



Project Visual Identity and Website content, Social media network identity and Communication and Dissemination Plan

Deliverable D5.1

<https://ferroreg.vin.bg.ac.rs/>



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Document information

Grant No:	7753406
Full project title:	Identification and functional characterization of extracellular and intracellular genetic regulators of ferroptosis related processes in multiple sclerosis
Acronym:	FerroReg
Start date:	January 21 st , 2022.
Related work package:	WP 5: Communication, Dissemination & Exploitation
Related subactivity:	S 5.1 Project Visual identity and Website content, Social media networks identity and Communication and Dissemination Plan
Lead Organization	VINS
Submission date:	M5, June 21 st , 2022.

About the FerroReg project

This project will provide the scientific community, healthcare providers, and policy makers and public in Serbia and global with evidence-based basic and applicable scientific knowledge and recommendations, to be implemented in further research, strategies and development of Multiple sclerosis therapy approaches. It will improve knowledge on genetic architecture and intracellular and extracellular (pre- and post-transcriptional) regulation of ferroptosis related molecular processes and pathways, which promote detrimental effects on oxidative defense, mitochondrial function, fatty acid metabolism and lipid peroxidation leading to progression and disability in Multiple Sclerosis. FerroReg will gain innovation potential by developing innovative strategies and scientific/knowledge resources, for supporting more sustainable decisions for prevention and treatment of MS and neurodegenerative diseases. Questions, which are to be answered in relation to the project topics are increasingly applicable in the field of other neurodegenerative diseases, ischemic disease and cancer, and in both environmental and occupational health. Additionally, dietary and genome related nutritional management and modification of majority of non-communicable diseases/risk factors are encompassed by the proposed project framework. Original results will be usable in innovative therapy/drug repurposing and development and, strengthening holistic approach to intervene on different levels of biological regulation to improve health and well-being.

Introduction

FerroReg Work Package 5 (WP5) is devoted to Communication, Dissemination and Exploitation of the project and its results. WP5 will run throughout the duration of the entire project (1-36 month). VINS and project partners will take various tasks in dissemination and communication activities. To ensure the maximum impact and sustainability of the FerroReg project, project visual identity, website content, social media networks and communication and dissemination plan have been established. A set of the subtasks and activities are put together in order to ensure visibility, communication and dissemination of the project and its results. A communication and dissemination plan includes online and offline communication measures designed to reach different target audiences. Planned communication and dissemination activities will help create links with national stakeholders including the citizens/patients, healthcare institutions, public bodies, scientists, network of healthcare and laboratory service providers, policy makers and other stakeholders.

The plan will be implemented using different communication tools and methods through the development of project communication materials (Logo, e-Newsletter, video material, etc.), maintaining online presence for the project (Website, social media, etc.) by organizing public and press releases in order to reach various stakeholders.

Main topics to be addressed through communication activities concern the concept of FerroReg, the scientific background, methodological framework, exchanging the knowledge, news and events within boundaries of the project.

In this document we provide a structured plan of dissemination and communication activities. The plan includes a general communication and dissemination action plan aimed at target groups at local, regional/national and international levels, and channels of communication.

