



EuroMix
European Test and Risk Assessment Strategies for Mixtures

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Plan for the dissemination and exploitation of the results from EuroMix

WP 10 – Dissemination and Stakeholder involvement

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PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group specified by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

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**Plan for the dissemination and exploitation of the
results from EuroMix (version1)**

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Deliverable D10.3

Plan for the dissemination and exploitation of the results from EuroMix

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Introduction

EuroMix is an EC-funded RTD project with the overall objective to establish and to disseminate new, efficient, validated test strategies for the toxicity of chemicals in a mixture aiming to deliver refined information for future safety assessment of chemicals. This includes exposure assessment via multiple exposure routes.

Purpose of this document

The EuroMix consortium will maximise the impact by implementing a coherent plan for the dissemination and exploitation of the project's results during and after the project. The *PEDR* provides the basis for EuroMix dissemination and exploitation activities by (i) outlining the EuroMix dissemination, communication, and exploitation strategy and by (ii) defining the timeframe, roles and responsibilities of these activities.

This will allow for the systematic implementation of the EuroMix exploitation and dissemination strategy throughout the project. The *PEDR* includes information regarding; dissemination channels, timelines, exploitation roadmaps and beneficiaries responsibilities.

The first version of the *PEDR* will be finalised by the end of October 2016, after this it will be reviewed and updated annually as the project progresses. The final version will provide a long-term strategy for post-project dissemination and exploitation that will allow the European Commission (EC) to assess the impact of the project. The *PEDR* will provide the framework of what will be disseminated, why, to whom, how and when and will define the:

- Dissemination aims, target groups and appropriate formats;
- Strategy, content and timeline of the dissemination and publicity measures;
- Responsibilities for the implementation of the dissemination and publicity measures;

The *PEDR* will ensure that all project beneficiaries have a joint idea and understanding of dissemination and exploitation, as well as the Intellectual Property Rights (IPR) protection measures. **WP10** will be responsible for updating and implementing the *PEDR*.

ALL beneficiaries have the responsibility to proactively contribute to dissemination and exploitation of project results via scientific publications, the protection and exploitation of relevant results and the contribution of content to the project website, dissemination material, EuroMix social media groups and other project formats.

Dissemination strategy

Dissemination channels and materials

The dissemination strategy in EuroMix is focused on awareness (activities and outcomes), understanding and uptake of project results. These results will be systematically disseminated to the different target groups via tailored communication channels. The foreseen dissemination channels and materials are explained in detail below. *The following activities are foreseen:* project website with a link to the EuroMix web-based model toolbox, stakeholder workshops, training sessions, on-line training material, promotional material, scientific publications, scientific reports and positions papers, e-newsletters and social media.

Project website

The project website (www.euromixproject.eu) mainly aims to inform about the project, its aims, intended outcomes and outputs and the consortium. It contains information about the project's approach, objectives, methodology and results as well as news items related to the project. In addition, there is a notice board where the latest EuroMix e-newsletters, training opportunities, stakeholder events, and other relevant information for stakeholders, and the public are highlighted for easy access. As the project develops and progresses it will also contain distance learning tools to optimise understanding of the results of the project and practical implementation of tools relevant for users. The website will also provide a link/gateway to the EuroMix web-based model toolbox.

DLO (partner 2) is responsible for the technical maintenance of the website for at least 6 years, so that it will be online beyond the life of the project. MATIS (partner 11) and RIVIM (partner 1) are mainly responsible for updating and providing content information for the project website.

Stakeholder events

Stakeholder involvement is an effective way to overcome barriers especially when future acceptance of new methodology in Europe and outside Europe is a challenge. Therefore the EuroMix will organise different types of workshops and meetings for a wide range of stakeholders to gather external feedback, ensure a high profile of the project and sustainability of results (Table 1). In addition, specialised workshops/meetings will be organised to engage with specific users e.g. expert meetings with the aim of determining the applicability of the techniques, models and approaches developed by EuroMix within the respective regulatory systems as well as the feasibility and possible implementation of the EuroMix approach within WHO, e.g. Joint FAO/WHO Expert Committee on Food Additives (JECFA) and the Joint FAO/WHO Meeting on Pesticide Residues (JMPPR).

Table 1. Overview of planned stakeholder events in EuroMix

Type of stakeholder event	Timeline (when)	Responsible partner
2 general stakeholder Workshops	M24 & M46	MATIS
4 International harmonisation meetings	during lifetime of project, first planned M17	ICL
1 WHO scientific consultation meeting of non-EU expert	M43	WHO

Training and investigation of stakeholder needs

To maximise implementation of the new risk assessment strategies developed in the project, training will be given for the stakeholders who will use the new integrated models. The aim of the training sessions is that the stakeholders will gain understanding of the scientific basis behind the new risk assessment strategies, be able to use the developed tools and to interpret and assess the output as well as implement the strategies in their own context. Two training sessions will be organised by KI (partner 10) for stakeholders from industry, risk assessors for national and European authorities and for risk managers from the European Commission and member state authorities. The first training session will take place around M24 and the second training session towards the end of the project. Training material that will be developed will also be made available for online learning to allow for a wider uptake.

