EBRAINS 2.0

D8.4 Communication and Dissemination Strategy

Figure 1: Researchers at FENS Forum 2024 interacting with EBRAINS representatives at the booth

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Abstract:	This deliverable features the Communication and Dissemination Strategy for the EBRAINS 2.0 project and highlights how each of them contributes to maximise its impact. The primary goal of the communication actions is to share and emphasise the activities and outcomes of the EBRAINS 2.0 project towards various key audiences, including citizens. The dissemination activities aim to ensure that the knowledge and results of the EBRAINS 2.0 project are openly accessible to scientists, government officials, policymakers, industry representatives, civil society, patients, media and citizens following the principles of Open Science.

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1. Introduction

1.1 Context and perspectives

“EBRAINS 2.0: A Research Infrastructure to Advance Neuroscience and Brain Health” is a three-year project (January 2024 – December 2026), co-funded by the European Union. With 59 partner institutions from 16 European countries, it is coordinated by EBRAINS AISBL, an international non-profit association that runs EBRAINS.

EBRAINS is a digital, collaborative European Research Infrastructure (RI) designed to drive advancements in neuroscience and brain health. It is an innovative ecosystem developed from the Human Brain Project (HBP), the largest brain science project in Europe that stands among the biggest research projects ever funded by the European Union. The EBRAINS RI brings together researchers, clinicians, and experts from various disciplines to delve into the complexity of the brain, ranging from molecular and cellular levels to the entire organ's functioning.

The EBRAINS 2.0 project aims to establish a new standard for brain atlases at both micro and macro scales, integrate foundational multi-level data and connectomes of both healthy and pathological brains with atlases and models, create digital twins through modelling and simulation, and provide unique and top-tier services for FAIR (Findable, Accessible, Interoperable, and Reusable) neuroscience data.

The primary goal of EBRAINS RI is to deepen the understanding of brain structure and function using advanced software tools, facilitating the development of more effective treatments, new drugs, diagnostics, and preventive measures for neuro-psychiatric disorders. To enable this, it is expected that EBRAINS 2.0 will significantly enhance large-scale models running on HPC (High Performance Computing) towards Exascale computing (most advanced High-Performance Computing), leading to innovative solutions in neuro-inspired computing and cognitive technologies, such as neurorobotics and AI. The sophisticated digital modelling and data analytics capabilities will extend benefits beyond neuroscience, aiming to impact fields like biomedicine, brain medicine and neuro-derived technologies.

The EBRAINS 2.0 project will advance EBRAINS RI’s technology, platform services, and the core infrastructure roadmap, while educating and training a new generation of users and developers from academia, industry, and SMEs, ensuring effective knowledge transfer. EBRAINS is set to become the central hub for neuroscience in the European infrastructure landscape by building strong connections with European data spaces, EOSC (European Open Science Cloud) and EuroHPC JU (European High-Performance Computing Joint Undertaking), centres of excellence, and other EU funded projects, such as CSA (Coordination and Support Action) BrainHealth, Virtual Brain Twin and eBRAIN Health. On a global scale, EBRAINS 2.0 will significantly contribute to the new era of digital neuroscience and strengthen European leadership in this domain.

1.2 Structure and coordination of communication and dissemination activities

This deliverable is composed of six parts. The Communication and Dissemination Strategy for the EBRAINS RI, as well as Communication and Dissemination KPIs (Key Performance Indicators) and Communication and Dissemination Guidelines are at the core of the document. The activities under each of these chapters involve multiple interconnected levels requiring both individual expertise and collaboration. Effective interaction among these levels is essential, leveraging each group's skills and experience. The introduction and conclusions are aimed at setting the scene and summarising the expected impact of the project and how communication and dissemination can facilitate achieving it. Keeping PLUS, an internal publishing and monitoring tool, up to date is key for maximising the outreach actions of all consortium partners.

Building on the HBP legacy is crucial for maximising the visibility and impact of EBRAINS. By leveraging the HBP materials, tools and breakthroughs through EBRAINS communications channels, and consistently making the link with the HBP in the EBRAINS messaging, EBRAINS will effectively profile the project and its research infrastructure to key stakeholders. This narrative that underscores the value of EBRAINS as a continuation and evolution of the HBP’s success not only strengthens stakeholder engagement, but also reinforces EBRAINS' role as a leading infrastructure in advancing brain science, enhancing its credibility, reputation, and long-term influence.

Communication and dissemination follow a unified strategy to ensure efficient information exchange between individual Work Packages' (WP) activities and central project-level communication and dissemination (WP8). This strategy is reflected in the WPs' structure, with each WP having a task dedicated to dissemination activities for the respective communities. These tasks are managing and coordinating dissemination at the WP level, including scientific publications, technology releases, public documentation, conference talks, webinars, and workshops, interacting systematically with WP7 (Community involvement, Education, Innovation and Interoperability) and WP8 (Management, Coordination and Communication), under the coordination of Task 8.4 Communication and dissemination strategy and digital communications.

Co-design, communication and dissemination are closely linked. To reinforce a unified direction and enhance overall impact, it is essential to orchestrate the interplay of activities occurring in multiple WPs by systematically gathering insights, aligning strategies, and sharing results. In addition, it is crucial to harmonise efforts in identifying and profiling target audiences, while also capturing the priorities and perspectives of future users and enablers, with each of these processes unfolding in parallel across the various WPs.

2. Communication Strategy

2.1 Goals

The communication strategy aims to:

- Increase visibility and awareness of EBRAINS 2.0's activities and outcomes among a broad range of audiences—including scientists, clinicians, policymakers, industry, media, and the wider public—thereby fostering more robust stakeholder engagement and expanding opportunities for meaningful collaboration across Europe and beyond.
- Reinforce EBRAINS' reputation and credibility as the leading European hub for neuroscience research, strengthening trust in the platform's capabilities and promoting its role as a critical contributor to the global advancement of digital neuroscience.

2.2 Key objectives

The key objectives of the communication strategy are the following:

- Demonstrating the added value of the EBRAINS RI as a key brain research enabler and as an essential "go-to" resource for the scientific, clinical and industrial representatives, in order to significantly increase the number and diversity of users, thereby enhancing the discovery of new innovative brain health solutions and brain-inspired technology.
- Educating existing and potential new users of EBRAINS from academia, medical sector and industry and showing to all target audiences as described in Table 1 below the scientific, technological, social and medical results of EBRAINS RI.
- Increasing user retention and satisfaction: fostering a positive, user-centred experience by maintaining high-quality services, responding to feedback, and continuously refining EBRAINS tools to meet evolving needs and expectations.
- Actively engaging, establishing and maintaining strong relationships with key external stakeholders to ensure EBRAINS' prominent position within national and European forums and ecosystems, such as: e.g. European Brain Research Area, European Academy of Neurology, European Health Data Space (EHDS), European Open Science Cloud (EOSC), Open Science, European High Performance Computing Joint Undertaking (EuroHPC JU), Imec, International Brain Initiative (IBI), National Nodes' initiatives.
- Enhancing engagement with policymakers at a national and European level: increasing understanding of EBRAINS activities by demonstrating the platform's impact and value in shaping research agendas, health care policies, and strategic initiatives.
- Supporting and strengthening technology transfer among project partners and towards industry representatives, laying the groundwork for commercial applications, economic growth, and the advancement of neuro-inspired products and services.

- Empowering and involving patients in the research process: communicating the relevance of EBRAINS' work to patient communities, integrating patient perspectives into research priorities, and highlighting how EBRAINS-enabled advances can lead to improved diagnoses, treatments, and patient-centred care outcomes.

