Path2Integrity Branding

Deliverable D7.1

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Path2Integrity

Rotatory role-playing and role-models
to enhance the research integrity culture

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List of abbreviations

D7.1   Deliverable 7.1

GDPR   General data protection regulation

WP7   Work package 7

Preface

The main objectives of WP7 "Dissemination, Exploitation and Open Science Roadmap" are to create and maintain a recognisable project identity as well as to maximise the uptake of the project's results by promoting and disseminating them to the project's main stakeholders – students, young researchers, lecturers and teachers – and to the general public. To ensure effective communication, Pensoft, in collaboration with all of the project partners, has produced a number of promotional tools and material as a part of the project branding. The following report describes these tools as well as their current and future dissemination via various communication channels.

Summary

In order to build a strong foundation for future communication activities, it is crucial that a set of dissemination and branding tools and material be established within the first months of the project. Accordingly, a project logo, website and initial promotional material were developed during the first three months. These will form the backbone of the project's identity and serve to raise awareness of the project both online and at events.

Document templates compliant with the project identity were also produced and made available to the consortium, in order to facilitate future dissemination and reporting activities such as letters, milestone and deliverable reports and PowerPoint presentations.

Accounts have also been created on three major social media channels – Twitter, Facebook and LinkedIn – to ensure the widest possible impact and outreach of Path2Integrity-related results, news and events as well as to engage various interested parties in a virtual community.

The open source web application LimeSurvey has been chosen to create and conduct surveys and to process their results. LimeSurvey is installed on private servers to allow full control of all data collected.

The project has already appeared in major media outlets, including the online science news service EurekAlert! and the European Commission news hub Cordis Wire, and will continue to publish news on online platforms.

The project's long-term impact will be ensured by regularly updating promotional material maintaining active contact with the media and sustaining strong engagement with stakeholders and the general public through the Path2Integrity social media channels.

Path2Integrity in a nutshell

Path2Integrity will promote research integrity by developing 20 teaching units on it as well as by creating a campaign to raise awareness of research integrity. The project focuses on rotatory role play and role-models to strengthen the culture of research integrity. The target groups are students and professionals directly or indirectly involved in research.
Path2Integrity contains eight work packages with different foci: managing the project, creating the campaign, developing the learning units, organising a train-the-trainer programme, carrying out trainings, assessing progress and output, disseminating results and safeguarding ethics guidelines. The combination of these different processes will result in the development of effective and efficient Path2Integrity components (campaign and learning units).

1 Project branding material

To make Path2Integrity a visible and recognisable venture, Pensoft created the following branding for the project material.

