



MIA Portugal
Multidisciplinary
Institute of Ageing

Communication Plan
Deliverable 6.2

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This document portrays the communication strategy, detailing the objectives, targets, key messages, channels and actions to be performed. It includes visual and verbal identity elements and dissemination tools and materials.

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Executive Summary

MIA-Portugal is an innovative research institute that will have an impact on the lifespan and well-being of an ageing population. For that matter, the Institute provides excellence in scientific research and the establishment of a multidisciplinary and international network.

Communication and dissemination activities are crucial for the success of this endeavour, as they fulfil the need to communicate scientific achievements and share knowledge about Ageing and Healthy Ageing. In addition, they support the multi-actor framework of the project, linking partners, industry, business organisations, health providers, researchers, and policymakers.

This document introduces the MIA Portugal communication strategy, starting with a project overview and a communication status analysis. Offering detailed information on how to build awareness about the project and its activities, the following pages will describe the communication objectives, target groups and the channels/activities to be performed.

Communication primary goals:

- Increase overall awareness of MIA Portugal and its purpose.
- Disseminate MIA Portugal scientific achievements and activity.
- Disseminate MIA Portugal teaching and training programmes.
- Contribute to attract talent and funding sources/opportunities.
- Contribute to developing multidisciplinary and fruitful liaisons with stakeholders, decision-makers, and business organisations.
- Deliver actions to develop a scientific culture in the general public, with a focus on Biology of Ageing and Healthy Ageing.

Communication main target groups:

- General Public
- Scientific Community
- Health industry
- Policymakers and health authorities
- Health professionals and associations
- Patients and associations
- Other projects, initiatives, or organisations related to Ageing.

Communication tools, channels, and activities:

- Public Relations: events and media placement.
- Digital Marketing: website, newsletter, social media, and multimedia content.
- Marketing materials: flyers, roll-ups, merchandising.

MIA Portugal is an H2020 Innovation & Research teaming project. Communication activities (Work Package 6) are led by the University of Coimbra (leading beneficiary), which will closely interact with the partners (UNEW, UMCG, IPN) to develop and implement the communication plan.

The Communication Plan execution is highly influenced by the attainment of other MIA-Portugal project deliverables and in particular the scientific goals. Consequently, the Communication Plan is a living document, that will need to be reviewed and adapted to all the changes and progress that will occur throughout the project lifecycle (84 months).

Glossary

MIA	Multidisciplinary Institute of Ageing
UC	University of Coimbra (leading partner)
UNEW	University of Newcastle (partner)
UMCG	University Medical Centre Groningen (partner)
IPN	Instituto Pedro Nunes (partner)
WP6	Work Package 6
Sci com	Science Communication
Mkt	Marketing
KPI	Key Performance Indicators

References

- Online Manual - [Communicating your project — Acknowledgement of EU funding](#)
- [The EU Guide do Science Communication](#)
- [Guidance Social media guide for EU funded R&I projects](#)
- Making the most of your H2020 project
- Grant Agreement No 857524

1 - INTRODUCTION

Project Overview

Worldwide today, societies are currently falling into a ‘longevity trap’: modern hygiene and progress in medicine have allowed a continuous increase in life expectancy, but, at the same time, the incidences of most age-associated diseases (diabetes, cancer, cardiovascular and neurodegenerative diseases) did not change. Similarly, the onset of frailty and disability is not delayed in parallel to increased lifespan. This is because the underlying ageing process constitutes the main risk factor and most probably represents the ultimate cause for all these diseases and disabilities.

The only remaining hope for a way out of this downward spiral lies in improving the understanding of the ageing process well enough to deliver preventive interventions or lifestyle adjustments that can delay or postpone age-related disabilities.

Therefore, the research on lifestyle and biological factors related to healthy ageing in populations at particular risk is a massive opportunity to sustain new clinical, therapeutic, and social interventions.

MIA Portugal multidisciplinary approach wants to bridge the gap between top-level research in ageing and its application in geriatrics. In that sense, the Institute wants to perform a pivotal role not only in science production but also in building links between healthcare, social services, and business development.

MIA benefits from the University of Coimbra (UC) prolific and wide range of scientific activity, support, and overall recognition in Portugal and abroad, and the experience of its partners in ageing research and intervention. Not less important is the fact that MIA Portugal is embedded in an innovative living lab – Ageing at Coimbra, a quadruple helix-based ecosystem supporting healthy ageing, focusing on education, innovation, and clinical settings.

MIA-Portugal is a teaming partnership between the University of Coimbra (UC) (partner in a low R&D-performing country) and the University of Newcastle (UNEW) plus the University Medical Centre Groningen (UMCG) (partners in high R&D-performing countries), with strong support from a Technology Park (IPN) and the

Regional Authority CCDRC, and synergies with EIT Health Knowledge and Innovation Communities and the European Innovation Partnership on Active and Healthy Ageing Reference Sites.

MIA-Portugal Consortium



UNIVERSIDADE D
COIMBRA



umcg



Newcastle
University



ccdrc

comissão de coordenação
e desenvolvimento regional
do centro



IPN

INSTITUTO PEDRO NUNES



Ageing@
Coimbra



MAYO
CLINIC



biocant park



CHUC
CENTRO HOSPITALAR
E UNIVERSITÁRIO
DE COIMBRA

Biology of Ageing | Healthy Ageing | Molecular Epidemiology
Translational Medicine

MIA Portugal Mission & Vision:

- Improvement of Health Life Expectancy
- Fundamental & Translational Research
- Top 5 European Centre in Biology of Ageing
- International Network on Ageing Research
- Reduce the socio-economic burden of age-related diseases
- Excellence in a low-performing country.

