

IMI2 Project 802750 - FAIRplus
FAIRification of IMI and EFPIA data

WP04 – Communication and outreach to FAIR data user community

D4.2 First FAIR Innovation and SME event

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1. Executive Summary

Targeted innovation events have proven to be a very effective and valuable way to reach out to a large number of stakeholders simultaneously in order to prompt new collaborations between the public and private sectors. To engage with stakeholders, in particular SMEs, outside the FAIRplus consortium a series of three 'FAIRplus Innovation and SME Forums' have been planned throughout the duration of the project. These events will help the consortium to ensure that the resources developed in FAIRplus are communicated to the wider life science research ecosystem and find broad adoption and usability.

The first FAIRplus Innovation and SME Forum: Implementing FAIR data principles in industrial life science research was held on the 29th January 2020 in Hinxton, UK.

The event programme presented the key outcomes foreseen in the project using hands-on approaches, highlighting the numerous technical and scientific decisions to be taken when adopting and implementing FAIR data principles. A Flash Talk session¹, with a focus on SMEs, provided an overview of how FAIR data can bring value to businesses.

The content of the event programme² included:

- The FAIR cookbook³, an open, comprehensive resource with 'recipes' for making different types of life science data FAIR, presented by Philippe Rocca-Serra from the University of Oxford's e-Research Centre
- The FAIR Capability and Maturity Model, a set of guidelines to find the optimum level of FAIR data implementation depending on the needs and resources in each organisation, presented by Oya Beyan from Fraunhofer FIT
- The FAIRplus FAIRification process⁴ and the first four FAIRified datasets⁵ from selected Innovative Medicines Initiative (IMI) projects, presented by Tony Burdett from EMBL-EBI
- The value and prioritisation of data sets in FAIRplus, presented by Phil Gribbon from Fraunhofer FIT
- The FAIRplus Fellowship Programme⁶, comprehensive FAIR data training to EFPIA members, SMEs and academics, presented by Andreas Pippow from Fraunhofer FIT
- Use Cases of FAIRifying data in FAIRplus (experiences from eTOX and ReSOLUTE), presented by Jolanda Strubel from The Hyve and Vassilios Ioannidis from SIB
- Panel discussion on FAIRplus sustainability and added value for SMEs with representatives from organisations offering or using FAIR data (COSMIC, Open Targets, OpenPhacts), sharing their experience with the limited impact of FAIR data in the short term, compared to the long-term value resulting from systematic implementation of FAIR principles, facilitated by Abel Ureta-Vidal from Eagle Genomics

¹ Programme of Flash Talk Session: https://docs.google.com/document/d/1-8R1ovvg61daBLshdckmAAgGCh_Y6il3Ygcur6YN9jI/edit

² Programme of the FAIRplus Innovation and SME Forum: <https://drive.google.com/file/d/1V9r-xTjZuUUjhNgnDSyYqIU1c2bcW14T/view>

³ FAIRplus Cookbook: <https://fairplus.github.io/the-fair-cookbook/intro>

⁴ FAIRplus FAIRification process: https://drive.google.com/file/d/1P2MJSLIST6AJyhmFdIKRfb_Xaqvb9TXX/view

⁵ Four FAIRified datasets:

https://datacatalog.elixir-luxembourg.org/?query=&sort_by=dataset_created&order=desc&groups=IMI%20Projects&page=2

⁶ FAIRplus Fellowship Programme: <https://fairplus-project.eu/get-involved/#fellowships>

- Panel discussion on the FAIR landscape together with representatives from different FAIR data initiatives (FAIRsFAIR, GoFAIR, FAIR4Health, Pistoia Alliance and FAIRplus) to discuss their priorities and approaches to supporting the adoption of FAIR data in industry and academia, facilitated by Serena Scollen from ELIXIR
- Keynote lecture by Carole Goble from the University of Manchester who explained the initial intentions of the creators of the FAIR data principles and discussed the challenges in adopting FAIR data at different levels: at the individual level, at the level of a research team, research community and society at large.

