



Lifebrain

D6.3 Communication management routines and infrastructure implemented

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PU	Public	X

Executive Summary

Routines for communication among consortium partner have been established, including the regular and up-to-date exchange of information and documents, while maintaining the Grant Agreement and the Consortium Agreement.

Communication management routines are substantially supported by the use of mailing lists, as well as by the OneDrive file system for creating and sharing documents, providing relevant templates and distributing guidelines and central project information.

Various online collaboration tools such as slack.com, zoom.us and skype.com are part of the communication management toolbox.

The project website is one of the main platform for external communication and sharing project information, news and results both with the public and with the consortium partners.

Dissemination materials (flier, press release, ppt templates) have been and will be designed to engage and inform stakeholders about the project, while creating a standard image of the project.

Social media channels applied are Facebook and Twitter (from Month 30) and will be used in order to spread the Lifebrain news to the stakeholders groups identified in WP1.

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List of acronyms / abbreviations

Lifebrain	Healthy minds from 0 to 100 years: Optimising the use of European brain imaging cohorts
CA	Consortium Agreement
GA	Grant Agreement
GenA	General Assembly
EB	Executive Board
CO	Coordinator
EC	European Commission
CO	Coordinator Project Office
AC	Administrative Coordinator
PO	Project Officer
PP	Participant Portal
PI	Principal Investigator
WP	Work Package
WPL	Work Package Leader
UiO	University of Oslo
LCBC	Center for Lifespan Changes in Brain and Cognition
D	Deliverable

Introduction

Deliverable description

Fluid communication between the partners, stakeholders and European Commission. Lead: UiO;
Participants: All (M1-M60).

Establish routines for communication amongst consortium partners including the exchange of information and materials, while ensuring maintenance of the EC Grant Agreement and Consortium Agreement. Provide assistance and advice to partners regarding administrative matters, and to ensure compliance with EC rules including the communication with and reporting to the EC on behalf of the consortium.

Objective of deliverable

- Facilitation and stimulation of communication amongst consortium partners including the exchange of information and materials, while ensuring the maintenance of the EC Grant Agreement and Consortium Agreements;
- To ensure compliance with EC rules including the communication with the EC on behalf of the consortium

1. Internal communication management routines

The communication structure described below has been set up to facilitate and stimulate the communication amongst the consortium partners, including the communication with the EC.

1.1. Communication with the European Commission

The Project Coordination Office at UiO LCBC acts as the intermediary for all communications between the beneficiaries and the EC.

This task mainly involves e-mail correspondence/phone calls with the Project Officer on issues concerning:

- the preparation and submission of deliverables
- the preparation and submission of periodic reports and Financial Statements for the consortium
- project- and funding-related questions raised by the consortium that need explicit feedback from or agreement with the Project Officer

Additionally, the communication is via the EC's grant management system for Horizon 2020 (SyGMA), at <http://ec.europa.eu/research/participants/portal/desktop/en/home.html>.

1.2. Executive Board meetings

A teleconference is organized for the EB by the CO every first Monday of the month. At least one representative of each partner who is preferably the WP lead is required to participate or to be represented by its deputy. These calls are announced by the CO via email a week before, but the exact dates are agreed upon some months ahead. The CO drafts and sends the agenda to the consortium one week in advance. Partners are invited to check the agenda and add items to be discussed. Every partner is expected to participate in these calls in an active manner and read preparatory documents. If anyone is unable to be present, they should give prior notice to the CO and send feedback to relevant points raised in the agenda.

The agenda usually focuses on the following areas of discussion:

- progress within each work package with a particular focus on due deliverables
- dissemination activities
- management issues, especially reporting, organization of project meetings, changes necessary in project management structure etc.

The minutes of the meetings are shared both on OneDrive and in slack a day after the meeting.

1.2. Common file structure at OneDrive

A routine for communication between partners has been established via e-mail and storage of documents for interactive editing on OneDrive (Microsoft's sky-solution for handling of common documents). The financial and legal administration and all WPs have dedicated files, providing easy access and a common working platform to all relevant documents in a user-friendly, transparent structure (*See Figure 1*):

- All official project documents: GA, CA (including modifications, amendments)
- Minutes of all WP and management committee meetings
- Templates for minutes, deliverables and reporting
- Progress reports
- Dissemination materials
- Deliverables (in three folders: progress, in evaluation and submitted versions)

In OneDrive the documents can be edited simultaneously by all partners, and changes/comments on the documents can be easily followed upon.