2.3 Target audiences

As highlighted in Table 1 below, the communication target audiences are:

Table 1: Groups and subgroups of the communication target audiences

Target groups	Target subgroups
Existing and potential new users of EBRAINS from academia, medical sector, patients and industry	Neuroscience community: • Researchers at all career levels • Groups that contributed to building EBRAINS as part of the HBP, as well as other communities • At the international, European and national levels, where the National Nodes play a major role and where they could play a role in the future • Members of societies like FENS (Federation of European Neuroscience Societies), SfN (Society for Neuroscience), OHBM (Organization for Human Brain Mapping), IBRO (International Brain Research Organization) • Specific subgroups: bioinformaticians, brain theorists, clinical and cognitive neuroscientists, computational neuroscientists, data scientists, modellers, neuroanatomists, neuroimagers, neurophilosophers and neuroethicists, neuropsychologists, neuroscientists
	Research communities beyond neuroscience: • Other research communities that can benefit, e.g. compute-intensive simulations to identify drug targets (biomedical community)
	Technology community: • High-Performance, Neuromorphic and, in the future, Quantum Computing • Brain-inspired technologies, neurorobotics and AI
	Brain health and medical community: • Medical professionals: e.g. neurologists, radiologists, oncologists, psychiatrists, psychologists, neurosurgeons • The community of the European Academy for Neurology • The EBC (European Brain Council) and the CSA BrainHealth (partnering in CSA) • Members of societies like ECNP (European College of Neuropsychopharmacology), ILAE (International League Against Epilepsy), ESO (European Stroke Organisation), EANO (European Association of Neuro-Oncology), International Parkinson and Movement Disorder Society, EPA (European Psychiatric Association) • Broader medical and pharmaceutical stakeholder community in Europe • Mental health communities (e.g. EPA, the European Psychiatric Association) • Patient and advocacy groups including EBC, EFNA (European Federation of Neurological Associations), Condition-focused - e.g. International Bureau for Epilepsy (IBE), Parkinson's Europe (Parkinson), GAMIAN Europe (Global Alliance of Mental Illness Advocacy Network), Mental Health Europe (psychiatric disorders), Patient organisations - e.g. Alzheimer Europe, EMSP (European Multiple Sclerosis Platform), patients
	Industry representatives: • Sectors that can benefit from EBRAINS tools and services or the EBRAINS community including medical devices, prosthetics, pharmaceutical, neurotechnology and artificial intelligence industries: e.g. EFPIA (European Federation of Pharmaceutical Industries and Associations), MedTech Europe, Zeiss, Siemens
Policymakers and intergovernmental organisations	• National level (alignment of research agendas), including Ministries of Research, Innovation, Health, Science, Industrial policy, including political and civil service leaders, as well as key advisers. • European level: European Commission (DG Connect, RTD, SANTE, HERA, GROW, JRC, and Executive agencies HaDEA, ERCEA, REA, EISMEA), EU Commissioners - Ekaterina Zaharieva, Start-ups, Research and Innovation,

	Executive Vice-President Henna Virkkunen, Tech Sovereignty, Security and Democracy, Olivér Várhelyi (Health and Animal Welfare), European Parliament (ITRE, ENVI Committees), STOA, SANT • Permanent Representatives' Healthcare Attachés • Council of Europe officers • Advisers of the Polish Presidency of the EU and of upcoming presidencies • International level: e.g. OECD (Organisation for Economic Co-operation and Development), WHO (World Health Organization) • Funding and health data agencies
Other European and international organisations and initiatives	• Other Research Infrastructures such as Euro-Bioimaging, BBMRI, EATRIS (European infrastructure for translational medicine), Elixir (European life sciences infrastructure), ECRIN (European Clinical Research Infrastructure Network) • The European Open Science Cloud (EOSC) • European Data Value Forum • IHI (Innovative Health Initiative) • EuroHPC Joint Undertaking • IBI (International Brain Initiative) • Healthy Brains, Healthy Lives (HBHL, Canada) • Key networks: ICRI (International Conference on Research Infrastructures), ESFRI Forum (European Strategy Forum on Research Infrastructures) • Foundations and other organisations • Organization for Human Brain Mapping
Universities and institutions in Europe and globally	• Including graduate programmes
European, national and global media	• Scientific media • Top tier mainstream media, including policy (e.g. Politico, EurActiv), newswires (e.g. Reuters), international, Brussels press corps, as well as specialised and trade media, especially with science and healthcare focus
Wider society	Broader public in Europe and globally, including school children

2.3.1 Profiling target audiences and their needs

Profiling the target audiences and understanding their needs is critical for tailoring the EBRAINS 2.0 communication and dissemination strategies. By mapping each group's priorities, information requirements, level of expertise, and preferred communication channels, we can align messages, tools, and engagement methods with their specific interests. This approach ensures that each stakeholder—from researchers and clinicians to policymakers, industry representatives, patients, and the general public—receives relevant, accessible, and impactful information about EBRAINS 2.0's offerings. As a result, the communication efforts become more meaningful, fostering stronger collaborations, enhancing user satisfaction, and ultimately advancing the uptake and impact of digital neuroscience innovations.

The analysis of the various target audiences and their needs follows below:

1) Existing and potential new users (academia, medical sector, patients, industry)
   a) Neuroscience Community (Researchers, EBRAINS Contributors, National Nodes, Members of Neuroscience Societies)

- Priorities/Expectations: Access to cutting-edge data, tools, and resources; collaboration opportunities; reliable support; funding and sustainability for research; recognition in their field.
- Information Needs: Training materials, updates on new features/services, invitations to workshops/webinars.
- Expertise/Interests: Beginner to high scientific expertise, specialised interests in brain mapping, digital models, simulation, big data analytics using AI, large cohort studies, neuroimaging, clinical studies and others.
- Channels: Academic journals, conferences, newsletter, community space, training events.

- Desired Outcomes: Enhanced research productivity, more impactful publications, sharing of research outputs.

b) Research communities beyond neuroscience (e.g., pharmacology, computational biology, AI and machine learning)

- Priorities/Expectations: Identifying cross-disciplinary opportunities; leveraging EBRAINS HPC capabilities for compute-intensive simulations; discovering new drug targets or biomarkers.
- Information Needs: Use cases relevant to their disciplines; success stories and case studies.
- Expertise/Interests: Moderate to high technical expertise, interest in cross-domain applications.
- Channels: Conferences/ workshops that feature case studies, newsletter
- Desired Outcomes: Ability to apply EBRAINS tools to novel research questions, fostering innovation at disciplinary boundaries.

c) Technology community (HPC, neuromorphic, quantum computing, brain-inspired technologies, neurorobotics, AI)

- Priorities/Expectations: State-of-the-art infrastructure updates; scalability; guidance on integrating EBRAINS resources into their own platforms or products.
- Information Needs: Best practices, upcoming infrastructure upgrades.
- Expertise/Interests: Highly technical; focus on computational methods, system performance, and scalable architectures.
- Channels: Newsletter, hackathons, webinars.
- Desired Outcomes: Seamless integration of EBRAINS tools into their workflows, improved computational models, and faster innovation cycles.

d) Brain health and medical community (medical professionals, medical societies, EBC, BrainHealth CSA, mental health communities)

