



HYBRIDA

D8.1 : Dissemination and communication plan

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HYBRIDA

Embedding a comprehensive ethical dimension to organoid-based research and resulting technologies

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List of abbreviations

AB	Advisory Board
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
RECs	Research Ethics Committees
RFOs	Research Funding Organisations
RIOs	Research Integrity Offices
SwafS	Science with and for society
UiO	Universitetet I Oslo (University of Oslo)
WP	Work Package

Executive summary

HYBRIDA as any other CSA project is heavily dependent on the quality of dissemination and communication, since these are essential for promoting 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, and ensures improvement. HYBRIDA will be considered a successful project if the envisioned impact is achieved. This, in turn, strongly depends on the extent to which our communications are picked up and implemented by our specific target groups (researchers, donors, RECs and RIOs, policy makers, society etc.), the recommended actions that are incorporated in these organizations/types of target groups, and the changes in research practices and attitudes that are occurring on a micro, meso and macro level. The consortium has constructed the following three-stage communication strategy, executed within WP8:

- 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 provides regular updates on the progress of the project
- interaction with other **SwafS** projects
- promotion of the main **four outcomes** of the project through our website.

1 Introduction

HYBRIDA is part of the SwafS (*Science with and for Society*) Work Programme 2018-2020 of Horizon 2020, which “has been developed to reflect and support the evolution of science and society and the increased emphasis on their interplay at national and EU levels.”¹ Within this scope, an increasingly transdisciplinary and multi-stakeholder approach, involving citizens and end-users, the public sector, and industry, has been pursued in order to link and take advantage of unique perspectives and knowledge.² In particular, HYBRIDA, corresponding to call SwafS-28-2020 “*The ethics of organoids*”³, is a CSA (*Coordination and support actions*)⁴ project, and, as such, it entails actions promoting standardization, dissemination, awareness-raising and communication. Furthermore, it is designed to involve networking among various types of stakeholders, as well as policy dialogues and mutual learning exercises and studies, in the broad sense. Hence, a well-designed and structured dissemination and communication plan, covering all stages of the project, is of high importance for the visibility of the project’s progress and outputs and, ultimately, its success and sustainability.

Additionally, HYBRIDA will develop following the demands of strategic orientation 4 (*Exploring and supporting citizen science*) and more specifically it will cover a range of different levels of participation⁵:

- Raising public knowledge about science;
- Setting scientific agenda and co-designing and implementing science-related policies;
- Counter perceived anti-intellectual attitudes in society.

Finally, by taking into consideration the particularities and distinctiveness among communication, dissemination and exploitation as separate goals and contractual obligations,⁶ the dissemination and communication plan of HYBRIDA will set the proper base for actual exploitation of the project’s results and, mainly, its products, :

¹ https://ec.europa.eu/research/participants/data/ref/h2020/wp/2018-2020/main/h2020-wp1820-swfs_en.pdf, p. 5.

² See *ibid*, p. 6.

³ https://cordis.europa.eu/programme/id/H2020_SwafS-28-2020

⁴ https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-d-csa_en.pdf

⁵ See *ibid* as footnote 1, p.40.

⁶ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

- **Operational guidelines for the field:** Recommendations to organoid researchers. They are designed to streamline certain working procedures according to best practices. They should be open to interpretation, do not need to be followed by the letter and they should provide flexibility for unforeseen circumstances.
- **Code of Responsible Conduct for researchers:** Provides ethical standards of good practice to guide researchers in the organoid field, in compliance with the principles of the ECoC: Accountability, Honesty, Reliability and Respect.
- **Enhancement of existing ethics and normative frameworks:** They represent the normative bedrock of the organoid field, should reflect HYBRIDA's objectives and convey the amount of risk and forms of uncertainty that society is willing to accept.
- **Supplement to the ECoC:** The project will provide an add-on to the ECoC in the form of a set of criteria for proper research practices and self-regulation in the field of organoids.

1.1 Description of WP8 at the GA

WP8 (Dissemination, communication and exploitation) will design HYBRIDA's branding, and implement and monitor a communication and dissemination campaign through online (website and social media), offline channels (participations in conferences, workshops, and public events), and printed material. NTUA will be responsible for the broad dissemination of the project's three-stage engagement process, intermediate and final results, and HYBRIDA's progress at large. WP8 will also produce HYBRIDA's exploitation plan at the end of the project.

WP8 involves the following tasks:

- Task 8.1: Mapping stakeholders for dissemination and communication
- Task 8.2: Design of the CENTRAL dissemination strategy
- Task 8.3: HYBRIDA's branding
- Task 8.4: Project website
- Task 8.5: Social and mass media presence
- Task 8.6: Newsletters and leaflets
- Task 8.7: HYBRIDA's final conference
- Task 8.8: Exploitation

NTUA has been, already, mapping and creating a taxonomy of stakeholders (**Task 8.1**), based on the initial work plan of the proposal, making also use of relevant SwafS-projects and networks. Furthermore, within **task 8.2**, there has been, and is still ongoing, the identification of the stakes, with regard to HYBRIDA's results, of all stakeholder types mapped in Task 8.1. This task is being carried out in the following way: (a) analysis of their needs with regard to HYBRIDA, (b) based on these needs, concrete guidelines for all subsequent dissemination activities will be created, and (c) key topics, criteria for usability and easy implementation of dissemination activities, in order to identify suitable delivery strategies will be identified.

In parallel, NTUA has designed a brand identity for HYBRIDA (**Task 8.3**). The brand identity consists of a logo, color palette and choice of typography to be utilized in all types of communication activities (online, offline and printed material, as well as at deliverables⁷. Moreover, NTUA has been designing and developing the project's website, and will be responsible for its maintenance (**Task 8.4**). The website will contain 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. The website will give a clear exposition of progress and main stages of the project, and provide access to research reports, publications, proceedings, and policy briefs (as far as they can be made available through Open Access). The website will, also, alert users to the possibility of subscribing to the project's mailing list, and announce upcoming events of interest to the respective stakeholder groups.

