



## **INTERIM REPORT ON COMMUNICATION AND DISSEMINATION**

July 2022

Work Package: 8 - Communication and Dissemination

Arqus Research & Innovation Project  
(Grant agreement No 101017448)

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# Interim Report on Communication and Dissemination

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## INTRODUCTION: OBJECTIVES AND STRUCTURE OF THE REPORT

This report presents the actions of communication and dissemination of the goals, activities and results of the Arqus RI project for the implementation period: **1<sup>st</sup> January 2021 to 30<sup>th</sup> June 2022 (18 months)**.

The Communication and Dissemination of the Arqus RI project has followed the [Communication and Dissemination plan](#) developed and uploaded to the platform in Month 3 of the project.

In this report we analyse the tools and channels in place during the first 18 months of Arqus RI. Furthermore, an analysis of the Key Performance Indicators (KPIs) defined at the beginning of the project has been included throughout the document in order to measure the effectiveness of the dissemination tools.

Arqus RI members are already using the “Horizon Results Booster”, one of the tools for dissemination and exploitation recommended by the European Commission for the Horizon projects. A specific section on the experience of Arqus RI with this tool has been incorporated to this report.

## ARQUS RI ACTIVITIES AND RESULTS

During the first 18 months of the project, Arqus RI Work Packages have held 4 High-Level Seminars on Research Policy, 5 webinars on Open Science and Citizen Science, 8 piloting workshops on Open Research Agenda Setting, 4 large workshops on Green Deal/Climate Change and Artificial Intelligence/Digital Transition, 2 debates on research assessment. Arqus RI has also participated in multiplier events with other institutions and alliances. All activities carried out in Arqus RI have been registered in [this Excel file](#). The document follows the sections requested in the EC platform.

In terms of results, thirteen deliverables have been completed until mid-term. 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 ERA Policy Brief; documents contributing to the knowledge base on stakeholder engagement, such as the Toolbox for participatory workshops on Open Research Agenda Setting (see below), the report on the pilot workshops testing those tools and the ensuing Recommendations; 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; and finally, documents on quality procedures, communication work plan, ethics and personal data management.

All Arqus RI public deliverables have been published on the Arqus websites 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.

Currently, the following deliverables are available on the Arqus RI section of the website:

- [Conclusions of the 1<sup>st</sup> High-Level Seminar on Research Policy](#)
- [Best practice example\(s\) of alternative assessment approaches](#)

- [Toolbox for participatory workshops for Open Research Agenda Setting](#)
- [Recommendations on Open Research Agenda Setting](#)
- [ERA Policy Brief](#)

Besides, [a second Excel](#) file has been used for registering the dissemination actions related to each of the activities carried out. It was decided to split the Excel in two and to make this differentiation, in order to avoid confusion at the time of registering the actions.

## ARQUS RI COMMUNICATION AND DISSEMINATION STRATEGY

The **University of Granada (UGR)**, as the Communication and Dissemination Coordinator of Arqus RI, is responsible for the design and implementation of the Communication and Dissemination Plan as well as the production of the reports of intermediate and final results.

The Communication Team has been the responsible of organizing and carrying out the set of actions of this plan, together with the **Arqus RI Officers and Work Package leaders**, ensuring coordinated and coherent dissemination of all relevant activities, outcomes and other news.

Following the legal obligations assumed by the **Articles 38.1 and 29 of the Grant Agreement**, the **Arqus RI Communication and Dissemination Strategy** aspires to two major goals:

- **Promote the action and results:**
  - Inform, promote and communicate the activities and results.
- **Make the results public:**
  - Applying the Open Science approach to make the knowledge and results generated (free of charge) for other to use.

During the first implementation period Arqus RI has tried to reach **multiple audiences and not only scientists** within the Arqus universities:

- The university communities of students, academics and researchers and administrative staff from all partner universities.
- Citizens.
- The media.
- Stakeholders: authorities, industry, policy-makers and other sectors of interest.

