D2.2: Analysis and Strategy for Dissemination

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SOPs4RI

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List of abbreviations

CSA	Coordination and Support Action
DoA	Description of Action
ECoC	European Code of Conduct
GA	Grant Agreement
KoM	Kick off Meeting
NTUA	National Technical University of Athens
RE	Research Ethics
REC	Research Ethics Committee
RFO	Research Funding Organisation
RI	Research Integrity
RIO	Research Integrity Office
RIPP	Research Integrity Promotion Plan
RPO	Research Performing Organisation
SOP	Standard Operating Procedure
WP	Work Package

Executive Summary

Any CSA project is heavily dependent on the quality of dissemination, since dissemination is essential for spreading information about the progress of the project, the events organized and the main findings. This does not only create visibility for the project's findings but also facilitates the advisory and consultancy actions foreseen by the project. In order for SOPs4RI to maximise its envisioned impact, it is vital that our communications are picked up and implemented by our specific beneficiary groups (RPOs, RFOs, society), so that recommended actions are incorporated in these organisations invoking changes in habits and behaviour on a micro, meso and macro level. The consortium has constructed the following three-stage communication strategy, executed within WP2:

- a preparatory stage **mainly employing social media** to generate attention to the subject and the project's aims and objectives and the construction of a user-friendly website that outlines the project and provide regular updates of the progress of the project
- dissemination **towards European academic institutions** for awareness of the upcoming SOPs4RI Toolbox
- delivery of the SOPs and guidelines **through our website**.

1. Introduction

1.1 Description of WP at the GA

The central strategy for dissemination will be initiated by mapping all stakeholders to be included in the dissemination and communication process, and it will be described in the deliverable 2.2 *Analysis and Strategy for Dissemination*. This plan will entail details on all dissemination activities and on how to ensure the highest possible visibility and engagement. A dedicated website will be the intersection point of all dissemination and communication activities, containing the basic tasks of the project, newsletters, key findings, deliverables, social and mass media presence (Twitter, Facebook and LinkedIn). An online version of the toolbox will be created in order to inform all stakeholders of the SOPs and Guidelines that have been identified and created by the project and all the best practices that have been collected. A strategy for disseminating the results to academia is not only foreseen through conferences and academic journal articles but also through social media and co-creation. Finally, this WP will establish a strong, continuous and structured interaction with other relevant EU-funded projects.

The outcomes of WP2 concerning communication and dissemination actions will directly influence and be influenced by the work in all the other WPs. WP2 will boost visibility of the project's findings, assist stakeholder engagement in WP 3, 4, 5, 6 and 7, and promote sustainability for the SOPs4RI findings.

> The major output of WP2 will be the dissemination of a toolbox containing SOPs and Guidelines that will be accessible after the completion of the project.

The information will be disseminated in a way that makes it easy for RFOs and RPOs to select the appropriate SOPs and guidelines to create their own RIPPs in the most efficient way.

Main objective:

To facilitate the strategic promotion of the project in a structured and effective way, including the engagement with stakeholders and the public. This WP will be responsible for the design and creation of the online version of the SOPs4RI toolbox.

***Sub-objectives (that go hand-in-hand with WP2 Tasks):***

1. Central strategy for dissemination
2. Design and creation of a website containing information about the progress of the project
3. Social Media and Mass Media presence
4. Dissemination to Academia
5. Interaction with relevant ongoing SwafS projects
6. Design the online version of the toolbox with SOPs and guidelines.

2. Central strategy for dissemination

SOPs4RI envisages a number of dissemination paths, in order to achieve high visibility of the project findings and development cycles. Based on the communication activities approach of SOPs4RI we have broken down the means of communication, the messages and the indented effects (please see section 4).

The SOPs4RI portal has the ambition to act as a nodal point. Besides being a website containing the SOPs4RI results, it will also function as an internet platform that will integrate parts of existing portals, i.e. those of PRINTEGER, DEFORM, ENRIO, SINAPSE, ENERI, EnTIRE, PRO-RES, SHERPA, VIRT2UE, PANELFIT, i-CONSENT and SIENNA. The selection of these projects was based on the project's GA and on the SwafS (funded under SWAFS 2014-15 and SWAFS 2016-17) clustering event that took place in Brussels on the 1stof June 2018. The project could potentially attract ongoing RRI projects by asking their coordinators to participate at any kind of events that are going to be organized, taking into account that RRI seeks institutional change; this can be facilitated by the incorporation of the SOPs and Guidelines that are going to be developed by SOPs4RI. The projects were categorised along the following three pillars (sub-clusters); cf. Figure 1:

1. RE & RI training and capacity building
2. RE&RI guidelines and regulatory framework
3. RE&RI communication, legacy and sustainability
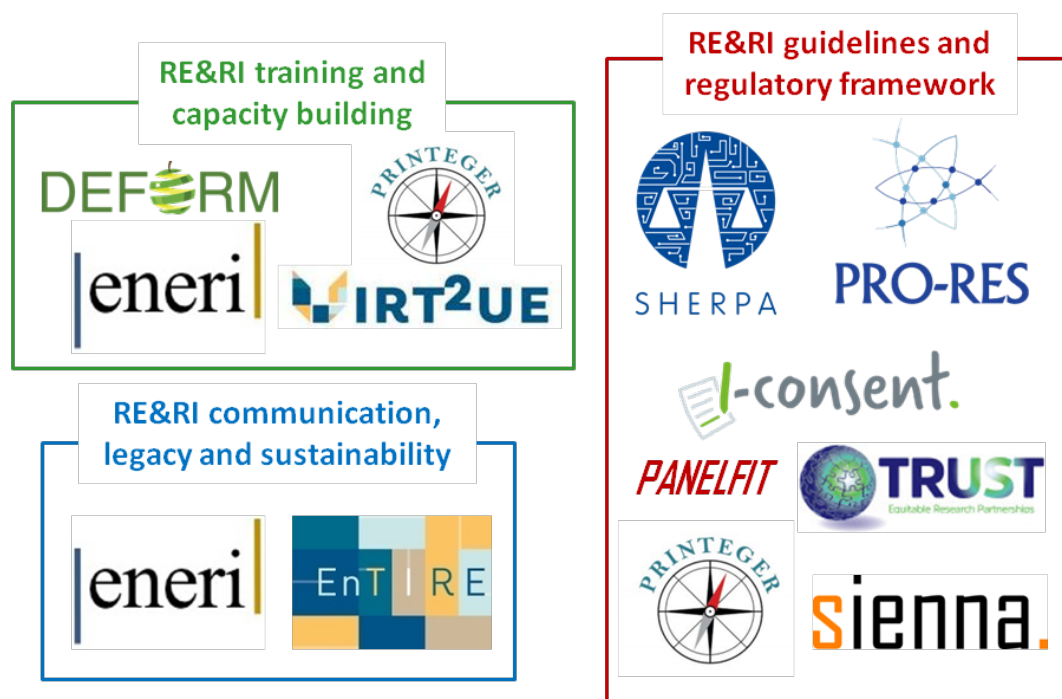
Figure 1: Existing portals, parts of which, SOPs4RI website will integrate and connect.

