

D1.5 – Report on dissemination, communication and exploitation and assessment of activities - 1st reporting period

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Draft Version

Executive Summary

This deliverable outlines the comprehensive dissemination and communication efforts undertaken within the project, detailing strategies, tools, and activities aimed at maximising visibility and engagement with diverse stakeholders, in accordance with the DoA of the CHANGER project during the first half of its duration. Although a formal deliverable was not initially foreseen, a Communication and Dissemination Plan was nonetheless developed to serve as a guiding framework for the project’s dissemination and communication activities. The document covers the full spectrum of activities undertaken in the reporting period acting as a comprehensive report of visual and editorial elements produced by WP1 Lead NCSR “D” to reach the identified target audiences according to the strategy, and to reach the set Key Performance Indicators (KPIs).

Beginning with a clear purpose and methodology, the document establishes links to other work packages and emphasises a structured, strategic approach. A key aspect of the strategy is the definition of target audiences within the broader ecosystem, accompanied by clearly defined Key Performance Indicators (KPIs) to measure effectiveness and impact.

The deliverable provides an extensive overview of internal and external communication activities, highlighting the range of dissemination channels used—from the project website and social media platforms (Twitter/X, LinkedIn, YouTube) to targeted campaigns like *Meet the Partner* and *CHANGER Cafés*. It also showcases the creation and distribution of diverse communication materials, including logos, banners, brochures, and promotional goods. A significant portion is dedicated to event participation and media outreach, illustrating the project's proactive role in fostering dialogue, awareness, and knowledge exchange. Notably, collaborative efforts with ecosystem partners, such as the Embassy of Good Science, are emphasised as instrumental in amplifying the project’s message.

Beyond communication, the deliverable touches on exploitation activities and future planning, ensuring that the project’s results have lasting value and reach beyond its immediate lifecycle. It concludes by summarising the key accomplishments and laying the groundwork for sustained outreach, underscoring the project's commitment to transparency, engagement, and long-term impact.

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List of Terms & Abbreviations

Abbreviation	Definition
DoA	Description of Action
WP	Work Package
RECs	Research Ethics Committees
eIC	electronic Informed Consent
MOOCs	Massive Open Online Courses
ERA	European Research Area
EC	European Commission
KPI	Key Performance Indicators
IPR	Intellectual Property Rights
GDPR	General Data Protection Regulation
EU	European Union
FP	Framework Programme

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1 Introduction

The dissemination and communication activities that CHANGER Project has undertaken in the first half of its duration (January 2024 - June 2025), aim to provide increased visibility of the project in the audiences defined in the CHANGER Communication & Dissemination Plan, by creating appropriate visual and editorial material, as well as by ensuring a regular outward flow of information about the project's progress and results achieved.

To maximise the impact and improve the exploitation potential of CHANGER, a communication and dissemination plan has been developed early in the project which was followed up on, with the objective to raise awareness about the project, target relevant audiences and stakeholders, generate discussion about scientifically significant results, and assist in the future uptake of the methodologies developed in the frame of the CHANGER project and piloted in Research Ethics Committees (RECs).

1.1 Purpose and Scope

This deliverable aims to provide a comprehensive overview of the different dissemination, communication, and awareness activities under WP1 during the first 18 months of the project. The purpose and scope of D1.5 are reflected in Tasks 1.3 (and its subtasks), the objectives of which are specified in the DoA as shown below:

Task 1.3 Communication, Dissemination and Exploitation Activities

Subtask 1.3.1 Communication, Dissemination and Exploitation Planning and Monitoring: The task will develop the CHANGER Dissemination, Communication and Exploitation Plan outlining a detailed planning of activities and campaigns targeted to specific audiences for specific purposes and conduct regular monitoring and assessment of these activities.

Subtask 1.3.2 Online Dissemination Channels: The task will operationalise and maintain the main online channels and produce the supporting materials necessary for an efficient communication including: i) website, ii) newsletters, ii) branded materials, iii) official project templates, iv) communication toolkit, v) videos, and vi) social media content.

Subtask 1.3.3 Event Organisation and Networking: The task will support the organisation of events, physical or virtual, with tools, rooms, agendas, catering services (if required), and anything related to these. It will also be responsible for the organisation of a conference with invited ethics experts or REC members to exchange knowledge, participation of additional stakeholders (e.g. policy makers, researchers). Additionally, it will carry out all networking and outreach activities of CHANGER, including the setup of collaboration channels with the electronic platform of The Embassy of Good Science in dissemination activities and the steering of further developments for the platform. Additionally, it will reach out to other relevant projects to create synergies and impactful dissemination.

1.2 Relation to other Work Packages

Communication and dissemination are integral components within the framework of any project, facilitating the exchange of information and ensuring widespread awareness of its progress and outcomes. In this context, WP1 assumes a crucial role, serving as the nexus for collaboration with several other work packages. One such collaboration occurs with WP2, which includes the creation of evidence —and gap-maps to be integrated into the Embassy of Good Science. Additionally, WP4, which focuses on innovative training material to address new challenges in ethics reviews, will **produce digital education content** tailored to the needs of the targeted user groups, to carry out relevant **training activities**. WP5 will develop a **Research Ethics Playbook** aimed at providing research organisations' leaders, researchers, and RECs with guidance and orientations to the design and implementation of the institutional changes necessary to adopt novel research ethics approaches and improve coordination, consistency, quality and efficiency of the existing research ethics oversight mechanisms, as well as a **Policy Roadmap** aiming at proposing a progressive process of change of present policy and legal framework so as to make them capable of better protecting new and upcoming human rights in the ERA. By fostering collaboration with these varied work packages, WP1 enhances the project's coherence, visibility, and ultimately, its ability to achieve its objectives effectively.

1.3 Methodology and Structure of the Deliverable

This deliverable is a public report documenting the various dissemination, awareness and outreach activities and results for the respective period of the first 18 months into the project.

To reach the objectives set in the frame of this task, the partnership needed to reach a wide —but also very specific— audience, to maximise the impact and successfully exploit CHANGER's research results. In this respect, a set of communication and dissemination activities have been deployed throughout these past 18 months and will continue until the end of the project.

This dissemination report includes all the activities conducted —conferences, workshops, webinars, and other types of events and social media, videos and publications— that have already helped in raising awareness about CHANGER for both communication and dissemination purposes. The M1-M18 reporting period (inclusively up to 30 June 2025) is successfully marked with several participations in various conferences and targeted workshops/webinars to present CHANGER's preliminary results.

A summary of dissemination and communication activities performed during the reporting period is available in Section 3 and more specifically the engagement activities with the Ecosystem are outlined in Section 3.8 whilst in Section 5, future planning is outlined and in Section 6 conclusions are drawn.

2 Dissemination and Communication Strategy

2.1 Overall Strategy and Objectives

The general objectives of every dissemination and communication plan are to make potentially interested parties and stakeholders aware of the project’s results, share best practices of the project, which may result in increased uptake of the outcomes produced. Specifically, the strategic goals of CHANGER’s Dissemination and Communication are (as described in the DoA):

- To **create and raise awareness** around the necessary changes than need to be made in the ethics reviews to address challenges posed by the changing research environment.
- To **ensure** that the project and its findings are widely disseminated to the designated target audiences, at appropriate times and via appropriate methods.
- To **identify and encourage** participation of those who can contribute to development, evaluation, uptake and exploitation of the project results.

