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Abstract: This deliverable presents the ALAMEDA dissemination and communication strategy, tools and channels. It includes a preliminary planning of the activities, conferences and publications and highlights the interdependencies of dissemination and communication activities with exploitation and stakeholder engagement.

*** Dissemination Level:** PU= Public, RE= Restricted to a group specified by the Consortium, PP= Restricted to other program participants (including the Commission services), CO= Confidential, only for members of the Consortium (including the Commission services)

**** Nature of the Deliverable:** P= Prototype, R= Report, S= Specification, T= Tool, O= Other

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Glossary

Abbreviation	Full name
AI	Artificial Intelligence
AIH	ALAMEDA Innovation Hub
DoA	Description of Action
HCP	Healthcare professional
EASME	Executive Agency for Small and Medium-sized Enterprises
EC	European Commission
MS	Multiple Sclerosis
PMSS	Parkinson's, Multiple Sclerosis and Stroke
SME	Small and medium-sized enterprise
Tx.y	Task no. x.y
WPx	Work Package no. x

Executive Summary

The Dissemination Plan and Materials deliverable has a key role in laying down the principles for communication and dissemination, and designing the communication and dissemination strategy to be followed throughout the project. The communication and dissemination strategy consists of spreading awareness of the project and prepare a fertile ground for the adoption and transferability of its results, among specialists, the general public, and emerging stakeholders. Information will be shared so as to build around it a community of subjects that can commit and contribute to its further development and make good use of its services. To achieve these results, it will target diverse groups of people – depending on the specific goals e.g., engage partners, inform possible customers – through different media, so to maximize the spreading impact; and using a variety of tools, conceived and chosen based on the specific target. As communication and dissemination activities are cross-cutting and run in parallel with the development of all work packages, they are fed by the process, the progress, and the feedback received. Therefore, the activities can and should be altered and adapted at many times. As the Dissemination Plan is drafted at an early stage of the project, it acts mostly as a roadmap, laying down a common understanding and an overview of the communication activities that might be needed while subject to regular monitoring and adjustment. Apart from the dissemination plans, the deliverable includes key dissemination materials and templates that will be available to consortium partners, in order to have a homogeneous strategy and approach to execute dissemination activities.

ALAMEDA Dissemination Plan has been designed while running in parallel an in-depth stakeholder analysis which is reported in the Stakeholder Engagement Plan. The two strands of activities will proceed in parallel strands supporting each other with the common goal to maximize the project's impact.

The Dissemination and Communication activities described in the plan have been all designed with an exploitation-oriented approach. Their ultimate aim is to support the construction of a broad, international and multidisciplinary Community of Interest (“AI4Brain”) gathering like-minded stakeholders and bridging complementary expertise and views around the shared goal of improving disease monitoring and assessment of brain diseases and contribute to increase patients' quality of life while delivering more efficient and value-base healthcare services.

1. Introduction

The ALAMEDA dissemination and communication strategy and activities will follow a dual approach aimed to support the ambitious stakeholder engagement plans of the project and deliver exploitation-driven actions. Strategy design, upkeep, implementation, and monitoring will be developed within the project's WP8, although many other project's WPs will implement various stakeholder engagement actions during the project to ensure proactive involvement in co-creation and endorsement processes as well as institutional commitment to boost large-scale adoption.

All consortium partners will contribute to dissemination according to their intended role and commitment and will make the best effort possible to maximize existing dissemination channels for the purposes of adoption of project results and future successful market uptake of the ALAMEDA outcomes. During the project, all ALAMEDA partners will be encouraged to identify and approach the most important interest groups within their reach.

In line with the ambitious project's core objective to help deliver better care and quality of life for people with brain disorders with a specific focus on patients with Parkinson's disease, Multiple Sclerosis and Stroke (hereafter, PMSS patients), the present plan is intended to provide the ALAMEDA consortium with an actionable route towards a successful dissemination and communication of the results they will collaboratively achieve.

1.1 Deliverable structure

The deliverable is structured into 6 sections including:

- The present section 1 which contains an overall Introduction
- Section 2, illustrating the Dissemination and Communication strategy embraced by ALAMEDA, including objectives, core principles and target audience groups
- Section 3, including an overview of the Tools and Channels that will be used and activated along the project's duration
- Section 4, containing a preliminary timeline and plan for the major blocks of Dissemination and Communication activities
- Section 5, listing the most relevant projects dealing with topics and fields which are connected to ALAMEDA and suitable for exploring the possibility to establish synergies and collaboration bridges.
- Section 6, providing a summary of the document and the main conclusions.

Lastly, Section 7 contains the bibliographic references and links cited in the document and Annex 1 provides a template to partners to facilitate creative writing of news, articles and blogposts.

2. Dissemination and Communication Strategy

Key to a concrete success of any project is an effective communication flow, both internally and externally. In projects such as ALAMEDA, this consideration is vital, as the project relies on the creation of a broad stakeholder community around itself. Consequently, the dissemination activities come to be essential to keep project participants and other stakeholders informed of the progress of the project and of any disruptive development. Furthermore, they are necessary to position the project visibly in the dynamic and rapidly evolving digital health and personalized care ecosystem, to federate developers' communities around the project outputs, to take into account local ecosystems and stakeholders needs in the pilots and their respective countries, and to reach innovators joining the digital health ecosystems in the future: i.e. entrepreneurs, start-ups and SMEs, with a specific focus on those active in the field of developing AI-based solutions for early detection and prediction. Utmost importance is given to the engagement of the primary end users of the ALAMEDA solutions, namely the patients, the healthcare professionals (HCPs) and the informal caregivers.

To drive, support and connect the community involved in building strategy, the project's dissemination and communication strategic plan is based on a 6Ws approach:

- **Why disseminate:** Each action must be justified, and support at least one of the project's strategic objectives: positioning the project in the personalized digital health / "AI for health" ecosystems, federating developers' communities, engaging stakeholders' (with a specific emphasis on PMSS, clinicians and caregivers) and reaching out to future innovators.
- **Disseminate How:** The ALAMEDA Dissemination and Communication strategy is outcome-driven, pragmatic and lightweight on resources, rooted on a simple approach and utility-oriented.
- **Disseminate What:** The activities and channels described hereafter are meant to disseminate project goals, scientific outcomes, reusable platform components, standardization propositions, pilot use cases, methodology and impacts, etc.
- **Disseminate Where:** A mix of online and offline tools and channels is activated, i.e. press releases and newsletters, web portal and social media, conferences and workshops, relationship with other projects, mobilization of local ecosystems and community groups, developer's events, standardization committees, policy briefs to seek endorsement from policy makers and regulators.
- **To Whom:** from local ecosystems of the pilots to the international personalized healthcare and AI / digital health community of researchers and industry players, but also linked communities (AI & Big Data for Healthcare communities, healthcare professionals, end users' organizations and policy makers, etc.) and developers and makers communities.
- **Disseminate When:** Starting from day 1 and adapting to the timeline of the project.

2.1 Phases of the Dissemination and Communication strategy

To implement a reliable and robust communication and dissemination strategy, we will have the following progression in our approach (Figure 1).