Specific Objectives:

- Strategic scientific development of research in Biology of Ageing
- Advanced teaching
- Innovation and technology transfer
- Translation/clinical research
- Bolstering the societal impact of Ageing@Coimbra

MIA-Portugal project status

Formally launched in January 2020, the MIA Portugal project is in its early stages of implementation. MIA Portugal is managed by an Installation Committee. The first research groups are about to start working in a provisory facility. The scientific director recruitment process is taking place. The building, where the MIA laboratories and research teams will be located, is under construction.

Therefore, it is now time to define structures, workflows, and routines and to build strong collaborative bonds between researchers, partners, and support groups, while

the MIA brand and the Institute awareness claims its place in the national and international scientific arenas.

The following communication plan reflects these circumstances and the above-mentioned MIA-Portugal mission and goals.

Communication Diagnosis

At the formal starting point of MIA Portugal project, the following communication activities/channels were already accomplished.

- Identity & Branding: MIA Portugal Visual & Verbal identity and most of the communication/marketing templates were prepared, including a generic flyer.
- Website: Developed in the UC publishing platform/template, MIA Portugal website might need updates and new features in the future to fit the project progress and needs.
- Social Media: Twitter Page with occasional activity.
- PR & Media

Events: MIA Portugal Kick-Off Meeting took place on the 21st of January 2020.

Media Placement: More than one hundred news pieces about MIA Portugal were published or broadcasted. The main topic covered by media was the establishment and launch of the project itself.

Communication, Dissemination and Exploitation efforts

As stated in the project proposal, «MIA-Portugal has given great importance to its dissemination, exploitation, and communication strategy, long before it was officially created. In this way, in line with its vision and goals, the Institute intends to shape its dissemination and communication models to suit its needs and to manage corporate image and share information with scientific counterparts and other stakeholders».

In a broader sense, the MIA-Portugal communication provides dissemination and exploitation strategies and adequate communication channels and resources to maximize the impact of project activities.

The Communication Plan envisages its activities under the concepts of *Communication, Dissemination and Exploitation*. Under the *Communication* scope are considered the actions targeting the public (citizens, media, and stakeholders) that aim to communicate MIA-Portugal results and achievements and raise awareness about the institute, but also the initiatives that provide insights about healthy ageing. The purpose is to reach society while demonstrating the success of European collaboration and the application of EU funding in Ageing related societal challenges.

Dissemination activities are linked to Open Access policies and are targeted to scientific communities and other stakeholders that can benefit from MIA-Portugal scientific results and knowledge.

Exploitation is related to commercial, societal, and political purposes and aims to target the health industry and policymakers that can make use of MIA-Portugal achievements to develop products, services, new clinical/therapeutic approaches, and the definition of political/social agendas. These exploitation activities play an important role in the realization of a prominent goal of MIA project: the innovation transfer and the science translation to medicine and clinical practice.

Each of these concepts is set to reach different audiences. However, the communication, dissemination and exploitation actions can intersect a variety of publics. The messages should, in most cases, be formulated accordingly.

The MIA-Portugal communication service mission is to organise and develop several communication actions, towards the dissemination of knowledge and the enhancement of the Institute's national and international recognition. The Communication Strategy should also contribute to the Institute's innovation transfer and translational goals.

2 - COMMUNICATION STRATEGY

MIA-Portugal applies an integrated marketing communications approach. This requires the use of multiple forms of communication and channels, selected, and tailored to reach different audiences and a set of goals.

Because the MIA-Portugal project works with and towards a multi-layer range of stakeholders and seeks the establishment of a research organisation - the Multidisciplinary Institute of Ageing -, it is important to consider internal communication efforts in the Communication Plan.

2.1 Objectives

Internal Communication Objectives

- Increase within MIA Community the recognition of MIA Portugal goals, activities, and prospects.
- Build a strong network of professionals and partners.
- Build a sense of belonging within MIA support team and researchers.

Publics

- MIA Community (MIA Researchers and support team)
- MIA Partners
- UC Academia: University of Coimbra faculties and research centres

External Communication Objectives

- Increase overall awareness of MIA Portugal and its purpose.
- Disseminate MIA Portugal scientific achievements and activity.
- Disseminate MIA Portugal teaching and training programmes.
- Contribute to attract talent and funding sources/opportunities.
- Contribute to developing multidisciplinary and fruitful liaisons with stakeholders, decision-makers, and business organisations.
- Deliver actions to develop a scientific culture in the general public, with a focus on Biology of Ageing and Healthy Ageing.

2.2 Audiences

In the definition of the communication main targets, MIA-Portugal considers all the project goals, but also all the specific groups that can benefit from the institute scientific achievements and activity.

Regarding the «Communication, dissemination and exploitation» concepts, mentioned above, it's clear that the communication actions are destined to a more generic audience, whose motivations, demographic traits, and background are more difficult to assess. For these publics, simple messages, with non-scientific or technical language, should be addressed. The messages should always be mindful of the impact of the shared information in society and people lives.

More scientific, complex, and technical messages can be applied in dissemination and exploitation efforts, taking into consideration the motivations and interests of each specific group. For that matter, «professional or sectorial events» and more extensive content can be organised and provided.

Nevertheless the different profiles of targets, some messages and actions can overlap different publics.

Specific target groups

- General Public
- Scientific Community
- Health industry
- Policymakers and health authorities
- Health professionals and associations
- Patients and associations
- Other projects, initiatives, or organisations related to Ageing.

