



DE-PASS COST ACTION CA 19101 DEterminants of Physical ActivitieS in Settings

Communication, Dissemination and Exploitation (CDE) Plan

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1. Introduction - Terminology

This document describes the communication, dissemination and exploitation (CDE) plan for the COST Action “DE-PASS”, including the different channels, tools and means of communication that will be implemented throughout the project duration. An effective and systematic CDE plan is required to ensure that all relevant audiences become aware of and can access and utilise the knowledge and outputs produced by DE-PASS, thus optimizing impact and visibility.

Communication, dissemination and exploitation (CDE) are distinct aspects of this plan, but are necessarily connected and overlap in a number of ways. (Fig. 1). The European Commission (2021) defined communication, dissemination and exploitation as follows:

Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

Dissemination is the public disclosure of the results of the project in any medium e.g. through scientific publications, participation to scientific conferences. Disclosure is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project, usually in a dissemination plan.

Exploitation is the use of the results derived from the project, during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.

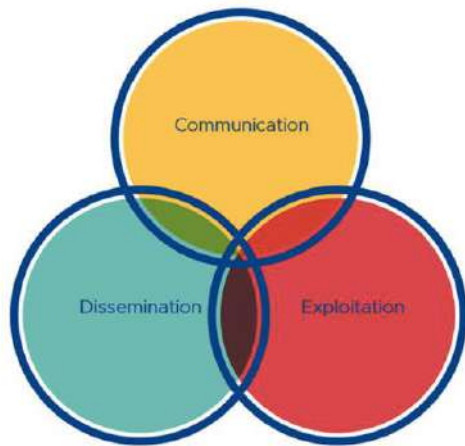


Figure 1. Communication, Dissemination and Exploitation

The current CDE plan describes the target groups the CDE strategies and outlines the key dates related to planned actions and events. It contains the main strategies for communication, dissemination and exploitation (CDE) activities associated with the Action. These guidelines will help to ensure that relevant information is shared with appropriate audiences on a timely basis by the most effective means. The CDE activities will be continuously monitored during the Action. The main objective of the CDE activities is to raise awareness about the Action activities, disseminate information about its results in a consistent and coherent manner, and maximize its impacts. It will also provide guidance to for all involved stakeholders in order to guide their individual CDE plans within their local context. This is a 'living document' and will be updated as required during the Action lifespan.

2. DE-PASS Main Message

What is DE-PASS about – the key message?

“Understanding who you are and how you interact with others and your environment will help you become more physically active and increase your wellbeing”, we then collectively become a more active society now and in the future. European and global society is now largely physically inactive. The health, economic and social benefits of a more active society are enormous. Identifying the key determinants of Physical Activity Behaviours (PABs) and how they can be addressed by effective policy and interventions, will help inform interventions to increase physical activity. DEPASS will illuminate why individuals and/or societies adopt a physically active or inactive lifestyle.

What does DE-PASS hope to achieve?

DE-PASS seeks to identify, understand and measure the determinants which promote, maintain or inhibit Physical Activity Behaviours (PABs) across the lifespan and in different settings (family, home, school, workplace, third level education, and among the retired community, the unemployed and people from minority groups). It aims to use this knowledge to assist policy-makers and practitioners to design and implement targeted, effective interventions and policies which will get more people physically active more often.

DE-PASS will achieve the following: 1) Use a settings approach (home, school, work etc.) to bridge the knowledge and translation gap; 2) enact a multi-disciplinary, Pan-European, international network of established, young and Early Career Investigators (ECIs) and policymakers in the area of physical activity behaviour; 3) exploit, consolidate and further integrate existing relevant expertise, evidence, resources and influence; 4) develop capacities and careers for our ECIs; 5) provide a new European PABs conceptual framework, a best evidence statement and implementation guidelines for policy-makers; 6) define and standardise European measurement protocols in physical activity behaviours; 7) establish a new, high functioning, open access European database of determinants of PABs with baseline data and planned cohort extension and 8) define an evidenced-based and aspirational Pan-European research harmonisation and implementation strategy.

For who are the DE-PASS results relevant?

Given the undisputed importance of physical activity to individual, population and public health, society needs to know why the vast majority are physically inactive and what factors can be targeted so that the greatest impact on behaviour and return on investment can be achieved. This information is relevant to all sections of the population but specifically for policy makers and practitioners trying for increasing physical activity levels in their communities, setting and countries.

3. CDE board structure, aims and responsibilities

CDE Board (CDE-B) Structure: The CDE-B comprises of two elected Science and Policy Communication Managers (Profs. Greet Cardon and Marie Murphy, overall responsibility, CDE to science and policy communities); a public/community CDE member (*TBC*) - with responsibility for public liaison); an Action web portal CDE member (*TBC*), an industry CDE member (*TBC*)- responsible for commercial exploitation & liaison), DE-PASS Co-Chairs Dr. Ciaran MacDonncha and Prof. Laura Capranica and a representative from each of the four WGs (*TBC*). The CDE-B will have overall responsibility for the development and implementation of the communication and dissemination plan for the Action and the enactment of the Knowledge Transfer Platform (KTP).

