



Deliverable 5.2

Updated plan for dissemination and exploitation including communication activities
of Remote NMR (R-NMR):
Moving NMR infrastructures to remote access capabilities

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CONTENTS

CONTENTS.....	3
1. Executive summary	4
2. Objectives.....	4
3. Communication.....	5
a. Target the audience group	5
b. Define the message.....	6
c. Select the appropriate tools/media for each target group	6
d. Plan for dissemination and exploitation including communication activities...6	
e. Past Communication activities in categories.....	9
f. Past and planned dissemination activities.....	10
4. Actions implemented at M18.....	12

1. Executive summary

The purpose of this plan is to provide all partners with a strategy-plan of dissemination, exploitation and communication (DEC) of the Remote-NMR (R-NMR) activities and results to expand the impact of the project. Outreach activities have a crucial role in R-NMR, since widespread knowledge of the consortium activities/facilities will lead to a wider adoption of the results of the project by an extended user community. This is particularly valid for the R-NMR that deals with establishing remote access to National/EU Research Infrastructures. Procedures developed within R-NMR will be adaptable by all NMR facilities throughout Europe.

This plan is updated every year (M18, M30), while planned activities are continuously kept up to date. Notably, the plan defines the schedule for the dissemination and exploitation actions all along the three years of the project providing details in all axes of DEC.

2. Objectives

To maximize the impact of the R-NMR project, we have planned specific actions that will present and promote its innovative aspects and results to a very broad audience, from NMR-users to researchers' community, public and society, the industrial R&D sector and policy makers.

All the foreseen DEC actions will be implemented according to a well-defined, four-step strategy that:

- ❖ targets the audience groups,
- ❖ defines the message,
- ❖ selects the appropriate tools/media for each target group and
- ❖ plans the communication measures.

The aim of the above strategy is to:

(a) **Communicate the project** throughout its lifespan, promote its activities and make its results and overall outcome known and visible to the relevant stakeholders and the broad public through several media and actions,

(b) **Disseminate the project's results**, not only through the publication of documents (scientific and others), but also through all types of social media, and make them freely reusable at national or EU levels, and

(c) **Exploit the results** of the project for the research community, the industrial stakeholders, all national or EU infrastructures and the policy makers.

3. Communication

Several initiatives are undertaken to promote and publicize widely the efforts undertaken within R-NMR and to ensure that European researchers are fully aware of the possibilities open to them in R-NMR. Whenever possible and reasonable, we will coordinate our activities with the related [eRImote](#) project, as well as with other European projects with an interest (also potentially) in remote access, such as trans-national access initiatives.

While during the first year of the project the focus was more on communication about the project, we are now disseminating project results from WP2 and WP3 specifically by direct communication at conferences, on our website, through a YouTube channel and by online workshops open to the public. The R-NMR workshops held so far were very successful, attracting more than 100 participants at the first workshop addressing remote NMR in general and around 80 participants at the second symposium on the use of the IconNMR software tool.

a. Target the audience groups

The project's activities will be communicated on four levels, each addressing a distinct audience:

Target group 1: Communication to NMR infrastructure operators and user community, including research fellows and students.

Target group 2: Communication to World-wide NMR scientific community and manufacturers of NMR equipment.

Target group 3: Academia, Higher education institutions, World-wide scientific community, European Open Science Cloud (EOSC).

Target group 4: Society, Public authorities and Funding Bodies.

b. Define the message

Message: European NMR Infrastructures implement strategies to ensure the efficient operation of costly research infrastructures (RIs) during times of crisis and support EU researchers and private sector RI users in maintaining optimal performance and maximum use despite travel limitations. The R-NMR concerted initiatives aim to implement standardized protocols for sample shipment, remote NMR usage, GDPR compliance at facilities, and assessing the facilities' CO₂ footprint.

