



FINAL COMMUNICATION AND DISSEMINATION REPORT

December 2023

WP8 Communication and Dissemination

Arqus Research & Innovation Project

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Authorship credit: Marina Fernández-Peña Mollá, Carmen Osuna López and Communications Team members of the Arqus Research and Innovation Project, ID: 101017448, Arqus European University Alliance ©Dec 2023. This work is openly licenced via [CC BY NC SA](https://creativecommons.org/licenses/by-nc-sa/4.0/)

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Introduction

This report describes the communication and dissemination activities carried out during the whole Arqus R.I. project, as well as the exploitation strategy that has been designed and long-term dissemination tools set up to ensure the impact of the resources created in the Arqus R.I. project over time.

Point 1. “Communication and dissemination of Arqus R.I. activities and results” summarises the different activities and events organised during the project and the coverage and promotion of them by WP8. It also explains the dissemination actions carried out for a deeper promotion and impact of the project, its results and the resources produced.

Point 2. “Exploitation and Dissemination Strategy” describes the strategy designed after mid-term of the project to give continuity to Arqus R.I. activities and results after the end of the project.

Point 3. “Key Performance Indicators” mentions the goals for the Communication and Dissemination Work Package and gives access to KPIs set for each goal and the attainment of their targets.

Point 4. “Arqus resources for the future” describes the website sections created to give access to and facilitate future impact of resources created in the project.

Point 1. Communication and dissemination of Arqus R.I. activities and results

During the 36 months of the project, Arqus R.I. Work Packages have held 5 High-Level Seminars on Research Policy, 8 pilot workshops on Open Research Agenda Setting, 2 researcher networking workshops on Green Deal/Climate Change, 2 researcher networking workshops on Artificial Intelligence/Digital Transition, 2 Bridging Workshops on interdisciplinary research, 2 (internal) webinars discussing research assessment, 2 local dissemination meetings to push forward research assessment reform, 2 mini-webinars on co-creation experiences in transfer at Arqus universities, 5 online sessions of the pilot training programme on co-creation in transfer, 1 webinar on Open Science Challenges (together with the ENLIGHT Alliance), 3 interviews of Open Science Ambassadors.

The project has published Recommendations, Toolboxes, Best Practices and Policy Papers. Arqus R.I. has also participated in multiplier events with other institutions and alliances, such as the TORCH Annual Forums, the CIVICA-organised Research Management and Administration in European Alliances event and the SwafS joint results dissemination event Cross-Alliances Forum. To present its final results and organise a smooth transition to the future, the Arqus R.I. Final Conference was organised in Brussels in December 2023.

In terms of results, all 29 deliverables foreseen in the Grant Agreement have been completed. Among them are strategic or policy documents of the Alliance such as the Joint Research Action Plan, the Conclusions of the First High Level Seminar on Research Policy and the two ERA Policy Briefs (I and II, June 2022 and December 2023); documents contributing to the knowledge base on stakeholder engagement, such as the Toolbox for participatory workshops on Open Research Agenda Setting (see below) and the report on the pilot workshops testing those tools and the ensuing Recommendations; training materials on Open Science and Co-Creation in Transfer; an OS Ambassador Network to give advice to researchers and develop further training materials; guidelines on Co-Creation in Transfer; contributions to the discussion on the reform of research assessment, of which one is a public document giving some Best Practice examples (see below) and the other an internal Discussion Paper of the Arqus partners; a report

on synergy activities with partner Alliances of the FOR-EU network; a report on the impact of Arqus R.I. researcher networking activities on researchers' collaborative activities and on the submission of applications; and finally, documents on quality procedures, communication plans, ethics and personal data management.

To **promote** all these **events and public results** among potential participants and give information to the Arqus community and beyond, the Communications Team of Arqus has given them **pre-event publicity, news coverage during the event and post-event dissemination. The Communications Team has also promoted all results and tools.**

Below we include a sample of news, events, activities, calls, resources, etc., covered and promoted by the Communications Team, both generally and locally, in reverse chronological order:



“Opportunities and challenges in practising Open Science”, Leipzig, 13th December 2023.

[The Arqus and ENLIGHT webinar series on Open Science starts in December!](#)



“Science with and for Society in European Universities Alliances: Cross-Alliances Forum 2023”, Brussels, 30th November and 1st December 2023.