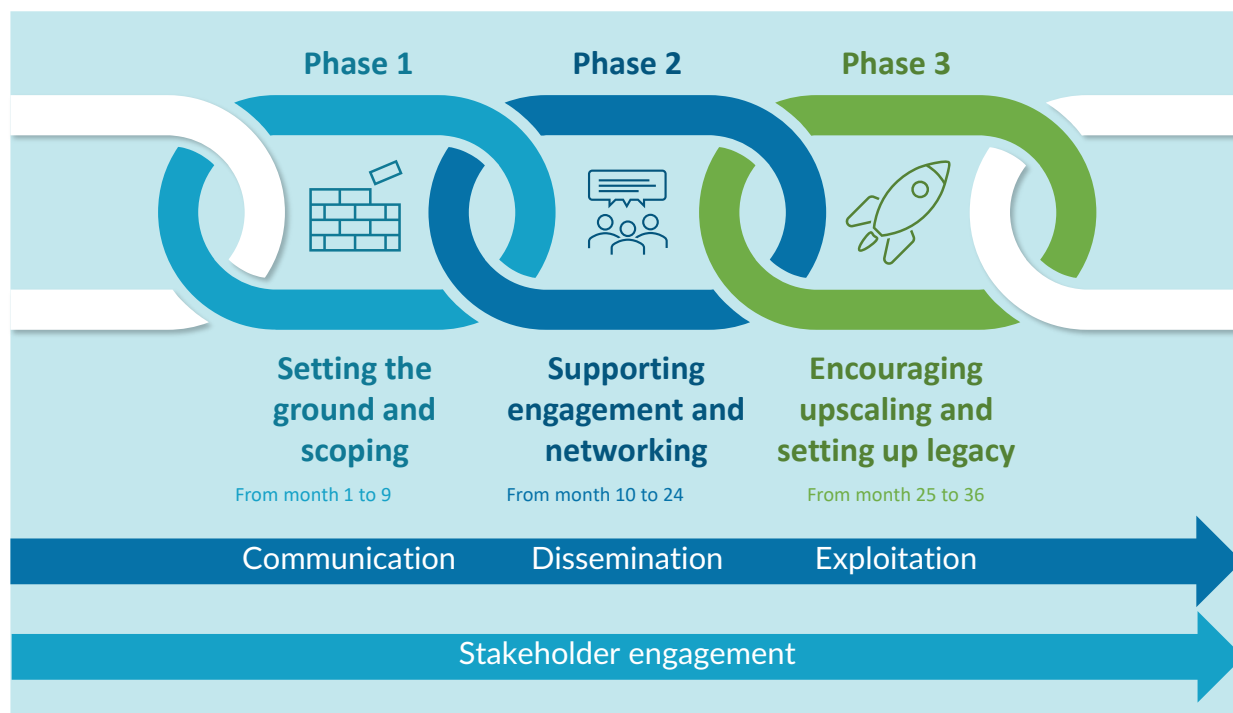


Figure 1. Phases of the dissemination and communication strategy

Phase 1: This phase will focus on scanning and tracking events, mapping projects, institutions and getting out messages aimed at sparking curiosity and raising awareness. *The keyword in this phase is “communication”.* Communication is a pre-planned but ongoing activity and continuously and gradually evolving process, far beyond the project consortium. The first step to communication and dissemination is raising awareness about the project, its objectives, the needs addressed, planned activities, expected outcomes, and the partnership, e.g., members of the consortium. It is addressed to a wider public, in an effort to build networks of interested stakeholders, willing to contribute to the design and development of the project and its results.

Phase 2: This phase will focus on engaging the audiences with the materials and methodologies that ALAMEDA will produce and the activities that it will run. *The keyword in this phase is “dissemination”.* Dissemination refers to the promotion of project’s results and outcomes, in view of extending the project’s impact and reaching as many of the actual direct and indirect target groups of the project as possible.

Phase 3: This final phase will collect and systematise the learnings and prepare materials for exploitation-oriented dissemination. Legacy for sustainability will be the main focus while partnering with key actors. *The keyword of this phase is “exploitation”.* Exploitation refers to the promotion of the project and its results beyond its timespan, ensuring its sustainability, including the involvement of decision-makers, organisations and other actors to incorporate project results into existing systems, practices, processes, and urging (individual) end-users to make use of the project results.

The three strands of activities are equally important, complement each other and all of them start early in ALAMEDA planning. While the three phases may overlap at times, it is important to keep this logical sequence in mind when designing activities, tools and materials along the project's duration. To the same purpose we consider useful to recall the official definitions of communication, dissemination and exploitation provided by the European Commission in the box below.

Important EC definitions

The EC shares the following definitions, in the document "Making the most of your H2020 Project" published by the European IPR Helpdesk in 2018, with the aim that all project beneficiaries have a common understanding of these concepts:

Communication: "Communication on projects is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange." Its objective is to reach out to society and show the impact and benefits of EU-funded R&I activities, e.g., by addressing and providing possible solutions to fundamental societal challenges. It focuses on informing about the project and its results/success.

Dissemination: "The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium." Its objective is to transfer knowledge & results to enable others to use and take up results, thus maximising the impact of EU-funded research. It focuses on describing and ensuring results available for others to use.

Exploitation: "The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardization activities." Its objective is to effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into real value and impact for society. It focuses on making concrete use of research results (not restricted to commercial use).

Results is a concept mentioned in the three definitions and the H2020 defines it as follows: "Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in action as well as any attached rights, including intellectual property rights." [1]

In a nutshell, results encompass all project outcomes that may be used by the project partners or other relevant stakeholders outside the project. They have the potential to be either commercially exploited (e.g., concrete products or services) or lay the foundation for further research, work or innovations (e.g., new knowledge, insights, technologies, methods, data).

Lastly, it is noteworthy that ALAMEDA has assigned a dedicated task and resources to the stakeholder engagement activities across the whole project's duration. Such task (T7.2) started in month 6 and kicked off with the design of a plan for stakeholder engagement (D7.1) which is meant to oversee and support all stakeholder engagement activities to be carried out in the frame of the various WPs. Deverka et al. (2012) [2] define engagement as "an iterative process of actively soliciting the knowledge, experience, judgment and values of individuals selected to represent a broad range of direct interest in a particular issue, for the dual purposes of creating a shared understanding and making relevant, transparent and effective decisions". Thus, stakeholder engagement *per se* implies interaction with the involved actors and to many extents will make use of tools and channels developed and utilised for communication and

dissemination purposes. In ALAMEDA the close synergies between communication and dissemination (WP8) and stakeholder engagement (T7.2) are secured by the project governance setup, the presence of partners in the project with long and outstanding experience in health and digital health research participatory processes and the fact that both work strands are led by the same partner (WISE).

2.1.1 Links to helpful documents and resources

In this section, we have collected some key documents and resources released by the European Commission and its agencies and services:

1. Communicating EU research and innovation: guidance for project participants, European Commission, 2014, available at: https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf.
2. The EU Guide to Science Communication, video series available on the European Commission's Science and Innovation YouTube channel, <https://www.youtube.com/playlist?list=PLvpwljZTs-Lhe0wu6uy8gr7JFfmv8EZuH>.
3. Video series #CommsWorkout by EASME, https://www.youtube.com/playlist?list=PLXP2yyGajWaY_iWCzi8OigtKw3GKBBL7O.
4. Social Media Guide for EU funded R&I projects, European Commission, 2020, available at: https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf.

Furthermore, ALAMEDA partners have extensive knowledge of the Responsible Research and Innovation (RRI) tools and guidelines generated by the numerous projects approved under the program pillar “Science with and for Society” and will make continuous use of methods and techniques that comply with the RRI principles. In particular, the ALAMEDA partner FISM has been leading the recently concluded [MULTI-ACT project](#) which has produced a set of handy guidelines and a digital toolbox to transform health multi-stakeholder research initiatives towards more participatory and inclusive research governance and performing models. The MULTI-ACT principles will be, to certain extents, also guiding the communication approaches and strategies adopted to reach and interact with the involved stakeholders, and particularly with the primary and ultimate beneficiaries i.e., the patients.

2.2 Communication objectives

ALAMEDA Communication objectives are to:

- a) **Enhance the visibility** of ALAMEDA project objectives, activities and outcomes, during all its phases.
- b) **Raise awareness** of the importance of scientific advances for better monitoring and assessment of brain diseases and the role that AI and digital technologies can play to make this possible.
- c) **Engage our target audiences** with aspirational contents and activities, always in consideration of the need to embrace underserved audiences, considering gender-balanced information and representations.

