

DELIVERABLE 6.2 - DISSEMINATION & COMMUNICATION PLAN (DCP)

VERSION 2.0



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biont-training.eu

contact@biont-training.eu



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About this report

Grant Agreement 101100604 - DIGITAL-2022-TRAINING-02

Action Acronym BioNT

Action Title Bio Network for Training

Deliverable 6.2 Dissemination and Communication Plan

Work package 1 Community and capacity building

Dissemination level Public

Authors T. Ninkovic, S. Di Giorgio, T. Müller, L. Paladin, I. Paredes Cisneros, approved by all BioNT partners

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Consortium members

Acronym	Partner
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EMBL	EUROPEAN MOLECULAR BIOLOGY LABORATORY
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BIOBYTE	BIOBYTE SOLUTIONS GMBH
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HPCNOW	HPC NOW CONSULTING SL
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UO	UNIVERSITETET I OSLO
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UB	UNIVERSITAT DE BARCELONA
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ZBMED	INFORMATION CENTRE FOR LIFE SCIENCE
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RICAPACITY	ricapacity GmbH
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ALU-FR	ALBERT-LUDWIGS-UNIVERSITAET FREIBURG
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EPFL	ECOLE POLYTECHNIQUE FEDERALE DE LAUSANNE
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History of changes		
Version		
1.0	Publication Date	2023-04-28
2.0	Publication Date	2026-01-21
Short name of change	Description of change	
Updated dissemination and communication objectives	Refined and clarified the objectives to better align with project maturity, emphasising uptake of results and targeted engagement of key stakeholder groups.	
Refined stakeholder mapping	Expanded and better structured stakeholder categories, including clearer differentiation between scientific users, RI professionals, policy stakeholders, and training audiences.	
Clarified partner roles and responsibilities	Refined description of partner responsibilities in dissemination and communication activities, improving clarity on contributions and coordination.	
Strengthened distinction between communication and dissemination	Explicitly clarified the difference between communication activities (awareness and visibility) and dissemination activities (sharing project results), aligning terminology with EC guidance.	
Enhanced communication channels	Updated communication tools and channels, with increased emphasis on professional social media (e.g. LinkedIn), newsletters, and partner networks.	
Updated dissemination channels	Added and refined dissemination channels, including repositories, open-access platforms, and structured training material publication pathways.	
Introduction of open access and licensing clarification	Included clearer commitments to open access dissemination and explicit reference to licensing of training materials to support reuse and uptake.	
Revised KPIs and monitoring indicators	Updated key performance indicators to better reflect realistic targets, audience reach, and quality of engagement rather than purely quantitative outputs.	
Improved alignment with project timeline	Adjusted dissemination and communication activities to better match project phases and availability of results.	
Updated risk mitigation measures	Strengthened risk analysis related to dissemination and communication, including mitigation measures for low engagement or delayed availability of results.	

Overview of the project

The BioNT consortium is dedicated to providing a comprehensive training program and fostering a community for digital skills relevant to the **biotechnology industry and biomedical sector**. With a curriculum tailored for both **beginners** and **advanced professionals**, BioNT aims to equip individuals with the necessary expertise in handling, processing, and visualising biological data, as well as utilising computational biology tools. Leveraging the consortium's strong background in digital literacy training and extensive network of collaborations, BioNT is poised to professionalise life sciences data management, processing, and analysis skills.

Purpose of Dissemination and Communication activities and of this plan

The Dissemination and Communication (D&C&E) activities serve to:

- Attract the participants to the courses
- Raise awareness of the BioNT brand
- Promote the results and outputs of the BioNT and ensure their reuse
- Promote EC Digital Europe Programme and the benefits it creates for society
- Build trust in the quality of our actions.

The D&C&E activities support BioNT's mission to provide training in data science skills to life science professionals working in companies and SMEs, and to university graduates.

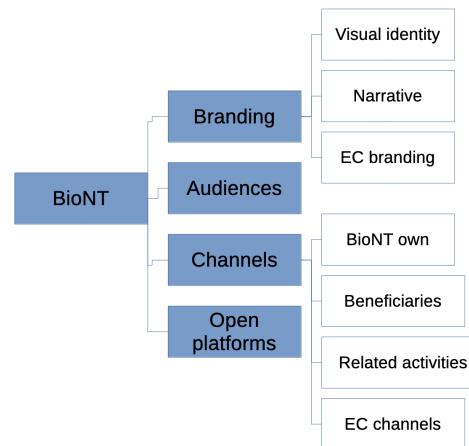
This Dissemination and Communication Plan (DCP) is a living document which serves as a guideline for all beneficiaries, and provides definitions of the strategy and tools we use for communication and dissemination:

1. Defines target audiences for our D&C&E activities
2. Identifies tools (key messages, designs, methodologies, etc) used for D&C&E activities
3. Instructs which channels should be used for D&C&E activities
4. Defines responsibilities of consortium partners in the D&C&E context
5. Lists D&C&E activities and objectives we aim to reach with each

1. Tools that enable the implementation of the DCP

To run efficient D&C&E activities, BioNT uses the following tools:

1. Clear project **branding** with visual identity
2. Defined target **audience**
3. **channels including synergies** with other consortia and projects sharing similar goals
4. Use of **open, online collaborative platforms** for creation and distribution of open-source training materials and other BioNT outputs (i.e.GitHub, HedgeDoc, other online platforms, templates etc).



1. Branding

Visual identity

Full **visual identity** guidelines are in Annex 1 to this document.

BioNT logo consists of BioNT's name, together with a modern and simple icon representing a graduation hat, alluding to the training component of the project, and a DNA strand, which represents the life sciences. Different versions of the logo have been created to ensure it fits the different formats and documentation where it would be included.



From left to right, BioNT's icon, logo with slogan, and logo version 2.

Colour palette: The blue in the logo is also to be used across the different platforms to highlight the project branding:

- HEX: 1B78A6
- CMYK: 84 28 0 35
- RGB: 27 120 166

Narrative

BioNT project's slogan is: *“Training and professionalisation in computational life sciences”*. This tagline will be used whenever relevant in BioNT communication channels and embedded in the website header. In addition, these hashtags will be suggested to the project's partners and to participants at BioNT events, to use them to describe BioNT activities:

- #BioNT
- #NetworkForTraining
- #ComputationalLifeSciences
- #DigitaliseLifeSciences

All BioNT D&C&E activities must use the following visual identity elements:

- Logo
- Icon
- Colour palette
- Templates for presentations/documents

EC branding

BioNT D&C&E outputs should be clearly labelled as *“Co-funded by the European Union”* using the following logo:



**Co-funded by
the European Union**

Where space permits, the following should be included: *“This project is co-funded by the European Health and Digital Europe Agency Grant number: 101100604.”* Websites and other public documents should be branded with a disclaimer: *“Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority.”*

The theme for **presentations**, as well as the **website**, includes the EU logo and follows the European Commission template and guidelines.

The visual identity items are shared in the project's relevant repositories, a guideline document for how to use the visual identity package is attached in Annex 1 of this document.

2. Target audience

The target audience of the D&C&E activities of BioNT are listed in table below.

Table 1.1 Stakeholders' categories of BioNT, as defined by the consortium and in the project proposal

First-time job seekers: Graduates of the MSc and PhD programs who are searching for their first jobs.
Job seekers from biomed and biotech small and medium enterprises (SMEs): SMEs employees, who can learn from our extensive training materials featuring datasets, use

cases and examples specialised to their field of work. The enhancement of their digital skills will outline new research and development (R&D) and innovation branches.

Possibly, **physicians and public healthcare staff**, expanding their comprehension of the infrastructural needs of medical data handling, processing and analysis.

Professional societies, which will have a chance to promote the free high-quality training activities to their members (such as start-up associations, accelerators and clusters).

Scientific societies, which will get access to the structure to implement high-quality, well-tested and specialised training in the context of their communities.

Society at large, with a particular focus on Life Sciences students of all ages, will be engaged in the project activities through the open-source materials.