This strategy visualises concrete actions to be implemented both during —and after the end of— the project including:

- **Stakeholder Mapping** will include an analysis to identify which groups have an interest in the project and who will benefit when the impact goals will be achieved, thus mapping the identified stakeholders at European, national, and local levels, therefore resulting in active stakeholder/user engagement with the project’s activities.
- **Scientific & Methodological Dissemination Activities** deal mainly with the diffusion of the scientific and methodological knowledge generated within the context of the project to scientific audiences. This is usually conducted through scientific publications and presentations in conferences, submission of papers and posters in topic-specific conferences and workshops and publication of technical reports and semi-technical articles in associated specialised media. Through its dissemination activities, CHANGER aims to reach ethics (review) experts, ethics committees, scientists, researchers, and technologically oriented reporters by ensuring a wider dissemination of research results through immediate Open Access to publications.
- **Research Data Management Activities**, aiming to support the management of publications as well as the management of the life cycle of all data that will be collected, processed or generated by the project, in line with the GDPR guidelines as well as ethical principles. IPR & Innovation management activities, will be dealing with the management of the foreground and background knowledge of the project, complementing and regulating the exploitation activities.
- **Exploitation Activities**, dealing mainly with the exploitation of the project results, whether this is academic, or methodological/technological exploitation. It will consist of recognizing exploitable outcomes and their stakeholders, identifying the value added from their use, reaching out to end-users.

- **Communicating and Promoting the Project and its Findings** throughout the lifespan of the project and beyond the project’s community. Making use of the Horizon Results Platform for making the exploitable results visible.

For the abovementioned objectives to be satisfied, each Partnership member is fully committed to the dissemination and communication of results across all levels of the stakeholders’ ecosystem.

2.2 Defining Target Audiences and the Ecosystem

To achieve CHANGER ‘s goals and objectives, partners have identified key stakeholders who need to be kept up to date with the progress and outcomes of the project. The audiences are generally divided into *internal* (partners) and *external* (all other recipients of our messages) and are outlined below. Overall, when addressing scientific and policy audiences we disseminate complex information whilst when we address the public, we communicate more popularised information about the project and its results.

Table 1 presents the target audiences identified by the consortium and **Table 2** shows the proposed dissemination channels to reach them.

Table 1: Identified target audiences

	Target audiences	Description
A	Ethics (review) experts, networks, Ethics bodies	European Network of Research Ethics and Research Integrity (ENERI), Member States’ National Ethics Committees, ethics (review) experts, Centres of Excellence, general audiences
B	Scientific community	Researchers and academics in ethics, research integrity, bioinformatics and genetics, medical schools, members of European research centres and networks on AI and new technologies, relevant to the field EU-funded research projects (e.g. EuroStemCell, ERIN, iRECS, Scientific associations, (e.g. ELIXIR and all national nodes across Europe, etc.)
C	Private sector (including start-ups, SMEs) and support organisations	Industry and service sector; Digital Innovation Hubs (DIH)
D	Member States, national and EU policymakers	Policy officers and decision makers (e.g. Council of Europe) in the combined domains of ethics reviews and research institutions (e.g. European Group on Ethics in Science and New Technologies (EGE))
E	EC level ethics review experts and fundamental rights	FP ethics appraisal scheme experts; Fundamental Rights Agency
F	Public administrations at different levels	Competent authorities, sectorial networks and regulatory authorities in the field of research funding and research review, at national and EU level
G	Civil society organisations and public	Human rights organisations, environmental groups, public

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	Target audiences	Description
H	Researchers and students	Researchers and students from different disciplines

Table 2: Matching communication channels with target audiences

Channels	Description	Audiences
Scientific publications in Journals & Conferences	The main channels to disseminate research results to academic and scientific communities. An indicative, non-exhaustive list of journals to target is: Research Ethics, American Journal of Bioethics; Science and Engineering Ethics; Ethics & Human Research; Accountability in Research; Journal of Law, Medicine and Ethics; Ethics and Information Technology; International Journal of Law; Ethics, and Technology; Journal of Responsible Technology; AI Ethics Journal.	A, B, H
Magazine targeting R&D and Policy Communities	Research*EU results, Horizon-The EU Research & Innovation Magazine, Futuris Magazine, etc.	A, B, H
Policy events	Appropriate communication channels for policy makers, e.g. National Ethics Committees Forum (biannually), European Parliamentary Research Service (EPRS) round tables and annual forums	D, E, F
Specialised publication, newsletter and website for practitioners	Joinup platform, EU Thematic newsletters, etc.	ALL
Final conference	One day final conference to be held in Brussels so as to present final project results. Around 150 project key stakeholders will be invited, including representatives of the EC, public authorities and civil society.	ALL
CHANGER Project website & social media	The main channel to disseminate various information and documents (e.g. public deliverables) related to the project to all target groups, including the public.	ALL
Consortium Partners' own communication channels	The consortium partners' institutional website and social networks accounts will be leveraged to disseminate the result of the project.	ALL

2.3 Key Performance Indicators (KPIs)

For CHANGER partners and EC officials to be able to measure and evaluate the impact of the dissemination and communication strategy, a set of measurable success indicators have been established setting a basis for verifying objectives' achievement. For online dissemination data to be gathered, a Matomo Analytics account has been set up and linked to the project website, while for all other social media, available analytics tools are being used (e.g.: LinkedIn Analytics etc.).

The following Table includes the initial targets as well as the current status.

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Table 3: Key Performance Indicators

Activities	Key Performance Indicators (KPIs)	Expected Results	Current Results (Jan,1 2024- June,15, 2025)
CHANGER website	No. of accesses per year	>2.000 in total	3.028 (March 2024- March 2025)
	No. of individuals/organisations registered to receive project updates	>100 in total	266
CHANGER Social Media Channels	No. of Twitter followers	>300 in total	35
	No. of LinkedIn followers	>200 in total	407
	No. of project videos	>3 in total	6
	No. of social media interactions from the Ecosystem	>200 in total	152
Scientific publications	No. of Scientific publications	≥ 8 in total	1 (+2 more but not yet published)
Online/Press Mentions	No. of mentions in online portals, blogs newspapers	≥ 8 in total	7
Participation in events	No. of participation in seminars, conferences, exhibitions, workshops and other events	≥ 20 in total	17
Webinars organisation / participation	No. of online webinars organised / participated in	≥ 10 in total	14
Organisation of training events (experts etc.)	No. of training events organised	≥ 6 in total	Not yet started
eNewsletters	No. of Newsletters produced	6 in total	6
CHANGER videos	No. of videos produced	2 in total	9
Cooperation with other initiatives / Networking with communities, networks & associations	No. Cooperations with other initiatives	≥ 10 in total	11

3 Summary of Dissemination & Communication Activities

To achieve CHANGER goals and objectives, partners have identified key stakeholders who need to be kept up to date with the progress and outcomes of the project. The dissemination and communication activities scheduled and realised by WP1 have dedicated target audiences which are widely separated in two groups: internal and external. In the sections below the distinction between the two shows the diversity of the ways of communication, the channels utilised as well as the conveyed messages.

3.1 Internal Communication

The CHANGER Partnership are classed as internal audience whilst all other stakeholders are classed as external audiences (which is the biggest part of this WP).

Communication with Partners

Partners as an internal audience, require easy to use, daily communication within the partnership, mainly via digital means. To ensure smooth interaction and safe exchange of information within the consortium, partners have agreed, and the coordinator has established, internal communication channels, as early as the kick-off meeting. A detailed overview of the tools used for internal communication within the partnership can be found in Deliverable D1.1 *Report on All Project Structures and Processes, Critical Risks, and Management Processes (Final)*, on page 15.

3.2 External Communication

Communication with external audiences is the biggest part of work of this WP as it includes the activities performed by all project partners, to reach the identified target groups to meet the objectives set. In this section, we report all employed communications activities using a breadth of tools and channels, as outlined in the strategic plan.

3.3 Dissemination & Communication Channels and Activities

3.3.1 Project Website

The official project website is the most important online tool of communication as it allows for the partnership to structure information as required to connect with the ecosystem that it will be reaching out to. The CHANGER project website has been made publicly available on March 27, 2024 under the URL: <https://changer-project.eu/>.