- Priorities/Expectations: Clinically relevant data; evidence-based tools that improve diagnostics, treatment, and patient outcomes; compliance with regulatory and ethical standards.
- Information Needs: Translational research outcomes, clinical protocols, summaries of relevant scientific evidence, decision-support tools.
- Expertise/Interests: Medium to high medical expertise, focus on applicability to patient care and clinical practice.
- Channels: Participation in targeted conferences/ webinars, newsletter.
- Desired Outcomes: Improved patient care through cutting-edge neuroscience insights and tools, streamlined pathways from research to bedside.

e) Patients and advocacy groups (EBC, EFNA, condition-focused groups, patient organisations)

- Priorities/Expectations: Patient-centric research communication; information on how EBRAINS advancements translate into better treatments and care; transparency and trust.
- Information Needs: Lay language summaries of research developments, patient-friendly communication materials.
- Expertise/Interests: Low technical expertise, but high interest in outcomes and real-world impacts on quality of life.
- Channels: Social media, newsletter.
- Desired Outcomes: Greater hope and clarity about future therapies, inclusion in research priority-setting, and better understanding of how digital neuroscience benefits patients.

f) Industry representatives (pharmaceutical, neurotechnology, medical devices, AI and tech industries)

- Priorities/Expectations: Access to high-quality data and tools that can accelerate R&D; understanding of commercial application potential; clear IP (Intellectual Property) frameworks.
- Information Needs: Success stories of EBRAINS applications in industry.

- Expertise/Interests: Business and technical interests, focus on commercialisation and innovation.
- Channels: Participation in trade shows, social media.
- Desired Outcomes: Faster time-to-market for new products, enhanced competitiveness, fostering public-private partnerships.

2) Policymakers and intergovernmental organisations (national, European, international)

- Priorities/Expectations: Evidence-based policy recommendations, alignment with strategic health/research agendas, data sovereignty, and compliance with ethical and regulatory standards.
- Information Needs: Policy briefs, summaries of EBRAINS progress, policy roundtable invitations.
- Expertise/Interests: Low technical, high strategic/policy interest, focus on outcomes, societal impact, and alignment with European/global goals.
- Channels: Policy briefs, participation in policy debates.
- Desired Outcomes: Informed decision-making leading to supportive research policies, integration of EBRAINS findings in national/EU strategies, stable funding and regulatory environment.

3) Other European and international organisations and initiatives (other RIs, EOSC, EuroHPC, IBI, Foundations)

- Priorities/Expectations: Partnership opportunities, data interoperability, synergy with existing infrastructures, coordinated contributions to global knowledge.
- Information Needs: Collaborative roadmaps, technical interoperability specs, joint project calls, repository of standards.
- Expertise/Interests: High strategic and moderate technical expertise, focus on cross-infrastructure compatibility.
- Channels: Workshops/technical coordination meetings, newsletter.
- Desired Outcomes: Enhanced European and global RI ecosystem coherence, mutual reinforcement of capabilities, shared standards and protocols.

4) Universities and institutions (Europe and globally)

- Priorities/Expectations: Access to training resources for students and researchers, integration into curricula, opportunities for international collaborations.
- Information Needs: Academic course materials, internship and fellowship offers, invitations to training schools, funding calls for collaborative projects.
- Expertise/Interests: High academic expertise; interested in training the next generation, ensuring research quality and reproducibility.
- Channels: Newsletter, webinars, online training modules.
- Desired Outcomes: High-quality education and research environments that leverage EBRAINS tools, long-term talent development.

5) European, national, and global media

- Priorities/Expectations: Clear, newsworthy information, authoritative voices, timely updates on breakthroughs and societal relevance.
- Information Needs: Press releases, media kits, interviews with experts, access to visuals and data summaries.
- Expertise/Interests: Low technical expertise, interest in translating complex topics into engaging stories for the public.
- Channels: (Embargoed) press releases, social media.
- Desired Outcomes: Positive, informed media coverage that enhances public understanding and trust in EBRAINS and neuroscience research.

6) Wider society (general public, including schools)

- Priorities/Expectations: Understandable, relatable information on neuroscience's impact on health and well-being; educational resources to inspire interest in science.
- Information Needs: Accessible explanations, infographics, short videos, stories illustrating real-world benefits.
- Expertise/Interests: Low technical expertise, high interest in societal relevance.
- Channels: Social media, participation in citizens' events.
- Desired Outcomes: Increased public awareness, support, and understanding of the importance of neuroscience research and digital infrastructures.

2.3.2 Dynamic stakeholder mapping

The dynamic stakeholder mapping approach provides a flexible framework to understand and navigate the evolving relationships and interests within the EBRAINS 2.0 ecosystem. Rather than treating stakeholder categories as fixed, it recognises that influence, interest, and involvement may change over time. By continuously monitoring these shifts, we can proactively adjust engagement methods, communication strategies, and co-design initiatives—ensuring that our efforts remain relevant, targeted, and effective.

As shown in the Figure 2 below, the power interest matrix method for stakeholder mapping analysis arranges stakeholders into a 3x3 grid based on their Influence (vertical axis) and Interest (horizontal axis) levels. Each cell suggests the type of engagement strategy:

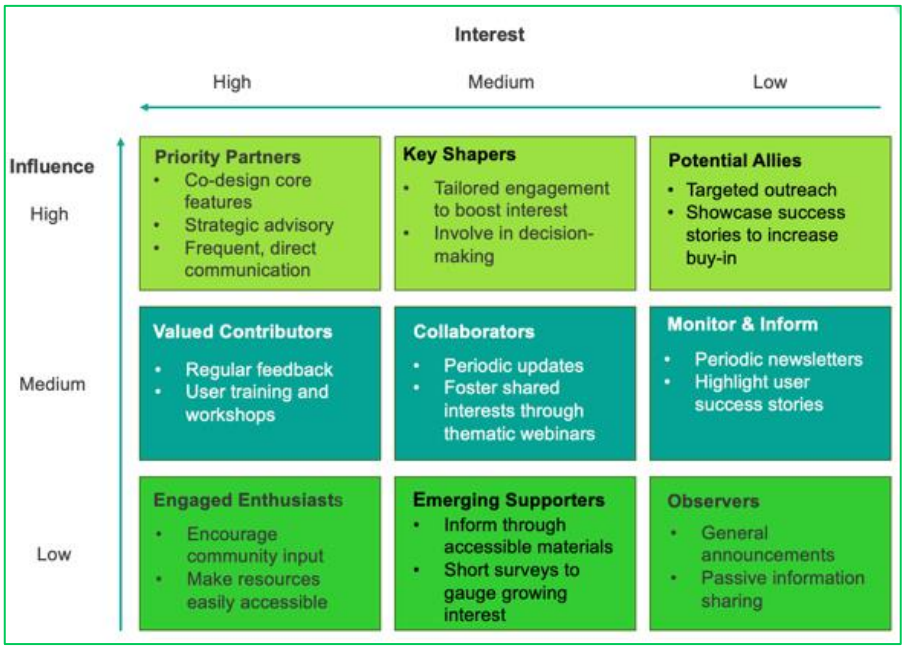

Figure 2: Power interest matrix method for stakeholder mapping analysis

This matrix helps to quickly assess which stakeholders deserve the most intense involvement and which may need strategies to elevate their interest or utilise their influence effectively, as follows:

1) High Influence / High Interest

- EBRAINS Core Community (HBP contributors, early adopters of EBRAINS tools)
- Key Neuroscience Societies and Leading Research Labs
- Major Funding/Policy Bodies at EU Level (e.g. European Commission, EuroHPC JU)
  Approach**:** Involve closely in co-design workshops, and platform development discussions.

