



Deliverable number D5.1

Deliverable title: Communication and Dissemination Plan

Deliverable type	Report
Deliverable responsible partner	EBC
Contractual date of delivery	Month 6
Actual date of delivery	Month 6
Dissemination level	Public
Status of deliverable	Completed

Grant Agreement information table

Grant Agreement number	825348
Project acronym	EBRA
Project title	European Brain Research Area
Start date	November 1 st 2018
Duration	36 months



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825348

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What is EBRA?

The European Brain Research Area, or EBRA, is an EU project coordinated by the European Brain Council (EBC), which launched on 1 November 2018. EBRA was designed to respond to the **Horizon 2020 call, SC1-HCO-10-2018**, entitled “**Coordinating European brain research and developing global initiatives**” and will create a catalysing initiative for brain research stakeholders (researchers, clinicians, patients, governments, funders and public institutions) to streamline and better co-ordinate brain research across Europe while fostering global initiatives.

Over the next three years, the EBRA Consortium will work to facilitate efficient collaboration, communication and operational synergies, foster alignment and better co-ordination of research strategies across European and global brain initiatives, facilitate the emergence of research projects in and provide them with support for effective collaboration and increase the visibility of the brain research portfolio as a whole and promote the uptake of EBRA results to key stakeholders.

The Consortium consists of the EBC membership, the Network of European funding for Neuroscience research (NEURON), Joint Programme – Neurodegenerative Disease Research (JPND) and the Human Brain Project (HBP).

1. Introduction

A dedicated work package (WP5) within EBRA is designed to handle dissemination, communication exploitation and, if needed, IP management to protect results. In WP5, outreach to key stakeholders is central. EBRA will promote activities for enhanced visibility and leveraging of the most relevant outputs from the projects and raise awareness on the importance of brain research and promote model of patient and public involvement in the brain research and innovation process.

This document is the deliverable 5.1 – “Communication and Dissemination Plan”. It lays out dissemination and communication tools and strategies, providing a guideline for all the project partners to achieve the largest possible impact for the project.

The plan will ensure that the members of the consortium will take a proactive role in the effort to maximize the outreach of the project by participating in relevant workshops, conferences and exhibitions, as well as publishing project results in relevant scientific journals and conference proceedings to allow for high international visibility of EBRA and brain research as a whole.

All consortium members will be provided with a toolkit to support the early communication and dissemination of the project and the efforts of all partners. These will include: an EBRA logo and standard visual identity to increase visibility of the project (including letter and slide templates) as well as written content such as leaflets, presenting the project, its objectives, expected results, all partners as well as contact and website details to support communication activities of the project to both targeted stakeholders and the wider public.

1.2 Communication vs. Dissemination

Communication activities are centred around the increasing of the visibility of the project (to the public and targeted, relevant audiences) and later, its progress and results, using accessible language. Coverage would be through newsletters, press releases, social media and public events.

Dissemination is much more targeted and uses more scientific or specific language, aimed at the exact stakeholder community of EBRA (science/research community, policymakers, etc.) and sharing the more result-oriented information of the project. Coverage would be peer-review journals, scientific conferences and/or online repository of results.

1.3 Purpose & WP5 Objectives

This document presents the dissemination and communication plan of the EBRA project, outlining the communication objectives, identified stakeholders and users, and the dissemination and exploitation of results.

EBRA has set maximization of scientific impact as a guiding principle behind our results dissemination and exploitation plan. We foresee the desired maximization occurring also within a strong incitation to the practices of an open-access framework.

Dissemination activity will be based on this precise strategy and articulated in a plan that will drive the partners to achieve a wide dissemination of results and outcomes of EBRA on a continuous basis. It will, in particular, try to demonstrate the foreseen potential impact of the activities supported by the EBRA consortium. The plan will exploit as many avenues of dissemination as is feasible given the resources of all partners, EBC in particular. Leveraging the established network of National Brain Councils, EBC will implement a complementary dissemination and communication at both European and National level, ensuring high impact.

