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1. Summary

SPRINGBOARD (Springboard for excellence in advanced development of antibacterials) is a project targeted towards capacity building of Latvian Institute of Organic Synthesis (LIOS) in the area of advanced discovery and design of novel antibacterial drugs. SPRINGBOARD is funded by the European Union Research and Innovation programme Horizon 2020 under the Twinning call *Spreading excellence and widening participation*.

The main goal of the SPRINGBOARD project is to strengthen the research potential of LIOS in the field of advanced discovery and design of novel antibacterial drugs through establishing a sustainable and long-term collaboration with leading counterparts – University of Antwerp, University of Copenhagen, University of Florence and University of Helsinki. The coordinator of this project is Prof. Raivis Žalubovskis from LIOS.

Scientists from LIOS, especially early-stage researchers will have opportunities to study new approaches and methodologies in discovering new antibacterial agents, participate in staff exchanges, attend conferences, participate in specialized training that supports excellence in science and build capacity for the participation in competitive joint project proposals.

SPRINGBOARD communication, dissemination and outreach activities will contribute to actual socio-economic challenges in connection with widespread infectious diseases and to increase the public awareness for the necessity to develop new antibacterial drugs for combating antimicrobial resistance.

SPRINGBOARD's **Plan for the exploitation and dissemination of the project results (PEDR)** is the core document providing an overview of the strategy and the activities that will be implemented to disseminate, communicate and exploit the results (outputs and outcomes) achieved in the project. PEDR clarifies which actions at what time will be carried out by consortium partners; identifies the target groups, key messages, tools and information channels.

LIOS is the leader of WP6 Promotional activities, which includes the elaboration and updating of PEDR, nevertheless it is necessary to stress that development and implementation of PEDR is collaborative work of all consortium partners.

2. Aim and objectives of SPRINGBOARD Plan for the Exploitation and Dissemination of Results

The main aim of PEDR is to maximize the SPRINGBOARD impact. It is targeted to promote the project's achievements and results to the different target groups. SPRINGBOARD PEDR is a practical tool for the efficient implementation of dissemination and exploitation of results. The objectives of PEDR are following:

1. To promote the visibility of SPRINGBOARD project and LIOS;
2. To disseminate the knowledge and results developed during the project to promote their exploitation to the target groups;
3. To raise public awareness about SPRINGBOARD progress and the necessity to develop new antibacterial drugs for combating antimicrobial resistance;
4. To advance the transnational collaboration and prepare roadmap for future joint projects

3. Target groups

The LIOS possesses a well-established and validated set of exploitation and dissemination strategies that are reaching the scientific community, stakeholders and general public. The LIOS has experience in the implementation of FP7 and H2020 projects that includes also the promotional (dissemination and communication) activities. The obtained experience has shown that for the successful promotional activities it is necessary to focus on different target groups taking into account the interests and needs of each group. Each target group has its own level of interests and awareness of science and innovation.

3.1. Scientific community

Promotional activities targeted to the scientific community is essential for establishing a sustainable and long-term collaboration to address the actual socio-economic challenge – development of new antibacterial drugs for combating antimicrobial resistance. This target group includes such research institutions as Universities, Research Institutes, Centres of Excellence in the national and European level. The focus is on scientists involved in the design and investigation of antibacterial agents.

3.2. Policy makers

This target group firstly involves Ministry of Education and Science of Republic of Latvia, State Education and Development Agency, Latvian Council of Science, Ministry of Health of Republic of Latvia. Up-to-date information of the experience and achievements of the SPRINGBOARD on the advanced approaches to fight against antimicrobial resistance and design of new antibacterial agents is essential for the policy makers in the development of national research policies and national Smart Specialisation Strategy.

It also will contribute to the integration of Latvian research institutions into the European Research Area. (It is a step to promote the full exploitation of the existing potential of Latvian researchers in the European Research Area.)

3.3. Stakeholders

Stakeholders' target group includes the industry of pharmaceutical sector, non-governmental organizations (for example, the Association of the Latvian Chemical and Pharmaceutical Industry), representatives of hospitals and patients' organizations.