- d) **Contribute to increase societal attention and understanding** of the three diseases targeted in ALAMEDA (Parkinson's, Stroke, and Multiple Sclerosis), their impacts on people's quality of life and the present gaps and challenges in assessment, prediction and treatment decision.

2.3 Communication core principles

Core Principles of ALAMEDA Communication strategy are:

- **Share stories that matter:** We will always try to find or build a point of connection with our audiences. For this, we will research the local contexts where our actions are taking place; we will partner with patient and HCP associations and other key stakeholder representatives to get feedback about their interests and shared experiences. We will try to answer the following questions: *What does our audience care about and how it relates to ALAMEDA?*
- **Talk about the real world, not abstract ideas:** In each country, we will engage experts and end users via interviews and talks that they can deliver to our audiences or online. Special attention will be given to stories and compelling facts.
- **Be visual:** The power of images in communication is a fact that has been researched continuously and proven as an effective media to put messages out to audiences. In the current social media era, this impact of visuals is even more impressive. We will always communicate our news and content creatively and compellingly, paying careful attention to the visuals of the project.

2.4 Compulsory elements to be included in all H2020 project communications

In line with the H2020 Grant Agreement, all communication activities and products (articles, project websites, presentations, flyers, press releases, social media, videos etc.) springing from H2020 funded projects must include all of the following elements:

- A formal acknowledgement of H2020's support: "ALAMEDA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No GA101017558".
- The EU logo of minimum 1 cm (height):



- A link to the Programme website: <http://ec.europa.eu/digital-single-market/ehealth>.
- A disclaimer: "The information and views set out in this document/publication/website are those of the authors and do not necessarily reflect the official opinion of the European Commission. Neither the Commission nor any person acting on the Commission's behalf may hold responsible for the use which may be made of the information contained therein".

2.5 Dissemination objectives

We aim to achieve the following objectives:

- Extending the impact of the ALAMEDA results to additional stakeholders beyond the consortium partners;
- Sharing outputs and know how generated by the project through interested scientific and industrial communities;
- Developing new partnerships and networking in the field of disease monitoring and assessment and predictive analytics even beyond the neurological area of application;
- Consolidating the position of the participating partners in the panorama of personalised and integrated risk prediction models and targeted interventions at the European and international levels;
- Placing the ALAMEDA Innovation Hub among the reference open collaboration platforms for development, exchange, and continuous learning in the field.

These objectives will be addressed through the implementation of a series of activities that will be tailored on the project's stage and degree of advancement. In this context the actions foreseen are:

- Introduce the project to relevant stakeholders;
- Demonstrate its objectives, benefits and innovative approach;
- Define, maintain, and promote a consistent ALAMEDA identity;
- Establish and maintain stable interactions with the project target audiences so as to support the stakeholder engagement objectives and actions described in D7.1;
- Liaise with other relevant national, European and international projects and initiatives;
- Disseminate the project achievements and progress made in terms of innovation by taking advantage, among others, of the relevant tools made available by the European Commission e.g., the Horizon Results Platform and Booster and the Open Research Europe publication platform.

2.6 Target audience groups

The targeted groups selected as main audiences for the communication and dissemination actions are broadly analyzed in the stakeholder mapping conducted in the deliverable D7.1.

The figure below illustrates the main categories and sub-categories and highlights the primary end users of the ALAMEDA solutions and tools i.e., the patients, HCPs and informal caregivers.

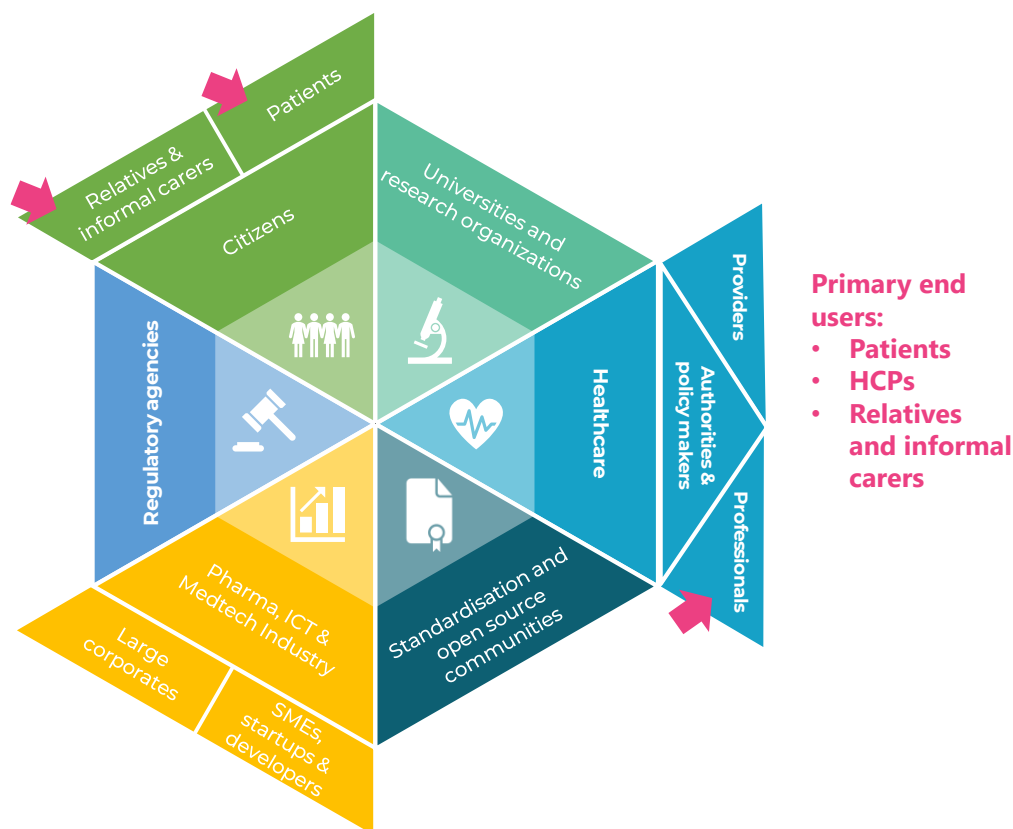


Figure 2. Key stakeholders and primary end users in ALAMEDA

With the aim to cluster stakeholders on the basis of their main interests towards the project or relation with it, we can state that the audience of ALAMEDA’s dissemination strategy broadly includes the following target groups (TGs):

- **TG0 - Internal audience:** An effective internal dissemination makes the members of the ALAMEDA consortium always adequately informed about the progress of the project, criticisms, and actions. This can ensure a high profile for the project.
- **TG1 - Primary End-Users** of the ALAMEDA system and approach: Patients, caregivers, physicians, and their health organisations will be at the forefront of ALAMEDA’s dissemination strategy. This is mainly because the wider use of the project’s results depends on the adoption of the ALAMEDA approach by end-user groups. The project’s dissemination strategy foresees participation in events that will be attended by such user groups, along with relevant publications and internal liaisons.
- **TG2 - The stakeholders identified as part of the ALAMEDA value chain:** The results of the project will be of primary interest to all the stakeholders identified in the scope of the ALAMEDA business model and related value chain that will be further described in Task 8.3. Local ecosystems, researchers, industry, linked communities (IoT, AI & Big Data for Healthcare communities, health professionals etc.), developers and startup communities will be interested in the take up and

exploitation of the project's results. Hence, ALAMEDA dissemination strategy foresees raising awareness about the project within these groups.