The project website plays a key role in the project's communication strategy as it provides an online platform accessible by the public, showcases the project, holds all project achievements and updates, as well as its social channels in one place. Additionally, project deliverables are available for public use and consultation and further dissemination. The CHANGER website is being updated regularly to reflect the current state of the project. Project coordinator NCSR-D is responsible for the maintenance and update of the website, by sourcing content from all partners.

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The CHANGER website consists of these sections:

- About (Vision & Objectives, Partnership, Meet the Partner, Workplan)
- Ecosystem
- Resources (Publications, Deliverables, Media Kit, Videos)
- News & Events (News, CHANGER Cafés, Newsletters)
- Contact us

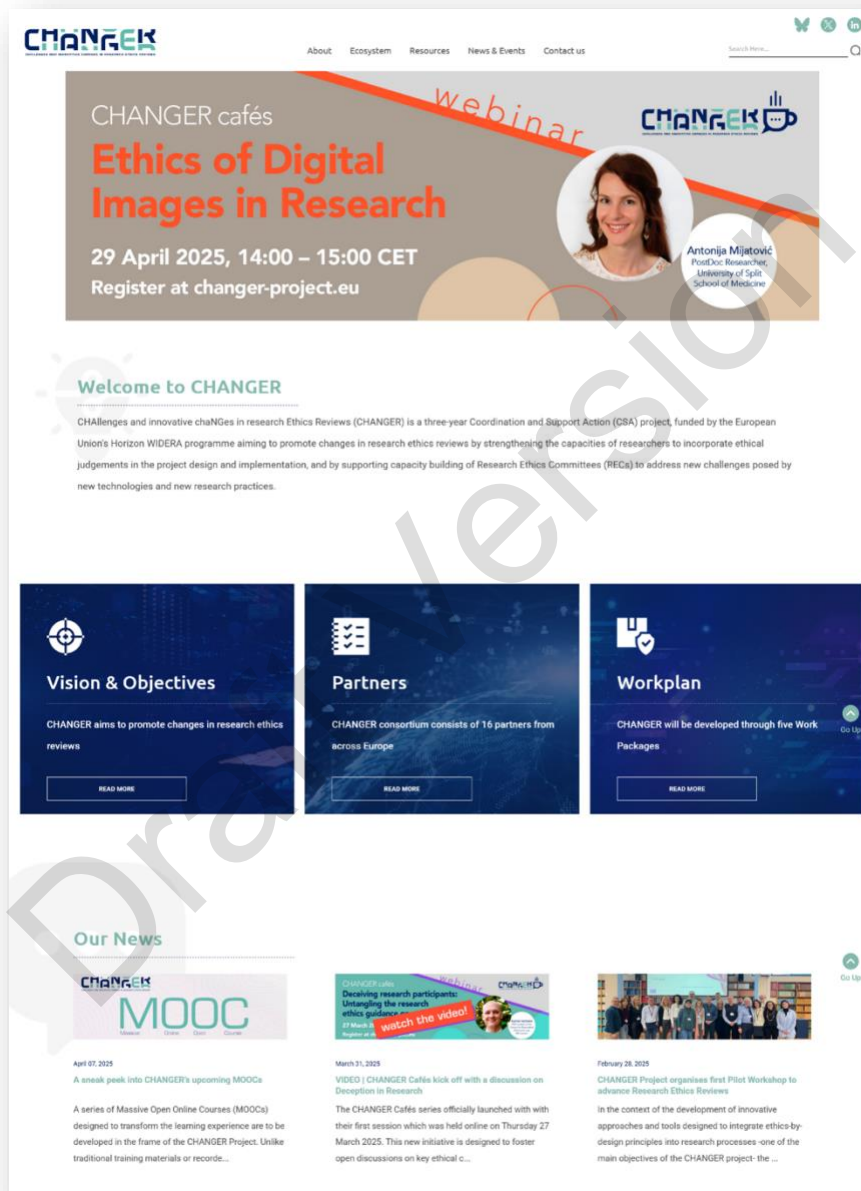


Figure 1: CHANGER website landing page

To monitor website usage and visitor behaviour, WP1 has employed website analytics tools (Matomo Analytics) linked to the website since its launch. Such tools help us monitor user behaviour and extract statistics so much so for reporting purposes as well as for extracting conclusions and then

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amending the communication and dissemination strategy as required. For the reference period between March 21, 2024, until June 15, 2025, the website has attracted more than 3,700 visitors.

The average engagement time within the website is approximately three minutes which is considered very good, when compared to the field average. A considerable number of users landed on the website via a direct link, provided through our campaigns. Organic traffic via search engines (Google etc.) and social media campaigns seem to have worked well in driving traffic to the CHANGER website.

As indicated in the analytics, the most visited page on the CHANGER website, is the *Home* page, followed by the *Partnership*, the *Vision & Objectives*, the *News* page and *Meet the Partner* page.

PAGE TITLE	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
Changer	4,029	2,935	53%	00:00:44	65%	3.58s
Partnership Changer	672	559	63%	00:01:18	50%	0.92s
Vision & Objectives Changer	494	418	59%	00:01:19	43%	0.88s
News Changer	596	409	69%	00:00:33	36%	2.05s
Meet the Partner Changer	583	405	65%	00:01:12	80%	2.17s

Figure 2: Most visited pages on CHANGER website

CHANNEL TYPE	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE
Direct Entry	2,748	6,121	2.2	2 min 7s
Search Engines	671	1,815	2.7	2 min 19s
Social Networks	324	848	2.6	2 min 18s
Websites	252	825	3.3	2 min 46s

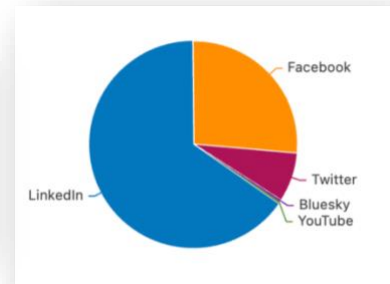


Figure 3: Direct entry & Social Networks

3.3.2 Social Media Channels

When the time came to choose from the variety of social media channels available, the Communications Team considered two main factors:

- *What does the domain and its stakeholders use?* We researched what social media the ecosystem, sibling projects, key stakeholders, policy makers, governmental bodies and the EC utilise.
- *What do our partners use?* Following thorough investigation of partners’ social media, it was decided to create accounts on social media channels that our partners would be able to follow and share content from. Thus, the choice was made to create accounts on Twitter / X and LinkedIn.

Twitter / X

Following the above-mentioned decision-making process, the creation of a Twitter account was decided in February 2024 (**@ChangerEU – 35 followers**).

Twitter / X allows users to frequently connect and interact with interested audiences in a synchronous way. Twitter is used to draw interested audiences to the website via specific weblinks. The account does not only share consortium and project updates, as they happen, but also aims to build a wider community around the areas of Research Ethics, which is the main area of interest of the project.

Although we have maintained an X account for nearly a year, recent developments regarding the platform—along with the decisions of several high-profile media outlets, universities, stakeholders, and influencers to reduce or cease their activity there—have influenced our strategy. We observed a very slow growth in followers, while many users have migrated to Bluesky. Additionally, the free version of X no longer offers access to analytics, limiting our ability to evaluate engagement. In this context, and following an in-depth discussion within the consortium, in March 2025, we decided to create a Bluesky account while continuing to maintain the X account pending future review.

We retained the same handle (**@changereu.bsky.social – 13 followers**) on Bluesky to make it easier for users to find us. Additionally, we used the available tools to maintain our follower base by connecting with those who had already joined the platform.

