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Table of Contents

Executive Summary	7
1. Introduction	7
2. Scope of the deliverable	8
3. Dissemination strategy	8
4. Communication tools	9
4.1. Project Website	9
4.2. Social Media	10
4.3. Dissemination material	10
4.4. Dissemination activities performed	13
5. Upcoming events and activities	17
5.1. Upcoming events	17
5.2. Further activities	17





Metal complexes of a naturally inspired framework functionalized for cytotoxic and catalytic efficiency

D6.2. The exploitation and dissemination plan including communication activities

Deliverable Report

Due date: M6

Lead Beneficiary: CENTIV

Dissemination level: PU

Version: 1.0





Project information

Project title: Metal complexes of a naturally inspired framework functionalized for cytotoxic and catalytic efficiency

Project acronym: MET-EFFECT

Consortium members:

1. Innovative Centre Faculty of Chemistry Belgrade Ltd. (Coordinator)
2. Venus Roses Labsolutions Ltd., Bulgaria (Beneficiary)
3. Centiv GmbH, Germany (Beneficiary)
4. UNI GRAZ, Austria (Beneficiary)
5. Associacao do Instituto Superior Tecnico para a Investigacao e Desenvolvimento, Portugal (Beneficiary)
6. Case Western Reserve University, USA (Associated partner)

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Deliverable information

Deliverable: D6.2.

Deliverable title: The exploitation and dissemination plan including communication activities

Deliverable description: Report on the networking activities

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Lead author: Monica Trif and Malte Bethke, CENTIV

Person responsible for D6.2.: Monica Trif and Malte Bethke, CENTIV

Means of verification: Report



Executive Summary

The WP6 is responsible for the website and dissemination materials development, social media, dissemination and communication of the outcomes and results, and future action plan and assessments. Deliverable 6.2 presents all the performed and planned actions related to communication on the MET-EFFECT project and proposed activities to achieve successful dissemination to ensure awareness amongst the targeted communities.

1. Introduction

An exploitation and dissemination plan, along with communication activities, is crucial for maximizing the impact and visibility of a project or initiative in general. Some key elements to consider when developing MET-EFFECT's effective plan:

- **Objectives:** established clear objectives of exploitation and dissemination plan. What specific goals do MET-EFFECT partners want to achieve through these activities, e.g. raising awareness, attracting stakeholders, promoting adoption, or sharing knowledge.
- **Target Audience:** MET-EFFECT identifies a target audience or stakeholders who will benefit from the project's outcomes or which are essential for its success. This will include researchers, the general public, specific communities, industry professionals, and policymakers. Understanding MET-EFFECT's audience will help tailor communication strategies to reach and engage them effectively.
- **Communication Channels:** MET-EFFECT partners will determine the most appropriate communication channels to reach the target audience. It will include a combination of traditional and digital platforms such as websites, social media, newsletters, press releases, conferences, workshops, webinars, or direct outreach to relevant organizations.
- **Key Messages:** MET-EFFECT partners will develop clear and concise key messages that convey the value, impact, and significance of the project. Highlight the unique aspects, benefits, and potential applications to resonate with the targeted audience. Will adapt the messages to different channels and audiences while maintaining consistency.
- **Content Creation:** MET-EFFECT partners will create engaging and informative content to communicate the project effectively. It will include articles, testimonials, success stories, case studies, videos, or interactive tools. The content will suit the preferences and needs of the project's target audience.
- **Collaboration and Networking:** MET-EFFECT partners will establish partnerships and collaborations with relevant stakeholders to amplify the reach of the MET-EFFECT project. Will engage with industry associations, academic institutions, NGOs, or government agencies to leverage their networks and resources for dissemination.
- Will participate in conferences, workshops, or events related to the project's domain to build connections and share insights.
- **Monitoring and Evaluation:** MET-EFFECT will implement mechanisms to monitor and evaluate the effectiveness of dissemination and communication activities. Track metrics such as website traffic, social media engagement, media coverage, or audience feedback to assess the reach and impact of project's messages. The insights gained will be used to refine the strategies and optimize future efforts.