Visual identity: An original visual identity is designed to advertise as broadly as possible the R-NMR project. As a result, the activities of this synergistic network will be notable to the scientific/chemistry community and the European industry as a “trademark”, which will sustain beyond the duration of the funding period. This includes a project logo, together with an associated visual chart and official communication templates, both in traditional as well as in digital form.

c. Select the appropriate tools/media for each target group

A set of communication tools have been developed and implemented to support the dissemination strategy, detailed below (see: 3.d section). This includes:

Public website: The project website (r-nmr.eu) has been running since the second month (M2) of the project. It is designed in a way that reflects the “convergent frames” in which the activities are formulated. The home page is open to a broad audience (the outer circle, society as a whole) and contains information on the project that is interesting and comprehensible to the public. Another, more detailed, section is accessible at the home page which addresses the middle frame, i.e. scientists that are users or potential users of NMR facilities, to raise the awareness of tools/services/features that are/will be available for remote access. This section presents the possibilities and advantages offered by the remote access modality. From this frame, more detailed information is devoted to NMR researchers and users and will include all relevant information and training material related to remote access.

Social media for R-NMR: R-NMR is present in professional social networks (X & LinkedIn, <https://www.linkedin.com/company/r-nmr/>, @RemoteNMR_eu) to boost the visibility of the project and of its results, the organization of and the participation in international events, and to monitor key pointers and feedback (number and category

of followers, comments regarding project activities, etc.). Furthermore, a YouTube channel (@R-NMR) of the project hosting training videos of the project has been established.

Press release: The network of the project will cooperate with the media, to increase its coupling to Society and Journals focusing on Science Education (e.g. JoVE). The releases should elaborate on the relevant aspects and major technical and societal impacts to outline the text for bringing together European NMR facilities by establishing standard remote access guidelines for multidisciplinary research. The project network will determine which journals and publications to target, from national and regional newspapers to international scientific journals and relevant publications by the EC.

d. Plan for Dissemination & Exploitation including Communication (DEC) activities

In order to be capable of monitoring the communication and dissemination activities, the following list of KPIs was defined:

Activity (KPI)	target
Organisation of a workshop/training activity	15
Press release	3
Training material on R-NMR website (PDFs, webinars)	10
Social media/website post	40
Participation in a Conference/workshop or other event	65
Newsletter	9
Participation in eRImote meetings/focused groups	12

The plan for disseminating the specific results is as following

Project result	Target groups	Dissemination and Exploitation path
Protocols for the stratification of users (user levels)	NMR infrastructure operators User community Infrastructure networks and consortia	Project website Web portals of the participating infrastructures YouTube videos and tutorials Social Media (Twitter, X LinkedIn)
Standardized experiments and procedures for remote measurement	NMR infrastructure operators User community World-wide NMR scientific community Manufacturers of NMR equipment	Project website Web portals of the participating infrastructures Social Media Scientific publications Ambassadors trained within R-NMR
Recommendations for sample shipment across borders	NMR infrastructure operators User community World-wide NMR scientific community Public authorities and Funding Bodies	Project website YouTube videos and tutorials Social Media
Training materials on remote access	NMR infrastructure operators User community World-wide NMR scientific community Academia, Higher education institutions	Project website YouTube videos and tutorials Social Media Journals focusing on Science Education (e.g. JoVE)

<p>Common procedures for FAIR data archiving and dissemination of research protocols</p>	<p>NMR infrastructure operators User community Infrastructure networks and consortia European Open Science Cloud (EOSC) World-wide scientific community Funding bodies</p>	<p>Project website Web portals of the participating infrastructures</p>
<p>Overview of the carbon footprint of NMR infrastructures and their users</p>	<p>Management of NMR infrastructures User community Infrastructure networks and consortia Public authorities and Funding Bodies</p>	<p>Project website Social Media</p>

e. Past Communication activities in categories

Communication activity name	Description	Target audiences	Amount until M18
Participation in a conference/workshop or other event	Referring to the project	Research communities	54
Newsletter	Description of the project progress	Research communities	2
Participation to eRImote meetings/focused groups	Communication with partnering project	Research communities	6
Website posts	Communication of project results	Research communities	13
Social media	Referring to/Citing the project	Research communities	2

Training material including videos from practicals/workshops on website	Communication of project results	Research communities	12
Video on YouTube channel	Communication of project results	Research communities	1
Organization of workshops	Communication of project results	Research communities	3

These activities are collected also in an internally shared Google Spreadsheet where partners can directly insert their own relevant activities. This allows any relevant activity to be tracked timely.