- **TG3 - Researchers and Academics:** In addition to targeting organisations and individuals that will boost the exploitation of the project's results, ALAMEDA will attempt to disseminate its main research outcomes to the research and academic community. This is both necessary and important, given that the project will realise significant advances in a number of research areas (e.g., eHealth, personalise care, rehabilitation monitoring, etc.), which are contributing to the integrated ALAMEDA system.
- **TG4 - Policy Makers:** It is unanimously acknowledged that the penetration of coaching solutions is highly dependent on the regional, national and EU policies. The project will actively disseminate its results to policy makers, given that the adoption of ALAMEDA's like prediction and assessment models and tools could be boosted by their decisions.

3. Tools and channels

To successfully communicate our messages and content, ALAMEDA will utilise the following tools and channels to support communication and dissemination actions, with an essential focus on two-way exchange with audiences.

3.1 Visual language and identity

Visual language refers to a cohesive framework built around visual communication to deliver content to specific target audiences. It comprises the following elements of visual communication: fonts, colours, illustrations, images and icons that come together under one united aesthetic direction.

The visual identity of ALAMEDA comprises all the element of a brand guideline: ALAMEDA core logo, its different versions, the set of fonts selected and is therefore to be utilised in all official documents and communication opportunities and a set of icons that will enrich visually all our communication and dissemination products.

The visual identity assets are made available to all partners in a shared GDrive folder as well as in the official GitLab document repository of the project.

3.2 Social media

Active social media is fundamental. Social media will be serving communication and dissemination goals. To avoid unfocused, open-ended use of social media, WISE has provided some tips and will give continuous guidance along the project's duration.

A summary of the most important features of a successful social media communication strategy and recommendations for partners to support the project's outreach at best of their capacities and possibilities is provided here below. When posting about ALAMEDA, it is advisable to:

- Narrate personal or team experiences during project's work
- Share general information related to the topic of the project
- Use quotations: sentences listened to in a conference or read in a document and that are inspirational and linked to the project topic are a powerful mean to attract readers' attention
- Add links to websites, reports, etc.
- Condense the messages in two or three sentences maximum
- Accompany each post with an image
- Always use the hashtag #ALAMEDAproject and tag the project's account.

The official social media used in ALAMEDA are Twitter and LinkedIn. As for Twitter, considering that about 90% of users interact through click-link, the strategy of ALAMEDA in Twitter is to post both project-related announcements, and related articles. In addition, this account will offer a bi-directional communication channel with people interested (mentions and direct messages). On LinkedIn the content will aim to engage stakeholders and therefore will be more business oriented, in line with the main platform purpose.

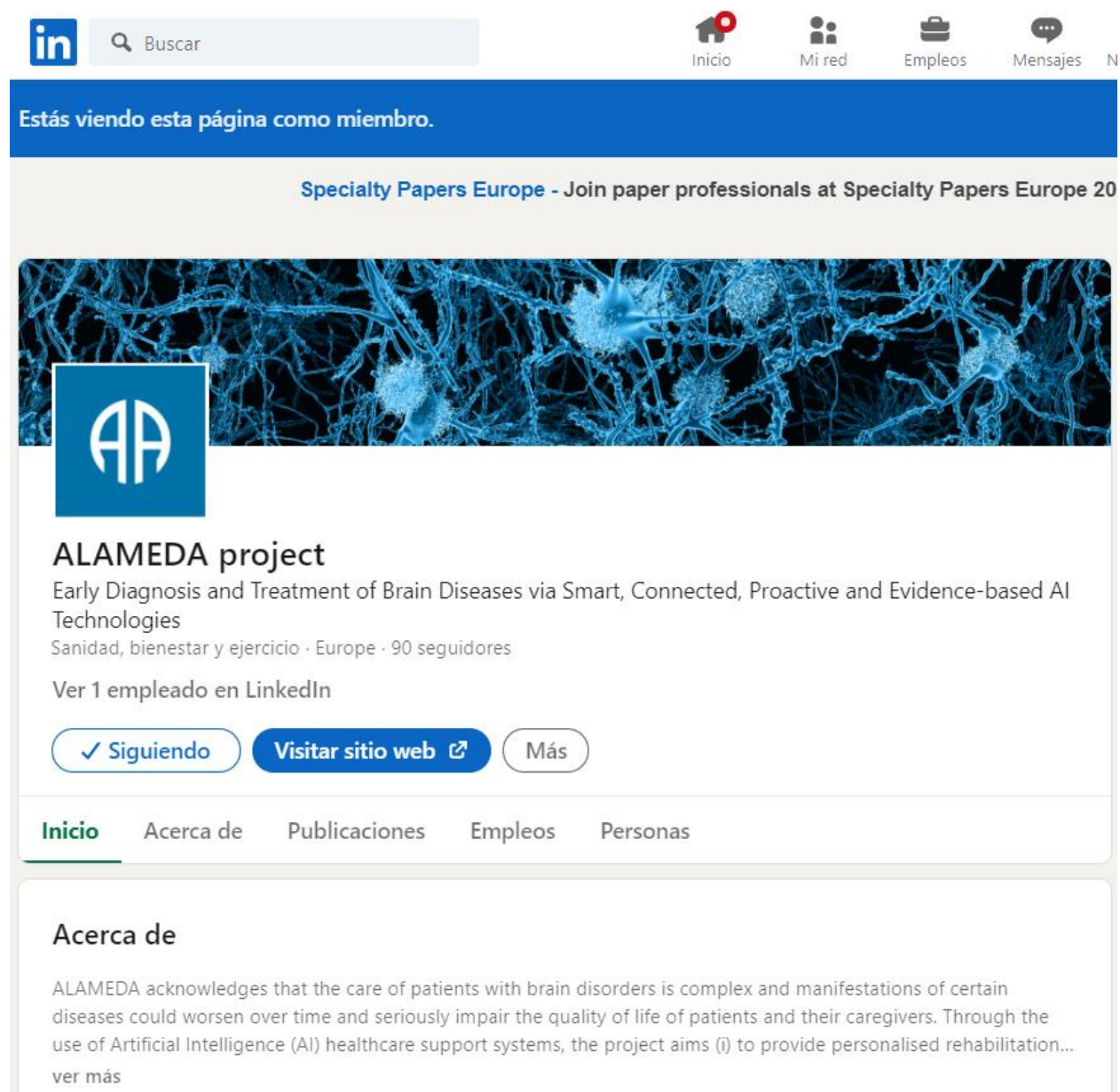


Figure 3. ALAMEDA project's LinkedIn profile

However, social networks are open for all public, so our messages will be targeted, differentiating the profiles, but with the common purpose of building the ALAMEDA community brand. For this purpose, a regular activity will be maintained on these channels and special campaigns will be designed for relevant achievements or keystones in the project's life. The project will follow recommendations of various studies that identify ways to maximise the benefits of communicating via social media. For example, short messages, engaging content and pictures or videos - will raise the possibility that our audiences engage with and are alerted to ALAMEDA messages, in the ocean of words trying to attract their attention.

In general, an average of one tweet per week and one LinkedIn post every two weeks will be published with increasing intensity in the Phase 2 of the Dissemination and Communication strategy depicted above. Tweets and LinkedIn posts will feature for instance:

- Relevant achievements, ongoing activities, workshops, events and campaigns run in the frame of the ALAMEDA work plan
- Stakeholder consultations
- The E-Newsletter / AI4Brain Community of Interest subscription and launch campaigns
- Presentation of the project in conferences, congresses and other events
- Publication of reports from international policy institutions, regulators and agencies which are relevant to the ALAMEDA work and the AI4Brain community at large
- Adoption of relevant legislations, standards and guidelines on key project's matters such as AI, ethics, value-based healthcare, patient engagement, shared decision making, etc.
- Relevant achievements, ongoing activities, workshops, events and campaigns run by the eHealth Unit at the DG CNECT and European projects which ALAMEDA will establish bridges and collaboration agreements with (see section 5)
- Publications, initiatives, news, and events promoted by the European Commission and relevant EC agencies

To the purpose of making social media posting more effective a series of relevant hashtags has been identified such as:

- #ALAMEDAproject (official project's hashtag)
- #AI4Brain (official hashtag of the project's Community of Interest, to be used starting from the Phase 2 of the Communication and Dissemination strategy)
- #AI4health
- #digitalhealth
- #ehealth
- #personalisedmedicine
- #valuebasedhealth
- #VBHC
- #patientengagement.

