

Open and Universal Science Project (OPUS)

**OPUS helps reform the
assessment of research towards
a system that incentivise
researchers to practice
#OpenScience**



DISSEMINATION, COMMUNICATION, AND EXPLOITATION (WP7)

How to promote OPUS?

Deliverable 7.1

Dissemination and Communication Plan

Horizon Europe Programme 2021 – 2027
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Definitions

Dissemination — The public disclosure of project results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

Communication — Raising public awareness and enhancing the visibility of project results, consortium, and research programmes through different channels: TV channels, radio, newspapers, generalist website, newsletters, and through different activities: Articles in non-scientific Publications, Events for the general public, Two-way exchanges with citizens. Communication encourages people to use the results, increasing the chances that research will make an impact.

Exploit(ation) — The use of results in further research and innovation activities, other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

FAIR principles — ‘findability’, ‘accessibility’, ‘interoperability’ and ‘reusability’.

Open access — Online access to research outputs provided free of charge to the end-user.

Open science — An approach to the scientific process based on open cooperative work, tools and diffusing knowledge.

Abbreviations and Acronyms

DC	Dissemination, Communication
DC&E	Dissemination, Communication, Exploitation
OPUS	Open and Universal Science Project
RPO	Research Performing Organisations
RFO	Research Funding Organisations
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
MVP	Minimum Viable Product
R&I	Research & Innovation
OS	Open Science
OSCAM2	Open Science Career Assessment Matrix
R1	First Stage Researcher
R2	Recognised Researcher
R3	Established Researcher
R4	Leading Researcher
EC	European Commission
AGM	Annual General Meeting

REA	European Research Executive Agency
ERA	European Research Area
EOSC	European Open Science Cloud
NGO	Non-Governmental Organisation
ESOF	EuroScience Open Forum
ORE	Open Research Europe
QH	Quadruple Helix
CCBY	Creative Commons Attribution International Public Licence
CCO	Creative Common Public Domain Dedication

Participants Acronyms

Short name	Legal name	Country
PLOCAN	CONSORCIO PARA EL DISEÑO, CONSTRUCCIÓN, EQUIPAMIENTO Y EXPLOTACION DE LA PLATAFORMA OCEANICA DE CANARIAS -	ES
UNESCO	UNITED NATIONS EDUCATIONAL SCIENTIFIC AND CULTURAL ORGANIZATION	FR
ICoRSA	INTERNATIONAL CONSORTIUM OF RESEARCH STAFF ASSOCIATIONS COMPANY LIMITED BY GUARANTEE	IE
UNL	UNIVERSIDADE NOVA DE LISBOA	PT
TGB	TECHNOPOLIS CONSULTING GROUP BELGIUM	BE
YERUN	YOUNG EUROPEAN RESEARCH UNIVERSITIEES NETWORK	BE
EURODOC	EURODOC-LE CONSEIL EUROPEEN DES DOCTORANTS ET JEUNES DOCTEURS	BE
UEFISCDI	UNITATEA EXECUTIVA PENTRU FINANTAREA INVATAMANTULUI SUPERIOR A CERCETARII DEZVOLTARII SI INOVARII	RO
RCL	Lietuvos mokslo taryba	LT
ABIS	ABIS - THE ACADEMY OF BUSINESS IN SOCIETY	BE
MCAA	MARIE CURIE ALUMNI ASSOCIATION	BE

UNIRI	SVEUCILISTE U RIJECI	HR
TrustInside	TRUSTINSIDE	FR
VU	VILNIAUS UNIVERSITETAS	LT
RESOLVO SRL	RESOLVO SRL -	IT
UCY	UNIVERSITY OF CYPRUS	CY
CRAC-Vitae	CAREERS RESEARCH AND ADVISORY CENTRE (CRAC) LIMITED (THE)	UK
JISC	JISC LBG	UK

Work Package No	Work Package name	Lead Beneficiary
WP1	State-of-the-Art on an Open Science Ecosystem	RESOLVO SRL
WP2	Interventions for Open Science (Rewards and Incentives for Researchers)	CRAC-Vitae
WP3	Indicators and Metrics for Open Science (Rewards and incentives for Researchers)	TGB
WP4	Pilots to Implement and Monitor Open Science	YERUN
WP5	Policy Briefs on Open Science	UNESCO
WP6	Project Coordination and Data Management	PLOCAN
WP7	Dissemination, Communication, and Exploitation	ICoRSA

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0. Executive Summary

This document outlines the overall Dissemination and Communication Plan for the Horizon Europe project OPUS - Open and Universal Science and it encompasses all the dissemination and communication work within the project and sets out the workflows and priorities for the next phase of the project. It will help the OPUS team to organise itself efficiently. All dissemination and communication actions will be implemented with the purpose to achieve the project goals.

The dissemination and communication plan defines what the consortium wishes to share with the public and the stakeholder groups the consortium will reach. It introduces the objectives, target audience, tools, dissemination and communication activities and methods and lays out the tasks which were distributed among project partners to maximise the outreach and impact. It presents how dissemination and communication activities will help OPUS reach its impacts.

Dissemination activities involve the project results' knowledge sharing and are of crucial importance during the project implementation process. This plan contains sections dealing with the coordination of dissemination activities of the OPUS results/outputs towards not only scientists and researchers, but also the authorities, policy makers and anyone else who can learn from it.

Communication activities comprise a presentation of messages, activities and tools, their measurement, and coordination to promote all the project activities and inform multiple audiences.

This document flanks the whole project implementation period, aiming to increase public awareness in connection to the work being performed within OPUS and disseminate project findings, outputs and results.

1. About the Deliverable “Dissemination and Communication Plan” – scope and structure

1.1. Purpose

OPUS Deliverable D71 - Dissemination and Communication Plan forms the basis of activities to maximise the impact of the OPUS project and its results. Its purpose is to ensure that appropriate activities are undertaken to inform, engage, create awareness of and promote information about the project, its objectives, its funding source, and its results. The OPUS project will engage with various types of stakeholders within the project itself and in general in the field of Open Science. This activity will run through the entire lifespan of the project (M1-M36).

This Deliverable will be used by the consortium partners as a basis on how to inform the public and targeted audiences. It will also serve as a guideline for the project partners to plan their individual communication activities, while respecting project standards and rules. It will serve as a guideline for any media and public relations activities in which the consortium is engaged. This Deliverable also defines the related coordination and monitoring activities.

1.2. Intended audience

This Deliverable is intended for all project partners and all stakeholders that wish to connect with the consortium or simply get informed about the project and its dissemination and communication (DC) activities and strategy. The target audiences, key messages, and DC tools are defined in this document and linked to each target audience (described in details below). For the project partners, it provides guidance for DC planning and implementation.

1.3. Links to other project deliverables

This Deliverable can be used as a basis and guideline for all project deliverables that contain any type of DC activity. The main links to other deliverables are:

- D1.1: Initial State of the Art on Open Science Initiatives
This deliverable comprises a roster of key stakeholders essential to the OPUS project. The compilation encompasses framework programme projects, key experts, organisations, and networks associated with Open Science. The information contained herein will be leveraged for cross-promotion and to actively involve these stakeholders in DC activities.
- D6.1: Project Initiation Document, including Quality Assurance Plan and Risk Management Plan
This Deliverable already defines internal communication methods and channels within the OPUS consortium and will be mirrored in the DC process.
- D7.2: Exploitation Plan
This Deliverable will lean on the implementation of DC activities and represents the third pillar (exploitation) of work package 7.
- D7.3: Final DC&E Report
This deliverable represents the final deliverable of work package 7 and will present the results and outcomes based on the inputs and KPIs from the DC as well as Exploitation Plan.

2. About the project OPUS

2.1. Introduction

The Open and Universal Science (OPUS) project develops coordination and support measures to reform the assessment of research and researchers at Research Performing Organisations (RPOs) and Research Funding Organisations (RFOs) towards a system that incentivises and rewards researchers to take up Open Science practices.

OPUS will develop a set of interventions, indicators, and metrics to implement and monitor Open Science in RPOs and RFOs that will create a system that incentivises and rewards researchers to take up practices of providing open access to research outputs, early and open sharing of research, participation in open peer-review, measures to ensure reproducibility of results, and involving all stakeholders in co-creation. It will also synthesise outcomes into policy briefs and a revised OS-CAM2 for research(er) assessment.

2.2. Expected impact

This section presents how DC activities will help OPUS reach its impacts medium-term and long-term.

1. Medium-term impact is the impact achieved by the project consortium (with a focus on the pilot RPOs and RFOs) from implementing the recommendations on OS from OPUS and up to 5 years after the project ends.
2. Long-term impact is the impact achieved by RPOs and RFOs in the EU from implementing the recommendations on OS from OPUS and up to 20 years after the project ends.

