



MULTI-tumour based prediction and manipulation of immune **R**esponse

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D7.2 Dissemination plan



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Executive Summary

D7.2 Dissemination plan is associated with **Task 7.4 - Dissemination and outreach activities [Lead - EXEL, Participants –All participants] [M1-M48]**. D7.2 presents a comprehensive and detailed overview of the dissemination strategy and communication activities to be identified, decided upon, and implemented throughout the lifecycle of the MULTIR project. It elaborates on the key messages, target groups, and the communication and dissemination tools that will be employed to enhance awareness of MULTIR, maximize the effectiveness of its communication and promotional efforts, and expand its audience reach.

The document serves as both a reference and a set of guidelines for MULTIR consortium partners as well as external audiences. It outlines the specific strategies and measures the consortium will utilize to achieve its communication objectives. The Dissemination Plan will guide the consortium in its efforts to effectively convey the project's goals, progress, and outcomes to relevant stakeholders.

D7.2 Dissemination Plan is closely linked with **WP6 Stakeholder engagement [Lead: NIPH] [M1-48]** and more precisely **D6.1 – Stakeholder engagement plan [Lead: NIPH] [M6]** as the dissemination activities of the project aim eventually to engage all relevant stakeholders.

The processes and strategies described within this plan will remain active and applicable throughout the duration of the MULTIR project. They will be subject to continuous review, enrichment, and customization in response to the evolving needs and circumstances of the project. As such, this deliverable should be regarded as a dynamic and living document that will be updated and refined as necessary over the course of the project's implementation.

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1. Introduction

The purpose of D7.2 is to outline the dissemination and communication strategy of the MULTIR project, highlight the anticipated outcomes, and present the specific actions designed to achieve these objectives.

The main focus of MULTIR is to investigate the crucial components of tumour-host interactions that influence the response to cancer therapy. This investigation will primarily focus on data from melanoma, lung, and bladder cancers, as most drugs target specific molecular features regardless of tumour origin. To achieve its objectives, the project will employ a comprehensive approach that integrates both hypothesis-driven and data-driven methodologies, fundamental biology, and preclinical models.

Through this approach, MULTIR aims to identify causative mechanisms, risk factors, and novel biomarkers, as well as develop innovative diagnostic tests and predictive tools. The project will leverage clinical cohorts, omics datasets, and immunology to pinpoint functional modules that regulate tumour-host interactions, which will then be validated using models and synthetic patients.

The ultimate long-term goal is to enhance the prevention, diagnosis, prognosis, therapy, and management of these prevalent and devastating cancers.

Throughout the duration of the project and beyond, project news and results will be disseminated to a wide range of target groups. Most of the tools required for this purpose are already available or currently being developed. Effective internal information flow is crucial for the successful dissemination of the project's results. To ensure clear and mutual understanding of project progress among consortium partners, regular physical meetings will be held annually, supplemented by additional teleconferences involving all partners.

2. Communication and Dissemination Strategy

2.1 Objectives

The MULTIR Dissemination Plan aims to create a comprehensive, multi-layered communication and dissemination strategy. This plan will offer the consortium detailed guidelines for using communication tools and executing activities throughout the project. It involves defining target audiences, crafting key messages for each group, and establishing a consistent visual identity.

The strategy will detail specific measures, channels, and monitoring mechanisms for each target group to ensure key performance indicators (KPIs) are met. These activities will be coordinated by the Project Coordinator (INSERM) and WP7 Leader (EXEL) in close collaboration with the WP6 Leader (NIPH) and with the active participation of all partners and will be aligned with the intellectual property (IP) assessment strategy as outlined in **D7.3 – Procedures for IP assessment implemented [Lead: MOS] [M6]** (to ensure protection of any potential patentable inventions and IP, before public dissemination).

The MULTIR consortium will carry out communication and dissemination efforts at multiple levels, with EXEL leading WP7 and managing all dissemination and outreach channels. Partners will contribute by sharing research results and significant developments from their labs and

clinics. Additionally, all beneficiaries will use their networks alongside the project's channels to enhance dissemination.

