



Brainteaser

# D10.1 DC&SE STRATEGY & PLAN



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## TABLE OF CONTENT

LIST OF ABBREVIATIONS AND GLOSSARY .....	6
1 INTRODUCTION .....	7
2 METHODOLOGICAL APPROACH .....	9
2.1 Allocation of responsibilities .....	9
3 PRELIMINARY STAKEHOLDER IDENTIFICATION AND MAPPING .....	12
3.1 Key stakeholders, interests and expectations .....	13
4 DISSEMINATION ACTIONS AND TOOLS .....	17
4.1 Planning .....	17
4.2 Compulsory elements to be included in all H2020 project communications .....	17
4.3 Digital communication, positioning and outreach .....	17
4.3.1 Content production .....	17
4.3.2 The project website .....	18
4.3.3 The social media channels .....	18
4.4 Social media strategy and plan .....	19
4.5 Audio-visual materials (e.g., videos and podcasts) .....	22
4.6 Communication materials for printed and digital distribution .....	23
4.7 Events .....	23
4.7.1 Events arranged by BRAINTEASER partners and their networks .....	23
4.7.2 Conferences and congresses featuring BRAINTEASER .....	24
4.8 Scientific dissemination .....	25
4.9 Traditional media coverage .....	26
4.10 Featuring BRAINTEASER through H2020 communication and dissemination tools .....	26
5 MONITORING AND REPORTING .....	28
6 NETWORKING WITH RELEVANT PROJECTS AND INITIATIVES .....	29
7 COMMUNICATION AND DISSEMINATION SYNERGIES WITH OTHER PROJECTS AND INITIATIVES .....	30
8 CONCLUSIONS .....	31
ANNEX 1. COMMUNICATION AND DISSEMINATION REPORTING TOOL .....	32

## LIST OF TABLES

Table 1. Activities and responsible partners across the spectrum of the Dissemination, Communication and Stakeholder’s engagement activities. ....	10
Table 2. Relevant stakeholders, interests, expected impacts from DC&SE and main actions and communication channels. ....	13
Table 3. Examples of social media campaigns planned for the next months. ....	20
Table 4. Conferences and meetings for spreading the BRAINTEASER insights. ....	24
Table 5. Scientific dissemination targeted journals. ....	25
Table 6. Foresight of the Communication activities in BRAINTEASER. ....	28
Table 7. EU funded projects receiving the highest score in the survey (min 5 out of 16) were selected. ....	30

## LIST OF FIGURES

Figure 1. BRAINTEASER consortium members grouped according to their key role and expertise. ....	9
Figure 2. Stakeholder categories targeted by BRAINTEASER DC&SE activities. ....	12

## EXECUTIVE SUMMARY

This plan aims to develop a feasible strategy with related methodologies to carry out appropriate and effective communication and dissemination actions, with the aim of maximising the impact of the BRAINTEASER project.

The strategy is based on delivering key knowledge and information at the right time and in the most appropriate format to a variety of stakeholders, including the general public.

To ensure a broad dissemination of the project and to increase its impact and scope, the BRAINTEASER Dissemination, Communication and Stakeholders Engagement Strategy and Plan (DC&SE Strategy and Plan) undertakes the following activities:

- Developing and implementing communication and dissemination planning to ensure that all project results reach the appropriate audience and achieve the expected impacts.
- Monitoring the impact of dissemination and adapting strategies and methodologies as deemed necessary.
- Defining the roles and responsibilities of project partners to guarantee the smooth running of the dissemination activities in numerous areas.
- Coordinating with external stakeholders (patients, health care professionals, regulators, policy makers), as well as other related projects and institutions to ensure a high reach of communication activities.

This document provides a comprehensive overview of the plans, resources and capabilities involved in DC&SE, as well as operational guidance for raising awareness on the project achievements, with a view to achieve their sustainability after the end of the project. The communication strategy will be based on a multi-level and targeted stakeholder framework to ensure that the clear objective of the engagement is achieved. Dissemination will be based on providing relevant and targeted information to identified stakeholders, opinion leaders and their networks who will disseminate the project results and key findings to a wider audience.

## LIST OF ABBREVIATIONS AND GLOSSARY

Acronym / term	Full name / definition
<b>DC&amp;SE</b>	Dissemination Communication & Stakeholder Engagement
<b>WP</b>	Work Package
<b>ALS</b>	Amyotrophic Lateral Sclerosis
<b>MS</b>	Multiple Sclerosis
<b>HCP</b>	Healthcare Professionals
<b>DoA</b>	Description of Action
<b>AI</b>	Artificial Intelligence
<b>EU</b>	European Union
<b>EC</b>	European Commission
<b>Grey literature</b>	Common grey literature publication types include reports (annual, research, technical, project, etc.), working papers, government documents, white papers and evaluations. Organizations that produce grey literature include government departments and agencies, civil society or non-governmental organizations, academic centres and departments, and private companies and consultants.
<b>Open Evaluation Challenges</b>	Large-scale public evaluation initiatives to validate the solutions developed by the project with respect to third-party approaches.
<b>Innovation and Business Council</b>	Group of experts advising the BRAINTEASER consortium about the innovativeness, usefulness, applicability and exploitability of its results.

## 1 INTRODUCTION

The BRAINTEASER DC&SE Strategy and Plan and springing activities will follow an exploitation-driven dissemination approach. Strategy design, upkeep, implementation, and monitoring will be developed within the project's WP10, 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 maximise existing dissemination channels for the purposes of adoption of project results and future successful commercialisation of the BRAINTEASER outcomes. During the project, all BRAINTEASER partners will be encouraged to identify and approach the most important interest groups within their reach.