Medium term impacts:

Impact 1: Researchers incentivised to practice Open Science

A set of measures/methods (eg. interventions, metrics, indicators) that OPUS will develop and test will ensure evidence-based success for RPOs and RFOs. DC activities will help researchers to be informed about these measures/methods, and adopt and implement Open Science with the right incentives and trust dynamics. A very important impact will be achieved through outreach and communication activities that will build relationships with all research-related entities (including research institutes, RPO, RFO and researchers), raising awareness of the benefits of practicing Open Science, and fostering cooperation with stakeholders in order to share resources, achieve synergy and exchange information and knowledge.

Impact 2: Increased impact of Open Science (to the wider ERA)

The medium-term impact will directly benefit the 5 pilot RPO and RFO partners in the OPUS project through the increase in research and innovation expected from the implementation of Open Science. DC activities will promote how Open Science uptake and practice benefit researchers by facilitating their research with easier access to datasets, thereby improving the quantity, quality and reproducibility of their research. DC activities will raise awareness about these benefits among RPOs and RFOs and researchers, but also among broader RPOs and RFOs adopting Open Science due to the success of the evidence-based OPUS trial that will be clearly presented to all above-mentioned entities through below mentioned DC methods. This will help embed Open Science in the RPO and RFO pilots in the short and medium term.

Impact 3: Increased capacities in the EU R&I system for conducting Open Science and establishing it as a regular modus operandi of modern science.

With OPUS workshops and mutual learning as a part of DC activities, as well as pilots for RPOs and RFOs, OPUS will increase awareness, educate and increase competences and capacity of researchers to practice Open Science.

Long term impacts

- DC activities will not only focus on OPUS pilot organisations, but they will also aim to inform other RPOs, RFOs so that the wider ERA benefits in the long term from the improved quality of research and innovation arising from Open Science (OS).
- DC activities don't aim just to promote and help embed Open Science in the RPO and RFO pilot organisations, but also to influence all RPOs and RFOs, researchers and policy makers across Europe and beyond in the long term. This will be achieved by promoting how OPUS pilots successfully tested Open Science practices, so that other RPOs and RFOs are influenced to use OPUS methods as their modus operandi.
- DC activities will build relationships with all research-related entities (including research institutes, RPOs, RFOs, policy makers, and researchers), raising awareness of the benefits of practicing Open Science, influencing the support of policy makers and fostering cooperation with other stakeholders in order to share resources, achieve synergies and exchange information and knowledge.
- Promoting funding mechanism recommendations developed by OPUS will enable the long-term impact of capacity building for the implementation of Open Science.
- A promotion of the direct impact of the successful implementation of Open Science will contribute to the improved research quality and improved research and innovation (R&I) results.

3. Dissemination and Communication Plan - Objectives

In OPUS, the main DC objectives and goals (performed by WP7) are to:

- Build relationships with all research-related entities (including, research institutes, RPO, RFO and policy, governmental bodies, and researchers).
- Raise awareness of the target audiences, particularly relevant stakeholders about the project objectives, results and outputs, its benefits, use and applicability, and key messages tailored for them.
- Seek the support of policy makers.
- Foster collaborations with other stakeholders with the aim to share resources, achieve synergies and exchange information and knowledge.

The DC Plan has also very specific objectives:

- Promote comprehensive state-of-the-art on existing literature and initiatives for Open Science to key stakeholders listed in D1.1 and wider target audiences.
- Promote comprehensive set of interventions to implement Open Science at RPOs and RFOs to key stakeholders and wider target audiences.
- Promote indicators and metrics to monitor and drive Open Science at RPOs and RFOs
- Promote action plans in pilots at RPOs and RFOs related to the testing the interventions and indicators and metrics.
- Promote policy briefs and a revised OS-CAM2 for research(er) assessment.
- Raise awareness among researchers and wider target audiences about Open Science practice benefits.

4. Target audience

The activities of the project are addressed to the following target audiences:

- Internal consortium
- Pilot RPOs and RFOs
- All other entities associated with the research field (including research institutes, RPOs, RFOs, EC, policy makers related to the ERA, governmental bodies, researchers, university associations industry, networks)
- Societal actors (citizens, public, civil society organisations)

A distinction is made between primary and secondary target audiences.

4.1. Primary target audiences - direct beneficiaries

Primary target audiences are direct beneficiaries, i.e. those who should directly benefit from the knowledge created and disseminated within the project in their own work.

Table 4.1.1. - Primary target audiences - direct beneficiaries

Target Audiences	Audiences Segmentation	Communication Channels
Internal Consortium	13 organisations participating in the project, not including 5 pilots	Email and other internal communication tools, Events,
Pilot Research Performing Organisations (RPO)	RPOs participating in OPUS: RPO1: NOVA RPO2: UNIRI RPO3: UCY	Email, Direct meetings, Events, Social Media, Newsletter, Publications, Website

Target Audiences	Audiences Segmentation	Communication Channels
Pilot Research Funding Organisations (RFO)	RFOs participating in OPUS: RFO1: RCL RFO2: UEFISCDI	Email, Direct meetings, Events, Social Media, Newsletter, Publications, Website
All other RPO and RFO	Organisations connected to the project partner networks, and researchers, in the long term Researchers in RPOs: R1-R4	Email, Direct meetings, Events, Social Media, Newsletter, Publications, Website
Researchers, Scientific community, industry and policy makers	Researchers, permanent academics doing research, scientists and policy makers across Europe and beyond.	Email, Direct meetings, Events, Social Media, Newsletter, Publications, Website

4.2. Secondary target audiences – dissemination and communication audience

The secondary target audiences are indirect beneficiaries. They also represent intermediaries who can help to promote and disseminate the results of the project towards the direct beneficiaries listed above. Their interest in the results stems from a mandate to inform about Open Science trends and research assessment trends; for them, the project and its results and activities are resources – providing them with “content” which they can use in the services they provide to their clientele.

For them, OPUS is not only a source of information, but also a platform to interact and to promote their own activities (e.g. at workshops, in interviews in the context of policy reports or case studies).

Table 4.2.1. - Secondary target audiences – the dissemination/communication partners

Target Audiences	Audiences Segmentation	Communication Channels
Research and Innovation institutions and organisations	Research and Innovation hubs, regional networks	Direct Email, Direct meetings, Email campaigns through Newsletter, Direct messages through LinkedIn
Universities and think tanks dealing with research and innovation (policy) issues	Researchers from universities, Think-tanks staff dealing with research and innovation (policy) issues...	Direct Email, Direct meetings, research departments online community, Email campaigns through Newsletter, Direct messages through LinkedIn
Industry associations	Research staff associations, Research support organisations, representatives who deal with research and innovation issues (framework conditions, technological developments) and other organisations reached via ICoRSA, MCAA and Eurodoc	Direct Email, Direct meetings, community groups, Email campaigns through Newsletter, Direct messages through LinkedIn
Key stakeholders listed in D.1.1. Landscaping Initiatives (WP1)	Framework programme projects, key experts, organisations, and networks associated with Open Science	Direct Email, Direct meetings, Email campaigns through Newsletter,

Target Audiences	Audiences Segmentation	Communication Channels
Societal Actors	citizens, public, civil society organisations	Website, social media

Key stakeholders listed in D.1.1. Landscaping Initiatives (WP1)

Key stakeholders were identified during the implementation of WP1 in terms of their general contribution to Open Science that each of the identified framework programmes networks/organisations and experts associated with Open Science.

Through DC activities as well as other project activities, OPUS will collaborate with the broader Open Science community to

- Attract Open Science experts and engage them in OPUS activities.
- Attract organisations/networks for the Open Science Community and engage them in OPUS activities.

WP1 identified Open Science experts which are listed in D1.1. Initially, the experts were contacted directly via email to sign up as members of the OPUS expert group in order to be informed about project development and to engage in OPUS activities. The OPUS website features a web page where Open Science expert can sign up. OPUS will include all sign-up Open Science Expert members in the newsletter subscriber list and keep them updated on OPUS operations.

As part of the deliverable D.1.1. Landscaping Initiatives (WP1), OPUS has compiled a list of Open Science framework programmes, networks, and organisations. The DC team intends to utilise this contact list to directly engage with these entities, providing them with information about OPUS project activities. OPUS plans to establish contact with these organisations for mutual promotion, involving activities such as showcasing OPUS projects at events organised by these entities through their communication channels (social media, web) or by having their representatives participate in OPUS-organized events (presenting their projects, actively engaging in OPUS workshops, or taking on advisory or consultancy roles). Furthermore, the OPUS website's News/Blog section will feature updates on these programmes, networks, and organisations.

The expert list and the networks and organisations are available on the OPUS MS Teams channel and will be regularly updated during the project implementation.