Each stakeholder group has different needs concerning SOPs4RI. The SOPs4RI consortium has analysed their respective stakes/needs and has developed a strategy for dissemination: This strategy has defined the means to disseminate and what to disseminate in each stakeholder group. The means of dissemination have been elaborated during NTUA's preparation for the project's KoM and has taken into account all SOPs4RI beneficiaries suggestions that came up during the KoM. This deliverable presents the refined dissemination strategy, covering both traditional and non-traditional (e.g. Social Media) channels of communication. Different targeted stakeholder groups are graphically depicted in Figure 2.

However, the Dissemination Strategy is flexible and, if needed, will integrate amendments; in this sense the SOPs4RI consortium will continuously interact with all stakeholder groups in order to revise/optimise the Dissemination Strategy during the whole duration of the project.
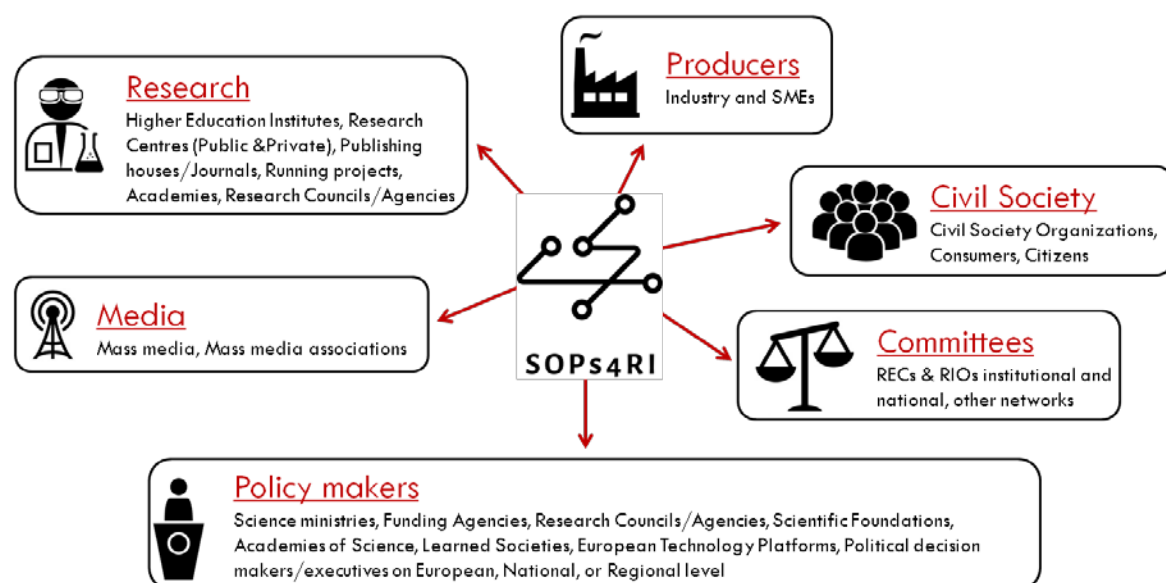
Figure 2: Different stakeholder groups targeted by SOPs4RI.

3. What will be disseminated?

The objectives of this WP, as contained in the DoA, set specific targets on what will be disseminated. Specifically:
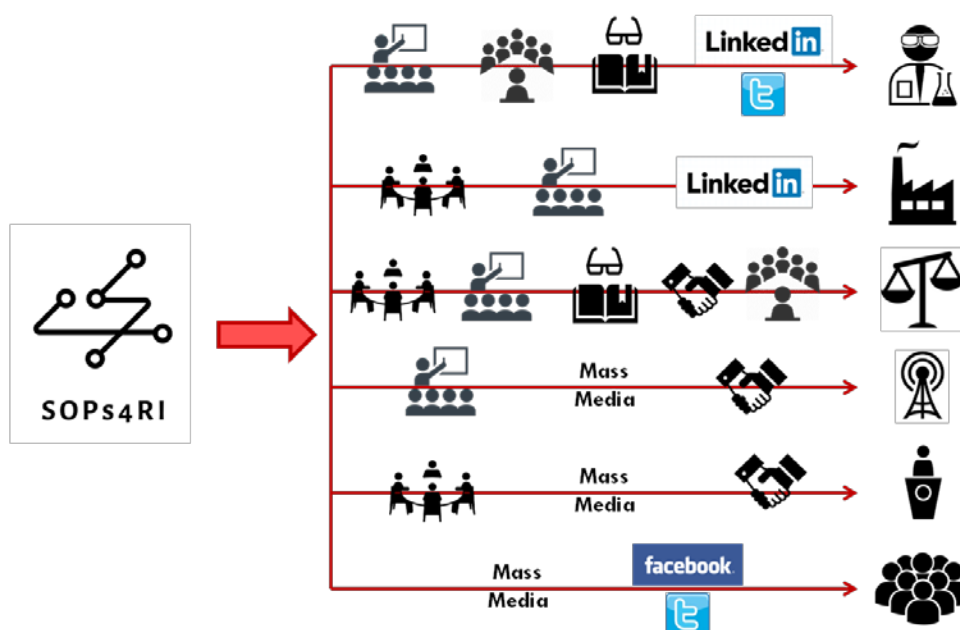
- Project events for communication reasons (before and after the events)
- Project events for engagement reasons (before the events)
- Project documents
- Project progress
- Regular updates on the projects
- Project findings
- Participation in conferences, workshops of other projects
- Major events in Research Integrity (e.g. World Conferences on Research Integrity, Final reports of other projects on Research Integrity)

4. How will it be disseminated?

The means of dissemination have been chosen from the beginning of the project. The amount, detail and periodicity/rate of information transfer have been decided according to the target audience. The means of dissemination are conventional and non-conventional and the aim is to raise the visibility of the SOPs4RI results. Table 1 summarizes the means of dissemination of SOPs4RI and the respective target audience; a graphical representation of the means of dissemination is depicted in Figure 3.

Table 1: Means of dissemination with respect to the target audience.

