

OSPARK Bootcamp – Open Science Promotion and Advocacy for Research Knowledge Bootcamp



The OSPARK project will develop a comprehensive multi-week training bootcamp focused on marketing and communication. The programme specifically targets members of the Science Clusters and the broader Open Science community, aiming to create “multipliers” who can effectively promote their initiatives. By equipping these advocates with evidence-based strategies, the project seeks to enhance the visibility of ESFRI and RIs, enabling them to share their messages more effectively.



Challenge

Many potential users remain uninformed about the wealth of knowledge and support available to them at RIs, limiting their engagement. This lack of visibility not only affects the effectiveness of individual projects but also hinders the overall growth of the EOOSC.

Solution

A bootcamp with a curriculum encompassing foundational principles of evidence-based marketing, modern media utilisation, and innovative outreach techniques. Participants will engage in practical exercises, exploring various outreach formats such as videos, science slams, and social media campaigns tailored to specific target audiences.

Scientific Impact

The OSPARK project holds the potential to dramatically increase the visibility and effectiveness of Open Science initiatives, including RIs, the Science Clusters, grassroots communities and more. All training material and supporting data will be made openly accessible under FAIR principles.

Partners

Digital Research Academy, OLS