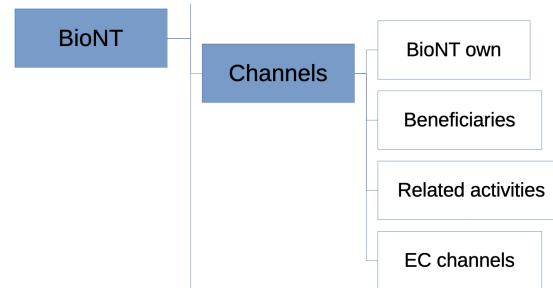
Other Digital Europe projects, grouped around LEADSx2030

Related initiatives listed above are targets of our D&C&E activities as well as a channel for their multiplication.

3. Communication and dissemination channels

The following channels are used:

1. Channels created by the project
2. Channels of the project beneficiaries
3. Channels of other related initiatives in academia (see below), and related initiatives that target SMEs, startups and general industry (see below).
4. EC channels: The Digital Skills & Jobs Platform of the European Commission (for announcement of the courses): <https://digital-skills-jobs.europa.eu/en>



BioNT own channels

Project website	<p>The project website biont-training.eu includes introductory information about the project and the project branding materials, the announcement of all courses, the project's deliverable reports, links to all the training materials, and other information of public interest.</p> <p>Link to BioNT website should be found on the website of all partners and on the BioNT social media channels.</p>
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Lhumos platform	For storing video recordings of the courses, a growing repository of science-specific training material, owned and maintained by the EPFL, one of BioNT's associated partners is used.
BioNT Ambassadors	Motivated individuals who participated in one or more BioNT courses join our ambassador's network and promote the program in their circles. Annex 2 sums up all BioNT ambassadors related activities.
Social media	BioNT runs a LinkedIn page with 960 followers (Jan 2026) . Other social media channels have been discussed, and with the fall of Twitter/X, we have stayed with LinkedIn as the most professional social media relevant for job seekers and scientists.
Community event	Live event bringing together related activities and BioNT partners to establish connections and share knowledge. The event page is available here: https://biont-training.eu/events.html
Pre-workshop meet-ups	In-person meetings, which take place before a training course, bring together interested participants to present and discuss the topic related to the upcoming training offer.
BioNT consortium	All BioNT partners promote information about BioNT activities on their channels.
Personal contacts	All BioNT partners communicate and promote BioNT training and materials to their personal contacts.
Communication channels of related initiatives	
Related initiatives for academic audiences	<p>BioNT actively works with many related initiatives to create synergies, re-use their materials, improve them and produce new ones and ensure their dissemination and uptake by the initiatives:</p> <ul style="list-style-type: none"> • The Carpentries community, teaches foundational coding and data science skills worldwide, through the activities of more than 3700 instructors • HPC Carpentry (https://www.hpc-carpentry.org/), teaches high-performance computing (HPC) skills and tools • CodeRefinery (https://coderefinery.org/), teaches essential tools which are usually skipped in academic education so everyone can make full use of software, computing, and data with focus on reusability, reproducibility, and openness. They are also building a community around their training event and also share the experience with many other projects, inspired by their activities. • ELIXIR, the ESFRI (European Strategy Forum on Research and Innovation) Research Infrastructure for Life Science Data, and its portal TeSS • de.NBI (German Network for Bioinformatic Infrastructure), provides bioinformatics services to users in life sciences research and biomedicine in Germany and Europe and brings experience

	<p>in surveys of the trainees and a broad network of stakeholders interested in learning data skills.</p> <ul style="list-style-type: none"> • Open Life Sciences (https://openlifesci.org/), is a mentoring and training program for the implementation of Open Science principles • Galaxy Training Network (https://training.galaxyproject.org/), provides online training materials, connections to local training communities, and promotes open data analysis through the Galaxy platform. • Gallantries (https://gallantries.github.io/), a project funded by Erasmus+, bridging Galaxy and The Carpentries, and aimed at developing scalable, modular, eco-friendly, COVID-ready bioinformatics curricula • NORA, the Norwegian Artificial Intelligence Research Consortium (https://www.nora.ai/), 																																													
Related initiatives for SMEs and start-ups	<p>Numerous associations of SMEs and start-ups maintain regular contacts to the SMEs in their fields and regions. BioNT plans to use these channels to ensure dissemination and uptake of the training materials and increase SME participation in the courses.</p> <table border="1" data-bbox="489 1057 1353 1951"> <thead> <tr> <th data-bbox="494 1057 876 1102">Organisation name</th><th data-bbox="876 1057 1189 1102">Audience group</th><th data-bbox="1189 1057 1353 1102">Type</th></tr> </thead> <tbody> <tr> <td data-bbox="494 1102 876 1147">Digital Hub Germany</td><td data-bbox="876 1102 1189 1147">Startups, SMEs</td><td data-bbox="1189 1102 1353 1147">digital hub</td></tr> <tr> <td data-bbox="494 1147 876 1215">Spinlab</td><td data-bbox="876 1147 1189 1215">start ups, women entrepreneurs</td><td data-bbox="1189 1147 1353 1215">accelerator</td></tr> <tr> <td data-bbox="494 1215 876 1260">Digital hub Mannheim Heidelberg</td><td data-bbox="876 1215 1189 1260">start ups, SMEs</td><td data-bbox="1189 1215 1353 1260">digital hub</td></tr> <tr> <td data-bbox="494 1260 876 1327">Saarbrücken AI Digital Hub</td><td data-bbox="876 1260 1189 1327">entrepreneurship program, start ups</td><td data-bbox="1189 1260 1353 1327">incubator</td></tr> <tr> <td data-bbox="494 1327 876 1394">Karlsruhe Digital Hub</td><td data-bbox="876 1327 1189 1394">entrepreneurship program, start ups</td><td data-bbox="1189 1327 1353 1394">digital hub</td></tr> <tr> <td data-bbox="494 1394 876 1439">Nürnberg Digital Hub</td><td data-bbox="876 1394 1189 1439">start ups, SMEs</td><td data-bbox="1189 1394 1353 1439">digital hub</td></tr> <tr> <td data-bbox="494 1439 876 1507">Start-up association Startupverband</td><td data-bbox="876 1439 1189 1507">start ups</td><td data-bbox="1189 1439 1353 1507">SME association</td></tr> <tr> <td data-bbox="494 1507 876 1551">AI startup hub Hamburg</td><td data-bbox="876 1507 1189 1551">start ups</td><td data-bbox="1189 1507 1353 1551">SME association</td></tr> <tr> <td data-bbox="494 1551 876 1619">Czech AI</td><td data-bbox="876 1551 1189 1619">SME, academia</td><td data-bbox="1189 1551 1353 1619">SME association</td></tr> <tr> <td data-bbox="494 1619 876 1664">Startup Yard</td><td data-bbox="876 1619 1189 1664">start ups</td><td data-bbox="1189 1619 1353 1664">accelerator</td></tr> <tr> <td data-bbox="494 1664 876 1709">Czech incubators</td><td data-bbox="876 1664 1189 1709">start ups</td><td data-bbox="1189 1664 1353 1709">incubator</td></tr> <tr> <td data-bbox="494 1709 876 1776">France digitale</td><td data-bbox="876 1709 1189 1776">start ups</td><td data-bbox="1189 1709 1353 1776">SME association</td></tr> <tr> <td data-bbox="494 1776 876 1821">Italian Tech Alliance</td><td data-bbox="876 1776 1189 1821">policy, start ups</td><td data-bbox="1189 1776 1353 1821">accelerator</td></tr> <tr> <td data-bbox="494 1821 876 1866">PoliHub</td><td data-bbox="876 1821 1189 1866">start ups</td><td data-bbox="1189 1821 1353 1866">accelerator</td></tr> </tbody> </table>	Organisation name	Audience group	Type	Digital Hub Germany	Startups, SMEs	digital hub	Spinlab	start ups, women entrepreneurs	accelerator	Digital hub Mannheim Heidelberg	start ups, SMEs	digital hub	Saarbrücken AI Digital Hub	entrepreneurship program, start ups	incubator	Karlsruhe Digital Hub	entrepreneurship program, start ups	digital hub	Nürnberg Digital Hub	start ups, SMEs	digital hub	Start-up association Startupverband	start ups	SME association	AI startup hub Hamburg	start ups	SME association	Czech AI	SME, academia	SME association	Startup Yard	start ups	accelerator	Czech incubators	start ups	incubator	France digitale	start ups	SME association	Italian Tech Alliance	policy, start ups	accelerator	PoliHub	start ups	accelerator
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	I3P	start ups	incubator
	Serbia ventures AI. Innovation fund		accelerator
	BioRN	start ups	SME association
	BII	entrepreneurship program, start ups, women entrepreneurs	incubator
	Heidelberg HEInnovation	Startups	incubator
	EMBLEM	Startups	Other
	Euro-BioImaging Industry Board	SMEs and large companies	Other
	EMBL CPP	SMEs and large companies	Other
	EMBL Alumni	Diverse	Other
	AI in healthcare LinkedIn group	Diverse	Social media group