[Research and Innovation in European Universities Alliances – Cross Alliances Forum 2023](#)



“Open Science Workshops Days”, Leipzig, 27th-28th June 2023

[Arqus Open Science Days in Leipzig: Empowering researchers for embracing openness](#)



“Open Science Ambassadors Network”, 31st May 2023

[Kick-off meeting of Arqus Open Ambassador Network on 31st May 2023](#)



“Digital Urban Transition & Sustainable Computing”, Vilnius, 24th-25th May 2023.

[VU hosts the Arqus R&I Bridging Workshop on Digital Urban Transitions and Sustainable Computing](#)



“Progress of University Alliance Projects”, 28th April 2023

[REA publishes progress report on R&I projects of European Alliances](#)



“1st Symposium between the Universities of Lyon, Padua, and Lausanne and the Nestlé Institute of Health Sciences” Padua, 27th-28th April.

[1st Symposium between the Universities of Lyon, Padua, Lausanne, and the Nestlé Institute of Health Sciences](#)



Article on the new Research Assessment Framework piloted at the University of Graz and the benchlearning exercise with other Arqus partners. 18th April 2023.

[Transforming research assessment: bench-learning in the Arqus Alliance](#)



“Bridging Workshop on Green and Digital Transition”, Lyon, 28th-29th March 2023.

[First Arqus Bridging Workshop on green and digital transitions: a fruitful event for researchers](#)



“Co-Creation Labs in Practice: Co-creating, Implementing, and Learning from Social-Oriented Science Activities”, 6th March 2023 and 20th March 2023.

[Arqus R&I organises 2 mini-webinars on co-creation practices](#)



“Arqus Metal-Organic Network”, Lyon, 9th-10th March 2023.

[The new Arqus Metal-Organic Network met for the first time in Lyon](#)



“TORCH Forum 2023: Sharing Common R&I Policies and Strategies: strengthening collaborations towards a transformational approach”, Dublin, 8th March 2023.

[Arqus R&I participates in the 2nd Annual Forum of TORCH, the R&I project of the CHARM-EU Alliance](#)

Apply now for the new Arqus seed funding
2022-2023



Call “Arqus Seed Funding 2022-2023”

[Arqus Seed Funding 2022-2023](#)



“Arqus Research Days 2022”, Brussels, 24th-26th October 2022.

[Arqus Research Days 2022!](#)



“European Research Area (ERA) Policy Brief”, 27th July 2022.

[Arqus R.I. publishes its ERA Policy Brief](#)



“Climate Change Risks in a Changing World”, Bergen, 8th-9th June 2022.

[2 workshops on climate change by the University of Graz and Bergen](#)



“Artificial Intelligence and Digitalisation”, Lyon, 1st- 3rd June 2022.
[The Universities of Lyon and Saint-Etienne will host the Argus R.I. workshop on Artificial Intelligence and Digitalization from 1st to 3rd June!](#)



“Artificial Intelligence and Digitalisation”, Vilnius, 18th-20th May 2022.
[The Argus R.I. Workshop on Artificial Intelligence and Digitalisation kicks off today at Vilnius University](#)



“Climate Change Risks in a Changing World”, Graz, 26th-28th April 2022.
[2 workshops on climate change by the University of Graz and Bergen](#)



“High Level Seminar: Climate Change & Artificial Intelligence”, 16th March 2022.
[The seven Arqus universities embark on an initiative to foster joint research and innovation](#)



“Sustainability in a post-pandemic world: the role of universities in R&I today”, 2nd March 2022

[Twelve European University Alliances come together to discuss the future of Research and Innovation after the COVID-19 pandemic](#)



“Leading Climate Actions: Strategic and Practical Guidelines. Testing the Brainstorming Tool”, 17th February 2022.

[The Green University Project of Vilnius University gathers momentum](#)



“Pilot Workshop on Micromobility”, 9th February 2022.

[“Testing the Tools” of Open Research Agenda Setting: 1st pilot workshop on Micromobility](#)



Cluster Event organised by the Research Executive Agency "Institutional changes towards open science and societal engagement in research and innovation", 1st July 2021.