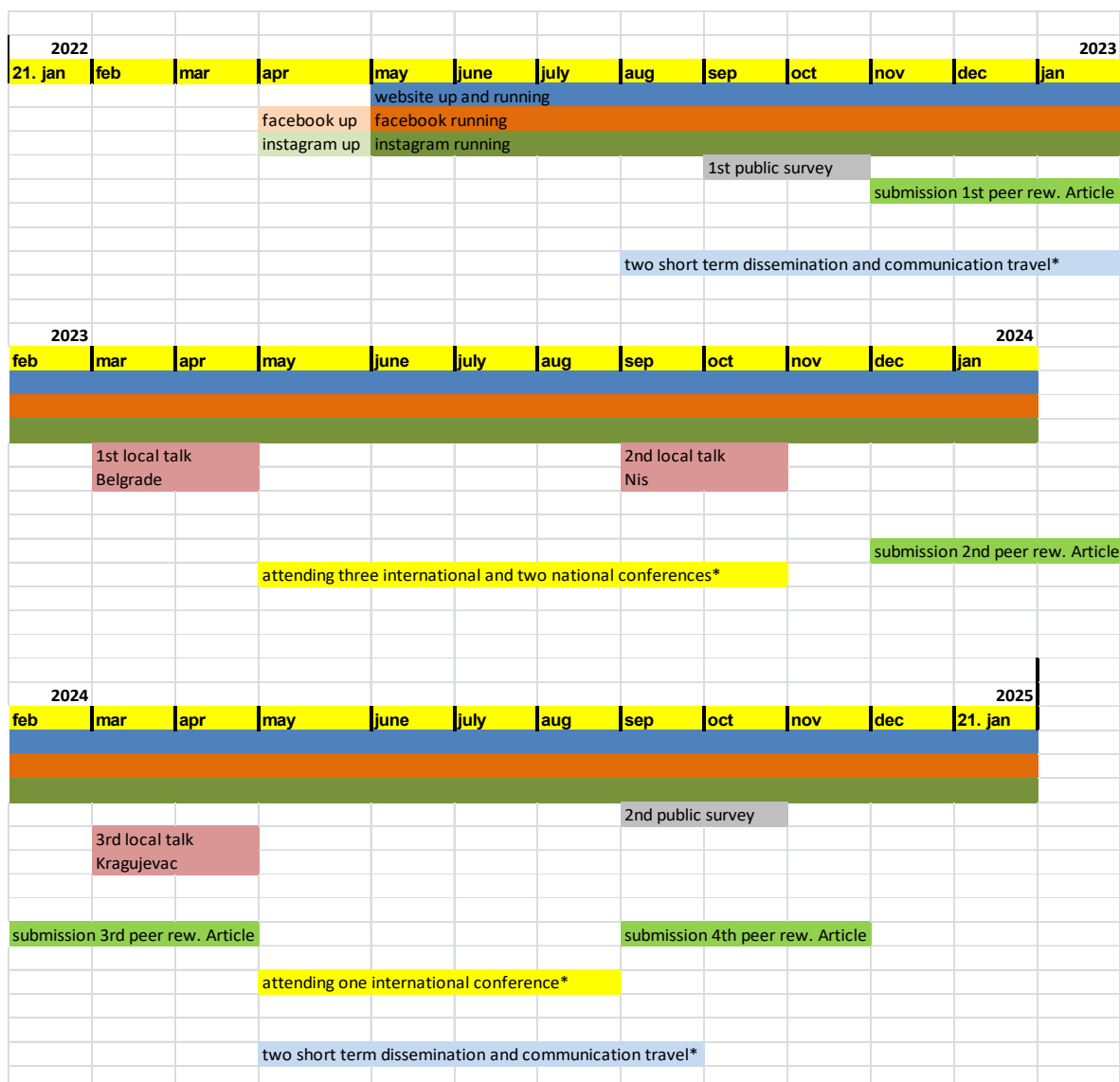


Figure 1. Indicative schedule of communication and dissemination baseline activities

* the exact date/month of those events are not known at the moment

Communication and Dissemination

According to interdisciplinary concept of the project, communication between SROs must be conducted in a professional way, which does not imply only scientific research but also dissemination and further exploitation. During project implementation, participating SROs will strengthen the collaboration in the higher education and research sector and with the authority active in health research, management and policy making, which is expected to deliver long-term national impact. Since those three SROs have a history of good and fruitful collaboration the shortcomings or difficulties are expected to be discussed and solved in a short time and in a friendly atmosphere. A communication and dissemination plan includes online and offline communication measures designed to reach different target audiences.