2. Methods

2.1 Organisation and delivery of the FAIRplus Innovation and SME Forum

Six months prior to the event date a steering committee was formed with representation from all WPs to ensure the programme would be conducive to the FAIRplus consortium and the wider community. Logistical aspects of the event and the delivery of the event were handled by the ELIXIR Hub following established event guidelines.

Steering committee:

Name	Affiliation	FAIRplus WP
Serena Scollen	ELIXIR	WP1/2/3/4/5
Hannah Hurst	ELIXIR	WP1/2/3/4/5
Katharina Lauer (chair)	ELIXIR	WP4
Colin Wood	Astra Zeneca	WP1/2/3/4
Andreas Pippow	Fraunhofer	WP4
Philip Gribbon	Fraunhofer	WP1/2/3
Philippe Rocca-Sera	University of Oxford	WP1/2/3
Rudi Verbeek	Janssen	WP2/3
George Papadatos	GSK	WP 1/2/3/4/5
Anne Cambon-Thomsen	UPS	WP6

2.2 Impact Assessment of the FAIRplus Innovation and SME Forum

2.2.1 Eventbrite registration form

To participate in the FAIRplus Innovation and SME Forum people were asked to sign up using a registration form on Eventbrite. In the registration process data from participants was collected following general GDPR rules and regulations.

2.2.2 Post event feedback survey

Immediately after the FAIRplus Innovation and SME Forum, all attendees were asked to fill in a feedback survey to evaluate the quality of the particular event.

To be able to compare between events the same survey questions will be asked after each event. The survey was created using Survey Monkey (www.surveymonkey.com). The survey questions are based on an event survey established by the ELIXIR Hub to evaluate the impact

of their outreach events and has been adapted to fit the framework of the FAIRplus Innovation and SME Forum.

3. Results

All results presented in this section are based on data collected through the event registration form or the post event survey as described in section 2. The analysis mainly focussed on evaluating the quality of the event and informing the planning of future events in the FAIRplus project.

3.1 Analysis of data collected in the registration form

In the Eventbrite registration form we asked registrants to indicate how they found out about the event. The majority (40%) reported that a recommendation by a colleague had primed them to sign up for the event. This result confirms the importance of personal invites but also shows a bottleneck in reaching out to the wider public. Looking ahead we will need to strengthen outreach activities outside our immediate personal contacts to engage with people who are not familiar with the FAIR concept, FAIRplus, only have little knowledge, or are experts in the area. In particular social media platforms will be a useful means to achieve broader outreach.

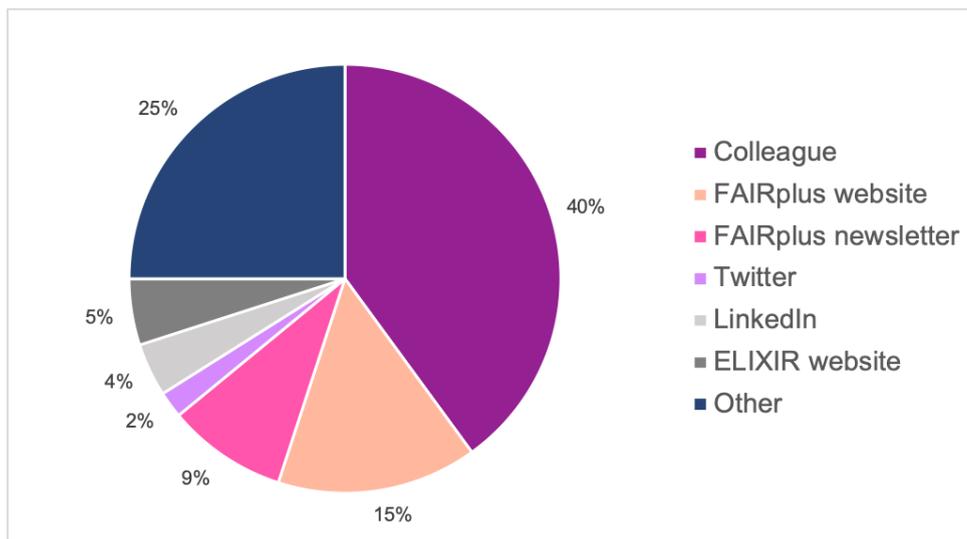


Figure 1: How did you find out about the FAIRplus Innovation and SME Forum

The overall attendance at the first FAIRplus Innovation and SME Forum exceeded the expectations, outlined in the project proposal to be 40-60 people. The actual attendee number was 99 (85% of registrants attended the event).