3. Methodology

3.1 Dissemination and Communication

While the term "dissemination" often encompasses communication actions, it's crucial to clearly differentiate between the two and outline effective strategies for achieving both within the project's timeframe. The following table highlights these distinctions (Table 1)¹.

Table 1 *Dissemination and communication: what is the difference*
(adapted from <https://data.europa.eu/doi/10.2848/289075>)

	Communication	Dissemination
	<i>Inform, promote and communicate activities and results</i>	<i>Make knowledge and results publicly available free-of-charge</i>
For Whom	Citizens, stakeholders and the media	For those who can learn and benefit from the results, such as scientists, industry, public authorities, policy makers, civil society
How	✓ Having a well-designed strategy ✓ Conveying clear messages ✓ Using the right channels	Publishing results in: ✓ Scientific magazines ✓ Scientific and/or targeted conferences ✓ Databases
When	When From the start until the end of the action	✓ Anytime, as soon as results become available ✓ Up to four years after the end of the project
Why	✓ Engage with stakeholders ✓ Attract the best experts ✓ Raise awareness of how public money is spent ✓ Show the success of European collaboration	✓ Maximise the impact of the action ✓ Allow other researchers to go a step forward ✓ Contribute to the advancement of world class knowledge ✓ Make scientific results a common good

3.2 Target Audiences

The MULTIR consortium has already identified several target groups at the proposal stage, outlining specific communication and dissemination tools and activities tailored to each group. This differentiation aims to ensure active participation and effective exploitation of the project's results. The MULTIR target audiences can be categorized into the following groups:

- 1) Scientific community
- 2) Major EU initiatives
- 3) Industry
- 4) Medical doctors / oncologists
- 5) Policymakers
- 6) Patients/ patient organisations
- 7) General public

3.3 Key messages

To enhance the impact of MULTIR's dissemination and communication activities, consortium partners will customize communication actions to ensure that each targeted group receives the most suitable message in an effective and appropriate manner, highlighting the project's added value. Key messages of MULTIR include, but are not limited to:

- Raising awareness about MULTIR's mission, vision, and potential impact. * WHAT is MULTIR? * WHY is MULTIR needed? * WHAT can you expect from MULTIR? * WHICH data will be used in MULTIR?
- Engaging relevant stakeholders in achieving the project's objectives, including through the stakeholder workshops detailed in **D6.1 Stakeholder engagement plan**.
- Sharing knowledge of project outcomes and discoveries.

By adapting messages to each identified target audience, the consortium aims to maximize the impact of disseminated information and effectively engage stakeholders based on their specific interests and needs.

3.4 Dissemination and communication tools

To ensure effective and efficient information flow for the MULTIR project, create awareness, and reach the targeted audiences, the consortium will employ a balanced mix of digital and offline tools. The following proposed communication channels, identified during the proposal stage, will be updated or modified as needed throughout the implementation of MULTIR according to the work plan:

- Project website (see details in **D7.4 Launch of the website**)
- Social media channels (see details in **D7.4 Launch of the website**)
- Press releases, newsletters and peer-reviewed publications
- Printed material (poster, brochure, roll-up)
- Participation in conferences and webinars
- Organisation of stakeholder workshops and one-to-one interviews (see details in **D6.1 Development of a stakeholder engagement plan**)

3.4.1 Public website

The website (www.MULTIR.eu) is already operational, having been created in-house by partner EXEL and described in detail in **D7.4 Launch of the website**. The MULTIR website serves multiple purposes:

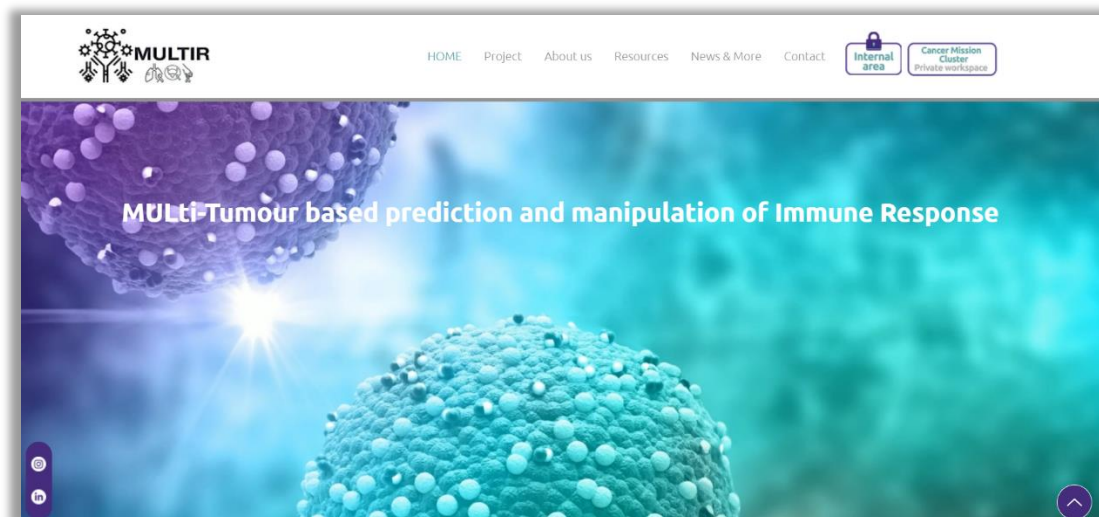
- i) as a platform for information exchange among partners within MULTIR (internal area) via a secure and confidential password protected area called “**Internal Area**”
- ii) as a bridge between the MULTIR consortium and the broader scientific community, and the general public (public area). The project website will link to the websites of the participating partners and the projects of the “Understanding tumour-host Interactions” cluster. This interconnected approach ensures seamless collaboration and information sharing across different research groups and institutions involved in the project.
- iii) Additionally, an independent password-restricted area has been added to the MULTIR website to serve as a common workspace for the “**Understanding**

tumour-host Interactions” cluster. This secure section manages the confidential communication, data sharing, and collaborative work amongst the six cluster members (HIT_GLIO, GLIOMATCH, THRIVE, SPACETIME, ARTURO and MULTIR), promoting a more integrated and coordinated effort.

All supporting communication materials, including brochures, posters, roll-ups, press releases, publishable executive summaries, publications, electronic newsletters, and more, will be available for download on the website. This repository ensures that all stakeholders, from researchers to the general public, have access to up-to-date and relevant information about the project's progress and findings.

The website is regularly updated with new content, project advancements, and important announcements, ensuring continuous engagement with the target audiences. Furthermore, the information hosted on the site will remain accessible for two years after the project's conclusion, providing a lasting resource for ongoing research and public interest. This extended availability underscores the project's commitment to transparency and long-term impact in cancer research.

Figure 1 MULTIR website



3.4.2 Social media

MULTIR has established LinkedIn and Instagram accounts, managed by partner EXEL, to effectively disseminate updates and inform the public about events and significant project results. These social media platforms will serve as key channels for engaging with a broad audience, including stakeholders, industry professionals, and the general public. Regular updates will include progress reports, milestone achievements, upcoming events, and noteworthy findings from the project.

LinkedIn is leveraged to connect with industry experts, researchers, and professional networks, facilitating discussions and collaborations that can enhance the project's impact. Detailed posts and articles on LinkedIn provide in-depth insights into the project's advancements and foster professional engagement.

Instagram is used to reach a wider audience through visually engaging content. Photos, infographics, and short videos highlight the project's activities, making complex information more accessible and appealing to the general public. Stories and posts on Instagram showcase

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behind-the-scenes looks at the project's development, humanizing the research process and creating a narrative that resonates with followers.

This strategic use of social media is expected to significantly boost the project's visibility across various search engines, increasing its reach and influence. By maintaining an active presence on these platforms, MULTIR aims to build a strong online community, generate interest, and encourage active participation from diverse audiences.

