



Report on Dissemination and Communication Activities No1

Deliverable D5.3

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

About this document

Deliverable: D5.3 Report on Dissemination and Communication Activities No1

Work package in charge: WP5 Communication, Dissemination & Exploitation

Actual delivery date for this deliverable: Project-month 18

Dissemination level: The general public (PU)

Lead author

Tamara Djuric Delic

Other contributing authors

Maja Zivkovic, Aleksandra Stankovic

Executive Summary

In the present deliverable, we provide a report on the progress towards the implementation on the dissemination and communication strategy and plan for the first 18 months of the project duration presented in the deliverable D5.1: “Project Visual Identity and Website content, Social media network identity and Communication and Dissemination Plan”. We will follow the same structure, and address each of the sections in terms of the approach taken, the channels used, and the results achieved.

The major dissemination means of the FerroReg project have been described and they are spanning from the “conventional” approaches, such as participation in events and also web related activities to the printed scientific materials.

FerroReg use of online dissemination is summarized together with analytics, showing the use of both the FerroReg website and the relevant social media channels. The dissemination through the public survey and its analytics are also extensively described.

A number of important relationships have been also established with related projects and initiatives that can be used for dissemination purposes.

Dissemination and communication activities, which have been used in FerroReg during the first half of the project duration as well as their objectives and targeted groups, are shown in the table below.

Table 1: Communication and Dissemination activities of FerroReg (M18)

Activity	Objective	Targeted stakeholders	Timeline
Project website	Informations and knowledge dissemination Publicly available results presentation Interaction and engagement of public	All stakeholders	Constantly
Social Media package	Awareness creation Information and news diffusion Knowledge dissemination Results presentation	All stakeholders and Targeted audiences	Constantly
Communication and dissemination workshop	Topics and methodology of communication and dissemination	Targeted audiences	As appropriate according to the plan
Conferences, workshops and local events participation	Awareness creation Project presentation Networking and collaboration with relevant stakeholders	International Research communities Representatives of National statutory organization	Continuously, based on the projects developments and conferences timelines
Press releases	Awareness creation Project presentation	All interested stakeholders	Periodicaly
Scientific papers and publications	Knowledge dissemination to the relevant scientific community Results presentation	Scientific community Physicans Other relevant projects and initiatives	Continuously, based on the projects developments and conferences timelines

INTRODUCTION

Work package 5 is devoted to communication, dissemination and exploitation activities that will ensure maximum impact of the results of the project. This document, which is written in the second year of the project, provides a report on the progress of the on-going dissemination work. The purpose of this deliverable is to document the FerroReg dissemination and communication activities during the period from M1 (January, 21st, 2022) to M18 (July, 21st, 2023) of the project's duration. It follows the structure of the original plan, updating and adding content to this plan where activities took place. It reports also on the active tasks undertaken by the partners related to dissemination in this time period.

The present deliverable, being 3rd deliverable in the WP 5 and the first one of two Reporting on dissemination and communication activities is closely interrelated and develops in parallel with FerroReg WP5 subactivity 5.3. Generating Scientific, Public and Stakeholders Awareness and subactivity 5.4. Project Promotion & Mainstreaming as well as the following documents:

D5.1 Project Visual Identity and Website content, Social media network identity and Communication and Dissemination Plan

D5.2 Exploitation Plan

DISSEMINATION APPROACH

All partners are following the Dissemination and Communication Plan provided in D5.1 during the 18 months of project. The coordinator and partners provide material and support and are strongly encouraged to provide the information about the ongoing impact of FerroReg activities. This open communication ensures the dissemination and awareness-raising activities. Partners are asked to ensure a continuous exchange of project information with different stakeholders at all levels, using the most appropriate communication tool from a social and traditional media.

All dissemination activities have the following objectives:

- To create a strong awareness of the FerroReg project
- To identify the map of stakeholders potentially interested in the project and its outcomes, engage them in the project's activities and encourage them to interact with FerroReg
- To build partnerships through networking with existing related projects and research groups to share resource/data/results and spread good practice through the coordination/clustering activities
- To target audiences

COMMUNICATION AND DISSEMINATION CHANNELS

In this section we will report communication and dissemination activities, which have taken place in the first 18 months of the project using different channels.