Stakeholder group	Means of Dissemination							
	Conference	Workshop	Twitter	Papers	LinkedIn	Mass media	Facebook	Personal contact
Research	×	×	×	×	×			
Producers		×	×		×			
Committees	×	×		×				×
Policy makers		×			×	×		×
Media		×	×			×	×	×
Civil Society			×			×	×	

Figure 3: Means to achieve dissemination of the SOPs4RI results, with respect to the target audience.
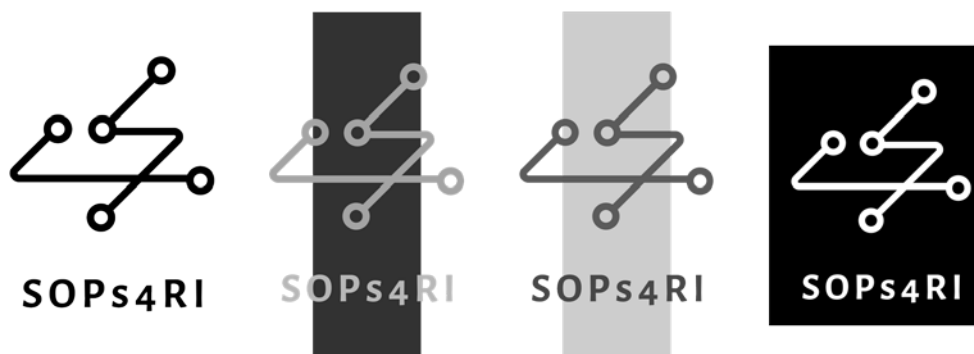
4.1 SOPs4RI logo

The SOPs4RI logo (Figure 4) was selected among 3 alternatives with an online vote within December 2018. The idea behind the logo was "**Connecting SOPs and Guidelines with stakeholders**".

Figure 4: The SOPs4RI logo.

This connecting line logo represents the "*reducing miscommunication and failure to comply with regulations*" as an elements of SOPs and Guidelines. It also has an "aura" of a micro-electronic circuit board to pinpoint the "step-by-step" and perfectly defined character of SOPs. Other variations of the logo are depicted below, in Figure 5.


Figure 5: Variations of the SOPs4RI logo.

4.2 SOPs4RI website (Task 2.2)

SOPs4RI'swebsite (sops4ri.eu) comprises a classic web page that contains detailed information on the project and its backgrounds, its partners and associated stakeholders, on who funds it, and what its main aims and objectives are. In addition, it renders transparent the respective progress and main stages of SOPs4RI and provides access to research reports, publications, proceedings, and policy briefs (as far as they can be made available through open access). These detailed background materials will be accompanied by brief abstracts that summarize their relevance and main points for interested audiences.

The SOPs4RI website's main structure, in its current form, is presented below. Since the project has just begun, the structure is simple in order to avoid empty spaces and at the same time attract attention by giving clear and quick information about the project.

Before it was launched, the website was presented to all project beneficiaries during the KoM. Based on the suggestions made by the consortium and on the close cooperation between NTUA and AU, the text was revised in almost all places. Below there are several snapshots of the website (Figures 6-11).
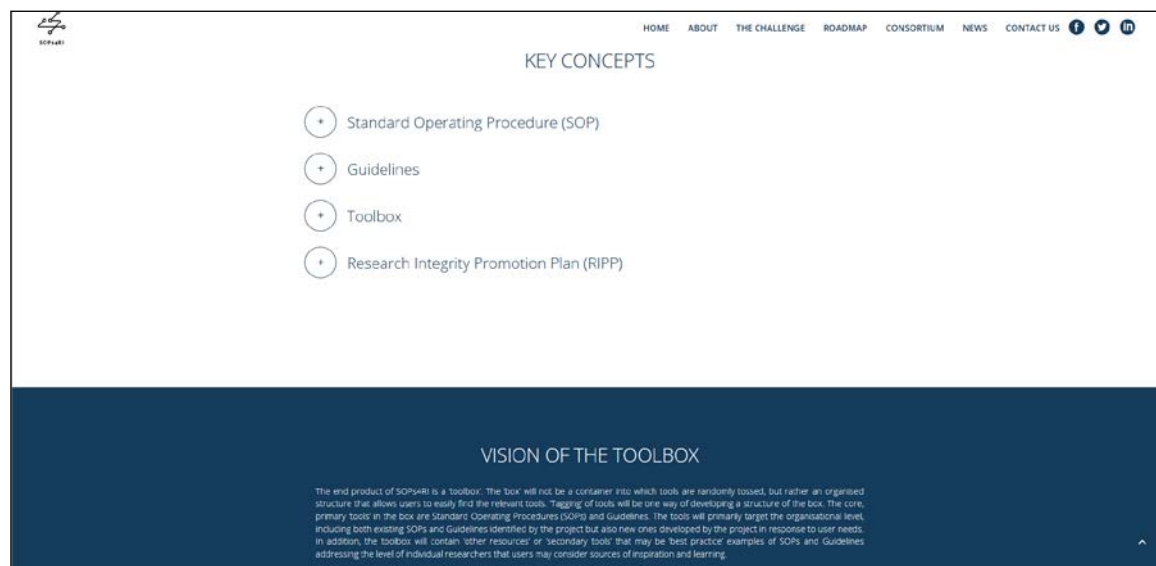
In addition to SOPs4RI's webpage (sops4ri.eu), we have registered SOPs4RI at the Open Science Framework. Our OSF site is public and can be accessed at https://osf.io/49fbk/. We will also keep maintaining this website throughout the duration of the project. Here, all protocols from the project and other relevant material will be made available.
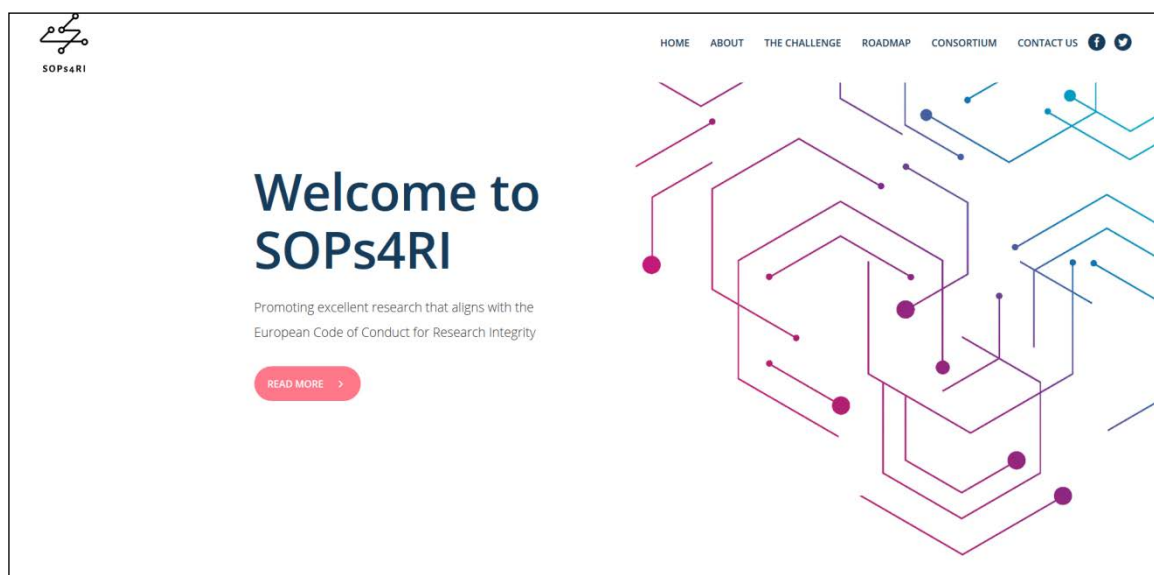
Figure 6: The welcome message of the front page.
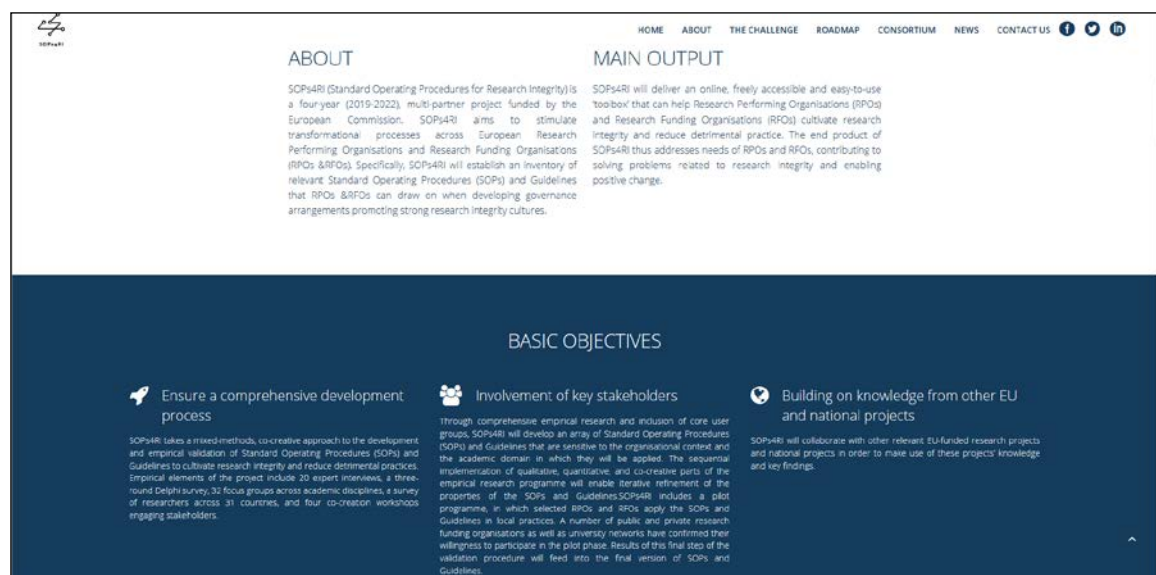
Figure 7: Basic information about SOPs4RI.

