



PROmoting integrity in the use of **RES**earch results in evidence based policy: a focus on non-medical research

Deliverable Title: Promotional material

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EXECUTIVE SUMMARY

The main goal of the PRO-RES project is to shape a research ethics and integrity framework which deals with the delivery of Responsible Research and Innovation framework, which is similar to Oviedo/Helsinki framework.

This document provides an overview of the processes related to WP7: Project Communication, dissemination and exploitation, of Pro-Res project. The goal of D7.3: Promotional Material is to present and describe the dissemination materials that have been created in the framework of the project and have been also uploaded on the project's website, in both public and private areas. The promotional material is used in order to promote and communicate the project widely, not only at national but also at European level, engaging key stakeholders for knowledge sharing. In this deliverable, a short description about each of these materials and their screen shots are presented. The promotional materials are part of the project's external communication and as such, they will be updated often, in order to effectively cover project's progress along with its developments ¹.

Flyers, brochures, posters and banners are only few of the means, used for facilitating the understanding of the project among different stakeholders and for keeping them updated on the project progress. Finally, the main goals is to facilitate the promotion of ethics and integrity framework, regarding non-medical research, and make it available to researchers, research funders, employees, policymakers and public.

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¹ Bryant SL: Effective dissemination of information: a guide for managers. Management briefing 02/09. National Electronic Library for Health.



CHAPTER 1: INTRODUCTION TO DISSEMINATION STRATEGIES

Dissemination strategies refer to the targeted circulation of information and intervention of resources to a particular audience. The main purpose of these dissemination and implementation strategies is to spread the knowledge, as well as to promote the associated evidence-based interventions². The aim is to make the knowledge available on a wide scale, not only across geographic locations but also in terms of practice, or social networks of adopters. Dissemination arises through a variety of channels, social contexts, and settings³. The dissemination of the produced results, has numerous general goals, starting from the increase of the reach of each work, the increase of people's motivation to use, apply and spread the produced knowledge, and finally to increase people's ability to use and apply the results or the mobilization. In order to examine the influences that assist in the spread of innovations, Carpenter et al.⁴ created an inventory of strategies with the goal to influence public such as individuals, social, and other users, along the continuum of their work.

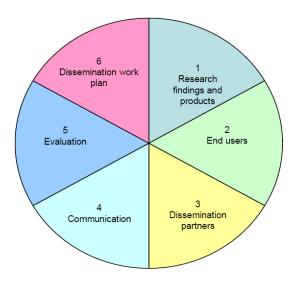


Figure 1: Major elements in dissemination plan⁴.

It has been shown, from systematic reviews, that passive dissemination strategies are not as effective as active multifaceted approaches and strategies⁵. Also, educational outreach and academic detailing are the most reliable and effective interventions, that are usually being reported. It is noticeable

PRO-RES (788352)

² Padma Moorjani, Heather Fortnum. Dissemination of information to General Practitioners: a questionnaire survey BMC Family Practice, 2004, Volume 5, Number 1

³ Bryant SL: Effective dissemination of information: a guide for managers. Management briefing 02/09. National Electronic Library for Health.

⁴ Deborah Carpenter, Veronica Nieva, Tarek Albaghal, and Joann Sorra (Westat). Advances in Patient Safety: From Research to Implementation. Rockville, MD: Agency for Healthcare and Research Quality; 2005.

⁵ Effective dissemination strategies Scullion, Philip A. Nurse Researcher (through 2013); London Vol. 10, Iss. 1, (2002): 65-77.



that dissemination activities which incorporate two or more distinct strategies are more likely to drive to more positive results, than single interventions.

CHAPTER 2: DISSEMINATION MATERIAL

Producing flyers, posters or brochures about research projects and findings offer a summarizing and visually-appealing technique to distribute information and evidence to broad audiences. Because of the fact that these formats require comprehensive simplification of information due to narrow space, much of the material created through the research method should contain visuals like charts and tables, which are particularly adaptable for each format².

1.1 THE PROJECT'S LEAFLET

Leaflets' promotion is an ideal method of presenting a work in a wide community. A leaflet sends to stakeholders and participants the right message and delivers project's existence to an area or a demographic. A promotional leaflet campaign is the following three things:

- 1. Measurable The leaflet asks people to engage with each project.
- 2. Direct A leaflet reaches audience in their own place.
- 3. Cost-effective New audiences can be reached with low cost means.