- Develop project communication materials (Logo, e-Newsletter, video material, etc.)
- Maintain online presence for the project (Website, social media, etc. to foster project information traffic)
- Organize public and press releases

Planned communication measures are designed to inform multiple stakeholders, focusing on reaching out the society, about the project and its national significance. To ensure successful communication, dissemination and exploitation of the project we have defined a network of national stakeholders that includes the citizens, patients, healthcare institutions, public bodies, scientists, healthcare and laboratory service providers, policy makers and other stakeholders.

The key beneficiaries (stakeholders) of this project are defined and targeted in accordance with the Public Call for Program IDEAS, of the SFRS.

1. Government of the RS, Ministry of Education, Science and Technological development
2. National and International Scientific Community, Academia
3. Citizens, patients and the public (individuals, municipalities, cities, RS)
4. National statutory organizations (such as Public Health Institutes, Health Institutions of all level of health protection)
5. National Industry (with particular emphasis on small and medium enterprises involved in production of food and food products, supplements).

All of defined stakeholders are essential to obtain insights into what affects health at the local level, to build support for action and to contribute to community development.



Project SROs will communicate project information and material (webpage, social networks, media coverage, newsletters) starting from their organizations (500 researchers in VINS and 4,800 members of academic staff at the University of Belgrade; around 2500 employers of the MMA, Belgrade, Serbia and dissemination through the Ministry of Defense, RS) over national and regional collaborators (Health institutions, Center for promotion of Science).

Important channel of communication and dissemination plan is developed for communication with citizens. Local press conferences and media coverage will communicate and disseminate project toward wider general public targets. A face-to-face events are planned with local public authorities within Belgrade municipalities and other cities in Serbia (Niš and Kragujevac,) will be established in order to enable communication with citizens on the local level and to strengthen public engagement and their participation in the project and consequently, their role in dissemination. To provide the dissemination feedback from public and direct beneficiaries two online surveys (through social networks) will be carried out, one within the first year of the project duration and one before the end of project, with short questioners which address basic knowledge about MS, genetics, therapy options and research related to MS in Serbia). Local non-governmental organizations (NGOs) and project topic related public societies (MS Society Serbia) will be included in this communication and dissemination channel to public. Fulfilled questioners will be used to measure the short-term impact and to estimate long-term impact of the project activities. To appreciate citizens consent to participate in the project the promotional material will be provided for each project participant at the sampling (e. g. pencils, stickers, badges) and they will be asked to participate in dissemination through social media channels.

FerroReg results dissemination strategy is based on the acknowledgment of policy initiatives such as Open Science and will targets Open Access to peer-reviewed scientific publications, which is realistic with proposed budget allocation. Science Fund of the Republic of Serbia logo will be put on every dissemination material and during publishing and promotion of the project funding will be acknowledged.

In particular the partners MF MMA and IMI will support the Coordinator (VINS) providing support through contributions to the Newsletter, and through event attendance and generation of peer reviewed articles.

With regard to the risk management if the COVID-19 pandemic continues, the dissemination strategy will be adapted by favourizing electronic communication and dissemination pipelines using both, professional and public channels (Zoom platforms, social media, and public media) managing in the best way adjustment of time-chart delay of face-to-face communication and dissemination events if needed.

Project Visual Identity and Website content

To support the project's outreach and dissemination activities, a project visual identity and website have been set up for the FerroReg project. The website will serve for all project-related public and stakeholders' information. It will provide all the necessary information about the project, main goals, concept and dissemination material developed during the project and links to any publication made in relation to FerroReg. The logo of the project will be used on any material to allow for easy recognition of the project.

The visual identity and online presence comply with all communication and dissemination requirements set forth by the Science Fund of the Republic of Serbia, programme IDEAS. The funding source and Grant Agreement number are presented on the website.

The FerroReg project website is <https://ferroreg.vin.bg.ac.rs/>. The domain name includes the project's acronym FerroReg and is located on the European research and education network (GEANT) as well as the project lead institution (VINS). The project website has been designed in line with the project's visual identity to ensure consistency and to establish a distinctive identity. The website's color scheme is based on the colors of the FerroReg logo. The main idea beyond the website design was to make it clear, simple and intuitive allowing users to easily and quickly find the information they want or need.

