O R C H E S T R A

Connecting European Cohorts to I
ncrease Common
and Effective Response to SARS-
CoV-2 Pandemic

WP10_D10.1

Communication and Dissemination Strategy Plan and Website Online

UHC

Project Classification

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Executive Summary

This document is the deliverable 10.1 - Communication and dissemination strategy plan and website online" of the European project "ORCHESTRA – Connecting European Cohorts to Increase Common and Effective response to SARS-CoV-2 Pandemic: ORCHESTRA". It is issued by UHC as deliverable of WP10 (Dissemination).

An overview of the strategy terms is followed by a division of the project timeline into different phases, which are based on the movements of Ludwig van Beethoven's 9th Symphony for better understanding. At the end of the document legal aspects of communication and dissemination are laid out according to EU Grant Agreement.

1. Overview

a) Summary

ORCHESTRA is a three-year international research project aimed at tackling the coronavirus pandemic, led by the University of Verona and involving 26 partners from 15 countries (Argentina, Belgium, Brazil, Congo, France, Gabon, Germany, India, Italy, Luxemburg, Netherlands, Romania, Slovakia, Spain, Venezuela).

The project is funded by the [European Union's Horizon 2020 research and innovation programme](#) under the [ERAvsCORONA](#) Action Plan which was developed jointly by Commission services and national authorities to tackle the ongoing COVID-19 pandemic.

b) What is ORCHESTRA

The ORCHESTRA project provides an innovative approach to learn from the SARS-CoV-2 health crisis and derive recommendations for increasing preparedness for future outbreaks. The main outcome of the project is the creation of a new pan-European cohort built on existing and new large-scale population cohorts in European and non-European countries. Data analysis through a federated learning technique supported by advanced modeling capabilities will allow the integration of epidemiological, clinical, microbiological and genotype aspects of population-based cohorts with environment and socio-economic features.

The ORCHESTRA cohort will include SARS-CoV-2 infected and non-infected individuals of all ages and conditions and thereby enabling a retrospective evaluation of risk factors for the disease acquisition and progression of the disease and prospective follow-up aimed at exploring long-term consequences and analysis of vaccination response when vaccines will be available. To better address these research questions, the ORCHESTRA-cohort will include adequately sampled representatives of general populations, COVID-19 patients and special 'at risk' populations of fragile individuals and health-care workers. The project will assess also health costs of COVID-19 with special emphasis on delayed health services in the fragile populations. The participation of non-European and Low-Medium Income Countries and a Global COVID-19 Guidance group of major stakeholders and investigators from successful clinical trials addressing therapeutic approaches to COVID-19, ensures inclusion of all expertise needed and translation of recommendations to different social and economic settings. The project will significantly impact on the responsiveness to SARS-CoV-2 and can be used as a model for responsiveness for new public health threats.

C) Communication Strategy

i) Overview

Communication is fundamental to ORCHESTRA since awareness of the results from this project is one of the project partners' major concerns. The tasks and innovative tools used for communication with a broad audience the results of the work done in ORCHESTRA are detailed in the description of the dedicated WP10. Briefly, we will develop a visual identity with a project logo, standard type fonts and color scheme and graphics, and supportive templates (e.g. for MS Word, MS PowerPoint, online communications). This visual identity will support coherent and recognizable communications from ORCHESTRA by the beneficiaries and – where relevant – to the participating hospitals. The supporting templates will be made accessible in an easy-to-use *Style Guide* to the WP teams for use in internal and external communications. A dedicated website will be created with all information on ORCHESTRA members, partners, procedures, projects, and results. The website will include a contact form, a news section, video communication platform, document and file repository, project blog, and a Twitter feed. A dashboard will allow convenient analysis of data for non-expert users. Accredited social media accounts, especially Facebook, Twitter, and LinkedIn, will be obtained and interact with existing accounts from all project participants and partners, thus rapidly building a large base for dissemination. The visual identity will be applied in several communication materials such as leaflets, press releases, info graphics, presentations, and poster presentations. These materials will be developed in consultation with the Global COVID-19 guidance (WP9) to ensure a global perspective. We will also develop leaflets and infographics that are more suitable for laymen. Regular message broadcasts will inform on ORCHESTRA goals and progress, disseminate results, and comment on relevant developments directly related to the project. At important milestones we will issue short press releases and disseminate these to media contacts at EU level contacts of the participating beneficiaries.

Strength of the ORCHESTRA dissemination plan is the strong link with major network, stakeholders and successful projects in the field of COVID-19, emerging infectious diseases, and surveillance. For each of these target audiences, we will develop and implement bespoke communication strategies, making use of various media and communication channels and supporting communication materials.

