

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)



Deliverable 6.2: Plan for Exploitation and Dissemination of Results

Date: 05/04/2023

Doc. Version: 1

Doc. Version: Version 1_05/04/2023



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

Document Approver(s) and Reviewer(s):

Settings		Value	
Document Title:		Communication Toolkit	
Deliverable number		6.2	
Project Title:		Deliverable 6.2: Plan for Exploitation and Dissemination of Results	
Document Author:		Serena Cogoni (ICONS), Sinem Bagce (ACU)	
Project Owner		Prof. Dr. Filiz Onat, ACU (Coordinator), Deniz Kirik, ULUND, Serena Cogoni, ICONS	
Doc. Version:		1	
Sensitivity:		Public, Basic, High	
Date:		05/04/2023	
Name	Role	Action	Date
Serena Cogoni	Local PI of GEMSTONE, ICONS	<i>Revise</i>	21/03/2023
Filiz Onat	PI, GEMSTONE	<i>Review</i>	31/03/2023



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

TABLE OF CONTENTS

1. Introduction	5
1.1. Objectives of the dissemination, exploitation and communication activities.....	5
1.2. Objectives and structure of the document	6
2. Dissemination and communication activities	7
2.1. Target audiences and stakeholders	7
2.2. Key messages at general and stakeholder level.....	8
2.3. Dissemination and communication channels	9
2.4. Dissemination & Communication materials and formats.....	11
2.5. Editorial contents.....	13
2.6. Video production.....	14
2.7. Events organisation	14
2.8. Clustering, synergies, and events attendance	15
2.9. Monitoring metrics and KPI.....	16
3. Exploitation activities.....	17
3.1. Identification of Key Exploitable Results	17
4. CONCLUSION	19



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

List of Figures and Tables

Table 1: Messages at target level.....	8
Table 2: Dissemination and communication channels	9
The following materials and formats will be developed.	11
Table 3: Dissemination and communication materials and formats.....	11
Table 4: Editorial Contents.....	13
Table 5:Dissemination events organized by the GEMSTONE consortium	14
Table 6: Sister projects and partnerships.....	15
Table 7: Monitoring of the project	16
Table 8: GEMSTONE key exploitable results	18



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

1. INTRODUCTION

1.1. Objectives of the dissemination, exploitation and communication activities

Acıbadem Mehmet Ali Aydınlar University (ACU), based in Istanbul, is the biggest thematic university in the field of health in Turkey. Its mission is to be an academic institution which creates a model for Turkey, and which is shown as a reference in the world, with its high level of excellence, culturally and socially well-equipped, dedicated to creating individuals who value ethical principles, who ensure modern, innovative and pioneering practices. Although ACU's brand is appreciated in the Balkan countries and Turkey, a lot of activities still need to be performed, to give ACU the opportunity to compete with leading European universities.

In order to fully exploit the potential of ACU, it is crucial to:

- bring in international expertise in the fields of neurodevelopment, neuroscience and GEMs for neurological disorders and cutting-edge neuroscience techniques,
- tighten the collaboration between scientists working in the field of neurodevelopment, neuroscience and GEMs where ACU currently lacks experience,
- improve the visibility of ACU and build connections.

To reach these challenges, it is fundamental to develop and manage an effective and efficient communication, dissemination, and exploitation strategy. Dissemination (D), Exploitation (E) and Communication (C) activities will be highly integrated and rolled out in synergy with each other to:

- **raise visibility on the project and inform target groups and broader communities** on the benefits and impacts of the project (C);
- **share knowledge and engage the key stakeholders and target audiences** involved with a dedicated and customised strategy (D);
- **set the pathway to the exploitation** of the GEMSTONE results (E).

Furthermore, communication and dissemination activities planned within the project will aim to improve the ACU reputation and prestige, its public image, the trust of the scientific and industrial community and investors in its authority, thus improving its capacity to attract new foreign students and new talented researchers.