In addition, specific hashtags will be used for selected social media series (e.g., #MondayReading) or targeted international campaigns, events and World Days (e.g., #ActOnNCDs).

As mentioned above, the present plan is being developed within the first Phase of the Dissemination and Communication strategy of the project. As such there are currently no key project outputs available for dissemination. Thus, during the early stage of the project, activities will focus on raising awareness of the project with the various stakeholder groups present within the scope of the project as well as the general public.

A preliminary social media plan has been drafted for the second project's semester and will be updated as a living document along the project's duration in the internal planning tool (see section 4.1.1).

3.3 Scientific publications

As ALAMEDA is a Research and Innovation Action, scientific dissemination has prominent importance. A number of Journals have been preliminarily identified in the table below and the list will be maintained and updated in the planning tool (see section 4.1.1) including also specific special issues which might be fitting main ALAMEDA research fields.

Table 1. Preliminary selection of Open Access journals to be targeted for project's publications

Journal	Link
International Journal of Digital Healthcare (IJDH)	https://www.graphyonline.com/journal/journal_home.php?journalid=IJDH
Digital Health (Sage Journal)	https://journals.sagepub.com/home/dhj
npj Digital Medicine (Nature Partner Journals)	https://www.nature.com/npjdigitalmed/
The Lancet Digital Health	https://www.thelancet.com/journals/landig/home
Journal of Medical Artificial Intelligence	https://jmai.amegroups.com/about
Frontiers in Digital Health	https://www.frontiersin.org/journals/digital-health#
Artificial Intelligence in Medicine	https://www.sciencedirect.com/journal/artificial-intelligence-in-medicine
IEEE Journal of Translational Engineering in Health and Medicine	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?pu_number=6221039
Journal of Biomedical and Health Informatics	https://www.embs.org/jbhi/open-access/
MDPI Digital	https://www.mdpi.com/journal/digital
MDPI Healthcare	https://www.mdpi.com/journal/healthcare

Authors might consider reading the following scientific articles of the preeminent [PLoS Computational Biology Ten Simple Rules collection](#) before writing and structuring their papers:

- [Ten simple rules for getting published](#), Philip E. Bourne, PLoS Computational Biology 1(5): e57, 2005.
- [Ten simple rules for structuring papers](#), Brett Mensh, and Konrad Kording, PLoS Computational Biology 13(9): e1005619, 2017.
- [Ten simple \(empirical\) rules for writing science](#), Cody J. Weinberger, James A. Evans, and Stefano Allesina, PLoS Computational Biology 11(4): e1004205, 2015.
- [Ten simple rules for writing research papers](#), Weixiong Zhang, PLoS Computational Biology 10(1): e1003453, 2014.

In addition, several useful publications provide advice on how to avoid statistical mistakes [3] and to increase reproducibility [4] and openness[5][6] of scientific research.

3.4 External conferences and events

A provisional list of targeted conferences and events is provided here below. Such list is continuously kept up to date and enriched with new opportunities for poster or abstract submissions, presentations, workshops and participations in panels.

In the first months of the project, ALAMEDA partners have already been pretty active in submitting abstracts and joining events and conferences, such as the European Workshop on Visual Information Processing (EUVIP 2021 – ALAMEDA abstract feature in the post-conference booklet: https://www-l2ti.univ-paris13.fr/euvip2020/doc/EUVIP2021_booklet.pdf).

Table 2. Preliminary list of relevant conferences and events

Event title	Date	Format	Link	Status as of Sep 2021
9th European Workshop on Visual Information Processing – EUVIP 2021	June 23-24, 2021	Virtual	https://www-l2ti.univ-paris13.fr/euvip2020/	Abstract presented and published
Brain Innovation Days 2021	October 12-13, 2021	Brussels	https://www.braininnovationdays.eu/	Ongoing application
European Committee on Treatment and Research on MS (ECTRIMS 2021 Congress)	October 13-15, 2021	Virtual	https://www.ectrims-congress.eu/2021.html	Ongoing e-Poster submission
15th International Conference on Metadata and Semantics Research	November 29 - December 3, 2021	Virtual	http://www.mtsr-conf.org/home	Paper submitted
ISPIM Connects Valencia Conference	November 29 –	Valencia, Spain	https://www.ispim-connects.com/	Ongoing submission

	December 1, 2021			
SAFE Webinar Series & 1st European Life After Stroke Forum	March 11, 2022	Virtual	https://www.safestroke.eu/elasf/	-
FENS Forum 2022	July 9-13, 2022	Paris, France	https://www.fens.org/meetings/fens-forum/upcoming-fens-forums	-
European Conference on AI (second IJCAI-ECAI) (every even-numbered year)	July 23-29, 2022	Vienna, Austria	https://eurai.org/activities/ECAI_conferences	-

3.5 Workshops and Final Conference

In addition to ensure attendance and participation of the project in national and international events and conference, ALAMEDA will also arrange its own events. Namely, we foresee to plan two interim workshops which might eventually happen in collaboration with other projects or as side events of larger happenings and one final conference.

3.6 Press Releases

We will produce and disseminate three press releases alongside the project meetings, to communicate the progress and ongoing results. They will be delivered to local communication agents via our partners.

The first press release has been produced in the occasion of the Kick Off Meeting and official launch of the project. It is available in the News section of the website and has been personalized, adapted and translated in national languages by several partners and disseminated via their own networks and media channels.

3.7 E-Newsletter

A six-monthly newsletter will be issued to ensure that all stakeholders are regularly updated on the project's developments starting from month 10. It will be circulated via the project's mailing list but also through all partners' media platforms. Mailchimp will be used to ensure the best delivery rate but also to ensure that the same audience can be reached via other campaigns in the project Work Packages.

As long as the project progresses and the subscribers' list enlarges, viewers will be segmented whenever possible, and a regular analysis will be driven on newsletter results (opens and clicks) to be included in the annual reporting and optimise impact.

The E-Newsletter is the **first gateway to stakeholders to enter the AI4Brain Community of Interest** (see D7.1 for details) that ALAMEDA aims to create. Subscribers will receive information and updates but also invitations to consultations and events. As long as the AIH concept and service will develop the community will be increasingly engaged and asked for feedbacks and hints.

3.8 Public-Friendly Versions of Relevant Reports

Deliverables provide valuable insights, communicate methodologies, and report on ongoing and final results. During the project's lifetime, ALAMEDA will produce 44 deliverables. Public-friendly versions will be produced if the content is relevant for public audiences (beyond the project sphere) or if they are labeled as confidential material in the DoA and access to their full versions is restricted to the EC services and the consortium.

This way, we will disseminate knowledge and improve access to information.

All information produced will be also archived by ICCS in the internal shared repository on GitLab.

3.9 Website

The website will be the main window to the world and the platform where the project's future users and network partners will access ALAMEDA material, news and activities. The URL is <https://alamedaproject.eu/>, and the structure is presented in the deliverable D8.1.

It will also host an introductory page illustrating the functionalities of the ALAMEDA Innovation Hub (AIH) and redirecting to the AIH website.



Figure 4. ALAMEDA website: homepage

3.10 Visual and audio/video materials

As said above, visual communication is deemed essential for the generation of impactful messages and campaigns.

