



Brainteaser

D10.3 DC&SE Strategy & Plan (M48)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement No GA101017598

Project Title	BRinging Artificial INTElligence home for a better cAre of amyotrophic lateral sclerosis and multiple SclERosis
Grant Agreement No	GA101017598
Contract start date	01/01/2021
Contract duration	54 Months

Document ID	BRAINTEASER_D10.3_DC&SE Strategy and Plan
Deliverable leader	ECHAlliance
Due date	31/12/2024
Deliverable date	31/12/2024
Dissemination level	PUBLIC (PU)

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DOCUMENT HISTORY

Version	Date	Author/Organization	Modifications	Status
V0.1	02/12/2024	Natalia Allegretti/ECHA	ToC and First draft	Draft
V0.2	13/12/2024	Dieyenaba Faye/EBC, Natalia Allegretti and Dimitris Georgoulis/ECHA	Second draft	Draft
V1.0	31/12/2024	Maria F. Cabrera	Final review and final version	Final

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EXECUTIVE SUMMARY

This final version of the BRAINTEASER Dissemination and Communication Plan outlines a comprehensive strategy and methodologies to effectively carry out communication and dissemination activities, aiming to consolidate the project's overall impact beyond its duration.

The plan focuses on delivering essential knowledge and information to stakeholders at the most opportune moments and in the most suitable formats, targeting a diverse audience, including the general public.

To ensure the broad dissemination of BRAINTEASER outcomes and amplify their reach and influence, the Dissemination, Communication, and Stakeholder Engagement (DC&SE) Strategy includes:

- Developing and executing a structured dissemination and communication framework to ensure project results reach the right audiences and achieve desired impacts.
- Continuously monitoring the effectiveness of dissemination efforts and adapting strategies as needed.
- Clearly defining the roles and responsibilities of all project partners to ensure smooth and effective dissemination across multiple domains.
- Engaging with external stakeholders, including patients, healthcare professionals, regulators, policymakers, and related projects and institutions, to maximise the visibility and reach of communication efforts.

This document provides a detailed overview of the resources, capabilities, and plans involved in DC&SE, as well as practical guidance for promoting the project's achievements to ensure their sustainability after the project's conclusion. The communication strategy employs a multi-level, targeted approach to stakeholder engagement, aiming to achieve meaningful and impactful interactions. Dissemination efforts focus on providing precise and relevant information to stakeholders, opinion leaders, and their networks, enabling them to share BRAINTEASER's results and key findings with broader audiences.

Updates and developments

The first version of the dissemination plan (D10.1) primarily established internal guidelines for launching and managing dissemination and communication activities at the project's outset. The second version (D10.2) revised the initial plan based on insights and results gathered during the first two years of dissemination actions, aligning with the project's original strategy.

This final iteration delivers a thorough summary of the strategies and actions to be undertaken during the final months of the project. It also incorporates lessons learned throughout the project's lifetime and provides recommendations for future initiatives, ensuring the maximum impact of BRAINTEASER's outcomes beyond the project's end.

LIST OF ABBREVIATIONS AND GLOSSARY

Acronym / term	Full name / definition
DC&SE	Dissemination Communication & Stakeholder Engagement
WP	Work Package
WP10	Exploitation, Innovation, Communication, Dissemination Work Package
ALS	Amyotrophic Lateral Sclerosis
MS	Multiple Sclerosis
AI	Artificial Intelligence
EU	European Union
EC	European Commission
Open Evaluation Challenges	Large-scale public evaluation initiatives to validate the solutions developed by the project with respect to third-party approaches
Innovation and Business Council	Group of experts advising the BRAINTEASER consortium about the innovativeness, usefulness, applicability and exploitability of its results
CoP	The BRAINTEASER Community of Practice (CoP) will focus on the clinical use of Artificial Intelligence and digital tools to manage Amyotrophic lateral sclerosis and Multiple Sclerosis disease. It will be an innovation community to create new breakthrough ideas, approaches, and knowledge

1 INTRODUCTION

The final version of the BRAINTEASER DC&SE Strategy and Plan reflects the project's exploitation-driven dissemination approach. While the strategy's design, implementation, and monitoring are developed within WP10, other work packages have actively contributed to stakeholder engagement throughout the project. These activities have ensured proactive participation in co-creation processes and institutional commitment, fostering large-scale adoption of BRAINTEASER's solutions.

This deliverable builds on the updated DC&SE Strategy and Plan presented in D10.2 and outlines the dissemination and communication actions planned for the final six months of the project. As the last iteration of this document, it consolidates the results of the dissemination efforts, evaluates the implemented strategy, and incorporates any actions taken to enhance its effectiveness.

Serving as a practical guide for project members, this document identifies methodologies and dissemination activities to effectively engage external audiences. It also provides tools for collecting, structuring, and presenting the outcomes of the DC&SE actions, ensuring a cohesive approach during the project's final phase.

The strategy is informed by the natural progression of the project, taking into account the achievement of DC&SE targets and annual assessments of key performance indicators. Lessons learned are integrated into this plan and summarised in the DC&SE reports, which document the outcomes of dissemination efforts and address any deviations. This iterative process has supported continuous improvement throughout the project, ensuring that BRAINTEASER's final impact is maximised.

2 METHODOLOGICAL APPROACH

This final version of the BRAINTEASER DC&SE strategy and plan reflects the evolution of the project as it approaches its conclusion. Initially designed to inform, engage, and raise awareness about BRAINTEASER’s objectives, outputs, and societal impacts, the strategy has been implemented through a stepwise approach.