Work Package 6 of the GEMSTONE project focuses on these activities, with the aim of promoting the project, its outcomes, and the collaboration activities. This work package is crucial for ensuring that the **research findings and best practices** developed through the project reach a wide audience, including **expert stakeholders, young researchers in neuroscience, the general public, and policymakers in research management**. Within WP6, Task 6.1 involved the creation of a communication toolkit, including a project logo and website, as well as social media accounts to enhance visibility and outreach. Deliverable 6.1 (D6.1) was submitted at the end of the third month of GEMSTONE. As the first output of this task, which presents the project logo and brand identity, the project website, and the project flyer, it laid the foundation for effective communication and outreach activities throughout the project's lifetime.

In this deliverable, D6.2, we would like to extend our perspective by providing a clear and consistent message that aligns with the project's overall goals and objectives.



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

To maximize the project's impact, and facilitate the transfer of knowledge among expert stakeholders, we would like to clarify our strategy for our PEDR. By achieving the above-mentioned objectives, GEMSTONE can contribute to advancing research in the field of epilepsy and Parkinson's disease, and inspire the research management and innovation capacity of the universities and research organizations in Widening countries.

1.2. Objectives and structure of the document

The plan sets out the strategy to effectively promote and exploit GEMSTONE results. It defines the processes and activities to be implemented towards the maximization of impact. The plan integrates Dissemination, Exploitation and Communication (DEC) activities and builds an organic, comprehensive framework starting from the definition of Key Exploitable Results (KERs) and a preliminary mapping of stakeholder groups. It defines key messages, identifies the most suitable dissemination tools and channels, outlines a timeline and the geographical level of action, and envisions proper dissemination pathways. Moreover, the plan includes monitoring activities to ensure content outreach and engagement with the project, thus assessing its impact on target audiences.

Chapter 2 focuses on dissemination and communication activities. The starting point is the definition of the target audiences GEMSTONE consortium wants to reach and the identification of key stakeholders that can support maximizing project impact. Subsequently, the chapter describes the key messages and different communication materials and formats that will be used to circulate information and promote project's results. The document includes a preliminary list of events and clustering initiatives that will be targeted to guarantee a wide dissemination of the project's outcomes. This section also outlines how dissemination, exploitation and communication will be managed; it describes the responsibility within the GEMSTONE consortium. Finally, this section will describe how the implementation of the strategy will be monitored and it will define the indicators that will be used to monitor the community's engagement with our communication materials.

Chapter 3 is about GEMSTONE exploitation strategy and implements an impact-driven approach to ensure the sustainability and usability of the project's results. Starting from the preliminary identification of KERs, it describes a framework that includes both commercial and non-commercial exploitation, in line with IPR management.



D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

2. DISSEMINATION AND COMMUNICATION ACTIVITIES

2.1. Target audiences and stakeholders

Within GEMSTONE, stakeholders are individuals, organisations or businesses with a vested interested in the project and its solutions and can either affect or be affected by its outputs, application and performance.

Stakeholder mapping is crucial to develop an effective dissemination and engagement strategy and to support a viable exploitation plan. Identifying stakeholders and understanding their needs and priorities allow to effectively plan DC activities, reach, and involve the right external players in the execution of the project and its post-action planning. It will inform the PEDR execution, and provide strategic guidance on the potential targets, partners, channels, and enablers.

Table 1: Target audiences and stakeholders

Target audiences	Stakeholders
Neuroscience community and professionals at EU and global level	Neuroscientists in academia and R&D centres
	Clinical neurologists in hospitals and clinical centres
	Students, early-stage researchers or clinicians interested in a career in neuroscience
Research support personnel in the Widening countries	Research managers
	Staff of research project offices
	University administrations
Policy actors and decision makers in the Widening countries	Ministries of Universities and Research
	University Rectors
	Scientific Directors of research organisations in neuroscience
	Head of Neuroscience Departments and other related departments in health sciences
Stakeholders and experts working in similar EU projects	Consortia of H2020 and HE projects addressing animal models in neuroscience, especially those working in absence epilepsy and Parkinson’s disease
Initiatives and platforms	The International League Against Epilepsy (ILAE), Dana Foundation, European Association Of Research Managers And Administrators (EARMA), BestPRACT, Immuparknet (COST ACTION 21117)
Industrial community	SMEs operating in neuroscience and pharmaceutical companies
General public	European citizens with an interest in neuroscience
	European patients suffering from epilepsy and PD
	Epilepsy and Parkinson’s disease patients’ associations
	Epilepsy and PD patients’ family members and informal carers
Media	Journalists and local/international media