In line with its ambitious core objective to integrate societal, environmental and human health data to develop patient stratification and disease progression models for Amyotrophic Lateral Sclerosis (ALS) and Multiple Sclerosis (MS) able to address the need of preventive medicine and early risk prediction of disease progression and adverse events, the DC&SE strategy will guide the BRAINTEASER consortium in:

- Raising awareness at international, European, national and local levels about BRAINTEASER ambitions, lessons learned, the end-results and their potential contributions,
- Extending the impact of the BRAINTEASER results to additional stakeholders beyond the consortium partners,
- Engaging stakeholders and target groups towards the BRAINTEASER approach,
- Sharing outputs and know how generated by the project through interested scientific and industrial communities,
- Developing new partnerships and networking in the field of personalised predictions even beyond the neurological area of application,
- Consolidating the position of the participating partners in the panorama of personalised and integrated early risk prediction models and targeted interventions at the European and international levels.

Each of 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 stakeholders. Demonstrate its objectives, benefits and innovative approach;
- Define, maintain, and promote a consistent BRAINTEASER identity;
- Raise awareness and maintain stable interactions with the project target audience;
- Lease with other relevant national, European and international projects and initiatives;
- Disseminate the project achievements and progress made in terms of innovation;

BRAINTEASER – D10.1

- Exploit the BRAINTEASER results and demonstrate their sustainability beyond project funding.

## 2 METHODOLOGICAL APPROACH

The dissemination plan is being developed within the first 6 months of the project. Therefore, the main results of the project are not currently available for dissemination.

During the initial phase of the project, lasting almost 12 months, dissemination and communication activities will focus on raising awareness of the project with the various stakeholder groups, to pave the path for their engagement, as well as the general public.

As work develops, this plan will be updated at the end of the second project's year and in the last project's phase to include additional activities aligned with the project's evolution. Reporting on the outputs of the DC&SE activities will occur annually as specified in the project DoA.

Each partner within BRAINTEASER has a specific geographical, research, corporate and social sphere of activity, as well as specific technical, scientific, commercial or clinical skills. This plan aims to integrate the uniqueness of each partner's outreach capabilities with the project's global dissemination objectives. Furthermore, it acts as an operational guide and provides the paths and partners' terms of collaboration within the overall DC&SE activities, as outlined in the next section.

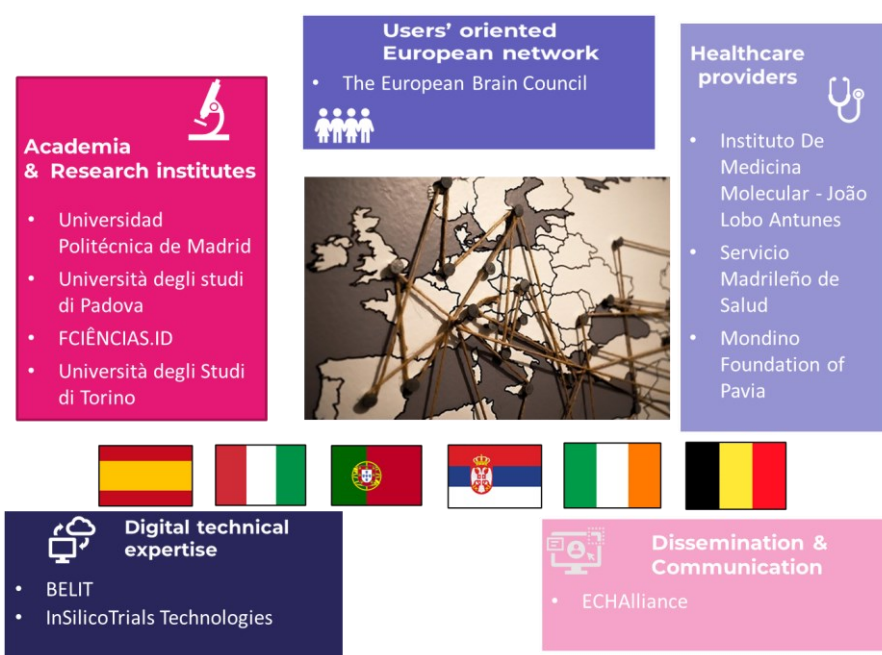


Figure 1. BRAINTEASER consortium members grouped according to their key role and expertise.

### 2.1 Allocation of responsibilities

For the reasons above, the BRAINTEASER consortium deems it important to define and clearly allocate DC&SE core activities and corresponding responsibilities across all the partners involved in WP10.

*Table 1. Activities and responsible partners across the spectrum of the Dissemination, Communication and Stakeholder's engagement activities.*

<b>Activity</b>	<b>Responsible partner/s</b>
Dissemination, communication and stakeholder's engagement planning and reporting. Production of corresponding deliverables	ECHAlliance with the support of EBC
Website design, update and maintenance	ECHAlliance
Design and production of the BRAINTEASER visual identity and dissemination materials (flyer, poster, roll up, banners, visuals and infographics )	ECHAlliance
BRAINTEASER social media management	ECHAlliance
Production of audio-visual materials (video)	ECHAlliance
Newsletter design, content curation and subscription database management	ECHAlliance
Press releases: 1) Writing and editing in English 2) Translation and adaptation in national language 3) Posting in relevant national press outlets	1) ECHAlliance 2) All partners 3) All partners
News: Collection from partners, English revision and publication on the project website the website	ECHAlliance
Scientific publications: 1) Writing, editing and manuscript submission 2) Coordination and compliance with the rules settled in the BRAINTEASER Grant Agreement and Consortium Agreement 3) Writing of publishable summaries suitable for general public communications to be uploaded on the website and production related social media posts	1) Partners involved in the related WPs, tasks and activities 2) UPM and UNIPV 3) ECHAlliance
Publication of non-indexed articles, grey literature pieces, interviews, and commentaries on magazines, websites of relevant associations and networks: 1) Identification of the topic, the suitable channel for the publication and writing in English 2) Review, editing, if necessary, check of formal communication requirements	1) Partners involved in the relevant WPs, tasks or activities 2) ECHAlliance

<b>Activity</b>	<b>Responsible partner/s</b>
(logos, colour palette, style, format, etc..)	
Organisation of project's internal events: <ol style="list-style-type: none"> <li>1) Concept, agenda, content and speakers</li> <li>2) Logistic and technical support</li> <li>3) Communication on relevant media, news editing and posts</li> <li>4) Publishing on the project's website</li> <li>5) Production of proceedings</li> </ol>	<ol style="list-style-type: none"> <li>1) Partners involved in the relevant WPs, tasks or activities</li> <li>2) Partner responsible for the organisation if live events or ECHAlliance if online</li> <li>3) ECHAlliance</li> <li>4) ECHAlliance</li> <li>5) Partners involved in the relevant WPs, tasks or activities and ECHAlliance check of communication requirements</li> </ol>

### 3 PRELIMINARY STAKEHOLDER IDENTIFICATION AND MAPPING

An initial stakeholder scoping exercise has been included in the BRAINTEASER DoA and it serves as a guiding reference for DC&SE strategy and plan outlined in the present document.

