

# UPGRADE Dissemination Plan

## Deliverable 11.1

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## Executive summary

This document describes the project dissemination strategy and defines the criteria and implementation measures to efficiently communicate project objectives, progress and outputs, as part of WP 11 “Communication, stakeholders engagement, dissemination and exploitation”.

The UPGRADE Dissemination Plan (DP) will be reviewed every year (M14, M26, M38, M50) and will be closely aligned with the UPGRADE work plan with communication activities intensifying pre and post key project deliverables and milestones.

The DP has been developed with two different purposes:

- to map out the dissemination strategy and outreach efforts during the project period;
- to define the audience, the messages to be disseminated, the tools and the timeline.

This is the first deliverable of WP11 and encapsulates five key tasks, related to the website, social engagement, external and internal dissemination. These tasks are also to ensure maximum reach and impact of our project and results, to enable us to engage with stakeholders and different communities and at the same time highlight the exciting innovation and research of H2020 EU-funding projects.

This document consists of three sections, including this executive summary, and one Annex, reporting the first version of the stakeholders map and the list of other EU projects, possibly to be involved for cross-cutting dissemination activities.

# 1. Communication and Dissemination Strategy

## 1.1. Key concepts

The following definitions originate from the European Commission participant website<sup>1</sup>.

### Communication

“Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.”

The communication in UPGRADE will be achieved through open meetings, participation in media activities and via e-communication tools.

### Dissemination

“The public disclosure of the results by any appropriate means, including by scientific publications in any medium”.

The dissemination in UPGRADE will be achieved through e-media tools, contribution to scientific events, publications on high-ranked journals and the organisation of workshops and summer schools (during the last two years of the project).

### 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 standardisation activities”.

The Innovation Management Committee (IMC), constituted by the Business and Development Office of Fondazione Telethon, will ensure that the Technology Transfer Offices of the Partners are aware and aligned on these matters. The IMC will also supervise the implementation of such agreements on a case-by-case basis and will set the strategies for managing IP, technology transfer and exploitation activities related to the project results and will supervise all relevant steps. The complexity of the expected outputs requires a close cooperation of all Partners with the IMC, which will be further favoured and guaranteed by the Project Management Team. The first UPGRADE Exploitation strategy will be included in the next version of the Dissemination Plan (M14).

## 1.2. Target audience: who to disseminate to

Stakeholder engagement is the key to the success of any dissemination initiative, and stakeholder identification is the first and foremost important task in effective stakeholder engagement. UPGRADE dissemination strategy is to target different audiences, each having different expectations and needs.

UPGRADE dissemination activities will involve six target stakeholder groups:

- **research community** including scientists Life Sciences
- **industries and SMEs** in healthcare and pharmaceutical sectors
- **physicians**

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<sup>1</sup> <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>

- **public administrations**, health policy makers, EC and its agencies
- **patient** associations
- **society at large** composed by citizens and professionals.

During the preparation phase of the project, FTELE prepared a first version of the stakeholder database, recently implemented (see Annex 1 for more details). This database will be continuously updated, and additional inputs will be requested to the partners.

Each stakeholder group will be addressed differently according to those needs and expectations (Table 1):

**Table 1.** Overview of the UPGRADE target audience and communication tools

Target audience	Needs	Strategy for reaching the audience
Scientific community	Understanding of project's rationale and activities, sharing information and results	Scientific publications, reports, presentations at scientific events, social media news, training events, summer schools, workshops
Pharma industry	Understanding of project's rationales, results and products, potential use of results	Dedicated newsletters and section of the website, participation to promotional events
Portals and networks	Understanding of project's rationale and activities, direct involvement	Access to interactive areas of the website, social media news
Patients associations	Understanding of project's rationale and activities, direct involvement, bidirectional dialogue, use of the results	General reports, broad events, open days, tailored news on the website and social media
Health and Research Policy Makers	Understanding of project's rationale and activities, sharing information and results	Scientific publications and reports, tailored news on the website, newsletter

### 1.3. Roadmap: when to disseminate

The objectives of the dissemination and exploitation activities are mainly deployed in stages during the project lifetime. At the beginning of the project, as no results will be available, the communication strategy will focus on raising project awareness among the stakeholders community. As the first project results will become available, dissemination of project outputs will start and last until the end of the project period. During the last phase of the project, the consortium will make sure the project results will be available to the wider audience to be used in future research activities and further exploited.

