VIRT2UE

Training
the Trainer

Deliverable 5.3

Dissemination strategy for the programme

D5.3 Dissemination strategy for the programme

Project Details	
Project full name	Virtue based ethics and Integrity of Research: Train-the-Trainer programme for Upholding principles and practices of the European Code of Conduct for Research Integrity
Project acronym:	VIRT2UE
Start date of the project:	01.06.2018
Duration:	36 months
Project number:	N 787580
Delivery date	31.07.2020
Deliverable details	The deliverable describes the dissemination strategy for the VIRT2UE train-the-trainer programme. It mainly builds on work related to Task 5.3 (Development of a dissemination and communication plan and embedding strategy)
Work Package	5 – Training programme organization and dissemination
Deliverable description	Dissemination strategy for the programme
Work package leader	Dirk Lanzerath, EUREC
Authors and editors	Tom Lindemann, EUREC (author) Lisa Tambornino, EUREC (contributor)

The social media strategy described in the report has been developed under the lead of Astrid Hooghiemstra (VUmc Amsterdam, WP6), and supported by Iris Lechner (VUmc Amsterdam, WP6 and WP7), David van Zeggeren (Momkai, WP6), and Tom Lindemann (EUREC, WP5). Iris Lechner manages day-to-day social media activities.

The VIRT2UE training information leaflet displayed in figure 3 was authored by Margreet Stolper (VUmc Amsterdam, WP7), Giulia Inguaggiato (University of Oslo, now VUmc Amsterdam, WP3), Armin Schmolmüller (Austrain Agency for Research Integrity, WP4) and Tom Lindemann (EUREC, WP5).

Contents

List of figures

List of abbreviations

ALLEA	All European Academies
EACME	European Association of Centres of Medical Ethics
EARMA	European Association of Research Managers and Administrators
ECoC	European Code of Conduct for Research Integrity
ECSA	European Citizen Science Association
ENAI	European Network of Academic Integrity
ENERI	European Network of Research Ethics and Research Integrity
ENRIO	European Network of Research Integrity Offices
ERI	ethics and research integrity
ERION	Ethics and Research Integrity Officer Network
EUA	European University Association
EUREC	European Network of Research Ethics Committees
LERU	League of European Research Universities
WP	work package

Summary

This report describes the dissemination strategy of the VIRT2UE train-the-trainer programme for research integrity. The introduction contextualizes the deliverable within the overall project. Thereafter, the dissemination strategy is elaborated in some detail, differentiating between dissemination design and dissemination by targeted communication. While dissemination by design refers to measures related to the project's stakeholder-driven methodology, dissemination by targeted communication refers to specifically designed interventions aimed at disseminating the project among relevant target groups. A variety of dissemination activities are expounded, and numerous examples are provided to illustrate the project's strategy. The next section of the report provides information on how the consortium will refine the strategy for embedding the project, which builds on and expands prior dissemination efforts. The final section explains how the implementation of the dissemination strategy shall be monitored, and how risks will be managed.

1 Introduction

Dissemination is an integral aspect of VIRT2UE, not least because accomplishing the objectives of the project presupposes mobilization and involvement of stakeholders. This report describes the dissemination strategy for the train-the-trainer programme, the most important component of the project's overall dissemination efforts. The main goals of the dissemination strategy are to:

- Ensure that the project will reach the expected impacts, in particular widespread uptake of the train-the-trainer programme .
- Contribute to envisioned long-term impacts, such as the internalization of the principles and practices of the European Code of Conduct for Research Integrity (ECoC) by an ever greater number of researchers across Europe, and the creation of a community of ethics and research integrity (ERI) trainers.
- Promote a virtue ethics approach to research integrity that goes the common focus on compliance.
- Ensure sustainability of the VIRT2UE platform on the Embassy of Good Science.

More specifically, the dissemination strategy is therefore targeted at 1) recruiting at least 305 trainees who in turn will train at least 3050 researchers before the end of the project, 2) familiarizing them with the VIRT2UE platform on the Embassy of Good Science, and 3) raising awareness of the added value of a virtue ethics approach to research integrity relative to compliance-centred approaches.

The target groups of the dissemination strategy of the train-the-trainer programme are (in descending order of importance):

- ERI trainers (both experienced and novice) who teach research integrity in academia, other research performing organizations, or industry

- Researchers who would like to learn more about research integrity and the ECoC
- Deans and research administrators responsible for promoting and safeguarding research integrity
- Integrity managers of research-intensive industry

While overall responsibility for disseminating the train-the-train programme lies with the leader of work package (WP) 5, all consortium partners jointly contribute to effective dissemination throughout all phases of the project. Because of that, a number of dissemination measures described in this report have been or will be implemented by other WPs, especially those related to dissemination by design. As elaborated below, the dissemination strategy of VIRT2UE rests on two pillars: dissemination by design and targeted dissemination. Dissemination by design refers to dissemination measures built into the stakeholder-centred methodology of the project, whereas targeted dissemination refers to communication measures specifically directed at the main target groups of VIRT2UE.