5. Dissemination and Communication Activities

5.1. Approach

The DC activities will focus on contacting, informing, and engaging target audiences and achieving the defined DC objectives. To achieve these specific objectives, DC activities will be focused on generating interest of all stakeholders and target audiences for OPUS.

DC activities and materials will have two roles:

- inform on the one hand and
- create desire and trigger action through stories on the other hand.

From a strategic point of view, and to reach the audiences defined and identified at a cost-effective level, the guiding principle in choosing tools and distribution channels is simple:

- Going where the audiences are present. To reach audiences, it is much more efficient to bring communication and information where the audiences already are.

- Together with the project's and partners' own communication channels, OPUS will make full use of the DC services offered by the EC as specified in the 'Communicating EU research and innovation guidance for project participants' document¹.

A simple model outlined below shows what the goal is to drive and foster networking between the target audience.

The method to be followed is the AIDA model, as outlined below:

A-ttention (Awareness): attract the attention of the stakeholders and keep raising awareness through outreach via multipliers and different methods.

I-nterest: OPUS stakeholder interest by focusing on and demonstrating advantages and benefits of using interventions for RPOs and RFOs to implement a reformed research(er) assessment system that incentivises and rewards Open Science

D-esire: convince stakeholders that using our project findings will motivate researchers with rewards and incentives to take up Open practices.

A-ction: lead stakeholders towards taking action – eventually resulting in the application of the project findings and outputs in other RPOs/RFOs, and researchers community.

5.2. Slogans and Key Messages

Aligned with the aforementioned objectives, key messages are defined to be used as slogans and headlines to inspire and guide initial dissemination and communication activities and catch the attention of the target audiences.

5.2.1. Slogans

Slogans as a short version of the key messages are developed to be used on the web, in the promotion and other visual materials that will be used during the dissemination, communication and exploitation (DC&E) activities.

Slogan 1:

OPUS
Incentivising researchers to **practice #OpenScience**

Slogan 2:

Reforming **research assessment** and setting
interventions for researchers to **practice #OpenScience**

5.2.2. Key messages

Key messages for general project promotion are developed and it will be used in all project dissemination, communication and exploitation activities.

Short version of the Key Message 1

OPUS helps reform the research assessment towards a system that incentivises researchers to practice #OpenScience

Long version of the Key Message 1

¹ Communicating EU research and innovation guidance for project participants - Version 1.0, 25 September 2014
https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

The Open and Universal Science (OPUS) project develops coordination and support measures to reform the assessment of research and researchers at Research Performing Organisations (RPOs) and Research Funding Organisations (RFOs) towards a system that incentivises and rewards researchers to take up Open Science practices, by providing open access to research outputs, early and open sharing of research, participation in open peer-review, measures to ensure reproducibility of results, and involving all stakeholders in co-creation.

Short Version of the Key Message 2

OPUS develops **a set of interventions and policy briefs for Open Science** towards a system that incentivises and rewards researchers to take up Open Science practices

Long version of the Key Message 2

OPUS develops **a set of interventions**, realistic indicators and metrics to monitor and drive Open Science practices, testing them at research organisations and integrating the outputs into policy briefs for research assessment.

5.2.2.1 Specific Messages for different project activities

State-of-the-art on initiatives and literature (WP 1)

OPUS will conduct a state-of-the-art on initiatives and literature to reform research(er) assessment and incentivise and reward Open Science, including a stakeholder engagement plan.

The initiatives will include key (1) projects, (2) experts and organisations, (3) networks and schemes.

The literature reviews will focus on (1) research(er) assessment, (2) incentives and rewards, (3) precarity of research careers, (4) gender equality, (5) industry practices.

Interventions with indicators and metrics for a reformed assessment system (WP2, WP3, WP4)

OPUS will develop interventions with indicators and metrics for a reformed assessment system at research performing organisations (RPO) and research funding organisations (RFO) that incentivises and rewards Open Science. The interventions including the indicators and metrics will be tested by pilot RPOs and RFOs.

Policy briefs on Open Science and research careers assessment (WP5)

OPUS will develop and disseminate policy briefs on Open Science and research careers assessment.

The policy briefs will summarise the key findings of the project (initial and final) and link to the wider global context of Open Science in terms of (1) research(er) assessment, (2) incentives and rewards, (3) precarity of research careers, (4) gender equality, (5) industry practices.

5.3. Activities

Key DC activities are defined in task T7.2 - Dissemination and Communication and in task T7.4. Organisation of OPUS Events.

Dissemination and Communication - T7.2 (lead partner: ICoRSA, contributions from all partners)

The main activities defined in T7.2 coordinated by WP7 leader include:

- A7.2.1 - Create visual identity of OPUS and project website: The visual identity of the project has been created in the first month of the project implementation. The website opusproject.eu has also been launched.

- A7.2.2 - Set up social media channels: Twitter and LinkedIn social media accounts have been set in the first month of the project.
- A7.2.3 - Create informative material. Flyers with basic information about the project have been designed and printed for the promotion purposes at the conference where OPUS team members attend.
- A7.2.4 - Attend conferences for promotion and dissemination: The list of the conference where the OPUS team can participate and promote the project will be created and updated regularly.
- A7.2.5 - Conduct interviews with all stakeholders and Pilots during OPUS workshops, and OS experts from the expert group. The purpose of this interview is promoting OS in general, or later with our pilot organisations about how project results and outcomes impacted on them.
- A7.2.6 - Monitor and evaluate the effects of the dissemination activities.

Organisation of OPUS Events - T7.4 (lead partner: ICoRSA, contributions from RESOLVO SRL, Vitae, ABIS)

Different events will be used for the active and relevant promotion of the OPUS project. There will be two different types of the events that the OPUS Project Consortium will use for the promotion of the project:

1. **OPUS Events** - directly organised by the OPUS Project
2. **Partners' events** - organised by OPUS Project Consortium partners that will be used as an additional platform to promote the OPUS project.
3. **Final Conference** organised by the consortium to present outcomes.

WP7 leader ICoRSA and mentioned organisations will provide support of all physical and virtual events and workshops throughout the project implementation (physical: venues, catering, travel costs reimbursement; virtual: online platform, technical support). This is listed as the following:

- A7.4.1 - Organise Opening Meeting and Closing Summit Event - OPUS already organised the Kick Off Meeting
- A7.4.2 - Organise Interventions (WP2) and Indicators and Metrics (WP3) Workshops
- A7.4.3 - Organise Pilots and Mutual Learning Meetings (WP4) with all RPO&RFO
- A7.4.4 - Organise Training Workshops
- A7.4.5 - Organise public meetings
- A7.4.6 - Organise Advisory Board meetings

The above listed activities represent only general activities defined in the section for WP7 of the Grant Agreement. More detailed activities are listed and detailed below as per following categorisation:

- Internal dissemination and communication activities
- External dissemination and communication activities

5.3.1 Internal dissemination and communication activities²

Internal communication is the communication among the consortium partners and communication between the consortium as a whole and the EU. The communication between the consortium and the EU will go via the consortium project manager (PLOCAN and RESOLVO) and the EU project officer.

Internal dissemination of results is vital for ensuring that information passes within the OPUS consortium partners' network. The internal communication process flow will be aligned to the OPUS organisational structure. It is in detail defined in the OPUS Deliverable D6.1., including the following:

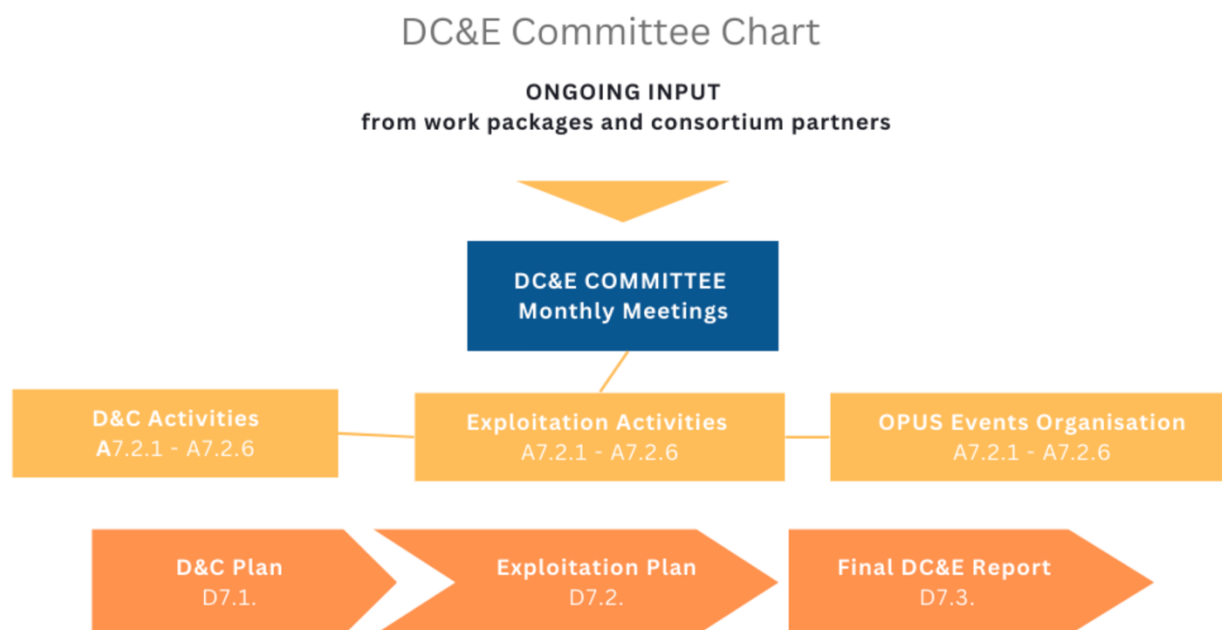
- **Email Communication**

² Reference: OPUS Deliverable D6.1 - Project Initiation Document

- **OPUS internal Meetings** (Monthly partner meetings; Monthly SC meetings, DC&E Committee meetings, WP meetings)
- **OPUS Project Management Software:** MS team channel
- **Project Mailing Lists** for each member or them, every WP member and DC&E Committee

Key role in the internal dissemination and communication activities has the DC&E Committee (made by representatives of *ICoRSA, ABIS, EURODOC, JISC, MCAA, PLOCAN, RESOLVO SRL, UNESCO, Vitae, YERUN). WP7 leader sets up the DC&E Committee which is responsible for developing the strategy on how to promote the project itself and its results.

Figure 1: DC&E Committee



5.2.2 External dissemination and communication activities

External communication is the communication with people or organisations outside the consortium, targeting all target audiences.

The core of Dissemination and Communication activities will be based on two of contents:

1. OPUS Project Activities:
 - project News website section
 - articles in relevant magazines,
 - project consortium partners posts,
 - articles in media that are following Open Science topics
2. Open Science Know-How
 - all know-how articles available online from previous projects
 - publications and work from many other partners and organisations

1. Content about OPUS Project Activities

Project News will feature the announcements of each WP activity:

- **FUTURE:** What is going to be done?
- **CURRENT:** What is currently happening with each WP activity: each phase of the work in real-time?
- **RESULTS:** What is going to be the final result?

Each WP Deliverable will be promoted through:

- Series of articles about findings, i.e:
 - presenting each of the initiatives from WP1
 - series of infographics about findings from each WP, ie: Infographics about indicators and metric
 - presenting each of the literature on Open Science every day
- Presenting work in each pilot RPO and RFO
- Editing and publishing parts of the deliverable documents in an easy to read content, small publications for the public with simplified language
- Editing and publishing the whole deliverable document - each deliverable will be presented and published in the library section and also with an article in the section news directing to the final link where the deliverable publication is located.

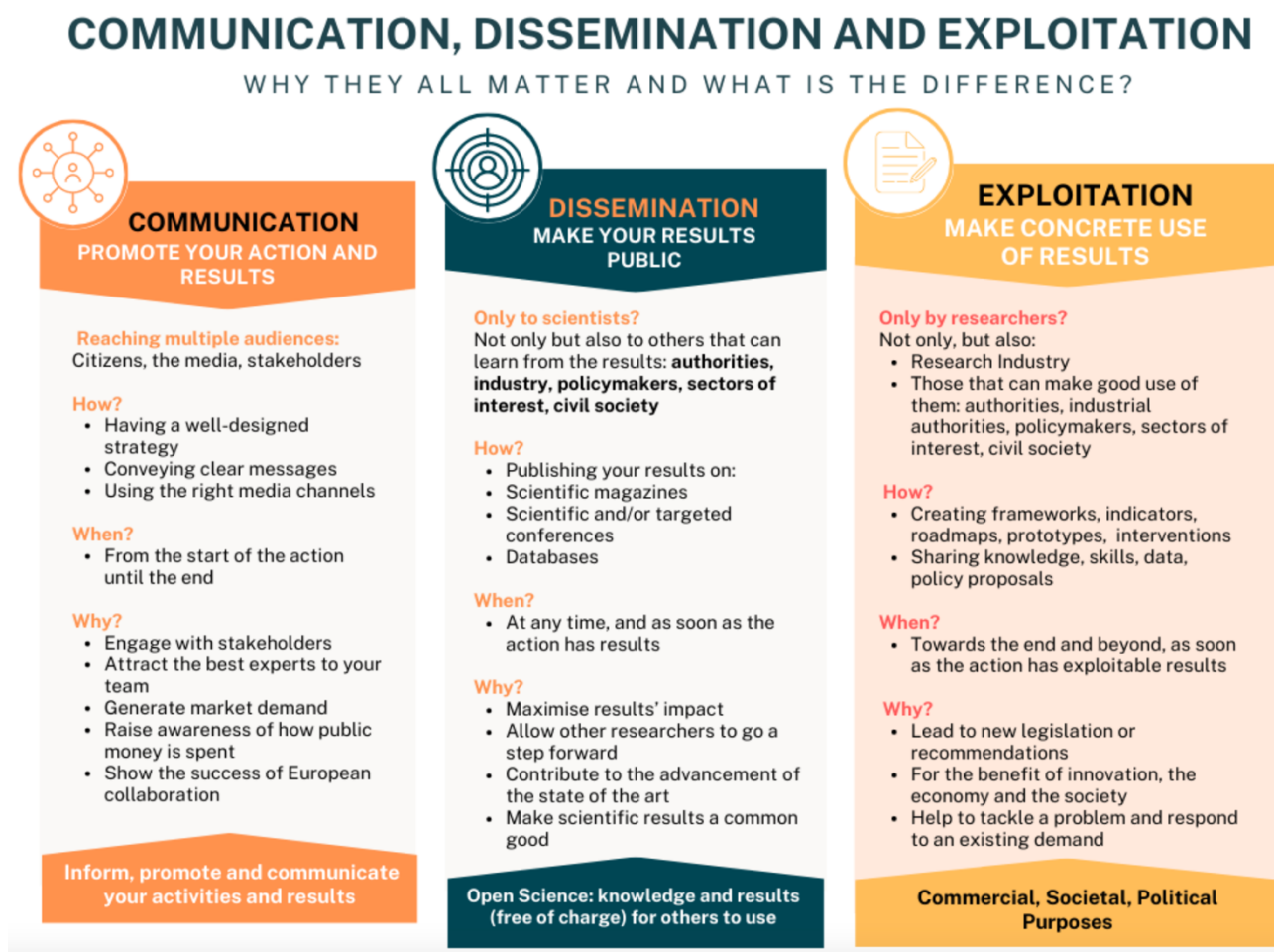
2. Open Science News - Content about the Open Science News

Open Science News will feature the following:

- Content and articles explaining different segment of Open Science in a very simple easy to read language for everyone, not just those interested in Open Science with the knowledge of Open Science,
- Content and articles from other relevant Open Science project findings

6. Dissemination and communication tools and methods

Figure 2 - Distinction between dissemination, communication, and exploitation³



³ This infographic is taken from “Horizon 2020 Quick guide and tools for Communication, Dissemination and Exploitation” and includes also exploitation, which will further be explained in OPUS D7.2 - Exploitation plan.

6.2. Dissemination

6.2.1. Dissemination methods

OPUS uses 8 general methods or tools for either Dissemination, Communication and Exploitation:

Method 1: Website - Project website has been developed as the main communication medium for the project, providing user-friendly access to content. The website will be used for dissemination, communication and exploitation, therefore the main pages will present the project in non-technical language, and a dedicated section for project outputs aimed at stakeholders.

OPUS developed a highly interactive website (www.opusproject.eu), with general information and news about the project and partners, as well as contact options and links to social media channels. Content provided by other WPs later will be adapted to the website. Each partner's website will have a link to the OPUS website. All deliverables designated as 'public' will be available to be downloaded on the OPUS website.

Website OPUSproject.eu is being developed in two phases:

Phase 1 - developed during September 2022

Phase 2 - continuous website upgrade

Phase 1 - A minimum viable product (MVP) is featuring basic content to learn more about the project:

- Home - presenting basic information on the project with slogans, key messages, short presentation of the project consortium partners through logos, and links to explore more about the specific information related to the project.
- About - presenting the OPUS project, main phases of the project, goals and objectives and the project consortium partners through logos with the link for more information.
- News - section presenting 2 different types of news: OPUS news and Open Science news (including Open Science know-how blogs, Open Science Events...)
- Partners - presenting the project consortium partners through logos and the description of each partner with the link for more information leading to their websites
- Contacts - providing contact information and ways to get in touch with the project team.