BRAINTEASER involves the full range of stakeholders, i.e., patients, academia and research, public bodies, hospitals, regulators, private companies, standardisation bodies and citizens, and therefore represents the full value chain in several countries.

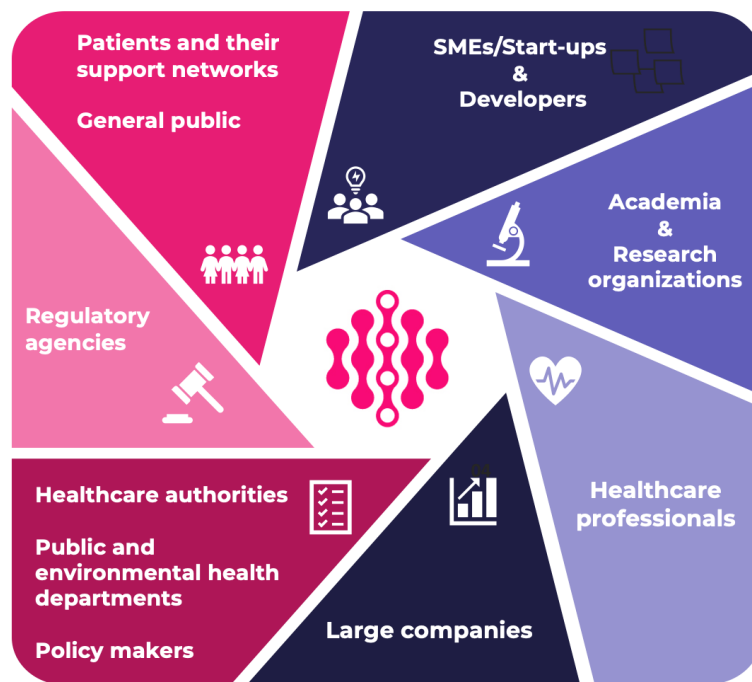


Figure 2. Stakeholder categories targeted by BRAINTEASER DC&SE activities.

### 3.1 Key stakeholders, interests and expectations

Table 2 provides a list of stakeholders' categories, the relevance of their contribution to the project, as well as the targeted DC&SE actions to engage them and their expected impacts and tasks involved in the course of the BRAINTEASER action.

*Table 2. Relevant stakeholders, interests, expected impacts from DC&SE and main actions and communication channels.*

Category	Relevance	DC&SE expected impacts	DC&SE main actions and channels
<b>Patients and their support networks as well as the general public</b>	They are the ultimate beneficiaries of all BRAINTEASER tools and services created, deployed and evaluated. Particularly relevant to support one key feature of the project methodology that is co-creation with end users	<p>The DC&amp;SE activities will be directed to create the awareness needed to stimulate demand for innovative digital, secure services that integrate societal, environmental and human health data to develop patient stratification and disease progression models for ALS and MS and are able to address the need of preventive medicine and early risk prediction of disease progression and adverse events.</p> <p>Messages tailored to audiences will be produced to encourage them to be involved in the proposed ecosystem. In addition, synergic effort will be made between the WPs and tasks to secure end-user engagement across all project phases.</p>	<p>Map relevant social media accounts and tag them during dissemination of news via social media.</p> <p>Local workshops at pilot level, interregional or international co-creation workshops to gather and leverage “user voice”.</p> <p>Engagement through BRAINTEASER Community of Practice.</p> <p>Communication materials adapted to cultural backgrounds and national languages.</p> <p>Traditional media (e.g. press, TV) and online channels.</p>
<b>Healthcare professionals</b>	Together with the previous category, they are the core end users of the BRAINTEASER tools and services. Fully involved in the project's co-	Create understanding about the benefits BRAINTEASER tools will bring by addressing the need of preventive medicine and early risk prediction of disease progression and adverse events.	<p>Map relevant social media accounts and tag them during dissemination of news via social media.</p> <p>Involve them in online and f2f</p>

Category	Relevance	DC&SE expected impacts	DC&SE main actions and channels
	creation initiatives.	Equip HCPs with knowledge and skills needed to take the most from services provided, increase innovation readiness and cope with process redesign and change management that the BRAINTEASER tools' adoption will require.	<p>events and in the project's co-design activities.</p> <p>Promote newsletter subscription and targeted news with the support of the European Brain Council network of key players in the Brain Area.</p> <p>Engagement through BRAINTEASER Community of Practice.</p>
<b>Academia and research organizations</b>	Bring essential know-how, disruptive ideas and solid multi-disciplinary backgrounds to the BRAINTEASER	The highly collaborative environment established by a multidisciplinary project like BRAINTEASER is the perfect setting for research collaborations to flourish, bring the scientific community closer to market and accelerate technology transfer. Here is opportunity for publications in high impact journals and participation in conferences, visibility for researchers and their work, and follow up advancements in the digital health field and standards.	<p>Ad hoc seminars at local levels, webinars and training sessions.</p> <p>Publications in specialised and scientific journals.</p> <p>Opportunities for participation in national and international conferences.</p> <p>Engagement through the BRAINTEASER annual Open Evaluation Challenges.</p>
<b>SMEs/Start-ups and developers</b>	They lead innovation designing smart services and apps which are more usable, useful and affordable for users, using AI, Intelligent systems, big data and other emerging technologies	In the frame of the Innovation and Business Council, the team plans to involve several industry leader companies from different fields and markets, thus being able to characterise the complexity of each field and the interaction of many companies' stakeholder on the solutions provided by	<p>Targeted events to disseminate BRAINTEASER tools.</p> <p>Liaison with digital health accelerators and incubators via the partners' networks, starting with ECHAlliance.</p>

