Coordination Chemistry Inspires Molecular Catalysis

H2020-MSCA-ITN-2019-EJD

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VERSION HISTORY

Version	Date	Modifications
0.1	16/07/2020	First draft version
0.2	26/08/2020	Quality Review
1.0	31/08/2020	Submitted to EC

ABBREVIATIONS AND ACRONYMS

PMT	Project Management Team
WP	Work Package
CMS	Content Management System
OC	Outreach Committee
SU	Student Union

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1. EXECUTIVE SUMMARY

The present document is the deliverable "D7.2 – CCIMC Communication Plan" of the CCIMC project (Grant Agreement No. 860322), funded by the European Commission's Horizon 2020 Research and Innovation Program (H2020).

This document outlines the objectives and actions for optimizing communication and public engagement of the CCIMC-ITN-MSCA Project in maximizing social impact and for informing about the project itself and its funding by the European Union, complying with the Article 38 in the Grant Agreement.

2. Introduction

The CCIMC Communication Plan (CP) will involve all beneficiaries, partner organisations and ESRs. This plan is the unique way to keep all participants aware and committed to the communication strategy developed at several stages of the work plan and aiming at different target groups. The plan was introduced to the consortium during the kick-off meeting and will be updated at least once a year, since this is a continuous process.

The communication plan details which activity is organised, why, by whom, when, where and for which public. It aims to advertise the CCIMC network as widely as possible; make the Network a platform of good practices for other joint doctorate degrees; continue to acknowledge the results obtained within the project even beyond its EC-funded duration; develop ESR communication skills.

3. Structure

To ensure the efficiency of the communication within the CCIMC consortium and outside, an Outreach Committee (OC) will be installed. The OC comprises the WP7 leader, Karine Philippot, the Project Management Team (PMT) and two ESR editors who will be elected at month 8 during the Core Course to be held in Warsaw in October 2020. The objective is to promote all communication actions outside the consortium with assistance of the LCC communication officer. The OC will also report on progress on the Communication Plan and suggest possible changes to the Supervisory Board (SB). The whole consortium will also benefit from the expertise of the Advisory Board (AB) and will cooperate with the European Cluster on Catalysis to work on the ECC Catalysis Roadmap.

The Outreach Committee will meet once a year. The first meeting will take place in Warsaw along with the presentation of the Communication Plan to the Supervisory Board. The Communication Plan will be updated once a year.

4. Target groups and objectives

1) Audiences

The following audiences have been identified as target groups and key stakeholders to engage in the CCIMC Communication process:

Internal Audience:

- CCIMC consortium: Beneficiaries, Supervisors, Early Stage Researchers (ESRs), Industrial partners who are directly involved in the project.

External Audience:

Primary target groups:

- Scientific community: Professors, Researchers, Scientists, Research institutes, Stakeholders involved in Catalysis (European Roadmap on Catalysis), industrial sector.
- Public authorities: Local authorities, Universities, European Commission.

Secondary target groups:

- Mass Media and General public: MSCA-ITN and other European networks, local Media and EC-H2020 Media, policy makers, socioeconomic sectors, individuals.

2) OBJECTIVES

The communication objectives will be adapted depending on the target audience in order to deliver relevant information.

TARGET(S)	OBJECTIVES
Internal Audience	
CCIMC Consortium: *Beneficiaries, Partners and ESRs*	- Improve the dissemination of the information - Ensure their contribution to the communication objectives - Obtain feedback about the communication strategy - Create multipliers and ambassadors of the project
External Audiences: primary Target groups	
Scientific Communities: *Professors, Researchers, Scientists, Research institutes Stakeholders involved in Catalysis (European Roadmap on Catalysis), Industrial sector*	- Promote results dissemination allowing Open Access to publications - Increase scientific community awareness on the topic *via* International events and conferences
Public authorities: *Local authorities, Universities, European Commission*	- Create awareness - Disseminate relevant information (on website, social networks) to increase visibility
External Audiences: secondary target groups	
Mass Media and General publics: *MSCA-ITN and other European networks, local Media and EC-H2020 Media, policy makers, socioeconomic sector, individuals*	- Create public awareness - Showcase the work - Communicate on the main events

5. VISUAL IDENTITY

In order to have a clear identification of each communication action made in the frame of the project by all partners and ESRs, a graphic charter will be defined and declined through different communication channels (*vide infra*). All these tools and their uses are intended to consolidate project identity and highlight visibility.