Responsibility for D&C&E activities

Following work packages are responsible for DCE activities:

- WP6 - Community and capacity building (EMBL, ZBMED, ALU-FR, HPCNow, BIOBYTE)
- WP2 - Training needs in industry (EMBL, ZBMED, UB, BIOBYTE, UO, RIcapacity)
- WP1 - Training design and development (ZBMED, UB, ALU-FR, HPCNOW; UO, RIcapacity).

Each beneficiaries is responsible for:

- communication and dissemination of outcomes of the training activities in which they are involved,
- general promotion of BioNT.

2. Plan for the D&C&E activities

Definitions used:

- Communication activities: *i.e.* “activities that raise awareness of the project activities and results and build the audience of stakeholders”
- Dissemination activities: *i.e.* “activities that make the project results available free of charge”.
- Exploitation activities: *i.e.* “activities that are used to make commercial use of project results by the consortium or by the others”.

For communication, dissemination and exploitation activities, we follow the 4-step process described below for each training course and result that calls for communication, dissemination or exploitation:

INFORM | ENGAGE | PROMOTE | EXPLOIT

Table 2: High level overview of four steps used for BioNT D&C&E activities

<p>1. Inform directly stakeholders, related initiatives and motivated individuals about:</p> <ul style="list-style-type: none"> • Upcoming project activities • Project outcomes: <ul style="list-style-type: none"> ◦ Open-sourced educational material generated through the project ◦ Relevant contacts and guidelines for content adoption ◦ Impact of project activities on the audiences 	<p>2. Engage with</p> <ul style="list-style-type: none"> • Related initiatives • Interested stakeholders and followers • Motivated individuals (ambassadors) <p>to promote BioNT activities and outputs to their networks</p>
<p>3. Promote</p> <ul style="list-style-type: none"> • The importance of lifelong learning and strong digital skills for modern careers • Open Science spirit and relevance in the digital era • Written training materials of BioNT courses • Video recordings of BioNT courses for lifelong learning 	<p>4. Exploit:</p> <ul style="list-style-type: none"> • BioNT results beyond the project's duration for the benefit of trainees and other training providers • Inform related initiatives about newly created learning materials and methodologies that BioNT developed around it, so that these can be exploited further.¹

¹ For many of our courses we have started with existing materials, and adjusted and enriched them, so that they are upgraded version of the original and can be exploited by original community and others - e.g. Introduction to HPC, Software best practices (Core and FAIRytale), Data management, Instructor trainer, Machine Learning etc.

The aim of the **Communication** activities is to:

1. Raise interest in the upcoming courses leading to higher number of registered trainees
2. Raise general awareness of BioNT and our results
3. Building trust in the quality of BioNT training
4. Ensure sustainability of the results

The aim of **Dissemination** activities are to:

1. Ensure re-use of produced materials by broad audiences across Europe (leading to more trained individuals)
2. Support training of geographically and socially diverse target audience, including those not using English in their professional work, supporting global talent development, and cultural development of languages and vocabulary for specific science fields.
3. Improving quality of data training in Europe and general training quality control by providing high quality materials to be reused by others
4. Support engagement of BioNT trainers in related activities.

The aim of **exploitation** related activities is to

- continuously evaluate if some of the products can be commercialized,
- provide results to other entities who can commercialize them by using open CC-BY licences.

Concrete types of activities planned for Communication, dissemination and exploitation are presented in the Tables 3-5 below.

BioNT Communication activities

Table 3: Overview of communication activities of BioNT, their timing, target audiences and channels to be used for each of the activities. Different communication activities have different impact and purpose, so we grouped the activities accordingly.

ACTIVITIES THAT RAISE INTEREST IN THE UPCOMING COURSES, ENSURING HIGHER NUMBER OF REGISTERED TRAINEES, INCL. INDUSTRY			
Activity	Tool/Channel	Audience	Timing
Announcements of the future courses to potential trainees	Presentation of BioNT in external conferences and courses, Promoting upcoming BioNT courses at the end of the delivered BioNT course (slides, posters)	General scientific audience Participants in the courses	During every BioNT course (PM34, PM30, PM27, PM26, PM24, PM22, PM21, PM18, PM15, PM14, PM11, PM9), during conferences visited by BioNT beneficiaries
Announcements of the future courses to potential trainees	Meet-ups before the courses	SMEs, academic organisations	Two in-person meet-up (M29, M33)
Announcements of the future courses to potential trainees	Social media posts (2-6 posts per course)	Data science practitioners, related communities, SMEs	Starting approx. 2 months before the course
Announcements of the future courses to potential trainees	Emails to related communities Communication by partners	Start-up associations Followers of the partner's websites and social media	Starting approx. 2 months before the course
Organisation of in-person meet-ups before the training course	<ul style="list-style-type: none"> Promote on LinkedIn Emails to related communities Promotion through personal contacts of the beneficiaries 	Participants of the pre-workshop meet-up, incl. SMEs, industry, and academia in the surrounding area Trainers from related initiatives	<ul style="list-style-type: none"> Promotion taking place 2 months before the course. Meet-up taking place 2-4 weeks before the course. (Presentation at ML pre-workshop meet-up (M30),

			Presentation at the HPC pre-workshop (M33)
ACTIVITIES THAT RAISE GENERAL AWARENESS OF BIONT AND OUR WORK			
Activity	Tool/Channel	Audience	Timing
Ongoing outreach to broad audiences about the BioNT activities and outcomes	<ul style="list-style-type: none"> LinkedIn posts on BioNT profile Social media posts by BioNT beneficiaries and by profiles of related initiatives Websites of beneficiaries mentioning BioNT Poster presentations at conferences 	<ul style="list-style-type: none"> BioNT followers (academic and SME members) who are following BioNT Followers of partner organisations and of related initiatives 	Diverse, approximately monthly
Targeted collaboration with related initiatives and community building	<ul style="list-style-type: none"> Press release by BioNT Social media posts about collaborations by BioNT, beneficiaries and related initiatives Website and blog posts on related initiatives' websites ((e.g. The Carpentries, Galaxy Training Network, ELIXIR, etc.) BioNT community event and personal contacts of the beneficiaries 	Followers of the communication channels of the related initiatives	M1-M42, community event M20-M23

Organisation of in-person meet-ups before the training course to ensure Higher attractiveness to the SMEs in different regions	<ul style="list-style-type: none"> Promote on LinkedIn and through personal contacts Emails to related communities 	SMEs, industry, and academia in the surrounding area	<ul style="list-style-type: none"> Promotion taking place 2 months before the course. Meet-up taking place 2-4 weeks before the course.
Continuous development of the project website	BioNT website	<ul style="list-style-type: none"> Participants of the courses who wish to revisit BioNT's training materials New learners who want to explore BioNT outputs and benefit from them. 	Continuous, whenever there is new information on training or other events available, evaluated at quarterly sustainability committee meetings
Promotion of BioNT training courses as a part of the EU funded training initiatives	Presentation of BioNT on EU portals https://digital-skills-jobs.europa.eu/ and https://advancedskills.eu	Wide community of trainees and other training communities	M1-M42 (publishing and maintaining)
ACTIVITIES THAT BUILD TRUST IN THE QUALITY OF BIONT TRAINING			
Activity	Tool/Channel	Audience	Timing
Collaboration with related initiatives, Community building on BioNT community event	<ul style="list-style-type: none"> In-person community event Social media posts of BioNT and partners Websites and press of partners and BioNT Websites of related communities (e.g. The Carpentries, Galaxy Training Network, ELIXIR, etc.) 	<ul style="list-style-type: none"> Audiences of the related initiatives who are invited to the community event Social media followers of the regulated initiatives 	M20-M23
Continuous development of the project website	BioNT website	<ul style="list-style-type: none"> Participants of the courses who wish to revisit BioNT's 	Continuous, whenever there is new information on training or other events

