

DELIVERABLE

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D8.2 Plan for Dissemination and Communication Activities

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1 EXECUTIVE SUMMARY

This document presents the deliverable D8.2 “Plan for Dissemination and Communication Activities” of the EIC Pathfinder Open project BioMembrOS.

The main objective of this document is to provide the guidelines for the dissemination and communication activities to be carried out by the BioMembrOS consortium throughout the whole duration of the project and beyond.

To achieve this objective, the approach is presented that will be used to maximize impact by identifying key target audiences and outlining the types of actions together with the role of BioMembrOS Consortium partners in the foreseen activities for dissemination and communication. The Dissemination and Communication Plan will be updated along the duration of the project and a final version will be presented in deliverable D8.6 ‘Plan for Dissemination and Communication Activities - final version’ at the end of the project at M42.

Table 1 provides an overview of the overall strategy that was set in place targeting dissemination and communication activities

Type of Action	Objective	Description	Activities
Dissemination	Set of activities aimed at promoting the project activities and results towards scientific community and stakeholders, aimed at improving awareness on the project and the development of the technology.	These actions start with preliminary results and continue with the progress of technological work-packages (WPs 2-7) and will raise awareness on intermediate and final results and development of the novel technology and possible applications and benefits.	<ul style="list-style-type: none"> • Scientific publications • National and international conferences and events • Professional social media channels • Trainings • Website dissemination sections
Communication	Communicate the project activities and results to the scientific community, young students, stakeholders, end-users, and general public.	Communication actions through website, social media channels, magazines and press.	<ul style="list-style-type: none"> • Social media channels • Website • Workshops • Project brochures • Press releases and articles • Logo

Table 1: Overview of dissemination and communication strategy

2 Key word list

Artificial internal Organs

Artificial organs

Artificial respiration

Artificial ventilation

Biomimetic membranes

Communication

Deliverable

Dissemination

EIC Pathfinder Open

Hemocompatibility

Horizon Europe

Social media

3 List of acronyms

ASAIO	American society for artificial internal organs
DEC	Dissemination and Exploitation Committee
ECMO	Extracorporeal Membrane Oxygenation
ECOR	Extracorporeal CO2 removal
ELSO	Extracorporeal Life Support Organization
EMS	European Membrane Society
ERS	European Respiratory Society
ESAO	European Society of Artificial Organs
ESB	European Society of Biomechanics
EU	European Union
KPI	Key performance indicator
MSc	Master of Science
PhD	Doctor of Philosophy
R&D	Research and Development
WP	Work package

4 Introduction

In this document, the communication and dissemination plan for the EIC Pathfinder Open project BioMembrOS is presented.

Dissemination and communication are essential elements of BioMembrOS. The purpose of this communication and dissemination plan is to define the strategy and actions that will be undertaken to inform, engage, create awareness of and promote information to relevant target groups about the project, its aims, activities, and outputs during the lifetime of the project and beyond. Overall aim is to maximize the impact of the BioMembrOS project and its results.

Dissemination focuses on sharing research results with potential users – the scientific community in the research field, industry, organizations, other commercial players and policymakers.

Communication mainly includes the actions of the beneficiaries that promote project activities and results, by providing target information to multiple audiences in a strategic and effective manner and possibly engaging in a two-way exchange.

The main objectives of this deliverable are to:

- describe the adopted strategy and main project actions aimed at addressing the different identified target groups.
- present the communication and dissemination plan with timing and expected results related to different planned actions.
- define the roles of the partners in the planned communication and dissemination activities

To achieve the goal of the communication and dissemination plan, all partners of the consortium will be engaged to participate.

5 General communication and dissemination strategy

To support and guide the related activities, the BioMembrOS Dissemination and Exploitation Committee (DEC) was established at the beginning of the project, one representative of each partner has joined the DEC.

The involvement of consortium members in engineering, biomedical, anatomical, physiological and biological societies (European Society of Artificial Organs ESAO, European Society of Biomechanics ESB, European Membrane Society EMS, European Society for Thorax Surgery,...) and participation in conferences will help to maximize dissemination and communication of project results to a much larger audience, also activities in cooperation with the Extracorporeal Life Support Organization ELSO (EuroELSO Congress, workshops) and ERS will be targeted for spread of information on BioMembrOS.

5.1 Target Groups

In the following Table 2 the target groups that have been identified for BioMembrOS dissemination and communication activities are listed.