A priority will also be given to raising societal awareness of the important role that brain research plays in the lives of Europeans. To counteract the raising scepticism towards science, as well as the EU's added value in this area, this will be done in easy language to capture public imagination. Thus, better communication of the benefits of brain science but also EU R&D activities in general will be established. Brain research is a fascinating and truly exciting area and it is a responsibility of the brain research community to communicate it in an engaging way.

To this end, a number of examples of scientific breakthroughs in brain science that translated directly into an improved life of EU citizens will be devised. Dissemination involves all activities by which project-related knowledge is provided to relevant stakeholders and other interested parties (including the general public) at local, national, European and international level (according to Article 29 of the H2020 Annotated Model Grant Agreement).

The communication and dissemination activities will be targeted to create awareness and make knowledge and results of the Coordination and Support action (CSA) available, within the specific and relevant rules of each initiatives and participating countries, to relevant stakeholders. An efficient implementation of the dissemination and communication strategy will be ensured by the WP5 Leader (EBC), together with the support of the entire consortium. Monitoring and relevant adjustment of the plan are essential in order to keep it strategic and in line with project development, which include the monitoring of performance and potential

improvements/adjustments to be implemented). The dissemination plan will therefore contain details on the expected target groups and, for each of them,

dissemination actions such as the project website and selected social networks, dissemination materials, open access publications, targeted presentations, outreach events, stakeholders' exploitation workshops, and participatory collaboration opportunities. The communication and dissemination plan will remain a "work in progress" for the duration of the project, meaning it will face revision and updates as the project progresses. These will be fine-tuned and released within the periodic and final reports together with the products and results of each dissemination activity, reporting also prospective dissemination and exploitation activities, foreseen by each partner, after the end of the project.

Further to dissemination and communication of the EBRA results, awareness raising for brain research and the importance of the brain comes hand-in-hand. By communicating EBRA's work, the general public and other key stakeholders are also targeted by information about the brain. This will be done either through the external communications work of EBC and partner organisations, or through extended efforts by organizing specific raise awareness events (Task 5.4).

EBRA will seek to improve the awareness of citizens on the importance of brain health and brain science, to showcase scientific achievements in these fields and lift taboos around brain ill health. It will be done by establishing an active dialogue between science and society about that which makes us human – our own brain. It will engage with citizens across sectors to come to a mutual understanding about current trends in science and technology, focusing on the brain. The discussions will bring together researchers, citizens, policy makers, businesses and educators, to define the considerations during the whole research and innovation process and align the outcomes of research with the values and needs of society.

1.4 Structure

The document is organized into two main sections :

Section 1 of the document introduces the project, explains the purpose behind outlined actions and provides a glossary.

Section 2 breaks down all planned Work Package 5 activities throughout and after the project, outlines KPIs and lists target audiences for all aspects of the project.

1.5 Glossary

EBRA	European Brain Research Area
EBC	European Brain Council
EU	European Union
WP	Work Package
EC	European Commission
H2020	Horizon 2020
CSA	Coordination and Support action
GA	Grant Agreement
HBP	Human Brain Project
JPND	Joint Programme – Neurodegenerative Diseases
NEURON	ERA-NET NEURON

2. Dissemination and Communication Guidelines

2.1 Obligation to disseminate results

Each partner must disseminate its results as soon as possible by disclosing them to the public by appropriate means, including in scientific publications and on the EBRA website, which will serve as the project's online repository, irrespective as to whether other institutional repositories are also used. This policy does not alter the obligation to protect results, confidentiality obligations, security obligations or the obligation to protect personal data. In line with Section 7 of the Consortium Agreement - Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

2.2 Open access to scientific publications

EBRA supports the principle that open access is one of its main goals. Thus, the Consortium will ensure wide access to the knowledge, new ideas, reports, guidelines, papers that are created within the project. It is of key importance to our mission that these results (ultimately) will help to achieve tangible improvements with a durable impact in the promotion and integration of brain research. According to the guidance on open access for H2020¹, the appropriate measures to grant open access to all scientific publications resulting from EBRA will be adopted by the consortium.

