

PERsonalised Adaptive MEDICine

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PERSONAL ADAPTIVE MEDICINE

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1 Introduction

1.1 Publishable summary

This document outlines a strategic document detailing the methods, channels, and approaches to be employed in sharing and communicating project-related information to various stakeholders.

1.2 Project background

Personalised drug formulation is a hot topic, but state of the art approaches are limited by low scalability, cost, and regulatory hurdles. Meanwhile, current polypill formulation efforts are hindered by liquid form or hot melt addition approaches, posing stability issues.

These bottlenecks carry a great societal price, as the synergic boost of drug combinations was recently demonstrated to reach significant improvement in treatment outcomes, while keeping active substances in the ideal physiological concentration window is known to maximise efficiency and reduce side effects. In addition, polypharmacy is a real problem leading to dosing errors and significant loss in patient adherence. Finally, while Big Data Health IT system concepts on the far horizon hold potential to gather the large amount of reliable dosage-patient data required for evidence-based personalised medicine, the technology to deliver such data – well-tracked patient/dosing procedures with bi-directional digital information flow – is missing.

The PERAMEDIC project proposes to resolve these problems with a breakthrough solution: a stand-alone drug formulation system for personalised medicine, offering locally prepared, individually customised, segmented release polypills, with an inherently digital technology drive. The system relies on integrating several novel technologies: personal release profiles, in situ 3D printing of release matrix using adaptive toolpaths, and ultra-precise multichannel dosing of drugs into sealed microcompartments. The envisaged device would be a tabletop-size pill/capsule printing machine, using canisters of drugs and bioresorbable polymer matrix material. Application scenarios would be first clinical settings, then at later stage, pharmacy locations and medical practices such as GP's office.

PERAMEDIC will deliver a lab-scale proof-of-concept prototype system of the functionally combined novel technologies, with a preview design of the future technology.

2 Methodology

The dissemination and communication strategy outlines a comprehensive approach to effectively share and communicate project-related information with various stakeholders.

The dissemination strategy preparation began with defining the objectives of dissemination activities. This involved setting clear goals to ensure project visibility and stakeholder engagement, aiming to increase awareness and understanding of the project's objectives, outcomes, and benefits. Key dissemination players were identified, including project team members, partners, and external collaborators responsible for carrying out dissemination activities.

The strategy specifies the dissemination target audiences, which included stakeholders, industry experts, policymakers, academic institutions, and the general public. Tailored messages to be disseminated were developed to effectively communicate the project's goals, progress, and achievements to these diverse audiences. A variety of dissemination tools and channels were utilized, such as academic publications, conferences, workshops, brochures, and online platforms. The expected impact of dissemination activities was outlined, highlighting anticipated outcomes.

The communication strategy and master plan establishes clear objectives for communication activities, ensuring coherent and consistent messaging that promoted the project's vision, mission, and progress to a wider audience. The communication target audience was identified and categorized, including internal stakeholders, external partners, media, and the public. Specific messages to be distributed are crafted for different audience groups to convey key project information and updates effectively.

A range of communication tools and activities will be implemented to reach target audiences. This includes having developed a distinctive logo and graphic identity to establish a recognizable brand, and involves creating and maintaining an informative and user-friendly website, and leveraging social media platforms to engage with stakeholders and share updates. Additionally, press releases are planned to announce major milestones and events, regular newsletters were also planned to keep stakeholders informed, as well as future videos to visually communicate project progress and success stories. Adherence to the European Commission's communication guidelines ensured compliance with regulatory requirements and best practices. The expected impact of communication activities was defined, including enhanced project visibility, increased stakeholder engagement, and improved public awareness.

A detailed timeline and roadmap for dissemination and communication activities was developed to ensure alignment with project milestones and objectives. Finally, synergies with ongoing initiatives will be identified and leveraged to maximize the reach and impact of dissemination and communication efforts.

