

Deliverable 5.3

Plan for Dissemination and Communication Activities

WP5



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5	28.08.2024	Denisa Mateus, SPI	Final version

DOCUMENT REVIEW

Reviewer	Date	Reviewer Name (Short Organisation Name)
	28.08.2024	Eunice Costa, Hovione

Legal disclaimer

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ABBREVIATIONS

Abbreviation	Definition
CNS	Central Nervous System
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
GA	Grant Agreement
GLP	Good Laboratory Practice
IP	Intellectual Property
KPI	Key Performance Indicator
R&D	Research and Development
SPI	Sociedade Portuguesa de Inovação
SO	Specific Objective
TRL	Technology Readiness Level
UC	Universidade de Coimbra
WP	Work Package

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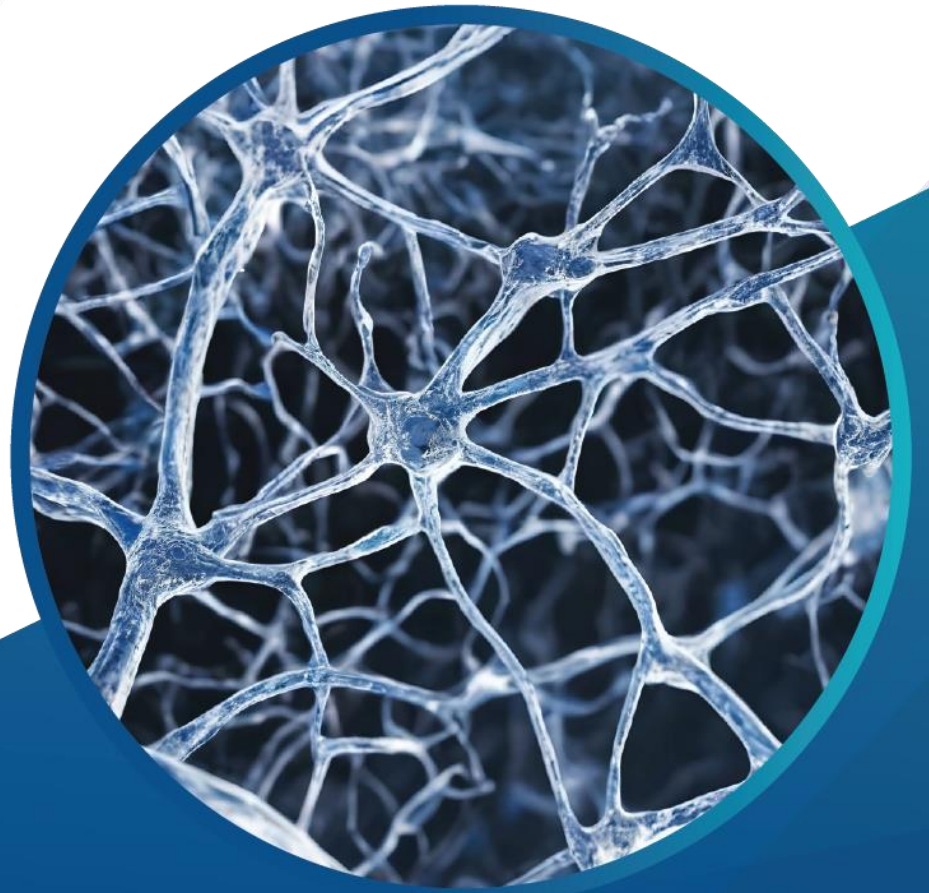
Executive Summary

Deliverable 5.3 corresponds to the Plan for Dissemination and Communication Activities of the REGENERAR project and is developed under Work Package (WP) 5 “Dissemination, Exploitation, Communication, Data Management, Follow-up”.

The purpose of this document is to outline the strategies for communication and dissemination, including their main objectives and approach, target groups, key messages and key performance indicators (KPIs), to ensure that the outreach efforts are effective and aligned with the REGENERAR objectives.

Sociedade Portuguesa de Inovação (SPI) is responsible for producing this deliverable and developing and implementing REGENERAR’s Communication and Dissemination strategy. For a successful Communication and Dissemination strategy core contributions and joint efforts from all consortium partners will be needed.

The Dissemination and Communication Plan will serve as the basis for digital and in-person outreach activities to disseminate knowledge based on the project developments.



Chapter 1

Introduction

1 Introduction

The central nervous system has a limited capacity for self-repair. Therefore, technologies to replace lost neurons after an injury, including stroke or neurodegenerative diseases, are of great need. The project REGENERAR aims to develop a non-viral delivery formulation (up to TRL4) for brain reprogramming after injuries. Firstly, the safety and targeting of this formulation will be tested *in vitro*, following the *in vivo* evaluation of its safety, elimination, targeting and cell reprogramming. In addition, toxicological studies will be performed in GLP conditions to evaluate systemic and local (brain) effects of the formulation.

In addition to scientific advances, REGENERAR objectives include engaging health value chain stakeholders, preparing the transition to innovation, developing a roadmap for the technology upscaling and stimulating business opportunities, and advancing the knowledge and education in the cellular reprogramming field. This Plan for Dissemination and Communication Activities (Deliverable 5.3) presents the dissemination and communication strategy for the project REGENERAR and the dissemination and communication activities planned to raise awareness about the project, its progress, activities, publications, and events carried out. The plan presented herein defines a set of tools and activities to ensure outreach and visibility during and after the lifespan of the project, namely communication and dissemination objectives, target audiences, materials, tools and channels to be used, key performance indicators (KPIs), timeline, and partners' responsibilities. This document will guide partners to disseminate and communicate non-confidential knowledge and results generated in the project to different audiences and stakeholder groups.

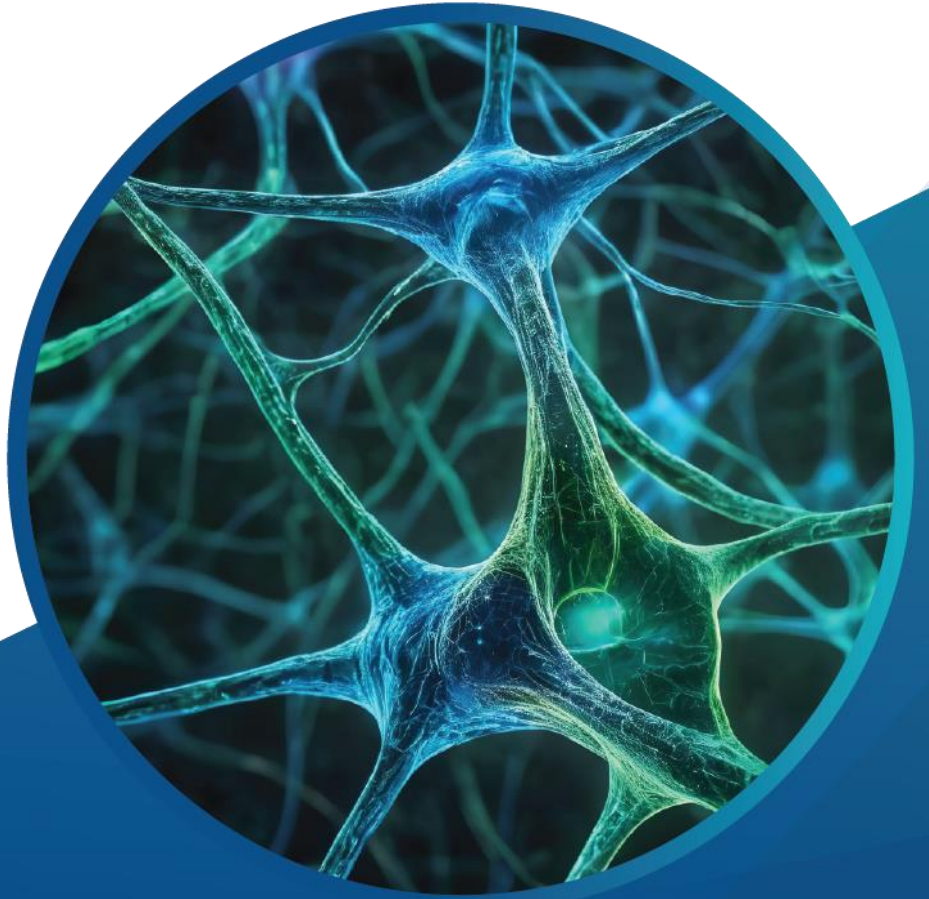
In this context, for the development of the REGENERAR communication and dissemination strategy, it is relevant to clarify the terms “Communication” and “Dissemination” according to Horizon Europe Glossary¹.