The communication and dissemination of the Arqus RI activities has been implemented **from the start of the project** by following a well-designed strategy, conveying clear messages and using the most appropriate media channels in each case.

As previously mentioned, as soon as the action started to have **results**, these were shared in different events and platforms for maximising their impact and openness.

## Dissemination Material and Content developed

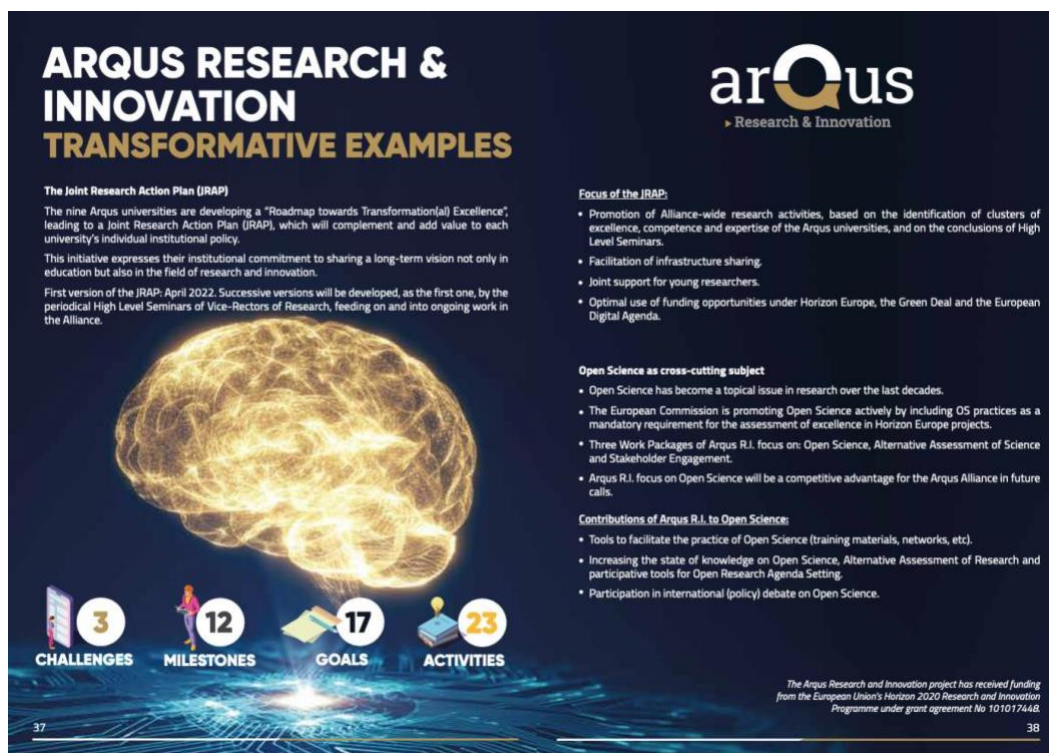
### Digital leaflets and brochures

A [leaflet](#) was created to present the Arqus RI project's main information and activities to the communities of students and academics. This leaflet was, for example, handed out in opening days to welcome the new academic year at the University of Granada (20<sup>th</sup> and 21<sup>st</sup> October 2021). The leaflet was produced in the Spanish language.



Leaflet in Spanish used in the opening days of the University of Granada

Additionally, a specific brochure in English was designed to be distributed to the participants of the Arqus Annual Conference 2022 hosted by the University of Padua in March 2022. The [brochure](#) describes key examples of transformational actions that are being implemented by the Alliance, including a specific section of the best practices of Arqus RI: Joint Research Action Plan (JRAP) and Open Science as cross-cutting strategy.



