

## D7.1 Dissemination and exploitation plan

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<b>Abstract</b>	This deliverable outlines DIOPTRA's comprehensive strategy for Communication, Dissemination, and Exploitation. It presents a multi-pronged approach for effective engagement with stakeholders, dissemination of project outcomes, and maximisation of exploitable results. The deliverable provides a roadmap to raise awareness, promote adoption of DIOPTRA's innovations, and ensure their sustained impact in the healthcare sector.
<b>Keywords</b>	Communication strategy, Dissemination plan, Exploitation strategy, Stakeholder engagement, Healthcare, Colorectal Cancer Screening, Knowledge exchange, Sustainable impact

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DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc.

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

## EXECUTIVE SUMMARY

Deliverable 7.1 presents a comprehensive blueprint of DIOPTRA's Communication, Dissemination, and Exploitation strategy and plan. The mission of DIOPTRA is to enhance Colorectal Cancer (CRC) screening, diagnosis, and comprehension by integrating advanced technologies, Artificial Intelligence (AI), and data-oriented methodologies. The project's ultimate goal is to contribute to the development of products, services, and policies that foster superior healthcare outcomes, effective resource management, and flourishing public-private-people partnerships.

The communication and dissemination strategy of DIOPTRA is underpinned by the active engagement of all consortium partners, delivering tailored messaging for target audiences, using multiple communication channels and tools, ensuring timely and consistent communication, creating synergies with related initiatives, and conducting regular monitoring and evaluation.

The exploitation strategy outlines the project's approach to using its results in further research activities, or for the development, creation, and marketing of a product or process, or in creating and providing a service, or in standardisation activities. The exploitation plan is centred around the project's Key Exploitable Results (KERs) which includes Blood Protein Biomarker Analysis, Protein-Based CRC Screening, Risk Factor CRC Evaluation, AI in Protein Biomarkers, and a Mobile App for Risk Factor Monitoring & Healthy Lifestyle Fostering among others.

The exploitation plan involves a four-step strategy, including identifying potential valuable and exploitable results, explaining the types of results and potential users, discussing how the use of DIOPTRA results could be carried out, and seeking expert advice on the most appropriate routes for the expected results and how to deploy them. The plan also includes an exploitation management process, which involves consultation activities between partners, an appointed Innovation Manager, and key external stakeholders to develop a comprehensive exploitation plan.

The document further outlines initial guidelines for exploitation, suggesting broad approaches for industrial and academic partners. The goal of these guidelines is to guide each partner's exploitation strategy, ensuring that project results are effectively used and deliver maximum impact.

Overall, Deliverable 7.1 provides a robust and comprehensive framework for DIOPTRA's Communication, Dissemination, and Exploitation activities, ensuring that the project's results are effectively disseminated, reach the intended audiences, and deliver the maximum possible impact.

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## ABBREVIATIONS

<b>AI</b>	Artificial Intelligence
<b>CDE</b>	Communication, Dissemination and Exploitation
<b>CRC</b>	Colorectal Cancer (CRC)
<b>DMP</b>	Data Management Plan
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>IPR</b>	Intellectual Property Rights
<b>MVP</b>	Minimum Viable Product
<b>SME</b>	Small and Medium-sized Enterprise
<b>SoC</b>	Standard of Care
<b>TRL</b>	Technology Readiness Level
<b>WP</b>	Work Package



## 1 INTRODUCTION

This report presents Deliverable 7.1, outlining the comprehensive strategy and plan for Communication, Dissemination, and Exploitation of the DIOPTRA project. The project focuses on advancing Colorectal Cancer (CRC) screening, diagnosis, and understanding, leveraging innovative technologies, Artificial Intelligence (AI), and data-driven approaches. DIOPTRA seeks to facilitate the development of new products, services, and policies, ultimately aiming at better healthcare outcomes, efficient resource management, and stronger public-private-people partnerships. This document provides detailed insights into the project's strategic approach to communicating and disseminating its research findings and innovations, as well as its plan for exploitation of project outcomes. The report serves as a key reference for all consortium partners and stakeholders involved in the project.

### 1.1 PURPOSE OF THE DOCUMENT

The purpose of this document is to detail the strategy and action plan for the effective Communication, Dissemination, and Exploitation (CDE) of the DIOPTRA project's outcomes. This involves outlining the methods for engaging diverse stakeholders, publicising project achievements, and promoting the application of DIOPTRA's research findings, innovations, and best practices in the healthcare sector. Moreover, it provides guidelines for all consortium partners to ensure that communication and dissemination activities are coherent, consistent, and aligned with the project's overall objectives. This document also lays out the strategy for the exploitation of project outcomes, ensuring the sustainability and impact of DIOPTRA beyond the project's lifespan. It serves as a guiding framework for the consortium partners to effectively contribute to, and benefit from, the project's CDE activities.

### 1.2 STRUCTURE OF THE DOCUMENT

This document is structured into three main sections for clarity and ease of reference:

1. Introduction: This section provides an overview of the document, outlining its purpose and structure.
2. Communication and Dissemination Strategy and Plan: This section forms the heart of the document, detailing the mission of DIOPTRA, the principles and components that underpin the Communication and Dissemination Strategy, the key target stakeholders, the tools and measures to be used, and the approach for impact assessment. It also addresses the potential synergies with other external initiatives and projects.
3. Exploitation Strategy and Plan: This final section explains the process of maximising the use and benefits of the project's results beyond the project's lifecycle. It provides an initial set of guidelines for exploitation and lays out a detailed strategy for the consortium partners to follow.

## 2 COMMUNICATION AND DISSEMINATION STRATEGY AND PLAN

### 2.1 MISSION OF DIOPTRA

The mission of DIOPTRA is to advance CRC (Colorectal Cancer) screening, diagnosis, and understanding through the integration of innovative technologies, Artificial Intelligence (AI), and data-driven approaches. The project aims to facilitate the development of new products, services, and policies that promote better healthcare outcomes, resource management, and public-private-people partnerships.