[Arqus R.I. at the REA Cluster event “Institutional changes towards open science and societal engagement in research and innovation”](#)

Main Communication Channels to promote Arqus R.I. activities

General channels

- Arqus Alliance website and social media ([Instagram](#), [LinkedIn](#), [Facebook](#), [X](#), [YouTube](#)):
 - Twitter (X) (www.twitter.com/ArqusAlliance): It currently has 1,464 followers. 37 tweets have been published about Arqus R.I. during the second reporting period. In total, 65 posts have been published from January 2021 to December 2023.
 - Facebook (www.facebook.com/ArqusAlliance): It has 1,000 followers and 919 likes. 19 posts referring to Arqus R.I. have been published during the second reporting period. In total, 31 posts have been published from January 2021 to December 2023.
 - Instagram (www.instagram.com/ArqusAlliance): It has 1,831 followers and 21 posts about Arqus R.I. during the second reporting period. In total, 44 posts have been published from January 2021 to December 2023.
 - LinkedIn (www.linkedin.com/company/ArqusAlliance): It has 2,411 followers and 15 posts on Arqus R.I. during the second reporting period. In total, 24 posts have been published from January 2021 to December 2023.
- Websites, social media and internal channels of Arqus partner universities.
- [General Arqus newsletter](#).
 - The Arqus Alliance uses Mailchimp for creating and managing mailing lists, newsletters and automated campaigns. Specific information on Arqus R.I. activities and outcomes are included in the general Arqus Newsletter. 16 monthly digital newsletters have been sent out from July 2022 to December 2023 (all months with the exception of August 2022 and August 2023) of which 15 have included relevant information and news on activities and calls of Arqus R.I. During this period, the number of subscribers has grown from 2,464 in the newsletter launched in June 2022 to 2,989 in the newsletter distributed in December 2023.
 - In total, 27 newsletters out of 33 have included information about Arqus R.I. from January 2021 to December 2023.

Specific channels

To respond to the need for reaching a more targeted audience, two additional channels were created:

- [Arqus R&I Updates](#), a specific R&I newsletter of the Alliance, targeted at the researcher community of the Alliance.
- [Fact Sheets R&I in Arqus](#), a series of fact sheets on the R&I dimension in Arqus at specific moments in time, updated more or less every six months, and which give a clear overview of the evolution of the R&I dimension in Arqus.

Arqus R&I Updates

To follow the **activities** of the Arqus R.I. project and beyond, a **specific newsletter on R&I activities in the whole Arqus Alliance**, the **Arqus R&I Updates**, was set up, which may continue in the future. This newsletter does not only include activities and news related to the Arqus R.I. project but to the whole R&I

dimension in the Arqus Alliance, including activities of Arqus II work packages and overarching structures such as the Action Line Research and Innovation (renamed in future to R&I Board). To date, 8 newsletters have been sent out between March and December 2023. It remains to be seen if it will be taken up by the R&I Board of the Alliance and continued in the future.

- [Arqus R&I Updates December 2023](#): sent out on 20th December 2023 to 58 recipients, with an open rate of 29,3%.
- [Arqus R&I Updates October 2023](#): sent out on 26th October 2023 to 58 recipients, with an open rate of 40,4%.
- [Arqus R&I Updates July 2023](#): sent out on 21st July 2023 to 58 recipients, with an open rate of 36,2%.
- [Arqus R&I Updates June 2023](#): sent out on 16th June 2023 to 58 recipients, with an open rate of 44,8%.
- [Arqus R&I Updates May 2023](#): sent out on 18th May 2023 to 49 recipients, with an open rate of 38,8%.
- [Arqus R&I Updates Extra Issue May 2023](#): sent out on 8th May 2023 to 48 recipients, with an open rate of 33,3%.
- [Arqus R&I Updates April 2023](#): sent out on 21st April 2023 to 47 recipients, with an open rate of 48,9%.
- [Arqus R&I Updates March 2023](#): sent out on 31st April 2023 to 34 recipients, with an open rate of 41,2%.

