

R2D2

Mental Health

D6.1 – Dissemination and communication plan

Date

06.12.2022



Funded by
the European Union

The work was funded by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee [grant no.10039383] as part of the Horizon Europe under grant agreement no. 101057385.

Dissemination and communication plan

Grant agreement	101057385
Project Title	Risk and Resilience in Developmental Diversity and Mental Health
Project acronym	R2D2-MH
Start date	1/09/22
Deliverable number	D6.1
Work package	WP6
Task	T6.1 Dissemination and Communication Strategy for R2D2-MH
Due date	30.11.2022
Deliverable lead	Claudia Speiser
Version	V01
Authors	Claudia Speiser
Reviewers	Leni Van Goidsenhoven, Stéf Bonnot-Briey, Michael Foley

Abstract

In order to increase public awareness about the R2D2-MH project and to make its results widely available and increase the project impact, a number of dissemination and communication activities are foreseen as part of the project work plan. Work Package 6 (WP6) of R2D2-MH covers the dissemination, communication, exploitation and data management activities of the project. The overall aim of WP6 is to maximise impact and to prepare future exploitation by ensuring that the knowledge and results obtained from the research and innovation work done in R2D2-MH are widely communicated to the various target groups.

The main objective of this dissemination and communication plan (D6.1) is to align the vision of the individual partners regarding the impact strategy for the project, as well as to plan and coordinate the efforts of all partners to reach the optimal use of the dissemination tools generated within R2D2-MH. The document aims to establish a foundation for effective external communication of the project concept, activities, results and potential scientific breakthroughs.

Keywords

Communication, Dissemination, Disclaimer

Document revision history

Version	Date	Description of change	Contributor(s)
v0.1	15.11.2022	First draft	Claudia Speiser
V0.2	06.12.2022	Final version	Claudia Speiser

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Copyright notice

© R2D2-MH

Nature of the deliverable *

R

Dissemination level

PU Public, fully open. e.g., website



CL Classified information as referred to in Commission Decision 2001/844/EC

CO Confidential to R2D2 project and Commission Services

*** Deliverable types:**

R: document, report (excluding periodic and final reports).

DEM: demonstrator, pilot, prototype, plan designs.

DEC: websites, patent filings, press and media actions, videos, etc.

OTHER: software, technical diagrams, etc.


 Funded by
the European Union

This project is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them. Additionally, for UK partners, the work was funded by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee [grant no.10039383] as part of the Horizon Europe under grant agreement no. 101057385.

Table of Contents

1. Project Objectives	7
2. Scope of the document	7
3. Objectives and target audiences of the DCP.....	8
3.1 Objectives of the document.....	8
3.2 Target audiences and communication objectives for each target group	8
4. Dissemination and Communication Activities.....	10
4.1 Publications.....	10
4.2 Events	11
4.3 Production of dissemination and communication material	11
4.3.1 Project logo.....	12
4.3.2 Public website.....	12
4.3.3 The R2D2-MH Twitter channel.....	12
4.3.4 Specialist and general press releases	14
4.3.5 Communication material.....	14
4.3.6 Videos.....	14
4.3.7 Training.....	14
4.4 Networking with other projects.....	15
5. Overall timeline of deliverables and activities planned	15
6. R2D2-MH's Monitoring and Evaluation plan.....	16
6.1 Statistics on the usage, reach and engagement of the website and the social networks.....	16
6.2 Monitoring of participation in relevant events.....	17
6.3 Dissemination activities reports by all partners, to be delivered every 12 months	17
7. EC Rights and Obligations Related to Results	17
8. Conclusions	19

Abbreviations

DCP	Dissemination and Communication Plan
WP	Work Package

Executive summary

In order to increase the public awareness about the R2D2-MH project and to make its results widely available and increase the project impact, a number of dissemination and communication activities are foreseen as part of the project work plan. Work Package 6 (WP6) of R2D2-MH covers the dissemination, communication, and exploitation activities of the project. The overall aim of WP6 is to maximise impact and to prepare future exploitation by ensuring that the knowledge and results obtained from the research and innovation work done in R2D2-MH are widely communicated to the various target groups.