### 2.2 GROUNDING DIOPTRA COMMUNICATION AND DISSEMINATION STRATEGY

The communication and dissemination strategy for the DIOPTRA project is grounded in the need to effectively engage with diverse stakeholders, disseminate project outcomes, and promote the adoption of DIOPTRA's research findings, innovations, and best practices in the healthcare sector. This section outlines the key principles and components that underpin the strategy, ensuring its successful implementation and impact.

1. **Active participation of all partners.** The DIOPTRA communication and dissemination strategy is based on the active involvement of all consortium partners, each with their individual communication plans established at the beginning of the project. This collaborative approach ensures that each partner contributes their unique expertise and perspective to the dissemination activities, reaching a broader range of stakeholders and maximising the project's impact.
2. **Tailored messaging for target audiences.** Recognising the diverse interests and needs of the target audience groups, the communication and dissemination strategy is designed to deliver tailored messages that resonate with each group. By clearly outlining the potential benefits and relevance of the DIOPTRA project to each target audience, the strategy aims to generate interest, engagement, and adoption of the project's outcomes.
3. **Strategic use of multiple channels and tools.** The DIOPTRA communication and dissemination strategy employs a combination of online and offline channels, including social media, project website, webinars, workshops, conferences, scientific publications, press releases, and media outreach. This multi-channel approach ensures that the project's messages reach the widest possible audience and caters to different communication preferences. In addition, the use of various communication tools, such as infographics, videos, presentations, and whitepapers, enables the delivery of complex information in accessible and engaging formats.
4. **Timely and consistent communication.** The DIOPTRA communication and dissemination strategy emphasises the importance of timely and consistent communication throughout the project's lifecycle. By maintaining an active presence

on chosen communication channels and regularly sharing project updates, milestones, and results, the strategy aims to keep stakeholders informed and engaged. Regular communication also enables the project team to gather feedback, respond to inquiries, and adapt the strategy as needed.

5. **Synergies with related initiatives and projects.** To maximise the impact of the DIOPTRA project, the communication and dissemination strategy seeks to create synergies with other relevant initiatives, projects, and organisations in the healthcare and technology sectors. By collaborating with these external stakeholders, the DIOPTRA project can leverage their networks, knowledge, and resources to amplify its reach and influence. This approach also facilitates the exchange of best practices, lessons learned, and innovative ideas between DIOPTRA and the wider community.
6. **Monitoring and evaluation.** The DIOPTRA communication and dissemination strategy includes a robust monitoring and evaluation framework to track the progress and effectiveness of the dissemination activities. Key performance indicators, such as website traffic, social media engagement, and event attendance, are used to measure the success of the strategy and inform any necessary adjustments. Regular reporting and reviews ensure that the strategy remains aligned with the project's objectives and delivers the desired impact.

## 2.3 OBJECTIVES OF THE COMMUNICATION AND DISSEMINATION STRATEGY

The primary objectives of the dissemination and communication strategy for DIOPTRA are:

1. To **raise awareness and interest** in the project among the target audience groups.
2. To **effectively communicate the project's results**, benefits, and potential applications.
3. To **engage with relevant stakeholders** and create opportunities for collaboration and knowledge exchange.
4. To promote the **adoption of DIOPTRA's research findings**, innovations, and best practices in the healthcare sector.

## 2.4 DIOPTRA TARGET STAKEHOLDERS

The success of the DIOPTRA project relies on effectively engaging a diverse range of stakeholders. These stakeholders can benefit from the project's outcomes and contribute to its overall impact. This section provides an overview of the target stakeholders, the benefits of reaching them, key messages for each group, channels to reach them, and measures for engagement.

Table 1: Target audience for DIOPTRA project

Target audience	Rationale for reaching them	Expected impact
Patients	Patients are direct beneficiaries of successful early diagnosis	Improved health outcomes for patients due to early detection
Citizens/Public	Awareness and understanding among the general public can lead to greater uptake of CRC screening	Easier & more accessible screening, increased public awareness about CRC, its risks, and the importance of early detection
Research Institutes	They can contribute to the refinement, development and scientific dissemination of the DIOPTRA technology.	Scientific validation and potential collaboration for further research
Healthcare Professionals	They can implement and validate the DIOPTRA methods in their practice.	Improved CRC detection rates & processes
Healthcare Institutions	Adoption of DIOPTRA in these institutions can scale its impact.	Broader implementation of DIOPTRA, potentially leading to a standard practice
Cancer Organisations and NGOs	Collaboration with these entities can amplify reach and impact.	Increased awareness, and potential collaborations for joint initiatives
Technology Providers / Innovators	These groups can provide inputs to improve the technology and possibly commercialise it.	Technological improvements, potential partnerships, and market growth
Large Market Players, SMEs, Startups	They can help in commercialising and distributing the DIOPTRA project results.	Business growth and expanded access to DIOPTRA results
Standardisation Bodies	Standardisation can enhance the credibility, acceptance and penetration of DIOPTRA.	Recognition and potential standardisation of the DIOPTRA results
Policymakers/ Regulatory Bodies	Their support can lead to policy changes that favour DIOPTRA's results' adoption.	Policy support, potential changes in regulations, and broader implementation of DIOPTRA

Table 2: Key messages in the communication and dissemination plan for each target audience

