



## **D.6.1**

# **OSIRIS Communication and Dissemination Plan (CDP)**

**Creating Trust in Open Science &  
Reproducibility through Accessibility  
and Transparency!**



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## PROJECT INFORMATION

|                     |   |
|---------------------|---|
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## GLOSSARY

|         |  |
|---------|--|
| AB      | Advisory Board                                       |
| AMC     | Academic Medical Centre                              |
| CA      | Consortium Agreement                                 |
| CDP     | Communication and Dissemination Plan                 |
| CZU     | Czech University of Life Sciences                    |
| EATRIS  | European infrastructure for translational medicine   |
| EC      | European Commission                                  |
| ECRIN   | European Research Infrastructure                     |
| ELLS    | Euroleague for Life Sciences                         |
| EU      | European Union                                       |
| FAIR    | Findable, Accessible, Interpretable and Reusable     |
| FOSB    | Flemish Open Science Board                           |
| FRDN    | Flemish Research Data Network                        |
| GA      | Grant Agreement                                      |
| INSERM  | National Institute of Health and Medical Research    |
| IRFMN   | Mario Negri Institute for Pharmacological Research   |
| KPIs    | key performance indicators                           |
| KUL     | Katholieke Universiteit Leuven                       |
| MiRoR   | Methods in Research on Research                      |
| MOOC    | Massive Open Online Course                           |
| MRC     | Medical Research Council                             |
| OA      | Open Access  |
| OS      | Open Science   |
| OSC     | Open Science Communities                             |
| OSIRIS  | Open Science to Increase Reproducibility in Science  |
| R&I     | Research & Innovation                                |
| RCTs    | Randomized Controlled Trials                         |
| REA     | Research Executive Agency                            |
| SAS     | Sense about Science                                  |
| SOPs4RI | Standard Operating Procedures for Research Integrity |
| TACR    | Technology Agency Czech Republic                     |
| UMCU    | University Medical Centre Utrecht                    |
| UOXF    | University of Oxford                                 |
| WP      | Work Package   |



## EXECUTIVE SUMMARY

The OSIRIS Dissemination and Communication Plan (DCP) presents all expected project results and sets out preliminary exploitation routes for each result, ensuring that communication, dissemination, and exploitation activities contribute to long-term project impact.

The Plan explains **WHO** (target stakeholders) will receive **WHAT** (project results and key messages), **HOW** (communication and dissemination channels), and **WHEN** (implementation and time planning), outlining the responsibilities of all partners.

Additionally, the partners will monitor and analyse the impact of the dissemination and sustainability activities and propose updates to the plan to ensure the strategy remains relevant. The DCP will be updated annually (in M24 and M36) by assessing the success of communication and stakeholder engagement activities and refining the communication methods and tactics as needed.

To complement this Plan, the Interim Communication and Dissemination Plan will be developed (M6), and the Report on Communication, Dissemination, Exploitation and Sustainability Activities will be published on the OSIRIS website, with the updated version being published annually as needed.



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### 1. Objectives

1. To understand the underlying drivers and effective interventions that increase reproducibility at funding, publishing, university, and researcher-level using systematic literature review, evidence mapping, policy audits, interviews, and focus group discussions with stakeholders. Results will be distributed through an open knowledge base and Open Access (OA) publications to optimally reach global academia.
2. To develop and test effective, evidence-based solutions for the reproducibility crisis across various stakeholders in policy and research practice by utilizing well-controlled Randomized Controlled Trials (RCTs) rather than mere pilots, develop dashboards of indicators of reproducible research practices and providing funders, publishers, researchers, and peer reviewers with guidance for judging reproducibility.
3. To embed reproducibility in the strategy and design of research projects by informing researchers and convincing funders and journals to include measures and preconditions on reproducibility in their assessment of project proposals and articles.
4. To create a collaborative community of stakeholders that will aid in educating and implementing better reproducible research practice using our results to create guidelines and training on how researchers can embed reproducibility in the design of their research and disseminate these widely, thereby increasing the reproducibility of their scientific research. Additionally, we will perform quality audits at project and output level to test these novel practices.

#### 1.1. Definitions

It is essential that all OSIRIS partners understand the key terminology from this Plan to participate in the described activities and avoid confusion or misunderstanding during its Implementation (See Figure 1).

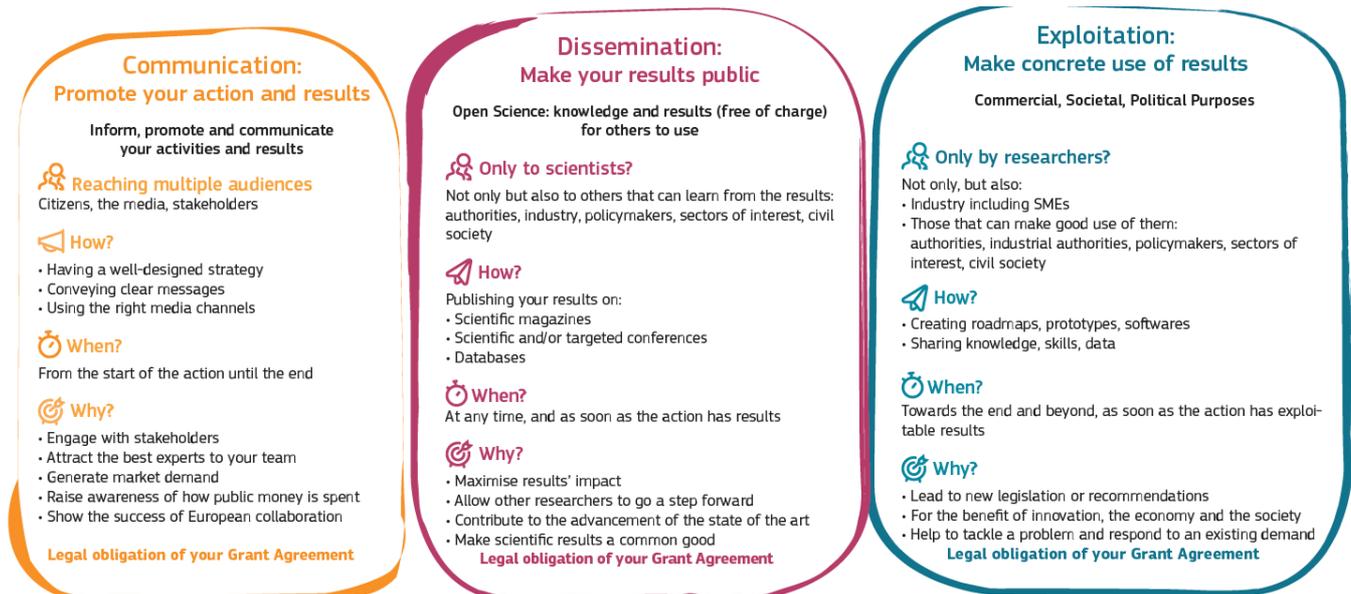
**Communication** is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime. It is aimed at promoting the action and its results. The aim is to reach out to society and show the activities performed as well as the use and benefits the project will have for citizens.

**Dissemination** refers to the public disclosure of the results by appropriate means other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

**Exploitation** refers to the use of results in further research and innovation activities other than those covered by the action concerned, including, among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, policy recommendations, or standardisation activities.

**Results** are any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.





**Figure 1. Communication, Dissemination and Exploitation.**

**Source:** European Commission, [Quick guide and tools for Communication, Dissemination and Exploitation](#)

## 1.2. Aim of this deliverable

This deliverable aims to give insights into the OSIRIS communication, dissemination and exploitation strategy. The deliverable starts with the messaging and target audiences. The main communication and dissemination activities are presented, and the project partners' obligations and protocols to be followed are explained. Finally, the deliverable concludes with an elaboration on the key performance indicators (KPIs), followed by an overview of the key exploitable project results, and risk mitigation measures.

The plan is supporting the OSIRIS stakeholder engagement and knowledge transfer activities. This includes the preparation of materials and implementation of actions that will support the adoption of the co-designed Open Science and Reproducibility strategies and action plans by OSIRIS target groups (researchers and institutions, funders, journals/publishers and policy), and the efficient dissemination and exploitation of the OSIRIS project results and solutions, and thus maximize its impact during and beyond the project's duration. CZU is responsible for the communication, dissemination, and exploitation activities, which are designed to facilitate the uptake and local ownership of the OSIRIS tools and results by a variety of key stakeholders and enable the creation of a long-term OSIRIS structure.

OSIRIS plans a large, ambitious undertaking with a true impact on the research and innovation system in the EU. As a result, dissemination and communication of our results is an integral element of our project. Therefore, the future versions of the Communication, Dissemination and Exploitation Plan will aim to (1) provide an overview of the implemented activities and raise awareness of objectives and achievements through digital and printed means, (2) evaluate their impact, and (3) adapt the strategy and plan future activities accordingly to further Develop the exploitation roadmap towards further validation and sustainability.

## 2. Target audience

To ensure that communication, dissemination and the exploitation of the results contribute to the long-term project impact, the Plan defines who the main target audiences (stakeholders) are and the key activities to be conducted with each target group. The more specified the target audience, the more precise and effective communication and later dissemination and exploitation will be.

Since the CDP needs to support OSIRIS's main mission, which is to reform the R&I system such that



reproducibility is more accepted, practiced, and recognized within global scientific practice by 2026 (i.e., ~30% of all EU researchers and ~50% of all other stakeholders such as funders and publishers). The purpose is to define and cluster main target groups and specify the activities that need to be conducted and under what OSIRIS WP to achieve a higher impact for each target audience (See Table 1).