Phase 2 - continuous website upgrade

In Phase 2, website will be upgraded with additional content such as:

- **Experts Group**, link to engage Open Science experts and Networks.
- **Newsletter registration form**
- **Open Science Blogs** - this will be upgraded within the news section (Open Science news). It will feature all know-how blogs on the Open Science, startup knowledge, authors blog on specific topics within the Open Science etc.
- **Resources section** - consisted of several parts:
 - **Project Deliverables**
 - **Experts and Networks**: providing information and links to website of all key stakeholders in Open Science field
 - **OPUS materials** for download aimed to public.
 - other resources that will be defined during the project implementation.

This phase of the website development will be implemented continuously, and it will last until the end of the project.

Method 2: Non-technical project factsheet - Non-technical project factsheet and dedicated sections of the website will be designed with a view to informing the public about the project and the text will be accessible to non-experts outside of the project's own community. A

template for the factsheet will be produced which can be easily amended to ensure it is kept up-to-date and can be tailored to different audiences. The factsheet will include general information about the project and highlight main results. As a format, the project intends to use A6 folded flyer for hardcopy version, and A4 one page format for electronic distribution.

Method 3: OPUS Newsletter will be a virtual document to inform about current OPUS activities and Open Science news. It will be distributed on a quarterly basis to all previously mentioned target audiences in accordance with the database.

OPUS Newsletter will feature the following sections:

- Opportunities for Open Science events etc.
- Open Science Blog
- Other OPUS Project News

The platform/tool that will be used for creating the OPUS newsletter is MailerLite, a marketing automation platform and email marketing service

The direct newsletter distribution will start from March 2023.

Method 4: Media and Press releases - Media and press releases will be issued in tandem with the project's participation at conferences to maximise the exposure and publicity of the project and the HE funding programme. Press releases will be issued by WP7 leader and partner organisations to announce major OPUS milestones such as events, survey releases, key findings from deliverables.

All partners during the project may also issue and send press releases that will be sent to the media in their own country. All press releases will be made available on the project's website.

Method 5: Journal and Book publications - Partners aim to publish in some of the following key journals in collaboration with other partners in the consortium:

- Open Research Europe
- PLOS one
- Frontiers in Research Metrics and Analytics
- Journal of documentation
- Journal of information science
- Learned publishing
- Journal of Librarianship and Information Science
- New review of academic librarianship
- Scientometrics
- Education and Information Technologies
- Humanities & Social Sciences Communications
- Journal of the Association for Information Science and Technology
- SAGE Open
- Quantitative Science Studies

Method 6: Conference attendance and presentations - Each partner will attend key OS conferences in collaboration with other partners in the consortium. This includes all other relevant Open Science events organised by key stakeholders that may be used directly or indirectly by participation to promote the OPUS project. For our internal use, WP7 leader has created a list of the Open Science events which is available online on OPUS MS Teams platform as an information tool of relevant OS conferences which OPUS team members can attend and where OPUS can be promoted. It will be regularly updated by all project consortium members. OPUS has already been presented at the World Science Forum in South Africa, GRRIP Final Conference, [GraspOS kick off meeting](#). Conference presentations should advertise and acknowledge the OPUS project. OPUS team members will disseminate project information through brochures and pamphlets.

Method 7: Interviews - Interviews will be conducted with OPUS partners, relevant stakeholders, as well as experts from the expert group on OPUS related topics. These can include OS in general, as well as results, outcomes and impacts from OPUS specific activities. Interviews will be uploaded to OPUS website and on YouTube.

Method 8: Social Media - Use of LinkedIn, Twitter and other social media channels, if appropriate, to raise awareness about the project, its activities and outputs and to engage with stakeholders where possible.

Table 6.2.1.1. Target groups, methods, and information type

Target Group	Method	Type of Information
RPO and RFO	Website, Factsheet, Newsletter, Open-access publications, Conference presentations, Social media (WP7)	Project description and updates Project publications Project questionnaires
OPUS interest groups: 1. Industry 2. EC 3. Policy 4. University associations	Website, Social media, Newsletter Publications in: <ul style="list-style-type: none"> • Full, non-hybrid open access journals (including Diamond journals) • New, innovative open publishing platforms that possibly include pre-printing and open peer review options (like ORE, F1000) Conference presentations (WP7)	Project deliverables including, WP3 Metrics and Indicators for OS WP4 Action Plans to deliver OPEN Science for QH/RPO/ RFO WP5 Policy brief Recommendations
Societal Actors (citizens, public, civil society organisations)	Website, Factsheet, Newsletter, Open-access publications, Social media (WP7)	Project description and updates Project publications Project questionnaires
Researchers	Via ICoRSA, MCAA and Eurodoc, and other international associations. Website, Factsheet, Newsletter, Conference presentations, social media (WP7)	Project description and updates Project publications Survey questionnaires WP1,2,3

6.2.2. Open access to data and publications

OPUS will ensure open access to data and publications, in particular:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications.
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Authors must retain sufficient intellectual property rights to comply with the open access requirements.

Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication.

6.3. Communication

Communication activities in the OPUS project are proposed to complement the project dissemination activities, increase the outreach of the project's results and enhance its visibility to relevant entities outside of the core target audiences who can directly benefit from the project. All activities to reach a wide public outside the consortium are fully detailed and specified below.

6.3.1. Promotional/Communications Materials

Basic printed materials

Basic printed materials will be used for the offline promotion of the project. This will include the following:

- **OPUS electronic (screen) banners** - to be used to increase the visibility during the conferences.
- **OPUS flyers/factsheets** - to be used to present basic information on the project.
- **OPUS brochure** - to be used to present the development of the project and current activities and its results.
- **OPUS catalog** - to be used to present the final results and outputs of the project.
- other promotional materials that will be created ad-hoc per specific needs.

Sustainable statement: whenever possible, the promotion material will be shared and distributed as a pdf file instead of printed.

Video explainer/video reports

Short video animation (2 minute duration) will be created as an explainer of the key project messages focusing on reform the assessment of research towards a system that incentivise researchers to practice #OpenScience.

The similar examples may be seen below:

- [RRING - A true community of practice to learn and apply influence in research and innovation](#)
- [GRRIP creates interventions on RRI issues 2020](#)
- [Multi Use Platform on Oinousses](#)

This will be initially used through online communication channels: web, social media.

The video will be uploaded on the YouTube channel of the project, and linked both on the project website and the partner websites. The video will also be shown at conferences and other events project partners attend.

According to the needs professionally filmed and edited promotional videos may be additionally created that draw on footage from key OPUS events and potentially other meaningful activities for the broader audience. This part of the job will be outsourced by the video production agency.

Public engagement through communication will ensure that the research activities are made known to society at large in such a way that they can be understood by non-specialists.

In addition to the 8 general methods for dissemination detailed in section 6.1, the following lists extra methods used to engage and communicate with the public.

6.3.2. Communication Methods

Method 9: Social Media communication

LinkedIn will be used to communicate project outcomes in monthly posts. The OPUS project's Twitter account will draw attention to the on-going activities and link them with public discussions regarding Open Science and Research Assessment.

All social media tools will reach different target audiences. Social media will be used for communication about project announcements (open forum, events, meetings), achieving milestones, news and links to the OPUS and partner websites, news shared from other accounts which are related to the project, public deliverables.

Social media are covered with the following accounts:

- [Twitter](#) - already established social media channel featuring short daily posts on
 - OPUS general info, info on current activities, events
 - Open Science Blog - tweets featuring short daily posts with the link to the OPUS website blog or other blogs from Open Science community, Science magazines etc
- [LinkedIn](#), already established social media channel featuring:
 - Basic information about the OPUS project
 - Regular posts will be established to feature website blog or other blogs from Open Science community.
 - Other Open Science initiatives and projects news and posts will be established in the following period.

Method 10: Public meetings

Information session public meetings will be organised in each RPO&RFO country to trial civil engagement. WP2 will be responsible for this task, and will work closely with OPUS partner who are experts in meeting organisation and contacts list, outreach method and advertisement, namely:

1. UNESCO global/regional public event organisers
2. TGB, CRAC-VITAE who have vast experience in other OS projects on inclusive events.
3. ICoRSA, Eurodoc, MCAA who already engage with the public.

Method 11: TV and radio

In cases where it is possible, WP7 will reach out to local and national TV and radio to increase the public awareness of the OPUS project. Interviews will be uploaded to the OPUS website

Method 12: Training workshops

Open Science action plan theory needs to be taught to all stakeholders in the OPUS project. Training will be performed via workshops. Training materials will be pamphlets and factsheets.

Method 13: Consortium partners communication channels

The project's DC activities will be supported by partners' communication channels and their own opportunities for communication, and dissemination within project partners' organisations and other key stakeholders defined above.