Project logo

A project logo (Figure 1) was designed to help target audiences easily identify Path2Integrity. The unique logo contributes to the project's visibility by providing brand identity from the very beginning of the project. The circles represent the continuous learning process and are symbolic of the rotatory methods that the project applies.
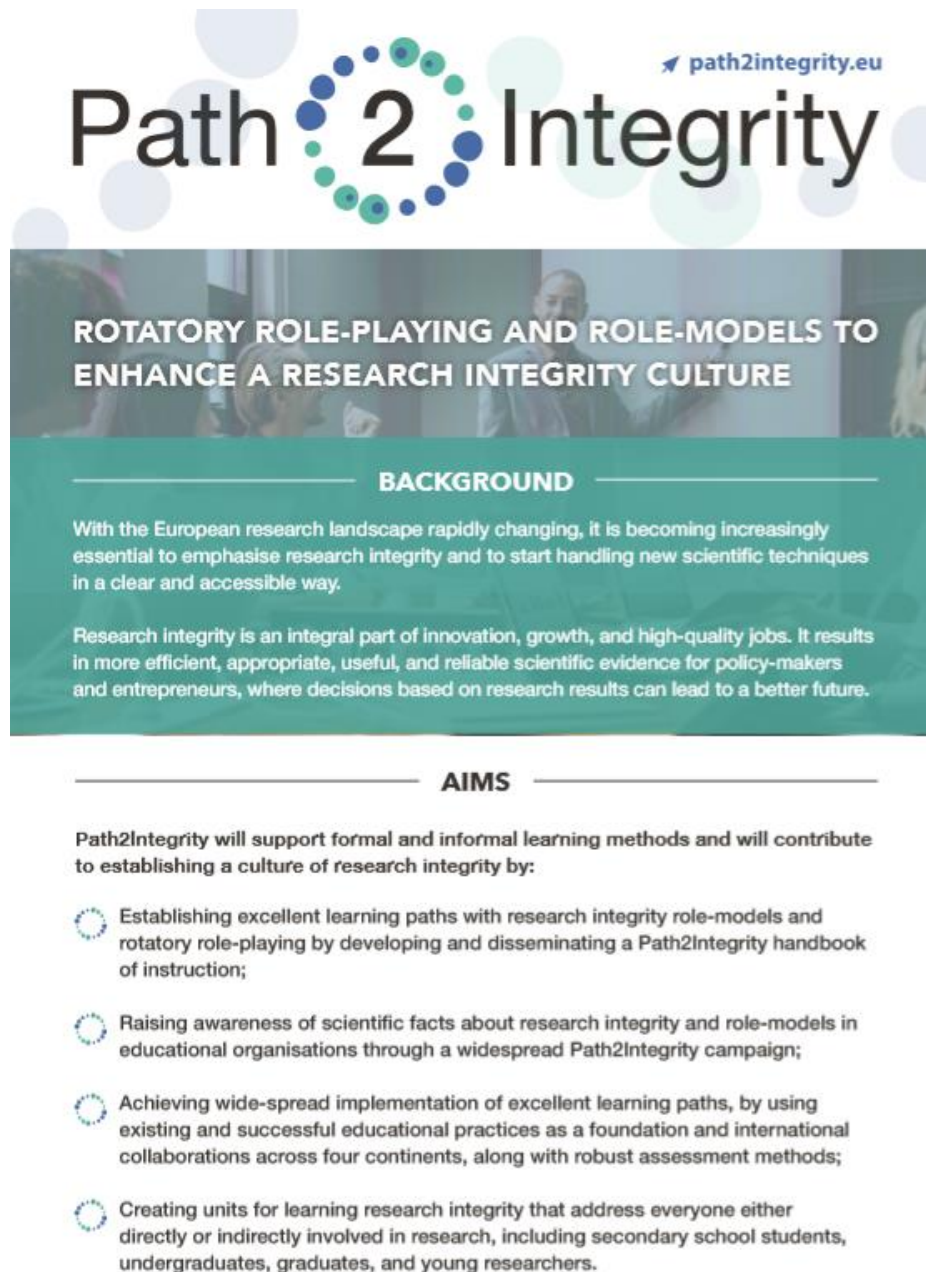

Figure 1: Path2Integrity logo

The logo was made available to the consortium to use in official communication. It serves as a visual basis for all further promotional material as well as appearing on the website, in order to ensure consistent branding across all dissemination tools and channels.

Project leaflet

The Path2Integrity leaflet was designed to reflect the conceptual design of the project logo and capture the attention of the different target groups. It increases awareness of Path2Integrity by explaining the rationale behind the project – namely its background, its main aims and its project partners (Figure 2). The leaflet was subject to discussions and improvements from the coordination team.

Figure 2: Path2Integrity leaflet

Project poster

The Path2Integrity poster was produced at the beginning of the project with an eye-catching design that illustrates the project's background and aims. The poster reflects the main Path2Integrity design concept, keeping the project branding consistent and ensuring that it is easily recognisable (Figure 3).

This poster is used to introduce the project at conferences, meetings and stakeholder events.

Figure 3: Path2Integrity poster

All promotional material is available on the project's public website.

Project corporate identity templates

Path2Integrity corporate identity templates were designed at the beginning of the project implementation period and were adapted together with coordination of the project, in order to enhance their accuracy and entirety. These include:

- Deliverable report
- Milestone report
- Power point presentation
- Letterhead template for official project letters

Each template has been specifically tailored to the structure of each individual document type. The templates incorporate the European flag, project logo and corporate layout as well as suggesting what information is necessary to include in the specific document.

