

Dissemination plan of COST Action CA15203 MITOEAGLE

Marina Makrecka-Kuka





Dissemination objectives of CA15203 MITOEAGLE

- Share research results and outcomes with scientific community
- Stimulate new research or projects in field of mitochondrial physiology
- Change views about standards and quality of mitochondrial research
- Raise awareness about quality control in mitochondrial function assessment



Who?

- Researchers/partners involved in the Action
- Researchers working in the field not involved in the Action
- Early Career Investigators: graduates, PhD students, PostDocs.
- Opinion formers - policy makers and funding agencies (EU, national or regional)
- Other European Cooperation projects and Networks of Excellence
- General public



What?

Online channel

- Website of action: www.mitoeagle.xx

Discussion - Domain

EG: the project has a global dimension => .org

A: Domain .eu – COST official recommendation. However, it is not compulsory.



What?

Online channel

- Website of action: www.mitoeagle.org

Discussion – 2 levels of access

EG: Password-protected section – not a good option for a COST Action, with full emphasis on Open Access.

A: According to COST guidelines: Open Access - making research outcomes available in a digital format, free of charge, and increasingly free of most copyright and licensing restrictions and of technical or other barriers to access, such as digital rights management or requirements to register to access.

Password-protected section for discussions (e.g. organizing things). Alternatives – e-mail communication, online meetings...



What?

Online channel

- **Publications** (Scientific publications; E-newsletters; E-books; Articles in targeted EU-media, science magazines/blogs; MC meeting minutes; Progress and STSM reports)
- **Social media** (Facebook, Twitter, LinkedIn)
- **Educational pack** (Methodological guidelines; Videos)
- **E-mail communication**



What?

Other channels

Events	Prints	Media
<ul style="list-style-type: none">• Conferences• WG meetings• Training schools & STSM• Workshops• Lectures• Info days	<ul style="list-style-type: none">• Scientific publications• Flyer• Leaflet• Postcards• Poster	<ul style="list-style-type: none">• Interviews, success stories, press releases• Articles in scientific magazines, EU-media, for national and/or regional press sound of television broadcasts.



How?

Target audience	Channel	Object of dissemination
Researchers	Online	<ul style="list-style-type: none"> • Website of action • Publications (Scientific publications; E-newsletters; E-books; MC meeting minutes; Progress and STSM reports) • Social media • Educational pack (Methodological guidelines; Videos) • E-mail communication
	Events	<ul style="list-style-type: none"> • Conferences • WG meetings • Training schools & STSM • Workshops • Lectures
	Prints	<ul style="list-style-type: none"> • Scientific publications • Flyer • Leaflet • Postcards • Poster



How?

Target audience	Channel	Object of dissemination
Early Career Investigators	Online	<ul style="list-style-type: none"> • Website of action • Scientific publications; • Social media (Facebook, Twitter, LinkedIn) • Educational pack (Methodological guidelines; Videos)
	Events	<ul style="list-style-type: none"> • WG meetings • Training schools & STSM • Workshops
Opinion formers, stakeholders	Online	<ul style="list-style-type: none"> • Website of action • Articles in online targeted EU-media
	Events	<ul style="list-style-type: none"> • Conferences • Workshops
	Media	<ul style="list-style-type: none"> • Interviews, success stories, press releases • Articles in EU-media



How?

Target audience	Channel	Object of dissemination
General public	Online	<ul style="list-style-type: none">• Website of action• Publications (science magazines/blogs)• Social media (Facebook, Twitter, LinkedIn)• Educational pack (Methodological guidelines; Videos)
	Events	<ul style="list-style-type: none">• Lectures• Info days
	Media	<ul style="list-style-type: none">• Interviews, success stories, press releases• Articles in scientific magazines, EU-media, for national and/or regional press sound of television broadcasts.

COST Branding elements

- *COST Action CA15203 Mitochondrial mapping: Evolution - Age - Gender - Lifestyle - Environment*



Dissemination steps

Period	Budget	Action
1st Grant Period	applicable	<ul style="list-style-type: none"> • Website • Flyer - IMPACT
	N/A	<ul style="list-style-type: none"> • Social network pages – Facebook, Twitter • STSM • Contact: <ul style="list-style-type: none"> • scientific journal for possible article publication about projects • researchers from COST Member countries, which are not represented in Action • SME, who may have an interest in the MITOEAGLE network
2nd Grant Period	applicable	<ul style="list-style-type: none"> • Website
	N/A	
....next Grant period	applicable	<ul style="list-style-type: none"> • Website
	N/A	
Big future		<ul style="list-style-type: none"> • Special issue in scientific journal • E-book