The GEMSTONE Project has received funding from the European Union’s Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

2.2. Key messages at general and stakeholder level

The challenge of facing such a variety of targets entails the need to create a series of key messages that communicate GEMSTONE core objectives. Blending specific keywords, messages and target audiences ensures the likelihood for the project to resonate with each audience and to generate meaningful impact.

The following list and table provide an overview of the GEMSTONE key messages:

- The GEMSTONE project aims to provide PhD students, early-stage researchers, and experts in neuroscience with scientific knowledge and technical skills to reinforce their profiles as international researchers.
- The project aims to p efficient support services for researchers by providing the right training to research support personnel and university rectors.
- The GEMSTONE project promotes clustering and cooperation with other experts to share knowledge, challenges, and find synergies in joint dissemination, and aims to raise awareness on absence epilepsy and Parkinson’s disease burden and threats, as well as the importance of neuroscience research for public health to the general public.

Table 1: Messages at target level

Target	Key message
Students, early-stage researchers or clinicians interested in a career in neuroscience	By acquiring scientific knowledge and technical skills, you can reinforce your profile as a researcher ACU is a good place to complete your education and perform your research
Research support personnel in the Widening countries	With the right training, you can create efficient support services for researchers
University Rectors	With the right training, you can create efficient support services for researchers
Scientific Directors of research organisations in neuroscience	By strengthening researchers’ soft skills, you can increase the visibility of your organisation and in your relevant community and increase networking capacities and opportunities
Head of Neuroscience Departments	
Stakeholders and experts working in similar EU-funded projects, initiatives, platforms	clustering and cooperation with other experts to share knowledge, challenges, and find synergies in joint dissemination. Measures: participation in working groups’ meetings, joint publications, application to the Horizon Results Booster to cluster with other projects and define a joint dissemination portfolio KPIs: 2 co-organized events with other projects, at least 1 joint publication
General public	raise awareness on the absence epilepsy and Parkinson’s disease burden and threats, raise awareness on the importance of neuroscience research for public health, and explain to a non-technical audience the use of genetically engineered models. Measures: publication of news releases and lay articles, social media animation and campaigns (in line with global World Days celebrations), participation to science festivals/cafés. KPIs: press and news releases (>8), website (>2,000 users), social media (>500 followers)



The GEMSTONE Project has received funding from the European Union’s Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

2.3. Dissemination and communication channels

The dissemination strategy will be implemented through various channels to reach a diverse range of audiences.

Table 2: Dissemination and communication channels

Channel	Description	Target
Website	The project website will be used to showcase details about the project, its objectives, challenges, and results. It will act as the primary communication channel between the consortium and GEMSTONE target audiences. It will also facilitate exchange with stakeholders.	ALL
Social networks (Twitter, LinkedIn and Facebook)	These will be used to actively engage with the online community of the project’s followers. This will be done by informing them about the progress made by GEMSTONE and by inviting them to participate in a dialogue on the different topics/issues addressed by the project.	ALL
Annual magazines	It is released on an annual basis to inform about the progress made by the project. It is structured upon a summary of the key events, journalistic articles, news or press releases issued by the project.	General public, Policy makers; Media
Media multipliers	These are external platforms that republish the news and press releases written by GEMSTONE.	General public; Policy makers; Media

Website

The project website will act as main communication channel. It will present the key features of GEMSTONE as well as more in-depth information and resources as the project unfolds. It will also provide regular news items about the project, its challenges and its achievements, and its research results. The GEMSTONE website was launched in M4 of the project. More details are available in deliverable D6.1.