Target Audience	Key messages
Patients	DIOPTRA aims to make CRC screening more accessible and precise, improving health outcomes and quality of life through early detection.
Citizens/Public	<p>DIOPTRA's goal is to broaden CRC screening to boost participation rates and early detection.</p> <p>The project plans to integrate CRC screening into standard blood work, making it more accessible and convenient.</p> <p>Personalised behavioural suggestions from DIOPTRA could impact modifiable risk factors, potentially improving public health.</p>
Research Institutes	<p>DIOPTRA is a forward-looking project employing cutting-edge AI and liquid biopsy technologies for CRC screening.</p> <p>The project will generate significant scientific knowledge and open new research avenues in CRC biology.</p> <p>Collaboration with DIOPTRA could lead to groundbreaking discoveries and significant scientific advancements.</p>
Healthcare Professionals	<p>DIOPTRA could provide a new tool for early and precise detection of CRC, improving healthcare workflows.</p> <p>The project could lead to better understanding of CRC initiation mechanisms, informing treatment strategies.</p> <p>DIOPTRA aims to save time with streamlined risk assessment and screening procedures.</p>
Healthcare Institutions	<p>Adopting DIOPTRA could improve the efficiency of CRC screening procedures and patient outcomes.</p> <p>Institutions can be part of a revolutionary project aiming to change the standard of CRC care.</p> <p>DIOPTRA can provide economic efficiency by minimising resource-intensive procedures like colonoscopy.</p>

Cancer Organisations and NGOs	<p>DIOPTRA aims to revolutionise CRC screening, aligning with your goals of improving cancer care.</p> <p>Collaborating with DIOPTRA could offer new avenues for patient support and awareness initiatives</p> <p>DIOPTRA could provide actionable insights into CRC risk factors, furthering the understanding and prevention of the disease.</p>
Technology Providers / Innovators	<p>DIOPTRA combines AI and biotechnology for an innovative approach to CRC screening.</p> <p>Working with DIOPTRA could provide opportunities for technological development and market growth.</p> <p>DIOPTRA's open framework encourages collaboration and innovation.</p>
Large Market Players, SMEs, Startups	<p>DIOPTRA offers a potential business opportunity in the growing field of personalised healthcare.</p> <p>Engaging with DIOPTRA could provide access to innovative technologies and market differentiators.</p> <p>DIOPTRA's success could stimulate job creation and economic growth in the healthcare sector.</p>
Standardisation Bodies	<p>DIOPTRA aims to introduce a new standard in CRC screening, using AI and liquid biopsy.</p> <p>Support could help DIOPTRA achieve wider recognition and adoption.</p> <p>DIOPTRA's framework aligns with HL7 standards, promoting interoperability and data standardisation.</p>
Policymakers/Regulatory Bodies	<p>DIOPTRA's mission aligns with health policy goals of improving early detection and management of CRC.</p> <p>Supporting DIOPTRA could drive policy changes favouring non-invasive and accessible cancer screening.</p> <p>DIOPTRA's success could stimulate the adoption of AI in healthcare, encouraging innovation in policy-making.</p>

As communication is a two-way process, it's also important to listen to the needs and feedback from each of these target audiences to refine and improve the DIOPTRA communication and dissemination activities.

## 2.5 COMMUNICATION PHASES

DIOPTRA activities will encompass both offline and online communications, maintaining a strong digital presence, actively participating in and organising events, engaging with other research and innovation projects within the domain, and establishing connections with relevant stakeholders and other EU research and innovation initiatives. The core structure of the proposed plan is organised into four stages.

- Year 1 - Awareness creation and communication foundation (M01-M12):** This phase involves designing the communication strategy and plan, which includes refining target groups, selecting appropriate tools, and initiating community-building activities to inform all relevant stakeholders about DIOPTRA's scope and objectives. Key deliverables for this phase include the creation of the DIOPTRA website, the Communication and Dissemination Strategy and Plan, a dedicated calendar of events, a project introduction flyer and brochure, a slide-based project presentation, a project video and the establishment of dedicated social media channels. Additionally, the consortium will participate in at least one conference or event presenting the DIOPTRA concept and circulate two editions of the e-newsletter.

Table 3: Communication activities identified for Year 1

Activity	Description
DIOPTRA website	A website containing project information, updates, and resources.
Social media channels	Dedicated channels on platforms like Twitter, LinkedIn, YouTube and Facebook to share updates and engage followers.
Newsletter #1 and #2	A bi-annual newsletter to share project updates and news with subscribers.
Calendar of events	A calendar outlining key project events and milestones
Project poster	A visually compelling infographic highlighting DIOPTRA's goals, process, and potential impact on colorectal cancer screening.
Project brochure	A comprehensive guide providing in-depth information about DIOPTRA's approach, technology, and intended outcomes, packaged in a reader-friendly format.
Project press release	An official statement detailing DIOPTRA's innovative solutions for early colorectal cancer screening, aimed at media and public attention.
Project presentation materials	A set of PowerPoint slides, infographics, and speaker notes that succinctly present the DIOPTRA project, its rationale, methods, and expected benefits to various audiences in conferences, meetings, and other formal settings.
Project flyer	A catchy, in-a-nutshell-type overview of DIOPTRA's goals, process, and potential impact on colorectal cancer screening, for easy distribution at events.



First project video	A video will be produced to showcase DIOPTRA project and its expected outcome (in synergy with the other cluster projects).
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These activities will help build awareness and establish a strong communication foundation for the DIOPTRA project during the first phase.

- Year 2 – Progress sharing & further networking (M13-M24):** Proactively connect with target stakeholders, spark interest in DIOPTRA's activities and results, and establish a robust foundation for planned dissemination efforts. This phase also includes supporting the project's promotion, showcasing its activities, organising and attending events, and highlighting project use cases. Furthermore, it aims to strengthen collaboration with other H2020/21 or HE initiatives. Key activities in this phase include project's website update, additional newsletters, updated posters and brochure, animation of social media channels, a new press release, and presentation of the project in international events, as well as the organisation of the first workshop organisation.

