

Communication and visibility

Describe the communication strategy for promoting programme and your activities.

Clarify how you will reach the target groups and explain the choice of the dissemination channels.

IAR&FR intends to promote activities through the following dissemination channels:

- 1) official Institute website such as www.pan.olsztyn.pl as well as on the Research Management Guidance website: www.grant.olsztyn.pl. Both are made up to promote programme to the scientist community and local and regional stakeholders.
- 2) social media for sharing information and updates on the ongoing and completed activities.
- 3) traditional offline activities and face-to-face design to the local and regional media targeting different non-scientific stakeholders.

The key communication and visibility strategy will be resolved around the following activities:

- 1) press conferences accompanying other IAR&FR will be organized to bring the publicity project's objectives setting out the mission and stressing the expected impacts of the project to local and regional stakeholders. The extensive media database of IARFR will be exploited to ensure satisfactory media coverage.
- 2) media coverage in the form of local press articles and tv materials to reach not only the scientific community but representatives of the regional and national government, business stakeholders, NGO sector representatives as well.
- 3) presentation of the programme activities during Science2Society events organized by IARFR, including the Researchers' Night and Science Picnic of the Polish Academy of Sciences, as well as other science celebration initiatives across the county will be one of the main means of communicating research outputs to the general public promoting the importance of science-enabled understandings in everyday lives and generate interest in project-related topics.
- 4) Engagement in networking/communication events of the team members will engage in regional, national and European networking/communication events such as open matchmaking meetings, "Foodheckathon" innovation-oriented events in places like Olsztyn Science and Technology Park, Technology Transfer Office of the University of Warmia and Mazury, Centre of Science Popularization and Innovation. It will allow to expose to different groups of stakeholders and engage in two-way communication. Project team members involved in the project management will promote the objectives and outputs during events organized for researchers and research managers. Knowledge

Transfer Arena is planned as a series of events connecting scientists, representatives of regional industry, policymakers, and students around health and well-being optimization opportunities.

5) Online and offline promotional materials on the project. At the beginning of the project, a press release will be developed in Polish and English and published at the Institute, on the project's website as well as on the news platforms of regional and national media (e.g. Science in Poland, Science Online, Polish Radio Olsztyn, TVP Olsztyn). The multimedia presentations, videos, posters/brochures will be prepared to showcase the programmes' objectives and its activities disseminated online (websites, e-mails, social media, newsletters) and during events organized and attended within and after the project's implementation period. All materials will contain elements of the project's brand identity and will be personalized for the programme's target audiences.