- **Communication:** Measures for promoting the project and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The communication activities must be planned and implemented from the outset and continue throughout the entire action. A communication plan must define clear objectives (adapted to various relevant target audiences) and set out a concrete plan for the communication activities including a description and timing for each activity.

¹ Horizon Europe Glossary: a simple guidance through HEU terminology”. Available at: <https://horizoneuropencportal.eu/sites/default/files/2022-04/HE%20Glossary%20Bridge2HE.pdf>

- **Dissemination:** Public disclosure of the results by appropriate means (other than resulting from protecting or exploiting the results), including scientific publications in any medium; in every Horizon Europe work plan a dissemination plan should be included to ensure the sharing of the knowledge produced.

A final version of this plan, to be produced by the end of the project (M48) will reflect the evolving nature of this research project and its context. The Communication and Dissemination strategy will be updated as the project team learns more about its target audiences and makes changes to address any gaps or new opportunities. This ongoing process will keep the plan effective and aligned with the project's goals and expected impacts.



Chapter 2

REGENERAR Communication Strategy

2 REGENERAR Communication Strategy

SPI will be the main partner responsible for implementing the communication strategy. The consortium partners will contribute to making the project visible and disseminating non-confidential results and knowledge amongst target audiences (e.g., through social media posts and offline initiatives such as meetings or events). Each partner will contribute and suggest internal and external events, publication sites, and interactions with stakeholders and provide feedback on the project's communication activities.

This section presents the REGENERAR communication strategy including the guidelines to be followed by project partners for effective communication of the project activities, progress, and non-confidential results. For an effective and clear communication, REGENERAR will take into consideration:

- **Identification of stakeholders**, all relevant audiences and target groups;
- **Engaging stakeholders from the beginning**;
- **Production of tailored content to each target group**, to ensure clear messages are communicated to specific stakeholders and audiences;
- **Continuously monitoring, evaluating, and updating the communication strategy**, according to project progress and outreach performance.

To define the REGENERAR communication strategy more clearly, the following questions will be addressed:

- i. Why do we communicate (goals)?
- ii. Who are we communicating with (target groups)?
- iii. What to communicate (key messages)?
- iv. Where and how do we communicate (channels and tools)?
- v. When to communicate?

2.1 Why do we communicate?

Successful communication is the key to successful dissemination. The communication pathways for this project will be divided into two main actions: internal and external.

Internal: effective partners' communication, ensuring all team members are aligned, informed, and engaged, effective project management and communication with internal stakeholders. This will include



communicating with the project team, highlighting issues using project management tools, providing directions to the project team, highlighting scheduled tasks and day-by-day team communication.

External: to target external stakeholders. Attention will be given to stakeholders' engagement and will be done in close relation to dissemination activities aligned with WP5 deliverables.

The main goal of REGENERAR's communication strategy is to increase project visibility, and awareness about the challenges it addresses, and the innovative solutions it proposes. It envisions active stakeholder engagement across different target groups. To achieve this, specific objectives (SO) of communication are defined as follows:

- **SO1:** Make the REGENERAR activities, non-confidential knowledge and results visible amongst the target audiences. This will be achieved through:
 - Development of project website, to be regularly updated with news, publications, and progress reports;
 - Creation of informative brochures and presentations outlining the project's objectives, methodologies, and findings;
 - Presentation of contents at conferences, workshops, meetings and seminars to share insights and gather feedback.
- **SO2:** Raise awareness and provide information about innovative solutions developed under REGENERAR to surpass brain-limited self-repair capabilities after injuries (i.e. stroke) and neurodegenerative diseases. This will be achieved through:
 - Publication of scientific articles and whitepapers about innovative technologies for brain repair;
 - Highlight the potential of gene editing, epigenetic reprogramming, and non-viral delivery systems as innovative treatment options;
 - Use visual aids, like infographics and videos, to communicate complex scientific concepts to all target audiences in an accessible way.
- **SO3:** Stimulate the involvement of key stakeholders in project activities, to ensure the new knowledge and especially the innovative solutions generated have applicability and reach the market. This will be achieved through:
 - Identification and engagement of key stakeholders, such as researchers, the pharma industry, healthcare professionals, patient advocacy groups, and policymakers;

- Organisation stakeholders' meetings, roundtables, and focus groups to discuss the project's progress and gather inputs;
- Creation of opportunities for collaboration and partnership with other research institutions and pharma industry leaders.
- **SO4:** Keep stakeholders informed, and up-to-date, and sustain their interest in REGENERAR advances. This will be achieved through:
 - Sending regular newsletters and updates via email to keep stakeholders informed of project milestones and advances;
 - Maintain active social media profiles, to share news, events, and interesting content related to brain repair, epigenetics, and regenerative medicine;
 - Host webinars and virtual events to provide detailed updates and engage with the community in real time.
- **SO5:** Promote stakeholder and public engagement in project activities through various communication channels such as social media, newsletters, podcasts, and other outreach actions, namely:
 - Utilise multiple communication platforms to reach a broader audience, including Twitter, LinkedIn, and YouTube;
 - Produce and distribute podcasts featuring interviews with project leaders, researchers, and other experts in the field;
 - Participate in public science events and open days to showcase the project's work and its potential impact on society.

2.2 Who are we communicating with?

After the identification of the stakeholders/target groups, it is important to identify their primary interests and benefits in engaging with the REGENERAR project. This enables a better definition of tailored key messages, and the most effective channels and tools for reaching each target group. Considering REGENERAR context, motivation, activities and communication objectives, the target groups to engage through different tools during project implementation are detailed in Table 1.

Table 1: Description of REGENERAR communication target groups.