Central to the project's visibility enhancement strategy is its social and mass media presence (**Task 8.5**). Presence through social media networks will be made with the use of LinkedIn and Twitter platforms. It will focus on providing pointed, reduced and highly accessible information. It will link to the background material provided on the website wherever this is appropriate, to allow interested audiences to access additional information. Presence through mass media will be pursued throughout the duration of the project. NTUA will organize the publication of press releases throughout the duration of the project that will provide information focused on important HYBRIDA milestones. In line with the aforementioned Task 8.5, NTUA will collect input from all HYBRIDA partners, in order to produce newsletters and leaflets, on a biannual base (**Task 8.6**). They will be available online from the project's website and in printed-hard copy form, in order to be distributed conferences, workshops and public outreach events.

⁷ See in following section 4. Means of dissemination, p. 17.

Among the various events that will be organized within the project there will be particular consideration and proper planning for HYBRIDA’s final conference (**Task 8.7**). NTUA with the close cooperation of UiO will organize a final conference in Brussels during M36. The aim of the conference will be to communicate HYBRIDA’s 4 main products to all relevant stakeholders. Brussels has been chosen to facilitate participation of EC-officials. This conference will be a one-day event, where HYBRIDA’s consortium members will present the project’s products. AB members from outside Europe will also be invited to participate and present the global dimension and effects of HYBRIDA’s work. UiO will seek the possibility to actively engage SwafS-29-2020-*The ethics of technologies with high socio-economic impact* consortium members.

Finally, HYBRIDA’s exploitation plan (**Task 8.8**), which will be compiled throughout the duration of the project, will include a comprehensive description of the project’s exploitation objectives, activities, and outcomes, during the project period, as well as foreseen exploitation targets of the 4 main products thereafter. The exploitation plan will provide a three level description: the systemic level, the organizational level, i.e. partner-specific, and the individual level.

1.2 Deliverables and Milestones

The deliverables and milestones of WP8 are listed below:

Table 1.1 List of deliverables

Deliverable Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Due Date (in months)
D8.1	Dissemination and communication plan	2 - NTUA	Websites, patents filling, etc.	Public	3
D8.2	Newsletters and leaflets	2 - NTUA	Report	Public	12
D8.3	HYBRIDA’s exploitation plan	2 - NTUA	Report	Public	32
D8.4	Policy brief 1	2 - NTUA	Report	Public	18
D8.5	Events	2 - NTUA	Report	Public	3
D8.6	Policy brief 2	2 - NTUA	Report	Public	36

Table 1.2 Schedule of relevant Milestones

Milestone number	Milestone title	Lead beneficiary	Due Date (in months)	Means of verification
MS2	HYBRIDA website and social media presence launched	2 - NTUA	4	Design and maintenance of a project website. The website will contain 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. The website will give a clear exposition of progress and main stages of the project, and provide access to research reports, publications, proceedings, and policy briefs (as far as they can be made available through Open Access). 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.
MS9	HYBRIDA final conference successfully held 2	2 - NTUA	36	Press release in major online newspapers (e.g. Horizon magazine)

2 Central dissemination strategy (Task 8.2)

HYBRIDA envisages a number of dissemination routes, in order to achieve high visibility of the project findings and development stages, and maximize its short term, medium term and long term impact. Based on the communication activities approach of HYBRIDA we have broken down the means of communication, the messages and the indented effects (please, see section 4). In this way, the project will pursue the fulfillment of its objectives in an effective and recognizable way. In particular, as far as the pursuits of WP8 are concerned the following objectives of the project will be satisfied:

- **Objective 4:** Understand the worries, fears and expectations of the general public, vulnerable groups, patients, donors and civil society organisations with respect to organoids.
- **Objective 5:** Actively engage relevant stakeholders, in order to co-create and validate the 4 main products of HYBRIDA.

HYBRIDA's approach to dissemination and communication is to maximize impact by involving key stakeholders in the engagement activities, so that they are enabled and motivated to carry on the widespread use of the results in their own interest. HYBRIDA's dissemination activities will target 16 different groups of stakeholders, being instrumental to achieve a high impact, but not necessarily limited to the aforementioned groups. HYBRIDA's partners will take advantage of all opportunities that may appear during the project's timeline and which have not been foreseen in the proposal phase (i.e. invitations at scientific conferences) to disseminate the results and recruit participants at the engagement activities of WP4. HYBRIDA's consortium members have established strong links thanks to existing structures of collaboration and discussions during the preparation of the proposal, while they are co-developers of The Embassy of Good Science database, as well as the SOPs4RI Toolbox, bound to deliver Standard Operating Procedures for Research Integrity. Furthermore, the interaction with the Embassy of Good Science platform provides another online channel to disseminate and communicate the project's results and outputs and increase visibility, while attracting various stakeholders interested in Research Ethics and Research Integrity.

In short, the target groups of which HYBRIDA will have particular impact are the following:

1. Researchers (academic and industrial)
2. Members of Research Ethics Committees (RECs)



3. Members of Research Integrity Offices (RIOs)
4. Research administrators
5. Research funding organisations (RFOs)
6. Members of HTA (Health Technology Assessment) bodies
7. Legal experts
8. Practitioners in clinical care
9. Biobank curators
10. Donors
11. Policy Makers
12. Civil society organisations
13. Patients
14. Patient organisations
15. Vulnerable groups
16. The general public

Further to the aforementioned listed target groups, the following additional target groups will be included in the list for communication of results:

1. Research managers
2. Associations of industries
3. Science journalists
4. Citizen Science associations

An overview of the target stakeholders, the purpose for dissemination and the specific channels and tools for dissemination are presented in Table 2.1.

