

European Training Network  
**THERACAT**

**Bio-orthogonal catalysis for cancer therapy**

WP8: Dissemination and Outreach

[www.theracat.eu](http://www.theracat.eu)



@theracatEU

## THERACAT: a Marie Skłodowska-Curie Innovative Training Network European Training Network (**MSCA-ITN-ETN**)

**Objective:** Training a new generation of researchers on the innovative topic of bio-orthogonal catalysis for cancer therapy → **13 early stage researchers (ESRs)** (3 year PhD)



## WP8: Dissemination and Outreach



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## DISSEMINATION PLAN

THERACAT is about training people, thus the focus of the communications activities will be the people involved in the project, mainly the ESRs and on the Training Events (TE)



**THERACAT ITN project will be explained through their key actors: the fellows**

We will keep the project alive on the web, social media, press... but we need the feed from researchers and students.  
**All partners must contribute to the effort!**



Send to us:

**Photos during Training Events**

**Photos in the lab while performing a key experiment**

**Photos of the students in a congress/conference, in front of a poster**

**Videos (mentioned later)**

**Scientific papers funded by THERACAT**

**Any information you think is relevant to be publically disseminated**

## **Objectives of the dissemination plan:**

- Create a network between the ESRs and partners involved the project
- Disseminate results to the scientific community (in both academia and industry)
- Contribute to place Europe in a leading position in cancer research and therapy

## **Target Audiences**

- PhD students and young researchers in the field of cancer therapy
- Scientific community in different fields related to cancer research
- Companies and industry
- Mass media and the general public, including undergraduate students interested in pursuing a scientific career

## COMMUNICATION ACTIONS



### 1) Webpage: www.theracat.eu

“Consortium”

“Training Events”

“Intranet”

“Communication” -> News”

→ With inputs from all partners and ESRs



The screenshot shows the THERACAT website. At the top, there is a navigation bar with links: HOME, CONSORTIUM (with a dropdown arrow), PROJECT SUMMARY, TRAINING EVENTS, JOBS, FELLOWS (with a dropdown arrow), and COMMUNICATION. Below the navigation bar, the main content area features a large header with the THERACAT logo (a stylized blue and grey circular icon) and the text "European Training Network THERACAT". Below the header, there is a section for "ESR1 – Michela Vargiu (GRO)". This section includes a profile picture of Michela Vargiu, a biochemistry researcher, and a detailed profile description. To the right of the profile, there are social media links (Twitter, Facebook, LinkedIn) and a "PRIVATE ACCESS" section with a "Log in" button. At the bottom right, there is an "EVENTS" section stating "There are no upcoming events at this time."

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HOME CONSORTIUM ▾ PROJECT SUMMARY TRAINING EVENTS JOBS FELLOWS ▾ COMMUNICATION

ESR1 – Michela Vargiu (GRO)



**Background:** Organic Chemistry

**Profile:** Michela Vargiu obtained her Bachelor's Degree at University of Cagliari. She carried out her thesis internship, under the supervision of Prof. Dr. Mariano Casu, in Bio-physical Chemistry field, studying Characterization of sodium dodecylsulphate and dodecylphosphocholine mixed micelles through NMR. Then, for her Master's studies, she moved to Pisa, for attending Organic Curriculum Courses. Her Master's thesis internship, under the supervision of Prof. Dr. Mauro

PLEASE FOLLOW & LIKE US :)



PRIVATE ACCESS

Log in

EVENTS

There are no upcoming events at this time.

## 2) Social networks

→ With inputs from all partners and ESRs

- Training Events (TE): Videos in which fellows explain in few seconds their experience in the TE, what they have learned, etc.
- ESRs: a series of threads to present the ESRs with a brief description of their background and future career objectives, including a photo and if possible, also a video.
- Tweets about the news and scientific papers published in the frame of THERACAT

**Instagram** → is it really useful to put efforts in two social networks? Maybe is better to focus in only one social network (twitter) and to skip our idea of Instagram in order to get something substantial.