General public: Age-related diseases are a concern when globally the humanity experiences an increase in longevity. MIA-Portugal is about gaining knowledge on the Biology of Ageing and, through excellent science, develop new therapeutic and clinical approaches, and new lifestyle guidelines that contribute to providing more

health and well-being to citizens. In that sense, the Institute activity has an undeniable impact on society. The new-found knowledge must be communicated to the population, regardless the age, appealingly and comprehensively. Ultimately, these communication efforts intend to promote behavioural shifts towards healthier lifestyles.

Scientific Community: Scientists, other research centres/institutes and scientific groups are important targets to accomplish MIA-Portugal goals. The recognition of peers it's important for the institute success. But building collaborative networks, founded in Open Access policies, is also crucial to delivering Ageing Research results that are based on the best practices and impactful on a wider scale.

Health industry: Innovation and technology transfer and translation/clinical research are among MIA-Portugal objectives. Therefore, building links between science production and the development of new services and products, designed to tackle the challenges of an ageing population, is an important realization for the institute.

Policymakers and health Authorities: Whatever the scope of their activities – local/regional, national, or international - policymakers need the insights of scientists to define their policies. Communication efforts should be made to reinforce this influence and, in the long run, contribute to more appropriate agendas and more efficient health services.

Health professionals and associations: Health professionals are an important stakeholder for MIA-Portugal and their engagement in the Institute's activities is required. First, because they are in a privileged position to evaluate contexts and assess the needs of new treatments/solutions. Being service providers, these professionals are particularly interested in scientific breakthroughs and findings and willing to work closely with researchers to bring science to people's lives.

Patients and associations: A myriad of chronic diseases are related to the ageing process. Citizens dealing with these conditions should be exposed to evidence-based innovative approaches. Messages targeting these audiences should be accurate and considerate of patient's expectations. Associations can perform the role of a communication channel between researchers and citizens and provide the Institute with valuable insights about patients demands.

Other projects, initiatives, or organisations: A communication flow with other projects and initiatives in the field of ageing is desirable to promote the exchange of experiences and opportunities. Although this is not a key target, dissemination actions should consider this audience whenever is needed.

2.3 Communication Principles

- Communication should frame results as they are relevant, and the use of media should follow criteria.
- Messages reach audiences and MIA Portugal works towards multiple audiences and specific forms of dissemination (channels).
- Regardless of the targets, messages should be coherent across all channels/actions and portrait MIA-Portugal goals, values, and positioning.
- Storytelling techniques should be applied as they are valuable to engage the public.

Language:

MIA-Portugal is an EU Teaming Project and, thus, most documents and communication actions are formulated in English. The adoption of other languages might be considered to reach effectively specific targets, markets and translational opportunities.

Activities aimed at the general public must be addressed in Portuguese. Idioms and messages to be used in communication tools and channels must be suited to the targeted audiences.

2.4 Key Messages

MIA-Portugal messages embody the Institute attributes and goals and can be converted into a set of branding taglines, to be used in marketing materials and channels.

Key Messages

MIA-Portugal Attributes

Branding Taglines

MIA-Portugal provides more health and wellbeing to an ageing population



Innovative
Impactful
Social Relevant

Pioneering Healthier tomorrows

Adding more healthy years to human life

Defining the future of Ageing

It is striving to add more healthy years to human life, generating more knowledge in the field of ageing.

A Centre of Excellence in Ageing Research



Excellence
Uniqueness
Science-based
Groundbreaking
Top 5 European Centre in Biology of Ageing
Advanced Training

The 1st research institute in Southern Europe focused on the molecular and biological basis of ageing.

We are future-driven scientists

MIA-Portugal bridges the gap between top-level research in ageing and its application in human intervention



Multidisciplinary
Impactful
Openness
Innovation
& technology transfer
translation/clinical research

Bringing ageing science to society

It is the sum of researchers, scientists and partners looking for a healthier society

Communication

Communication
Dissemination

Communication
Dissemination, Exploitation

3- COMMUNICATION ACTIVITIES & CHANNELS

To deliver these messages to the different targets, MIA-Portugal applies an integrated marketing communications approach. Media and tools are selected to reach different targets and goals.

Public Relations

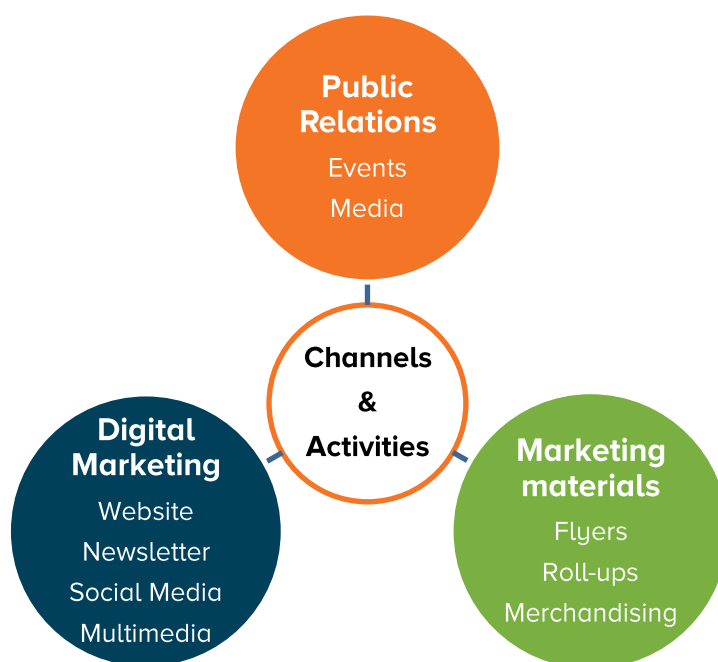
- Events: MIA Portugal organising events and participation in events
- Media Placement (newspapers, TV/Radio & Internet)

Digital Marketing

- Website
- Newsletter (direct Marketing)
- Social Media
- Multimedia: institutional and educational videos | science podcasts

Marketing materials:

- Flyers
- Roll-ups
- Merchandising



3.1 Public Relations

Events

Events are crucial to achieving communication, dissemination, and exploitation goals. They can be different in nature (local/regional, national, and international), and be designed to reach specific audiences.