ii) Graphic Internal Communication
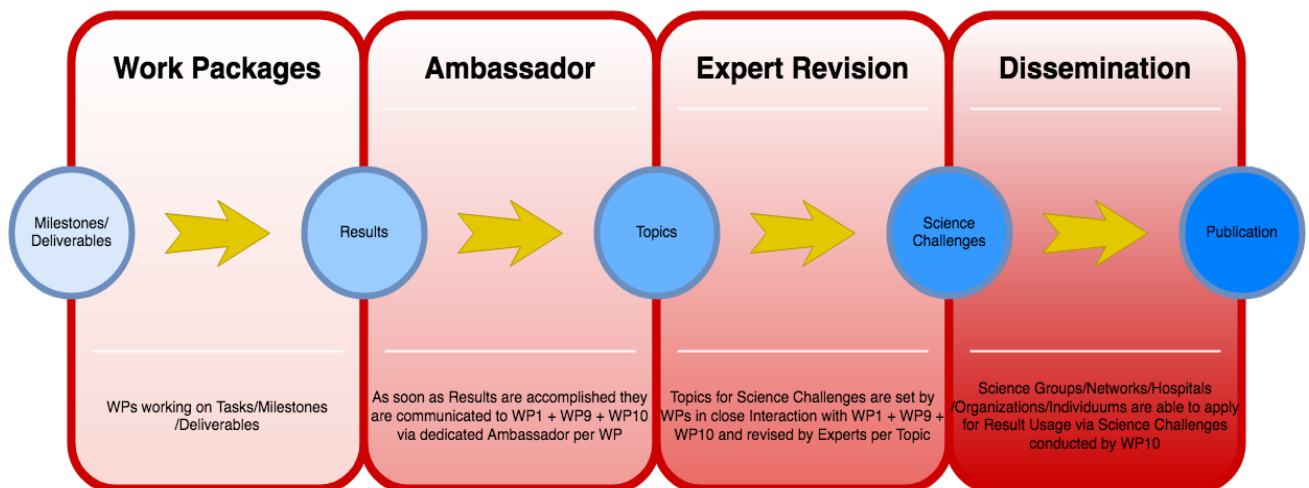
-> Appendix 1

iii) Graphic External Communication

- >Appendix 2

d) Dissemination Strategy

i) Overview

The dissemination and exploitation of the project's results will be conducted jointly by WP10 (Dissemination) in collaboration with WP1 (Coordination) and WP9 (COVID-19 Global Guidance). Partners contributing to WP10 will ensure periodic reporting of the project's progress via dedicated communication channels. The contribution of experts from different scientific and geographic background, working together with EU relevant agencies (such as EMA and ECDC) will ensure generalizability of results to both EU and non-EU countries. Furthermore, thanks to the to the nature of the partners as primarily public bodies, hospitals and universities, the consortium ensures a permanent infrastructure that will allow to assess short and long-term effects of COVID-19 among the cohorts' participants and generalize the knowledge to the main strata of the population. Based on the experience gained particularly by the clinical centers involved in the management of COVID-19 during the first wave of the SARS-CoV-2 epidemic, the clinical management and treatment of patients will be further optimized, and the evidence spread in the framework of the project dissemination plan. Experience learned from the present crisis and first-hand data owned by partners can be put together and analyzed to build up on solutions for managing the current crisis and being better prepared to minimize and-mitigate the impact of similar future epidemics. This will also allow to contribute to the development of clinical and infection and prevention control recommendations for the optimal epidemic management.

ii) Graphic

e) Target Groups Overview

->see Appendix 3

You can see a broad overview of our internal and external target groups. These are to be seen in the EU as well as in the international context.

f) Stakeholders per Beneficiary Overview

From the beginning, potential stakeholders who may be interested in the results are indicated by the individual partners and continuously updated. -> see overview

**Categories of potential Stakeholders:**

- Partner Sites

- Third Parties

- Connected Hospitals/Research Networks/Organizations

- National/International Health Care Services

- National/International Political Authorities

- National/International Science Community

- Patient Groups

2. Phases

Introduction for reading the following sections: The main theme of the 9th Symphony by Ludwig van Beethoven with the text of Friedrich Schiller's "Ode to Joy" is widely known as the "Anthem of Europe". The European values of solidarity, peace and freedom are expressed in the language of music. As a call for reconciliation and international understanding, this is also seen in a worldwide context and thus fits ORCHESTRA's central message and way of working. Partners from 15 countries have come together in a unique way at a time of global crisis to develop a current and future pandemic response strategy. Thus, we would present the different periods of communication and dissemination of the three-year ORCHESTRA project in analogy to the parts of the 9th symphony to illustrate the cross-thematic idea.

