIRRI website to the website of sister projects and other similar initiatives; • Regular publications on social media and website; • Active participation or response to public consultations and recommendations; • Participating in large seminars and conferences.

Partners' networks

The project partners belong to networks of organisations in scientific and non-scientific fields at an international and national level. Many of the consortium partners also involve third parties and subcontracted personnel to engage in various stages of the project. These networks are further explored during the project, being involved in several activities throughout the different WPs, ensuring a more efficient dissemination of the project outputs. Table 4. below describes some of these networks and initiatives in which the IS_MIRRI21 partners are actively participating.

Table 4. Relevant networks of IS_MIRRI21 consortium partners

Networks and initiatives
• *Assortis*
• *Belgian Coordinated Collections of Micro-organisms*
• *Belgian Society for Microbiology*
• *EUREKA*
• *EuropaBIO*
• *European Algae Biomass Association*
• *European Bioeconomy Alliance*
• *European Business and Innovation Centre Network*
• *European Culture Collection Organisation*
• *European-funded projects such as CATRIS and EOSC-Life.*
• *European Institute of Innovation and Technology as EIT FOOD and EIT HealthBio-based industrial association*
• *European Research Infrastructures of the Biological and Medical Science domain - RI-VIS project groups*
• *Fab Lab Barcelona*
• *Federation of European Microbiological Societies*
• *Global Entrepreneurship Monitor*
• *Graphicsmedia*
• *Greek Society of Biological Sciences*
• *Greek Society of Bioscientists*
• *Hellenic Initiative "Mikrobiokosmos"*
• *Italian ResearchJoint Unit - MIRRI-IT*
• *Network of excellence in Blue Biotechnology of the Macaronesian region*
• *Spanish Network of Excellence - MicroBio Spain*
• *Spanish Network of Microorganisms (REDESMI)*
• *Spanish Phycological Society*
• *World Federation for Culture Collections*

4. Tools, Channels and Activities

4. Tools, Channels and Activities

This section elaborates on the various types of tools and channels of promotion and dissemination which are used by the partners, third parties and subcontracted entities for the external communication and outreach activities. The target groups identified in the previous chapter are targeted by these communication activities according to the content and relevance of the materials to be disseminated for the target audiences. Majority of the communication materials have been developed in the first half of the project duration. The main communication channels and activities are as follows:

- Communication channels;
- Promotional materials and document templates.

The content and materials disseminated for IS_MIRRI21 are primarily developed in English but the partners are free to translate the content to other local languages. The dissemination of promotional and communication materials in multiple languages are expected to maximise the number of stakeholders reached in defined professions and countries.

4.1. Communication channels

4.1.1. Project website

The IS_MIRRI21 website (https://ismirri21.mirri.org/) was launched in May 2020 and is maintained by SPI. It is the main dissemination outlet for the project and links to the social media pages and the Synology server. The project website is continuously updated, when needed or requested by the partners. The website is divided into different sections: Project background information, information about the consortium partners, resource repository to house the communication materials, direct link to the MIRRI CWE and TNA platform and a section for News and events. Although no drastic changes are expected to occur in the main structure of the website, the content and materials will be subject to updates. In addition to the IS_MIRRI21 website, the MIRRI CWE (www.mirri.org) or main portal is also used as a secondary access point to the project website. The MIRRI CWE is managed and maintained by the MIRRI-CCU and headquarters in UVEG-CECT. In M21, the project materials will be revised and updated accordingly, with new information pertaining to the current state-of-art of MRRI. The website will be left open and accessible after the conclusion of the project; however, it will not be updated but have a notice on the front page directing the users to the MIRRI-CWE.
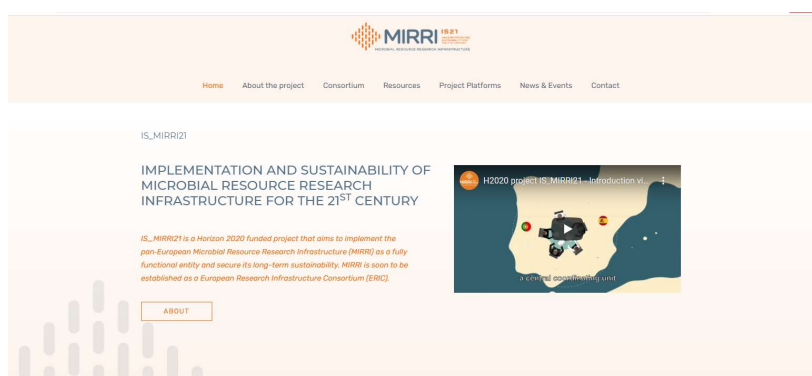

Figure 1. IS_MIRRI21 Website

The currently displayed TNA webpage[3] on the IS_MIRRI21 website will be refurbished with new information for the second TNA call due in January 2022. The content for the webpage will be developed by WP4 leader (IP) and the visual aspects will be done by WP7 leader (SPI). In addition, on the MIRRI webpage (https://ismirri21.mirri.org/project-platforms/mirri-web/), new content on how to become a member of MIRRI will be added. The content will be produced by WP8 and revised by MIRRI-CCU. The website has had over 8000 views and more than 530 users.

4.1.2. Social media

The project has five social media channels (Twitter, Facebook, LinkedIn, YouTube and ResearchGate). In addition, the MIRRI-CWE and MIRRI LinkedIn company page are used to disseminate relevant project results. All the primary social media page are maintained by the leader of WP7 and the MIRRI LinkedIn company page is managed by MIRRI-CCU. The former social media accounts for Twitter and Facebook were relabelled and branded with the IS_MIRRI21 visual identity. The LinkedIn showcasing page was first created separately but later was closed once the MIRRI LinkedIn company page was created. The current LinkedIn showcasing page for IS_MIRRI21 is directly linked to the MIRRI company page. Regular posts are made on all channels, approximately 1-2 posts per week and project partners are encouraged to share content for publications. The partners and third parties' tags are kept in an accessible excel file on the synology in order to ease access to the tags when posting messages. The partners are reminded to further diffuse the posts by liking, retweeting, reposting, sharing in the WP7 regular conference calls.

