

Euro BioImaging

Preparatory Phase II Project

D9.2 Report on the EuBI Preparatory Phase II external communication and outreach activities

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Abstract

During the period of PPII effective external communication and outreach has been achieved by using numerous communication channels and tools. In all these activities, WP9 was strongly supported by the EuBI Hub Host Candidates and worked closely together with all PPII work packages, particularly WP1, WP3 and WP5. We have capitalized on the relationships that we have developed with: 29 Node Candidates; more than 26 national imaging communities; more than 6000 individual stakeholders; representatives from the major European and national research organisations; research ministries; national and regional funding organisations; universities; scientific communities; and industry. Taken together, our outreach during PPII will ensure a smooth start to the EuBI ERIC operation.

D9.2 provides the overview on the external communication activities with the different stakeholder groups.

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1. Introduction

To secure the smooth start to the EuBI ERIC operation, raising awareness among EuBI's stakeholder groups during Preparatory Phase II was essential. To build on and continue the outreach activities from Preparatory Phase I and Interim Phase, external communication within the PPII period, WP9 organized the WP9 kick-off conference call (M3, 31 March 2016), to bring together the WP9 partners to discuss ongoing communication activities as well as future WP9 tasks. A major focus of this meeting was to discuss the external communication activities relating to the start of Euro-BioImaging's Interim Operation. This commenced in May 2016 and provided user access to 28 EuBI Node Candidates and their imaging technology platforms. Interim Phase is coordinated by the tripartite EuBI Hub Candidates in Finland, Italy and at EMBL. The Interim Board governs Interim Phase and comprises delegates from 16 European countries and EMBL. Overall, the effectiveness of EuBI's external outreach during PPII was greatly facilitated by Interim Operation.

In addition to Interim Operation, the Global BioImaging project has facilitated a global awareness of EuBI. Likewise, the close collaboration within the iNEXT and CORBEL projects has reinforced

EuBI's outreach across Europe. Of particular note was the 1st CORBEL Open Call for Research Projects, launched in autumn 2016, that supported User access to EuBI services. Here, EuBI services were most requested among all research infrastructure services in the group of ESFRI BMS infrastructures.

An essential measure to ensure coordinated outreach, is regular communication between the EuBI Hub Candidates. This has been achieved via regular conference calls at the leadership level of the Hub Hosts, physical meetings of Hub working teams with the Preparatory Phase II Executive Project Management, as well as PPII Work Package Leads. An additional key mechanism for the internal communication is the virtual, weekly meeting held between the three Hub teams to discuss all EuBI communication activities – from planning upcoming opportunities to assessing outreach.

In sum, WP9, supported by all other work packages, continually promoted EuBI services throughout PPII including: PPII project dissemination; Interim Operation; updates about EuBI development towards its various stakeholder groups; its structure; and plans for the future.

2. External stakeholders

To achieve effective external communication and outreach, it was essential to identify and map EuBI stakeholders. EuBI has a number of stakeholders with varying interests and objectives. These were identified and discussed in the following deliverables of both the Preparatory Phase I and II projects:

- PPI D3.2: Update of Vision of Euro-BioImaging
- PPI D3.7: Strategy for integration of new future partners and methodologies
- PPI D3.9: Strategy for inclusion of all relevant stakeholders
- PPI D5.8: Report on collaboration of Euro-BioImaging working groups, scientific and national user communities
- PPI D5.10: Report on external relations of Euro-BioImaging with policy makers, funding bodies, industry, and scientific communities
- PPII D9.1: Publication of the comprehensive communication strategy for Euro-BioImaging operation.