Table 4: Communication activities identified for Year 2

Activity	Description
DIOPTRA website updates	The website will be updated to provide the latest information about the project and its outcomes.
Social media channels	The dedicated channels on platforms like Twitter, LinkedIn and Facebook will be continuously animated to share updates and engage followers. As the partners publish research papers, DIOPTRA will open an account on ResearchGate.
Newsletter #3 and #4	A bi-annual newsletter to share project updates and news with subscribers.
Calendar of events	A calendar outlining key project events and milestones will be updated.
Project poster update	A visually compelling infographic highlighting DIOPTRA's goals, process, and potential impact on colorectal cancer screening.
Project brochure	A comprehensive guide providing in-depth information about DIOPTRA's approach, technology, and intended outcomes, packaged in a reader-friendly format.
Project press release #2	An official statement detailing DIOPTRA's innovative solutions for early colorectal cancer screening, aimed at media and public attention.
International events	DIOPTRA partners will take part in international events to present DIOPTRA project.
Workshop #1	DIOPTRA will organise the first workshop to present, discuss and share the work done up to that point and collect relevant



feedback. The topic of the workshop will be defined at a later stage, but it will be linked to the evolution of the project, such as mobile app development, innovative screening approach, or specific milestones in the project.

- Year 3 - Demonstrating progress and disseminating research findings (M24-M36):** Actively engage with and support the adoption and implementation of the concepts, technologies, and tools provided by DIOPTRA through targeted promotional activities, showcasing use cases, publishing additional scientific papers, creating and distributing promotional materials, and ensuring open access to project results via the project website and open platforms. Participate in selected events, exhibitions, workshops, and exploitation activities while extending connections with relevant initiatives. As technologies develop and trials progress throughout the project's lifespan, standardisation efforts will likely intensify. Prepare promotional materials in various formats, publish research findings, and enhance synergies with relevant research and innovation projects and initiatives. Share news items on the website and social media, including papers, technical reports, additional e-newsletter editions, interviews, video clips, and event participation. Engage in DIOPTRA-based conferences, workshops, and tutorials, and contribute articles related to DIOPTRA results at high-profile conferences and in magazines.

Table 5: Communication activities identified for Year 3

Activity	Description
Project website update	Regular updates are made on the website to reflect the project's progress and share important announcements.
Social media channels	The dedicated channels will be continuously animated to share updates and engage followers.
Newsletter #5 and #6	The periodic newsletter shares highlights from the project's journey, including new findings and upcoming events.
Project poster update	The project's visual summary is updated to provide an engaging and up-to-date snapshot of the research progress.
Project brochure	The digital brochure is updated to offer a comprehensive overview of the project's status, findings, and future direction.
Project press release #3	An official statement detailing DIOPTRA's innovative solutions for early colorectal cancer screening, aimed at media and public attention.
Presentation of project individual research results in international conferences	Individual research results are presented at three international conferences, amplifying the project's reach within the global scientific community.
Overall project presentation in international conferences	The broader project scope, goals, and achievements are presented at two international conferences to stimulate further research and collaboration.

Presentation of project individual research results in open access journals	Key research findings are published in two open access journals, ensuring widespread accessibility of the knowledge generated by the project.
Workshop #2	DIOPTRA will organise the second workshop to present, discuss and share the work done up to that point and collect relevant feedback.
Interactive face-to-face networking EU event	To foster direct engagement and knowledge exchange between project representatives and key stakeholders.

- Year 4 - Championing change in Colorectal Cancer screening: DIOPTRA's sustainable impact (M36-M48):** During this phase, the project embarks on its most decisive phase as it aims to widely disseminate its findings and realise its full potential for impact. To begin with, the project website serves as the central hub of information. It undergoes a significant update to reflect the latest findings and achievements of DIOPTRA. An updated digital brochure is also made available for download from the website, featuring comprehensive and accessible information about the project's current status and results. The project flyer is also revised to reflect such updates. The project's newsletters, released periodically, continue to provide subscribers with an insider's look at the project's progress, including any exciting breakthroughs in the research, forthcoming events, and expert insights. The social media channels stay active and engaging, featuring posts about the latest updates, event announcements, and bite-sized pieces of educational content about colorectal cancer and the project's role in combating it. Press releases are issued to major news outlets, detailing the project's successes and impacts on colorectal cancer screening and health policy. This is done not just to keep the public informed but also to attract the attention of policymakers and other key stakeholders. Two major international conferences provide platforms for DIOPTRA's team to present their results, demonstrating the project's scientific merit and societal benefits. These presentations aim to engage a broader scientific community, thereby stimulating further research in the field and possible collaborations. The project's individual research results are also submitted to two open access journals, ensuring that the knowledge generated from the project is widely accessible. An interactive workshop is organised, allowing interested parties to engage with the project on a more personal level. This third workshop is designed to present the project's findings, discuss the future directions, and get valuable feedback from the attendees. A special demonstration at an EU-focused event highlights the potential impact of DIOPTRA on EU health policies and screening programs. The team also showcases the project at various technical and academic events, presenting the technological advances made during the project and discussing the potential for their broader application.

Table 6: Communication activities identified for Year 4

Activity	Description
Project website update	The website undergoes updates, reflecting the latest findings and achievements of the project.
Social media channels	The dedicated channels on platforms like Twitter, LinkedIn and Facebook will be continuously animated to share updates and engage followers. YouTube channel will be created and as the

	partners publish research papers, DIOPTRA will open an account on ResearchGate.
Newsletter update #7 and #8	Periodic newsletters provide an insider look at the project's progress, sharing exciting breakthroughs, event announcements, and expert insights.
Project poster update	The project's visual representation is updated to reflect the latest research findings and milestones.
Project brochure	An updated digital brochure is available, containing comprehensive and accessible information about the current status and results of the project.
Project social media update	Active and engaging posts are made about latest updates, event announcements, and informative content about colorectal cancer and the project.
Project press release #4	An official statement detailing DIOPTRA's innovative solutions for early colorectal cancer screening, aimed at media and public attention.
Press release update	Press releases are issued to major news outlets, informing about project successes and impacts on colorectal cancer screening and health policy.
Project flyer update	An update on the basic overview of DIOPTRA's goals, process, and potential impact on colorectal cancer screening, for easy distribution at events – now showing achieved goals and ongoing ones.
Presentation of project results in international conferences	DIOPTRA partners presents the project's findings at two major international conferences, engaging a broader scientific community and stimulating further research in the field.
Presentation of project individual research results in open access journals	Individual research results are submitted to two open access journals, ensuring the knowledge generated is widely accessible
Workshop #3	An interactive workshop is organised to present the project's findings, discuss future directions, and gather feedback from attendees.
EU-focused event demonstration	A special demonstration at an EU-focused event highlights the potential impact of DIOPTRA on EU health policies and screening programs.
Technical/academic events demonstration	The team showcases the project at various technical and academic events, presenting technological advances made during the project and discussing their potential broader application.
Interactive face-to-face networking EU event	To foster direct engagement and knowledge exchange between project representatives and key stakeholders.