The responsive design ensures accessibility not only from a computer, but also from mobile devices such as tablets and smartphones. VINS has the responsibility for the technical maintenance of the web site and performs the inclusion of new content material on the web site. All partners are requested to provide content to the web site by sending the material to VINS to be included.

Given the large targeted audience (from the scientific and medical communities, to healthcare organisations, regulators, industry or patients), the language has been simplified to be understandable by each of them. An effort has been made to ensure that the website will be of interest to all readers and visitors, regardless of their background while maintaining a high level of scientific information. To break the barrier between users and a web page representing the project, the website has been humanized using pictures, photos, quotes, etc. Information on the website are available in two languages, Serbian and English.

The website includes the abstract of the project, project's overall aims, scientific background, concept of the project as well as information on each work package. An overview and profile of all participating research organizations are provided, with links to their website for more information. Public project deliverables or reports, press items and other dissemination material, as well as open access scientific publications will be made available for download on the website. Contact page contains street address and map of the lead Institution as well as phone number and e-mail address.

On the website there are active links toward FerroReg Instagram and Facebook pages.

Identification and functional characterization of extracellular and intracellular genetic regulators of ferroptosis related processes in multiple sclerosis

"VINČA" Institute of Nuclear Sciences - National Institute of the Republic of Serbia, University of Belgrade
Department of Radiobiology and Molecular Genetics

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” PROJECT MISSION

Ferroreg will provide novel scientific data to serve as a backbone in understanding of key genes and regulatory molecular drivers in orchestration of main biologic processes that lead to ferroptosis and are related to inflammation and neurodegeneration that affect multiple sclerosis onset and progression. Implementation of this project will improve detection of patient at high risk for disease progression, and the critical application of disease modifying treatments as soon as possible, especially in young adults, and general improvement of human condition during invasive form of multiple sclerosis in Europe and global.

[MORE](#)

“Solve the ferroptosis caused neurodegeneration, and let the science helps future generations.”

Figure 1. Homepage with website menu, project mission, moto and footer

ABOUT PROJECT

WHAT IS FerroReg?



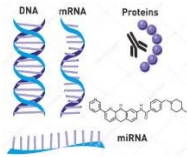
FerroReg is scientific project, which will undertake experimental research and activities to provide new scientific knowledge, required for improvement of management and treatment of inflammation and neurodegeneration in Multiple sclerosis (MS).

SCIENTIFIC BACKGROUND

The FerroReg project provides multidisciplinary approach, which integrates biomedical, bioinformatical and biochemical research of ferroptosis related processes in MS. Those processes, such as impairment of antioxidative defense and increased lipid peroxidation have been shown to play role in human complex diseases. Multiple sclerosis as a chronic inflammatory and neurodegenerative disease in its etiology comprehend: increased susceptibility of CNS to oxidative damage, due to high oxygen consumption and rich composition of lipid content-polyunsaturated fatty acids (PUFAs) in CNS cells, and mitochondrial dysfunction, which all lead to accumulation of lipid peroxidation products, a main driving force for ferroptosis. Ferroptosis affect both brain and periphery, and disrupted blood-brain barrier (BBB) in MS enables increased transport of cells and extracellular vesicles between these remote tissues. Currently, there is no cure for MS, all available treatments are disease modifying and they mainly target Inflammation while neurodegeneration is not controlled.



BIOMARKERS OF FERROPTOSIS IN MS



Ferroptosis is an iron-dependent type of molecularly controlled, but not developmentally programmed cell death, discovered in 2012. It was recently recognized as driver for neurodegeneration. Genetic regulators of ferroptosis as orchestrated process have been rarely investigated, either in cell cultures or in humans. In all human diseases in which the brain is the target organ of tissue damage there is a need for defining the biomarkers from accessible tissues that are proxies of the brain processes and damage. Exosomes are released by variety of brain cells and they could provide remote biomarker (e.g. microRNA-miRNA) signatures in circulation. In opposite transport direction they are potent therapeutic delivery tool, among others, for remyelination.