The channels to be outlined are as follows:

- Project Website

- Social and digital media
- Events based dissemination
- Journal and conference papers
- Press-based dissemination

PROJECT WEBSITE (<https://ferroreg.vin.bg.ac.rs/sr/corporate-creative-landing-2/>)

According to the project’s WP5 subtask S5.1 and deliverable deadline website was created and present online by the M5. The FerroReg website (<https://ferroreg.vin.bg.ac.rs/>) is the central hub for the dissemination and communication of information related to the project. The website incorporates basic project information, publicly available deliverables, conference publications, news items, event alerts, and it will also offer added-value services such as journal publications, newsletter, as well as signpost to related news, events and projects. The website is regularly updated, particularly in terms of the contents including news, publications and deliverables, following the project’s tasks and timeline. The site will be maintained during the project implementation and at least one year after FerroReg completion. To provide the dissemination feedback from public and direct beneficiaries the Public Survey-Science for Citizens: Genes and Multiple Sclerosis has been created. The second survey is planned before the end of the project. One thousand and twenty six citizens have completed the questionnaire. 75% of them were women, 54 % belonged to the 41-60 years age group, 36.6 % belong to the 21-40 years age group, 8% older than 65 years and 1.2% were younger than 20 years of age.

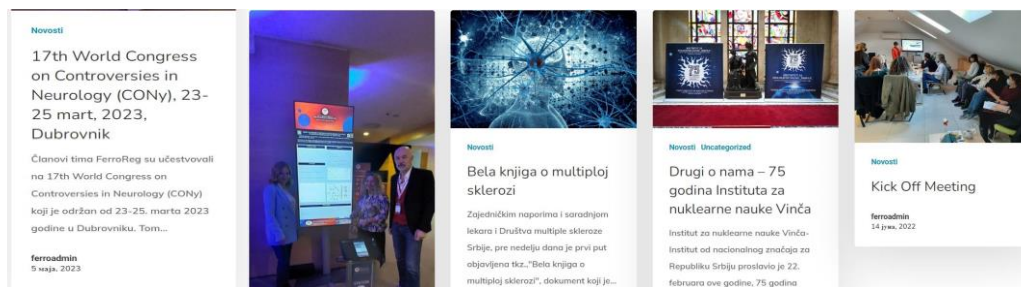


Figure 1. News



Figure 2. Dissemination

SOCIAL AND DIGITAL MEDIA (<https://www.facebook.com/ferroreg>)

Facebook and Instagram, are used in order to promote project activities and on a regular basis while also encouraging a wider awareness and discussion on the topics related to multiple sclerosis. FerroReg has active presence on Facebook and Instagram which are linked to the project's website. It reaches broader and less specialized audience. The project's Facebook page includes news, photos and information about the FerroReg project, its developments and activities and re-posts of other relevant stakeholders or valuable science news from other accounts in order to enrich the page content and attract more followers. The page has currently 121 followers. The percentage of woman is greater (67.8%) than the man (32.2%) and the most of the followers, approximately 60% of them, belong to the 35 to the 54 age group. A significant percentage of the visitors of the website are located in Serbia, which is expected because it's a host country, but followers from the 9 more countries are present.