The main objective of this dissemination and communication plan (D6.1) is to align the vision of the individual partners regarding the impact strategy for the project, as well as to plan and coordinate the communication and dissemination efforts of all partners to reach the optimal use of the dissemination tools generated within R2D2-MH. The document aims to establish the foundation for effective external communication of the project concept, activities, results and potential scientific breakthroughs. The exploitation plan is part of another deliverable “post-project exploitation plan” (D6.7).

The R2D2-MH dissemination and communication plan maps the relevant audience and identifies the best communication channels to address it. Additionally, this plan comprises a dynamic schedule of dissemination activities to be carried out, and which will be targeted throughout the project.

Section 1-2 of this document provides an overview of the objectives of the project and the scope of the document. The dissemination and communication objectives and target groups are described in section 3. Dissemination actions will be monitored and followed up by ARTTIC. A first overview of the planned events and their schedule is presented in section 4, together with plans for the communication material to be produced. In section 5, an overall timeline of activities already planned is given, in parallel with a timeline of public deliverables to be submitted. A monitoring and evaluation plan is presented in section 6. Section 7 outlines EC rights and obligations regarding results. The conclusion is given in section 8.

The dissemination and communication plan will be reviewed regularly and adapted if necessary.

1. Project Objectives

Mental Health problems affect 38,2% of the EU population and cost EU economies €600 billion per year. Neurodevelopmental conditions are often affecting growth and development in the brain and typically start early in life. These include conditions such as autism, Attention-Deficit Hyperactivity Disorder (ADHD), Intellectual Disabilities (ID), and Specific Learning Disorder, Communication Disorders and Motor Disorders. Neurodivergent people and their families experience greater discrimination and stigma that has a further negative impact on mental well-being. Currently, there are no highly effective, evidenced based approaches to improve medium to long-term MH outcomes in the context of neurodiversity and developmental diversity more general. This is due partly to a limited understanding of the neurobiological mechanisms involved in the transition from MH to illness throughout the life course and the interaction with environmental factors. The distinction between diversity and disorder is exactly where R2D2-MH comes in.

R2D-MH will adopt a new approach to improve the well-being of neurodivergent individuals. They will move away from studying only risk and move towards an enhanced understanding and promotion of resilience. In doing so, they will consider developmental diversity as well as diagnosis as factors that influence wellbeing and functioning across the entire lifespan.

R2D2-MH will study the biological, cognitive, and psychological underpinnings of resilience as positive adaptation in the context of two major early risk factors for MH disorders: genetic likelihood for neurodiversity and/or preterm birth. The novelty here is to quantify resilience in addition to risk. To achieve this, our highly interdisciplinary consortium will focus on the following objectives:

- Provide the largest European multi-scale dataset on early human brain development and MH outcomes
- Identify biological mechanisms of resilience to reduce the adverse effects of developmental conditions
- Co-develop, with the stakeholders, new digital tools to increase participatory research/medicine and reduce stigma
- Establish predictive models to guide personalised interventions.

2. Scope of the document

This Deliverable Report D6.1 presents the preliminary Dissemination and Communication Plan (DCP) whose scope is defined in Annex 1 of the Grant Agreement: The Dissemination and Communication Plan will contain the information regarding overall communication and dissemination activity: type of activities, schedule, who's who information (roles and responsibilities) of both the past and future communication and dissemination activities. This is devised as a roadmap to any information produced by the project. Being a preliminary version of the DCP, deliverable D6.1 presents the dissemination and communication activities that will be used throughout and a schedule of the activities planned for 2023. Activities that are foreseen at a later stage will not be scheduled. The same for the publication plan which will be developed in Month6. Further updates of the plan will add this information and will be reported in the upcoming periodic reports.