In analogy to a music orchestra one can think of the following assignment of roles /instruments for the different WPs in the ORCHESTRA project:
1. **WP1** (coordination) - **conducto**r
2. **WP2** (COVID-19 cohorts), **WP3** (population-based cohorts), **WP4** (fragile population cohorts), **WP5** (health care worker cohorts) - **instruments**
3. **WP6** (Biobanking), **WP7** (Data Management), **WP8**(statistical/cost analyses and modeling) - **drums/percussion**
4. **WP9** (Global COVID Guidance), **WP10** (dissemination) - **choir**
5. **WP11**(ethic requirements) **concert hall**
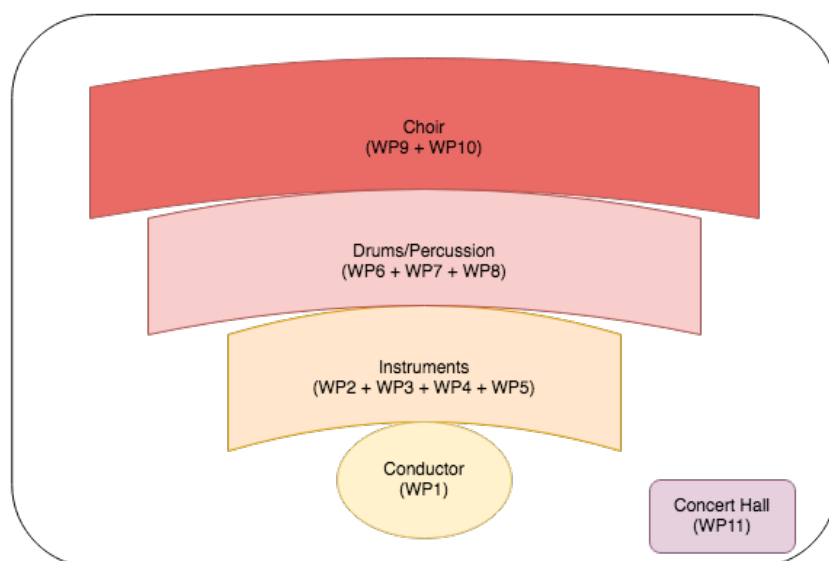
Explanation of terms:
1. **Communication**: continuous promotion of results and actions of the project:
   a. Internal: communication between participants of the project
   b. External: communication for the public
2. **Dissemination**: Actions for using the results by civil society, policymakers, scientific community, industry, sectors of interest, results authorities

In the first two phases of the project (month 1 to month 3 and month 3 to month 6), the main focus will be on internal and external communication, which will then be continued on an

ongoing basis. Initial results of the individual WPs can be expected, but the majority will be presented in the third and fourth phases (month 6 to month 18 and month 18 to month 36 and beyond).
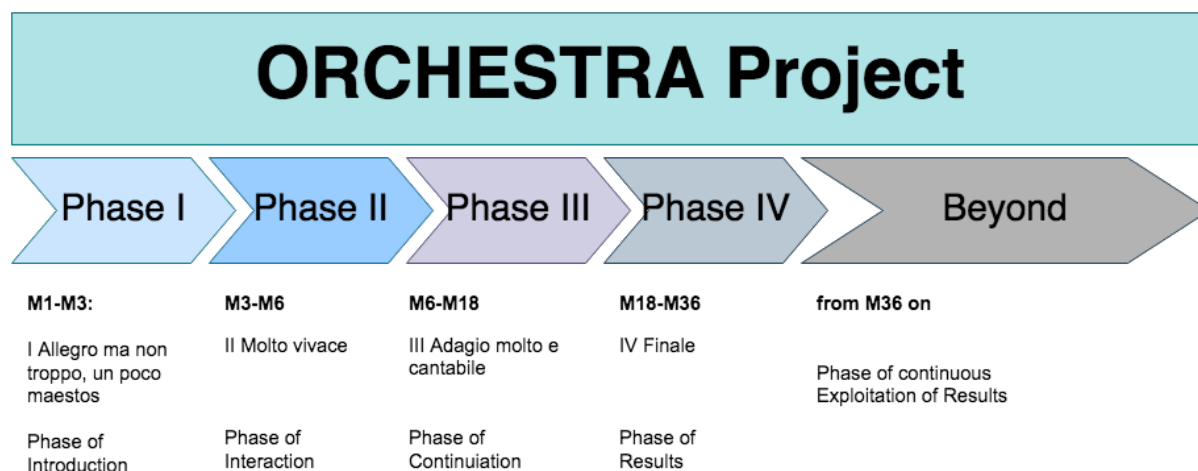
a) Phase I of Communication & Dissemination: Allegro ma non troppo, un poco maestoso / Phase of Introduction

Phase I Description: Analogous to the first Symphony No. 9 part by Beethoven (a play with different tones and melodies) the partners involved in ORCHESTRA begin to "play" with each other (Introduction of participating sites). After the official start in December 2020, the establishment of a central project management as well as the creation of a platform for communication between the working groups is essential. Governmental bodies will be implemented and a data management plan set up. In addition, an external presence will be established. Key stakeholders will be defined by each Work Package/Beneficiary.

Duration: M1-M3

i) External Communication Phase I

Goals/Key Questions	- What is ORCHESTRA? - Who is involved? - What is the aim of the project? - How to follow?	
Communication objectives / milestones / deliverables	• First Press Release	M1
	• Communication and dissemination strategy plan and website online	M2

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	• Social media accounts created and accredited	M2
	• Corporate Identity created	M2
	• Website public part online	M2

	• Social media accounts created
	    ○ Twitter
	    ○ Instagram
	    ○ Facebook
	    ○ LinkedIn
	    ○ Spotify
	    ○ (Youtube)
		M2

Measures	• Contracts for design and hosting of website concluded	M1
	• Partners/Stakeholders defined linked to Social Media/Website	M2-3
Audience	• Defining the audience for external communication started	
	• Media (first press release)	
	• The general public (First Social Media posts)	
Management	• Communication & Dissemination Stratey online and visible	M2
	• Invitation to all partners to contribute on Social Media	M2-3
	• Communication Material (f.e. Social Media Guide) provided by WP10	M2
	• Science Communication Officer hired by WP1+WP10 to obtain/maintain Social Media accounts	M3-4

ii) Internal Communication Phase I

Goals/Key Questions	• Who is involved in the project?	
	• Who is responsible for which task?	
	• What is the aim/objective of each WP?	
	• How do WPs interact/work together?	