3 Introduction

Dissemination and communication are critical components in the lifecycle of any research project, serving distinct yet complementary roles. Dissemination focuses specifically on sharing the results of the research. It targets audiences that are likely to use the results in their own work, such as peers within the scientific community, industry professionals, commercial actors, professional organizations, and policymakers. The primary goal of dissemination is to enable the use and uptake of research findings, ensuring that the knowledge generated can be effectively integrated into practical applications, further research, or policy development. By precisely targeting these specific audiences, dissemination ensures that the research has a direct impact on advancing the field, influencing industry practices, and informing policy decisions.

On the other hand, communication encompasses a broader scope, involving not just the results but also information about the project itself. It aims to reach a wider range of audiences beyond the immediate research community, including the media and the general public. The purpose of communication is to inform and engage society at large, demonstrating the relevance and benefits of the research. This broader outreach helps in building public awareness and understanding of scientific actions, fostering a culture that values and supports research. Through effective communication, researchers can show how their work addresses societal challenges, contributes to innovation, and improves quality of life, thereby gaining public support and potentially attracting further funding and collaboration opportunities.

The difference between dissemination and communication lies in their scope and target audiences. Dissemination is about sharing specific results with those who can directly use them, while communication is about sharing both the project and its results with a broader audience to inform and engage society. Both processes are essential: dissemination ensures that the research findings are effectively used and applied, while communication ensures that the research is understood and valued by the broader community.

Communication	Dissemination
About the project and results	About results only
Multiple audiences Beyond the project’s community (include media and the public)	Audiences that may use the results in their own work, e.g. peers (scientific of the project’s own community), industry and other commercial actors, professional organisations, policy makers
Inform and reach out to society , show the benefits of research	Enable use and uptake of results
Grant Agreement Art. 38.1	Grant Agreement Art. 29

4 Dissemination Strategy

4.1 Objectives of the dissemination activities

Dissemination activities will support all work packages of the PERAMEDIC project, ensuring maximum visibility, accessibility, and impact of the project activities. Tailored dissemination efforts will be designed to make the project outcomes visible and accessible to different target stakeholders. The objectives of the dissemination activities will be to:

- **Promote:** Inform and educate all interested communities about the breakthroughs and advancements made by the PERAMEDIC project.
- **Inform:** Make the outcomes developed through the PERAMEDIC project available to different target audiences, ensuring they understand the potential benefits and applications of the new technologies.
- **Engage:** Receive inputs and feedback from various target groups, fostering a collaborative environment and refining the project based on stakeholder insights.
- **Exploit:** Enhance the exploitation potential of PERAMEDIC's results, encouraging adoption and further development of the project's innovations.
- **Ensure Sustainability:** Make sure that the outputs will be sustained beyond the project's lifetime, ensuring long-term benefits and ongoing use of the developed technologies.

PERAMEDIC's dissemination and communication actions will be intrinsically linked to the exploitation of the project's activities and results. Efficient publicity and wide exposure of PERAMEDIC and its achievements will increase stakeholders' engagement with the initiative, encouraging the use of its results beyond the project's duration. Ultimately, communication and dissemination activities will maximize PERAMEDIC's impact by promoting dialogues, cooperation, and coordination among healthcare providers, regulatory bodies, and other key stakeholders in the field of personalized medicine.

4.2 Dissemination target audiences

The dissemination target audiences for the PERAMEDIC project include a wide range of stakeholders who can benefit from, contribute to, or influence the project's outcomes:

Target audience	Composition
Healthcare Providers	Doctors, nurses, pharmacists, and other medical professionals who will use the personalized drug formulation system in clinical settings. General practitioners (GPs) who may adopt the technology in their medical practices.
Patients	Individuals who will benefit from personalized medication regimens, especially those dealing with polypharmacy.
Pharmaceutical Companies	Companies involved in drug development and production who may adopt or support the new formulation technologies.
Medical Device Manufacturers	Companies that could produce our printing device for medical use.
Regulatory Bodies	Agencies responsible for approving new medical technologies and ensuring they meet safety and efficacy standards.
Academic and Research Institutions	Researchers and scholars in the fields of pharmacology, medicine, and biomedical engineering who can contribute to further development and validation of the PERAMEDIC technology.
Healthcare Policymakers and Decision-Makers	Government officials and policy advisors who can support the integration of personalized medicine into healthcare systems.
Insurance Companies and Payers	Organizations that could consider covering the costs of personalized medication solutions.
Patient Advocacy Groups	Organizations that represent patient interests and can help in disseminating information to broader patient communities.
Big Data and Health IT Companies	Companies involved in healthcare data management that could support the integration of bi-directional digital information flows into the project's system.