The first element of this graphic charter is the CCIMC logo (Fig. 1) which has been internally designed in March 2020. Apart from its use in the website, it will be included in different templates, which will be made available to ESRs and partners. This logo will be used in conjunction with that of the EU.

Figure 1: CCIMC logo

As communication tools, templates built by using PowerPoint and highlighting the visual identity of the CCIMC project will be provided to all consortium members for their use when presenting the CCIMC research activities and results either under the form of posters or conferences and oral communications, or for internal or external activities (see Annexe 1). In addition, a CCIMC e-mail signature will be created and sent to the CCIMC members in order to add it to their own e-mail signatures.

6. COMMUNICATION TOOLS

1) Website

The CCIMC Website (link here) was created in order to show web-based general information on the network composition and activities as well as to communicate at the external (communication forum) and internal (Intranet) levels. The website was launched in March 2020 at the beginning of the project and serves as a primary source of information regarding the CCIMC objectives, progress and outcomes (Fig. 2).

The website aims to reach all primary and secondary audiences of CCIMC project. The main communication objectives of the website are:

- To provide relevant and current information to a wide audience.
- To ensure that information is provided in an accessible and usable manner.

- To be a common documentation platform for all the partners, containing the main project documentation and deliverables.
- To be an information database of all the activities and deliverables carried out by CCIMC project.
- To provide direct access to the generic email address used for external and internal communication (ccimc@lcc-toulouse.fr)

The deliverable 7.1, including a description of the first version of the CCIMC Website, was already submitted at M1. The website includes both a public and a private restricted section.

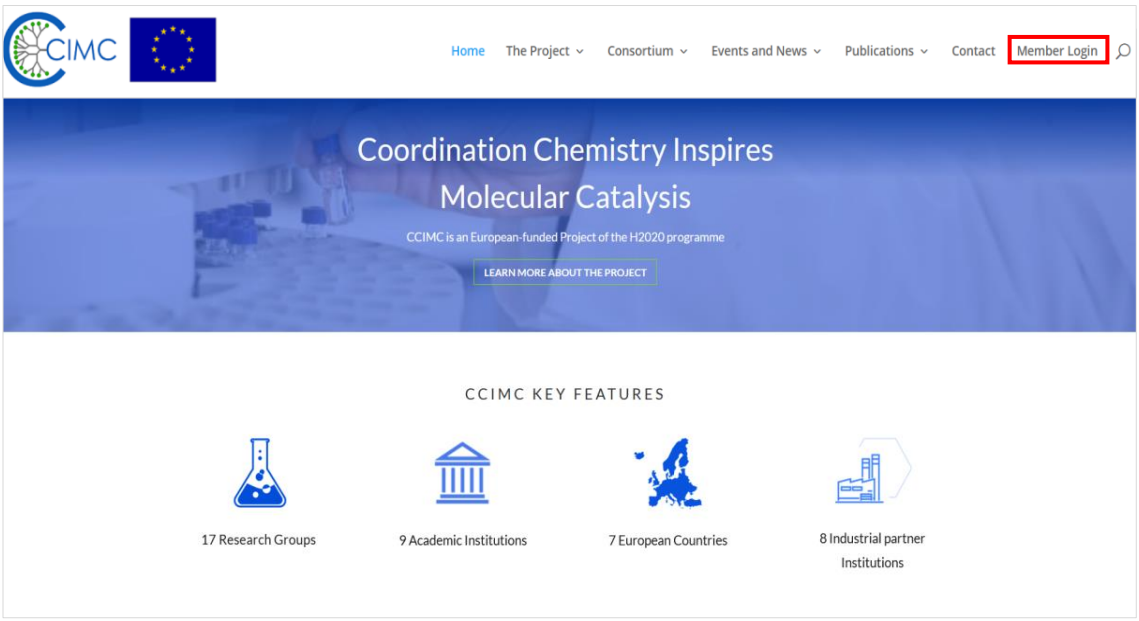


Figure 2: Home page and upper menu bar of the Website

a) Private intranet

An Intranet was created in the upper menu bar of the CCIMC website in order to provide direct access to confidential documents (e.g. meeting minutes, report drafts, etc.), with access restricted to the beneficiaries (see figure 2, Member Login highlighted by the red frame). This restricted access is a way to improve internal communication within the consortium. The documents can be easily shared and the participants can have access to the platform with a password. Everyone can share important information, for example documents are uploaded after each WP meeting or Consortium meeting in order to avoid the multiplications of emails and thus enhance the communication within the consortium.