Figure 8: Key concepts of SOPs4RI and the vision of the toolbox.

Figure 9: The challenges that SOPs4RI is addressing.
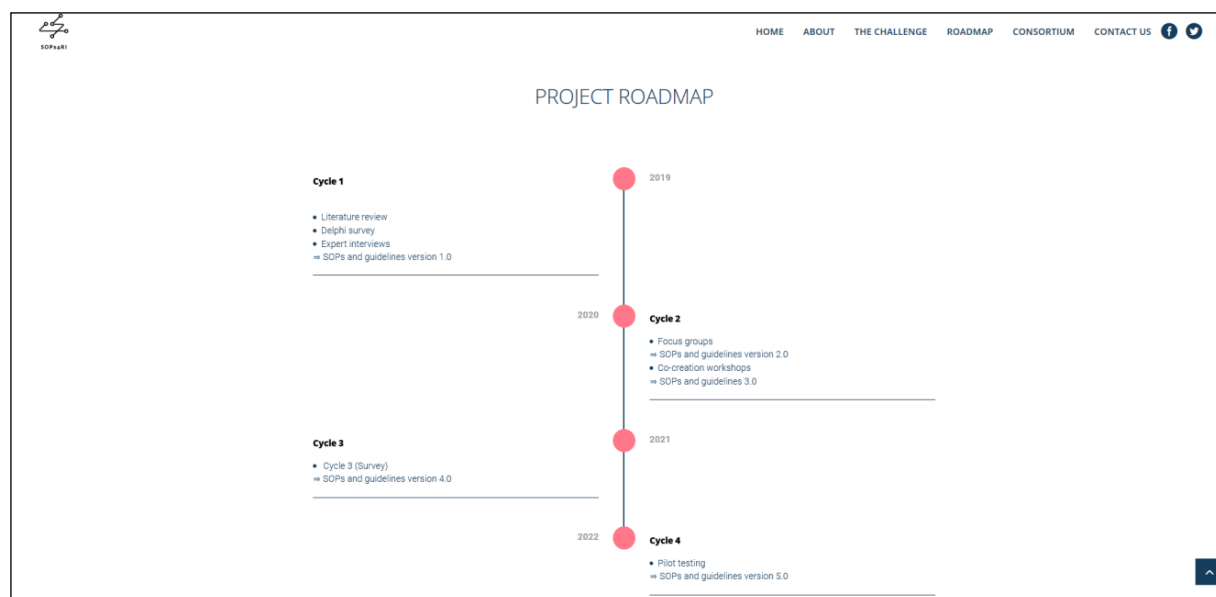
Figure 10: SOPs4RI's roadmap; the backbone of the project.
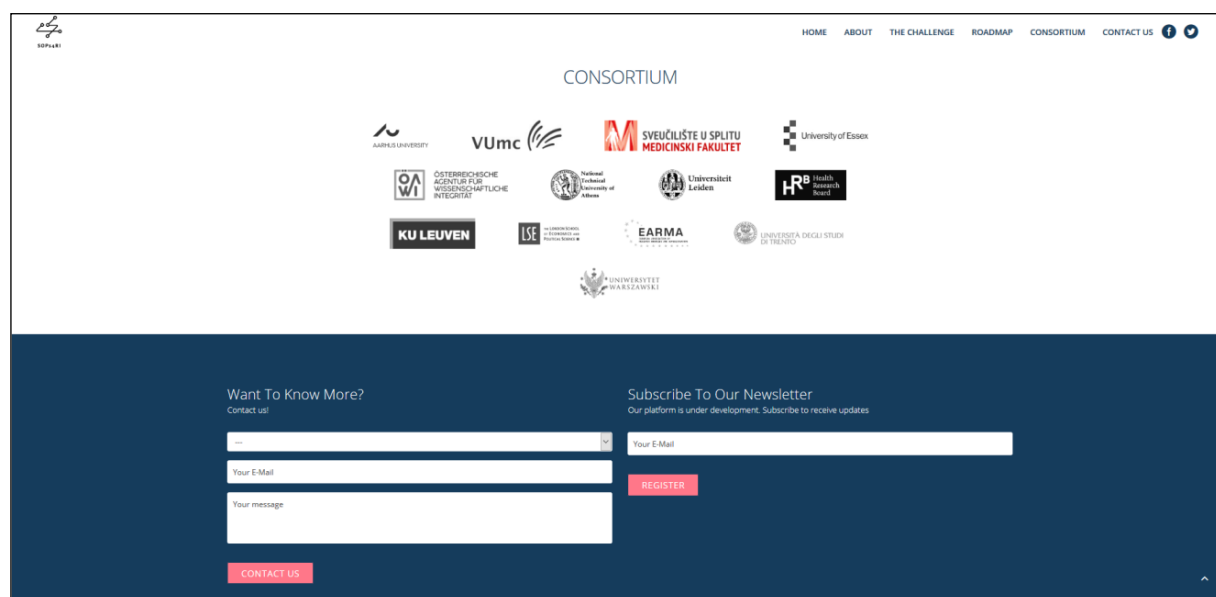
Figure 11: A classic ending to what we want to be, a highly interactive and engaging website.