Table 2.1 Dissemination strategy of HYBRIDA

Target stakeholders	Purpose of dissemination	Main channels of dissemination	Tools of dissemination
Researchers <i>(individuals from the networks of HYBRIDA partners and members from LERU, EUA, YERUN, GYA)</i> Members of RECs and RIOs <i>(members of EUREC, ENRIO, WCRIF)</i>	- Recruiting in engagement events (2 nd and 3 rd stages of HEP) - Promote HYBRIDA’s results	Engagement events	Co-creation, Validation Workshops
		Conferences	Oral/poster presentations
		Workshops	Oral presentations
		HYBRIDA conference	Oral presentations/expert panels
		Scientific publications	Peer-reviewed articles
		Social media	Twitter, LinkedIn
Biobank curators <i>(members of EuroBioBank)</i>		Engagement events	Co-creation, Validation Workshops





Legal experts <i>(members of STOA)</i>		Conferences	Oral/poster presentations
Members of HTA bodies <i>(individual experts, members of HTA network, globalTA)</i>		Engagement events	Co-creation, Validation Workshops
Research Policy makers <i>(e.g. EC officials, members of CEI, members of national governmental bodies, individuals in high administrative positions in RFOs in Europe)</i>		Conferences	Oral/poster presentations
RFOs <i>(members of existing networks, e.g. HERA, ALLEA, EViR, Science Europe)</i>	Aid uptake and promote HYBRIDA's results	Workshops	Oral presentations, participation
Research managers <i>(members of EARMA network)</i>	Promote HYBRIDA's results	Social media	Twitter, LinkedIn
Associations of industries <i>(Business Europe, Digital Europe, Eurochambres)</i>	Promote HYBRIDA's results	Conferences	Oral/poster presentations
Science journalists <i>(working in e-journals, e.g. Horizon Magazine)</i>	- Raise awareness of HYBRIDA's findings - Promote HYBRIDA's results	Press releases	e-Articles
Citizen Science associations <i>(e.g. ECSA, EUSEA)</i> Civil society organizations <i>(Sense About Science, ENNA, Civil Society Europe)</i> Patient organisations <i>(e.g. member organisations of Europe's Patient Forum)</i> Donors	- Recruiting in engagement events (1 st stage of HEP) - Promote HYBRIDA's results	HYBRIDA conference	Oral presentations/expert panels
		Conferences	Oral/poster presentations
		Press releases	e-Articles
		HYBRIDA conference	Oral presentations/expert panels
		Social media	Twitter, LinkedIn
		Conferences	Oral/poster presentations
		Workshops	Oral presentations, participation
		Press release	e-Articles
		HYBRIDA conference	Oral presentations/expert panels
		Social media	Twitter, LinkedIn
		Press releases	e-Articles
		HYBRIDA conference	Oral presentations/expert panels
		Social media	LinkedIn
		HYBRIDA Conference	Oral presentations/expert panels
		Press releases	e-Articles
		Print material	Leaflets/brochures
		HYBRIDA website	Newsfeed, e-newsletters
		Social media	Twitter, Facebook, LinkedIn
		Engagement event	Mini publics
		HYBRIDA website	Newsfeed, e-newsletters
		Social media	Twitter, Facebook
		HYBRIDA final conference	Oral presentations, expert panels





Patients Vulnerable groups The general public <i>(media audiences, science audiences, bloggers, active social media users)</i>		Public outreach events	Oral presentations in Science Communication and Researcher’s Night events
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Finally, HYBRIDA will relate to other research and innovation activities, and will make good use of its consortium members’ involvement in other SwafS projects. HYBRIDA partners have strong links with past and present research and innovation activities, pertaining to organoid research and organoid related technologies, RE and RI. HYBRIDA can rely on these links to successfully perform the planned activities. The main SwafS projects HYBRIDA is going to engage with are the following:

[PANELFIT](#), [SHERPA](#), [PRINTEGER](#), [PRO-RES](#), [SOPs4RI](#), [EnTIRE](#), [TRUST](#), [i-CONSENT](#), [PRO-Ethics](#), [ENERI](#), [MoRRI](#), [SUPER MoRRI](#), [RRI-Practice](#), [TRESKA](#), [GRACE](#), [NEWSERA](#), [EU-Citizen.Science](#)

2.1 Communication activities

Furthermore, through targeted and easily accessible communication activities, HYBRIDA will ensure that interested individuals and organisations from different fields are aware of HYBRIDA’s progress and findings. WP8 will plan and oversee the application of the Dissemination and Communication Plan (deliverable 8.1). Communication activities to promote HYBRIDA will be an important aspect of this Coordination and Support Action, in order to increase visibility of the project, gain awareness of the RRI practices and reach a wide range of stakeholders. As part of WP8 the consortium will ensure timely and clear communication of project results to all relevant stakeholder groups (Table 2.2).

Table 2.2 Overview of the communication channels of HYBRIDA

Branding: NTUA will develop a brand identity for the HYBRIDA website, deliverable, presentation and poster templates, based on the provisional logo included at the header of the proposal document. HYBRIDA’s brand identity will consist of a logo, color set and choice of typography to be utilized in all types of communication activities.	
Website: HYBRIDA’s website will be launched to provide up to date information on the project, partners, progress, goals and events. The website will contain an intranet private part for <u>internal use</u> for consortium beneficiaries. The open part will be for external use and will contain information for all relevant stakeholders, including the general public, on the progress of the project.	