b) Public section

The public section provides an overview of the project highlighting the background, objectives, the key features and the structure of the project including the composition of the consortium (the beneficiaries and the industrial partners) and the identity and activities of the ESRs. The website will also give access to the project publications and press releases.

2) Social Media

CCIMC will be proactive on social media to increase the impact and create interactions with the audiences through different communication tools depending on the objectives. Social networks are a powerful platform to achieve a multiplying effect on communication activities; thus, CCIMC profiles will be constantly updated in order to maintain them attractive. The presence of the CCIMC project on social media is fundamental to accomplish its communication objectives. This will be used as a relevant tool to reach third parties, the research and scientific communities and to interact with the general public.

a) Twitter

Figure 3: CCIMC Twitter account @itn_ccimc

In the projects' frame, Twitter is considered as a large-scale communication tool. However, the focus will be on the scientific audience. This social medium will serve to communicate on events, workshops, news and to relay important information from the CCIMC website or other relevant twitter accounts. The twitter account of the CCIMC project is accessible under the identity of @itn_ccimc

- Objectives:
  - Increase awareness of the Project and its progress
  - Create a network
  - Increase public awareness
- Audiences:
  - General Public
  - Scientific and research communities
  - Early-Stage CCIMC Researchers (ESRs)
  - Industrial sectors
- Messages:
  - Information about Workshops and Tutorials, news about the project, publications, articles and reviews; ESRs activities
- Types of content:
  - Links, videos, news, documents, retweet from relevant accounts

b) LinkedIn

LinkedIn is a professional social network that will be used to reach business and scientific audiences. This social medium will give the opportunity to share news and articles about the progress and outcomes of the project. The CCIMC LinkedIn account will be created late September - beginning of October 2020 (see project Timeline in Annexe 2) in order to coincide with the arrival of the PhD students, which is planned in this period.

- Objectives:
  - Disseminate the progress of the project among the scientific community and professional stakeholders
  - Attract knowledge and generate awareness
- Audiences:
  - Scientific community
  - Professionals from related areas
  - Other MSCA-ITN projects
- Messages:
  - Achievements reached along the project, major events
- Types of content:
  - Links, news, shared content from relevant accounts, documents, publications

c) Instagram

Instagram will be used by the ESR community to promote its network and share the latest news from the consortium. The two ESR editors – who will be elected during the Core Course in October 2020 – will create and be in charge of the Instagram account. They will publish contents in line with the editorial strategy of the network.

- Objectives:
  - Create cohesion among the PhD students and a sense of Belonging
  - Share success stories with other MSCA networks
- Audiences:
  - PhD student community
  - Scientific community
- Messages:
  - Major events, ESR's presentations, daily life at the laboratory
- Type of content:
  - Pictures, videos, lives, stories

d) Youtube

YouTube will be used to share audio-visual contents such as video capsules to explain the CCIMC project and present the ESR research works. Courses and tutorials will also be recorded to maximize the value and impact of the training actions organized by the consortium within the network.

3) Newsletter

To increase the impact of the project a newsletter will be created (Annexe 3). It will contain the main news and information about the project in order to show its progress and activities. The person in charge of managing and delivering this document is the WP7 leader (LCC member). The LCC and the two ESR editors will ensure the gathering of enough materials to be included in the Newsletter. For this purpose, they will ask the contribution of other consortium members.

The newsletter will be issued two to four times per year – depending on the activities and deliverables of the project – starting at month 7. The goal is to present the latest results of the PhD projects, success stories, news from the partners, upcoming events, etc. The newsletter will respect the GDPR (General Data Protection Regulation) and will only be forwarded to the subscribers who register through the website, e-mail or other media.