**OSIRIS clusters the target audiences in the following way:**

- Researchers
- Institutions
- Funders
- Publishers
- Policy
- General public

**2.1. Key messages to the target audience**

We need a paradigm and culture shift to reform the R&I system both from the top down and the bottom up to regain overall trust in science. Open Science to Increase Reproducibility in Science (OSIRIS) aims to facilitate this shift by systematically gathering knowledge on the underlying drivers, testing effective evidence-based solutions, identifying incentives for reproducibility by stakeholders, and embedding reproducibility in research design. This will be realised by a unique team with hands-on expertise in Open Science (OS), reproducibility, implementation, data sharing, and a range of committed stakeholders closely involved through our Advisory Board (AB).

For each target group, key messages disseminated through appropriate and effective communication tools are used to help achieve the ambition of OSIRIS (See Table 1). The main messages for each target group can be summarised in the following way for different target groups.

**Researchers:**

- a) The OSIRIS project will create guidelines and training on how researchers can embed reproducibility in their research design and disseminate these widely, thereby increasing the reproducibility of their scientific research.
- b) In focus group discussions, researchers and stakeholders can share and exchange experiences and views on reproducibility.
- c) Researchers must be aware, willing, and able to share research data, code, protocols, and other materials to provide transparency in research methodology and a workable verification process.
- d) We need evidence-based knowledge and effective intervention strategies to assess evidence-based practices toward reproducibility rigorously. OSIRIS will provide a solution by using well-controlled evidence-based interventions at multiple stages of the research process.
- e) OSIRIS will form inclusive reproducibility collaboration where researchers can share with each other best practices in reproducibility, but also their doubts and reluctance, to make it easier to comply with practices that increase reproducibility (WP3).
- f) OSIRIS will provide researchers with interventions and training based on the most substantial evidence. We evaluate our interventions with randomised controlled trials in order to really improve scientific conduct.

**Institutions:**

- a) Individual institutions need to create a stimulating and rewarding environment for the reproducibility of research results.
- b) OSIRIS will help institutions strengthen their capacity in open science and reproducibility. This includes guidance on implementing open science practices, developing data management plans, and adopting



reproducible research workflows.

- c) OSIRIS can assist institutions in developing or enhancing their policies related to open science and reproducibility. This may involve providing guidance on policy frameworks, best practices, and strategies for implementation.
- d) OSIRIS can help institutions by providing suggestions about their infrastructure and tools for open science and reproducibility. This could include guidelines for setting up data repositories, developing data management systems, and implementing version control systems for code and research materials.
- e) OSIRIS will facilitate collaboration and networking among institutions by creating a community of practice. This allows institutions to share experiences, exchange knowledge, and collaborate on projects related to open science and reproducibility.
- f) OSIRIS can support institutions in recognizing and rewarding researchers for their contributions to open science and reproducibility. This may involve developing evaluation criteria considering open science practices, promoting open access publishing, and encouraging data and code sharing.
- g) OSIRIS will raise awareness about the importance of open science and reproducibility within institutions, promoting a cultural shift towards these practices. This includes organizing workshops, seminars, and conferences to disseminate information, share success stories, and engage stakeholders.

### **Funders:**

- a) Individual funders need to create a stimulating and rewarding environment for the reproducibility of research results.
- b) OSIRIS can guide funders on developing and implementing policies prioritising open science and reproducibility. This can include recommendations on funding criteria, data-sharing requirements, and expectations for transparency in research practices.
- c) OSIRIS will help funders build their capacity to evaluate and support open science and reproducibility initiatives. This may involve providing training, resources, and tools to help funders assess proposals, monitor project outcomes, and promote good research practices.
- d) OSIRIS will collaborate with funders to develop evaluation frameworks that consider open science and reproducibility as essential criteria for grant proposals. This can help funders identify projects committed to transparent and reproducible research practices.
- e) OSIRIS will engage in advocacy efforts to raise awareness among funders about the importance of open science and reproducibility. This can involve organizing events, webinars, and conferences to showcase success stories, share evidence of the benefits of open science, and promote funding opportunities that support these practices.

### **Publishers:**

- a) Individual publishers need to create a stimulating and rewarding environment for the reproducibility of research results.
- b) OSIRIS will collaborate with publishers to enhance peer review practices by integrating open science and reproducibility considerations. This may involve incorporating pre-registration of study protocols, encouraging data availability statements, and promoting transparent reporting of research methods.
- c) OSIRIS will engage in awareness campaigns and advocacy efforts to promote open science and reproducibility among publishers. This can involve organizing workshops, seminars, and conferences to educate publishers about the benefits of open science, encourage the adoption of open access publishing models, and foster collaboration between publishers and the research community.

### **Policy:**

- a) In WP2, we will create model policies that we can use to inform policy officers.
- b) Innovative Open science models and co-created policy measures are needed to unlock the potential of Open Science across Europe at national and local levels.
- c) OSIRIS will assist policymakers in developing policies and frameworks that prioritize open science and reproducibility. This includes providing evidence-based recommendations, best practices, and guidance



on implementing policies that promote transparency, data sharing, and reproducibility in research.

- d) OSIRIS will facilitate stakeholder engagement by bringing together policymakers, researchers, institutions, and other key stakeholders to discuss open science and reproducibility. This can help policymakers understand the needs, challenges, and opportunities associated with implementing policies that support these practices.
- e) OSIRIS will collaborate with policymakers to develop evaluation frameworks and metrics to assess the impact of policies related to open science and reproducibility. This can help policymakers monitor progress, identify areas for improvement, and make informed decisions regarding policy adjustments or enhancements.
- f) OSIRIS will foster international collaboration and coordination among policymakers by providing a platform for knowledge sharing, exchanging best practices, and learning from the experiences of other regions or countries. This can help policymakers align their efforts, share resources, and collaborate on initiatives that promote open science and reproducibility globally.
- g) OSIRIS will engage in advocacy efforts to raise policymakers' awareness of the importance of open science and reproducibility. This can involve organizing policy dialogues, conferences, and seminars highlighting the benefits, challenges, and potential policy strategies to support these practices.

### **General public:**

- a. The OSIRIS findings, data, codes, and practical tools will be pre-registered and openly available to the global public, and towards the end of the project, we will focus on expanding our network globally.
- b. Effective evidence-based solutions, identifying incentives for reproducibility by stakeholders, and embedding reproducibility in research designs will help regain overall trust in science.
- c. Systematically sharing policy briefs and running social networks campaigns, and directly informing policy members in different European countries and the EU will change opinions and behaviour towards more reproducible science.
- d. OSIRIS will encourage researchers to engage with the public and communicate their findings in a clear and accessible manner. This helps bridge the gap between scientific research and the general public, fostering understanding and appreciation for scientific discoveries and promoting informed decision-making on various societal issues.
- e. The project enhances transparency and trust in scientific research through open science and reproducibility practices. This benefits the general public by ensuring that scientific findings are reliable, replicable, and based on sound evidence, leading to increased confidence in scientific knowledge and informed decision-making.

**Table 1.** *Contacts and outreach activities per stakeholder group (AB = representative present in Advisory Board)*

| Stakeholder/Target audience | Established contacts  | Planned engagement, dissemination, and communication activities  |
|-----------------------------|---|--|
| <b>RESEARCHERS</b>          | <ul style="list-style-type: none"> <li>• Science in Transition (through UMCU);</li> <li>• Utrecht Young Academy (through UMCU);</li> <li>• Open Science network Utrecht (through UMC);</li> <li>• Flemish Open Science Board (through KU Leuven);</li> <li>• The Royal Flemish Academy of Belgium for Science and the Arts (Through KU</li> </ul> | <ul style="list-style-type: none"> <li>• Interviews and focus groups (WP2);</li> <li>• Outcomes of interventions (WP3), and OA papers;</li> <li>• Training module (WP5; also through MOOC);</li> <li>• Articles and reports in OA peer-reviewed scientific journals;</li> <li>• National and international conferences, satellite symposia;</li> </ul> |