SOPs4RI's website will alert users to the possibility of subscribing to the project's mailing list and announce upcoming events of interest to the respective stakeholder groups.

SOPs4RI's website was launched on the 6th of March 2019. We plan to have weekly updates and reviews of the content of the website. Additionally, NTUA participated in the biannual

conferences of ENRIO and EUREC (25-26 March 2019) as well as in the ENERI project's Research Ethics Committees boot camp (26-27 March 2019).

4.3 SOPs4RI's social media presence (Task 2.3)

Our dissemination through social media networks (LinkedIn, Facebook and Twitter) will focus on providing pointed, succinct and highly accessible findings. The dissemination will link to the background material provided on the web page whenever this is appropriate, to allow interested audiences to access additional information. Thereby, the active social media strategy also serves to advertise and popularize the project's web page. Both the web page and social media activities will make users aware of to the project's mailing list and upcoming events of interest to different stakeholder groups.
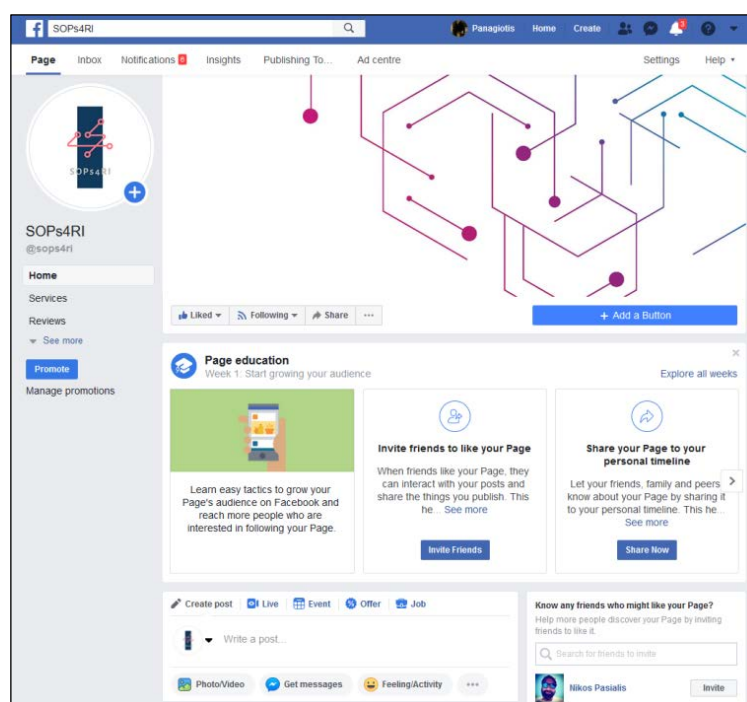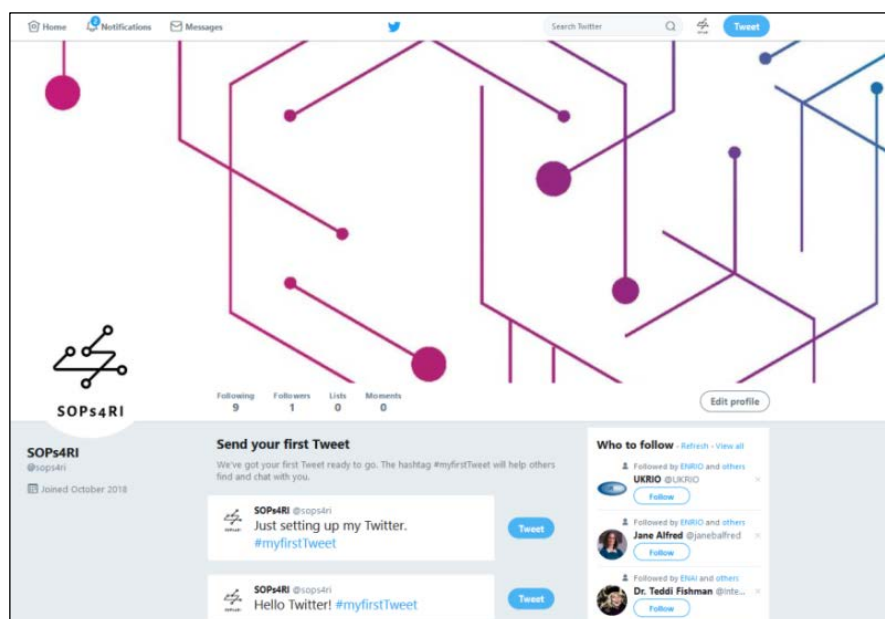
Figure 12: Setting of SOPs4RI's social media presence in Facebook and Twitter.

SOPs4RI's Twitter account is right now (1st of April 2019) following 2344 accounts and has 171 followers. The frequency of dissemination releases through the Social media channels of SOPs4RI are as follows:

Twitter: 3 times per week relevant tweets/retweeting

Facebook: Once a week

LinkedIn: Twice a month

Table 4 lists the challenges when communicating through Social media channels.

Table 4: Communication on Social media.