Twitter

IS_MIRRI21 Twitter page (https://twitter.com/MIRRI_live) was created in the first MIRRI project, preparatory phase. The page was reinvented with new visual identity to serve as IS_MRRI21's Twitter page without losing the existing followers. The handle of the page is @mirri_live and it has 542 followers as of 30 September 2021 date. The page is currently used to disseminate information about IS_MIRRI21 and MIRRI. After IS_MIRRI21 concludes, the Twitter page name and visuals will be changed to promote MIRRI as an RI. These posts include relevant information about the project's current and upcoming activities. The aim is to attract common users of Twitter such as policymakers, students, citizens and journalists. Hashtags such as #MIRRI, #research, #EU_RIs, #H2020, #RIs, #lifesciences and #TNA are used to create traction for the posts. The posts of other relevant projects, institutions and agencies (e.g., WHO, ECCO, CDC) are also retweeted as cross-promotional efforts to create visibility for IS_MIRRI21 in new stakeholder circles. Since the start of the project, over 130 tweets were made.

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[3] TransNational Access programme portal. Retrieved: 23/09/2021. Link: https://ismirri21.mirri.org/project-platforms/tna/

Figure 2. IS_MIRRI21 Twitter page

Facebook

The IS_MIRRI21/MIRRI Facebook page was already existing as a project page from the previous MIRRI preparatory phase project. The page is used mostly to attract students, young scientists and lay audiences. IS_MIRRI21 is part of different Facebook groups where posts about events and fun facts are posted. A post is made approximately once a week with relevant and informative notes such as multimedia materials and updates on the project activities. Currently, the MIRRI Facebook page has over 783 followers and uses the handle @mirri.esfri. The posts made on Facebook are also reflected on LinkedIn in order to reach followers that do not use both platforms. Since the start of the project, close to 140 posts have been made on the Facebook page. After IS_MIRRI21 concludes, the Facebook page handle and visuals will be changed to reflect that of the MIRRI visual identity and content.
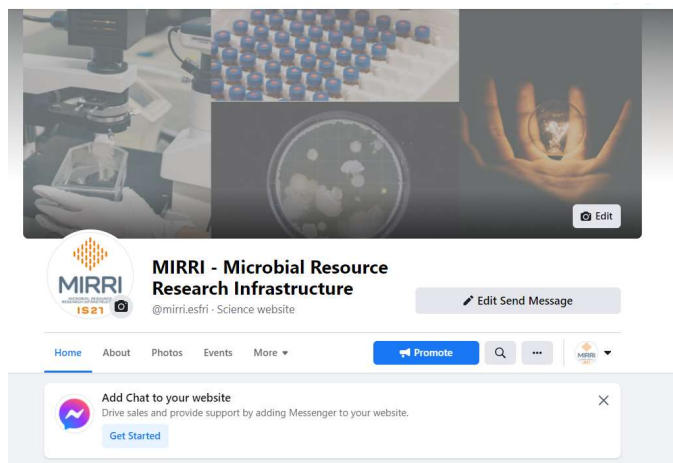

Figure 3. IS_MIRRI21 Facebook page

LinkedIn (IS_MIRRI21)

The IS_MIRRI21 LinkedIn page is linked to the MIRRI company LinkedIn page. The page has 102 followers and over 120 posts have been made. The page is mainly a channel to communicate with professional

stakeholders in scientific fields, academia, research and industry. The page is managed by WP7 leader, SPI and will be made inactive (open but not updated) once the project is finished. The posts made on LinkedIn are tailored towards the key stakeholders that would be users of MIRRI's services, potential members of MIRRI and also providers of resources and expertise (potential MIRRI partners). The MIRRI company page is managed by the MIRRI-CCU and has over 960 followers. The page is kept active with regular posts about a diverse range of topics ranging from scientific events, news from international agencies e.g., United Nations, World Health Organisation, Food and Agriculture Organization, new scientific publications, etc. the MIRRI LinkedIn page will remain active after the conclusion of the project.
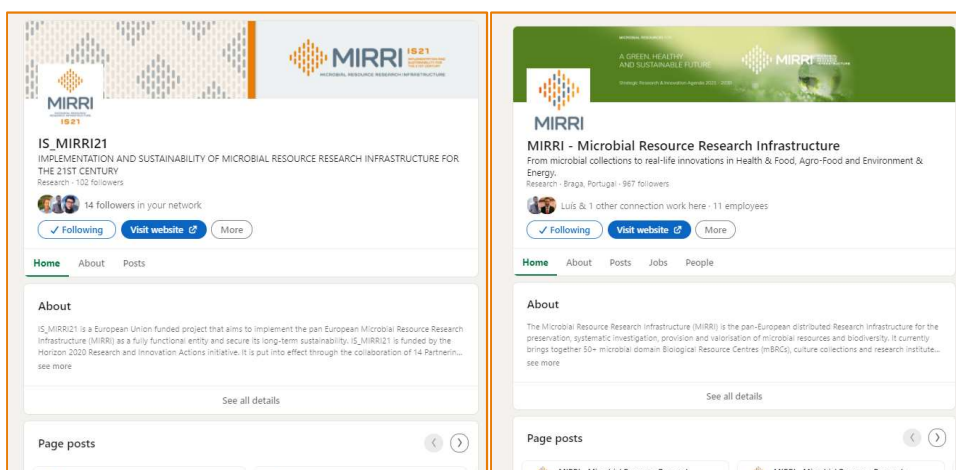

Figure 4. IS_MIRRI21 LinkedIn page (left) and MIRRI LinkedIn page (right)