The plan began by identifying and analysing the needs of target audiences, ensuring that the strategy was tailored to effectively meet diverse requirements. Tools and communication channels were then carefully selected to align with these needs, allowing for a targeted and impactful implementation. Progress was continuously monitored against key performance indicators, enabling ongoing evaluation and, where necessary, adjustment of the strategy to maintain its relevance and effectiveness.

As the project transitions into its final phases – *loyalty* - the focus shifts towards fostering stakeholder commitment and ensuring the long-term sustainability of BRAINTEASER’s outcomes. This phase prioritises actions that encourage the adoption of the project’s tools and insights, ensuring that the results continue to deliver value beyond the project’s lifespan.

By staying flexible and responsive to evolving needs, this strategy seeks to cement BRAINTEASER’s legacy in developing innovative solutions for neurological care, specifically addressing the challenges of two highly complex diseases, MS and ALS.

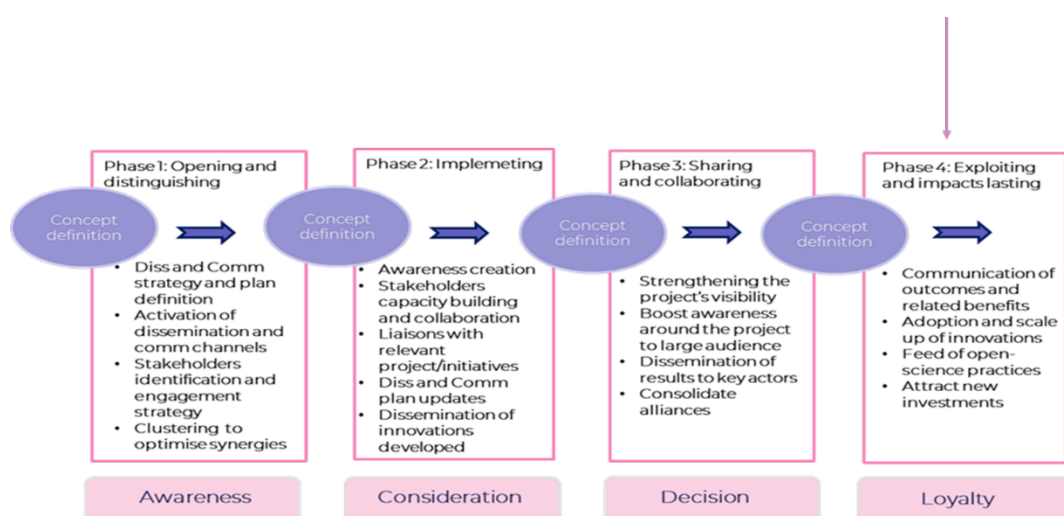


Figure 1. BRAINTEASER Communication, Engagement and Dissemination timeline.

The dissemination and communication actions within the BRAINTEASER project have been designed to seamlessly integrate communication, dissemination, and sustainability efforts. This cohesive approach has enabled WP10 to collaborate closely with all project work packages, ensuring that activities are adaptable to changing scenarios and responsive to the evolving needs of stakeholders. By embracing innovative technologies and incorporating diverse stakeholder perspectives, these efforts aim to maximise the project’s visibility, effectively share its results, and ensure the long-term impact and adoption of its outcomes.

3 STAKEHOLDER IDENTIFICATION AND MAPPING

The identification and engagement of relevant stakeholders remain essential for the effective implementation of dissemination and exploitation activities. The stakeholder mapping, initially detailed in D10.1 and later expanded in D10.2 to include additional categories such as manufacturers, suppliers, integrators, and pharmaceutical companies—key groups that showed significant interest in BRAINTEASER’s research and development methodology—has now stabilised and has been fully consolidated over the past two years, requiring no further updates in this final phase.

All of BRAINTEASER’s key stakeholders have actively participated in various project initiatives, including the BRAINTEASER Community of Practice, Open Evaluation Challenges, and Exploitation Workshops. Additionally, some have been proposed as members of the Innovation and Business Council. This comprehensive engagement has ensured that their perspectives are fully integrated into the project’s outcomes.

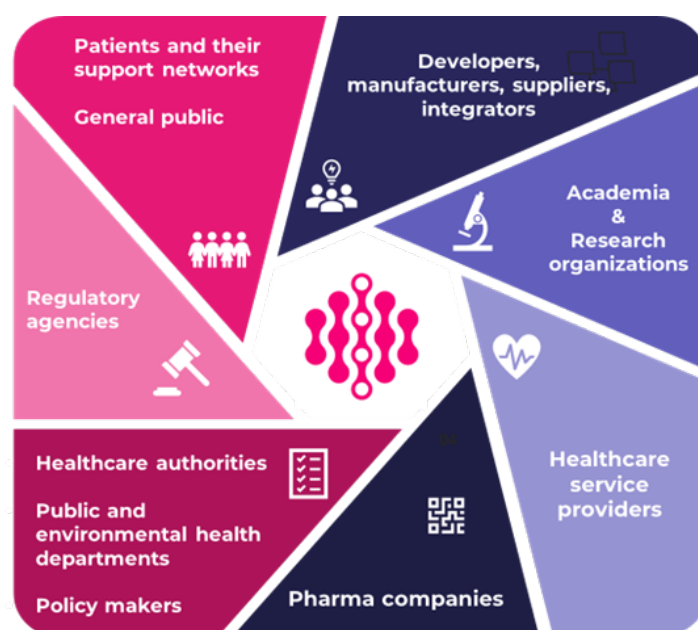


Figure 2. Stakeholder categories targeted by BRAINTEASER DC&SE activities

3.1 Key stakeholders, interests and expectations to be checked

Based on the map of relevant stakeholders consolidated through the experience gained during the project's lifetime, it was recognised that the dissemination plan needed to align with the specific needs of its intended recipients. This required careful consideration of the appropriate formats, language, levels of information, and distribution channels to ensure effective knowledge sharing.

