

Science Communication Plan of the COST Action CA23137

Print Culture and Public Spheres in
Central Europe (1500-1800)

PCPS^{CE}

VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)
1	17 February 2025		Inês Thomas Almeida
2	1 June 2025	Minor changes (actualisation of Website Structure, acronym guidelines, Acknowledging COST, Promoting PCPS ^{CE} , and PowerPoint templates)	Inês Thomas Almeida

This document is based upon work from COST Action Print Culture and Public Spheres in Central Europe (1500-1800), CA23137, supported by COST (European Cooperation in Science and Technology).

COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

www.cost.eu

Table of Contents:

1.	Introduction	5
2.	General aim and target audiences	6
3.	Plan for the communication of action results	8
4.	Plan for the dissemination of action results	13
5.	Plan for the valorisation of action results	14
6.	Implementation of the strategy	15
7.	Contacts	18

1. Introduction

Summary

This Science Communication Plan describes the communication, dissemination and valorisation strategy for the COST Action *Print Culture and Public Spheres in Central Europe (1500-1800, CA23137 (PCPS^{CE}))*. It reflects PCPS^{CE}'s MoU, connecting to the aims and objectives of the Action. This strategy, including progress on implementation, will be discussed and updated at least on a yearly basis by the Action MC and reviewed and amended where necessary.

Structures to support the Science Communication Plan

A Science Communication Coordinator has been elected at the 1st MC Meeting. A Science Communication Officer has been nominated for the Working Groups 3-5, to ensure that the group activities are communicated in line with the communication strategy and plan. Together, they build the Science Communication Team, which is organised as follows:

- **SC Coordinator:** Dr. Inês Thomas Almeida (Lisbon, Portugal)
- **SC Officer WG 3:** Dr. Sandra Toffolo (Trento, Italy)
- **SC Officer WG 4:** Dr. Carolin Gluchowski (Hamburg, Germany)
- **SC Officer WG 5:** Dr. Lucy Císař Brown (Prague, Czechia)

The Science Communication Coordinator is also a member of the Management Committee (MC) and will work closely with the MC to ensure that the Communication Strategy and Plan is developed, agreed, implemented, reviewed and monitored.

Each working group (1-5) will be asked by the Science Team for a yearly plan on the key communication, dissemination and valorisation activities which will be undertaken by the group.

2. General aim and target audiences

The Science Communication Plan of the COST Action *Print Culture and Public Spheres in Europe (1500–1800)* aims to effectively translate and disseminate the network's research to diverse audiences, fostering engagement and impact beyond academic circles.

Guiding principles

1. **Clarity and Accessibility:** Communicate complex research in ways that are accessible and engaging for stakeholders, policymakers, cultural institutions, and the general public.
2. **Visibility and Outreach:** Amplify the network's presence through digital platforms, social media, and public-facing events, ensuring broad dissemination of our findings.
3. **Engagement and Collaboration:** Foster partnerships with libraries, museums, and publishing houses, showcasing the practical applications of our work and its relevance to contemporary society.
4. **Inclusivity:** Prioritize contributions from Young Researchers and Innovators (YRI), particularly from ITC countries, and highlight their role in advancing interdisciplinary and intersectoral research.
5. **Innovation in Dissemination:** Leverage digital tools and methodologies to ensure the network's outputs are not only widely accessible but also pioneering in their approach to multilingual and interdisciplinary collaboration.

Aims

- Create awareness of and advocate for research on print culture and public spheres in Central Europe (1500–1800) within Europe and beyond.
- Reach researchers and practitioners working on print culture, public discourse, and transregional historical dynamics, fostering knowledge transfer beyond discrete academic and professional communities.
- Inform key stakeholders and the public about progress and developments in the innovative methodologies, tools, and insights produced by the Action.
- Establish a robust and sustainable communication framework to extend the impact of PCPS^{CE} beyond the funding period.

Objectives

1. Identify the target groups, communication tools, and distribution channels
2. Create a visual identity for the project (consistent logos, color palettes, templates) to ensure recognizability across platforms.
1. Plan how to share the knowledge gained in the project, i.e., to which target groups each activity and results are relevant, as well as the adequate channels, engaging diverse audiences through tailored communication methods.
2. Ensure the accessibility of research outputs and increase the visibility of the network.
3. Interact with a broad audience through the Action's website, social media platforms, promotional materials, public events, and academic activities.
4. Increase the membership of the working groups and the number of MC countries.