Target group	Description
Scientific and research community	Projects and researchers/ research centers working in the same/related fields available for exchange and collaboration/ cooperation.
Industry incl. SME	Industry solution providers and companies involved in

	artificial respiration / other membrane-based organs; ECMO
Professional organizations/societies	Organizations in the field of membrane science, artificial respiration, ECMO
Policy makers	National and international entities working the field will be informed about technological developments and results.
Young students	MSc and PhD students, school students
General public	Different groups including senior citizens

Table 2. Main target groups for BioMembrOS dissemination and communication activities

5.2 BioMembrOS Dissemination

Dissemination, with the aim of sharing knowledge and results will include activities on multiple levels. Knowledge will be shared as soon and as openly as possible.

5.2.1 Publication of scientific articles in high impact journals

Table 3 provides an overview on targeted journal publications. BioMembrOS will only publish with “gold” open access. We aim at a total of 24 Scopus indexed journal publications, what equals 4 per scientific work package (WPs 2-7).

Results related to workpackages	Targeted Journals
WP3, WP4, WP5	Journal of Membrane Science, Chemical Engineering Journal, Computer and Chemical Engineering, Chemical Engineering Research and Design, Bio-polymers, Journal of Materials Chemistry A, ACS Applied Materials and Interfaces, Advanced Materials
WP2, WP6	IEEE Trans. Biomedical Engineering, Journal of ASAIO
WP7	Artificial Organs, Journal of Applied Physiology

Table 3: Targeted journal publications

5.2.2 Contributions to international conferences

The members of the consortium will participate in scientific congresses, conferences and workshops related to membrane science, flow visualization, computational fluid dynamics (CFD), mass transport, biofluids, artificial respiration and organs, where they will represent the consortium and give presentations, organize workshops, establish contacts with stakeholders and market leaders.

Table 4 gives an overview on planned conference attendances of BioMembrOS partners where the project will be promoted.

Conference name	Date & frequency	link
Congress of the European Society of Artificial Organs (ESAO)	Annually, next September 2024	https://www.esao.org/
European Society of Biomechanics (ESB) conference	Two-yearly, next July 2024	https://esbiomech2024.org/
European Respiratory Society (ERS) Congress	Annually, next 7-11 September 2024	https://www.ersnet.org/congress-and-events/congress/
Multiphase Flows - Simulation, Experiment and Application	Annually, next November 2025	https://www.hzdr.de/event not online yet
15th European Congress of Chemical Engineering (ECCE) & 8th European Congress of Applied Biotechnology (ECAB)	Biannually, 8-10 September 2025	https://ecce-ecab2025.eu/
International Congress on Membranes	July, 19-25 2026 (every 3 years)	San Antonio, TX, website not online yet
International Conference on Metal-Organic Frameworks and Open Framework Compounds (MOF)	Biannually, next 15-19 July 2024	https://mof2024.mrs.org.sg/
European Conference on Metal Organic Frameworks and Porous Polymers (EuroMOF)	Biannually, next September 2025	
Fundamentals of Adsorption (FoA)	Biannually, next 18-23 May 2025	https://foa15.events.chemistry.pt/
Iberian Adsorption Meeting (RIA)	Biannually, next 1-4 September 2024	https://ria43.events.chemistry.pt/en
Smart Materials and Surfaces (SMS)	Annually, next 23-25 October 2024	https://setcor.org/conferences/sms-2024

Table 4: Scientific conferences members of the consortium plan to attend

5.2.3 Public deliverables

Research outputs with a public scope (i.e., public deliverables, conference papers, journals papers) will include their respective executive summaries, in order to bring out the most pertinent items for key stakeholders and, more in general, for the interested reader. As these summaries represent an additional dissemination tool, such executive summaries will be prepared in order to be easy to read and “user-friendly”, providing a snapshot of the key findings to assure maximum adoption by the relevant users.

Once approved, the BioMembrOS public deliverables will be available directly throughout the project’s website (see section 5.3.1) and social media channels (see section 5.3.3). When published, especially on the website, a brief description explaining the content of the document in a few lines will be provided.

5.2.4 Dissemination for user and stakeholder involvement

Dissemination implies also the process of sharing information and knowledge with relevant stakeholders and users in different phases of the project and in relation to the different objectives and activities. In the context of user and stakeholder involvement, dissemination serves as a means of facilitating communication and collaboration between these groups and the project team. The following activities are envisaged:

- Participation in EC concertation meetings and dissemination activities and liaison with relevant European Agencies (e.g. IMI),
- Organization of an ERS research seminar to promote in-depth discussion between experts and researchers on topics of importance to respiratory medicine and science.

5.2.5 Clustering activities

Collaboration will be established with **other national, European and international projects and R&D initiatives** active in the field. Interactions with other projects working on respiration and other artificial membrane-based organs will be favored.