Throughout the project, it became clear that each stakeholder category required tailored dissemination formats and channels. Lessons learned highlighted that dissemination efforts were more successful when messages were shaped based on input from the recipients. Additionally, adopting varied dissemination approaches, both proactive and reactive, increased the effectiveness of engagement.

While the relevance of stakeholder categories and the expected impacts of the DC&SE strategy have remained consistent, the main actions and channels have been updated to reflect relevant and ongoing activities in this final phase of the project.

These updates are included in Table 1 below.

Table 1. 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
Patients and their support networks as well as the general public	They are the ultimate beneficiaries of all BRAINTEASER tools and services created, deployed and they are fully supporting their assessment and evaluation to enhance future use.	As in previous phases, and continuing through the final six months of the project, DC&SE activities will focus on raising awareness to stimulate demand for innovative, secure digital services. Tailored messages will be crafted for the specific audiences to encourage their active participation in the proposed ecosystem. Additionally, coordinated efforts will continue between work packages and tasks to ensure sustained end-user engagement throughout the final project's phase.	Traditional media and online channels Map relevant social media accounts and tag them during dissemination of news via social media. Continuous engagement through BRAINTEASER CoP. Involvement in the exploitation discussion the BRAINTEASER Exploitation Focus Group. BRAINTEASER infographic

Category	Relevance	DC&SE expected impacts	DC&SE main actions and channels
			<p>“Benefits for patients - showcasing the project’s benefits for patients and users”.</p> <p>Project final video</p>
Healthcare services providers (clinicians, hospital facilities, executives and decision makers)	<p>Together with the previous category, they form the core end-users of the BRAINTEASER tools and services. Fully involved in the intervention deployment at pilot sites, their valuable experience is supporting the refinement of the clinical approach and guiding the evaluation phase of the project to ensure enhanced and sustainable outcomes.</p>	<p>As the project reaches its final phase, efforts are centred on fostering a clear understanding of the benefits offered by BRAINTEASER tools. This includes enhancing the knowledge and skills needed to fully leverage these innovative services, promoting readiness for innovation, and facilitating adaptation to the process re-engineering and change management required for their adoption.</p> <p>As early adopters and <i>ambassadors</i> of BRAINTEASER intervention tools, this category plays a pivotal role in supporting the broader dissemination and scaling up of the project’s outcomes within the clinical community.</p>	<p>Promote newsletter diffusion and targeted news with the support of the European Brain Council network of key players in the Brain Area.</p> <p>Continuous engagement through BRAINTEASER CoP.</p> <p>Involvement in the exploitation discussion the BRAINTEASER Exploitation Focus Group.</p> <p>Project’s interim (2025) and final events.</p> <p>Participation in field-specific events to represent the project.</p> <p>BRAINTEASER Infographic “App and clinical tools - presenting the BRAINTEASER app and clinical tools, specifically developed to facilitate comprehensive data collection”.</p> <p>Project final video</p>
Academia and research organisations	<p>Bring essential know-how, disruptive ideas and solid multi-disciplinary backgrounds to the BRAINTEASER.</p>	<p>The highly collaborative environment established by a multidisciplinary project like BRAINTEASER is the perfect setting for research collaborations to flourish, bring the</p>	<p>Publications in specialised and scientific journals.</p> <p>Participation in national and</p>

Category	Relevance	DC&SE expected impacts	DC&SE main actions and channels
		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>international conferences.</p> <p>Fostering ongoing collaboration and knowledge exchange</p> <p>building on the legacy and outcomes of the BRAINTEASER annual Open Evaluation Challenges</p> <p>BRAINTEASER Infographics “AI models environmental data and its predictive use, implementation in clinical tools, sensor data”.</p> <p>Project’s interim (2025) and final events.</p>
Developers, manufacturers, suppliers, integrators	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.	Accurate open access information for future development of AI-driven solutions for ALS and MS and design of customised sensors and mobile apps.	<p>Targeted events to disseminate BRAINTEASER tools.</p> <p>Opportunities to participate in specialised 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>Involvement in the exploitation discussion the BRAINTEASER Exploitation Focus Group.</p> <p>Fostering ongoing collaboration and knowledge exchange</p>

Category	Relevance	DC&SE expected impacts	DC&SE main actions and channels
			<p>building on the legacy and outcomes of the BRAINTEASER annual Open Evaluation Challenges.</p> <p>BRAINTEASER Infographic “App and clinical tools - presenting the BRAINTEASER app and clinical tools, specifically developed to facilitate comprehensive data collection”.</p> <p>Project’s interim (2025) and final events.</p>
Pharma Companies	<p>The pharmaceutical industry, as one of the primary target groups essential to the sustainability of BRAINTEASER results, has shown a strong interest in both the project’s data and its Artificial Intelligence applications. The data, fully compliant with FAIR principles, is readily accessible for secondary use, significantly enhancing its utility and potential impact. Additionally, the industry recognises the transformative role of AI in improving drug discovery processes and identifying disease patterns within large datasets. By actively embracing AI strategies to maintain</p>	<p>The AI technologies and models developed in this project, combined with the impact of FAIR-compliant data, can be directly transformed into valuable products for pharmaceutical companies, offering AI as a service to enhance drug discovery, research efficiency, and decision-making processes.</p>	<p>Participation in international conferences.</p> <p>Liaison with national pharma associations and participation in appropriate 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 Exploitation Focus Group.</p> <p>Fostering ongoing collaboration and knowledge exchange</p> <p>building on the legacy and outcomes of the BRAINTEASER</p>

