



**European Alliance for Global Health -  
Transformation through Joint Research &  
Innovation Action**

**Deliverable 5.4  
Final Update of EUGLOH Communication Strategy  
that integrates Research & Innovation aspects**

**WP5 – Communication & Dissemination**

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<sup>1</sup> PU = Public

<sup>1</sup> R = Document, report (excluding the periodic and final reports)

## Document History

Version	Date	Description
V1.1	02 January 2024	First Draft
V1.2	09 January 2024	Second Draft
V1.3	12 January 2024	Third Draft

### Final Update of EUGLOH Communication Strategy that integrates Research & Innovation aspects

#### Background

WP5 has taken on the responsibility of planning and executing a comprehensive communication and dissemination strategy throughout the project's duration. The strategy, outlined in the first version (D5.1; M3) and a subsequent update (D5.2; M12), established goals, directions, and audiences for communication efforts. Following two previous documents restricted to members of the EUGLOHRIA Alliance, this now public deliverable aims to showcase "Best practice examples" of the successful implementation of EUGLOHRIA's Communication Strategy.

EUGLOHRIA's Communication Strategy was created to optimise the project's impact and foster continuous dialogue and engagement among Alliance members, stakeholders, and societal actors by setting communication, dissemination, and exploitation goals, aiming to engage target audiences with tailored key messages and approaches. Guided by the objectives set in the Grant Agreement's Description of Action (DoA) and EUGLOHRIA's Communication & Dissemination Strategy (D5.1), WP5 efforts have been dedicated to building on existing communication structures established within the EUGLOH Alliance and exploiting and expanding them with the added dimensions of "*Research & Innovation*". This was accomplished by **involving specific target groups** such as academics and researchers, **including early-stage researchers, companies, and other external stakeholders in the existing communication structures**.

The approaches designed and implemented by WP5 were based on a common procedural framework aiming at **harmonising communication and dissemination efforts for the EUGLOHRIA Consortium**. These included the administration of the project's website ([www.euglohria.eu](http://www.euglohria.eu)) and accompanying social media presences, news and event promotion, editorial and graphical support, and, most importantly, creating the conditions for the project's progress, results, and contributions to be assimilated by the intended audiences through the appropriate means.

Supporting and collaborating with other Work Packages has been fundamental in fulfilling the tasks and achieving the objectives entrusted to WP5 as a transversal Work package. In addition to the communicative support provided in the context of disseminating activities and contributions, WP5 has

also played an important role in cooperating with other WPs with the organization of events, such as the EUGLOHRIA Back-to-Back Events coordinated by the University of Porto in October 2023 and EUGLOHRIA's Final Conference on Pandemics and Global Health Crises in Munich in December 2023.

Communication and Dissemination approaches were subject to continued monitoring and adaptation throughout the project's duration. EUGLOHRIA's Communication Strategy has undergone a thorough evaluation and adaptation process in response to the evolving needs and challenges, aiming to enhance the effectiveness of communication and dissemination efforts, reflecting a proactive and adaptive response to the challenges and opportunities identified.

As EUGLOHRIA nears the end of the funding period, several approaches stand out as **Best Practice Examples**. They offer valuable insights and benchmarks for innovative strategies and underscore the project's achievements in bringing "science" and "society" closer together in the spirit of the *Science with and for Society* call, effectively leveraging digital platforms, and enhancing collaboration not only within its consortium but also with the intended target audiences. These Best Practice Examples not only manifest the immediate success of EUGLOHRIA but also contribute to **laying a foundation for a sustainable legacy in the broader context of research, innovation, and societal impact**.

#### 1. “Science Communication Workshops”: Enhancing public engagement in science through effective communication



In response to the pressing global challenges that necessitate a **deeper public understanding of science**, a Science Communication Workshops Series was established in collaboration with the Munich Science Communication Lab. These **workshops** aimed to empower scientists and students with the skills to communicate complex scientific topics to a broader audience effectively.

They began with an intensive session on the theoretical principles of science communication. This included understanding audience demographics, effective storytelling techniques, and the use of visual aids. Case studies highlighting successful science communication instances were discussed to provide real-world context.

Afterwards, participants engaged in hands-on exercises that allowed them to apply the principles they had learned. These exercises included creating short presentations, writing blog posts, or designing infographics related to their research. Peers and instructors provided feedback to refine communication skills.

In the latter part of the workshop, participants formed small groups to enter a rapid prototyping phase. Here, they collaboratively developed a communication project, such as a mini-exhibit or a digital media

presentation. This phase emphasised quick iteration and innovation, encouraging participants to think creatively about presenting their research.

In summary, the **Science Communication Workshop** represented a comprehensive approach to addressing the need for more **effective science communication**. By combining theoretical knowledge with practical application and offering ongoing opportunities for public engagement, the workshop equipped scientists and students with the essential tools **to bring their research into the public domain**, thus playing a crucial role in bridging the gap between scientific communities and the general public.

## 2. EUGLOHRIA Talks for Global Health Engagement

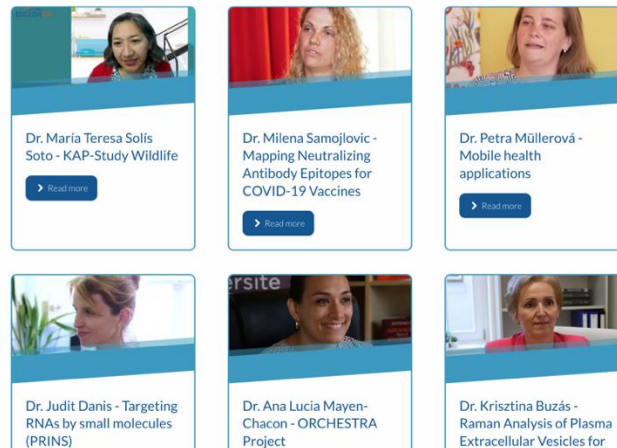


[EUGLOHRIA Talks](#), posted on the EUGLOHRIA webpage, have been designed to **foster dialogue on Global Health and pandemic research**, connecting researchers with the public, policymakers, and the youth. This initiative has proved to be a **platform displaying research contributions in an engaging manner, promoting interdisciplinary exchange and enhancing the EUGLOHRIA Alliance's public image**.