The website is developed and managed by ACU. Input and co-operation from the rest of the GEMSTONE partnership will be encouraged during the project duration. To comply with General Data Protection Regulation – Regulation (EU) 2016/679 (GDPR), private data will remain confidential as ACU will act as the Data Controller and be responsible for treating all the sensitive data provided by registered users upon online registration.¹

Social networks

The GEMSTONE project will be widely visible on social networks, which will be used to promote the project, its objectives, and its results. GEMSTONE’s presence on social media is expected to boost the outreach of the

¹ The Project Manager is accountable for maintaining the confidentiality of personal data and ensuring secure storage on GEMSTONE hardware. In compliance with the national personal data protection law (KVKK), we utilize a standard consent form at Acıbadem University for all meeting participants.



The GEMSTONE Project has received funding from the European Union’s Horizon Europe research and innovation programme under the grant agreement number 1010789881.



D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

project's DC activities, as it will allow touching base with the audiences that are difficult to reach through other conventional project channels.

GEMSTONE will have a social media presence on Twitter, LinkedIn and Facebook.

The social media accounts were opened at the beginning of November 2022 and they will be maintained throughout the duration of the project.

Website: <https://www.gemstoneproject.eu/>

Twitter: https://twitter.com/Gemstone_EU

LinkedIn: <https://www.linkedin.com/company/gemstone-twinning-project>

Instagram: <https://www.instagram.com/gemstone.twinning/>

Youtube: <https://www.youtube.com/@gemstone.twinning>

Social media hashtags: DevelopmentalNeurobiology #Neurobiology #NeurologicalDisorders #AlzheimerDisease #HuntingtonDisease #ParkinsonDisease #AnimalBiotechnology #Neuropharmacology

GEMSTONE will produce regular posts on both social networks. The purpose is to keep online communities interested and informed about the project, its progress and activities, and upcoming events. This will enable our project to establish relationship with i.e., groups and LinkedIn pages grounded on the field of neuroscience. GEMSTONE will produce an editorial plan made up of regular posts to get the public's attention regarding GEMSTONE's main results: public deliverables, scientific publications, details and follow-up news about the progress made by the project, and facts worth bringing up to attract the targeted online community's attention.

ACU will be responsible for the core social media activities, like setting up the accounts, posting, following existing social media channels and monitoring outreach.

The consortium partners are encouraged to contribute by joining the community of GEMSTONE Twitter and LinkedIn followers. They can retweet and repost the content from their organizations' channels.

Annual magazine

An annual magazine will be developed and delivered online to all the subscribers registered on the website to follow the project.

Newsletters are particularly effective when it comes to engaging with the professional community. Research stakeholders and policy makers will use the newsletter to be informed about the progress made by the project, highlighting the results of the project from both the technical and the capacity building point of view.

The project newsletter is also a valid tool to encourage co-operation with sister projects, partnerships and sector clusters through cross-fertilization initiatives and cross-linkages. It will be written in English.

ACU will collect content, program the newsletter and will take care of dispatching it to the online registered users. All project partners are encouraged to send in relevant news and events to be included in the newsletter.



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

External multipliers

External media multipliers will be used to disseminate contents of general interest produced by GEMSTONE.

Channels with a focus on the topics covered by GEMSTONE will be included in the project distribution list. Where appropriate, the Project Officer will be informed about the GEMSTONE production and asked to support the distribution of our materials via their online channels.

The rest of the GEMSTONE consortium is encouraged to republish the project’s press and news releases via their own networks.

2.4. Dissemination & Communication materials and formats

The following materials and formats will be developed.