THE NOVELTY

The main novelty of the FerroReg is to recognize unknown genetic and epigenetic regulators of an aggregate of 40 ferroptosis pathway related genes by implementing innovative, integrative concept using high-end molecular genetic methodology and to associate multilevel molecular data (SNPs, mRNA/miRNAs, proteins, PUFAs, metabolic products) with multiple sclerosis severity and disability. The groundbreaking objective is to comprehend the time (different phases/phenotypes of disease) and space (blood/brain and cells/exosome proposed molecular actions) dependent regulatory background of ferroptosis in MS, as an inflammatory, neurodegenerative disease with highly limited therapeutic options. Provided knowledge will be applicable for estimation of disease severity and in definition of targets for supplementation, nutritional and lifestyle modulations.



The project will provide evidence-based recommendations to improve implementation of the National strategy of scientific and technological development of Republic of Serbia and Smart Specializations.

Figure 2. About the project

Naziv projekta:	Identifikacija i funkcionalna karakterizacija ekstracelularnih i intracelularnih genetskih regulatora procesa povezanih sa ferroptozom kod multiple skleroze
Akronim:	FerroReg
Oznaka:	7753406
Poziv projekta:	IDEJE
Ukupan budžet:	€ 274502.10
Datum početka:	21.01.2022.
Datum završetka:	21.01.2025.
Veb sajt projekta:	https://ferroreg.vin.bg.ac.rs/



Istraživanje se sprovodi uz podršku Fonda za nauku Republike Srbije, BR0J PROJEKTA 7753406, Identifikacija i funkcionalna karakterizacija ekstracelularnih i intracelularnih genetskih regulatora procesa povezanih sa ferroptozom kod multiple skleroze – FerroReg

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Figure 3. Project description

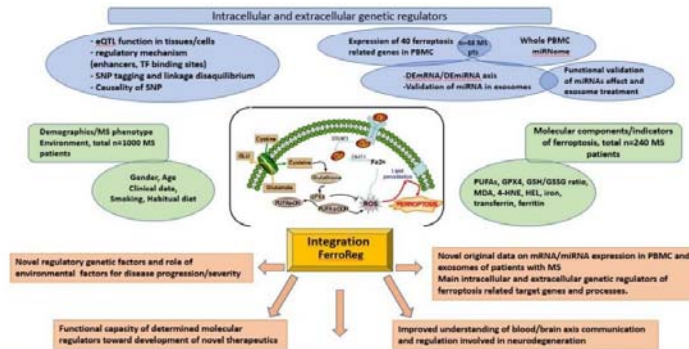


Figure 4. Concept of the project

Participating Research Organizations

„VINČA” Institute of Nuclear Sciences – National Institute of the Republic of Serbia, University of Belgrade



Institut za nuklearne nauke Vinča

The lead institution of the FerroReg project is VINČA” Institute of Nuclear Sciences – National Institute of the Republic of Serbia, University of Belgrade, Belgrade, Serbia (VINS), which is the largest scientific institute in Serbia with around 800 employees from whom 500 are researchers. It is a leading institute in fundamental/applied research, international research cooperation, scientific personnel quality and facilities. It possesses wide scientific capacities/infrastructure for the most ambitious national/international research. VINS has been actively involved in education at the University and in 73 national as well as over 60 international projects with project coordination/management experience.

Website: www.vin.bg.ac.rs

Principal Investigator: dr Maja Živković, ORCID: 0000-0002-0447-6626

Project team is consisted of twelve members. Ten of them are from the VINS, while two are from the other participating research organizations.



The Medical Faculty of the Military Medical Academy

The Medical Faculty of the Military Medical Academy is one of the leading public institutions that perform educational, scientific-research, health and publishing activities. The long-term goals of their faculty program are education of the professionals to acquire communication skills and development methods for applied knowledge in the different spheres of medical profession and science. Therefore, the final goal is the formation of qualitative medical experts who acquired the top ethical and professional standards thus being completely qualified not only for individual medical practice in primary healthcare protection system but also for carrying out the work of scientific research.