The Consortium has chosen Zenodo as the scientific publication and data repository for the project outcomes. The Coordinator will ensure that scientific results that will not be protected and can be useful for the research community will be duly and timely deposited in the scientific results repository Zenodo, free of charge to any user. For instance, the consortium will upload the following on Zenodo:

- Copies of the final version or final peer-reviewed manuscripts accepted for publication; made available immediately with either open access publishing (gold open access) or with a certain delay to get past the embargo period of green open access. This will be done in accordance to the guidelines of the respective Journal.
- Public project deliverables.
- Leaflets, project public presentations and any other kind of dissemination material.

Those documents will also be linked to the OpenAIRE platform, ensuring a wide dissemination of relevant scientific outcomes. Using Zenodo and the OpenAIRE platform open access to publication will be ensured. Moreover, through dedicated dissemination activities, EBRA will ensure that such material will be properly disseminated and shared with

¹ H2020 Programme: Guidelines to the Rules on Open Access to Scientific Publications And Open Access to Research Data in Horizon 2020, http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf.

relevant target groups and stakeholders on project website and social media, partners' Institutional channels and other channels too.

2.3 EU Funding Obligation and Right to Use the EU emblem

Unless the EC requests or agrees otherwise, or unless it is impossible to comply for acceptable reasons, any dissemination of results (in any form, including electronic) must:

- Display the EU emblem and,
- Include the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825348".

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations stated in the Grant Agreement (Article 29.4), the partners may use the EU emblem without first obtaining approval from the European Commission. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Any dissemination of results must indicate that these only reflect the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

2.4 Data Protection Compliance

The Consortium commits to comply with the new General Data Protection Regulation (GDPR)², which came into effect on 25 May 2018. To this end, a specific procedure will be implemented for the management of privacy, further detailed in the Data management Plan (D1.3).

A GDPR-compliant database will be used for the collection of stakeholders and information recipients, and collection of their data will be done compliantly through one form of voluntarily registration.

This procedure will be followed and will affect all communication and dissemination activities of EBRA, including for communication through email, newsletter, social media, stakeholder mapping, data collection at events and/or congresses and all other possible forms of external communication.

3. Communication and Dissemination Plan

3.1 EBRA Visual Identity



² The General Data Protection Regulation, Regulation (EU) 2016/679, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:02016R0679-20160504&from=EN>

The actions of the initial awareness phase started with the design of an EBRA visual identity and logo to ensure a clear, consistent and recognisable brand for all communications and to underline the project’s philosophy and objectives. EBRA visual identify design and strategy is extensively described in the deliverable 5.2 entitled *Setup of Project Website and Visual Identity*

This visual identity will be reflected in all material produced for or by EBRA, including presentations, leaflets/brochures, roll-ups, posters, etc. For purpose of example, this visual identity is reflected in this document. The logo must appear on all official communications and may not be modified in any way.

The project logo represents the consortium and the project itself and was designed to be easily identifiable as the main symbol of EBRA, thus allowing for greater visibility and homogeneity, especially when interacting with external parties.

The EBRA logo was especially designed to represent the spirit of the project, with particular attention paid to the "Brain Research (BR)" part of the name, with the inverted 'B' and correctly written 'R' representing the two hemispheres of the brain.

3.2 Target Audience

Target group of the communication activity	
Patients and the general public	A. Patients, their family, friends, carers, donors, etc.
	B. Citizens
	C. Patients organizations, other EU initiatives working in the field of BRAIN diseases
Research	D. Academia, Education
	E. Research organizations and infrastructures, Project driven research network (BRAIN diseases)
	F. National Contact Points for Health
Industry	G. Industries and SMEs with interest in EBRA outcomes (Pharma, Biotech, ICT)
Healthcare professionals	H. Welfare and Healthcare providers, Hospital, Clinical centres, European Reference Networks (ERNs)
	I. Healthcare professionals working with patients with BRAIN diseases.
Policymakers	J. EU institutions (European Commission and European Parliament), government organizations and agencies responsible for neurology and mental health topics.
	K. Public administration, Healthcare and social system authorities (EU, National, Regional, Local)
	L. Regulatory agencies (EMA, National medicine agencies)