		<ul style="list-style-type: none"> training materials • New learners who want to explore BioNT outputs and benefit from them. 	available, evaluated at quarterly sustainability committee meetings
ACTIVITIES THAT SUPPORT SUSTAINABILITY OF THE OUTPUTS			
Activity	Tool/Channel	Audience	Timing
Continuous development of the project website	BioNT website	<ul style="list-style-type: none"> • Participants of the courses who wish to revisit BioNT's training materials • New learners who want to explore BioNT outputs and benefit from them. 	Continuous, whenever there is new information on training or other events available, evaluated at quarterly sustainability committee meetings
Presentation of all produced materials relevant for trainers to trainers of related initiatives	In-person BioNT community event /education and training event	<ul style="list-style-type: none"> • Trainers and other interested members from related activities listed above 	M23
Promoting video materials of delivered training, edited for self-learning on the Lhumos platform	<ul style="list-style-type: none"> • LinkedIn • Ambassadors • Course participants • Lhumos platform hosting videos linked to the written training materials 	<ul style="list-style-type: none"> • Job seekers and other learners who did not participate in the courses • Participants in the courses who wish to refresh their knowledge 	M36-M42
Promoting self-paced written training materials used for the courses	<ul style="list-style-type: none"> • LinkedIn • Ambassadors • Course participants • Lhumos platform hosting videos linked to the written training materials 	<ul style="list-style-type: none"> • Job seekers and other learners who did not participate in the courses • Participants in the courses who wish to refresh their knowledge 	M36-M42

Promoting written training materials translated to Italian, Spanish and German.	<ul style="list-style-type: none"> • Social media • BioNT website • Ambassadors 	<ul style="list-style-type: none"> • Learners and trainers in countries where these languages are spoken • Collaborators from whom the training materials were used • Community members interested in the translation of training materials 	M36-M42
Feedback collection from training participants, Enable communication from participants to the consortium for continuous improvement of the training, and assessment of the impact the training intervention had	Survey directly post-workshop and 4-6 months afterwards	Course participants	Directly after each course and 4-6 months after

BioNT Dissemination activities

Table 4: Overview of dissemination activities of BioNT, their timing, target audiences and channels to be used for each of the activities. Different communication activities have different impact and purpose, so we grouped the activities according to these.

DISSEMINATING PRODUCED TRAINING MATERIALS AND ENSURING THEIR RE-USE, LEADING TO BROADER REACH (MORE TRAINED INDIVIDUALS)			
Activity	Type of dissemination activity	Audience	Timing
Cultivating the repository of all BioNT written materials in one place	BioNT website and local platforms, other scientific collaboration	<ul style="list-style-type: none"> • All stakeholders 	Review at every sustainability committee meeting
Publishing video materials of delivered training, edited for self-learning on the Lhumos platform	<ul style="list-style-type: none"> • LinkedIn • Ambassadors • Course participants • Lhumos platform hosting videos linked to the written training materials 	<ul style="list-style-type: none"> • Job seekers and other learners who did not participate in the courses • Participants in the courses who wish to refresh their knowledge 	M36 - M42
Publishing written training materials online and through personal contacts	<ul style="list-style-type: none"> • BioNT website • LinkedIn • Information to course participants • Interactions with Ambassadors 	<ul style="list-style-type: none"> • Job seekers and other learners who did not participate in the courses • Participants in the courses who wish to refresh their knowledge 	M36 - M42
ACTIVITIES THAT ENSURE GEOGRAPHICAL AND SOCIAL DIVERSIFICATION OF THE TARGET AUDIENCE			
Activity	Type of dissemination	Audience	Timing

	activity		
Preparing written training materials translated to Italian, Spanish and German and disseminating them through contacts and platforms	<ul style="list-style-type: none"> • Social media • BioNT website • Ambassadors 	<ul style="list-style-type: none"> • Learners and trainers in countries where these languages are spoken • Collaborators from whom the training materials were used • Community members interested in the translation of training materials 	M36-M42
Preparing and promoting best practices for translations	<ul style="list-style-type: none"> • Social media • BioNT website (BioNT task report) 	Other trainers prepare training materials in different languages, irrespective of the field.	M36-M42
ACTIVITIES CONTRIBUTING TO INCREASED QUALITY OF DATA TRAINING IN EUROPE AND QUALITY CONTROL			
Promotion of the BioNTdefined best practices to implement and develop a training program	<ul style="list-style-type: none"> • Deliverables summing up all BioNT activities and processes • Social media posts • BioNT community event 	<ul style="list-style-type: none"> • Trainers in the field wishing to develop their own training programs • The public members who wish to know about the use of the public resources • Future applicants for EC funding looking for successful examples • Potential users of BioNT training materials for self-paced learning • Trainers and other interested members from related activities listed above • Social media followers of the related activities, including previous and potential trainees 	<ul style="list-style-type: none"> • Deliverables reports, which are submitted after each course is completed. • Social media posts after the end of all courses, summing up learned lessons (M36-M42) • Community event (M23)

Promotion of workflow used to create self-learning videos from the raw recordings of the live courses			
Spreading information about the identified needs of the job seekers during the	In-person BioNT community event	<ul style="list-style-type: none"> Trainers and other interested members from related activities listed above Social media followers of the related activities, including previous and potential trainees 	M23
Development and promotion of a method to evaluate the suitability of the lifelong learning training for microcredentials	<ul style="list-style-type: none"> BioNT website Social media LEADS best-practices cluster publication in accreditation 	<ul style="list-style-type: none"> Course developers Training program leads 	<ul style="list-style-type: none"> M24 for the website M36-M42 for LEADS publication and social media promotion.
DISSEMINATING TRAINING CAPACITY - PROMOTING TRAINERS EXPERTISE, SUPPORTING THEIR CAREER PROGRESSION			
Promotion of trainers, helpers and ambassadors during: - promotion of the courses they supported - promotion of self-learning materials of these courses they supported - in dedicated posts to thank to trainers, helpers and ambassadors	Social media posts	Broad life science community Future employers of the trainers, helpers, ambassadors	Dedicated social medial posts for promotion of trainers (M36-M42) During promotion of the courses (before every course). During promotion of the self learning materials (M36-M42)

BioNT exploitation activities

Table 5. BioNT activities to support exploitation

EXPLORING POTENTIAL FOR EXPLOITATION OF RESULTS	
Regular evaluation of exploitation potential	In the meetings of the Sustainability committee we evaluate the possibility to exploit BioNT results commercially.
Enabling exploitation by third parties	All BioNT materials are published with a CC-BY licence which enables other parties to use them for exploitation. In communication activities we inform our related initiatives and generally publish about results which can be taken up by others. All beneficiaries have IP responsible persons who support in identification of eventual exploitation possibilities.

Monitoring the impact of D&C&E activities

The impact of the D&C&E activities will be monitored by the following key performance indicators (KPIs), which align with those provided by the EC.