YouTube

A YouTube channel was created in May 2020 and will remain after the conclusion of the project. The channel is used for the dissemination of videos for public viewing. The page currently has 15 followers and 9 videos. The target audiences for the channel are all stakeholder groups.
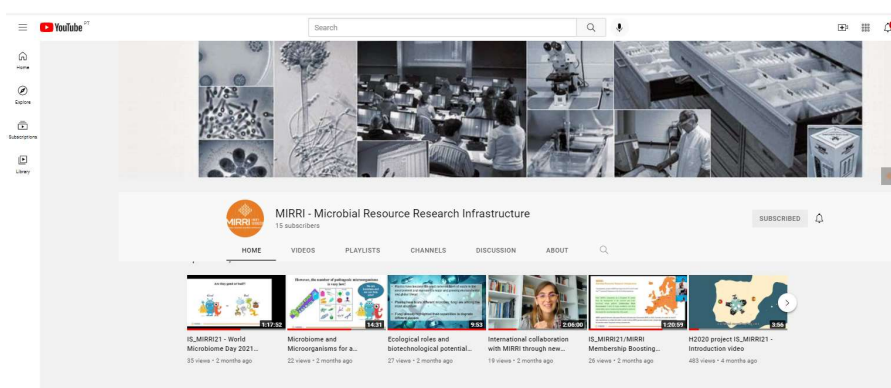

Figure 5. IS_MIRRI21 YouTube page

ResearchGate

MIRRI as a European Infrastructure had an established ResearchGate page in the preparatory phase project. The page was made inactive (open but not updated) to avail the results of this first project and another page was opened by the WP7 leader to disseminate open calls, publications and vacancies from

IS_MIRRI21 bearing the new project visual identity. The new ResearchGate page for IS_MIRRI21 will be made inactive once IS_MIRRI21 concludes and a new and permanent page will be opened by the MIRRI-CCU.

4.1.3. Surveys

Two surveys are planned for launch in 2021 and 2022 to target users (academia, industry and depositors). The first survey was launched in M20 by the MIRRI-CCU and WP2 (https://www.surveymonkey.com/r/YDHF7YD). The survey is open for researchers and was disseminated through the MIRRI and IS_MIRRI21 social media channels. The survey aims to assess the needs, interests and expectations of MIRRI's current and potential users in order to tailor its offers to meet their demands. The 10-minute survey has 10 questions and inquiries about the user's needs in terms of resources, services, workflows as well as MIRRI's expert clusters forum, among others. The results of the survey will be analysed by the MIRRI-CCU and WP2 partners in order to develop the service pipelines for the RI. The second survey will be launched in 2022. Similarly, the survey will be maintained short with the aim of updating the needs' assessment from the first survey and adjustment of MIRRI's activities according to the findings. Within this context, the surveys will include questions about users' needs, IS_MIRRI21's services, MIRRI's future services and activities and overall satisfaction with them. The surveys are established online and disseminated via social media channels (respecting EU GDPR – see D10.1) – MIRRI-CCU, WP2 and WP7 will be responsible for developing the second survey in July 2022 and the responses will be collected, processed and shared with the responsible partners.

4.1.4. Project Email

The current MIRRI email address (info@mirri.org) is displayed on the IS_MIRRI21 and MIRRI websites. It is managed by the MIRRI-CCU and is used for receiving and responding to inquiries from interested parties as well as disseminating the communication, outreach and promotional materials such as Newsletters. Any inquires received in the project e-mail relating to a specific WP or activity are forwarded to the relevant partner responsible for the WP or activity, especially those pertaining to the provision of MIRRI's services and workflows. The list of inquirers is kept by the MIRRI-CCU in a private online database in order to maintain contact with the senders for future activities they might have interest for.

4.1.5. Events

The project team organises different sets of events to present information about the project, discuss results and identify opportunities for IS_MIRRI21 project among the consortium partners, key stakeholders and potential members/partners for MIRRI. The events will take place until the end of the project, concluding with the project final conference in January 2023. Three types of events will be developed with the support of WP7:

- **Internal events (workshops):** Events organised by IS_MIRRI21 partners and that aim to 1) raise awareness among citizens regarding the benefits and importance of microorganisms through the dissemination of accessible materials, 2) engage with potential MIRRI stakeholders and gain their interests in becoming members, users of services or providers of resources. These events will be organised under WP2, WP3, WP4, WP5, WP7 and WP8.

- **IS MIRRI21 final conference:** One final conference will be organised at the end of the project and will aim to gather all IS MIRRI21 partners, MIRRI potential users, providers and members get together and discuss the next steps and sustainability of the RI.

- **External events:** Events organised by external entities in which the IS_MIRRI21 partners will participate. The participation in these external events aims to enhance disseminate regarding the promotion and communication of IS_MIRRI21 to key target stakeholders.

4.1.5.1   Internal Events

IS_MIRRI21 partners will organise different events to several target groups under WP2, WP3, WP4, WP7 and WP8, as well as public engagement events. Within this context, the WP7 project team will support in the dissemination of these actions. Thus, the following activities will be developed:

- **WP2:** this WP is responsible for the assessment of MIRRI's offers, services and target stakeholders and the development of the service pipelines and R&I strategy for the research infrastructure. As part of its strategy to study and widen the user-base of MIRRI's offers, the partners of this WP will develop at least one event to engage with current and potential users from academia and industry. An event organizer will be contracted by the leader of WP2 to plan the event(s) and the dissemination of the event(s) will be supported by WP7.

- **WP3:** under this WP, a set of events will be developed: a workshop on biosecurity, ABS workshop, two QM workshops, a workshop for Expert Clusters Forum and a webinar and a workshop for ISO 20387:2018. Within this context, WP7 partners will develop informative and promotional materials to target attendees to the workshops, as well as support the overall dissemination of these events through social media channels and the project website. The events will be launched after M20 of the project.

- **WP4:** two symposia for the TransNational Access programme are foreseen under this WP. The events will be organised in January 2022 for the first TNA call and in July 2022 for the second TNA call. The events will be organized by the WP leader and supported by WP7. The aim of the symposia will be to gather feedback from the TNA programme.