ALAMEDA will make extensive use of professional graphic design tools to generate appealing products such as social media visuals, banners, GIFs and infographics.



Figure 5. Social media visuals (example)

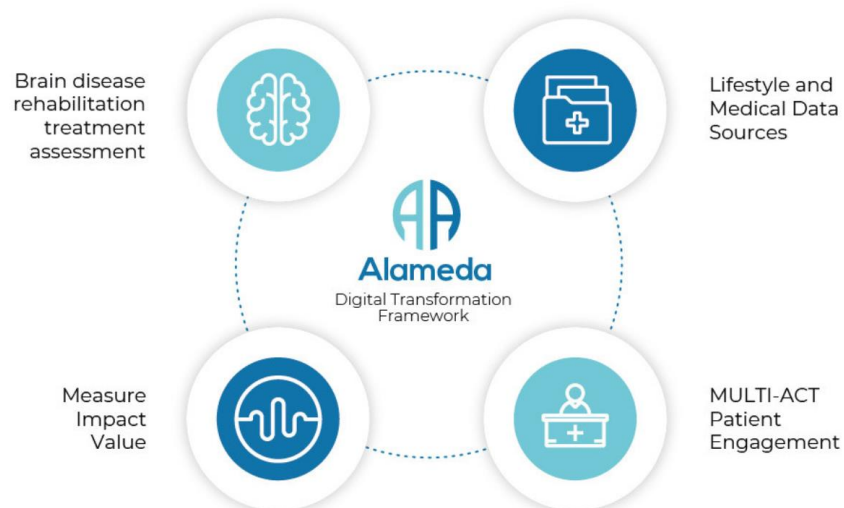


Figure 6. Infographics and images (examples)

Also, at least one animated video explaining the core concepts, ambitions and potential innovations brought by the project will be released by month 12.

In addition, the project team will release a series of videos and podcasts featuring partners' or users' interviews, "knowledge pills" illustrating key project's concepts in lay language, etc.

4. Planning of activities

4.1 Partner's responsibilities and workflow

The coordination, planning and monitoring of the dissemination and communication activities are under the responsibilities of the partner WISE. The leadership of the exploitation activities and design of suitable business plans is assigned to the partner UNISYS. Overall, all partners have budgeted considerable resources to contribute proactively to the WP8 activities, which also include the management of IPR and identification of standardization routes (led by ICCS).

For what specifically concerns dissemination and communication, active involvement and commitment from all partners is crucial to achieve the desired objectives stated in section 2. In order to ease the information and knowledge transfer from the various WPs to WP8 and particularly to T8.2, WISE has proposed to establish an internal Dissemination Task Force composed by one representative per WP (preferably from the organization covering the role of WP leader) so as to schedule regular meetings and a permanent information exchange flow which is necessary to promptly disseminate early achievements, milestones completed, etc.

Here below an overview of the main dissemination channels, the target groups they are most relevant to, and tentative timeline is provided, although this plan will be flexible and adapting to the evolution of project's activities and new opportunities coming up.

Table 3. Provisional planning

Instrument	Timing	Expected outcomes or Deliverable/task connected to it	Target group
Strategy definition	Project start	Presentation at the Kickoff Meeting; elaboration of deliverable D8.2	TG0
Graphic identity and templates	Project start	Adoption of a distinguishable visual identity; deliverable D8.1	TG0
Website	Project start	Website first release completed; Deliverable D8.1	ALL
Printed marketing materials	Upon request and depending on needs	Materials distributed by partners at in-person events	ALL
Digital flyer and brochure	First version, start of Phase 2	Materials shared online by partners and downloaded from the website	ALL
Social media presence	Throughout the project	Continuous support to the stakeholder engagement activities, discussions and exchanges with online communities	ALL

D8.2 - Dissemination Plan and Material

Press and media articles	To announce project events and outputs	Specific targeted dissemination	TG1,2,3,4
Participation to external conferences and events	Throughout the project	Promotion of the project scientific approach and technological results	TG1,2,3,4
Local workshop at the pilot sites	As soon as pilots are up and running	Promote engagement of Local Community Groups (see D7.1) and their broader local networks with special focus on patients, clinicians and caregivers	TG0,1
Documentation of project outcomes online (a)	Throughout the project as soon as project output become available	Publication of deliverables and public-friendly versions of deliverables on the website	TG0,2,3
Documentation of project outcomes online (b)	At the end of the project and beyond	<i>Services for third-party vendors and developers (initial report, D7.4); Tools and guidelines available via the Alameda Innovation Hub (D7.6) to ensure availability and reusability of the project outputs by external developers</i>	TG0,2,3
<i>Tutorials on project outputs, developers' workshops and webcasts</i>	<i>As soon as project output become available, after the 1st year</i>	<i>Training and tutorials delivered to make sure reusability of project outputs by researchers and third-party vendors and developers</i>	TG0,2,3
Multimedia (audio-video) production	Throughout the project	Podcasts and videos to introduce the project (animated promotional video), its intermediate achievements, get to know better the partners and people behind ALAMEDA via short interviews and statements	ALL
Organisation of project's events	Throughout the project	Two interim workshops and one final conference to attract stakeholders' interests, collect views and feedbacks, establish collaboration relationships with other projects or networks, etc. (In-person events preferred if epidemiological conditions allow it)	ALL

Participation in exhibitions and live demonstrations	At the end of the project and beyond	Demonstrate the value of the developed solutions to potential healthcare payers and procurers	TG5
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4.1.1 Internal planning tool

An internal planning tool has been delivered in the format of a living [spreadsheet](#) which will be used by both WISE to plan activities, social media posts in advance and collect all potential opportunities for dissemination in events, conferences and journals.

The tool is made accessible to all partners in a shared GDrive folder.

The first tab provides the partners with instructions on how to use it (see Figure 7).

The tool contains the following worksheets:

1. **Social media plan** (for WISE internal use) relative to ALAMEDA Twitter/LinkedIn
2. **Web News/Posts** (for WISE internal use) relative to posts in the project Website
3. **Planned Manuscripts**: Please indicate the tentative topics for scientific manuscripts you are planning to produce
4. **Journals & Special Issues**: We have introduced a preliminary list of potentially suitable journals and special issues, please add the ones you consider that should be targeted
5. **Targeted events**: We have introduced a preliminary list of targeted events for 2021-22, please add any other you consider relevant and/or you are planning to participate to