All templates are available through the internal online library of the project website (described below) and are easily accessible for all partners.

2   Path2Integrity website

Website layout

The layout of the Path2Integrity website (www.path2integrity.eu) is aligned with the project's overall identity (Figure 4). It consists of a navigation bar, header image, latest news from the project and embedded live tweet feed.

Several versions of a tailored vector illustration have been created for the website header image. The setup and design of the header has been agreed upon in collaboration with project partners, such that it reflects the project's values, including research ethics and gender equality in research.

Figure 4: Homepage of the Path2Integrity website

Website structure

The website is divided into a public area and password-protected private area, called Internal Communication Platform (ICP).

The public area constitutes of the following main pages:
- Homepage: contains introductory information about Path2Integrity as well as latest news from the project and embedded live tweet feed.
- About: introduces the rationale of the project and its main aims.
- Partners: shows an interactive map to present the different project partners with a short overview of their main activities.
- News: serves as a blog, dedicated to all Path2Integrity news and other articles of relevance.
- Events: dedicated to all Path2Integrity-organised and Path2Integrity-relevant events.
- Media Center: a media kit where all outreach material (e.g. logo, leaflet, press releases etc.) are made available and can be freely downloaded.
- Library: all public Path2Integrity deliverables and all scientific publications resulting from the project.
- Contact: contact details of the project coordinator.

The public website also provides direct links to the Path2Integrity social network profiles in Twitter, Facebook and LinkedIn as well as a feedback submission button and a newsletter subscription form.

The ICP serves as a communication hub between the consortium members. It is designed to ease the email communication between project partners and to store information relevant to the project. The ICP also serves as a sharing platform where all registered project partners can submit news items, events and external documents concerning Path2Integrity.

3 Electronic newsletter

A news bulletin will be produced in electronic format, containing and highlighting news of interest for Path2Integrity partners and stakeholders. The newsletters will be issued regularly depending on when relevant outcomes from the project become available.

A monthly internal newsletter will be sent out to project partners to keep them up-to-date on the project's most recent developments and events as well as informing them about upcoming meetings and conferences. Along with regular updates, the monthly newsletter will also contain a **Communication Guide** tailored to the project: this will serve as a guidance tool for effective communication, containing instructions on how to write news articles, press releases and social media posts, together with recent best-practice examples related to the project.

The Communication Guide aims to encourage project partners to regularly produce communication material and send them to the *dissemination team* or publish them themselves.

The newsletter will be designed via the dedicated platform Mailchimp, which enables a sign-up process that is compliant with the general data protection regulation (GDPR), campaign customisation and detailed campaign reports.

A newsletter subscription button is embedded on the website homepage.

4 Survey web application

To facilitate Path2Integrity surveys, a key research tool for the project, the open source statistical survey web application LimeSurvey was installed by Pensoft and is being hosted on Path2Integrity's servers to ensure GDPR compliance. LimeSurvey enables users to build online surveys, collect responses, generate statistics and export resulting data to other applications. The creation of a survey takes place in a password-protected area within the web application.

All public Path2Integrity surveys created with LimeSurvey will be linked on the dedicated page *Science Hub* on the website.

5 Path2Integrity social media accounts

Path2Integrity's social media profiles reflect the project's identity and raise awareness of Path2Integrity in the online community. Accounts that reflect the project's branding have been created on three major social networks: Twitter, Facebook and LinkedIn (Figures 5, 6 and 7).

Through its social media presence, Path2Integrity aims to increase the project's visibility and to promote Path2Integrity updates and results in an engaging and interactive way. The long-term goal of the project's social media accounts is to create and engage a community of online stakeholders surrounding the project.

Path2Integrity's social media profiles are fully operational and are enjoying increasing popularity and member participation. News and events as well as project-relevant publications are posted on Twitter, Facebook and LinkedIn.

Buttons to the Path2Integrity social media profiles are displayed on the project's homepage and link directly to the relevant social network.