- **WP7:** These events will be organised by UMINHO and SPI to target users and lay audiences. The main aim is to provide this group of stakeholders with accessible information about the project activities and mission, MIRRI's progress and to lay audience, provide information about microorganisms and their advantages. The accessible materials used to engage with the audience include brochures, presentations, videos, infographics, images and games with information about microorganisms and how they affect human lives. Some of the dissemination will target only the general public with basic knowledge of biology and undefined interest in microorganisms.

- **WP8:** International workshops will be organized in 2022. These workshops will be mainly for the purpose of gaining new members and partners for MIRRI and fulfil the objective of WP8. Within this context, WP7 will support in the development of communication materials which will be actively disseminated among the attendees of the workshops. These events will be organised by the WP and task leaders in WP8. Furthermore, all partners will be responsible for disseminating IS_MIRRI21 and its activities at the workshops and actively engaging with various personnel to acquaint them with the outcomes and benefits of the project. The announcements for the workshops will be made two months in advance via the IS_MIRRI21 website and social networks, and reminders will be sent through the same channels when needed.

4.1.5.2 Final IS_MIRRI21 Conference

In addition to the dissemination at the internal events, IS_MIRRI21 will host a final conference that will involve at least 40 external people and aims to promote the project results. The event will be held in Brussels, Belgium, and will be led by UMINHO and BELSPO. The final conference will have a duration of one full-day. The main objective of the final conference is to showcase MIRRI and the successful TNA pilots conducted, as well as the new CWE Platform. During the final conference, the project team will organise activities to engage with new potential members and partners. Within this context, dissemination should be developed through the IS_MIRRI21 social networks, website, as well as other tools and actions that are developed under the project (e.g., newsletters, press releases, direct mailing, etc.).

4.1.5.3 External Events

IS_MIRRI21 partners are participating in multiple external events, mostly conducted online due to the outbreak of the COVID-19 pandemic, starting from February 2020 until the end of the project. The aim of presenting MIRRI and IS_MIRRI21 in external events to gain visibility of the initiatives and engage with a vast number of potential collaborators and other stakeholders, namely potential users, new members/partners and lay audiences. Partners participating in the external events represent IS_MIRRI21 and MIRRI in person/online and also take the opportunity to disseminate promotional and communication materials to key target stakeholders. A list of attended events and other potential events in which IS_MIRRI21 and MIRRI can be represented are shown in . In total, the partners will participate in at least 50 external events by the end of project.

Table 5. Non-exhaustive list of events where IS_MIRRI21 can be represented

Event	Time	Status
European R&I Days Science is Wonderful	Annual	Presented by UMinho, IP, UNITO, INRAE & SPI
International Microorganism Day	Annual	Presented by UMinho & SPI
World Microbe Forum	Annual	Presented by UVEG-CECT
Biotech Atelier	Annual	Presented by UVEG-CECT
ERIC Forum	Once	Presented by UMinho
4th Microbiome	Annual	Presented by UMinho
Ibero-American Network of Researchers in Mycology (RIIMICO)	Once	Presented by UMinho
BIOSPAIN (European Biotech Week)	Annual	Presented by ULPGC-BEA
FEMS congress	Annual	Future participation
ECCO congress	Annual	Future participation
WFCC congress	Every other year	Future participation
European Forum for Industrial Biotechnology & the Bioeconomy (EFIB)	Annual	Future participation
European biotechnology week	Annual	Future participation
Research Challenges in Information Science 2022	2022	Future participation
International Conference on Advanced Information Systems Engineering 2022	2022	Future participation

4.1.6. Other targeted activities

4.1.6.1   Direct consultancy

This activity aims to gather the interest of potential target stakeholders and is implemented through collaborative efforts of WP7 and WP8. Within this context, direct consultancy involves the target groups identified as potential users and providers of raw materials such as researchers, students, bio-industries, food and health industries, country governments (e.g., Germany, Sweden and Finland) and intergovernmental and international organisations. Thus far, two direct consultancies have been performed with the support of the coordinator and WP8 partners. All the partners are encouraged to gather email addresses of interested parties and potential members/partners through their networks (respecting EU GDPR (see D10.1)) and sharing them with WP7 and WP8 to induce initial contacts.

4.1.6.2   TNA calls

Two Transnational access (TNA) calls were planned for launch in January 2021 and 2022, one in each year, via the TNA online portal that has been integrated into the IS_MIRRI21 website. The aim of the TNA calls is to attract the interest of key target users such as scientists from academia and private institutions. Thus, the communication and dissemination activities would be targeted towards them. The first call was launched on time in 2021 and remained open until 14 April 2021. Four candidates were selected as awardees of the grant to conduct their research in one of the IS_MIRRI21 partner facilities. For the second call due in January 2022, the Access Officer from WP4 will coordinate with WP7 to ensure the successful promotion of the TNA calls and set up the requirements for the application process. The following steps will be taken in order to realise the proper dissemination of the TNA calls:

1. **Outreach to new candidates:** Starting from November 2021 until January, an announcement for the TNA calls will be made twice a month via the IS_MIRRI21 project social media accounts, website, partners' virtual and professional networks. A flyer will be developed specifically for the second TNA call (an adaptation of the first TNA flyer), which will be distributed among the project partners for further dissemination via personalised and virtual (e.g., emails and in-person, social media and project website) means. In addition to this, the fourth IS_MIRRI21 Newsletter will be used to disseminate information about the success of the first TNA call and provide details about the second TNA call to all subscribers and visitors of the IS_MIRRI21 website. The information enclosed in these documents include description and objectives of the TNA, description of the providers and workflows, the eligibility criteria for the calls, application procedure, application and submission deadline and contacts for more details. Personalised emails will be prepared by WP7 and WP4 to send to all the partners of IS_MIRRI21 and MIRRI that are associated to academia. The partners will be requested to actively disseminate the calls by email to their colleagues and networks. All the dissemination materials and messages will make a reference to the TNA portal, which will hold majority of the information on the calls and pilot programme, including the guidelines for application, TNA catalogue of services, application portal, etc.