Host talks and interactive sessions have enabled researchers to present their findings in an understandable format to the general public, thereby facilitating researcher-public interaction. Furthermore, the recorded talks **encourage researchers from different fields to collaborate** and to share diverse perspectives on Global Health. The talks also offer researchers a platform to **reach a broader audience**, using digital media for extended outreach.

Furthermore, the EUGLOHRIA Talks highlight EUGLOHRIA's impact by emphasising the tangible outcomes of EUGLOHRIA's work, such as research inventories, in simplified, audience-friendly formats. **The content was tailored to reach civil society, young people, policymakers, and students, emphasising EUGLOHRIA's role in Global Health.**

Therefore, EUGLOHRIA Talks have proved to be an opportunity to effectively bridge the gap between Global Health research and various societal stakeholders. By promoting understanding and collaboration across disciplines, these talks contribute to the Alliance's impact on Global Health challenges.



### 3. EUGLOHRIA Virtual Tours for Global Health Collaboration and Education



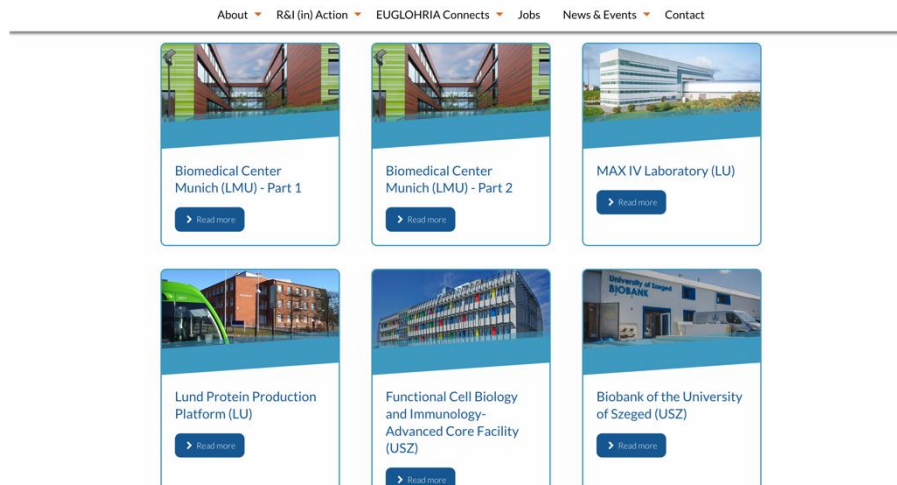
The EUGLOHRIA Virtual Tours were designed to highlight the progress and results of the project, particularly **focusing on the transformational module “Sharing Infrastructures & Resources.”** These tours have aimed to display the first-class research infrastructures available within the Alliance, showcasing core facilities and engaging diverse audiences with interactive content.

The tours, presented on the EUGLOHRIA webpage, are intended **for the general public, young people, policymakers, and members of EUGLOHRIA universities** with an interest in global health. Flagship core facilities are showcased, illustrating their unique expertise in Global Health. On loading the virtual tour, participants see a 360-degree view. They can pan around by clicking and dragging the cursor and zoom in or out using the mouse scroll wheel or touch gestures. Navigation through the tour is facilitated by hotspots or arrows.

The tours provide **insights into research for specific audiences like schools, sparking interest in science and health research.** They bring the tangible outcomes and advancements of EUGLOHRIA to the public’s attention in an accessible format. This way, they help to enhance the Alliance’s public image and strengthen EUGLOHRIA’s reputation beyond academia. They also contribute that researchers may identify technical research opportunities for the Alliance.

In summary, EUGLOHRIA Virtual Tours prepared within EUGLOHRIA represent an innovative approach to sharing knowledge and fostering collaboration. **By utilizing immersive technology, these tours**

**effectively engage diverse audiences**, enhancing the understanding of EUGLOHRIA’s role in advancing global health research and collaboration.



#### 4. EUGLOHRIA Final Conference on Pandemics and Global Health



## EUGLOHRIA FINAL CONFERENCE ON PANDEMICS & GLOBAL HEALTH CRISES

The **EUGLOHRIA Final Conference** marked the successful conclusion of the EUGLOHRIA SwafS-Project. This three-day event in early December celebrated the project’s achievements over three years and provided a platform for discussing future research and innovation within the EUGLOH Alliance and informing the general public.

A ‘Collaborative Horizons’ session with Jean Pierre Bourguignon, former President of the ERC, provided insights into opportunities for European researchers. Noemi Castelletti’s (LMU Munich) keynote on the KOCO-19 Study emphasised the importance of international collaboration and its impact on public opinion and policies. A tour of LMU’s Biomedical Center, a Science Communication Workshop (for further details, see 13.1), and the 4th EUGLOH Annual Student Research Conference embedded into the conference highlighted student research and scientific collaboration. The Public Roundtable and sessions on future research and innovation collaboration offered valuable insights.

In conclusion, the EUGLOHRIA Final Conference exemplified a successful culmination of the project. By **bringing together diverse experts and stakeholders**, fostering collaborative discussions, and overcoming logistical challenges, the conference set a **benchmark for future academic gatherings in Global Health research and policy development**.



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