|                     |   |   |
|---------------------|---|---|
|                     | <p>Leuven);</p> <ul style="list-style-type: none"> <li>• ALLTrials (through Oxford) ;</li> <li>• Voice of Young Science (VoYS) network of c4000 ECRs (through SaS)</li> <li>• SaS general contact list includes many senior researchers and academics.</li> </ul>   | <ul style="list-style-type: none"> <li>• Website, videos, and (social) media;</li> <li>• Links to other (European) projects, eg TIER2, iRise;</li> <li>• Newsletters, flyers, posters, and factsheets.</li> </ul>   |
| <b>INSTITUTIONS</b> | <ul style="list-style-type: none"> <li>• 8 partners of OSIR IS are academic institutions with extensive networks within their own institution;</li> <li>• Open Science Communities (OSC) in the Netherlands (UMCU is founder);</li> <li>• ReproducibiliTea (through KU Leuven);</li> <li>• Reproducibility Networks;</li> <li>• Research Data Alliance (through KU Leuven);</li> <li>• European Research Infrastructure ECRIN</li> <li>• EATRIS (through IRFMN);</li> <li>• Frank Miedema (vice-rector UU, AB);</li> <li>• LERU (League of European Research Universities) (through UMCU, AMC, KU Leuven, UOXF);</li> <li>• SaS partners in VoYS programme are universities and learned societies.</li> </ul> | <ul style="list-style-type: none"> <li>• Interviews and focus groups (WP2);</li> <li>• Interventions (WP3);</li> <li>• Training module (WP5; also through MOOC);</li> <li>• Articles and reports in OA peer-reviewed scientific journals;</li> <li>• National and international conferences, satellite symposia;</li> <li>• Website, videos, and (social) media;</li> <li>• Links to other (European) projects (See 1.2.3);</li> <li>• Newsletters, flyers, posters, and factsheets;</li> <li>• Workshops about outcomes for OSCs (M24 and M48).</li> </ul> |
| <b>FUNDERS</b>      | <ul style="list-style-type: none"> <li>• NOW (NL, AB);</li> <li>• ZonMw (NL, AB);</li> <li>• FWO (B, AB);</li> <li>• Wellcome Trust (UK);</li> <li>• MRC (UK);</li> <li>• Technology Agency Czech Republic; (TACR, CZ);</li> <li>• National Research, Development, and Innovation Office NKFIH (Hungary);</li> <li>• EU/EC (through AB);</li> </ul>   | <ul style="list-style-type: none"> <li>• Focus groups (WP2);</li> <li>• Interventions (WP4);</li> <li>• Invitation to project events organized by partners, participation in discussion groups and satellite symposia;</li> <li>• Website, videos, and (social) media;</li> <li>• Webinars;</li> <li>• E-newsletters.</li> </ul>  |
| <b>PUBLISHERS</b>   | <ul style="list-style-type: none"> <li>• Public Library of Science (PloS, AB);</li> <li>• Frontiers;</li> </ul>   | <ul style="list-style-type: none"> <li>• Focus groups (WP2);</li> <li>• Interventions (WP4);</li> </ul>   |



|                       |  |   |
|-----------------------|--|---|
|                       | <ul style="list-style-type: none"> <li>• University publishers;</li> <li>• Partners in SaS peer review programme include Taylor &amp; Francis, Wiley, F1000, CUP and MRC. Also have strategic partnership with Elsevier.</li> </ul>  | <ul style="list-style-type: none"> <li>• Invitation to project events organized by partners, participation in discussion groups and satellite symposia;</li> <li>• Website, videos, and (social) media;</li> <li>• Webinars;</li> <li>• E-newsletters.</li> </ul>   |
| <b>POLICY</b>         | <ul style="list-style-type: none"> <li>• French Ministry of Higher Education (AB);</li> <li>• EU/EC (through AB);</li> <li>• Flemish Open Science Board (FOSB) and Flemish Research Data Network (FRDN) (through KU Leuven);</li> <li>• Research, Development, and Innovation Council (CZ, through CZU);</li> <li>• Italian Ministries of Health, and University and Research (through IRFMN);</li> <li>• Ouvrier la Science! (through INSERM);</li> <li>• SaS runs annual Evidence Week in UK parliament targeting MPs/Peers with new research and evidence.</li> </ul> | <ul style="list-style-type: none"> <li>• Model policies (WP2);</li> <li>• Policy briefs (WP2);</li> <li>• Website, videos, and (social) media;</li> <li>• Webinars;</li> <li>• Non-scientific events</li> <li>• E-newsletters.</li> </ul>   |
| <b>GENERAL PUBLIC</b> | <ul style="list-style-type: none"> <li>• Utrecht Young Academy;</li> <li>• Dutch patient association; network of Italian patient associations</li> <li>• Dag van de Wetenschap, Belgium (KU Leuven).</li> </ul>  | <ul style="list-style-type: none"> <li>• Website and (social) media;</li> <li>• Newsletters, flyers, posters, and factsheets;</li> <li>• Webinars;</li> <li>• Non-scientific events; Open night as part of the European night of researchers - Museo scienza e tecnologia Milan;</li> <li>• MOOC training program (WP5).</li> </ul> |

## 2.2. Cooperation with regional, national and European initiatives

Clustering with similar initiatives and sister projects: The OSIRIS team will collaborate with other ongoing projects (e.g., MiRoR and SOPs4RI) to exploit opportunities for knowledge exchange, and joint events, and to improve dissemination and communication among the target audiences. To support this synergy creation, project partners will apply to the Horizon Results Booster with sister projects and/or will organise joint meetings (See Table 2 and 3).

**Table 2.** *Relevant other ongoing projects and initiatives on EU level (non-exhaustive list)*

| Project | Description | Funding | Type of cooperation |
|---------|-------------|---------|---------------------|
|---------|-------------|---------|---------------------|



| name and acronym          |  |                        |   |
|---------------------------|--|------------------------|---|
| <a href="#">OpenAIRE</a>  | An open Scholarly Communication Infrastructure   | Non-Profit Partnership | Possibly organizing joint activities  |
| <a href="#">FAIRsFAIR</a> | Practical solutions for the use of FAIR principles throughout the data life cycle        | Horizon 2020           | Possibly organizing joint activities  |
| <a href="#">Tier2</a>     | Enhancing Trust, Integrity and Efficiency in Research through next-level Reproducibility | Horizon Europe         | Possibility for knowledge and data exchange through the project activities<br>Possibly organizing joint activities<br>Joint research activity: Tier2 team joins shareable review screening in WP2 of OSIRIS, further joint activities to be discussed |
| <a href="#">EOSC-Life</a> | European Open Science Cloud (EOSC)   | Horizon 2020           | EOSC is an environment for hosting and processing research data to support EU science   |
| iRISE                     | Improving Reproducibility in Science   | Horizon Europe         | Project funded in same call as OSIRIS and Tier2, Has overlapping objectives therefore we will exchange knowledge, data and have joint events  |

**Table 3.** Relevant other ongoing projects and initiatives on a national level (non-exhaustive list)

| Project name and acronym                                     | Description   | Country |
|--|---|---------|
| Seminar for researchers at the Mario Negri Institute (IRFMN) | Reproducibility and open science, OSIRIS project and involvement of the IRFMN   | Italy   |
| Annual Open Science Day, KU Leuven                           | Annual seminar where KU Leuven researchers showcase how they practice Open Science in their research with invited keynote speakers.   | Belgium |
| Introductory event at MATE                                   | Topic: OSIRIS project, reproducibility of scientific results, Open Science.<br>Organized by MATE team with the involvement of national OpenAIRE NOAD, the NRDIO, and the recently established Network of Research Excellence at MATE. | Hungary |

Lecture series at MATE (Sept-Oct 2023)

7-part series about reproducibility and Open Science practices, in collaboration with Governmental Information-Technology Development Agency and colleagues of former NI4OS project.

Hungary

### 3. Communication

OSIRIS is committed to adhering to open and transparent ethical communications. OSIRIS communications will not contain any material omissions or exaggeration of facts, misleading photographs, or any other communication that would create a false impression.

#### 3.1. Communications guidelines

##### Why an OSIRIS communications guideline?

Everyone among the OSIRIS team (“who is OSIRIS Team”: ALL members involved) is a representative of OSIRIS. **Each time you present OSIRIS, you share the message and brand of OSIRIS.** Our ability to **build a clear, consistent identity** will help **position OSIRIS** as THE leading (multi-stakeholder project, *creating trust in Open Science & Reproducibility through evidence-based Accessibility and Transparency!*

OSIRIS is represented through all **OSIRIS communications materials and channels, such as through messages** delivered on behalf of OSIRIS. (i.e. website, flyers, posters, bookmarks, reports, social media channels, videos, testimonials, speeches etc.).

This document outlines the **strategy for OSIRIS communication**. It will help OSIRIS to develop strong name recognition by **defining a “look” and “feel” for all OSIRIS materials and some common OSIRIS key messages**. Ultimately, the target stakeholders will recognize OSIRIS through all our materials and publications, thanks to our **unique visual identity and consistent messaging**. In our continuing efforts to increase OSIRIS’s visibility, strengthen our image as a professional project, and attract new resources, **all OSIRIS Consortium members** must maintain a consistent and professional image and be easily identifiable as being part of **one project—OSIRIS**.

#### 3.2. OSIRIS’s commitment to ethical communications

In addition to our logo, tagline, slogan, color palette, and typography, the words we use to describe our work are part of our brand. We should be consistent in how we describe our work.

OSIRIS is committed to adhering to Common-sense, ethical communications. OSIRIS communications will not contain any material omissions or exaggeration of facts, misleading photographs, or any other communication that would create a false impression.

#### 3.3. Maintain a consistent brand

##### What is OSIRIS’s brand?

OSIRIS’s brand consists of key messages, including our ambition and description of our objectives, and the project’s visual identity, including our name, logo, and tagline, as well as our color palette and the fonts we use on public documents. It is crucial to reinforce OSIRIS’s identity as a Horizon Europe-funded project aimed at *creating trust in Open Science & Reproducibility by promoting evidence-based Accessibility and Transparency in science.*



### Element 1 – OSIRIS’s slogan/tagline

*Creating trust in Open Science & Reproducibility through evidence-based Accessibility and Transparency!*

- OSIRIS’s full name can also be used as a tagline: “*Open Science to Increase Reproducibility in Science.*”

### 3.4. Structure of the project website

The project web portal - <https://osiris4r.eu/> - is a reference point for the project communication and dissemination activities. The website was launched in February 2023 in accordance with the Grant Agreement. As of M2, a landing page was available with general information about the project and links to the already established OSIRIS Twitter, Facebook and YouTube accounts under the URL mentioned above. Visitors can find information about the project. The project website will be constantly maintained and updated. The website presents the main objectives and description of the project, the blogs on activities carried out by partners, news, and events. It establishes links to social media channels and publishes relevant updates, news, and communication materials regularly. Additional materials, such as infographics, are also available on the website in the media center where any and all communication material will be regularly added throughout the project’s duration. To showcase the unique and interdisciplinary OSIRIS consortium, the partner’s sections are easy to find and are available in various interactive forms. On the map (homepage), partners section (homepage), partners showcase page and hyperlinked to the partner’s page whenever mentioned in featured news, blogs, events, etc.