	• What are the timelines (Milestones & Deliverables) of each WP?	
Communication objectives/Milestones/Deliverables	• Project Management Guidelines established	M1
	• A communication and project website with chat forum, video service, document repository created	M2
	• Governing Bodies established	M2
	• Schedule of all foreseen meetings established	M2
Measures	• All Beneficiaries present in Kick-off & first Executive-Board Meeting	M1-M2
	• First internal Meetings of each WP	M2
	• (Co)Leaders/representatives/coordinators per Work Package set	M2
Audience	• All partners/Beneficiaries of ORCHESTRA	
	• European Commission Representative	
Management	• Timeline for Executive-Board meetings created	M2
	• Milestones and Deliverables are imbedded and assigned to relevant partners	M1-M2
	• Timeline established and all steps visualized	M2
	• Website Login Space created with: 1. Groups with chat function 2. Shared calendar 3. Cloud with collaboration tool 4. Project Management Tool	M2-M3

iii) Dissemination Phase I

• A dedicated Dissemination Strategy is created and approved by all WP leaders and will constantly be updated	M2
• Key stakeholders for use of the results defined by each partner	M2
• Regular broadcast strategy of results implemented	M2-M3

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	Strategy on barrier-free common language vignettes and translation into other languages for publication implemented	M3

b) Phase II of Communication & Dissemination: Molto vivace / Phase of Interaction

Phase Description: Analogous to the second Symphony No. 9 part by Beethoven (conversation of strings), the main focus of this ORCHESTRA phase will be on the professional exchange between the partners involved. The individual work packages continue their tasks. An overview of all COVID-19 cohorts involved and a common data collection basis for harmonization and standardization will be established. In addition to the mainly internal discussion, it will also be important to involve key stakeholders in the process and to inform them about the important steps.

Duration: M3-M6

i) External Communication Phase II

Goals/Key Questions	• How raise attention of stakeholders? • How to get them involved informed in the progress? • How to find all stakeholders? • How to communicate effectively to audiences?	
Communication objectives/Milestones/Deliverables	• Stakeholder involvement • Target-group-specific analysis pipelines with automated delivery of updated analyses in regular interval set up • Legal advice for anonymization and publication obtained	M2-M36 M4 M6
Measures	• Traffic on Website and Social Media • Stakeholders reach out via Social Media, Mail, Website • First Press attention	M2-M36 M3-M36 M1-M3
Audience	• Key Stakeholders 1. internal 2. external	
Management	• Social Media presence obtained by WP10	M2-M36

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	• Introduction of WPs/Partners on Social Media/Website	M2-M4
	• Report tool of progress within WPs implemented, f.e. ambassador per WP in close collaboration with WP9	M2-M36
	• Invitation to partners for interacting on Social Media	M2
	• Constant Interaction with stakeholders & partners	M2-M36
	• Website is constantly updated with latest news	M3-M36
	• Newsletter/Podcast implementation	M3-M4

ii) Internal Communication Phase II

Goals/Key Questions	• How to make progress in an efficient way?	
	• How do we create a good common working basis?	
	• How to constantly involve all Beneficiaries per WP?	
	• How to ensure constant interaction of WPs?	
	• How to ensure tasks are delivered on time?	
Communication objectives/Milestones/Deliverables	• Data Management Plan established and agreement	M3
	• Research tool to map data from COVID-19 historical cohorts developed	M3
	• Standardised protocol and manual on collection and storage of samples	M3
	• Working plan for COVID-19 Global WP9 Guidance finalised	M6
	• First report on Data Protection and Access Policy	M6

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	• Report on Federated Architecture Design	M6
	• Report on harmonisation of data collection and standardisation of protocols	M6
Measures	• Milestones/Deliverables are distributed and reviewed on time	M1-M36
	• All general (Executive Board etc.) and internal meetings are regularly attended by relevant participants	M1-M36
	• Regular internal WP meetings are established	M1-M36
	• All Partners have an account at the Website Login area	M2-M36
	• Login area of Website is regularly used for Chat/Data Storage/shared Calendar	M3-M36
	• ORCHESTRA internal Report per WP delivered on time	M6
Audience	• All involved Beneficiaries & Partners	
Management	• Project Management Tool established and used within Website Login area	M3-M36
	• Regular Executive Board meetings with progress report per WP	M2-M36
	• Regular Check-ins of coordination unit with each WP to ensure milestones/deliverables on time	M2-M36
	• Milestones/Deliverables revised internally and externally by advisor	M2-M36

iii) Dissemination Phase II

• Legal/technical basis for future dissemination is established	M3-M6
• Barrier-free common language vignettes and translation into other languages for publication implemented	M3
• Stakeholders for dissemination detected and involved in progress	M3-M36

c) Phase III of Communication & Dissemination: Adagio molto e cantabile / Phase of Continuation

Phase Description: The third part of Beethoven's 9th Symphony calms down a bit after the first turbulences. This is also represented in the third phase of the project. The partners have previously implemented a common content and technical basis (e.g. shared data set) for working together and can now focus on the main part (the harmonization of the individual cohorts). Individual results of the project will be communicated and disseminated during this phase.