Website: www.mfvma.mod.gov.rs



Institute for Medical Research, National Institute of the Republic of Serbia, University of Belgrade

Institute for Medical Research, National Institute of the Republic of Serbia, University of Belgrade is a leading national scientific institute in the field of biomedical sciences established by the Serbian Academy of Science with a mission to contribute to human health through high quality scientific research. It has 93 members, of which more than 80 are researchers of different scientific backgrounds. Center of excellence for food and metabolism (CENM) within the Institute is focused on assessment of metabolic health and lipid metabolism research and complex interactions of nutrient intake-status-health effects, as well as the evaluation of the role of nutritive therapy in the prevention and treatment of non-communicable diseases. The Institute's researches actively participate in European research projects.

IMI web site: www.imi.bg.ac.rs

Figure 5. Participating research organizations



VINČA INSTITUTE OF NUCLEAR SCIENCES
Mika Petrovića Alasa 12-14
11351 Vinča, Beograd, Srbija

Contact Us

Call us directly
+381 (0)11 3400 132
Contact email
ferroreg@gmail.com

Figure 6. Contact page



Figure 7. QR Code of the project website

Social media network identity

FerroReg project has accounts on a Facebook and Instagram social networking services. We have chosen those two platforms because they cover the majority of the targeted audience (considering the targeted age groups and stakeholders). These two platforms provide more than enough “web space” for posting photos, news, scientific publications or written information for qualitative exchange of information with the audience. The name of the Facebook page is Ferroreg Project (<https://www.facebook.com/ferroreg>, @ferroreg -easy search) and the project logo is a profile picture, so the page is very easy to be found or recognized by the potential followers. Background photo comply with all communication and dissemination requirements set forth by the Science Fund of the Republic of Serbia, programme IDEAS and recommended hashtags are used on every post (#ferroreg #fondzanauku #programideje #institutevinca). The page contains abstract of the project, overall aim and all the necessary contact information as well as the link toward website of the project.