4) Videos

Video-capsules will be produced during the project. The first video capsule will be an introduction to the CCIMC project by the PhD students. The video will be shot during the Core Course in October when all the ESRs will be gather together for the first time.

5) Flyers

A first flyer has been published in March 2020 in order to advertise on the ESRs open positions (see Annexe 4). This flyer was diffused within the consortium and sent by e-mailing using a mailing list built on existing contacts coming from the consortium. This flyer highlighted the structure of the consortium together with the 15 PhD projects. Other flyers will be sent out all along the project in order to communicate on the external events organized by the CCIMC consortium.

6) Articles

a) Articles on websites

All CCIMC members have communicated on the project at its very beginning. Several articles have been published announcing the launch of the project, its objective and the planned events. The websites of the participating beneficiaries have been the most used communication channels and will still be used for the subsequent communication actions. Articles on these media have been published either in English or in the first language of the country.

As planned in the project, a communication about the CCIMC launching has been published in the European Cluster of Catalysis Newsletter in June 2020. The article describes the structure of the Network and the objectives of the project. Thus, all members of the ECC have been informed of the CCIMC project.

b) Articles in Scientific journals or reviews

Communication on the CCIMC external events (*vide infra*) will be done, if possible, through the publication of articles in the information pages of Scientific Journals or Reviews (like *Actualité Chimique).*

c) Scientific publications

The publication strategy will be implemented through the Dissemination and Exploitation Plan which will define the network rules for scientific publications and patent management (D 7.3).

The results of the PhD projects will be published, after IPR protection if necessary, through scientific publications in peer-reviewed journals including the use of Open Access platforms available for the beneficiaries. As non-exhaustive examples, one can cite the journals of ChemPubSoc (*Angew. Chemie Int. Ed.*, *Chem. Eur. J.*, *ChemCatChem*, *ChemSusChem*, *EurJIC*), of the Royal Society of Chemistry (*Chem. Sci.*, *Chem. Commun.*, *Dalton Trans.*, *Catal. Sci. Techn.*, *Green Chem.*) of the American Chemical Society (*J. Am. Chem. Soc.*, *Organometallics*, *ACS Catal.*) and other prestigious journals such as those of the *Science* and

Nature families, and *PNAS*. Concerning Open Access to publications, green access will be favoured and when necessary, gold access will also be used. Note that all publishers of the highest impact factor journals in the discipline offer gold access publishing.

d) Press, local Newspapers, radio

The LCC communication officer will be in charge of interacting with the adequate services at CNRS in order to communicate to the Press, local Newspapers and radios when important information about the project will deserve to be diffused these ways. The other beneficiaries will be asked to link information through their own Press channels.

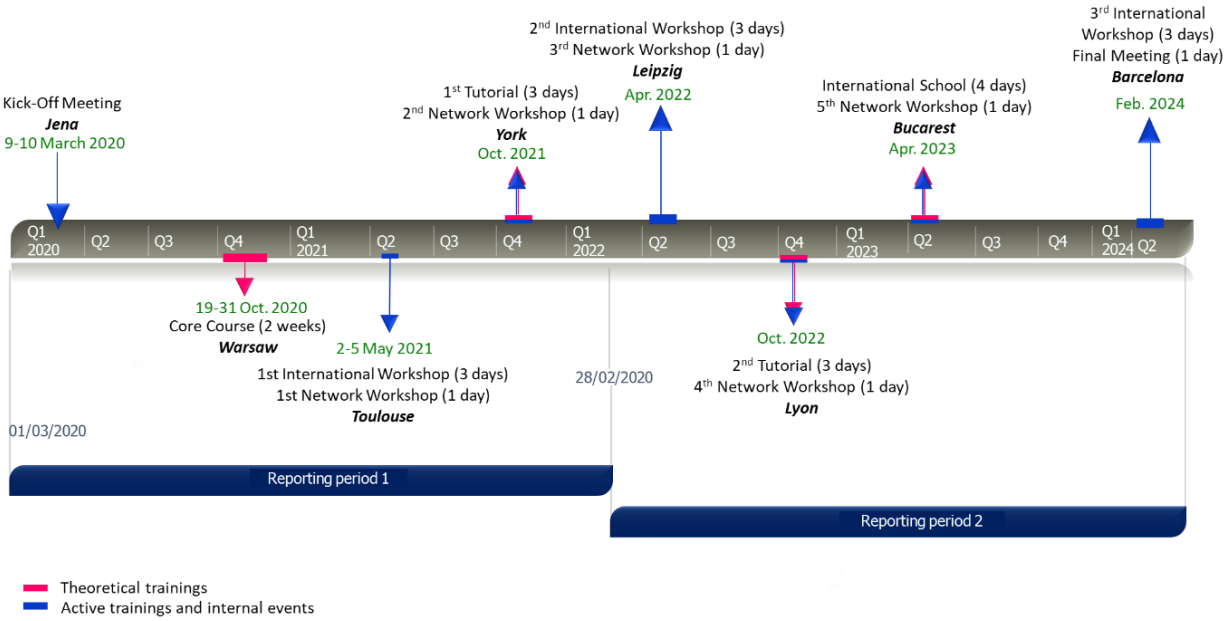
Press releases are also envisaged through the H2020 media too, as follows.