- **Timeline and Resources:** MET-EFFECT will develop a realistic timeline for dissemination and communication activities, considering project milestones and deliverables. Allocate appropriate resources to support these activities adequately.
- **Intellectual Property and Protection:** MET-EFFECT will ensure that the dissemination activities align with any intellectual property (IP) considerations or restrictions. Protect confidential information or sensitive data by applying appropriate measures and considering legal requirements.
- **Continuous Engagement:** MET-EFFECT will maintain regular communication with the target audience even after the project concludes. This fosters long-term engagement and promotes sustainability. Provide updates, share ongoing results, and encourage feedback or collaborations to nurture a supportive community around the MET-EFFECT project.

2. Scope of the deliverable

The present deliverable scope is to outline all the proposed communication-related tasks for the MET-EFFECT project as well as how to carry them out. It offers details on the project plan for employing, using, and spreading the knowledge acquired throughout the MET-EFFECT project. One of the research projects' strategic goals is to share its findings, problems, and developments with the scientific and industrial communities. It will be clearly described the communication's major focuses, the key points to convey, the target audience, and the best technique to accomplish a more effective long-term dissemination strategy.

MET-EFFECT will develop an effective, dynamic, and adaptive exploitation and dissemination plan. Will regularly assess its progress, learn from the outcomes, and adjust the strategies accordingly to maximize the impact of the MET-EFFECT project.

3. Dissemination strategy

MET-EFFECT dissemination strategy refers to the planning and implementation of a comprehensive plan to communicate and share information about a particular project or initiative with a target audience. The goal is to effectively spread knowledge, raise awareness, and engage stakeholders to maximize the MET-EFFECT project's impact.

Some aspects have already been discussed and planned (before the official start of the project on 1.01.2023) during **an online meeting of consortium representatives** (Ljiljana Mihajlović-Lalić, Ph. D., Hristina Hristova, dipl. chem. eng., Monica Trif, Ph. D., Maria João G. Ferreira, Ph. D., Prof. Jörg Schachner, Ph. D., and Todor Tashev, M. Sc.), familiarizing participants with call rules, presentation of impressions from Coordinator's day, clarification of budget structure, which was held on December 15th, 2022.

The exploitation and dissemination strategy has been developed taking into consideration some key steps:

- Clearly outline the purpose of the MET-EFFECT project and the desired outcomes. Identify what information or message the MET-EFFECT project wants to disseminate and to whom.
- Identify MET-EFFECT's target audience (specific groups or individuals) who would benefit from or be interested in the MET-EFFECT project- considering their demographics, interests, needs, and preferred communication channels.

- Craft the MET-EFFECT message in a way that is relevant, compelling, and easily understandable to the target audience. Will focus on the key benefits and impacts of the project and address any potential concerns or objections.
- Have been selected the most appropriate communication channels to reach the target audience effectively.
- Developing high-quality content has been proposed that supports the project message and is suitable for the chosen communication channels.
- To establish partnerships and collaborations, MET-EFFECT partners started to identify potential stakeholders or interested groups/running projects who can help amplify the project message and extend the project reach. Further engagement with them and exploring opportunities for collaboration or joint communication efforts.
- Continuously track the effectiveness of dissemination efforts and gather feedback from the target audience. This will help partners to assess the impact of the MET-EFFECT project and make any necessary adjustments to improve future communication.
- MET-EFFECT encourages open communication with the target audience.
- MET-EFFECT establishes metrics or indicators to measure the success of the proposed dissemination strategy. This includes metrics like website traffic, social media engagement, media coverage, or changes in knowledge and behavior among the target audience.

4. Communication tools

A comprehensive list of all communication media and tools available to drive the MET-EFFECT communication:

- Presentations
- Scientific articles
- Conferences participation
- Leaflet
- Poster
- Promotional means (goodies)
- Website
- Social media
- Press releases
- Partners' internal communications (website)

The primary dissemination initiatives involve posting the MET-EFFECT project aim and objectives to specific user forums where the user needs will be gathered and discussed in the wake of presentations made during the project.