Engaging these diverse audiences will ensure that the PERAMEDIC project achieves its dissemination objectives, fostering a collaborative environment and promoting the adoption and sustainability of its innovative solutions in personalized medicine.

4.3 Dissemination tools and channels

One of the primary dissemination tools is publications in international scientific journals. Publishing in reputable journals such as "Additive Manufacturing" ensures that the research findings are peer-reviewed and accessible to the global scientific community. This not only validates the research but also facilitates its integration into ongoing scientific discourse and future studies.

Another important channel is communication with EU projects and clusters, as well as the use of platforms and thematic networks. By engaging with these entities, researchers can share their results with a broad network of professionals who are working on related topics, fostering collaboration and knowledge exchange. This can lead to new insights, joint projects, and a more cohesive advancement of the field.

Corporate channels of the PERAMEDIC partners, including newsletters, serve as effective means of reaching stakeholders within the industry. These channels provide regular updates on research progress and findings, keeping partners informed and engaged. This facilitated contact helps in translating research into practical applications, driving innovation and commercialization.

Conferences and workshops play a dual role in dissemination. Organizing events like the Norwich Science Festival and participating in prominent conferences such as the AAPS PharmSci allows researchers to present their findings, engage in discussions, and receive feedback from peers. These interactions are invaluable for refining research and identifying potential collaborations.

Additionally, the organization of training courses for researchers, scientists, PhD students, and university students ensures that the next generation of professionals is well-versed in the latest advancements. These courses provide in-depth knowledge and hands-on experience, preparing attendees to apply the research findings in their future work.

4.3.1 Planned expo and conference participation

- MedTech Expo & TCT 3sixty (2024, 2025, 2026)
 - <https://med-techexpo.com/>
 - <https://tct3sixty.com/>
- Norwich science festival (2024, 2025, 2026)
 - <https://norwichsciencefestival.co.uk/>
- Controlled release society Annual meeting (2025, 2026)
 - <https://www.controlledreleasesociety.org/>
- AAPS 360 (2025, 2026)
 - <https://www.aaps.org/pharmsci/annual-meeting>
- APS (UK) (2025, 2026)
 - <https://apsgb.co.uk/>
- yCAM (2024) – Tampere, Finland
 - <https://euroceram.org/2024-ycam-forum-in-tampere>
- ICMM8 – London, UK
 - <https://www.fesi.org.uk/events/icmm8/>
- Formnext (2025) – Frankfurt, Germany
 - <https://formnext.mesago.com/frankfurt/en.html>
- Solid Freeform Fabrication (2026) – Texas, USA
 - <https://www.sffsymposium.org/>

Additional events will also be taken into consideration.

4.3.2 Planned publications

- Additive Manufacturing
- European journal of pharmaceuticals and biopharmaceuticals
- International Journal of Pharmaceutics
- European Journal of Pharmaceutical Sciences
 - RSC Advances
 - ACS Applied Materials & Interfaces (if we can fit in their scope depending on the content)

The publication activities will be led by the two universities (LBORO & UEA) who have subscriptions at these journals (apart from RSC) for the open access option.

4.3.3 Planned other events

Date	Event	Organizer	Location
22.10.2024 – 24.10.2024	Global Pharmaceutical Regulatory Affairs Summit 2024	Informa Connect	Brussels, Belgium
19.11.2024 – 20.11.2024	Health Care Summit 2024	POLITICO	Brussels, Belgium
03.12.2024 – 04.12.2024	European Health Summit	EBS	Brussels, Belgium
18.03.25 – 20.03.25	DIA Europe 2025	DIA	Basel, Switzerland

4.4 Expected Impact of the dissemination activities

The following targets are planned by the end of the current project.