Duration: M6-M18

i) External Communication Phase III

Goals/Key Questions		
	• How and when will the first results be communicated to the outside world? • How do we ensure the different presentation to different groups? • How to ensure balance between withholding and publishing preliminary results?	
Communication objectives/Milestones/Deliverables	• First regular graphics visualized	M6
	• Anonymous dataset for the public	M12
	• For topics of interest of leaders and key partners, including government institutions, an automized analysis pipeline based on R or Python will be set up covering all steps from data extraction at the central data platform over statistics and graphical visualization to publication started	M12
	• Cohort Builder and Dashboard online	M18
	• Automated emails service for stakeholders	M18
Measures	• WPs report to communication unit about first results as soon as possible	M12-M36
	• Social Media traffic on graphics etc.	M6-M36
	• Interaction on results via Social Media, Email, Website, Dashboard	M12-M36

	•	Output in regular intervals	M12-M36
Audience	•	Key internal and external stakeholders	
Management	•	WP9 + WP10 in constant interaction with all WPs regarding first results, f.e. via Ambassador per WP	M3-M36
	•	Before releasing new graphics, an epidemiologist and the science communication officer will have a second look regarding plausibility of results and potential results requiring further explanation before public release	M12-M36
	•	Internal WP report	M12

ii) Internal Communication Phase III

Goals/Key Questions	•	How to ensure further interaction/updates between work packages?	
	•	How to keep everyone updated regarding timeline and result publication/dissemination?	
	•	How to ensure deliverables/milestones are on time?	
	•	How to communicate/disseminate preliminary results?	
Communication objectives/Milestones/Deliverables	•	Mapping of available data in different cohorts completed and standards for future data collection established	M6
	•	Protocols for harmonisation and standardisation of data defined	M9
	•	Common capture tool (eCRF) for data collection created	M12
	•	Protocol for standardised data extraction	M12
Measures	•	Milestones/Deliverables on time	M1-M36
	•	Interaction within Collaboration area maintained (Login are Website)	M3-M36
	•	Meeting within and between WPs maintained	M2-M36

Audience	• All Beneficiaries and Partners	
Management	• regular Check-in of WP9 + WP10 (Global Guidance & Dissemination) with all WP2	M3-M36
	• Project Tools regularly updated by WP1 (coordination) and all other WPs internally	M1-M36
	• Internal WP and general meeting notifications (f.e. via shared calendar)	M3-M36
	• WP internal reports reminded/supported by WP1	M12-M36

iii) Dissemination Phase III

• Stake holders contacted regarding data requests	M15
• Call for first science challenge based on anonymized project dataset	M18
• Participants of the challenges will be connected via MattermostTM chat channels and regular conference calls	M18
• Results can be presented to the ORCHESTRA study group and stake holders during science slams	M18
• Winners may be elected to publish the official ORCHESTRA solution	M18
• Cohort Builder and Dashboard online	M18
• Real-time analysis of the public dataset and partner datasets	M18
• Barrier-free common language vignettes and translation into other languages for publication started	M18
• Preliminary report on seroprevalence in EU countries	M18

d) Phase IV of Communication & Dissemination: Finale / Phase of Results

Phase Description: The final phase of the ORCHESTRA project, analogous to the "Ode to Joy" main theme of the finale of Beethoven's 9th Symphony, represents universal values and international understanding. The results of the three-year work will be communicated and disseminated to the individual stakeholders and are intended to create a long-term basis for joint international cooperation in pandemic control, even beyond the time horizon of three years.

Duration: M18-M36

i) External Communication Phase IV

Goals/Key Questions	- How to communicate project results most effectively? - How to distribute results to key stakeholders? - How to present the results in the different platforms? - How to get attention of the public? - How to ensure interaction with stakeholders about the results? - How to ensure the information will be understood correctly? - How to ensure long-term effects/interaction of the project beyond set time horizon?	
Communication objectives/Milestones/Deliverables	• Present results in a wide range on Social Media (graphics, interview, podcast, quotes)	M12-M36
	• Target-group-specific analysis pipelines with automated delivery of updated analyses in regular interval set maintained	M12-M36
	• Automated emails service for stakeholders maintained	M18-M36
	• Cohort Builder and Dashboard maintained	M18-M36
	• For topics of interest of leaders and key partners, including government institutions, an automized analysis pipeline based on R or Python will be set up covering all steps from data extraction at the central data platform over statistics and graphical visualization to publication maintained	M18-M36
Measures	• Traffic/Interaction on Social Media/Website/Dashboard/Cohort Builder	M12-M36

	• Ambassadors per WP in constant interaction with WP9+WP19 regarding international communication	M6-M36
Audience	• Civil society • Policymakers • Scientific community • Industry • Sectors of interest	
Management	• Before releasing new graphics, an epidemiologist and the science communication officer have a second look regarding plausibility of results and potential results requiring further explanation before public release	M13-M36
	• Automized analysis pipeline based on R or Python	M16-M36
	• data extraction at the central data platform	M19-M36
	• Statistics and graphical visualization to publication on the ORCHESTRA website	M19-M36
	• Scripts will be stored and run on the secure data platform	M19-M36
	• Only aggregated results will be uploaded to the world-wide web	M19-M36
	• Barrier-free common language vignettes and translation into other languages for key publication set	M19-M36

ii) Internal Communication Phase IV

Goals/Key Questions	• How and when to communicate about all results? • How to ensure a common process for publishing results? • How to keep every Work Package updated about results?	