Events can be conferences, seminars, training programmes, presentations, exhibitions, visits, meetings, and other initiatives where MIA-Portugal can display its activity. The Institute organises events, or co-organises them with partners or stakeholders, and participates in third party sectorial or scientific events.

MIA-Portugal project will plan and execute the first MIA-Portugal/Ageing@Coimbra international meeting and a High-level conference/workshop for fundraising and policymaking.

General public events are those that target citizens and aim to enhance MIA-Portugal recognition and the presentation of results and research trends. These actions also serve to increase awareness about healthy ageing. The nature of these actions is, mostly, local, regional, or national.

Scientific Events are essential to disseminate achievements. While the Institute's researchers participate in top-level international conferences, MIA-Portugal organises scientific meetings to share its activity and stimulate the translation of research into clinical or therapeutical interventions.

Advocacy Events are key activities to accomplish exploitation purposes. MIA-Portugal participates and organises events gathering policymakers, health authorities and service providers to encourage a multidisciplinary debate about ageing and healthy ageing and, thus, set these topics in high priority national agendas.

Internal events

Partners meetings: Being a teaming project, MIA-Portugal success depends on the interaction of its partners to follow, plan, and execute the Institute's activities. Regular meetings are important moments in that regard.

Internal meetings: To pursue internal communication goals, these actions can be less formal and take shape as presentations and forums to discuss results, share ideas and brainstorm.

Team building events: These occasions can be informal and be delivered as meet-and-greet events, hangouts, or outdoor activities.

Media

Press Relations and Media coverage are paramount to communication efforts. Traditional media articles and references can reach all audiences and play a role in shaping the Institute's image and recognition as a centre of excellence in ageing research. MIA-Portugal should be able to share its scientific achievements and activities in different media, thoroughly selected considering their scope (general/specialised or national/international) and the communication objectives.

Scientific breakthroughs must have the attention of high impact international media. To do that, Public Relations efforts may be contemplated, like inviting science journalists to visit the Institute's facilities and labs.

3.2 Digital Marketing

Website

An institutional website is key in any communication strategy, as it is the first and most accessible tool for all audiences. It must be designed to present the Institute's mission, activity, and outcomes, along with all the project documents, showing its execution status, progress, and results.

MIA-Portugal website (<https://www.uc.pt/en/mia/>) displays the Institute's activity and achievements by publishing regular content, as news pieces or multimedia entries. The MIA-Portugal website structure and features must evolve with the project execution and be able to adapt to the Institute's needs and the communication planning.

Other communication tools, whenever used, should lead audiences to the website. Analytics platforms will be employed to evaluate the Website alignment with the communication efforts and strategy.

Newsletter

A newsletter will be sent to stakeholders and subscribers. This media will target all the previously identified audiences and, thus, includes updates about the project advancements, the Institute's activity, and other content like interviews, curiosities, and guidelines about healthy ageing.

MIA-Portugal partners contribute to providing content and their activity is presented regularly in this email marketing tool. The newsletter is sent every three months.

Social Media

Social Media pages are very popular marketing tools, as they are easy to use and very effective to reach large and diversified audiences. The MIA-Portugal project started to have a Twitter profile but extended its social media presence to Facebook and Linked In. Each of these social media platforms is oriented to aim at different publics and, therefore, the messages are written and published accordingly.

The use of hashtags can widen the reach of social medial posts. They are a way to connect social media content to a specific topic, event, theme, or conversation and are employed in MIA-Portugal posts.

**#Ageing #Horizon2020 #innovation #OpenScience #H2020 #healthyaging,
#clinicalresearch #translationalresearch #Science #EUfunding
#Ageingpopulation**



@_MIA_Portugal

MIA-Portugal Twitter profile was created in March 2020. This platform was chosen mainly because of its popularity among professional networks and in particular the scientific community. In this account, MIA-Portugal shares updates about its activity, but also career opportunities and other content related to ageing.

Relevant publications from stakeholders and other professionals working in ageing/clinical research are retweeted in the Institute's profile to build public engagement and contribute to reinforce existing networks of professionals and organisations working in the field.



@MIAResearch

MIA-Portugal Facebook page was created in April 2021. This social media platform serves as a tool to reach the general public. Uncomplicated messages using, whenever possible, multimedia content should be published to raise awareness about Healthy Ageing among citizens and enhance the Institute's image and recognition. Activities and science communication projects must be communicated on Facebook.



@MIA-Portugal

MIA-Portugal Linked In page was created in April 2021. Being the world's largest professional network on the internet, Linked In is an excellent tool for boosting dissemination and exploitation efforts. Health professionals, scientific communities, stakeholders, health industry and services can be targeted through LinkedIn activity. In addition, this platform is noteworthy to share career opportunities and publicize training programs.

Multimedia

To be able to engage with audiences in all digital marketing channels, MIA-Portugal needs to produce and share different types of content. It is common sense that images and video are more appealing than plain text. By using multimedia pieces, the audience can understand the message faster. Therefore, this media must be explored in communication actions and, in particular, those targeting the general public. Video, audio, infographic, quizzes, and podcasts are some of the ways how the Institute can reach its communities.