Below is a list of the communication channels and tools already available and used for the MET-EFFECT project:

4.1. Project Website

MET-EFFECT website, is available at the following link: <https://met-effect.com>. The project website is the main instance for communication and dissemination of project activities and outcomes. It will ensure day-to-day access to information related to the project.



- a general presentation of the project
- a general presentation of the Consortium and people
- public deliverables
- contact information.

The official project link from the CORDIS platform is available:
<https://cordis.europa.eu/project/id/101086373>.

4.2. Social Media

Regular information regarding the project outcomes was/will be published using social media, such as:

ICFCB official website: <https://www.chem.bg.ac.rs/projekti/222/index-en.html>

LinkedIn: <https://rs.linkedin.com/in/met-effect-horizon-europe-946188268>

Facebook: <https://www.facebook.com/profile.php?id=100093288843151>

targeting both the general public and selected social groups.

4.3. Dissemination material

MET-EFFECT Consortium will prepare specific materials such as leaflets, presentations, press releases, project proceedings, etc., to ensure that a wider public audience is addressed. MET-EFFECT identity portfolio consists of:

Project logo: the logo (Figure 1) is inspired by the structural design of an efficient molecule that will be promoted in the field of metallodrugs and homogenous catalysis. The first acronym letter M reflects the suitable metal center (M-metal, in this case, iridium) bonded to the ligand scaffold.

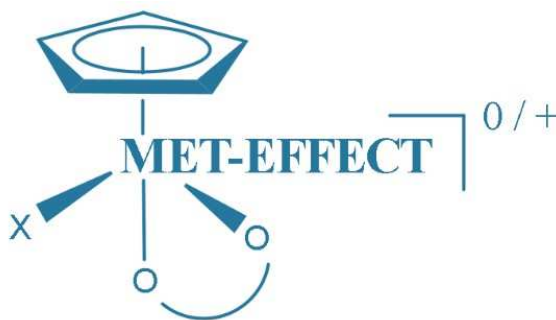


Figure 1. MET-EFFECT logo

Presentation template: includes different layout slides to be used when presenting the MET-EFFECT project to external parties (Figure 2).

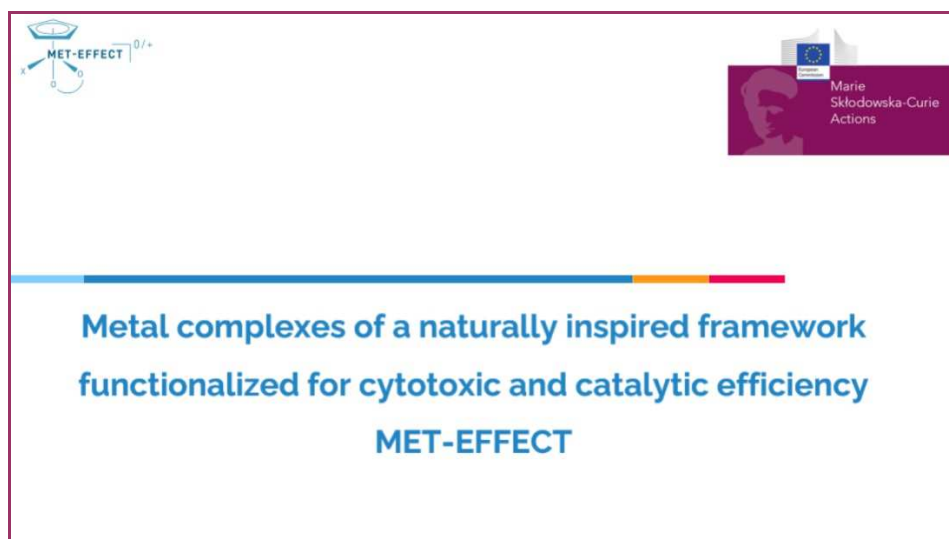


Figure 2. MET-EFFECT presentation template

Reports (deliverables) template: are to be used especially for submission of MET-EFFECT project deliverables, ensuring the same overall visual identity when publishing project deliverables (Figure 3.).

Fyer (Figure 4) and Roll-up (Figure 5.): MET-EFFECT roll-up poster has been designed and will be used for dissemination and communication purposes to advertise the project at conferences and other events.