Category	Relevance	DC&SE expected impacts	DC&SE main actions and channels
		the BRAINTEASER project.	<p>Opportunities to participate in specialized national and international events, and fairs.</p> <p>Coordinating with the Innovation and Business Council in its efforts to commercially exploit the project's results.</p> <p>Engagement through the BRAINTEASER annual Open Evaluation Challenges.</p>
<b>Large Companies</b>	The large industry sector is one of the key players in digital transformation of the European industry, impacting transversally all industrial sectors	BRAINTEASER's DC&SE plan steers collaboration among the public and the industry side of the consortium and create opportunities for sustainability beyond the project's end.	<p>Participation in international conferences.</p> <p>Liaison with national industry associations and participation in appropriate industry forums to present on BRAINTEASER progress.</p> <p>Coordinating with the Innovation and Business Council in its efforts to commercially exploit the project's results.</p> <p>Engagement through the BRAINTEASER annual Open Evaluation Challenges.</p>
<b>Healthcare authorities,</b>	National and regional authorities are the key decision	Curated dissemination channels and materials for healthcare authorities as well	Disseminate at relevant events of health authorities in the

Category	Relevance	DC&SE expected impacts	DC&SE main actions and channels
<b>public and environmental health departments, and policy makers</b>	makers, procurers and payers in the healthcare systems.	as public and environmental health departments are identified and targeted by the DC&SE strategy, in order to provide them with relevant content, evidence and inputs to drive informed decisions and potential legislative developments to support use of new digital tools such as BRAINTEASER.	consortium partners' countries and regions.  Involve them during the local key events and meetings.  Reach out to additional territories leveraging on the ECHAlliance community and the International Network of Ecosystems.
<b>Regulatory agencies</b>	Scientific knowledge is keystone for regulatory decision making. Many H2020 projects generate data of direct relevance to regulatory authorities, health technology assessment and payers.	Building on lessons learnt from several projects, the BRAINTEASER DC&SE strategy seeks engagement with regulators, starting at an early stage of the project to result in beneficial interactions to ensure the project is on the right track and buy-in of the regulators for the chosen approach.	Organise meeting at national and EU level  Progressively interact with standardisation committees and initiatives as well as EMA and national medicine agencies.

## 4 DISSEMINATION ACTIONS AND TOOLS

Having identified the main objectives for building a sound DC&SE strategy and the community of stakeholders who are more prominent to the project's results adoption, implementation and value, a more detailed plan of actions, techniques, and channels to be used for achieving the goals is presented in this section, considering both traditional communications methods as well as novel digital marketing techniques.

### 4.1 Planning

The consortium identified a main reference contact for each partner for communication and dissemination activities. All the reference contacts meet monthly for a **Dissemination & Communication Virtual Coordination Meeting** in which they discuss the activities conducted and those planned for the next month. ECHalliance is responsible for the scheduling, management and writing notes of these meetings. All the notes are gathered in a dedicated folder in the project's Teams working space.

### 4.2 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: "BRAINTEASER has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No GA101017598"
- The EU logo of minimum 1 cm



- 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".

### 4.3 Digital communication, positioning and outreach

#### 4.3.1 Content production

A clear process is established for news' content production to be published on the project's website and diffused on social media.

Each partner who wishes to produce and publish relevant content is requested to:

- Alert ECHAlliance as Dissemination and Communication Manager via email and/or during the Communication & Dissemination Virtual Coordination Meeting.
- Fill in the BRAINTEASER news template and provide a draft for content, rationale for publication and alignment with the ongoing project activities.
- Support further the content dissemination via its own social media and communication channels (i.e., own website, newsletters, etc.).

The template for news production and collection, including relevant instructions to make the process smooth and ensure that communication is homogeneous and complies with the H2020 programme requirements, is placed in the Teams collaborative working space of the project and has been included in the project's D10.4: Visual identity, website and communication package.

#### **4.3.2 The project website**

The project website (<https://brainteaser.health/>) represents the main channel to concentrate online awareness campaigns and to attract external users. Clearly, the more BRAINTEASER and its related content rank on the search engines' results page for appropriate keywords and phrases, the more likely the project's produced know-how, products and services are revealed to relevant stakeholders looking for information on the net. The project website will adapt to the evolution and achievements of the BRAINTEASER research and innovation activities. This approach has been implemented since the start of the project with the intent to generate valuable content in the first phase, outlining the scope and objectives of the project, and in the subsequent project's phases, showcasing results achieved and possible business patterns.

By implementing this strategy, through this main channel of communication, the project consortium will be able to attract traffic to the project website building the BRAINTEASER audience, share the results achieved and position the project on the reference market. Moreover, making use of the web analytics tools, it will be possible to analyse how the users act throughout their journey on the BRAINTEASER website and optimise the project's online strategy adapting to the audience behaviour.

A complete description of the website structure and sections is provided in the project's deliverable D10.4: Visual identity, website and communication package.

#### **4.3.3 The social media channels**

Social networks play an important role in getting the audience interested in the BRAINTEASER project, so that public participation will be maximised as much as possible.

At the beginning of its lifecycle, [Twitter](#) and [LinkedIn](#) accounts were created for the BRAINTEASER project as well as specific banners and images to be used for the social media campaigns in line with the project brand identity. These channels will communicate the project's announcements and developments in short bite-sized

messages suitable for this type of media, and different social networks will be used to address different target audiences.