The above correspond to a general overview of the communication and dissemination activities of the DIOPTRA project. Specific partners have already mapped their individual plans, outlined below.

Table 7: Individual plans for communication and dissemination

Partner	Communication and dissemination activities
ICCS	<p>ICCS will utilise multiple channels to promote communication and dissemination of DIOPTRA activities, updates and outcomes to relevant audience, including the following:</p> <ul style="list-style-type: none"> <li>• ICCS's social media accounts</li> <li>• The website of the Biomedical Engineering Laboratory (BEL) that is involved in the project as part of ICCS</li> <li>• Existing liaisons with public &amp; private entities with clinical, technical and other expertise within other relevant EU / national projects and local activities that ICCS and BEL are a part of</li> <li>• DIOPTRA website and social media accounts</li> <li>• EU Cluster on "Prevention, Including Screening" for cancer – As Project Coordinator, DIOPTRA closely follows cluster activities, communicating with other EU projects and participating in joint actions</li> <li>• Participation in events, conferences, symposia, exhibitions</li> <li>• Staff lectures given to the students that enrol to the courses of BEL in the framework of our academic activities in SECE/NTUA</li> </ul>
UOI	<p>UOI, regarding the DIOPTRA communication and dissemination activities will:</p> <ul style="list-style-type: none"> <li>• actively participate in various workshops and events to disseminate project outcomes.</li> <li>• contribute to knowledge sharing.</li> <li>• enable the project to reach a wider audience, including healthcare professionals, IT experts, and researchers, who are interested in the big data analysis field.</li> <li>• publish and present the project outcomes in various academic journals and conference proceedings, ensuring that the research findings are accessible to a broader community.</li> <li>• promote the scope and the outcomes of the project via the website of Medlab and LinkedIn account.</li> </ul>
SIA	<p>SIA will communicate and disseminate the project results internally, to its employees, and externally, through publications in its digital channels (website, newsletters, social media channels)</p>

I2G	<p>DIOPTRA communication and dissemination activities by I2G will undergo as follow:</p> <ul style="list-style-type: none"> <li>• Via social media: LinkedIn and Twitter (at least twice per year)</li> <li>• I2Grow website: section, “R&amp;D Projects”, the DIOPTRA page presents the project, the role and activities performed by i2Grow and relevant news of the project</li> <li>• DIOPTRA’s activities and results will be disseminated through different Italian cancer patients associations and NGOs, such as Nemo Allenamento e Cancro, AMOC - Associazione Malati Oncologici Colon-Retto, EuropaColon -Italia.</li> <li>• HTA Conferences abstract submission to ISPOR, ISPOR EUROPE, EHMA, HTA International</li> </ul>
INTRA	<p>INTRA will implement a dissemination &amp; communication plan that encompasses diverse activities aimed at spreading the clinical and technical knowledge generated within DIOPTRA’s framework.</p> <ul style="list-style-type: none"> <li>• Dissemination activities <ul style="list-style-type: none"> <li>○ Journal publications</li> <li>○ International conferences</li> <li>○ Workshops</li> <li>○ EU-focused events</li> <li>○ Technical/Academic events</li> </ul> </li> <li>• Communication Activities <ul style="list-style-type: none"> <li>○ INTRA’s social media post</li> <li>○ INTRA’s website blog/news posts</li> <li>○ Press releases/ newsletters</li> <li>○ Traditional media</li> <li>○ Interactive face-to-face networking</li> </ul> </li> <li>• Networking with policy makers</li> </ul>
PAO	<p>PAO will disseminate the project results internally, to its employees, and externally, through publications in its digital channels (website, newsletters, social media channels).</p>
CSI	<p>DIOPTRA communication and dissemination activities will be organised by CSI project management &amp; communication team as follows:</p> <ul style="list-style-type: none"> <li>• Via Social media posts/stories: Facebook, Instagram (every few months; DIOPTRA website will also be promoted)</li> <li>• A dedicated section for the DIOPTRA project in the CSI official website (providing a brief description of the project and linking the website)</li> </ul>

	<ul style="list-style-type: none"> <li>• Creating synergies with other projects (DIOPTRA project will be disseminated in LTTAs and or conferences).</li> </ul>
CHUL	<p>DIOPTRA communication and dissemination activities will be organised by CHUL's Communication Service as following:</p> <ul style="list-style-type: none"> <li>• Via social medias: LinkedIn and Facebook (at least twice per year)</li> <li>• Folder in CHUL's Newsletter.</li> <li>• Press action: presentation of DIOPTRA in Belgian press (alone or with other European projects)</li> <li>• A webpage dedicated to the project on CHUL's official website</li> </ul>
TERAGLOBUS	<p>TERAGLOBUS will contribute to the communication and dissemination efforts of DIOPTRA, utilising popular social media platforms such as LinkedIn and Facebook on a regular basis.</p>
VILABS	<p>VILABS has strong experience and expertise in Disseminating and Communicating project results. VILABS has been leading D&amp;C activities in more than 20 research projects. VILABS' communication and project management team will strongly collaborate to organise the involvement of VILABS in several dissemination and communication activities of DIOPTRA project and results. VILABS initial plan for D&amp;C of DIOPTRA can be summarised as follows:</p> <ul style="list-style-type: none"> <li>• VILABS website: VILABS will post on its website every time a main DIOPTRA activity is being carried out (e.g. Project meeting, Key Exploitable Results, Event etc.).</li> <li>• VILABS social media: VILABS will post on its social media at least once every three months. VILABS will also share DIOPTRA's main social media posts.</li> <li>• VILABS network: VILABS has strong network in the health and care domain. VILABS will communicate DIOPTRA project and results to this network via various activities: e.g. face to face meetings, emails, organisation of local events etc.</li> <li>• Participation to events: VILABS will participate to important events to disseminate the outputs of DIOPTRA project and more specifically the outputs of WP5.</li> <li>• Technical reports: VILABS will produce technical reports together with the rest of the technical partners. At least 2 such reports will be produced.</li> </ul>