CDE Plan – Aims by end of Action:

During and by the end of the Action, the CDE will

- inform and engage relevant stakeholders and research communities
- share research results with peers
- stimulate new research or projects
- increase awareness on physical activity determinants and their link with broader societal issues
- influence policy making
- change views and behaviour related to physical activity behaviours and their determinants

CDE Board Responsibilities:

- To implement, monitor and evaluate the communication, dissemination and exploitation plan which will effectively support the achievement of the stated research co-ordination and capacity building objectives of DE-PASS (MoU p. 5)
- To further expand the DE-PASS network of multidisciplinary stakeholders (scientists and policy-makers) in partnership with existing relevant networks and organisations.
- To communicate and disseminate all outputs of DE-PASS through traditional and innovative means.

- To enact the Knowledge Transfer Platform (KTP) and to specifically target key policy stakeholders to optimise the translation of knowledge to policy and practice (e.g. national ministries of health, transport and education).
- To explore the potential for industry to further develop and exploit outputs of DE-PASS

4. DE-PASS CDE stakeholder analysis and strategy

DE-PASS conducted a **stakeholder mapping** and developed a **strategy** for outreach (see Fig. 2)

DE-PASS aims for excellent societal outreach, by using appropriate communication, dissemination and exploitation strategies for awareness raising (sensitization) and engagement of populations and stakeholders, making use of different strategies, based on their levels of interest and impact potential.

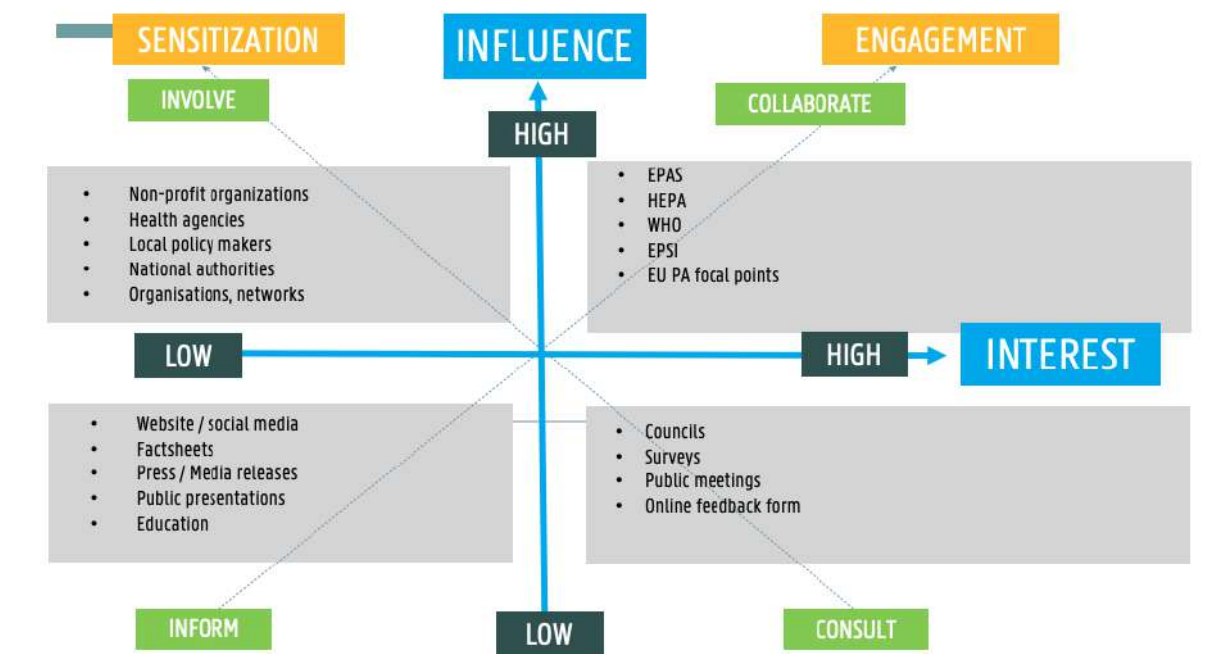


Figure 2. DE-PASS stakeholder mapping

5. The Knowledge Transfer Platform (KTP) Defined

Transfer of the knowledge created by DE-PASS will take place as follows: 1) through traditional dissemination routes (website, publications, conferences, blogs etc.) so that stakeholders and the public at large generate new hypothesis, interrogate DE-PASS findings and utilise and implement outputs; 2) through a Knowledge Transfer Platform (KTP) which has both national and Europe wide pathways linking scientists to policy decisions; 3) exploitation of outputs through SME partnerships; 4) through the extensive Pan-European network of countries, institutions and participants and 5) further integration into the European Research Area (ERA) of researchers with less access and of countries that are less research intensive – through the open and evolving ethos of DE-PASS