The submitted Deliverables referenced above are available for download [here](#). The below table summarizes EuBI's external stakeholders and the communication objectives aligned to those audiences:

Target audience	Definition	Objectives
Users	Individuals or small groups of academic researchers or representatives from industry that access components of the infrastructure. Users may be of any career stage.	To attract Users. To clearly explain EuBI's services and how these services can support research. To ensure that Users/potential Users can

		easily identify and access EuBI's services.
EuBI Nodes/Node Candidates	Imaging facilities participating in EuBI offering imaging technologies that are accessible by EuBI Users.	To promote EuBI Node visibility and support EuBI Nodes to give access to Users. To facilitate collaboration with industry in the areas of training and technology development.
National Imaging communities	Organised networks of people and facilities affiliated with imaging in research and development.	To promote mutual visibility. To facilitate collaboration with other communities in the areas of training, technology development, facility management.
Ministries	Individuals and teams affiliated with national governments.	To increase EuBI ERIC membership, for long-term sustainability. Demonstrate added value of EuBI to funders.
Industry	Representatives of industry, particularly those associated with the manufacture of biological and medical imaging equipment.	To promote EuBI services, imaging facilities, training and User and EuBI Node needs and activity. To foster dialogue and collaboration with EuBI Nodes.
Funding bodies	Formal organisations providing financial support to research projects, individual researchers and research infrastructure(s).	To make aware of the importance and added value that pan-European research infrastructures provide in-line with Funders' strategies.
ESFRI	National delegates in European Strategy Forum for Research Infrastructures.	To maintain effective visibility and dialogue to ensure EuBI activities, output and impact are visible and clear.
Collaborators	(1) Other Research Infrastructures, (2) Projects and key initiatives	To maintain awareness of EuBI and ensure the infrastructure is considered

	associated with the breath of the imaging community with which EuBI holds a partnership.	as a supportive and trusted partner. To establish mutually beneficial relationships to promote activities to overlapping stakeholders.
Reviewers	Researchers that are integrated into the imaging field that provide EuBI support by reviewing User applications.	To ensure the review process is easy to understand and complete. To clearly explain EuBI's services and how these services can support research.

In the next section we detail the external communication and outreach activities carried out during Preparatory Phase II and to which external stakeholder group(s) these activities were targeted.

3. External communication and outreach activities

Following identification and mapping of external stakeholders (discussed in section 2), it was important to consider various communication tools and activities to reach the target groups. Considering that stakeholder groups can often be reached via different methods, we have used broad and flexible channels and tools to ensure that no external audience is missed or neglected. We have monitored and adapted these over time, depending on external stakeholder needs and the messages EuBI wants to deliver.

a. EuBI website

Main target audience(s): All stakeholders, with particular focus on Users, Node Candidates, and national imaging communities.

The current EuBI web site (<http://www.eurobioimaging.eu/>) was launched in 2009 and continues to be the main EuBI external communication channel during Interim Phase. It is updated regularly by WP9 and WP1 to include a broad range of comprehensive information on EuBI-associated services, news and contacts. It also lists other useful information relevant to the imaging community at large such as job offers, meetings and conferences in the field etc. The website also includes important material for open access and download, including previous Preparatory Phase I and Phase II deliverables. The website also links to the Interim Web Access Portal, facilitating User Access during Interim Operation.

b. Interim Web Access Portal

Main target audience(s): Users, Node Candidates

With the support of WP9, WP6 and WP3 and based on the experiences of PPI proof-of-concept studies, WP5 developed content for the Interim Web Access Portal (www.eurobioimaging-interim.eu), to attract the first generation of EuBI users to apply for the Interim Operation access to 28 Node Candidates. The Interim Web Access Portal (WAP) gives a detailed overview on the benefits about using cutting-edge imaging technologies, including an explanation of the term open access. Detailed information also includes a “how to apply” tutorial video (see below), as well as the online application form itself, locations and detailed descriptions of the individual Node Candidates and their technologies, access to the Image Data Resource through prototype integration, new technology reporting form and reporting and feedback functionality system.

c. Tutorial video

Main target audience(s): Users, particularly academic researchers, Node Candidates.