It should be noted that the Corona pandemic has various repercussions on disseminating the programme, four of which have direct effects on the dissemination activities of the consortium. First, almost all trainings had to be postponed due to lockdown measures and travel restrictions. Consequently, already registered trainees had to be informed about the postponement and it remains to be seen how many of them will still be able to participate in the programme. To reduce withdrawal numbers to a minimum, local training organizers will try to accommodate their preferences to the greatest extent possible. Second, the programme has been adapted to include the possibility to conduct trainings fully online. This makes it necessary to adjust quasi-standardized communication tools. However, the more flexible format may also facilitate recruiting trainees for whom travel costs would otherwise be prohibitive. Third, all consortium partners have been working under unusual conditions since spring. Limited access to infrastructures and lockdown-induced reductions in working time have complicated efforts to contact potential trainees through the networks of consortium partners. Fourth, disseminating the programme at on-site events will in all likelihood remain impossible in the near future.

The remainder of the report outlines the strategy for disseminating the train-the-trainer programme in detail, addressing first dissemination by design and thereafter targeted dissemination. Although measures related to both pillars are implemented throughout all phases of the project, dissemination by design carried greater weight as long as the programme was still in development, whereas targeted dissemination has become ever more important in the second half of the project. The third section of the report gives a brief overview of how the consortium will refine the embedding strategy of the project because dissemination and embedding are complementary and in many regards mutually reinforcing. The report concludes with a concise description of how the implementation of the dissemination strategy shall be monitored and how risks will be managed.

2 Dissemination by design

VIRT2UE is a stakeholder-driven project and thus has adopted a bottom-up methodology. The consortium included a variety of stakeholders in developing a train-the-trainer programme to ensure that it meets the needs of the scientific community. This approach contributes to successful dissemination in a twofold manner. First, it ensures that the products of the project are aligned to the needs and demands of its target groups, so that risks related to mismessaging and insufficient interest are minimized. Second, all stakeholder engagement processes raised awareness about the project and created dissemination channels.

This section explicates the dissemination by design approach, differentiating between the phases programme design and programme implementation. In the former, dissemination is only an implicit goal, whereas the latter addresses dissemination more directly.

2.1 Programme design

Comprehensive input from stakeholders has been gathered in WPs 1 and 2. WPs 3 and 4 have subsequently used their analyses to develop the face-to-face and online components of the train-the-trainer programme. In this way, the project's methodology ensures that the programme addresses the needs and wishes of its target groups and generates interest in the project's results.

Based on a scoping review of the relevant literature, two focus groups with stakeholders, and a Delphi consensus process, WP1 has generated a list of virtues to be included in the train-the-trainer programme (cf. deliverables 1.1, 1.2, and 1.3). Complementary to WP1, WP2 has reviewed the existing literature on ERI trainings and education, conducted focus groups with different stakeholders, and organized a consensus meeting to determine how the VIRT2UE programme should ideally be designed in terms of content, format, needs to be addressed, and gaps to be filled. Major recommendations are that the programme should have a virtue ethics focus and adopt a blended-learning approach (cf. deliverables 2.1, 2.2, and 2.3). Stakeholders reached by WPs 1 and 2 include academic researchers, journal editors, peer reviewers, members of research ethics committees and research integrity offices, policy makers, students, and funding organizations.

Closely interacting with WPs 1 and 2, WPs 3 and 4 have developed the train-the-trainer programme in multiple iterations of testing and revising tools and exercises. One focus of all revisions has been to develop a programme that is flexible enough to facilitate dissemination and implementation in various contexts, while ensuring excellent quality. To accomplish this goal, WPs 3 and 4 have devised a toolbox approach that allows ERI trainers to easily adapt the programme according to the needs of their trainees. Feedback from trainees will be gathered and analyzed to improve the programme further (cf. deliverables 3.1, 3.2 on designing the programme, 3.3 for the face-to-face programme, and 4.3 for the online programme; deliverables 4.1, 4.2, 4.3, and 4.5 address additional online formats that support the train-the-trainer programme, but are not integral components of it).

2.2 Programme implementation

Implementing the train-the-trainer programme is not only the result of prior dissemination, but also helps disseminating the programme further. In general, programme implementation is coordinated by WP5, and facilitated by the platform developed under the auspices of WP6 in cooperation with the EnTIRE project (cf. deliverable 5.2 for detailed information about how the train-the-trainer programme will be implemented). Paving the way for successful implementation of the programme, WP5 has developed a list of ERI trainers with several hundred entries (cf. deliverable 5.1). These trainers are either ideal participants for the programme or, in case they occupy very senior positions, excellent multipliers to disseminate information about the programme in their institutions. All consortium partners can draw on the list to recruit participants for their regional trainings, if requested with assistance from WP5.