Joint seminars with other European projects, the following projects have been identified and will be contacted:

- CellMembrane (ID: 101130895),
- EUROSHOCK (www.euroshock-study.eu),
- DISCOVAIR (discovair.org),
- the European Reference Network ERN-LUNG (ern-lung.eu),
- Lungs Europe (europeanlung.org)
- 3DLung, RenOx, both projects within the priority program of the German DFG 'Towards an implantable Lung', which is co-coordinated by UKA.

5.2.6 Training activities

Scientific training of MSc and PhD students in the multidisciplinary framework of the project; Training will include existing PhD schools (partly also accessible for MSc students), active participation in y(oung)ESAO or ESB student section, (short, targeted) internships in companies and individual targeted training actions, the exchange of students between consortium members to strengthen collaboration and provide a wider range of training activities.

Summer/winter schools with the topic 'Biomimetic Membranes for Artificial Organs' will be organized for PhD students.

5.3 BioMembrOS Communication

The BioMembrOS communication strategy is committed to promoting the project and its findings to key stakeholders and the public at large throughout Europe and worldwide and will evolve throughout the project and beyond, in order to maximize project awareness and promote its innovative transformative technologies.

Communication activities will combine wide outreach with more targeted dissemination that enables interaction. To reach a wide range of persons both electronic and print media will be used, additionally science fairs, thematic workshops etc. will be offered for participation. Due to the actuality of the topic of respiratory support in connection with the recent COVID-19 pandemic we expect high interest also in the general public.

To ensure awareness the following activities will be implemented, effectiveness will be monitored, control mechanisms for reaching the objectives defined.

5.3.1 BioMembrOS website

The BioMembrOS website (biomembros.eu) was installed at the beginning of the project and has already been introduced in deliverable D8.1. Communication via the website includes information on project objectives and the BioMembrOS consortium, the news section providing information on project activities and results will be regularly updated. Furthermore, links to the BioMembrOS social media channels are provided and also publications will be available for download.

5.3.2 BioMembrOS Logo

The BioMembrOS logo was also created right at the beginning of the project and has also been introduced in deliverable D8.1. The logo will allow easy identification of any communication related to BioMembrOS.

5.3.3 Social media (LinkedIn, X (Twitter), Instagram, facebook)

Social media is covered by LinkedIn, X (Twitter), Instagram, and facebook, the individual channels have been set up at the beginning of the project and are described in deliverable D8.1. Short links to the project's social media channels are available on the BioMembrOS webpage.

The social media channels will be used for focused communication on the activities and achievements of the project. All social media tools will reach different target audiences, where LinkedIn mostly addresses professional contacts.

Social media channels will not only be used to distribute messages, but we recognize the opportunity that social media offers for *interaction* with the wider community (users can e.g. respond to posts, 'like', distribute). Social media channels will be actively monitored by all project partners and used for communication with interested parties. This will help create 'communities of interest and support' for the project. We will use techniques such as videos, animations, info-graphic imagery, mobile enabled content and richer content experiences.

Social media channels will be used for communication on:

- Organization of and report on meetings (open days, consortium meetings)
- Results and achieved milestones
- News published on the website (to increase website traffic)
- News about relevant project topics
- Publications and public deliverables (including download links)

Contents on the social media channels will be updated frequently to increase the number of followers and the traffic on the project website and social media pages

Moreover, in view of the utilization of social media channels, main hashtags and key words to be used by the BioMembrOS partners have been identified. In this context, it is highlighted that a proper use of hashtags will help increase BioMembrOS social media presence as they make the content viewable by anyone who has an interest in the proposed hashtag. Identified hashtags are the following:

#BioMembrOS #HORIZONEU #EUproject #artificialrespiration

Tagging consortium partners and organizations will increase the reach and foster the networking as well. Additionally, all partners are asked to share BioMembrOS project development and results to their own communication departments in order to maximize the reach of the communication activities.

5.3.4 Leaflets

TUW will prepare a leaflet introducing the project, consortium and its aims and provide the digital version on BioMembrOS cloud, the leaflet will be updated yearly to reflect the actual status of the project. each partner will print and distribute 500 leaflets per year at conferences and exhibitions, open science days.

5.3.5 Hands-on engagement activities

For wide-reaching awareness of the BioMembrOS project and the topic in a wider sense, BioMembrOS will take part in **science fairs** on national and European level, as for example the 'long night of science' in Vienna or the 'European researcher's night'. Interactive exhibition material and information will be provided that is appropriate for younger children and high school students as well as the general public.

Project open days will be organized that can additionally also be interesting for stakeholders.

6 Quantitative and qualitative targets

The detailed Dissemination and Communication Strategy and Plan produced in the project defines quantitative and qualitative targets to assess and measure impact. An initial summary of planned activities, target audiences, objectives and KPI is shown below in Table 5.