2) High Influence / Moderate Interest

- Policymakers (e.g. National Ministries), ESFRI Forum
- Major Intergovernmental Organisations (WHO, OECD)
  Approach**:** Provide policy briefs, periodic high-level meetings, highlight socio-economic impact to maintain or increase their interest.

3) High Influence / Low Interest

- Some industry associations (not yet fully aware of benefits), some large media outlets
  Approach**:** Targeted outreach campaigns, success stories, tailored messaging to pique their interest and move them toward higher engagement.

4) Moderate Influence / High Interest

- Broader Neuroscience Community (specialised research groups)
- Medical and Clinical Communities (specialised hospitals, research clinics)
  Approach**:** Offer training sessions, gather feedback through surveys, user testing, ensure frequent communication of relevant updates.

5) Moderate Influence / Moderate Interest

- Other RIs and EOSC-like initiatives
- Partner universities and institutions
  Approach**:** Participation in workshops

6) Moderate Influence / Low Interest

- Non-specialist industry stakeholders unfamiliar with EBRAINS
  Approach**:** Raise awareness through industry-focused communication (targeted marketing), highlight success stories to elevate interest.

7) Low Influence / High Interest

- Patient and Advocacy Groups
- Students and early-career researchers
  Approach**:** Involve them in co-design for usability improvements, provide user-friendly communication material, gather input to ensure tools meet user needs.

8) Low Influence / Moderate Interest

- General public, school communities (interest in science education)
  Approach**:** Broad outreach (social media campaigns), educational materials, inspire future generations and build public trust.

9) Low Influence / Low Interest

- Marginal stakeholders not directly impacted by EBRAINS outcomes
  Approach**:** Minimal engagement needed beyond general public communications; track if interest grows over time.

In a nutshell, this matrix analysis reveals three key takeaways:

- Top-left corner (High Influence/High Interest): this is where we need to focus our strongest co-design and communication efforts.
- Bottom-right corner (Low Influence/Low Interest): we need to maintain minimal engagement here but still offer accessible information.
- Other cells: we need to adjust strategies based on each group's potential to shape EBRAINS and their interest in its outcomes.

Since the matrix is dynamic and relationships evolve over time, stakeholders may shift from one category to another, requiring continuous adjustments to engagement strategies.

2.4 Key messages

The communication key messages aim to convey the significant benefits and opportunities that EBRAINS RI offers to a diverse range of target audiences, as well as the project's results. These messages were shared with the consortium partners for their outreach purposes, and we will ensure they remain relevant and effective by revisiting them regularly. They will also evolve in line with EBRAINS 2.0 project developments, showcasing examples and highlighting the project's impacts – e.g. scientific/industrial use cases, breakthroughs, user stories.

1) Key messages targeted to existing and potential new users, researchers from all career levels and from different fields:

- The EBRAINS infrastructure can significantly advance your research work.
- EBRAINS provides high-level and easy-to-use tools, services and support that can enable your next breakthrough.
- Get an EBRAINS account to turn big ideas into reality.
- Benefit from EBRAINS user-friendly ecosystem offering a single entry-point and a uniform user experience.
- EBRAINS is a reliable data repository where you can share your results.
- The digital EBRAINS atlas is covering human, monkey and rat brains with unprecedented detail.
- Integrating your data into EBRAINS provides added value to your work.
- You can engage and further shape the RI to your needs with your feedback and through open call and co-design participation.
- Be part of a lively and innovative community in the field of digital neuroscience.

2) Key messages targeted to clinical neuroscientists, medical professionals, medical and pharmaceutical stakeholders and representatives:

- The EBRAINS RI can make a unique impact for patients in several high-awareness focus fields.
- EBRAINS creates new opportunities for medicine.

3) Key message addressed to users, neuroimaging and clinical neuroscience community, brain health and technology communities in the EU and globally:

- EBRAINS is paving the way for implementing the Digital Twin vision and making this technology broadly accessible.
- EBRAINS is offering a human brain atlas to facilitate a deeper understanding of the patho-mechanism of brain diseases and helps improving therapy.

4) Key message addressed to existing and potential new users, researchers from all career levels and from different fields, National Nodes, policymakers and intergovernmental organisations:

- A shared infrastructure is essential in the current digital age and has unique benefits.

5) Key message addressed to National Nodes:

- National research communities benefit from being part of EBRAINS.

6) Key messages targeted to policymakers, media, intergovernmental organisations and other European and international organisations and initiatives:

- Collaboration is key to understanding the brain.
- Brain research has entered a new, digital era, and EBRAINS is facilitating this progress.
- EBRAINS is the leader of digital brain research in Europe.
- Supporting brain science needs to be a key priority for tackling the challenges of our time.
- EBRAINS is based on FAIR data principles.
- It brings benefits to citizens to support this kind of science.
- Translation to health and tech from brain science is picking up pace.
- Supporting infrastructures like EBRAINS is effective research policy.

- EBRAINS drives scientific progress.
- Brain research is driving progress in AI.

7) Key message targeted to industry representatives, policymakers:

- EBRAINS creates new opportunities for innovators and industry applications.

8) Key messages targeted to patients:

- Empowering patients through research: EBRAINS 2.0 strives to translate complex neuroscience research into clear, meaningful insights that can help patients better understand their conditions and treatment options.
- Improved care through innovation: by integrating cutting-edge digital tools, EBRAINS 2.0 aims to accelerate the development of more personalised therapies, improved diagnostics, and evidence-based care that directly benefit patients and their families.
- Patient-centered involvement: patients' input matters. EBRAINS 2.0 encourages patients and advocacy groups to actively participate in shaping research priorities, ensuring that the outcomes reflect real needs and contribute to higher-quality healthcare.
- Bridging science and everyday life: through EBRAINS 2.0, scientific discoveries are brought closer to patients, aiming to result in practical solutions and timely updates on emerging treatments and clinical improvements.
- Transparency and trust: EBRAINS 2.0 is committed to clear, accessible communication, building trust with patients by openly sharing progress, challenges, and achievements in advancing brain health research and care.

9) Key message targeted to the wider society:

- EBRAINS helps make new discoveries in science.

10) Key message addressed to all target groups:

- The EBRAINS community strives for diversity, inclusion and gender equality.

2.5 Tactics, channels and planning

EBRAINS and consortium partners ensure EU, national and regional level engagement with the various stakeholders. It is crucial that this takes place in a coordinated way, through a mix of channels and tactics deployed around internal and external milestones, as highlighted in the overview provided below.

1) Media relations campaigns 2025:

- Targeted proactive media approach will include:
  - Releasing press releases on key occasions
  - Background briefings/interviews with pre-identified scientific, policy media, newswires, international media, Brussels press corps, as well as with specialised and trade media at a European and national level on key developments - e.g. scientific breakthroughs etc.
  - (Embargoed) interviews and press releases will be shared with the above key pre-identified media ahead of big milestones – e.g. release of scientific publications/results in a staggered approach. To be continued by interviews on the day of the announcement and after the launch of the announcement.
  - We will develop targeted stories based on the media outlet type and interest of the journalist. We will focus on the scientific advancements with scientific media, we will highlight the needed legislative enablers with policy media, we will tell a story of innovation, technology and societal contributions to international media and newswires. Regarding societal impact, we will publish stories of patients/communities positively impacted by neuroscience research and EBRAINS 2.0, highlighting breakthrough stories, patient journeys, and interviews with scientists.
  - Press briefing at EU/national level around key opportunities – e.g. the EBRAINS Summit 2025.