Information about Arqus RI included in the Transformation Actions brochure developed in March 2022

## Multimedia

- **Video**

Currently, the **Arqus YouTube channel** ([www.youtube.com/ArqusAlliance](http://www.youtube.com/ArqusAlliance)) has **582 subscribers**. Through this tool Arqus RI has disseminated a playlist on the main sessions and presentations of the [Interdisciplinary Research Workshop “FinTech”](#) as well as the videos about the [Arqus Position Paper on Open Science](#) and the [Arqus RI Updates](#) recorded during the Arqus Annual Conference 2022 in Padua. These audio-visual materials have also been shared on the Arqus website and social media.

Additionally, the [Arqus Academic Debates](#) is a specific tool of the Arqus Alliance that brings together researchers and academics of diverse fields that share with the public their approach to different topics from their expertise and research. Currently there are available **7 online sessions of these debates reaching in total more than 2600 views**.

- **Audio**

The Arqus RI project is also disseminated through the Arqus podcast platform already in place: the **“Arqus Knowledge Pills”**. A podcast series where researchers have the opportunity to share their research progression and initiatives. [12 podcasts](#) have been released so far with **a total of 693 plays**. The platforms where these podcasts can be found are:

- [Spotify](#)
- [anchor.fm](#)
- [Apple podcasts](#)
- [Pocket Casts](#)

- [RadioPublic](#)
- [Breaker](#)
- [Google Podcasts](#)

## Online Communication Channels

### The Arqus RI section within the Arqus website

The Arqus Website is considered the main dissemination tool of the Alliance. Arqus RI has already its [own section on the main menu](#) of the website that is regularly updated with documents, news and events. It includes a specific space to upload the main results produced in the framework of Arqus RI under the title “List of results”.



A screenshot of the header of the Arqus RI section of the website.

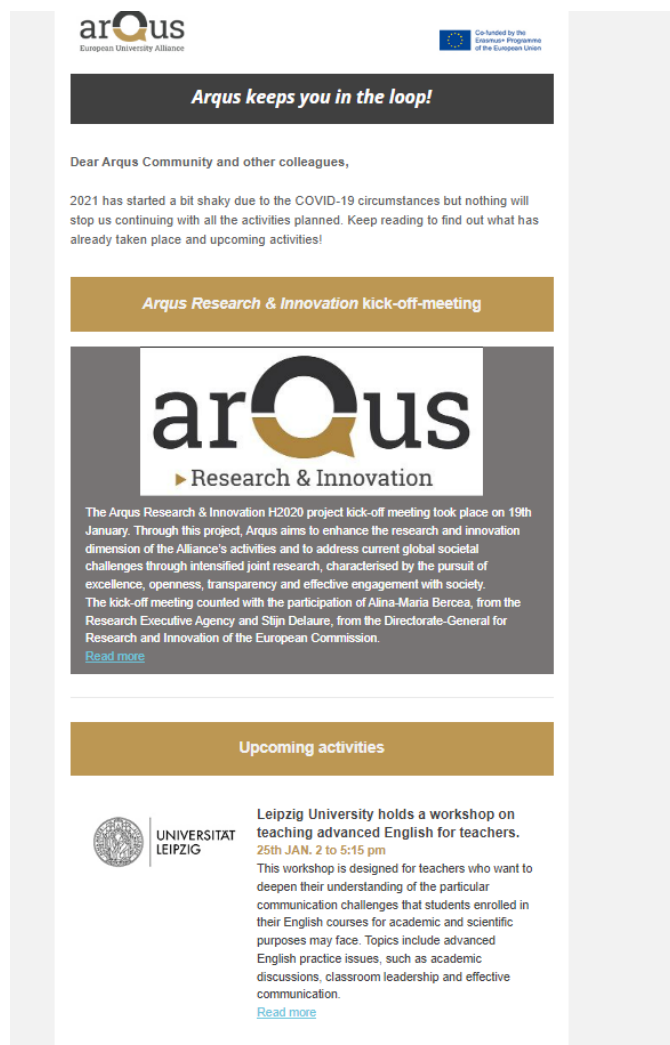
In this section, the audience can find a summary of the project, a section of news and calls and a list of results.