Figure 2 MULTIR LinkedIn account

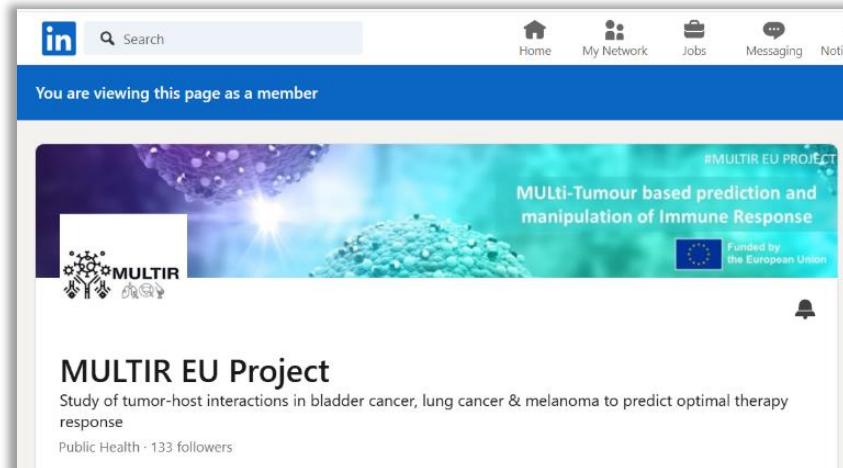
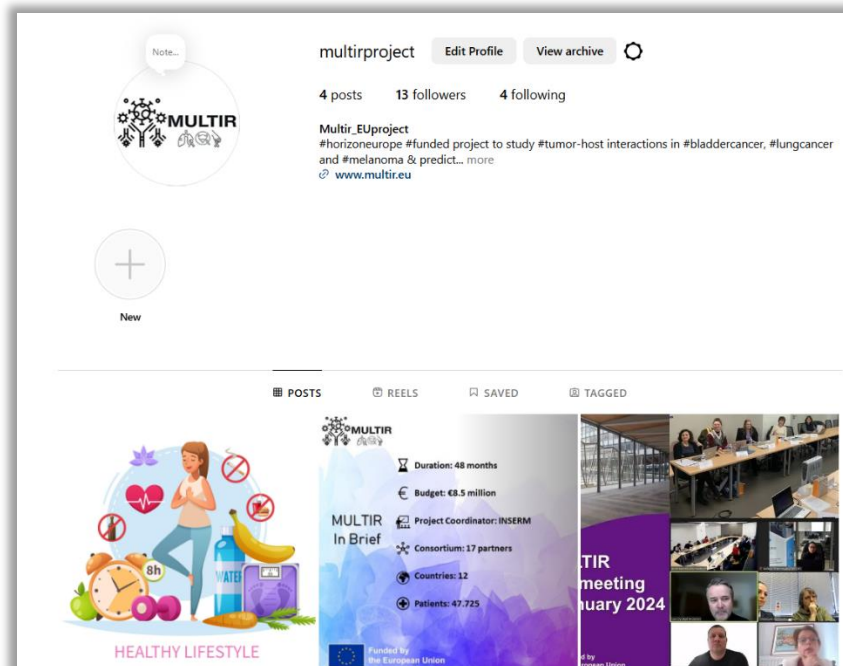


Figure 3 MULTIR Instagram account



3.4.3 Brochure, Poster and Roll up

A brochure, poster, and roll-up, detailing the partners, aims, actions, and expected results of the MULTIR project, will be created in collaboration with the coordinator and WP leaders. These materials will be regularly updated to reflect new achievements and results throughout the project's duration. The brochure will be distributed at various events, conferences, and meetings, while the poster and roll-up will be prominently displayed at conferences and related events.

3.4.4 Presentations in conferences

Participation in international conferences is crucial for the success of the MULTIR project. MULTIR members will present the project and its results at scientific and clinical conferences and workshops both within and outside Europe. These meetings will provide opportunities to showcase the consortium's work and engage with other experts in the field. By attending and presenting at these events, the consortium will not only disseminate their findings but also foster collaborations with other researchers, gain valuable feedback, and stay updated with the latest advancements in cancer research.