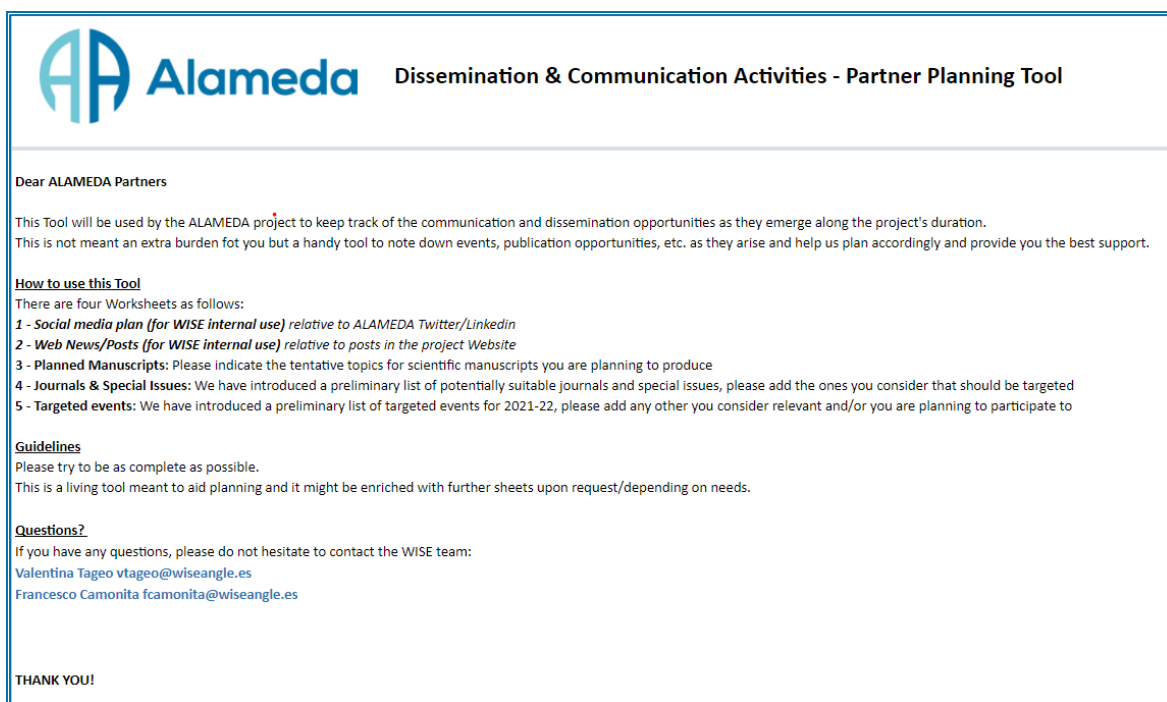


Figure 7. Screenshot of the planning tool cover page

4.2 Monitoring

A set of Key Performance Indicators, KPI, has been defined in the DoA to track the communication and dissemination activities carried out by the Consortium during the lifetime of the project, including a set of exploitation-oriented activities and tools that will be more extensively described in D8.4 and D8.7 and implemented in the frame of task T8.3.

Along the life of the project a yearly quantitative and qualitative analysis of the communication and dissemination activities carried out in task T8.2 will be carried out and reported in the deliverables foreseen in M12, M24 and M36 (respectively D8.3, D8.5 and D8.6). To this purpose, statistics on the use of the webpage and the behaviour of social media will be reviewed periodically, paying attention to the variables provided: followers' growth, likes, post reaches, page views, time tendencies, posts success, geographical and impressions. The collection of data related to events where the ALAMEDA project has participated or organised, the number of publications and networking outputs will be gathered on an online table that partners will be periodically filling in.

Table 4. Relevant Communication, Dissemination and Exploitation KPIs included in the DoA

Communication tools & channels	Key Performance Indicator (KPI)	Targeted outcome
ALAMEDA website	No. of pageviews ¹ along the project's life	≥10,000
Articles in technical papers, magazines, newspapers	No. of articles published	≥6
Printed materials	No. of leaflets or brochures distributed	≥500
Scientific conferences and sector-events	No. of presentations featuring the project	≥4
Scientific publications	No. of publications on open access scientific journals (or the Open Research Europe Platform)	≥6
Digital materials	No. of downloads of the project leaflet, poster or brochure	≥200
Videos	No. of views of the promotional ALAMEDA video	≥1,000
Social media	No. of posts	≥50
Events	No. of events arranged by the project	≥2 workshops ≥1 final conference
Exploitation-oriented activities & tools*	Key Performance Indicator (KPI)	Targeted outcome
Local workshop at the pilot sites	No. of workshops arranged	At least 1 per pilot site/country
Events to engage the developers and their communities	No. of workshops/webcasts arranged	Quarterly after the end of Year 1
Training materials and	Tutorials on how to make use of	Throughout the project, as soon

¹ See Google Analytics Glossary definition: “a pageview (or pageview hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed” (accessed on 20 September 2021, <https://support.google.com/analytics/answer/6086080?hl=en>).

documentation illustrating project's outcomes	project's outputs	as outputs become available
	Documentation published on the ALAMEDA website	
Direct contacts with relevant stakeholders for use and uptake	No. of stakeholders reached	≥50
Participation in exhibitions and live demonstrations	No. of events and meetings with public health authorities and/or healthcare providers	≥10

**See Task 8.3 and corresponding deliverables for details*

4.2.1 Internal reporting tool

A handy tool for monitoring and reporting of communication and dissemination activities is provided to all partners in the format of a [shared spreadsheet](#) in the project GDrive folder made available by WISE.

All partners are requested to collect and report information, links and supporting documents related to the communication and dissemination activities they have carried out every six years. Such information is processed, analysed and reported by the Dissemination Manager (WISE) in the Annual Reports.

The tool contains six worksheets as follows:

1. **Online communication:** this is the tool to keep track of partners' online communication activities. Instructions to setup social media analytics are also provided.
2. **Scientific Publications:** papers and articles, special editions, chapters in books, etc.
3. **Conference Publications:** abstracts and posters.
4. **Events Tracker:** record details of all those events attended by partners where ALAMEDA was on the agenda
5. **Press Clippings:** record details of ALAMEDA presence in local/ regional/ national press
6. **Other activities:** other comms & diss activities not included elsewhere
7. **Printed Materials:** type and number of printed materials partners have distributed

5. Relevant projects

One of the most relevant strands of dissemination and communication activities is the one dedicated to creating an environment of mutual support, collaboration and synergies between projects working on connected research areas, topics and technologies so as to encourage cross-project contamination and learning exchange. Commonalities and shared interests as well potential complementarities are further analysed in D7.1.

Table 5. Relevant projects for potential collaboration and synergies

Name and link of the project	Brief description
Project funded under the same topic as ALAMEDA (DTH-02-2020)	
iHELP - Personalised Health Monitoring and Decision Support Based on Artificial Intelligence and Holistic Health Records (https://ihelp-project.eu/)	The EU-funded iHELP project will design a cutting-edge decision support suite incorporating artificial intelligence-based risk identification and mitigation methods to assist in the fight against pancreatic cancer. It will analyse historical data in detail, identifying primary risk factors while raising awareness and providing ongoing risk management by exploiting data obtained through various wearable devices. The goal is to provide near real-time risk assessment, significantly aiding detection, prevention and treatment.
WARIFA - Watching the risk factors: Artificial intelligence and the prevention of chronic conditions (https://www.warifa.eu/)	The WARIFA project will develop a prototype of a combined early risk assessment tool that will provide individual citizens with personalised recommendations for the management of chronic conditions – such as cancer, cardiovascular diseases, diabetes and chronic respiratory diseases – which represent the leading causes of death for the citizens of the European Union. WARIFA will be available to individual citizens via a user-friendly interface on their smartphone.
LETHE - A personalized prediction and intervention model for early detection and reduction of risk factors causing dementia, based on AI and distributed Machine Learning (https://www.lethe-project.eu/)	The EU-funded LETHE project aims to provide a data-driven risk factor prediction model for older individuals at risk of cognitive decline building upon big data analysis of observational and longitudinal intervention datasets from four European clinical centres. It will establish novel digital biomarkers for early detection of risk factors based on unobtrusive ICT-based passive and active monitoring. The aim of the project is a digital ICT-based preventive lifestyle intervention through individualised profiling, personalised recommendations, feedback, and support.
BRAINTEASER - BRinging Artificial INtelligence home for a better cAre of amyotrophic lateral sclerosis and multiple SclERosis (https://brainteaser.health/)	Amyotrophic Lateral Sclerosis (ALS) and Multiple Sclerosis (MS) are chronic diseases characterized by progressive or alternate impairment of neurological functions (motor, sensory, visual, cognitive). BRAINTEASER will integrate large clinical datasets with novel personal and environmental data collected using low-cost sensors and apps. Software and mobile apps will be designed embracing an agile and user-centred design approach, accounting for the technical, medical, psychological and societal needs of the specific users. BRAINTEASER will implement a system able to guarantee cybersecurity and data