Social media: Social media are currently instrumental in reaching the general public and relevant stakeholders. HYBRIDA will utilize LinkedIn, Twitter and Facebook to communicate HYBRIDA’s progress.	
Conferences: HYBRIDA consortium members will participate in conferences and interact with experts in the field of organoids, RE, RI, HTA and exchange experiences with relevant stakeholders.	
Workshops: HYBRIDA-partners will actively participate in other relevant EU funded project workshops and SwafS cluster workshops organized by the EC.	
Public outreach events: HYBRIDA-partners will participate in open public events, like open lectures in science museums, participations in Researcher’s Night events and in Science Communication events (e.g. Pint of Science).	
Press releases: Press releases, targeting papers with national circulation (in Norway, Belgium, Denmark, France, Greece, Italy and The Netherlands) written in the partners’ national languages will boost project’s communication of the latest findings on a National scale.	
Printed material: Dissemination materials such as newsletters and brochures will be produced to inform all relevant stakeholders. Project progress and relevant updates from outside HYBRIDA will be presented.	
Scientific publications: Publications in leading research ethics journals and publications (eg Research Ethics, Ethics and Education, Science and Engineering Ethics, Teaching Ethics, Journal of Law, Medicine and Ethics etc).	

Although HYBRIDA partners’ respective backgrounds, experiences, and relation to organoid research differ, they all have extensive experience in online and offline communication and will use this to communicate with the HYBRIDA stakeholders. The pre-existence of communication accounts (organizational and individual) and established networks will provide smooth and wide-reaching announcements for the project’s outputs. HYBRIDA members have already made a plan to specify the communication channels presented in Table 2.2. In Table 2.3 there is a list of existing regular events from which we will apply the above-mentioned communication channels, as well as the respective **Key performance Indicators (KPIs)** that must be reached, in order to consider that the activities were successful.

Table 2.3 KPIs for HYBRIDA’s communication activities

Channel	Tool	Indicator	M12	M24	M36
Website	Newsfeed	Number	15	30	60
	e-newsletters	Number	2	4	6
	Visits	Visits	250	700	2500
Social media	Twitter	followers/tweets	100/10	300/20	1000/500
		re-tweets/likes	100/50	300/200	500/500





	Facebook	friends/likes	40/80	200/400	500/1000
	LinkedIn	followers/posts	40/20	100/40	200/80
Scientific conferences	Oral/poster presentations	participations	4	8	12
HYBRIDA final conference	Oral presentations Panels of experts	Number of participants	n.a.	n.a.	150
Workshops	Participation	participations	5	10	15
Press release	Newspapers	articles	1	2	4
	e-Magazines	articles	1	2	4
Printed material	Brochures or leaflets	Distributed to stakeholders	200	500	1000
Public events	Researcher's nights	HYBRIDA booth	1	2	3
	Science communication events	Oral presentations	2	4	6



3 What will be disseminated?

The objectives of this WP, as described in the GA, 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
- Scientific publications
- Participation in conferences, workshops of other projects
- Major events, such as HYBRIDA final conference.⁸

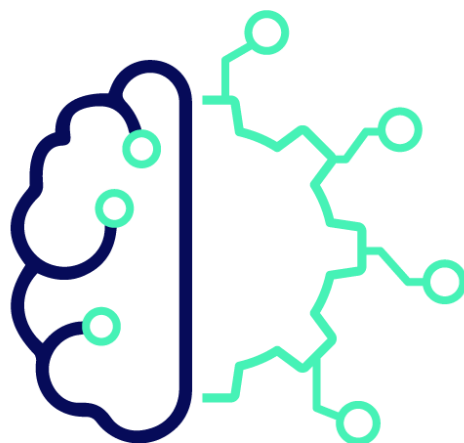
⁸ An annual report with a list of events communicating HYBRIDA will be published as a deliverable (D8.5) and updated every year throughout the duration of the project (M3, M12, M24, M36).



4 Means of dissemination

4.1 HYBRIDA logo (Task 8.3)

The HYBRIDA logo (Figure 1) depicts the image that someone might create in her mind when she thinks of an organoid, and in particular of a brain organoid. This has nothing to do with how organoids actually look like, but it represents the properties of hybrids that organoids bring in our imagination. The image gives the impression of both a natural and an artificial part of an entity like an organoid.



HYBRIDA

Figure1 The HYBRIDA logo

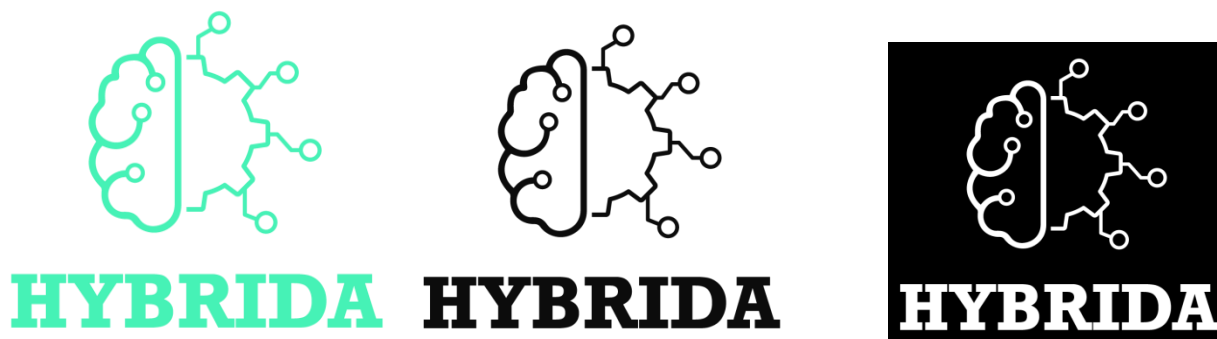


Figure2 Variations of HYBRIDA logo

4.2 HYBRIDA website (Task 8.4)

HYBRIDA’s website will be a classic web page that contains detailed information on the project and its backgrounds, the partners involved and associated stakeholders/target groups, on its funding source, and what its main aims and objectives are. In addition, it renders transparent the respective progress and main stages of HYBRIDA and provides access to the project’s deliverables, research reports, publications, proceedings, and policy briefs, provided that they can be made available through open access. Once the website is fully developed, these detailed background materials will be accompanied by brief abstracts that summarize their relevance and main points for interested audiences. In Figure 3 following, the four basic steps of the project’s website are presented.