MEDIA / DESCRIPTIONS	OBJECTIVES
Newsletters Newsletters are published by the European Commission for different research areas.	This medium will be used to inform about the existence of CCIMC project, to explain its main challenges and to inform about its progress. This medium will allow reaching a wider audience, potentiating CCIMC outreach.
Horizon Magazine HORIZON is the EU Research & Innovation e-magazine. It covers the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.	This medium will be used in order to inform about the benefits and progress that CCIMC will generate.
Events on the CORDIS website This website displays research-related conferences and events.	CCIMC international events will be displayed on this medium to have a wider outreach.

7. EVENTS

Several scientific events at internal or external levels will punctuate the CCIMC project during its 4 years as indicated below. All these events will favour the communication of results within the consortium as well as towards external audiences in the case of the external events. Their organization will require the creation of local organizing committees and involve the contribution of the ESRs and supervisors. Industrial partners will also participate either as participants or invited speakers in the frame of the Core Course and tutorials. Communication on these events will require different communication tools among those quoted above (website, social media, flyers, press, etc.). These events will offer to the ESRs several opportunities to communicate on their PhD works either through

posters or oral communications. For this purpose, they will receive during the Core Course a training to develop their communication skills.



1) Internal events

The kick-off meeting was organized in Leipzig in March 2020 (9-10th) and the final one is planned in February 2024 in Barcelona. Between these two internal meetings, five other CCIMC network workshops are planned each 6 months. There will be organized at different places as follows: 1st in Toulouse (April 2021), 2nd in York (October 2021), 3rd in Leipzig (April 2022), 4th in Lyon (October 2022) and 5th in Bucarest (April 2023).

One Core Course and two tutorials are planned during the project. The Core Course will take place in October 2020, at the University of Warsaw (Poland). Note that depending on the COVID19 situation this event might be organized by Visio conference. The two tutorials will be organized respectively at the University of York (October 2021) and in Lyon (October 2022).

2) External events

Three International Workshops will be organised during the project duration. The organisation will comprise the constitution of a local organizing committee, the creation of the conference web site and the invitation of speakers.

The first International Workshop will take place in Toulouse in May 2021, jointly with the 5th edition of European Colloquium on Inorganic Reaction Mechanisms (ECIRM).

Two additional International Workshops are planned in April 2022 and March 2024, and will be held in Leipzig (Germany) and Barcelona (Spain), respectively. The international School is programmed for April 2023 in Bucharest (Romania).

3) Additional events

Attending one international conference, the identity of which will be mentioned in the PCDP, in addition to the planned CCIMC events will be mandatory for each ESR. In addition, each ESR will be encouraged to participate in local scientific events as offered in each site, such as EuroScience Open Forum, European nights for researchers, public talks, activities in schools, laboratory open days, etc.

8. METRICS

The impact of the CCIMC communication plan will be continuously monitored and evaluated. The main objective is to ensure a high-quality for its execution.