1.3. E-mail lists

E-mail lists have been setup for the whole consortium and for the various management committees for sharing the documents, information, as per the GA and CA.

The following e-mail list are functioning in the project:

The official mailing list of the EB members: agendas, minutes are circulated on this list.

- Executive Board: executive-board@lifebrain.uio.no

The official mailing list of the General Assembly: it's a channel for issues that need the approval/feedbacks from the GA.

- General Assembly: general-assembly@lifebrain.uio.no

The official mailing list of the consortium: information about project meetings, decisions of the EB and GA are distributed here.

- Consortium members: lifebrainers@lifebrain.uio.no

The Knowledge Management Committee has its own emailing list, too:

- kmc-lb@lifebrain.uio.no

Some of the work packages have also e-mailing lists, according to the needs of the WP:

- WP1: lb-wp1@lifebrain.uio.no
- WP5: lb-wp5@lifebrain.uio.no
- WP7: lb-wp7@lifebrain.uio.no

A contact email address has been set up for Lifebrain:

- info@lifebrain.uio.no

Rules for e-mail use have been established to avoid overload of e-mails and to make older emails easier to trace back. It is the partners' responsibility to ensure that relevant personnel are included in the mailing lists and to communicate any changes to the CO.

1.4. Online collaboration and communication tools

The Lifebrain consortium has subscribed to the use of slack.com to ease and stimulate daily, direct communication and cooperation among members. Slack is a cloud-based team collaboration tool. [Lifebrain.slack.com](https://lifebrain.slack.com) has separate channels for the discussions of the Executive Board, General Assembly, Knowledge Management Committee and the work packages. Consortium members can attach and send files, comment on documents and send direct messages to each other. Group phone and video calls are also possible.

A Zoom virtual meeting room (at <http://www.zoom.com>) has been set up for accommodating larger project meetings. Otherwise skype (<http://www.skype.com>) is used for daily communication, or for shorter and smaller-scale project meetings.

1.5. Project meetings

One or two times a year the consortium will hold a plenary meeting in which all members involved in the project meet and discuss ongoing work, achievements so far and next steps to take.

Each meeting will be organized by a partner who is responsible for issues such as venue, public events like meeting with local stakeholders and/or organising public lectures. The first project

meeting (not counting the kick-off meeting in January, 2017 in Brussels) is going to be in Barcelona, 15-17th November, 2017.

Parallel to each project meeting stakeholder meetings and public lectures will be linked for dissemination and communication of Lifebrain results and for engaging stakeholders (see D.5.1. for more details).

1.6. Registration of dissemination activities

Each partner keeps track of all their publications and dissemination activities related to Lifebrain. These publications and activities are reported every half year to the administrative coordinator through a OneDrive document who maintains the overall [list of publications](#) and dissemination activities and ensures that this list is sustained on the Lifebrain website and reported to the EC in the progress reports.

2. External communication management channels

The external communications channels described below has been set up to maintain public relations beyond the consortium which at the same time contribute to strengthening internal communication routines and information flow in the project.

2.1. Project website

The website (<http://www.lifebrain.uio.no>) is developed in collaboration with WP1, WP5 and WP6, and is up and running from January 2017.

The website is one of the most important tools for dissemination and communication in Lifebrain, as it will be referred to via links both in the social media (Facebook/later twitter) and in the e-newsletters. It introduces the project and presents the partners and their roles in LB.

The website is a channel for announcing the latest news and promoting project events, as well as for distributing LB publications. The website also includes links to the social media like Facebook (and later also to Twitter), meanwhile the social media and the e-newsletter will be sharing links and information from the website.

The website is maintained by the Coordinator Project Office and its Administrative Coordinator with interaction with all partners in the consortium.

Google Analytics has been activated to monitor the website traffic, gather information on how visitors find and use the website, and how to ensure repeating visits.

Certain parts of the website hold private information, separated from the public areas by password protected areas.