Accessible via the EuBI Interim Web Access Portal and YouTube (<https://www.youtube.com/watch?v=tTxG6ceU8uA>), the Hub candidate team in Turku developed and launched a “How to apply for access” video in October 2016 in line with the launch of interim operation. This video is targeted towards first time Users, giving practical advice and support on how to apply for EuBI services and contact details of the EuBI help desk.

d. EuBI organised events

Main target audience(s): Node Candidates, national imaging networks, funders, ministries, collaborators.

An efficient way to reach and influence EuBI stakeholders is by hosting EuBI-focused meetings with the specific and targeted messages we wish to deliver. It is also an essential in maintains productive working relationships.

- Interim Board (IB) meetings in 2016 – 2017
 - 9th IB meeting, Rehovot (Israel) 9-10 March 2016; back-to-back with PPII kick-off meeting on 9 March 2016
 - 10th IB meeting, Frankfurt Airport, 25 April 2016
 - 11th IB meeting, Vienna (Austria), 5 July 2016
 - 12th IB meeting, Porto (Portugal), 19 Jan 2017
 - 13th IB meeting, Frankfurt Airport, 5 July 2017
- Global BioImaging Exchange of Experience I and II
 - EMBL Heidelberg, June 2016
 - NCBS, Bangalore, September 2017

- At both events, PPII WP1 and WP3 WP leads participated in this GBI meeting; updates were given on EuBI activities to researchers, technology developers, collaborators and industry.
- Representatives of Nodes meeting
 - EMBL Heidelberg, 10 June 2016
 - Organized by WP3 with the support of other WP leads; WP9 lead presented communication objectives and activities relevant for Node Candidates (promotion of EuBI communication material tailored for Nodes).
- Presented Euro-BioImaging to scientific and political stakeholders:
 - Austria; which joined the Interim Board (March 2016)
 - Janelia, USA (April 2016)
 - France (presentation at European life science authorization and authentication infrastructure workshop, May 2016)
 - Norway (presentation to NorBioImaging December 2016)
 - ELMI 2016 (Debrecen; presentation to the European stakeholder community – biological imaging and closed session for all EuBI Node Candidate representatives and national coordinators)
 - Hungary; which joined the Interim Board (August 2016) Finland (presentations to various political entities and industry partners 2016-2017)
 - Swedish National Microscopy Infrastructure meeting, Gothenburg (November 2016)
 - Denmark; which joined the IB as observer (December 2016)
 - Slovenia (presentation to national imaging community June 2017)
 - Austria BioImaging meeting, Vienna (June 2017)
 - ELMI 2017 (Dubrovnik; presentation to the European stakeholder community – biological imaging and closed session for all EuBI Node Candidate representatives and national coordinators)
 - NL-BioImaging stakeholders meeting, Netherlands (October 2017)
 - Conference “Seeing is Believing” October 2017, EMBL Heidelberg (presentation to the international imaging community)
 - Italy (presentation to imaging community November 2017)
- One to one consultations
 - WP9 carried out one to one meetings (Summer 2017) with representatives from Node Candidates and EuBI Users (previous, current and potential Users) to discuss their views and needs around EuBI Communication materials. The aim of this activity was to improve Communication with two major stakeholder groups and to strengthen relationships within the imaging community.
- Meetings with EuBI Industry Board
 - Molecular Imaging related industry meeting in Brussels, February 2016
 - Analytica Munich, February 2016
 - ELMI Debrecen 2016

- FOM, Bordeaux, April 2017
- ELMI Dubrovnik, May 2017
- Seeing is Believing symposium, 4-7 October 2017-12-14

e. Participation at third party events and meetings

Main target audience(s): All stakeholders

Another efficient way to reach and influence EuBI stakeholders, particularly new audiences, is via outreach at conferences and networking events. Members of the EuBI Hub Candidate, across all work packages, have attended numerous events and meetings during Preparatory Phase II. For example:

- ELMI 2016, Debrecen
- NEUBIAS, Brussels, March 2016
- Bridging Nordic Imaging, Gothenburg, April 2016
- Janelia Advanced Imaging Center, USA, collaboration visits & presentations, April and September 2016
- EMBO 2016, Mannheim, 10-13 Sep 2016
- Labeling & Nanoscopy 2016, DKFZ Heidelberg, 30 Oct-1 Nov 2016
- Imaging in Pharma R&D workshop, EMBL Heidelberg, 8-10 February 2017
- EMIM, Cologne, 5-7 April
- ELMI 2017, Dubrovnik, 22-26 May 2017
- Seeing is believing symposium, EMBL Heidelberg, 4-7 October 2017
- Academic Career Day, DFKZ Heidelberg, 21 October 2017
- CORBEL annual meeting, Amsterdam, October 2017
- ICRI 2016, Cape Town, October 2016
- ERIC Network meeting, Helsinki, May 2017
- ERIC Forum, Graz, 22-24 November 2017
- InRoad meeting, Rome, November 2017

f. EuBI Newsletter

Main target audience(s): All stakeholder groups, particularly Users, Node Candidates and National Imaging Networks.

The purpose of the newsletter is to inform, announce, remind, advise, advertise and instruct the EuBI community about imaging-related information. In general, the newsletter is a short publication that contains a catalogue of information that is easy to access. It is emailed to all voluntary subscribers of the newsletter. EuBI currently has over 5,600 newsletter subscribers from all stakeholder groups. Since the start of Interim Operation in May 2016, the EuBI newsletter has been published every six months. It is emailed directly to its subscriber list and is also advertised via social media and available for download from the [EuBI website](#).

g. Twitter

Main target audience(s): Users, particularly academic researchers, funders, national imaging communities and collaborators

EuBI commenced Twitter activity in May 2016 with the launch of Interim Operation with the view to increase EuBI visibility and increase the number of Users. This tool continues to be used regularly to promote up-to-date, EuBI-associated news and updates, stories, images, events (including live-tweeting events we attend), articles and job advertisements. In addition to promoting specific EuBI activities and driving more visitors to the EuBI website, EuBI's Twitter activity focuses on community building and networking. To date EuBI has 347 individuals and organisations following and sharing its updates.

h. LinkedIn

Main target audience(s): Users, particular academic researchers, Nodes, funders, imaging communities and industry.

Similar to Twitter, LinkedIn is a social media channel used to promote EuBI-associated news and updates, stories, articles and job advertisements. The main aim of this tool is to promote specific EuBI activities and aims to drive more visitors to the EuBI website and Interim Web Access Portal and, as such, activity commenced in May 2016 with the launch of Interim Operation.

i. Journal advertisement

Main target audience(s): Users

With the launch of Interim Operation in May 2016 WP9, with the support of WP1, developed and published an advertisement on the "Nature" online platform.

j. Image and video competition

Main target audience(s): Users, particularly academic researchers

In December 2017, with the support of the established PR working group, WP9 launched an image and video competition called "Research. Captured". The aim was two fold: to gain material for future EuBI communication materials and to raise EuBI visibility, particularly amongst potential Users. A specific operating environment was created for the competition to enable seamless communication and dataflow. The competition was advertised on the EuBI website, newsletter, social media (including a targeted Facebook advertisement campaign), printed posters. The competition was also communicated via email to the Node Candidates, personal networks and the imaging community.

4. Summary

In summary, during the period of PPII effective external communication and outreach has been achieved by using numerous communication channels and tools. In all these activities, WP9 was strongly supported by the EuBI Hub Host candidates and worked closely together with all PPII work packages, particularly WP1, WP3 and WP5. We have capitalized on the relationships that we have developed with: 29 Node Candidates; more than 26 national imaging communities; more than 6000 individual stakeholders; representatives from the major European and national research organisations; research ministries; national and regional funding organisations; universities; scientific communities; and industry. Taken together, our outreach during PPII will ensure a smooth start to the EuBI ERIC operation.