3. Objectives and target audiences of the DCP

3.1 Objectives of the document

The R2D2-MH Dissemination and Communication Plan follows the ‘Description of Action (DoA)’ to set up a strategy for interaction with the public, scientific community, SME/industry and other stakeholders in general. This deliverable represents the initial plan to be developed during the first 3 months of the project. It has been drafted by the Project Executive (PE) through consultation with selected representatives from academic, SME, and Industry partner(s) to ensure proper representation of all stakeholders. It will be reviewed annually by the PE and updated as the project progresses to take into account new developments and opportunities, build on successes, etc.

R2D2-MH aims to achieve the highest possible scientific and commercial outcome from the project. The central aim of this plan is therefore to define the external communication and dissemination strategy for each of the identified target audiences to prepare to ensure a lasting and sustainable impact of project activities. The plan outlined below thus aims at both communicating the context of the project and disseminating its results to all stakeholders with the following overall goals:

- to raise awareness about the R2D2-MH project for neurodivergent people and their families, clinicians, and the general public
- to foster continuous dialogue with the MH community and to raise awareness and build capacity for changes in the MH sector
- to give voice to young people regarding matters that concern them
- to gather feedback on the R2D2-MH results, tools and applications to improve its acceptance
- to provide access to the latest scientific information to the scientific and non-scientific community
- to maximise the impact by informing scientists/physicists about R2D2-MH at an early stage to make best use of the new knowledge and to reduce redundant research
- to formulate recommendations to translate cutting-edge scientific research findings into policy and practice to achieve an effective change in the MH sector
- to specifically address industry to raise visibility of this new approach and to exploit future investments options

3.2 Target audiences and communication objectives for each target group

Communication and dissemination activities for R2D2-MH are focused on clearly identified target audiences that are directly concerned by the project activities and results. The plan outlined below thus aims at both communicating the context of the project, disseminating its results to all stakeholders. Stakeholders are identified:

Target Group	Objective(s)	Communication and Dissemination strategy
General public	Raise awareness of project related information and of its potential impact on the lives of neurodivergent individuals; visibility,	To inform the public about the current challenges related to the R2D2-MH outcomes and the benefits of our technologies, we will use the R2D2-MH public website, the R2D2-MH Twitter channel as well as LinkedIn, the project fact sheet, news and media releases as well as

Target Group	Objective(s)	Communication and Dissemination strategy
	awareness and appreciation of EU funding for health research; Transparency: understanding the work of the R2D2-MH consortium, and its potential impact for EU citizens	project videos in which the researchers will present the new approach to the lay public. The website will be updated regularly with a summary of project activities and key achievements. We will organise webinars which will be published on our website and YouTube channel; we will publish major achievements in magazines. R2D2+ websites and newsletters of associations and organisations directly AND LESS directly concerned
Clinicians and Scientific community; MH professionals	Ensure that our findings are made available to our professional colleagues (via open access). Enable other researchers to use our results as early as possible to take the next steps and to exploit the results for future research projects	<p>The scientific community will be targeted by publishing the results in high impact factor journals. To reach the widest scientific and non-scientific readership we will be publishing our findings in open access journals or by paying for free access to our articles in subscription journals. At the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications. When immediate open access is not achievable, but publication in a certain journal is desirable due to its impact and target audience, we will make the publication available through a repository under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights.</p> <p>We will also disseminate our findings to the scientific community at major conferences, through abstracts, poster- and oral presentations. Additionally, R2D2-MH will develop an agreed terminology to increase the understanding and acceptance of the scientific results by the wider public.</p> <p>Scientific webinars will include excerpts of interviews with neurodivergent individuals or their parents/carers to highlight topic relevance for the MH. Workshops will be organised to introduce the Public and Patient involvement concepts.</p>
Industry Partners, SMEs, Developers	Get project-related information; raise visibility of new methodologies and technologies, licensing of technologies	Actively use (social) media channels to disseminate project-related information; promote R2D2-MH technologies on relevant EU platforms and at tech transfer events; explore collaborations and / or joint application to innovation funds; think-tank and living-lab networks

