
Parc Taulí Research and Innovation Institute (I3PT)

HR Excellence in Research's Communications Plan

1. Presentation

The context and the goal

Parc Taulí Research and Innovation Institute (I3PT) is committed to fostering a research environment that promotes excellence, integrity, and respect for researchers' rights and responsibilities. In this context, I3PT has adopted the **Human Resources Excellence in Research Strategy** [from this point forward, it will be referred to as 'HRS4R'], aligned with the principles of the [European Charter for Researchers](#).

In this sense, the successful implementation of the HR strategy also requires clear, coherent, and continuous **communication with the research community and institutional stakeholders**.

This **Communications Plan** aims to ensure clear, consistent, and effective communication of the HRS4R principles and actions. It has been designed to support the **deployment of the HRS4R strategy** at I3PT by **raising awareness**, ensuring **understanding**, and fostering **engagement** and **shared ownership** among its potential targets.

2. Communication objectives

The main goals that this plan aims to achieve are:

- Increase awareness and understanding of the **HRS4R strategy** through different **actions**.
- Raise understanding of the **goals** and **benefits** of the implementation of the **Charter & Code** in the policies and practices at I3PT.
- Foster staff's **engagement** and **participation** across the organisation.
- Strengthen the **sense of belonging** and **institutional identity** among I3PT professionals.

3. Target

The target of the strategic communications actions is categorized whether they are internal and external groups reflecting the governance and operational ecosystem of I3PT.

Internal targets

Strategic / decision-making bodies

- Board of Trustees
- Executive Committee
- Scientific and Management Board

Core HRS4R target groups

- I3PT Researchers
- Research Support Staff
- Researchers not on I3PT payroll
- Clinicians who are not researchers (CSPT) —but could be potential researchers in the future.

External targets

- Potential researchers
- Early-stage researchers (PhD candidates, postdoc researchers)
- Senior researchers and principal investigators
- International researchers interested in developing their careers at I3PT
- Government bodies and public administrations
- Funding bodies and agencies
- Other research and innovation institutes (national and international) and universities
- Professional and scientific networks
- General public and society

4. Messages

Defining clear **key messages** for each target group ensures that the HRS4R strategy is communicated in a relevant, consistent, and meaningful way, considering specific roles, expectations, and levels of involvement of each audience. Tailored messages help to improve understanding, foster engagement, and encourage shared ownership of the HRS4R principles and actions.

These key messages serve as a common **reference framework** for all HRS4R-related communications, ensuring **coherence** across channels and initiatives.

- **Messages**

Internal targets

Board of Trustees

- HRS4R reinforces I3PT's institutional commitment to excellence, integrity, and good governance in research.
- The strategy strengthens I3PT's positioning within the European Research Area and enhances institutional reputation.

Executive Committee

- HRS4R provides a structured framework to improve research careers, recruitment, and working conditions.
- The strategy supports strategic decision-making through continuous evaluation and improvement, resulting into improving competitiveness and attractiveness.

Scientific and Management Board

- HRS4R is a tool to foster a transparent, fair, and supportive research environment, and the Management team plays a key role in embedding these principles into daily practices and organisational culture.
- Clear communication and engagement are essential to ensure successful implementation of HRS4R actions.

I3PT Researchers

- HRS4R supports your professional development, career progression, and working conditions.
- The strategy promotes transparent recruitment, evaluation, and recognition of merit.
- Your involvement is essential to continuously improve the research environment at I3PT.

Research Support Staff

- HRS4R recognises your key role in supporting high-quality, responsible research, and your contribution is essential to implementing HRS4R actions effectively across I3PT.
- The strategy promotes clear processes, professional development, and collaboration between support services and researchers.

Researchers not on I3PT payroll —CSPT contract

- HRS4R principles apply to the entire research ecosystem at I3PT, regardless of contractual arrangements.
- The strategy promotes fairness, transparency, and equal opportunities for all researchers contributing to I3PT.
- A shared commitment to HRS4R strengthens collaboration and research quality.

Clinicians who are not researchers (CSPT) —potential future researchers

- A strong research environment benefits healthcare quality and patient outcomes.
- The strategy promotes better integration and collaboration between clinical practice and research.