Fact Sheets R&I in Arqus

To follow the **evolution of the Arqus R&I dimension**, the section “**Fact Sheets R&I in Arqus**” contains a row of fact sheets which each depicts the situation of the R&I dimension in the Arqus Alliance at a specific point in time: October 2022, April 2023 and December 2023. Read consecutively, they give a clear **overview of the evolution of R&I in Arqus over four years**, from the beginning of the Arqus Alliance with E+ funding (October 2019) to the end of the Arqus R.I. project (December 2023). It can also give glimpses into the future of the R&I dimension. This channel is targeted at the **governance of Arqus and its partner universities** and at anyone interested in seeing how a University Alliance can combine activities and the creation of more permanent structures to work for the continuous development of its joint research. It may be **useful also for the funding agencies and external reviewers** of the various funding sources.

Point 2. Exploitation and Dissemination Strategy

Developing some aspects of the initial Communication and Dissemination Plan, in the second half of the project, a further Exploitation and Dissemination Strategy was designed jointly by the Communications Team, the Coordination and the WP leaders to:

- Define and describe ongoing and planned initiatives for valorisation of Arqus R.I. results during and beyond the project.
- Create connections between Arqus R.I. (H2020-funded) and “Arqus II” (the second E+ funded project period) to guarantee the sustainability and impact of Arqus R.I. results over time.

Find the details of this [strategy here](#), which contains a table connecting Arqus R.I. results with Arqus II Task which are related and in which they can be used and/or further developed.

Point 3. Key Performance Indicators

The project had the following **goals** for Communication and Dissemination of the project.

Goal 8.1: Openly sharing our experience and outcomes (achievements, good practices, recommendations, challenges, etc.) with all its target audiences, both internally and externally, as well as with other European University Alliances.

Goal 8.2: Improve the engagement of the different target publics in relation to its own existence.

Goal 8.3: Act as a “collaboration catalyst” (goal-oriented action) by means of the information exchange between the Alliance partners, on the one hand, and on the other hand between the Alliance and potential beneficiaries of the actions (target groups, stakeholders, etc.).

Goal 8.4: Enhance the project’s visibility and reputation and foster its impact widely, at local, national, EU and international level.

Key Performance Indicators (KPIs) were defined for each goal of the Communication and Dissemination Plan.

Find attainment of targets and comments on achievement in the [following excel sheet](#) (see tab WP8).

General attainment of KPIs is considered satisfactory. The development of a specific newsletter on the Research and Innovation Dimension of the Alliance has served to inform a very targeted and valuable audience that is expected to keep growing in the scenario of continuing and developing this newsletter further. On the other hand, some indicators defined at the beginning of the project (such as the press conferences) were proved not to be as effective as expected and, therefore, were reconducted to other actions. Dissemination actions such as the participation or organization of events and conferences with other H2020 projects of other Alliances have resulted very productive and relevant in the evolution of the project and the sharing of best practices. The website, the general newsletter and social media have been the most used tools to reach our communities. In several cases, internal communication at each university has been also crucial to engage researchers and increase their participation in the different activities and events.

Point 4. Arqus R.I. resources for the future

All Arqus R.I. public deliverables have been published on the Arqus website and shared in targeted conferences and other platforms in order to maximise their impact, make the results a common good and contribute to the advancement of the state of the art in the different subjects and topics. [Link to the section.](#)

The project has generated lasting resources in the fields of Open Science, Co-Creation in Transfer and Stakeholder Engagement. We expect these resources to be used within the Arqus Alliance by researchers,

students and universities' governance and ideally also beyond, by societal stakeholders and policy-makers.

- Therefore, we have created **specific website sections for each topic**, to make them publicly accessible in a user-friendly format, with the aim of promoting their uptake in the long-term.

Structure and content of newly created sections on the Arqus website

Website section on Open Science

The Arqus Alliance recognises that Open Science can improve transparency, inclusiveness, collaboration and ultimately the quality, trust and understanding of science for the benefit of researchers and society as a whole. This development leads to a transformation process towards a more quality-orientated research system.

To reach the goal of enhancing openness, transparency and cooperation it is necessary to strengthen Open Science as an essential part of good scientific practice and research integrity. This is strongly related to transforming research assessment and scientific quality control mechanisms as well as developing qualitative criteria as a basis for a modified research culture. Therefore, Arqus is committed to promoting Open Science across the Alliance and coordinating efforts to improve openness in a strategic way.