According to Google Analytics, in total, the Arqus RI news and the Arqus RI section of the website have had more than 8000 visits.

The Arqus website is currently being re-structured visually and in content, to become a more powerful tool to inform the different targets.

### Monthly Digital Newsletters

The Arqus Alliance uses Mailchimp for creating and managing mailing lists, newsletters and automated campaigns. Specific information on Arqus RI activities and outcomes are included in the general **Arqus Newsletter**. Until now, 17 monthly digital newsletter have been distributed from January 2021 to June 2022 (all months with the exception of August 2021) of which **12 have included relevant information and news on activities and calls of Arqus RI**. The number of subscribers has grown from 213 in the first newsletter launched in January 2021 to 2,464 in the last newsletter distributed in June 2022, with an open rate of 21,7%. Currently, there are **2,496 subscribers**.



Header of one Arqus Digital Newsletter

## Social media

Arqus RI is disseminated through the social media networks already set-up for the Alliance. These are another potentially useful dissemination channel to inform about the Arqus RI project (activities, events, news...) drawing the attention to sources such as the Arqus website or the YouTube channel. They provide the most direct online impact on potential and targeted audience. All information related to Arqus RI news, events, outputs and activities are published under the hashtag **#ArqusRI**. This hashtag can be used by any of the members' social media profiles.

The following Arqus profiles have been set up:

- **Twitter** ([www.twitter.com/ArqusAlliance](http://www.twitter.com/ArqusAlliance)): Currently it has 1,103 followers. 28 twits have been published on Arqus RI.
- **Facebook** ([www.facebook.com/ArqusAlliance](http://www.facebook.com/ArqusAlliance)): It has 104 followers and 651 likes. So far, there have been 12 posts referring to Arqus RI.
- **Instagram** ([www.instagram.com/ArqusAlliance](http://www.instagram.com/ArqusAlliance)): It has 893 followers and 13 posts about Arqus RI.



- **LinkedIn** ([www.linkedin.com/company/ArqusAlliance](https://www.linkedin.com/company/ArqusAlliance)): It has 1,079 followers and 9 posts on Arqus RI.

## Offline Communication Channels

Three types of events have been carried out within the Arqus RI context:

- Communication and Dissemination of Arqus RI events
- External events
- Dissemination events

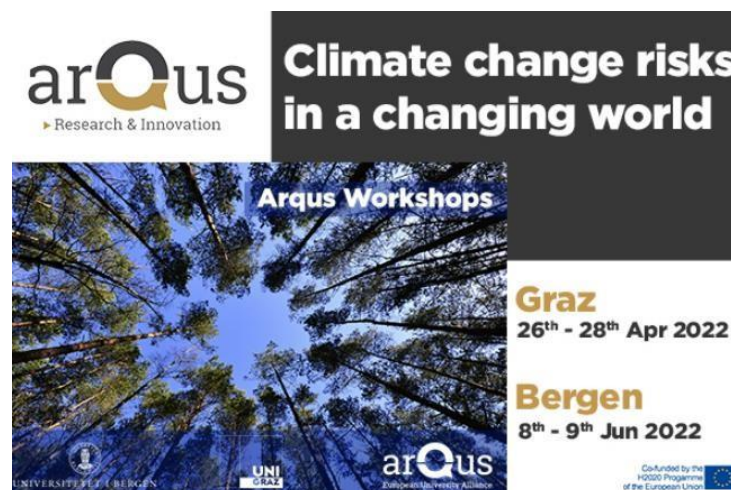
### Communication and Dissemination of Arqus RI events

Arqus RI events (High-Level Seminars on Research Policy, Workshops on Artificial Intelligence and Climate Change, bridging workshops between disciplines, Co-Creation Labs in Open Science/Citizen Science and Stakeholder Engagement events) serve as targeted multiplier events within each of the universities as well as in their local, regional and national environment. At the European/global level, they act as multipliers on issues related to the intensifying of research collaboration on a systemic level within European Universities.