3.3 Marketing Materials

MIA-Portugal will create, print, and use marketing materials, such as flyers, posters, Roll-ups, and merchandising products. The aim is mainly to enhance the Institute's brand recognition, but also to deliver information about the project - its objectives, partners, and impacts - in a visually engaging manner to the selected targets.

Marketing materials can also be used for science communication purposes whenever is intended to reach citizens with information and guidelines on ageing and healthy ageing. Printed materials should, as much as possible, provide connection to more information and lead audiences to the website and social media pages.

These materials will fulfil the obligation to display the EU emblem for communication activities and include the following text: "This project has received funding from the European Union's 2020 research and innovation programme under grant agreement No 857524".

FLYERS

A MIA-Portugal flyer was produced to be distributed in events. It includes general information about the Institute mission, activities, and partners. The second flyer in Portuguese was created to be delivered in general public events and activities (Both flyers are displayed in Chapter 5).

Other flyers might be designed for specific events and some more will be created to target specific audiences:

- Flyer aiming scientific community with more descriptive content about the institute's scientific scope and innovation translation endeavours. To be distributed at national/international scientific events.
- Flyer for the general public (in English), to be distributed at events aimed at citizens or science communication activities. A Portuguese version was already produced and distributed in events taking place in Portugal.
- Flyer aiming to attract funding or business opportunities, to be supplied in meetings and international events with health industry and services, stakeholders and policymakers. The content will focus on translational science achievements/opportunities and the Institute ability to develop new clinical and therapeutical solutions.
- Flyer to policymakers and health authorities, describing the advocacy activities for older people and highlighting the social impact of its research and multidisciplinary networks.
- Flyer aiming to attract talent, to be distributed in employment fairs, scientific events and universities. It must include information about MIA-Portugal objectives, organisational culture, infrastructure, scientific scope, and achievements.
- Flyer for health professionals and patients' associations, to be supplied in meetings, advocacy events, hospitals, and clinical centres. This material is intended to demonstrate the MIA-Portugal work on developing new therapies/approaches to ageing-related diseases.

ROLL-UPS AND MUPIS

MIA-Portugal has produced two printed roll-ups to be used in events and a digital mupi file (presented in Chapter 5). More exhibiting materials will be produced to be displayed in different events and address specific publics.

Merchandising materials

A set of objects is going to be produced displaying MIA-Portugal branding elements. The materials are intended to be distributed to the identified audiences and must be useful, inclusive, and environmentally friendly.

Communication actions and tools are planned to reach MIA-Portugal audiences and, thus, enhance the impact of Communication, Dissemination and Exploitation efforts. Messages are also tailored to comply with specific publics and means.

The table below shows the match between the target groups and communication tools/channels.

3.4 Communication tools, channels, and target groups

	Internal publics	General Public	Scientific Community	Health Industry	Polycymakers and health authorities	Health Professionals & Associations	Patients & associations	Other projects & Initiatives on Ageing
General Public events		x						
Scientific events			x					x
Advocacy Events				x	x	x	x	x
Internal events	x							
Media Coverage	x	x	x	x	x	x	x	x
Website	x	x	x	x	x	x	x	x
Newsletter	x	x	x	x	x	x	x	x
Facebook	x	x					x	
LinkedIn			x	x	x	x		x
Twitter	x		x		x			x
Multimedia	x	x	x	x	x	x	x	x
Mkt Materials	x	x	x	x	x	x	x	x

External Communication Strategy and Evaluation

External Communication Goals	Audiences	Main Actions & Tools	Evaluation
Increase Awareness	All	<ul style="list-style-type: none"> - Events (all kinds) - Media Coverage - Website Newsletter - Social Media - Mkt Materials 	
Dissemination Scientific Activity	Scientific Community Patients & Associations Health Professionals Other projects/initiatives on Ageing	<ul style="list-style-type: none"> - Scientific Events - Advocacy Events - Media Coverage - Website Newsletter - Social Media - MKT Materials 	- N° of events (organisation)
Dissemination Training programmes	Scientific community Internal publics (partners and UC communities)	<ul style="list-style-type: none"> - Website Newsletter - Social Media - Media coverage - MKT Materials 	- N° of articles in traditional media (clipping)
Attract talent & fundraising	Scientific community Stakeholders & Health Authorities Health Industry Patients & Associations	<ul style="list-style-type: none"> - Employment events - Advocacy & Fundraising events/meetings - Website Newsletters - Social Media (Linked In/Twitter/Facebook) - Media coverage - Mkt Materials 	- N° Website publications - N° Website visitors
Establishing liaisons with stakeholders, decision-makers, business organisations	Stakeholders & Health Authorities Health Industry Health Professionals & Associations	<ul style="list-style-type: none"> - Meetings - Advocacy Events - Website Newsletter - Media Coverage - Social Media (Linked In) 	- N° Social Media posts - N° Social Media followers - N° social Media visitors - N° Institutional videos - N° Sci Com - videos
Increase Scientific culture	General Public Patients & associations	<ul style="list-style-type: none"> - Public Events - Scicom materials/activities - Social Media - Media coverage 	

4- MONITORING AND EVALUATION

4.1 Communication activities expected impacts

The communication strategy execution is expected to produce the following outcomes:

- Boost MIA-Portugal national and international recognition as a centre of excellence in ageing research.
- Foster the attraction of funding and talent.
- Enable opportunities for multidisciplinary connections with stakeholders, decision-makers, and business organisations.
- Establish MIA-Portugal as a prominent player in the definition of national policies for Ageing and Healthy Ageing.
- Increase the citizen's knowledge about ageing and the adoption of Healthy Ageing lifestyles.