Communication activity	KPIs
Announcements of the future courses to potential trainees	Number of sign-ups per course
Continuous communication activities by BioNT consortium about the whole project	Posting frequency Follower growth rate on LinkedIn Engagement rate (likes + comments + shares / followers)
Promotion of BioNT collaboration with related initiatives including the EU funded training initiatives	Number of social media posts of related activities that refer to BioNT
Community building (BioNT community event)	Number of participants, Number of represented institutions/initiatives Geographic and institutional diversity of attendees
Organisation of in-person meet-ups before the training course	Attendance rate per meet-up, Number of new trainees recruited via meet-ups
Creating and publishing the repository of all BioNT materials in one place	Number of materials uploaded Number of downloads/views
Feedback collection from training participants	Rate of satisfaction with the courses % of participants who submitted feedback after the course

Dissemination activity	KPIs
Organising the BioNT community event	Number of related communities participating Interaction of related communities with our social media
In-person promotion of the data science skills, training opportunities, BioNT other courses, Digital Europe	Number of participants reached at meet-ups Number of SMEs/industry attendees
Promotion of written training materials translated into Italian, Spanish and German.	Number of downloads/views per language Increase in traffic from Italy/Spain/Germany/Austria/Switzerland/Other countries speaking these languages
Promotion of video materials of delivered training, edited for self-learning and published on the Lhumos platform	Number of video views on Lhumos

Promotion of trainers, helpers and ambassadors during: - promotion of the courses they supported - promotion of self-learning materials of these courses they supported - in dedicated posts to thank to trainers, helpers and ambassadors	Number of trainers featured in posts Engagement rate on “thank you” and highlight posts
---	--

Exploitation activity	KPIs
Turning results of BioNT into commercial products	Number of commercially launched products Number of IP protected materials.

KPIs retrieved from the website traffic monitoring

Following KPIs of communication and dissemination activities can only be measured by looking into BioNT website trafficking. ZBMed is hosting the website and is looking if and how they can extract these statistics:

Type	Activity	KPI
Commun.	Promotion of BioNT collaboration with related initiatives including the EU funded training initiatives	Referrals from the related initiatives to BioNT (our website)
Commun.	Continuous development of the project website	Monthly website traffic Number of updated/added pages
Dissem.	Publication of the best practices to implement and develop a training program and training materials (incl translations)	Number of downloads/views of best-practice deliverables Engagement metrics on promotional post
Dissem.	Publication of the best practices to create self-learning videos from the raw recordings of the live courses	Number of downloads/views of the workflow document
Dissem.	Publication of best practices to evaluate the suitability of the lifelong learning training for microcredentials	Number of downloads of the checklist from the BioNT website Number of downloads/views of LEADS publication

Conclusion

The BioNT project is dedicated to advancing computational life sciences through comprehensive training and open dissemination. By adopting an open source and open community model, BioNT ensures widespread access to project results and resources. Through effective dissemination measures, including publication of deliverables, development of training materials, and sharing of video recordings, BioNT reaches a broad audience. Translation of selected lessons enhances inclusivity for diverse learners. Internal communication within the consortium is facilitated through various channels, ensuring transparency and addressing ethical considerations. Externally, BioNT engages with the community through online courses, the project website, and social media, fostering interaction and knowledge sharing.

Annex 1 - BioNT Visual Branding Guidelines

1. Introduction

The purpose of this document is to establish clear and consistent visual identity guidelines for the team. A strong and recognisable visual brand enhances credibility, fosters unity, and ensures professional representation across all platforms and materials.

2. Core Principles & Values

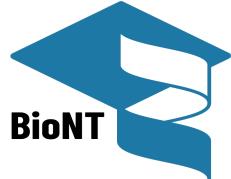
The design philosophy must align with the team's mission and values. The branding approach follows these principles:

- **Accessibility-First:** Ensuring readability and usability for all.
- **User-Centric:** Prioritising clarity and ease of use.
- **Sustainability:** Using minimalistic and reusable design components.
- **Consistency:** Maintaining coherence across all visual elements.

3. Brand Identity

Logo Usage

- **Primary Logo:**

 BioNT TRAINING AND PROFESSIONALISATION IN COMPUTATIONAL LIFE SCIENCES	This logo version is to be used for websites, documents, posters, etc. where a horizontal display is favoured (over a circular one), making sure the slogan is clearly readable. If the logo needs to be displayed in a smaller scale and the slogan is no longer readable, please use the cropped version (below).
	This logo version is to be used in places where a circular image is needed (e.g. social media), making sure "BioNT" is readable.
	This logo version is to be used as an icon, or in places where the BioNT logo needs to be displayed on a very small scale (e.g. icon in the webpage)

- **Minimum Size:** Ensure the logo maintains legibility by not reducing it below the specified minimum size (e.g., 50px width for digital use, 2,54cms for print).
- **Clear Space:** Maintain sufficient padding around the logo to prevent visual clutter.
- **Colour Variations:** Approved versions include:
 - Full-color
 - Black and white
 - Monochrome (one of the brand colors)
- **Prohibitions:** Avoid stretching, distorting, or adding effects to the logo.

4. Slogan Usage

BioNT Slogan is

Training and professionalisation in computational life sciences

The slogan complements the logo by clearly communicating Biont's mission, offering context that the visual alone cannot.

- **Purpose:** Reinforces the team's mission and brand identity.
- **Placement:** Used underneath the logo in marketing materials but **not** as a replacement.
- **Font:** Oswald
- **Colour Usage:** Should complement the logo colours for clarity and impact.

When to use the logo *with* the slogan

The logo must always be accompanied by the slogan in the following applications:

- **Website** — navigation bar and footer
- **Business cards**
- **Printed marketing materials** — flyers, posters, brochures, coupons
- **Merchandise** — cups, T-shirts, pens, badges, notebooks, water bottles
- **Digital advertisements** — always include the slogan where size and design allow

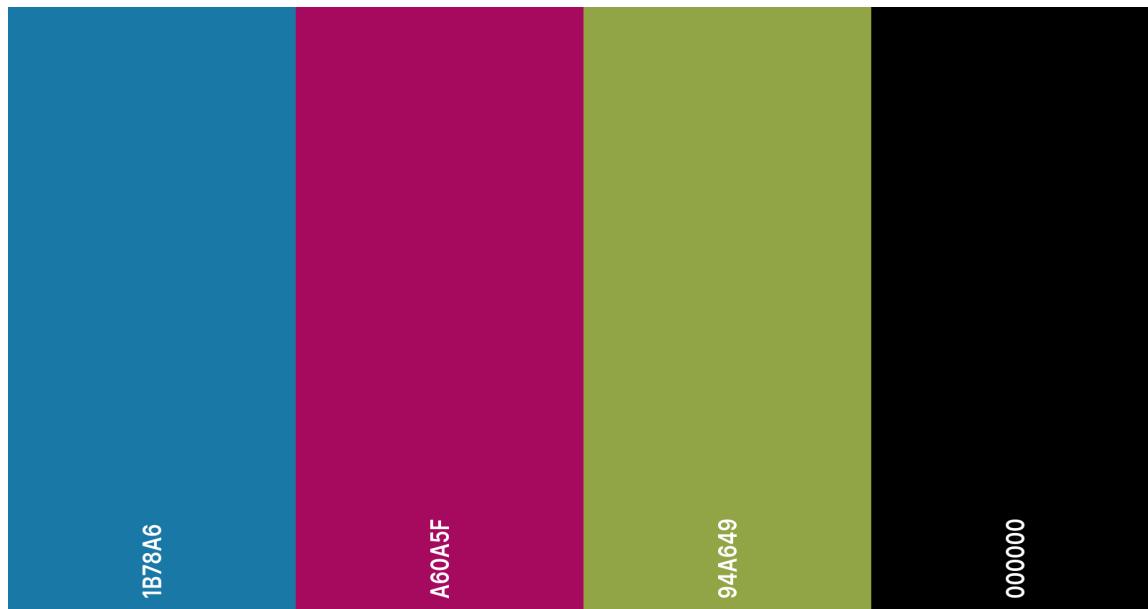
When the slogan *can be omitted*

- **Legibility issues**
The slogan may be omitted if it would appear too small to read clearly (e.g. when the logo is under 1 cm in height).
- **Spatial constraints**
Where design space is extremely limited and adding the slogan would compromise overall balance — e.g.:

- Social media profile pictures or app icons (especially circular or square frames)
- Favicons (browser tabs, app shortcuts)
- Watermarks on images or videos where subtlety is needed

- **Context of use already explains biont's mission**
In settings where the context or platform clearly conveys biont's purpose (e.g. co-branding with explanatory copy on a partner website, or in detailed presentations where a tagline appears elsewhere on the page).
- **Animation or motion graphics**
In dynamic formats where text elements are introduced separately (e.g. the logo appears first, and the slogan fades in later), or where space and readability are influenced by motion.
- **Internal use or informal settings**
In internal documents, drafts, or communication materials not intended for external audiences, where the slogan is not essential.