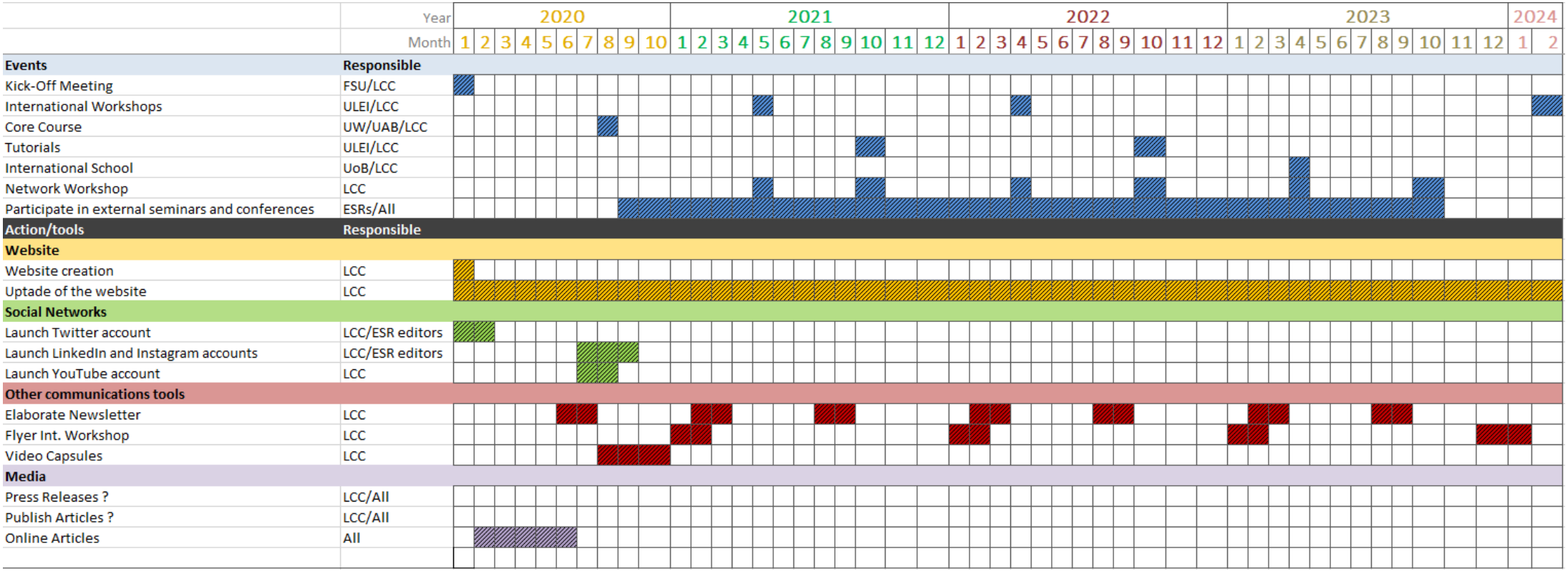
The table below reports the diverse metrics to be used to evaluate the effectiveness of the various communication actions and to measure the social impact achieved by CCIMC during its execution.

TOOL	METRIC
WEBSITE	Number of visits, number of downloaded publications and public deliverables and other materials.
SOCIAL NETWORKS: TWITTER	Number of followers, number of retweets, number of interactions
SOCIAL NETWORKS: YOUTUBE (VIDEO CAPSULES, WEBINARS)	Number of views
EVENTS (INTERNATIONAL WORKSHOPS, TUTORIALS AND CORE COURSES)	Number of hosted events, number of attendants. Use of a questionnaire as a survey of satisfaction regarding quality of the training and information provided.
OUTREACH EVENTS	Number of external conferences attended; number of ESRs' presentations
MEDIA	Number of press releases, number of newspapers articles; number of press appearances in radio/TV

9. ANNEXES

<u>Annexe 1</u>: CCIMC Template for presentations

Annexe 2: Project Timeline (communication actions)



<u>Annexe 3</u>: Newsletter Template

Welcome to our 15 PhD Fellows!

Welcome words+picture of the ESRs

Upcoming events

Core Course in Warsaw from the 19th to the 31th October.

Supervisory Board ?