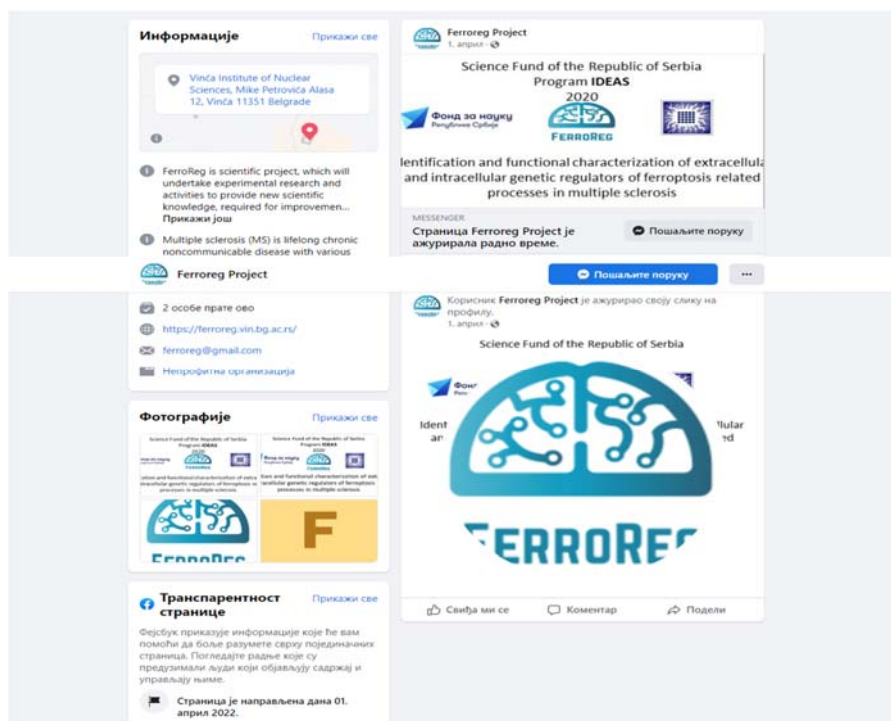


Figure 8. Ferroreg Facebook account

The username on the Instagram account is “ferroreg_project”. The link toward account is https://www.instagram.com/ferroreg_project/?igshid=YmMyMTA2M2Y%3D=. Project logo is set as a profile photo. There is Introduction sentence explaining what is FerroReg and we used appropriate hashtags: #ferroreg, #programideje, #multiplesclerosis, #fondzanauku and #sciencefund. An e-mail address of the project is presented and the link toward project website. The schedule for posts is irregular, but we aim to an active flow with ample of followers of the accounts. The posts will be posted whenever: there is a short update on the website, or an event is organized, or when news are received from other participating research organizations, or when results of interest for the followers and stakeholders are made, or when new available scientific data is available and is connected with the main topic of our research, or when the dissemination material is available, etc.