Table 3: Dissemination and communication materials and formats

Material/Format	Description	Target
Communication Kit	The GEMSTONE communication kit entails a logo, a website and a project flyer. A poster presentation and a roll-up have been also produced at the beginning of the project, Communication materials will be distributed both online (as downloadable materials on the website), and offline (to be displayed at workshops, exhibitions and external events attended by the partners). More information is available in deliverable D6.1	All
Scientific publications	Technical partners will produce scientific articles and papers to be published in peer-reviewed journals and conference proceedings. Such scientific publications will present the cutting-edge results from GEMSTONE.	Scientific community
Best practice book	This document will highlight all the lessons learnt by ACU during the project, on how to increase researchers’ profiles, improve research capacities and resources, raise the attractiveness and reputation of the institutions and strengthen the capacity and administrative skills in managing research.	Research support personnel in the Widening countries Policy actors and maker decision-makers in the Widening countries



The GEMSTONE Project has received funding from the European Union’s Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

Communication Kit

The communication Kit will provide partners with professional quality material necessary to promote the project. This includes a logo, a website and a flyer (see D6.1 for details). A poster and a roll-up banner have been also created.

Resources from the communication kit will support project communication by allowing GEMSTONE partners to use them as a hook to engage with stakeholders, particularly when participating in events. It will contain all the information stakeholders need to know regarding the project.

ACU has overseen the development and design of the materials. Partner will provide any further information that may be necessary for the update of the kit.

Scientific publications

The project is expected to generate scientific results worth to be disseminated t scientific conferences and publishing in journals.

GEMSTONE papers will feature the most interesting findings sought out by the academic partners within the project. Possibilities to publish in open access mode are investigated in the consortium.

Research partners will be the main ones responsible for the release and publishing of these actions. ACU will keep track of all the scientific and technical publications made by GEMSTONE.

High-ranked peer-reviewed scientific journals will be considered for publications, such as *Epilepsia*, *Neurobiology of Disease*, *Brain*, and *Journal of Neuroscience*.

News about the release of GEMSTONE's scientific and peer-reviewed publications will be shared via the project website and social media channels.

Best practice book

The Best Practice Book will feature all the lessons learned by ACU during the project, on how to improve the researchers' profile, the research capacities and resources, raise the attractiveness and reputation of the institutions and strengthen the capacity and administrative skills in managing research.

The Best Practice Book will be specifically designed for a professional audience (Research support personnel and policy actors and decision-makers in the Widening countries) and will be released towards the end of the project, when results and evidence are available.

ACU will oversee the development and design of the Best Practice Book and will take care of its distribution.



2.5. Editorial contents

Table 4: Editorial Contents

Editorial content	Description	Target
Press and news releases	They can be used to inform the community about the main project achievements and milestones and promote project events and progress. They will also have an informational purpose and disclose evidence about the novelties in the field relevant for neuroscience.	ALL
Video production	GEMSTONE videos will communicate the project in an easy and engaging way. Their format will be suitable for online distribution, although they may also be used to present the project at sector events.	Students, early-stage researchers or clinicians interested in a career in neuroscience

Press and news releases

GEMSTONE press and news releases are meant to draw the stakeholders' and the public's attention towards GEMSTONE, the progress made, and the results achieved.

Press releases are particularly effective when it comes to communicating the project's main achievements and key milestones, like the release of a scientific paper or a technical deliverable.

News releases, on the other hand, have an informal structure and they use plain language thus they are easily read by the public. They are usually published on the project website to communicate news about the project, its features and its work which are all worth bringing to the attention of the GEMSTONE community despite not being "breaking news". A news release will be produced, for example, to explain an innovative concept developed by the project or on background information on a project activity.

News releases are particularly effective when informing of the participation of some members of the GEMSTONE partnership to external events to present their latest project findings or achievement.

Both the press releases and the news releases will be published on the project website and, whenever deemed newsworthy, they'll be distributed to external online resources and news multipliers.

All the members of the GEMSTONE consortium will flag up to ACU interesting aspects worth covering by press or news releases, by providing them with the necessary details and background information. ACU will draft texts and take care of their distribution, with the ICONS support.