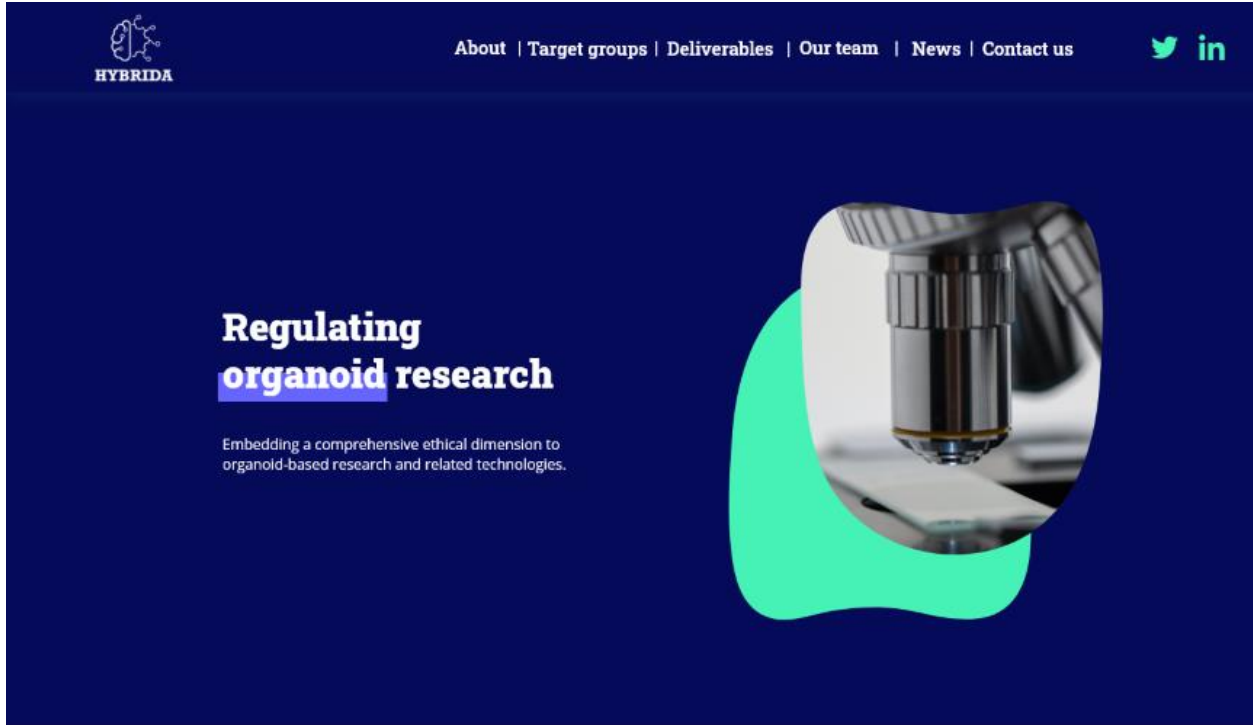


Figure 3 The website’s design section of NTUA’s WP 8 presentation at KoM



In the following table we present a list of high-level goals, what we want to achieve via the project’s website:

#	<i>High level goal</i>
1	A visitor should be able to understand in 10 seconds what HYBRIDA offers
2	A visitor should be able to understand who are the main beneficiaries of this project.
3	A visitor should be able to understand what kind of problems we are trying to solve. What is the need for this project?
4	A visitor should be able to understand how he/she will benefit from this project
5	A EU reviewer/project partner should be able to see the roadmap of the project
6	A EU reviewer/project partner should be able to see the deliverables
7	A visitor should be able to view relevant project events and news

The HYBRIDA website’s main structure, in its current form, is presented below. The structure is simple in order to be concise and attract attention by giving clear and quick information about the project. Below there are several snapshots of the website (Figures 4-8).




[About](#) | [Target groups](#) | [Deliverables](#) | [Our team](#) | [News](#) | [Contact us](#)

Regulating organoid research

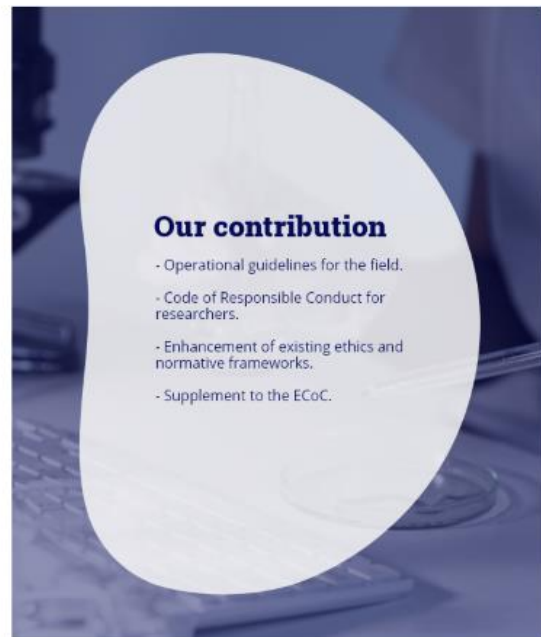
Embedding a comprehensive ethical dimension to organoid-based research and related technologies.