2.2. Social media

Lifebrain will be actively promoted on social media. [Lifebrain's Facebook page](#) has been launched in April, 2017. The Facebook page will focus on:

- Updates on the project
- Updates on publication of official documents/ deliverables
- News on upcoming meetings and events, where the project is directly involved (as organiser or participant)
- Links to similar projects and research networks in the field of brain development and brain health

- News from Lifebrain partners: all partners contribute regularly to feeding the page by the followings (see the detailed Facebook concept in Annex 1):
 - News from Lifebrain partners related to Lifebrain topics
 - Interesting news from all around the world concerning brain research
 - Interviews with Lifebrain researchers
 - Short videos on major Lifebrain research findings

The page is also used as a social media channel for engaging stakeholders in Lifebrain (WP1). The administrator of the Facebook page is the Administrative Coordinator together with WP1 and WP5 leaders. Each partner organisation in the communication team has editing right on the page. Twitter will be used in a later phase of the project, from Month 30 targeting in particular policy-makers and journalists. See more details in D5.1.

2.3. Monthly e-newsletters

An electronic newsletter will be produced monthly from Month 6 based on input from all PIs or their appointed collaborators in Lifebrain and from relevant sources of other stakeholders. The newsletters will provide a scientific background for understanding the main challenges and research questions in brain research in general and in Lifebrain, and will share the most promising Lifebrain research results (see D5.1, Month 6).

It will be made available on the project website and social media in order to improve visibility of the project via electronic means and also will be sent to consortium partners and the registered stakeholders suggested by the consortium partners (for e.g. research networks, e-mailing lists, patient organisations, policy makers etc.).

The [first newsletter](#) has been issued 28th June, 2017 and sent out to 250 email-addresses (based on the D1.1. stakeholder list) with the aim of improving the visibility of the project by giving an overview of the objectives.

The subscription to the newsletter is via the website [front page](#).

2.4. Dissemination materials

All partners will use shared communication tools to ensure common, coherent and effective project dissemination and to create the visual identity of the project.

- **Logo**
The project logo was inspired by the importance of the lifespan perspective in brain research. In its earlier version it had a big “B”(LifeBrain), which has just recently been modified to small “b” (Lifebrain), so that the logo is consistent with the short name of the project. Logos in all related project documents have been changed.



FIGURE 1 LIFE BRAIN LOGO

- **Power Point template**

The ppt template is used for all presentations on Lifebrain.



FIGURE 2 LIFE BRAIN POWER POINT TEMPLATE

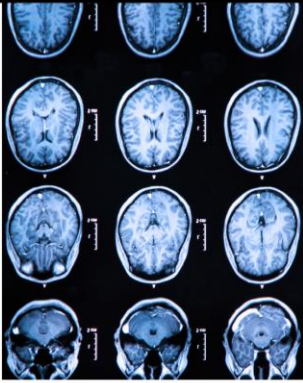
- **Project flier for stakeholders in the languages of the consortium**
The project fliers present the project to the various stakeholder groups.

Healthy minds from 0 to 100 years: Optimising the use of European brain imaging cohorts

BRAIN HEALTH
A healthy brain is essential to enjoy a good and productive human life. Many environmental, social, occupational, and lifestyle factors influence brain health. The LIFE BRAIN project aims to identify these factors and understand how they influence brain development, cognitive function and mental health at different stages of life.

PERSONALIZED HEALTH CARE FOR PREVENTION AND INTERVENTION
Increased knowledge about risk and protective factors influencing brain health will enable better prevention of mental diseases and neurodegenerative disorders in Europe and worldwide. Better brain health means improved cognitive function in childhood, adolescence and adulthood, and delayed onset of dementia. Better brain health also means reduced need for health care and improved working ability.

DATA HARMONIZATION AND INTEGRATION
LIFE BRAIN integrates data



on some of the collected samples. These markers may represent risk as well as beneficial factors for brain health and can be of importance for early diagnosis of brain status.

ENGAGING STAKEHOLDERS
LIFE BRAIN aims to work actively with key stakeholders to:

- Increase awareness about brain, cognitive and mental health problems
- Secure translation of research into hands-on health policy, including prevention strategies
- Facilitate the collection of additional data
- Increase transparency of research

LIFE BRAIN's stakeholders include:

- Research participants in the European cohorts
- Patient organizations working with premature infants, children and youths, dementia, mental health, Alzheimer disease, and Parkinson disease
- Health and education policymakers at local, national and EU level
- Clinical and research centers, and research networks

for 5 years, Horizon2020, Grant agreement no. 732592 - Lifebrain - H2020-SCI-2016-2019/H-02020-SCI-2016-RTD.

