



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

Grant Agreement No: 101136926

Joint deliverable

**D7.5 Common video and brochure for the
“Understanding (tumour-host interactions)” cluster**



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Version 0.2	02.12.2024	Second draft of the brochure - Integrated input from all projects	Kalliopi Thanopoulou (MULTIR, EXELIXIS) Alexandra Furio (GLIOMATCH, accelCH) Maria Carla Parrini (ARTURO, Institut Curie) Katarzyna Leszczyńska (HITGLIO, NENCKI) Vania Lo Presti (SPACETIME, Amsterdam UMC) Paola Cesaroni (THRIVE, Innovation Acta)
		Draft Narrative of the video	Kalliopi Thanopoulou, MULTIR, EXELIXIS)
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		First draft of the video	Kalliopi Thanopoulou , MULTIR, EXELIXIS) Integrated input on the narrative from Silvia Calpe (SPACETIME, Amsterdam UMC)



Version 1.0	24.12.2024	Version 1.0 of the brochure	Kalliopi Thanopoulou , MULTIR, EXELIXIS) Integrated input from Silvia Calpe (SPACETIME, Amsterdam UMC) Laurent Adumeau (ARTURO, Institut Curie), Katarzyna Leszczyńska (HITGLIO, NENCKI)
		Version 1.0 of the video	Kalliopi Thanopoulou , MULTIR, EXELIXIS) Integrated input from Silvia Calpe (SPACETIME, Amsterdam UMC), Roser Pinyol (THRIVE, IDIBAPS)
Version 2.0	14.04.2025	Version 2.0 of the brochure	Revised by all projects after EC comments
		Version 2.0 of the video	Revised by all projects after EC comments

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Table of Abbreviations

ARTURO	Assessing the role of intratumoral microbiota in therapy responses using patient-derived tumour-on-chip
GLIOMATCH	The malignant Glioma immuno-oncology matchmaker: towards data-driven precision medicine using spatially resolved radio-multimomics
HIT-GLIO	Targeting tumour-host interactions in paediatric malignant gliomas to reinvigorate immunity and improve radio- and immunotherapy efficacy
MULTIR	MULTi-Tumour based prediction and manipulation of Immune Response
RIA	Research and Innovation Action
SPACETIME	SPatial Analysis of Cancer Evolution in the Tumour Immune MicroEnvironment
THRIVE	Tumour-host interactions in liver cancer of childhood and adults
U-THI-Clust	Understanding (Tissue-host interactions) cluster
WG	Working Group



EXECUTIVE SUMMARY

Cluster information	
Cluster Title	Understanding Tissue-Host Interactions
Cluster Acronym	U-THI-Clust
Horizon Europe call	HORIZON-MISS-2023-CANCER-01-01
Number of projects	6

Table 1 Cluster Information

Understanding (Tissue-host interactions) cluster		
PROJECT	TITLE	GA NUMBER
ARTURO	Assessing the role of intratumoral microbiota in therapy responses using patient-derived tumour-on-chip	101136464
GLIOMATCH	The malignant Glioma immuno-oncology matchmaker: towards data-driven precision medicine using spatially resolved radio-multimics	101136670
HIT-GLIO	Targeting tumour-host interactions in paediatric malignant gliomas to reinvigorate immunity and improve radio- and immunotherapy efficacy	101136835
MULTIR	MULTi-Tumour based prediction and manipulation of Immune Response	101136926
SPACETIME	SPatial Analysis of Cancer Evolution in the Tumour Immune MicroEnvironment	101136552
THRIVE	Tumour-host interactions in liver cancer of childhood and adults	101136622

Table 2 Understanding (Tissue-host interactions) cluster list of projects (in alphabetical order)

The "Understanding Tumour-Host Interactions" Cluster (U-THI-Clust) unites six EU-funded research projects—ARTURO, GLIOMATCH, HIT-GLIO, MULTIR, SPACETIME and THRIVE—under the European Commission’s Mission Cancer initiative. Together, these projects aim to advance cancer research by studying tumour-host interactions, driving collaboration, and contributing to improved cancer diagnosis, treatments, and patient quality of life.