The [website section on Open Science](#) contains the following information:

- An Open Science graph giving access to different aspects of OS. For each of the OS aspects, it contains the subsections “What is...?”, “Why should I do that?”, “What do I need?” and “How to start”. In some cases, there is a video from one of the Ambassadors on that specific aspect.
- Arqus Open Science Ambassador Network: for each Ambassador, picture, university, e-mail, post and OS expertise.
- Open Science support at Arqus Universities: Information on support services available at each university and their contact details.
- Open Science news and events: e.g. Webinar Series on Open Science
- Arqus Open Science key documents

Website section on Open Research Agenda Setting

Toolbox on ORAS



The goal of this toolbox developed by the Arqus European Alliance is to make Open Research Agenda Setting (ORAS) knowledge and tools accessible, lower barriers for researchers, and promote connections and exchanges in research with the ultimate aim of including stakeholders in research by co-creating research agendas.

[More information](#)

Recommendations on ORAS



The following recommendations for the establishment and the furthering of an effective framework for ORAS initiatives are addressed to the university management level, the administration staff and researchers.

[More information](#)

The [website section on Open Research Agenda Setting \(ORAS\)](#) contains:

- a Toolbox of participative methodologies for stakeholder involvement in ORAS
- a set of Recommendations for universities, support services and researchers, for the establishment and the furthering of an effective framework for ORAS initiatives.
- in the future we want to add information on the eight pilot workshops that were held to test the tools.

Website section on Transfer



Home | Research | Arqus R&I | **Transfer** | Pilot Training Programme “Arqus Transfer Skills”

Transfer

- Pilot Training Programme “Arqus Transfer Skills”
- Co-creation labs: challenges and opportunities
- Arqus Transfer Guidelines

For addressing societal challenges, the universities’ first and second missions (research and education) need to be adapted and the third mission (co-development and societal impact) needs to be strengthened. It is no longer sufficient to increase the amount of highly specialized academic knowledge, but universities’ agendas have to align with societal missions, so universities become incubators of transformation. Integration and interaction with different actors and researchers from different scientific disciplines require new insights, skills and knowledge. Sharing of knowledge, experiences and practices also has become a crucial element of everyday life.

In order to facilitate interaction between science and society and researchers with different backgrounds and experiences, Arqus Alliance has developed the common training programme “Arqus Transfer Skills” and has implemented pilot trainings. The programme and its recordings can be used as an introduction to different practices of knowledge transfer and/or as a basis for the development of new or updated of

The [website section on Transfer](#) contains:

- a common training programme developed by participating universities called “Arqus Transfer Skills” with links to each of the five pilot training webinars
- the results of a study in Arqus R.I. on the challenges and opportunities of setting up a co-creation lab for transfer at Arqus universities
- Arqus guidelines for Transfer (“Arqus Transfer Expertise”) based on a survey on transfer practices and priorities at Arqus universities.

Concluding remarks

The Communication and Dissemination of Arqus R.I. activities and results has been carried out through all Arqus channels and in all the ways described in the Arqus Communication and Dissemination Plan. The Communication Team of the Alliance has worked hand in hand with Coordination and WP leaders to give visibility to Arqus R.I. activities and results. A significant number of academics and researchers has been reached and the response to calls and participation in events has been high.

Arqus R.I. has had an important role in the Alliance during the 3-year period it has been in place. Significant advancements have been achieved for the creation of a joint R&I strategy, increasing researcher networking to develop new research collaborations and creating resources for mainstreaming of Open Science, co-creation in transfer and stakeholder engagement, as well as in joint advancement towards research assessment reform.

Specific sections have been created on the website in order to give visibility to all the resources developed and to make them accessible in a user-friendly format for their exploitation by the research community over time. The Arqus Communications Team will continue contributing to the dissemination of these resources whenever there is any activity connected to them. It is expected that they will have a continued impact on the Research and Innovation dimension of the Alliance. It is difficult to quantify the effect of such dissemination actions, as it is difficult to know how much a specific tool is being used in the Arqus community (and hopefully even beyond), but our efforts to make them easily accessible are in line with the overall goal of the Alliance of building a prolific and creative Arqus research community that responds to the societal challenges of our time.



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