**The following website structure has been implemented:**

- Home page
- About
- News
- Events
- Contact
- Partners
- Media center
- Tools
- Blogs
- Toggle sliding bar

The website has an engaging, interactive design and user-friendly navigation. Table 4 highlights the different sections having the following content:

**Table 4.** OSIRIS website content

| Section   | Description  |
|-----------|--|
| Home page | Besides the main menu on the top of the site and the footer with contact and social media, the homepage is composed of six contiguous sections, namely Welcome “map page”; Objectives and ambitions; What is new at OSIRIS; Partners; Project Milestones and Contact form. Each of these subsections is interactive, with several hyperlinks to attract and retain visitors. |
| About     | This section briefly explains what the OSIRIS project is about and what are the main objectives.   |
| News      | The news section collects and displays short articles about the current activities of the OSIRIS team. Besides this section, the news is also displayed on the homepage, together with blog posts.   |
| Events    | Here, the visitors may find the past and upcoming events related to OSIRIS activities. Later, the possibility of   |



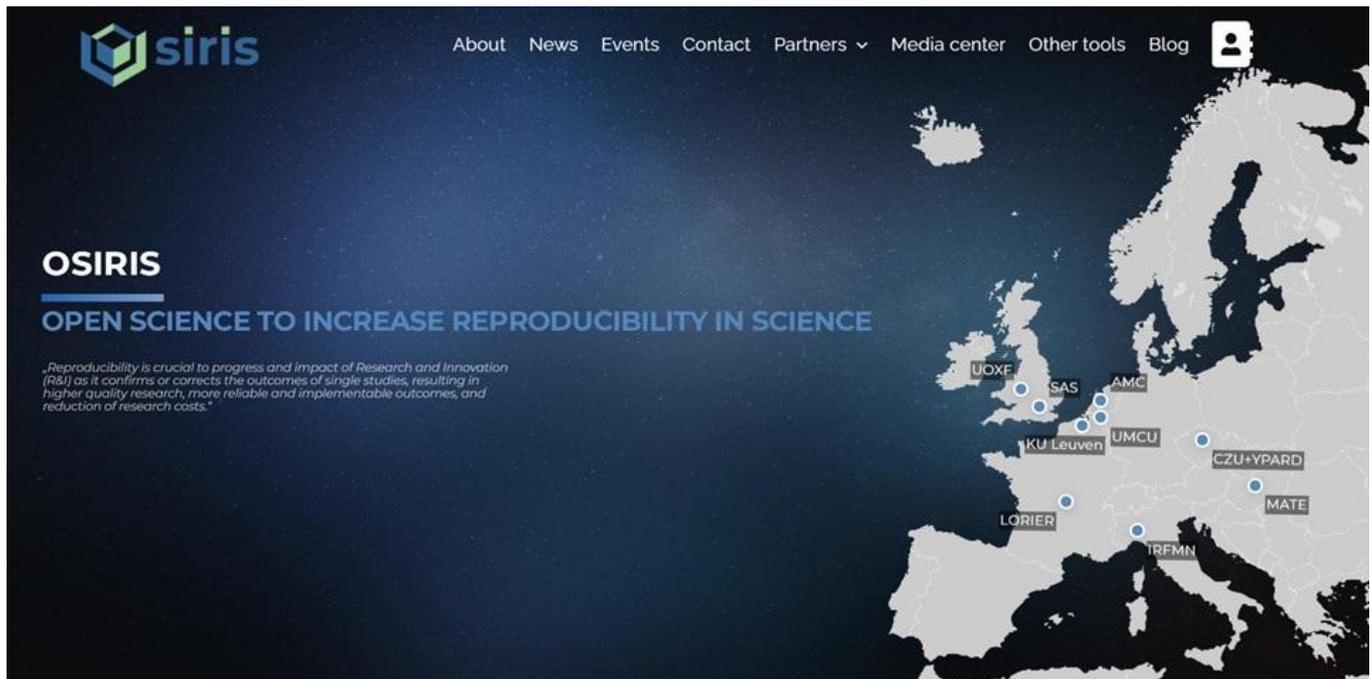
|                    |   |
|--------------------|---|
|                    | subscribing to the calendar will be added so that the visitor does not miss any upcoming events.  |
| Contact            | The primary contact is displayed together with the contact form.  |
| Partners           | This dropdown menu makes the profiles of individual partners easily accessible from any section of the web. Inside the partner's profile, all necessary information about the institution is shown together with team members and hyperlinks to their departments. Moreover, easy arrow navigation is added, so the visitor can smoothly go through all the partner's profiles. News and blog posts are also displayed below it to attract the visitor. |
| Media center       | All public documents, including logos, ppt templates, etc., are shared in this section for easy accessibility.  |
| Tools              | In this section, interesting/handy tools related to the project activities will be shared.  |
| Blogs              | More extended descriptions of the project team activities are shared in this section and linked to the homepage.  |
| Toggle sliding bar | For an easy return to the top of the page.  |

### 3.5. Website strategy and concept

The OSIRIS website fulfils the purpose for which it was created. It presents the project in its full scope, reflecting, documenting and communicating the activities in a uniform and consistent website structure.

Conceptually and structurally, the OSIRIS website design aims to capture the project's main target groups **researchers, institutions, funders, publishers, policy and the general public**. The clearly defined areas of the main menu make it easy for users to find the main features on the website. Through the smart linking of the respective connections, the visitor can access all relevant information and engage with the project through the website. The infographics, images, videos, and communication materials also focus on the main target groups in an interactive way that aims to keep the visitor's attention. These interactive elements are vital to the project's communication and dissemination activities. They foster engagement, and information retention, enable interactivity and feedback, facilitate data collection, and offer shareable content relevant to the field of open science and reproducibility. By strategically incorporating these elements, we can effectively communicate our message, engage the target audience, and, thus, achieve our dissemination and communication objectives. The entire modern and innovative graphical concept, which is aligned with the project's visual identity, also offers users quick and simple orientation and differentiation of the thematic areas (See Figure 2).





*Figure 2. Screenshot of the Osiris website home page.*

The website is the central communication platform for all OSIRIS communication. As the OSIRIS content hub, the website provides visitors and interested parties who become aware of the site via various channels (including social media and events) with all relevant information on the project and comprehensive information on the topics. The “News, blog and Events” section is used as a "project diary". The website provides information on current developments and results at regular intervals and thus draws the attention of the target groups and interested parties to the OSIRIS developments. By constantly updating the OSIRIS blog, both existing visitors and new ones will discover OSIRIS’s latest activities and will be able to join the OSIRIS community and participate actively in the project workshops and training activities.

The website will provide downloadable materials and results (e.g., graphical templates such as logos, presentations, letterhead, cover page, etc. and deliverables, publications, articles, etc.) in the [media center](#) which will be maintained throughout the project’s duration.

**Website analytics** is an important monitoring tool for measuring the success of the OSIRIS online communication. With the help of the predefined indicators, smaller and larger campaigns can be measured directly and thus provide important insights and learnings. The two most relevant indicators during the entire project period are the unique visitors and the **page views/impressions**. The website analytics will be monitored using analytical tools providing, e.g., information about the number of users and number of page views, the average visiting time, and the location and other demographic information about the users.

### 3.5.1. Website visual language and graphics

To attract and engage the target groups, the images and videos used must be professional and depict the relevant processes and concepts. However, care must be taken to ensure that the visual implementation meets our target groups' innovative and modern requirements, with quality pictures.

The graphic elements of communication reflect OSIRIS's openness and transparency centered and collaborative approach.





*Figure 3. OSIRIS icon/Shield*



**Figure 4.** From the universe to the clouds, desert, jungle and beyond. The OSIRIS website background images are used with the aim to symbolize the connection between the different places on the earth, as is the case in open, transparent, and reproducible science in all scientific fields. a) universe, b) clouds, c) forest, d) desert, f) forest floor



*Figure 5. OSIRIS interactive map showing the countries and institutions involved in the project that works as a navigation tool to individual profile of each partner*

### 3.6.OSIRIS logo

The visual identity displays a sustainable and easily recognizable look (blue and green shield) and its complementarities with OSIRIS in facilitate a paradigm and culture shift to reform the R&I system both from the top down and the bottom up to regain overall trust in science.

The OSIRIS logo (all variations available in the [Media center](#) of the OSIRIS website) was created for the OSIRIS consortium to increase visibility and facilitate the recognition of the project. After a semi-structured survey among the OSIRIS partners, the way forward for the logo design, including color and overall team vision, was achieved. Then, through discussions and meetings with a graphic designer, a number of prototype designs were created. The OSIRIS communications and dissemination team then filtered the proposed designs and presented the selected design to the consortium at the OSIRIS kick-off meeting, where there was a unanimous consensus on choosing this design. The selected design is available in 3 variations, full color, white and black.

The Logo icon in the selected design is also available in 3 variations, full color, white and black. The Logo icon in the shape of a shield that doubles as the **O** in OSIRIS; it is the main focal point of the logo and represents a



shield that symbolizes the shield that guards, guides and upholds the realms of Open Science ensuring evidence-based, accessibility and Transparency.