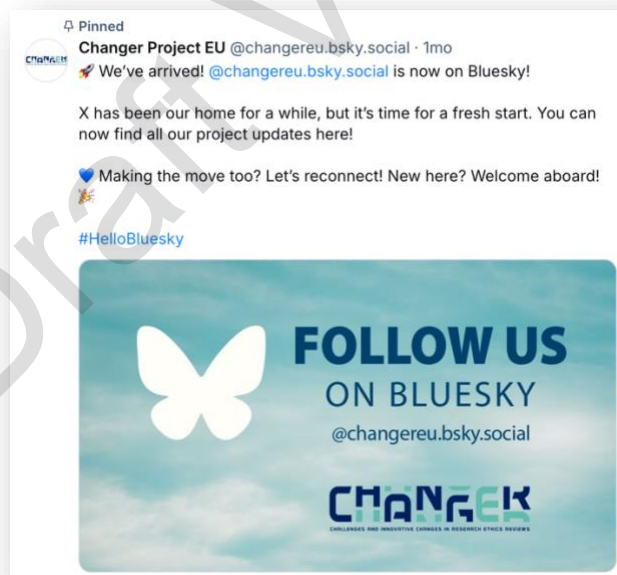


Figure 4: Bluesky post for our profile

LinkedIn

A LinkedIn page has been created under this URL [linkedin.com/company/changer-eu-project/](https://www.linkedin.com/company/changer-eu-project/) which has a rapidly increasing follower base with 407 followers on the page (KPI surpassed).

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A LinkedIn account can increase visibility among professionals, researchers, and stakeholders in the field, fostering networking opportunities for collaborations and partnerships. Through LinkedIn, CHANGER disseminates research outputs, publications, and project updates to a broader audience, thereby increasing the impact and visibility of the project’s activities. Additionally, LinkedIn facilitates engagement with stakeholders such as policymakers, universities, and researchers, enabling discussions, feedback, and interaction. Maintaining a professional presence on LinkedIn helps build the project’s brand and reputation within the research community and beyond, showcasing its expertise, achievements, and contributions to the field.

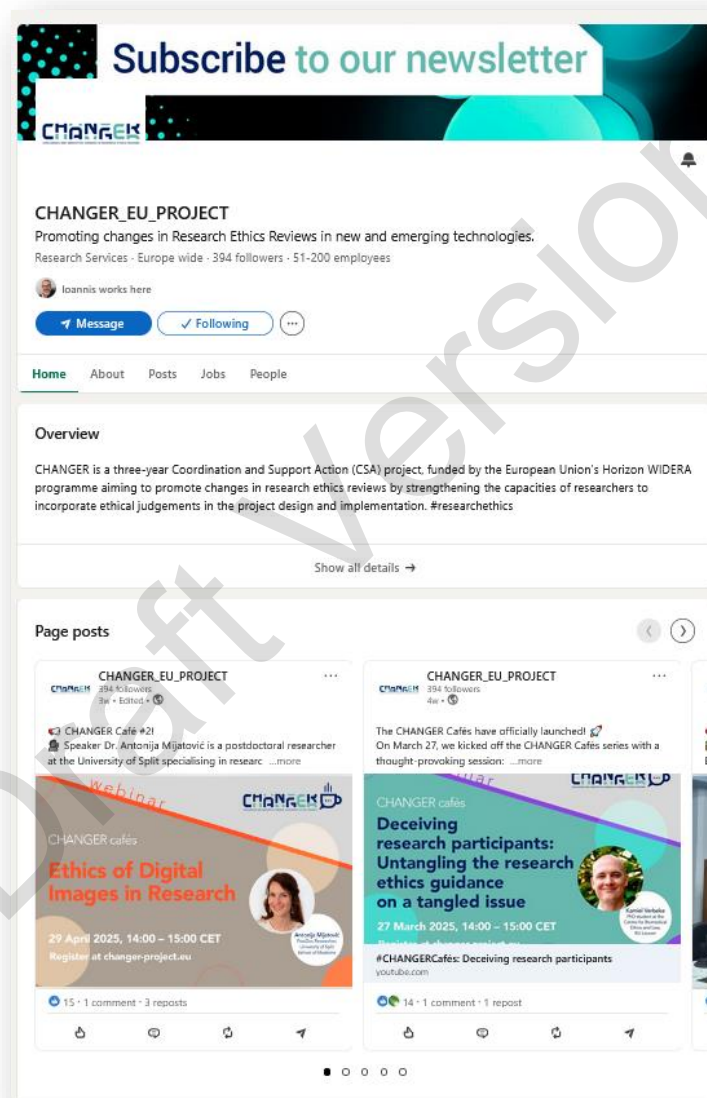


Figure 5: LinkedIn profile page

YouTube

After careful consideration, we have decided against creating a new YouTube channel for our three-year European project. Establishing a substantial subscriber base from scratch is both a challenging and time-consuming process that may not be the most efficient use of our resources. Instead, we will

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leverage the existing YouTube channel of NCSR-Demokritos Project Coordinator, which already boasts a strong follower base. To ensure our content is easily accessible and well-organised, we created a dedicated project playlist on this established channel. This approach allowed us to maximise our outreach and engagement efforts more effectively. All videos produced as part of the project’s activities are also available on the CHANGER website, under the dedicated [Videos](#) subcategory. A total of nine videos have been uploaded to date, accumulating more than 200 views overall.

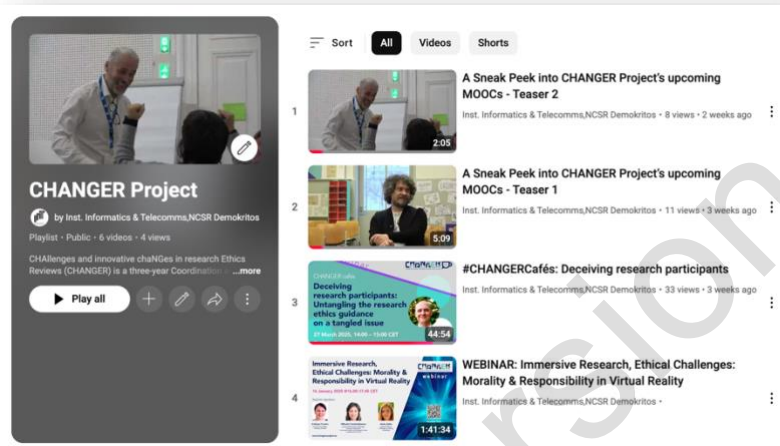


Figure 6: CHANGER YouTube playlist

3.3.3 CHANGER Cafés

CHANGER Cafés is a series of regularly scheduled, 30-minute to one hour, informational webinars designed to provide valuable insights on a variety of topics around the Research Ethics of new technologies and new research practices. These sessions serve as both educational briefings and training opportunities, offering participants a concise yet comprehensive learning experience. Each webinar is recorded and is being available on the website, ensuring information sharing for all.

A dedicated branding package—including a general banner, individual banners for each Café, virtual backgrounds, and a PowerPoint presentation template—has been developed by the Communications Team. Additionally, a dedicated page has been created on the CHANGER website to host all related materials. For each CHANGER Café, a targeted newsletter is published, and a *Thank You for Participating* email is sent to attendees, providing access to the event’s video recording and presentation materials. To date, we have organised four CHANGER Cafés: **CHANGER Café #1: Deceiving Research Participants: Untangling the Research Ethics Guidance on a Tangled Issue**, co-organised with KU Leuven on March 27, 2025, **CHANGER Café #2: Ethics of Digital Images in Research**, co-organised with MEFST on April 29, 2025, **CHANGER Café #3: The Role of Privacy Agents in Expressing Consent for Research** co-organised with RUG on May 26, 2025, and **CHANGER Café #4: Exceptionalism about AI?**, co-organised with NORSUS on June 20, 2025, attracting more than 100 participants in total.

