



Project Deliverable

D3.3 Promotion Materials

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Project Coordinator	Susana Vinga (INESC-ID)
Project Beneficiaries	INESC-ID, INRIA, ETH Zürich, EMBL

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Contributors:	Wolfgang Huber, Simone Bell (EMBL) Sara Tanqueiro, Susana Vinga (INESC-ID)		



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Executive Summary

This deliverable provides a description of the OLISSIPO promotion materials such as videos, leaflets, posters, and the yearly Newsletter. These materials are essential means to promote the project's visibility and disseminate its activities and results within the scientific community and beyond.

Table of Contents

1. Introduction	4
1.1 Deliverable objective	4
2. Videos	4
3. Leaflets and Posters	5
4. Newsletter	8
5. Presence in the Media	8

1. Introduction

Several promotion materials are being produced in order to give visibility to the project and maximise the dissemination of OLISSIPO's activities. They will be placed on the project website (<https://olissipo.inesc-id.pt>), be promoted on the social media (Twitter and LinkedIn), and be distributed and placed in the four partner institutions. For instance, hard copies of the leaflets and posters will be placed and distributed at workshops, scientific conferences, and events for Early Stage Researchers (ESR) at the national and international level. The videos will be presented at the beginning or end of scientific talks provided by the OLISSIPO PIs and during the outreach activities (Computational Biology School, Computational Biology to Laboratory, Computational Biology Challenge, Computational Biology OpenHouse, and Round-table discussions and events open to the wide public). Materials will be updated throughout the whole duration of the project to reflect news, achievements, and results.

1.1 Deliverable objective

This document describes the OLISSIPO promotion materials in detail and how they will be used to increase the visibility of the project and disseminate the project results over its lifetime of three years and beyond.

2. Videos

A video describing the main goals of the project and introducing the partners and team is being produced by the project coordination at INESC-ID. The original idea was to create a first video of the project in months 1-4, including statements from the four OLISSIPO PIs and images from the four partner institutions. Due to the current worldwide pandemic, we decided to produce a first version of the video at INESC-ID only, in agreement with EMBL, ETH, and INRIA. The video has a duration of approximately 2 minutes and contains a statement from the Coordinator Prof. Susana Vinga introducing the project and its aims, images of INESC-ID, and a brief description of the scientific topics addressed. Following videos will be produced, including statements from all four PIs and images from their institutions, as well as statements from the ESRs about their projects, ambitions and plans within OLISSIPO.

The videos will be made available as described in the Introduction.

3. Leaflets and Posters

The draft version of the leaflets is available in standard paper-size A4 folded to six pages. It contains the following parts: a brief introduction to the project and its aims, consortium partners, OLISSIPO research topics, upcoming events, statements from ESRs, and acknowledgement of EU funding.

Posters have been designed in standard paper-size A3 and A2 format and will be used for dissemination reasons at all partner institutions and beyond. Their content is similar to the leaflets.

Both leaflets (Figures 1 and 2) and posters (Figure 3) were designed by an external service with the input of the coordinator at INESC-ID and EMBL. They are both available at <https://olissipo.inesc-id.pt/results/> for download. Due to the current pandemic, these materials are not going to be printed yet, because their distribution at in-person meetings and events is not possible. Once this kind of event in Europe is possible again, we will initiate the printing and the distribution of hard copies. The content of the leaflets and posters will be updated once a year, and the overall amount of hard copies (approx. 1000) will be planned in bunches over three years to include the latest updates.

ABOUT

OLISSIPO is an international research project funded by the European Commission within its H2020 Research and Innovation programme "Spreading Excellence and Widening Participation – Twinning".

OLISSIPO will enhance the competences in Computational Biology at INESC-ID in Lisbon, towards the creation of an international pole of excellence in multi-disciplinary science in Portugal.