Once press releases are ready, all the members of the consortium will be encouraged to further distribute them through their own portals, newsletters, or other appropriate channels.

Consortium members are encouraged to actively publish and post on their own distribution channels and external media news about their project. ACU will monitor on a six-month basis all publications released by the partners.



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

2.6. Video production

Short video interviews involving researchers at ACU, especially international researchers will be produced throughout the lifetime of the project, with the aim to promote the research and living environment of Acibadem University among young students and researchers, and attract them to accomplish their training and career there.

The video interviews produced for GEMSTONE are conceived to be promoted and distributed via social media, the project website, as well as other sector-related communication portals and platforms. When possible, the GEMSTONE video production will be used to present the project at external events partners will be invited to.

ACU will oversee the video production, development, and distribution. Format and content to be featured on the video will be preliminarily discussed with the other partners.

2.7. Events organisation

GEMSTONE will organise physical and virtual workshops, including webinars to facilitate stakeholder integration along different project phases and to collect inputs on the research achievements.

Events targeting neuroscientists, academicians and early-stage researchers will be organized, to disseminate project results at different levels (national, regional, European and global). Internationally recognized scientists will be invited to contribute to scientific discussion. The list of dissemination events that will be organized by the GEMSTONE project is detailed in Table 5 below.

Table 5:Dissemination events organized by the GEMSTONE consortium

	Dissemination events	Duration	Location
M10	Regional Symposium on Neurodevelopmental aspects of brain disorders & genetically engineered models	2d	To be defined
M28	Event during the 22nd National Neuroscience Congress organized by Brain Research Society annually in Turkey, titled “Implementation of chemogenetic modulation and genetically engineered animal models”	1d	To be defined
M24, M36	Annual Neuroscience Day at ACU premises	1d	Istanbul (Turkey)

Moreover, virtual workshops targeting University Rectors, Scientific Directors of research centres and research authorities in Turkey and in other Widening countries will be organised, with the aim to disseminate the project best practices, in the last part of the project.

Finally, in order to promote the research and living environment of Acibadem University among young students and researchers, and attract them to accomplish their training and career there, info-days will be organised at ACU, attracting undergraduate students from the Balkans area.



The GEMSTONE Project has received funding from the European Union’s Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

2.8. Clustering, synergies, and events attendance

To facilitate stakeholders’ dialogue and engagement with the identified stakeholders’ groups (see Section 2.1) and raise the project visibility within the stakeholders’ community, GEMSTONE will:

- (i) mobilize networks at national, EU and international levels to foster the GEMSTONE connection with researchers in the neuroscience ecosystem;
- (ii) establish synergies in joint dissemination and co-organization of events with fellow EU projects, particularly those focusing on neuroscience and pre-clinical research funded by the WIDERA Work programmes.
- (iii) establish links and interaction with European initiatives and partnerships in neuroscience and animal models.

ACU will keep track of the upcoming networking and clustering events and they will inform the rest of the partnership about their wish to participate on behalf of GEMSTONE. Events attendance will be monitored through a regular communication flow happening within the consortium and updates will be collected by ACU on a six-month basis through a dedicated template. Examples of events include conferences, workshops, roundtables, brokerage events on project related topics, etc. The project’s communication products will be distributed at these events to aid the partners in promoting the project. The partners’ attendance to such events will be featured in the project website and in the social media channels to ensure they get the appropriate visibility.

Clustering and cross-fertilisation with other EU projects and initiatives in the areas of applications will be supported to enhance complementarity and mutual knowledge exchange. This will take the form of joint publications or joint events to discuss common issues or define common strategies. The application to the Horizon Results Booster will be considered, to cluster with other projects and define a joint dissemination strategy portfolio.

A preliminary list of sister projects and partnerships is provided in the table below.