The structure of the programme helps disseminating the programme far beyond the 305 trainees who will be trained by the consortium. As part of the course requirement, each participant will train at least 10 researchers in ERI, otherwise no certificate will be awarded. Thus, the programme will reach a minimum of 3050 researchers before the end of the project, and presumably many more thereafter. Trained trainers will be encouraged to not only familiarize researchers with the VIRT2UE programme, but to train them as trainers to enhance the snowballing effect further. To incentivize participation in trainings offered by trained trainers, the latter will be permitted to use the VIRT2UE logo should they wish to award certificates to participants of their trainings.

The VIRT2UE platform, developed in WP6, is integrated into the Embassy of Good Science, an online platform for ethics and research integrity created by EnTIRE. Integration ensures that VIRT2UE benefits from the dissemination and branding activities of EnTIRE, and vice versa. The platform will be transformed into a semantic mediawiki in late summer 2020. Its functionalities will facilitate communication with stakeholders through the discussion section, which includes a sub-section dedicated to training (see figure 1). Also, initiating forum discussions on topics of particular relevance to specific stakeholder groups will be facilitated.

While VIRT2UE is particularly visible in the training section of the platform, the project also took the lead in collecting educational resources and adding thematic pages related to ERI training (e.g. in the "principles and aspirations" section, see figure 1). Furthermore, a question and answer section on the train-the-trainer programme will be added to facilitate access to information about the programme, covering also adpatations made necessary by the Corona pandemic. Also, under the guidance of the developers of the platform from the EnTIRE consortium, efforts to optimize the search engine findability of the platform continue.

Figure 1: Discussion section of the Embassy of Good Science (https://discussions.embassy.science)

Figure 2: VIRT2UE content on the Embassy of Good Science (https://www.embassy.science/themes/principles)

3 Dissemination by targeted communication

Targeted communication forms the second pillar the dissemination strategy of the train-the-trainer programme. Unlike dissemination by design components, targeted communication activities are coordinated by WP5, with the notable exception of the branding strategy that was developed by WP6. This section provides an overview of direct communication measures aimed at disseminating the programme and recruiting participants. Moreover, it provides an overview of supporting measures that facilitate effective communication with stakeholders.

3.1 Direct communication

Direct communication activities to disseminate the programme fall into the following categories:
- The creation and implementation of a social media strategy
- The creation and distribution of advertising materials and newsletters
- Presenting the programme or work related to the project at scientific conferences and symposia
- Blog entries
- Publications in scientific journals
- Outreach to industry

3.1.1 Social media

VIRT2UE and EnTIRE have jointly developed a social media strategy for the Embassy of Good Science. It merits emphasis that the close cooperation between VIRT2UE and EnTIRE is beneficial for both projects because dissemination and communication measures are reinforced. To guide stakeholder and to avoid creating confusion, the identities of both projects remain visible, e.g. because social media profiles make explicit reference to both projects. In other words, the projects have pooled their resources wherever they share a common interest, without forming an amalgamated whole.

The social media strategy currently makes use of two platforms, Twitter and LinkedIn. While Twitter requires more regular posts and typically has a more casual tone, LinkedIn is a professional network that is ideal for less frequent, but more elaborated interaction. So far Twitter has been the central building block of the social media strategy because the social media strategy's first objective was to raise awareness about what VIRT2UE and the Embassy of Good Science can offer to the scientific community. LinkedIn, however, will play a more important role in the future as the both VIRT2UE and EnTIRE now need to go beyond raising awareness and must also focus on embedding and sustainability. In addition to Twitter and LinkedIn, a YouTube channel will be created in the upcoming months to provide permanent access to a number of videos produced to supplement the online part of the train-the-trainer programme.

The twitter account @EmbassySci was created in March 2019. As of 27 July 2020, the account has 617 followers, with the number steadily increasing. Consequently, VIRT2UE is on a promising

path to reach the number of 1,000 followers by the end of the project. With regard to the dissemination of the train-the-trainer programme, tweets include information on upcoming trainings as well as completed trainings, and new developments on the Embassy of Good Science, like alerts about new content that is relevant for policy makers, deans, publishers, or industry (see figure 3).