- Writing scientific and organisational news items for the EBRAINS website by tracking scientific publications to identify EBRAINS usage and results enabled by the EBRAINS Research Infrastructure.

- Further proactive media engagement opportunities around the following milestones (non-exhaustive overview):
  - Creating potential media engagement opportunities around major scientific, citizens' engagement events, as well as events/exhibitions gathering academia, clinicians, industry, patients' associations, patients, media outlets, policymakers where EBRAINS/consortium partners will participate.
  - Amplifying consortium partners/third-party initiatives and creating own opportunities around international awareness weeks and days: blog posts/podcasts/interviews.
  - Organising a media site visit at a supercomputing centre/ research institution.
  - Communicating our position on relevant policy files/priorities: e.g. EU Artificial Intelligence Act (AI Act)/European Health Data Space (EHDS)/General Data Protection Regulation (GDPR)/Data Governance Act/ European Virtual Human Twins Initiative.
  - Showcasing how EBRAINS contributes to achieving the digital transition and how it enhances the EU's competitiveness, one of the main policy priorities particularly relevant to us.
  - Contributing to scientific/technology/innovation/mental health special reports / coverage of our topics by top tier media by taking advantage of their editorial calendars.
  - Participating in third-party podcasts (e.g. provided by media outlets/key stakeholders).
  - Building on potential joint public relations opportunities with key stakeholders: e.g. consortium partners/ leading European scientific initiatives/other research infrastructures by creating a broader story for the media.

- Reactive media approach in case of media inquiries – we will assess media requests each time based on the outlet type, journalist, audience, the information they are seeking, relevance for the project, potential impact, timing. This will include:
  - Providing support to our spokespeople by coordinating and preparing them for interviews, ensuring that our key messages are effectively communicated.

- Daily media monitoring to identify media pick up of our key messages and explore further proactive media engagement opportunities and hooks.

Coordination with the consortium partners ahead of key milestones, during and after, both proactive and reactive approaches is key.

Media relations campaigns 2026 will include:

- Showcasing achievements and impact
  - "Milestones and legacy" press campaign: issue a comprehensive, data-driven press release and supporting materials timed around the project's final months to highlight key accomplishments, breakthroughs in neuroscience research and digital infrastructure, and the direct benefits delivered to researchers, clinicians, industry, and patients.
  - High-profile media briefing: organise a concluding press briefing featuring project leaders. Aim for an in-person event (or a hybrid format) that allows the media to interact directly with EBRAINS spokespeople, supported by high-quality visuals (infographics, short videos) that summarise progress and outcomes.

- Leveraging thought leadership and future outlook
  - Expert commentary / Op-eds: position EBRAINS' experts as thought leaders by placing opinion pieces in top-tier media reflecting on the project's journey, the lessons learned, the sustainable models developed, and the vision for digital neuroscience beyond EBRAINS 2.0.
  - Post-project roadmaps: release accessible summaries of how EBRAINS' tools, data, and infrastructure will continue to serve the neuroscience community, patients, and industry after the project ends—emphasising legacy tools, ongoing collaborations, and continuity into future EU-funded initiatives.

- Highlighting policy and regulatory alignment
  - Policy-focused communications: time specific outreach to coincide with policy milestones (e.g., EHDS implementation phases, AI Act developments).

- Briefings with policy media: offer targeted briefings with policy media and Brussels press corps on the project's alignment with EU priorities—digital transition, competitiveness, health data interoperability—and illustrate how EBRAINS' outcomes can inform future EU research and innovation agendas.

- Reinforcing collaborations and networks
  - Joint announcements: issue joint press releases with key stakeholders—such as international neuroscience consortia/other EU Research Infrastructures—to highlight the integrated ecosystem EBRAINS has helped foster.

- Tailoring content for diverse outlets and audiences
  - Human-centered stories: share patient stories and success narratives that exemplify EBRAINS' human impact, from improved diagnostics to earlier clinical interventions.
  - Visual and multimedia assets: produce short videos, and compelling infographics that distill complex achievements into clear, shareable content. Pitch these materials to mainstream, technology, policy, and health media outlets.

- Monitor, measure, and transition
  - Media impact analysis: conduct thorough media monitoring and analysis to understand the final year's media reach, tone, and engagement.
  - Knowledge transfer for future initiatives: use earned media coverage and feedback from journalists to inform recommendations for successor projects, thus extending EBRAINS 2.0's influence beyond the project's formal end.

2) Social media campaigns:

The objectives of the social media campaigns are the following:

- Increasing the EBRAINS user community:
  - Activate and engage new users
  - Convert account holders into active users
  - Sustain the existing community by continuously monitoring and adapting to its needs
- Maximising uptake of EBRAINS tools:
  - Support RI integration into research projects as a resource or direct partner
  - Enable user-to-user interaction, find collaborators with common interests
- Increasing the awareness of policymakers, media, citizens about EBRAINS' contributions from a societal, research, innovation point of view.
- Training and educating a new community of users and developers from academia, industry and SMEs and ensuring knowledge transfer.
- Strengthening collaborations with other European and international organisations and initiatives.

2025-2026 social media campaigns will include:

- YouTube webcasts showing the tools and personalised training on how researchers at different stages in their career use them, as well as key features
- Launch of an EBRAINS podcast series (4-6 episodes/year) with each episode focusing on a different aspect of the project – scientific, technological, innovations, gathering as participants scientists, mental health professionals, technology experts, patients' organisations, policymakers and industry representatives.
- Videos targeted to researchers, neurologists, industry representatives showcasing the benefits EBRAINS offers to each of them

Additional streams of content (sample) for social media, website and newsletters that we will amplify will include:

- Other scientific updates and publications
- Third party content – top tier media coverage, podcasts etc.
- Announcements of consortium members and National Nodes news

- Promotion of EBRAINS/consortium partners/stakeholders' events on education, science, policy, media, industrial, patient advocacy groups and patients' events – before, during and after they take place
- Promotion of relevant International Awareness Days and Weeks (non-exhaustive overview):
  - International Day of Women and Girls in Science (8-9 February)
  - Brain Awareness Week (11-17 March)
  - Mental Health Awareness Week (13-19 May)
  - International Brain Bee (27 September - 5 October)
  - European Researchers' Night (27 September)
- Promotion of DEEEI (Ethics, Gender Equality, Equity, Diversity and Inclusion) initiatives
- Promoting the links between EBRAINS 2.0 and other EU funded projects – e.g. led by EBRAINS such as the Virtual Brain Twin or projects for which EBRAINS is a collaborator, including CSA BrainHealth European Partnership for Brain Health, PHRASE and AISN, among others.
- Joining/leveraging advocacy and communications initiatives/campaigns by consortium partners and key stakeholders.

3) EBRAINS website:

WP8 set up a website taskforce gathering communications, technical, research and WP7 teams to improve the EBRAINS website www.ebrains.eu and optimise it from an editorial perspective. The objective is to make it more attractive to the wider public and the various key stakeholders and to simplify its structure. Continuous updates to the EBRAINS website will include overall appearance, contents and maintenance of subpages, like the EBRAINS atlas portal pages, amongst others. We are working on creating new website sections, such as education and training, dedicated Facility Hubs, Open Calls subpages and more prominent features to encourage researchers to create an EBRAINS account.

4) EBRAINS internal and external monthly newsletters targeting the various stakeholders:

EBRAINS internal and external monthly newsletters are supported by a customer relationship management (CRM) tool to better target different stakeholders by developing further the CRM system. WP8 is working together with WP7 to achieve this objective.

