

WP4 – Dissemination & Outreach

D4.1 NEURONET communication strategy

Publishable summary

NEURONET aims to provide a platform for research projects that are focussed on medical conditions resulting in the gradual death of brain cells (neurodegeneration). This includes diseases such as Alzheimer’s disease, Parkinson’s disease and multiple sclerosis. In particular, NEURONET gathers research projects supported by the Innovative Medicines Initiative (IMI), Europe’s biggest funder of public-private partnerships in the life sciences field.

Amongst others, NEURONET aims to support scientists to enhance the visibility of their research, providing a platform that will act as a multiplier of impact (towards the wider society but also selected stakeholders). NEURONET pursues to identify research synergies and overlaps, creating links between IMI projects as well as with other international research initiatives and enabling stronger and more fruitful collaborations.

To fulfil these aims, NEURONET will support the communication and dissemination activities of IMI projects within the area of neurodegeneration, and communicate on the overall portfolio of individual projects. As part of these activities, NEURONET has already established a network of communication experts from the participating projects and it created a database of their communication strategies that will be updated throughout the project duration. This exercise assisted in the identification of communication challenges and the definition of NEURONET’s own overarching communication objectives, ensuring they are aligned with the existing communication strategies from the individual projects.

After the definition of its communication objectives, NEURONET has also identified its target audiences, i.e. to whom the information about the research activities of the individual projects and their value should be communicated (researchers, people affected by neurodegenerative diseases and their supporters, but also society at large) and how this could be done in a strategic way (using appropriate language and the right tools - such as websites, social media and newsletters, while leveraging on the channels of partners and projects).

In addition to the external audiences, NEURONET’s communications also entail sharing periodic updates on activities within the consortium and the other research projects.

The following communication strategy provides a framework with explanations on how the communication and dissemination activities will help NEURONET fulfil its overarching communication aims, ensuring that its goals are clear and achievable. The communication strategy will remain open to changes and undergo updates, enabling it to evolve with the development of the programme and launch of new projects.