The GEMSTONE project places great importance on building synergies with other European initiatives and platforms. To achieve this, we are actively seeking to establish networks within scientific communities, including organizations such as EARMA and BESTPRACT (Cost Action), as well as participating in events such as Project Bazaar and brokerage events with Balkan Universities to connect with research grant administrative staff and researchers. In addition, we recognize the value of strong scientific communication skills and are committed to developing partnerships and collaborations in this area.

Table 6: Sister projects and partnerships

Sister project	GENDEREX (
Partnerships	BestPRACT, Immuparknet (COST ACTION 21117)



The GEMSTONE Project has received funding from the European Union’s Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

2.9. Monitoring metrics and KPI

The ability of GEMSTONE to improve the visibility of ACU and build connections will be measured through quantitative performance indicators, some of which are linked to the dissemination and communication activities:

Table 7: Monitoring of the project

Dissemination and communication measure	KPI
Oral and poster presentations acknowledging GEMSTONE, at international meetings	At least 10
Open-access publications acknowledging GEMSTONE, published in peer-reviewed journals	At least 10
Events to disseminate the project research results within the neuroscience community, at national, regional and international level	4
Best practice book	1
Annual magazines	3
Co-organised events with other projects	2
Joint publication with other projects	1
Webinars targeting Rectors / Scient. Direct	>2
Participants in the webinars targeting Rectors	>50
Video-interviews to ACU researchers	>3
Info-days to attract new students to ACU	>2
Copies of the leaflet distributed	>100
Press and news releases	>8

Moreover, GEMSTONE will measure the effectiveness of communication and engagement activities by using quantitative performance indicators, such as website and social media analytics, and refine the PEDR accordingly.

Google Analytics will be used to assess the performance of the project website. It will be used extensively to retrieve available data about the traffic (in terms of the number of views, sessions, and users' behaviour) and the audience it reaches out to. At least 2000 website users are expected.

The second essential indicator is social media channels. The number of followers on the social media accounts of GEMSTONE (at least 500 are expected), and the same time the likes, and interactions with the posts will update the trend of communication in social media. The frequency of posts in social media channels and the consistency with the other social media channels and website is important to provide new followers. The social media channels have their own statistics to monitor the KPIs.



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

3. EXPLOITATION ACTIVITIES

3.1. Identification of Key Exploitable Results

The identification of the project's key exploitable results (KER) represents the set-up for GEMSTONE exploitation activities. The first step entails a comprehensive identification and mapping of the project's expected outputs that have the potential to be further exploited after the project's end. This phase ensures partners' capitalisation on research activities and results. The type of results, and the nature of the organisations involved, will drive later in the project the definition of dedicated exploitation strategies, i.e., how outputs will be further used to create an impact beyond GEMSTONE.

To ensure an effective exploitation of the project's outputs, GEMSTONE exploitation model will be comprehensive in scope and cover all types of results (with commercial and non-commercial potential) and every possible exploitation pathway through a three-step approach:

- 1) Identification of all KERs;
- 2) IPR assessment and analysis of exploitation options;
- 3) Design of a plan with partners' joint and individual strategies for accelerating results upscaling and future uptake.

Results are defined as any (tangible or intangible) output of the action such as data, knowledge, or information — whatever its form or nature, whether it can be protected or not — that is generated in the action, as well as any rights attached to it, including intellectual property rights.

A KER is an identified interesting result which has been selected and prioritised due to its high potential to be "exploited" – meaning to make use and derive benefits- downstream of the value chain of a product, process or solution, or act as an important input to policy, further research, or education.

GEMSTONE will produce different KERs. A summary list at the project level is provided below.

It will be reviewed and updated during the implementation of the project according to project's developments.

For KERs from 1 to 5, the exploitation plan will provide a strategy and a roadmap to scale up TRLs, with a focus on the following points:

- i. The identification of areas needing further R&D (Optimization of results), that have been already foreseen for the second half of the project;
- ii. The assessment of partners' roles and resources needed, including both human capital and financial resources, to be evaluated in the exploitation plan;
- iii. The identification of financing mechanisms (through own or external finance), to be screened in the last year of the project. Partners will consider internal resources, EU national funds, EU-funded projects as well as contracted research from interested parties or customer projects;
- iv. The planning for testing and demonstrations, to be carried out in collaboration with interested customers and external stakeholders. The set-up of a community of stakeholders, that will be constantly involved in the project's development and will support this objective;
- v. The design of preparatory work for future market launch.