Target group	Description	Interests
Academia, Scientific and research community	This group includes specialised professionals with a high level of knowledge and technical expertise in the fields covered by the project. It includes higher education institutions, research and technology organisations, and neuroscience research networks (e.g., Society for Neuroscience, and International Brain Research Organisation).	This group will have an interest in the knowledge, technologies and results generated in the project, as well as understanding the direction and progress of the field. They can provide valuable insights and expertise on the subject. This group could play an important role in advancing the fields of neurodegeneration, gene editing, epigenetic reprogramming, spatial transcriptomics, and non-viral delivery systems, which involve innovative approaches for therapeutic or diagnostic purposes.
Medical and healthcare community	This group includes specialised professionals with a high level of knowledge and technical understanding namely medical doctors and other HealthCare professionals and representative associations.	This group will have an interest in the knowledge, technologies and results generated in REGENERAR, as well as in participating in discussions regarding the receipt/provision of health counselling.
Health authorities/regulators	This group includes individuals often referred to as specialists from governmental, intergovernmental, and regulatory bodies. It includes national and European health agencies, key opinion leaders, and regulators (e.g., European Medicines Agency and respective National representatives, such as Infarmed (PT) and, National Institutes of Health).	This group is interested in making informed decisions and negotiations, supported by scientifically and clinically accurate data. This group is highly relevant for the dissemination and exploitation strategy as well.
Pharma Industry representatives	This group includes pharma representatives and representatives of the innovative industry, and capital venture.	This group will be interested in enabling the transference of technological results of REGENERAR into commercial products to promote brain repair. They will be keen on understanding the impact of new findings, as well as the development of new therapeutic strategies or medical devices.
Patients' representatives	This group includes non-profit organisations that represent the interests of patients, as well as patients and their families.	This group will have an interest in the innovative technologies resulting from the project, and in participating in discussions regarding the current treatment options.
Civil Society	This group includes civil society in general, i.e., citizens with lower scientific literacy.	REGENERAR will contribute to increasing public understanding of scientific methods and concepts which are highly complex, fostering a more scientifically literate society, building trust in science and fostering community engagement.

Target group	Description	Interests
Students	This group includes students from different levels of education (primary school to university).	REGENERAR will contribute to fostering a culture of scientific inquiry and innovation among young students. By offering students opportunities to apply theoretical knowledge and gaining hands-on experience with scientific tools, techniques, and methodologies, REGENERAR will contribute to inspiring them to pursue careers in STEM.
Media	This group includes science journalists, mass media, and online news outlets.	This group will be interested in conveying innovative, ground-breaking and “fresh” messages about developments in the field and their impact.

2.3 What to communicate?

REGENERAR aims to understand the communication needs and interests of each target group to ensure the production of tailored to involve and engage them in the project. Key messages of the project were defined and categorised into three main themes and definitions.

- **REGENERAR General Key Messages:**
 - **Aim to increase the Visibility of REGENERAR:**
 - Include – Communication of project activities and events, such as consortium meetings, thematic workshops, webinars, participation in national and international conferences, news in external media platforms, and project objectives, non-confidential results, and achievements;
 - Through - Development of content and actions to stimulate stakeholder engagement, including communication materials, social media campaigns, and outreach actions.
- **REGENERAR Specific Key Messages:**
 - **Aim to Raise Awareness and Provide Information to target groups:**
 - Include - Inform each target group of project goals and achievements, including non-confidential knowledge and results;
 - Through - Development of targeted content and messages, including scientific publications, workshops, meetings, and other actions to engage stakeholders.

- **Aim to ensure Scientific Knowledge transference**
 - Include – Inform target groups, to ensure the upscale of the technology developed in the project and its transfer to the market. Includes also the sharing of the scientific knowledge generated on neurodegeneration, gene editing, epigenetic reprogramming, spatial transcriptomics, and non-viral delivery systems;
 - Through - Organisation of private meetings with the pharma industry and healthcare professionals, workshops, events, and scientific publications.

2.4 Where and how do we communicate?

This section outlines the tools, channels, and activities that REGENERAR partners will utilise for external communication. This includes conveying project messages, progress updates, and related topics to various audiences in the most effective manner. REGENERAR will establish and manage its communication channels, which will be described in the following sections, and will also make use of partner networks to expand its reach. Table 2 provides an overview of the communication tools and channels that are either already in place or planned to be developed/implemented during the project’s lifetime. Further details about existing channels are provided below.

Table 2: REGENERAR communication channels and activities.

Tools and Channels	Purpose	Target Audiences
Visual identity	Unique visual identity in all project materials to improve brand recognition (including logo, colours and images for documents, and presentation templates)	All target groups
Project website	Main hub of information about the project (activities, progress, news, publications and educational materials). It includes links to partners’ websites	
Press release	Issued for specific REGENERAR activities, achievements and dissemination of the project’s impact. Expected 2 press releases.	
Communication materials	Project brochures, infographics, and videos, in digital and/or physical formats	

Tools and Channels	Purpose	Target Audiences
Social media	Accounts on LinkedIn and X (former Twitter) to share project updates, achievements, and events	All target groups
e-Newsletter	8 e-Newsletters will be produced providing information on REGENERAR's progress, to engage partners and promote collaborative work	
Podcasts and blogs	2 articles and 2 episodes containing storytelling about REGENERAR content, showing the benefits of research work to society	
Videos	1 video explaining the project	
Publications (scientific)	Share the scientific results and breakthroughs of the REGENERAR project with academia and the research community to contribute to advancing the knowledge in neurodegeneration, gene editing, epigenetic reprogramming, spatial transcriptomics, and non-viral delivery systems. 4 publications in high-impact journals are expected.	Academia and pharma industry
Scientific and non-scientific conference/workshop	Communications and networking at scientific conferences (e.g. EMRS, ESB, FENS, EMBO, CSH, TERMIS, CRS, GRC). Participation in symposia to attract stakeholders from relevant international organisations and big pharma (e.g. Pharma Commercial Events). Is expected the participation in at least 6 conferences and 10 oral communications.	All target groups
External collaborations/exchanges/networking	Share REGENERAR's findings, progress, and innovations and promote interdisciplinary approaches by connecting with experts from diverse fields such as neuroscience, regenerative medicine, nanotechnology, and gene editing. Expected 2 external collaborations by partner	Academia, pharma industry, Health authorities/ regulators, and Medical and healthcare community
International workshop at UC	An event for an audience of 100 individuals aiming to increase the visibility of REGENERAR	
Open events and school educational programs	4 participations in the European Researchers Night to increase the scientific interest of young students and the public in neurodegeneration, gene editing	Students
Meetings with Industrial partners	Explore opportunities for transferring REGENERAR's research findings and innovations into commercial applications and discuss potential pathways for bringing new therapies and technologies to market. Expected 3 meetings.	Pharma industry representatives

Tools and Channels	Purpose	Target Audiences
<p>Meetings with authorities & policymakers</p>	<p>Incorporation of REGENERAR results in regulatory and health authorities reports. Expected 2 meetings</p>	<p>Health authorities/ regulators and Medical and healthcare community</p>

2.5 Visual identity

To enhance the external communication efforts, the consortium has created the project's visual identity to make it easily recognisable and standardise the visual elements. This includes a branding pack prepared by SPI, which all project members should use. The pack includes a project logo, and colour palette, as well as Microsoft Word and PowerPoint templates to be used for all communication and dissemination activities. The development of the project logo is described in Deliverable “*D.51 Website and project logo*”.

2.5.1 Project logo and colour palette

The project logo was developed to distinguish the project from others and facilitate its recognition. Being responsible for the first impact in the target groups, the logo was crafted to effectively communicate the essence of the project and the colour palette reinforces the association of all graphical elements with the key concepts of the message. Details on the development of the project Logo are presented in D5.1- Website and Project Logo. The REGENERAR official logo (Figure 1) is constituted by the project acronym - REGENERAR - and a graphical representation of a neuron (on the left), followed by an axon under the word REGENERAR, which is connected to a double-stranded DNA chain, highlighting this connection to the epigenetic reprogramming component. This combination of visual elements represents the focus of the REGENERAR project, which seeks to improve the effectiveness and safety of cell reprogramming in brain regeneration neurons.