3.4. Media

This group will cover newspapers, journals, news portals, television and radio at the national level. In European level - specialized media, for example, Cordis Wire.

3.5. University and college students, school children, teachers.

School children and students as prospective future researchers to whom the relevant study and research fields will be presented.

3.6. General public

The wide part of society will be covered in order to raise awareness on the actuality of the development of new antibacterial agents and on the leading role of research in this socio-economic challenge.

4. Key messages

Key messages and foreseen impact of promotional activities for the identified target groups are summarized in table 1.

Table 1. Key messages and foreseen impact of promotional activities for the target groups.

Target groups	Key messages	Foreseen impact
Scientific community	<ul style="list-style-type: none"> - Information on the project: objectives, results, impact; - Exchange of information and experience; - Publications in highly ranked scientific journals; - Presentation of the results at international conferences. 	<ul style="list-style-type: none"> - Strengthening the collaboration in the network; - Increased contacts, broaden network; - Increased visibility of LIOS - Development of joint competitive proposals; - Implemented joint activities.
Stakeholders – industry, hospitals, patients’ organizations	<ul style="list-style-type: none"> - Information on the project: objectives, results, impact; - Information on the advanced approaches in the design of novel antibacterial agents - Up-to date information on the antimicrobial resistance and advanced approaches in the design of novel antibacterial agents. 	<ul style="list-style-type: none"> - Increased awareness of industry on the advanced approaches for the development of novel antibacterial agents; - Strengthening the research-industry collaboration; - Cooperation through joint activities; - Better understanding of consumers’ needs; - Strengthening the research stakeholders’ collaboration.
Policy makers	<ul style="list-style-type: none"> - Information on the project: objectives, results, impact; - Up-to date information on the antimicrobial resistance and advanced approaches in the design of novel antibacterial agents; - Best practice of European leading Universities. 	<ul style="list-style-type: none"> - Evidence based decisions of policy makers about the public benefit and social importance of the development of novel antibacterial drugs; - Synergies with national needs; - Implications of good practice for strategic policy making.
Media	<ul style="list-style-type: none"> - Information on the project activities and results, success stories; - Information about the necessity of new antibacterial agents. 	<ul style="list-style-type: none"> - Communication bridges between the science community and society; - Promotion of information on project activities and results; - Increased awareness for the necessity to develop new antibacterial drugs for combating antimicrobial resistance.
General public	<ul style="list-style-type: none"> - Information about the 	<ul style="list-style-type: none"> - Increased awareness of

	necessity of new antibacterial agents; - Clear information on the potential benefits derived from the project; - Information on the success stories of the project.	society on the work of researchers; - Increased awareness of society on the necessity to develop new antibacterial drugs for combating antimicrobial resistance.
University and college students, school children, teachers	- Information on the profession of researcher and career development; - Information about the necessity of new antibacterial agents; - Clear information on the potential benefits derived from the project.	- Increased awareness of students and school children about the profession of researcher and career perspectives; - Involvement of students and school children in the interactive understanding of the role of new antibacterial drugs for combating of antimicrobial resistance.

5. Dissemination and communication tools and channels

The communication and dissemination activities of SPRINGBOARD have been divided into the internal and external.

Internal activities will take place within the project consortium. It includes

- E-mail communication. E-mail list of all consortium partners has been created and a successful communication about actualities of the project has been provided. Project Coordinator working in close cooperation with Project manager acts as an intermediary for all communication between and the European Commission. Project Coordinator informs Project Officer about schedules meetings and project progress. The project Coordinator is as the main contact point of the Advisory Board (i.e. external experts).
- Dropbox. Shared space on Dropbox has been created as an internal repository of SPRINGBOARD documents. It includes the important information about the project's events, deliverables, milestones, reports. All project partners will have the right to add and edit documents.
- Project meetings. 4 Project Management Board meetings will be organized during the project. Apart from the meetings the consortium partners will meet regularly via teleconferences and webinar platforms.

External activities

5.1. Visual identity

The consistent implementation of SPRINGBOARD visual identity is of extreme importance, in order to effectively communicate its values, integrity and legibility.