Figure 3. MET-EFFECT reports (deliverables) template



Figure 4. MET-EFFECT flyer



Figure 5. MET-EFFECT roll-up and Consortium representatives

4.4. Dissemination activities performed

Additional scientific dissemination activities involved ad-hoc participation in conferences and events, such as:

4.4.1. Ljiljana Mihajlović-Lalić, PC, presented MSCA-SE call and MET-EFFECT goals in the frame of "Science to industry" at the very beginning of the project implementation (January 2023). The video is available on the YouTube channel dedicated to scientific projects (<https://www.youtube.com/watch?v=wUlpR8spHII>).

4.4.2. Monica Trif (Centiv project partner) has joined the **6th General Assembly of the ALEHOOP project**, which was held at EV-ILVO Melle, Ghent, Belgium, on **June 6th and 7th, 2023**. Project basic information was presented.

4.4.3. Monica Trif (CENTIV project partner), has attended **Sylplant EU project Kick-off meeting**, in Paris, France, on June 13-14, 2023. Project basic information was presented.

4.4.4. **59th Meeting of the Serbian Chemical Society** was held on **June 1-2, 2023**, at the University of Novi Sad, Faculty of Sciences, Serbia (<https://hdv.org.rs/59shd/home.php>) (Figure 6.). The event gathered approx. 150 scientists and company representatives who shared new research results in various fields of chemistry and technology. The scientific conference program comprised plenary and invited lectures and approx. hundred oral and poster presentations. The overall atmosphere generated fruitful discussions, especially during a panel discussion, initiating new connections and potential collaborations.

Keeping in mind that 2023 is the first project year, project national representatives share the opinion to present project objectives, ideas, and means of implementation by presenting MET-EFFECT core at national events. In that sense, the project participant from Innovative Centre Faculty of Chemistry Belgrade Ltd., Stefan Nikolić, Ph. D., presented the project and coordinating institution (Innovative Centre Faculty of Chemistry Belgrade Ltd.) in a 15 min oral talk. The presence of the MET-EFFECT team was spotted by suitable pictures and boosted by sharing project material. The project team sincerely hopes that the talk inspired researchers to participate in Horizon Europe Scheme regardless of their career stages.

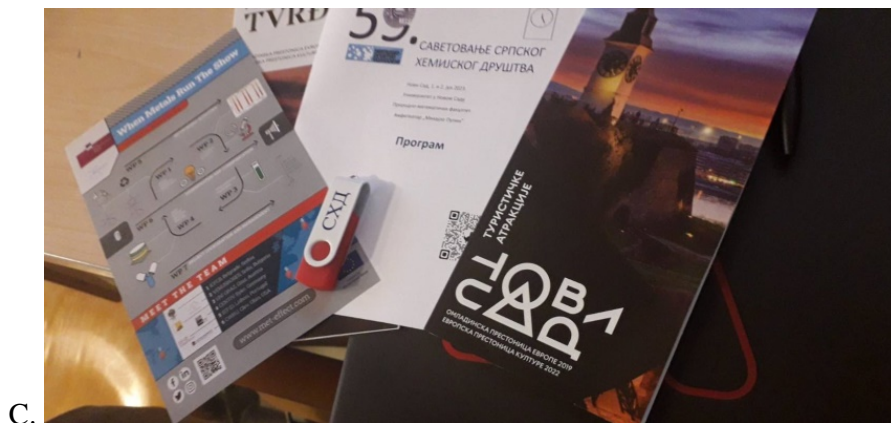
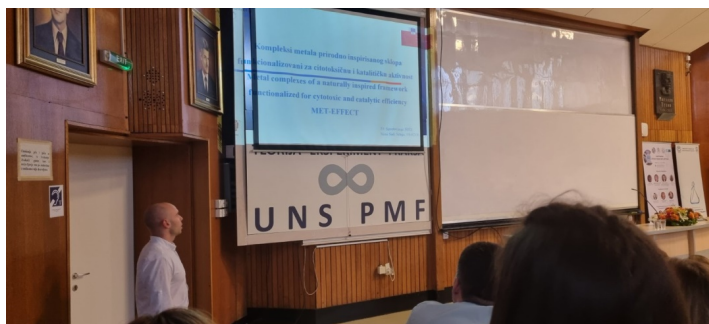
4.4.5. **Annual meeting of employees at ICFCB** was held on **November 3rd, 2022**, in the Meetings hall at the Faculty of Chemistry-University of Belgrade. Kindly initiated by ICFCB's director, prof. dr Maja Gruden-Pavlović, the meeting gathered potential participants in the project implementation with a special focus on the conduction of the secondments. For this occasion, the project coordinator, Ljiljana Mihajlović-Lalić, presented the project's basic information, call rules, workflow, team members etc (Figure 7. A.). Moreover, she invited and motivated colleagues to join the MET-EFFECT team to expand the project network and boost its dissemination among young researchers (Figure 7. B.).