Category	Relevance	DC&SE expected impacts	DC&SE main actions and channels
	competitiveness, the pharmaceutical sector becomes a critical stakeholder in driving the long-term adoption and impact of BRAINTEASER's innovations.		annual Open Evaluation Challenges. Project's interim (2025) and final events.
Healthcare authorities, public and environmental health departments, and policy makers	National and regional authorities are the key decision makers, procurers and payers in the healthcare systems.	Curated dissemination channels and materials for healthcare authorities as well 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.	Disseminate at relevant events of public authorities internationally and in the consortium partners' countries. Reach out to additional territories leveraging on the ECHAlliance community and the International Network of Ecosystems. Engagement through the BRAINTEASER Exploitation Focus Group and CoP. BRAINTEASER final recommendations for public health authorities. Final video Project's interim (2025) and final events.
Policy regulators (standardisation bodies, certification bodies)	Scientific knowledge is keystone for regulatory decision making. Many H2020 projects generate data of direct relevance to regulatory authorities, health technology assessment and	In this final phase of the project, the BRAINTEASER DC&SE strategy reflects lessons learned from several initiatives, emphasising early and sustained engagement with regulators. This approach has facilitated meaningful interactions,	As a result of the project's networking activities (detailed in section 6 and in D10.9), efforts are focused on progressively engaging with standardisation committees, initiatives, the EMA,

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Category	Relevance	DC&SE expected impacts	DC&SE main actions and channels
	payers.	ensuring the project remained on the right track and gained regulator buy-in for its methodologies and chosen approach.	and national medicine agencies to ensure alignment and maximise impact. Project's final event.

4 DISSEMINATION ACTIONS AND TOOLS

Building on the knowledge and performance achieved throughout the project, this section presents a refined plan of actions, techniques, and channels to effectively engage key stakeholders and ensure the adoption and sustainability of BRAINTEASER's results in its final phase.

4.1 Planning

The strong trust and collaboration established among partners throughout the project have enabled a more streamlined and efficient approach to planning communication and dissemination activities, eliminating the need for formal meetings. Initially, each partner appointed a reference contact, and monthly coordination sessions were held to review progress and plan upcoming actions. As the team grew more aligned and confident in their processes, these structured meetings were phased out, allowing partners to continue working effectively through flexible and direct interactions.

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, infographics, 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 was 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's website](#) has given BRAINTEASER vast exposure on the web, while providing the consortium with an additional channel to share project information and materials and exchange feedback with interested stakeholders.

In order to reach out to a wider audience, the BRAINTEASER website is characterised by an emphasis on readability, ease of use and attention to information hierarchy, interaction design, responsive design and a platform agnostic approach.

Over the past two years, the project has been enhanced with new sections, and most content has been rewritten in layman's terms to ensure accessibility for a non-expert audience while still directing experts to more in-depth scientific content.

A brief outlook of main improvements made is made is given below:

- [Resources](#): This section features the project's public deliverables approved by the EU service and publications by BRAINTEASER partners, including papers and materials on the project's research and outcomes.

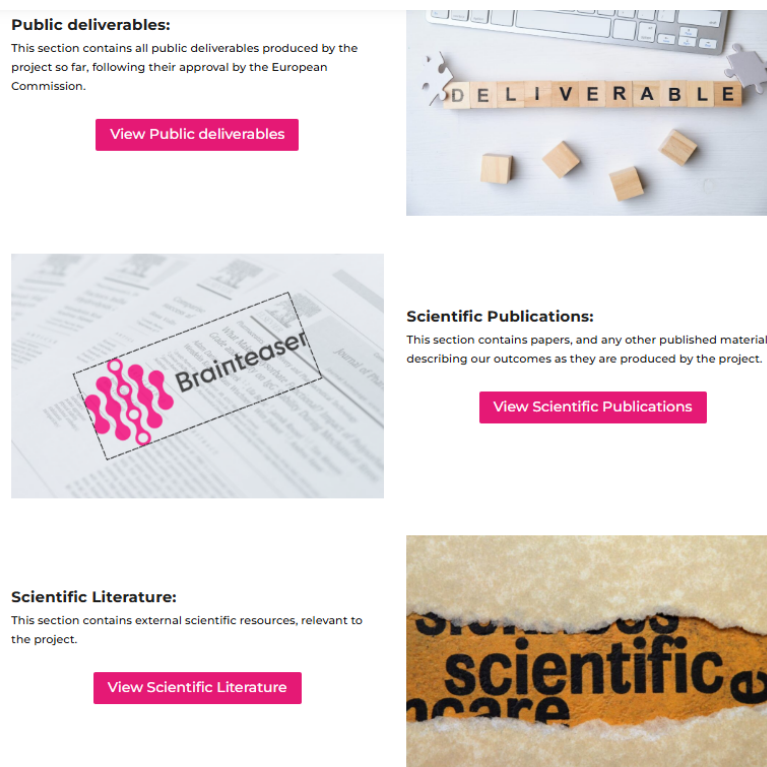


Figure 3. New project's website sections.