Target Group	Objective(s)	Communication and Dissemination strategy
Funding organisations / private investors such as angel investors	Support projects addressing societal needs; fund innovations leading to new products, services, business models and start-ups. Investment opportunities.	Run innovation projects addressing urgent / unmet societal needs; represent new technology at Start-Up events / effective project dissemination and exploitation strategies; ensure return of investment.
Policy makers	Get project-related information; raise awareness about the needs of neurodivergent individuals and their families; raise visibility of new results and outcomes	Actively use (social) media channels to disseminate project-related information; promote R2D2-MH results at relevant EU platforms and events; organise one workshop with round-table discussion to identify the gaps and options for improvements (white paper).

4. Dissemination and Communication Activities

The R2D2-MH consortium is fully aware of the importance of dissemination activities, and each partner is encouraged to make the maximum effort possible within this field. The person months dedicated to dissemination activities amount to about 2.5% of the total project efforts. In addition, there is budget allocated for various dissemination material (ARTTIC) and a substantial budget allocation for each partner to cover costs for open access publications. Considering the budget is limited, it is our goal to reach the maximum outreach impact with the least possible costs.

ARTTIC as the WP leader is responsible for the overall coordination and follow-up of the various dissemination activities set up for the project, with the task to encourage and oversee the efforts carried out by the project partners. In addition, each organisation involved in the project has the capacity to promote R2D2-MH goals, concept and achievements, and will do so at any potential opportunity, attending events, commercial meetings, activities with other projects, etc. Advocacy groups like Autism Europe and ADHD Europe will support the promotion of the R2D2-MH results and outcomes and will contribute to (social) media activities.

4.1 Publications

Over the five-year project duration, the consortium will aim to communicate results through high-impact open access scientific journals and scientific events. R2D2-MH research partners are leaders in their fields with publications in peer-reviewed scientific journals with high ranking, such as *Nature*, *Science*, *PNAS*, *Molecular Psychiatry*, *Biological Psychiatry*, *J Child Psychol Psychiatry*, *Translational Psychiatry*, *JAACAP*, *JCPP*, *Genomic Medicine*, *Scientific Reports*, *NeuroImage*, *Front. Neurosci*, *PLOS*, *Frontiers of psychiatry*, *eLife*, *spectrum*, *Autisms Europe's LINK Magazine*, *The Spectrum magazine* etc.. Within the next 12 months a publication plan will be developed; ARTTIC will oversee the publication approval process of the consortium and will closely monitor the progress.

4.2 Events

Dissemination will also take place through participation in targeted international conferences with poster and oral presentations of scientific results. R2D2-MH partners will participate in scientific conferences where results will be presented during the project. Examples of such targeted events are presented in the table below.

Name of event	Periodicity, upcoming
European Congress of Psychiatry	Yearly, next 25 – 28 March 2023, Paris
Society of Biological Psychiatry (SOBP)	Yearly, next 27 – 29 April 2023, San Diego
INSAR (International Society for Autism)	Yearly, next 3 - 6 May 2023, Stockholm
World Congress on ADHD	Yearly, next 18 - 21 May 2023 Amsterdam
American Psychiatric Association	Yearly, next 20 – 24 May 2023, San Francisco
European Society of Child and Adolescent Psychiatry (ESCAP)	Next 29 Jun to 1st Jul 2023, Copenhagen
Royal College of Psychiatrists International Congress	Yearly, next 10 – 13 Jul 2023, Liverpool
American Academy of child & adolescent psychiatry (AACAP)	next 23 - 28 Oct 2023, New York, and 10 - 12 Sept 2023, Calgary
World Autism Awareness Month	Yearly, next Oct 2023
National ADHD Awareness Month	Yearly, next Oct 2023
ECNP Congress	Yearly, next 7 - 10 Oct 2023, Barcelona
World Congress in Psychiatric Genetics	Yearly, next 09 - 15 Oct 2023, Montreal
American Society of Human Genetics (ASHG)	Yearly, next 1- 5 Nov 2023, Washington
International Day of Persons with Disabilities	Yearly, next 3 Dec 2023
International Association for Child and Adolescent Psychiatry and Allied Professions (IACAPAP)	Yearly, next 5 - 9 Dec 2022, Dubai

4.3 Production of dissemination and communication material

All organisations involved in R2D2-MH have their own methods to raise awareness of R2D2-MH and disseminate the project results within existing networks and in their respective areas and countries. To support these individual activities and increase impact and project visibility, R2D2-MH will prepare a toolkit of dissemination and communication support material.