2. **In the timeframe of the second TNA call:** The second call will be open from January to April 2022, during which announcements will be made twice a month through social media channels. The flyer will be consistently disseminated through all social media and other channels to catch a wide range of audiences and prospective participants. Tailored banners will be developed by WP7 for social media dissemination.

4.1.6.3   Engaging potential members and citizens

4.1.6.3.1.1   Engagement with potential MIRRI members

Six international workshops are foreseen for IS_MIRRI21 under WP8 – Consolidation & Enlargement of Membership. Each potential member will be contacted by the consortium partners through a tailored method for each country. Within this context, the project team will support the dissemination of invitations regarding the remaining international workshops, as well as the development of relevant design actions (e.g., flyers, banners, if needed). Taking this into account, the project partners attending the workshops will disseminate some in-hand promotional materials as a demonstration of the types of materials produced for IS_MIRRI21 and use the information on the material to apprise the participants of the workshops with IS_MIRRI21's services.

4.1.6.3.1.2   Engagement of lay audiences

One of IS_MIRRI21's most valued activities is the strengthening of education and knowledge of lay audiences about microorganisms. Thus, one of the target audiences of the project activities are the citizens of the world. Within this context, Task 7.4 in WP7 will solely focus on the active engagement of the public in some of IS_MIRRI21's activities and outputs with the aim of boosting knowledge and appreciation for microorganisms and the social, environmental and health aspects they are associated with. The education of the public in the aspects of life related to health, food production, agriculture, environmental sustainability, biodiversity, infections and microorganisms is the core of IS_MIRRI21. Several promotional and educational materials will be developed with the goal of raising awareness among the general public (lay audiences) to the benefits and importance of microorganisms in our daily life and in the ecosystem:

- Infographics, GIFs and Games: these multimedia materials will include general information about microorganisms that target lay audiences.
- Videos: introduction, explanatory and informative videos developed by WP7 and partners as well as 5 short videos specifically targeting lay audiences will be developed in the first and second year of the project.
- Press Releases: short news will be developed focusing on general information that targets lay audiences. This short news will be shared in the project website.
- Newsletters: within each newsletter edition, a small news article or interactive content regarding general information on microorganisms will be included in order to engage with lay audiences.
- Social Media Posts: some social media posts will also be targeting lay audiences.

All the materials that target citizens will show the relation of microorganisms to human lives in order to increase relatability of the people to the concepts.

4.1.6.3.1.3   Training and education programme webinars

8 to 10 webinars will be organised under WP5 to support the training and education programmes. Within this context, WP7 will support the development of dissemination actions towards the promotion of these programmes, including advanced training courses or summer schools for users. The webinars will be announced via social media and the IS_MIRRI21 website and invitations and reminders will be sent via email, at least one month before the launch of each webinar. The target audience will be the parties involved in the training and education programmes and other targets which WP5 will determine as high priority. The webinars will be made available online through the IS_MIRRI21 website.

4.2. Promotional materials

4.2.1. Brochure and roll-up

The project brochure and roll-up were developed in April 2021. Both materials were initially developed in English but have now been translated to other European languages (Spanish, French, Italian, Polish, Portuguese and Russian). Most of the dissemination activities have been done virtually due to the restrictions on physical meetings and events (as a result of the pandemic). Over 200 brochures have been diffused and the roll-up has been displayed in a workshop organized by WP8 and internal meetings. Although most of the content on the brochure is up-to-date, some of the values e.g., current members of MIRRI, MIRRI's holdings and services will be updated in M21. These tools allow a more efficient understanding of the project objectives, methodology and activities. The brochures that are currently available can be seen on Figure 6 and Figure 7. The roll-up (size of 85x200 cm) carries the basic details of the project, e.g., visual identity, partners, aim, contact information and project duration. The roll-up will be displayed at the project's internal and external physical events such as workshops and conferences or in public events where IS_MIRRI21 will be represented by one or more of the partners. The roll-up will be used to raise awareness of the project and its services to users and providers of microorganisms, potential members and supporters of the project, as well as citizens who might have interest in environmental and health related subjects. The original version of the roll-up developed in English is shown below on Figure 8.

Figure 6. Back page of the first IS_MIRRI21 brochure in English – including the cover page, project duration and project partners
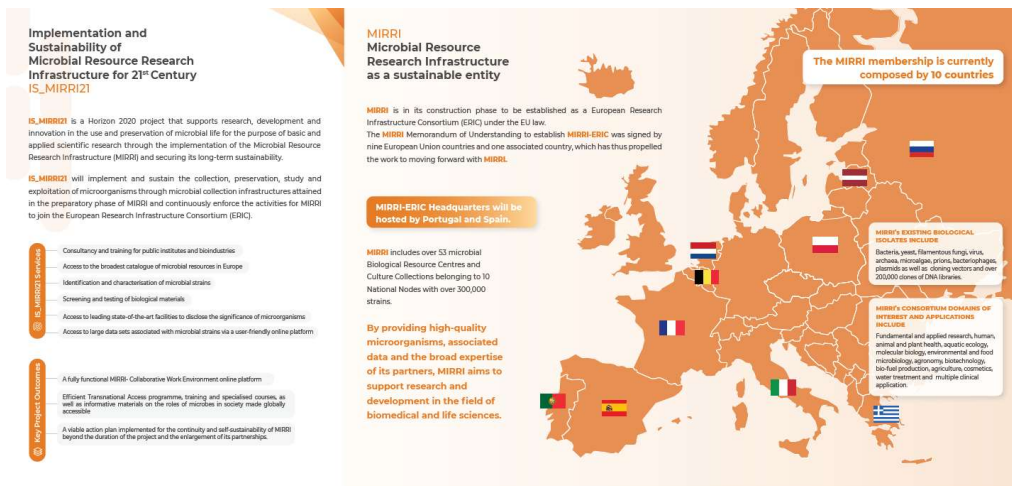
Figure 7. Interior of the first IS_MIRRI21 brochure – including the introduction, service, project outcomes, stakeholders and relevant information on MIRRI

Figure 8. Front page of the first IS_MIRRI21 roll-up

4.2.2. TNA flyers

TNA flyers have been developed to share specific information about the TNA calls planned for launch in January 2021 and 2022 (one call in each year). The first flyer was developed in M10 illustrating the launch of the call, duration, background information on the programme, facility providers, workflow and contact (Figure 9). The flyers have their own unique design and colour pallet. The flyer for the second call will have the same layout as the first flyer but the content will be updated by WP4 leader. The flyer for the second call will be developed in M21 and disseminated until the end of the call in April 2022. The content of the flyer will first be approved by MIRRI-CCU before finalization of the design. The flyer will be shared with the partners in soft copies to be disseminated through virtual means. Although all the proposed channels of dissemination

(i.e., website, mailing, social media and direct approach) will be used for the TNA calls, the main target audiences are expected to be researchers in different academic and industrial scientific areas.