The combination of self-promotion and usage of social media or email techniques in order to communicate each project can be shown effective.

A trifold leaflet that follows the website's design was developed, using Microsoft office word 2016 and Adobe Illustrator cc2017. A modern and attractive design was selected in order to attract the attention of stakeholders and other audiences. lt distributed potential was communication/dissemination and awareness raising purposes to stakeholders with an interest in Pro-Res project during local events, conferences and workshops. The external side of the brochure presents the project logo & name and contains various project information such as consortium members, project starting month, the programme and the topic under which it has been funded and the logos of the European Commission. Finally, it contains information about the person who is responsible for the project.





Figure 2: First page of the thrifold leaflet

The internal part of the leaflet was also structured into three pages. A brief description of the project's main scope is presented on the first page, while, the concept was to create an introductory item, which contains information for the project's aim, objective and sub-objectives, approach as well as information about the work-packages (Figure 3).



PROJECT OVERVIEW

The PRO-RES project aims to build a research ethics and integrity framework devised cooperatively with, and seen as acceptable by, the full range of relevant stakeholders.

The framework is required by researchers, research funding and performing organizations (RFPO), in order to balance political, institutional and professional contradictions and constraints. This framework aims to:

- cover the spectrum of non-medical sciences
- offer practical solutions for all stakeholders, that will comply with the highest standards of research ethics and integrity.

In terms of post-2020 European strategic funding policy this offers a strong and sustainable contribution to research ethics and scientific integrity, via a comprehensive ethics and integrity framework similar to Oviedo/ Helsinki which will have been constructed in negotiation with relevant stakeholders.

14 PROJECT PARTNERS

10 EUROPEAN STATES

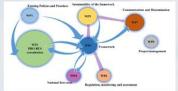
7 MAJOR TECHNICAL OBJECTIVES

35 DELIVERABLES

CONCEPT AND APPROACH

As its ultimate outcome, PRO-RES will create an Oviedo/Helsinki type framework that could apply to the full range of non-medical sciences drawing upon previous foundational work funded by the EC, and other national and international agencies. Several specific issues related to integrity in the use of research results in evidence-based policy making which will be unpacked during the PRO-RES project. Understanding how each of these issues can be addressed is core to the work.

- 1. Drafting the Framework
- 2. Testing the Framework
- 3. Finalisingthe Framework
- 4. Consultation process
- 5. PRO-RES website
- 6. Sustainability
- 7. Providing innovative tools for the Framework



OBJECTIVES

The main objective is supported by the following 7 strategic objectives

- Identify and categorise stakeholders, guidelines and codes, across the EU area and across non-medical disciplines, to ensure that the organisation and channelling of expertise, in the context of policy advice, is well understood.
- Activate and engage stakeholders across the EU and across disciplines.
- Construct a normative framework for evidence based policy originating from cutting edge research responses to ethical challenges.
- 4. Understand the implications and pragmatic issues that are entailed in the implementation of such a framework at a national level and analyse the relationship between science based policy advice, responsible conduct of research and research ethics.
- Ensure that the produced framework is sustainable and adaptive and can anticipate future needs that may arise from new scientific discoveries and new available technologies.
- 6. Provide a toolbox to policy makers to monitor ethical use of research results and be able to perform impact evaluation and gauge the socio-economic impact of not conducting responsible research.
- 7. Ensure that the needs of society are well encapsulated in the framework.

Figure 3: Second page of the thrifold leaflet.

The leaflet was printed in glossy paper and in order to be used in dissemination events such as the first series of Workshops. It is also available in the project's website in digital form (pdf). The leaflets have already been released and distributed by some partners in events where they have presented PRO-RES project, e.g. the 2nd Pro-Res Workshop, which was held on March 13, 2019 in Athens, Greece, organised by NTUA or the 24th meeting of the National Ethics Councils (NEC) Forum in Iasi, Romania, 4-5 April, 2019.

1.2 The Project's Poster & Banner

The project's poster as well as the banner follow the design of the leaflet and these are created in such a way, so as to give a short and easy understanding information about the project and its goals. Moreover, the title, the Project aim and the EU logo are clearly displayed on the poster, while the project ID is displayed on the footer. It is expected that its appearance in appropriate places will attract the



attention of potential stakeholders and other audiences, especially during conferences and workshops. The poster can be seen below in Figure 4. It is available in the public section of the website and partners also have the printable version available in the private area of the document sharing tool. As mentioned above, the banner follows exactly the same format as the banner, but in different dimmentions.