SPRINGBOARD logo



Color palette

	RGB: 35, 75, 135	Hex: #234B91	CMYK: 90, 70, 0, 10
	RGB: 236, 139, 43	Hex: #EC8B2B	CMYK: 0, 40, 100, 10
	RGB: 248, 202, 121	Hex: #F8CA79	CMYK: 0, 20, 60, 0
	RGB: 3, 146, 198	Hex: #0392C6	CMYK: 80, 20, 0, 0
	RGB: 71, 192, 227	Hex: #47C0E3	CMYK: 60, 0, 0, 0

When it is not possible to use colourful logo version, there is an option to use a black and white version:



All communication materials regarding the project (flyers, newsletters, posters, banner, presentations, website) should contain SPRINGBOARD logo, the European Commission flag and the clear statement that the project has received funding from the Horizon 2020 research and innovation programme as follows:



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 951883.

Visual identity also includes the PowerPoint presentation templates:



Downloadable logo versions and presentation templates are available on the project website: <https://springboard.osi.lv/>

5.2. Project website

The project website (<https://springboard.osi.lv/>) is the main communication and dissemination tool of the project. It is the source of information for any stakeholder that may be interested in SPRINGBOARD at all, work progress, publications and activities. It also hosts the open calls for participating to the project's educational and training seminars and summer school.

The partners' home pages will be linked to the project website, in order to draw attention to SPRINGBOARD and its aims.

5.3. Social media accounts

The main social media channels for two-way communication with the wider web community are Twitter and Facebook. For more effective project communication, there were not set up new accounts for the project. Instead, all project partners are going to use their already established social media accounts and using #SPRINGBOARD_H2020 to communicate project activities. Each partner is free to choose for them a more convenient and suitable channel.

Also, individual retweets of project activities are very welcome.

5.4. Press releases

Press releases will be prepared and distributed to the media at specific milestones of the project, i.e. before and after the Summarizing Conference. Latvian Institute of Organic Synthesis (LIOS) is in charge of preparing the English version of the press release, and, then each partner translates it to the national language, and circulates through their channels. The list of the press releases is also available on the website.

5.5. Newsletters

A yearly electronic newsletter, three in total throughout the project's lifecycle, will be designed, published and distributed. The newsletters will be also available for download from the website, and they will be circulated electronically to the identified target groups (Table 2). The first SPRINGBOARD newsletter was distributed in September 2021.

5.6. Roll-on banner

A roll-on banner will be designed, to be used at the project's activities such as, summer school, seminars, etc. and for use at related national and transnational events.

5.7. Use of existing forums and dissemination channels

A short-list of existing International, European and national forums, which focus on the discovery of novel antibacterial drugs will be used for the development of common synergies with SPRINGBOARD, in order to enhance the project's activities and findings.

Additionally, the consortium will make an effort to use several freely accessible tools supported by the European Commission for the promotion of the project's news and events, such as:

Horizon Magazine (<http://horizon-magazine.eu/>)

Project stories (<https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/>)

research*eu results magazine (ww.cordis.europa.eu/research-eu/magazine_en.html)

research*eu* focus (http://www.cordis.europa.eu/research-eu/research-focus_en.html)

Newsletters (<http://ec.europa.eu/research/index.cfm?pg=publications&lg=en>)

6. Exploitation strategy

Exploitation management

Exploitation activities are in line with the European IPR Helpdesk Fact Sheet recommendation² the Consortium Agreement and Grant agreement relevant articles. The exploitation activities are coordinated by Management Board (WP leaders) and Project Coordinator.

The direct goal of SPRINGBOARD is to strengthen the research potential of the LIOS through establishing long-lasting and sustainable network collaboration with leading European research institutions (University of Antwerp, University of Copenhagen, University of Florence and University of Helsinki) in the area of advanced discovery of novel antibacterial drugs. The implementation of this strategic partnership will ensure the establishment of a platform of excellence in this area. This strong collaboration of the research consortium as well as the scientific results generated will be instrumental to attract further external funding and joint projects, financed by EC, national financial sources and/or performed in collaboration with enterprises. Besides, the adapting of best practice from the consortium partners will improve the scientific and human resources management.