Figure 9. TNA flyer for the first TNA call

4.2.3. Multimedia and banners

The multimedia materials include infographics and games. The games and infographics are displayed in the project website and disseminated in other promotional materials developed such as newsletters, press releases and social media posts. The two games that currently exist contain factual information to teach interesting facts about the microbiome. In addition, infographics will be developed and disseminated via social media posts and the project website to reach all target groups with information linking microorganisms to people´s everyday lives. All of these materials will be initially developed in English and disseminated in multiple formats from July 2020 to January 2023. Similarly, banners are developed by WP7 to advertise events and other announcements about the project, e.g., TNA calls and launch of the CWE, when requested by the partners (Figure 10).

Figure 10. Examples of banners developed for TNA calls and events

4.2.4. Informative videos

The first animated video for the introduction of IS_MIRRI21 was produced in April 2021. The 3 minutes and 40 seconds video was produced under WP7 to support presentation of the project at events and through digital channels. The video is an explanatory clip that introduces IS_MIRR21, its objectives, vision, mission, services, consortium partners and expected outcomes. The second explanatory video will focus on the MIRRI CWE. This video was initially planned for April 2021 when the beta version of the platform is launched. However, after careful consideration, the production of the video has been postponed, probably to April 2022 or later. As the video will not only be an introductory illustration of the CWE but also serve as a short tutorial of how to use the platform, it was decided that the video should be produced only when the platform has been launched or close to completion. Thus, all the functionalities and various aspects of the platform would be showed trough the video. The conceptualisation and content production will commence in March 2022 – MIRRI-CCU, WP6 and WP7 will work closely to develop a descriptive script in English that can be conveyed through an animated format. The video will be short in order to better capture the audience's attention, and will work mainly as a "teaser" to the complete information, which will be hosted in the website platform. It will also be used to promote the services and activities which will be made available as a result of the fully functional CWE and be disseminated via the IS_MIRRI21 website and on YouTube. The target audience of this video will be users, providers, policy makers and potential members of MIRRI.

Other videos are also produced aiming to communicate about IS_MIRRI21 and microbiology to the general public – lay audiences. These are informative videos and lectures developed by different partners which are academic institutions. The videos easily explain and show that besides the common notion of being harmful or scary, microbes also have positive impacts on human lives, the environment, economy and health. They are done in English and are disseminated via the IS_MIRRI21 website and on YouTube. Thus far, three videos have been developed by WP7, five short videos are foreseen to be developed by WP5 for public viewing by January 2022. Schools will also be targeted as some of the materials such as the short videos

developed by WP5 will be concerning school children. After the development of these materials, the schools will be sent promotional and informative materials in English to display at their school events such as Family Day. All the partners will be engaged in distributing these materials to their local schools at their will.

4.2.5. Newsletters

Three biannual newsletters have been disseminated with key messages to diffuse from different WPs. The topics addressed in the newsletters include introduction to IS_MIRRI21, kick-off Meeting, first TNA call, launch of the CWE, events organized by the project partners and new communication materials produced, among others. In terms of visuals, the newsletter has been designed to have a scientific outlook with authentic images of microbial strains and scientific equipment provided by the project partners (Figure 11). The contents are provided by several partners of the consortium, in addition to the articles prepared by SPI. Three more newsletters are remaining to be developed until the end of the project. The newsletters will be launched every six months, unless relevant materials or incidents justify a delay in the production or publication of the newsletter. The template for the collection content is prepared by SPI and shared with all the partners two months in advance. The newsletters are sent to all the subscribers using 'sandblaster' and it is also published on the IS_MIRRI21 and MIRRI website and shared on the other supporting social media platforms. The newsletters will include the latest developments in the current and future project activities including the implementation of the CWE platform, events, training and education programmes and TNA call advertisements. The content will continue to be in English and the target audiences will include all the target stakeholders of the project. After IS_MIRRI21 concludes, the production and management of the newsletters and subscriptions will be transferred to the MIRRI-CCU. The newsletter visuals will be edited to showcase only that of the MIRRI visuals.
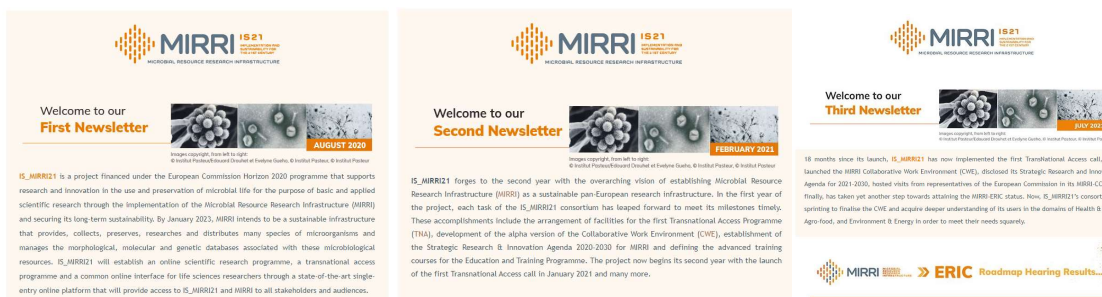