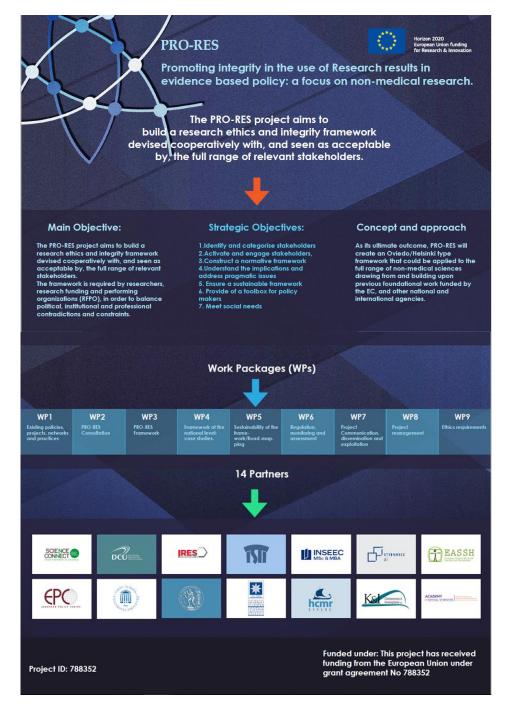


Figure 4: The project's poster & banner



1.3 Newsletters

Distributing regular newsletters summarizing study findings is an ideal way to update participating agencies. Newsletters can contain a fair amount of work and efford and the dissemination benefits will keep contact with participants over time. Newsletters can be found in electronic formats (pdf and flip page). Electronic newsletters are more efficient than typical one, so e-newsletters have been created for the purpose of the project and will be available on the project's website. Page flip format of the newsletter can be created to display information in good-looking format and provides an easy understanding experience. These newsletters will be distributed to project stakeholders and subscribed target audience and it will be available on the project website.

The newsletters will aim to chart:

- the progress of the project and any milestones achieved,
- any deliverables achieved,
- any progress by Partners made as a result of being in the PRO-RES project
- any technical research,
- articles or references to events where PRO-RES is being represented,
- partners profiles &
- invitations to workshops, conferences and events.

PRO-RES project will create six Newsletters, in total. The main purpose of the newsletters is to provide information to stakeholders and the wide audience, about the project's progress and its goals. The first and the second newsletter heve been submitted on Months 6 and 12, respectively. The newsletters can be found in the appendix below and have already been uploaded in project's website and will be uploaded in social media. The remaining newsletters will be distributed to the audience and uploaded in the project's website on Months 18, 24, 30 and 36.

1.3.1 The 1st newsletter

The first Newsletter of PRO-RES project is presented including the basic information about the project. The first newsletter presents the goals and the strategic objectives of PRO-RES project, the first presentation of the consortium. Also, important information about the first Kick-off meeting can be found, as well as detailed information about deliverables, updates, databases, and past and previous events are presented. Five extra newsletters will be available in the project's website within the next months since Month 36 as a prominent way to spread the project's progress to a large audience. Creative



headlines and content were selected, with the aim to accurately represent PRO-PES goals. The first Newsletter, is divided into six sections:

- 1. Pro-Res project
- 2. Project Goals
- 3. Project Partners Presentation
- 4. Kick-off meeting
- 5. Deliverables achieved &
- 6. Upcoming events.

On the first page of the Newsletter, a presentation of PRO-RES project contents is demonstrated, followed by a link that leads to the project's official webpage. Also, stakeholders can find here a general description of the PRO-RES project, dedicated to the wider audience. On the second page, basic information about the goals of the project can be found. The overall goal, which is the development of a research ethics and integrity framework, is supported by seven strategic objectives, that include the identification and categorization of stakeholders, the activation and engagement of stakeholders across the EU and across disciplines, e.t.c. The main project goals are presented in such a way, so that the audience receives a prompt and clear view of the PRO-RES project and its mission. On the fourth page, Kick-off meeting which took place on 22-23th of May 2018 is presented. It was the first event, in which PRO-RES project was presented to the wider audience. During the Kick-off meeting, project contents were examined into details, and next activities were scheduled. In the first 6 months, of PRO-RES project, some deliverables were successfully uploaded to the participant portal, for the European Commission's evaluation. In this section (fifth page), the main deliverables which were achieved in the respective reporting period, are presented. On the last page, the upcoming events are presented.