Use of LinkedIn has only been started recently, and as of 26 July 2020 22 people follow the account (see figure 4). The consortium expects this number to rise signifincantly in the near future as soon as interesting and engaging content is posted in regular intervals. Posts will include alerts about new content that is relevant for e.g. policy makers, deans, publishing organizations, or industry.
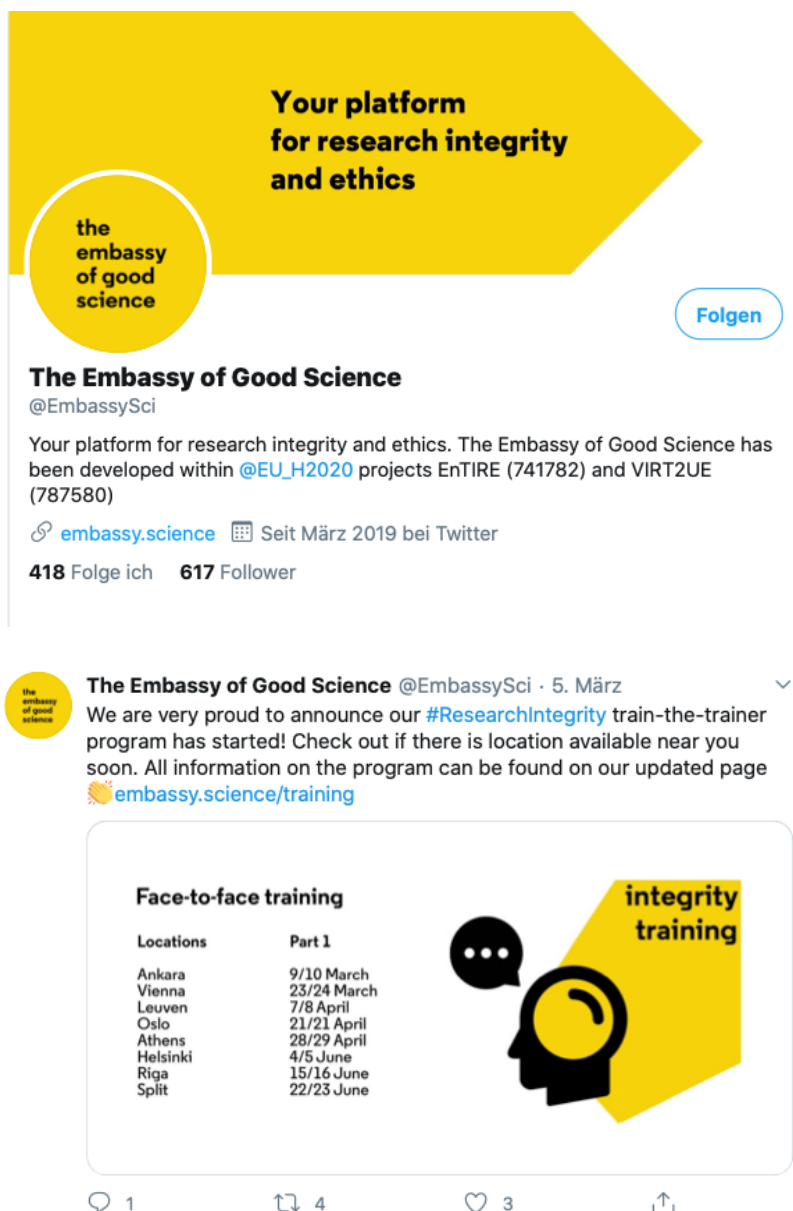

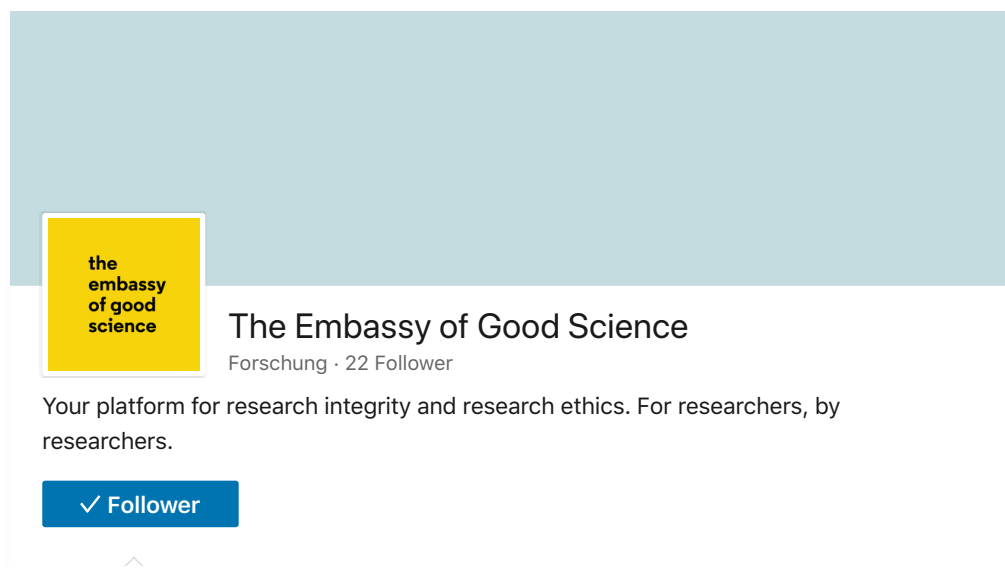**Figure 3: Twitter account of the Embassy of Good Science (https://twitter.com/EmbassySci)**

The Embassy of Good Science
Forschung · 22 Follower

Your platform for research integrity and research ethics. For researchers, by researchers.

✓ Follower

Figure 4: LinkedIn account of the Embassy of Good Science (https://www.linkedin.com/company/embassy-of-good-science/about/)

3.1 ...material...