CONTACTS

PROJECT
INESC-ID, Lisbon, Portugal / olissipo@inesc-id.pt

SCIENTIFIC COORDINATOR
Prof. Susana Vinga / susanavinga@tecnico.ulisboa.pt

PROJECT MANAGER
Sara Tanqueiro / saratanqueiro@inesc-id.pt

A LEADING AND COLLABORATIVE POLE IN COMPUTATIONAL BIOLOGY IN EUROPE

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<https://olissipo.inesc-id.pt> |   

MAIN OBJECTIVES

- Enhance INESC-ID research profile and innovation competence in Computational Biology
- Provide training to staff and Early Stage Researchers to build critical mass at the interface of computer science and health research
- Establish a leading pole of excellence in Computational Biology in Europe
- Support regional initiatives under the SMART specialization strategy for Lisbon and Portugal
- Strengthen and expand the collaborative network between the Twinning partners

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Fostering Computational Biology Research and Innovation in Lisbon

OLISSIPO

Figure 1. OLISSIPO Leaflet (part A).

CONSORTIUM

INESC-ID
Coordination
Principal Investigator: **Prof. Susana Vinga**
Portugal

EMBL
Principal Investigator: **Dr. Wolfgang Huber**
International Organisation

ETH Zurich
Principal Investigator: **Prof. Niko Beerenwinkel**
Switzerland

Inria
Principal Investigator: **Dr. Marie-France Sagot**
France

AIM

The OLISSIPO institutions will reinforce their expertise in theoretical modeling, computer science and statistical learning and with direct impact on biology, medicine and health applications.

TOPICS:

- Single-cell analysis, modeling and simulation
- Mathematical modeling of inter-cell and communities' interactions
- Computational phylogenetics of cells and communities
- Translational bioinformatics, data management and software development.

WORK PACKAGES

Staff exchanges
Joint events
Dissemination, Communication & Outreach
Enhancing Early Stage Researchers' proficiency
Training in Project Management

ACTIVITIES & EVENTS

Scientific Internships
Workshops and Courses
Summer and Winter Schools
OLISSIPO Twin Seminars
Presence in the Media
Outreach Activities for the wide Public

Project Duration: January 2021 – December 2023
Budget: 900 K€

"The OLISSIPO project will allow our INESC-ID team to improve their scientific profile in computational biology and significantly strengthen our international collaborations towards building a solid seed for exciting future activities."
Susana Vinga, Principal Investigator (INESC-ID)

"OLISSIPO will not only help us improve project management and administration skills to generate income, visibility, and competitive advantages for the institution, but it will also create a realistic and innovative research strategy to find our true potential."
Sara Tanqueiro, Project Manager (INESC-ID)

"For me, as an ESR, being part of this project is an empowering experience, because this allows me to not only participate in different workshops and conferences boosting my knowledge on computational biology, but also to share my research results and meet fellow peers across the world."
Carolina Peixoto, PhD in Bioengineering (Instituto Superior Técnico/INESC-ID)
Early Stage Researcher (ESR)

Figure 2. OLISSIPO Leaflet (part B).

A LEADING AND COLLABORATIVE POLE IN COMPUTATIONAL BIOLOGY IN EUROPE

Fostering
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WORK PACKAGES

- Staff exchanges
- Joint events
- Dissemination, Communication & Outreach
- Enhancing Early Stage Researchers' proficiency
- Training in Project Management

ACTIVITIES & EVENTS

- Scientific Internships
- Workshops and Courses
- Summer and Winter Schools
- OLISSIPO Twin Seminars
- Presence in the Media
- Outreach Activities for the wide Public

TESTIMONIALS

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olissipo@inesc-id.pt

SCIENTIFIC COORDINATOR
Prof. Susana Vinga
susnavinga@tecnico.ulisboa.pt

PROJECT MANAGER
Sara Tanqueiro
sarataniqueiro@inesc-id.pt



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Figure 3. OLISSIPO Poster.

4. Newsletter

A Newsletter will be published annually on the project website and distributed in electronic format to other Twinning consortia, other research project consortia working in similar research fields, and collaborators of the OLISSIPO partners. The Newsletter will report about past and future events, expert visits, achievements, and highlights of the project. The first issue is scheduled for November 2021.

5. Presence in the Media

The project will promote activities such as press conferences, articles in newspapers, and interviews on radio and TV. In Portugal, this will be achieved with the Instituto Superior Técnico (IST) Public Relations and Media Office (GCRP) support, whose mission is to promote the activities carried out by creating and maintaining communication channels that help disseminate them. The INESC-ID team members already have a regular presence in the press. In France, Germany, and Switzerland, this will be achieved with the support of the respective Public Relations Offices at EMBL, ETH, and INRIA, which have extensive experience in disseminating scientific projects and their results.