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

Table 8: GEMSTONE key exploitable results

KER	Type	Exploitation pathways	Target
KER 1: Double transgenic mice	Model	<p>Non-commercial through publications, patents, generating new collaborative research based on project results, Integration of knowledge in university courses, MsC and PhD thesis, new services and commercial products from SMEs</p> <p>Commercial: leverage on results obtained for new therapeutic Neuropeptide strategies, adoption/adaptation for other diseases (such as autism and AD). These will be further detailed. At the moment, the data set do not identified</p>	<p>International neuroscience community, clinical neurology community, SMEs</p>
KER 2: Dataset for novel therapeutic strategies	Dataset		
KER 3: SOP (Standard Operative Procedures)	Procedure		
KER 4: Research reports	Advancement in knowledge		
KER 5: Datasets	Dataset		
KER 6: Report on short-term visits		<p>Non commercial: leveraged to ensure replication in other universities and research centres dealing with health and neuroscience in the Widening countries</p>	<p>Rectors, Universities administrations, Research Project Offices</p>
KER 7: Training material and booklets of internal events to transfer knowledge and soft skills training	Advancement in knowledge		
KER 8: Competences and skills matrix for Research Project Office upgrade	Model / Methodology		
KER 9: Methodology used for the mapping exercise	Methodology		
KER 10: Plan of mentorship activities	Plan / Model / Methodology		
KER 11: Database and roadmap of funding opportunities	Dataset		
KER 12: Best practice book	Best practices		



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.

D6.2 Plan for Exploitation and Dissemination of Results (PEDR)

In all cases, market potential will guide the process to ensure that the post-project research development is in line with the future regulatory and market challenges.

The academic and research exploitation is meant to leverage the KERs from 6 to 12 to promote and increase the R&D investments in neuroscience, resulting in new research collaboration and further research projects. This body of knowledge and expertise can be applied in different fields other than epilepsy and PD, fuelling knowledge transfer, research collaboration and further research projects, besides academic exploitation.

If the research results are not considered for IP protection, GEMSTONE provides open access (OA) to research outputs (e.g., publications, data, models, and workflows) through deposition in trusted repositories. Partners provide OA to peer-reviewed scientific publications relating to their results and to open data that can be used by third parties, possibly in different contexts, to generate new beneficial results, including new open data. Research results are shared with the scientific community through specific channels and anticipated with publications in high-impact journals and participation in congresses and workshops.

4. CONCLUSION

The Plan for Exploitation and Dissemination Results deliverable of GEMSTONE aims to provide a comprehensive strategy for disseminating and exploiting project results. It outlines the various tools and channels that will be used to ensure effective dissemination to both professional stakeholders and the general public. The strategy will also include a monitoring plan to periodically assess the efficiency and outreach of the channels and formats used, allowing the project team to fine-tune their contents and overall strategy over time.

The exploitation strategy will be based on the preliminary identification of key exploitable results (KERs) and stakeholder groups. The current deliverable will serve as a starting point for this strategy, which will be updated throughout the duration of the project to ensure that it remains relevant and effective. At the end of the project, the Final Exploitation Plan (D6.4, M36) will consolidate the exploitation strategy, providing a comprehensive view of the strategies and target segments.

Overall, the Plan for Exploitation and Dissemination Results deliverable of GEMSTONE serves as a critical tool for ensuring that the project's results are effectively disseminated and exploited. By using a variety of channels and formats, and by monitoring their efficiency and outreach, the project team will be able to engage a wide range of stakeholders and ensure that the project's impact is maximized.



The GEMSTONE Project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 1010789881.