

D6.1 – Dissemination, communication and exploitation plan

Version 1.0

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HISTORY OF CHANGES			
Version	Publication date	Authors	Description of changes
1.0	Jan 2023	UMFCD	Initial version

Project Information

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Project Acronym	TRIP
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Project Coordinator	
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Deliverable Information

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1. Executive summary

The Dissemination, Communication and Exploitation Plan is deliverable 6.1, elaborated within Work Package 6 (WP6) of the TRIP project – Dissemination, exploitation of results and communication activities.

The present plan represents the initial version of the deliverable, which aims to establish the dissemination and communication strategy for the TRIP project in order to promote visibility and accessibility, to effectively render the results of the research activities accessible as the project develops and thus to maximize the overall impact of the project. An update of the present document is foreseen to be elaborated in M36 of the project.

This document contains the essential information necessary for establishing effective communication channels and dissemination methods, simultaneously defining objectives, key audiences and expected outcomes. The actual dissemination plan will be discussed with the project partners, regularly, at project meetings; moreover, in accordance to European Commission requests, partners will be informed in a timely fashion before any dissemination activity takes place. As per EU guidelines and in line with the Consortium Agreement, the project partners must approve of the respective activities, so as to protect relevant Intellectual Property Rights derived from the activities of the project.

2. Introduction

Pancreatico-biliary malignancies represent a major health issue worldwide, with high incidence and mortality rates in Central and Eastern Europe, carrying a dismal prognosis in advanced stages. As a result, superior diagnostic and therapeutic modalities are necessary in order to efficiently improve patient outcomes. One of the main issues regarding this aspect is a lack of well-established training programs for practitioners, considering the fact that many of the diagnostic and therapeutic procedures in this field are technically challenging. In this context, the project aims to establish a suitable environment in order to adequately teach trainees from UMFCD in the field of diagnostic, staging and therapeutic procedures employed in patients with pancreatico-biliary tumors by partnering with leading European centers that focus on the discussed matter (RHH in Denmark and ULC in the United Kingdom). Thus, the aim of the project is to enhance the partnership between UMFCD and the aforementioned institutions with the purpose of combining their experience in the field of diagnosis, staging and management of pancreatico-biliary cancers.

3. Objectives

In order to establish an efficient dissemination and communication strategy, a series of objectives need to be identified. These objectives rely on a series of key questions that have to be answered so as to cover all the relevant aspects. In consequence, the present plan addresses the two following key questions:

- “who?”: defines the key (target) audience
- “how?”: defines the practical methods and tools employed for dissemination and communication
- -“what?”: defines the main information, messages and outcomes to be disseminated, communicated, and key exploitable results to be exploited

Based on the questions stated above, the main objectives are the following:

- to define the key (target) audiences for dissemination and communication
- to define a tailored, individualized approach (strategy) for each of the dissemination and communication activities, taking into account that these processes exhibit common points as well as key differences
- to identify the most efficient dissemination/communication methods that are best suited to the project and its target audience

4. Dissemination strategy

4.1 Target audience

Dissemination and exploitation represent a significant part of the project, aiming at broadcasting the results of the research activity and sharing them with potential users. In accordance, the results of the project will be conveyed to early-stage (ESR) and post-doctoral researchers, healthcare professionals, relevant stakeholders and policy-makers.

TARGET GROUP	AIM
Internal staff	creates an environment of safety and teamwork, where shared information about project activities is constant among project members
ESRs	supports collaboration between ESRs and internal project staff
PhD students	attracts new PhD students towards UMFCF
Users/clients/industry	augments the interest of user, clients and industry in project research results and other relevant activities developed by UMFCF
Policy-makers/stakeholders	helps stakeholders make appropriate use of relevant research results in policy making and to ensure financial sustainability of UMFCF

4.2 Dissemination tools

Dissemination is employed to promote the accessibility of the research activities and to emphasize visibility and accessibility, maximizing the overall impact of the project. In order to achieve a successful dispersal of the relevant information resulted from the research activity to the target audience, the dissemination process entails the use of different tools and methods that need to be adapted to the type of information relayed and the expected audience. These tools will be discussed below.