The R2D2-MH logo, templates, standard PowerPoint presentation, poster, flyer and other communication documents are based on a common graphic chart. R2D2-MH dissemination and communication activities will have a consistent, attractive but sober image recognisable within the scientific community and wider public.

4.3.1 Project logo

The R2D2-MH logo was developed by a graphic designer with input from the coordinator, ARTTIC and all partners (Figure 1).



Figure 1: The R2D2-MH logo

The idea behind the logo is

- Illustrating the idea of diversity (shapes, sizes & colours) in development with a movement upwards meaning growth;
- Overlapping & clean outlines stand for going hand-in-hand, reducing the risk and enhancing resilience.

4.3.2 Public website

The public website is in preparation at <https://www.r2d2-mh.eu/> and will be available during Month 6 (Feb 2023). The homepage will have a general outline of the project written for a non-specialist audience. There are sections dedicated to more detailed topics: Mission & Objectives, Key technologies, etc. The website will include details about the project participants, project events and news and contains links to public project material and a training platform (see training).

Throughout the project it will become a major tool to present the project research outcomes to a wide audience, and it will be kept up to date by ARTTIC.

4.3.3 The R2D2-MH Twitter channel

R2D2-MH has chosen Twitter and LinkedIn as its main social media channel

Twitter - @R2D2-MH and LinkedIn – R2D2-MH Project.

On Twitter and LinkedIn, we will connect with our stakeholders and will provide general project information, regular updates about publications, presentations at conferences and news from the different R2D2-MH partners. The project's presence on Twitter and LinkedIn will include at least biweekly posts. Contents to be shared will not only cover the information from the project, but also the information relevant to our target audience on topics related to R2D2-MH.