Communication about the challenges in research integrity and how the SOPs4RI goals aim to resolve them		
Means of communication	**Message**	**Intended effect**
Brief awareness campaign	Initiation of the project, "*we are coming*"; making the European Code of Conduct into a set of actionable SOPs and guidelines.	Researchers: Awareness of project (i.e. we will make it easier to comply with CoC); RPOs and RFOs: idem (i.e. we will look for your involvement). Other initiatives in RI promotion

		(i.e. we will collaborate)
Social media (i.e. Facebook, Twitter, and specific platforms for the different stakeholders)	**Reporting and developing opinion** on current affairs that are relevant to the SOPs4RI activities and goals.	To keep an active discourse throughout the duration of the project. Stimulating, short-lived news items to prepare the stakeholders and to feed the discourse (e.g. we focus on QRPs and FFPs).
Communication about the <u>results</u> of the SOPs4RI activities		
Means of communication	**Message**	**Intended effect**
Social media	Frequent (see above) updates on activities and presentation of relevant points of discussion, arguments and position	<u>SOPs4RI researchers</u>: progress career progress and visibility of expertise. <u>Scientific community</u>: references and groundworks for future research

4.4 Mass media presence (Task 2.3)

Presence through mass media will be pursued throughout the duration of the project. It will contain articles in newspapers and/or their scientific supplements. Table 5 lists the challenges when communicating through Mass media.

Table 5: Communication relative to Mass media.

Communication about the challenges in research integrity and how the SOPs4RI goals aim to resolve them		
Means of communication	**Message**	**Intended effect**
Press releases	Reports on major milestones are combined with general media coverage. In some cases with in-depth coverage (e.g. "behind SOPs4RI" interviews)	Press releases at a national level targeting online news media and newspapers with and online presence. An issue here is the dimension of language. We will employ our consortium network to make local press releases (of limited length) in the languages of the consortium partners.

4.5 Dissemination to Academia (Task 2.4)

Presentation of the project's results at major international scientific conferences will be sought throughout the duration of the project as well as guest lectures of the project's team members at other institutions. NTUA will organize satellite events at major conferences, e.g. the World Conference on Research Integrity 2021 and seek the participation of EC policy makers. An overview of the dissemination channels is listed in Table 6.

Table 6: Communication to Academia.

Communication to stakeholders to expand the SOPs4RI network and to increase impact (this is in support of the networking actions that are part of other WPs)		
Means of communication	**Message**	**Intended effect**
Participation in satellite events to major research integrity conferences	Short presentations of the project content, developments, and aims (at e.g. the World Conference on Research Integrity)	To inform other initiatives and to induce actions from these projects when needed / beneficial for the collective goals.
Scientific publications	Supporting evidence and presentation/preservation of consolidated resources	SOPs4RI researchers: career progress and visibility of expertise. Scientific community: references and ground works for future research. Etc.
Policy briefs	Summary of key recommendations – toolbox, SOPs and guidelines	Attracting interest and support of the policy community. MEPs, EC, National parliamentarians, Academies of science, foundations
SwafS project news messages	Progress and inter-relation with other SwafS (and similar) projects	Projects induce actions to collaborate and expand the impact through using the synergies. Participation in other projects' workshops or final conferences
Participation in conferences/workshops on Research Integrity (and Ethics)	Overview of the project aims, objectives, actions and progress	Inclusion of findings outside the project into the active debate and developments within SOPs4RI and vice versa.
Participation in events not directly related to RI	Boost awareness on RI issues, Overview of the project aims, objectives, actions and progress	E.g. participation in the meetings of the European Materials Characterization Council

4.6 Interaction with relevant ongoing SwafS projects (Task 2.5)

This activity will ensure that SOPs4RI interacts with and makes use of key findings from other relevant EU funded research projects, i.e. interaction with PRINTEGER, ENERI, DEFORM and projects funded via SwafS-16-2016 (EnTIRE), SwafS-21-2017 (PRO-RES), SwafS-27-2017 (VIRT2UE). It will support interaction with the European Association of Research Managers and Administrators (EARMA). A special session in each Executive Board meeting will summarize actions and developments. Table 7 lists the points of interaction with other EU funded projects.

Table 7: Structured interaction with EU funded projects.

EU funded project	Points of interaction from exiting outputs	Make good use of interaction
PRINTEGER (*ended in 2018*) Promoting Integrity as an Integral Dimension of Excellence in Research	PRINTEGER has published a number of documents that are concerned with the study of research misconduct. These findings will be used as a stepping-stone for the initial mapping actions foreseen to be implemented by WP3. A collection of PRINTEGER's outputs is the following: • Deviance in science • Organisational Responsibility • Extent and Incidence of research misconduct • Handling publishing misconduct: tools used by publishing houses and editors • Multinational Survey on Research Misconduct and Integrity: work floor perspectives.	This project has ended, so SOPs4RI will benefit from the existing findings of PRINTEGER.
ENERI (*will end in August 2019*) European Network of Research Ethics and Research Integrity	ENERI's results that can be fed into SOPs4RI can be obtained from the following deliverables that comprise the most important outputs: • Input from the Stakeholder Workshops • Compendium of Existing Research Ethics and Integrity Materials • Indicators and Criteria for Certification and Monitoring • Draft of European recommendations/guidelines/Voluntary Harmonization Procedures in RE/RI • Research Ethics/Integrity and Capacity Building Training Module • Expert database	Since SOPs4RI will built an e-Community through SINAPSE, we will examine the possibilities to use this existing database and expand it after the end of ENERI. This will have a dual purpose. It will aid SOPs4RI to begin building a database that has already more than 100 members (experts in RE and RI) and it will make ENERI's e-Community live through the end of its funding period.

DEFORM (*ended in 2018*) Determine the financial and global impact of research misconduct	Quantification of research misconduct, as described by the project's findings, is going to be a strong argument when seeking engagement from policymakers or administrators of research centres or Academic entities	This project has ended, so SOPs4RI will seek to benefit from the existing findings of DEFORM.
EnTIRE (*mature project*) Mapping Normative Frameworks for EThics and Integrity of REsearch	This project will provide significant input; EnTIRE is building a platform containing normative frameworks governing Research Ethics and Research Integrity. We will interact with the EnTIRE project, especially with regard to the connection of the EnTIRE web-based platform.	SOPs4RI will contact the EnTIRE consortium in order to examine the technical possibilities to connect the SOPs4RI toolbox with the EnTIRE platform and, at a later stage, with the database(s) of the Embassy of Good Science. The EnTIRE platform is currently being enriched with existing RE and RI guidelines and case studies.
VIRT2UE (*begun in June 2018*) Virtue based ethics and Integrity of Research: Train-the-Trainer program for Upholding the principles and practices of the European Code of Conduct for Research Integrity	VIRT2UE will produce train the trainers' curricula for ERI issues. Specifically, it will provide trainers with tools to promote the ECoC and foster researchers' virtues. This project's curricula will be used as a basis for the educational actions demanded by SwafS-03-2018: "The research integrity plans should include actions such as the introduction of research integrity in Higher Education Institutions' curricula, continuing education actions on research integrity"	SOPs4RI will contact the VIRT2UE consortium in order to examine the technical possibilities to connect the SOPs4RI toolbox with the VIRT2UE platform. The VIRT2UE platform will contain training material. At a later stage, VIRT2UE's findings are going to be merged in to the database(s) of the Embassy of Good Science.
PRO-RES (*begun in May 2018*) PROmoting integrity in the use of RESearch results	The main aim of this project is to build a research ethics and integrity normative framework devise cooperatively with, and seen as acceptable by, the full range of relevant stakeholders. It targets mainly non-medical disciplines. SOPs4RI will closely follow the built up of this framework and use the guiding principles for drafting SOPs and Guidelines.	SOPs4RI will invite PRO-RES consortium members to participate in upcoming events, in order to gain insights on the procedures applied by PRO-RES to develop a framework for RE for non-medical sciences.