- **Project website:** a user-friendly, dedicated website will be created as a resource to host detailed information about the TRIP project, including its objectives, activities and current progress. It will be constantly updated as the project progresses. Furthermore, basic information about the project will also be accessible on the UMFCO official website (<https://umfcd.ro/en/>).
- **National and international conferences:** high-level conferences and congresses, which benefit from important participation of renowned experts, researchers and medical practitioners represent one of the most suitable methods of disseminating information. Early stage researchers from UMFCO will attend at least 2 conferences per year, making this a perfect opportunity for networking with international faculty experts from the most important EU institutions. The most important conferences and congresses to be attended will be:
 - International
 - ESGE Days (European Society of Gastrointestinal Endoscopy) / EURO-EUS (Endoscopic Ultrasound)
 - EUROSON Congress of EFSUMB (European Federation Societies for Ultrasound in Medicine and Biology)
 - EAES International Congress (European Association of Endoscopic Surgery)
 - EGEUS Congress (European Group for Endoscopic Ultrasonography)
 - UEG Week (United European Gastroenterology Week)
 - DDW (Digestive Disease Week)
 - National:
 - Romanian National Conference of Gastroenterology, Hepatology and Digestive Endoscopy
 - RAES Congress (Romanian Association of Endoscopic Surgery)
 - RSCP Congress (Romanian Society of Coloproctology)
- **Publications:** at least 9 publications will be elaborated in conjunction with the project partners. These scientific papers will be published in high-impact journals and, as with all Horizon Europe projects, the resulting scientific publications will be free of charge (open access). These journals include:
 - Endoscopy
 - Gastrointestinal Endoscopy

- Gut
 - Endoscopic Ultrasound
 - European Journal of Ultrasound
 - Medical Ultrasonography
 - Gastroenterology
 - Journal of Gastrointestinal and Liver Diseases
 - Surgical Endoscopy
- **Post-graduate training courses:** three courses will be organized by UMFCF in the framework of the TRIP project. These courses will include theoretical expositions and hands-on training on 3D synthetic models, ex-vivo animal models and live animal models.
 - **Workshops:** three international workshops with hands-on training and live-demo will be organized by UMFCF, with the attendance of the EU experts from the partner centers. In this way, the research potential of UMFCF will be showcased to national and international partners.
 - **Summer school:** UMFCF will organize one summer-school type activity, with the participations of EU experts from all partner centers. The duration of the summer school will be 5 days and will include theoretical courses and hands-on activities.
 - **Webinars and live video courses** will be transmitted online from partner centers.

5. Communication strategy and master plan

5.1 Objectives of the communication activities

In support to target dissemination activities, broad communication actions complementary to the communication strategy of the UMF Carol Davila will be undertaken to promote project objectives, activities and findings in a clear and intelligible way to the target groups.

The TRIP communication strategy will pursue the following objectives:

- Raise public awareness and ensure maximum visibility of the UMFCF, partners (UCL/RHH) and the project key facts, objectives, activities and findings;
- Promote young students and skilled scientists to join partner institutes/hospitals;
- Announce and promote TRIP events, contributing to upgrading attendance and engagement thus potential drawing the attention of national governments, regional authorities and other public/private funding sources to the need for and ultimate benefits of our research;
- Expand the reputation and increase the visibility of UMFCF at national and international levels;
- Support the dissemination objectives.

5.2 Communication target audience

The target audience comprises six main target groups:

- Internal staff – strengthen teamwork and inform about key activities
- PhD students – build collaboration among young researchers and staff
- Industries, users, clients – increase interests in research results and relevant activities of UMFCO
- Policy makers and stakeholders – ensure financial sustainability of UMFCO
- Media – position UMFCO as a contact point for relevant scientific and social questions
- General public – explain the general public the sense and importance of science, increase awareness of UMFCO as a socially responsible institution.

5.3 Messages to be distributed

The information provided in an easy-to-understand, non-technical fashion through the various communication activities will include:

- TRIP key facts, objectives and expected results;
- TRIP events;
- TRIP outputs and outcomes.

5.4 Communication channels

- UMFCO Website
- Intranet and Internal communication platforms
- Professional websites
- Events for professional public and general public
- Events for internal staff and ESRs
- Presentations and Conferences
- Public Media
- Print media
- Social media