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Figure 7: CHANGER Cafés dedicated comms material

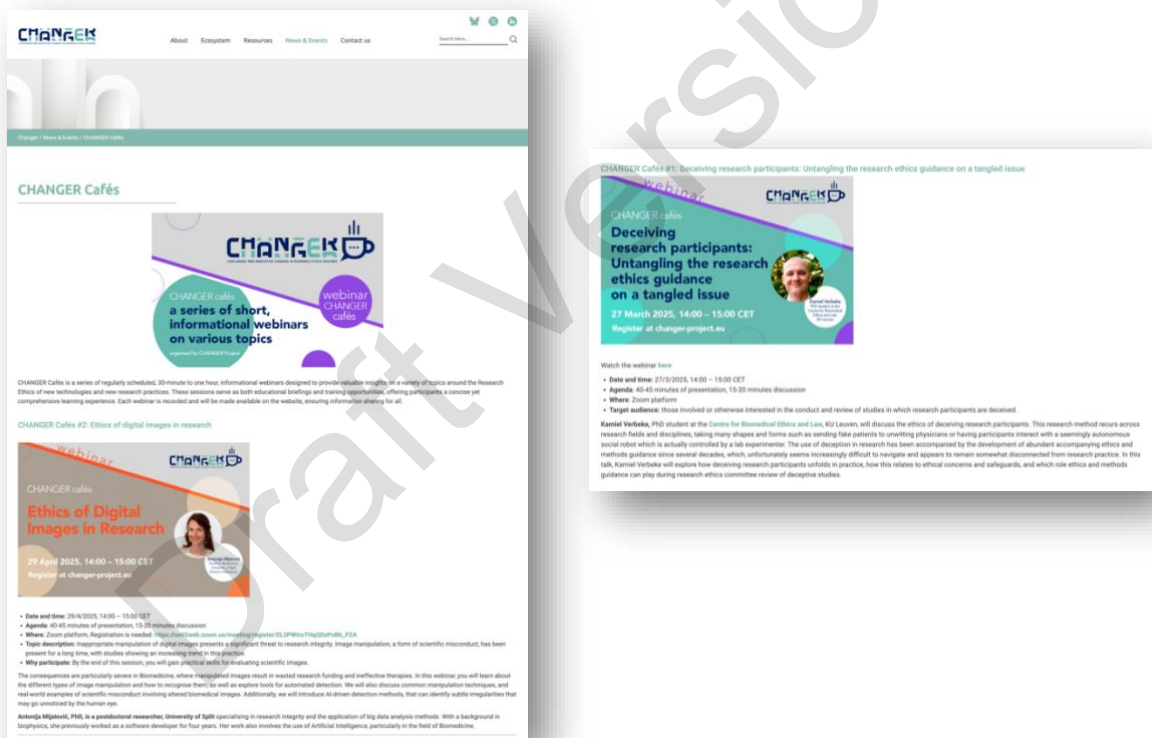


Figure 8: CHANGER Cafés dedicated page on website

3.3.4 Meet the Partner Campaign

In the frame of creating visual content in the first six months of the project and to further promote our work, a communication initiative named *Meet the Partner* has been created. This online activity is an initiative of the WP1 Comms Team with the purpose to promote partners, their role and work within the CHANGER project. Respective electronic banners have been designed, introducing to the wider public each organisation and its lead person working on the project. This activity was planned

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to be communicated once a week via the CHANGER project website and the project’s social media. The campaign appeared to have been quite successful, as reflected in our website analytics, which show a significant increase in traffic, and greater awareness of the project.



Figure 9: Dedicated visuals for the Meet the Partner campaign

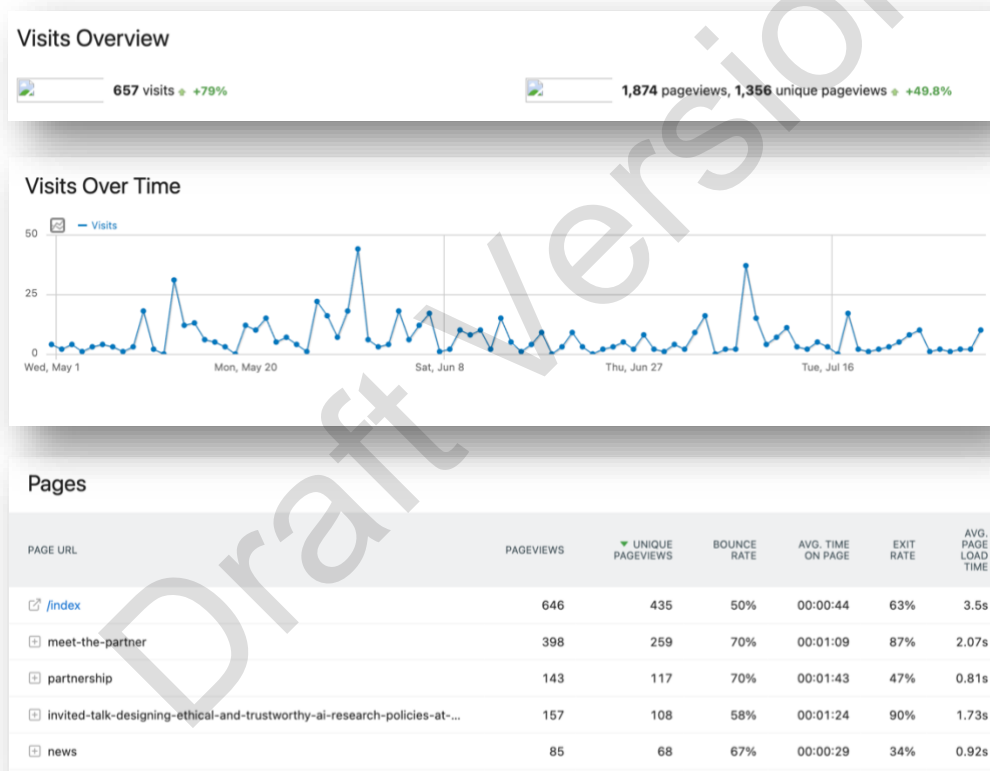


Figure 10: Website analytics showing increased traffic and *Meet the Partner* most visited page

3.3.5 Subscribe to Our Newsletter Campaign

As part of our **Subscribe to Our Newsletter campaign**, we developed a series of dedicated visuals and engaging social media posts to drive awareness and encourage sign-ups. The visuals were designed to align with our brand identity, using clear messaging and eye-catching designs to capture audience attention. We strategically scheduled posts across all CHANGER platforms (Twitter / X, LinkedIn and website) to maximise reach and maintain a consistent presence. As a result, we successfully gathered over 200 new subscribers.

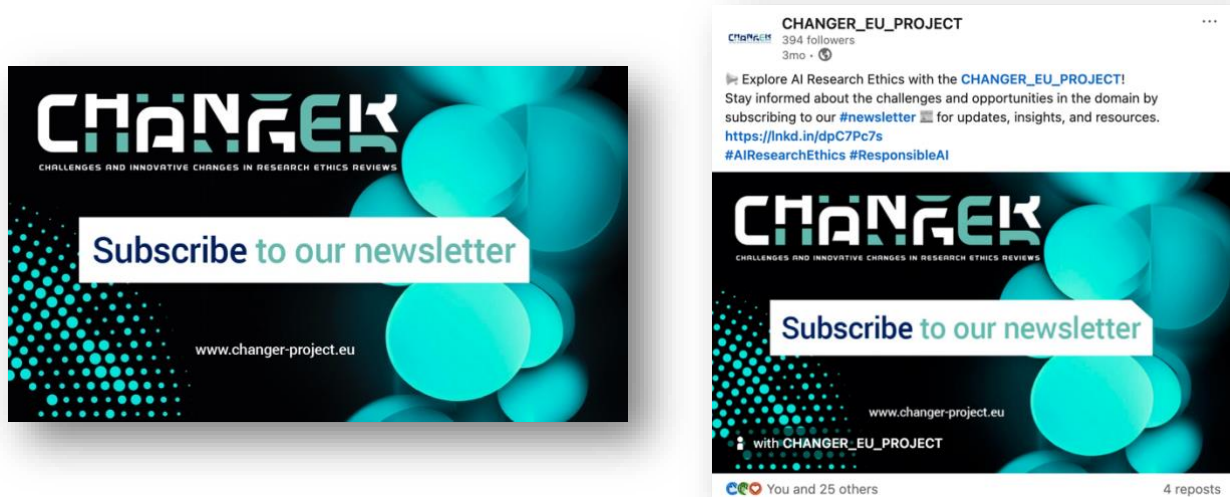


Figure 11: Dedicated visuals for *Subscribe to our newsletter* campaign

3.4 Communication Material

3.4.1 Visuals: Project Logo | Templates | Banners | Brochures

The CHANGER project logo was crafted by a professional graphic designer with the aim of creating a distinctive and memorable visual identity. Multiple logo options were developed and these options were presented to all partners for selection. The chosen logo, displayed below, is based on a smart, simple, and intuitive design that incorporates the project's full name, serving as a recognisable trademark to be consistently utilised across all communication channels, including the project website, presentations, posters, etc., thereby enhancing brand consistency, and increasing visibility.