4.7 Design the online version of the Toolbox with SOPs and guidelines (Task 2.6)

An online version of the toolbox with SOPs and guidelines will be created. This online version of the toolbox will provide guidance to RFOs and RPOs in selecting the appropriate SOPs and guidelines for their work. This tool will also aid the introduction of research integrity

in Higher Education Institutions' curricula, by providing ready-to-use examples of SOPs and guidelines. All aspects (contextual, technical, aesthetical) for the integration of the online toolbox with the infrastructure of SINAPSE will be discussed and decided at a later stage, i.e. as soon as the consortium will have decided about the exact functions of the toolbox.

The strategy for the introduction of the SOPs4RI Toolbox into the project webpage has been discussed between AU and NTUA and the rough outline is as follows: The Toolbox will be included into the website in successive one-strike actions – NOT in a continuous incremental approach (we have called it the "*Breakthrough approach*"). The toolbox context, its design, the timing throughout the timeline of the project (with respect to the development cycles) is to be decided at a later stage.

NTUA suggests the following course, with respect to the way the Toolbox will be made visible through the project's website:

- 1st Step (untilM12): The toolbox will be present only as a button at the front page of the website with a declaration of its scope.
- Last step (possibly near the completion of the project): The toolbox will be the online functionality that will include the SOPs4RI website.
- In between these steps the consortium will decide upon the intermediate development steps.

In terms of the toolbox's visibility, NTUA suggests that it will have its own logo, similar to the logo for the project. As long as it is developed it can have that of figure 13 (left). When the Toolbox becomes fully operational (perhaps before pilot testing) it will have that of figure 13 (right). Table 8 lists the communication needed to support the implementation and sustained utility of the SOPs4RI Toolbox.
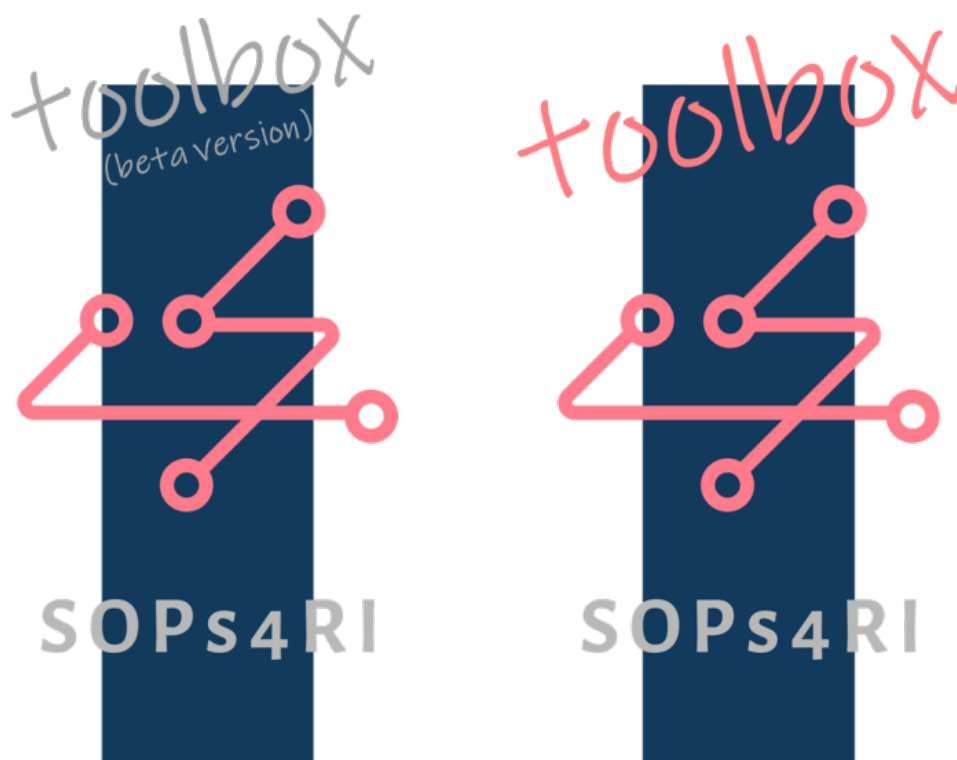
Figure 13: Possible logos for the project's toolbox.

Table 8: Communication of SOPs4RI's toolbox.

Communication to support the <u>implementation and sustained use</u> of SOPs4RI's toolbox		
Means of communication	**Message**	**Intended effect**
Access-portal and UI to the toolbox	Easy and accessible point-of-entry for the end-users of the toolbox.	Facilitating access to the outcomes of the project for a wide range of institutions and individuals
Workshop and implementation roadshow	Education material to enable and empower the use of the SOPs and Guidelines throughout Europe.	Explicit coverage of the gaps within our large, existing network, to ensure that all/most European institutions can choose to use the Toolbox

| Building a community to support sustainability | Thoughtful discussions on how and when to use SOPs and Guidelines. | Sustainability efforts are embedded in the project in general, in parallel to all consultation actions and optimization/evaluation loops. It will be based on the built up of a non-formal community of users of the project's toolbox and their continuous engagement. |