All consortium partners will use their own websites to promote general awareness about OPUS, namely in the areas in which they are engaged. Through the individual partner's websites, all partners will make use of their own networks to communicate and disseminate the project, its activities, and the achieved results.

The project consortium will actively seek to publish articles in publications such as Science Journals or magazines. Interviews and appearances in media (TV, radio, podcasts) will be actively sought.

7. KPIs, Monitoring and Evaluation

7.1. Quantifiable key performance indicators (KPIs)

Quantifiable key performance indicators (KPIs) are created for monitoring and evaluation in order to measure the communication and dissemination progress and impact.

7.1.1. Dissemination targets and KPIs

Table 6.1.1.1. presents the details of the dissemination methods or channels and the KPI targets that OPUS aims to reach. The table also lists strategy measures to ensure targets are met.

Table 7.1.1.1 Dissemination KPIs

Method	KPI	Target	Strategy
Website	Site visits (pageviews per month)	750	Promote the website via social media and media departments of partner organisations
Social media Twitter and LinkedIn	Followers	500	Promote sites via trending hashtags and live tweeting from high profile events etc.
Newsletter	Readers reached (per issue)	200	Promote newsletter and virtual forum via social media sites and partner networks
Organisation of Events	Delivery of WP2 stakeholder WS. WP4 RPO&RFO pilots WP3 Mutual Learning	WP2 workshop WP3 workshop WP4 workshop WP6 Summit	It is intended that these events will be held physically. Due to Covid, some or all of the WS may have to be held virtually.
Publications	No. of peer-reviewed publications	Up to 10 in final year or 1 year post project	1 paper in WP1, 1 paper in WP2 & WP3, 5 policy briefs in WP5, and OS-CAM2
Conference Attendance	No. of project booths (and leaflets distributed)	2 per year = 6 100 leaflets conference = 600	International Conference on Responsible Research and Innovation in Science ESOE 2022
	No. of presentations	3 per year = 9	
Press Releases	No. of press releases	9 releases	Work with media departments within partner organisations to exploit existing contacts.
Press Interviews	No. of interviews	3 per year = 9	
Newsletters	Quarterly	4 per year = 12	update public of upcoming events that they could get involved

7.1.2. Communication targets and KPIs

In addition to the Dissemination methods and KPIs listed in Table 6.1.1.1, Table 6.1.2.1 lists Communication methods and KPIs additional for public engagement.

Table 7.1.2.1: OPUS Communications targets and KPIs

The values in the following sheet state the number of visits/interactions with key audiences that the project targets for each of the listed activities.

Methods	How to measure	Objective KPIs	Strategy
Public meetings	No. of public meetings	1 per year, per RPO & RFO partner = 15	Public meetings will be in the countries and languages of the partners.
Social media	LinkedIn followers Twitter retweets	+100 per year 1000 per year	Leveraging through the project partner networks
Press releases	No. of press releases	1 per year x 5 partners in DC&E=15 releases	RESOLVO SRL and ICoRSA have contacts in media already well established
Interviews in local radio/TV	No. of interviews	1 per year x 5 partners in DC&E=15 releases	RESOLVO SRL and ICoRSA are experts in interview technique
Factsheet	No. distributed	100 per conference * 9 = 900	Distribute at conferences, events, and online
Training workshops	No. of meetings	4 workshops for stakeholders 5 workshops for RPO&RFO	Workshops will be in the countries and languages of the partners

7.2. Monitoring

Regular monitoring of the KPIs and DC activities will be carried out in order to ensure a high-quality communication strategy execution. The monitoring will be carried out on a continuous basis starting from November 2022. Every six months the results will be communicated within the project team including the coordinator. This report will consist from the current overview of the reach in KPIs. WP7 leader will collect from other team members necessary data and prepare other available digital data (web, social media, etc) overviews of targeted KPIs (e.g. new followers on social media, clicks on website, etc.) and present to the DC&E Committee. In case of major deviations or if it is identified that indicators may not be achieved, the DC&E Committee will prepare a mitigation plan and present it to the Steering Committee of the project.

The following sheet will be used to monitor the progress of overview of the KPIs reach.

Table 7.2.1. Monitoring sheet for the dissemination KPIs

Method	KPI	1 year target	1 year reach	Difference
Website	Site visits (pageviews per month)	750		
Social media Twitter and LinkedIn	Followers	85		
Newsletter	Readers reached (per issue)	200		
Organisation of Events	Delivery of WP2 stakeholder WS. WP4 RPO&RFO pilots WP3 Mutual Learning	1		
Publications	No. of peer-reviewed publications	1-2		
Conference Attendance	No. of project booths (or leaflets distributed)	1 per 6 months = 100 leaflets conference = 100		
	No. of presentations	1-2		
Press Releases	No. of press releases	1-2		
Interviews	No. of interviews	1-2		
Newsletters	Quarterly	1-2		

Table 7.2.2. Monitoring sheet for the communication KPIs

Methods	How to measure	1 year target	1 year reach	Difference
Public meetings	No. of public meetings	3 public meetings in 6 months - RPO & RFO partner		
Social media	LinkedIn followers Twitter retweets	+25 per 6 months 250 per 6 months		
Press releases	No. of press releases	3 releases (1 per year x 5 partners in DC&E = 5 per year, 2-3 in 6 months)		

Interviews in local radio/TV	No. of interviews	3 interviews in 6 months		
Factsheet	No. distributed	100 per conference * 2 = 200		
Training workshops	No. of meetings	2 workshops for stakeholders 2 workshops for RPO&RFO		

7.3. Evaluation reports

Yearly progress or previously mentioned KPIs reach in one year will be presented through evaluation reports that will be submitted to the DC&E Committee and OPUS Project consortium team.

8. Roles and responsibilities

Good coordination among the consortium partners is vital and crucial for the DC strategy and plan execution and the achievement of the objectives of WP7.

WP7 is led by ICoRSA with the coordination support of PLOCAN and RESOLVO and general support from all other partners. Communication, dissemination and exploitation activities will be monitored and coordinated by ICoRSA.

All partners are responsible for creating content to be published in a synchronised and strategic manner.

Therefore, it is extremely important to divide roles and responsibilities of the team consisting of the consortium partners.

8.1. Workflow and communication

The project partners will be in continuous communication through the following:

- Email and multiple mailing lists, depending on the tasks and needs.
- Regular meetings making sure that all members of the consortium execute activities.
- MS teams documents

8.2. Consortium and partner responsibilities

As stated in the OPUS Grant Agreement, consortium partners must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent and effective manner.

DC activities will be done through coordination with all 18 consortium members, with ICoRSA being in charge of coordinating DC activities.

These activities will be reported during DC&E Committee meetings and during OPUS Steering committee meetings with the project coordinator and WP leaders. All WP leaders identify and delegate at least 1 DC representative, who holds the responsibility for the activities at a consortium partner level for all DC matters.

The following sections list the most important aspects pertaining to responsibilities.

Table 8.2.1. - Partner roles in Dissemination and Communication activities

Partner/Person	Role in DC
ICoRSA - WP7 leader	<p>Manages and coordinates all DC activities, creating a strategy, plan and execute all activities, producing news items, posts, announcement of future activities, short summary of each deliverable once it is finalised, etc.</p> <p>Specifically, this means the following:</p> <ul style="list-style-type: none"> ● Communicate the project and its results at project level; ● Manage the project’s website and social media platforms; ● Produce content for the website and social media platforms; ● Produce newsletters, press releases, etc; ● Inform consortium partners with efforts in communication and dissemination activities; ● Provide support to consortium partners’ efforts in communication and dissemination activities;
RESOLVO - WP1 leader	<p>Provides inputs and updates on WP2 activities including: current situation, announcement of future activities, short summary of each deliverable once it is finalised.</p> <p>Specifically, this means the following:</p> <ul style="list-style-type: none"> ● Supporting the content creation related to WP1; ● Supporting the content creation of press releases and other publications of the consortium; ● Identifying relevant Open Science content, conferences and other events; ● Updating WP7 leader regularly about WP activities and outcomes.
CRAC-Vitae - WP2 leader	<p>Provides inputs and updates on WP2 activities including: current situation, announcement of future activities, short summary of each deliverable once it is finalised.</p> <p>Specifically, this means the following:</p> <ul style="list-style-type: none"> ● Supports the content creation related to WP2; ● Supports the content creation of press releases and other publications of the consortium; ● Identifies relevant Open Science content, conferences and other events; ● Updates WP7 leader regularly about WP activities and outcomes.
TGB - WP3 leader	<p>Provides inputs and updates on WP3 activities including: current situation, announcement of future activities, short summary of each deliverable once it is finalised.</p> <p>Specifically, this means the following:</p> <ul style="list-style-type: none"> ● Supports the content creation related to WP3; ● Supports the content creation of press releases and other publications of the consortium; ● Identifies relevant Open Science content, conferences and other events; ● Updates WP7 leader regularly about WP activities and outcomes.
YERUN - WP4 leader	<p>Provides inputs and updates on WP4 activities including: current situation, announcement of future activities, short summary of each deliverable once it is finalised.</p>