EuroMix will address the fact that different stakeholders and key actors have different needs, resources as well as different level of understanding and/or attitudes towards new technologies and approaches. The investigation of stakeholder needs is carried out by Ugent (partner 7) and will include (i) In depth interviews with key players of important stakeholder groups and (ii) Online questionnaire for large group of people from the identified stakeholder group. The results will for example be used to tailor the training offered by EuroMix towards the stakeholder needs.

Scientific publications

The aim of scientific publications in peer-reviewed journals is to bring the project's findings to the scientific community at large which will maximise the impact of the scientific results. Under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results. In order to comply with this requirement, ALL beneficiaries must ensure that the procedures detailed below are followed.

Compulsory procedures for open Access to scientific publications:

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

(a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

(b) ensure open access to the deposited publication — via the repository — at the latest:

- on publication, if an electronic version is available for free via the publisher, or
- within six months of publication in any other case.

(c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “European Union (EU)” and “Horizon 2020”;
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier.

Further details on the legal requirements regarding dissemination and exploitation activities can be found in the GA, Articles 24 -31 pp. 44-54.

Promotional material

Information material will be prepared with selected key messages, depending on the target group, for scientific conferences, stakeholder workshops, training e.g. posters and leaflets. The main purpose of this material is to raise awareness about EuroMix within the scientific and industrial community that is relevant for EuroMix as well as to inform interested citizens and policy makers about our activities, aims and expected results and outcomes. In the first year an information leaflet in English and Spanish was prepared (finalised in M8) and a printed version has been distributed by beneficiaries throughout Europe. A poster with general information about EuroMix in English was finalised in M11, it will be presented at external conferences/symposia/workshops to raise awareness about EuroMix project. This information material is also available on the project website for download.

Electronic media

E-newsletters will be delivered on annual basis to selected stakeholders. This newsletter will, among other relevant issues, contain information on achievements in the project, reports from conferences and announcements of upcoming events and trainings. Social media, e.g. Facebook (for detail see <https://www.facebook.com/EuroMixproject/>), LinkedIn, will be used to disseminate ongoing activities in the project and to engage with stakeholders, with regular updates of progress to a wide network of interested parties.

Communication strategy

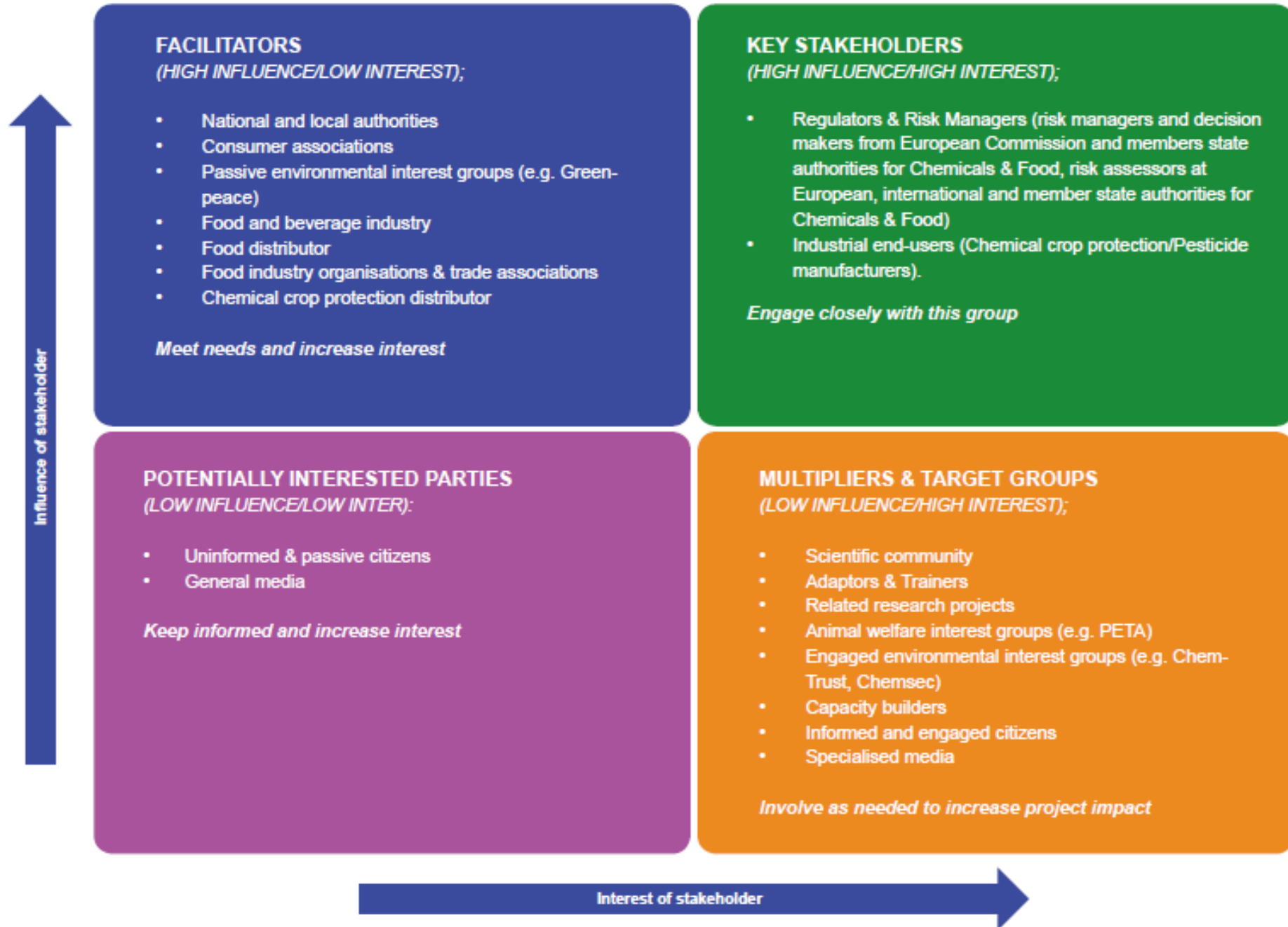
EuroMix aims to maximise its impact by identifying and reaching out to the project's target groups and potential users, and understanding their needs. The first step in developing an appropriate communication strategy is the definition of target audiences which need to be approached in the dissemination process. Once the groups have been identified, specific key-messages concerning the outputs of EuroMix and an appropriate method to communicate them will be defined.