The project created a leaflet on the train-the-trainer programme in a short and easy to understand manner. Project partners can access the leaflet on Redmine (the project's internal management platform) and Dropbox Business (the project's document and data sharing platform), and they have also received it via e-mail. The format of the leaflet allows for its use a digital document (e.g. e-mail attachment) as well as a printed flyer (e.g. for distribution at conferences).

As of July 2020, printed leaflets were distributed at a symposium on teaching good scientific practice at Coburg University in November 2019, at the REWARD/EQUATOR Conference in Berlin in February 2020, and at the meeting of the Ethics and Research Integrity Officer Network (ERION) of the European Association of Research Managers and Administrators (EARMA) in Eindhoven in March 2020. At all events at least one contact person was available to provide further information about VIRT2UE.

Digital leaflets have so far been sent to members of the European Network of Research Integrity Offices (ENRIO), and will be sent to members of the European Network of Research Ethics Committees (EUREC), selected members of All European Academies (ALLEA), the Legau European Research Univerisities' (LERU) Research Integrity Thematic Group, and the European University Association's (EUA) Council for Doctoral Education as soon as a sufficient number of trainings have fixed dates. Information about the programme has also been shared on the SINAPSE communities of EARMA and will be added to the e-community of the European Network of Research Ethics and Research Integrity (ENERI).

13

The VIRT²UE Train the Trainer program

The VIRT²UE Train the Trainer program provides participants with the knowledge and skills to conduct a research integrity course. Trainers are taught how to foster reflection on scientific virtues in researchers, and how to promote understanding of the European Code of Conduct for Research Integrity.

This free training program will be offered at different locations across Europe.

As a train-the-trainer program, VIRT²UE supports trainers and provides them with adaptable exercises and tools that can be used in their own teaching.

the embassy of good science

The VIRT²UE approach

Program requirements

By registering for the VIRT²UE train-the-trainer program you have the opportunity to become a certified trainer in the field of research integrity and ethics.

A virtue ethics approach to teaching research integrity

The train-the-trainer program has an aspirational approach, and focuses on what it means to be a good and virtuous researcher. Instead of teaching about rules and norms, the training focuses primarily on promoting reflection on personal attitudes and behaviors. Participants learn how to train others to reflect on concrete cases and moral dilemmas in research, and to use tools that foster reflection in others. This will foster skills that enable trainees to integrate the European Code of Conduct in their day-to-day professional life.

Blended learning

The VIRT²UE train-the-trainer program combines online and face-to-face components. Online materials are designed for individual learning and reflection and provide an introduction to the main research issues and philosophical concepts in research integrity. The face-to-face training develops participants' teaching skills and provides opportunities for interactive, reflective and case-based group activities. The online and face-to-face courses are complementary. Online preparation is required for the face-to-face exercises, and the online exercises need to be supported by experiences provided in the face-to-face meetings.

Adaptability

To enable contextualized research integrity teaching across Europe, the VIRT²UE Train-the-Trainer program provides adaptable course material. The exercises represent a toolbox from which trainers can build their own courses tailored to the needs of their students. Trainers are encouraged to adapt the materials and modules, as long as the underlying virtue ethics approach and learner-centeredness are maintained.

The VIRT²UE toolbox will be completely open source and available on The Embassy of Good Science, an online wiki-platform which serves as a hub for all of those committed to 'good science'. The platform's wiki functionalities allow for extra flexibility because trainers can access the training material directly online, suggest changes, and build new modules and share them with a community of trainers.

Online course

The interactive online modules provide a basic understanding of relevant concepts, like virtues, values, norms, moral dilemmas and moral conflicts. They also provide an overview of the principles underlying the European Code of Conduct on Research Integrity. It is crucial for participants to complete the online course in advance of the face-to-face training in order to acquire a shared understanding of the program's core concepts.

Face-to-face training

In the face-to-face training, participants learn and practice five exercises, supervised by a trainer. Participants meet twice: the first time in a two-day meeting and the second time in a one-day meeting. During the first meeting, participants learn to use the five exercises. Between the two meetings, participants practice the exercises in their own institution or setting. In the second meeting they reflect on their experiences of practicing the exercises and practice selected exercises again under supervision.

Certificate

Program participants receive a certificate when they have completed the online and face-to-face courses and trained ten further researchers. The training of ten further researchers can be completed during or after the duration of the program.

Get in touch

For more information please visit
www.embassy.science/training

or send an email to
trainings@virt2ueconsortium.eu

15

the embassy of good science

Overview program and overall time investment:

	Content	Tasks	Time investment
Online course	Introduction to research integrity and ethics, the European Code of Conduct on Research Integrity and the main concepts used during the training and reflection on personal experience.	Complete the online course.	**4 hours**
First face-to-face meeting	Learning and practicing how to conduct the five exercises.	Complete the assignments in preparation for the face-to-face training.	Assignments: **5 hours** Participation in meeting: **16 hours**
Interim practice work	Practicing the exercises in own institution/context.	Prepare, organize and practice the five exercises. And filling out a reflection form for each exercise.	**5 hours per exercise** including feedback form: a total of **25 hours**
Second face-to-face meeting	Reflecting on and discussing experiences and practicing selected exercises.	Prepare selected exercises	Preparation: **2 hours** Participation in meeting: **8 hours**
Total			**60 hours**

Figure 5: VIRT2UE training information leaflet

Together with EnTIRE, VIRT2UE will create a newsletter that addresses recent developments in ERI training and ERI more generally. The addition of new content to the Embassy of Good Science, including training materials, will be a major focus of the newsletter. The first newsletter will be published when the Embassy of Good Science and has been converted into a fully

16

functional semantic mediawiki that allows users to add and update contents, initiate discussions, and ask and answer questions.

