



SHARE AND MOVE TO FACE NASTY BUGS

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Code:

D7.1

Work Package

Communication

Lead partner

Zadig Srl

A communication strategy is set to serve the significant goal of the ASSET partnership, namely the convergence between Science and Society in epidemics and total pandemics, in order to produce an Action Plan based on Mutual Learning and Active Mobilization (MMLAP).

Internal and external communication is at the centre of the ASSET project mission. It will involve all the partners and will try to address a large part of society in order to contribute to preparedness in case of infectious threats, notably epidemics and pandemics. It will use relevant and widely used new social media to open a two-ways dialogue with the public as well as with relevant stakeholders, in order to bring science in society and mobilize it, with the aim of achieving a change in attitudes and behaviors.

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General inquiries: info@asset-scienceinsociety.eu

ASSET

Action plan on **Science in Society** related issues in **Epidemics and Total pandemics**
European Commission

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 612236.

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[1] http://www.asset-scienceinsociety.eu/sites/default/files/d7.1_-_communication_strategy.pdf