Dissemination and communication actions will be organized as follows (fig. 1):

1. **Starting phase (M1-M18): Raising awareness** of project's activities, outputs and benefits through diverse channels to audiences. During this initial phase, the Consortium elaborates the dissemination strategy, define the project identity and produce promotional material.
2. **Steady phase (M18-M48): Promoting a deeper understanding of new knowledge and results.** During this central phase, as research activities will progress further, UPGRADE Consortium will produce reports, datasets, publications, present the results to the scientific community and organize special workshop within international conference and summer schools to promote UPGRADE findings. This will be the core base material for dissemination.

3. **Capitalizing phase (M48-M60): Engaging with target groups** to encourage their willingness to make use of project results.



Fig. 1 Communication, dissemination and exploitation phases of UPGRADE.

## 2. Communication and dissemination tools

In order to achieve the communication objectives, it will be necessary to deploy a 360 degrees Communication Strategy that combines Online and Offline channels such as:

- Website
- Flyers
- Newsletters
- Social Media presence
- Project Events
- Open Days
- 

### 2.1. Branding strategy – visual identity

For the UPGRADE consortium, it was important to have a clearly defined, unique visual identity, available from the very start of the project, which can be used both in printed and digital media. The project logo was designed to be easily recognized and remembered. Several logo proposals (Fig. 2) have been developed and submitted to the Consortium during the KOM (D10.1) and a final decision was taken at the end of the Meeting (Fig. 3).

#### UPGRADE LOGO: previous versions

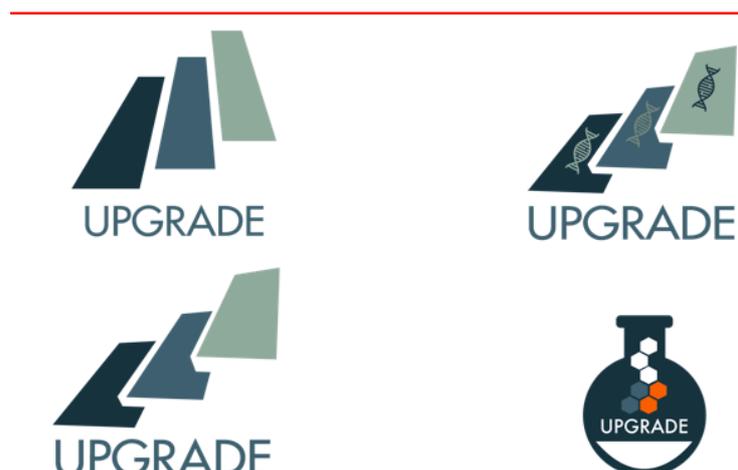


Fig. 2 Previous proposals for the UPGRADE logo



*Fig. 3 Official UPGRADE logo*

Based on the same colour palette, fonts and logo, a set of templates have been designed by the Project Management Team:

- Deliverable
- Presentation
- Poster
- Event agenda
- Minute of meeting
- Report

All templates will be available for download from the restricted area of the UPGRADE website.

## 2.2. Flyers

The first UPGRADE flyer will be released by the end of Month 6 to present the topic of the project, its objectives and activities of UPGRADE. It will be available online under form of pdf, to be printed when necessary to be handed out at events attended by UPGRADE members. A second flyer will present the project achievements at Month 60.

## 2.3. E-UPGRADE tools

The **project website** is one of the principal means of informing all stakeholders categories. At the moment of the submission, the UPGRADE website ([www.upgrade-h2020.eu](http://www.upgrade-h2020.eu)) is being finalized and will be launched during the first week April 2019 (the website description is in the Deliverable 11.2).

During the project lifetime, different types of **media articles** (written press articles, taking the form of news, announcements, press releases, etc) will be prepared and published on different channels, including not only the UPGRADE website or social media, but also CORDIS WIRE and other scientific and generalist online platforms.

UPGRADE's **social media** strategy aims at providing interested stakeholders with information and new developments in the project, creating a community around the new technologies for precision gene and

epigenome editing, but it also reaches out to new target groups and a broader audience. The overall goal of UPGRADE is to overcome current limitations of gene therapy strategies and providing solutions to the overarching challenges that currently limit safe and effective deployment of gene therapy beyond a select group of rare diseases. Fondazione Telethon decided to brand UPGRADE under the TIGEM (Telethon Institute for Genetic and Medicines) **Twitter account**, as done for other European projects coordinated by its researchers. This strategy has several advantages, for example:

- avoiding spending time in setting up and populating different accounts with a limited lifetime;
- ensuring a project legacy;
- ensuring a higher visibility to the projects.