	• How to ensure interaction between Work packages about results?	
Communication objectives/Milestones/Deliverables	• Portfolio presentations of final Conference	M36
Measures	• Final reports/milestones/deliverables in time	M18-M36
Audience	• all involved Partners and Beneficiaries	
Management	• Close interaction between WPs, WP1, EU + external advisors	M1-M36
	• Revision of every step	M12-M36

iii) Dissemination Phase IV

• Science Challenges by scientific community attended	M18-M36
• Impact of pandemic on socio-economic healthcare economy assessed	M18
• Clinical algorithms for diagnostic and therapeutic management of SARS-CoV-2 infection in fragile populations	M24
• Preliminary analysis of serological, genotypic and microbiome features in study population carried out	M24
• Analysis of clinical data from fragile WP4 cohorts completed	M24
• Vaccine/Risk factors& recommendations on prevention risk factors for SARS- CoV-2 infection in HCW	M24
• Report on assessment of intra-host viral dynamics and immunity half-life	M24
• Report on feasibility of enrolling HCWs in phase 3 vaccine trials	M27
• Dataset of genetic variants associated with WP6 severe COVID-19	M27
• Dataset of genome- wide methylation patterns	M27
• 1st draft of final recommendations produced	M30
• Algorithms for supporting clinical decision-making for COVID-19 patients	M30
• Dataset of cytokine chemokine analysis for severe COVID-19 prediction	M30
• Final report on translation of strategies to LMICs	M30
• Algorithms for guiding therapeutic decisions for Covid-19 patients	M30

• Report on respiratory and gut microbiome dynamics	M30
• Report on estimates of intervention effects using individual-based models	M30
• Results of analysis of determinants of COVID-19 and their longitudinal changes among HCWs	M33
• Management of follow- up of COVID-19 individuals	M36
• Genotypic and microbiome features related to infection	M36
• Report on consequences of lockdown and other prevention measures on health	M36
• temporal changes of serological immune response and the risk for reinfection	M36
• Report on feasibility study of population- based cohorts for innovative designs of phase-3 vaccine trials	M36
• Algorithms for preventing SARS- CoV-2 in fragile populations	M36
• Guidance for prevention of SARS- CoV-2 infection in HCWs	M36
• Impact of delayed service on fragile populations	M36
• Final recommendations document	M36

e) Beyond

The exploitation and dissemination of the results should be ensured beyond the time horizon of the project. Strategies and measures will be developed and widely communicated in the course of the project.

3. Publications Rules

a) General Publication and Presentation Rules

As per art. 38.1.2. of the GA, any communication activity related to the ORCHESTRA (including in electronic form, via social media, etc.) must:

(a) display the EU emblem and

(b) include the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016167".

When displayed together with another logo, the EU emblem must have appropriate prominence.

Each partner must keep track of all their publications and dissemination activities related to ORCHESTRA and report them to the PMU (in cc WP10 leader). The PMU will maintain the overall list of publications and dissemination activities and ensure that this list is updated on the EU Participant Portal. WP10 leader will be responsible for updating the ORCHESTRA website.

b) Review and Approval Process

In accordance with the Consortium Agreement, if a beneficiary intends to publish results in the framework of ORCHESTRA he/she must inform the other beneficiaries via the PMU before the actual dissemination. Any objection to the planned publication must be made in writing to the disseminating party or parties from the date of the notification. If no objection is made within this time frame, the publication is permitted. A fast-track procedure is foreseen for abstracts, presentations, press releases, newsletters, posters, leaflets, which shall be sent to the PMU for approval 15 calendar days prior to the submission deadline. Confidentiality obligations must be considered, and no information or work must be published that may be the property of another partner without their prior written approval.

c) Open Access

Open access can be defined as the practice of providing on-line access to scientific information that is free of charge to the reader. In the context of R&D, open access typically focuses on access to 'scientific information' or 'research results', which refers to two main categories:

- Peer-reviewed scientific research articles (primarily published in academic journals)
- Research data

I) Open access to publications

Under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results.

Beneficiaries can freely choose between the most appropriate route towards open access for them:

Self-archiving (also referred to as 'green' open access) means that a published article or the final peer-reviewed manuscript is archived (deposited) in an online repository before, alongside or after its publication. Repository software usually allows authors to delay access to the article ('embargo period') If this route is chosen beneficiaries must ensure open access to the publication within a maximum of six months (twelve months for publications in the social sciences and humanities).

Open access publishing (also referred to as 'gold' open access) means that an article is immediately provided in open access mode (on the publisher/journal website). Publishers sometimes charge so called Article Processing Charges (or APCs) to make articles open. Such costs are eligible for reimbursement during the duration of the project as part of the overall project budget.

In the case of gold open access publishing, open access must be granted at the latest on the date of publication and a copy must also be deposited in a repository.