A key “Capacity Building” objective of DE-PASS is to establish a Knowledge Transfer Platform (KTP) which will exploit and translate evidence, expertise and potentials regarding the determinants of PABs into user friendly outputs which assist policy makers and practitioners to achieve more

effective health promoting settings. The concept of the KTP is central to the Action and is represented as the vehicle/engine by which communication and effective and meaningful translation of existing and new knowledge takes place. The demonstrable KTP within DE-PASS comprises relevant policy makers, networks, organisations and SME partners. Partners in the Action provide direct access to government PABs policy formulation in many COST Countries and the extended network (WHO, HEPA, EPAS) provides access to all COST Countries.

The partnership of multidisciplinary scientists with policy makers, existing networks and organisations and SMEs enacts the KTP and is a significant strength and innovative aspect of DE-PASS, bridging the gap between knowledge generation and its application and translation. A key objective of DE-PASS is to demonstrate an effective template (i.e. the KTP - a network of scientists and policy makers exchanging and translating knowledge) for the efficient translation of quality and convincing knowledge into policy and practice that directly benefits society and provides the best return on investment. This premise of optimal knowledge translation is integral to DE-PASS and cannot be left to chance. An example of a concrete manifestation of the KTP will be the new setting specific European guidelines on how key determinants of PABs can be modified to increase physical activity and how this knowledge can be used in public policies and interventions and the development of an innovative methodology which measures and predicts behaviour and has significant commercial potential.

DE-PASS principles for engaging existing Networks/Policy Makers are outlined below. It is under these principles that specific tasks/roles agreed with existing networks/policy makers will be defined e.g. testing and dissemination of deliverables, engagement with concept mapping exercise, leadership of training school/s etc:

Partnership with policy and decision makers and existing Networks will be a key component of the DE-PASS Knowledge Translation Platform (KTP) which will

- maximise the potential to bridge the gap between knowledge creation and utilisation. This will be achieved in partnership and to the mutual benefit of existing networks and organisations.
- optimise the visibility, impact and reach of DE-PASS deliverables.
- contribute to developing and hosting a Pan-European research network involving Young Researchers and ECIs and will provide opportunities to such individuals to contribute to leadership roles within existing networking and research and policy initiatives, building capacity for the future and increasing integration into the ERA.
- foster knowledge exchange within and outside of the network and subsequently define and map the future research harmonisation and implementation strategy.
- contribute to the organisation and provision of scientifically rigorous and evidence based Training Schools regarding knowledge exchange; consensus methodologies; measurement of determinants; data linkage, integration, harmonisation and analysis and end user friendly knowledge integration into policy and intervention design.

By gaining the support of existing networks, organisations and stakeholders we will collectively progress the long-term goal of applying to the European Strategy Forum of Research Infrastructures (ESFRI) for membership and recognition of “Physical Activity Behaviours and Health” as a Research Infrastructure (RI).

6. Project visual identity

DE-PASS will commission BOUTIK, to design a logo to be used together with the COST logo. The logo will be designed in close collaboration with the CDE board. All dissemination materials will be prepared in line with the visual identity of the Action to enable effective “branding” of the project. The design of the project website will also represent the project identity. The logos will appear on all public documents, publications etc. in order to increase visibility of the Action. Partners will be provided with working tools to be adopted through the project implementation such as:

- Template for PowerPoint presentations
- Template for word/pdf documents
- Template for infographics, posters

7. CDE Strategy and Implementation

Internal and external CDE strategies and how these will be implemented and scheduled are described below. The CDE strategy is scheduled in four phases and comprises range of target audiences, channels (online, print etc.) and tools.

Online CDE Channel and Tools: the DE-PASS web portal (<https://depass.eu/>) will be the principal internal and external online communication and dissemination tool - publicising events, activities, results and outputs, including scientific publications and conference presentations and proceedings; links to social media channels used to share insights, key events, activities and outputs; the “EN-PADT” online toolbox; open access portal to DE-PASS Database; Newsletter/Reports containing updates on project results and an invite to join the Action will be circulated every 6 months to the Action network and extended network mailing list. New members will be able to join via an embedded form on the DE-PASS Web portal. New membership will be collected and added to the DE-PASS network every 3 months. The CDE board will issue press releases when key results are generated, such as EN-PADT online and the DE-PASS Database, such press releases will be re-issued locally through DE-PASS partner institutional press offices.