Twitter

Twitter provides short, fast and easy communication. This social network is highly popular and boasts a large number of users. Twitter is increasingly used professionally as a means of rapidly communicating relevant news and events. The Path2Integrity Twitter account can be accessed under @Path2Integrity. At this initial stage of the project, the Twitter account has 36 followers (status 19 March 2019), with the intention of continuously growing this network.

**Figure 5: Path2Integrity Twitter account**

Facebook

Facebook remains one of the most popular social networks, providing a community-like space where news, links, photos and videos are easily shared. The Path2Integrity Facebook account can be found under the name @Path2IntegrityH2020.

Figure 6: Path2Integrity Facebook page

LinkedIn

LinkedIn is a professional social network, which provides a focused environment and gives access to a more attentive target group. The project's LinkedIn account can be found under the name Path2Integrity.
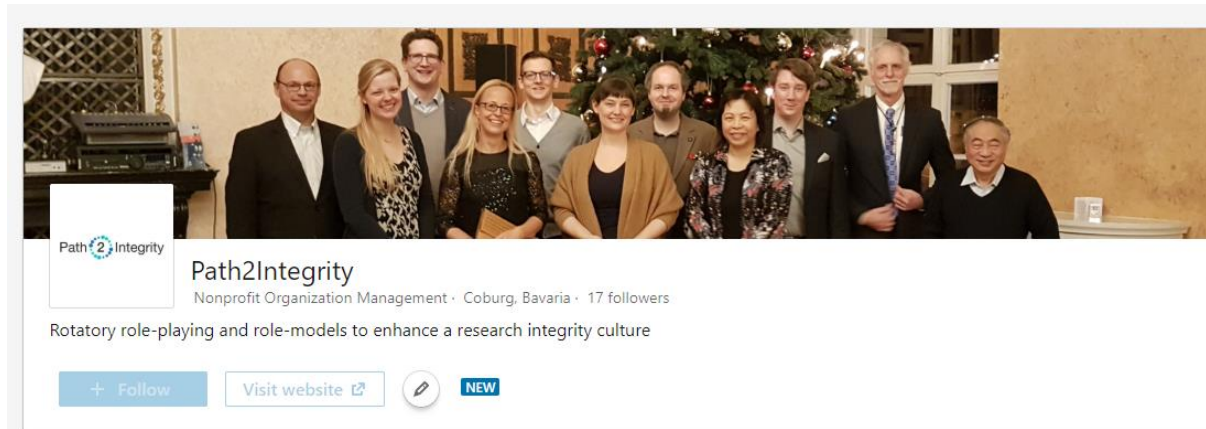
Figure 7: Path2Integrity LinkedIn page

6 Media publicity

To increase the project's visibility among researchers and interested parties, a press release introducing Path2Integrity's main focus, objectives and activities was produced:
- 8 January 2019 "Innovative educational methods to enhance research integrity culture"

The press release was published in the online science news service EurekAlert! and the European Commission news hub Cordis Wire. A total of 795 page views on EurekAlert! speaks for the strong interest of the audience.

7 Future actions

The following plan outlines the baseline activities and frequencies from month 4 onwards:
1. Flyer and poster – when necessary, the flyer and the poster are updated
2. Press releases – roughly one press release per year (this number is subject to change in accordance with the requirements of the project)
3. Electronic newsletter – one per year
4. Social networks activity – minimum of two posts per week
5. Publications in relevant media – minimum of two per year

The values given above are just a guideline and set as a minimum activity on every dissemination aspect per period of time. They are subject to an increase whenever this might be necessary or possible throughout the project's lifetime.

8 Conclusion

Deliverable 7.1 *Path2Integrity Branding* describes the development and creation of the project's identity and promotional material. The report provides insight into the purpose of the different dissemination tools that will be utilised throughout the project. With the goal of disseminating project outputs to stakeholders and to the general public through various communication channels, a set of promotional material was created within the first three months of the project. To maintain consistent project identity and keep the relevant target

groups well informed, the dissemination team will perform strong social media activity and create promotional material with the most recent project updates.