Four separate web pages have been created under the Resources section:

- ✓ [Public deliverables](#): This section contains all public deliverables produced by the project, organised by categories: Outreach & Engagement, Health/ medical perspective, Business perspective, Tools/ models developed.
- ✓ [Scientific publications](#): This section contains all scientific publications produced by the project, organised by categories: Health/ medical perspective, Tools/ models.
- ✓ [Scientific literature](#): This section contains external scientific resources, relevant to the project.
- ✓ [Ontology and shared datasets](#): This section contains the BRAINTEASER Ontology and Shared Datasets. Both the ontology and the ALS and MS clinical datasets have been iteratively developed over the years and they both have been used to fuel the iDPP@CLEF (Intelligent Disease Progression Prediction) open evaluation challenges and have been validated through them.
- [Challenges](#): The section dedicated to the project's Open Evaluation Challenges aimed to raise awareness and engage the scientific and industrial communities. It provided essential information, including registration, dataset details, and performance metrics. After each edition, experimental data and findings were published with their reports and made accessible in the dedicated section.

To enhance clarity, this section has been refined in both its layout and content organisation.

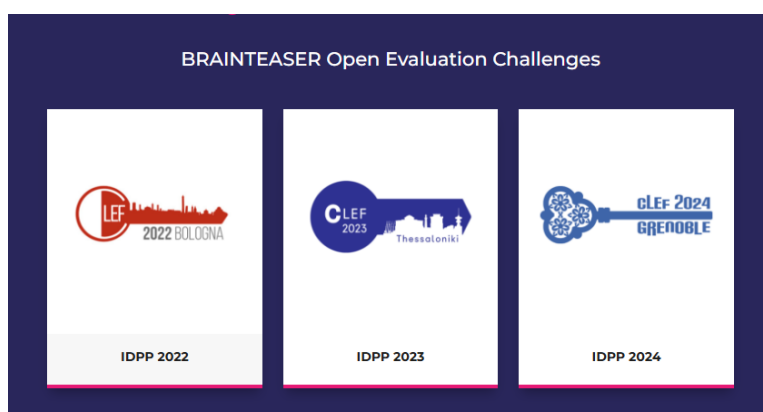


Figure 4. New outlook of the Open Evaluation Challenges page.

- [Clinical settings](#): This section contains information about the BRAINTEASER clinical settings, indication about the clinical protocol that has been used during the testing phase, profile of patients recruited, evaluation and assessment of results achieved during the testing phase. The page has been redesigned and updated to present the progress achieved in a user-friendly way.

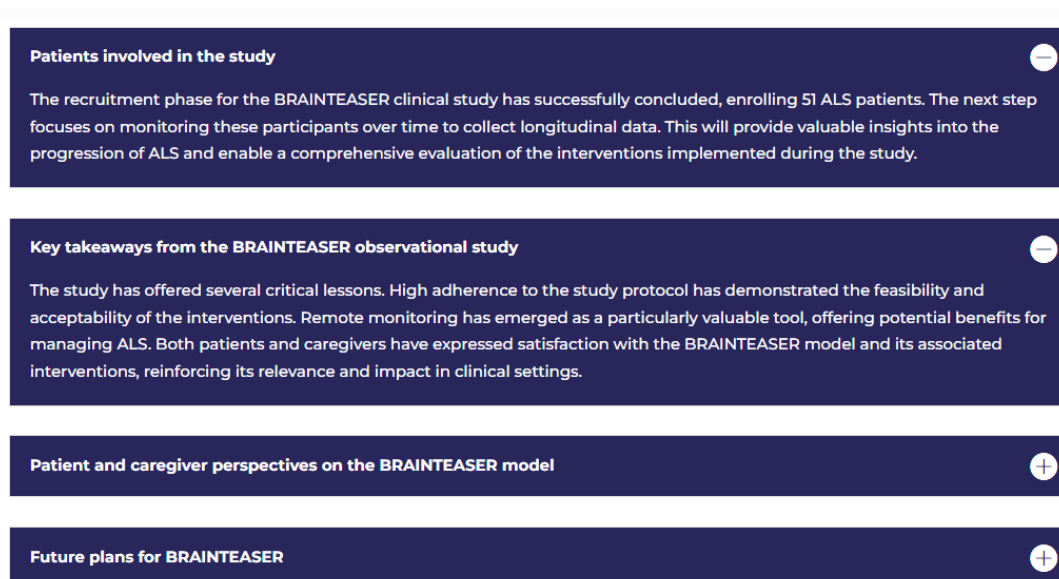


Figure 5. The updated sections of the page highlighting BRAINTEASER Pilot Site activities

- [Results](#): This section was designed to showcase all the results achieved by the project in chronological order, presented in an accessible and engaging format that highlights the project's journey toward impact.

In the coming months, final updates to the BRAINTEASER website will refine its structure and content to showcase the project's achievements and ensure its relevance beyond the project's conclusion. These updates will consolidate outcomes, present information accessibly, and create a lasting legacy of knowledge for stakeholders, supporting future advancements in neurological research and care.

4.3.3 The social media channels

Social media have been playing an important role in getting the audience interested in the BRAINTEASER project, so that public participation is maximised as much as possible.

At the beginning of its lifecycle, [X](#) 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 have been used to 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 have also been used to share news and articles written for the project website, as they 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 are optimum levers for stakeholders to engage with the project encouraging an open dialogue about innovations, implementations and impacts springing from the BRAINTEASER activities.