Figure 5: The first page of Newsletter – General Description.

1.3.2 The 2nd Newsletter

The 2nd e-Newsletter was issued on May, 2019 delivering the progress of the work performed on dissemination and exploitation activities for the second half of the first year project implementation. In this issue, the PRO-RES consultation process and main goals that involves building up a core group of stakeholders and then enlarge it with the aim at promoting consensus and engagement with the project issues, raising awareness, exchanging points of view on ethical concerns and integrity issues regarding evidence based policy making and interacting with stakeholders in order to receive comments on the



proposed framework, are briefly referred. The starting point for the consultation process is developing a provisional framework at the beginning of the project. Thematic workshops focused on promoting and presenting mapped results of existing codes and guidelines on ethics and integrity in several fields were organized by the PRO-RES partners. The main objectives of the thematic work-shops are: To promote the concept of PRO-RES and present the first draft of the Framework, to investigate the issues that arise in a particular community regarding evidence-based policy making, to identify prioritised elements that need to be covered in the framework per community of practice and finally, to investigate possible solutions that are proposed by the stakeholders.

Four thematic workshops have been accomplished during the second 6-month period of the project focusing on Research funding and ethics, Tech Innovation, Covert research, surveillance & privacy and Data Science, automatic decision models, Machine Learning, ΑI, and ethics-Bioinformatics/personalised health care. Several project deliverables have been compiled and submitted this period, mainly in WP1, WP3, WP4, WP6 and WP7. Furthermore, all upcoming events (4 future thematic workshops) for the following period are referred including dates and venues.





Figure 6: The first page of 2nd Newsletter.

1.4 PROJECT WEBSITE

In the frame of PRO-RES project, communication, dissemination and exploitation of the expected results are considered very important factors of success. A wide range of dissemination activities and materials have already been mentioned. One more key factor in order to raise awareness of the project and successfully address target audience is by creating a Project Website. The "PRO-RES" website is designed in a way so as to be an interactive web portal that ensures access and dissemination of information. Being an interactive web portal, website uses social networking tools to achieve a unique highlight and showcase of the program. The website



is updated in a weekly basis during the project and, consequently, acts as a source of information for public and research agencies. The address homing PRO-RES electronic content is the following:

" http://prores-project.eu/"

The "PRO-RES" website will from the early stages of the project and a unique and large typography. The website has a 'multi pages' philosophy that is separated in a public and private sector and the content will be designed in compatible with search engines. Till now, PRO-RES webpage is consisted of **8 main sectors** that are designed with proper visual design in order to provide usability and utility to users. The main sectors are: 1. Home, 2. Project, 3. Framework, 4. Partners, 5.News, 6. Forums, 7.Contact us and 8. Join us Figure 7. There are many sub-pages, ranging from events and meetings tabs, to general discussion tabs etc. A platform to build the site and an open-source option WordPress were selected, in order to build an advanced website, using tools and ideas such as modern web, high resolution images, transparency, vector elements and open-source fonts. On the website's home page, which serves as the starting point of website, the main idea of the project is presented and users can choose between the other pages mentioned above.



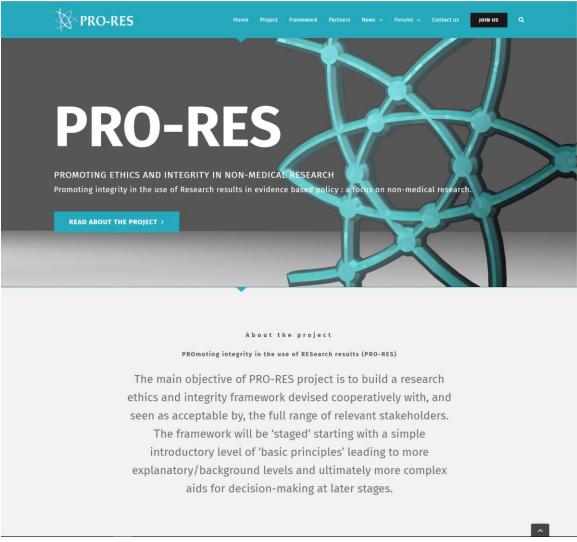


Figure 7: Pro-Res Website, Home Page.