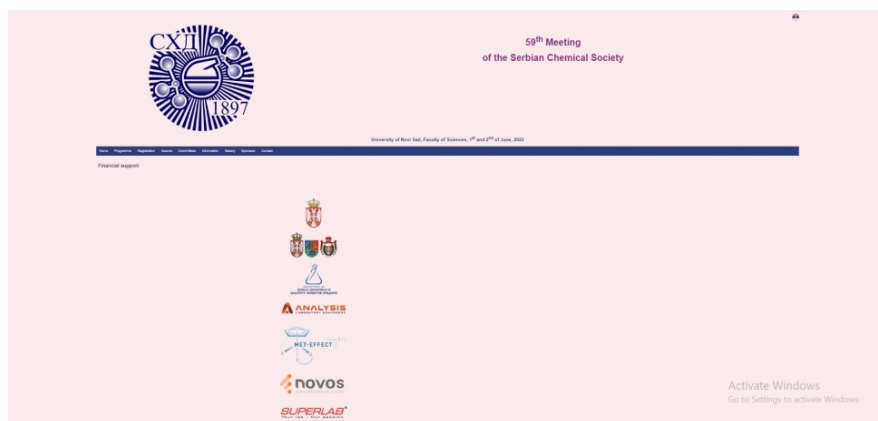
4.4.6. **"Smart Diaspora 2023"** conference took place in Timișoara, Romania, **10-13 April 2023**, an event under the High Patronage of the President of Romania and the auspices of the Romanian Government, carried out by the Timișoara University Alliance, in partnership with the Ministry of Education and the Ministry of Research, Innovation and Digitization, UEFISCDI and the Romanian Academy. Monica Trif (partner CENTIV) presented the project's basic information (Figure 8.).

4.4.7. On the **19th of April 2023**, there was a **meeting in Lisbon at Instituto Superior Técnico**, that involved all members of **Group 5 of Centro de Química Estrutural**, to which Maria João Ferreira (MJF) belongs to. This meeting aimed to showcase each group member's work to the group that currently has around 50 people, including M. Sc. and Ph. D. students, researchers, and Faculty members. MJF took the opportunity to explain the project MET-EFFECT to her colleagues by doing an oral presentation to the group (Figure 9.).



4.4.8. **Stance4Health Final Conference, “Taking a Stance4Health: Personalised Nutrition for Public Health”** in Brussels, Belgium on 10th of May, 2023. Monica Trif (partner CENTIV) presented the project's basic information.





D.

Figure 6. Photos from **59th Meeting of the Serbian Chemical Society**, Serbia: A. Project representative, Stefan Nikolić, Ph. D., near MET-EFFECT roll-up banner stand; B. Project representative, Stefan Nikolić, Ph. D., presenting MET-EFFECT; C. Project flyers as promoting material; D. MET-EFFECT participation at the conference.



A.



B.

Figure 7. Photos from the **Annual meeting of employees** at ICFCB, Belgrade, Serbia: A. MET-EFFECT project coordinator, Ljiljana Mihajlović-Lalić, presented the project; B. the group of participants.



A.



B.

Figure 8. Photos from “**Smart Diaspora 2023**” Timișoara, Romania: A. Monica Trif (partner CENTIV); B. the group of participants from Romania, Ireland, France, The Netherlands, Germany, Italy, Spain, the Republic of Moldavia, and the USA.