External targets

Potential researchers —out of Parc Taulí area

- I3PT offers a research environment aligned with European standards for researcher development.
- HRS4R ensures transparent and merit-based recruitment, fair working conditions, and access to training and mentoring.
- Your career development is a strategic priority at I3PT.
- HRS4R supports excellence in leadership, team management, and responsible research practices.
- Diversity and international experience are valued and encouraged at I3PT.

Government bodies and public administrations

- HRS4R demonstrates I3PT's alignment with European and national research policies.
- The strategy reinforces transparency, accountability, and responsible use of public funding.
- I3PT contributes to strengthening the public research and innovation system.

Funding bodies and agencies

- HRS4R ensures compliance with European standards for researcher recruitment and management.
- The strategy supports high-quality, sustainable research outcomes.

Other research and innovation institutes and universities

- HRS4R positions I3PT as a trusted and attractive research partner.
- The strategy facilitates collaboration and joint projects based on shared values and best practices.

Professional and scientific networks

- HRS4R reinforces I3PT's integration into the European Research Area.
- The strategy promotes shared standards for research careers and mobility.

General public and society

- HRS4R reflects I3PT's commitment to ethical, transparent, and socially responsible research.
- I3PT works to ensure that research benefits society, thus, investing in research institutions means improving better health and innovation outcomes for the citizens.
- Messages pillars

As a continuation of the definition of the messages that each group should perceive from the HRS4R strategy, all the messages have been **grouped into four core message pillars** to ensure **coherence, effectiveness** and **alignment** in the communication across audiences and channels.

Pillar 1 — Commitment to excellence and European standards

I3PT is committed to excellence in research by aligning its people management practices with the European Charter for Researchers and the Code of Conduct through the HRS4R strategy.

Pillar 2 — Researchers at the centre

HRS4R places researchers and research-enabling professionals at the centre, promoting fair working conditions, transparent recruitment, professional development, and sustainable research careers.

Pillar 3 — Transparency, ethics, and good governance

HRS4R strengthens transparency, integrity, and accountability in recruitment, evaluation, and management processes, contributing to responsible and trustworthy research.

Pillar 4 — Continuous improvement through engagement

HRS4R is a dynamic process based on participation, dialogue, and continuous improvement, requiring the engagement and shared responsibility of the entire research ecosystem.

5. Channels

The channels are selected and combined according to the target audience and communication objectives, ensuring coherence, complementarity, and efficient use of existing institutional resources.

- **Specific newsletter “Road to HRS4R”**

A new support created with the purpose to provide I3PT professionals with updates on HRS4R actions, milestones, and progress.

- **I3PT internal newsletter “Monday Launch”**

Existing internal weekly magazine used to integrate HRS4R messages into broader institutional communications.

- **Institutional website** – section integrated into TALENT site dedicated to HRS4R strategy

Central reference point for HRS4R information, documentation, actions, and public commitments.

- **CSPT Intranet**

Internal platform to reach all the professionals of Parc Taulí to ensure knowledge about the HRS4R principles.

- **TV screens (internal)** – I3PT building and CSPT canteen

Visual channel to increase visibility and awareness of key HRS4R messages and milestones.

- **Email** – targeted mailings

Direct communication channel for targeted, action-oriented HRS4R messages and calls to participation.

- **Job offers**

All the job offers calls include information regarding the HRS4R strategy and the I3PT's commitment with transparent and merit-based recruitment process.

- **Team meetings and info sessions**

Face-to-face spaces to explain HRS4R actions, encourage dialogue, and collect feedback.

- **Social media** (institutional LinkedIn, X)

Channel to reinforce I3PT's positioning as an attractive, responsible research institution.

6. Communication strategy and actions

Communication strategy

The communication strategy for the HRS4R at I3PT is based on a **phased, multi-channel, and participatory approach**, combining **informative, engaging, and dialogic actions**.

The strategy aims to ensure progressive **awareness, understanding, and engagement** with the **HRS4R principles** across internal and external target groups, while reinforcing I3PT's institutional positioning as a **people-centred and responsible** research organisation.

Actions are designed to:

- Ensure **visibility** and **transparency** of the HRS4R strategy
- Promote active **participation** and shared **ownership**
- **Integrate HRS4R** into existing **institutional processes** and **activities**
- Support long-term **cultural change**, beyond punctual or isolated communication actions.