To better market the BRAINTEASER identity, different hashtags have been chosen and used to group together conversations or content around a certain topic, making it easy for the audience to find content that interests them

So far, a regular activity has been maintained on these channels and special campaigns have been designed for relevant events, achievements or cornerstones in the project's life. Examples are the campaigns launched to promote the project's newsletter, demo sessions, networking activities, the Open Evaluation Challenges.

Additional campaigns have been planned to engage stakeholders through the project's conclusion and are detailed in the following section.

4.4 Social media strategy and plan

An effective online communication strategy must consider both the methods and the degree of influence it seeks to achieve. As BRAINTEASER enters its final phase, the social media plan continues to adapt to reflect the project's evolving momentum and priorities.

From the outset, both LinkedIn and Twitter/X have been utilised to engage with diverse audiences. However, LinkedIn quickly emerged as the most impactful platform for connecting with experts and reaching a broad professional community. Recognising this, the strategy shifted to a more proactive approach on LinkedIn, focusing on fostering engagement and expanding the page's follower base, rather than merely broadcasting updates.

Looking ahead, the project's social media efforts will intensify, leveraging LinkedIn's unique potential to amplify the project's final achievements and maximise visibility among key stakeholders. The table below highlights some of the targeted campaigns planned for the next six months, ensuring BRAINTEASER's enduring impact beyond its conclusion.

Table 2.. Social media campaigns planned for the next months.

Name	Social media action/s	When
5th BRAINTEASER Exploitation Focus Group - March 2025	One post per week An article/blogpost launching the event to gather audience	4 weeks before the date of the workshop (February 2025)
8th BRAINTEASER newsletter	One post per week An article/blogpost to attract interest and engage audiences	Starting in Jan 2025 - 4 weeks campaign
BRAINTEASER Press releases	One post per week An article/blogpost to attract interest and engage audiences	2 weeks before the launch and 2 weeks after the launch of each press release
BRAINTEASER final video	One post per week An article/blogpost promoting the video and engaging stakeholders	For 4 weeks after the publication of the video (March 2025)
BRAINTEASER at the Digital Health and Wellness Summit	One post per week An article/blogpost launching the event to gather interested investors and business partners	4 weeks before the date of the event (March 2025)
BRAINTEASER event in Pavia during the Brain Awareness Week (March 10-14, 2025)	One post per week An article/blogpost launching the event to gather interested participants and stakeholders	4 weeks before the date of the event (February 2025)
BRAINTEASER Final Event (possibly during the ENCALS meeting 2025 - June 3-6, 2025)	One post per week An article/blogpost launching the event to gather interested participants and stakeholders	6 weeks before the date of the event (April 2025)

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

Building on the communication package outlined in D10.4, the BRAINTEASER project has developed a range of audio-visual materials that have proven to be essential for effective communication. These tools have significantly enhanced the appeal, clarity, and accessibility of disseminated information.

As the project enters its final six months, plans are underway to produce additional audio-visual resources to further support these efforts:

- **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 - Two videos have been already published ([A glimpse into the multicentric observational study - Patient and physician perspectives from Lisbon](#), [A look inside BRAINTEASER's journey in Turin: a conversation with Prof. Adriano Chiò](#)) while 2 more will be published in the next months.
- **Why to invest:** videos or interviews that would touch upon topics raised in the project's exploitation plan to ensure alignment with audience expectations and reinforce potential value proposition of the BRAINTEASER project one video published already ([Revolutionizing care through technology](#)), while another one will be published before the project's end, showcasing the main exploitation pathways.
- **Final project video:** during the first quarter of 2025, a video will be produced on the overall project's aim, mission and achieved results.
- **CoP video to promote its sustainability:** before the end of the project, a video will be produced showcasing the Community of Practice, its overall aim and its progress, aiming to foster its sustainability and exploitation potential.

4.6 Communication materials for printed and digital distribution

ECHAlliance, in collaboration with the coordinator and WP Leaders is developing updated dissemination material, aiming to showcase project results and user benefits.

A number of infographics highlighting the main project's actions lines and related results are currently under production:

1. App and clinical tools - presenting the BRAINTEASER app and clinical tools, specifically developed to facilitate comprehensive data collection
2. Benefits for patients - showcasing the project's benefits for patients and users
3. CLEFF challenges - presenting the BRAINTEASER approach to Open Science consisting of two pillars: the adoption of FAIR principles for data sharing and the organisation of Open Evaluation Challenges
4. AI models (environmental data and its predictive use) - presenting the BRAINTEASER holistic approach to understanding ALS and MS, integrating societal, environmental, and clinical data
5. AI models (implementation in clinical tools) - showcasing the use of AI models for patient stratification and prognostic prediction
6. AI models (sensor data) - showcasing the use of wearable sensor-based AI models for disease progression monitoring and early detection of adverse events



Figure 6. Example: BRAINTEASER benefits for patients.

4.7 Events

4.7.1 Events arranged by BRAINTEASER partners and their networks

Over the course of the project's lifetime, numerous events were organised to mobilise key stakeholders, promote the exchange of ideas, gather feedback, and implement follow-up actions. These events allowed project stakeholders, innovation experts, medical and scientific communities, and policymakers to lay the foundation for partnerships, showcase best practices, exchange knowledge, tools, and instruments, and contribute to the development and refinement of the BRAINTEASER solution and related methodologies.