About CCIMC

The CCIMC **(Coordination Chemistry Inspires Molecular Catalysis)**, project is an Innovative Training Network of the "European Joint Doctorate" type funded by the European Commission that addresses the current lack of coordinated doctoral training at the European level on molecular catalysis. It aims to push the frontiers of knowledge in ligand design, coordination chemistry, pre-catalyst development, catalyst recovery and catalytic process implementation, while also offering full scale training in professional and personal transferable skills. Beside scientific objectives, one important challenge is to prepare a new generation of junior scientists able to meet the economic and societal challenges of the chemical industry in the 21st century.

CCIMC Network during the Kick-Off meeting in Jena (March 2020)

Learn more about the Consortium

Annexe 4: CCIMC Flyer for ESR's open positions

Annexe 5: CCIMC members articles

UAB Universitat Autònoma de Barcelona

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Beques
Beques Formació d'investigadors

Projectes Europeus

CCIMC (Coordination Chemistry Inspires Molecular Catalysis)

The UAB, through two groups of the Department of Chemistry, participates in CCIMC (Coordination Chemistry Inspires Molecular Catalysis), a new project coordinated by the CNRS and funded by the European Commission has started in March 2020.

The CCIMC project is an Innovative Training Network of the "European Joint Doctorate" type funded by the European Commission that addresses the current lack of coordinated doctoral training at the European level on molecular catalysis. It aims to push the frontiers of knowledge in ligand design, coordination chemistry, pre-catalyst development, catalyst recovery and catalytic process implementation, while also offering full scale training in professional and personal transferable skills. Beside scientific objectives, one important challenge is to train a new generation of junior scientists able to meet the economic and societal challenges of the chemical industry in the 21st century.

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Veranstaltungen
Gruppenintern

CCIMC - Coordination Chemistry Inspieres Molecular Catalysis

Förderung der Mobilität und des Austausches von Doktoranden im ITN-Netzwerk CCIMC

Das ITN (International Training Network) unterstützt mit dem CCIMC Projekt (Coordination Chemistry Inspires Molecular Catalysis) wettbewerbsorientiert ein gemeinsames, koordiniertes Promotionsprogramm, auf Basis der molekularen Katalyse.

Dieses Netzwerk wird von 19 Partnern zwischen Universitäten, Forschungseinrichtungen und Unternehmen aus sieben Ländern in ganz Europa gebildet.

Ziel ist es, eine neue Generation kreativer, unternehmerischer und innovativer Nachwuchsforscher auszubilden, die in der Lage sind, aktuellen und zukünftigen Herausforderungen zu begegnen und Wissen sowie Ideen in Produkten und Dienstleistungen zum wirtschaftlichen und sozialen Nutzen umzusetzen.

CIMC

UNIVERSITATEA DIN BUCUREȘTI
VIRTUTE ET SAPIENTIA

Universitatea din Bucureşti, prin Şcoala Doctorală în Chimie a Facultăţii de Chimie, este parteneră într-un proiect finanţat prin programul de cercetare şi inovare al UE HORIZON 2020, programul de finanţare al Uniunii Europene pentru cercetare şi inovare.

Categorii

Vocea experţilor UB – COVID 19
Resurse online
Epidemiile în istorie
Epidemiile în culturile lumii
Evenimente-DHC
Studenţi- Oportunităţi
Interviuri Laureaţii Premiilor Senatului UB
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Actualitate

York is a major player in two new Marie Skłodowska-Curie Innovative Training Networks

Posted on 19 June 2020

Two high-profile European-Commission-funded projects will bring four early career researchers to the Department of Chemistry, with York research groups collaborating with a wide range of institutions and industrial partners across Europe.

Dr John Slattery and Dr Jason Lynam attended the CCIMC Kick-Off meeting with other beneficiaries and industrial partners at the Frederich Schiller University of Jena, earlier this year.

The 4M-Euro project CCIMC (Coordination Chemistry Inspires Molecular Catalysis), coordinated by the Laboratoire de Chimie de Coordination (LCC) in Toulouse, is one of the two projects. It aims to push back the frontiers of knowledge in ligand design, coordination chemistry, precatalyst development, catalyst recovery and catalytic process implementation. It will see 15 PhD students engaged in a coordinated research and training programme across Europe, three of whom will spend half their degrees in the Department of Chemistry with Dr Jason Lynam, Dr John Slattery and Professor Simon Duckett.