5. Powerpoint presentation and poster templates

Power point presentation templates and the poster template follow the aesthetics of the website and thereby signal continuity in all SOPs4RI's dissemination actions covered by participation in lectures, workshops, conferences and project meetings.
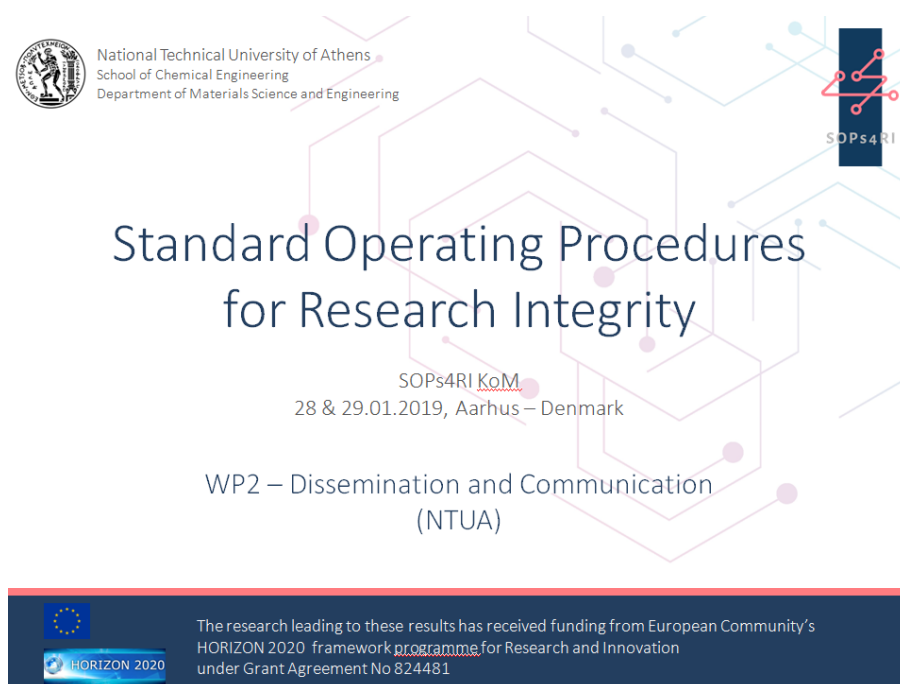
Figure 14: The 1st slideofNTUA's presentation of WP2 at the KoM.

Figure 15: The Outline template page (left) and Responsibilities Section page (right) from NTUA's presentation of WP2 at KoM, given as an example.

The template for poster presentations follows the same path. An example is given in Figure 16 that contains information from the overall structure of the project. The coordinators have already presented a poster at the EARMA conference in Bologna 27-29 March 2019 and will also present a poster at the 6th World Conference on Research Integrity in Hong Kong in June 2019.
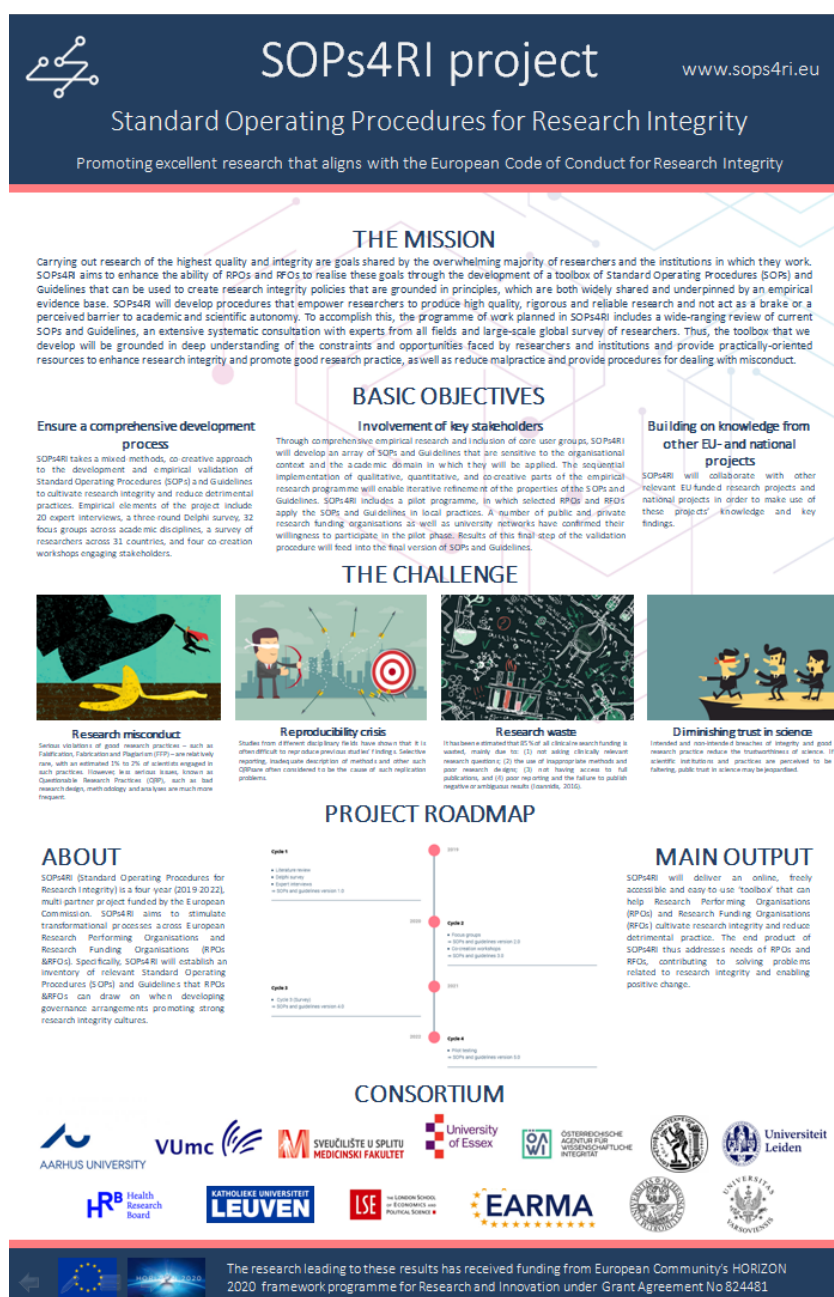

Figure 16: The template of SOPs4RI poster presentation.

6. Deviations from DoA

No deviations from DoA.

7. Next steps

The NTUA team is working to create a basis for the next steps, which have to be put into action before the end of the 1st year of the project (December 2019). The plan for 2019 is as follows:

- In collaboration with the partners, the basic content of the SOPs4RI Toolbox will be created
- In collaboration with the coordinators, a strategy for the creation of the SOPs4RI e-Community that will be launched through the SINAPSE infrastructure will be decided
- In collaboration with the coordinators, decide the design features of the SOPs4RI Toolbox
- Start designing the basic format of SOPs4RI's brochures and leaflets (D2.4: Brochures and Leaflets, a M12 deliverable that will be delivered also at the end of each year – M24, M36 and M48)

8. Conclusions

This deliverable describes SOPs4RI's strategy for dissemination. It entails details on all dissemination activities and on how to ensure the highest possible visibility and engagement. Based on the coordinator's principle that "*Less is more*" the project will base its dissemination strategy on a relatively limited number of online communication channels, through which high quality information will be disseminated on a regular basis. The project's website will be the intersection point of all dissemination and communication activities, containing the basic tasks of the project, newsletters, key findings, deliverables, social and mass media presence (Twitter, Facebook, and LinkedIn). An online version of the toolbox with SOPs and Guidelines will be created in order to inform all stakeholders of best practices. A strategy for disseminating the results to Academia is foreseen through, for example, conferences and academic journal articles.