The user-friendly web portal will make the key message, activities, results and outputs of DE-PASS publicly available, offering easy access from anywhere in the world and working as a strong dissemination tool addressing all stakeholder groups. The website will be updated regularly by Core Group members, who will have access so as to enable them to edit relevant content. The focus of the website will be on the provision of relevant information to interested stakeholders, including information for the different working groups. In compliance with the COST EU association the following aspects will also be included:

- COST logo, EU emblem and accompanying text: “Funded by the Horizon 2020 Framework Programme of the European Union”
- Link to the Action’s web page on the COST website and a link to the Action’s Memorandum of Understanding (MoU) as it appears on the COST website (<https://www.cost.eu/actions/CA19101/#tabs|Name:overview>)
- Link to the relevant COST website pages featuring the COST rules and guidelines: see <http://www.cost.eu/participate>.
- Names and contact information of the lead of the Action (Action Chair, Vice-Chair, Work package leaders, Science Communication Manager, Grant Holder, etc.).
- Short description of COST and a link to the COST website
- Information and rules for joining the Action and taking part in its activities.

Social Media Channel and Tools: Through social networks we will aim to provide timely and up to date information about project activities, interacting thus with the target groups involved and concerned by the Action. Relevant content that will be uploaded on the projects' website will also be shared across the project's social media accounts (Blogs, Twitter, LinkedIn).

(Twitter handle @DEPASS_EU; url https://twitter.com/DEPASS_EU; blog (wordpress) will be depass.eu/blog)

By doing so, DE-PASS will gain more visibility for the project, managing thus, to extend the coverage of the project and improve our Google search ranking. The Action members will make use of their own institutional social media accounts (LinkedIn and Twitter) to redistribute news on a regular basis.

Face-to-face CDE Channel and Tools: (COVID 19 dependent): Updates and engagement events provided at annual scheduled face to face meetings of key stakeholders (e.g. WHO, HEPA Europe, EPAS); Training Schools organized by each WG; "snowball" invite by partners to kick off and final meetings; national Training Schools and "Café Scientifique" events co-located with national/international events; public talks; mobility and engagement via STSMs; Consensus workshops and panels open to external participants and co-located with major conferences.

Conferences and Events Channel: In order to achieve the maximum exposure for the project and dissemination of the results and to encourage the involvement of the stakeholders, the members of the Action in collaboration with the WG leaders and the Action Chair will present DE-PASS at major relevant conferences, symposia and workshops. A number of forthcoming and targeted annual events have been identified and are listed in Appendix 1. This list will be continuously updated with new events as suggested by the Network of actors. To facilitate this process, the list of forthcoming conferences and events will be shared with the Action participants.

Print CDE Channel and Tools: Symposium/conference proceedings; high impact open access peer reviewed journal (e.g. European Journal of Epidemiology; Environmental Health Perspectives; International Journal of Behavioural Nutrition and Physical Activity etc.); magazine and society articles for practitioners, policy makers and the wider academic community; outputs provided to key stakeholders in accessible (soft) and end-user friendly formats (i.e. readily transferable into intervention and policy design); open access consensus statements and guidelines. Print media is known to be an effective way to reach not only stakeholders, but also the public. The members of the Network will look for opportunities to publish articles about the project in local and European journals. Links to these publications will be included both in the Action newsletter/updates as well as in the Web portal.

Commercial CDE Channel: Action participants from the private sector will exploit the commercial potential of DEPASS, in line with the agreed Action IPR policy. The following potentials will be explored: proof of concept (POC) of mHealth app for individual PABs determinant profiling, health risk categorisation and behaviour change; promote and establish the inherent value of the European database of PABs determinants to commercial interests. WGs 2 and 3 will provide and confirm the specific content for the POC.

CDE Implementation Phases & Activities:

The communication dissemination and exploitation within DE-PASS can be divided into four distinct sequential phases:

Launch Phase Activities (Yr 1 Quarter 1-2): Action website, social media, press releases, promotional materials, stakeholder briefings, flash report and Action invitation; Training School.

Development Phase Activities (Yr 1 Quarter 3 – Yr 4 Quarter 2): Action website, social media, press releases, promotional materials, stakeholder group engagement, flash reports and Action invitations; Training Schools; publications; events/conference presentations; define European research, harmonisation and implementation strategy; Memo of Understanding “European DE-PASS Data Harmonisation Network”; launch of DE-PASS Database.

Closing Phase Activities (Yr4 Quarter 3-4): Action website, social media, press releases, stakeholder engagement, flash reports and Action invitation; Training Schools; publications; events/conference presentations; “EN-PADT online; “Conclusions Symposium on DE-PASS outcomes and policy implications”; outputs provided to stakeholders in accessible and end user friendly formats.

Legacy Phase Activities: Sustained Research and Policy Network; Flash Reports and Invitations; publications; DE-PASS mHealth App POC; Open access to expanding DE-PASS Database; collaborative and international research funding applications– national level, ERC, MSCA, H2020, JPIs etc.

