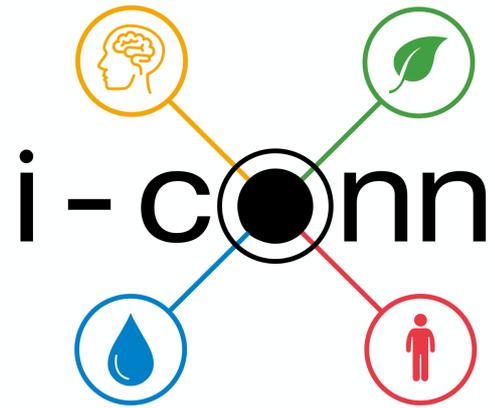


# i-CONN Network



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 859937*



## Deliverable D6.5 Report

Final Communication Strategy

# i-CONN: Final Communication Strategy

## **i-CONN Communication Strategy**

**The i-CONN Communication Strategy covers outward facing communication in the broadest sense. As well as the dissemination of research in the form of papers and other publications, it also extends to communication with the general public (outreach) and other research outputs such as software.**

The Management Board is responsible for overseeing the progress of the Communication Strategy.

*Related Documents & Policies: i-CONN policy on the ownership and authorship of outputs including publications and datasets; Data Management Plan; Final dissemination and exploitation plan (due to be completed for June 2021).*

## **Contents**

- Dissemination of Research
  - i) Research Papers and Presentations at Conferences
  - ii) Synthesis paper on the 'value of connectivity'
  - iii) i-CONN Publications
  - iv) Datasets and Software
  
- Website, Publicity and Social Media
  
  
- Outreach

## Dissemination of Research

### i) Research Papers and Presentations at Conferences

The Consortium aspires to produce 30 journal papers for internationally recognised peer-reviewed journals, with the results also presented at international workshops or conferences to elicit peer feedback. Ideally, each ESR will therefore produce a minimum of two research publications and present research results at least twice at international conferences or workshops.

Targeting both broad and specialist journals will guarantee the widest possible dissemination of the results of the Network.

Each i-CONN publication will either be published in an Open Access journal or an Open Access version will be deposited in the relevant institutional repository. Links to Open Access versions of papers will be provided on the i-CONN website.

ESR attendance at conferences will be carefully coordinated by the ESR and his/her supervisory team to optimise impact for both the ESRs and for the dissemination of results. A list of target conferences is included in section B1.2 of the Grant Agreement.

Work Package Leaders will report on dissemination progress for their Work Package at each Management Board meeting.

**Responsibility: If research progress allows, each lead supervisor will guide their ESR(s) towards publishing at least two papers in peer-reviewed journals and towards presenting the results at international conferences.**

**Timing: Each PI to report to the Management Board on publication progress for their ESR(s) in early 2022 and WP Leaders to update the Management Board on dissemination plans at each meeting.**

- ii) Synthesis paper on the 'value of connectivity' produced at the final conference (Milestone 12).

**Responsibility: Management Board and the Co-ordinator.**

**Timing: Project Manager to schedule a preliminary discussion at the Management Board in spring 2023 and to schedule a paper writing session at the Final meeting in September 2023.**

- iii) i-CONN Publications

Following on from the direct research outputs of ESR projects, the network is committed to producing two volumes of work dedicated to Connectivity Science:

- a) a special issue of papers focusing on the comparative analysis of connectivity across research specialisms (this will be inclusive of some of the 30 research papers identified above);
- b) an edited book which will draw together the research produced across Work Packages to provide the first definitive account of the potential of connectivity science to address societal challenges.

**Responsibility: Management Board.**

**Timing: The Management Board to identify two sub-groups to plan each publication in autumn, 2021. Both publications to be compiled in the final year of i-CONN.**

- iv) Datasets and Software

Once data embargoes have expired, data will be uploaded to Zenodo, an open access repository, to allow access from other interested parties.

Open-source software will be published on a platform such as Github.

Details of the i-CONN Data Management Strategy are found in the Data Management Plan.