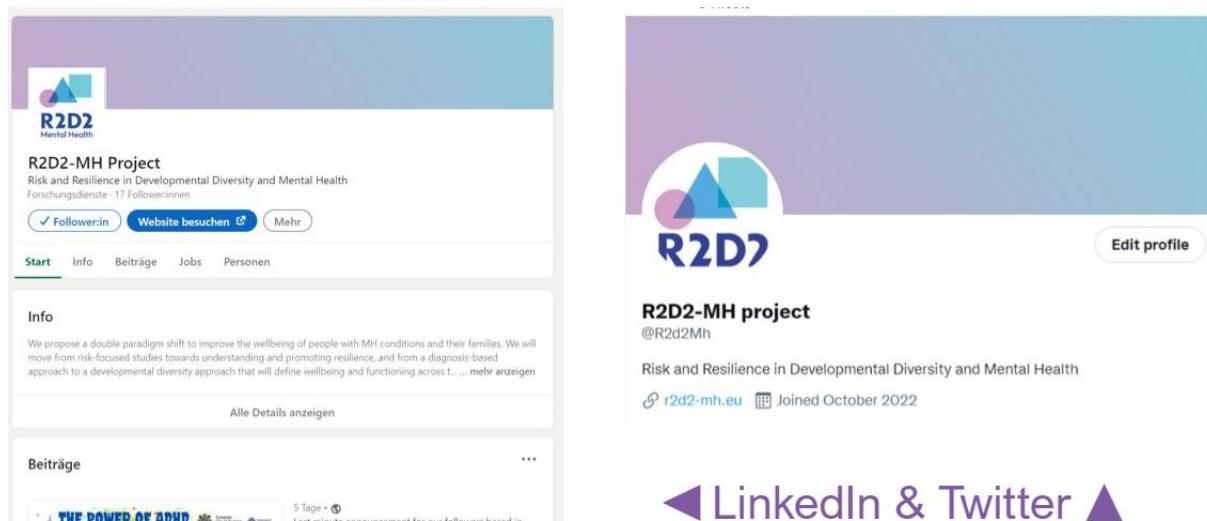


Figure 2: Twitter and LinkedIn accounts

Twitter posts	Contents
Tweets related to R2D2-MH	News from the project and its activities
Tweets relevant for the R2D2-MH audience	Relevant news, events, trending topics, etc., that relate to R2D2-MH interests, but that are not an outcome of our project: for instance, a piece of news on similar projects, an event related to some of R2D2-MH's research topics.
Retweets from relevant accounts	This will be used for bringing news from other projects to the R2D2-MH audience, existing content that is relevant for them. It also helps build up our project's community as they can see we could be a good information provider on relevant initiatives.

When possible and relevant, R2D2-MH will always quote the original tweet instead of retweeting it. This will be helpful when we want to add extra information on what has already been said or when we want to give an opinion on it. Also, it is key to tag relevant accounts in our tweets. For example, if a photo is published, tag the people/projects appearing in it. This will make them share our tweet and reach a broader audience. If not a photo, mention relevant accounts on the tweet. Another important guideline deals with the relevant hashtags. It is key to add hashtags relevant to the tweet content so a bigger audience can find us through them when looking for relevant content.

Below are laid out some of the most relevant hashtags for R2D2-MH. However, please feel free to use others that might be more fit for the occasion (e.g. hashtags of an event).

[#resilience](#), [#diversity](#), [#neurodiverse](#), [#neurodivergent](#), [#eHealth](#), [#menalhealth](#), [#ADHD](#),

[#ADHD_europe, #AUTISM, #autismeurope, #disability, #cocreation, #EuropeanUnion, #disability, #cocreation, #EuropeanUnion](#)

4.3.4 Specialist and general press releases

Press releases will be issued at major milestone dates of the project. The first press release was already issued shortly after the project began (on 27 Oct 2022).

Publications, which present proof-of concept and other milestones of the project, will be accompanied with a press-release from the R2D2-MH project. Joint and translated press releases with the partners will maximise the outreach. Specifically addressed are European science journalists via an online database tool called “Zimpel”, which partner AI has licensed.

Some of the upcoming press releases will target specific stakeholders and some will be addressed to the general public and will be available on the R2D2-MH public website.

4.3.5 Communication material

Communication material (fact sheets, e-newsletters, or posters) will be produced to support the communication strategy and presenting the project approach, key technologies and foreseen impact and results of R2D2-MH.

4.3.6 Videos

A video presenting the project objectives, approach and consortium will be produced by ARTTIC. A professional filmmaker will do interviews with the project partners and handle the video editing. The video will be shared on the project website and those of partner institutions as well as on social media so as to reach both the general public and the scientific community.

4.3.7 Training

An R2D2-MH information and training platform will be set-up together with the R2D2-MH website to provide

- communication skills training opportunities for researchers/clinicians (terminology),
- ‘expert’ consensus statements on MH Research and decision-making published in leading peer-reviewed international journals,
- easily accessible webinars (<https://www.facil-iti.com/>) and information for practitioners, families, self-advocates and for the general public freely available via the web (including a webinar series dedicated to the MH Community, their topics of interest and designed with community inputs)
- scientific webinars including excerpts of interviews with neurodivergent individuals or their parents/carers to highlight topic relevance for the mental health community,
- a short film to raise awareness and increase understanding of service user pathways across Europe
- TCD Patient and Public Involvement PPI Ignite Office will provide a series of workshops that will introduce this concept, to underpin the values of the PPI activities in R2D2-MH
- Future workshops shall be developed beyond 2023 that can capture and celebrate the PPI work achieved by R2D2-MH. It is appropriate, however, to codevelop these workshops with the PPI contributors once they have actually become meaningfully involved with the project. However, this depends on the feedback for the first workshops.