Exploitable results

Another **exploitation** benefit of the SPRINGBOARD project is based upon **the economic valorization potential** of the research results created by the consortium. The SPRINGBOARD project covers an economically relevant therapeutic area of human healthcare. Thus, it is within the expectations that research results created within the consortium may have the potential for commercial exploitation. The new knowledge, results and ideas about novel antibacterial agents and their mechanism of action generated in the project will be reviewed for their valorization potential by the Management Board. The importance and novelty of results obtained will be compared to the existing state of the art in the antibacterial field and a decision to protect the novelty of the results by the protection of intellectual property rights (IPR). If the decision will be made that patenting is not feasible the research results will become part of the public domain through open access mechanisms (publishing, presentation) where possible and the project will confirm to the principle of disseminating project results swiftly. If the decision will be made that

² <https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-Plan-for-the-Exploitation-and-Dissemination-of-Results-H2020.pdf>

IPR should be pursued, the details of IPR ownership and conflict handling established within the Consortium Agreement and Grant Agreement, signed by all partners will be followed.³

Knowledge management and protection

All consortium partners have structures for the exploitation of IPR in general. The valorization offices at the respective partners will support the analysis, writing and submission of the patent application. Once intellectual property protection has been achieved, identification of interested stakeholders in the antibacterial domain (research and academic institutions, SMEs, industry engaged in the development of innovative medicines, hospitals, nongovernmental organizations, and patients' organizations) will be developed and the project results will be disseminated to these individual partners to investigate if there is any scientific or commercial interest for further collaboration with the consortium. Thereby SPRINGBOARD consortium partners will contribute to the socio-economic development in the European Research Area (ERA).

The IPR strategy of the project consortium is defined in the Consortium Agreement and Grant Agreement according to the rules adopted by EC, the best practice of IPR protection and internal rules of all consortium partners. The key principles of the IPR strategy are the following:

- Each consortium partner is the owner of its IPR over this background.
- The foreground will be owned by the project partner who will generate the foreground. If more partners are involved in the generation of foreground and it is not possible to determine the exact share of IPR, the parties will have joint ownership of such foreground according to the pro rata effort invested by each partner. It needs to be specified in a joint ownership agreement prior to any application.
- Both background and foreground should be available for the all consortium partners for the exploitation purposes (for the implementation of the SPRINGBOARD project) under fair and reasonable conditions.
- If some possibility of exploitation of results will arise all consortium partners to whom the intellectual property belongs will be contacted to participate in the negotiations.
- According to the rules defined in the Consortium Agreement the publication can be delayed in order to protect commercial interests.

Open Research Policy

Open research policy of SPRINGBOARD project will be planned in agreement with Open Science policy in EU⁴ based on the definition for tracking trends for open access, collaborative and transparent research across countries and disciplines. The most important part of Open Science policy is related with Open access (OA) scientific peer-reviewed publications providing online access to scientific information that is free of charge to the end-user and reusable and include both peer-reviewed scientific research and research data (data underlying publications, curated data and/or raw data).⁵ Open Research Data and Open Access to scientific publications are main parts under Open Science umbrella.

Open access to scientific publications will be handled in agreement with the relevant articles of Grant agreement. The scientific results associated with the SPRINGBOARD project will be made available to the public at no cost according to the Open Access Policy.

³ <http://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-IP-Management-H2020-Project-Implementation-and-Conclusion.pdf>

⁴ https://ec.europa.eu/research/openscience/pdf/integrated_advice_opsprr_recommendations.pdf

⁵ https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf

SPRINGBOARD consortium fully supports open and free access to information OpenAIRE created repository ZENODO will be used to offer open access to the full text articles in peer-reviewed journals after the end of the embargo period. Any possibility to publish in Open Access any other research data (for example curated data not directly attributable to publication or raw data) will be discussed among partners. Publications in peer-reviewed journals with Open Access will be encouraged. To optimize the impact of public funded scientific research in SPRINGBOARD budget a necessary sum is allocated to **cover open-access** publication charges.