Stakeholder analysis

A thorough stakeholder analysis provides the basis for all activities aimed to maximise EuroMix impact and serves as the foundation for this Dissemination and Exploitation Plan.

Figure 1 shows the most important stakeholders, sub-divided by their levels of influence on and interest in the EuroMix project:

- Key Stakeholders (high influence/high interest);
- Facilitators or Risks (high influence/low interest);
- Multipliers & Target Groups (low influence/high interest);
- Potentially Interested Parties (low influence/low interest).



Communication and dissemination activities will be targeted to the stakeholder groups identified in Figure 1 with appropriate well defined goals, which are described in detail in the sections below.

Key messages

Tailored dissemination channels will be planned for each of the four target groups shown in Figure 1. The message to be communicated depends upon both the target group and the objective of the specific dissemination activity. It is important that the right message is transmitted to the right audience. In EuroMix the focus will be on maximising the impact of the communication by providing a clear message, which can be summarised in a few key points regarding the outcome of the project, see table 2 for details.

Table 2. Key messages about EuroMix for different target groups

Target group	Description of key message
Key stakeholders Regulators & Risk Managers, Pesticide manufacturers	New efficient validated test strategies for the toxicity of chemicals in a mixture that can be applied by risk assessors, regulators and industry. Harmonised tools and models for performing realistic risk assessment of chemical mixtures that can be applied by risk assessors, regulators and industry
Facilitators National & local authorities, Passive interest groups, Food industry, Trade associations	Efficient evaluation process of the safety of mixtures, ensuring adequate protection of public health.
Multipliers & target groups Scientific community, Adaptors & Trainers, Related research projects	New data on toxicology and new tools for testing the toxicity of chemicals in a mixture e.g. web-based model and data toolbox, bio-assay toolbox. Reduction in the use of laboratory animals to assess the toxicity of chemical mixtures.
Potentially interested parties General media and passive citizens	Better assessment of risk to public health of chemical mixtures through everyday life exposure routes. Turn chemical safety testing towards reduction in the use of laboratory animals

Plan to reach the identified target groups

The identified target groups will be reached through different communication channels during the lifetime of the project, the main activities are listed in tables 3-5.