LIFE BRAIN HAS 14 PARTNERS IN 8 COUNTRIES
[University of Oslo](#), [Vrije Univ. Utrecht](#), [Center for Neuroimaging](#), [Institute of Public Health \(NO\)](#), [Umeå University](#) (SE), [The Oxford University](#) (UK), [Medical Research Council](#), [University of Cambridge](#) (UK), [Macquarie University](#) (AU), [University of Barcelona](#) (ES), [Region Hovedstaden](#) (DK), [University of Geneva](#) (CH), [University Medical Center](#) (NL).

COUNTRY	COHORTS
Norway	LCRC
Denmark	HABU, LISA
Sweden	Cobra, Betula
Great Britain	CamCAN, CALM, Whitchell II
Germany	BASE I and BASE II
Netherlands	NECSA
Spain	Barcelona

FIGURE 3 STAKEHOLDER FLIER

- Press release

Press releases will be published related to the main milestones of the project.

Healthy minds from 0-100 years: Optimizing the use of European brain imaging cohorts

Official launch of the Lifebrain Horizon2020 project

A healthy brain is essential to enjoy a good and productive human life. How can we optimize our brain function and prevent cognitive decline? How do various environmental, social, occupational and lifestyle factors affect our brain throughout life? What are the risk and protective factors for developing dementia, depression, Alzheimer disease or Parkinson disease?

These are some of the key questions LIFE BRAIN researchers from major European brain research centers are trying to answer.

The EU-financed LIFE BRAIN project officially started in January 2021 and is coordinated by [Dr. Carlos C. Lezak](#), [University of Oslo](#) and [University of Cambridge](#).

LIFE BRAIN aims to identify determinants of cognitive function and mental health at different stages of life. Increased knowledge about risk and protective factors influencing brain health will enable better prevention of mental diseases and neurodegenerative disorders in Europe and worldwide. Better brain health means improved cognitive function in childhood, adolescence and adulthood, and delayed onset of dementia. Better brain health also means reduced need for health care and improved working ability.

LIFE BRAIN integrates data from 6000 European research participants collected in 11 European brain imaging studies in 8 countries. The data provide information about changes in brain structure, cognitive function and mental health. LIFE BRAIN aims to collect additional data and biological samples from some participants in the studies.

In the LIFE BRAIN project we invite the public to influence the research process by actively engaging patient organizations, public health, clinical and research centers. The project will provide the scientific basis for prevention and intervention, improving clinical practice and public health policy for brain, cognitive function and mental health.

Started in January 2021 and runs until December 2025

Budget of 10 million Euro through the Horizon2020 Program of the European Union

Cooperation of brain imaging research centers across Europe and beyond. LIFE BRAIN consortium includes 14 partners in 8 countries: [University of Oslo](#), [Vrije Univ. Utrecht](#), [Center for Neuroimaging](#), [Institute of Public Health \(NO\)](#), [Umeå University](#) (SE), [The Oxford University](#) (UK), [Medical Research Council](#), [University of Cambridge](#) (UK), [Macquarie University](#) (AU), [University of Barcelona](#) (ES), [Region Hovedstaden](#) (DK), [University of Geneva](#) (CH), [University Medical Center](#) (NL).

More info: [Carlos C. Lezak](#), [University of Oslo](#) and [University of Cambridge](#) at [lifebrain.eu](#)

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Facebook: [www.facebook.com/lifebrain.eu](#)

FIGURE 4 PRESS RELEASE ON PROJECT LAUNCH

All these common documents are available in OneDrive and also on the [project website](#).

All dissemination activities in the project use and all project templates include the following acknowledgement:

“This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement number: 732592 - Lifebrain - H2020-SC1-2016-2017/H2020-SC1-2016-RTD”.

3. Conclusion

The communication management routines and infrastructure have been established, the deliverable has been submitted on time. However, the communication system is under continuous improvement, fitting the current project needs.