They will also help to share news and articles written for the project website, as they will give the audience a taster and then directly link them to the website for the full publication.

Moreover, as well as “pushing” information out, the social media channels will provide the opportunity for stakeholders to engage with the project, and will encourage an open dialogue about innovations, implementations and impacts springing from the BRAINTEASER activities.

As outlined in the next section, a regular activity has been planned and will be maintained on these channels and special campaigns will be designed for relevant events and achievements or cornerstones in the project’s life.

A part from special occasions, the BRAINTEASER online communication strategy foresees the publication of 4 posts per month on Twitter and LinkedIn, featuring:

- Relevant results, ongoing activities, workshops conducted as part of the BRAINTEASER work plan,
- Stakeholder’s co-creation events,
- Launch, implementation and results of the project’s open evaluation challenges,
- Presentation of the project at external conferences and events,
- Publication of relevant reports from European political institutions, regulators and agencies,
- Adoption of relevant laws, standards and guidelines,
- Activities carried out by those projects and initiatives with which BRAINTEASER is liaising and collaborating,
- Relevant publications, initiatives, news and events promoted by the European Commission.

In addition to the project’s official hashtag **#BRAINTEASER\_EU**, a series of relevant hashtags have been identified: #ALS, #MS, #AI #BigData #Neuroscience.

Different hashtags will be used whenever required, such as large events arranged by partners, World or International Days, etc.

#### **4.4 Social media strategy and plan**

The social media plan is a living document to be continuously updated along the project’s duration. The table below provides an illustrative example of some social media campaigns planned during the next near months.

However, it is worth to notice that the BRAINTEASER social media communication will be flexible and adapted to the specificities of each of the project’s activities lines.

Specifically, the project's work packages (WPs) can be aggregated in three main macro areas:

1. *"Research & Development"* WPs: W2, WP3, WP4, WP5, WP6, WP8, WP9 and WP12 are going to generate scientific and technical outputs, i.e., knowledge, requirements, guiding principles to preserve the integrity of the science, datasets, tools, methods, standards, etc. that are going to feed into/pave the ground to further works in other WPs,
2. *"Supportive"* WPs: WP1 and WP10 (respectively focusing clinical guidelines definition and final recommendations for public health authorities and project's results exploitation and sustainability) are meant to sustain the main project's goals, paving the way for the uptake of the project's results,
3. *"Governance"* WP: WP11 aims to make sure that the architecture of the project is solid, operations are smooth and efficient, communication is effective and compliance with regulations and legal requirements is guaranteed.

Based on this characterisation, the R&D WPs will be generating content suitable for social media communication as soon as the project's intermediate achievements and outputs are ready to be disclosed. Supportive WPs, and particularly WP1 will accompany the activities during the whole project's duration and social media communication will evolve accordingly. WP11 will also generate valuable content for social media communications such as spotlights on the members and activities of the project's external advisory board composed by international experts that will provide advice, on different subjects, to the project's coordinator and steering board.

The content and images produced for the project's official social media channels, will be adapted to other digital communication tools (i.e Facebook, Instagram, blogs) each time partners will use also them to build awareness around the project and its progress.

*Table 3. Examples of social media campaigns planned for the next months.*

Name	Social media action/s	Name
<b>Meet our Partners</b>	One Tweet and one LinkedIn post per partner  - Presenting all the partners and their role in BRAINTEASER project  Dedicated visual with partners' logos	Meet our Partners
<b>Newsletter Campaign</b>	One Tweet and one LinkedIn post per week* promoting  - Catchy messages to invite stakeholders to subscribe to the project newsletter	Newsletter Campaign

Name	Social media action/s	Name
	<ul style="list-style-type: none"> <li>- Animated GIFs</li> </ul> <p>*All the partners will receive the communication package of the campaign in order to share it from their channels</p>	
<b>Get to know more about MS</b>	<p>One Tweet and one LinkedIn post per week promoting</p> <ul style="list-style-type: none"> <li>- A scientific article illustrating the research developments on Multiple Sclerosis</li> </ul> <p>A dedicated visual</p>	Get to know more about MS
<b>Get to know more about ALS</b>	<p>One Tweet and one LinkedIn post per week</p> <ul style="list-style-type: none"> <li>- A scientific article illustrating the research developments on Amyotrophic Lateral Sclerosis</li> </ul> <p>A dedicated visual</p>	Get to know more about ALS
<b>ALS Awareness Month</b>	<p>One Tweet and one LinkedIn post per week</p> <ul style="list-style-type: none"> <li>- To raise the awareness on ALS and its effects</li> <li>- To raise the knowledge on the project and its vision</li> <li>- A dedicated visual</li> </ul>	ALS Awareness Month
<b>MS Awareness Month</b>	<p>One Tweet and one LinkedIn post per week</p> <ul style="list-style-type: none"> <li>- To raise the awareness on ALS and its effects</li> <li>- To raise the knowledge on the project and its vision</li> </ul>	MS Awareness Month

Name	Social media action/s	Name
<b>BRAINTEASER goes to action</b>	A dedicated visual  One Tweet and one LinkedIn post per week <ul style="list-style-type: none"> <li>- An article/blogpost illustrating the experience of the pilots' sites</li> </ul> Video's series	BRAINTEASER goes to action
<b>BRAINTEASER key results</b>	One Tweet and one LinkedIn post per week <ul style="list-style-type: none"> <li>▪ An article/blogpost illustrating the results of the pilots' sites and the developments of the BRAINTEASER solutions</li> </ul> A dedicated visual with pictures	BRAINTEASER key results

### 4.5 Audio-visual materials (e.g., videos and podcasts)

In addition to the communication package presented in the project's D10.4, the BRAINTEASER project will produce a variety of audio-visual products that are an essential part of a successful communication action, enhancing attractiveness, understandability and accessibility of the information disseminated.