CONCLUSIONS

This deliverable provides information of the processes related to **WP7: Project Communication, dissemination and exploitation**, of Pro-Res project. Deliverable 7.3: **Promotional Material** is created in order to describe the dissemination materials that have been designed and used in the framework of Pro-Res project and have been also uploaded on the project's website, in both public and private areas. Via the described promotional material the project will be promoted and communicated in in a wide audience, not only at national but also at European level. In this deliverable (D7.3), a short description about each of these materials



and their screen shots were presented. The promotional materials will be regularly updated, so as to effectively cover project's as well as its progresses.



APPENDIX

I. The 1st Newsletter





Newsletter

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2. Project Goals

The main goal of the PRO-RES project is to develop a research ethics and integrity framework devised cooperatively with, and seen as acceptable by, the full range of relevant stakeholders and similar to Oviedo/Helsinki. PRO-RES will draw upon previous foundational efforts funded by the EC, and other national and international agencies. While linking to existing foundational work, to be durable and sustainable the outcome must also be flexible enough to meet anticipated future needs.



The main objective of PRO-RES project is supported by the following 7 strategic objectives:

- > Identification and categorization of stakeholders, guidelines and codes, across the EU area and across non-medical disciplines.
- Activation and engagement of stakeholders across the EU and across disciplines.
- Construction of a normative framework for evidence based policy originating from cutting edge research responses to ethical challenges.
- > Understanding of the implications and pragmatic issues that are entailed in the implementation of such a framework at a national level.
- Analysis of the relationship between science based policy advice, responsible conduct of research and research ethics.
- Insurance that the produced framework in sustainable and adaptive.
- Provision with a toolbox to monitor ethical use of research results.
- Insurance that the needs of society are well encapsulated in the framework

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement



















Newsletter Page 3 3. Project Partners The proposal brings together a consortium of 14 European partners coming from 10 countries (France, United Kingdom, Portugal, Greece, Estonia, Croatia, Belgium, Italy, Germany and Ireland) that represent professional associations, academic research departments and independent research consultancy / agencies in nonmedical research. The research fields covered within the partners are social science, economics and finance, engineering, technology (e.g. nanotechnology and biotechnology), environmental science, marine sciences, humanities, philosophy, policy research, data protection / management and crisis/disaster research. These complementarities allow the consortium to perform work at an individual level. The project assembles the necessary critical mass of activities, expertise and resources to achieve the objectives in a timely and costeffective manner. Participant Legal Name FONDATION EUROPEENNE DE LA SCIENCE (ESF) www.esf.org/ ACADEMY OF SOCIAL SCIENCES (AcSS) www.acss.org.uk/ NATIONAL TECHNICAL UNIVERSITY OF ATHENS (NTUA) www.ntua.gr/en/ TARTU ULIKOOL (UTARTU) www.ut.ee HRVATSKO KATOLICKO SVEUCILISTE (CUC) www.unicath.hr/eng INNOVATION IN RESEARCH & ENGINEERING SOLUTIONS www.innovation-res.eu/-EUROPEAN ALLIANCE FOR THE SOCIAL SCIENCES AND THE www.eassh.eu/ INSTITUT DES HAUTES ETUDES ECONOMIQUES ET www.inseec.com CONOSCENZA E INNOVAZIONE SOCIETA ARESPONSABILITA www.knowledge-LIMITATA SEMPLIFICATA (K&I) innovation.org STEINBEIS 21 GMBH (S2i) www.steinbeis.de DUBLIN CITY UNIVERSITY (DCU) www.dcu.ie HELLENIC CENTRE FOR MARINE RESEARCH (HCMR) www.hcmr.gr/en/ CONSIGLIO NAZIONALE DELLE RICERCHE (CNR-ISTI) www-kdd.isti.cnr.it EUROPEAN POLICY CENTRE (EPC) www.epc.eu STEINBEIS WINSEEC Research Center UNIVERSITY OF TARTU DCU CONNECT IRES EASSH



Newsletter

Page 4

4. Kick-off meeting

22-23 May 2018 | Brussels (Belgium)

After months of email exchanges and only virtual communications, on 22-23 May 2018 PRO-RES partners had finally the opportunity to meet in person at the project Kick-Off Meeting held at KOWI ans EASSH premises and attended also by the Programme Officer, Mr. Isodoros Karatzas (Research Programme Officer, Head of Ethics Sector) and Dr. Louisa Kalokairinou (Project Monitor). During the KOM, project contents were examined into details, and next activities were scheduled.