Below some of these events and the dissemination actions carried out are described.

- **1st and 2nd Workshops on Climate Change Risks in a Changing World (26th - 28th April 2022, University of Graz / 8th - 9th June 2022, University of Bergen)**

Together these workshops enabled researchers to explore climate change risk from multiple disciplinary perspectives and provided a forum for exchanging research ideas and interests within this overarching theme.



Poster designed to promote and disseminate both Workshops on Climate Change

A piece of [news](#) was prepared to announce these workshops. Additionally, they were promoted through the Arqus social media.

- **1st and 2nd Workshops on Artificial Intelligence (AI) and Digitalization (“FinTech: Finance, Technology & Regulation”, 18th - 20th May 2022, Vilnius University / “Application of**

## Artificial Intelligence in Diverse Fields”, 1st - 3rd June 2022, Université Claude Bernard Lyon 1)

The first event attracted **54 participants** from Arqus Alliance institutions (and beyond) and FinTech industry sector representatives. During this workshop in Vilnius, participants discussed three big questions related to AI speed challenges and its regulation, AI autonomy and concerns about opacity. The second workshop on Artificial Intelligence and Digitalization was attended by nearly **70 researchers** who came to discuss the various applications of Artificial Intelligence (AI). Some participants focused on AI and law, others on AI and health, and still others on AI and finance. For the researchers, it was an excellent opportunity to meet their colleagues and to start joint projects.



Posters designed to promote and disseminate the Workshops on Artificial Intelligence

For the communication and dissemination of the first large workshop in Vilnius, 2 pieces of news were prepared and published on the Arqus website ([announcement](#) and [starting day](#)). News on the [results](#) and impact of this event can be also found on the Arqus website. Several posts on social media were published.

Regarding the second workshop, a piece of [news](#) was prepared and published on the Arqus website. The main results and [impact](#) of this event were also published on the Arqus website. Additionally, they were promoted through the Arqus social media.

- **Series of Pilot Workshops “Testing the Tools of Open Research Agenda Setting (ORAS)” (February - April 2022)**

The partner universities developed a Toolbox for Open Research Agenda Setting. From February to April 2022, the seven tools in that toolbox were tested in a series of pilot workshops on various topics. The participants were recruited by the coordinators of this activity in each university among experts in the specific topics and other relevant stakeholders within their local networks. These workshops were also disseminated on the Arqus website (and social media) and partners’ local websites.

### **Pilot Workshop on Micromobility (9th February 2022)**

The first workshop was organised by the University of Bergen in the framework of its 2022 SDG Conference. This workshop focused on **Micromobility** (specifically the increasing use of electric scooters in the city of Bergen) and tested the systems mapping methodology.



Poster designed to promote and disseminate the ORAS Pilot Workshop on Micromobility

A piece of [news](#) about the results and impact of this event was published on the Arqus website. Additionally, this event was promoted through the Arqus social media.

### Pilot Workshop “Leading Climate Actions: Strategic and Practical Guidelines. Testing the Brainstorming Tool” (17th February 2022)

In February, Vilnius University (VU) hosted the workshop "Leading climate actions: strategic and practical guidelines", organized by the Climate Change Group of the Institute of Geosciences at the Faculty of Chemistry and Geosciences. This workshop was held to discuss the initial roadmap for the VU's green university action plan, applying the specific Toolbox for Open Research Agenda Setting (ORAS).



Poster designed to promote and disseminate the ORAS Pilot Workshop on Climate Actions

Arqus published a piece of [news](#) about the main results of this event. Additionally, this event was promoted on the [Arqus local website of Vilnius University](#).