**The final OSIRIS logo is:**



*Figure 6. The OSIRIS official logo*

### 3.7. Visual identity guidelines of OSIRIS

It is crucial for the successful communication and dissemination of a Horizon Europe project to present a consistent and innovative visual identity. A suitable visual language and an appropriate design are the core elements of an efficient and engaging visual communication. The visual identity guidelines include these main graphic elements:

- Logo
- Colour scheme
- Visual language
- Font style
- General templates

#### 3.7.1. Logo, colours, and fonts

- OSIRIS International Logo (available in the [Media Center](#) on the OSIRIS website). See Figure 7 for logo versions.
- Tagline: “Promoting evidence-based Accessibility and Transparency in science”. OSIRIS’s full name can also be used as a tagline: “Open Science to Increase Reproducibility in Science” Both taglines can be placed on any OSIRIS-related graphical design created by the OSIRIS communications team or team members working in each WP, including WP leads and all OSIRIS partners.
- Slogan: ***Creating trust in Open Science & Reproducibility through Accessibility and Transparency!***
- Color Palette (HEX code):

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Blue: #336699</li> <li>• Light green: #99cc99</li> <li>• Black: #000000</li> <li>• White: #FEFEFE</li> </ul> |  |
|---|--|

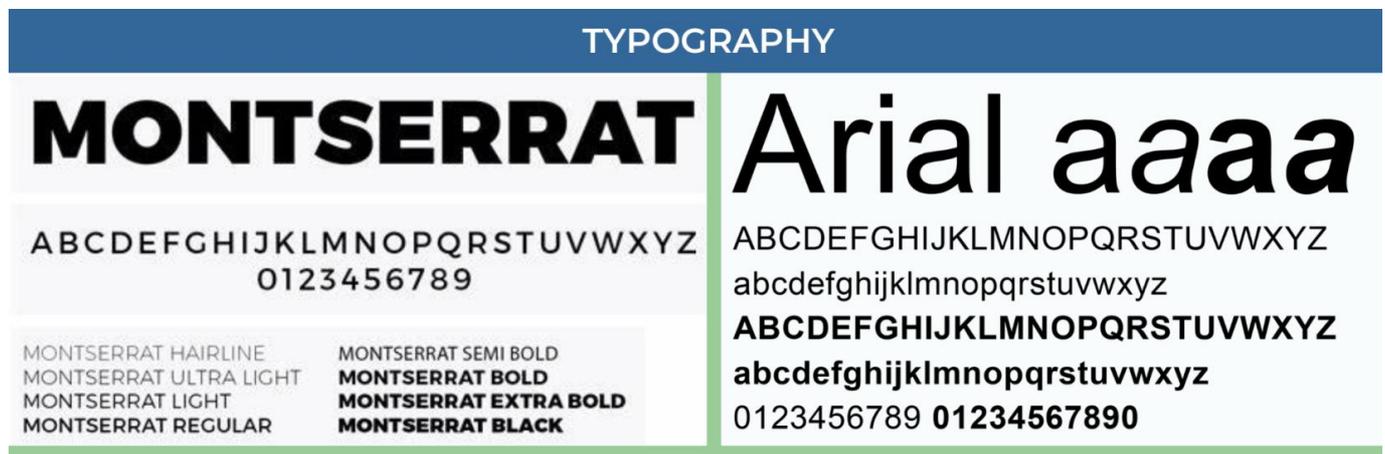
- Color converter – find the color, click [HERE](#) or [HERE](#).



- Typography: OSIRIS’s official primary font is the Montserrat family.
- Install the font family to Microsoft Office [HERE](#). How to do it can be found [HERE](#).
- The secondary font is Arial family (see Logo manual for more details). (See Figure 8).
- Size shouldn’t be more than 12 for body texts (with the exception of presentations or graphical visuals like banners etc.)
- Following font weights should be used:
- **MONSERRAT ExtraBOLD** (See Figure 8)
- **MONSERRAT semiBOLD** (See Figure 8)
- **MONSERRAT BOLD Regular** (See Figure 8)



*Figure 7. OSIRIS logo versions. Figure background not included (grey background used to ensure the visibility of the white color logo)*



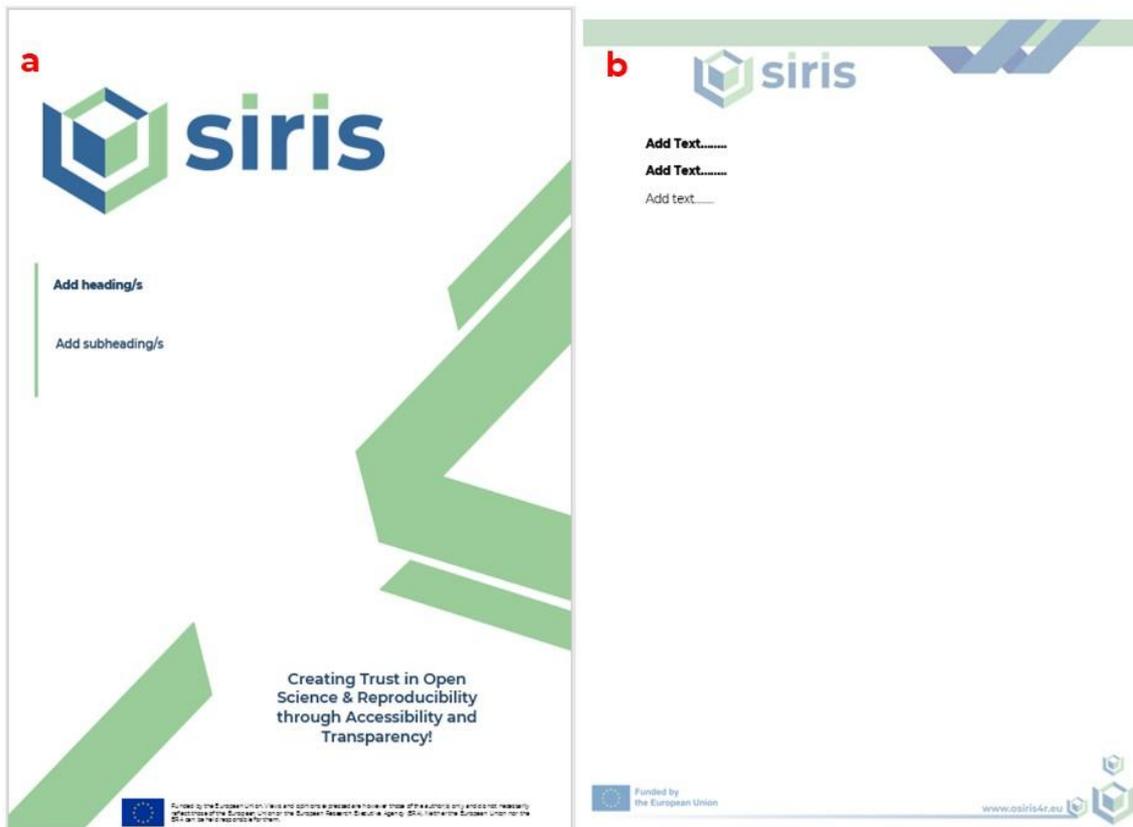
*Figure 8. OSIRIS fonts.*

### 3.7.2. OSIRIS communication templates

The templates for deliverables, letterheads, cover page and PowerPoint presentations are used for communication with the European Commission and therefore follow the visual identity consistently, mentioning the EU funding and disclaimer. All project partners will follow the OSIRIS visual identity guidelines for the communication and dissemination activities, including videos, presentations, and workshops. Templates are available in the media center on the OSIRIS website.



**Figure 9.** OSIRIS PowerPoint templates. a) Light design, b) color design, c) dark design and d) last slide of all PowerPoint presentations with disclaimer statement



**Figure 10.** The OSIRIS cover page (a) and letterhead (b)



### 3.8. Communication materials

OSIRIS is developing a comprehensive set of different communication materials. These materials are created for digital use and in analogue/printed format. Communication and dissemination materials will include:

- A **project brochure** displaying the main objectives and outputs of the project (in English, with translations carried out by partners located in the 10 target countries);
- A **standard project presentation** gathering key messages and a one-page project description;
- The **project roll-up banner** will be produced and will be printed locally by partners.
- **Templates for posters and infographics/factsheets** for use at EU-level and national and regional events, as well as in international conferences and trade fairs;
- **One project video** will be produced to give an overview of the project objectives and expected results, and short videos will be filmed to introduce the project partners.

The communication materials will be publicly accessible and available to all project partners for communication purposes and can be downloaded from the OSIRIS [media center](#) on the website.

### 3.9. Media engagement and social media strategy

#### 3.9.1. Media engagement

OSIRIS will develop and regularly update a dedicated media pack, including visuals, infographics, data, videos and pictures to facilitate access to project information. Whenever relevant, media partners will be invited to attend the workshops and disseminate events organised within the project via the OSIRIS social media channels and partner channels. OSIRIS will engage with different media at European and national levels and produce news or blog issued on the website to update its target audience.

The first [news piece](#) and a [blog](#) announcing the launch of OSIRIS and explaining the project objectives were published in March 2023, following the kick-off meeting. Project partners are encouraged to share these in their national context and distribute them locally to reach local stakeholders.

OSIRIS will also publish a yearly newsletter and look for possibilities of being featured in newsletters distributed by European associations, networks and initiatives related to open science and reproducibility to maximise the project's outreach.