	<p>Specifically, this means the following:</p> <ul style="list-style-type: none"> ● Supports the content creation related to WP4; ● Supports the content creation of press releases and other publications of the consortium; ● Identifies relevant Open Science content, conferences and other events; ● Updates WP7 leader regularly about WP activities and outcomes.
<p>UNESCO - WP5 leader</p>	<p>Provides inputs and updates on WP5 activities including: current situation, announcement of future activities, short summary of each deliverable once it is finalised.</p> <p>Specifically, this means the following:</p> <ul style="list-style-type: none"> ● Supports the content creation related to WP5; ● Supports the content creation of press releases and other publications of the consortium; ● Identifies relevant Open Science content, conferences and other events; ● Updates WP7 leader regularly about WP activities and outcomes.
<p>PLOCAN - WP6 leader</p>	<p>Provides inputs and updates on WP6 activities including: current situation, announcement of future activities, short summary of each deliverable once it is finalised.</p> <p>Specifically, this means the following:</p> <ul style="list-style-type: none"> ● Supports the content creation related to WP6; ● Supports the content creation of press releases and other publications of the consortium; ● Identifies relevant Open Science content, conferences and other events; ● Updates WP7 leader regularly about WP activities and outcomes. <p>In addition, PLOCAN will support WP7 leader in general coordination activities.</p>
<p>All consortium partners organisations</p>	<p>Criss cross promotion via all partner organisations' social media channels, including:</p> <ul style="list-style-type: none"> ● posts about OPUS activities, ● OPUS events, ● OPUS promotional material. <p>In addition, partners should inform WP7 leader and DC&E Committee on all relevant Open Science happenings that are not directly related to OPUS: calls, information, events related to Open Science and research assessment. If they are attending a relevant event, they will provide material (before and after) to WP7 leader to create content for web/social media.</p>

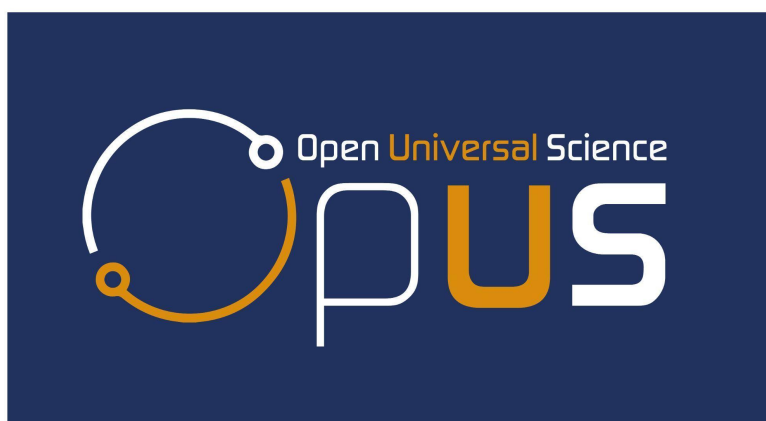
9. Visual Identity & Branding

Visual identity has been created to adequately represent the OPUS project.

9.1. Logo



OPUS logo has been created for the purpose of the easier presentation of the project, consisting of the pictogram that symbolises growth and typography combined with 2 different colors.



9.2. Fonts

Fonts that are defined to be used in all the dissemination, communication, and exploitation documents, files through different channels and platforms are coming from the:

Montserrat Fonts Family:

- Montserrat Thin
- Montserrat ExtraLight
- Montserrat Light
- Montserrat Normal (Regular)
- Montserrat Medium
- Montserrat SemiBold

- **Montserrat Bold**
- **Montserrat ExtraBold**
- **Montserrat Black**

[Download font here.](#)

and Proxima Nova Font Family:

- Proxima Nova Normal
- Proxima Nova Semibold
- **Proxima Nova Bold**
- Proxima Nova Extrabold

[Download font here.](#)

These fonts are defined to be used as it follows:

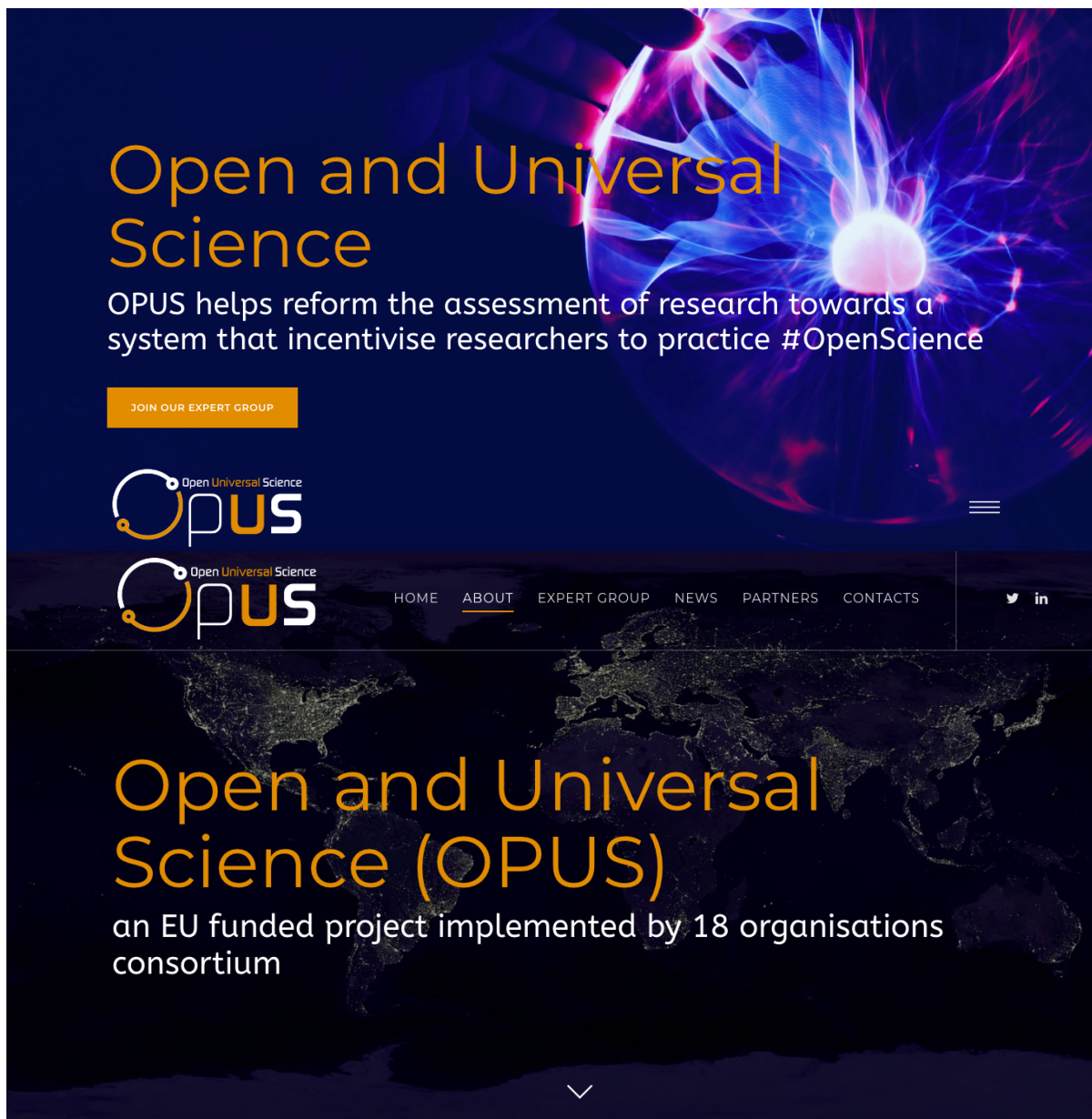
- **Montserrat ExtraBold or Montserrat Black** - for large titles/headlines in design materials and web
- **Montserrat SemiBold/Montserrat Bold** for titles/headlines in all documents, files
- **Montserrat Light, Montserrat Normal (Regular), Montserrat Medium** for subtitles in all documents, files
- **Proxima Nova Normal/Proxima Nova Semibold/Proxima Nova Bold/ Proxima Nova Extrabold** for text description/body text and in all documents, files, design materials

9.3. Colours

Colors that are defined to be used in all the dissemination, communication, and exploitation documents, files through different channels and platforms are as follows:

logo color	#d68c29
color to use in promotional materials	#ff9900
color to use in promotional materials	#f6b26b
color to use in promotional materials	#ffc270
color to use in promotional materials	#f89930
color to use in promotional materials	#f78e1e
color to use in promotional materials	#f7f7f7
logo color	#1c3663
color to use in promotional materials	#073763
color to use in promotional materials	#0b5394
color to use in promotional materials	#3d85c6
color to use in promotional materials	#101741

9.4. Examples of Visual Identity and Branding





OPUS helps **reform the research assessment** toward a system that **incentivise researchers** to practice **#OpenScience**



01

Open and Universal Science Project

OPUS is being implemented in the period from
1 September 2022 to 31 August 2025.