Furthermore, VIRT2UE will approach existing networks and ask them to publish information about the programme in their newsletters. Networks that will be contacted are ALLEA, ENRIO, and the European Network of Academic Integrity (ENAI). Information about the programme already has been distributed through the newsletter of the European Association of Centres of Medical Ethics (EACME).

3.1.3 Conference presentations

VIRT2UE or work related to the project was presented at various conferences, including the World Conference on Research Integrity in Hong Kong in June 2019, the ENERI final conference in October 2019, the NRIN Integrity Symposium in January 2020, and the aforementioned REWARD/EQUATOR Conference (see figure 6). Due to the Corona pandemic, it remains to be seen whether and when further occasions for disseminating VIRT2UE at conferences, symposia and other meetings will arise. Further presentations were originally foreseen for, inter alia, the ENRIO Congress in Helsinki in October 2020 (which has been postponed to September 2021) and the World Conference on Research Integrity in May/June 2021 in Cape Town (whether it will take place as planned will be decided in November 2020). The consortium will continue to monitor how developments unfold and adjust communication measures accordingly.

3.1.4 Blog entries

Similar to social media, blog entries facilitate creating a direct link between the project and audiences not addressed through established channels of scholarly communication, like e.g. the general public. Therefore, an entry on the VIRT2UE train-the-trainer programme will be made on the widely read blog of the European Citizen Science Association (ECSA) as soon as new dates for the train-the-trainer programme have been fixed by the responsible partners. This will allow the consortium to reach out to citizen scientists who play an increasingly prominent role in ever more areas of research. Moreover, the consortium will explore whether other blogs, e.g. the one created by the INTEGRITY project, offer a suitable platorm for dissemination.

3.1.5 Scientific publications

VIRT2UE will also be disseminated through scientific publications, although publications will not be focused on disseminating the programme, but instead address how the programme was developed in terms of underlying philosophy and pedagogy, the ethics of teaching ERI, and what the programme has accomplished. Moreover, VIRT2UE will contribute to a joint paper on research integrity education coordinated by the Path2Integrity project that will also include contributions from INTEGRITY, ENERI, and EnTIRE. To coordinate efforts, the consortium has developed a publication plan under the guidance of WP7. A detailed elaboration of publication plans is beyond the scope of this report because disseminating the programme per se is not the primary purpose of the planned publications.

A virtue ethics approach:
The VIRT²UE Train-the-Trainer program for research integrity trainers

VIRT²UE Training the Trainer

The VIRT²UE approach

The VIRT²UE Train-the-Trainer program provides participants with the knowledge and skills to conduct a research integrity course. Trainers are taught how to foster reflection on scientific virtues in researchers, and how to promote understanding of the European Code of Conduct for Research Integrity.

Facts

- free training program
- trainings offered at different locations across Europe
- combination of online and face-to-face training
- VIRT²UE offers a toolbox with adaptable exercises and tools that can be used to train further trainers (available on The Embassy of Good Science)
- program participants receive a certificate when they have completed the online and face-to-face courses and trained ten further researchers

Get in touch

For more information please visit: www.embassy.science/training
or send an email to
trainings@virt2ueconsortium.eu

This project has received funding from the European Union Horizon 2020 research and innovation programme under Grant Agreement no 787580.

the embassy of good science

Figure 6: Poster presented at the REWARD/EQUATOR Conference

3.1.6 Outreach to industry

VIRT2UE aims to stimulate transparent and responsible research in industry because a considerable amount of research is conducted outside of academia or in public-private partnerships that involve both academia and industry. For that reason, a culture of research integrity requires industry support. The vast majority of researchers in industry, however, will not be able to participate in the train-the-trainer programme because, according to personnel communication with potential trainees from industry, the structure of their work does not allow them to invest 60 hours into participating in the programme and additional time into training further researchers.

To disseminate the programme among researchers from industry, two measures will be taken. The consortium will raise awareness among researchers in industry about the added value of a virtue ethics perspective on ERI by disseminating the online resources developed in WP4 with the help of advisory board members connected to industry. In addition, the consortium will explore whether adaptations of the programme necessitated by the Corona pandemic, like the possibility to offer trainings fully online, will permit adjusting the programme in a way that is attractive to researchers from industry. These measures are likely to meet a demand because researchers from industry have expressed a general interest in learning more about what a virtue ethics approach to ERI means for concrete research practice.