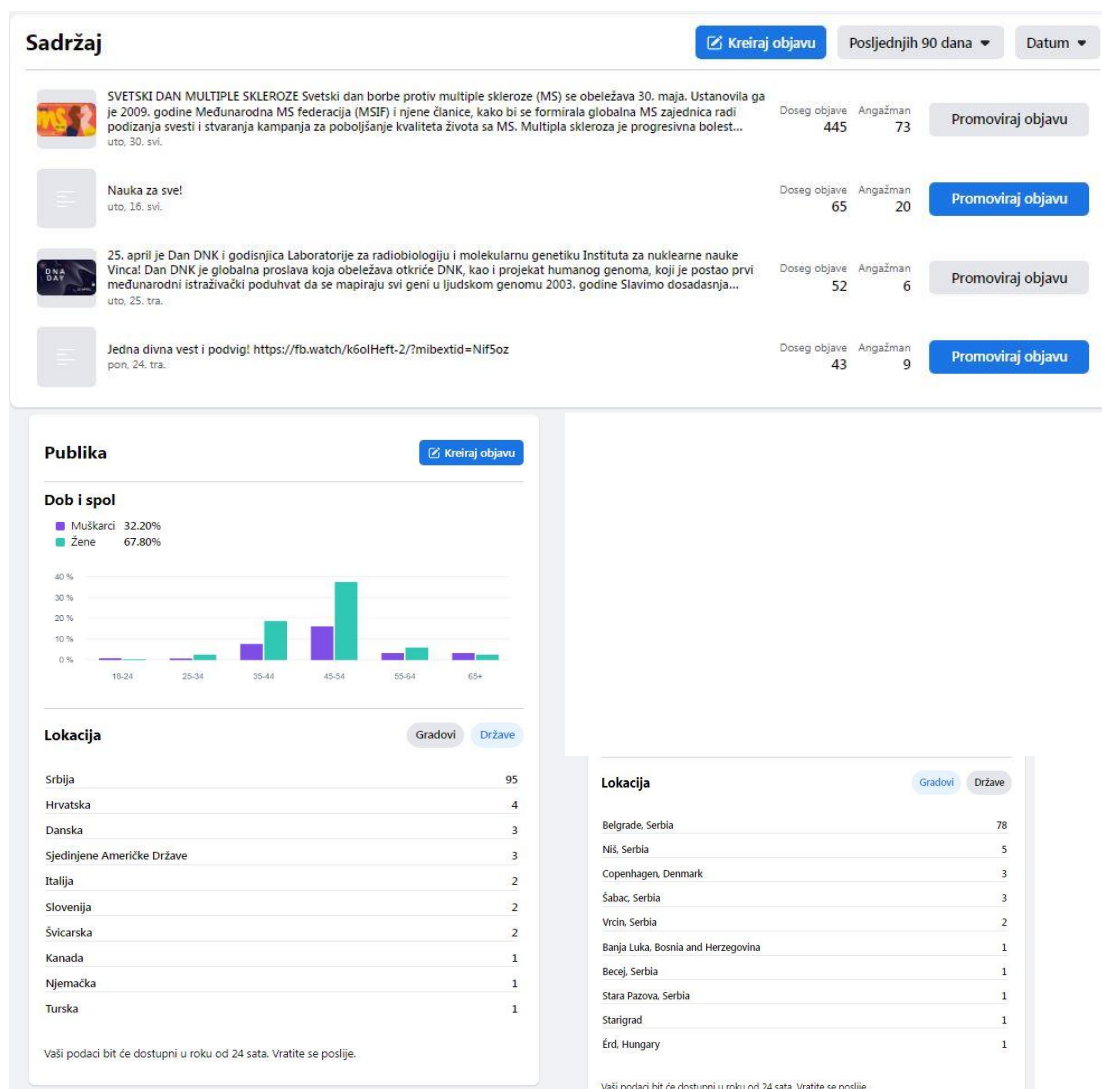


Figure 3. Example of last 90 days of posts and Facebook main statistics

INSTAGRAM

(https://www.instagram.com/ferroreg_project/?igshid=YmMyMTA2M2Y%3D=)

FerroReg maintains an Instagram page. The project's page includes photos and information about the FerroReg events. The page has currently 61 followers.

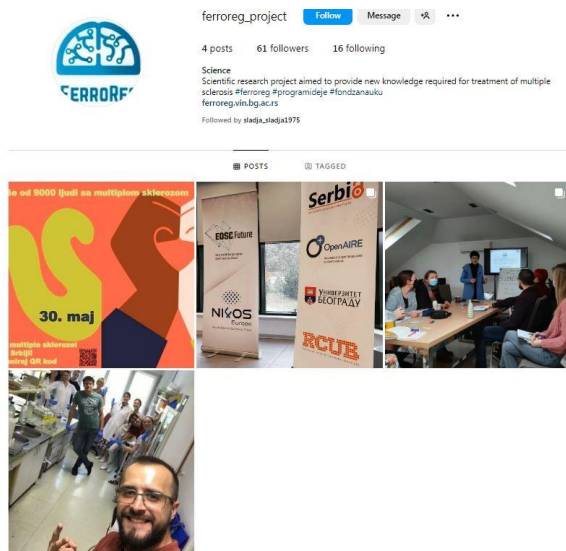


Figure 4. FerroReg Instagram page

EVENTS BASED DISSEMINATION

During the first 18 months, the project coordinator and partners represented FerroReg at a number of events in order to promote and disseminate relevant information that can increase the project visibility. Participation in events is also an opportunity to increase and strengthen the network with interested stakeholders or targeted audiences. On these occasions we have represented the FerroReg project in different ways, including paper or project presentation, or simple participation for knowledge based or networking purposes.

Project FerroReg was presented by talk given at the First meeting of Serbian society for extracellular vesicles (SrbEVs2022) <https://srbevs.rs/news/>. The title of the lecture was: "Extracellular vesicles as carriers of molecular markers in complex human diseases and their therapeutic potential".