5. Brand Colors



- **Primary Colour:**

Cerulean

- **HEX:** 1b78a6
- **CMYK:** 0, 94, 43, 35
- **RGB:** 27, 120, 166
- **HSL:** 200, 72%, 38%

- **Secondary Colours:**

Murrey

- **HEX:** a60a5f

- **CMYK:** 0, 94, 43, 35
- **RGB:** 166, 10, 95
- **HSL:** 327, 89%, 35%

Moss Green

- **HEX:** 94a649
- **CMYK:** 11, 0, 56, 35
- **RGB:** 148, 166, 73
- **HSL:** 72, 39%, 47%

- **Accent Colours:** For highlights and emphasis



- **Usage Guidelines:**
 - Maintain consistency in all digital and print materials.
 - Use secondary and accent colours to support the primary colour.

5. Typography Guidelines

Primary Fonts

- **Website and digital marketing material**
→ *Oswald* (headings, key statements)
- **Reports and print material**
→ *Arial* (body text and print-friendly layouts)

Secondary Fonts

- *Poppins*
- *Roboto*

Font Pairings

- **Oswald + Poppins**
→ Recommended for promotional material (e.g. LinkedIn posts, digital ads, banners)
- **Oswald + Roboto**
→ Suitable for web content requiring clear hierarchy and readability

Usage Notes

- Use **Oswald** for headlines, titles, and key messages to create a strong, recognisable brand voice.
- Use **Poppins** or **Roboto** for body text in digital formats for clarity and ease of reading.
- **Arial** is preferred for reports and printed materials where compatibility and legibility across devices and printers matter.

Imagery & Illustrations

- **Style:** Maintain a consistent, high-quality visual approach.
- **Do's and Don'ts:**
 - Do use high-resolution, well-lit images.
 - Do make sure images and illustrations are credited properly
 - Don't use overly edited or unrelated visuals.

Content Guidelines

- **Tone & Voice:** Maintain a consistent voice across communications (e.g., formal, conversational, playful).
- **Writing Style:**
 - Use concise and inclusive language.
 - Maintain clarity and engagement.

6. Partner Acknowledgement Guidelines

To maintain transparency and recognise collaborative contributions, all marketing and promotional materials must visibly credit BioNT's partners.

Credit Requirements

- **Partner logos must appear** on all relevant materials, including:
 - Flyers
 - Posters
 - Event banners
 - Digital ads
 - Presentation slides
 - Social media visuals (where space allows)
- **Order of logos:**
→ Logos must be arranged **alphabetically by organisation name**, unless a specific agreement dictates otherwise. Logos must be of comparably equal size on published

materials.

- **Visibility & Integrity:**

- Logos must be **clearly visible** and not distorted, cropped, or altered in any way.
- The **entire logo**, including any **text or slogans**, must be displayed fully.
- Use only **official versions** of partner logos, as provided by the respective organisations.

- **Minimum size and spacing:**

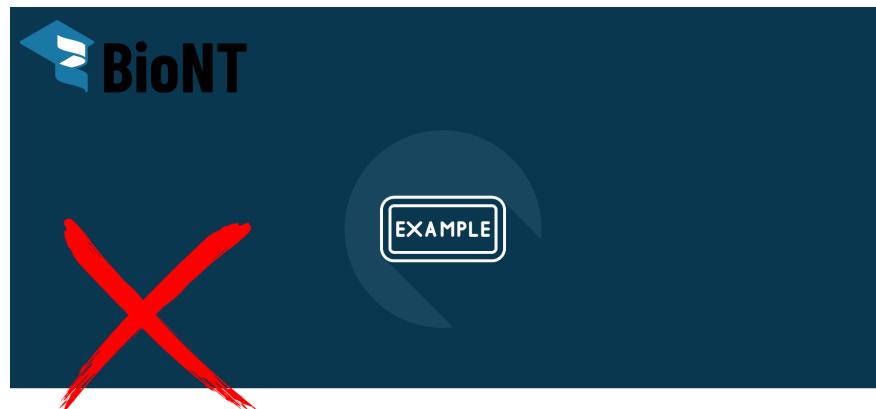
- Ensure partner logos are not smaller than the minimum size specified by each partner (if applicable).
- Leave enough **padding around each logo** so that none appear cluttered or visually merged.

- **Placement:**

- Logos may be placed in footers, sidebars, or dedicated "Partners" sections depending on the design format.
- On printed materials, logos should appear on the **front or back** in a clearly visible area.

- **In digital formats:**

- Ensure logos remain crisp and readable across devices (desktop, tablet, mobile).
- Do not overlay logos on complex backgrounds that compromise visibility.





7. Examples and Visual Mockups

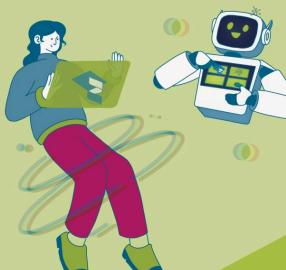
Provide real-world examples to illustrate proper implementation across:

- Social media posts:
 - LinkedIn:
 - Workshop invites and registrations



**WANT TO
LEARN
NUMPY AND
PANDAS?**

JOIN US ON OUR OPEN-TO-ALL ONLINE WORKSHOP
ON 27-28TH MAY.



■ Ambassador introductions

- Professional networks and communities
- Champion digital skills – Advocate for the importance of computational literacy in biotech & biomed sectors
- Bridge communities – Connect academic knowledge with industry applications through your unique perspective

What's in it for you

- Professional development – Access our workshops, materials, and mentoring opportunities to enhance your skills
- Network expansion – Connect with leading experts, trainers, and professionals across the European biotechnology landscape
- Recognition & visibility – Receive acknowledgement through our website & social media
- Influence training design – Participate in shaping workshop content, ensuring it addresses real-world challenges
- Career advancement – Develop leadership skills and demonstrate commitment to professional growth in your field
- Community impact – Make a meaningful contribution to addressing the digital skills gap in the life sciences sector

Ready to lead and learn with us?



Yasmin Demerdash

"I really liked how BioNT combined digital training with interactive tools like HedgeDoc as it allowed me to ask questions anonymously and get all my questions answered. As an ambassador, I've really enjoyed the community meetings, especially hearing from different training communities and learning more about community management. Plus, taking part in multiple trainings myself has been a great bonus!"