3.2 Supporting measures

Supporting measures facilitate coherent communication with trainees by ensuring that all consortium partners have access to the same information. This is particularly important because potential trainees are invited decentrally by the partners responsible for implementing the trainings. The following documents have been produced to ensure that the train-the-trainer programme is coherently presented vis-à-vis stakeholders:

- Invitation templates that provide information on the content of the train-the-trainer programme, where and when trainings will be offered, details about how to register, and the obligations of trainees (see figure 7)
- Privacy policy templates that specify how personal data will be used by the project for organizing the train-the-trainer programme, although partners may use a different document if relevant institutional guidelines mandate so
- A document explaining criteria for selecting trainees
- A manual for trainers that helps structuring the training and, in view of dissemination, facilitates consistent communication about the structure of the programme
- A manual for trainees that describes the structure of the training

All documents have been shared among all consortium members through either Basecamp or Dropbox Business.

Dear insert name,

I am contacting you on behalf of VIRT²UE, a methodologically sound and didactically innovative train-the-trainer program for research integrity trainers. Because you are a recognized expert in research integrity, we would like to invite you to our new blended-learning program. The program aims to foster the internalization of the principles of European Code of Conduct for Research Integrity and strives to facilitate the cultivation of scientific virtues among trainers and researchers.

The program consists of an online module and three days of face to face training. For further information, please visit www.embassy.science/training.

When?
insert dates and times

Where?
 insert location and venue

Language of the program
Specify the languages of the program. Make sure to mention that at least the online course is in English, i.e. trainees have to be able to read and understand English.

Registration
You can register for the program by sending an e-mail to trainings@virt2ueconsortium.eu or by replying to this message (***you may specify your preferred option***). Please indicate your name, academic title, institutional affiliation, and position or job title.

Requirements and certification
You will receive a certificate when you have completed the online and face-to-face courses and trained ten further researchers. The training of ten further researchers can be completed during or after the duration of the program.

Costs
You will not be charged a participation fee. However, you will have to cover travel and accommodation costs yourself. ***If you subsidize/cover travel and accommodation costs, please change the information accordingly***

Kind regards,
your name

Figure 7: Template invitation

Moreover, the Embassy of Good Science provides an overview of upcoming trainings, enables participants to register or ask for further information by sending an e-mail to trainings@virt2ueconsortium.eu, an e-mail address centrally administered by the leader of WP5. Candidate trainees also have the opportunity to register for notifications about upcoming trainings (see figure 8).

Find a face-to-face training near you

The first trainings in 2020 are now open for registration. Trainings will be hosted in more than 10 countries on more than 15 different locations. See the table below for more details.

Registration

Via e-mail to trainings@virt2ueconsortium.eu.

Look at our information leaflet available here.

When and where?

Due to COVID-19 pandemic many trainings have been postponed. Below you find new dates for the trainings for the fall of 2020 and the winter of 2021. If new (travel) restrictions are established because of COVID-19, the trainings will be held online. We will keep you updated on when the trainings will take place, and if they will be held face-to-face or online.

Location	Date 1st round	Date 2nd round
Istanbul	Finished	23 November
Sankt Augustin	Finished	tbd
Ankara	5-6 October	14 December
Dublin	24-25 September	15 January 2021
Bristol	14-15 October	3 December
Oxford	tbd	tbd
Lille	tbd	tbd
Toulon	tbd	tbd
Utrecht	17-18 September	tbd
Varese	tbd	tbd
Vienna	tbd	tbd
Riga	tbd	tbd
Helsinki	tbd	tbd
Oslo	tbd	tbd
Athens	tbd	tbd
Split	14-15 September	tbd

Upcoming locations

Didn't find a training location close to you? In the near future the training will be offered in **Italy, Portugal** and **Spain**. Additional trainings will be offered in **France, Germany** and **the UK**.

Get notified when a training is available near you:

your email address   >

Figure 8: Segment of the VIRT2UE training section on the Embassy of Good Science, 27 July 2020 (https://www.embassy.science/training)

4 Embedding

The embedding strategy of VIRT2UE is targeted at promoting uptake of the principles, values, and virtues of the ECoC through institutionalizing the train-the-trainer programme at the organizational level. Successful embedding presupposes convincing organizational leaders that integrating the programme into teaching curricula and training programmes will yield unique benefits. Hence, the most important target groups of the embedding strategy are deans and other high level research administrators responsible for promoting and safeguarding research integrity, integrity managers in research-intensive industry, and policy makers. Together with the snowballing effect of the train-the-trainer programme at the individual level whose institutionalization will be supported by encouraging trained trainers to sign up to the ERI trainer network on the Embassy of Good Science and the ENERI e-community, institutional embedding will ensure the sustainability of VIRT2UE.

The remainder of this section provides a brief overview of characteristics of the programme that are conducive to embedding (pull factors), before explaining how the consortium will developed a more fine-grained embedding strategy under the lead of the coordinator.