In STEM disciplines there is a general gender discrepancy. In FAIRplus we are committed to promote equal opportunities and encourage gender balance and support female participation. For this reason, we try to reflect the overall gender ratio in the event programme by achieving a gender balance similar or above the ratio in the sector. A baseline calculation is derived from the overall gender ratio in the FAIRplus consortium (N=100) and the registrants at the FAIRplus Innovation and SME Forum (N=116). This baseline calculation between those two groups averages at 36% females and 64% males. The actual speaker ratio at the Innovation and SME Forum showed a ratio of 27% female and 73% male speakers (N=26). The lower number of female speakers was in part attributed to two of the confirmed female speakers cancelling last

minute and being replaced by two male speakers (at the request of the cancelled speaker). The original programme contained a gender ratio of 33% female and 67% male speakers which is similar to the overall ratio in the sector. The calculations do not include gender identities beyond female and male.

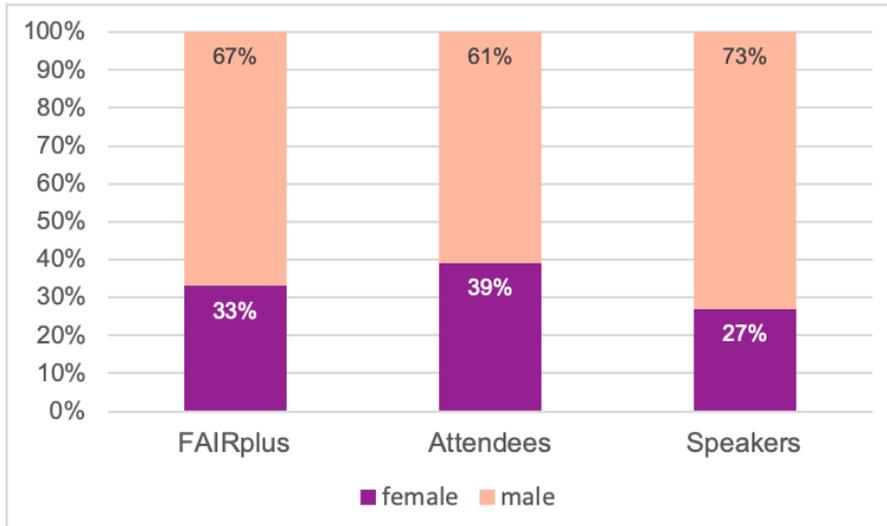


Figure 2: Gender ratio of the FAIRplus consortium in comparison to event attendees and invited speakers at the Innovation and SME Forum

The remit of the FAIRplus Innovation and SME Forum is to promote project outcomes and gather feedback from both industry, in particular SMEs, and academia. For our events we aim to achieve a balance between attendees from both the private and public sector. This goal was achieved since the ratio of participants from the public sector was 56% and from the private sector 44% (FAIRplus consortium: 52% public sector, 48% private sector).