About

HYBRIDA is a **3 year Science With and For Society (SwafS)** project funded under HORIZON2020 coordinated by the University of Oslo, Norway.

The main objective is to develop a comprehensive regulatory framework for organoid research and organoid-related technologies.



Our contribution

- Operational guidelines for the field.
- Code of Responsible Conduct for researchers.
- Enhancement of existing ethics and normative frameworks.
- Supplement to the ECoC.

Figure 4 Basic information about HYBRIDA

The challenge

The project aims to address how the conceptual, epistemological and regulatory uncertainties arise in organoid research, and to develop a conceptual and regulatory framework able to overcome the 'persons vs things' dualism.

From this follows also the need to communicate the potential and possible pitfalls of organoid research in ways that convey realistic- instead of hyped scenarios.



Key concepts

Lorem ipsum konforis kaimots kaeurtan fiaun avoishttr af kolpahem.

⊖ Research ethics

Lorem jhasj lkjask ajlkjdas ljhaisoiwhdaoi kjjhash ajads ASOPIDSAjhoi jso. jAKYHSA ihsailhas.

- ⊕ Research integrity
- ⊕ Responsible research and innovation
- ⊕ Regulatory framework
- ⊕ Operational guidelines
- ⊕ Research misconduct
- ⊕ Research governance and policy making
- ⊕ Chimeras and hybrids
- ⊕ Epistemology, uncertainty
- ⊕ Regulatory dualism

Figure 5 The challenge that HYBRIDA faces and key concepts

Basic objectives

- 1** Identify different forms of conceptual uncertainty by exploring the ontological, **moral and legal status of organoids** present in different cultures and knowledge traditions.
- 2** Reduce epistemological **uncertainty** in organoid research and produce improvements in impact assessment of **organoid-related technologies**.
- 3** Explore regulatory **uncertainty** prevalent in **existing normative and ethical frameworks** pertaining to technologies similar to organoid-related technologies.
- 4** Understand the **worries, fears and expectations of the general public**, vulnerable groups, patients, donors and civil society organisations with respect to organoids.
- 5** Actively **engage relevant stakeholders**, in order to co-create and validate the 4 main products of HYBRIDA.
- 6** Produce a set of **operational guidelines** for the field of organoid research.
- 7** Produce a **Code of responsible conduct** for organoid researchers and, if needed, suggest a **supplement to the ECOC**.
- 8** Enhance existing ethics and normative frameworks **with a focus on organoid research** and organoid-related technologies.