3.3 Phases of communication and dissemination

The dissemination, communications and exploitation strategy will be divided in three phases, as illustrated in the table below:

Time	Objective	Approach
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Phase 1: Initial awareness phase (M01 - M12)	Agree upon dissemination strategy and future activities. Create initial awareness related to the EBRA project.	Visual identity; press release; website; promotional materials –such as brochure, poster and roll-up; lists of journals, stakeholders and events for attendance; mailing campaign; presentation of the project at all relevant meetings for informative and collaborative reasons
Phase 2: Strategic phase (M13 - M24)	Create a more targeted awareness regarding produced results so far and project’s end goals, with relevant target groups.	Adapt promotional materials; inform key stakeholders about project results so far; initiate collaborations, start disseminating results at various relevant events; workshops and trainings; early publications
Phase 3: Exploitation phase (M25 – M36)	Create awareness and promote the project outcomes to selected target groups	Approach selected stakeholders in a more individualized and targeted manner; organize events, see for a closer involvement of policy makers, organize a final conference; publication(s)

3.4 Communication and Dissemination Tools and Activities

An overview of the planned communication and dissemination activities throughout the EBRA project is presented below:

TOOL	TARGET GROUP	ACTIVITIES
Website	A-L	<p>The website will be registered in the .eu domain and EBC will coordinate the collection of content. Each partner will contribute to the provision of content for the site. This content will be collected, organised and formatted by EBC, and then published online to put in place the strategies outlined in the dissemination, exploitation, and communication plan and successfully reach the envisaged target audiences. The content of the site will be updated regularly (at least on a monthly basis) and will include news, public deliverables, articles and material from participation at events (e.g. slides of presentations, keynote speeches, articles in journals and conference proceedings).</p> <p>The website will include an intranet section to host non-public documents. Links will be created with relevant partner’s websites. EC and any other support will be acknowledged.</p>

		The website will include a presentation of the project objectives and methodologies, as well as news related to the project implementation. It will also be possible to download material (brochures and leaflets) along with a final report, including recommendations, based on the final results.
Social Media	A-L	<p>Social media channels were launched at the beginning of the project and will be updated constantly during the project. They will be used for informing the general public of all major EBRA milestones, communicating news and for the dissemination of the project's results.</p> <p>The use of social media allows for the communication of the project and for the reception of feedback from the general public.</p> <p>LinkedIn: We will create an official group for the EBRA CSA in order to build a strong professional network among strategic stakeholders and to promote active discussions among project partners and the public in general.</p> <p>Twitter: The EBRA Twitter account will be used to post comments and news about the achievements of the project, and also to promote the project's reports and events.</p> <p>The use of other platforms, such as Facebook or Instagram, will be considered as the project develops and if deemed useful.</p>
Promotional materials	A-L	Project collaterals such as leaflets/brochures, roll-ups, etc. will be developed (in line with the EBRA visual identity) in order to be distributed at relevant events (such as scientific meetings, congresses and/or conferences, round tables etc.) and downloadable from the project website. Contents will be adapted to the targeted audience and updated in line with the progress of the project.
Policy Brief, Factsheets	C-H-J-K	Specific informative materials such as factsheets, letters of interest and policy briefs will be submitted to the attention of policymakers in order to leverage the outcomes of EBRA.
Multimedia materials	A-L	Promotional multimedia materials will also be developed, particularly in the form of short video to maximise social media outreach to the general public and scientific community.
Mass Media	A-L	During the project, we will contact media outlets to develop interviews, focus news, etc. First release is aimed at M6 and new releases will follow as necessary during the project.
Press Release	A-L	This intersects with above plan for Mass Media outreach. During the project, press releases will be published targeting specific media at local, national and sectorial levels, in order to reach a mass audience. First release planned at M6 and new releases as necessary during the project.
e-Newsletters	A-L	The regular distribution of e-Newsletters (every six months and additionally for specific news) to all stakeholders to inform them about project progress and findings. First release at M6 and then every six months (i.e. 6 newsletters).
Scientific	C-D-E-F-I-L	Technical and scientific dissemination will be guaranteed by peer-