3.4.5 Stakeholder Workshops

Four stakeholder workshops will be organized as part of WP6, in close collaboration with WP7, to engage all relevant stakeholders. The first Stakeholder meeting is already planned and will take place on 2 September 2024, in Athens. These workshops will seek to gather feedback on the stakeholders' perspectives regarding the project while also keeping them informed about the project's mission, vision, and results. Through interactive sessions and discussions, stakeholders will have the opportunity to contribute their insights and expertise, ensuring their views are incorporated into the project's development. Additionally, these workshops will serve as a platform for building strong relationships and fostering a collaborative environment among stakeholders, enhancing the project's impact and success.

3.4.6 Publications in Peer-Reviewed Journals

The project's scientific results will be disseminated through publications in peer-reviewed journals and abstracts at national and international conferences. Beneficiaries will be informed in advance if intellectual property rights issues arise. Special attention will be given to engaging scientific communities that can offer new perspectives in the field.

3.4.7 Press Releases

Press releases will be issued upon achieving major findings or milestones of the project and will be disseminated to specialized journalists, participants' institutional communication offices, and the EC communication services. Key partners will also be encouraged to share press releases with their local media. Additionally, relevant peer-reviewed publications will be summarized in straightforward language for the media.

3.4.8 Logo and Presentation Templates

A specific MULTIR logo and presentation templates have been created to establish the project's visual identity and ensure high visibility. The logo, designed with distinctive elements reflecting the project's core theme, will be prominently featured on all official documents, promotional materials, and digital platforms associated with the project, accompanied by the EU emblem and the statement acknowledging EU funding. This consistent branding will help create a recognizable and professional image for MULTIR.

The presentation templates, tailored to align with the visual style of the logo, include standardized layouts for slides and reports. These templates will ensure uniformity across all project-related presentations and communications, making it easier for team members to produce high-quality, visually cohesive materials. By maintaining a strong and consistent visual identity, the project will enhance its credibility, facilitate easier recognition among stakeholders, and improve overall engagement with its target audiences.

3.4.9 Newsletters

Periodic electronic newsletters will be sent to the EC, national officials, and other stakeholders, ensuring they are kept informed of the latest developments, milestones, and findings of the project. These newsletters will provide detailed updates, highlight key achievements, and include insights from consortium members.

3.5 Acknowledgement for EU funding

The EU flag and funding statement is and will be displayed in all our communication and dissemination activities. Both are presented in a way that makes them easily recognisable to the public and with sufficient prominence.

The specific funding statement to be used is: “Funded by the European Union (Project 101136926 — MULTIR). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them.”

3.6 Target audience and dissemination actions

A dissemination and communication plan tailored for each target group has been defined as follows:

1. Scientific Community:

- Manuscripts: MULTIR partners will actively prepare and submit manuscripts to high ranking, peer reviewed scientific journals.
- Open Science Practices: MULTIR partners will adopt open science practices, including depositing data in UNCAN and other open repositories, and providing open access to publications, in accordance with journal and EU policies.
- Special Journal Issue: A special issue of a leading journal in the field will be edited and published with relevant contributions.
- Conferences: Partners will participate in national and international conferences on basic and translational research on bladder and lung cancers, melanoma, general cancer research, systems biology, and AI (e.g., ESMO, ASCO, AACR, HUPO, EAU, IBCN, Post Chicago Meeting, EADO Congress, World Congress on Skin Cancer, World Lung Cancer Congress, European Lung Cancer Congress, ETOP, AACR/KCA Joint Conference on Precision Medicine).
- Website: A dedicated section of the project website will focus on scientific and technological advancements, presenting project results and media cuts like podcasts, interviews, and press releases.

- Webinars: Regular webinars will be held, building on existing projects (e.g., Marie Curie training networks, EU collaborative projects), providing excellent platforms for knowledge exchange, networking, training of young investigators, and coordinating consortium activities.