	Year 1			Year 2			Year 3			Year 4		
Launch Phase												
Logo development												
Website development												
Website launch												
Stakeholder briefings												
Flash report and action invitation												
Training Schools												
Development Phase												
Social media												
Press releases												
Publications												
Conference presentations												
Launch data base												
Closing Phase												
Symposium on DE-PASS outcomes and policy implications												
Outputs to stakeholders in accessible and end user friendly formats												
EN-PADT online												
Publications in peer-reviewed journals												

Figure 3. CDE Gantt Chart

Internal DE-PASS Communication :

DE-PASS project seeks to be transparent to both the Action participants as well as external stakeholders. Both the dedicated open web portal of the Action (<http://depass.eu/>) and a password protected member’s area within the web portal which will incorporate a back office tool for DE-PASS Boards and Work Groups (e.g. Basecamp) will be utilized throughout the project’s implementation.

These online collaboration environments will be enabled for storing, organizing and sharing information and are accessible from almost all devices. A dedicated Sharepoint folder will be used for effective communication among the Core Group Board and deliverable leaders. Complementing above-mentioned tools, virtual meeting platforms such as Zoom and MS teams will be used. It is anticipated that for larger events such as training schools and DE-PASS related conferences professional event services will be engaged.

8. Budget Allocation to CDE

The budget for CDE activities across the lifetime of the Action is outlined in the table below. The amounts inserted below are conservative and will be allocated to CDE activities, an increased budget is also possible.

Website & Logo Development	10,000
Proofreading, Editing and Layout expenses	4,000
Open Access Publication	20,000
ITC Conference Attendance/MC Conference Attendance (X2 each Grant Period)	40,000
Final Action Dissemination (FAD) Grant (Max €10,000 award on application to COST)	10,000
Annual Zoom/Communication Licences	1500

9. Monitoring of CDE

In order to measure the efficacy of the tools included in this CDE plan, the science communication managers of DE-PASS will keep track on the below-mentioned indicators (Table 2) that will determine the efficient implementation of the CDE Plan. For consistency purposes, it is suggested to perform this exercise at the same time as reporting to the COST Association.

- Appearance of the logo in all material and dissemination activities created under the Action.
- Number of visits to project's website
- Quantity of appearances in media (e.g. articles published in press/online, interviews etc.).
- Number of events attended by network members
- Number of subscribers to the DE-PASS blog
- Number of conferences, symposia or workshops organized
- Number of presentations of DE-PASS at conferences or events (presentation, poster, paper).
- Number of scientific publications.
- Number of queries from journalists,
- Likes and followers on social media such as Twitter, Facebook, LinkedIn, YouTube

Table 2. CDE Indicators and Targets across lifetime of DE-PASS

Indicator	Year 1	Year 2	Year 3	Year 4
Logo	Appearance of the logo in all materials and dissemination activities created under the action	Appearance of the logo in all materials and dissemination activities created under the action	Appearance of the logo in all materials and dissemination activities created under the action	Appearance of the logo in all materials and dissemination activities created under the action
Number of visits to DE-PASS website				
Quantity of appearances in media				
Social Media engagement	750 followers on Twitter	30 tweets pa with >100 impressions per tweet	30 tweets pa with >100 impressions per tweet	30 tweets pa with >100 impressions per tweet
Number of members on LinkedIn	50	30 new	20 new	
Number of Training Schools or symposia organized				
Attendance at Training Schools or symposia				
Number of presentations on Action at national and international conferences	10	20	20	20
Number of attendees at conference presentations				
Number of peer-reviewed publications	1	2	4	6

In addition, project partners must ensure that: signed lists of participants in hardcopy is kept for all workshops, conferences, seminars and events organised live under the project. For digital events attendance records will be used. Presentations are in accordance with the specific DE-PASS template Photos are being taken as evidence of action implementation.

A spreadsheet will be used to document all the dissemination activities carried out during the project and to monitor them using different metrics (e.g. number of publications, number of visits to the project website). The spreadsheet will be available in the back office environment (Basecamp) and can be edited by all partners at any time. The Science communication officers will remind the members to update it particularly prior to reporting and MC meetings. The file is divided in the following sheets:

- Publications
- Events
- Website references
- Social media posts
- Queries from journalists

10. Risk Analysis and Contingency

The effective implementation of the CDE plan can be influenced by a wide range of risk factors, both internal and external.

Risk	Mitigation
Low level of engagement of Action members	Ensure equal interaction with all members of DE-PASS to ensure regular updates on CDE activities
Low level of awareness about DE-PASS activities in policy makers	Regular update of quality content of DE-PASS on the communication channels (especially social media)
Non-compliance with agreed templates and/or formats of documents	These will be agreed upon and made available to all from the initial stages. The CDE board will monitor throughout the project and intervene to take corrective actions, where necessary
Lack of interest in the DE-PASS stakeholder group	Efforts will be made at the initial project stage and throughout the lifecycle of the project through meetings, workshops etc. to engage and interact with the stakeholders to prevent or correct such incidences.
Insufficient effort by partners to publicize the project and its results at the nation or European level	The CDE board will monitor effort at regular intervals and will discuss progress during MC meetings with the Core Group and Chair/Vice-Chair, so as to prevent or correct such incidences.