Publications		reviewed publications in selected international journals. Publication will be made available immediately with either open access publishing (gold open access) or with a certain delay to get past the embargo period of green open access. This will be done in accordance to the guidelines of the respective Journal. The Open Access Library from the EC will be considered. Proper acknowledgement of the source funding (the H2020 logo and the EU-EC flags, etc.) will be shown in all dissemination materials and activities.
Conferences	C-D-E-F-G-H-I-L	EBRA will be present at all the conferences organized by each partner and relative network.
Workshop and webinars on quality assurance in research	D-E-G	EBRA will develop and organize training workshops (physical attendance) for scientists as users, reviewers, editors and university committees to promote the implementation of standards and good practices with the aim to foster confidence and facilitate collaboration. Webinars will also be developed for further outreach.
Awareness raising events	A-L	EBRA will organize 2 public events to raise awareness on the importance of brain research.
EBRA Conference	A-L	A final public conference will be organized by EBC at month 36.

3.5 Website and Social Media Presence

The project website – www.ebra.eu – was finalized at M3. The main objective of the website is to serve as a vehicle for the dissemination of the project activities and results. The project website is developed in the early stages of the project to facilitate information-sharing among the consortium members and the public, i.e. to launch the EBRA Call for Clusters, to disseminate information and news on the project and upcoming events that are of EBRA interest.

In this day and age, social media is a driving force to ensure reaching the largest audience possible. During this initial phase, the project is developing a presence on a range of social networking platforms, with an initial focus on Twitter, as it is the most widely used form of informal knowledge-sharing social media in the EU political and health policy sphere as (i.e. EU institutions, health authorities, like-minded groups and organizations, other EU-funded projects, researchers), the research community and the general population.

A **Twitter** account has been created under the name **@EBRA_EU**.

As through the website, with a Twitter account the project can both communicate the work being done within the project, including news, announcement of congresses/events/seminars and lastly, the dissemination of results. Relevant interaction such as ‘retweets’ (sharing) of posts by project partners or stakeholders of interest will also be vital to further communicate the project and interact with relevant stakeholders and potential collaborators.

@EBRA_EU

#EBRA
#BrainResearch
#H2020

In addition to these aforementioned platforms, social media and online presence will continuously evolve as more work is completed. Platforms like Facebook, Instagram and LinkedIn are pending based on measured usefulness to continue outreach to stakeholders and the general public but usually require more content to populate the accounts. This will be fed from the growing content on

the project's website, which will host all information on the project, the consortium and all the work being done over the next 3 years.

3.6 Promotional Materials

Following the EBRA visual identity guidelines, the project's promotional materials (such as brochures and roll-up) were developed, containing basic information on the project. They will be one of the primary sources of project communication, to be distributed at various events, conferences, workshops etc. All promotional material will also be available in digital format in order to provide for online sharing purposes for all partners and external stakeholders.

Specific informative materials such as factsheets, letters of interest and policy briefs will also be provided for more specific promotion and to the attention of policymakers in order to leverage the outcomes of EBRA.

3.7 Multimedia

The use of audio-visual materials will be exploited throughout the project, significantly in the form of a general project introduction cartoon video. This video will cover the project as a whole and pose as a usual tool for online communication or during presentations. Other multimedia materials can come in the form of interview videos, podcasts and pictures from EBRA events.

3.8 News and Media

During the project, continued efforts will be made to inform media outlets of EBRA and the work being conducted, aiming to develop interviews, news articles, etc. During the project, press releases will be published targeting specific media at local, national and sectorial levels, in order to reach a mass audience. A first press release is aimed at M6 and new releases will follow as necessary during the project.

Furthermore, news in the form of an e-Newsletter will also be distributed to all interested stakeholders twice a year. This newsletter, which will be available for subscription through the EBRA website, will include all the latest news within the project, work updates, consortium details, relevant events and more. These will also be reflected individually through the website and social media but will appear in collected format within this biannual newsletter.