Partners Involvement in Communication Package (WP6) delivery:

- Inputs in International events organisation
- Communication and dissemination efforts in their channels and tools (retweeting and posting in social media)
- News pieces for MIA-Portugal website and Newsletter and editorial content
- Technical support
- International Media Coverage efforts
- Insights on communication planning and activities execution

Evaluation and Monitoring

A set of indicators (KPI) is applied to monitor the communication activities success. The regular evaluation of this set of figures allows accessing the communication efforts progress and deviations. Therefore, monitoring work is crucial to redefine the strategy to meet the MIA-Portugal goals throughout the project duration. Yearly evaluation reports must be produced to provide insights about KPI achievement.

4.2 Evaluation & Monitoring - Key Performance Indicators (KPI)

KPI Outcomes	Metric	Final Target Value (after 84 months)	Annually evaluation control value
Internal Events	Events, meetings, team building activities	12	2
External Events (Organising)	Scientific, translational, innovation and societal events	5	1
	First MIA-Portugal / Ageing@Coimbra international meeting	1 at month 24	1
	High-level conference / workshop for fund raising and policy making	1 at month 30	1
Media Coverage (TV/Radio, Internet, Printed)	News	> 500 news	72+
Website	Visitors	> 100.000	13 000+
	Publications	> 420	60+
Newsletter	Issues sent	28	4
Twitter	Posts	800	65+
	Followers	4000	600+
	Page visits	5000	700+
Facebook	Post	800	65+
	Followers	4000	600+
	Page visits	5000	700+
LinkedIn	Posts	800	65+
	Followers	4000	600+
	Page visits	5000	700+
Multimedia	Institutional videos	1	1
	SciCom videos	10	2 +

5 - DISSEMINATION BOOKLET

5.1 Visual Identity & Verbal Identity

The brand logo was created under the *sum* concept. The brand idea lies on the assumption that, currently, growing old is related to loss - autonomy, memories, and capabilities.

Through its action, the MIA-Portugal project intends to modify this perception. Thus, the logo was designed to represent simultaneously the symbol of adding - Sigma - and the «M» that identifies the MIA-Portugal project.

MIA-Portugal Logo



MIA-Portugal branding colours

The brand colour palette suggests a scientific context, modern and dynamic, through the use of saturated and bright colours.



Complementary colours





Verbal Identity

MIA Tagline

**Pioneering
Healthier
Tomorrows.**

MIA Copy S

- It is the sum of researchers, scientist and partners looking for a healthier society.
- It is striving to add more healthy years to human life, generating more knowledge in the field of ageing.
- The first research institute in Southern Europe focused on the molecular basis of ageing.

MIA Copy XS

- Defining the future of Ageing.
- Adding more healthy years to human life.
- We are future-driven scientists.
- Bringing ageing science to society.

5.2 Marketing Materials

Flyer | Deliverable 6.1

MIA Portugal
Multidisciplinary
Institute of Ageing

A EU funded Teaming

Adding healthy years to human life

First research institute in Southern Europe founded on the molecular basis of ageing

Identifying and devising ways to tinker with the molecular causes of ageing to dampen the risk of developing all age-related chronic disorders.

Activities:

- Scientific research in Biology of Ageing
- Translational/Clinical research
- Advanced training
- Innovation and technology transfer

Pioneering healthier tomorrows

Bringing ageing science to the society

- Case study of open, inclusive and sustainable research of excellence in Portugal
- Hub of excellence at UC, bolstering Coimbra Health
- Magnet for ageing research in Europe
- Impact on society

Scientific Director Σ **7 new groups** focused on different aspects of ageing

ERA-Chair group on ageing

Coimbra's groups (molecular basis of age-related diseases; clinical studies)

Location in a new biomedical research building of the University of Coimbra

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857924.

www.uc.pt/en/mia/MIA_Portugal/about/

UNIVERSIDADE D COIMBRA | ccdrc | IPN





Flyer | General Public (Portuguese)

Pioneiros por um futuro mais saudável

De Coimbra, para Portugal, ligados ao Mundo

- Integrado na Universidade de Coimbra e potenciado por uma parceria internacional.
- Beneficia da experiência de centros de investigação e atividade clínica de primeira linha: Centro de Neurociências e Biologia Celular (CNC) e Centro Hospitalar da Universidade de Coimbra (CHUC).
- Apoiado por dois parques tecnológicos reconhecidos internacionalmente: IPN – Instituto Pedro Nunes e BIOCANT.
- Suporta um inovador laboratório vivo para o envelhecimento saudável - Ageing@Coimbra.

MIA Portugal
Instituto Multidisciplinar do Envelhecimento
Faculdade de Medicina – Universidade de Coimbra
R. Larga 2, 3000-370 Coimbra

www.uc.pt/en/mia/

MIAResearch

_MIA_Portugal

MIA-Portugal

infoMIA@uc.pt



Centro de excelência na investigação do envelhecimento

O primeiro centro de investigação do sul da Europa dedicado ao estudo das bases biológicas e moleculares do envelhecimento.

Investigadores e parceiros juntos para garantir mais saúde e bem-estar a uma população em envelhecimento.

- Ciência na biologia do envelhecimento
- Investigação clínica e translacional
- Formação avançada
- Inovação e transferência de tecnologia



Este projeto tem financiamento do programa Horizonte 2020 – Investigação e Inovação, através do contrato de subvenção nº 857524

Redefinir o processo de envelhecimento

MAIOR ESPERANÇA DE VIDA:

- Aumento da ocorrência de doenças crónicas e de estados de incapacidade e perda de autonomia associados ao envelhecimento.
- Necessidade de respostas clínicas, terapêuticas e sociais inovadoras.