Target audience	Targeted reach
Healthcare Providers	100
Patients	1,000
Pharmaceutical Companies	30
Medical Device Manufacturers	30
Regulatory Bodies	2
Academic and Research Institutions	30
Healthcare Policymakers and Decision-Makers	3
Insurance Companies and Payors	5
Patient Advocacy Groups	5
Big Data and Health IT Companies	20

5 Communication strategy

5.1 Objectives of the communication activities

This strategy aims to clearly demonstrate the device's unique features and role in the development of personalized medicine solutions that offer customized treatments to improve patient outcomes. However, until IP protection is obtained, we can only publish general information.

Throughout the project, the strategy will focus on keeping stakeholders informed and engaged through regular updates on project progress, major milestones and prototype developments.

The communication efforts create excitement and anticipation and emphasize the potential impact and possibilities of the device in the field of personalized adaptive medicine. In addition, the communication may later include educational material to educate the public about the benefits and advances in personalized medicine, the benefits that this innovative tool enables, promoting a deeper understanding and appreciation of its contribution to healthcare.

5.2 Communication target audience

The target audience for the personalized adaptive medicine project can be categorized into two primary types: **B2B** (business to business) and **B2C** (business to customer).

For the **B2B segment**, the key stakeholders include **healthcare providers, distribution channels, industry players, health insurance entities, governance bodies, funding organizations, media outlets, and R&D and education sectors**. Specifically, healthcare providers such as doctors, nurses, and hospital management play a crucial role in understanding and adopting new medical technologies. Distribution channels, including pharma wholesalers, pharmacists, and pharmacy visitors, are essential for ensuring the product reaches the market effectively.

Within the industry, pharmaceutical companies, medical device manufacturers, and health tech developer companies are pivotal. These include app developers focused on user enhancement, drug development firms working on synergy mechanisms, big data processing entities, and those connecting healthcare data systems. Health insurance, both public and private sectors, will be interested in the cost-effectiveness and improved outcomes associated with personalized medicine.

Governance bodies, including political decision-makers and regulatory authorities, are critical for navigating the regulatory landscape and securing necessary approvals. Funding offices and investors are key to supporting the financial aspects of development and scaling. Media outlets, such as professional news portals, social media interfaces, exhibitions, events, and printed media, will be instrumental in disseminating information and generating interest. R&D and education stakeholders, including university researchers, lecturers, and students, will contribute to and benefit from the knowledge generated by this innovative project.

In the B2C segment, end users are the primary focus. This includes patients who directly benefit from personalized treatments, patient associations advocating for better healthcare solutions, and citizens interested in preventive measures.

In the development phase, the primary focus will be on engaging the B2B audience.

This focus is driven by generating interest and facilitating pre-sales processes. In the B2B segment, the main target groups include sales channels such as pharmaceutical wholesalers, pharmacists and pharmacy visitors, as well as the pharmaceutical industry, which includes pharmaceutical companies, medical device manufacturers and health technology development companies. Contact with the media, including professional news portals, social media online interfaces, exhibitions and events, helps amplify our message and reach a wider professional audience.

Secondary target groups encompass healthcare providers, health insurance entities, governance bodies, and R&D and education sectors in this phase. By targeting distribution channels and pharmaceutical industry players, we aim to establish a strong foundation for market entry and adoption. Engaging media outlets will help amplify our message, reaching a wider professional audience and fostering industry recognition.

Additionally, the personalized adaptive medicine brand emphasizes the importance of clear, consistent messaging that highlights the device's potential to revolutionize patient care. By focusing on tailored treatments and the ability to enhance therapeutic outcomes, we can position the brand as a leader in the future of healthcare, ultimately driving both interest and investment in this groundbreaking development. The communication strategy will prioritize creating awareness and demand among these primary B2B stakeholders, ensuring they understand the benefits and innovative capabilities of the personalized adaptive medicine device.