2. Major EU Initiatives:

- Networking: Links to major initiatives and networks (e.g., UNCAN.eu, Knowledge Centre on Cancer, HealthyCloud, EOSCLife, EHDS Joint Action, 1+ Million Genomes, Innovative Health Initiative, EIT Health Knowledge Innovation Community) will be actively pursued.
- Collaboration: Members of these consortia will be invited to MULTIR meetings to exchange information and coordinate efforts. Ongoing interactions will involve invitations to webinars and meetings, as applicable. MULTIR will also participate in relevant networking events organized by the European Commission.

3. Industry:

- Pharma Companies: MULTIR researchers will enhance their established interactions with pharmaceutical companies, leveraging the project's resources and tools relevant to drug discovery. Besides personal communications, participation in scientific meetings where pharma companies are present will facilitate these interactions.
- Tech Platforms: Participation in events organized by relevant technological platforms (e.g., meetings, workshops, fairs, marketing actions, blogs) will be considered to disseminate MULTIR's results and added value.

4. Medical Doctors/Oncologists:

- Conferences: MULTIR outputs will be disseminated to healthcare providers (e.g., urologists, dermatologists, oncologists) through participation in meetings and conferences (e.g., EAU, ESMO, ASCO, AACR, GU, BAUS Annual Scientific Meeting, European Multidisciplinary Meeting on Urological Cancers, Congress of the German Society of Urology, Journées Dermatologiques de Paris, IASLC) and via stakeholder workshops organized within WP6. Relevant materials will be displayed, and e-newsletters will be published on the project website.

5. Policy Makers and Regulators:

- Engagement: MULTIR members will leverage established contacts with the European Medicines Agency (EMA) and national policymakers. EMA representatives will be recruited to the scientific advisory board, and interactions with global expert advisors will be pursued.
- Impact Evaluation: Questionnaires will be widely disseminated to evaluate the potential impact of MULTIR results on health institutions.

6. Patients and patient organisations:

- Patient Organizations: MULTIR aims to improve patient care by interacting with patient organizations (e.g., bladder and lung cancer, and melanoma patients, their families).
- Awareness: Established contacts with patient support groups across Europe will be informed about MULTIR findings through web content, brochures, and presentations.

Questionnaires will be distributed to assess patient needs and expectations, preparing for further trials post-MULTIR.

7. General Public:

- Online Dissemination: Press releases, social media posts, and articles will be used to inform the general public about immunotherapies, risk factors, disease management, and AI. Accounts on LinkedIn and Instagram will be frequently updated.
- Outreach: Brochures and newsletters will be released online to increase awareness and engage followers in translational research. Communication efforts will include media appearances to reach a broader audience.

Table 2 Dissemination tools, targeted audience and MULTIR time plan

Type of dissemination	Audience	Time Plan	Participants involved
MULTIR Web site: public and internal area	General Public and consortium members	M3 and continuous updating	EXEL, All partners
Social Media: LinkedIn and Instagram accounts	General public, all stakeholders	M3 and continuous updating	EXEL
Newsletters	General public, all stakeholders	Bi-annually	EXEL, All partners
Printed Material (Brochures, poster, roll-up)	General Public, all stakeholders	M9 Brochure and poster will be updated as needed	EXEL, All partners
Press releases	General Public, all stakeholders	When important findings or high impact publications are produced	INSERM, EXEL, All partners
Presentations in conferences	Medical and Scientific Community	Regular, following research results	All academic partners
Publications peer-reviewed journals	Medical and Scientific Community	Regular, following research results	All partners
One-to-one contacts	Policy-making officials	Targeted. Following research results	INSERM, EXEL, NIPH, All partners
Stakeholder Workshops	Patients and patient societies, Industry, Policy makers, Medical and Scientific community	Annually	INSERM, EXEL, NIPH, ETICAS, All partners

4. Key performance indicators

Measuring the effectiveness of communication is essential to ensure that objectives are achieved. Key Performance Indicators (KPIs) have been established (Table 2) and will be

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continually monitored to track activities and ensure communication goals are met. The KPIs will be detailed in the annual periodic reports.