UPGRADE related tweet will always start with a dedicated hashtag (#UPGRADE\_H2020): this will allow the audience to find them more easily and follow the conversation. Several popular hashtags in relation to the UPGRADE main topics have been identified and will be used on a regular basis to increase the project visibility (Table 2):

**Table 2.** List of popular hashtag that will be used in UPGRADE tweets

Generic	UPGRADE specific
#advancedmedicine	#rarediseases
#biotech	#geneticdiseases
#innovation	#genetherapy
#innovativemedicine	#celltherapy
#healthcare	#viralvector
	#hematopoietic
	#immunotherapy
	#stemcelltherapy
	#stemcelltherapy

The Dissemination Team (composed by FTELE members) works jointly to update the web platforms on a regular basis, at least two times per week, aiming at:

- sharing information about UPGRADE progress and achievements;
- announcing project and scientific events;
- sharing information about UPGRADE partners recruitment.

Links to the all **e-media tools** that will be created during the lifetime of UPGRADE will be made available in the home page of the UPGRADE website and included in all the other communication channels (e.g., newsletter, flyer, poster).

## 2.4. Open Access

To ensure the widest access possible to science produced by UPGRADE, all scientific publications will be deposited in dedicated ZENODO community ([www.zenodo.org](http://www.zenodo.org)), as plain text, and as editorial open access for those producing new tools and assessing outputs. The UPGRADE Community will be created by Month 6.

## 2.5. Newsletter

The UPGRADE Newsletter strategy will be curated by FTELE, including contribution from the whole consortium, from EU and from related research projects. UPGRADE will produce at least one issue per year, releasing additional issues dedicated to specific categories of stakeholders (e.g., industries).

## 2.6. Conferences and Special session

Besides the UPGRADE events (annual meetings, workshop and summer schools), UPGRADE consortium members will use regular and widely attended events to reach and meet targeted communities. The UPGRADE partners will use them to present the project, disseminate key results, carefully selecting the events that will allow optimal impact. The objective is to disseminate the UPGRADE results with approximately 100 contributions to international scientific symposia and conferences. A tentative list of external events in the short-term, is presented below (Table 3).

**Table 3.** List of external events

Name	Place and date	Link
ESGCT 27 <sup>th</sup> Annual Congress	Barcelona, 22-25 October 2019	<a href="https://www.esgct.eu/congress/barcelona-2019.aspx">https://www.esgct.eu/congress/barcelona-2019.aspx</a>
ASGCT 22nd Annual Meeting	Washington DC, 29 April-2 May	<a href="https://annualmeeting.asgct.org/am19">https://annualmeeting.asgct.org/am19</a>
Keystone Symposia on Molecular and Cellular Biology	Several locations, March-December 2019	<a href="http://www.keystonesymposia.org/index.cfm?e=Web.Meeting.List&amp;tab1">http://www.keystonesymposia.org/index.cfm?e=Web.Meeting.List&amp;tab1</a>
FASEB Conferences	Several locations, April-July 2019	<a href="http://www.faseb.org/Science-Research-Conferences/Registration-Information/Choose-Your-Conference.aspx">http://www.faseb.org/Science-Research-Conferences/Registration-Information/Choose-Your-Conference.aspx</a>
Dynamics of Genome Engineering and CRISPR Tech Conference	London, 11-12 November 2019	<a href="https://www.longdom.com/crispr">https://www.longdom.com/crispr</a>
Genome Engineering: Frontiers of CRISPR/Cas	Cold Spring Harbor, 10-13 October 2019	<a href="https://meetings.cshl.edu/meetings.aspx?meet=CRISPR&amp;year=19">https://meetings.cshl.edu/meetings.aspx?meet=CRISPR&amp;year=19</a>

## 3. Internal communication

### 3.1. Mailing list

Distribution lists will be created for different groups:

- All participants
- WP leaders
- Advisory Board
- PIs and administrative staff

## 3.2. Internal website

The Partners' area of the website will allow restricted access to project documents, such as contractual documentation, templates, reports and restricted deliverables and milestones. It also contains templates, guidelines for the preparation of presentations as well as the agenda of the project. In case of need, shared tools will be made available to the UPGRADE consortium.

