



UNIVERSITY OF GDANSK



MOBI4Health

# WP 6

# Visibility

**ISC Meeting, Gdańsk, 25 June 2014**



IFB



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 316094

Leader: Prof. Andrzej C. Składanowski

Budget: EUR 143 900 direct cost

Estimated PM: 23,5

No. of Deliverables Planned: 5

No. of Deliverables Submitted: 1

No. of Milestones Planned: 0

Dissemination and promotional activities in order to

- **increase the visibility** of the excellence and knowhow of our institution,
- **strengthen our co-operational and commercial potential** through increased presence in media, active advertising and publishing promotional material.

T.6.1. Design, launch and maintenance of the regularly updated MOBI4HEALTH Centre web page

T.6.2. Design and printing of Annual Research Progress Report of IFB

T.6.3. Organization of public lectures and school lectures/workshops for young people

T.6.4. Design and printing of project information: brochure and flyers

T.6.5. Publication of project information in international and local media (web portals, news magazines, other media)

- Provisional website launched in M5
- Final website launched in M11
- Administration & update: Project Manager/PR specialist

[www.mobi4health.ug.edu.pl](http://www.mobi4health.ug.edu.pl)





**English version of the Faculty's website needed**

## T.6.2. Design and printing of Annual Research Progress Report of IFB

Draft established, accepted by WP Leaders, work is ongoing

Main chapters:

- About IFB UG&MUG
- About the project progress
- Current main research in each research group

Publication delayed from May 2014 to August 2014

Next editions: May 2015, May 2015

Same or different formula



## T.6.3. Organization of public lectures and school lectures/workshops for young people

### Baltic Festival of Science, 20-25 May 2014

Largest event in the region popularising science in the society (to children & adults)



### MUG Health Picnic, 14 June 2014





## T.6.3. Organization of public lectures and school lectures/workshops for young people

Tasks starts actively in the 2nd half of the projects

Strengthen cooperation with schools in the region:

- Cooperation agreements with local schools extended to 3 top schools in Tri-City
  - Activites envisaged: workhops, lectures, open days, information activites etc.
- Organisation of public open lectures at IFB UG&MUG
- Non-scientific audience
  - Scientific audience

## T.6.4. Design and printing of project information: brochure and flyers

Basic project information designed and printed (M5)

- Flyer
- Poster
- Roll-up

Ongoing work on further info material: focus IFB UG&MUG (brochures, flyers, English version of IFB website )

Flyers dedicated to particular events

Dissemination of research results at scientific conferences (e.g. posters)



### Two paths for increasing visibility in ERA (I)

1) Independent mentions on IFB UG & MUG in general approx. 25 mentions since 6/2013 (internet, press articles, radio, TV etc.)

→ need to attract journalists more?

→ sponsored articles, TV, radio entries as a solution?

### Two paths for increasing visibility in ERA (II)

#### 2) Scientific publications

7 open access publications financed (Q1)

→ open access publishing: pro and contra?



# Thank you