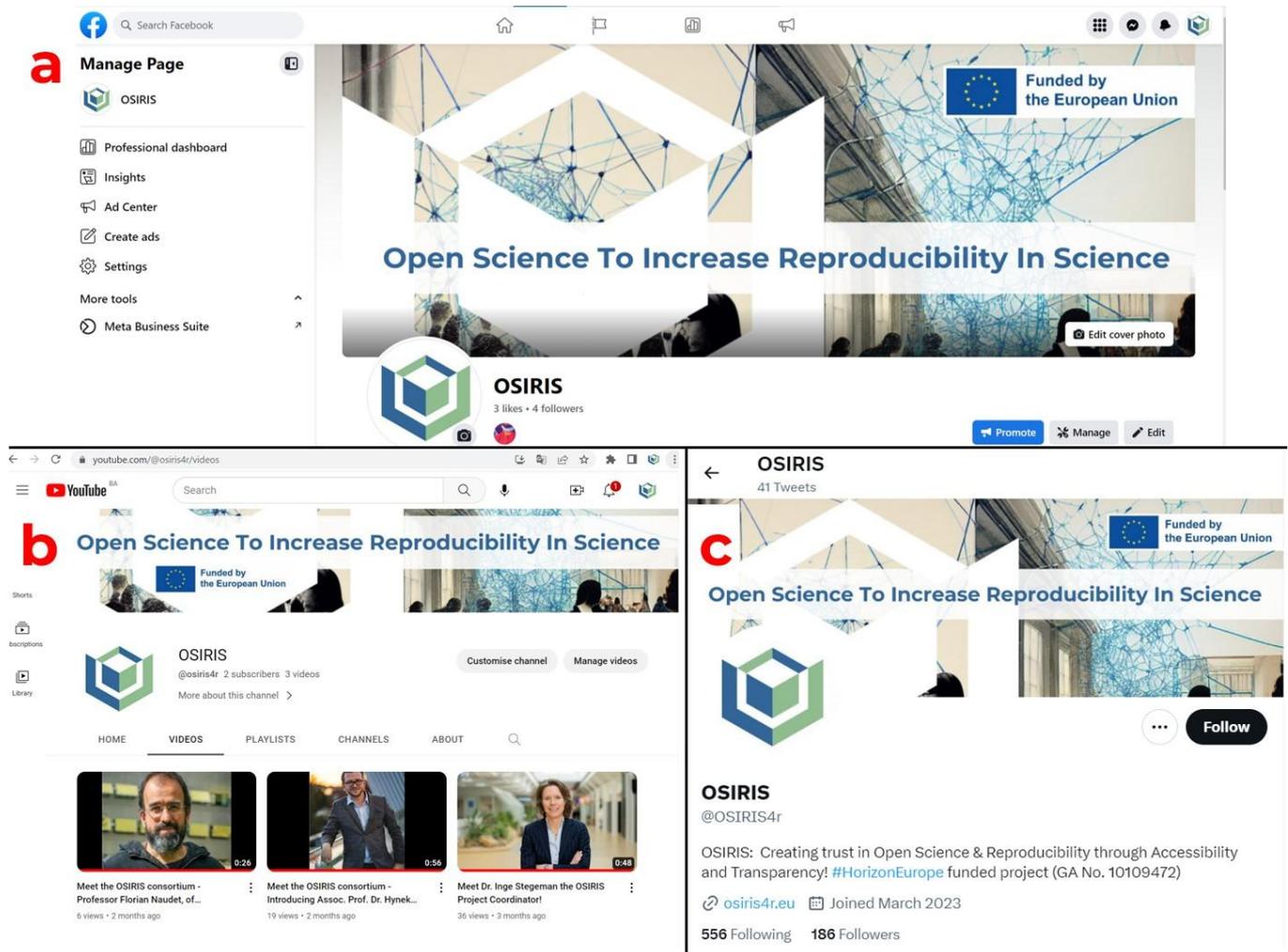
#### 3.9.2. Social media strategy

While the OSIRIS website acts as the central anchor of all information, the OSIRIS social media channels function as a target group-specific platform. Social media should also lead users and interested parties to the website, ideally converting them into **supporters of OSIRIS**.

The OSIRIS social media accounts - Twitter (<https://twitter.com/osiris4r>), Facebook (<https://www.facebook.com/OSIRIS4R/>) and YouTube (<https://www.youtube.com/@osiris4r/about>) were established after the kick-off meeting of the project (Figure 11). The first posts in these accounts promoted the news announcing the launch of the project at the kickoff meeting.

To engage the relevant communities and increase the outreach of OSIRIS, regular social media campaigns will be implemented to present the project and the partners. The first of which is a short video campaign recorded during the Kick-Off meeting in Utrecht, the Netherlands, in which the partners presented their role in OSIRIS (e.g., a video blog campaign featuring work package leads and their vision of OSIRIS shared on all social media channels on a bi-weekly basis) this campaign is still ongoing. Other campaigns are blog series (e.g., interview-style blogs featuring OSIRIS partners and other key players paving the way for Open Science).





*Figure 11. OSIRIS social media channels. a) Facebook, b) YouTube and c) Twitter account*

## BRANDING AND IDENTITY FREQUENTLY ASKED QUESTIONS

### **1. Can I make my own logo if OSIRIS LOGO doesn't satisfy my purpose?**

No. OSIRIS has one – and only one - official logo. It is NOT allowed to create new OSIRIS logos. You can use any supplied format of the OSIRIS logo (black, white, color in png or jpg).

### **2. When should I use the OSIRIS logo?**

You should use OSIRIS logos for activities hosted by OSIRIS WPS. Do not use the OSIRIS logo if the activity isn't under the OSIRIS umbrella (that's to say: if the activity isn't coordinated/approved by the OSIRIS WP leads). If you have any doubts, please ask the lead for WP6.

### **3. Can I use other logo colors than what is provided?**

No. You must use either the logo with its official green and blue colors or either the black or white versions.

1/ If the background of your document/material is a white or light background, use the OSIRIS logo with a white background and OSIRIS colors: exact blue and green.

2/ If the background is of a different color, use the white or black version.

3/ If the background is dark or of a contrasting color, you may choose to use the color or white/black logo (always ensuring that the OSIRIS logo is visible). You may also choose to use the PNG (transparent background) version of the logo as long as it is fully visible against the background.

See examples below:





### Example of bad use of the OSIRIS logo

The logo should only be altered to be scaled for size. Make sure the width and height are ALWAYS proportional. For letterhead, choose 57px (2 cm) high. (See example below).



**GOOD**



**OSIRIS logo distorted – NOT GOOD - never do this!**



#### 4. Can I use the icon without the text?

YES. You can separate the shield/icon from the text as the shield/icon represents OSIRIS. We encourage you NOT to use the shield without mentioning OSIRIS (example> in the text, See [OSIRIS Twitter account](#) where the shield is the profile pictures, but all information is connected to OSIRIS, making it evident that the shield is a part of the OSIRIS brand), in order to avoid any confusion.



#### 5. My article/report/banner (etc.) was published before the branding guidelines went into effect. What do I do about branding?

If it is a key OSIRIS document/material for your ongoing and future activities, plan the appropriate changes for the next version. If you are not planning an extended use of the materials/publications, you may only apply the new guidelines on the upcoming publications/materials. In some cases you may consider printing stickers to replace the logo with the new version.

#### 6. I'm creating a PowerPoint presentation. Is there a particular format or template I should use?

OSIRIS has a corporate template available that you should use for every PowerPoint presentation. You need to adapt the material to your specific context, whenever needed. Find the official presentation in the [Media center](#) on the OSIRIS website and contact the WP6 lead for any further information.

#### 7. If I go to a professional printer, what do I need to know?

In most cases, providing the printer with a PDF file will give you the best results (that's what we are providing you with). Make sure you give them clear indication on the size, color and paper weight you want. Make sure that you see proofs of the piece and check them very carefully before giving approval to print. It is easy to have errors occur, even if you have provided a "perfect" file.

#### 8. Can you only use the OSIRIS color palette for your OSIRIS publications – or can you use any colors?

You can use any color palette, as long as the OSIRIS landmark (i.e. logo) is in the proper colors. See above.

#### 9. Do we need approval for submission of content on the OSIRIS website?

Yes. We trust your commitment, dedication and work for OSIRIS. The only reason for the web and



communications team (WP6) to review your entry before publishing is for us to make the best of it. Still, the level of editing is very low (we only aim at maintaining a certain feel and standard to the website). It is all about spell- checking and re-formatting the text to optimize fast online reading and ensuring the wording supports OSIRIS messages.

## 10. Do we need approval for the creation of additional OSIRIS website and social media?

### Website

OSIRIS has an official website: <https://osiris4r.eu/>, including all consortium members. It is meant to reflect and share all OSIRIS activities, centralizing OSIRIS's information services. OSIRIS partners should NOT create new websites. However they can create a separate feature for their activities (it is particularly relevant for using an alternative language) on their institutional websites. HOWEVER, they must make sure that all content about their OSIRIS activities (i.e. report of a OSIRIS event etc.) is also shared on the OSIRIS official website. This will not only increase the sharing of inspiring information among the international community but also give more visibility to all your OSIRIS activities. This is particularly vital to show OSIRIS's dynamism and impact and ensure continuing support from current and future partners and donors.