11. Data Processing

Data coming from the DE-Pass website usage, social media, and dissemination and networking activities will be electronically stored. Action members will also directly provide information about specific stakeholders, contact people, etc., from the target groups of interest for the project. No personal information beyond name, corporate email address and company address and telephone will be stored. The network and the COST Association officers will have access to this information. No use of this information unrelated to the Action will be made. The dissemination will take a position of 'in principle' to offer open access to all Action tools and publications and accept demand of aggregation from other initiatives (where feasible with initiatives that are already up and running). Third parties can use any public data published on the website. Network members only, with a password provided by the Action Chair, on the other hand can use the back office environment.

12. Publication Policy and Guidelines (Will be added once agreed and approved by Core Group Board)

The CDE plan for this Action will result in a number of publications including peer-reviewed scientific papers. All peer-reviewed papers will be published in Open Access journals so that they can be accessed freely without restrictions.

Authorship of papers will follow established conventions for publications in life and health sciences. Members of the Action should satisfy the following criteria in order to be included as authors on any paper arising from the Action:

1. Make a substantial contribution to conception and design, acquisition of data, or analysis and interpretation of data
2. Drafting the article or revising it critically for important intellectual content
3. Final approval of the version to be published

13. Intellectual Property Rights

A) General Background

The content of this section is drawn from “Guidelines for the communication, dissemination and exploitation of COST Action results”¹. The section provides recommendations and guidelines on how COST Actions (DE-PASS) can best manage Intellectual Property Rights (IPRs)².

Intellectual Property (IP) protection helps inventors create value from their ideas, turning inspiration into sustainable business success³. There are many legal definitions of IP. One common definition is Article 2 of the Convention Establishing the World Intellectual Property Organization⁴. Article 2 defines IP as including rights relating to:

- Literary, artistic and scientific works
- Performances of performing artists, phonograms, and broadcasts
- Inventions in all fields of human endeavour
- Scientific discoveries
- Industrial designs
- Trademarks, service marks, and commercial names and designations
- Protection against unfair competition
- All other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields.

COST is required through its agreement with the European Commission to implement the principles set out in the Code of Practice annexed to the Commission’s Recommendation on IP management⁵. Developing an IP policy is one of the three main principles of this Code of Practice. COST must also ensure that Grant Holders involved in COST Actions are made aware of these measures.

B) COST Framework to Ensure Appropriate IPR Management

Everyone involved in a COST Action must comply with the COST Code of Conduct⁶, which contains provisions on confidentiality and IP. In addition, Section 2.2.2 of the DE-PASS Memorandum of Understanding (MoU) presents its dissemination and/or exploitation plan. This is further expanded and detailed in the DE-PASS “Communication, Dissemination and Exploitation (CDE) Plan”.

C) Guidelines for the Management of IPR in DE-PASS

The key principles of IP management are identification, exploitation and protection. A COST Action MC or mandated authority (DE-PASS Core Group Board) may consider requiring the signature of Non-Disclosure Agreements (NDAs) by authorised signatories when planning an activity identifies a risk in the release of information that should be protected.

A Consortium Agreement is not per se required between participants in a COST Action, given the nature of a COST Action and its specific conditions compared to other actions supported by the European Commission (COST funds networking activities and not research).

Regardless, some common principles listed below will apply to the DE-PASS Action. The guidelines provided below are given as examples and do not constitute an exhaustive list.

Background IP

Background IP⁷ means any tangible or intangible input, from data to know-how, information or rights that exist before the COST Action started and that is needed to implement the COST Action or to exploit its results. Examples: prototypes, patents, database rights.

Best practice

Background IP disclosed by any participant to any other participant in the course of and for use in a COST Action shall at all times remain the exclusive property of the participant who introduced the Background IP for use by the COST Action.

Access right to Background IP

Each participant should grant each of the other participants involved in a COST Action a non-exclusive royalty-free right and license to use and access its Background IP for the duration of the COST Action and for the sole purpose of conducting the COST Action.

If access rights are needed for exploitation purposes, each participant should grant to each of the other participants involved in a COST Action a license under fair and reasonable terms. It is best practice to list the background at the earliest stage possible.

Foreground IP

Foreground IP⁸, commonly referred to as “Results” under Horizon 2020, means any tangible output (e.g. prototypes) and intangible output (e.g. patent rights, database rights) that are produced during the course of a COST Action.

Best practice

Ownership of the results will be determined based on who generated them. A participant who generated the results solely will solely own the rights associated to them. Joint ownership applies if the results are generated jointly by more than one participant to a COST Action.

When required for the implementation of a COST Action, some licensing procedure under fair and reasonable terms shall be put in place in order to allow other participants to use and exploit the results. Adequate forms of protection should exist depending on the results, such as, but not limited to, patents, trademarks, industrial designs, copyrights, trade secrets, confidentiality agreements etc.

The COST Association strongly recommends that attention should focus on results that may lead to commercial or industrial exploitation and that these should receive appropriate IP protection.