5.3 Messages

The following specific stakeholders have been identified:

- **B2B Stakeholders**
 - Distribution (Pharma Wholesale, Pharmacists, Pharmacy Visitors)
 - Pharma Industry (Pharmaceutical Companies, Medical Device Manufacturers, Health Tech Developer Companies)
- **Secondary B2B Stakeholders**
 - Healthcare Providers (Doctors, Nurses, Hospital Management)
 - Health Insurance (Public System, Private Sector)
 - Governance (Political Decision Makers, Regulatory Bodies)
 - Media (Professional News Portals, Social Media Online Interfaces, Exhibitions, Events)
 - R&D and Education (University Researchers, Lecturers, Students)
- **B2C Stakeholders**
 - End Users (Patients, Patient Associations, Citizens)

Messages for each group have been created to support the communication activities. Due to the public nature of this deliverable, these messages have been presented in Deliverable 5.3, which is a confidential deliverable.

5.4 Communication tools and activities

5.4.1 Logo and graphic identity

It was presented in D5.1 (Website and project logo) that based on internal discussions, the initial 4 logo concepts were reviewed at the kick-off meeting and a shortlist of 2 was created. For the webpage, we have started to use option "ii", but after carrying out community testing and allowing the creative maturation process the consortium unanimously voted to use option "i" as the project logo:



The concept of the logo was to integrate the 3 technical terms into an acronym brand. This is the per-a-me : PERSONAL ADAPTIVE MEDICINE. "Per me" means "to me" in Italian. Thus, personalization, especially in B2C communication, but in the case of B2B in B2B2C type communication, gives the humanistic approach of customer-machine-medicine. In today's mechanized world, this kind, inclusive, safety- and trust-building thinking is connected to the brand. This will be an important brand feature.

The middle "a" was born from the combination of the Italian word "per me", which connects personal and medicine, like a third friend or companion. And the letter "a" of the adaptive received a "capsule"-like icon, thereby indicating that it is a drug. In the other versions, instead of the text written throughout, the chosen logotype was created with a PER-ME capital letter, and the lead-in "a" became just written, the "capsule" itself.

In terms of colours, we used shades of green due to the naturalness and pharmacy character. Deep green typically refers to techy brands, and light green to nature and apothecary. Since the personalized medicine is the main characteristic of the brand, this technological vs. personal brand is also strengthened by this dynamic of colour and capital letters.

5.4.2 Website

For now, the website addresses a mixed B2B and B2C audience. The chosen message focused on the interpretation of the logo:

We bring personal medicine to you by PER-A-ME.

Since the brand and the development do not yet have a protected IP, we work on the website only with public data and messages that can be used in the application. This may change later if you already have an external format plan and a protected IP. Then the external design of the product and 1-2 operational concepts will appear.

We consider it important to present the development team, because the credibility of the product is greatly strengthened by the international, senior, highly qualified development company structure.

For now, the typical social media interfaces can be found at the bottom of the page, but in reality, the focus will be mostly on managing LinkedIn and YouTube channels in the future.

5.4.3 Social Networks & Social media strategy

During the development period, the development partners agreed to focus on a hashtag (#) collection and share all relevant new industry news, posts, and public details of development in this way. Later, when the Perame product line is introduced to the market, the brand, content, and products will be searchable together with the new site. YouTube publications enhances engagement through visual storytelling, making technical information more accessible to a broader audience including researchers, investors, and potential collaborators.

Aligning content across platforms ensures comprehensive coverage and reinforces the company's expertise in adaptive medicine. Metrics such as engagement rates, audience demographics, and content performance can guide ongoing strategy refinement to maximize impact and reach within the scientific community and beyond.

Recommended &-hashtags primarily:

#perame #personaladaptivemedicine

Secondary keywords:

#3dprintedmedicine #customisedpill #individualdosing #personaldosing #customisedmedicine

Key Visuals:

Visuals are essential for demonstrating the scientific innovation behind adaptive drug development and personalized medicine. **Consider different visual strategies to effectively communicate these concepts:** Infographics and tables can illustrate the processes of adaptive drug development, highlighting the development of personalized medicine compared to traditional methods. Animations and videos can demonstrate how adaptive therapies adapt to individual genetic and clinical data, and expert interviews provide insight into their benefits and applications. Images and illustrations are useful for depicting therapeutic targets and genetic variability at the molecular level, and clarifying complex, personalized medicine concepts. Documenting attendance at conferences and events with photos and videos adds credibility and demonstrates commitment and thought leadership. References and case studies can visually demonstrate the successful applications of adaptive therapy in various diseases, confirming the effectiveness and impact of personalized healthcare solutions. These visuals should align with LinkedIn and YouTube messaging, reinforcing your organization's leadership role in adaptive medicine with engaging and informative content.