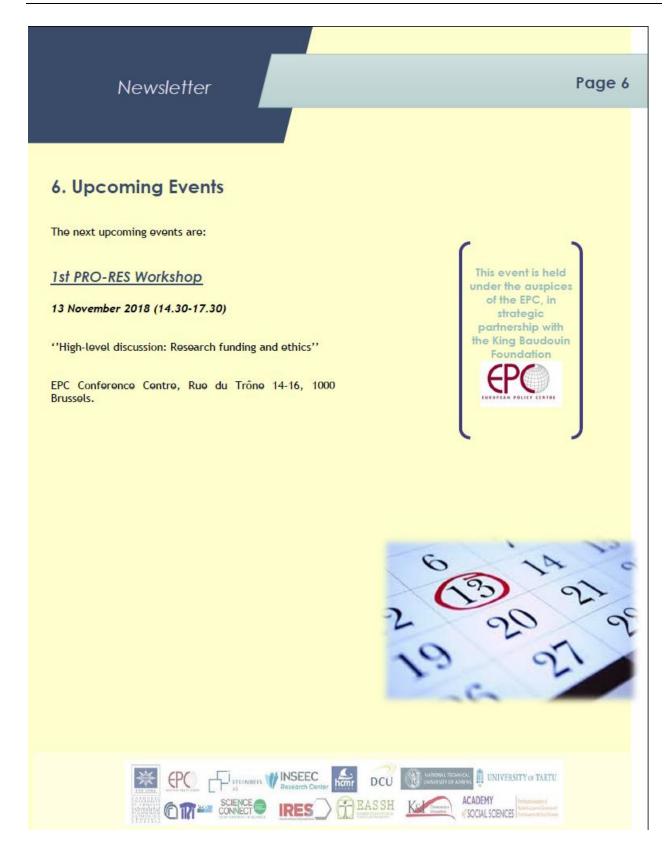


SOCIAL SCIENCES



Page 5 Newsletter 5. Deliverables Achieved In the first 6 months (M1-M6), of PRO-RES project, the following deliverables were successfully uploaded to the participant portal, for the European Commission's evaluation. D1.1 Report on existing Codes and **PRO-RES** Guidelines ٠ WP1 (Existing policies, projects, networks and PROmoting integrity in the use of RESearch results in evidence based policy: a focus on non-medical research practices) - UTARTU Deliverable Title: Deliverable Number: D7.1 Newsletters Prepared by: Leed Author: With Contribution From: WP7 (Project Communication, dissemination and exploitation) - IRES Deliverable Mesponsible Partne D7.5 PRO-RES website and social media presence WP7 (Project Communication, dissemination and exploitation)- IRES D8.2 Data Management Plan WP8 (Project management) - ESF NATIONAL TECHNICAL INVESTITY OF TARTU STEINBEIS INSEEC Research Center CONNECT IRES CASSH ACADEMY







The 2nd Newsletter (M12). II.



INSIDE THIS ISSUE

- Pro-Res Consultation
- Thematic Workshops
- 3. Attended Events
- 4. Deliverables Achieved
- 5. Future events

Visit us at:

http://prores-project.eu/

1. PRO-RES Consultation

PRO-RES (PROmoting integrity in the use of RE-Search) project aims to build a research ethics and integrity framework that will be comprehensive, flexible and durable.

Creating a repository of the main actors and mapped practices along with gap analysis and elements for developing a provisional framework at the beginning of the project served as the starting point for the consultation process.