4.4 Networking with other projects

R2D2-MH has identified the following projects that could lead to collaborations. The R2D2-MH partners will continuously look out for additional related projects and a list of such projects will be maintained and expanded throughout the lifetime of the project. Activities for collaboration need to be identified for each targeted project. Joint public events or common participation in conferences could be organised to increase the impact of the projects.

Project acronym	Full Title	Link
AIMS-2-TRIALS	AIMS-2-TRIALS - Autism Research for Europe	www.aims-2-trials.eu
CANDY	Comorbid Analysis of Neurodevelopmental Disorders and Epilepsy	www.candy-project.eu
ENVIRONMENTAL	Reducing the impact of major environmental challenges on mental health	www.environmental-project.org
Youth-GEMs	Gene Environment interactions in Mental health trajectories of Youth	n/a
FAMILY	Running in the FAMILY – Understanding and predicting the intergenerational transmission of mental illness	https://www.escap.eu/partnerships/eu-horizon-project

5. Overall timeline of deliverables and activities planned

The major activities planned are shown in chronological order in the table below. In addition to this, there will be news published on the public website and social media on a regular basis.

Communication actions
Publications
Events

Month		Activities related to dissemination and communication	
Sep-22	M1	Logo and visual identity defined & Twitter account	
Oct-22	M2	First press release published	
Nov-22	M3	Production of a dissemination and communication plan	
Dec-22	M4	International Association for Child and Adolescent Psychiatry and Allied Professions (IACAPAP)	
Jan-23	M5	Production of a 1st project fact sheet and poster	
Feb-23	M6	Public website & Standard PowerPoint presentation	
Feb-23	M6	Workshop: Public and Patient Involvement: What it is and how to do it	
Mar-23	M7	European Congress of Psychiatry, Paris	
Apr-23	M8	Society of Biological Psychiatry (SOBP), San Diego	

Month		Activities related to dissemination and communication
May-23	M09	World Congress on ADHD, Amsterdam American Psychiatric Association, San Francisco INSAR (International Society for Autism), Stockholm
Jun-23	M10	European Society of Child and Adolescent Psychiatry (ESCAP), Copenhagen
Jul-23	M11	Royal College of Psychiatrists International Congress, Liverpool
Oct-23	M14	World Congress in Psychiatric Genetics (WCPG), Montreal American Academy of child & adolescent psychiatry (AACAP), New York ECNP Meeting, Barcelona
Oct - 23	M14	World Mental Health Day [Who] National ADHD Awareness Month
Nov-23	M15	American Society of Human Genetics (ASHG), Washington
Dec-23	M16	Production of a 2nd fact sheet
Dec-23	M16	International Day of Persons with Disabilities

6. R2D2-MH's Monitoring and Evaluation plan

The project has an overall evaluation strategy to ensure the above-mentioned quality, however a separate monitoring for dissemination and communication is vital, since the impact of those activities contributes to the successful implementation of the project.

R2D2-MH will monitor, evaluate, and report on impacts arising from the dissemination, communication and exploitation activities. All participants will report on impact-relevant activities on a semi-annual basis and adapt according to review.

It is important that this evaluation is carried out on a continuous basis, to ensure:

- An effective impact assessment and update or redefinition of dissemination and communication activities
- The quality of the dissemination and communication carried out

6.1 Statistics on the usage, reach and engagement of the website and the social networks

R2D2-MH will be analysing trends, statistics, and the impact of each activity performed on the website and on social networks. This will track metrics and allow for adjustments in activities. A number of online tools will be utilised, including Google analytics for the website, Twitter analytics and other online tools covering several social media at once (e.g. Hootsuite, Buffer, Hotjar), allowing partners to better understand the most appropriate timing, communication style and target audience of each message.

6.2 Monitoring of participation in relevant events

Dissemination activities within this framework will be carefully evaluated ex ante, in fieri and ex post, in order to maximise the visibility of the project. Examples of impact monitoring in this framework are: photos taken from events, registration sheets and presentations.

