# *Final report on the activities of the Task Force for Science Communication (D8.6 – SGA3)*


**Figure 1: Brochures and books produced by the Task Force for Science Communication**

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| Description in GA: | This deliverable will summarize the activities of the Task Force for Science Communication aimed at intensifying communication of scientific achievements of the HBP in the final phase of the project, targeting the media and public as well as decision makers. As an appendix, the deliverable will include printed communication material highlighting the scientific achievements of the HBP produced within T8.7, specifically, a small brochure (extended leaflet) published in Q1 2022, an end-of-year report highlighting HBP scientific achievements of 2022, and a final report summarizing the HBP's scientific achievements. |
| Abstract: | The Task Force for Science Communication has been established in SGA3 M22 with the aim of increasing the public perception of the scientific success of the HBP by intensifying communication around scientific achievements towards opinion-leading media, decision makers and the general public. This deliverable provides a detailed overview of the activities and achievements of the Task Force. |
| Keywords: | Science communications, media outreach, press relations, public outreach |
| Target Users/Readers: | Consortium members |

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# 1. Introduction

In the final phase of the HBP Flagship, there was an increased need to communicate to major stakeholders and the public what the Project has achieved. To ensure that this need was met, the Task Force for Science Communication was formed as part of Amendment 5 of SGA3, which was approved in April 2022 (M25), with the aim of intensifying communication specifically around the HBP's achievements in research and technology, including its research infrastructure EBRAINS. First activities of the Task Force already commenced in January 2022 (M22), and after recruitment of additional staff, the Task Force was complete and fully operational by the end of March 2022 (M24).

The mission of the Task Force for Science Communication was to increase the public perception of the scientific success of the HBP by raising visibility of its research and technology achievements. The target groups included decision makers in research and politics, the media, the broader scientific community and the general public.

The most convincing channel of communication to reach most of these stakeholders is independent media reporting. Thus, journalists and media outlets were the number one target audience of the Task Force. A major aim was to inform decision-makers in research and politics about scientific advances to show that the investment in the HBP Flagship was worthwhile, as well as to communicate the most current status and future perspective of research developments to provide a sound basis for decision-making. The Task Force contributed to addressing the broader scientific community by providing condensed overviews of the Project's achievements, including what the EBRAINS infrastructure has to offer. Targeting the general public of course always includes the more specialised groups, making HBP research accessible to non-experts and experts alike.

The main objective of the Task Force was to plan and produce high-quality communication material, including an increased amount of press releases, news articles and printed products that highlight HBP scientific achievements in a catchy, compelling and convincing way. By increasing editorial capacity, the Task Force increased not only the quality but also the frequency of publishing such content. The Task Force also organised targeted media pitches and briefings, assisted HBP researchers with the preparation for media interviews and organised a press conference during the final HBP Summit.

## 1.1 Task Force management and collaboration

The Task Force for Science Communication was a WP-overarching group that consists of a core team composed of science writers and communications officers and an extended team that included leading researchers as scientific advisors as well as an external communication expert with an inside view of the HBP as member of the Science and Infrastructure Advisory Board (SIAB).

The core team worked closely together on an operational level to coordinate activities with frequent communication via Slack and email. In addition, the core team met via video calls to coordinate activities whenever required. In addition, the editorial team carried out weekly editorial meetings to discuss upcoming research topics, decide on types of coverage and distribute tasks. To guide the editorial planning, the editorial team used an online editorial calendar. The core team and extended team met every six weeks for Extended Task Force Meetings to discuss progress and priorities and to inform each other about WP-related communication activities.

Even though the Task Force was an inter-WP group, its activities were largely embedded in Task T8.7. The composition of the Task Force ensured close collaboration with WP8, as well as with the scientific WPs and the SIB. Publication and dissemination of contents produced by the Task Force was carried out with the support of Task T8.3.

WP8 was regularly updated on Task Force activities during various meetings including a weekly catch-up with other HBP communications officers and a weekly update with Task T8.3. The teams aligned all planned communication activities via HBP and EBRAINS channels with the help of a shared calendar. The Task Force also reported about its progress to the SIB on a regular basis during SIB meetings, and, less frequently, to the DIR during DIR meetings. In addition, the Task Force liaised

with the scientific WPs by participating in scientific meetings and via the scientific advisors of the Task Force. For the book on HBP-developed tools (see 2.1.3), the Task Force collaborated closely with the EBRAINS Scientific Liaison Office.

# 2. Products and activities

## 2.1 Brochures and books

As part of Amendment 5 of SGA3, the Task Force committed to producing three printed products to raise visibility of the scientific achievements of the HBP: one small spotlights brochure on scientific achievements and two larger booklets ("reports") highlighting the Project's achievements in more depth. Eventually, the Task Force produced a fourth printed product in addition to these three (see 2.1.4). Furthermore, the Task Force coordinated the translation of the first brochure (see 2.1.1) into German and French (see Figure 1). The brochures and book, described in more detail below, were each produced for specific purposes, with specific target groups in mind and have all been distributed widely to over one thousand stakeholders.

### *2.1.1 Brochure: Spotlights on latest scientific advances*

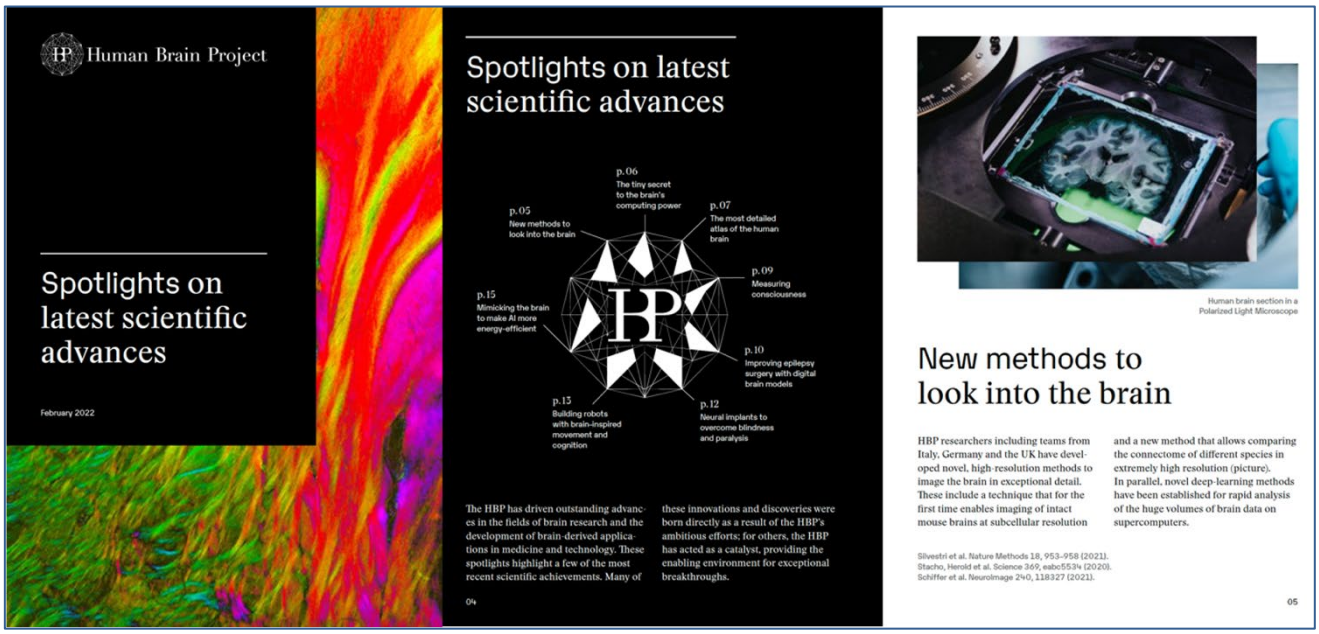


**Figure 2: Cover and excerpt of brochure on HBP scientific achievements.**

The Task Force has conceptualised and produced a brochure highlighting some of the most recent scientific breakthroughs of the project for broad audiences. The 16-page, A5 brochure was printed and published online in February 2022 (M23) (see 5.1). In addition to the PDF version of the printed brochure, a special digital version was produced in a format optimised for viewing on screens and including many direct hyperlinks to research publications and other resources (see 5.1.1).

The brochure contains a selection of eight spotlights giving a taste of what HBP research achieved, mostly in 2020 and 2021, and where it was headed in its final phase. Each spotlight is focused on achievements that were published in recent high-impact scientific papers. The brochure also featured some of the researchers behind the work with quotes, highlighting why their scientific advances needed the HBP. Two international researchers outside of the HBP, from the US and Australia, who are leaders in their fields, are quoted with testimonials about the HBP to demonstrate the international perception and recognition of the Project.