Next step is to find common spaces in a cycle of research shared with policy cycles and mutual understanding of different professional bases. The consultation process involves thematic group meetings/ workshops and two major conferences. Selected topics shall be covered to the maximum extent possible. The outcome would be to raise awareness of communities on ethical concerns when considering policy advice and use their issues raised as varied input for the provisional framework.







































Page 2

2. Thematic Workshops

Thematic workshops focuse on promoting and presenting mapped results of existing codes and guidelines on ethics and integrity in several fields. An extended timeplan to achieve these workshops has been agreed upon the project partners. The main objectives of the thematic workshops are:

- · Promote the concept of PRO-RES and present the first draft of the Framework.
- · Investigate the issues that arise in a particular community regarding evidence-based policy making.
- · Identify prioritised elements that need to be covered in the framework per community of practice.
- · Investigate possible solutions that are proposed by the stakeholders

1st PRO-RES Workshop on "Research Funding and Ethics"

The workshop was held on November 13, 2018 at EPC Conference Centre in Brussels, Belgium. European Commission (DG Research, JRC, General Secretariat, EPSC, Cabinet of Moedas, DG Budget, Oettinger Cabinet, Timmermans Cabinet), EP, Council and Presidency, European Institute of Innovation and Technology (EIT) and wider research stakeholders attended the event.

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement no. 788352





































Page 3

2nd PRO-RES Workshop on "Tech Innovation"

The workshop was held on March 13, 2019 at National Technical University of Athens (NTUA) premises in Athens, Greece. Members from Nano-safety council and other European research councils, policy makers, researchers from various related fields and industrial stakeholders were invited to participate at the event. The case study for conducting a high level conversation among the participants is the discovery of high TC Superconductivity.



3rd PRO-RES Workshop on "Covert research, surveillance & privacy"

The workshop was held on April 11, 2019 at K&I premises in Rome, Italy. The participants were researchers from different scientific areas including law, sociology, data sciences and policymakers, citizens' organizations or other stakeholders.



4th PRO-RES Workshop on "Data Science, automatic decision models, Machine Learning, AI, and ethics – Bioinformatics/ personalised health care

The workshop was held on May 10, 2019 at UTARTU premises in Tallinn, Estonia. The participants were Baltic and Nordic Geographically focused coming from academia, research, industry and policy makers.



For more information, please visit: http://prores-project.eu/events/































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3. Deliverables Achieved

PRO-RES project partners achieved the following deliverables that were successfully uploaded to the participant portal, for the European Commission's evaluation.

WP1 Existing policies, projects, networks and practices

D1.2 Provisional Framework

WP3 PRO-RES Framework

D3.1 Ethical principles for research

WP4 Framework at the national level: case studies.

- D4.1 Report on the outcome of liaison between PRO-RES and
- D4.2 Report on the outcome of liaison between PRO-RES and
- D4.3 Report on the outcome of liaison between PRO-RES and AZOP
- D4.4 Report on the outcome of liaison between PRO-RES and the Estonian Research council
- D4. 5Report based on evaluation outcomes from delivery of training with policymakers and science advisers

WP6 Regulation, monitoring and assessment

D6.1 Report on rebuilding trust of research institutions

WP7 Project Communication, dissemination and exploitation

- D7.2 Dissemination Needs, Analysis and Strategy Exploitation plan
- D7.3 Promotional material

































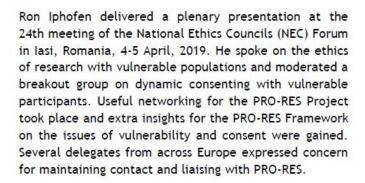




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3. Attended Events

24th Meeting of National Ethics Councils (NEC) 4-5 April, Iasi, Romania











































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4. Future Events

Thematic Workshop on "Research Ethics and Research Integrity in the RRI area"

EPC Conference Centre, 12 June 2019, Brussels The workshop will focus on RRI in Horizon Europe and Ethical Frameworks. More than 90 stakeholders will be invited in the workshop from academia/research/ industry sectors.

Thematic Workshop on "Environmental issues and climate change"

HMCS Offices, 18 June 2019, Athens

The workshop will focus on environmental issues and climate change targeting both researchers and policy makers on national and international level.

Thematic Workshop on "Ethics in Finance and economics"

EPC Conference Centre, 19 June 2019, Brussels The workshop will focus on Ethics in finance and economics. Targeted stakeholders and policy bodies will be invited to the event.

Thematic Workshop on "Ethical Social Mining and Explainability in AI"

CNR-ISTI, 8-9 July 2019, Pisa

The workshop will focus on ethical social mining and explainability in Al. SMEs, industries, academia/research focused on computer science, telecommunications, GPS data and related fields will be invited.

Save the date!



This event is held under the auspices of the EPC, in strategic partnership with the King Baudouin Foundation



