### Pilot Workshop “Blocklab Research Agenda: Generating a research and social impact agenda around the application of blockchain for civic purposes, testing the methodologies of Stakeholder Maps and Design Thinking” (2nd and 9th March 2022)

This workshop was organised by the [Medialab UGR](#), a laboratory of research in culture and digital society of the University of Granada, with the objective of presenting the use of the “blockchain” technology in the area of governance management for the contribution to the solution of complex social challenges. The event consisted of a two-part workshop combining a face-to-face session with an online meeting. This [event](#) was promoted on the website of Medialab UGR.

**Pilot Workshop “The Climate Crisis between Research and Activism. Testing the Tool World Café” (15th March 2022)**

In this World Café workshop, organised by the University of Graz, the roles and responsibilities of research and activism in the climate crisis were openly discussed and approaches to cooperation considered. The event was disseminated on the Arqus local website of the University of Graz.

**Pilot Workshop: “Open Science and Citizen Science: giving voice to citizens towards a new way of developing research in education” (2nd April 2022)**

This workshop was organised by the University of Padua and in this case a more targeted communication action of this event was carried out. The main speakers were in charge of recruiting the most interested and appropriate stakeholders on open science and citizen science.

**Pilot Workshop: “Entrepreneurship in the digital age” (4th April 2022)**

The University of Padua hosted this piloting workshop. As in the previous case, the participants in the workshop were directly contacted for their expertise and knowledge of the subject by the organisers of the event.

**Pilot Workshop: “Digital and autism: What are the needs to support pupils and students with autism?” (11th April 2022)**

The coordinators of this activity from the Université Claude Bernard Lyon 1 invited experts in the topic and other relevant stakeholders to participate in the workshop.

**Pilot Workshop “PflanzeKlimaKultur - Plant Climate Culture” (30th May 2022)**

In this workshop organised by Leipzig University, plant climate culture was analysed with citizens. The [event](#) was disseminated on the Leipzig University’s website.

○ **High Level Seminars**

These Seminars, organised in the framework of WP2: Roadmap to transformation(al) excellence, brought together Vice-Rectors for research and other senior officers of the member universities of the Arqus European University Alliance. The aim of these events was to lay the foundations for a Joint Research Action Plan, complementing individual Research Action Plans of each institution.

The conclusions of the [1st High Level Seminar](#) on research policy were compiled in one document published on the section “List of results” of the Arqus RI portal within the Arqus website.

In the first Annual Conference hosted by Vilnius University (5th - 7th October 2021), the team of Arqus RI held its 2nd High Level Seminar to discuss joint research initiatives, being the Joint Research Action Plan (JRAP) the main point in the agenda. A first draft was discussed during the 3rd High Level Seminar organised online. Finally, this strategic document was approved by the Rectors' Council, the highest governing body of the Alliance, at the 4th High Level Seminar developed during the Arqus Annual Conference in Padua (4th - 6th April 2022).

News about the specific participation of Arqus RI in the Arqus Annual Conferences were published on the Arqus website: the [second High Level Seminar](#) during the Vilnius Conference and the [fourth High Level Seminar](#) celebrated in Padua. Additionally, they were promoted through the Arqus social media.

- **Webinars on Open Science and Citizen Science (June, July and September 2022)**

A total of 5 webinars were organised in the framework of WP3: "Alternative Assessment Approaches" during June, July and September 2022. This initiative was coordinated by the University of Padua. Well-known and recognised experts in Open Science and other stakeholders within and outside the Alliance were expressly invited to participate in these targeted webinars by WP3 delegates and other collaborators at partner universities. The recording, slides and other useful material of these webinars were published on the Arqus Cloud.

- **Survey on Open Science**

In June 2022, WP5 launched a survey about the perception and practice of Open Science to the researchers' community from all partner universities, including the PhD students. This questionnaire, having been designed as a tool for data collection on this specific subject, has been a powerful instrument to create awareness about Arqus RI and the opportunities it brings to the scientists of the member institutions. The number of respondents on 28th July 2022 is 763 of which 476 have fully completed the questionnaire. The survey will remain open for two more weeks, so the number of researchers involved is expected to increase.