5) Events 2025-2026 for engaging with existing and potential new users of EBRAINS:

- Training and education events by EBRAINS/consortium partners will include:
  - Hands-on tutorials as stand-alone events or at international workshops for: e.g. Atlas, EBRAINS solutions for data publishing. These tutorials will be targeted to various career levels.
  - Summer/fall/winter schools, Trainee Days, hackathons for advanced master students, doctoral students and postdoctoral researchers in neuroscience, medicine, artificial intelligence, and other related fields.
  - Virtual training workshops to introduce EBRAINS tools, models, workflows, and services targeted to young scientists.
- Online training resources: e.g. lectures, podcasts, forums, video tutorials for (atlas) tools will enable various user levels to learn at their own pace.
  - Webinars introducing the EBRAINS tools and services to researchers from associated institutions.
  - Launch of an EBRAINS Educational Webinar Series - host webinars with leading experts discussing various topics related to neuroscience, brain simulation, and EBRAINS 2.0 functionalities.

The extensive educational content produced during the HBP serves as a foundation for education activities on the EBRAINS 2.0 project and EBRAINS RI. The WP7 Education Team curate and structure education and training offers which ensures quality across European training. Reducing complexity and increasing accessibility will help users find the right learning opportunities. To achieve this goal, we are focusing on partnering with educational centres in National Nodes and on existing collaborations with INCF (International Neuroinformatics Coordinating Facility), IBRO, FENS, ERA-NET-Neuron (Network of European Funding for Neuroscience Research) and others. Task 8.4 and the Education team work closely to maximise impact of the various tools and channels targeting various stakeholders.

Education activities, including scientific conferences, schools, and workshops, will educate a new generation of neuroscientists with skills for an interdisciplinary, digital neuroscience world. Long-term, these efforts may lead to certified training programmes in European graduate and post-graduate education.

- Participation in scientific conferences targeting researchers, neuroscientists and industry, including OHBM, FENS Forum, EAN Congress – organise dedicated events, demonstrations at the booth, hackathons, hands on sessions and networking events
- Series of (internal) co-design meetings gathering the scientific, technical and communications teams of EBRAINS and consortium partners. Focused on showcases, these meetings will bring together stakeholders to advance high quality science services. The communication team is supporting the co-design process by designing and tailoring various materials to the needs of key stakeholders.
- Participating in Open Science-related events (EOSC, European Data Value Forum, Open Science Fair), ICRI, Supercomputing Conferences, targeting existing and potential new users of EBRAINS, other organisations and initiatives, including other research infrastructures.
- 1 on 1 meetings/networking with key initiatives to facilitate integration with the frameworks and standards of broader European research and data initiatives, e.g. EHDS, EOSC, EuroHPC, PRACE (Partnership for Advanced Computing in Europe)
- Establish collaborations with external stakeholders such as scientific/medical societies, RIs, patient organisations, International Neuroinformatics Coordinating Facility (INCF), Allen Brain Institute
- Organisation of an EBRAINS flagship event in 2025 in Brussels – targeting existing and potential new users, researchers from all career levels, policymakers, intergovernmental organisations, patients' associations, industry, media
- Participation in events for profiling brain research and brain health as a societal and research priority on the European and Member State agendas - engaging with policymakers, intergovernmental organisations and key actors in European brain research
- Participating in policy debates at the European Parliament hosted by e.g. ITRE, ENVI Committees, STOA, SANT, at national parliaments and at the European Commission on key files/priorities.
- Participation in events organised by patient and advocacy groups including EBC, EFNA, IBE (International Bureau for Epilepsy), Parkinson's Europe (Parkinson), GAMIAN Europe, Mental Health Europe (psychiatric disorders), Patient organisations (Alzheimer Europe, EMSP)
- Participation in conferences targeting key business actors, including pharma industry, brain technology start-ups, brain-specialised business angels and/or venture capital organisations
- Joining public engagement events

6) Publications of research results:
   - in scientific journals including proposals for special issues, e.g. the European Journal of Neurology.
   - on the CORDIS platform
7) Web surveys, including the ones run by other WPs and panels (permanent/ad hoc) to collect specific feedback from already existing and new users on specific issues and tools will help improve the actual offering and adapt it to their needs. E.g. the results of the EAN survey in T2.9 will be reflected in communication content.
8) EBRAINS Community Space, with the objective to further grow and develop it.

EBRAINS Community Space serves as a collaborative platform for interaction, professional networking, project promotion, and job postings.

Task 7.2 in WP7 will appoint community managers within work packages to engage with community members, ensuring a steady flow of updates on the research infrastructure, including new tools, workflows, datasets, and integrations. Task 8.4 seeks to promote user testimonials and other activities through EBRAINS channels – website, social media, newsletters.

9) Facility Hubs

Task 7.4 in WP7 supports existing and new Facility Hubs integrated within the EBRAINS platform to reach out to the following target groups:

- Facility Hubs members
- National Nodes members
- EBRAINS community
- Existing and potential new users of Facility Hubs

- Researchers at all career levels interested in the Facility Hubs activities

Task 7.4 supports Facility Hubs to promote their activities to the target groups mentioned above. They will create a taskforce that includes representatives of Facility Hubs, National Nodes, EBRAINS community, FAIR data, Communication team, Education and Training, and technological transfer. This taskforce will help in communicating the activity of the Facility Hubs in the National Nodes, EBRAINS platform and EBRAINS community. Community tools such as the EBRAINS Community Space will help reaching the Facility Hubs. Task 8.4 will support these efforts by promoting them through EBRAINS channels – e.g. website, social media, newsletters.

10) Collaborate with influential neuroscientists and researchers to promote EBRAINS 2.0 through their networks at events, during their university courses.

2.6 Communication toolkit

The communication toolkit that will be developed by EBRAINS at EU level for each internal/external milestone will be shared with the consortium so that partners with a pan-European presence can use it as such or adapt it to their needs, and national partners can translate the content in their language and adapt it to their national context. The communication packs will be tailor-made for each target audience based on their level of awareness and information needs amongst others, as identified in the target audience profiling in section 2.3.1.

The communication toolkit will include the following materials (sample) that we will share through various EBRAINS channels – website, social media, newsletters, events:

- The toolkit for existing and potential new users of EBRAINS at various career levels, neuroscientists, neuroimagers, neuroanatomists, experimentalists, modellers, clinical neuroscientists, clinicians, researchers in extended fields such as brain-inspired AI will include (non-exhaustive overview):
  - Video tutorials for (e.g., atlas) tools
  - HBP book “An Extensive guide to the tools developed” and updated versions of it
  - EBRAINS brochure - new Discover EBRAINS brochure (Milestone 8.8)
  - Power point presentations of the tools
  - Practical demos and hands-on sessions
  - Use cases
  - Leaflets about the tools
  - Updates on new features/services
  - Invitations to workshops/webinars.
- The toolkit for researchers, primarily neuroscientists, data scientists, bioinformaticians, academic institutions will include (non-exhaustive overview):
  - Use cases relevant to their disciplines
  - Scientific papers
  - Tools for teaching brochure – for the academic institutions
  - Success stories and case studies
  - HBP book “An Extensive guide to the tools developed” and updated versions of it
  - EBRAINS brochure - new Discover EBRAINS brochure
  - Invitations to events/webinars.
- The toolkit for technology community (HPC, neuromorphic, quantum computing, brain-inspired technologies, neurorobotics, AI) will include (non-exhaustive overview):
  - Best practices
  - Infrastructure upgrades
  - Invitations to events/webinars
- The toolkit for first-time users at various career levels will include (non-exhaustive overview):
  - Onboarding documentation