 @theracatEU





### 3) News

- <http://www.ibecbarcelona.eu/training-the-next-generation-of-experts-in-bio-orthogonal-catalysis-for-cancer-therapy/>
- <https://www.biogelx.com/theracat-the-use-of-bio-orthogonal-catalysis-for-cancer-therapy/>
- <https://www.biogelx.com/introducing-biogelxs-new-cell-biologist-africa-galvez-flores/>
- <https://www.biogelx.com/the-theracat-project-gets-off-to-a-flying-start/>
- <https://www.ed.ac.uk/cancer-centre/news-and-events/news-2019/european-funding-success>







## NEXT STEPS IN COMMUNICATION

- Note this email: [bmoreno@ibecbarcelona.eu](mailto:bmoreno@ibecbarcelona.eu)
- Send to Bia any input, picture, link, contribution, paper, video, your twitter account
- Who wants to become a direct Theracat COMMUNICATOR?
- Who wants to be a Theracat AMBASSADOR?

# Let's grow together




**MarieSkłodowskaCurie**  
 11,2 mil Tweets

EUROPEAN RESEARCH & INNOVATION DAYS  
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 22 → 24 SEPTEMBER 2020  
 Siguiendo

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 European Union flagship fellowship program for researchers. Visit our website and join 110.000 Marie Skłodowska-Curie actions fellows.  
 European Commission [ec.europa.eu/research/marie...](https://ec.europa.eu/research/marie...)  
 Se unió en abril de 2011  
 1.338 Siguiendo 37,1 mil Seguidores

Edgar Fuentes, Loai Abdelmohsen y 100 más de las cuentas que sigues siguen a este usuario



@IBECBarcelona

We are the Institute for #Bioengineering of Catalonia (IBEC), a unique @iCerca research center focused on #Present and #Future of #Health. Member of @\_BIST.

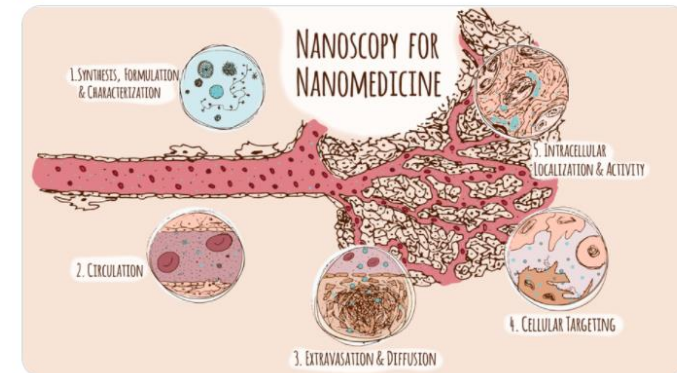
[Traducir la biografía](#)

Barcelona, Spain [ibecbarcelona.eu](https://ibecbarcelona.eu) Se unió en febrero de 2013

792 Siguiendo 6.535 Seguidores

Editar perfil

Tweet fijado  
**Nanoscopia for Nanomedicine lab** @n4nlab · 21 jul.  
 We proudly present our new website! [n4nlab.eu](https://n4nlab.eu) A platform to unify our group efforts delocalized between @IBECBarcelona and @TUeindhoven A special thanks to @AlisOlea for her beautiful design



Lorenzo Albertazzi y 2 más

4

30

75



Retweeted by  
**BRIGHTER** @brighter\_eu · 15 sept.  
 Elena Martínez, coordinator of BRIGHTER project and group leader of "Biomimetic Systems for Cell Engineering" lab at @IBECBarcelona explains in a nutshell what is the importance of the project and what is it about.



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# You never walk alone

An approach to a

## Standard Operational Processes (SOPs)

for EU funded projects

### on Social Media

Guillermo Orts-Gil

IBEC

V\_24/05/2020