To support its outreach, the cluster developed a common video and brochure. The brochure introduces the cluster’s mission and projects, featuring concise content, engaging visuals, and digital tools like QR codes for broader accessibility. The video highlights the scientific and social aspects of the cluster’s work, while ensuring accessibility for individuals with visual or hearing impairments. Both tools emphasise collaboration and innovation within the EU Cancer Mission.

These materials will be disseminated through online platforms, events, and social media to maximise the cluster’s impact and reach. By enhancing visibility and building connections, the video and brochure strengthen U-THI-Clust’s role in advancing cancer research. Future updates will reflect the cluster’s ongoing progress.



1. INTRODUCTION

The "Understanding Tumour-Host Interactions" Cluster (U-THI-Clust) is a collaborative initiative established to support the European Commission’s Mission Cancer objective: Understanding Cancer. The cluster unites six EU-funded Research and Innovation Action (RIA) projects: ARTURO, GLIOMATCH, HIT-GLIO, MULTIR, THRIVE, and SPACETIME. Together, these projects work to address shared scientific challenges, optimise synergies, share best practices and contribute to the EU Cancer Mission all while minimising redundant efforts.

To drive its mission forward, the U-THI-Clust’s work is structured across six strands. A Working Group (WG) has been assigned to each of these strands to facilitate their implementation.

Strand	WG No.
Data Management and Sharing	WG1
Communication and Dissemination	WG2
Research and Innovation	WG3
Addressing Inequalities	WG4
Citizen and Patient Engagement	WG5
Annual Cluster Meetings	WG6

Table 3 Understanding (Tissue-host interactions) cluster list of strands and WG.

The **Communication and Dissemination WG2** is led by the MULTIR project in close collaboration with all cluster members. The WG2 has developed a unified communication strategy to create a consistent cluster identity, raise awareness of the cluster’s activities, and effectively disseminate research outcomes as depicted in the common cluster deliverable: **Common work plan for scientific collaboration under the “Understanding (tumour-host interactions)” cluster**, prepared by the WG3: Research and Innovation.

As part of its efforts, WG2 has developed a common video and brochure to inform and engage a wide range of stakeholders, including researchers, policymakers, funding organisations, patients, and caregivers. These tools highlight the cluster’s mission and activities, using accessible language and engaging visuals to ensure the message reaches diverse audiences.

The video and brochure are integral components of a comprehensive communication plan that also includes:

- A dedicated Cluster Page: Each project’s website features a section highlighting the cluster’s objectives and links to partner projects’ websites.
- Regular Updates: Social media posts, newsletters, and press releases to ensure consistent communication with stakeholders via the projects’ social media accounts and websites.
- Workshops and Events: Initiatives like the EU-Joint Workshops and training courses, organised by the THRIVE project, bring stakeholders together to explore topics such as cancer diagnostics, prevention, and improving patient quality of life.

By presenting a cohesive narrative of U-THI-Clust’s vision and objectives, the common video and brochure strengthen the cluster’s ability to connect with its audience, promote collaboration, and amplify its contributions to advancing cancer research. These tools play a critical role in achieving the cluster’s mission and supporting the transformative goals of the EU Cancer Mission.



2. BROCHURE

The U-THI-Clust brochure was developed to serve as an informative and visually appealing resource, designed to introduce the cluster’s mission and its six research projects. The primary goal of this brochure is to provide a concise yet engaging overview of the cluster's objectives and expected scientific outcomes while facilitating outreach to diverse audiences at various events and through digital platforms.

The brochure features a thoughtfully designed layout, ensuring clarity and visibility. It incorporates bold typography, vibrant visuals, and high-contrast colors to attract attention. Prominent on the brochure are the logos of the cluster and of the six projects, reinforcing brand identity and recognition. The written content highlights the cluster's mission, offering a snapshot of its focus on exploring tumours-host interactions. Additionally, the brochure briefly summarises the six projects, shedding light on their individual objectives and contributions to advancing cancer understanding.