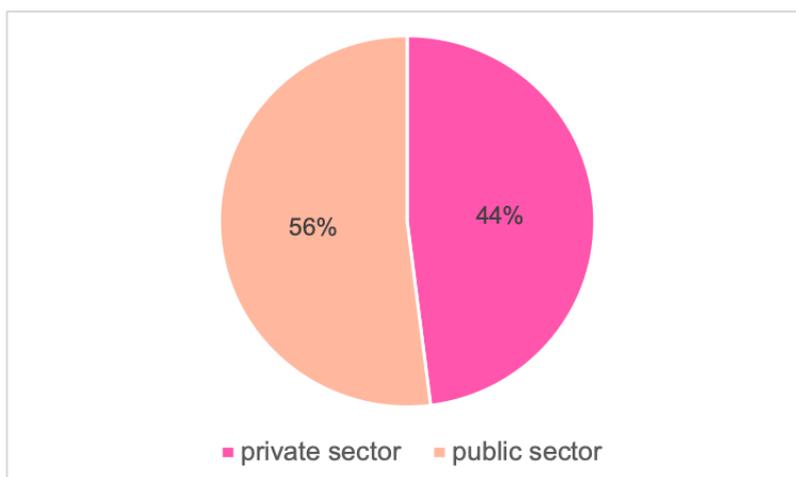


Figure 3: Ratio of attendees at the FAIRplus Innovation and SME Forum from the public and private sector

Figure 4 summarises the composition of the registrants at the event according to their job title. Interestingly, many participants are in very advanced positions in the public or private sector at a decision-maker level.



Figure 4: Job title of registrants at the FAIRplus Innovation and SME Forum

Figure 5 gives an overview of the affiliation of participants (e.g. company or research institute). As expected, a large number of representatives from consortium members was present, but other organisations with a strong interest in FAIR were represented, for example, SMEs such as SciBite, or research institutes such as the Wellcome Sanger Institute.

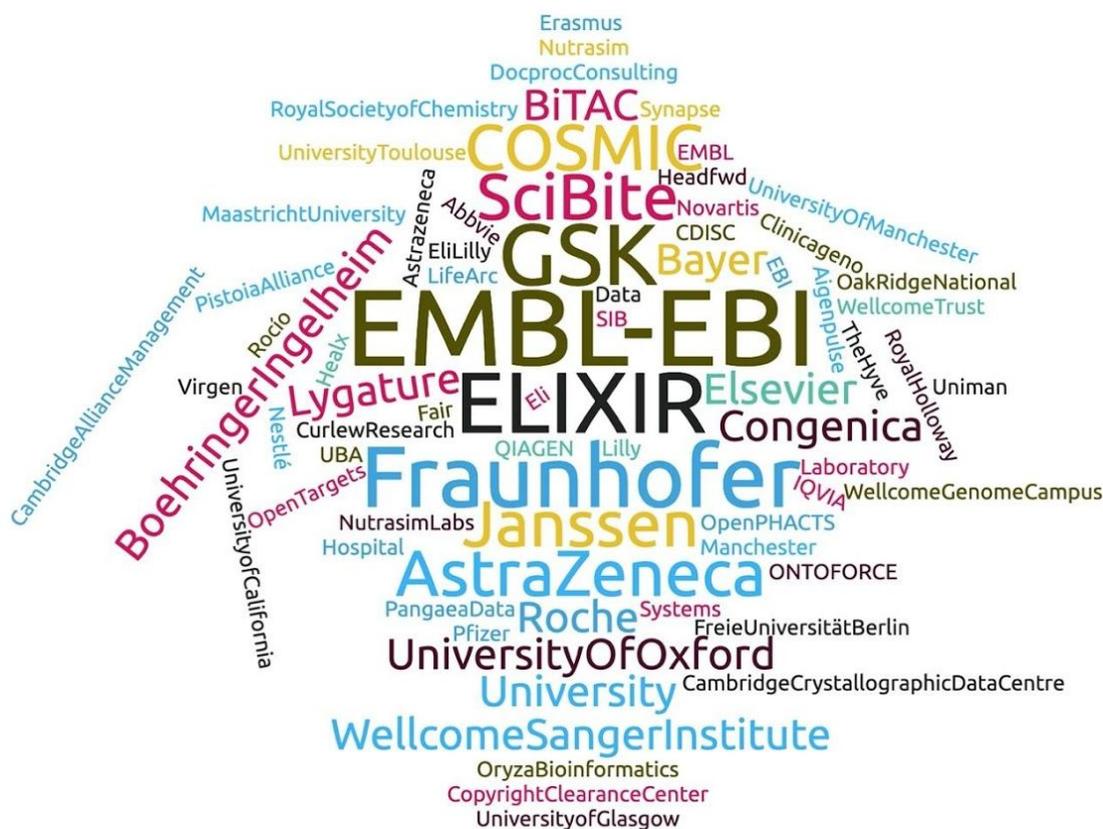


Figure 5: Affiliation of registrants at the FAIRplus Innovation and SME Forum

Within the group of attendees from the private sector, 16 different SMEs were identified that participated in the event with one or more persons:

Aigenpulse Ltd., BITAC, Clinicageno Ltd., Congenica, Curlew Research, Docproc Consulting, Headfwd, Healx Ltd., Nutrasim Labs Ltd., Ontoforce, Oryza Bioinformatics, Pangaea Data, SciBite, Synapse, The Hyve, and Lygature.

3.2 Personal statements from attendees on the value of the event

To assess the quality and impact of the FAIRplus Innovation and SME Forum to industry, we collected statements from attendees at the event. These statements provide insight into how useful participants rate the Forum, for example, to establish collaborations, advertise their products, or discuss the challenges and opportunities in implementing FAIR data principles in life science research.

“As a SME, the FAIRplus Innovation and SME Forum was an amazing opportunity to explore collaborations in the context of applying our machine learning algorithms for specific scientific and clinical use cases which will inevitably lead to data FAIRification. Additionally, it is a great platform to exchange notes with the scientific community which helps us validate our methodologies and product roadmap”. **Vibhor Gupta, Pangaea Data**

“Attending the FAIRplus event in Hinxton was a great opportunity not only to meet stakeholders from pharmaceutical companies and other SMEs but also to exchange opinions, build relationships and initiate potential synergies”. **Gemma Calero, Bitac**

"Overall the FAIRplus Forum was a fantastic day for us to attend. There are many points at which SciBite can fit into the FAIRification process. We believe that the combination of ontologies, deep learning and FAIR data provide an unparalleled technology set that can directly impact challenges in pharma, agri-science and consumer goods." **Jane Lomax, SciBite**

"The FAIRplus Innovation and SME Forum was an outstanding event because of the high concentration of FAIR data experts present. It's rare to have access to that much hands-on experience and deep understanding with FAIR in one place, and I came away with lots of actionable information and insight. I can't wait for the next Forum!" **Ted Slater, Elsevier**

3.3 Analysis of data collected in the post event survey

Following up from the event, participants were asked to complete a survey answering questions on the quality of the event.

33% of respondents felt that the event met their needs extremely well, 50% felt it met their needs very well and 17% felt that the event met their needs somewhat well.

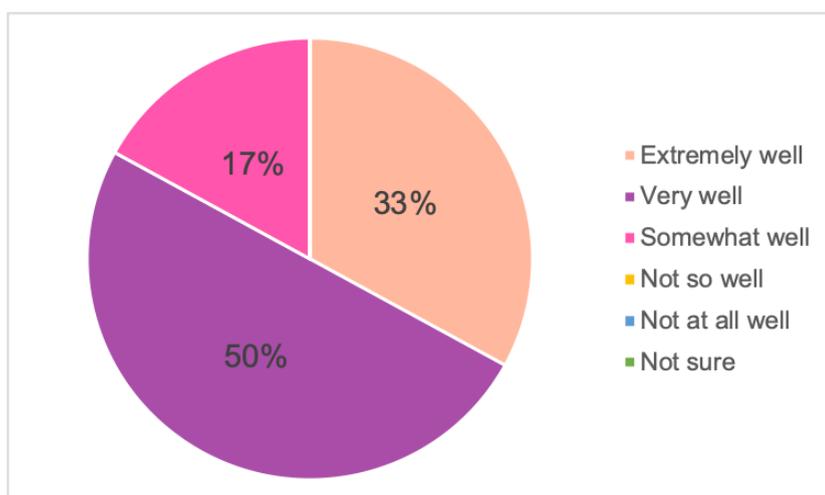


Figure 6: How well did the conference meet your needs?

From all respondents, 42% found it likely that they would recommend the event to a colleague and 58% responded they were very likely to recommend the event.