DCHE	<p>DCHE will use website, social media, and both international and local events and conferences to share insights related to biobanks, health data, medtech, future health, cancer, and public health promotion.</p> <p>This will reach a wide community of both public health professionals (all the Danish HCP organisations), policy makers – Danish, Nordic and European - and an extended group of digital health networks, including the ECHAlliance, Nordic Health 2030 Movement, European Health Futures Forum and more.</p>
HOPE	<p>HOPE will contribute to communicate about the project and disseminate its result through several channels:</p> <ul style="list-style-type: none"> <li>• Social media channels, including Twitter, Facebook and LinkedIn;</li> <li>• Newsletters: HOPE Newsletter is sent monthly to HOPE Members in EU27, United-Kingdom, Switzerland and Serbia. HOPE has a second monthly newsletter called HOPE News &amp; Update, sent to all HOPE network including Brussels-based network of stakeholders, healthcare managers or health professional with managerial responsibilities, healthcare institutions etc.;</li> <li>• HOPE website: in the section, “European Projects”, a full page is dedicated to DIOPTRA (presentation of the project and important news);</li> <li>• EU Health Policy Platform: HOPE is a member of the EU Health Policy Platform and will regularly disseminate news about DIOPTRA to other members;</li> <li>• Internal meetings and relevant external meetings.</li> </ul>
NOVELCORE	<p>NOVELCORE will disseminate the project’s results and achievements through its website and regular posts via its social media channels. Furthermore, NOVELCORE will present the research findings on AI modelling to international conferences as well publish them in academic journals.</p>
AINIGMA	<p>AINIGMA will make full use of its website, social media channels, newsletter, and extensive outreach efforts to ensure effective communication and widespread dissemination of the project's outcomes. Moreover, AINIGMA will proactively highlight the achievements of DIOPTRA within the various communities it is involved with, aiming to maximise impact and engagement.</p>
CMA	<p>CMA intends to play an active role in the communication and dissemination activities of the project’s scope and outcomes. In the initial phase, the information will be published in the company’s</p>



	website and in its LinkedIn page. As the project will evolve and the outcomes will be more concrete, CMA intends to activate its broad network of collaborators not only in Europe, but also in India and China, where it has a strong presence. Furthermore, CMA will contribute to articles to be presented in various medical conferences and events during the entire lifecycle of the project.
MARTEL	MARTEL will contribute to broadly communicate and disseminate the project's outcomes leveraging on its website, social media, newsletter and broad outreach within the ICT context. It will also promote DIOPTRA achievements across various communities MARTEL is involved in.

## 2.6 COMMUNICATION AND DISSEMINATION TOOLS AND MEASURES

### 2.6.1 Project's brand identity

As an EU-funded Research and Innovation project, it is crucial for DIOPTRA to establish a clear project brand identity to make a significant impact with the dissemination of its work and achievements.

A brand identity ensures consistent appearance across all outlets (electronic and printed visual media) and shapes the perception of those who come into contact with the brand. The recognition and perception of a brand are highly influenced by its visual presentation. A project's visual identity is the overall look of its communications, achieved by consistently using particular visual elements to create distinction, such as specific fonts, colours, and graphic elements.

The visual identity and guidelines for DIOPTRA have been finalised since the early stage of the project to secure a strong and unique brand. This identity will be incorporated into all promotional and dissemination materials produced during the project and will be used by all project partners in their communication activities.





Figure 1: DIOPTRA logo

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

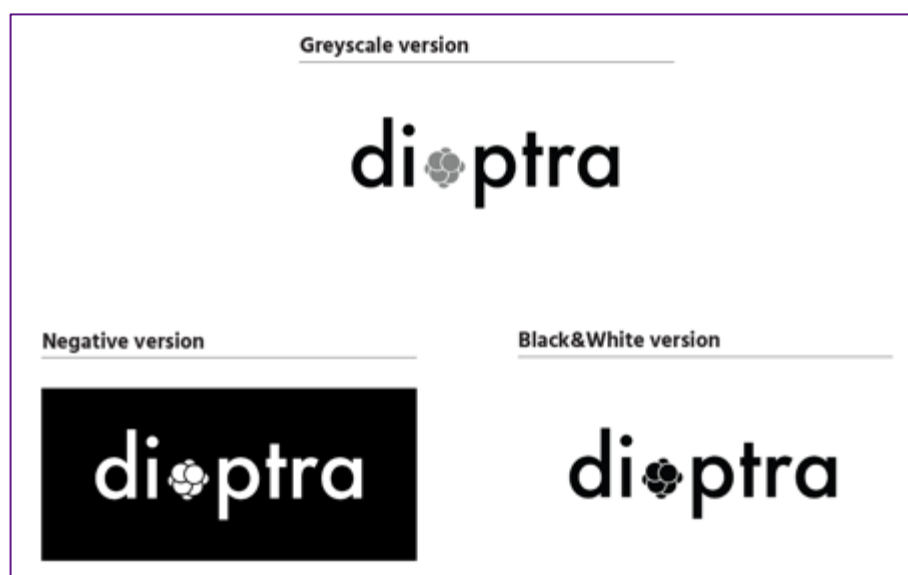


Figure 2: DIOPTRA logo variations

The guidelines of the brand identity are composed of visual elements such as the fonts, colour palette and templates for documents and presentations. The main palette of the corporate colours is composed of two colours based on the logo colour scheme. Two additional greyscale colours complete the full DIOPTRA colour palette.