4.1 Pull factors

The stakeholder-centred methodology of the project not only facilitates dissemination, but also embedding. Because stakeholder consultations included deans, research administrators, and policy makers. Among the most important insights of the stakeholder consultation are that the programme's virtue ethics approach, blended-learning design, and interactive pedagogy fill a crucial gap that most existing programmes are unable to fill. A further strength of the programme is its toolbox approach which facilitates adaptations to different disciplines, levels of seniority, or cultural settings. Supporting materials like the manuals for trainers and trainees provide succinct information on how adaptations can be made, and the Embassy of Good Science provides access to numerous additional materials that trainers might want to use in adapted versions of the training. Access to various cases, for example, allows basing trainings on publicly known cases rather than the experiences of participants if the setting renders discussing own cases problematic or impossible. Consequently, the VIRT2UE programme is a product that is highly versatile, usable across various contexts, and therefore able to generate broad benefits.

Another pull factor is that all materials created for the train-the-trainer programme will be published in open access mode and under open licenses, so that embedding is not related to high licensing costs. The consortium will ensure that purchasing VIRT2UE trainings after the end of the project will not come at a cost insitutions are unable to pay because the programme evaluation specifically inquires what costs can reasonably be charged.

To facilitate exchange of good practices and mutual learning, the Embassy of Good Science will be used as a forum for exchanging experiences related to embedding the programme. Deans,

research administrators, and integrity managers will be invited to participate. Additional platforms that will be used to share information about opportunities to embed the VIRT2UE programme at the organizational are the EARMA and ENERI communities on SINAPSE. The former helps reaching research administrators, the latter renowned ERI experts. The ENERI e-community also gives trained trainers the opportunity to attach the information "VIRT2UE trainer" to their profile. This function enhances the findability of appropriately qualified ERI teachers who are capable of supporting embedding of the VIRT2UE programme at institutions.

4.2 Refining the embedding strategy

Coordinated by WP7, the consortium has recently started to refine the embedding strategy. A task force spanning multiple WPs has been created to examine how embedding can be supported and to identify which venues are most promising. Its first internal report will be discussed during a consortium meeting in September 2020. Possible options discussed so far include embedding the programme at partners' own institutions which could serve as organizational role models, mobilizing the support of networks and learned societies to which the consortium is connected thorugh the advisory board, and translating (some of) the materials to facilitate uptake in countries where English is not widely spoken. Drawing on the ample expertise of all partners, the consortium will jointly decide how to proceed, considering especially the likely effectiveness of potential embedding paths.

In addition to refining the embedding strategy, the capacity building roadmap developed by WP5 will help identify opportunities for embedding the programme, especially in countries and regions where ERI training capacity is low. Directed primarily at policy makers and upper-level research administrators, the roadmap will introduce a decision tree that will help policy makers to locate capacity gaps and outline mechanisms that could provide remedies. While it will be focused on the solutions VIRT2UE can offer, results from other ERI education projects (especially INTEGRITY and Path2Integrity) and ERI support projects (especially EnTIRE, ENERI, and SOPs4RI) will also be considered to promote the EU research integrity cluster.

5 Monitoring and risk management

Although the dissemination strategy is not strictly speaking a living document that may be updated anytime, dissemination is inherently dynamic and often needs to respond to new and unforeseen developments. Thus, the planned dissemination activities expounded in this report should not be regarded as entirely carved in marble. Especially due to the Corona pandemic, the project operates in a highly uncertain environment so that it is more difficult to predict the likely impact of measures than would be the case in more ordinary times.

To respond in a timely manner to unforeseen developments, the leader of WP5 will constantly monitor whether dissemination is headed towards accomplishing its obejectives, and propose

adaptations if necessary. Most crucially, it will be assessed whether the train-the-trainer programme is on track to reach the target number of 305 trainees. In case the consortium struggles to recruit a sufficient number of trainees, partners will be consulted to investigate what exactly causes the problem, so that a targeted response strategy can be developed.

Two risks specifically related to the implementation of the programme are particularly significant. As these risks may affect the snowballing effect through which the programme should reach at least 3050 researchers, mitigation measures have been developed proactively and shall be refined if necessary:

- Potential trainees may feel unable to register for the programme because they cannot afford to invest two full days into training. This risk is highest in regions that continue to be affected by lockdown measures that prevent people from working as usual. In these regions, at least some trainings will be offered fully online, and this format allows for greater flexibility. Organizers will have the opportunity to stretch the training over more days so that participation becomes less burdensome.
- Potential trainees may feel unable to train at least 10 researchers within six months afer the second training because Corona counter-measures make it unable to plan and schedule optional courses that are not yet part of institutional curricula. This risk can be mitigated by extending the period for training 10 researchers to up to 9 months. The certification mechanism agreed upon by the consortium allows for this possibility already.

Overall, all dissemination activities will continue to be monitored constantly and the dissemination strategy will be updated if necessary. In this way, the consortium ensures that VIRT2UE will accomplish its objectives.