It also features QR codes, allowing readers to access detailed information on the projects’ websites with ease. Furthermore, the inclusion of social media handles for each project encourages ongoing engagement and connectivity with the projects’ digital presence.

To provide context and transparency, the brochure includes information on funding sources that support the cluster and its projects.

This brochure is designed for dual-purpose distribution. In its printed form, it is an ideal tool for conferences, workshops, and in-person networking events, helping researchers and organisations discover the cluster’s work and initiate collaborations. In its digital format, it can be shared via email, social media, and electronic newsletters, broadening its reach to a wider audience.

By consolidating vital information into a compact and visually engaging format, the U-THI-Clust brochure effectively serves as a gateway to promote awareness, facilitate collaborations, and strengthen the cluster's connections with relevant stakeholders.



2.1 SCREENSHOTS OF BROCHURE



Figure 1 Screenshot of brochure (cover page)

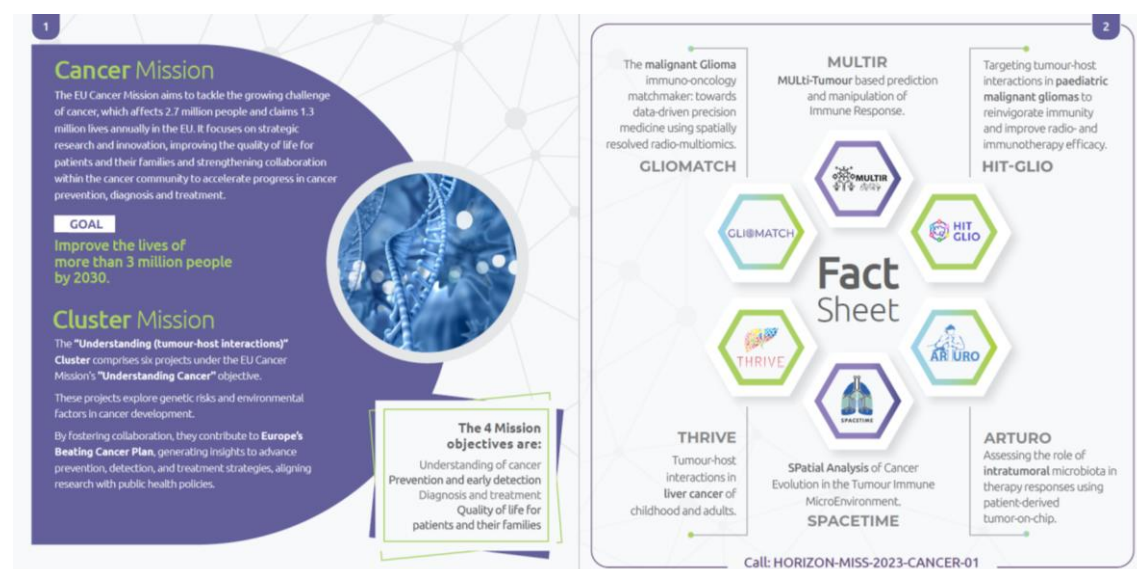


Figure 2 Screenshot of brochure (pages 1-2)



D7.5 Common video and brochure for the “Understanding (tumour-host interactions)” cluster



Figure 3 Screenshot of brochure (pages 3-4)



Figure 4 Screenshot of brochure (pages 5-6)



D7.5 Common video and brochure for the “Understanding (tumour-host interactions)” cluster



Figure 5 Screenshot of brochure (pages 7-8)



Figure 6 Screenshot of brochure (pages 9-10)

D7.5 Common video and brochure for the “Understanding (tumour-host interactions)” cluster



Figure 7 Screenshot of brochure (pages 11-12)



Figure 8 Screenshot of brochure (pages 13-14)





Figure 9 Screenshot of brochure (end page)

3. VIDEO

The video of the U-THI-Clust provides a compelling look at its mission through emotive visuals. It highlights the journey of cancer patients, including children and adults, and emphasises the dedication of researchers striving for breakthroughs, as well as the compassion of doctors and caregivers supporting patients through their challenges. These images reflect the real-life impact of cancer and the hope that drives the cluster’s work.