Assessment tools as a specific plug-in on the Webpage and available analytics tools as LinkedIn analytics and Twitter analytics will be used to assess effectiveness of communication activities.

Communication/Dissemination Activity	Target audience	Objective / KPI	Time/frequency of activity
Project website , regularly updated news, sections with material for interested general public and scientific audience / young students.	General public, young students and schools, scientific community, stakeholder/SMEs	Wide-reaching awareness info on project aims, news, activities. Target: 2000 visits /month with on average duration > 2 min;	Ongoing with frequent updates, once a month minimum
Leaflets that will be distributed at conferences and exhibitions, open science days	General public, stakeholders and SMEs	Wide-reaching awareness, distribute > 2000 per year	At start of the project, update yearly
Social media profiles (LinkedIn, Facebook, X(Twitter), Instagram).	General public, Scientific community, stakeholder, SMEs	Wide-reaching awareness, > 5000 followers (total) after 2 nd year	Ongoing, postings once a month minimum
Project open days	General public, stakeholders, young students, schools	200+ visitors, information and participation	2 / year at different locations in Europe
Science fairs – ‘long night of science’ in Vienna, ‘European researcher’s night’ interactive exhibition material	General public, Young students and schools	Wide-reaching awareness	Minimum one per year
Mass media – e.g. Technology Review	General public	Wide-reaching awareness	Minimum 3/year
Journal publications	Scientific community, students	24 Scopus indexed ‘gold’ open access	4 per WPs 2-7
International conferences	Scientific community, students	Awareness within scientific community, discussion	Minimum 6 / year (1 per partner)
Summer/winter schools	Young students	At least 50 participants	Minimum two, one Vienna/one Lisboa

Table 5: Dissemination and communication strategy with qualitative and quantitative targets

7 Communication roles and responsibilities

The communication strategy requires the active involvement of all BioMembrOS partners at national and European level. Partners are requested to communicate project activities and results through their corporate channels (e.g. social media accounts, like Twitter and LinkedIn, website, newsletter, printed materials or announcements) as much as possible. Partners are also required to contact local media and other interest groups to raise awareness of the project.

Any dissemination and communication activity related to the project (including in electronic form, via social media, etc.) and any major results funded by the grant will:

- display the BioMembrOS logo
- display the EU and EIC emblems and

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- include the following text:

For communication activities: “This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101130006”.

7.1 Communications checklist for all BioMembrOS partners

Table 6 provides an overview on communication actions to which all consortium partners need to contribute continuously for wide-reaching awareness of the BioMembrOS project.

Communication channel	Activity
Website	Partners are responsible for providing information on their work, activities, results for the website . Please send any related information to communication@biomembros.eu . Present BioMembrOS at your institutional website and link to the project website.
Social Media	Partners are responsible for regularly providing information on their work for the BioMembrOS social media channels . Please send any related information to communication@biomembros.eu . TUV will ensure posting of the contents in the relevant channels. Follow the BioMembrOS accounts with your organization’s Twitter, LinkedIn, Instagram and facebook accounts and also with your private ones if relevant and if you use them for work-related purposes. Please take pictures at national workshops and conferences, prepare attendance registers for your own workshops, meetings, etc. and forward them to communication@biomembros.eu . In this way, we can ensure that the communication channels stay updated and interesting.
Media	Target the press releases at your national media, translate and adapt them from the English version if needed. Involve national media in national level activities whenever possible.

Dissemination to policy makers on national level	Disseminate results from the project to stakeholders and policy makers at the national level.
Scientific publications and presentations	Please review presentation and dissemination opportunities at the national level, and present BioMembrOS outcomes when relevant.
National communication offices	Partners are also responsible for engaging their communication officers in national efforts to disseminate the generated knowledge, results and processes of BioMembrOS to the target groups at the national level, and where relevant, at the EU level.
Funding & Tenders Portal	Register all dissemination and communication activities in the respective sections of the continuous reporting of the Funding & Tenders Portal (https://ec.europa.eu/research/participants/grants-app/reporting/DLV-101130006)

Table 6: Communications checklist

8 Discussion

This document aims to describe the measures proposed by the BioMembrOS consortium to effectively disseminate and communicate the project's activities and results.

The plan for dissemination and communication in the context of the BioMembrOS project is outlined, both covering activities already started during the first months and those planned for the rest of the project.

Channels for dissemination and communication have been defined together with target groups and both qualitative and quantitative goals with the overall aim to create wide-reaching awareness and maximize impact of the BioMembrOS project during its lifetime and beyond. As the project evolves the Dissemination and Communication Plan will be updated and a final version presented at the end of the project's lifetime.

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