Figure 1: REGENERAR logo.

The colour palette (Figure 2) was selected based on the colours commonly related to the health market which uses shades of blue as its representative colour.

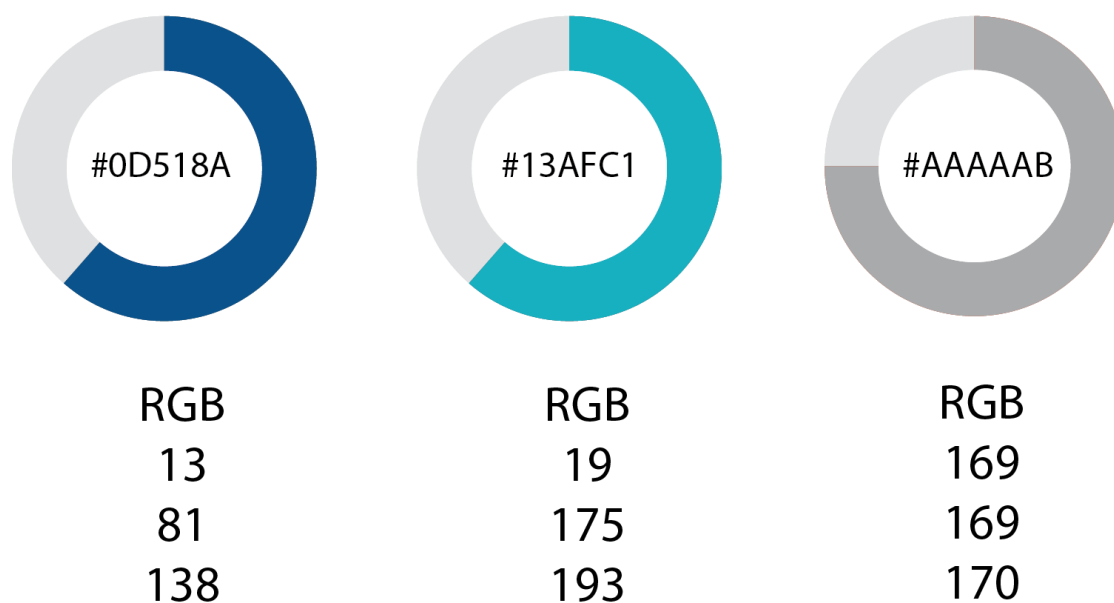


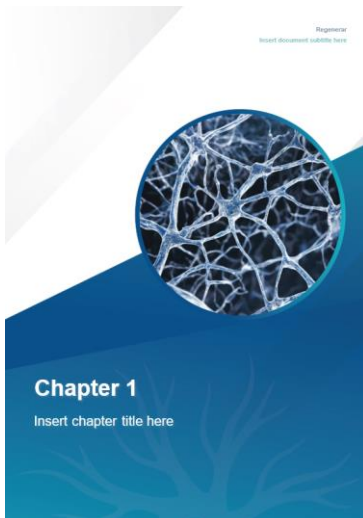
Figure 2: REGENERAR colour palette.

2.5.2 Documentation Templates

A set of graphical templates has been developed to ensure a higher visual quality and consistency in design and presentation in all the project documents and communications. The project Word and



PowerPoint templates were designed and shared with all the partners. All documents produced such as reports, deliverables (public or confidential) or meeting agendas or minutes, should use the Word template (Figure 3). All presentations performed within the Consortium meetings and internal or external activities or events should use the PowerPoint template (Figure 4).



Regenerar
 Insert document subtitle here

PROJECT INFORMATION

Project Number	
Project Acronym	
Project Full Name	
Project Start Date	
Project End Date	
Funding Instrument	Horizon Europe
Topic	
Coordinator	

DELIVERABLE INFORMATION

Deliverable No.	
Deliverable Title	
Work Package No.	
WP Leader (Name and Short Org. Name)	
Task No.	
Task Title	
Task Leader (Name and Short Org. Name)	
Task Owner (Name and Short Org. Name)	
Other Address (Name and Short Org. Name)	
Task Status (Name and Short Org. Name)	
Deliverable Type	SW & HW () Report () Data () Communication () Other ()
Classification Level	Public () Restricted () Confidential () EU Classified () Non-EU Classified () EU Classified () Non-EU Classified () EU Classified () Non-EU Classified () EU Classified () Non-EU Classified ()

2

Regenerar
 Insert document subtitle here

3. Title 1

Simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

RGB 138 81 138	RGB 19 175 193	RGB 169 169 170

Figure 1 - Insert figure title here

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Regenerar
 Insert document subtitle here

Task Assigned to	
Coordinator	

Version	Date	Author	Description of Changes

DOCUMENT VERSION HISTORY

Reviewers	Date	Reviewer Name (Short Organisation Name)

DOCUMENT REVIEW

3

Regenerar
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Title 1

Simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Table 1 - Insert table title here

Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum

2. Title 2

Simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

10



Figure 3: Project documentation template – Word.

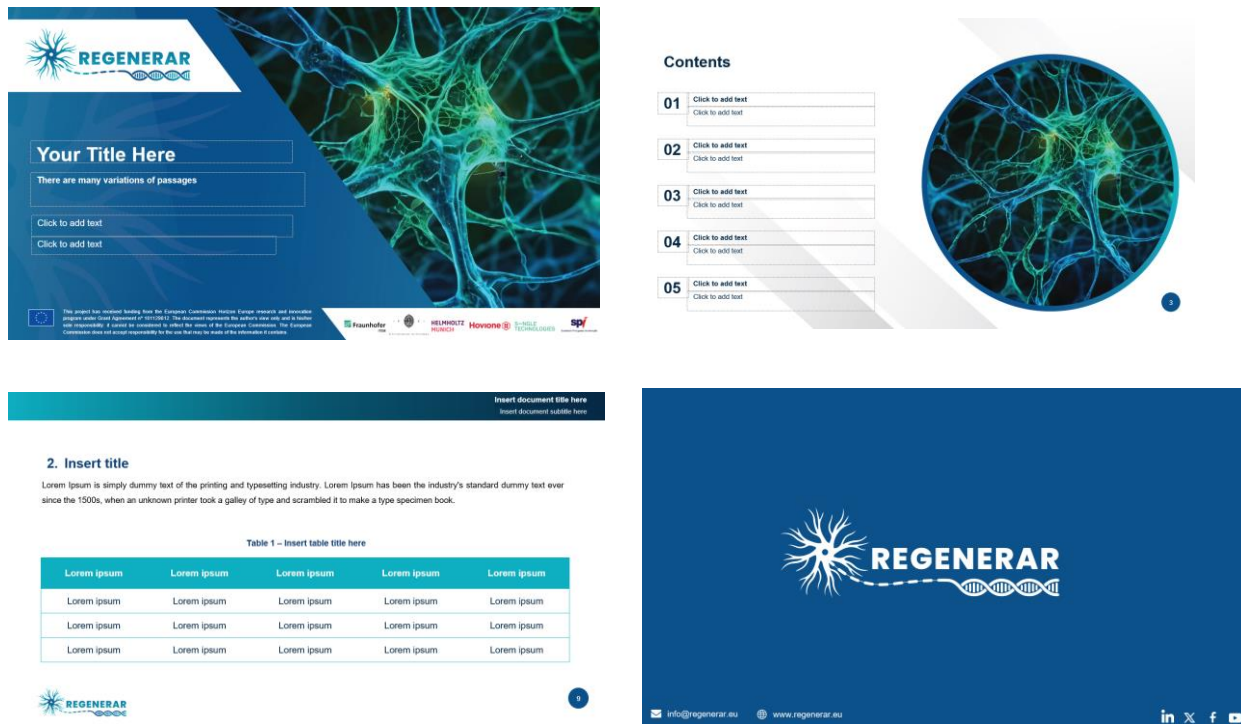


Figure 4: Project documentation template – PowerPoint.