Further communication activities along these lines are planned and continuously performed.

f. Past and planed dissemination activities

Event	Date	Target audiences	Notes
Results of facility manager survey	Nov 30, 2022	Research communities	Results of facility manager survey on the R-NMR website available to the community
Results of user survey	Jan 31, 2023	Research communities	Results of user manager survey on the R-NMR website available to the community
ICGEB course “NMR for combatting diseases: from cancer to SARS-CoV-2”	Mar 28-31, 2023	Specific end user communities	Practical session on Remote access to NMR research infrastructures
First Remote NMR workshop	June 6, 2023	Research communities	Public workshop on remote NMR with more than 100 participants
EUROMAR2023	July 9-13, 2023	Research communities	Poster presenting the project and results of surveys

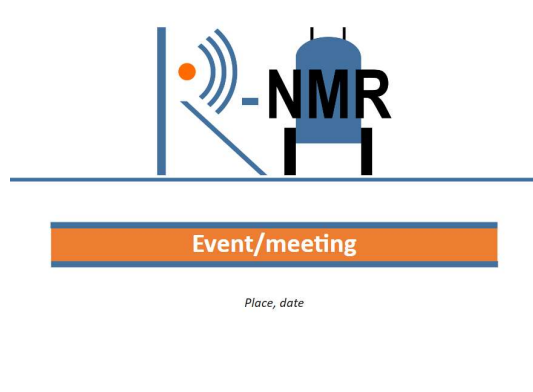
2 nd R-NMR workshop (IconNMR)	Nov 10, 2023	Research communities	Talks on different aspects of IconNMR focusing on remote NMR with more than 75 participants
PANACEA 2023	Nov. 15-16, 2023	Research communities	Poster presenting the project and results of surveys
Patras IQ 2023	Nov 25-27, 2023	Researcher communities, Private Sector, R&I actors and Society	Poster presenting the project and its results
Planned:			
Journées RMN des solides (réseaux RMN Grand Bassin Parisien et Grand Sud)	January 25-26, 2024	Research communities	Poster presenting R-NMR results
uNMR-NL Meeting	Feb. 2, 2024	Research communities	Short talk presenting R-NMR results
Praktische Probleme der Kernspinresonanzspektroskopie	March 12-13, 2023	Research communities	Poster presenting R-NMR results
Hungarian NMR meeting	May 2024	Research communities	Poster presenting R-NMR results
Swedish NMR meeting 2024	May 13-15, 2024	Research communities	Poster /Oral presenting R-NMR results
EUROMAR2024	June 30-July 4, 2024	Research communities	Poster presenting R-NMR results
CCPN meeting	July 10-12, 2024	Research communities	Poster presenting R-NMR results
45 th FGMR Annual Discussion Meeting (Germany)	Sept 9-12, 2024	Research communities	Poster presenting R-NMR results
R-NMR online Workshops	tbd	Research communities	Talks on various aspects of remote NMR

74 th Hellenic Society of Biochemistry and Molecular Biology	tbd	Research communities	Poster presenting R-NMR results
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These activities are collected in an internally shared Google Spreadsheet, where partners can directly insert their own relevant activities. This allows any relevant activity to be tracked in a timely manner. Further dissemination activities along these lines are planned and continuously performed.

4 Actions implemented at M18

i) Presentation PowerPoint template: A PowerPoint template has been shared with consortium partners and was made available on a Google Drive folder was set up which is accessible to all project partners via the shared folder.