Target Groups

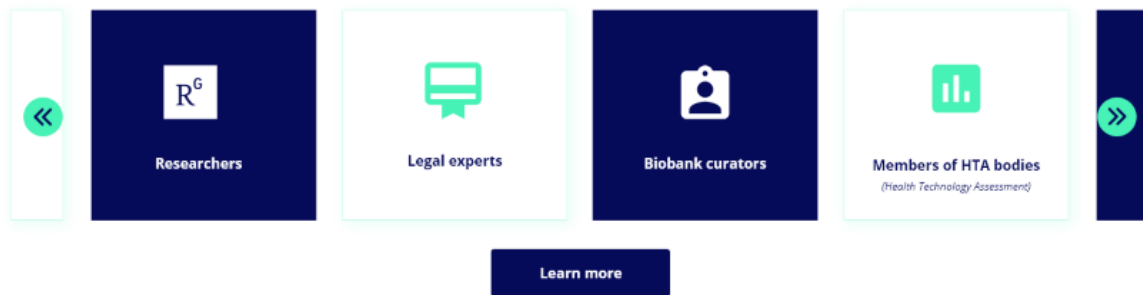


Figure 6 The basic objectives HYBRIDA and the target groups of the project

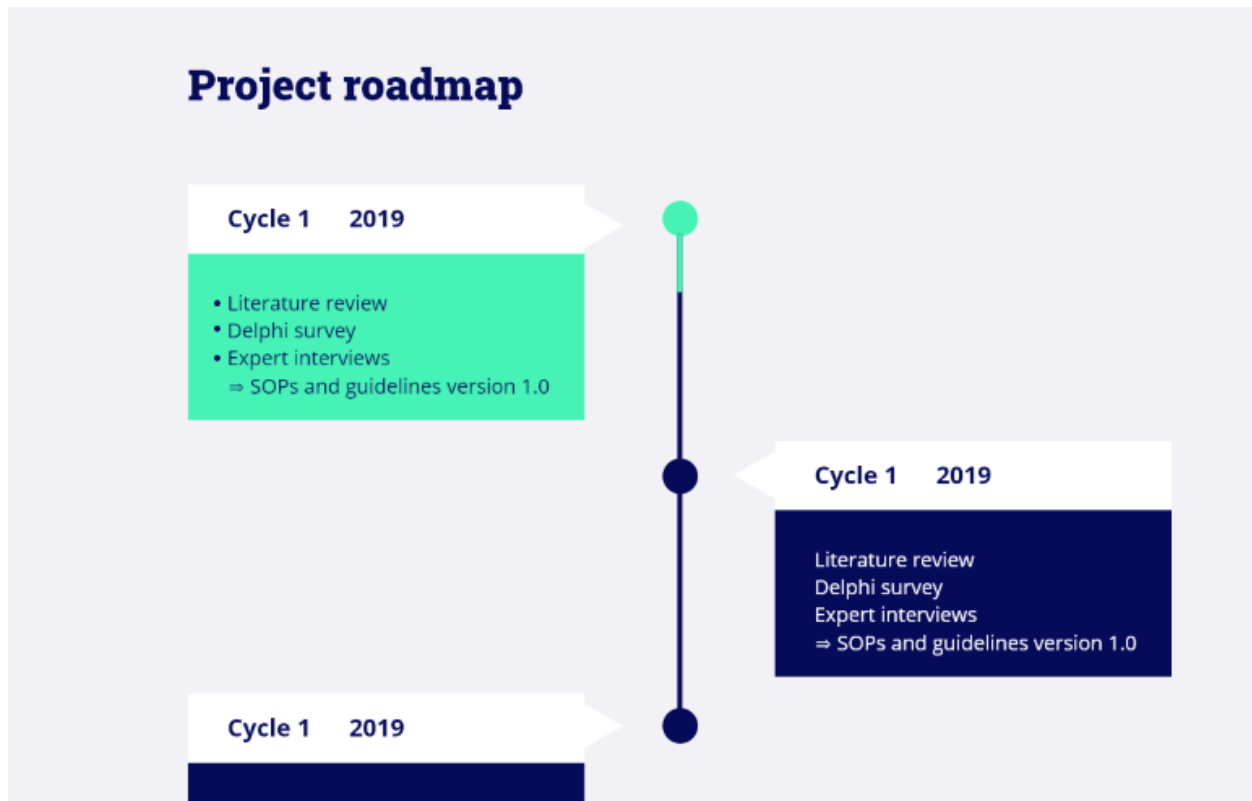


Figure 7 HYBRIDA's roadmap depicting the project's progress in time

Consortium



Contact us

* necessary fields

Message

Send message



HYBRIDA

ACKNOWLEDGEMENT



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Figure 8 A typical ending of a homepage including the consortium and the contact fields

4.3 HYBRIDA social media presence (Task 8.5)

Our dissemination through social media networks (LinkedIn 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 will also serve to advertise and attract visitors to 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.

