

## COMMUNICATION & DISSEMINATION IN EUROPEAN PROJECTS

SPEAKERS: LAURA MACCARI, GABRIELLA DESSOLE AND BARBARA BERNARDINI

7<sup>TH</sup> February 2024 (Room NU-2A45)

### How to plan a communication strategy for EU projects

- 08:30 - 10:00      Communication in EU projects, an obligation by the Commission that finances them  
Useful definitions  
Communication & Dissemination in Horizon Europe  
Legal basis  
Speaker: Laura Maccari - Innovation Acta, Italy
- Successful case histories in European projects  
From the Communication and Dissemination Plan in the project proposal to its implementation  
Speaker: Gabriella Dessole - Innovation Acta, Italy

10:00 - 10:30      Break

### Science communication using video platforms

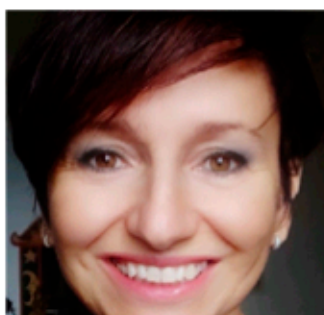
- 10:30 - 13:00      How to communicate to the general public  
Thinking Images: how to illustrate your thoughts  
Different languages for different media  
The 4 steps to a story that works  
Speaker: Barbara Bernardini - Oneframe, Italy

13:00 - 14:00      Break

- 14:00 - 17:00      The art of science in video  
Being interviewed for the media  
Making your own video about your science  
Speaker: Barbara Bernardini - Oneframe, Italy



**Laura Maccari - Innovation Acta, Italy**



Laura Maccari, grant manager at Innovation Acta is experienced in grant research, grant writing, grant program implementation, compliance and grant reporting.

Laura graduated in Pharmaceutical Chemistry and Technology at University of Siena, where she also got her PhD in "Computational models applied to Drug Design and Development". Soon after her PhD, she worked in Siena Biotech for 10 years. In Siena Biotech Laura was first appointed as computational chemist, then as project leader of drug discovery projects. She then pursued her career

as project manager in Lead Discovery Siena, a spinoff company, for 3 years, where she deepened her knowledge about national and European funding opportunities. Since 2019 Laura is fully dedicated to grant management.

**Gabriella Dessole - Innovation Acta, Italy**



Gabriella Dessole, grant manager at Innovation Acta is experienced in National and European grants writing, budgeting, negotiation, implementation, management and reporting. Gabriella graduated in Chemistry at University of Sassari and she got a second level master in "Syntesis and Drug Design" at the University of Siena.

After 2 years fellowship at University of Bologna she worked as research chemist at MERCK SHARP & DOHME (IRBM) Pomezia (Roma) for 6 years. Followed 4 years of experience as patent documentalist and since 2016

Gabriella works as grant manager.

**Barbara Bernardini - Oneframe, Italy**



Creative producer and founder of Oneframe.

PhD in Biology at Sant'Anna University in Pisa and worked as researcher at Harvard University before switching to a career in science communication. 23 years of experience in press and TV, working with top companies and broadcasters, as producer, director and project manager.

Since 2006, author and director for the science TV show Superquark, RAI-1, hosted by Piero Angela.