In particular, it is envisaged to produce:

- **Video-interviews** (short videos for social media) e.g., WP-specific video pieces featuring a short and understandable explanation of each WP's aims and current efforts.
- **Open Challenges videos** recording (e.g., workshops/ hackathons) will be edited, published on the project's website, and disseminated via social media.
- **Video series featuring pilot sites**, explaining the challenges that patients and health professionals face with the implementation of the BRAINTEASER solutions, so as to foster a storytelling approach to communication and dissemination.

At least four months before the end of the project, a video will be produced on the overall project's aim, mission and achieved results.

## 4.6 Communication materials for printed and digital distribution

The BRAINTEASER flyer and poster have been conceived to present an overview of the project to the general audience. Both communication materials are described in detail in the Deliverable 10.4 Visual identity, website, and communication package, in the chapter 4.1 Flyer and Poster.

The consortium plans to produce a roll-up as soon as the epidemiological situation will improve, COVID-19 restrictions will be gradually released, and it will be possible to arrange and/or take part in physical events.

## 4.7 Events

### 4.7.1 Events arranged by BRAINTEASER partners and their networks

As mentioned above, multiple events, workshops and webinars will be arranged during the activities of WP10 and the connected WPs it will interact closely with.

To mention a few examples of the events that have been already envisaged in the project's DoA:

- **BRAINTEASER Focus Groups:** organised by Universidad Politécnica de Madrid during the first six months of the project. One focus group in each pilot site to refine with patients, caregivers, health professionals and other stakeholders (e.g., social services, pharma-company) the system functionalities to be developed.
- **Mid-term workshop:** to be organised by ECHAlliance at the end of the second project's year to create awareness about project' objectives, achieved results and the way forward.
- **Open Evaluation Challenges related webinars:** three in total during the project's life time, those webinars organised by ECHAlliance will serve at outlining the rules for participation to the BRAINTEASER open evaluation challenges, managed by the Università degli studi di Padova, aimed at validating the solutions developed by the project with respect to third-party approaches.
- **Go to Market Focus Groups through webinars:** at least four during the project, the webinars will be organised by ECHAlliance to facilitate the BRAINTEASER go-to-market strategy and accompany the development of the most suitable exploitation routes. The webinars will address the digital health ecosystems members across the ECHAlliance network. They will be aimed at obtaining additional requirements and, in the later stage of the project, engage relevant actors in a "commercial roadshow" by delivering presentations/pitches of the solutions developed by BRAINTEASER.
- **Exploitation workshop:** to be organised six months before the end of the project by InSilicoTrials, it will be aimed at discussing about the project business framework and roadmap.
- **Closing event:** organised by ECHAlliance at the end of the project, it will be aimed at disseminating the project results and promoting the adoption of the project/services on an on-going basis after the project ends towards a relevant audience.

Moreover, it is relevant to acknowledge that the BRAINTEASER consortium includes two networks that will help amplifying the project's outreach capacities through their

established events, conferences, workshop series, as well as communication channels and tools. Events organised by those multipliers, ECHAlliance and the European Brain Council, in which BRAINTEASER will be showcased are listed in bold in the next table below. In addition to those events, it is worth mentioning the annual event organised by ECHAlliance “**Digital Health & Wellbeing Summit @4YFN & Mobile World Congress**” that this year will be held in Barcelona (SP) on *June 29, 2021*. This year it has been impossible for BRAINTEASER to take part in the event, though it was preliminarily included in the event’s programme, due to the strict travelling restrictions still in place due to the COVID-19 pandemic.

#### 4.7.2 Conferences and congresses featuring BRAINTEASER

An essential part of the project’s dissemination and communication strategy will be the participation of BRAINTEASER consortium members in national and international conferences to spread the project’s value and interact directly with the audiences. Although those events will be selected early every year according to the focus and stage of the project, a preliminary list of international conferences and events is provided in Table 4 below.

Furthermore, during the BRAINTEASER Communication & Dissemination Coordination Meeting organised by WP10 every month, partners are asked to report about any national and international event where they are planning to be involved in.

ECHAlliance together with the BRAINTEASER Coordinator and the Scientific and Technical Manager, regularly gets in touch with the specific partners to assess suitability, requirements and expected impacts of a certain event.

*Table 4. Conferences and meetings for spreading the BRAINTEASER insights.*

Conference name	Location	Date	Link
<b>Workshop on Designing Ubiquitous Health Monitoring Technologies for Challenging Environments</b>	Online	September 25 or 26, 2021	<a href="https://techandpeople.github.io/wildbydesign/">https://techandpeople.github.io/wildbydesign/</a>
<b>Brain Innovation Days</b>	Brussels, Belgium	October 12-13, 2021	<a href="http://www.braininnovationdays.eu">www.braininnovationdays.eu</a>
<b>Annual Conference European Committee for Treatment and Research in Multiple Sclerosis (ECTRIMS)</b>	Vienna, Austria	October 13-15, 2021	ECTRIMS 2021, 13 – 15 October 2021, The Digital Experience ( <a href="http://ectrims-congress.eu">ectrims-congress.eu</a> )
<b>Symposium on Artificial Intelligence for Learning Health Systems</b>	Bermuda	October 18-20, 2021	<a href="https://sail.health/">https://sail.health/</a>
<b>Digital Health Society Summit</b>	Slovenia	November 23-24, 2021	Coming soon
<b>EFMI - Special Topic Conference (STC)</b>	Sevilla, Spain	November 22-24, 2021	<a href="https://access.online-registry.net/stc2021">https://access.online-registry.net/stc2021</a>
<b>43rd Annual International Conference of the IEEE</b>	Online	October 31 – November 4, 2021	<a href="https://embc.embs.org/2021/">https://embc.embs.org/2021/</a>

Conference name	Location	Date	Link
<b>Engineering in Medicine and Biology Society</b>			
<b>32nd International Symposium on ALS/MND</b>	Online	December 7-10, 2021	<a href="https://symposium.mndassociation.org/?dm_i=40vq%2C1apck%2C4xgz0y%2C4oqou%2C1">https://symposium.mndassociation.org/?dm_i=40vq%2C1apck%2C4xgz0y%2C4oqou%2C1</a>
<b>International Conference on Information and Communication Technologies for Ageing Well and e-Health</b>	Prague, Czech Republic	23rd – 25th April 2022	<a href="http://www.ict4ageingwell.org/">http://www.ict4ageingwell.org/</a>
<b>European Public Health Conference 2022</b>	Berlin	9th – 12th November 2022	<a href="https://ephconference.eu/Berlin-2022-290">https://ephconference.eu/Berlin-2022-290</a>
<b>International Conference on Artificial Intelligence in Medicine (AIME)</b>	TBC	2022	Coming soon

## 4.8 Scientific dissemination

BRAINTEASER will generate a wealth of material which is suitable for dissemination within the research community in subjects dealing with patients, health and care professionals, clinicians, hospital managers, health care system managers, environmental experts, researchers working on indicators, and AI specialists.