Under the EU Cancer Mission initiative, the video introduces the six projects that form the cluster, each with its own specific goals. Together, these projects aim to advance the understanding of cancer biology by studying how tumours interact with the human body and the surrounding environment. This collaborative approach seeks to deliver innovative solutions that improve cancer diagnosis, treatment, and overall quality of life for patients.

The video has been carefully designed to be accessible to individuals with visual or hearing impairments. By incorporating both clear audio narration and visually descriptive elements and subtitles, it ensures that its message reaches a wide and inclusive audience.

To maximise its impact, the video will be disseminated across multiple platforms, including the projects’ websites, social media channels, and key stakeholder events, ensuring broad accessibility and engagement among diverse audiences.



3.1 SCREENSHOTS OF VIDEO



Figure 10 The ‘Understanding (Tissue- host interactions)’ cluster introductory scene



Figure 11 The ‘Understanding (Tissue- host interactions)’ cluster projects

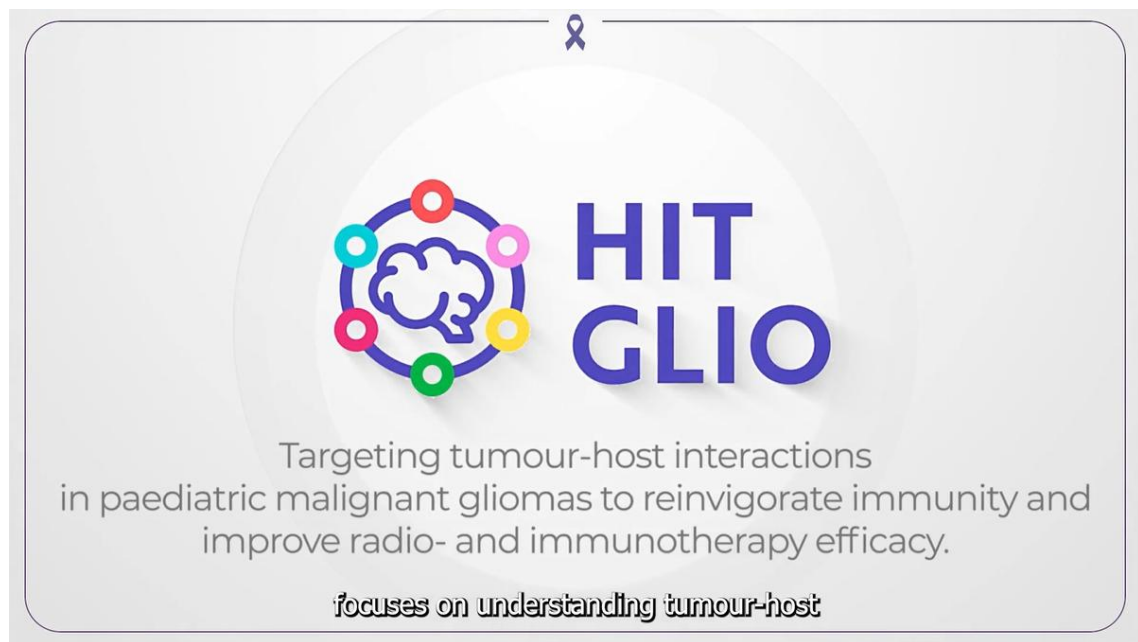


Figure 12 Presentation of the HIT-GLIO project



Figure 13 Presentation of the GLIOMATCH project



Figure 14 Presentation of the THRIVE project

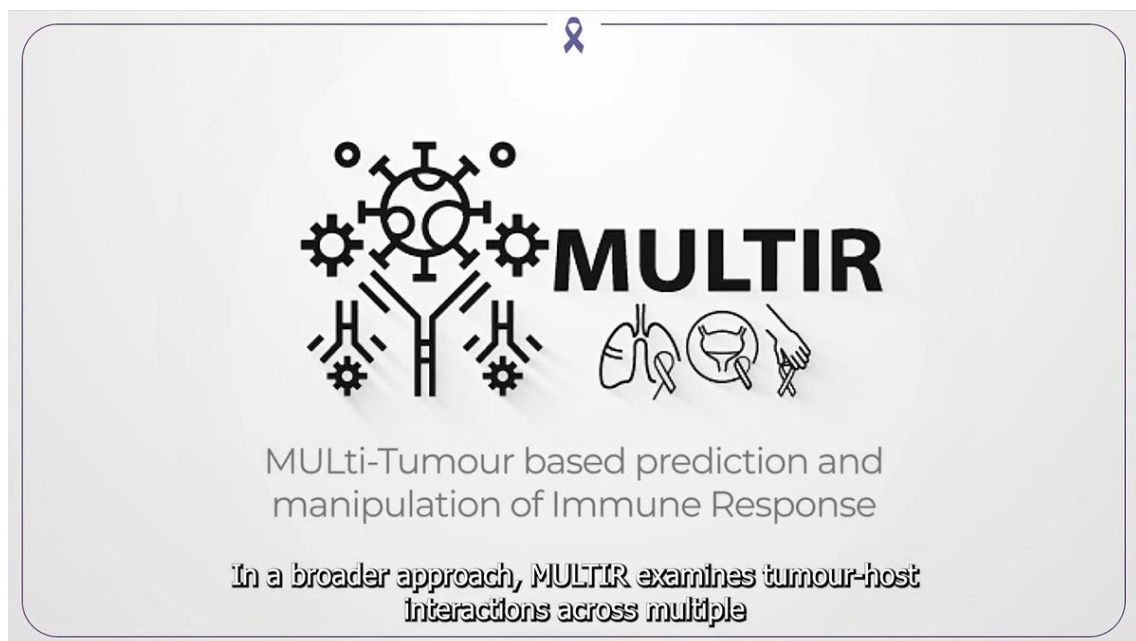


Figure 15 Presentation of the MULTIR project

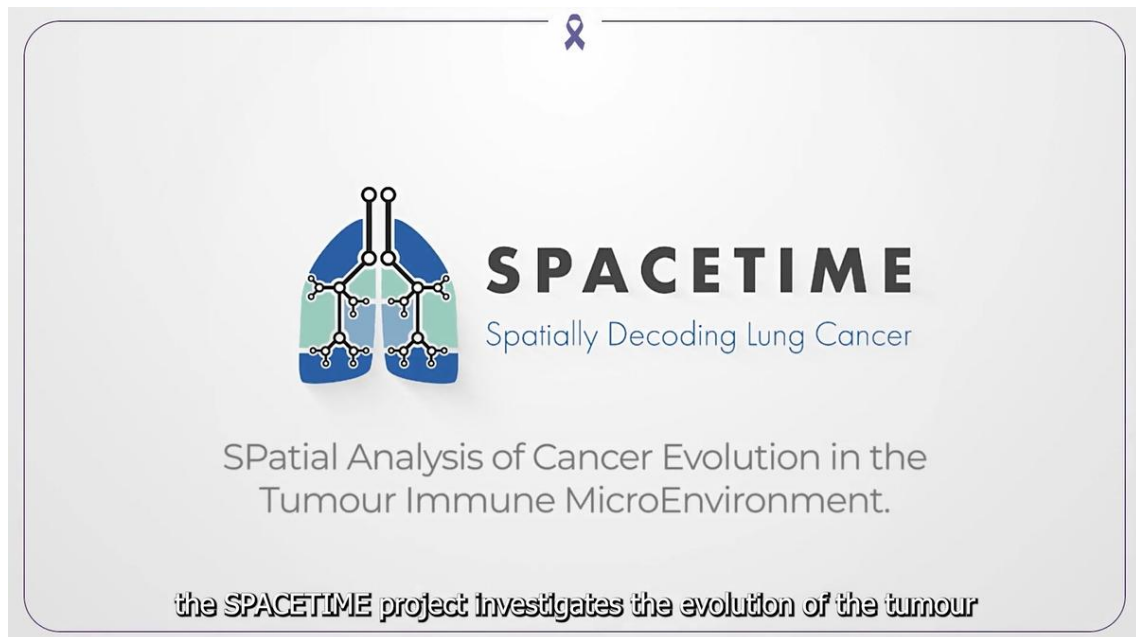


Figure 16 Presentation of the SPACETIME project

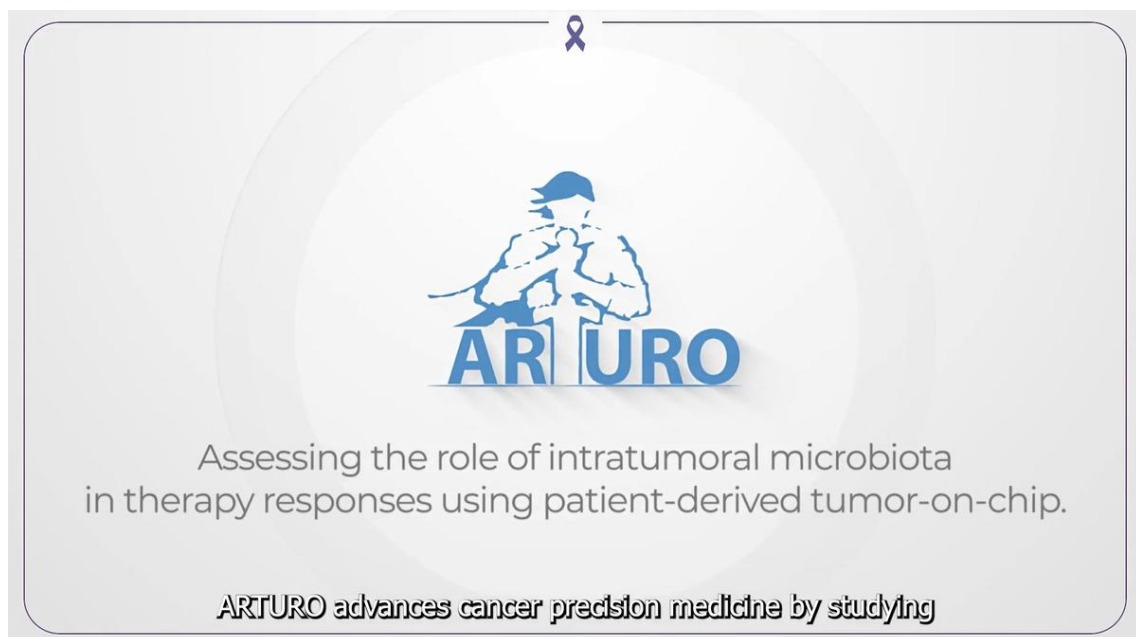


Figure 17 Presentation of the ARTURO project



Figure 18 EU funding acknowledgement scene

4. FUTURE PLANS

The U-THI-Clust cluster will utilise the common video and brochure as essential tools for communication and engagement. These materials will play a central role in the cluster’s dissemination activities, such as presentations at conferences, workshops, and public events, to highlight the cluster's objectives and research outcomes. They will also be prominently featured on the dedicated cluster page of each project’s website, ensuring accessibility to a broad audience, including patients, researchers, policymakers, and potential collaborators. By integrating these resources into its outreach strategy, the cluster aims to maintain visibility, promote collaboration, and drive awareness of its contributions to advancing cancer research. Updated versions of the video and brochure will be created as needed to depict the evolution of the cluster.

5. CONCLUSIONS

In conclusion, the development of the U-THI-Clust common video and brochure reflects the cluster’s collaborative effort to effectively communicate its mission.

The brochure serves as an informative and visually engaging resource, providing detailed insights into the cluster’s goals and projects, while the video offers a dynamic and accessible introduction to its key initiatives. Both tools integrate elements of the cluster and its projects’ visual identity, including logos, colors, fonts, and carefully chosen images, to ensure they are clear and visually engaging.

A digital version of the brochure has been created to ensure easy online access and to minimise environmental impact. For those requiring physical copies, environmentally conscious printing practices will be utilised.

Together, these deliverables strengthen the cluster’s outreach, helping to connect with stakeholders and amplify its contributions to advancing cancer research.