Confidentiality

Participants should not disclose confidential information to a third party without the agreement of the partner from whom the confidential material originates. Two approaches considered: explicit identification of confidential material, or ‘assumed confidence’.

IPR Provisions in case of mobility of researchers

Each participating organisation should reach an agreement with its personnel, establishing if the latter is entitled to claim rights to research results. It is recommended that an ‘ad hoc’ agreement be signed between the host organisation and the researcher (or student) concerned).

IP management during dissemination activities

An Action participant shall not include in any dissemination activity another participant's result or Background IP without obtaining prior written approval unless these have already been published (and then with proper reference).

If a participant wishes to produce a publication or a presentation in relation to the COST Action that may contain another participant's result or Background IP, he/she must contact the MC/Action Chair, which shall be responsible for the coordination of an appropriate procedure.

The COST Association suggests the following procedure:

- Provide a copy of the draft publication to each participant involved in the generation of results to be published within a sufficient period of time (suggestion – 2 weeks) prior to the intended date of submission of the publication, or prior to the date of the presentation.
- Take account of all and any comments received from the other participants involved in the results to be published within the defined notice period. On request, remove any information belonging to another participant from the draft publication. If necessary, delay the intended publication for a sufficient period of time (suggestion – 3 months) to enable one or more of the other participants to prepare and file a patent application for any patentable inventions achieved during a COST Action that would be prejudiced by the relevant publication.

Open Innovation

COST encourages participants to consider whenever possible an Open Innovation approach. This approach requires a proper management of IP. COST also recommends that participants read useful materials available on the European IPR Helpdesk (www.iprhelpdesk.eu), such as the fact sheet Intellectual property management in open innovation⁹.

D) Budget Linked to IPR

The Cost Action participants who own results/Foreground IP shall pay all costs associated to the filing, prosecution and maintenance of all IP applications. Costs may be paid jointly or shared proportionally by each participant contributing to the IP on a case-by-case basis and as agreed between the participants. The COST Association will not cover those costs. Please refer to the COST Vademecum for details on eligible costs under a COST Action.

E) Where to Find Support and Useful Information on IPR

For assistance, seek support from the relevant resources as described below.

At COST Action level

For any questions connected to IPRs during a COST Action, the COST Association recommends that participants seek advice from the Action Chair and Vice Chair, in addition to seeking support at national and EU levels. We suggest that you discuss any issue with the MC, which shall ensure the appropriate coordination of IPRs management.

At national level

- The national organisation in charge of IP, such as the IPO¹⁰ in the UK, INPI¹¹ in France.
- The legal and/or technology transfer/knowledge exchange department/unit of your own organisation and internal procedures/guidelines applicable in your own organisation.

At EU Level

Consult the practical guidance and support available on the European Commission's participant portal¹².

- Rules for participating in Horizon 2020¹³.
- The Commission's 2008 recommendation on the management of intellectual property in knowledge transfer activities and the Code of Practice¹⁴.
- To learn more about Horizon 2020 rules on IP, read the related articles of Section 3 of the H2020 Programme AGA – Annotated Model Grant Agreement¹⁵.
- European IPR Helpdesk¹⁶ and the associated Your Guide to IP in Horizon 2020¹⁷. You can also refer to thematic fact sheets published on the IPR Helpdesk website.

At international level

Useful reading materials are available on the World Intellectual Property Organization (WIPO)¹⁸ website.

F) References and Related Documents

COST Implementation Rules establish the conditions for participation in COST activities and in particular in COST Actions, namely (<https://www.cost.eu/funding/how-to-get-funding/documents-and-guidelines/>):

- Rules for Participation in and Implementation of COST Activities (COST132/14 REV)
 - COST Action Proposal Submission, Evaluation, Selection and Approval (COST 133/14 REV)
 - COST Action Management, Monitoring and Final Assessment (COST 134/14 REV 2)
 - Rules for Participation of Non-COST Countries and Specific Organisations (COST 135/14 REV)
- COST Vademecum: <http://www.cost.eu/Vademecum>

1 Guidelines for the communication, dissemination and exploitation of COST Action results and outcomes:

<https://www.cost.eu/funding/how-to-get-funding/documents-and-guidelines/>

2 See COST's mission statement: http://www.cost.eu/about_cost/mission

3 Intellectual Property Office (IPO): <http://www.ipo.gov.uk/ip4b.htm>

4 http://www.wipo.int/treaties/en/text.jsp?file_id=283854

5 Commission Recommendation C (2008) 1329 of 10.4.2008 on the management of intellectual property in knowledge transfer activities and the Code of Practice for universities and other public research organisations: http://ec.europa.eu/invest-inresearch/pdf/ip_recommendation_en.pdf

6 http://www.cost.eu/about_cost/organisation

7 http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf#page=198

8 http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf#page=198

9 <https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-IP-Management-in-Open-Innovation.pdf>

10 <https://www.gov.uk/government/organisations/intellectual-property-office>

11 <https://www.inpi.fr/fr>

12 http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html

13 http://ec.europa.eu/research/participants/data/ref/h2020/legal_basis/rules_participation/h2020-rules-participation_en.pdf

14 Commission Recommendation C (2008) 1329 of 10.4.2008 on the management of intellectual property in knowledge transfer activities and the Code of Practice for universities and other public research institutions attached to this recommendation.