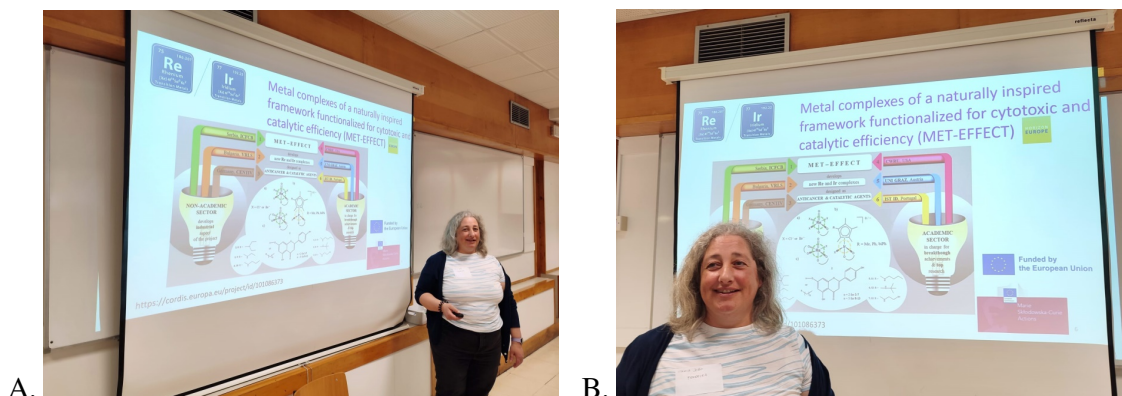


Figure 9. Photos from the meeting in Lisbon at Instituto Superior Técnico, involved all members of Group 5 of Centro de Química Estrutural, Maria João Ferreira (MJF) partner

5. Upcoming events and activities

5.1. Upcoming events:

- Monica Trif (CENTIV project partner) will join the **NEXT GENERATION PROTEIN CONFERENCE**, organized by **NextGenProteins EU-funded project consortia**, Bremerhaven, Germany, 7-8 September 2023
- MET-EFFECT Consortium will participate with a manuscript (short proceedings paper, 3-6 pages) (during the conference: a poster, a slides presentation (in PDF), and/or a short video presentation (max. 3-5minutes) as supporting material for the paper) at **2nd International Electronic Conference on Chemical Sensors and Analytical Chemistry**

(**CSAC 2023**), which will be hosted online, from 16 to 30 September 2023, at [CSAC2023.sciforum.net](https://www.sciforum.net/journal/Engineering-Proceedings). This includes publishing proceedings in the MDPI journal *Engineering Proceedings* (indexed within Scopus, ISSN 2673-4591) and participating in the live session.

- MET-EFFECT Consortium will participate with a poster at **22nd International Conference "Life Sciences for Sustainable Development"** organized by the University of Agricultural Sciences and Veterinary Medicine from Cluj-Napoca on 28th - 30th September 2023. The summaries of the presentations will be published in the "Book of Abstracts" (ISSN 2392 – 6937). The activity represents the opportunity to publish for free the presentation (oral or poster) in English, full-paper, after peer-review evaluation, as a research article or short communication in Bulletin of UASVM-CN (indexed in prestigious international databases).
- CENTIV will participate in **PROMISEANG EU project Kick-off meeting**, on September 15th in Warsaw, Poland.

5.2. Further activities

- Project Leaflet Template for visual communication and as dissemination materials to be used for advertising the MET-EFFECT project outcomes at conferences and other events,
- New channels are being considered (e.g. YouTube, Instagram, Twitter)
- A Special Issue (Research Topic) will be proposed in a reputable scientific journal on the subject of MET-EFFECT research objectives



- An action plan will be developed during the next consortia meeting in 2023 to provide a clear view of all the dissemination activities planned, such as papers, presentations, posters, or exhibitions proposed by the MET-EFFECT partners to be carried out by the project until the end of the year 2023 and upcoming year 2024.
- Synergies with other European initiatives and platforms and cooperation with these third parties.