The brochure was distributed to over one thousand stakeholders from politics, research, the media and the general public. Several different HBP partners participated in disseminating the brochures.

These included Forschungszentrum Jülich, the EBRAINS AISBL, the Institut de Neurosciences des Systèmes at the University of Marseille (AMU), the European Institute for Theoretical Neuroscience (EITN) at the Paris-Saclay Institute of Neuroscience and the HBP Outreach & Education Office at the Medical University of Innsbruck.

Specifically, more than one hundred stakeholders received hard copies of the brochure by post from Forschungszentrum Jülich, accompanied by a personal letter from the Task Force and the Scientific Research Director of the HBP. These included international researchers, politicians, funders as well as journalists. Further hard copies were handed out to various international visitors of Forschungszentrum Jülich and of the office of the Helmholtz Gemeinschaft in Brussels.

The team of the HBP Outreach & Education Office handed the brochure to more than 500 stakeholders during 13 different international events – including numerous training workshops as well as booths at EAN 2022, the FENS Forum 2022 and the SfN Neuroscience 2022. Representatives of the EBRAINS AISBL disseminated the brochure during 19 different international events including the European Research and Innovation Days 2022, the EBC's Brain Innovation Days EBC, ICRI 2022, the EOSC Symposium and the ESFRI Stakeholders Forum Meetup.

In addition, HBP partners Aix-Marseille University and Forschungszentrum Jülich asked for translations of the brochure into French and German, respectively, for dissemination to national political stakeholders as well as the broader public. The translations were coordinated by the Task Force with support and funding of the respective Partner institutions, and the dissemination of the translated brochures was carried out mostly by the respective Partner press offices. Forschungszentrum Jülich sent around one hundred hard copies to members of the German government and parliament and handed out hundreds of hard copies to members of the public during the research centre's open day. In addition, the Task Force distributed a digital version of the German translation to journalists, politicians and other German stakeholders. Aix-Marseille University posted the French version of the brochure to dozens of stakeholders at the French ministry and national research institutes in 2022 and distributed brochures to lay audiences visiting the HBP Picture Exhibition in Marseille in spring 2023.

The digital version of the brochure has been promoted on the HBP website and on social media in collaboration with T8.3. This included a news post and a social media campaign during which one spotlight was featured each week over the course of two months.

## *2.1.2 Book: A closer look on scientific advances*

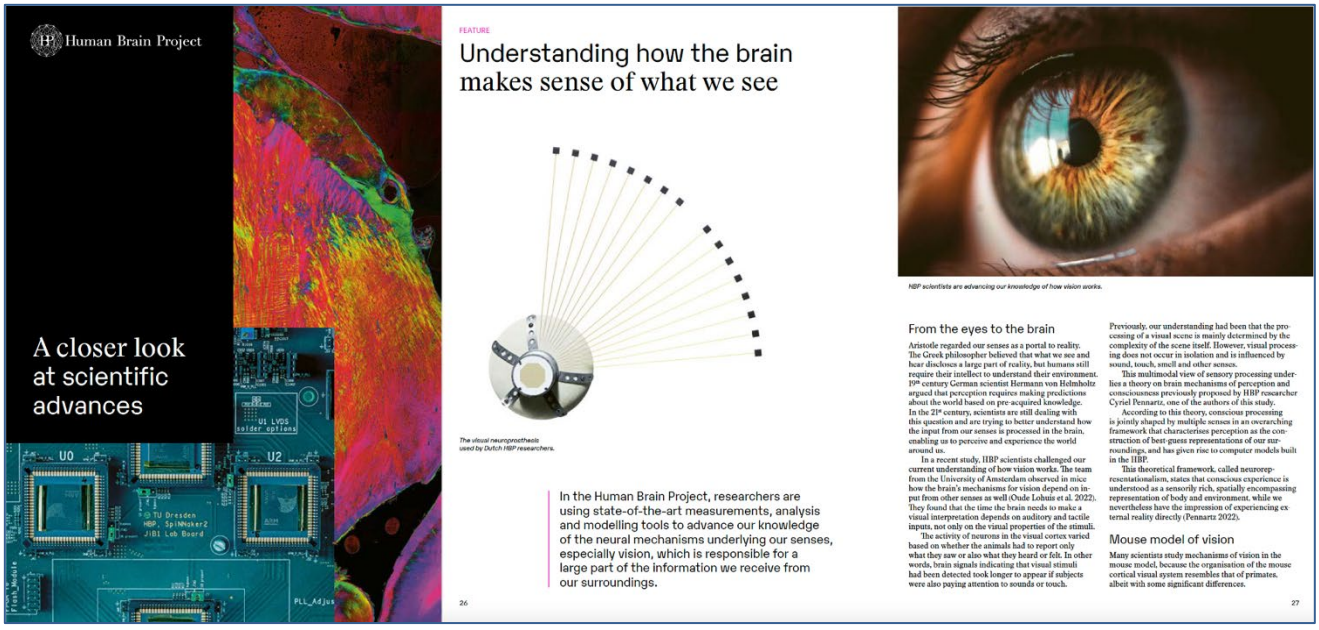


**Figure 3: Cover and excerpt of book on HBP scientific achievements.**

A major objective of the Task Force was to produce, in addition to the Spotlights brochure, two in-depth "reports" presenting the HBP's scientific achievements to a broad audience in a more extended format. To this end, the Task Force conceptualised and produced the book "Human Brain Project – A closer look at scientific advances" in March 2023 in a printed and digital format (see 5.2).

The 86-page, A4 book includes overviews of the project as well as seven in-depth feature articles providing a deeper look into the scientific achievements of the HBP in different focus areas. The in-depth features provide the background as well as the impact of different breakthroughs and explain the common thread of the different advances. The book also includes interviews with leading researchers, shorter spotlight articles on latest research and innovation and an introduction to the HBP's EBRAINS infrastructure. The book also contains simple infographics providing an overview of what the HBP is about. In addition, the views of five different, international, external stakeholders on the HBP are presented to demonstrate the external perception of the HBP.

The primary target audiences of the book were stakeholders in research and politics, the broad scientific community and the media. The publication date was chosen to coincide with the final HBP Summit to ensure maximum visibility. Printed as well as digital versions were produced in a professional design matching with the appearance of the Spotlights brochure (see 3.1.1).

More than one thousand hard copies of the book were distributed to various stakeholders in research, politics and the media. During the Human Brain Project Summit 2023, around 300 books were handed out to the international participants from research and politics. More than 150 books were sent out from Forschungszentrum Jülich by post accompanied by a personal letter from the HBP Scientific Research Director to important stakeholders in research and politics. The Task Force also posted the book to around ten important media outlets with accompanying letters and to 30 press offices of Partner institutions (see 2.4). Further copies were provided to various international visitors of Forschungszentrum Jülich and of the office of the Helmholtz Gemeinschaft in Brussels. Furthermore, the team of the HBP Outreach & Education Office handed out 120 books to participants at three different workshops in Paris, Innsbruck and Genoa.

During the HBP Concluding Event in September 2023, further hard copies were handed out to meeting participants. The book on HBP-developed tools produced in September 2023 was designed to complement the book "A closer look on scientific advances" (5.2) so that the two books can be combined and presented as a complimentary package highlighting HBP achievements to various stakeholders.

The digital version of the book was promoted on the HBP website on a dedicated subpage, with an announcement in the HBP News section and on social media – all in collaboration with T8.3. Over the course of several months in 2023, individual long features of the book were repurposed as individual articles in the HBP News and promoted individually on social media – leading to unprecedented follower engagement.