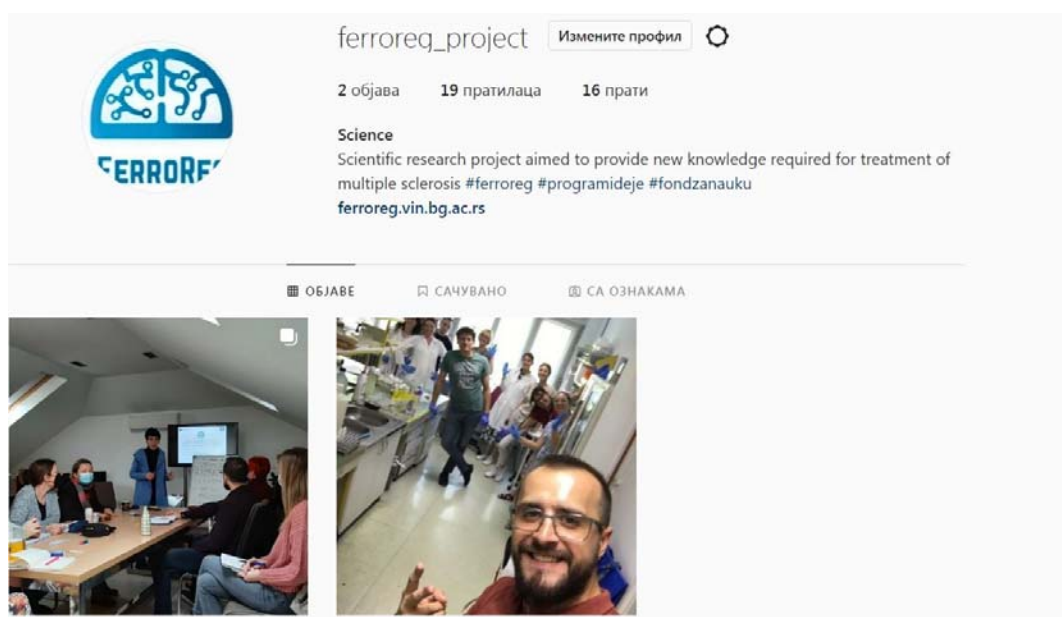


Figure 9. Main Ferroreg Instagram page

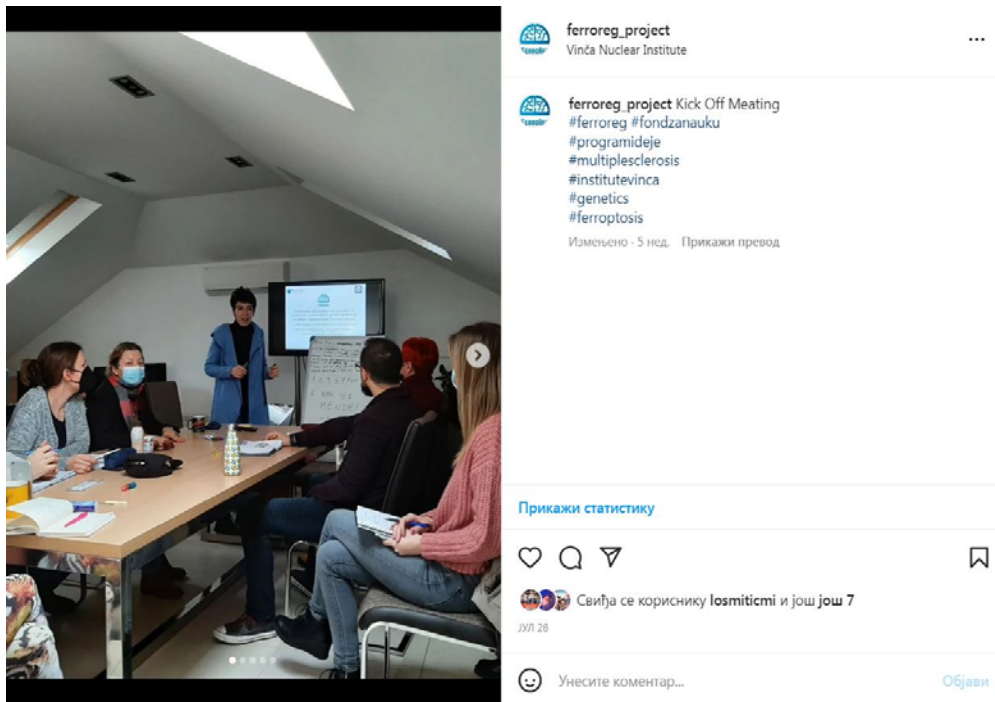
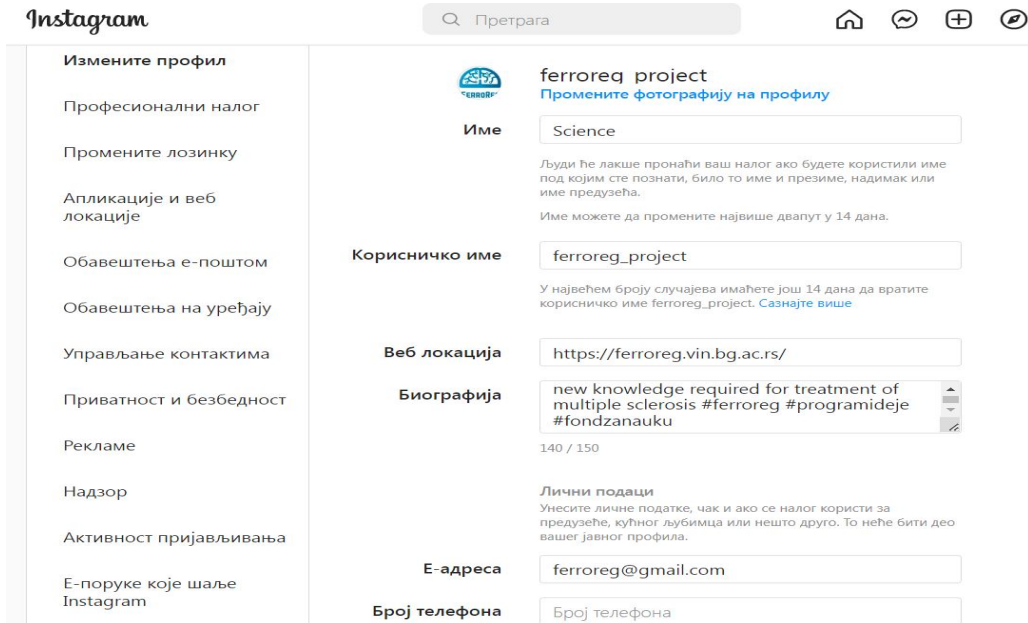


Figure 10. Ferroreg Instagram settings and post