3.9 Publications

Technical and scientific dissemination will be guaranteed either by peer-reviewed publications in selected international journals throughout and at the end of the project or by lay summary and reports via physical and digital communication channels.

3.10 Event Participation

EBRA will also be communicated through the participation in and planning of events, either self-standing or within larger conferences, meetings and/or congresses.

EBRA will be present at all the conferences organized by each partner (See: Annex 1) and all other relevant conferences within its network. It will itself also organize two public events to raise awareness on the importance of brain research throughout the course of the project. A final public conference will be organized by EBC at M36.

Furthermore, EBRA will develop and organize training workshops for scientists as users, reviewers, editors and university committees to promote the implementation of standards and good practices with the aim to foster confidence and facilitate collaboration. Webinars will also be developed for further outreach.

4. Monitoring of Communication and Dissemination

4.1 Key Performance Indicators

TOOL	KPIs
Website	100 visits per month (Y1) with increase to 400-600 over following years Countries coverage: ca. 10 different countries 30% visitors spending more than 1 minute on the website 25% returning visitors
Leaflets	1.000 leaflets distributed 100 contacts showing interest in receiving detailed info
Social Media	At least 1500 followers on twitter (by the end of the project) At least 500 connections on LinkedIn
Mass Media	2 news pieces
Press Release	4 press releases
e-Newsletters	6 newsletters dispatched to at least 1000 contacts each
Scientific Publications	At least 6 papers submission
Policy brief, factsheets	At least 500 policy briefs and/or factsheets distributed
Conferences	At least 12 event participations At least 12 speeches or poster presentation
EBRA Conference	1 Final Conference

4.2 Exploitation of the project and its findings

EBRA is expected to lead to various exploitable project results. The major ones are reported in the table below:

Project Activities	Outputs	Outcome target groups
WP2	European Research Inventory and Mapping Report	Scientific and clinical community / Patient organisations
WP3	Shared European Research Agenda	Scientific and clinical community / Healthcare authorities / Policymakers / Patients and their organisations
WP4	Report on models of exploitation	Policy makers/ Scientific and clinical community/ industries

WP4	Guidance on data sharing and data protection	Scientific and clinical community
WP4	Report on activities in infrastructure sharing	Scientific and clinical community
WP4	Report on achievements in quality assurance	Scientific and clinical community

4.3 Conclusion

This communication, dissemination and exploitation plan provides the EBRA project with a solid framework, roadmap and practical toolkit that will help to disseminate project results and activities. The partners can and will use this document as an initial strategy which will be further updated and developed as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with project objectives and stakeholder interests. Having defined the list of target stakeholders and the appropriate channels to reach them, the future dissemination and communications activities will aim to further increase the interest of stakeholders in the project and further promote the EBRA results to the selected target groups.

The content of this Deliverable represents the views of the authors only and is their sole responsibility and the Commission is not responsible for any use that may be made of the information it contains.

Annex I: EBRA Conference/Congress Participation

Conference	Organizing / Involved Partner	Date & Location	Format
DG RTD: Brain Imaging in FP7 & H2020 Projects (Meeting)	DG RTD/EBC	5 April 2019 (Brussels, Belgium)	Presentation
DG Research and Innovation Programme Committee	DG RTD/EBC	10 April 2019 (Brussels, Belgium)	Presentation
EAN Congress 2019	EBC	29 June-2 July (Oslo, Norway)	Presentation
IBRO World Congress 2019	EBC	21-25 September 2019 (Daegu, South Korea)	Presentation/Workshop
ECNP Congress 2019	EBC	7-10 September 2019 (Copenhagen, Denmark)	TBD
FENS Forum	EBC	11-15 July 2020 (Glasgow, UK)	TBD
Human Brain Project Open Day	HBP	TBD	TBD

Annex II: Printed communication Materials



The European Brain Research Area
.....
**Coordinating European Brain Research
& developing global initiatives**

EBRA Information Booklet



COORDINATING
EUROPEAN
BRAIN RESEARCH
& DEVELOPING
GLOBAL
INITIATIVES

WWW.EBRA.EU

EBRA Roll-up