## 2.1.3 Book: An extensive guide to the tools developed

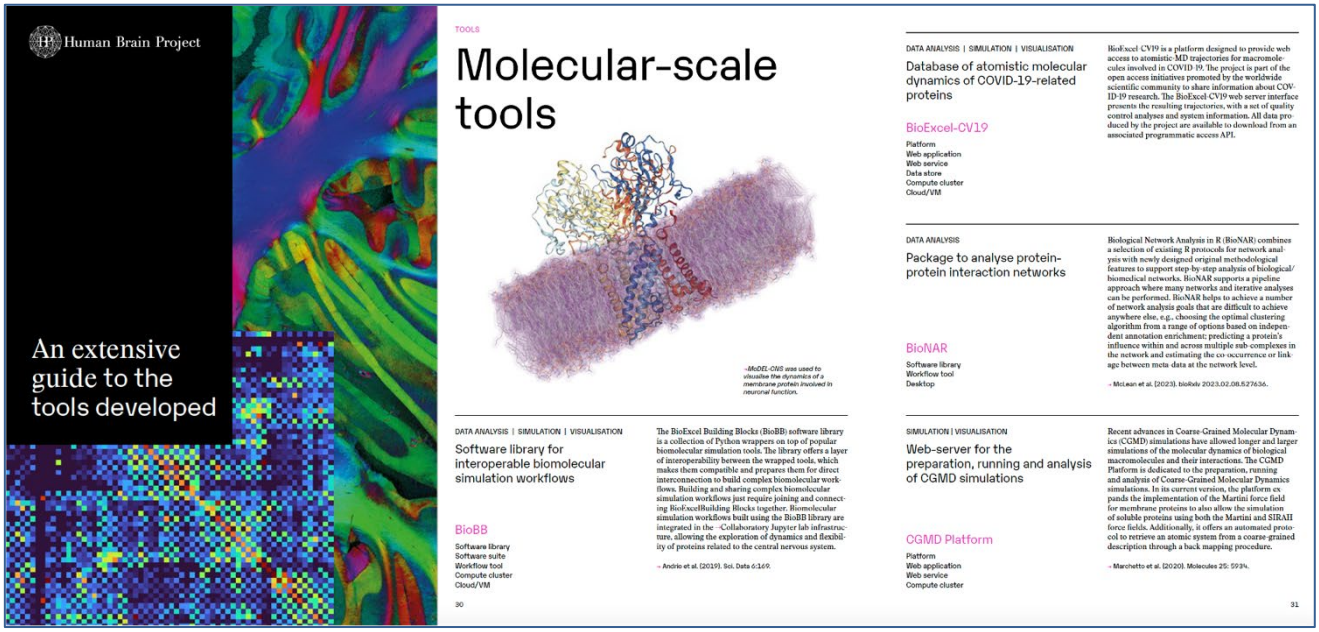


**Figure 4: Cover and excerpt of book on HBP scientific achievements.**

A major objective of the Task Force was to produce, in addition to the Spotlights brochure, two in-depth "reports" presenting the HBP's scientific achievements to a broad audience in a more extended format. In conceptualising these products, we modified the original plan to maximise impact and reflect both the scientific results and research technology developments. To this end, the first of these extended reports entitled "Human Brain Project – A closer look at scientific advances" (5.2) provided an in-depth overview of the research achievements of the HBP. In addition to the research breakthroughs of the Project, the HBP was in large part a tool-building and engineering project that produced a unique and rich data base representing the multi-level brain organisation and a wide range of computational research technologies, which led to infrastructures like EBRAINS and FENIX. This also needed to be reflected in communicating the Flagship's achievements, in particular, at the end of the project and was identified as a gap. To address this gap, the Task Force decided to focus its second extended report specifically on HBP technologies and, to this end, collaborate with the EBRAINS Science Liaison Unit (SLU), which aimed to present the plethora of HBP-developed digital tools in a comprehensive overview. As a result of this fruitful collaboration, the Task Force produced the 108-page, A4 book "Human Brain Project – An extensive guide to the tools developed" (see 5.3).

The tool book is complementary to the book "Human Brain Project – A closer look at scientific advances" (see 2.1.2 and 5.2). The two books are presented in one package as two complementary final products showcasing both the scientific and technological achievements of the HBP. At the same time, the books can also be used individually to address more specific target audiences. The two complementary books produced by the Task Force provide an in-depth insight into the achievements of the HBP. These comprehensive overviews addressed the need to enable broad audiences to really understand the extent of what the Flagship has brought to the field.

The book provides a comprehensive snapshot of 160 digital tools for brain research developed within the HBP – including software and services, middleware and hardware platforms. These tools span a range of different research methods, from data management to simulation to core infrastructure tools that facilitate integration and collaboration. Each tool is introduced with an up-to-date description and can be found easily via indices sorted by different methods. The book also contains five longer feature articles about the EBRAINS showcases, illustrating how the digital tools can be integrated into scientific workflows and providing examples of how some of these tools can be applied to advance brain research – always with direct references to specific tools that can be found in the core part of the book. To show some of the people behind the work, the book features quotes by tool-developers and users, accompanied by portraits, pictures and short descriptions of their

individual contributions. The book also includes a specially made illustration to visualize the multi-scale nature of the Project.

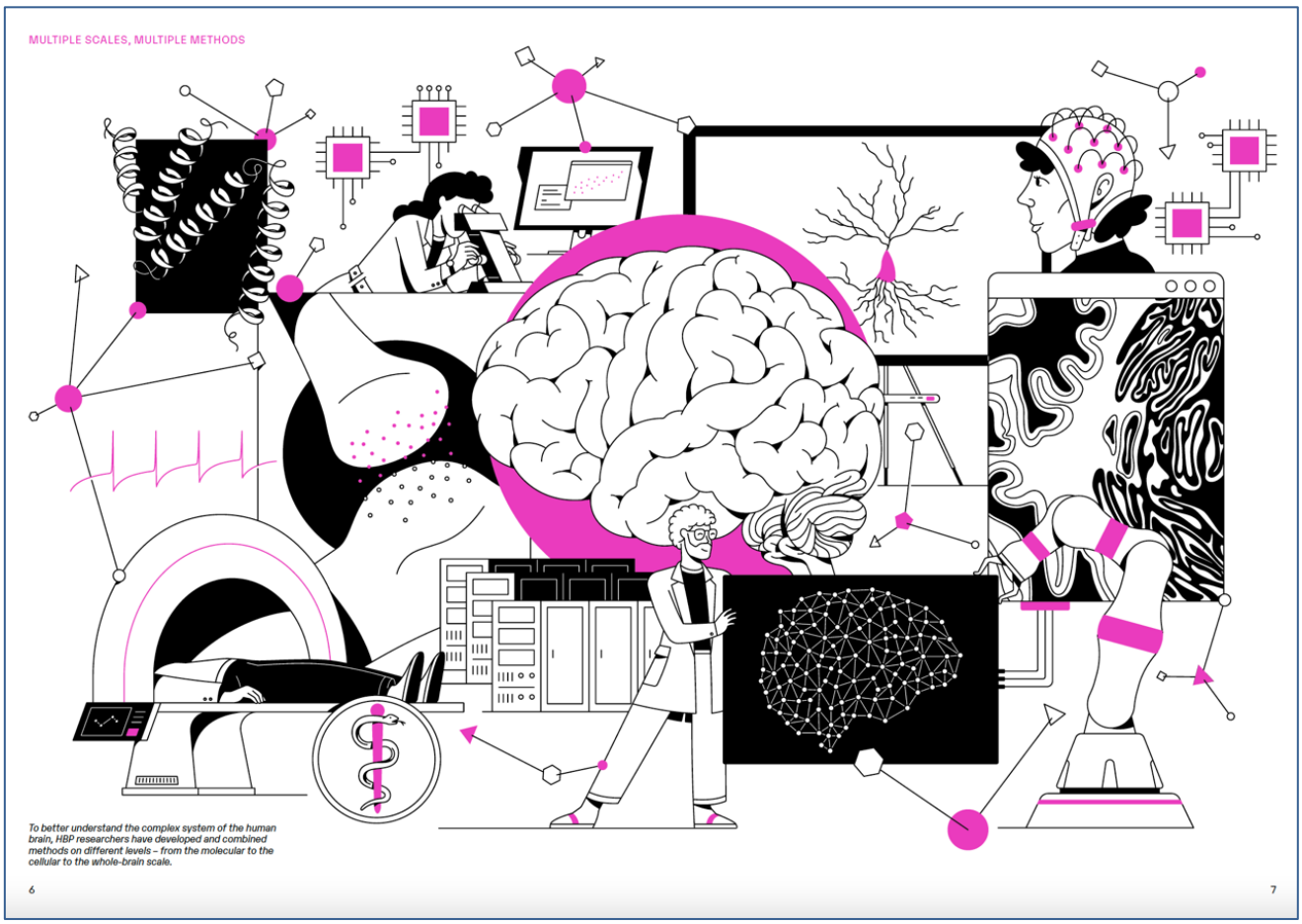


**Figure 5: Illustration representing the multiple scales and methods used to study the brain.**

The primary target audience of the book is the scientific community at large, in particular, non-HBP scientists of different disciplines, including early-career scientists. The book is aimed to serve as a useful educational resource for the next generation of scientists, ensuring that future scientific advances are built upon the foundations laid out by the HBP. The book was also designed to target and make an impression on secondary audiences, including decision-makers in science and politics, funders and the media to raise visibility of HBP achievements.