Núria Amézaga

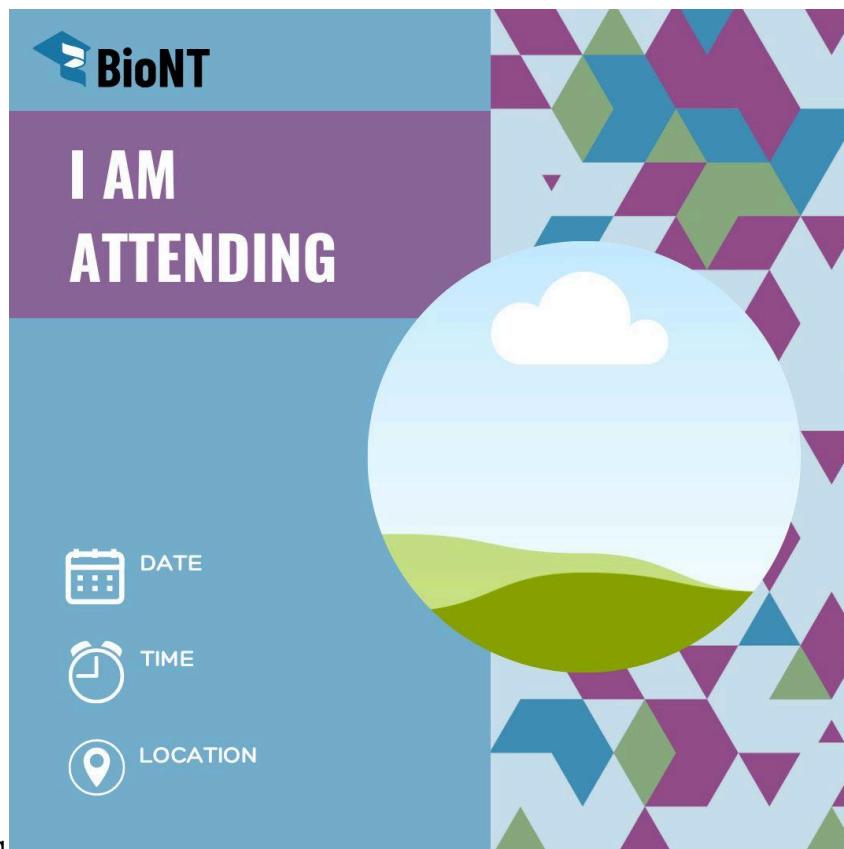
"I'm really driven by the idea of merging biomedicine with the latest technology to transform how we approach healthcare. As a BioNT Ambassador, I'm eager to push forward initiatives that bring these two worlds together, making sure that our tech-driven advances are directly enhancing medical research. My aim is to help build a space where innovative technologies and biomedical strategies come together smoothly, boosting not just efficiency and precision, but improving health outcomes for everyone"



Valeria Durante

"I really liked how BioNT made the fundamentals of bioinformatics truly accessible for beginners, explaining basic concepts in a way that is easily understandable even by people that have zero experience. I think everyone would benefit from the creation of a community to solve the challenges that data handling poses to researchers, and

■ "I am attending" posts



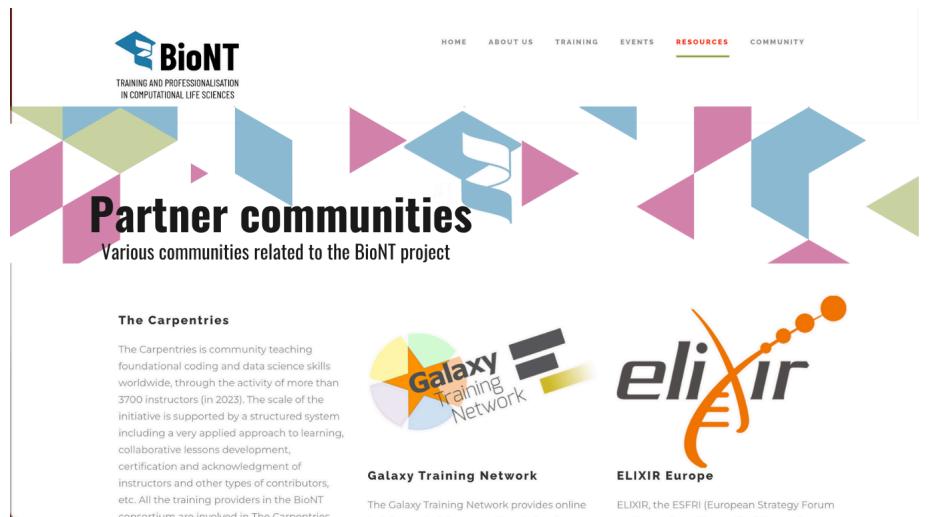
Eg

- Thank you for participating post

Thank you for registering posts



- Website layouts



Partner communities
Various communities related to the BioNT project

The Carpentries
The Carpentries is community teaching foundational coding and data science skills worldwide, through the activity of more than 3700 instructors (in 2023). The scale of the initiative is supported by a structured system including a very applied approach to learning, collaborative lesson development, certification and acknowledgement of instructors and other types of contributors, etc. All the training providers in the BioNT consortium are involved in The Carpentries.

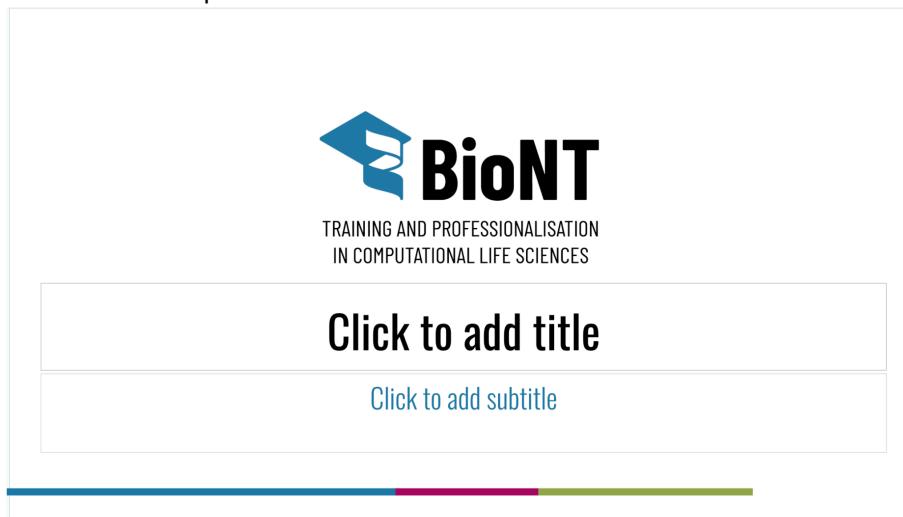
Galaxy Training Network
The Galaxy Training Network provides online

ELIXIR Europe
ELIXIR, the ESFRI (European Strategy Forum

- Business cards



- Presentation templates



BioNT
TRAINING AND PROFESSIONALISATION
IN COMPUTATIONAL LIFE SCIENCES

Click to add title

Click to add subtitle

Annex 2 - BioNT Ambassador program

Introduction and Scope of the BioNT Ambassador Programme

The BioNT Ambassador Programme was established to strengthen community engagement, outreach, and the long-term impact of the project. The programme actively involved motivated individuals in promoting BioNT's mission, supporting the dissemination of training opportunities, and contributing to the continuous improvement of BioNT training activities.

Beyond dissemination, the programme fostered a two-way exchange between BioNT and external communities. Ambassadors contributed expertise, insights, and perspectives from academia, industry, and training environments, supporting BioNT both as communicators and as advocates for digital skills in the life sciences.

A particular focus was placed on sustainability, including the promotion and adoption of online and self-paced learning measures to ensure that BioNT training materials remain accessible, reusable, and adaptable beyond the project consortium.

Role of Ambassadors

Ambassadors acted as a bridge between BioNT and external communities, contributing a user and community-driven perspective to project activities. Their role combined dissemination, feedback, and active participation in the evolution of BioNT training. Through their engagement, ambassadors supported the improvement of BioNT training initiatives by sharing feedback, wishes, and expectations derived from their community contexts.

They promoted BioNT workshops and training opportunities within professional, academic, and student networks, supported the dissemination of surveys and evaluation activities, and facilitated knowledge transfer by sharing BioNT training content within their own communities. This role ensured that communication, training, and sustainability measures were grounded in real community needs.

Why do people become ambassadors?

Some of our ambassadors have provided statements why they joined and support the program:

How has being a BioNT ambassador benefited you?

Through BioNT's ambassador program, I had the opportunity to connect with inspiring people and benefit from their experience and advice.

Haneen Khalil Naim Aljamal

With my experience in BioNT I had the opportunity to learn new programming competencies and to directly give my contribution in shaping the workshops by giving feedback. I am also happy to have contributed in spreading the word about this amazing training opportunity in my network, giving the chance to other people to improve their knowledge about programming.

Valeria Durante

The BioNT Ambassador program has empowered me to elevate my trainer skills through advanced workshops and collaborative community events.

Vanessa González Ribao

Ambassador Programme Development

The Ambassador Programme was structured to provide clarity on roles, expectations, and benefits, while establishing consistent recruitment, onboarding, and communication processes. This structured approach supported transparency, engagement, and long-term involvement of ambassadors in BioNT activities.