Name and link of the project	Brief description
<p>FEMaLe - Finding Endometriosis using Machine Learning (https://findingendometriosis.eu/)</p>	<p>ownership to the patients; will provide quantitative evidence of benefits and effectiveness of using AI in health-care pathways implementing a proof-of-concept of its use in real clinical setting.</p> <p>The EU-funded FEMaLe project is working on a machine-learning multi-omics platform that can analyse omics data sets and feed the information into a personalised predictive model. The main focus of the project is to improve intervention for individuals with endometriosis, a condition where tissue normally lining the uterus grows outside the uterus. A combination of tools such as a mobile application and augmented reality surgery software will be developed, facilitating improved disease management and the delivery of precision medicine.</p>
<p>TIMELY - A patient-centered early risk prediction, prevention, and intervention platform to support the continuum of care in coronary artery disease (CAD) using eHealth and artificial intelligence (http://timely-project.eu/)</p>	<p>The objective is to develop and implement a platform that provides AI-powered apps and dashboards and decision support tools assisting patients and clinicians to personalize healthcare based on risk evaluation, outcome prediction and tailored interventions. The platform will be developed based on a functional platform for interoperability with electronic health records and security mechanisms, to ensure information completeness and continuity and to simplify data sharing. AI in TIMELY, built with big retrospective datasets of >23.000 CAD patients, will constantly monitor and evaluate risks and will indicate any deviation from defined therapy goals or unfavorable changes as well as propose proper interventions.</p>
Other relevant H2020 projects	
<p>MES-CoBraD - Multidisciplinary Expert System for the Assessment & Management of Complex Brain Disorders (https://www.mes-cobrad.eu/)</p>	<p>MES-CoBraD) project aims at improving diagnostic accuracy and therapeutic outcomes in people with Complex Brain Disorders (CoBraD), as reflected in the Neurocognitive (Dementia), Sleep, and Seizure (Epilepsy) disorders and their interdependences through Real-World Data (RWD) from multiple clinical and consumer sources through comprehensive, cost-efficient, and fast protocols.</p>
<p>AI-Mind - Intelligent digital tools for screening of brain connectivity and dementia risk estimation in people affected by mild cognitive impairment (https://www.ai-mind.eu/)</p>	<p>At the heart of AI-Mind are two artificial intelligence based digital tools that will be integrated into a cloud-based diagnostic support platform. These tools will analyse existing and routinely collected data in an innovative manner: the AI-Mind Connector will fully automate the identification of early brain network disturbances; after enriching data from AI-Mind Connector with genetic and cognitive information, AI-Mind Predictor will provide an early marker of risk for dementia in people with MCI.</p>

Name and link of the project	Brief description
<p>SLEEP REVOLUTION - Revolution of sleep diagnostics and personalized health care based on digital diagnostics and therapeutics with health data integration</p>	<p>Obstructive sleep apnea (OSA) is the most frequently encountered sleep disordered breathing disorder, associated with various health complications such as a high risk of heart disease, hypertension and daytime sleepiness. The EU-funded SLEEP REVOLUTION project is introducing an approach based on machine learning to assess OSA severity and treatment needs. Through a set of wearables and a digital management platform, the project aims to bring together researchers, patients and healthcare professionals to provide an up-to-date method of accurate OSA diagnosis and optimal treatment.</p>
<p>Virtual Brain Cloud - Personalized Recommendations for Neurodegenerative Disease (https://virtualbraincloud-2020.eu/tvb-cloud-main.html)</p>	<p>Early Alzheimer's diagnosis would save up to \$7.9 trillion in medical and care costs by 2050 in the US alone. However, the emergent pathology is highly variable across people, necessitating individualized diagnostics and interventions. The VirtualBrainCloud addresses this by bridging the gap between computational neuroscience and subcellular systems biology, integrating both research streams into a unifying computational model that supports personalized diagnostics and treatments in NDD. TheVirtualBrainCloud not only integrates existing software tools, it also merges the efforts of two big EU initiatives, namely The Virtual Brain large scale simulation platform of the EU Flagship Human Brain Project and IMI-EPAD initiative (European prevention of Alzheimer's dementia consortium).</p>
<p>RETENTION - heart failure patient management and interventions using continuous patient monitoring outside hospitals and real world data (https://www.retention-project.eu/)</p>	<p>Heart failure (HF) is one of the chronic diseases that medicine struggles to effectively prevent, diagnose and treat. Yet, it remains the leading global cause for disability and premature death. A significant reduction of hospitalisations is a crucial step for the maintenance of patients' life quality as well as for its burdening impact on the entire healthcare system's efficiency. The EU-funded RETENTION project aims to develop an innovative platform supporting clinical decision-making and evidenced-based personalised interventions for HF patients. Through an automatised collection and analysis of patient data, the innovative solution will focus on reducing patients' mortality and enhancing their quality of life.</p>

6. Summary and conclusions

The present deliverable provides an in-depth description of the plan, tools and assets that the ALAMEDA team will activate to ensure impactful dissemination of its vision, goals and results.

The ALAMEDA Consortium is collectively committed to implementing it and reporting annually on the intermediate achievements. Each annual report will also represent the opportunity to analyze successes and bottlenecks and propose improvements and adjustments to the plan as the project progresses.

Dissemination and communication are a key component in the overall ALAMEDA strategy to ensure the sustainability of the services and outputs developed by the project, both during and beyond the end of the funding period. It is also closely connected to the stakeholder engagement activities planned in WP7 and delivered across all the WPs.

This plan will be monitored regularly to ensure that it continues to meet the evolving needs of the project, as it moves from awareness-raising to targeting scientific dissemination and exploitation-driven outreaching to industry.

7. References

- [1] H2020 Model Grant Agreement, Article 26.1 Ownership by the beneficiary that generates the results, https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf.
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- [3] Makin, T.R., Orban de Xivry, J. Science Forum: Ten common statistical mistakes to watch out for when writing or reviewing a manuscript. *eLife* 2019;8:e48175 (2019). <https://doi.org/10.7554/eLife.48175>.
- [4] Munafò, M., Nosek, B., Bishop, D. et al. A manifesto for reproducible science. *Nat Hum Behav* 1, 0021 (2017). <https://doi.org/10.1038/s41562-016-0021>.
- [5] PLOS is a nonprofit, Open Access publisher offering a broad set of hints and tools to transform science communication through Open Science, <https://plos.org/open-science/>.
- [6] ORION - Open Responsible research and Innovation to further Outstanding kNowledge is a 4-year project providing a range of training materials for researchers on RRI and Open Science principles and practices, <https://www.orion-openscience.eu/index.php/publications/training-materials>.

Appendices

A.1 Appendix 1 – News template

The template to facilitate the content production for news, articles and blogposts is made available for download to all partners in the [GDrive](#) shared Dissemination and Communication Folder.



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News

Date (dd/mm/yy)

Author (Name Surname, Organization)

Title

Subtitle

(In case of an event, please write here the date and the place)

[ADD A PHOTO]

(Add a description of the photo and source/copyright if applicable)

[Text...]

Please describe:

- 1) Aims and objectives of the workshop/external event/relevant initiative/result achieved
- 2) Relation to the ALAMEDA project and overarching goals
- 3) Specify the type/s of Stakeholders/Attendees participating and ALAMEDA Partners involved
- 4) In case of external events, briefly describe the context where the project has been featured or presented
- 5) In case of external events, include any relevant and useful link (event agenda, recording, photo gallery, or else)
- 6) State the main results and outcomes achieved with the activity/event/initiative
- 7) Mention possible future events/activities following/building upon the one described in the news as well as next steps, lessons learnt
- 8) If your quoting other works, state the sources

Please note: the news should be between 1 to 2 pages.

Please provide in the same document relevant Twitter handles or hashtags (of other stakeholders partnering your initiative, events, conferences, organisers, etc.) that should be tagged in the related posts.