During the Concluding Event of the Human Brain Project, each of the 270 participants, including many young scientists but also senior scientists, politicians and media representatives, received a hard copy of the book. During the event, the book was also presented during the session “Spotlights on scientific achievements”. 120 further hard copies are being disseminated during the Bernstein Conference in September 2023 – an international scientific symposium with 500 participants organized by the Bernstein Network for Computational Neuroscience. In an ongoing dissemination process, the book is currently being send out to hundreds of stakeholders by post accompanied by a personal letter.

To become a truly useful resource, the book needed to go beyond solely presenting the various digital tools by also providing an open access link to directly access and use these tools. To ensure that the book would have a long shelf life, we decided not to print direct URLs of individual tool pages within the book but rather to provide a link to a specially designed website presenting a collection of links that can regularly by updated in the future. This website providing open access links to each individual tool can be found on the HBP website (http://humanbrainproject.eu/tools), which will be sustained after the Project ends as part of the HBP legacy.

## 2.1.4 Brochure: Spotlights on major achievements

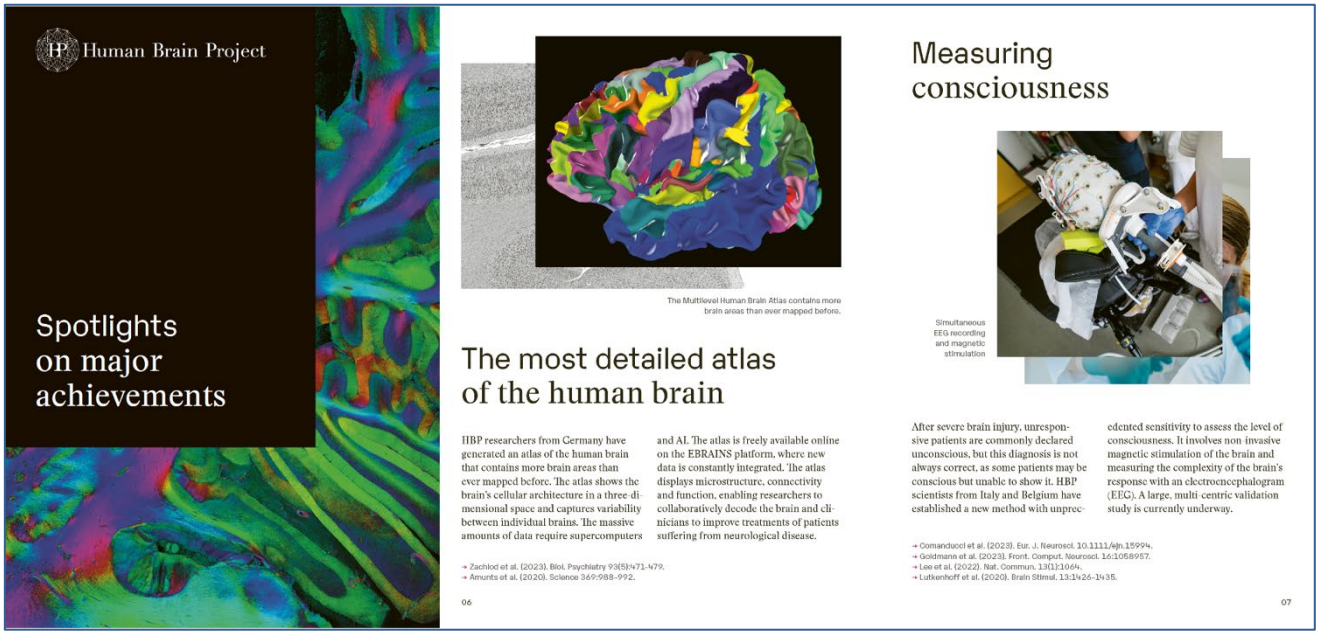


**Figure 6: Cover and excerpt of final brochure on major achievements.**

The small brochure summarising HBP scientific achievements (see 2.1.1) was in high demand, leading to reprints in English as well as other languages. Despite the success of the more in-depth books (or reports), we recognised that the smaller brochure with its very short texts met a different need, specifically, of stakeholders looking for a very brief summary of what the HBP achieved that could be read quickly. We observed that the specific examples provided within the small brochure were taken up by the media and contributed to increased coverage of HBP achievements. Furthermore, the small format of the brochure allowed project members to easily carry several copies with them to hand out at various events and occasions. We thus concluded that, ideally, this format should supplement the end-of-project communication activities that were characterised by an increased need to inform various stakeholders about the outcome of the Project. To this end, we produced an additional final report in the format of a small brochure, similar to the first one, to compliment the two in-depth books.

To ensure that the achievements presented were up-to-date and represented the full breadth of the HBP's major achievements, the Task Force decided to produce a new version of the small brochure containing a combination of five updated versions of previous spotlights and six additional spotlights on HBP achievements covering a broader range of topics. While the spotlights of the previous brochure were focused on research advanced published in peer-reviewed journals, in the new brochure we also included achievements that were not directly linked to individual scientific publications such as patents, spin-off companies, the plethora of digital tools developed, how the HBP has shaped the culture of collaboration in the field of digital brain research, and, importantly, the EBRAINS and FENIX infrastructures. With this approach we ensured a more complete overview of the HBP's successes needed for the end-of-project communication.

The hard copy and digital version of this new brochure entitled "Human Brain Project – Spotlights on major achievements" (see 5.4) were published in September 2023 (M42) a few days prior to the HBP Concluding Event to ensure maximum visibility and in order to brief journalists in advance of the event.

Hundreds of hard copies were handed out to participants of the HBP Concluding Event and will be distributed during the Bernstein Conference at the end of September. Further hard copies will be sent out and handed out to hundreds of stakeholders from different sectors in September and after the end of the Project. The digital version of the brochure was promoted on the HBP website and on social media in collaboration with T8.3 and played a major role in the end-of-project communication at the end of M42 and beyond.

# 2.2 Enhancing media relations

## 2.2.1 Press releases

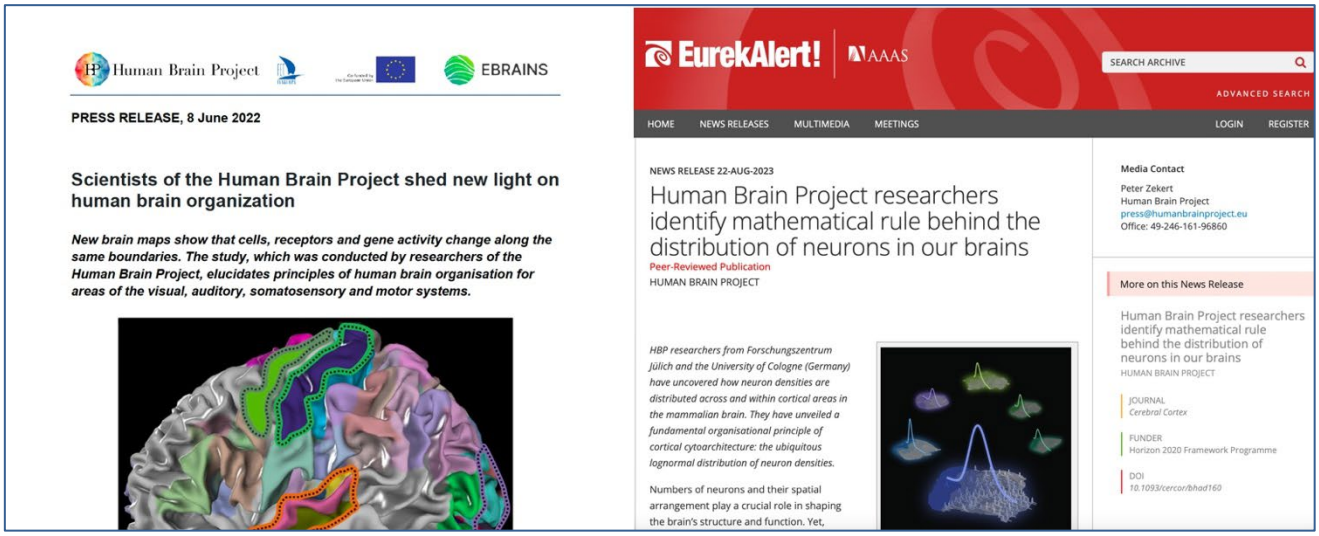


**Figure 7: The Task Force has produced 38 press releases including the examples shown here.**

Press releases serve to inform the media about most recent breakthroughs or scientific developments, with the aim of generating coverage, interview requests and general multiplication. Since the establishment of the Task Force, the number of press release published and distributed by the HBP through T8.7 increased significantly, and a higher proportion of them presented scientific results. Following the mission and objectives of the Task Force, these press releases were usually connected to research publications in high-impact journals. The Task Force sourced topics for releases, drafted release texts, aligned with HBP researchers and sourced suitable images. Topics were chosen along criteria of newsworthiness (see D8.5) and release formatting was optimised for media take-up.