- Webcasts
- Use cases
- Testimonials from scientists using EBRAINS
- HBP book “An Extensive guide to the tools developed” and updated versions of it
- EBRAINS brochure - new Discover EBRAINS brochure
- Invitations to events, webinars, demos, hands-on sessions

- The toolkit for academic students – Master, PhD, Postdoctoral researchers will include (non-exhaustive overview):
  - Webinars with various degrees of difficulty (beginner, medium level, advanced)
  - Online training modules that can be followed at each one’s pace
  - Use cases
  - Invitations to training schools, conferences, demos, hands-on sessions
- The toolkit for patients and advocacy groups will include (non-exhaustive overview):
  - News items on HBP and EBRAINS 2.0 research developments in an easy to understand language
  - Patient-friendly assets: e.g. short video/ infographic
  - Invitations to co-design activities, scientific conferences and workshops
- The toolkit for EBRAINS and consortium partners’ communications, events and project management staff participating at booths at scientific conferences and policy events will include (non-exhaustive overview):
  - Speaking guidelines on e.g. EBRAINS 2.0, its tools, use cases, brochures with targeted messages for the various target audiences identified in Table 1
  - Policy briefings on key files/ priorities
- The toolkit for policymakers and intergovernmental organisations will include (non-exhaustive overview):
  - Policy briefs
  - Position/scientific papers
  - Short video about who we are and what we do
  - Use cases
  - Case studies showcasing successful applications and breakthroughs achieved during HBP and by using EBRAINS 2.0.
  - Policy debates invitations
- The toolkit for other European and international organisations and initiatives, including other RIs will include (non-exhaustive overview):
  - Publications – HBP 10-year assessment report, EBRAINS brochure “Europe’s digital infrastructure for brain research”, “Discover EBRAINS - A key enabler to advance brain science”, HBP brochures – “Pioneering Digital Neuroscience: How the 10-year Human Brain Project has transformed brain research”, “Spotlights on major achievements”, “A closer look at scientific advances”, “An Extensive guide to the tools developed” and updated versions of it
  - Joint workshops/technical coordination meetings
- The toolkit for industrial representatives will include (non-exhaustive overview):
  - Use cases from the HBP and EBRAINS 2.0
  - Testimonials from scientists/industry using EBRAINS tools
  - Video about who we are and what we do
  - Corporate presentation
  - Success stories of HBP and EBRAINS applications in industry
  - Demos and hands-on sessions
  - Participation in trade shows

- The toolkit for the brain health and medical community will include (non-exhaustive overview):
  - Position and scientific papers
  - Use cases
  - Decision-support tools
  - Participation in conferences/ webinars
- The media toolkit will include (non-exhaustive overview):
  - For external use:

  a) Press releases/statements/news items on scientific and corporate developments

  b) Speaking points and customised messaging to be crafted for the various stories we want to tell

  c) Proof points - e.g. scientific discoveries enabled by EBRAINS

  d) Use cases

  e) Testimonials

  f) Visuals/videos for media purposes

  g) HBP and EBRAINS publications – e.g. HBP 10-year assessment report, EBRAINS brochure “Europe’s digital infrastructure for brain research”, “Discover EBRAINS - A key enabler to advance brain science”, HBP brochures – “Pioneering Digital Neuroscience: How the 10-year Human Brain Project has transformed brain research”, “Spotlights on major achievements”, “A closer look at scientific advances”

  h) Invitations to press briefings/EBRAINS events

  - For internal use by EBRAINS/consortium spokespersons:

  a) Background information on journalists ahead of background briefings/interviews

  b) Media guidelines for general situations and crisis communications

  c) Media Q&As (for internal purposes to be used externally)

- The toolkit for citizens will include (non-exhaustive overview):
  - Easy to understand videos about EBRAINS and the results enabled by the HBP and EBRAINS RI
  - Layman’s language materials about the project and the HBP’s impact on citizens’ health and well-being – e.g. flyers/infographics
  - Educational resources to inspire interest in science – e.g. brain quizzes for social media, events
  - Stories illustrating real-world benefits

2.7 Visual identity

The visual identity of EBRAINS is deeply rooted in its mission to provide a digital research infrastructure that accelerates collaborative brain research between leading organisations and researchers across the fields of neuroscience, brain health, and brain-related technologies. The platform employs a cohesive design that emphasises clarity and accessibility, facilitating users' interaction with its sophisticated tools and resources. The interface of EBRAINS features a user-friendly layout with clean lines and a minimalistic aesthetic to enhance usability. As the objective of the EBRAINS 2.0 project is to further advance the platform’s tools, the visual identity of the project coincides with the one of the RI for strategic reasons. These are related to already existing brand recognition and awareness which will continue to be reinforced through various actions throughout the duration of the project. More information is available in Milestone 8.6 EBRAINS Visual identity and assets guidelines which was submitted at the end of September 2024.

3. Dissemination Strategy

3.1 Key objectives

The main dissemination objective is to ensure that the knowledge, tools and results of the EBRAINS 2.0 project are publicly accessible to scientists, clinicians, policymakers, industry, civil society and patients based on the principles of Open Science and through appropriate actions, including scientific publications in any medium. This will maximise their impact, will enable researchers to advance their work and drive forward world-class knowledge and innovation in brain research.

The main objectives of the dissemination strategy are as follows:

- Disseminate scientific, research, and policy insights generated by the project to a wide array of stakeholders, both inside and outside the consortium.
- Attract and retain users from academia, the clinical sphere, and industry by clearly demonstrating the value and applicability of EBRAINS' tools and services.
- Boost the uptake of EBRAINS tools by industrial stakeholders through a robust exploitation strategy, encouraging the use of EBRAINS tools to enhance commercial R&D and drive market-oriented innovation.
- Promote knowledge and innovation transfer and synergies with complementary projects, European and global initiatives, and other research infrastructures, fostering a dynamic ecosystem that supports continuous advancement in digital neuroscience.

3.2 Target audiences

Dissemination efforts will be tailored to the needs and interests of:

- Academics, clinicians, and industrial users: neuroscience researchers, broader scientific communities, high-performance computing experts, and health technology innovators who will directly benefit from EBRAINS data, models, and tools.
- Policymakers and intergovernmental organisations: decision-makers at national and EU levels, as well as global bodies, who set research agendas, shape regulatory frameworks, and influence funding priorities.
- Other European, international organisations, and initiatives: they seek to enhance cross-border collaboration, resource sharing, and harmonisation of data, tools, and standards in neuroscience and related fields.
- Patients and advocacy groups: individuals, communities, and organisations seeking accessible, patient-focused insights into how digital neuroscience can improve diagnosis, treatment, and quality of life.
- Universities and institutions worldwide: higher education and research organisations looking to integrate EBRAINS resources into curricula, training programmes, and collaborative research projects.
- European, national, and global media: journalists and specialised outlets that can amplify EBRAINS findings, highlight success stories, and bring complex neuroscience discoveries to the public.
- Citizens and wider society: engaged members of the public, including students and educators, who want to understand the societal relevance and potential benefits of digital neuroscience research.