### Social Media Channels

You must make sure you know the difference between a social media profile, a page and a group, to understand the following guidance. The OSIRIS social media channels will be created and managed by the OSIRIS communications team. All Consortium members/teams are welcome to share and tag their post to the OSIRIS pages and are encouraged to interact on posts to create a more dynamic outreach in the platforms (example: provide your perspective on thought provoking questions, blogs or news shared by OSIRIS or those of the community).

|                              | <i>Profiles</i>                                | <i>Pages</i>  | <i>Groups</i>                                       |
|------------------------------|--|---|---|
| <b>Good for organization</b> | No, for individuals only, we will not use this | Meant for entities/ Organizations, we will use this | Great for communities, for now we will not use this |

**Facebook page:** serves to promote OSIRIS as a brand. It has a more formal tone and will put emphasis on OSIRIS news shared through the OSIRIS FB profile. It will still promote other items.

**Twitter:** serves to boost OSIRIS visibility among different stakeholders massively. All types of information will be shared equally. Efforts to connect and interact are key.

**LinkedIn page:** serves to promote OSIRIS as a brand. It has a more formal tone and will put emphasis on OSIRIS news shared through the OSIRIS LinkedIn profile. It will still promote other items, meanwhile, from time to time.

**Pinterest:** serves mainly to find attractive visuals for OSIRIS purposes. It does help to promote OSIRIS as an attractive platform through the means of pictures. This means is less strategic for OSIRIS in terms of visibility, though. But it can be a great repository for easy access to visual aids (pictures from events accessible to all), which might be great for reporting, writing blogs, news, etc., with better visual appeal.

**YouTube:** enables to use of the power of audio-visuals to inspire the targeted audience and share information effectively in a fun way. It will notably support experience sharing about the events OSIRIS members get involved in, online events and any other showcase.

Check the [Media center](#) on the OSIRIS website for the full list of OSIRIS materials (we are still in the process of developing this library, for now, the logo in all its forms is available, other materials such as templates for ppt, and other printable materials will be added soon).



### 3.10. Future activities and timeline

In the next months (See Table 5), OSIRIS will also develop the following communication materials:

**Table 5.** Communication material and planned time

| Communication material  | Timing  |
|---|---|
| <a href="#">Communication templates</a>                                     | M6 (June 2023) final version after approval by partners   |
| Roll-up banner  | M9 (September 2023) final version after approval by partners  |
| Project brochure  | M9 - M12  |
| Short videos  | Ongoing published on the <a href="#">OSIRIS YouTube channel</a> first video published on M4                           |
| Original articles and interviews with project partners on their activities. | Ongoing published at least once a month on the <a href="#">OSIRIS website</a> and shared on its social media channels |
| Project video (max. 2 minutes)  | M8-M12 published on the OSIRIS YouTube channel  |
| Create a LinkedIn account   | M7-M9 also featured on the project website  |

## 4. Dissemination: Events and policy outreach

To make sure all OSIRIS results are disseminated widely, several activities will take place. Some will be centrally organised with all partners under the leadership of OSIRIS (e.g., the final conference), while others will be organised by other OSIRIS partners (e.g., scientific publications). Attendance at activities organised by external parties (e.g., international fairs & conferences) will also be an important route for dissemination. The OSIRIS project progress and results will be disseminated through (inter)national conferences and meetings to increase visibility and explore the latest developments in the field of reproducibility and open science.

### 4.1. Scientific publications

OSIRIS will disseminate its project results to the scientific community through OA publication of original work. The consortium has a track record of high-quality, high-impact OA publications, and OSIRIS results are expected to reach at least an equal impact. All partners are committed to the principles of good scientific practice and open science and value good editorial policies such as, for instance, open peer review. This will drive our publication strategy. We will also aim for opportunities to publish related reviews to create awareness of the project among scientists, journals, and funders. We estimate to produce at least 10 scientific publications during the project period, all of which will acknowledge funding from the EC.

### 4.2. Project events and workshops

OSIRIS partners will be involved in all the OSIRIS Communication and Dissemination activities. The project consortium will conduct online webinars/workshops to promote collaboration (See Table 6).

The consortium will use the occasion of the project's final conference to present lessons learned and future



exploitation prospects for the project results and present its recommendations compiled in the policy briefs relevant to local, regional, national, and European policy-makers in cooperation with regional authorities and relevant sectoral organisations.

**Table 6.** OSIRIS participatory bottom-up workshop series

| Workshop                          | Timing  | Details  |
|-----------------------------------|---------|--|
| Co-creation of training resources | M24-M36 | <ul style="list-style-type: none"> <li>• Lead UMCU, participants SAS, AMC,</li> <li>• Hold three workshop/s with a diverse (geographical and career stage) group of early and mid-career</li> <li>• Researchers (8-10 per workshop) to discuss the prototype training resource developed from the researcher roundtable</li> </ul>                           |
| Co-design user testing workshops  | M36-M42 | <ul style="list-style-type: none"> <li>• Lead: UMCU, participants: SAS, AMC</li> <li>• Hold three workshop/s with a diverse group of early and mid-career researchers (8-10 per workshop) to capture ideas for the effective delivery of the communication materials, including the contexts in which the materials can be used most effectively.</li> </ul> |

#### 4.2.1. Webinars

Ten webinars will be organized, targeting various tiers of stakeholders to introduce the methodologies and share good practices, network with other European projects and plan common activities, and share lessons learned, project results and activities. Additionally, we will participate in the weekly METRICS International Forum on meta-research topics from Stanford University.

#### 4.2.2. Scientific and policy-oriented events

Project progress and results will also be disseminated through (inter)national conferences and meetings to increase visibility and explore the latest developments in the field of reproducibility and open science. Examples of conferences are “Reproducibility, Replicability and Trust in Science”, “[Tropentag 2023](#) (pre-approved workshop)”, “Research Reproducibility”, [ELLS 2023](#) (pre-approved workshop), Research Data Alliance conferences and others. It is envisaged that partners will participate in at least 20 events on behalf of the project.

#### 4.2.3. MOOC

A MOOC (Massive Open Online Course) at Coursera will be developed to disseminate our training program established in WP5. That way, researchers all over the world will be able to, free of charge, engage in education about improving the reproducibility of their research.



#### 4.2.4. Non-scientific events

These events will be organised by the project partners to communicate about the project developments towards specific/specialised stakeholders alongside major related events. Local events (such as Science Café and Scientific society meetings) gathering scientists, professionals and citizens will be targeted. Each year at least five events. Strong emphasis will also be on communications with non-scientific stakeholders. Also, via virtual channels.

#### 4.2.5. OSIRIS final event

A final high-level final event will be organized in Utrecht, the Netherlands, with relevant stakeholders. (approx. 100-150 participants) dedicated to the lessons learned from the project and the policy recommendations towards broader replication.

#### 4.2.6. Relevant external events

The OSIRIS partners will aim to also present results and recommendations at external conferences focusing on OSIRIS's targeted audience. This list in Table 7 currently includes events for 2023, as the dates for 2024 and beyond are often not available yet. The list will be updated on a regular basis throughout the duration of the project, and events attended by the project consortium will be scheduled on the OSIRIS webpage events section.

**Table 7.** Events that could be targeted for presentations (non-exhaustive list)

| Title of the event                                  | Date and place  | Potential participating partner(s)  |
|---|---|---|
| <a href="#">Euroleague for Life Sciences (ELLS)</a> | 17-18 November 2023 at the University of Hohenheim, Stuttgart, Germany  | CZU   |
| <a href="#">Tropentag</a>                           | September 20 - 22, 2023, in Berlin, Germany   | CZU   |
| <a href="#">Cochrane Colloquium</a>                 | September 2023, London  | UMCU /AMC<br>Gowri is invited speaker to plenary session on trust in science and can share recent OSIRIS results if available then: scoping review plus other |
| <a href="#">Meta-sciences2023</a>                   | May 2023  | UMCU  |
| <a href="#">TRI (Tinnitus Research Initiative)</a>  | June 2023   | UMCU  |
| <a href="#">MCYR pre-conference workshop</a>        | 9-10 May, 2023, in Prague, Czechia  | CZU   |
| <a href="#">MCYR</a>                                | 5-6 October 2023, in Prague, Czechia  | CZU   |
| <a href="#">The EuroScience Open Forum (ESOF)</a>   | 2024 dates to be announced  |   |
| 5th Open Science Fair                               | Sept. 2023. 2025 edition to be announced.   |   |
| <a href="#">KU Leuven Open Science Day</a>          | 2 May, 2023 we presented an OSIRIS poster.<br>Annual event, so we can present findings here in 2024, 2025, 2026 | KU Leuven (poster presentation delivered)   |
| <a href="#">International Data Week</a>             | 2025: Brisbane  |   |



## 5. Role of the partners and EU acknowledgements

Efficient communication, dissemination and exploitation activities are essential for the success of the project, with all partners expected to contribute to activities. As such, it is also essential for project partners to be aware of their contractual obligations and to fully understand project communication protocols. These activities are managed by the Communication and Dissemination work package lead (OSIRIS) Hynek Roubík and the OSIRIS Communication and Dissemination Officer, Stacy Hammond.

### 5.1. Role of the partners and procedures

#### 5.1.1. Partners' obligations

The Horizon Europe Rules of Participation, the Grant Agreement (GA), and the Consortium Agreement (CA), place legal obligations upon Consortium partners in relation to Communication, Dissemination and Exploitation. By signing the GA and CA, the partners have agreed to:

- Promote the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner (Article 17 of the Grant Agreement);
- Disseminate results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests (Art. 17 and its Annex 5 of the Grant Agreement);
- Follow an open science approach (Art. 17 and its Annex 5 of the Grant Agreement).
- Ensuring open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to the project results
- Managing the digital research data responsibly, in line with the FAIR principles ('findability', 'accessibility', 'interoperability' and 'reusability').
- Full details on requirements for Open Science are provided in Annex 5 of the Grant Agreement (page 11) and in the Data Management Plan.
- Use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing - up to four years after the end of the action. If, despite a beneficiary's best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must (unless otherwise agreed in writing with the granting authority) use the Horizon Results Platform to find interested parties to exploit the results (Art. 16 and its Annex 5 of the Grant Agreement).