Figure 11. The first three project newsletters

4.2.6. Press Release

Press releases are developed by the project partners (on the basis of need) and disseminated through the project communication channels and to other media groups at key moments of the project. These key moments include events, meetings, conferences, TNA calls and launch of other project-related elements that one or more of the project partners are involved in. The primary language of the contents is English but the partners wishing to disseminate the press releases in their local languages are given the floor to do so. The channels for the dissemination of the press releases are the IS_MIRRI21 and MIRRI project website on the *News & Events* section. The press releases are made available to all project partners, third parties and close networks for publication on their own websites and social media channels. In order to increase the outreach, the press releases will have an eye-catching heading accompanied by a clear and appropriate

picture. For the sake of gathering and enticing potentially interested parties to IS_MIRRI21, the partners of the project are encouraged to develop news articles about their work under the topic and actions that they have developed under the IS_MIRRI21. A press release simple template was developed with instructions on how to write up a press release and shared with the partners. The target audiences of these press releases are all target groups of IS_MIRRI21.

4.2.1. IS_MIRRI21 Presentation templates and Press Kit

A Standard PowerPoint Presentation was developed in M8 to concisely present IS_MIRRI21 in bilateral or multilateral meetings with stakeholders, as well as external events. The brief presentation of 10 slides about IS_MIRRI21 describes its objectives, work packages, partners, outcomes and contact. The presentation can be easily adapted to other languages and the content can be enriched with more information by the presenting partners when needed. The content will be updated together with the project brochure and roll-up in M21. In parallel, a press kit was developed by the MIRRI-CCU to present MIRRI as a functional pan-European RI. The Press Kit has three components: an institutional PowerPoint presentation, an institutional profile description and infographics with key facts and figures about MIRRI. IS_MIRRI21 also offers Certificate of participation to participants of internal events such as workshops and webinars organised by project partners. The certificate is a one-page file in English that can be used as evidence of participation or attendance for participants (Figure 12).
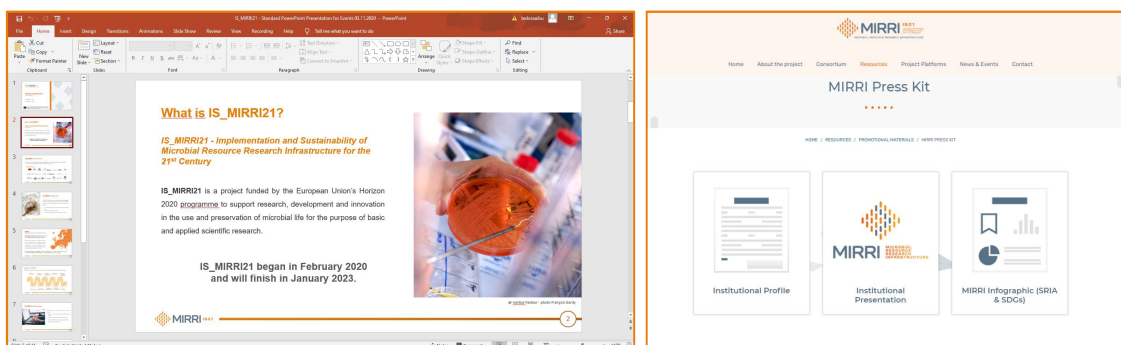

Figure 12. IS_MIRRI21 Standard PowerPoint Presentation (left) and MIRRI Press Kit (right)[4]

4.2.2. Document templates

All partners of IS_MIRRI21 will produce and submit many different types of materials. These materials include deliverables, reports and presentations which have to be written up, submitted and in most cases, disseminated and/or presented to wide-ranging audiences. Within this context, the project team developed two templates: 1) a Word template for the submission and publication of reports and 2) a PowerPoint presentation template for presenting progress reports and other materials at events and internal consortium meetings. The final versions of the templates were made available to all partners in April 2020. The templates followed the graphic and colour scheme of the model used in the production of the IS_MIRRI21 logo.

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[4] MIRRI Pres Kit. Retrieved:20/09/2021 Link: https://ismirri21.mirri.org/resources/promotional-materials/mirri-press-kit/

5. Action Plan

5. Action Plan

In order to ensure implementation of activities and actions in each WP is performed timely, an action plan is developed to serve as a guideline for the execution of actions over time. The Outreach and Dissemination Action Plan is divided into the "General action plan" and the "Individual action plan". Many of the activities described under this Action Plan have been defined under this strategy plan.

5.1. General action plan

The general action plan includes the major actions which are to be implemented during the project. A responsible partner is assigned to each task but all the partners play an active role in the dissemination and communication activities. Within this context, the table below shows the summary action plan of all activities detailed under this strategy. The implementation of some tasks, such as the organisation of interactive events for lay audiences and participation in grand physical events, has been affected by COVID-19. Nevertheless, for the continuous and successful implementation of all the actions, an overall tentative action plan for the remaining months of the project is shown in Table 6.

Table 6. Action plan dissemination and outreach strategy for the remaining months of the project.

#	Promotional tools and channels	Action	Tentative timeline	Contributing Partners
1	**Project website**	Regular updates to the project website	October 2021 - January 2023	SPI
		Updates to the TNA webpage for the second TNA Call	November/December 2021	SPI (update), WP4 partners (content)
		Update of the CWE page on IS_MIRRI21 website	January 2022 - January 2023	SPI, support of WP6, UMinho
2	**TNA Calls**	Promotion of the results from the 1st TNA call	October 2021 - March 2022	IP and SPI, support of all partners
		Final version of 2nd TNA call flyer	December 2021	SPI (design), WP4 partners (content)
		Promotion of the 2nd TNA call	November 2021 - March 2022	All partners (SPI to manage the dissemination tools)
3	**Project promotional materials**	Update of the project brochure and roll-up	October 2021	SPI (design), INRAE (translation)
		Update of other promotional materials	October/November 2021	SPI (design), INRAE (translation)
4	**Informative dissemination materials**	Multimedia: Infographics and games for IS_MIRRI21	October 2021 - January 2023	SPI, support of all partners
		Publish scientific materials on the project website	October 2021 - January 2023	SPI, support of all partners
		Final version of the explanatory video on the CWE	April – July 2022	SPI, UMINHO, All Partners
		Final versions of 5 video capsules related to microbes and their roles in society	January 2022	BELSPO, All Partners