Requirement for joint publications

The reference to the SPRINGBOARD funding is mandatory in publications that will be the outcome of this project. Author affiliations listed on the manuscript title page should be the **institution where the researcher was employed and the institution** where the work was conducted.

It is expected that during the implementation of the SPRINGBOARD project the data will be handled, therefore it is planned to elaborate and implement the detailed **Data Management Plan (DMP)** (deliverable D6.3, delivered M4).

7. Implementation and time plan

7.1.Tasks

- Task 6.1. Elaboration and implementation of dissemination and exploitation plan and communication strategy (PEDR)
- Task 6.2. Elaboration and implementation of Data Management Plan
- Task 6.3. Creation and regular updating of SPRINGBOARD website
- Task 6.4. Elaboration of communication materials
- Task 6.5. Enhancing the visibility of SPRINGBOARD by dissemination activities in scientific conferences, symposia and other events
- Task 6.6. Dissemination of SPRINGBOARD results to general public
- Task 6.7. Summarizing conference *''Achievements of SPRINGBOARD project''*

7.2.Deliverables

It is planned that the following deliverables will be yielded by WP6 Promotional activities:

- D6.1. Detailed plan for the dissemination and exploitation of the project results (PEDR), M3, yearly updated;
- D6.2. Data management plan (DMP), M4
- D6.3 1st report on promotional activities, including implementation of the PEDR and DMP;
M18
- D6.3. 2nd report on promotional activities, including implementation of the PEDR and DMP;
M36

7.3.Time plan of the implementation promotional activities (Table 2)

Promotional activity	Description of activity	Key performance indicator (KPI)	Delivery date Planned (Month)
PEDR	Plan of dissemination and exploitation activities, public	Elaborated plan	M3 Available on

	available, yearly updated		website
DMP	Plan of data management	Elaborated plan	M4 Available on website
Website	All information relevant to the project implementation, updated regularly	Number of visitors (per year, monitored through Google Analytics)	Available throughout project implementation
Visual identity of project	Project logo used for all project materials; templates	Elaborated project visual identity	Available in Dropbox and project website
Social networks	Twitter, Facebook Information about project actualities	Number of posts about Springboard on social media channels.	Regular information about project activities
Press releases	Information for media about project activities	Number of press releases and sources of publication	After the events
Research publications	Published research results obtained during the project implementation	Number of publications	M36 At the end of project
Flyers	Main facts and achievements of the project	2 Flyer distribution at events and <i>via</i> appropriate media (website, social media, email and print)	M12; M30
Electronic Newsletters	Project progress	3	M12; M24 and M36
Banner	Information about project	1	M6
Seminar	Topicalities in antibacterial drug design	Number of participants	M1
Training I	Seminar on transferable skills I	Number of participants	M10
Virtual training	Discovery of antibiotics	Number of participants	M12
Training II	Seminar on transferable skills II	Number of participants	M31
Summer school	Major milestones in design and development of novel antimicrobials	Number of participants	M24
Summarizing conference	Achievements of SPRINGBOARD project	Number of participants	M35
Dissemination of communication	Information about project and LIOS	Number of events	Throughout the project

materials in the scientific events			implementation
Communication and outreach activities targeted to civil society	Information about project and its topicalities, and LIOS	Number of events or activities	Throughout the project implementation
Proposals in new calls Roadmaps for joint proposals	Prepared joint proposals in the relevant calls by LIOS together with partners	Number of submitted proposals Evaluation of the results	Throughout the project implementation and beyond

During the implementation of SPRINGBOARD, the leader of WP6 (LIOS) is responsible for the fulfillment of activities described in the PEDR. The project partners will collaborate on continual updating of PEDR, reporting on its progress and implementation of planned activities. The following template (table 3) will be used for the reporting of communication and dissemination activities.

Table 3. Template of communication and dissemination activities

Category of activity	Date	Location (City/Country)	Event name	Type of audience (if possible)	Size of Audience (if possible)	Contribution (e.g. presentation, poster)	Weblink