Communication actions

- **Newsletter “Road to HRS4R”**

Objective To provide regular, structured updates on the progress, actions, and milestones of the HRS4R strategy.

Description A dedicated newsletter distributed via Mailchimp, focusing exclusively on HRS4R-related content, including ongoing actions, upcoming activities, key achievements, and opportunities for participation.

Target groups	Internal audiences (researchers, support staff, management) and selected external stakeholders.
Added value	Ensures continuity, transparency, and a sense of collective journey towards HRS4R implementation.
Calendar	Starting October 2024.

▪ **Annual Scientific Session – Beques Taulí**

Objective	To embed HRS4R messages into the flagship institutional event.
Description	Inclusion of a dedicated HRS4R section in the director's presentation materials of the Annual Scientific Session (Beques Taulí event), highlighting progress, commitments, and future steps.
Target groups	Researchers, Researchers not on I3PT payroll —CSPT contract, research support staff, management, governance bodies.
Added value	Positions HRS4R as a strategic and transversal institutional priority.
Calendar	Every December starting in 2024.

▪ **HRS4R informative sessions**

Objective	To explain the HRS4R strategy in a clear and accessible way and encourage dialogue.
Description	Face-to-face or online sessions addressed to different internal target groups, focusing on what HRS4R means in practice and how individuals can engage.

Target groups	Researchers, support staff, management.
Added value	Positions HRS4R as a strategic and transversal institutional priority.
Calendar	Start in 2024. Scheduled periodically and aligned with key HRS4R milestones.
<hr/> <ul style="list-style-type: none"> ▪ TALENT and HRS4R web section (institutional website) <hr/>	
Objective	To create a comprehensive, accessible, and engaging digital space that presents I3PT's people-centred approach to research careers, working conditions, and professional development, while ensuring full visibility of the HRS4R strategy and its principles.
<hr/> <p>The TALENT web section will be conceived as the central institutional area for all information related to people, careers, teaching and human resources at I3PT. Its purpose is to provide transparent, structured, and user-friendly access to information on employment, recruitment, professional development, and working conditions, addressing both internal and external audiences.</p>	
Description	<p>The section will be completely restructured and redesigned to improve clarity, navigation, and attractiveness, moving to a more narrative and people-focused presentation. Content will be organised around the full researcher and staff journey at I3PT, from attraction and recruitment to development, recognition, and retention.</p> <p>Within this renewed TALENT section, a fully dedicated HRS4R area will be clearly identified, ensuring visibility of the strategy, its objectives, actions, progress, and alignment with the European Charter for Researchers and the Code of Conduct.</p>
Target groups	<p>Internal audiences: researchers, research support staff, clinicians, management.</p> <p>External audiences: potential researchers, partners, funding bodies, evaluators.</p>

Added value	Strengthens institutional transparency and attractiveness; provides a single, reliable reference point for people-related information; supports compliance with HRS4R and European standards; and reinforces I3PT's employer brand and commitment to responsible research careers.
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Calendar	December 2025.
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- **HRS4R video**

Objective	To communicate HRS4R in a visual, accessible, and human-centred way.
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Description	Institutional video explaining what HRS4R is, why it matters, and what it means for people at I3PT, featuring institutional voices and members of the research community.
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Target groups	Internal audiences: researchers, research support staff, clinicians, management. External audiences: potential researchers, partners, funding bodies, evaluators.
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Added value	Increases reach, emotional engagement, and clarity.
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Calendar	December 2025.
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- **HRS4R badge**

Objective	To visually reinforce I3PT's commitment to HRS4R.
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Description	Use of the HRS4R badge across institutional materials (website, job offers, presentations, email signatures where appropriate).
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Target groups	Internal and external audiences.
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Added value	Provides a clear, recognisable symbol of commitment and alignment with HRS4R strategy.
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Calendar	Novembre 2024.
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▪ **I3PT Opening Day**

Objective	To bring the Institute closer to society by showcasing its research activity, values, and people in an accessible and educational way.
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Description	The Opening Day is conceived as an outreach and engagement initiative aimed at opening I3PT to society, providing an educational insight into its research, innovation activities, and the people behind them.
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Target groups	General public, students, patient organisations, and local stakeholders.
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Added value	Strengthens transparency, public trust, and societal understanding of research, while reinforcing I3PT's people-centred and responsible research culture.
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Calendar	Starting October 2025.
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▪ **Institutional presentations and internal documentation**

Objective	To ensure consistency in how HRS4R is presented across the organisation and to leverage all these opportunities to increase the visibility of the strategy and ensure it gradually reaches and resonates with all audiences.
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Description	Development of standard slides and key messages to be used in institutional presentations, reports, and internal documents.
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Target groups Management, researchers, support staff.