Target audiences

At a preliminary state, the following audiences for PCPS^{CE} have been identified:

- Action members
- Researchers and Academics
- Young Researchers and Innovators (especially from ITC countries)
- Libraries, Museums, and Archives
- Policymakers and Educators
- Secondary school students
- General public

3. Plan for the communication of action results

Communication deals with raising awareness and promoting the Action and its results towards the general public and end-users, civil society and mass media, and members of the Working Groups, to ensure key messages associated to the Action's aim, approach, and (expected) PCPS^{CE} results reach the widest possible audience.

Internal Communication

Effective communication within and across Working Groups throughout the Action will be fostered through the following:

- Preferred tools are Email (round, target group or individual emails), Zoom (for specific group meetings, and hybrid networking events), short message services (Signal).
- Document sharing and project coordination through a collaborative platform presently hosted by the University of Bonn, and Google Workspace for specific groups within the Action.
- Closed space on the Website for member registry and member download area (e.g. instructions for travel reimbursements, etc.) to enhance internal communication.
- After each MC Meeting and Working Groups meetings, the agenda and the minutes will be shared with the participants through Email and the members section of the Website.

External Communication

- **Website:**

The central hub for PCPS^{CE} information, outputs, and events. The website has a public front end and a closed space for members. All public-viewable pages have social media functionality and links to our social media accounts.

The Website presents the following structure:

- Homepage

- Management

- Young Researchers and Innovators Team

- Science Communication Team

- WG1 Publications

- WG2 data and Tools

- WG3 Public and Legal Spheres

- WG4 Materialities

- WG5 Text and Ideas

- Management Committee

- Activities

- Timetable

- Grants

- Outputs

News (Two simultaneously running blogs: Action News and YRI Blog. All posts are assigned to at least one of the following categories)

- 3rd Party News

- Blog Action News

- CfP (3rd Party)

- CfP (PCPS^{CE})

- CONF (3rd Party)

- Feature of the Month

- PCPS^{CE} News

- Working Group 1

- Working Group 2

- Working Group 3

- Working Group 4

- Working Group 5

- YRI Blog

- Community

- Information Hub (only for members)

- Participants (only for members)

- Core Group

- Management Committee

- Join Us

- Imprint – Privacy Policy – Cookie Policy (EU)

- **Newsletter:** published biannually to keep network participants, interested partners and the general public updated on developments related to the Action's themes. It features summaries of networking activities, key achievements, and highlights, and will help facilitate further engagement by identifying pertinent conferences, workshops, and scientific events for sharing Action results.
- **Social media:** Active presence on LinkedIn, Instagram, Facebook, and Bluesky.
- **Press and Multimedia:** Press releases, infographics, videos, podcasts, and public lectures/exhibitions.
- **Events:** Participation in public lectures, conferences, meetings, exhibitions and training schools.

Brand identity

Visual identity:

The PCPS^{CE} logo serves as the primary visual representation. The colour palette, fonts, and templates will be defined and communicated as part of a Visual Identity Package in the Download area of the Website.



Linguistic identity:

The Action emphasizes inclusivity and accessibility, using the following keywords:

PCPS^{CE}, Public Sphere, Print Culture, Knowledge Circulation, Central Europe, Transregional History, Digital Humanities, and Open Access.

The short version (acronym) of the Action's name is **PCPS^{CE}**, with the final letters "CE" written in uppercase and superscript. If superscript formatting is not supported by the editor or platform, the name should appear as **PCPS^{ce}**, with "PCPS" in uppercase and "ce" in lowercase. Consistent use of this form strengthens recognition and coherence across communications.

Acknowledging COST

All outputs associated with PCPSCE must acknowledge COST, following the [Guidelines for COST Actions to acknowledge COST as a funding source](#).

The acknowledgment must be exactly as specified by COST, using the exact wording, logos, and materials indicated. **Failure to properly acknowledge COST** (e.g., modifying the wording or using a different set of logos) **will result in the output and its expenses not being recognized or reimbursed by COST**.

The packages for COST and Horizon Europe logos and the COST animation for videos can be found here: [COST Packages Download](#).

Proper acknowledgment is essential for maintaining transparency and reinforcing the Action's visibility. Please add "public spheres" and "print culture" to the manuscript keywords. This will help index the papers in databases and associate them with our network.