Next to come in before the project's end are:

- **Go to Market Focus Groups through webinars:** The final focus group, dedicated to **"AI-as-a-Service through a cloud-based platform,"** will take place on 18 March 2025. This closing webinar concludes a series of five focus groups held throughout the project, aimed at expanding the project's vision on user and market needs, gathering additional requirements, and guiding the BRAINTEASER Consortium toward optimal sustainability and commercialisation strategies.
- **BRAINTEASER booth at the [4YFN-MWC 2025](#):** Taking place from 3–6 March 2025,

this is the largest and most influential event for the connectivity ecosystem. Tens of thousands of senior executives from leading global companies, international governments, and pioneering tech businesses will gather in Barcelona to explore the future of healthcare systems through digital innovation. This makes it an ideal platform to showcase BRAINTEASER's final achievements and deliver its key messages to a vast and knowledgeable audience.

- **Interim dissemination event:** Organised in Pavia during the [Brain Awareness Week](#), this event will focus on environment and risk factors in neurodegenerative diseases, exploring how artificial intelligence is opening new frontiers for research and care. It will highlight BRAINTEASER's contribution to understanding risk factors for ALS and MS
- **Closing event:** Organised at the conclusion of the project, the final event is being considered for alignment with [ENCALS 2025](#), the European network conference on ALS care. Recognised as one of the most prominent scientific events of 2025, discussions are underway to evaluate the feasibility of co-locating the project's final event within this prestigious gathering.

4.7.2 Conferences and congresses featuring BRAINTEASER

An essential part of the project's dissemination and communication strategy is the participation of BRAINTEASER consortium members in national and international conferences to spread the project's value and interact directly with the audiences.

Project partners will continue to actively participate in relevant regional, national and international conferences and events, where they will communicate the activities and disseminate the project results through presentations, speaking and exhibition opportunities.

At the time of submitting this deliverable, partners are planning to attend the following events in 2025.

Table 2. Conferences and meetings for spreading the BRAINTEASER insights.

Conference name	Location	Date	Link
Towards a Rare Brain Disease Ecosystem - Rare Disease Day 2025	Brussels	Late February 2025	Coming soon
Digital Health & Wellness Summit 2025 @ MWC - 4YFN	Barcelona, Spain	3 rd – 5 th March 2025	Digital Health & Wellness Summit 2025 – ECHAlliance
La Settimana del Cervello	Pavia, Italy	10 th – 14 th March 2025	Brain Awareness Week
HLTH Europe 2025	Amsterdam, The Netherlands	16 th June 2025	HLTH Europe 2025
ENCALS 2025	Turin, Italy	3 rd – 6 th June 2025.	ENCALS

4.8 Publication Policy and scientific dissemination

In 2022, the BRAINTEASER Publication Plan was finalised and it is available for consultation in D10.2. Adhering to established procedures and ethical principles guiding

the preparation of scientific publications, as well as targeting key areas for scientific dissemination, project partners have produced a substantial number of scientific publications.

BRAINTEASER has consistently prioritised the publication of scientific and technical papers in renowned, high-impact journals, recognising this as essential for engaging the scientific and research community. To ensure broad dissemination of project results, a “gold” open access strategy has been adopted whenever possible, providing immediate and unrestricted access to all scientific publications produced throughout the project.

In parallel, the project has sought every opportunity to share its findings and achievements through articles in relevant technical publications and general public magazines, striving to reach the widest possible audience.

All these publications are easily accessible through the project’s website in the [Scientific Publications section](#). Each publication is accompanied by a brief summary in layman’s terms to engage a non-specialist audience, along with a link to the full publication for further reading.

Within the scientific dissemination task, special mention should be given to the BRAINTEASER Open Innovation Challenges. These Challenges have organised under the umbrella of the CLEF Initiative – [Conference and Labs of the Evaluation Forum](#) - the internationally renowned campaign series that has the main mission to promote research, innovation, and development of information access systems with an emphasis on multilingual and multimodal information with various levels of structure.

Following the final BRAINTEASER Open Innovation Challenge in September 2024, the [Challenges](#) section on the project’s website has been finalised, offering a comprehensive resource for users. To further improve visibility, an [Ontology and Shared Datasets](#) section has also been recently added to the website. This ensures seamless access to the BRAINTEASER Ontology and datasets hosted on Zenodo, underscoring the project’s dedication to FAIR principles and Open Science.

Looking ahead, as this deliverable is being prepared, the consortium partners are planning to publish a paper focusing on the *clinical utility of the BRAINTEASER solution*.

4.9 Traditional media coverage

The visibility of BRAINTEASER on traditional media has been uneven throughout the project. While key moments like the launch and major milestones gained significant coverage, other phases saw limited media interest. This is partly due to the focus on developing innovative technologies, a stage less appealing to journalists than tangible results. Additionally, the ongoing evaluation of these technologies in real-world pilot sites means the full impact of the project is still unfolding, further challenging consistent media engagement in an information-saturated landscape.

In the final months, concerted efforts are being made to ensure strong media coverage, particularly for the interim dissemination event in Pavia and the final event in Turin. To achieve this, the press offices of partner institutions, the University of Turin and the Fondazione Istituto Neurologico Nazionale Casimiro Mondino, have been activated. These

teams are coordinating targeted media campaigns to highlight the significance of BRAINTEASER's achievements and secure broad visibility through traditional media channels. Building on past experiences, this strategy focuses on amplifying the project's results and engaging both general and specialised audiences. By leveraging local media networks and adopting a coordinated approach, the project aims to ensure its outcomes receive the attention they deserve

4.10 Showcasing BRAINTEASER through H2020 communication 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](#) in April 2021.