During M22-42 the Task Force produced 38 press releases, including two media invitations to HBP events and 36 press releases about the Project's scientific achievements. During the previous reporting period (M1-21), the number of press releases about HBP scientific achievements was 17; thus, the number of press releases on scientific achievements increased by more than 100% with the launch of the Task Force.

The original plan of the Task Force included the production of around 20 press releases (see Deliverable D8.5). However, we quickly observed that the uptake of our science-focused press releases was very good, with a lot of media coverage and increased interaction on social media. Due to this high impact, we decided to adapt our strategy and prioritise the production of research-related press releases over other formats such as interviews for the HBP News section resulting in an overall higher number of press releases and a lower number of interviews published than outlined in D8.5. This adaptation of strategy led to increased media coverage as anticipated and, thus, also an overachievement in the KPI of the Task Force.

Press releases were distributed as part of T8.7 via mailing lists and specialised services like Eurekalert and Cision to reach the media. In addition, press releases were frequently shared with the media offices of the respective Partner institutions, for initiating translated versions to be sent to local media contacts. Press releases were also shared on the HBP website in cooperation with Task T8.3 within the News section of the website as well as in the Press section of the website.

## 2.2.2 Targeted media pitches

In addition to press releases, which were proactively sent to media representatives via email and published on news platforms such as Eurekalert, the Task Force also prepared a number of

personalised pitches targeting opinion-leading media proactively. Journalists were contacted directly with specific topics relevant to their outlets. For example, the brochures and books produced by the Task Force (see 2.1) were sent to a number of journalists together with a personal letter, highlighting news-worthy scientific breakthroughs or handed to media representatives directly during personal encounters. Furthermore, particularly suitable communication opportunities for personalised pitches were the final HBP Summit 2023 and the HBP Concluding Event, and, in addition to public announcements, personalised media invitations were sent out (see 5.6). The contacts activated for these occasions included journalists working for Nature News, the BBC, Scientific American, Spektrum der Wissenschaft, Gehirn & Geist, DER SPIEGEL, ZDF, FAZ, GEO, Deutsche Welle and others.

### 2.2.3 Briefing journalists and scientists

The Task Force briefed journalists in-depth about HBP research on various occasions that include in-person meetings, video calls and email exchanges. Such briefings were offered either in response to media inquiries or were in some cases direct outcomes of targeted media pitches initiated by the Task Force (see 2.2.2). Overall, the Task Force carried out more than a dozen media briefings. In-depth media briefings always resulted in media coverage about HBP scientific achievements (see Table 1).

A number of in-person media briefings took place at Forschungszentrum Jülich and included laboratory visits, in-depth conversations and the provision of various communication material. For example, during a media visit at Forschungszentrum Jülich, Task Force members had the opportunity to present the HBP Multilevel Human Brain Atlas to journalists of DER SPIEGEL – one of the largest weekly news magazines in Europe. The briefing included two laboratory visits, multiple phone conversations, and the preparation of various written briefs, and resulted in a three-page feature article about the human brain atlas in the printed and digital edition of the magazine.

Other briefings took place via phone, video calls or email. Many in-person and virtual media briefings by the Task Force also took place during the HBP Summit 2023 (see 2.2.4) as well as around the HBP Concluding Event in Jülich (see 2.2.5). Both events attracted a lot of media attention.

The Task Force also assisted HBP researchers with preparing for media interviews on many occasions. This usually involved a briefing on key communication messages and detailed recommendations on how to respond to difficult questions. Often, journalists sent questions in advance, in which case the Task Force helped with drafting answers and discussing these in a preparatory meeting with the researchers. The Task Force carried out dozens of such interview preparations. A major objective of interview preparations was always to highlight the achievements of the HBP – even if this was not the main topic of the interview (see 3).

### 2.2.4 Press at the HBP summit

The final HBP Summit took place 28-31 March 2023 in Marseille, France, with almost 700 international participants and provided an extraordinary occasion to showcase the scientific achievements of the HBP. The Task Force leveraged the high visibility and special opportunity of this event by publishing a new book on HBP scientific achievements (see 2.1.2) and by intensifying press relation activities.

The Task Force supported T8.7 with the production of a media invitation that was published on the HBP website and on the science media platform Eurekalert. The invitation was also sent out to 212 international journalists and, a translated version, to 585 French media outlets via the distribution platform Cision. The French invitation was further distributed in a send-out by the Aix-Marseille University media office. In addition, the Task Force sent personalised invitations via email to 50 further international journalists.

In advance of the summit, the Task Force contributed to the preparation of a press kit, which contained a fact sheet on HBP and EBRAINS, press photos, a brochure on EBRAINS and the HBP spotlights brochure (see 2.1.1). The Task Force produced three press releases and 16 online news articles ahead of and during the HBP Summit, triggering various media coverage (see 3).


**Figure 8: Young researcher interviewed by a film team (left) and the Summit press talk (right)**

Around ten accredited journalists participated in the HBP Summit 2023 on site in Marseille. These included journalists from Nature News, BBC Radio, Les Echos and ORF. In addition to on-site participation, many invited journalists scheduled remote interviews with HBP researchers, e.g., Deutschlandfunk, Sueddeutsche Zeitung, Gehirn & Geist, Bayern 2 radio, SWR2. The Task Force assisted with all media inquiries around the event and facilitated around 20 individual interviews of HBP scientists with print, radio and video journalists.

On the second day of the Summit, the Task Force organised a press conference featuring five HBP researchers, which all attending media representatives were invited to. In advance of the Summit, the five participating scientists received media training by an external expert. The Task Force also held several preparatory meetings with the group of scientists and prepared key messages and suggestions of how to deal with tough questions. The press conference was hosted by an external presenter who started the session with introducing the scientists and asking them a few prepared questions highlighting HBP scientific achievements before opening the floor to question by the attending journalists.

Taken together, the press activities around the HBP Summit 2023 resulted in more than 20 articles highlighting achievements of the HBP published in various international media outlets including major newspapers and magazines as well as radio stations (see 3).

### *2.2.5 Press at the HBP concluding event*

The Human Brain Project celebrated its successful conclusion during the HBP Concluding Event 12-13 September in Jülich, Germany – a public scientific symposium with more than 250 participants including international project partners, representatives from politics and the media.

The Task Force sent out personal invitations to a small number of selected international science journalists and also prepared an invitation in German, which was sent out by the central press office of Forschungszentrum Jülich to national and local media outlets. The Task Force put together a media kit including further information about the HBP, the new spotlights brochure (2.1.4 and 5.4), tool book and press pictures. The Task Force also assisted the event photographer with the production of a short video with statements by leading HBP members for the HBP social media channels.

Six media representatives participated in the event on site and further journalists followed the event virtually via a live stream. In total, 16 press interviews were supported, on site or via video calls during and shortly after the event with leading HBP members including for Le Monde, The Lancet, the German Press Agency dpa, Deutschlandfunk, WDR, SWR, SRF, ORF, Norwegian National Radio, Agencia SINC, Euractiv, Neue Zürcher Zeitung and several local German newspapers. All of the interviews resulted in media features (see 3) and – as of 21 September – media coverage is still

ongoing. On the first day of the event, a press release was published on Eurekalert and on the HBP website, triggering further media interest.

## 2.3 Digital communications

### *2.3.1 Online news*

In addition to press releases, the Task Force regularly produced online news stories that highlighted the scientific and technological achievements of the HBP. These news stories included longer research news and shorter paper digests about the most recent scientific achievements of the HBP, more in-depth feature articles that placed several HBP achievements into broader contexts, interviews with HBP researchers as well as a small number of reports of scientific events and announcements related to HBP scientific achievements (for a more detailed description of each format, please refer to Deliverable D8.5).