Promoting PCPS^{CE}

Proper acknowledgment is essential for transparency and reinforcing the Action's visibility. **All outputs related to PCPS^{CE} must include the corresponding logo**, which can be downloaded here: [Logo Download](#).

Please add "public spheres" and "print culture" to the manuscript keywords. This will help index papers in databases and associate them with our network.

When using social media, please include the hashtags #PCPSce, #COSTAction, and #PrintCulture, and tag COST Association to enhance visibility.

Information materials such as posters and flyers about PCPS^{CE} can be requested from the Science Communication Team up to four weeks before a conference or research stay for distribution during the event.

PCPS^{CE} Templates

The use of a PowerPoint PCPS^{CE} template is optional and is available here: [Template Download](#).

4. Plan for the dissemination of action results

Dissemination deals with making Action knowledge and results public towards its target audiences, who could benefit and use them. The dissemination plan focuses on ensuring the widest possible reach and accessibility of the Action's outputs, to facilitate the Action's networking and maximize its impact. It deals with scientific dissemination, communicating project results, outcomes, publications, news, knowledge transfer, etc.

PCPS^{CE} is committed to Open Science and Open Access (e.g., openness, accessibility, adherence to FAIR principles, IPR), and will seek to ensure that this principles are applied to all Action activities, materials, and (expected) results and outputs.

Key Dissemination Activities

Each year, the working groups will identify the planned dissemination products to be developed, their tentative timeline and the expected contribution from Working Group Action participants. Relevant target events or conferences, scientific journals or other forums (e.g. related projects/initiatives) where to disseminate the Action results will be identified and described.

- **Conferences and Events:** Participate in high-ranking National, European, and International scientific conferences and workshops dedicated or relevant to print culture, public spheres, and Central European history in an interdisciplinary and transdisciplinary context.
- **Workshops and Training Schools:** organize and participate in workshops and training schools that connect Action members with local scientific communities, focusing on methodologies, tools, and case studies related to the history of print culture and public discourse.
- **Digital communication:** publish project results, outcomes, publications, and news on the PCPS^{CE} website, social media channels (LinkedIn, Facebook, Instagram, Bluesky), and newsletters to ensure continuous engagement with both academic and non-academic audiences.
- **Publications:** disseminate project results in peer-reviewed scientific journals, edited volumes, and conference proceedings to maximize scholarly impact.
- **STMs:** Facilitating short-term scientific missions (STSM) to promote international cooperation and capacity building.
- **Knowledge transfer:** share insights and methodologies developed during the Action with related projects, ensuring that they are disseminated and applied in related academic and public discourse initiatives.

5. Plan for the valorisation of action results

Valorisation deals with the exploitation of Action results by specific target audiences, creating potential significant societal, economic or policy impact. PCPS^{CE} aims not only to disseminate its research findings but also transform them into practical benefits for both the academic community and broader societal stakeholders.

To support this, a list of potential end users to reach out to during and after the lifetime of the Action will be created and discussed throughout the duration of the project. Additionally, the Action will seek to define methods and formats to promote synergies between the Action and partners for valorisation, and map which (expected) Action results may be relevant outside the strict scientific sphere.

PCPS^{CE} will ensure data protection and address intellectual property rights as necessary.

6. Implementation of the strategy

Channels and Tools

To meet the Action's communication objectives, channels and tools will be adapted to the different groups:

Channel	Tools	Audience	Implemented by	Frequency
Online	Website	All	Information shared by all Action Members to the SC Team and uploaded by the SC Coordinator	Regular basis
	Young Researchers and Innovators Blog	All	YRI-Team and then uploaded by the YRI Coordinator	Regular basis
	Newsletter	All	SC Team	Twice a year (March and October)
	Email	Action members	Core Group	Regular basis
	Scientific Publications (journal articles)	Researchers and Academics	Working Groups	Regular basis
	Database Data and Tools	Researchers and Academics	WG2	Year 1
	Literary Review on Central European Book History	Researchers and Academics	WG1	Year 2
	Compendium	Researchers and Academics	WG1	Year 4
	Ask a researcher (short questions answered)	Secondary school students	SC Team	At least once a year
Press and Multimedia	Press releases for local/national press, Television, Radio, Interviews	General public	WGs, SC Team	At least towards the last two