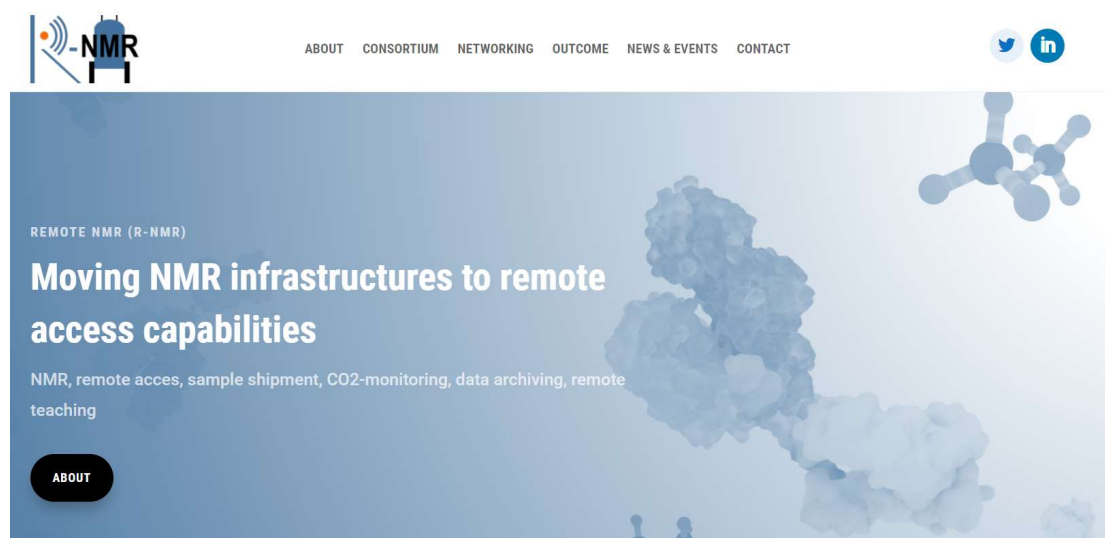
ii) Logo: The R-NMR logo has been designed to adapt to any communication materials. It has been shared with all consortium partners and is available on the Google Drive folder.



iii) Website of the project: The project website <https://r-nmr.eu> has already been online since month 2 of the project (Milestone 4) and it is constantly updated. The website displays several news items, including scientific highlights and include a section presenting all partner facilities (<https://r-nmr.eu/consortium/>) and providing links to their pages and information about the services provided. The “Outcome” section presents the results of the project activities, including the surveys conducted within the R-NMR project (<https://r-nmr.eu/outcome/>). The “Training” section contains videos and pdf files intended for training as well as information on remote NMR. As planned, the general presentation of the project is intended for a very general audience, while specific information about user access for different levels of expertise.

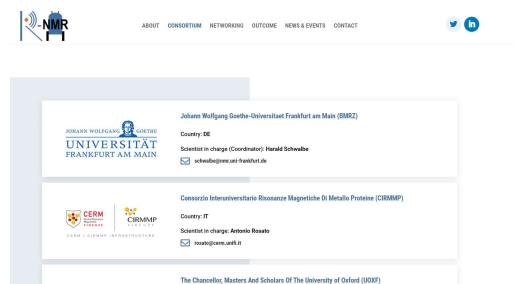
The website collects all the information for remote NMR users, including training materials (e.g. videos and tutorials) released during the course of the project.

<https://r-nmr.eu/>



All consortium members are visible to all targeted audiences

<https://r-nmr.eu/consortium/>



iv) Presence on social media: Links have been created for the communication on social media (Twitter/X & LinkedIn) and shared with the project partners.

<https://www.linkedin.com/company/r-nmr/>

https://twitter.com/RemoteNMR_eu

v) Press releases: All partners have communicated about the project with their internal communication services. Some of them have relayed the information to regional newspapers. Two examples:

1. <http://www.ccit.ub.edu/EN/2022/new20220707.html>

2. <https://www.developmentaid.org/organizations/awards/view/382634/remote-nmr-r-nmr-moving-nmr-infrastructures-to-remote-access-capabilities-r-nmr>

vi) Poster: A poster for distribution of results is available for all partners. A new poster will be generated including results of WP3 in Q1 of 2024

vii) **YouTube channel:** A YouTube channel for the project has been created (@R-NMR) for the upload of training videos and other videos relating to the projects.