Table 3 Key performance indicators (KPIs) of major dissemination and outreach activities

Dissemination Tool/Channel	Contribution to communication	KPI
Project website	Host project description, publishable results, updates, newsletters in a target group-specific manner	Website is live at M3 with expected >3000 visitors per year
Social media	LinkedIn and Instagram will contain project information, updates, newsletters.	>1,000 followers (>250 each year)
Newsletters	Electronic newsletters to inform diverse stakeholders	>300 subscribers
Press releases	Released at moments of project milestones and/or updates.	>8 releases
Scientific conferences-webseminars	Disseminate project results to the scientific community establish collaborators- Network with major EU initiatives.	20 presentations
Infographics, brochures	Infographics: Presented on the project website - social media for a vivid representation of the project and potential benefits. Printed material: to be distributed during workshops and meetings	5 infographics created (1 years 1-3 and 2 year 4), brochures: 150 per year
Media (newspaper, magazines, radios)	Promote awareness of the project to multiple stakeholders including general audience and its benefits for the society and the healthcare industry.	2 per year (first 3 years), 4 (year 4)
Closing conference	Final conference at the end of MULTIR to promote the adoption of its outputs	1 event, 250 participants
Questionnaires	Questionnaires for patients and health organizations to define their needs and prepare for implementation of the MULTIR outputs (clinical trials, implementation of AI based tools).	Disseminated to >500 individuals
Workshops	Events for diverse stakeholders, including end users, to interact with the project partners and promote its activities.	4 events (1 per year)
Publications and data resources	Scientific publications to disseminate MULTIR outputs to scientific community, data repository aligned with UCAN.eu, all in open access in line to FAIR principle.	At least 10 high impact publications

5. MULTIR as part of the “Understanding tumour-host interactions” cluster

The EU Cancer Mission, in conjunction with Europe's Beating Cancer Plan, aims to improve the lives of over 2 million people by 2030 through prevention, cure, and better support for those affected by cancer. The mission's objectives include gaining a better understanding of the disease, improving prevention, early detection, diagnosis, and treatment, as well as enhancing the quality of life for patients.

MULTIR is one of the six projects funded by the European Commission under the Horizon Europe program to address tumour-host interactions, aiming to enhance prevention, treatment, and care interventions for poorly understood cancers in both children and adults. The other five projects in this “**Understanding tumour-host interactions**” cluster are: HIT_GLIO, GLIOMATCH, THRIVE, SPACETIME and ARTURO.

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As discussed during the kick-off meeting of the Understanding cluster on April 5, 2024, strong links and synergies will be established among the partners of these six projects, both at scientific and communication levels. All projects will work together on data management, research and innovation, communication and dissemination, addressing inequalities and citizen engagement strands.

MULTIR, and specifically partner EXEL, has volunteered to lead the deliverable "Common Video and a Common Cluster Brochure" due on December 31, 2024. EXEL will prepare both the video and the brochure in close collaboration with the other cluster projects. MULTIR, as also described in Section 3.4 has already developed a password protected area to manage secure and confidential communication, file and data exchange between the cluster members and over 70 partners within those.

6. Conclusions

This deliverable outlines the MULTIR Dissemination Plan, serving as a guide for consortium members to ensure the correct and effective implementation of communication and dissemination activities, thereby maximizing the project's impact. In summary D7.2 presents the methodology for effectively disseminating the project's results, the identified target audiences, the tools to reach them, and the measures for monitoring dissemination.

Deliverable 7.2 is complemented by **D7.4 Launch of the website**, which details the actions taken to support MULTIR's dissemination activities via the creation of the project's website, as well as the social media accounts.

An updated version of the MULTIR's Dissemination Plan will be provided in M24 to reflect any adjustments to the strategy based on the project's evolving needs, implemented activities, and newly identified opportunities, with further updates as needed. Key performance indicators (KPIs) will also be analyzed to ensure the effectiveness of these actions and these results will also be depicted in the periodic reports.

7. References

1. European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023.
<https://data.europa.eu/doi/10.2848/289075>