3.3 Dissemination tactics and channels

To ensure broad reach and meaningful engagement, we will employ a mix of tactics (non-exhaustive overview), carefully adapted to each audience segment:

- Events and conferences: showcase results at major scientific and policy conferences, industry gatherings, patient-focused forums, and events targeting intergovernmental organisations, other European, international organisations and initiatives. Host dedicated EBRAINS events (e.g., an EBRAINS Summit in 2025) and participate in panel debates, roundtables, and citizens' engagement activities.
- Training and education: organise workshops, webinars, and specialised trainings to enable new users, inform existing users, and reinforce EBRAINS' role as a knowledge hub.

- Targeted outreach: facilitate one-on-one meetings, networking sessions, and site visits—e.g., a guided media visit to a supercomputing centre or research facility—to demonstrate EBRAINS' infrastructure in action.
- Leveraging European Commission's platforms for dissemination that are designed to facilitate public access, knowledge sharing, and collaborative engagement for project dissemination under EU-funded programmes: CORDIS, Horizon Results Platform, Horizon Results Booster, Open Research Europe, trusted repositories (e.g. Zenodo, Europe PMC, and institutional repositories like HAL and DigitalCSIC), Horizon Magazine, Success Stories.
- Publications: publish scientific results in peer-reviewed journals, clinical magazines.
- Policy positioning: produce policy briefs/position papers to influence debate on key EU policy files (e.g., AI Act, EHDS) and highlight EBRAINS' alignment with European strategic priorities.
- User feedback and co-design: launch surveys, organise panels, and establish feedback loops with current and prospective users to refine EBRAINS tools and services, ensuring they remain user-centric and impactful.
- Media relations: engage proactively with media—offering background briefings, embargoed materials, interviews with researchers and stakeholders—to sustain interest and positive coverage throughout the project's lifecycle.
- Digital platforms: use EBRAINS Community Space, Facility Hubs, social media channels, newsletters, and the website to share news, success stories, and accessible summaries of scientific advances.

3.4 Dissemination toolkit

We are working on the various toolkits' assets targeted to each target group, aimed at showcasing the scientific results of the project, as described below. Each of these assets will be shared with the consortium partners.

- The media toolkit will contain (sample):
  - For external use: press releases/statements, quotes, backgrounders, speaking points and customised messaging to be crafted for the various stories we want to tell, proof points - e.g. scientific discoveries enabled by EBRAINS, use cases, testimonials and visuals for media purposes, HBP and EBRAINS brochures to facilitate coverage by scientific, policy-focused, and mainstream media amongst others.
  - For internal use by EBRAINS/consortium spokespersons: background information on journalists ahead of background briefings/interviews, media guidelines for general situations and crisis communications, media Q&As (for internal purposes to be used externally)
- The digital and social media toolkit will contain (sample):

In addition to the media toolkit (press releases/statements, messaging, quotes, proof points, testimonials, visuals for media purposes), it will include the following assets: infographics, tutorials, short videos, blog posts on the EBRAINS/ partners' websites and third-party content, podcasts, leaflets that distil complex findings into engaging digital stories.

- The events toolkit will contain (sample):
  - Infographics and leaflets on the EBRAINS tools, videos to be projected on the screen at booths and on the stage, posters, power point presentations targeted to various stakeholders, FAQs for EBRAINS researchers and staff, HBP and EBRAINS brochures to ensure consistent messaging at conferences, workshops, and exhibitions.

By continually monitoring impact—tracking media coverage, feedback from users, engagement metrics, and stakeholder input—we will refine our dissemination approach over time. This dynamic, data-driven strategy will ensure that EBRAINS 2.0's legacy endures, inspiring ongoing research, innovation, and informed decision-making well beyond the project's conclusion.

4. Communication and Dissemination KPIs

The effectiveness of the communication and dissemination plans will be assessed through quantitative Key Performance Indicators (KPIs), as described in Table 2 below. Consortium partners will keep track of the impact of the communications and dissemination activities by filling in their activities regularly in the PLUS tool.

Table 2: KPIs to measure the success of the communications and dissemination actions

Action	KPIs
Number of unique EBRAINS visitors	Start: ~5K per month; mid target: 10K per month, final target: 15K per month
Number of media mentions of EBRAINS (related to EBRAINS-powered achievements in relevant media	Mid target: 20, final target: 40
Increase the followers base of EBRAINS social media channels (LinkedIn, X and YouTube) (base metrics: figures of EBRAINS social media followers on 31/09/2023 as communicated in PPR2 HBP SGA3 report)	Mid target: 100%, final target: 200%
Number of stakeholders' events attended	Mid target: 5, final target:10

After the successful implementation of the communication and dissemination actions, we expect the following outcomes based on the KPIs above:

- Number of unique EBRAINS visitors: reaching the final target will indicate strong growth and sustained interest in EBRAINS' offerings.
- Number of media mentions of EBRAINS: reaching the final target will demonstrate effective storytelling and media engagement strategies.
- Increase in EBRAINS social media followers: reaching the final target will reflect successful digital outreach and engagement efforts.
- Participation in stakeholders' events: reaching the final target will indicate effective networking and dissemination efforts among key audiences.

Table 3 below gives an overview of the additionally tracked indicators for the communications team's internal use.

Table 3: Additionally tracked indicators for the communications and dissemination actions

Action	Additionally tracked indicators
Newsletters - Open Rate	30-50% / month
Newsletters - Click-through rate	20% / month
Newsletter - Increase of subscribers	5-10% / month
Number of talks at scientific conferences	10 / year
Number of exhibitions	1 / year
Presentations at events with policymakers	2 / year
Presentations at events with industry representatives	2 / year
Presentations at events with NGOs/ international organisations/other initiatives	2 / year
Number of events organised	1 / year
Publication of position, review or conceptual papers	3 / project
Open Access Scientific journals publication	12 / year

5. Communication and Dissemination Guidelines

A good collaboration and seamless coordination between the consortium partners and the leaders of T8.4-8.6 will be key for the effective implementation of national and international dissemination and communication plans.

This section of the Deliverable lays out the basis of the coordination between the consortium partners and T8.4-8.6 leads. To ensure a timely exchange of information, the following guidelines are key to coordinate the efforts of all the parties of the EBRAINS 2.0 project:

- The EBRAINS 2.0 partners work together in a transparent and constructive fashion and coordinate their work.
- Circulation of information including timely and regular updates on the implementation of the dissemination and communication plans are key to coordinating actions across the Work Packages. It is important for the leaders of T8.4-8.6 to inform the consortium partners about communication and dissemination actions in a timely manner and for the project's partners to do the same on a regular basis.
- External communications measures, actions or tools, even if they remain nationally oriented are coordinated with the leaders of T8.4-8.6 who provide support and advice.
- The consortium partners are fully informed about and contribute to the development of communication tools for the EBRAINS RI.
- The consortium partners adapt the key messages to their national situation in coordination with the T8.5 leader.

6. Conclusions

This communication and dissemination plan provides readers with a comprehensive overview of the upcoming EBRAINS 2.0 activities designed to maximise the project's impact.

The successful communication and dissemination of the EBRAINS 2.0 project results are expected to bring about significant changes across various sectors. Scientists will be empowered to find, access, interact with, and share an extensive range of methods and curated data, leading to a deeper understanding of brain complexity and its functions. Clinical researchers and industry stakeholders will be enabled to leverage unique datasets and advanced tools for personalised medicine, digital twins, and more precise drug research, paving the way for novel therapies. Additionally, EBRAINS 2.0 will lead the way in closed-loop research at the intersection of neuroscience and AI by providing a robust environment for simulations and neuromorphic computing. Achieving these goals requires continuous collaboration among consortium partners and strengthened external engagement with key stakeholders.