## 4. List of annexes

Annex 1 – UPGRADE Stakeholder database

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Category	Name	Link
<b>Scientific Community</b>	European Society of Gene and Cell Therapies	<a href="https://www.esgct.eu">https://www.esgct.eu</a>
	Association for Research in Vision and Ophthalmology	<a href="https://www.arvo.org">https://www.arvo.org</a>
	European Society for Blood and Marrow Transplantation	<a href="https://www.ebmt.org">https://www.ebmt.org</a>
	International Society for Eye Research	<a href="https://www.iser.org">https://www.iser.org</a>
	European Society for Muscle Research	<a href="http://www.esmr.org">http://www.esmr.org</a>
	European Hematology Association	<a href="https://ehaweb.org">https://ehaweb.org</a>
	International Society for Stem Cell Research	<a href="http://www.isscr.org">http://www.isscr.org</a>
	American Society of Gene and Cell Therapies	<a href="https://www.asgct.org">https://www.asgct.org</a>
<b>Pharma industry</b>	European Federation of Pharmaceutical Industries and Associations	<a href="https://www.efpia.eu">https://www.efpia.eu</a>
<b>Physicians</b>	Association for Research in Vision and Ophthalmology	<a href="https://www.arvo.org">https://www.arvo.org</a>
	Society for the Study of Inborn Errors of Metabolism	<a href="http://www.ssiem.org/home/welcome.asp">http://www.ssiem.org/home/welcome.asp</a>
	European Society for Immunodeficiencies	<a href="https://esid.org">https://esid.org</a>
<b>Portals and networks</b>	Orphanet	<a href="https://www.orpha.net/consor/cgi-bin/index.php">https://www.orpha.net/consor/cgi-bin/index.php</a>
	Rare Diseases Clinical Research Network	<a href="https://www.rarediseasesnetwork.org/it">https://www.rarediseasesnetwork.org/it</a>
	RetNet Retinal Information Network	<a href="https://sph.uth.edu/retnet/">https://sph.uth.edu/retnet/</a>
	European Reference Network for Rare Ocular Diseases	<a href="https://www.ern-eye.eu">https://www.ern-eye.eu</a>
	US National Hemophilia Foundation	<a href="https://www.hemophilia.org">https://www.hemophilia.org</a>
	World Federation of Hemophilia	<a href="https://www.wfh.org">https://www.wfh.org</a>
	Childhood Liver Disease Research Network	<a href="https://childrennetwork.org">https://childrennetwork.org</a>
	American Federation for Aging Research	<a href="https://www.afar.org">https://www.afar.org</a>
	Network Center for Biomedical Research in Neurodegenerative Diseases	<a href="https://ciberned.es/en/ciberned/about-ciberned.html">https://ciberned.es/en/ciberned/about-ciberned.html</a>
	European Transautophagy COST action	<a href="http://cost-transautophagy.eu/">http://cost-transautophagy.eu/</a>
	Osservatorio terapie avanzate	<a href="https://www.osservatorioterapi">https://www.osservatorioterapi</a>

Category	Name	Link
		<a href="http://eavanzate.it/">eavanzate.it/</a>
<b>Patient associations</b>	European Patient Forum	<a href="http://www.eu-patient.eu">http://www.eu-patient.eu</a>
	European Liver Patients' Association	<a href="https://www.elpa-info.org">https://www.elpa-info.org</a>
	Eurordis - The voice of Rare Disease Patients in Europe	<a href="https://www.eurordis.org">https://www.eurordis.org</a>
	ImpulsaT	<a href="http://impulsate.org/en/">http://impulsate.org/en/</a>
	Federación Española de Enfermedades Neuromusculares	<a href="http://www.asem-esp.org/">http://www.asem-esp.org/</a>
	Associació Catalana de Persones AMB Malaties Neuromusculars	<a href="http://asemcatalunya.com">http://asemcatalunya.com</a>
<b>Health and Research Policy makers</b>	International Rare Diseases Research Consortium	<a href="http://www.irdirc.org">http://www.irdirc.org</a>
	European Research Council	<a href="https://erc.europa.eu">https://erc.europa.eu</a>
<b>Health and Research Policy makers</b>	German Research Foundation	<a href="https://www.dfg.de/en/">https://www.dfg.de/en/</a>
	Glenn Foundation for Aging	<a href="https://glennfoundation.org">https://glennfoundation.org</a>
	Ministero dell'Istruzione, dell'Universita' e della Ricerca (MIUR)	<a href="https://www.miur.gov.it">https://www.miur.gov.it</a>
	Ministère de l'Enseignement supérieur, de la Recherche et de l'Innovation, MESRI	<a href="http://www.enseignementsup-recherche.gouv.fr">http://www.enseignementsup-recherche.gouv.fr</a>
	Federal Ministry of Education and Research	<a href="https://www.bmbf.de/en/index.html">https://www.bmbf.de/en/index.html</a>
	Bundesministerium für Gesundheit	<a href="https://www.bundesgesundheitsministerium.de/en.html">https://www.bundesgesundheitsministerium.de/en.html</a>
	Federal Public Service	<a href="https://www.health.belgium.be/en">https://www.health.belgium.be/en</a>
	Ministero della Salute	<a href="http://www.salute.gov.it/portale/p5_11.jsp">http://www.salute.gov.it/portale/p5_11.jsp</a>