At the symposium "NGS Next generation Scientist", organized by company Elta 90 MS which gathered more than 200 participants related to biomedical and molecular biology research, project member gave a talk entitled: "miRNOME sequencing and targeted RNA-seq as an integrative approach in the research of human complex diseases" to present the Ferroreg project.

FerroReg project was presented to MS community at the world's largest meeting in the field of Multiple Sclerosis research - 38th Congress of ECTRIMS in Amsterdam, Netherlands 26. – 28. October 2022. In 2023 FerroReg was presented to the world neurological research community at the 17th World Congress on Controversies in Neurology (CONy), March 23-25, 2023, Dubrovnik, Croatia, and at the 9th European Academy of Neurology congress held from 1-4



July, 2023 in Budapest, Hungary. At the CONy FerroReg was communicated and disseminated by presenting the posters with first experimental results and by communication to colleagues. Participation at particular conference was targeted as it gathered large number of participants from the region and all over the world together international scientific community from 56 countries. During the conference particular attention was paid to communication with present representatives of National statutory organization related

to research topics. The project has been communicated and disseminated at the conference that gathered the wide international scientific community and medical health care professionals from the neuroscience field.

The members of the team have also visited NGO “Association Light”, Sabac to discuss topics and methodology of communication and dissemination of the project and scheduled workshop on these topics.

All the Ferroreg team members from VINS attended a workshop held by the NGO “Association Light”, Sabac, Serbia. As discussed the main topics were communication and dissemination and promotion of project to targeted audiences and local stakeholders with focus on non-professional stakeholders and general public. The team members gained new skills, knowledge and know-how use of methodology proposed for better communication and dissemination activities.

FerroReg project participants had also attended Biotech future forum conference (<https://biotechff.gov.rs/>) and attended 3rd International GDPR Conference in Belgrade (<http://www.jpm.law/the-3rd-jpm-international-gdpr-conference/>) to expand knowledge and networking required for successful exploitation and impact of the project.

Project participants also attended The Belgrade Bioinformatics Conference (BelBi2023) that was held from June 19 to 23, 2023, in Belgrade, Serbia. At this International conference the team members made contacts with scientists and communicated and disseminated the project and increased the visibility of the ongoing research activities.

PRESS-BASED DISSEMINATION

The article in the daily paper “Politika” that covered the 75th anniversary of The Institute of Nuclear Sciences Vinča - Institute of National Importance for the Republic of Serbia presented the FerroReg project.

Institut za nuklearne nauke Vinča -
Institut od nacionalnog značaja za
Republiku Srbiju proslavio je... See more



politika.rs
Вештачком интелигенцијом до уређаја
који открива срчану слабост

JOURNAL AND CONFERENCE PAPERS

1. Katanić Pasovski K, Rančić N, Pasovski V, Sajić M, Resan M, Dinčić E, Evaluation of the retinal morphological and functional findings in optic neuritis related to multiple sclerosis, *Vojnosanitetski pregled*; 2022, Online First June, 2022. DOI: <https://doi.org/10.2298/VSP220525064K>
2. Stankovic, I. Jovanovic, E. Dincic, S. Vojinovic, Lj. Stojkovic, A. Djordjevic, J. Kuveljic, M. Zivkovic. Insight in miRNome of severe multiple sclerosis: Pilot study of distinctive relapse-onset MS phenotypes. 17th World Congress on Controversies in Neurology (CONy), March 23-25, 2023, Dubrovnik, Croatia; 427, E-Posters - CONy 2023 | March 23-25, 2023 | Dubrovnik, Croatia (comtecmed.com); M34
3. Zivkovic M. Kostic S., Stojkovic L., Kolic I., Stankovic A., Dincic E.. LEPTIN SIGNALLING GENETIC VARIANTS AND INSULIN RESISTANCE IN MULTIPLE SCLEROSIS PATIENTS, 17th World Congress on Controversies in Neurology (CONy), March 23-25, 2023, Dubrovnik, Croatia; 408, E-Posters - CONy 2023 | March 23-25, 2023 | Dubrovnik, Croatia (comtecmed.com); M34
4. National congress with international participation: Second Congress of Molecular Biologists of Serbia (CoMBoS2) with international participation, October 6-8, 2023, Belgrade, Serbia, presenting person: Ljiljana Stojkovic, one abstract with Project results **was sent and accepted**
5. International meeting: Joint Meeting of ASEV, HSEV, SiNEV and SrbEV- Small New World 2, September 4.-6, 2023, Gratz, Austria, presenting person: Jovana Kuveljic. one abstract with Project results **was sent and accepted**