PARCERIA INTERNACIONAL

AS ATIVIDADES

Excelência na Investigação do envelhecimento

<>

Abordagem Multidisciplinar

<>

Programas de formação avançada

Ciência translacional

V

Transferência de inovação para intervenção na Saúde e Geriatria

OS IMPACTOS

Novos Produtos
Novos Serviços

<>

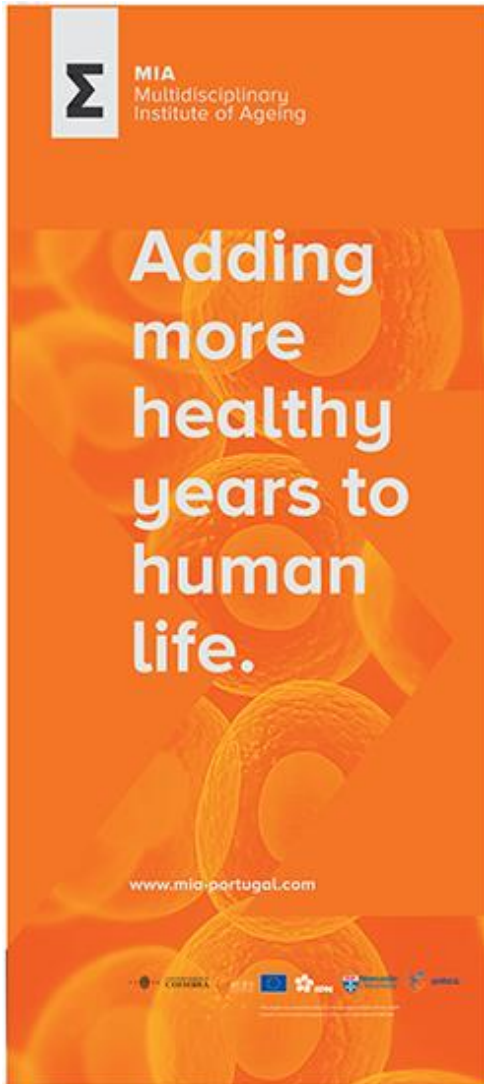
Maior conhecimento do processo de envelhecimento