Figure 12: Project Logo

To embed the project's brand identity across communications, **several project templates** have been produced to ensure consistency across partner usage including:

- A PowerPoint presentation
- Meeting agenda
- Meeting minutes
- Deliverables
- Virtual background for online events
- Poster template for conferences

The templates have been made available in the joint folder for ease of access by all partners since the very start of the project.

A series of electronic banners have been created to help promote the project online, bearing the project’s brand identity, logo and colours. These banners are freely available for partners to use on their social media, organisational websites, announcements about the project, etc. This material is also available on the CHANGER website under the [Media kit](#) section for use by journalists or other stakeholders. Corresponding visuals will be also created to visually enhance every communication campaign which will be scheduled to run through social media channels and on the website.

A virtual background has been created for online meetings (through platforms such as zoom, Webex, Google Meet and Microsoft Teams) to enhance the look and feel of the project when participating in meetings with external stakeholders or virtually presenting at events.

3.4.2 Newsletters

Newsletters have been scheduled for production for various reasons addressing specific target groups every time. The newsletters are informing about publications, events and highlighting project progress. These electronic newsletters are being disseminated to users who have willingly subscribed to the project newsletter through the relevant section on the website which is linked to a secure database (266 subscribers in total - Mailchimp). Newsletters are a tool that can assist with creating a community around the project and can help establish its sustainability and impact in the long term.

A total of seven newsletters have been sent to date, and published versions are available on the CHANGER website under the [Newsletters](#) subcategory. Additionally, a newsletter campaign—along with news items and social media posts—is carried out each time a new one is published.



Figure 13: Newsletters subcategory on website

3.4.3 Promotional Material (banners, exhibition booth, notepads, pens, flyers)

Promotional material plays a pivotal role in enhancing recognition and engagement. It boosts brand visibility as people bearing or using project-branded items and it fosters a sense of community among stakeholders, encouraging engagement and support. Additionally, these items act as effective promotional tools, spreading awareness and sparking interest in the project's mission. Consistent branding across merchandise reinforces the project's identity and credibility. Roll up banners can be

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created and used through the several physical events that CHANGER partners will attend, as well as designing visually appealing exhibition booths for active participation in flagship events organised by stakeholders will significantly enhance the project's visibility.



Figure 14: CHANGER eflyer

3.4.4 Media Relations

A [Media kit](#) has been created and is accessible for public use via the website. The kit includes the CHANGER logo in various formats, project Press Releases, as well as banners and visuals for social media in various sizes. Additionally, a dedicated list of journalists has been created who are frequently informed with project progress via Press Releases.

3.5 Event Participation / Organisation: Conferences | Workshops | Webinars | Meetings

Scientific work presentation in workshops, conferences, webinars and other occasions is yet another dissemination and communication activity and a key mechanism of engagement with the communities. In its first 18 months, CHANGER project has already participated and presented in several virtual events at European level, organised workshops and physically attended events. A total number of 17 participations of CHANGER in conferences, workshops, webinars and other events was achieved, which is a satisfactory progress relating to the dissemination KPI set (>20 in total).

For every participation in workshops, conferences, webinars and other occasions, a news item on the CHANGER website has been created and posts on all CHANGER social media channels, to inform wider audiences and promote CHANGER activities further.

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Figure 15: Various event participations by CHANGER partners

Additionally, as part of its objectives, the CHANGER project has actively engaged stakeholders through a diverse set of events, both physical and virtual. These gatherings have played a key role in fostering dialogue, knowledge exchange, and collaboration among researchers, ethicists, ethics experts, policy makers, and the wider public on pressing ethical challenges in science and technology.

Over the course of the first 18 months of the project, CHANGER has successfully **organised and co-organised 14 major events**, designed to address key themes such as participatory research ethics, ethics-by-design, and the implications of emerging technologies. These included high-impact webinars such as *Designing Ethical and Trustworthy AI Research Policies at EU Level* with Dr Michalis Kritikos, and *Organoid Technology: Ethical Challenges and Responsible Use*, co-hosted with BioMedLex. Further expanding its engagement, CHANGER also launched the *CHANGER Cafés*. On the physical side, the project held interactive workshops like the *Participatory Approaches in Research Ethics* event in Munich, co-organised with LMU Munich, as well as the Pilot Workshops, organised by CHANGER partners, in Greece, Portugal, Germany and Croatia. Another notable event was the expert meetings and workshops hosted by TU Wien, culminating in the *CHANGER-TU Workshop* and a focused *Cluster Meeting* with ethics specialists. Each event was carefully curated to bring together interdisciplinary perspectives, encourage dialogue, and support the development of tools and methodologies aligned with CHANGER’s core objectives.

The Comms Team developed tailored visuals and communication materials for each event, ensuring their promotion across all CHANGER channels, including the website, social media, and newsletter.

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Figure 16: Organisation of various events, physical & virtual

3.6 Deliverables, Publications

3.6.1 Deliverables

The public deliverables produced by the CHANGER project are uploaded on the project website under the dedicated [sub-section](#) in the *Resources* menu upon review by the EC and approval.

3.6.2 Publications

The major tool to reach one of our target groups, the scientific community, is that of disseminating the scientific publications stemming from the results of the project itself. To keep track of the publications, a methodology has been established along with an online spreadsheet to keep records of all the required details, i.e., type of publication, reference, official link, repository, link to repository, authoring partners etc. This online spreadsheet acts as a guide for WP1 partner that leads the communication and dissemination activities to plan further actions such as disseminating the publications further through the project website and social media. In keeping with the European Commission’s guidelines on open access publications, all publications will be made available through the dedicated area on the [project website](#) as well as through official repositories such as the Open Aire platform and [zenodo](#).

One of the major ways to reach the targeted scientific community disseminating the results from the project’s research efforts is to publish findings in journals and present them at scientific conferences and workshops. During the first 18 months of the project, a total of three scientific publications were produced, but only one published within the reporting period.

3.7 Supporting other WP with Communication Campaigns

As the lead of WP4, KU Leuven is responsible for developing a series of Massive Open Online Courses (MOOCs) aimed at transforming the learning experience. Unlike traditional training materials or recorded lectures, these MOOCs adopt a more engaging, interactive, and creative approach to education. **Two teaser videos**, produced by the KU Leuven team, offer a preview of the MOOCs’ content, which focuses on electronic informed consent (eIC). These teasers are designed to spark interest and invite learners to begin their educational journey. The MOOCs will be freely accessible through the CHANGER website and promoted via the project’s social media channels. To support their launch and raise awareness about CHANGER’s upcoming outputs, dedicated communication materials—including visual banners, a dedicated newsletter, a website news item, and social media posts—were also created.