For more information, please refer to [Open access - H2020 Online Manual (europa.eu)](#)

II) Open access to research data

Access procedures to ORCHESTRA Research Data are governed by the Data Management Plan (DMP)

4. References

Website: www.orchestra-cohort.eu (oline since 03 December 2020)

Communication and Dissemination Plan:

- www.iprhelpdesk.eu
- EU Quick Guide Dissemination/Exploitation
- Fact SheetThe Plan for the Exploitation and Dissemination of Results in Horizon 2020
- EU IPR Brochure Boosting Impact
- EU Social Media Guide

5. Acknowledgments

Within ORCHESTRA :

Stefania Vitali (University of Verona)
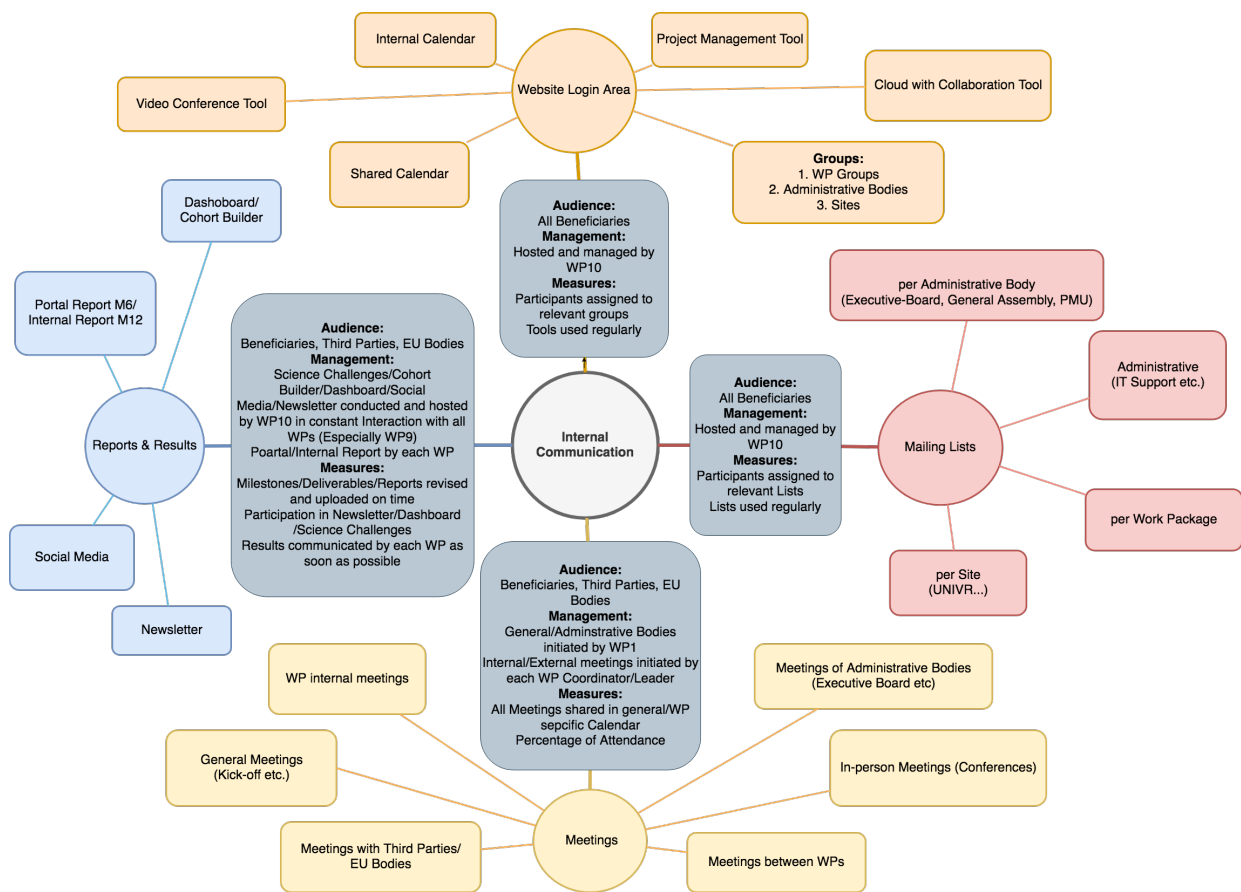
Evelina Tacconelli (University of Verona)