15 http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf#page=198

16 <https://www.iprhelpdesk.eu/>

17 https://www.iprhelpdesk.eu/sites/default/files/documents/EU_IPR_IP-Guide.pdf

18 <http://www.wipo.int/about-ip/en>

Appendix 1. Conference Calendar

2021, March 18th - **TRB (Transportation Research Board) conference** “Launching a New Century of Mobility and Quality of Life”.

- <http://www.trb.org/AnnualMeeting/AnnualMeeting.aspx>

2021, April 1st-2th **International Conference on Sports Science & Education**; Their Role in Achieving the Sustainable Development & Social Welfare to be held in Elbasan, Albania.

- <https://www.assa.al/blog-posts/>

2021, April 8th-11th – 18th **Annual Scientific Conference of Montenegrin Sports Academy** and 16th FIEP European Congress “Sport, Physical Education, Physical Activity and Health: Contemporary perspectives” to be held in Dubrovnik - Cavtat, Croatia.

- <http://www.csakademija.me/conference/>

2021, May 14 - 15th – 20th **International Scientific Conference** “Contemporary Challenges in Sport, Physical Exercising & Active Lifestyle” to be held in Belgrade, Serbia.

- <http://www.fsvconference.rs/en/>

2021, June 1-5th – **American College of Sports Medicine-ACSM's 68th Annual Meeting** will be held virtually.

- <https://www.acsm.org/annual-meeting/future-past-meetings/2021---virtual-meeting>

2022, June 19-24th - “ **International Medical Geography Symposium-IMGS**” to be held in Edinburgh

- <https://www.facebook.com/IMGScConference/>

2021, 6-8 July - **The International Society for Health (ISUH)** - 17th International Conference on Urban Health

- <http://isuhconference.org/>

2021, August 19-20th - 15. **International Conference on Sport Pedagogy and Physical Education (ICSPPE)**, to be held in London, United Kingdom.

- <https://waset.org/sport-pedagogy-and-physical-education-conference-in-august-2021-in-london>

2021, 1st-3rd Sept - **WHO Europe Health Enhancing Physical Activity (HEPA)**, Nice, France.

- <https://hepaeurope2021.sciencesconf.org/resource/page/id/1>

2022, **WHO Europe Health Enhancing Physical Activity** (Leuven, Belgium).

2021, September 8th – **European College of Sports Science Virtual Congress -ECSS annual congress**

- <https://sport-science.org/index.php/congress-nav-home>

2022, **European College of Sport Science (ECSS)**, Seville

2023, **European College of Sport Science (ECSS)**, Paris

2021, September 24th - **Congress on lifelong physical activity** organized by Slovenian government.

2021, September 25th - **FitBack conference on Physical fitness** monitoring during Slovenian presidency of European Council.

No dates now - **“The Geohealth conference”**

- <https://www.geohealthnetwork.com/conference2020>

2021, October 4-6th - 11th **International Scientific and Professional Conference “A Child In Motion”** to be held in Portorož, Slovenia.

- <https://ovg.si/?lang=en>

2021, October 12-14th, **International Society of Physical Activity and Health (ISPAH)**, Vancouver, Canada.

- <https://www.ispah.org/congress-history/vancouver-2021/>

2022, **International Society of Physical Activity and Health (ISPAH)**, Abu Dhabi, UAE.

2022, April 26-30th – **Society of Health and Physical Educators (SHAPE)** annual conference to be held in New Orleans

- <https://www.shapeamerica.org/Convention/past-future-dates.aspx>

2022, April 27-30th - **Transport Research Arena (TRA)** Conference to be held in Lisbon, Portugal.

- <https://traconference.eu/see-you-in-lisbon-in-2022/>

2022, June - **AIESEP World Congress** will be hosted by Griffith University in the Gold Coast, Queensland, Australia.

- <https://aiesep.org/news-events/madrid-2015/>

2022, July 24th - 16th **World Conference will be held at CIRRELT** (The Centre Interuniversitaire de Recherche sur les Reseaux d’Entreprise, la Logistique et le Transport) to be held in Montreal, Canada.

- <https://www.wctrs-society.com/>

2022, **International Society for Behavioural Nutrition and Physical Activity**, Auckland, NZ

2023, **International Society for Behavioural Nutrition and Physical Activity**, Uppsala, Sweden

2024, **International Society for Behavioural Nutrition and Physical Activity**, Omaha, USA

- <https://isbnpa.org/annual-meeting/>