2.5.3 Funding Statement

As part of the official guidelines from the European Commission for Horizon Europe, “Beneficiaries of EU funding must display the EU flag and funding statement (“Funded by the European Union”) in all their communication and dissemination activities and any infrastructure, equipment, vehicles, supplies or major results funded by the grant.” Whenever relevant, the following funding acknowledgement can be used: “This project has received funding from the European Union’s Horizon Europe research and innovation programme under Grant Agreement no. 101129812”.

For any publication, the following disclaimer must be added: “Funded by the European Union under Grant Agreement no. 101129812. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union neither the European Union nor the granting authority can be held responsible for them”.



Figure 5: EU funding acknowledgement emblem.

The funding statement must include the EU emblem (Figure 5), which must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries), the emblem must be displayed at least as prominently and visibly as the other logos.

2.5.4 Visual communication materials

Visual communication materials intend to be effective tools to communicate with the target audience, in a way that is accessible and engaging. A flyer and a roll-up (Figure 6) have been developed.



Figure 6: REGENERAR's first flyer (left) and REGENERAR's roll-up (right).

2.5.5 Website

The REGENERAR website (<https://regenerar.eu/>) was launched in July 2024 (Figure 7) and acts as the central communication channel for all target groups. Briefly, the website aims to:

- Present the project, including REGENERAR goals, mission, the team, and useful links for academia, researchers and the general public;
- Promote project results, including events, activities, publications, infographics, factsheets and other relevant materials for partners and stakeholders;
- Merge other communication channels and tools, such as social media (feed), press releases, external events, and newsletters.

Concerning maintenance, the website will be continuously updated by SPI, in line with the developments associated with the progress of project activities. More detailed info about the development is presented in the deliverable D5.1 – Website and project logo.

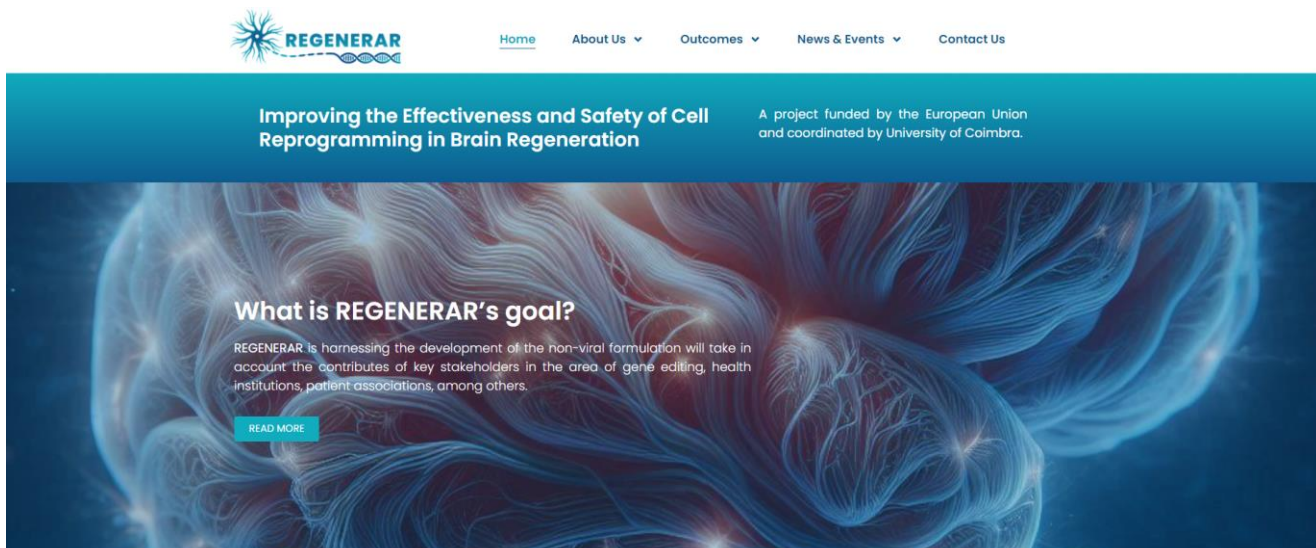


Figure 7: REGENERAR Website.

According to the data collected from Google Analytics, since the website's availability, it received 349 views and 186 users - the total number of people who visited the site, from April to July 2024 as shown in Figure 8.

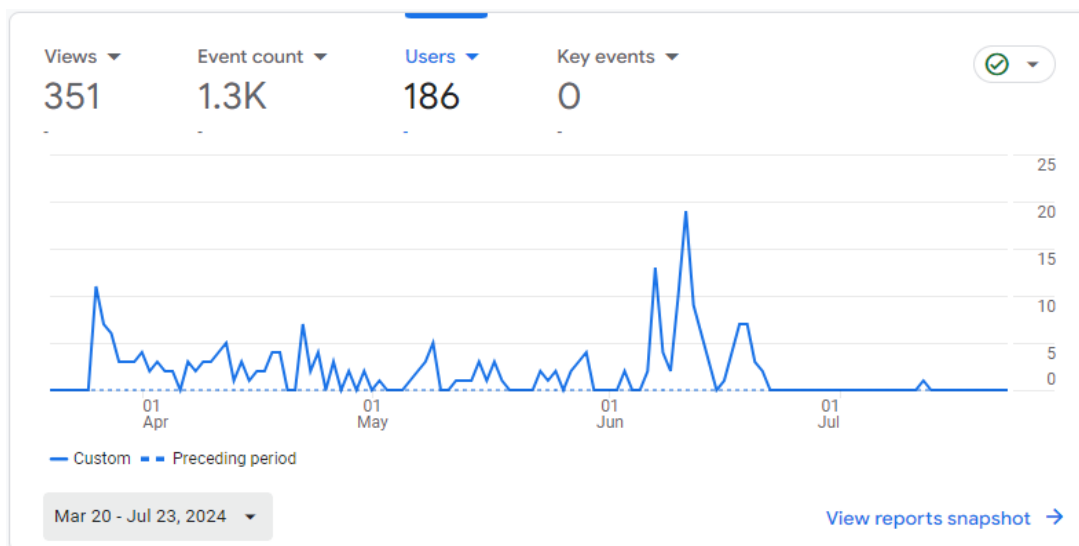


Figure 8: REGENERAR Website views.