The overall speaker quality was rated as either high quality 75% or very high quality 25%, with Tony Burdett's talk on FAIRification of IMI and EFPIA datasets standing out as particularly useful.

We further enquired if the agenda allowed enough time to network with participants and 92% of respondents thought that the agenda allowed enough time.

To create an inclusive environment where everyone feels valued and respected, a newly developed Code of Conduct⁷ (ELIXIR Hub) for events was piloted encouraging the following behaviours at the event:

- Use welcoming and inclusive language
- Be respectful of different viewpoints and experiences
- Foster scientific and technical rigour and curiosity with constructive and facts-based critique
- Gracefully accept constructive criticism

⁷ ELIXIR Code of Conduct: <https://elixir-europe.org/events/code-of-conduct>

- Focus on what is best for the project
- Show courtesy and respect towards other project participants and guests
- Be mindful of your own biases and do not let them get in the way of respectful interaction
- Speak up if you believe the spirit of the Code has not been upheld. Ideally, where feasible, directly address the issue with the person who committed the transgression
- Adjust the behaviour where it was seen to be short of the requirements indicated in this Code.

The survey asked participants: Did knowing there was a Code of Conduct in place positively impact your experience at the event?

50% of respondents thought the Code of Conduct positively impacted the event, 42% disagreed with this statement and 8% of respondents were not sure.

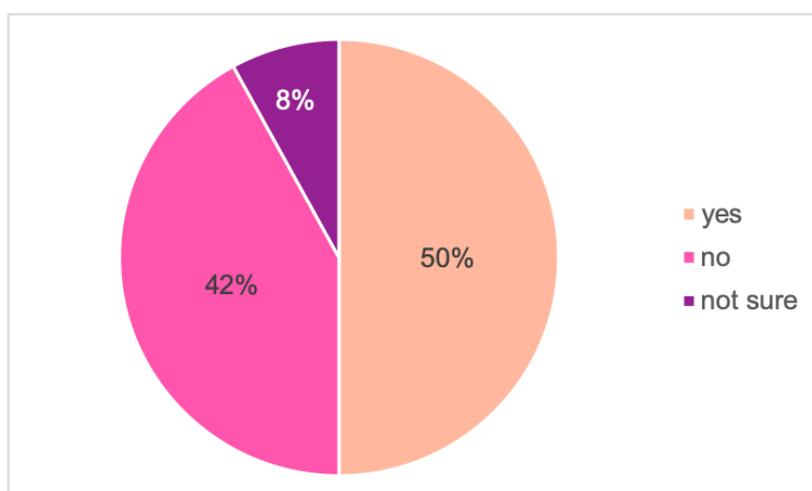


Figure 7: Did knowing there was a Code of Conduct in place positively impact your experience at the event?

3.4 Collection of materials generated at the event

- Event Slides⁸
- Event pictures⁹
- Keynote lecture video¹⁰
- News release¹¹
- Video booth: What is your vision for FAIRplus in 10 years?

4. Conclusion

Based on the feedback survey and data collected at the event, we conclude that the overall experience for participants was positive throughout and valuable. Input from discussions at the event will be considered in the different WPs in the future. A particular focus will be put on how parties external to the FAIRplus consortium can be included or benefit from the project outcomes. The feedback will further inform the planning of the next FAIRplus Innovation and

⁸ FAIRplus Innovation and SME Forum Slides: <https://drive.google.com/drive/folders/1-5x4HIZ6ze2JFN7FgrJaWYOyD9qq6VK>

⁹ FAIRplus Innovation and SME Forum photographs: <https://www.flickr.com/photos/elixir-europe/albums/72157712915840961>

¹⁰ FAIRplus Innovation and SME Forum Keynote lecture video: <https://www.youtube.com/watch?v=59f1s0-VfSE&feature=youtu.be>

¹¹ FAIRplus Innovation and SME Forum News Release: <https://fairplus-project.eu/about/sme-forum-news>

SME Forum which will be co-located with the General Assembly in 2021, since this seems to be a favourable arrangement for consortium members.