During the last project's phase, the project in coordination with the Project Officer, will assess the opportunities offered at this moment to projects funded by the Horizon 2020 programme, to support its dissemination efforts, such as:

- [The EC Shaping Europe's digital future website](#)
- [The Horizon Magazine](#)
- [The EC Research Success Stories](#)
- [The Horizon Results Platform](#)

5 COMMUNITY OF PRACTICE

As the BRAINTEASER project approaches its conclusion, the Community of Practice (CoP) remains a vital mechanism to ensure the project's outcomes are effectively communicated and adopted. In this final phase, the CoP will focus on consolidating its role as a network for sharing knowledge, validating tools, and promoting the innovative methodologies developed during the project. The aim is to foster collaboration and encourage the practical adoption of BRAINTEASER solutions among key stakeholders.

During the final year, the CoP will serve as a key channel for disseminating the project's results. In its final phase, the CoP will facilitate training sessions to empower its members with the knowledge and skills needed to utilize BRAINTEASER tools effectively.

The CoP will also explore opportunities to connect with other networks and initiatives related to AI in healthcare and neurodegenerative diseases. This will help to raise awareness of BRAINTEASER's contributions and provide additional visibility for its outputs, while maintaining a focused and manageable scope of activities.

The final project event will provide a unique platform to strengthen the CoP's network and consolidate its future activities. This event will also serve as an opportunity to showcase the outcomes of CoP initiatives. Structured feedback collected during the event will be used to refine the CoP's post-project activities, ensuring alignment with emerging needs and opportunities in the healthcare ecosystem.

6 MONITORING AND REPORTING

A monitoring and reporting tool, provided to all partners in the form of a spreadsheet, has been instrumental in assessing the project's performance in terms of dissemination and communication impact. Partners have been tasked with collecting and reporting data, links, and supporting documents related to their communication and dissemination activities every six months.

This information is processed and analysed by ECHAlliance, with results included in the reports submitted to the European Commission as outlined in the project's Grant Agreement. The comparison of key performance indicators (KPIs) with actual results has provided a clear evaluation of the impact of the dissemination and communication strategy. Insights gained through this process have guided updates to the strategy, ensuring adjustments are made to enhance its success and maximise its effectiveness.

Based on the results of this analysis, the final dissemination and communication activities for the project have been strategically planned to address the identified needs and priorities. These activities, outlined in the previous sections, aim to maximise the project's visibility, engagement, and impact during its concluding phase, ensuring the successful delivery of its key messages and results to all target audiences.

7 NETWORKING WITH RELEVANT PROJECTS AND INITIATIVES

Within the framework of BRAINTEASER's Work Package 10 (Exploitation, Innovation, Communication, Dissemination), Task 10.4 (Liaison with related projects and initiatives) has addressed the need to strengthen information flow, accelerate knowledge exchange, and maintain continuous dialogue among key stakeholder groups. As Task Leader, the European Brain Council (EBC) utilised its extensive network within the EU brain health ecosystem to foster synergies, tackle shared challenges, and ensure alignment between BRAINTEASER and 12 EU and non-EU projects and initiatives with similar or complementary objectives.

EBC designed and implemented a comprehensive programme of coordination activities, offering 12 networking and visibility opportunities. These included joint sessions at events relevant to BRAINTEASER's scope, as well as collaborative podcasts focused on shared priorities and areas of interest. These liaison activities significantly increased visibility in the field, reduced fragmentation, and strengthened cooperation across projects. Detailed insights on these efforts can be found in Deliverable D10.9, *Liaison and Coordination Activities Report*.

Plans for the next six months

To build on the synergies already achieved and expand collaborative opportunities, several actions are planned for the project's final phase:

- ✓ **Q1 2025: Joint webinar with LETHE project:** A webinar will be organised to explore overlapping interests and create opportunities for knowledge exchange.
- ✓ **Q1 2025: HEREDITARY liaison activities:** BRAINTEASER representatives will participate in HEREDITARY task forces, which focus on priorities such as multimodal data integration (including genomics), federated versus centralised learning, data requirements and bias management, and personalised medicine with predictive models. This engagement not only facilitates collaborative learning but also supports the exploitation of BRAINTEASER results, as HEREDITARY and other partner projects are in their early stages, having started in January 2024.
- ✓ **February 2025: Rare Disease Day event:** A BRAINTEASER representative (potentially the University of Padova) will participate in an event aligned with Rare Disease Day, providing an additional platform to showcase the project's outcomes.

These final actions are designed to solidify the impact of BRAINTEASER's results while ensuring their relevance and usability within a broader collaborative network.

8 CONCLUSIONS

Deliverable D10.3, developed as part of Task 10.1, reflects the comprehensive scope of the Dissemination, Communication, and Stakeholder Engagement (DC&SE) actions implemented across BRAINTEASER's work packages. As the final update of this strategy, it builds upon earlier versions (D10.1, submitted in M6 and D10.2 submitted in M24) and incorporates insights from the ongoing analysis and monitoring of key performance indicators.

This revised document aligns the DC&SE strategy with the project's achievements and final outcomes, ensuring it remains relevant and impactful during the concluding phase. The resulting strategy delivers a cohesive and effective implementation plan that not only meets communication and dissemination objectives but also provides a clear pathway for the uptake and sustainability of BRAINTEASER's results beyond the project's lifespan.