				years of the project
	Policy Briefs, Articles for EU policy/research websites & magazines	Policymakers and Educators	WGs, SC Team	At least towards the last two years of the project
	Videos, leaflets, comic strips, and other visual material	All	WGs, SC Team, eventually with a specialized company	When needed
Events	Conferences	All	CG, WGs	At least once a year
	Summer Training School	Action members	CG, WGs	Once a year
	MC and WG Meetings	Action members	CG, WGs	At least once a year
	Relevant events (Public Events, Workshops, Seminars)	All	CG, WGs	At least once a year
	Exhibitions	All	CG, WGs	Towards the end of the project
Social media	LinkedIn, Facebook, Instagram, X, Bluesky	All	SC Team	Regular basis

Timeline

Year 1 of PCPS^{CE}

- Social Media Launch: February 10, 2025
- Website Launch: March 2025
- First Newsletter: April 2025
- Launch of Database Data and Tools
- Public lectures and exhibitions
- Public programs as part of PCPS^{CE} activities (lectures, exhibitions, online talks)
- Dissemination in conferences, STSMs, and networking activities

Year 2

- Literary Review on Central European Book History
- YRI Blog
- Dissemination in conferences, STSMs, and networking activities
- Public programs as part of PCPS^{CE}'s activities (lectures, exhibitions, online talks)

Year 3

- Dissemination in conferences, STSMs, and networking activities
- Public programs a part of PCPS^{CE}'s activities (lectures, exhibitions, online talks)

Year 4

- Publications of journal articles from PCPS^{CE}
- Open access *Compendium on Print Culture and Public Spheres in CE*

7. Contacts

Action Vice Chair

Ass.-Prof. Dr. Mona Garloff (Innsbruck, Austria)

mona.garloff@uibk.ac.at

Grant Awarding Coordinator

Dr. Joëlle Weis (Trier, Germany)

weis@uni-trier.de

Action Vice Chair

Dr. Marion Romberg (Bonn, Germany)

marion.romberg@uni-bonn.de

General Holder

Dr. Roland Köchl (Innsbruck, Austria)

roland.koechl@uibk.ac.at

Young Researchers and Innovators Team

YRI Coordinator: Dr. Veronika Čápská (Prague, Czechia)

YRI Co-Coordinator: Dr. Annemieke Romein (Enschede, Netherlands)

YRI Spokesperson WG 3: Dr. Lucy Císař Brown (Prague, Czechia)

YRI Spokesperson WG 4: Dr. Tom Zago (Luxembourg)

YRI Spokesperson WG 5: Dr. Robert Tomczak (Prague, Czechia)

Contact:

yriteam.pcpsce@gmail.com

Science Communication Team

SC Coordinator: Dr. Inês Thomas Almeida (Lisbon, Portugal)

SC Officer WG 3: Dr. Sandra Toffolo (Trento, Italy)

SC Officer WG 4: Dr. Carolin Gluchowski (Hamburg, Germany)

SC Officer WG 5: Dr. Lucy Císař Brown (Prague, Czechia)

Contact:

scteam.pcpsce@gmail.com

Working Group 1

WG Leader: Dr. Doris Gruber (Vienna, Austria)

WG Co-Leader: Dr. Michael Wögerbauer (Prague, Czechia)

Contact:

doris.gruber@oeaw.ac.at

Working Group 2

WG Leader: PD Dr. Thomas Wallnig (Vienna, Austria)

WG Co-Leader: Dr. Joëlle Weis (Trier, Germany)

Contact:

thomas.wallnig@univie.ac.at

Working Group 3

WG Leader: Assoc. Prof. Dr. Maria Baramova (Sofia, Bulgaria)

WG Co-Leader: Dr. Simon Dagenais (Trier, Germany)

Contact:

baramova@uni-sofia.bg

Working Group 4

WG 4 Leader: PD Dr. Adinel-Ciprian Dincă (Cluj-Napoca, Romania)

WG 4 Co-Leader: Dr. Stefaniia Demchuck (Kyiv, Ukraine)

Contact:

adinel.dinca@ubbcluj.ro

Working Group 5

WG Leader: Prof. PhDr. Martin Holý (Prague, Czechia)

WG Co-Leader: Dr. Ivan Almes (Lviv, Ukraine)

Contact:

holy@hiu.cas.cz