6.3 Dissemination activities reports by all partners, to be delivered every 12 months

Every 12 months, all partners will deliver a report on communication and dissemination activities they have performed, using the appropriate template.

Monitoring procedures: reporting and feedback

To facilitate an accurate monitoring and assessment of the dissemination and communication activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement, therefore:

- all partners should prepare their dissemination and communication activities according to the action plan
- all partners should report all dissemination and communication activities, at least every 6 months
- all partners should register the activities in the dissemination and communication reporting list on the project online platform
- all partners should save evidence of the activities conducted.

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.

7. EC Rights and Obligations Related to Results

Dissemination is an important part of European research projects, and the EC Grant Agreement (GA) Art. 17, Annex 5 and Consortium Agreement outlines a number of rules for such activities. Below is a summary of the key points of these rules to be always kept in mind when disseminating or communicating project information and results:

- Each beneficiary must 'promote' the action and its results by providing targeted information to multiple audience (including the media and the public)
- The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests
- Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority
- Acknowledgement of EU and UKRI funding:

- Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action dissemination activities and major result funded by the grant must acknowledge EU support and display the [European flag \(emblem\) and funding statement](#).



Funded by the European Union

- As R2D2-MH is funded by UK Research and Innovation (UKRI) as well the UKRI support needs to be acknowledged as well: *“The work was funded by UK Research and Innovation (UKRI) under the UK government’s Horizon Europe funding guarantee [grant no.10039383] as part of the Horizon Europe under grant agreement no. 101057385.”*
- The EU flag and funding statement must be displayed in a way that is easily visible for the public and with sufficient prominence.
- EU and UKRI funding must moreover be acknowledged in all types of public outputs (including patent applications, EU standardisation of results), media contacts and other public statements.
- Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”
- If a beneficiary breach any of its obligations under this Article, the grant may be reduced

Dissemination of own (including jointly owned) results

- The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.
- Prior notice of any planned publication shall be given to the other Parties at least thirty (30) calendar days before the submission for publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within thirty (30) calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.
- The objection (see Consortium Agreement 8.4.2.4) has to include a precise request for necessary modifications, which shall however not interfere with the customary standards in science.
- The objecting Party can request a publication delay of not more than ninety (90) calendar days from the time it raises such an objection. After ninety (90) calendar days the publication is permitted, provided that the objections of the objecting Party have been addressed in a scientific appropriate form, and at a minimum to the extent that Confidential Information of the objecting Party is preserved, and scientific statements of the objecting Party are not misrepresented.



- In the case of peer-reviewed publications to a scientific journal which are subject to specific submission deadlines, the Parties involved will do their best efforts to solve the issue amicably to enable the timely submission of the abstract.

Open Science

Open science: open access to scientific publications

The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and - information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.
- Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.

Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

Only publication fees in full open access venues for peer-reviewed scientific publications are eligible for reimbursement.

8. Conclusions

This dissemination plan will be the reference document for the implementation of dissemination and communication activities throughout the project.

The R2D2-MH project results will be of high value and interest to a wide range of stakeholders in the scientific community. Further interest is expected among stakeholders within patient groups, associations, but also self-advocates who are actors of their own health and their family, health care professionals, comprising physicians and nurses, health care authorities at European, national, and regional and individual hospital levels. The R2D2-MH consortium has created this dissemination plan to make these stakeholders aware of the objectives of R2D2-MH, to update them on progress of the project and to share the results with them.

In summary, the R2D2-MH consortium will apply a dissemination and communication strategy that justifies the funds and resources put into the project by the EU and that places the participating institutions in the eye of the scientific community and the European population.

By making sure that all target groups are supplied with information about the project relevant to their field of work by the most appropriate and modern dissemination and communication strategies, the R2D2-MH consortium strongly believes it will have a greater impact in furthering the awareness and discussion around improving the well-being of neurodivergent individuals by moving away from studying only risk and moving towards an enhanced understanding of and greater promotion of resilience.

The present communication and dissemination plan will be adjusted annually and submitted as a revised plan along with the periodic report.