		Short educational videos for lay audience	October 2021 - January 2023	SPI, support of all partners
5	**News**	Final versions of remaining Newsletters	M24, M30, M36	SPI, All partners (content development)
		Press releases	October 2021 - January 2023	All partners
6	**Social media**	Posts on Twitter, Facebook and LinkedIn	October 2021 - January 2023	SPI, support of all partners
		Promotion of the results from the 1st TNA call	October 2021 - March 2022	All partners (SPI to manage the dissemination tools)
		Promotion of the MIRRI partners on social media	October 2021 - February 2022	SPI, all partners of MIRRI (provide description)
7	**Internal events**	WP2 webinar for users from industries	November 2021	INRAE (organise), all partners (support)
		WP3 webinar on ISO 20387:2018	January 2022	KNAW (organise), SPI (support)
		WP3 workshop for Expert Clusters	October 2021 – January 2022	UVEG-CECT (organise), SPI (support)
		WP3 workshop on ABS	January 2022	KNAW (organise), SPI (support)
		WP3 workshop on Biosecurity WS	January 2022	KNAW (organise), SPI (support)
		WP3 workshop on ISO 20387:2018	January 2022	KNAW (organise), SPI (support)
		WP3 workshop for mBRCs and international experts	January 2022	KNAW (organise), SPI (support)
		WP4 Symposium 1	January 2022	UVEG-CECT (organise), SPI (supports)
		WP4 Symposium 2	July 2022	UVEG-CECT (organise), SPI (supports)
		WP8 six workshops for mBRCs	October 2021 - January 2023	IAFB (organise), All partners (support)
		WP8 first International workshop	October 2021 - January 2023	IAFB (organise), All partners (support)
		Public engagement events	October 2021 - January 2023	UMINHO (organise), All partners (support)
		Stakeholder engagement events for the launch of the CWE (one event per gate)	October 2021 - January 2023	UMINHO, UVEG-CECT & SPI (organise), All partners (support)
8	**External events**	Participation in external events	October 2021 - January 2023	All partners
9	**Direct consultancy**	Direct consultancy, contacting stakeholders	October 2021 - January 2023	UMINHO/BELSPO/IAFB, All partners
10	**Project final conference**	Project final conference	June 2022 - January 2023	UMINHO, BELSPO
		Development of the project final conference	June 2022 - January 2023	SPI, support of all partners
11	**Surveys**	Developing the dissemination design and communication	July 2022	WP2 and SPI, inputs from WP3/WP4/WP8/MIRRI-CCU

5.2. Individual partner action plan

All the partners are involved in the outreach, dissemination and communication activities through the IS_MIRRI21 and their own dissemination channels. Thus, they are expected to keep an account of all the actions taken for outreach, dissemination and communication in order to support the impact evaluation and monitoring process. WP7 developed an excel file in M6 to serve as a template for recoding the actions they have undertaken and use the information gathered through these reports to make a comparison of what has been planned and what has not been executed in order to make recommendations and further plans to improve the outreach, dissemination and communication activities, see Figure 13.

Figure 13. Six-month report template for dissemination and communication activities for all partners

6. Impact Evaluation and Monitoring

6. Impact Evaluation and Monitoring

The evaluation and monitoring of the results of IS_MIRRI21 is a key process for the successful implementation of the project. This evaluation process is carried out consistently throughout the lifespan of the project to ensure a thorough impact assessment and update of communication activities and their quality. IS_MIRRI21's project impact evaluation of the dissemination and communication plan is divided into two categories: impact measurement and monitoring and reporting.

6.1. Impact measurement

The impact is measured through qualitative and quantitative indicators. This is to ensure the measurement and assessment of the communication and dissemination activities is accurate, leaving minimal room for error. The quantitative indicators below specify figures for the key performance indicators related to the activities.

Quantitative indicators

The table below presents the main quantitative targets defined for the project lifetime.

Table 7. The quantitative indicators of IS_MIRRI21 communication and dissemination activities to be reached by the end of the project

Measure	Indicators	Target no.	Source
IS_MIRRI21 Website	Number of visitors	10,000	Website analytics
Social Media	Number of followers	2,000	Social media information
Brochures	Number of brochures / flyers distributed	2,000	Consortium information, built upon partner's contacts, events, etc.
Scientific publications	Number of publications in articles	30	Number of scientific papers published
Email / Newsletters subscriptions	Number of subscribers	500	Subscriptions received
Participants in MIRRI events (online/offline)	Number of participants in all dissemination events organised	1,000	Attendance proof (e.g. attendance registration list)
External events, conferences and workshops	Number of external events attended	50	Attendance proof (e.g. attendance registration list)

Qualitative indicators

Qualitative indicators compliment the quantitative measures by providing information on the quality of the dissemination and communication activities. These indicators include direct feedback from participants and followers, group perspective, recommendations and suggestions made on activities, ideas about the success or drawbacks of outcomes or suggestions for the future.

Qualitative indicators will be considered during the project and may consist of the following tools:

- Questionnaire distributed at a conference or workshop;

- Feedback obtained in face-to-face contacts with the participants or other relevant stakeholders of the project; and

- Evaluation form requested during the conference or workshop.

6.2. Monitoring and reporting

All of the project partners for IS_MIRRI21 will be involved in the monitoring and reporting of dissemination and communication activities. Therefore, all involved parties will share a common understanding of the true impact of the activities being carried out. Specifically, partners will be requested to:

- Contact those responsible for Dissemination and Communication (WP7) about any major dissemination and communication action to be done;

- Provide a briefing after the action;

- Collect evidence of the actions implemented; and

- Provide an updated list of dissemination and communication activities carried out every six months. This information will feed into the updated deliverables and the mandatory reports.