Recruitment Activities and Advertisement

Recruitment activities were primarily carried out through BioNT workshops and training events, which represented the main channel for promoting the Ambassador Programme. Workshops provided direct opportunities to engage with participants already interested in BioNT's mission and training offers, facilitating informed and motivated recruitment.

These activities were complemented by the development of dedicated advertisement and communication materials designed to be reusable and adaptable. A LinkedIn post template enabled ambassadors to announce their role and promote BioNT activities within their professional networks, supporting organic dissemination. In parallel, an email template was developed to contact potential ambassadors who had expressed interest, ensuring a consistent onboarding message and transparent communication of next steps.

Recruitment was structured in two main phases:

- Targeted outreach to individuals who had already applied to become BioNT Ambassadors
- A broader call for additional ambassadors, supported by visually consistent promotional materials aligned with BioNT branding

Visual assets were designed to be clear, readable, and include explicit calls to action, such as scheduling links and references to upcoming activities.

Recruitment of ambassadors was closely embedded within BioNT workshops and training activities, which also functioned as key visibility and engagement points for the Ambassador Programme (see Figures 1 and 2).

Represent your community, become a BioNT Ambassador!

Your contribution:

- Share expertise & shape BioNT's direction
- Extend our reach by promoting workshops
- Champion digital skills in biotech & biomed
- Bridge academic and industry communities

What's in it for you:

- Professional development through workshops and mentoring
- Expand your network across biotech & biomed sectors
- Gain visibility via our website and social media
- Help shape training aligned with real-world needs
- Contribute to bridging the digital skills gap



Are you ready to become an ambassador?
Contact us at contact@biont-training.eu

Example of visual material used to promote the BioNT Ambassador Programme during workshops and project activities.



Customisable visual template created for BioNT Ambassadors to personalise and use in the promotion of BioNT workshops and activities within their own communities.

Ambassador Onboarding and One-to-One Engagement

In addition to group-based recruitment activities, BioNT implemented a structured one-to-one onboarding approach with prospective and newly recruited ambassadors. These individual interactions played a key role in aligning expectations, clarifying potential contributions, and strengthening engagement at an early stage. The onboarding process enabled a detailed introduction to the Ambassador Programme, clarification of expected tasks and levels of involvement, identification of individual skills, interests, and community connections, and alignment of ambassador contributions with BioNT priorities.

All onboarding interactions followed established good practices for community engagement and adhered to the Carpentries Code of Conduct.

Ambassador Tasks and Areas of Contribution

Through the one-to-one onboarding process, ambassadors were introduced to a flexible range of potential tasks, allowing them to contribute according to their expertise, interests, and availability. Their contributions supported multiple dimensions of the BioNT project,

spanning training development, dissemination, and sustainability. Ambassadors supported the continuous improvement of BioNT activities by providing structured feedback and sharing expectations based on their community perspectives.

They actively promoted BioNT workshops and training opportunities within academic, professional, and student communities and assisted in the dissemination of surveys and evaluation activities. By participating in BioNT training activities, ambassadors engaged directly with the training content and facilitated the transfer of knowledge to local or professional networks. In some cases, they supported the translation of training materials to increase accessibility and inclusiveness across regions and language communities. Several ambassadors participated in workshops as helpers and, where appropriate, expressed interest in trainer or train-the-trainer pathways.

Ambassadors also contributed to the design and shaping of future workshops, including topic prioritisation informed by community needs. In addition, ambassadors were encouraged to engage in sustainability-related activities, including participation in the Sustainability, Quality, and Ethics Committees, strengthening the long-term adoption and impact of BioNT outputs. This flexible task model ensured inclusive participation while reinforcing the community-driven nature of the Ambassador Programme.

Benefits and Value Proposition for Ambassadors

The Ambassador Programme was designed as a mutually beneficial framework, offering ambassadors clear professional and personal value. Through their involvement in BioNT activities, ambassadors were given the opportunity to actively contribute to the design and structuring of workshops and future events, while at the same time expanding their professional networks by connecting with new stakeholders, experts, and collaborators across Europe.

Ambassadors played an active role in the development of the BioNT community and were publicly recognised for their contributions through dedicated visibility on the BioNT website and BioNT social media channels. This visibility supported professional profiling and helped ambassadors showcase their involvement in a European training initiative.

Participation in the programme also created opportunities for career development. Several ambassadors were at early career stages or actively seeking employment, and BioNT supported them by facilitating connections with relevant bioinformatics communities, research networks, and professional initiatives. These connections helped ambassadors broaden their professional exposure and identify potential opportunities within the bioinformatics and life sciences ecosystem.

As part of the Ambassador Programme, ambassadors were provided with priority and facilitated access to BioNT workshops, training materials, and selected events. This enabled them to engage early with training activities, gain direct experience with workshop formats and content, and act as informed multipliers within their communities.

Overall, these benefits supported ambassador motivation, professional development, and sustained long-term engagement with BioNT activities.

Outcomes of One-to-One Engagement

The one-to-one onboarding interactions provided valuable qualitative insights, including the identification of effective dissemination channels such as social media, student organisations, and professional networks. They also led to increased ambassador engagement in sustainability-related activities and supported long-term adoption of BioNT outputs. Additional outcomes included input for future training priorities, such as data visualisation, genomics, single-cell analysis, and train-the-trainer pathways, as well as reinforcement of the ambassador role as both community multipliers and contributors to BioNT's long-term impact.

Ambassador Visibility

As part of the Ambassador Programme, ambassadors were planned to be featured on the BioNT website. This visibility provided recognition for their contribution and supported transparency and community-building around BioNT activities.

Contribution to Sustainability and Communication Objectives

The development and implementation of the Ambassador Programme contributed to: Strengthening BioNT's communication and dissemination capacity

- Supporting community-driven sustainability of training materials
- Establishing a structured framework for long-term ambassador engagement
- Increasing visibility and uptake of BioNT training activities beyond the consortium

Ambassador Feedback on the Programme

As part of the Ambassador Programme activities, ambassadors were asked the question *“How has being a BioNT ambassador benefited you?”* in order to capture qualitative feedback on their experience and perceived value of participation.

One ambassador reported that participation in the BioNT Ambassador Programme provided the opportunity to develop new programming competencies while actively contributing to the improvement of BioNT workshops through direct feedback. The ambassador also highlighted the value of disseminating BioNT training opportunities within their professional network, enabling others to improve their programming skills. In addition, the programme facilitated connections with inspiring members of the BioNT community, offering access to shared experience and advice. Participation in advanced workshops and collaborative community activities was perceived as particularly valuable for strengthening trainer-related skills.

This feedback confirms that the Ambassador Programme provided tangible benefits to participants while supporting BioNT's communication, training, and sustainability objectives.

What's Next

As the BioNT project approaches its final phase, the focus of the Ambassador Programme shifts from expansion to consolidation and sustainability. Over the remaining project period, activities will concentrate on maintaining engagement with the existing ambassador network and ensuring that the outcomes of Task 6.13 remain accessible and usable beyond the project lifetime.

Key actions in the final months include:

- Continued involvement of ambassadors in the dissemination and visibility of existing BioNT training materials
- Support for the long-term accessibility of training resources, including online and self-paced learning measures
- Documentation and consolidation of the Ambassador Programme processes, experiences, and lessons learned
- Facilitation of ongoing connections between ambassadors and external bioinformatics communities and networks
- Contribution to sustainability planning by capturing ambassador feedback and community perspectives

These actions aim to ensure a smooth transition from active project implementation to long-term availability and adoption of BioNT outputs.

Conclusion

The Project Ambassador Recruitment and Communication activities successfully established a structured Ambassador Programme under Task 6.13. Through targeted recruitment, structured onboarding, and personalised one-to-one engagement, ambassadors contributed not only as learners but as active stakeholders supporting communication, dissemination, and sustainability of BioNT training outputs.

Their involvement strengthened the relevance, accessibility, and long-term impact of BioNT training materials and supported continued uptake of project outcomes beyond the lifetime of the project.