Support measures to reform the research(ers) assessment

The main OPUS goal is to develop coordination and support measures to reform the assessment of research(ers), toward a system that incentivises and rewards researchers to take up **Open Science** practices: providing **open access to research outputs, early and open sharing of research, participation in open peer-review, measures to ensure reproducibility of results, and involving all stakeholders in co-creation.**

02

Objectives

- » Conduct a **comprehensive state-of-the-art** on existing literature and initiatives for Open Science
- » Develop a **comprehensive set of interventions** to implement Open Science at Research Performing Organisations (RPOs) and Research Funding Organisations (RFOs)
- » Develop **realistic indicators and metrics to monitor** and drive Open Science at RPOs and RFOs
- » **Test the interventions and indicators and metrics** via action plans in pilots at RPOs and RFOs
- » Utilise a **stakeholder-driven feedback loop** to develop, monitor, refine, and validate actions
- » **Synthesise outcomes into policy briefs and a revised OS-CAM2** for research(er)assessment

PARTNERS

The OPUS project is implemented by an eighteen-organisations consortium led by The Oceanic Platform of the Canary Islands (PLOCAN).

All 18 organisations implementing the OPUS project are active at the European level spanning the whole spectrum of Open Science, including open access, inclusion, fairness, equity, and sharing.



Funded by
the European Union

The OPUS project is financed by European Union through the GRANT AGREEMENT concluded with the European Research Executive Agency (REA), under the powers delegated by the European Commission.

Project number: **101058471**

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

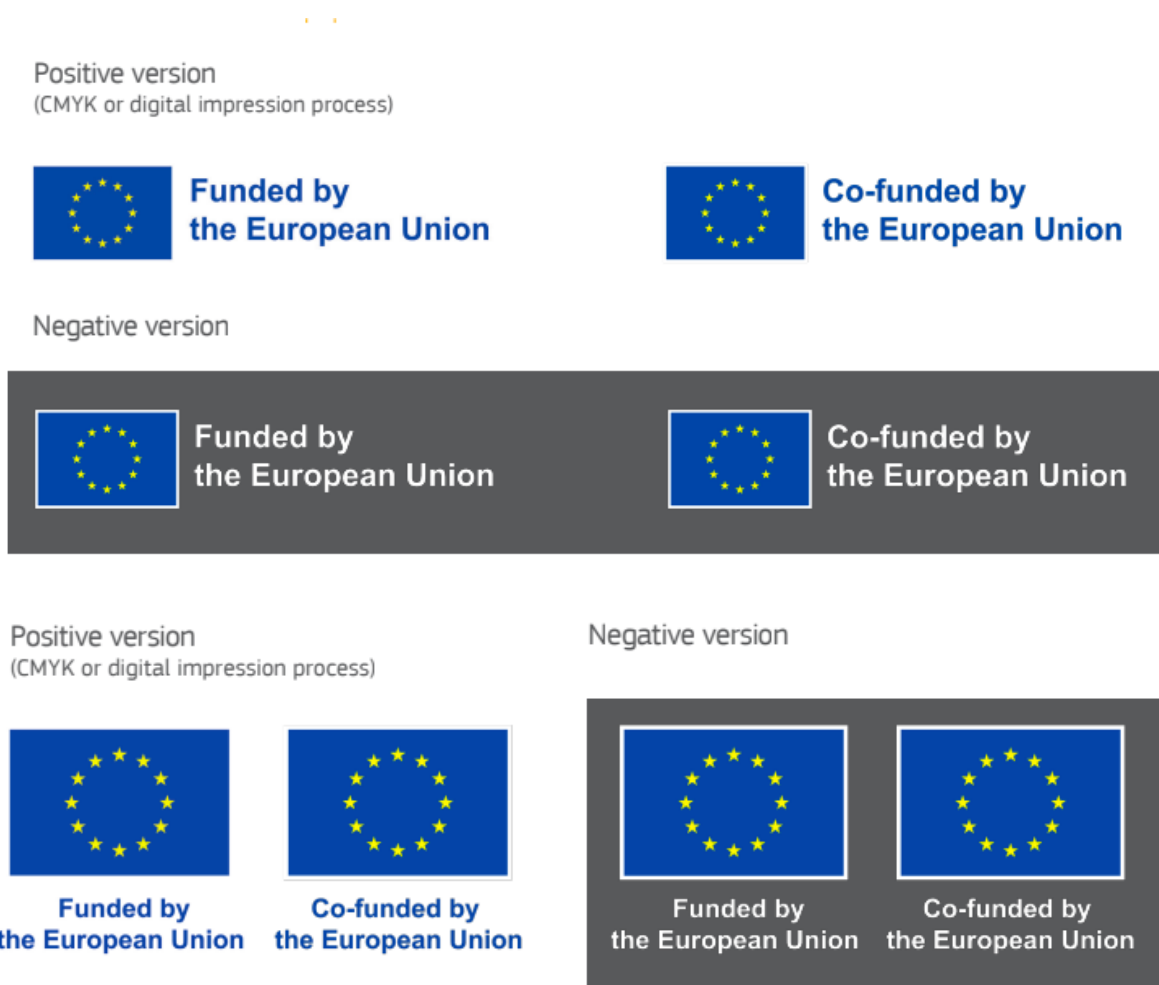
<div style="text-align: right; font-size: 2em; font-weight: bold; margin-bottom: 10px;">03</div> <h2 style="margin: 0;">Main Project Phases</h2> <div style="margin-top: 20px;">  <p>Interventions, Indicators and Metrics for Open Science</p> <p>OPUS will develop interventions for Research Performing Organisations (RPOs) and Research Funding Organisations (RFOs) to implement a reformed research(er) assessment system that incentivises and rewards Open Science.</p> </div> <div style="margin-top: 20px;">  <p>Pilots to Implement and Monitor Open Science</p> <p>OPUS will set up, implement, and monitor the pilots' open science practices in 3 RPOs and 2 RFOs, and conduct mutual learning exercises based on implementing the action plans.</p> </div> <div style="margin-top: 20px;">  <p>Policy Briefs and OS-CAM</p> <p>OPUS will develop and disseminate policy briefs on Open Science and a revised OS-CAM to assess research careers. The policy briefs will summarise the key findings of the project and link to the wider global context of Open Science.</p> </div>	<div style="text-align: right; font-size: 2em; font-weight: bold; margin-bottom: 10px;">04</div> <h2 style="margin: 0;">We aim to ensure the representation and consensus-building of key stakeholders in the Open Science ecosystem:</h2> <div style="margin-top: 20px;"> <p>All Research (ers) Organisations</p> <p>Our large project consortium consists of researcher organisations, RPOs, RFOs, industry organisations, and experts in project management, public relations, and Open Science.</p> </div> <div style="margin-top: 20px;"> <p>Community</p> <p>A series of stakeholder engagement sessions will be held with the broader community to gather input and validate key project results.</p> </div> <div style="margin-top: 20px;"> <p>Advisory Board</p> <p>An Advisory Board of key representatives will ensure expert oversight and links to the community.</p> </div>
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9.5. EU Co-branding, messaging and disclaimer

EU visibility is defined to be used in all the dissemination, communication, and exploitation documents in Article 17.

17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).



The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

Following text can be used below or right to the logo “Funded by the European Union”:

OPUS is funded by the European Union through the GRANT AGREEMENT n° 101070749 concluded with the European Innovation Council and SMEs Executive Agency (EISMEA).

For the external communication every project member should follow the description below to be in line with the EU regulations described in the Grant Agreement under Article 17:

Article 17

17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

Article 17.2 Visibility — European flag and funding statement and articles 17.3 Quality of information — Disclaimer and 17.4 Specific communication, dissemination and visibility rules that are set out in Annex 5. will be further elaborated in the last section.

17.5 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28). Such breaches may also lead to other measures described in Chapter 5. ⁴

Disclaimer

Disclaimer should be added in all public materials that will be used by OPUS Consortium team. This is defined by Article 17.

17.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate)

Disclaimer should be added as it follows:

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

⁴ Article 28 and Chapter 5 of the Grant Agreement