Added value Prevents message fragmentation and reinforces a shared narrative.

Calendar Starting October 2025.

▪ **Training and onboarding sessions**

Objective To integrate HRS4R into on boarding sessions handled by HHRR Unit.

Description Incorporation of HRS4R strategy into on boarding sessions and welcome materials for all new staff at I3PT.

Target groups New researchers, research support and management staff.

Added value Supports long-term cultural change and sustainability of the strategy.

Calendar Starting on November 2025

▪ **Feedback and listening mechanisms**

Objective Suggestion box dedicated to gather feedback on HRS4R actions.

Description Incorporation of a suggestion box on the website in order to gather as much feedback as possible from the research and research support community. The existence of this suggestion box will be disseminated through the I3PT communications channels.

Target groups Researchers, research support and management staff.

Added value Supports long-term cultural change and sustainability of the strategy.

Calendar First semester 2025.

▪ **Micro-informational capsule campaign on internal TV screen**

Objective To increase the visibility and awareness of guides, manuals, regulations, and institutional policies that are relevant to scientific and innovation activities, in an accessible and ongoing way.

Description Development of a campaign of short audio-visual micro-informational capsules to be displayed on the Institute's internal TV screens (located in common areas of I3PT). These brief, visually engaging pieces will clearly and concisely present key resources such as guides, manuals, regulations, and institutional policies that have a direct impact on research and innovation activities.

Each micro-capsule will introduce the resource, briefly make a question that is engaging in order to awaken interest in the researchers, and offer direct access for further information.

Target groups Researchers, research support staff, clinical staff, and other professionals involved in scientific and innovation activities.

Added value Enhances the visibility of existing institutional resources and contributes to the gradual integration of policies and good practices into daily routines.

Calendar 2025-2026.

7. Timeline

Below there is the timeline aligned with the actions and the calendar mentions.

Phase 1 – Awareness & foundations (Q2–Q4 2024)

- Launch HRS4R communication framework

- First “Road to HRS4R” newsletter
- Inclusion in Annual Scientific Session (Beques Taulí)
- Initial informative sessions
- Integration of HRS4R references in job offers
- Social media positioning begins
- HRS4R badge rollout

Phase 2 – Visibility & engagement (2025)

Q1–Q2 2025

- Informative sessions by target group
- Standard HRS4R slides and materials
- Launch feedback mechanisms
- Micro-capsule TV campaign (phase 1)

Q3–Q4 2025

- HRS4R integrated into on boarding & training
- Opening Day (Oct 2025)
- Launch TALENT & HRS4R web section (Dec 2025)
- Produce and release HRS4R video
- Expansion of TV micro-capsules

Phase 3 – Consolidation & cultural embedding (2026)

- Continued newsletters and micro-capsules
- Annual Scientific Session update
- Adjustments based on survey / feedback data

8. KPIs

A. Awareness & visibility

- % of staff aware of HRS4R (internal survey)
- Newsletter open rate / click-through rate
- Visits to TALENT–HRS4R web section
- Inclusion of HRS4R reference in job offers

B. Understanding & engagement

- Attendance at informative sessions
- Feedback submissions via suggestion box
- Views of HRS4R video

C. Participation & ownership

- Number of staff and visitors participating in the I3PT Opening Day
- Contributions from different staff profiles (researchers, support, clinicians)
- Qualitative feedback indicating perceived usefulness

D. Cultural integration

- Inclusion of HRS4R in on boarding materials (yes/no)
- Staff perception of transparency and fairness (survey indicators)
- Evidence of HRS4R referenced in internal documents and presentations.

Governance and coordination note.

This plan has been created by the **Communications Unit** alongside the **Knowledge Management Unit**. Both departments will be responsible for its coordination, unfolding and review every trimester.