### Participation in external events

Arqus members have also participated in external events, seminars or conferences, where they presented Arqus RI or related activities, increasing the impact and visibility of the project.

- **1st TORCH / CHARM-EU Annual Open Forum "Sustainability in a (post?) pandemic world: asking the right question on the role of Universities in R&I today" (2nd March 2022)**

This event brought together University managers of 12 University Alliances, policymakers and other European Commission representatives to discuss how universities and, namely European Universities, can contribute to a European internal market for knowledge and maximize the impact of Research and Innovation in a (post?) pandemic world for a better, inclusive and sustainable future. A piece of [news](#) on this event was disseminated through the Arqus website. Additionally, Arqus gave visibility to this event on the social media channels.

- **Research Executive Agency - Cluster Event "Institutional changes towards open science and societal engagement in research and innovation" (1st July 2021)**

On 1st July 2021, the Research Executive Agency (REA) of the European Commission organized a Cluster Event on how to achieve institutional changes so as to reinforce the relationship between research and society. The REA invited **24 projects funded by the SwafS (Science with and for Society)** dimension of the H2020 funding programme of the EU to speak about their work, the barriers and enablers they encountered on the way, as well as their legacy, in the case of already finalized projects.



Slide of the presentation

Arqus RI was one of the projects invited to speak, specifically on the Open Science Agenda activities within the Arqus Alliance. Pia Voigt (Leipzig University, co-leader of WP5 - Open Science Agenda), was in charge of explaining to the other project members and to the EU officials what progress has been made so far to make Open Science (OS) a cross-cutting topic in all work packages of Arqus RI.

This event was disseminated through the Arqus [website](#).

### Organisation of Dissemination events

Arqus members have also organised specific events to disseminate the activities and main outputs of Arqus RI in their universities and local/regional contexts. Partners have organised **Information Sessions** at the universities' faculties. They have presented Arqus RI at the **“International Staff Training Weeks”** organised by their universities' International Relations Offices. Additionally, Arqus RI has been presented with dynamic presentations, interactive games and quizzes during the **“Opening Days/Induction Days”** at some of the partners' universities.



Arqus booth at the Induction Days of the University of Granada

The **European Researchers' Night** organised in cities all over Europe has been also a scenario to give visibility to the main activities and results of Arqus RI. For example, members of the UGR team participated in the European Researchers' Night organised in Granada on 29th September 2021 with a talk about Open Science and Citizen Science. During this event, the activities and opportunities for young researchers and academics were presented, although the focus was on Open Science and Citizen Science. The event was disseminated on the Arqus social media.

Arqus RI was also presented during the Conference **"Campus of European Universities"**, a major event organised by the French Presidency of the Council of the European Union, that took place at the Palais Des Congrès in Versailles on 30<sup>th</sup> June 2022. Arqus participated with a booth in the "Village of European Universities" set up for networking and the sharing of good practices and main achievements between the Alliances.



The Coordinator of the Communications Team in the Arqus booth at the Campus of European Universities

## KEY PERFORMANCE INDICATORS (KPI) ANALYSIS

The Key Performance Indicators described in the deliverable "Arqus RI Communication and Dissemination Plan" have been analysed throughout the document. A detailed table can also be found [here](#):

The details of the number of visits to the news and the Arqus RI section may be found in [this Excel file](#).

## NEXT STEPS: PROGRESS IN THE EXPLOITATION OF RESULTS

So far, the valorisation strategy of Arqus RI has focused mainly on the communication and dissemination of its goals, activities and main results. Entering the second half of the project and having generated some results already, the Communication and Dissemination Plan must now incorporate an **exploitation strategy** that ensures the impact and sustainability of the generated knowledge and main results beyond the life of the project, with the following aims:

- Contributing to current debates on topical subjects in the European Research Area (via policy documents, recommendations, best practices, etc).
- Influencing internal policy developments and implementation of changes in areas such as societal engagement in science, the development of Open Science, the Reform of Research Assessment (and

the alignment between them) and innovative knowledge transfer (e.g., by fostering high-level institutional uptake of recommendations, position papers, etc).