#### 5.1.2. Communication Activities

All partners must communicate about the project in a manner that does not reveal confidential research results and respects the visual identity and the EU funding acknowledgement outlined in this document.

CZU is responsible for central communications. Where necessary, draft materials will be shared with the full consortium or relevant partners (e.g., Inge Stegeman, the project coordinator) for review. Where input is needed from partners, this will be communicated in ample time to ensure transparency and quality.

Any printed materials should first be reviewed by CZU to ensure consistency of presentation. Social media engagement and posts on partners' own websites will not be checked in advance.

All partners must report their communication and dissemination activities to the OSIRIS communications officer via email to [comms4osiris@gmail.com](mailto:comms4osiris@gmail.com). Who will then co-create (when applicable) post for the OSIRIS website and/or main social media channels.



### Good practices for communication materials:

- Ensure accuracy by making use of a previously approved material or by asking the WP6 leader to check or to produce specific communication materials;
- Check if any disclosed information might be considered as confidential by another partner;
- Make sure to always use OSIRIS templates. If not possible, respect the project visual identity (colours, fonts, images, etc.);
- Always mention the EU funding acknowledgement with the EU emblem.

### 5.1.3. Dissemination activities/ own (including jointly owned) results

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

### 5.1.4. European Commission acknowledgments

Any communication and dissemination activities related to OSIRIS must acknowledge the EU support and display the following European flag (emblem) and funding statement (translated into local languages, where appropriate):



Alternative versions of this emblem and further instructions on how to use it, can be found [here](#). When displayed in association with other logos (e.g., the OSIRIS logo), the EU emblem must be displayed still be prominent and visible.

In addition, any communication or dissemination activity related to the project (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.) must indicate the following **disclaimer**:



“Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”



## 6. Monitoring and milestones

To ensure the success of a project, continuous monitoring is of utmost importance. Therefore, the performance of the OSIRIS communication and dissemination activities will be assessed quantitatively and qualitatively at regular intervals.

The communication and dissemination plan is a living document that will be adjusted accordingly. Online communication & dissemination (i.e., social media channels) will also be monitored. In case one or more of the (key performance indicators) KPIs are not being attained, remedial actions will be identified together with the project coordinator.

### 6.1. Key Performance Indicators (KPIs)

Table 8 indicates the key dissemination activities and KPIs for the OSIRIS projects target groups.

**Table 8.** *Dissemination activities, target groups and related indicators*

| Dissemination activity            | Target groups  | Key performance indicators to be achieved by the end of the project |
|-----------------------------------|--|---|
| OSIRIS local Stakeholder meetings | Researchers<br>Institutions<br>Funders<br>Publishers<br>Policy<br>General public | 10 meetings<br>200+ participants                                    |
| OSIRIS hands-on training          | Policy-makers,<br>Scientific community;<br>Industry,                             | 10 meetings<br>200+ participants                                    |
| Massive Open Online Course (MOOC) | Researchers<br>Institutions<br>Funders<br>Publishers<br>Policy<br>General public | MOOC 300 users  |
| OSIRIS co-creation workshops      | Researchers<br>Institutions<br>Funders<br>Publishers<br>Policy<br>General public | 10 meetings<br>200+ participants                                    |
| Good practices and policy briefs  | Policy-makers, industry  | 300+ pdf downloads and views<br>4+ policy briefs                    |

|  |                            |   |
|--|----------------------------|---|
| Industry and civil society meetings and presentations            | CSOs, Industry             | 5+ meetings<br>3+ presentations                 |
| Open access scientific publications and conference presentations | Scientific community       | 10+ publications<br>5+ presentations or posters |
| Participation in policy conferences and industry fairs           | Policy-makers and industry | 15+ industry fairs and policy events            |
| OSIRIS launch and final conferences                              | All groups                 | 200+ participants                               |

Table 9 indicates the key communication activities and KPIs for the OSIRIS project.

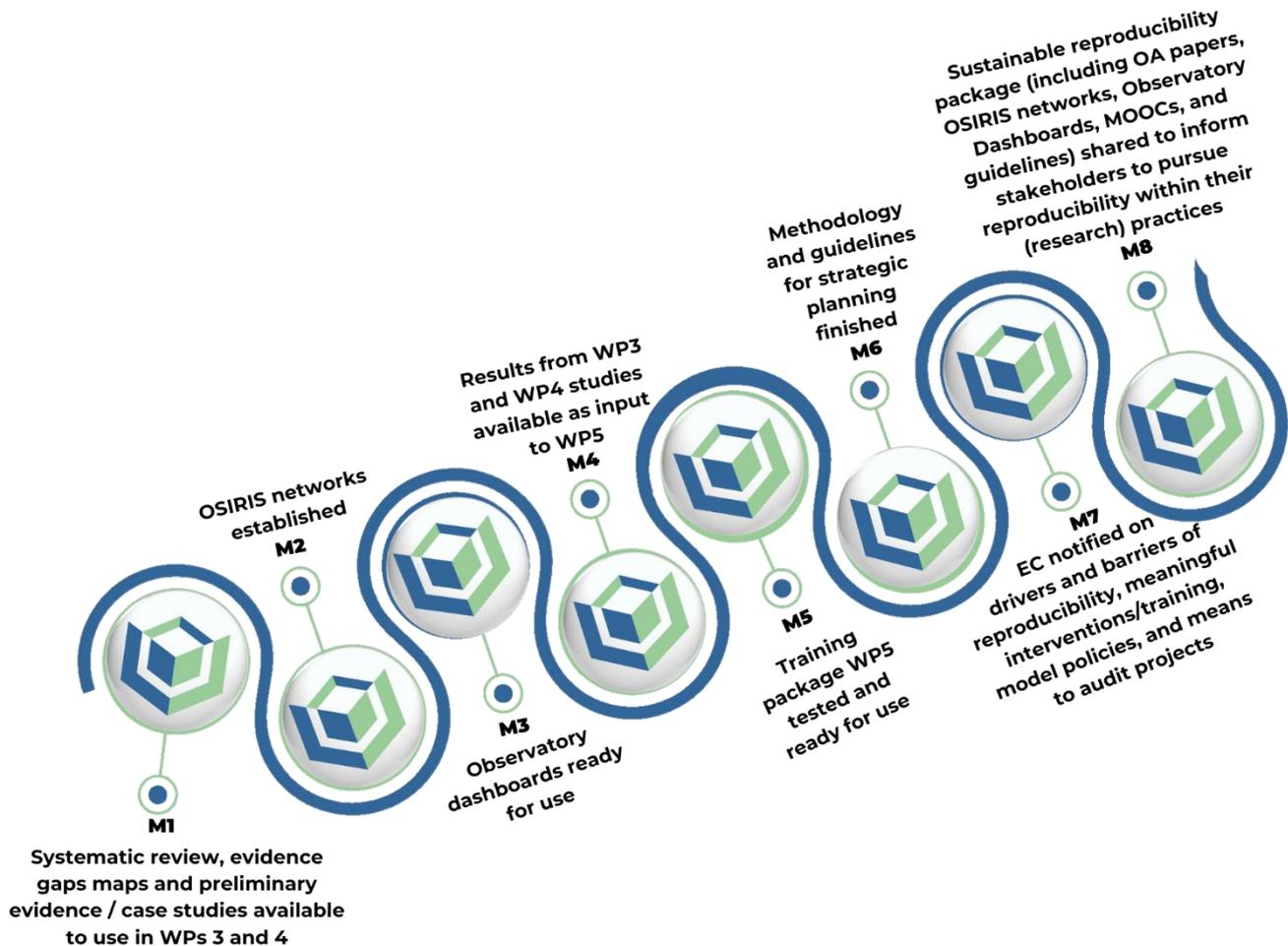
**Table 9. Communication activities and indicators**

| Communication activity   | Target groups   | Key performance indicators to be achieved by the end of the project                   |
|--|---|---|
| Comms materials package: logo and visual identity, Word and PowerPoint templates, brochure, roll-up banner, poster and standard presentation       | All groups  | 300+ pdf brochure views   |
| Project website: main communication and dissemination platform   | All groups  | 20,000 visitors<br>30,000 page views  |
| Videos: one general video focusing on the project objectives, 10 short videos created by the OSIRIS team   | Policymakers, Industry, Civil society, general public | 2,000 total views   |
| Blog and feature articles based on interviews with OSIRIS partners, policymakers or industry experts.  | Scientific community, Industry, Policymakers          | 15+ feature articles; 10+ pickups by multiplier sites                                 |
| Media kit with factsheets, press releases, interviews, and photos  | Policymakers, Civil society (media organisations)     | 30+ media kit downloads   |
| Social Media campaigns to engage the community and increase the outreach of OSIRIS (Twitter, LinkedIn and YouTube in the case of videos campaigns) | All groups  | LinkedIn and Twitter page followers: 500 (M24), 800 (M48) 400+ views on YouTube (M48) |



## 6.2. Milestones

Specific communication and dissemination campaigns will be implemented to promote the training package, and the MOOCs, and explain the benefits of project tools among the diverse target audiences.



*Figure 12. The OSIRIS project milestones*