2.5.6 Social media channels

Engaging with the target audience through suitable social media platforms is an effective way to facilitate two-way communication and outreach. LinkedIn and X (former Twitter) were selected as the primary social media channels through which we will share project information, publications, and event updates. Social media links include:

- **LinkedIn:** <https://www.linkedin.com/company/regenerar-eu/>
- **X (Twitter):** <https://x.com/RegenerarEU>

Both social media platforms - LinkedIn and X pages (Figure 9) will be managed by the SPI team.

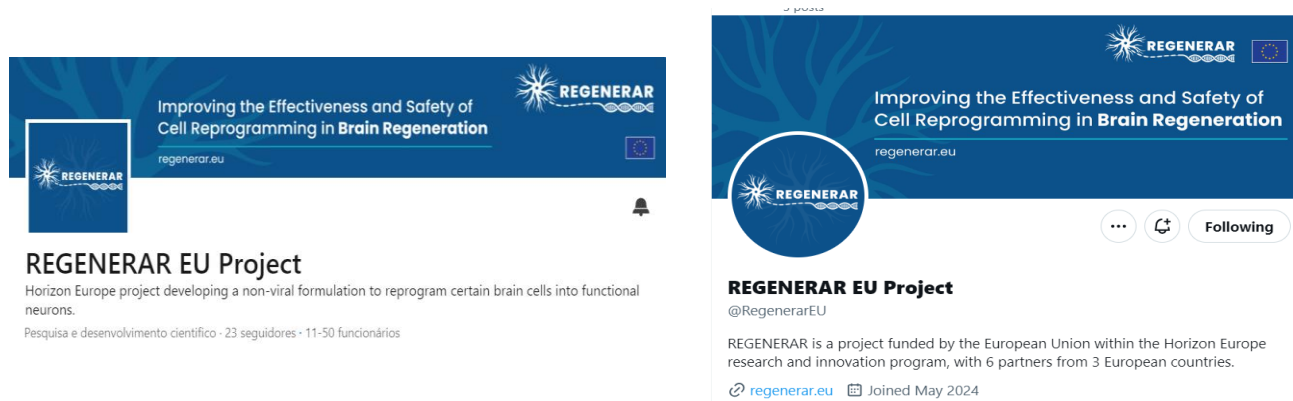


Figure 9: REGENERAR social media profiles – LinkedIn (left) and X (right).

The writing style adopted for REGENERAR social media will be informal and non-technical. Some keywords/ hashtags will be used on social media publications to increase the project's visibility, such as:

- **Projects Identification** - as the project itself, or indicating it is part of a Horizon Europe programme or also indicating the partners involved in it:

#REGENERAR #REGENERAREUProject #HorizonEurope #HorizonEuropeProjects #UC
#UniveridadedeCoimbra #UniversityofCoimbra #SPI #HOVIONE #FraunhoferITEM
#HelmholtzMunich #HMGU #SingleTechnologiesAB

- **General Hashtags** – regarding the project's context:

#CellReprogramming #BrainRegeneration #Epigenetics #NeuroScience #BrainHealth
#Innovation #Research #RegenerativeMedicine #Nanotechnology #GeneEditing
#SpatialTranscriptomics #StrokeTreatment #NeurodegenerativeDiseases

In addition, relevant profiles of partners and stakeholders will be tagged in publications through their respective organisational accounts to enhance the overall effectiveness of communication. The project will also link with the European Commission (EC) social media, as a means to integrate the community of Horizon Europe projects.

Specific project-related results and activities may also be communicated directly through the respective official organisational accounts of the partners involved, with reference and tag to REGENERAR's account, reaching a broader audience.

2.5.7 Press Release

Press releases produced will be shared through the project lead channels. Such communication statements will focus on specific achievements of the project and will be used to communicate the progress of the project in a non-technical format targeting both specialists and non-specialist audiences. For a wider reach, press releases could be translated into the native languages of the partners. The first press release was published on March 21st, 2024, to announce the official kick-off meeting of the project (<https://www.uc.pt/en/uc-news/articles/three-million-euros-fund-research-led-by-the-university-of-coimbra-to-develop-new-technology-to-regenerate-the-brain/?q=REGENERAR>). It was published in English and Portuguese versions (Figure 10, English version). During the dissemination of the first press release, the Press Department of the University of Coimbra reported that were achieved the publication of 24 articles in regional and national media. These articles reached more than three hundred and forty-three thousand people and had a combined market value of over forty thousand euros based on cumulative viewership.

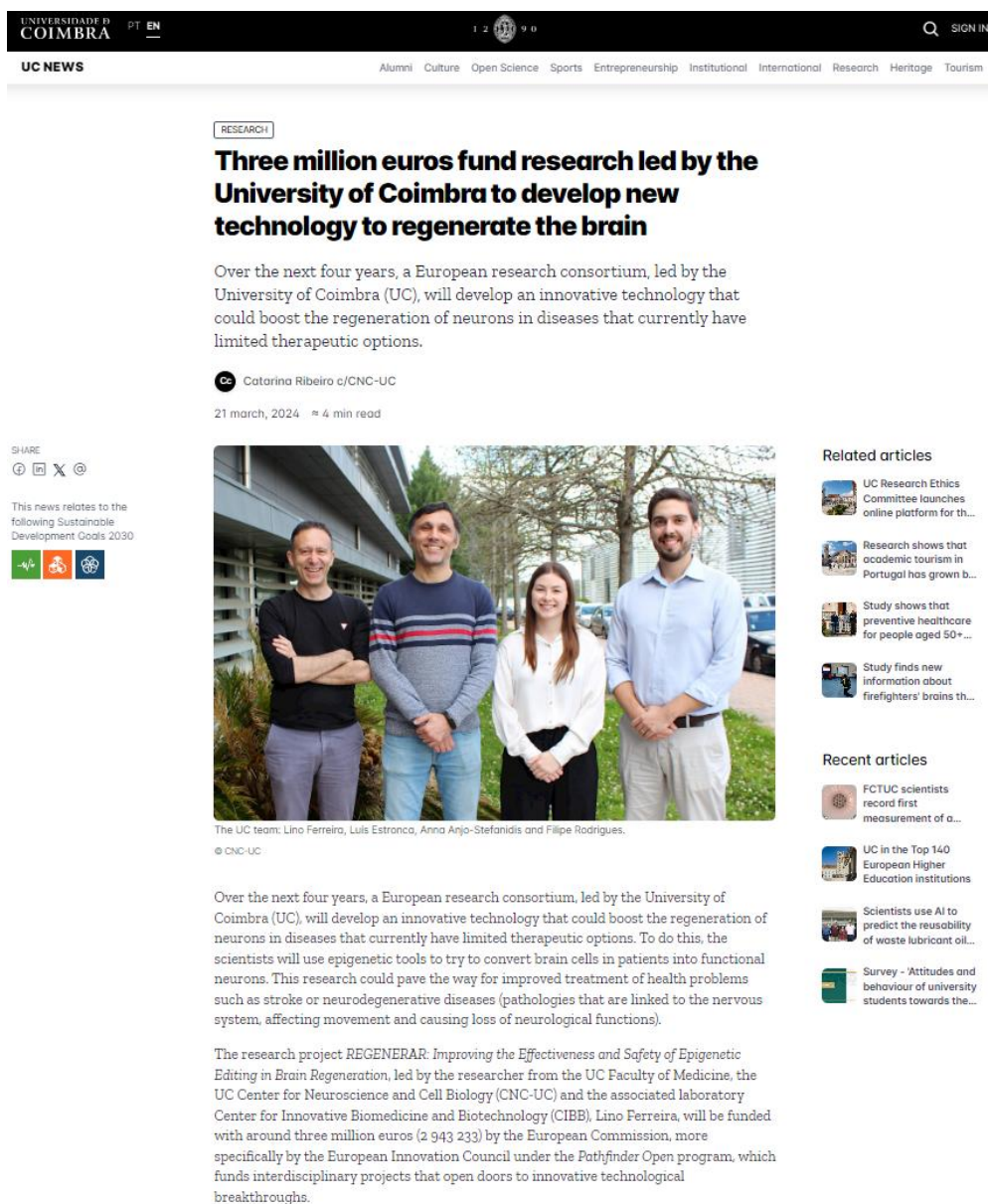


Figure 10: REGENERAR's first press release.