In total, the Task Force produced 140 stories published in the News section of the HBP website between M22 and M42. The frequency of publication of website articles highlighting scientific achievements doubled after the Task Force was launched. Only those research news that we evaluated as most news-worthy were also distributed as press releases (see 2.2.1).

The upload of texts and accompanying images on the HBP website was carried out in cooperation with Task T8.3. The news section of the HBP website served as a dissemination channel for the Task Force but also included contributions from other HBP communication teams. As part of the relaunch of the HBP website (M28), the Task Force proposed some changes to the display of the news section. These included the addition of clear labels of news stories indicating specific formats, such as Paper Digest, Event Report, Press Release, as an overline above the headlines.

### *2.3.2 Providing content for other channels*

The Task Force also contributed content for distribution in other HBP communication channels. For example, all editorial contents and products produced by the Task Force provided content for promotion via social media. Each news story published on the HBP website as well as all printed products by the Task Force were promoted on social media by Task 8.3. The Task Force also prepared some social media campaigns, for example, to further promote the Spotlights brochure (see 2.1.1).

Task force-produced science items were performing exceptionally well on social media, contributing to unprecedented amounts of engagement on LinkedIn (e.g., record number of likes) and being regularly among the top-performing posts on Twitter.

In addition to news articles and press releases, the Task Force also contributed to further contents of the HBP website, for example, to texts about the lead scientists' projects or in the context of adapting the website to function as a legacy online presence after the project's end.

## 2.4 Activating partner press offices

The Task Force aimed at strengthening collaborations with Partner press offices to promote media and public outreach, make use of synergies, raise visibility of the HBP within institutes and local communities.

To foster these collaborations, the Task Force, via T8.7, regularly communicated with press offices about new press releases concerning work of the respective Partner's researchers. This led to a number of collaborative releases published via the HBP channels as well as the Partner institutions press channels.

To establish a closer link with a larger number of Partner press offices, the Task Force posted hard copies of the book "A closer look at scientific advances" (5.2) to 30 Partner press offices with an accompanying letter signed by Task Force members inviting the press offices to directly collaborate

with the Task Force on end-of-project communications. The press offices approached included all of those whose institutions' contributions were particularly highlighted in the book as well as a selected list of highly active press offices representing different Partner countries that the Task Force identified.

A major aim was to specifically activate Partner press offices to contribute to communication activities at the end of the HBP to send out a strong, common message about the scientific achievements of the HBP using the momentum of the finalisation of the Flagship and the high visibility and media attention associated. To this end, the Task Force will share the final press release with 30 Partner press offices in advance of publication asking them to further share and distribute the release in their own communities. Complementing this activity, T8.3 prepared a social media tool kit to be shared with Partner press offices ahead of the project end date to promote the Project's success.

In addition, at the end of M42, the Task Force is carrying out another mailing campaign, sending out hard copies of the book on HBP-developed tools (5.3) and the brochure "Spotlights on major achievements" (5.4) with an accompanying letter, encouraging the press offices to leverage the high visibility of the end of the HBP to promote the Project's achievements, and highlight their institution's contribution. This letter also includes an offer to provide further hard copies of any HBP communication material for further dissemination by the Partners.

# 3. Impact

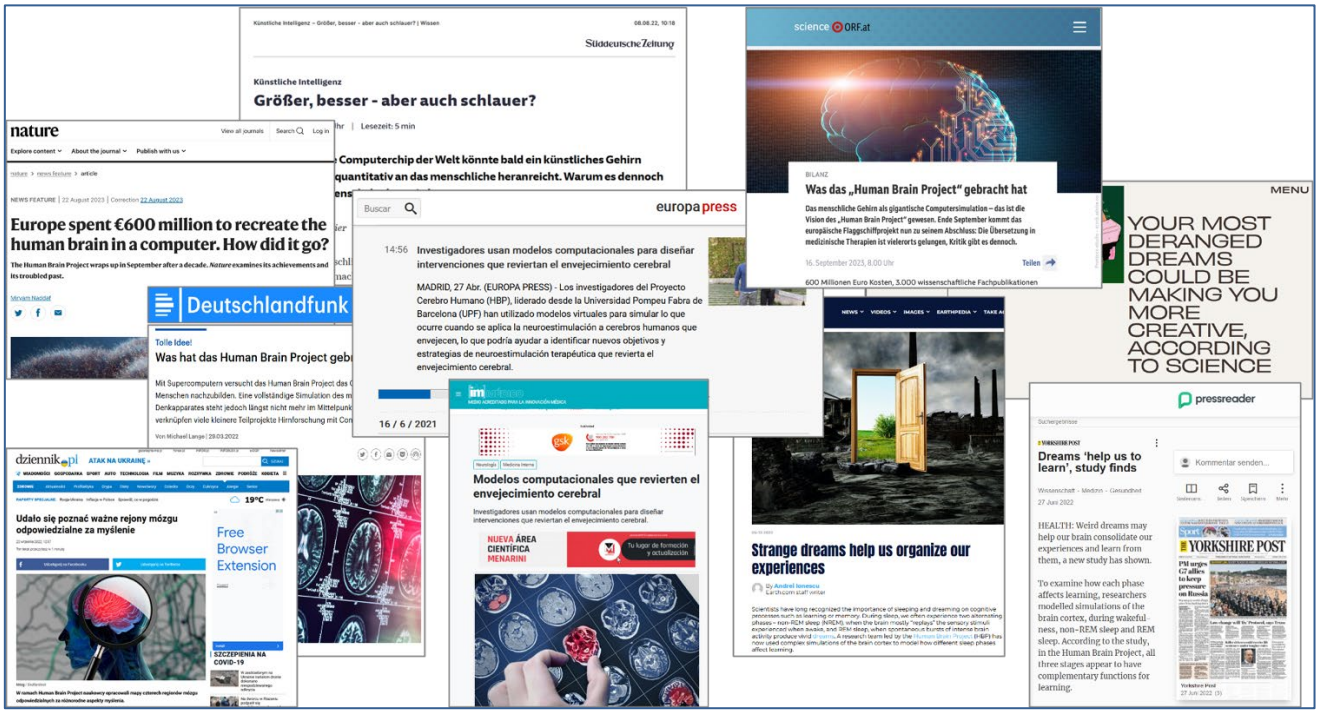


**Figure 9: Example excerpts of media coverage linked to Task Force activities**

The mission of the Task Force for Science Communication was to increase the public perception of the scientific success of the HBP by raising visibility of its research and technology achievements. Independent media reporting is a prime channel to reach stakeholders and shape public perception. Media coverage that highlights scientific achievements of the HBP directly or indirectly conveys the message that the HBP has been a success. Thus, targeting the media was a major aim of the Task Force and the success of doing so was defined as the Key Performance Indicator (KPI).

Specifically, the KPI for the Task Force activities was the number of direct mentions of the HBP in high-profile media coverage related to the HBP's scientific results and achievements, excluding any specialty, local, tabloid or smaller audience publications. The KPI target was 10 (M22-M42), and the number achieved is 28. Further reports by major news outlets are currently in preparation but not yet published (as of 21 Sep 2023).

Media coverage in this period included articles in printed and online newspapers, magazines and news agencies as well as television and radio features. A selected number of examples of media reports related to HBP scientific achievements is summarised in Table 1 (note that not all of these media reports are freely accessible online). Notably, for a large number of media coverage during this period, we were able to identify a direct link to Task Force activities.

Preparation of media interviews by the Task Force led to higher uptake of key messages related to the Project's scientific achievements. For example, in July 2022, HBP researchers were approached by a German journalist who was seeking expert opinions on Deepmind's new artificial intelligence Gato. The Task Force mediated an interview with two HBP researchers, provided information material to the journalist and assisted the researchers with the preparation for the interview. In the resulting coverage, the HBP – even though it was originally not the main topic of the interview – was mentioned several times with an explanation of how new insights about the brain were contributing to AI and how HBP researchers were using AI to advance brain research. The resulting article was published in the major German newspaper Süddeutsche Zeitung as well as in three large Swiss newspapers (Tagesanzeiger, Basler Zeitung (BaZ) and Zürich-See Zeitung). In addition, an extended version of the interview with more details about the HBP's scientific achievements was published on the news outlet Riffreporter.

We successfully engaged national and international news agencies, which have the largest multiplying effect out of all media. Our activities generated coverage by dpa (German news agency), PAP (Polish news agency), ANSA (Italian news agency), EFE and Europapress (Spainish), ANI (Southeast Asian) and Cordis (EU). News agencies deliver centrally produced news to many media outlets, especially in text form, resulting in a large number of media reports. Not all instances of republishing could be tracked. While articles that were published online appear in our tracking, news agency texts in print media could not be tracked Europe-wide with our means.