Table 3. Dissemination activities targeted at key stakeholders

Timeline	Activities
M1-M23	<ul style="list-style-type: none"> • Raise awareness about EuroMix project, consortium and goals via website, EuroMix Scientific Advisory Board, promotion material, social media, e-newsletter and at external conferences & workshops • Establish connections with industrial key stakeholders & compile a contact list • Stakeholder survey <ul style="list-style-type: none"> A) In depth interviews with key players of key stakeholder groups B) Online questionnaire for large group of people from key stakeholder group • Focus group interviews with selected stakeholders to discuss results of stakeholder survey
M24-M48	<ul style="list-style-type: none"> • Training • Distribute the annual e-newsletter to the key stakeholders in the compiled contact list • Present objectives and results to key stakeholders through stakeholder workshops organised by EuroMix (M24, M46) • Send out press releases on key scientific results to specialised media and expert groups working on risk management of chemical mixtures • Present scientific results in peer-reviewed Open Access scientific journals ('Gold' or 'Green' access) or disseminate them as patent applications
M36-M48	<ul style="list-style-type: none"> • Present results from EuroMix in external conferences, and expert workshops to work towards international harmonisation and realistic assessment of chemical mixture testing

Table 4. Dissemination activities targeted at Multipliers & target groups

Timeline	Activities
M1-M23	<ul style="list-style-type: none"> • Raise awareness about EuroMix project, consortium and goals via website, promotion material, social media, e-newsletter and at external conferences & workshops, and fair trades • Establish connections with related research projects & compile a contact list • Stakeholder survey <ul style="list-style-type: none"> A) In depth interviews with key players of the multipliers & target groups B) Online questionnaire for large group of people from the multipliers & target groups • Focus group interviews with selected stakeholders to discuss results of stakeholder survey
M24-M48	<ul style="list-style-type: none"> • Training • Distribute the annual e-newsletter to the multipliers identified in the compiled contact list • Participate in selected external events where sessions on EuroMix topics will be held e.g. EFSA/RIVM Symposium on the future of risk assessment & toxicity testing for chemical mixtures, Symposium at ISES 2016 and further conferences where EuroMix is actively presented will be selected during the lifetime of the project • Collaboration meetings with ongoing related EC projects, EFSA, WHO • Present objectives and results to the multipliers & target groups through stakeholder workshops organised by EuroMix (M24, M46) • Present scientific results in peer-reviewed Open Access scientific journals ('Gold' or 'Green' access) or disseminate them as patent applications • Send out press releases on key scientific results to specialised media
M36-M48	<ul style="list-style-type: none"> • Present results from EuroMix at external conferences, and expert workshops to work towards international harmonisation and realistic assessment of chemical mixture testing.

Table 5. Dissemination activities targeted at Facilitators and Potentially interested parties

Timeline	Activities
M1-M48	<ul style="list-style-type: none"> • Raise awareness about EuroMix project, consortium and goals via project website, social media e.g. Facebook, YouTube, Twitter, general media, e-newsletter, fair trades, open science day for general public
M1-M23	<ul style="list-style-type: none"> • Stakeholder survey: <ul style="list-style-type: none"> A) In depth interviews with key players of facilitator groups B) Online questionnaire for large group of people from facilitator groups

Exploitation strategy

In order to provide an overview of all activities related to exploitation of knowledge in EuroMix the PEDR will present exploitable results, defined as knowledge having a *potential* for industrial or commercial application in research activities or for developing, creating or marketing a product or process or for creating or providing a service. The legal requirements regarding dissemination and exploitation activities can be found in the General agreement, Articles 24 -31 pp. 44-54.

Management of knowledge and Intellectual Property Rights protection

The terms of Intellectual Property Rights (IPR) management are specified in detail in the Consortium Agreement, which is signed by all consortium members. The Consortium Agreement comprises a list of included Background and, where relevant, specific Background that is subject to legal restrictions or limits. For all further details on access rights within EuroMix, please refer to the relevant section in the Consortium Agreement (Section 9, pp. 19-24) and the corresponding article in the Grant Agreement (Article 31, pp. 53-54).

To assure consent and agreement regarding dissemination of project results, publication guidelines were developed and distributed to all beneficiaries during Year 1. These guidelines are intended to support publication of all types, whilst ensuring fairness for all beneficiaries, the quality of publications, and detailed information about reporting dissemination. These publication guidelines are uploaded on the project internal website (EuroMix Share) that is accessible to all EuroMix beneficiaries and associated partners.

The knowledge generated in EuroMix will be managed by the Coordinator and the General Assembly and the final decision making process regarding IPR issues is covered in the Consortium Agreement. Future exploitation of the results will be discussed as part of the exploitation plan and will be discussed in the General Assembly.

Management of the research data generated and/or collected during the project

The EuroMix project has prepared a Data Management Plan (Deliverable D1.2) that describes which type of data will be generated and collected in the project as well as the data management life cycle including specific standards for the databases in terms of formats, metadata, sharing, archiving and preservation. The Data Management Plan (DMP) also clarifies to which data there will be open access and the necessary procedures to gain access to these. The DMP will be revised and updated regularly during the project lifetime and the 1st version of *D1.2-Data management plan* will be finalised in November 2016.