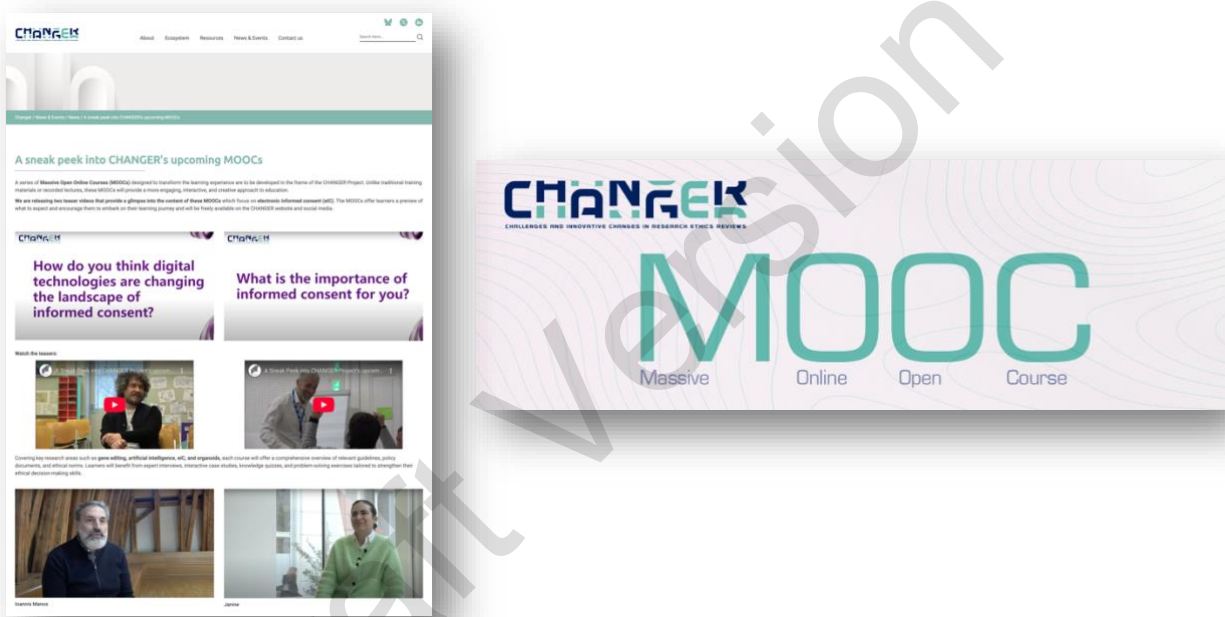


Figure 17: MOOCs comms material

In the near future, as WP5 begins to plan and organise the **Dialogue events**, WP1 Communications Team will provide support by developing promotional materials and overseeing the dissemination of information related to these events.

3.8 Collaboration with the Ecosystem

From the very beginning of the project, the Comms Team prepared and shared with the consortium a comprehensive list mapping all relevant stakeholders—such as organisations, projects, and communities—with the goal of initiating contact, exploring potential collaborations (e.g., co-organising events, joint publications), and ultimately fostering a broader community around CHANGER.

CHANGER project was invited to give a presentation during the **BriGRETE – Bridging the Gap: Research Ethics Training and Education** project meeting, which was held physically on July 9-10,

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2024, at NCSR-D premises, in Athens. More specifically, CHANGER’s Coordinator, Vasiliki Mollaki, presented the project, its vision, objections and work packages, while exploring possible points of collaboration.

On Thursday October 31, 2024, the CHANGER project took center stage at the **IRECS Research Ethics Cluster’s fourth virtual meeting**. Vasiliki Mollaki, Coordinator of CHANGER, led a comprehensive presentation on the project’s vision and objectives, sharing recent advancements in creating innovative guidelines and tools to support Research Ethics Committees (RECs). The IRECS Cluster includes: B1MG, HYBRIDA, POIESIS, PREPAREDEU, ROSiE, SupperMoRRI, TechEthos, XR4HUMAN, BEYOND, VERITY, RE4GREEN, STRATEGIC. Representatives from other networks included: from The Embassy of Good Science, EARMA, ENRIO, NERQ.



Figure 18: V.Mollaki presenting CHANGER at the irecs Research Ethics cluster

On October 23, 2024, the CHANGER EU project, in collaboration with BioMedLex, hosted a webinar titled *Organoid Technology: Ethical Challenges and Responsible Use*. The event explored the ethical and legal dimensions of organoid research, a rapidly advancing area in modern biomedicine. During the session, recently developed guidelines for the use of organoids in research were presented by Panagiotis Kavouras on behalf of the HYBRIDA project. Additionally, participants were introduced to the community platform The Embassy of Good Science, represented by Natalie Evans.

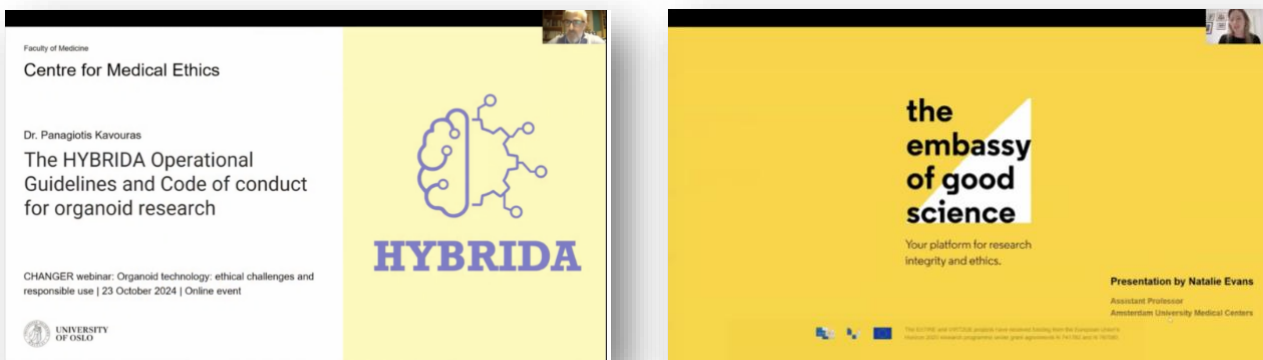


Figure 19: P.Kavouras, HYBRIDA Project & N. Evans, Embassy of Good Science were invited to present at the webinar organised by CHANGER project

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Additionally, related projects have been also published on CHANGER website under a dedicated page titled Ecosystem, providing information about the projects and contributing to their further visibility.