The proactive approach enabled by the Task Force towards the media as well as the quality and breadth of the communication material that it provided also contributed to mitigating critical media coverage and led to more balanced, more positive reporting. Critical journalists who were initially focussing their line of questioning on the beginnings of the HBP and points of criticism ended up incorporating a lot of input about recent HBP scientific achievements from interviews and from briefing material such as the brochure on scientific advances (see 5.1).

**Table 1: Selected examples of media coverage highlighting HBP achievements 2022-2023.**

| Date | Media outlet | Type of media | Format of coverage | Title | Topic | Connection to Task Force activity |
|---|---|---|---|---|---|---|
| 29.03.22 | **Deutschland-funk** | German national radio station | Radio feature | Tolle Idee! - Was hat das Human Brain Project gebracht? | Achievements of the HBP including EBRAINS | Briefing with press material including brochure, preparation of researcher for interview |
| 15.04.22 | **Der Spiegel** | German news magazine | Feature article (print and online) | Die Karte unseres Selbst | The Human Brain Atlas generated within the HBP with mention of HBP and EBRAINS in figure legend | Briefing of journalists in in-person meeting, organisation of lab tour and interviews at Forschungs-zentrum Jülich, provision of briefing material and images |
| 16.04.22 | **SRF - Schweizer Radio Fernsehen** | Swiss public broadcaster | Radio feature | Für einen tiefen, gesunden Schlaf | Achievements of the HBP including EBRAINS | Repulication of feature from Deutschlandfunk (see above) |

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|---|---|---|---|---|---|---|
| 27.04.22 | **EUOPAPRESS** | Spanish news agency | News agency article | Investigadores usan modelos computacionales para diseñar intervenciones que reviertan el envejecimiento cerebral | Differences between the brain and AI systems and how the HBP has applied AI for neuroscience | Based on press release published by Task Force |
| 08.08.22 | **Süddeutsche Zeitung** | One of the largest German daily newspapers | Feature article (print and online) | Künstliche Intelligenz: Größer, besser – aber auch schlauer? | Differences between the brain and AI systems and how the HBP has applied AI for neuroscience | Briefing of journalist and preparation of HBP researchers for interview |
| 12.08.22 | **Tages-Anzeiger** | Swiss German-language national daily newspaper | Feature article print and online | Größer, besser – und bald so smart wie der Mensch? | Differences between the brain and AI systems and how the HBP has applied AI for neuroscience | Briefing of journalist and preparation of HBP researchers for interview |
| 22.09.22 | **Telewizja Polska (Polish Television)** | Polish state media corporation | News agency article | Udało się poznać ważne rejony mózgu odpowiedzialne za myślenie | New HBP research on brain structure and the human brain atlas | Based on press release published by Task Force |
| 22.09.22 | **wpn - Wirtualny Nowy Przemysł** | Polish industry news | News agency article | Udało się poznać ważne rejony mózgu odpowiedzialne za myślenie | New HBP research on brain structure and the human brain atlas | Based on press release published by Task Force |
| 22.09.22 | **Dziennik** | Polish nationwide daily newspaper | News agency article | Udało się poznać ważne rejony mózgu odpowiedzialne za myślenie | New HBP research on brain structure and the human brain atlas | Based on press release published by Task Force |
| 25.09.22 | **The Print** | Indian online newspaper | News agency article | Investigating factors behind consciousness issues | New HBP research on consciousness disorders | Based on press release published by Task Force |
| 26.09.22 | **The Times of India** | Indian English-language daily newspaper and digital news media | News agency article | Study explores ways to help patients with serious brain injury | New HBP research on consciousness disorders | Based on press release published by Task Force |
| 03.10.22 | **EUOPAPRESS** | Spanish news agency | News agency article | Identifican un nuevo marcador de la evolución de la ELA | New HBP breakthrough in ALS research | Based on press release published by Task Force |

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|---|---|---|---|---|---|---|
| 03.10.22 | **Infosalus** | Spanish health, diseases and nutrition newspaper | News agency article | Identifican un nuevo marcador de la evolución de la ELA | New HBP breakthrough in ALS research | Based on press release published by Task Force |
| 04.10.22 | **Prevention** | American healthy-lifestyle magazine | Online news post | Researchers Identify New Marker for ALS Outcomes—Here's What You Need to Know | New HBP breakthrough in ALS research | Based on press release published by Task Force |
| 04.10.22 | **Yahoo** | International technology company platform | Online news post (syndication) | Researchers Say This Test Can Predict ALS Patient Outcomes—What You Need to know | New HBP breakthrough in ALS research | Based on press release published by Task Force |
| 04.11.22 | **mdr** | German public broadcaster | Online news article | "Human Brain Project" Neue Einsichten ins Gehirn: Stärker vernetzt, als wir bisher dachten | New HBP research on brain connectivity and the Human Brain Atlas | Based on press release published by Task Force |
| 10.11.22 | **Bild der Wissenschaft** | German popular science magazine | Online feature article | Neue Einblicke ins menschliche Gehirn | New HBP research on brain connectivity and the Human Brain Atlas | Based on press release published by Task Force |
| 15.11.22 | **Infosalus** | Spanish health, diseases and nutrition newspaper | News agency article | Nuevos datos sobre cómo están conectadas las diferentes regiones del cerebro | New HBP research on brain connectivity and the Human Brain Atlas | Based on press release published by Task Force |
| 22.02.23 | **Physics World** | International monthly magazine covering all areas of physics | Online feature article | Virtual brain helps improve the outcome of epilepsy surgery | New HBP research on virtual brain models | Based on press release published by Task Force |
| 25.03.23 | **Sky TG24** | Italy's second all-news channel, owned by Sky Italia | Online news article | Scienza, creato il primo modello 3D di un'area del cervello umano | New HBP research on a digital brain model | Based on joint press release of Task Force together with CNR and EBRAINS Italy |
| 28.03.23 | **BR - Bayerischer Rundfunk** | German public radio and television broadcaster | Radio feature | Interview with Prof. Katrin Amunts | Achievements of the HBP, particularly the human brain atlas | Triggered by invitation to HBP Summit 2023 by Task Force |

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|---|---|---|---|---|---|---|
| 29.03.23 | **Deutschland-funk** | German national radio station | Radio feature | Human Brain Project: Virtuelles Gehirn assistiert bei Epilepsie-Operation | HBP scientific achievements in the area epilepsy brain modeling clinical work including interview | Personal invitation of journalist to HBP Summit 2023 led to interview request, Task Force prepared researcher for interview |
| 31.03.23 | **SWR - Südwestrund-funk** | German broadcasting cooperation | Radio feature | 10 Jahre Human Brain Project – Das wurde erreicht | Achievements of the HBP | Invitation to HBP Summit 2023 including briefing and press event |
| 04.04.23 | **Nature News** | International science magazine | Feature article in print and online magazine | How virtual models of the brain could transform epilepsy surgery | Nature News covers the Epilepsy brain modeling clinical work. Viktor Jirsa is interviewed. | Invitation to HBP Summit 2023 including briefing, press event and mediation of interviews with several HBP researchers |
| 10.04.23 | **RAI - Radio-televisione italiana** | Italian national public broadcasting | TV news feature | Modello 3D di un'area del cervello umano | New HBP research on a digital brain model | Based on joint press release of Task Force together with CNR and EBRAINS Italy |
| 14.04.23 | **Les Echos** | French national newspaper | Print and online feature article | Le cerveau, ce laboratoire chimique en perpétuel mouvement | HBP Summit including mentions of multiple of the Project's scientific achievements | Participation in HBP Summit 2023 including press event and briefing |
| 19.04.23 | **el Periodico de Espana** | Spanish newspaper on current affairs | Syndicated online news article | Crean un cerebro artificial que aprende a conducir como los humanos | New HBP research on brain-inspired AI by a team from the University of Palermo | Based on press release published by Task Force |
| 04.05.23 | **Leaps Magazine** | International news on scientific innovation, ethics, and the future of humanity | Online feature article | How the Human Brain Project Built a Mind of its Own | Achievements of the HBP | Provision of briefing material, assisting HBP researcher with preparation for interview |
| 04.06.23 | **Der Standard** | Austrian daily newspaper | Online feature article | Der Schlüssel zum Verständnis des Gehirns | HBP Summit and scientific advances of the HBP as well as the science vision paper | Based on press release published by Task Force |