5.4.4 Press releases

The style and frequency of press releases play a decisive role in the project's communication strategy. Press releases must be credible, informative and easy to understand in order to effectively reach their target audience, be it the media, investors or the general public. The style should be clear and concise and focus on clearly communicating key information.

In terms of frequency, press releases are typically issued for major events such as product launches, major partnerships or collaborations, financial results or corporate restructuring. However, it is important not to post them too often to maintain the impact and importance of each announcement. Ideally, press releases are designed and produced to provide relevant and timely information that generates interest and reflects the company's strategic goals and achievements. In the case of Perame, this is now a maximum of six months, because the press release will not be important from a sales point of view. An important press release will relate to the final project results.

Newsletters

Newsletters can play an important role in strengthening customer relationships, improving brand visibility and increasing engagement. The frequency with which you send newsletters should strike a balance between keeping your subscribers engaged and ensuring that your content remains valuable and timely. By consistently delivering informative and engaging content, newsletters can effectively support a company's marketing and communication goals.

In Perame's early development phase, newsletters are not relevant due to the limited availability of detailed information and the often insufficient subscriber database. Therefore, the recommendation at this stage is to refrain from initiating a newsletter campaign until more comprehensive content and a suitable subscriber base is established.

5.4.5 Videos

Diverse and personalized video content is effective to satisfy different audience interests. Video tutorials provide valuable insight, while behind-the-scenes looks humanize the brand and help connect with viewers. Customer testimonials build trust and credibility by demonstrating real successes. Thought leadership content positions the brand as an authority in its field, discussing emerging trends and insights. Incorporating interactive elements such as Q&A sessions or live streams encourages real-time engagement and feedback.

By balancing consistent releases with diverse, engaging content, businesses can effectively connect with their audience and drive meaningful interaction.

To maximize the reach and impact of your video content, optimization is key. Applying SEO techniques, such as optimizing titles, descriptions and tags with relevant keywords, improves discoverability on platforms like YouTube. Regular monitoring of video analytics provides valuable insight into viewer behavior, audience retention rates, and engagement metrics. This data allows you to continuously refine your content strategy, ensuring that future videos resonate effectively with your target audience.

Creating infographic animations highlighting the concept and logic behind the development can be both fascinating and essential in this phase. These animations are used to effectively explain the essence of a product to B2B partners, simplifying complex ideas and improving understanding. They also provide an opportunity for advance B2C communication, enabling early contact with potential customers.

Additionally, using these animations for initial B2C communications can create early consumer interest and anticipation, setting the stage for future marketing efforts.

Focusing on these animations **during the development phase** ensures that critical information is effectively communicated to different audiences. Not only does it support partnership discussions by increasing clarity and alignment, but it also creates a foundation for building consumer awareness and interest in an upcoming product or service.

By prioritizing infographic animations, your team can leverage visual storytelling to bridge communication gaps, drive engagement, and pave the way for successful B2B partnerships and customer interactions in future development stages.

5.5 EC Communication Guidelines

The consortium partners commit to follow the EC guidelines¹ on communication and will therefore include in all dissemination and communication materials:

- (i) The sentence: ***"This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101130241."*** on any of the publications that will be elaborated under the scope of the project along with the EIC logo:

European
Innovation
Council



¹ Article 29 of the Annotated Model Grant Agreement of the European Commission. V2.0.1, May 2015

(ii) A disclaimer stating that any communication or publication related to the action, made by the beneficiaries jointly or individually in any form and using any means reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

5.6 Expected Impact of the communication activities

Primarily, the primary effect is transparency and the brand and its technological familiarity. Since there is little competition, from the point of view of SEO (search engine optimization), the contents related to Perame are stored on the search servers, so the brand - product - topic connection is made with this communication. In the case of an average product, this would require large financial investments (for example, in the case of a mineral water or a kitchen appliance, where there are more than 10 competitors on the market for tens of years), however, in the case of Perame, 3D medicine printing and personalized medicine are both recent search results. optimization, from an SEO point of view. In addition to the professional content, the topic can be easily linked to the topic already in the first couple of years of development with the good use of #tags.

