

WP7 Communication and exploitation (m1-48). Responsible: Names of those responsible here.

The Digital Life initiative rests on seven pillars, as outlined in the 'Strategic Elements' section of strategic document. Some of these pillars identify specific directives when it comes to communication of the project and exploitation of results: (1) Lighthouse – target a global, transdisciplinary audience, (2) Talent – target young, talented researchers, (3) Future – hold an open dialogue with feedback and assessment from stakeholders, (4) Growth – promote industry involvement, and (5) Brand – use the right communication platforms and media to reach stakeholders. Based upon these directives, in this work package we will focus on the following tasks:

T7.1 Disseminate research and create a dialogue through Social Media Marketing
Strategy: To create an arena that is interesting for our core audience, ensuring repeat visits, 'Likes', and shares. This will be achieved by disseminating information stemming directly from our research while also including ancillary information that will be of interest to the core audience. We hope to be viewed as a hub of information on the field, in which stakeholders are eager to engage while on the job and at home in their private moments. Information should be delivered in a manner that is easy to understand by those outside of the academic community, with options/links for more information for those who desire the scientific details. We will rely upon our partners to 'Like' our posts and share within their scientific and media-related networks. This will also be a primary source of dialogue between us and the stakeholders.
Target Audience: Young, talented researchers from around the world (both academic and industry) from a variety of scientific backgrounds related to the topic. Journalists. Policy-makers/politicians. General public. Research partners.
Partners: List of partners here.
Platforms: Facebook, Twitter, & LinkedIn
T7.2 Disseminate research and built interest through Website/Blog
Strategy: In addition to the DLN hosted website, we intend to create an additional website to disseminate more detailed information. This website will also include a blog. Each week a different member from the team will be assigned to write a blog post. This post can be about anything related to the project - as long as it is interesting to read. The blog will allow us to share user-created content while providing another outlet to stand out from the research crowd.
Target Audience: Young, talented researchers from around the world (both academic and industry) from a variety of scientific backgrounds related to the topic. Journalists. Policy-makers/politicians. General public. Research partners.
Partners: List of partners here.
Platforms: DLN website. Weebly website.
T7.3 Disseminate research through publication in Scientific Journals & Conference Presentations
Strategy: The objective of T7.3 is to disseminate the results of 'PROJECT' to the traditional academic community as effectively as possible through scientific journals and conferences. 'PROJECT' supports the cOAlition S initiative (https://www.scienceeurope.org/coalition-s/) and intends to contribute to its development by publishing research only in true OA journals. This ensures that project results are available to every researcher in the world. Scientific articles will be published in relevant peer-reviewed OA journals with the highest possible impact, or alternatively publications are self-archived and made available at institutional repositories.
Target Audience: A traditional research audience (primarily academic) that prefers journals to social media.
T7.4 Disseminate research through publication in Non-scientific Journals
Strategy: Communication of research information to a broad audience will be performed through non-scientific journals such as GEMINI, Teknisk Ukeblad, Kjemi, NBS-nytt etc. The involved project partners have a long tradition for use this type of publication channels.
Target Audience: Journalists. Policy-makers/politicians. General public.

T7.5 Arrange workshops, trainings, seminars, forums, etc. to create a dialogue and obtain feedback on research results

Strategy: This will be our main source of dialogue/feedback from our more traditional stakeholders that may shy away from social media, leading to the most effective exploitation of our results. Disseminating information at these types of events is important not only for informing engaged actors in academia and industry about our project, but also for networking with relevant actors to secure future (and potentially commercial) collaborations.

-The consortium will train 2 PhD students that will defend their theses immediately upon completion of the 'PROJECT' while additional PhD students may be hired to evaluate research questions on an as-needed basis. - The consortium has also identified conflicts between open science and innovative research projects producing high impact results, and intends to arrange an RRI seminar in collaboration with other DLN projects focusing on this topic.

Target Audience: A traditional research audience (both from academia and industry) that prefer face-to-face social interaction to social media.