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| 11.06.23 | **Business Insider Espana** | Business news, technology, entrepreneurs hip and trends in the global world | Online feature article | ¿Las personas inteligentes piensan más rápido que el resto a la hora de resolver problemas? Los científicos tienen la respuesta | New HBP research on personalized brain network models by teams from Charité Berlin and UPF Barcelona | Based on press release published by Task Force |
| 18.06.23 | **20minutos** | Spanish free newspaper | Online news article | Un estudio demuestra que las personas inteligentes resuelven mejor los problemas, pero no más rápido | New HBP research on personalized brain network models by teams from Charité Berlin and UPF Barcelona | Based on press release published by Task Force |
| 18.06.23 | **EUOPAPRESS** | Spanish news agency | Online news post | A la hora de resolver un problema, ¿qué hace una persona inteligente? | New HBP research on personalized brain network models by teams from Charité Berlin and UPF Barcelona | Based on press release published by Task Force |
| 18.06.23 | **Tascali Innovazione** | Italian innovation news | News agency article | Robot impara a muoversi in un ambiente come un essere umano | New HBP research on brain-inspired AI by a team from the University of Palermo | Based on press release published by Task Force |
| 19.06.23 | **elDiario** | Spanish online newspaper | News agency article | El Proyecto Cerebro Humano traza un mapa del cerebro que ayuda a estudiar los receptores | New HBP research on neuroreceptor systems | Based on press release published by Task Force |
| 19.06.23 | **La Vanguardia** | Spanish daily newspaper | News agency article | El Proyecto Cerebro Humano traza un mapa del cerebro que ayuda a estudiar los receptores | New HBP research on neuroreceptor systems | Based on press release published by Task Force |
| 20.06.23 | **Infosalus** | Spanish health, diseases and nutrition newspaper | News agency article | Un estudio del Proyecto Cerebro Humano ofrece información sobre la organización de los neurorreceptores | New HBP research on neuroreceptor systems | Based on press release published by Task Force |
| 24.06.23 | **Deutschland-funk** | German national radio station | Radio feature | Computer und Kommunikation | The conclusion of the Human Brain Project and individual project highlights, especially, the advances on | Provision of briefing material, assisting HBP researcher with preparation for interview |

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|---|---|---|---|---|---|---|
| | | | | | neuromorphic computing and AI | |
| 22.08.23 | **Wired Espana** | Spanish newspaper on current affairs | Online feature article | Human Brain Project: 600 millones de euros en investigación neuronal llegan a su fin | The Human Brain Project including the project's achievements | Triggered by article in Nature News (see below) |
| 22.08.23 | **Nature News** | International science magazine | Feature article in print and online magazine | Europe spent €600 million to recreate the human brain in a computer. How did it go? | The Human Brain Project including the project's achievements | Invitation to HBP Summit 2023 including briefing, press event and mediation of interviews with several HBP researchers |
| 23.08.23 | **el Periodico de Espana** | Spanish newspaper on current affairs | syndicated online-article | Una regla matemática rige la distribución de neuronas en nuestro cerebro | New insight from the HBP on mathematical rules behind brain cell distribution | Based on press release published by Task Force |
| 23.08.23 | **Infobae** | American online newspaper | Online feature article | Qué es el Proyecto Cerebro Humano, que lleva adelante la UE y recrea la mente en una computadora | The Human Brain Project including the project's achievements | Triggered by article in Nature News (see below) |
| 28.08.23 | **GEO (French edition)** | French popular science magazine | Online feature article | Des scientifiques européens sont parvenus à reproduire virtuellement des cerveaux humains après 10 ans d'effort | The Human Brain Project including the project's achievements | Triggered by article in Nature News (see below) |
| 12.09.23 | **WDR** | German television and online news channel | Radio feature | Zehn Jahre Human Brain Project: Was sind die Ergebnisse? | Conclusion of the Human Brain Project and what has been achieved | Triggered by personal invitation of journalist to Concluding Event, in-person briefing, lab tour and mediation of interviews with HBP researchers |

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|---|---|---|---|---|---|---|
| 14.09.23 | **Deutschland-funk** | German public-broadcasting radio station | Radio feature | Ende des Human Brain Projects. Kein riesiger Wurf, aber viele wichtige Schritte | Conclusion of the Human Brain Project and what has been achieved | Triggered by personal invitation of journalist to Concluding Event, in-person briefing, lab tour and mediation of interviews with HBP researchers |
| 15.09.23 | **Gehirn & Geist, spektrum.de** | German popular science magazine (German edition of Scientific American) | Printed and online feature article | HUMAN BRAIN PROJECT: Die Vision vom simulierten Hirn | Conclusion of the Human Brain Project and what has been achieved | Triggered by personal invitation to HBP Summit 2023, facilitation of interview with HBP researcher |
| 16.09.23 | **ORF** | Austrian national public broadcaster | Online feature article | Was das „Human Brain Project“ gebracht hat | Conclusion of the Human Brain Project and what has been achieved | Triggered by HBP Concluding Event invitation, mediation of interview by Task Force |
| 20.09.23 | **ntv** | German television and online news channel | Online feature article | Was das Human Brain Project hervorgebracht hat | Conclusion of the Human Brain Project and what has been achieved | Based on article by German news agency dpa, triggered by media invitation to HBP Concluding Event followed by provision of briefing material and mediation of interviews |
| 20.09.23 | **GEO** | German feature magazine | Online feature article | Zehn Jahre und 600 Millionen Euro: Was das umstrittene Human Brain Project erreicht hat | Conclusion of the Human Brain Project and what has been achieved | Based on dpa article (see ntv above) |
| 20.09.23 | **WELT** | German national daily newspaper | Online feature article | Was das Human Brain Project gebracht hat | Conclusion of the Human Brain Project and what has been achieved | Based on dpa article (see ntv above) |
| 20.09.23 | **Tagesspiegel** | German daily newspaper | Online feature article | Zehn Jahre „Human Brain Project“: Die Vision vom virtuellen Gehirn | Conclusion of the Human Brain Project and what has been achieved | Based on dpa article (see ntv above) |

# 4. Looking forward

Beyond the end of the HBP, dissemination of both the printed and online material produced by the task force will continue to further strengthen a positive perception of the value and achievements of the HBP. To this end, online material such as books, brochures and press releases will remain to be accessible on the HBP website as part of the legacy website. Furthermore, links to these materials will be shared with the press and other stakeholders. The printed books and brochures will be continued to be handed out to different stakeholders by HBP Partners.

As a result of our end-of-project communication efforts, we also expect media coverage of HBP scientific achievements to continue beyond the end of the Project (see 3).

The task force has laid the groundwork for communications activities that will continue in the context of the EBRAINS infrastructure. Workflows and expertise that have been build up and established via the task force will contribute to the future communication of the EBRAINS infrastructure. In addition, similar communications material may be produced to introduce the tools and services of the EBRAINS infrastructure and to cover research conducted using EBRAINS.

# 5. Appendix: Printed communication material highlighting HBP scientific achievements

## 5.1 Small brochure: "Human Brain Project – Spotlights on latest scientific advances"

PDF version: https://sos-ch-dk-2.exo.io/public-website-production/filer_public/1e/dc/1edce7be-95a1-4f5e-841e-005519bce3d2/hbp_brochure_spotlights_booklet_print_for_desktop_lowres.pdf

### *5.1.1 Digital version optimised for viewing on screens and including hyperlinks to resources:*

PDF version: https://sos-ch-dk-2.exo.io/public-website-production/filer_public/63/0d/630d6561-e26a-4e74-84bf-b5cbc63deab4/hbp_brochure_spotlights_digital_lowres.pdf

## 5.2 End-of-year report 2022: "Human Brain Project - A closer look at scientific advances"

PDF version: https://sos-ch-dk-2.exo.io/public-website-production-2022/filer_public/6f/70/6f706305-a2e3-45b8-a42b-dfb476222a6a/230413_hpb22_digital.pdf

## 5.3 Final report 2023: "Human Brain Project – An extensive guide to the tools developed"

PDF version: https://sos-ch-dk-2.exo.io/public-website-production-2022/filer_public/11/1b/111b9896-5600-4b61-bee4-8ec71afb8f6e/hbp_tool_book_2023.pdf

## 5.4 Additional final report/brochure 2023: "Human Brain Project – Spotlights on major achievements"

PDF version: https://sos-ch-dk-2.exo.io/public-website-production-2022/filer_public/74/94/74948627-6a92-4bed-91e0-3fab46df511d/hbp_spotlights_achievements_2023.pdf