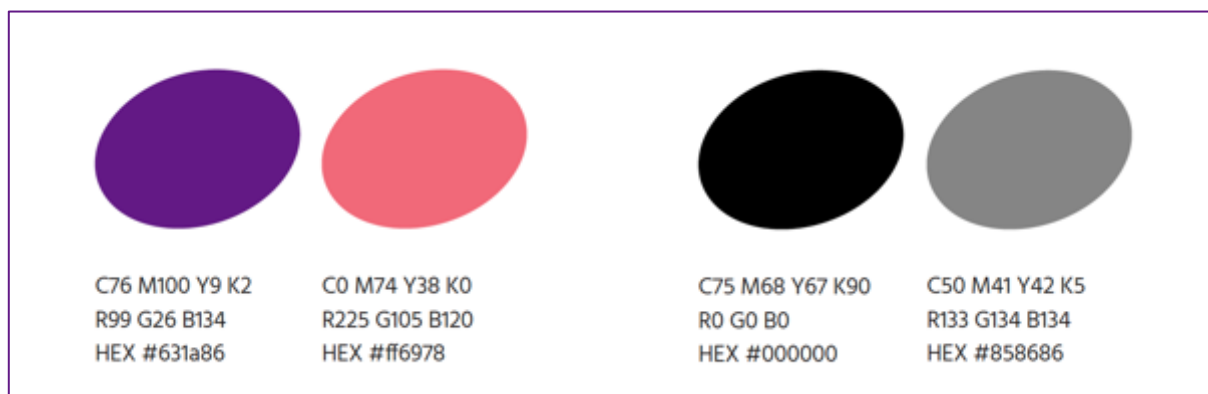


Figure 3: DIOPTRA palette of corporate colours

A general “brand guidelines” document (Appendix A) has been developed and distributed to the partners since the beginning of the project to ensure a consistent look and feel in all of DIOPTRA’s communication activities. This is the base of a solid identity and facilitates the recognition of DIOPTRA wherever is presented. All dissemination materials refer to the project name, the project's website and Horizon Europe with associated graphic elements in line with the European Commission’s guidelines. The whole Brand Guidelines are in Annex 1 of this document.

A **PowerPoint presentation template** was created to be used by the partners to create their presentations for all external and internal events, meetings, etc., based on a common look and feel. The Appendix A gives an impression of the template.

### EC acknowledgement

As an EU funded project, DIOPTRA will clearly show the acknowledgement to the EU fund in all Dissemination & Communication materials (e.g., flyers, posters, brochures, video, website, etc). Below you will find examples of the elements to show in different positions.



Figure 4: EC acknowledgement for DIOPTRA communication tools

## 2.6.2 Online tools and channels

### 2.6.2.1 Project website

The DIOPTRA project website is a fully functional site that offers comprehensive information on DIOPTRA's aims and objectives, with easy access and a user-friendly interface for retrieving information and any public material generated within the project, as well as materials gathered via various work package activities about ongoing projects and relevant initiatives.

The DIOPTRA website serves as the entry point for the public and stakeholders (existing and newcomers) to the activities, services, material, and information that DIOPTRA is planning to create, collect, and share. Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups. The design of the website, developed on the WordPress platform, is strongly brand-oriented to consolidate the image of the DIOPTRA identity.

The dissemination material produced within the project and for interaction with social networks will use the website as a reference, ensuring consistent communication and an easy-to-recognise image/brand. To support multimodal access, it adopts responsive design principles aimed at providing an optimal viewing experience: the interface adapts the layout to the viewing environment using fluid, proportion-based grids. The website will be publicly accessible from the first year of the project, with further updates applied promptly as necessary.

The DIOPTRA project's website has shown a marked increase in visitor engagement, with the total visits reaching a total of 724. The average visit duration is averaging 3 minutes and 41 seconds per visit, showing that visitors are spending more time engaging with our content. In terms of activity, each visit involves around 3.5 actions, such as page views, downloads, outlinks and internal site searches. The total page views have reached 2,183 with 1,500 unique page views.

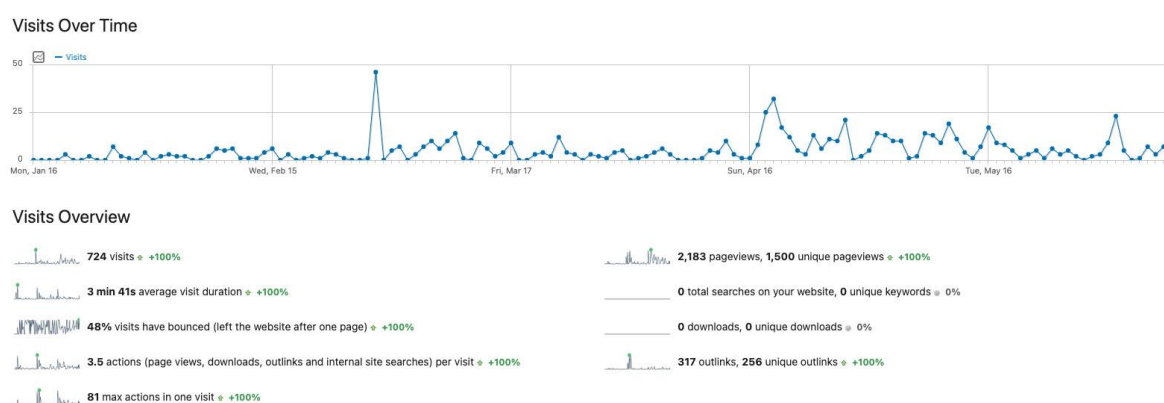


Figure 5: DIOPTRA's website Matomo analytics visitors overview

All the details about the website can be found in D7.2 – Project website.