<>

Medicina Preventiva
Terapias avançadas



Roll-ups

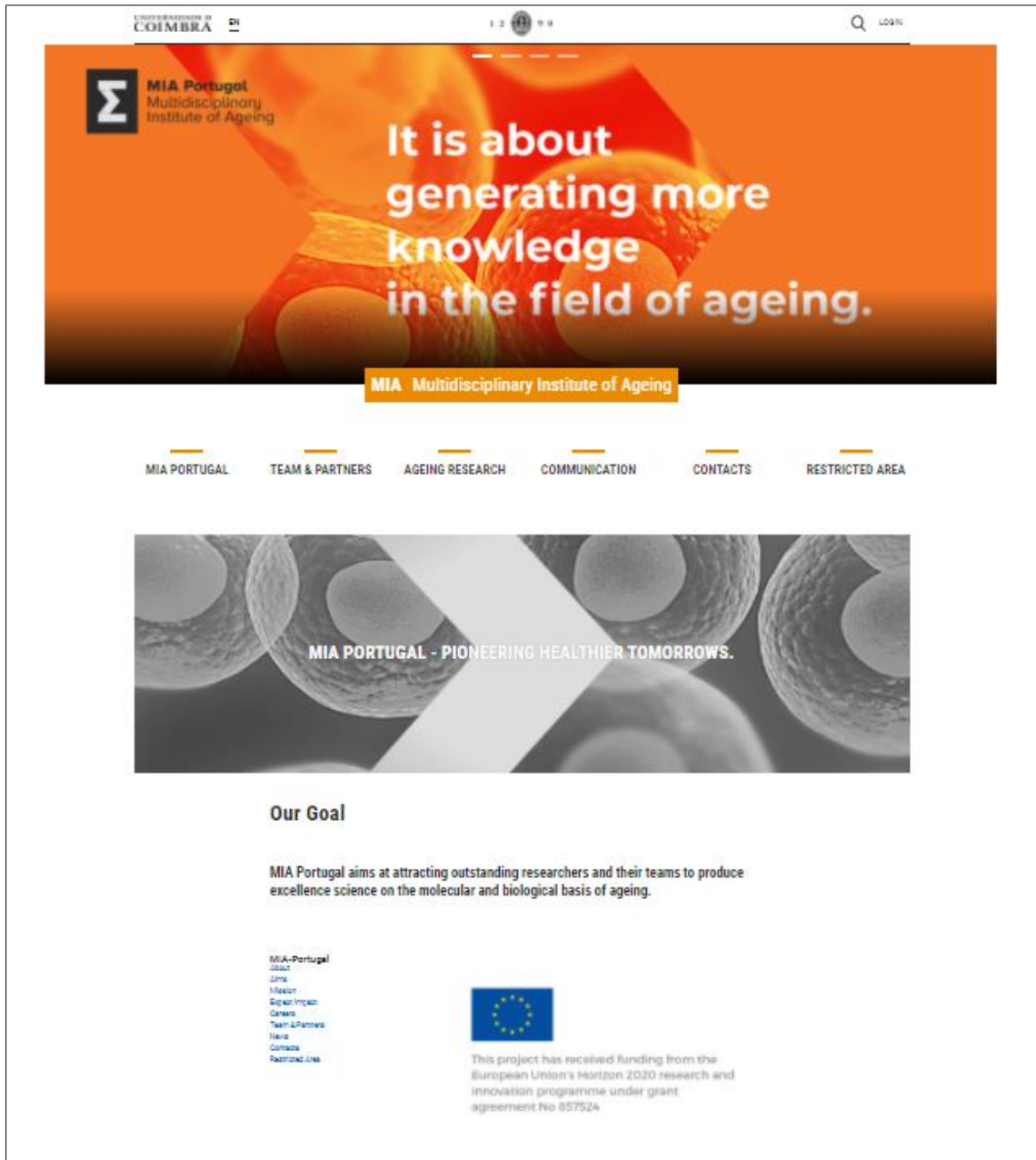


Digital Mupi



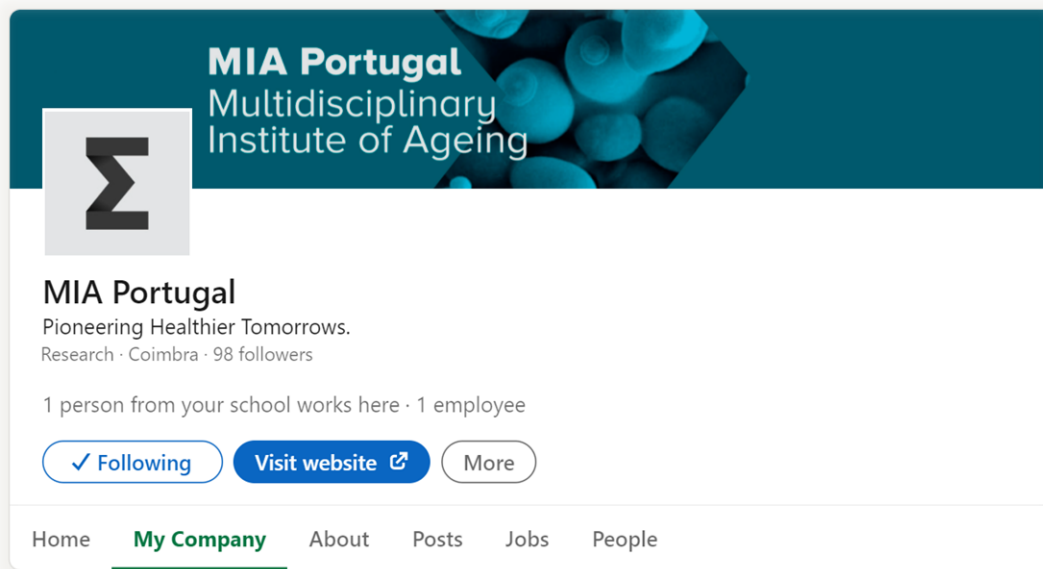


Website: <https://www.uc.pt/en/mia/>



Social Media

 @MIA-Portugal



 @_MIA_Portugal

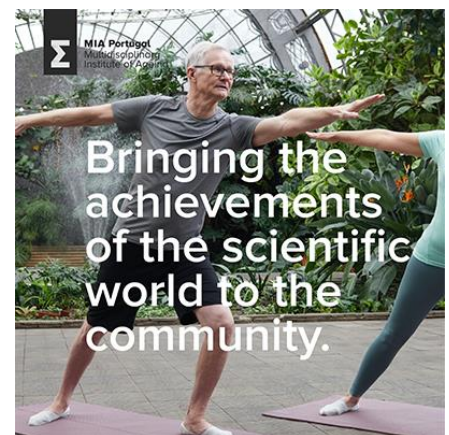
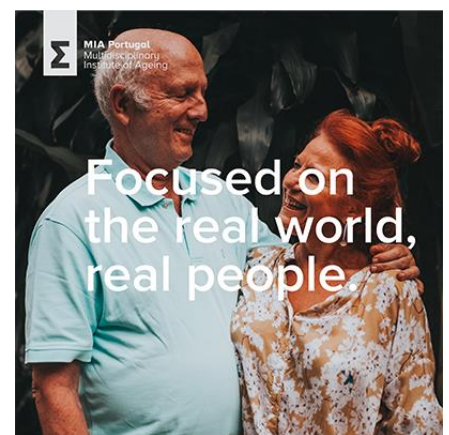




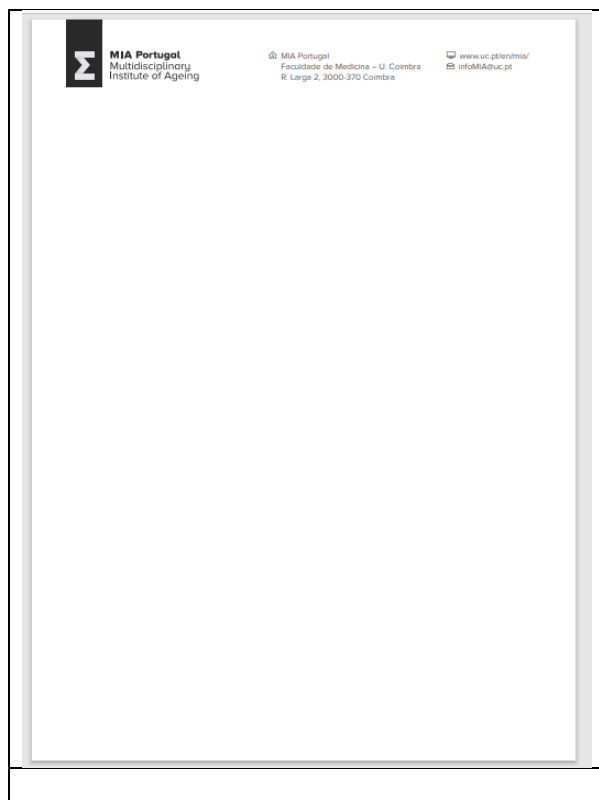
@MIAResearch



Social Media templates



Stationery



Business Card



Envelop template

Letter paper

Multimedia Content

[Institutional Project Presentation](#)





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