2.5.8 E-newsletter

The REGENERAR project will utilise a digital newsletter (e-newsletter) to communicate effectively with target audiences and stakeholders regarding its progress. Subscribers will receive regular updates about the project's latest developments and upcoming activities. A newsletter will be published every six months (Table 3). The newsletter will be distributed via email to the consortium members and subscribed target audiences, and published on the project website, and social media.



Table 3: REGENERAR e-newsletter release plan.

Number	Tentative Release Month
1	September 2024
2	March 2025
3	September 2025
4	March 2026
5	September 2026
6	March 2027
7	September 2027
8	February 2028

2.5.9 Podcast/ Videos

REGENERAR will produce an attractive and informative short video to convey the project's challenges, objectives, partners, and main expected outcomes. This video will be disseminated on the REGENERAR website, social media channels and showcased at REGENERAR and third-party events whenever possible. Additionally, all REGENERAR partners will participate in this dissemination effort. The video release is scheduled for month 12 (February 2025).

Additionally, two podcasts will be released during the lifetime of the REGENERAR project. The podcasts will be available on YouTube and published on the website and social media channels.

2.6 When to communicate?

The REGENERAR action plan for the communication strategy is presented in Table 4 and will be generally defined by three major phases:

- **Phase 1 (M1-M6):** the first phase focuses on the design of the main communication strategy, which includes creating the project identity, understanding the necessary approach for the project (objectives for communication and approach to stakeholders), initially mapping out stakeholders and implementing some communication channels (e.g., 1st press release, website and social media platforms);

- **Phase 2 (M6-M17):** This phase will focus on taking initial steps to raise awareness, launch other communication tools and channels (e.g., newsletter, video, workshop, podcast, and press releases), and update communication ideas and strategy;
- **Phase 3 (M18-M48):** This phase will involve encouraging community engagement both online and offline, while continuously updating the communication strategy based on key performance indicators.

2.7 Monitoring

The main objective of monitoring is to ensure the effective execution of the communication plan. Regular monitoring of the project's communication efforts is essential as their impact is crucial for the successful implementation of the project. Continuous evaluation will be carried out to ensure accurate impact assessment, assess the quality of implementation, and make updates or adjustments to communication activities as needed. Monitoring can be divided into sub-sections, such as:

- Performance measurement;
- Key Performance Indicators (KPIs);
- Reporting.

The implementation of this plan will be continuously measured according to the pace of the technical execution of the project and in articulation with REGENERAR stakeholders and the target audience. Specific KPIs have been defined in Table 5. This information will be gathered by SPI and shared with the project partners frequently.

Table 5: KPIs of REGENERAR communication strategy.

Tools & Channels	KPIs	Data measurement platforms	Progress until July 2024
Project website	No. of visitors: 5000	Google Analytics	187 users (total number of people who visited the site)
Social media	300-500 followers; 1 post per week	Social Media Analytics	91 followers; 10 posts
Press and Media	2 press releases	Platform Analytics, Google Analytics	1 press release (English and Portuguese versions)
e-Newsletters	8	Platform Analytics	In progress
Open events and school educational programs	4 events; >1500 visitors in the European Researches Night	Participants Attendance	2 events in schools
Podcasts and blogs	2 episodes	Platform Analytics	In progress

2.7.1 European General Data Protection Regulation (GDPR)

The REGENERAR's consortium is committed to protecting privacy rights, including personal data (information that relates to an individual who can be directly or indirectly identified), in full conformity with the new European General Data Protection Regulation (GDPR) as well as other relevant directives such as Directive 2002/58/EC concerning the processing of personal data and the protection of privacy in the electronic communications sector (Directive on privacy and electronic communications). The consortium is committed to complying with those obligations with care and with a proactive approach.

IP addresses should be considered as personal data as the text includes "online identifier", in the definition of "personal data". Tracking the IPs of website visitors without their consent in Europe could lead to legal consequences under the rules of GDPR. The consortium is committed to complying with those obligations, legal requirements, and consequences, with a proactive approach. The following GDPR issues must be considered:

- **Website visitor tracking:** To optimise the user experience on REGENERAR's website, information such as name, email, IP address, date and location of access may be collected when users allow cookies on their browsers;
- **Events:** Personal information may be collected through registration, such as Name; Position; Email; and Interests. Communications may also be sent by email to event attendees, who give their consent. These attendees may request the removal of their contacts from the communication listings by sending the request to the REGENERAR e-mail address at contact@regenerar.eu.



Chapter 3

REGENERAR Dissemination Strategy

3 REGENERAR Dissemination Strategy

The primary goal of dissemination is to share and promote the results of a project so that others can make use of them, extending the project's impact beyond its initial timeline. Dissemination aims to facilitate the exchange of knowledge with relevant communities and stakeholders, fostering engagement and ensuring the sustainability of the project. It is equally important to accurately identify the target audience and the channels for dissemination. The dissemination plan should be carefully monitored and revised as necessary, with all partners contributing to ensure its successful implementation.

3.1 Dissemination objectives

The REGENERAR dissemination strategy has two main objectives:

1. Raise Awareness and Maximise Impact by Openly Sharing Knowledge

- I. Open and Transparent Knowledge Sharing: Share knowledge openly and transparently, free of charge (open science), without compromising intellectual property rights;
- II. Inform About REGENERAR's achievements: disseminate REGENERAR's non-confidential results and scientific knowledge generated by the team to all target groups that can benefit from these project outcomes;
- III. Educate the general public and students: Improve scientific literacy regarding cellular reprogramming and innovative therapies to promote brain repair in the context of neurodegenerative diseases and brain injuries.

2. Support Engagement with Stakeholders at National, European, and International Levels

- I. Engage with Potential Early Adopters and End-Users: Understand the needs and interests of potential early adopters (i.e. pharma industry and health professionals) or end-users (i.e. patient representatives) of project results. Develop robust value propositions for the project's results and outcomes, supporting the exploitation, namely upscaling of the technology and go-to-market;
- II. Facilitate Future Collaborations: Pave the way for future collaborations with research institutions, clinical partners, pharmaceutical/biotech industries, and policymakers. Facilitate networking between the consortium and external partners with synergistic interests.

3.2 Dissemination target groups

Target groups and their objectives are identified in Table 6.

Table 6: Overview of REGENERAR dissemination target groups and objectives.