## Website, Publicity and Social Media

Both immediate and sustained dissemination will be through the Network website. Using the website as a platform for our training materials will also ensure it has a lifetime beyond the current application.

Branding for the network has been produced. Logos and other artwork are available on the i-CONN website for network use.

All network members will keep the Project Manager informed of publications and other activities that can be recorded on the website and promoted via linked social media posts.

The i-CONN website will contain a blog space for each ESR. Each ESR should maintain their blog and also link i-CONN social media to blog entries as appropriate.

**Responsibility: Each ESR to prepare regular blog posts for the website.**

**Timing: at least every six months.**

A twice-yearly newsletter will be hosted on the website, linked to i-CONN social media channels and distributed by email among peers, postgraduate and undergraduate students at all consortium members, and relevant industry. and will be based on short articles/reports written by ESRs and also non-academic partners. If appropriate, printed version of the newsletter to be distributed (e.g. in Beneficiary Institutions)

**Responsibility: The Coordinator, Network Manager and WP6 Leader will be responsible for selecting a small team to produce each newsletter.**

**Timing: Publication every 6 months commencing in January 2021.**

i-CONN has a Twitter account @network\_iConn and an Instagram account. All network members can contribute network-relevant content to either channel.

Press releases from i-CONN Beneficiary and Partner organisations that highlight significant publications and successes will be encouraged.

An i-CONN seminar series has been established and where appropriate is being advertised more widely (e.g. within institutions, to relevant networks, on the website) to maximise the benefit to a wider audience. As far as possible, podcasts of talks will be made available on the website for network use.

**Responsibility: Project Manager to prepare podcasts for the Website.**

**Timing: As required.**

## Outreach

i-CONN has a substantial outreach plan to communicate beyond academia. The plan is summarised below:

Activity	Content	Month
Connectivity Science Ambassadors	ESRs will visit schools, universities and local libraries to promote their research to students and public audiences. Assist education providers in preparing and delivering teaching materials relating to Connectivity Science.	Oct 2021 – July 2023
Connectivity Science Project open Days	Demonstration of results and interactive discussion on Connectivity Science, laboratory visits, visualization of modelling results, poster presentation.	Nov 2022
Public talks and participation in local, national and international outreach events	Participate in science fairs, NERC e-science events, the European Night of Science event, institutional outreach activities, open days hosted by non-academic partners and their associated institutions. These activities will also be reported on the project web site and twitter feed.	Dec 2021 – July 2023
Outreach tied to Workshop 2 and the final Conference	Invite relevant personnel from non-academic sectors (public/private institutions and NGOs) to i-CONN Conference to facilitate exchange and provide input for ESRs for their research.	Jan 2022 & Jul 2023
e-Newsletter, policy notes and pamphlets	Develop a web-based document tailored to different target audiences. These will also be printed out and widely disseminated.	May 2021 & Jul 2023
Panel event	The ESRs will participate in panel events with EU and national governments to explore applications of Connectivity Science tools and relevance to policy making	Jul 2023
Non-academic volume on Connectivity Science	Project partners will coordinate putting together a non-academic volume on Connectivity Science, highlighting the key developments made by i-CONN ESRs: the range of tools available across disciplines and their widespread application.	Jul 2023
Multimedia communication: Blog Twitter feed Videos Press release	A blog on connectivity research will be maintained on the network website. An i-CONN twitter feed will be the official news channel of the network and will link to material posted on the blog and other network outputs to ensure communication to a wide audience. This twitter feed will also, for example, feature short video interviews with the keynote speakers at network-wide events. Each institution will use existing social media channels to re-tweet news. ESRs will make videos to explain their project which will be linked to via the project web-site and via the twitter feed. Press releases will be made to publicize high-impact research outputs through consultation with media relations departments at host institutions.	Jul 2020 – Sept 2023

**Responsibility: The Project Manager will oversee the progress and planning of outreach**

**activities Timing: Outreach progress will be considered at each Management Board meeting**