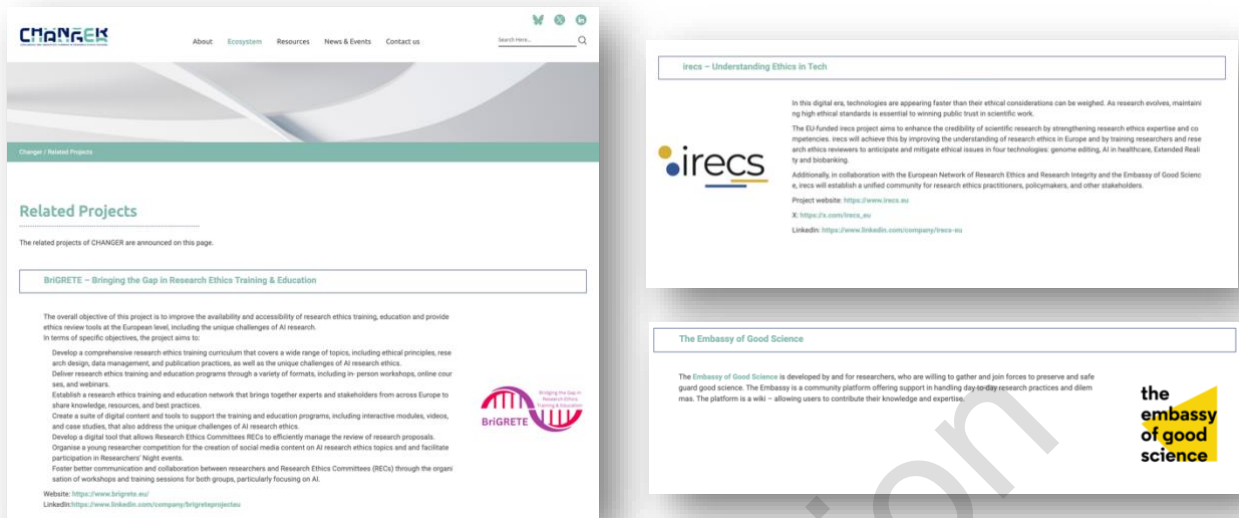


Figure 20: Ecosystem page on CHANGER website

Lastly, on January 30-31, 2025, a Cluster Meeting was organised and held at TU Wien in Vienna as part of the CHANGER project, where the following projects participated: Embassy of Good Science ENERI, IRECS, POIESIS, EARMA, EUREC at Erlangen, XR4 Human, Pro-ethic, Tech-ethos, IANUS, ALLEA, Beyond Bad Apples, Rosie, SOPS4RI, AIOLIA, to name few. A selected group of ethics specialists, experienced in assessing research and innovation, gathered for a lunch-to-lunch workshop to discuss emerging ethical challenges. Focusing on optimising ethics research and practice within a European framework, participants shared insights on building trust across diverse publics and scientific cultures. Scholars involved in EU-funded projects and independent experts contributed to rich discussions on strengthening research ethics and integrity.



Figure 21: Cluster Meeting in Vienna organised by TU WIEN

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3.8.1 Collaboration with the Embassy of Good Science

From the very beginning, CHANGER established contact with **The Embassy of Good Science**, and a [dedicated project profile](#) was created on the platform. This profile is intended to be regularly updated with project outcomes, tools, and other materials of value to the broader community. As mentioned above, The Embassy of Good Science was also featured in a CHANGER-organised webinar. In addition, the platform is highlighted on the CHANGER website under the [Ecosystem](#) category. The CHANGER profile on the Embassy platform was further promoted through a news item and posts across CHANGER’s social media channels.

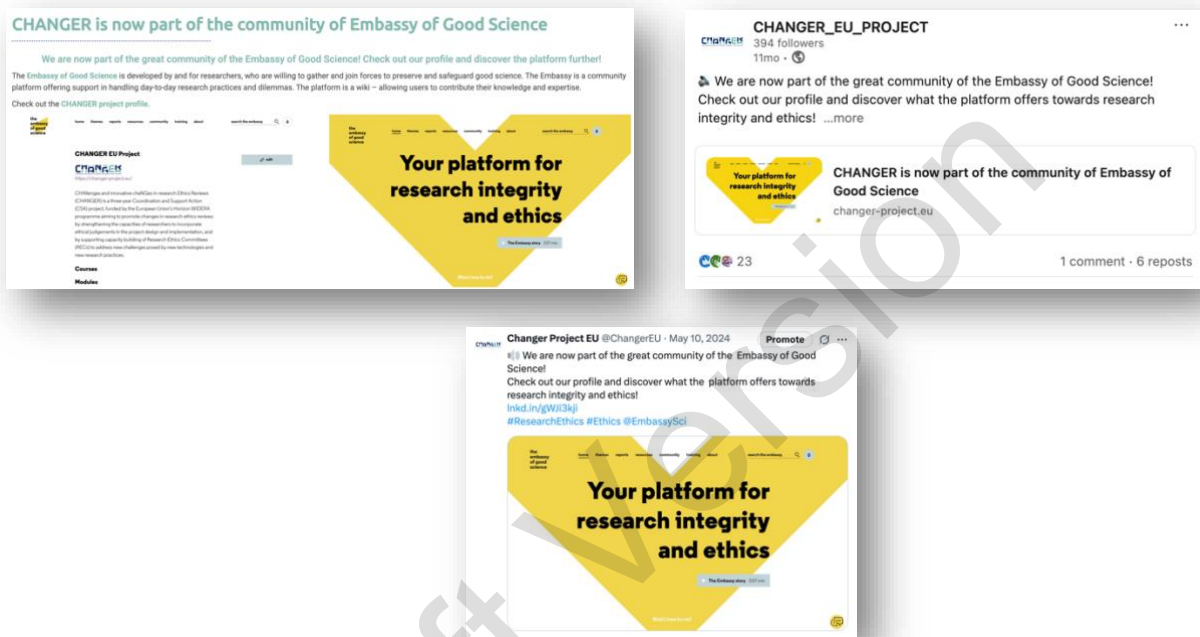


Figure 22: CHANGER profile on The Embassy of Good Science promotion

4 Exploitation Activities

In the context of the CHANGER project, exploitation activities aim to maximise the uptake and use of the project's outcomes within the research community and beyond. NCSR-D, along with other partners, will internally distribute the developed MOOCs (Massive Open Online Courses) (WP4) to their research staff, ensuring that the project's educational resources reach a broad audience of researchers. Similarly, the self-assessment tools and methodologies produced by CHANGER (WP3) will be made available internally to promote responsible research practices.

Partners who maintain strong networks with research audiences are encouraged to replicate this strategy, further extending the impact of CHANGER's results. Additionally, platforms like *The Embassy of Good Science* offer an excellent opportunity for wider dissemination and exploitation, providing a channel to share the tools, methodologies, and learning resources developed within the project with the broader European research community. Through these activities, CHANGER's outputs will contribute to fostering a more responsible and ethically aware research culture.

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5 Future Planning

The communication activities planned for the upcoming period will aim at reaching wider audiences. Project outcomes will be extensively promoted through popular articles and other outreach efforts. The partnership will increase efforts in dissemination and community engagement activities, such as publications and conference participation, focusing on more specific audiences, including scientists, policy makers, and domain experts—key stakeholders for achieving targeted and impactful results. Additionally, more publications and presentations at scientific events are planned, alongside an increased focus on policy-related activities.

Upcoming activities will include the organisation of additional CHANGER Cafés, support for Dialogue Events, the release of developed MOOCs, the CHANGER project’s Ambassador campaign which will aim to identify ethics experts internal or external to the partnership, who wish to transfer knowledge and good practices at a local level in their universities and research centres, and, of course, the final conference.

The CHANGER project is also committed to expanding its ecosystem by connecting with relevant projects and initiatives, while actively attracting users from these communities. As part of its ecosystem collaboration efforts, CHANGER will seek to enhance joint activities with related projects and is already coordinating dissemination initiatives with the Embassy of Good Science.

An exploitation activity which is planned is to create a CHANGER toolkit with methodologies and tools which will be developed within the CHANGER project, aiming to facilitate their use by researchers not only from academia but also from the private sector who aim at responsible research practices. Another key exploitation success will be that one of the project partners (UKIM) is planning to establish a Centre for Ethics and Responsible Research Practices (CERRP) with the help of the CHANGER partnerships, where some of the novel methodologies for ethics reviews developed in WP3 will be used to run the ethics review process at the University. Lastly, WP1 will continue to assist partners with the exploitation of more project outcomes, which will be fully realised in the coming months as more results are achieved.

6 Conclusions

The present document summarises the dissemination and communication activities that have been realised during the first 18 months of the CHANGER project. These activities follow on the footsteps of the outlined communication and dissemination strategy. As demonstrated, all the activities are progressing well and according to plan, thus meeting the dissemination and communication objectives and KPIs. Regarding CHANGER KPIs, in some sections, the project has already managed to achieve its total goals, in this 18-month period. For the KPIs that have not been met, the partnership will increase efforts to achieve the goals.

During the reported period, increased engagement has been sought and achieved with the Ecosystem, the collaboration will continue and aim to work on more joint communication activities.

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