Academic and scientific partners in the consortium, supported by ECHAlliance, will be in charge of boosting the scientific dissemination by publishing position papers, review articles and research papers related to the scientific topics and findings addressed by BRAINTEASER, in peer review journals and “grey” (non-indexed) literature.

Examples of relevant innovation-related events and journals targeting innovation in healthcare are included in Table 5.

*Table 5. Scientific dissemination targeted journals.*

Targeted Journals
Journal of Medical Artificial Intelligence
Artificial Intelligence in Medicine
Medical Decision Making
Journal of Biomedical and Health Informatics
Journal of Biomedical Informatics
The Lancet Neurology
Nature Communications/Scientific Reports
JAMA Neurology
Neurology
Multiple Sclerosis Journal
International Journal of MS Care

### Amyotrophic Lateral Sclerosis and Frontotemporal Degeneration

Overall, the BRAINTEASER consortium aims to publish at least 5 journal articles in high-impact peer-reviewed journals with target readerships of potential beneficiaries during the project lifetime.

In terms of specific provisions about scientific dissemination, BRAINTEASER has opted for a “gold” open access strategy to provide immediate access to all scientific publications produced during the project lifecycle. At the same time, the consortium aspires to publish articles in high impact journals. Not all top-tier conferences and journals offer such an option, however. In these cases, the BRAINTEASER will use green open access.

All published articles or final peer-reviewed manuscripts will be archived and deposited by the author in an online repository before, alongside or after its publication, depending on the publishers’ Open Access policies. The consortium will likely use institutional and subject-based Open Access Repositories where available. If no institutional repository is available, the OpenAIRE deposit service will be used to find a possible repository for publication.

## 4.9 Traditional media coverage

Whenever possible, traditional channels such as press, radio and television will be used for transmitting the findings, goals, scope and milestones of the project to a wide audience, and to research and industrial targets through specialised media. In the case of digital press, the content design will be aligned to the web and social media presence and targeted keywords and messages to attain more impact will be used.

National efforts to reach out and get visibility on traditional media as well as identify national communication ambassadors are responsibilities of each partner with the support and supervision of ECHAlliance, in its role of Dissemination and Communication Manager.

## 4.10 Featuring BRAINTEASER through H2020 communication and dissemination tools

The project is presented on the [H2020 Cordis](#) and on the partners' websites. It has been also included in the EC [eHealth, Wellbeing & Ageing newsletter](#) on April 2021.

Moreover, the H2020 Programme provides a number of opportunities to support the communication and dissemination effort of the consortium which are listed in [general communication guidelines of the programme](#).

The Project Coordinator and the Communication & Dissemination Manager will consider and jointly decide upon achievements, events or else to be sent to the attention of the European Commission for featuring in:

- the EC Shaping Europe’s digital future website,
- the EU eHealth in Focus newsletter,

## BRAINTEASER – D10.1

- the Twitter account @EU\_eHealth and @DigitalEU Twitter.

Moreover, the European Commission's communication channels, including Horizon Magazine, the EC Research Success Stories, will be leveraged accordingly.

## 5 MONITORING AND REPORTING

A tool for monitoring and reporting of communication and dissemination activities was provided to all partners in the format of a spreadsheet.

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 months.

Such information is processed, analysed and reported by ECHAlliance in the reporting due to the EC as from the project's Grant Agreement.

Table 6 summarises the Key Performance Indicators and respective targets the consortium aims to achieve per each of the communication tools, actions and channels illustrated in the previous section.

*Table 6. Foresight of the Communication activities in BRAINTEASER.*

Communication means	PKI
Project website	1.000 visits/year
Partners' website	≥ 5/year BRAINTEASER info/news
Newsletter	2/year
Press release	1/year
Scientific publications (by scientific/technical partners)	≥ 5/year
Social media (Twitter and LinkedIn)	1.000 followers in total
Participation to external events	4/year
Consortium organised events	
Focus groups (WP3 – UPM – first 9 months of the project): one in each clinical centre - UNITO, MNDN-PV, IMM, SERMAS	Participants of each Focus Group: ≥20
Mid-term workshop (WP10 – ECHA – M24)	Participants ≥40
Exploitation workshop (WP10 – IST – M42)	Participants ≥50
Closing event (WP10 – ECHA – M48)	Participants ≥100

## 6 NETWORKING WITH RELEVANT PROJECTS AND INITIATIVES

Networking and cooperation between research projects and initiatives in the same field of research are often identified as a key success factor to achieve full impact of the research.

This includes networking and cooperation with related EU and non-EU brain research projects and initiatives with the aims to:

- Generate synergies between brain research networks, communities and stakeholders (e.g., patients) at both European and global level,
- Accelerate the information flow and exchange of experience of the ongoing and future projects,
- Identify and address mutual drivers and barriers in the field (by e.g., supporting data sharing and data access),
- Eventually enable the translation of research breakthroughs into innovations and health interventions.