- Facilitating uptake of results by the researcher community, with the aim of strengthening Arqus' human capital (ensuring they are widely disseminated through key multipliers at each university).
  - Responding to societal demands in relation to engagement of and with research, via the dissemination of results obtained in Stakeholder Engagement (Toolbox and Recommendations).
  - Supporting the further development of the Arqus researcher networks generated and the joint projects arising from these (e.g., through the enabling environment detailed in the Joint Research Action Plan).
  - Creating synergies in the dissemination of results with other European University Alliances (e.g., through the Horizon Results Booster, see below).
  - Building on the mutual knowledge and trust developed among the research communities at all levels.

The results generated by Arqus RI have mainly **two large categories of target groups**:

- Firstly, the **internal communities** of the partner universities at all levels: governance, research policy-makers and officers, researchers, research support structures and knowledge transfer structures. The university communities are undoubtedly the central object of the Arqus RI's activities carried out, but also the main agents for their effective implementation. Therefore, they are at the same time our main internal target audience and the main multipliers we must engage for internal dissemination and exploitation of results.
- Secondly, **external communities**: stakeholders such as European and national policy-makers, potential students, civil society, industry, public administrations, other research institutions, European and international higher education institutions, other European University Alliances.

Therefore, the **exploitation strategy** will focus on the following aspects:

- Determining the results generated by the project which we wish to disseminate.
- Detailed definition of target groups and key multipliers for each type of result, both internally and externally.
- Definition of specific dissemination and exploitation activities for each result, both until the end of the project and beyond.

The process of internal reflection on what we called the "impact and sustainability of results" was initiated internally in the Spring of 2022 and will continue with a devoted session during the Arqus Research Days in October 2022 in Brussels.

These efforts will be complemented and supported by the very timely invitation to benefit from the **Horizon Results Booster**, a tool provided by the Commission for joint and clustered dissemination of results together with other R&I projects of European University Alliances. This will give us the opportunity of maximising results by pooling dissemination efforts and to reinforce existing collaborations with other European University Alliances.

In the following section, this initiative is further developed, indicating at which stage of the process we are, the work that has been developed so far, the next steps to be taken and the expected results.



## Horizon Results Booster: The European Commission Tool for Dissemination and Exploitation

As a project funded by H2020, Arqus RI has been offered the possibility of benefitting from the Horizon Results Booster service. Invited by the Torch-CharMEU project, Arqus RI has joined a Project Group of 14 R&I projects which belong to European University Alliances, with the intention of clustering their outputs according to subjects and complementarities, so as to design a common dissemination strategy. An external consultant company supports this R&I Project Group lead by Torch in the endeavour of finding synergies, defining stakeholder groups and maximising impact of their results.

Currently, this initiative is in its first phase, called Module A, which will have as its main output the Portfolio of Research and Innovation Results. This Portfolio will cluster the results of the individual R&I projects of European University Alliances into Key Exploitable Results, establish a list of priority stakeholders and give the R&I projects a list of 50 contacts within those priority stakeholder groups, as well as identifying relevant dissemination channels and making recommendations for joint dissemination actions.

In Module B, a specific Portfolio Dissemination Plan will be drawn up and the consultant will offer the R&I Project Group their support in implementing the plan as well as offering a training programme for capacity building to fill any gaps in their dissemination strategy.

For the moment, we are still at the initial stages. After having participated in the survey through which the consultant has gathered all necessary information to draw up a first draft of the Portfolio of Research and Innovation Results (Module A), we are waiting to receive the draft and to be invited to the meeting with the other Project Group members, where we would analyse the implications of going on to the next phase.

Arqus RI considers this an excellent opportunity to reinforce links with other R&I projects of European University Alliances and to create synergies to attain a high impact of our results.

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