Target Audiences	Objectives
Academia, Scientific and research community	<ul style="list-style-type: none"> To disseminate the project's main conclusions among the R&D community, enabling the scientific community to leverage the results developed by REGENERAR To foster new international collaborations to maximise research impact
Medical and healthcare community	<ul style="list-style-type: none"> To foster personalised treatment for brain injuries and neurodegenerative diseases
Health authorities/regulators	<ul style="list-style-type: none"> To consult and disseminate innovative personalised treatments for brain injuries and neurodegenerative diseases
Pharma Industry representatives	<ul style="list-style-type: none"> To disseminate new developments and promote the continuation of the innovation path of REGENERAR, envisioning the development of new therapeutic approaches and non-viral delivery formulations for brain repair and neurodegenerative diseases
Patients' representatives	<ul style="list-style-type: none"> To provide research findings to patient advocacy communities, and patients and their families, to promote patient empowerment and health management
Media, Students and Civil Society	<ul style="list-style-type: none"> To ensure horizontal knowledge dissemination and engagement of these groups, especially students to increase interest in STEM

3.3 Dissemination tools and channels

After identifying the target groups, it is essential to understand how to reach and engage these audiences for dissemination purposes effectively. This section presents the main dissemination channels and tools conferred in Table 7.

Table 7: REGENERAR dissemination channels and tools.

Channels & tools	Main objectives
Project website	<ul style="list-style-type: none"> Be a central element for an active dissemination strategy, highlighting project non-confidential results and outcomes Be a hub of information for all target groups
Social media	<ul style="list-style-type: none"> Inform the progress, achievements, results and other dissemination activities to targeted groups



Channels & tools	Main objectives
Scientific publications	<ul style="list-style-type: none"> Inform Academia and the scientific community on the results and outcomes of REGENERAR Create opportunities for future collaborations
Internal and external events	<ul style="list-style-type: none"> Disseminate results through workshops, lectures, speaking engagements, conferences, and interviews Present key findings and conclusions of the project, and promote collaboration opportunities with relevant stakeholders
External collaborations/networking	<ul style="list-style-type: none"> Foster partnerships with research institutions, health organisations, and pharma industry leaders to enhance the project's impact and guarantee the upscaling of the technology Exchange knowledge and best practices (GLP) with external partners to drive innovation and improve therapeutic approaches for brain injuries and neurodegenerative diseases Identify and explore new collaborative opportunities that align with REGENERAR's goals, facilitating joint projects and initiatives

To tailor messaging (language) and select the key messages to be delivered, based on the target audience, it is convenient to understand how various channels reach specific target groups (Table 8), this will allow the achievement of more efficient allocation of resources and improve engagement strategies.

Table 8: Groups targeted by each dissemination channel and tools.

Target groups	Academia Scientific and research community;	Medical and healthcare community	Health authorities/regulators	Pharma Industry Representatives	Patients' representatives	Civil Society and Media	Students
Project website	X	X	X	X	X	X	X
Social media	X	X	X	X	X	X	X
Scientific publications	X	X	X	X			
Internal and external events	X	X	X	X	X	X	X
External collaborations/networking	X	X	X	X	X	X	X

3.4 Monitoring

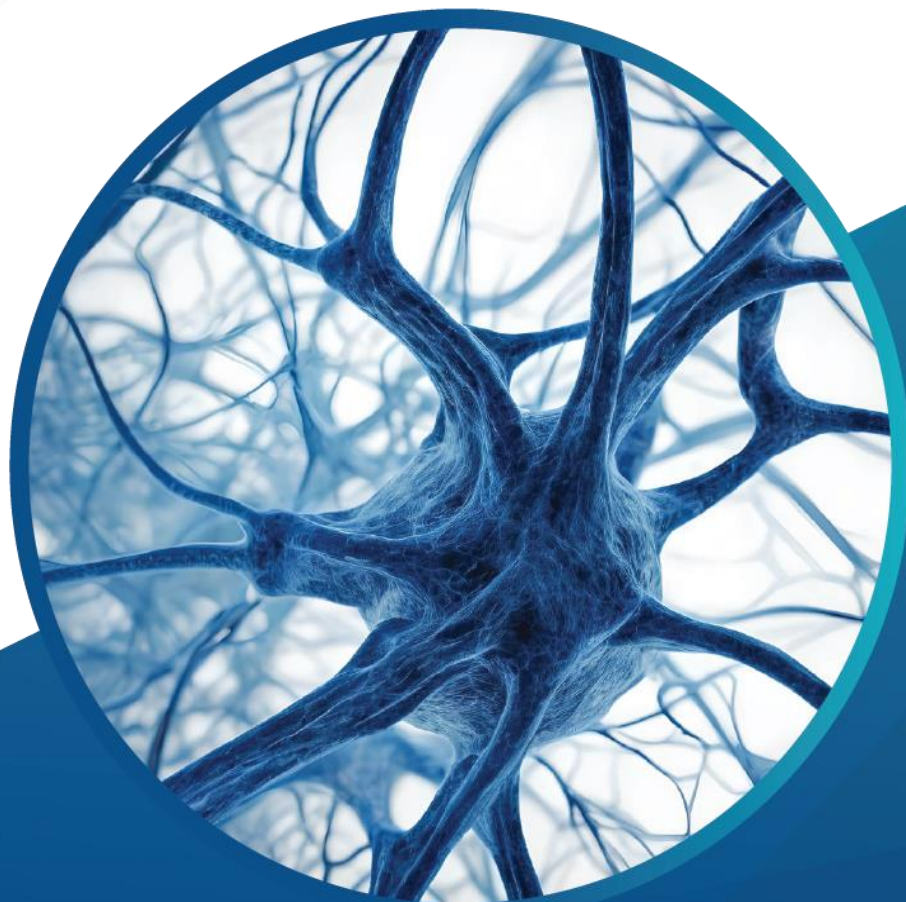
The dissemination activities' performance will be measured using KPIs and by the number of successful collaborations that extend beyond the project, provided they result from any dissemination activity. The monitoring of dissemination activities should be based on KPIs as defined in the Grant Agreement (GA). For this purpose, target KPIs and means of verification were defined for each dissemination activity (Table 9).

Table 9: REGENERAR dissemination KPIs and means of verification.

Channels & tools	KPIs	Means of verification	Progress until July 2024
Scientific publications	4 publications in high-impact journals	Project reporting; Google Scholar	2 publications ²
Workshops and webinars (scientific and non-scientific conference/ workshop participation)	More than 10 oral presentations; participation in more than 6 conferences	Number of presentations and conferences	4 oral communications
Internal and external events (International workshop at UC)	100 participants	Number of participants	In progress
External collaborations/ networking	2 per partner	Number of collaborations per partner	1

Similar to communication activities, all partners must inform SPI about their participation and/or organisation of a dissemination event. The outcomes of these activities will be gathered every 6 months and shared with the partners at an annual communication meeting. During this meeting, the results will be reviewed, and any necessary adjustments to the existing strategies will be made. Dedicated reporting templates to monitor dissemination progress will be accessible in the online collaborative space.

² <https://onlinelibrary.wiley.com/doi/10.1002/anie.202401004> and <https://www.nature.com/articles/s41467-024-46004-5>.



Chapter 4

Final Remarks

4 Final Remarks

This Deliverable provides the communication and dissemination guidelines for REGENERAR partners. The communication and dissemination activities proposed herein have a strong interplay but very particular and distinct aims.

Progress of the activities and achievement of KPIs will be monitored during the lifespan of the project. Updates and changes will be introduced to this plan to safeguard the effective outreach of objectives and KPIs. The final version of this plan will be produced by the end of the project (M48, February 2028).