The networking and cooperation activities will follow a stepwise approach as follows:

1. Mapping of neuromotor-related initiatives with a focus on AI both at EU and international level.
2. Identification of relevant priority initiatives, areas of coordination (e.g. data and resources sharing, identify synergies, etc.) and coordination activities (e.g. survey /meetings).
3. Development and implementation of a programme of coordination activities (3 activities) with defined objectives, expected outcomes and timeline. Examples of possible activities include consensus meetings, sustainability and policy forum, data sharing and ethics workshops, synthesis forum, etc.

The European Brain Council will take the lead in these activities in close collaboration with ECHAlliance and other partners in the project taking advantage of all the opportunities for cross-fertilization and collaboration provided by their respective international and multi-stakeholder networks.

## 7 COMMUNICATION AND DISSEMINATION SYNERGIES WITH OTHER PROJECTS AND INITIATIVES

The consortium decided to focus initially on other EU funded projects with which it would seek to collaborate. Non-EU funded projects (international/ private funding) will be identified in a second stage.

To better identify relevant EU projects, strategic objectives were defined to which the selected projects should relate. Consortium partners were invited to respond to a survey to select the strategic objectives on which to establish the collaboration with other projects and the EU funded projects that would be most relevant on the basis of these objectives. A booklet with a description of each project was provided to the consortium members to facilitate the selection.

The following 3 objectives and 8 projects were selected:

1. Designing useful and understandable AI tools.
2. Bringing AI in actual clinical practice, clinical trials, and real patient life.
3. Including and empowering patients and clinicians.

*Table 7. EU funded projects receiving the highest score in the survey (min 5 out of 16) were selected.*

EU funded projects receiving the highest score in the survey (min 5 out of 16) were selected
<b>1) eMOTIONAL Cities</b> - Mapping the cities through the senses of those who make them
<b>2) iHelp</b> - Personalised Health Monitoring and Decision Support Based on Artificial Intelligence and Holistic Health Records
<b>3) ALAMEDA</b> - Bridging the Early Diagnosis and Treatment Gap of Brain Diseases via Smart, Connected, Proactive and Evidence-based Technological Interventions
<b>4) RADAR-AD</b> - Remote Assessment of Disease and Relapse – Alzheimer’s Disease
<b>5) LETHE</b> (λήθη) – A personalized prediction and intervention model for early detection and reduction of risk factors causing dementia, based on AI and distributed Machine Learning
<b>6) AI-Mind</b> - Intelligent digital tools for screening of brain connectivity and dementia risk estimation in people affected by mild cognitive impairment
<b>7) WARIFA</b> - Watching the risk factors: Artificial intelligence and the prevention of chronic conditions
<b>8) TIMELY</b> - 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.

These projects will be contacted with the view to share BRAINTEASER strategic priorities & assess their interest in a collaboration on any of the strategic objectives. Based on the outcomes of the bilateral exchanges, the format and focus of the first networking event to be held in the autumn 2021 will be defined.


## 8 CONCLUSIONS

Deliverable D10.1 is developed as part of Task 10.1 and takes into consideration the complexity and breadth of the Dissemination, Communication and Stakeholder Engagement actions that BRAINTEASER will implement in its work packages.

It provides an overview of the plans, objectives, methods and tools to be implemented and a practical guideline to ensure a smooth interaction between the Task 10.1 team, ECHAlliance and EBC, and the rest of the project's partners.

The plan must be seen as a living document and, as such, will be revised twice during the lifetime of the project to align the DC&SE strategy with BRAINTEASER results and achievements. The document's reviews and updates will also take into full consideration the analysis and monitoring of the results of the actions implemented with respect to the key performance indicators defined, to ensure the effectiveness and efficiency of the project in achieving its communication and dissemination objectives.

# ANNEX 1. COMMUNICATION AND DISSEMINATION REPORTING TOOL

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	
1				<b>BRAINTEASER Dissemination &amp; Communication Activities - Partner Reporting Tool</b>																										
2																														
3	<b>Dear BRAINTEASER Partners</b>																													
4																														
5	This Tool will be used by the BRAINTEASER project to record all of the communication and dissemination activities undertaken by project partners.																													
6	This will allow us to map the dissemination actions, estimate the total reached audience and track progress against our KPIs. The information you provide will feed into formal reporting for the European Commission.																													
7																														
8	<b>How to use this Tool</b>																													
9	There are six Worksheets as follows:																													
10	<b>1 - Online communication:</b> Please keep track of your online communication activities in this sheet. If you need support to setup your <b>Twitter analytics</b> , please check the sheet SM analytics setup and follow the instructions provided.																													
11	<b>2 - Scientific Publications:</b> Please record details of your Scientific Publications																													
12	<b>3 - Conference Publications:</b> Please record details of your Conference Publications																													
13	<b>4 - Events Tracker:</b> Please record details of events you have attended where BRAINTEASER was on the agenda																													
14	<b>5 - Press Clippings:</b> Please record details of BRAINTEASER in your local/regional/national press																													
15	<b>6 - Other activities:</b> Please record details here of other comms & diss activities not included elsewhere																													
16	<b>7 - Printed Materials:</b> Please record here the printed materials (flyer and poster)																													
17																														
18	<b>Guidelines</b>																													
19	Please try to be as complete as possible.																													
20	The Tool is meant to be completed on an organisational basis, so please try to <b>cluster all your individual efforts</b> (e.g. tweets from personal accounts) under <b>one submission for each organisation</b> .																													
21																														
22	<b>Questions?</b>																													
23	If you have any questions, please do not hesitate to contact the ECHAlliance team:																													
24																														
25	<a href="mailto:Federica.Pancu.federica@echalliance.com">Federica Pancu federica@echalliance.com</a>																													
26	<a href="mailto:Natalia.Allegretti.natalia@echalliance.com">Natalia Allegretti natalia@echalliance.com</a>																													
27																														
28	<b>THANK YOU!</b>																													
29																														
30																														
31																														
32																														

Introduction	SM analytics setup	1 - Online communication	2 - Scientific Publications	3 - Conference Publications	4 - Events Tracker	5 - Press Clippings	6 - Other activities	7 - Printed	+
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