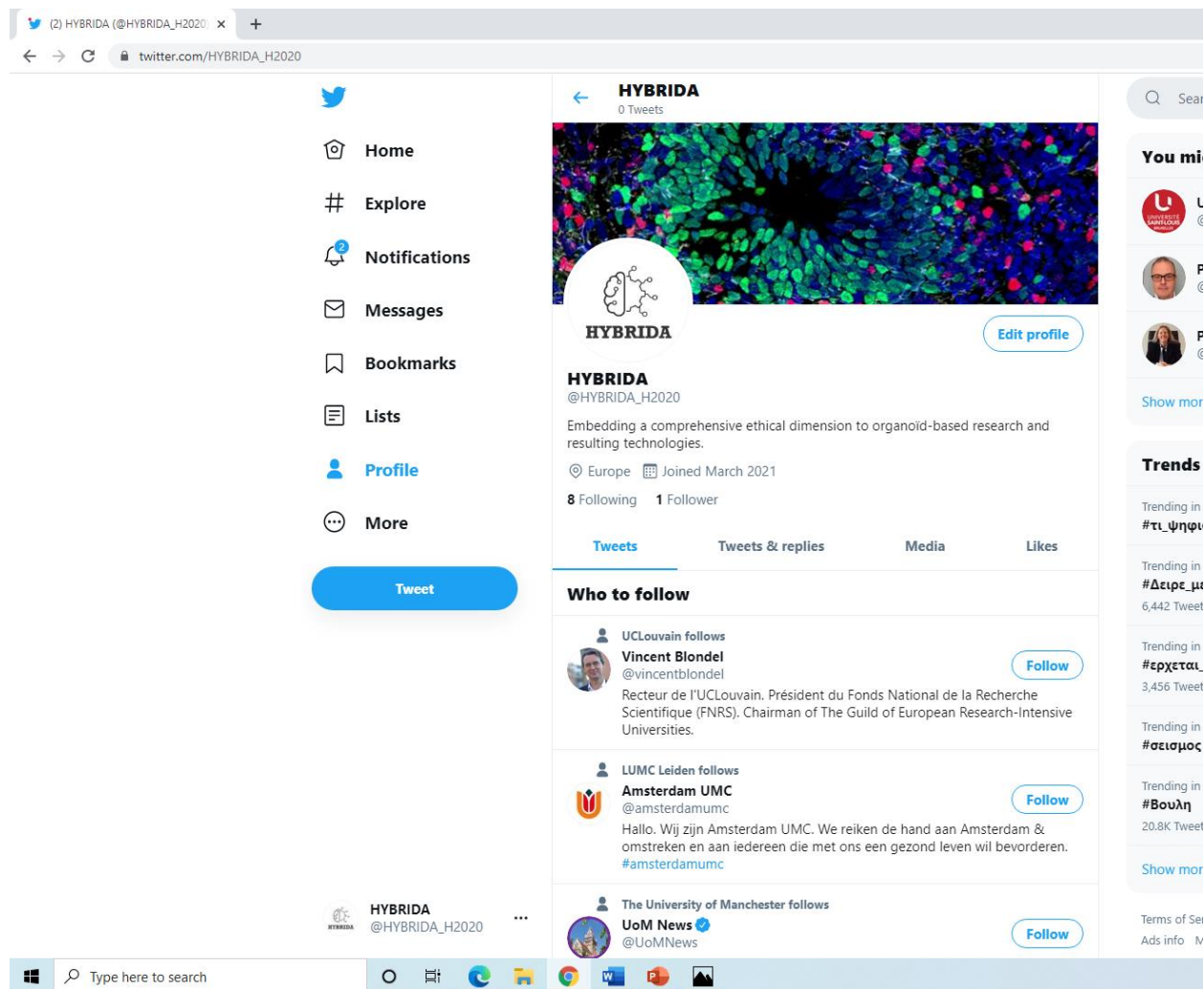


Figure 8 HYBRIDA’s account on Twitter

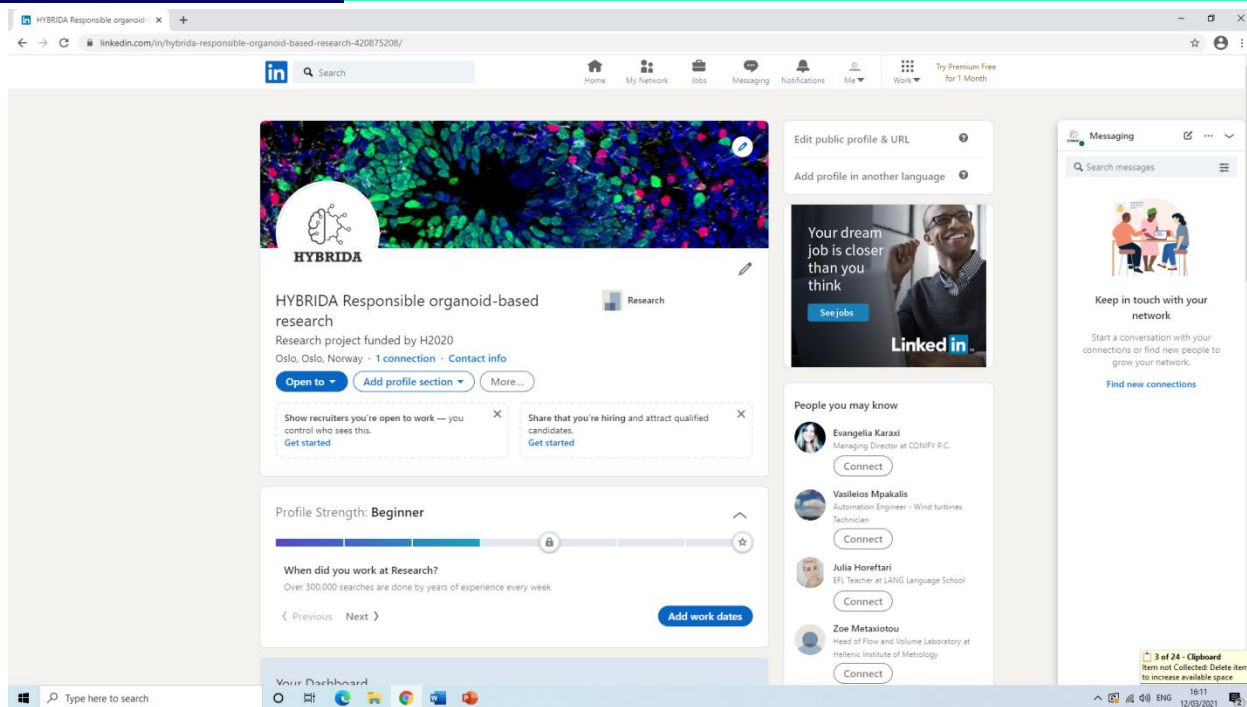


Figure 8 HYBRIDA’s account on LinkedIn

4.4 Mass media presence (Task 8.5)

Presence through mass media will be pursued throughout the duration of the project. It will contain articles in newspapers and/or their scientific supplements. Furthermore, publication of press releases as the project will be developing will provide information focused on important HYBRIDA milestones.

5 Power point presentation and poster templates

Power point presentation templates and the poster template have been designed in accordance with the brand id of the project and follow the aesthetics of the website. In this way, they signal a continuous identity in all HYBRIDA’s dissemination actions covered by participation in lectures, workshops, conferences and project meetings.



Figure 9 The 1st slide of NTUA’ presentation of WP8 at HYBRIDA’s KoM .


Description of work

Tasks

- Task 8.1: Mapping stakeholders for dissemination and communication (NTUA, all partners | M1-M3)
- Task 8.2: Design of the central dissemination strategy (NTUA, all partners | M2-M6)
- Task 8.3: HYBRIDA's branding (NTUA, UiO | M1-M3)
- Task 8.4: Project website (NTUA, UiO | M1-M36)
- Task 8.5: Social and mass media presence (NTUA, all partners | M4-M36)
- Task 8.6: Newsletters and leaflets (NTUA, all partners | M4-M36)
- Task 8.7: HYBRIDA's final conference (NTUA, UiO, all partners | M30-M36)
- Task 8.8: Exploitation (NTUA, UiO, all partners | M1-M36)

Deliverables

- D8.1: Dissemination and Communication Plan (M3)
- D8.2: Newsletters and leaflets (M12, M18, M24, M30, M36)
- D8.3: HYBRIDA's exploitation plan (M32)



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Figure 10 The slide showing WP8's description of work (tasks/deliverables) as presented during the KoM



Design of project's brand ID

(Logo, typography, colour palette)



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Figure 11 The introductory slide for the project's brand ID during the KoM

The template for poster presentations follows the same logic. An example is given in Figure 12 that contains information for the overall structure of the project.



Figure 12 The template of HYBRIDA 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 within the next months of 2021. The plan for 2021 is as follows:

- Elaborating stakeholders'/target groups' list
- In collaboration with UiO, the project's coordinator, the project's website will be fully developed and ready to be launched by NTUA and available to be published by the end of M4 (May 2021). The website's hosting institution will be UiO.
- Enhancement of HYBRIDA'S presence in social media channels (M4)
- Start designing the basic format of HYBRIDA's brochures and leaflets (M12)

8 Conclusions

This deliverable describes HYBRIDA’s plan for dissemination and communication. It includes details on all dissemination activities and on how to ensure the highest visibility and engagement possible. This dissemination and communication strategy will be based 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 and LinkedIn).