Corinna Glasner (University of Groningen)
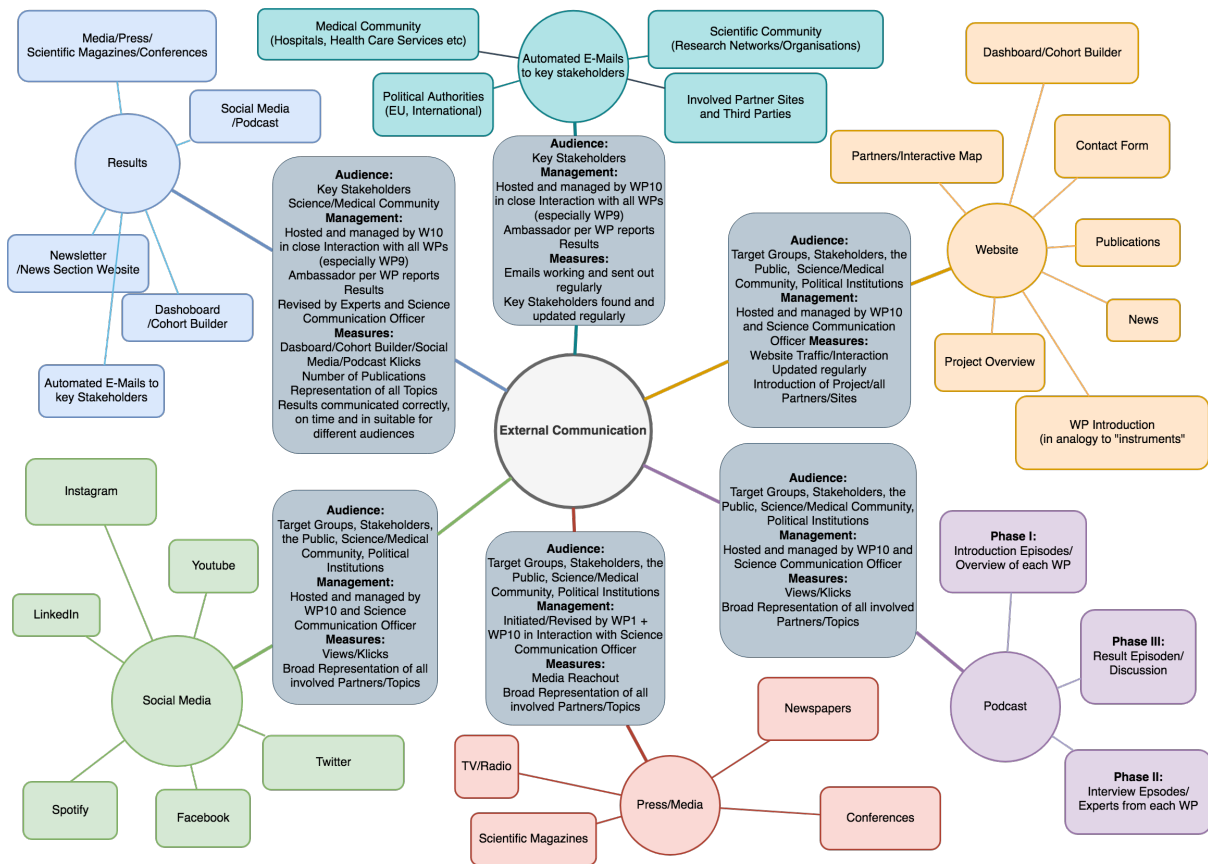
Judith Eckstein (LMU Muenchen)

4. Appendix

Appendix 1

Appendix 2

External Communication

Automated E-Mails to key stakeholders
- Medical Community (Hospitals, Health Care Services etc)
- Political Authorities (EU, International)
- Scientific Community (Research Networks/Organisations)
- Involved Partner Sites and Third Parties

Audience: Key Stakeholders
Management: Hosted and managed by WP10 in close Interaction with all WPs (especially WP9) Ambassador per WP reports Results
Measures: Emails working and sent out regularly Key Stakeholders found and updated regularly

Results
- Media/Press/Scientific Magazines/Conferences
- Social Media/Podcast
- Newsletter/News Section Website
- Dashoboard/Cohort Builder
- Automated E-Mails to key Stakeholders

Audience: Key Stakeholders Science/Medical Community
Management: Hosted and managed by W10 in close Interaction with all WPs (especially WP9) Ambassador per WP reports Results Revised by Experts and Science Communication Officer
Measures: Dasboard/Cohort Builder/Social Media/Podcast Klicks Number of Publications Representation of all Topics Results communicated correctly, on time and in suitable for different audiences

Website
- Dashboard/Cohort Builder
- Partners/Interactive Map
- Contact Form
- Publications
- News
- WP Introduction (in analogy to "instruments")
- Project Overview

Audience: Target Groups, Stakeholders, the Public, Science/Medical Community, Political Institutions
Management: Hosted and managed by WP10 and Science Communication Officer
Measures: Website Traffic/Interaction Updated regularly Introduction of Project/all Partners/Sites

Social Media
- Instagram
- Youtube
- LinkedIn
- Twitter
- Spotify
- Facebook

Audience: Target Groups, Stakeholders, the Public, Science/Medical Community, Political Institutions
Management: Hosted and managed by WP10 and Science Communication Officer
Measures: Views/Klicks Broad Representation of all involved Partners/Topics

Press/Media
- TV/Radio
- Newspapers
- Conferences
- Scientific Magazines

Audience: Target Groups, Stakeholders, the Public, Science/Medical Community, Political Institutions
Management: Initiated/Revised by WP1 + WP10 in Interaction with Science Communication Officer
Measures: Media Reachout Broad Representation of all involved Partners/Topics

Podcast
- Phase I: Introduction Episodes/Overview of each WP
- Phase II: Interview Episoden/Experts from each WP
- Phase III: Result Episoden/Discussion

Audience: Target Groups, Stakeholders, the Public, Science/Medical Community, Political Institutions
Management: Hosted and managed by WP10 and Science Communication Officer
Measures: Views/Klicks Broad Representation of all involved Partners/Topics

Appendix 3