Secondary effects from the point of view of the brand are credibility, professional knowledge, and the presentation of the team, thereby building the brand's early trust. This helps in the early presales phase, when it is already clear after the tender how the product can be marketed. Thus, the effect of this supporting early sales is definitely important to mention.

The number of visitors to the website can have a measurable meaning, but this is by no means representative. Customers (especially B2C end users) expect to be able to access the product immediately after viewing advertisements. This is also why content should not be announced too early on in the development process. It is more important to build B2B communication, the sales network, the professional and call centre and operational network. The development team can acquire these through early phase publications and releases.

6 Roadmap for the dissemination and communication activities

The following phased approach outlines the key activities and milestones over the project lifecycle.

1. Online Presence and Brand Identity (M1 – M2):

The initial phase focuses on establishing a strong online presence and brand identity. This involves setting up social media channels, creating a comprehensive project website, and developing a cohesive brand identity. The objective is to create recognizable and accessible platforms that will serve as the primary hubs for information dissemination and engagement. Early efforts in this phase include designing logos, defining colour schemes, and standardizing communication templates to ensure consistent messaging.

2. Early Results and Early Engagement (M3 – M12):

The second phase aims to promote early results and foster initial engagement with the target audience. This involves the early promotion of documents and updates via the project's communication channels and website. Key activities include the distribution of newsletters, launching follower campaigns, creating promotional videos and teasers, and issuing press releases. These efforts are designed to build awareness and interest in the project's progress and preliminary findings, encouraging stakeholders to engage with the project from the outset.

3. Target Groups Interest Building and Monitoring (M12 – M36):

The third phase focuses on building interest among target groups and continuously monitoring engagement. During this period, a comprehensive set of tools and channels will be developed and promoted to disseminate key messages derived from the project results. This includes producing detailed reports, case studies, and infographics that communicate findings in an accessible manner. Efforts will be made to engage stakeholders through interactive means such as webinars, Q&A sessions, and social media interactions. The main window for submitting publications also falls within this phase, ensuring that peer-reviewed articles are published and disseminated to the scientific community and other interested parties.

4. Sustainability and Follow-Up (M20 – M36):

The final phase focuses on ensuring the sustainability and continued visibility of the project outcomes. This involves identifying mechanisms to maintain an active presence and promote the final results even after the project has officially ended. Strategies include establishing partnerships with relevant organizations, creating mirror sites to host project outcomes, and leveraging existing networks to keep the conversation going. The production and promotion of final communication instruments, such as comprehensive project reports, summary videos, and impact stories, will ensure that the research findings continue to be accessible and impactful.

7 Synergies with ongoing initiatives

To maximize the reach and impact of the project's dissemination and communication efforts, it is important to identify and leverage synergies with ongoing initiatives. This will involve a thorough examination of both past and ongoing projects, with a particular focus on those funded by the European Union. By doing so, the project aims to build upon existing knowledge, avoid duplication of efforts, and create mutually beneficial partnerships.

The first step in this process will be to conduct a review of relevant projects. This review will include identifying projects with similar goals, target audiences, and thematic areas. By understanding the objectives and outcomes of these initiatives, the project team will be able to pinpoint potential areas for collaboration and knowledge exchange.

After identifying suitable projects, the next step will be to establish contact with the respective project teams. This will involve reaching out to project coordinators, partners, and stakeholders to discuss potential synergies. The goal will be to explore opportunities for joint dissemination activities, such as co-hosting events, sharing best practices, and cross-promoting each other's work. These collaborations are expected to enhance the visibility and impact of all involved projects.

By leveraging these synergies, the project will not only aim to enhance its own dissemination and communication efforts but also contribute to a broader ecosystem of knowledge sharing and innovation. This approach will ensure that the project's outcomes are disseminated more widely and effectively, ultimately leading to a greater overall impact. Additionally, these collaborations will foster a spirit of cooperation and learning, which is essential for the continued success and sustainability of similar initiatives.