### 2.6.2.2 DIOPTRA social media channels

DIOPTRA has established various social media channels to facilitate communication and dissemination of the project's activities and outcomes. The project has an active presence on popular social media platforms such as Twitter, LinkedIn and Facebook. The social media channels are linked to the DIOPTRA website and will be used to promote the project's activities and outputs regularly. In addition, DIOPTRA plans to create a YouTube channel to release videos related to the project in year 2. The following is a brief overview of the social media channels created for DIOPTRA:

#### LinkedIn

The [DIOPTRA LinkedIn channel](#) is a professional social media designed to showcase the project's activities, progress and outcomes. It provides an opportunity for the project partners to connect with stakeholders and other professionals in the field of healthcare and medical devices. The channel will be regularly updated with news, project updates, publications, events, and other relevant information with tailored promotional materials. Using LinkedIn can have several positive outcomes for the DIOPTRA project, including:

- Building a professional network: LinkedIn is a valuable tool for building connections and expanding the project's network with healthcare professionals, medical device companies, policymakers, and other relevant stakeholders.
- Showcasing project achievements: Through regular updates and sharing of project progress and outcomes, the DIOPTRA LinkedIn channel can effectively promote the project and its achievements to a wide audience.
- Opportunities for collaboration: LinkedIn can facilitate collaboration with other professionals and organisations working in the same field, which can lead to joint projects, sharing of knowledge, and other mutually beneficial outcomes.

Overall, the DIOPTRA LinkedIn channel is an important tool for communicating and disseminating the project's outcomes and achievements to a wider audience and building valuable connections within the industry.

At the time of writing this deliverable (May-June 2023) the numbers of followers of the LinkedIn page is low, but the communication team and the partners envisage some activities that could potentially increase the number of followers for the DIOPTRA LinkedIn page:

1. Partners' presentation campaign: Introduce the consortium members to the general public with dedicated cards, quotes and interviews.
2. Share valuable content: Share informative and engaging content related to the DIOPTRA project on a regular basis. This could include updates on project developments, relevant news articles, and insights from project team members.
3. Use relevant hashtags: Incorporate relevant hashtags in your LinkedIn posts to increase visibility and reach. Some examples of relevant hashtags for the DIOPTRA

project might include #cancer, #screening, #healthtech, #medtech, or #healthcare, #eHealth #DigitalHealth #IoT #cybersecurity

4. Encourage project members to engage: Encourage all project partners to engage with the DIOPTRA LinkedIn page by sharing posts, commenting on updates, and inviting their connections to follow the page.
5. Promote the page on other channels: Promote the DIOPTRA LinkedIn page on other communication channels, such as the project website, email newsletters, and other social media platforms.
6. Leverage LinkedIn Groups: Join relevant LinkedIn groups related to the project's industry and share content from the DIOPTRA page within those groups. This can help to increase visibility and attract new followers who are interested in the project's topic.

Engage with other pages and accounts: Engage with other LinkedIn pages and accounts related to the project's topic by commenting on their posts and sharing their content. This can help to establish the DIOPTRA page as a thought leader in the industry and attract new followers who are interested in the project's topic.

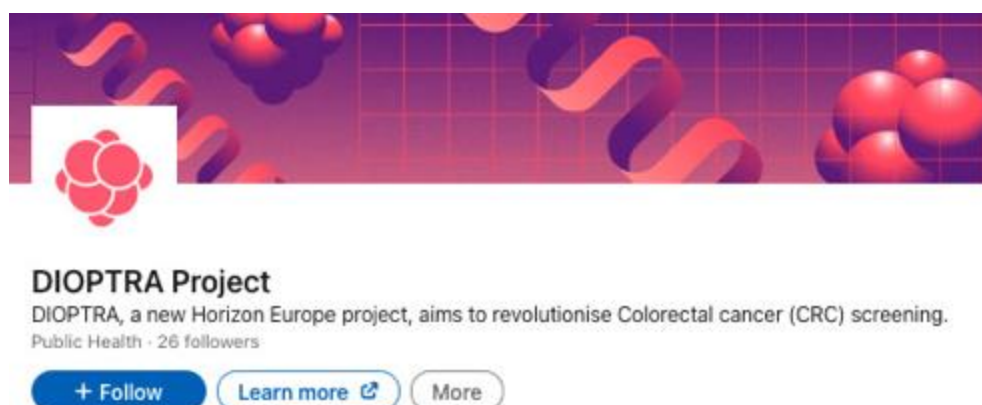


Figure 6: DIOPTRA LinkedIn channel

## Twitter

The [DIOPTRA Twitter channel](#) is a social media account created to promote the project's activities, outcomes and to engage with the target audience. Twitter is a popular social media platform that allows users to send and read short messages called "tweets". DIOPTRA's Twitter channel aims to provide regular updates about the project's progress, share relevant news and articles related to the project's topics, and encourage engagement with the project's followers. DIOPTRA's Twitter account, **@dioptra\_project**, was set in January 2023 (M1). At the time of writing, it has **30 followers**, and it has already reported on the project's kick-off meeting, the launch of the website and relevant initiatives.

The main outcomes of using Twitter for DIOPTRA are:

- Increasing visibility and awareness of the project: Twitter provides a quick and easy way to share information about the project with a wider audience. By regularly

tweeting about the project's activities and outcomes, DIOPTRA can increase its visibility and attract more followers.

- Building a community around the project: Twitter allows for easy communication and interaction with the project's followers. By engaging with them and responding to their comments and questions, DIOPTRA can build a community of stakeholders who are interested in the project's topics.
- Sharing relevant news and articles: Twitter provides a platform for DIOPTRA to share news and articles related to the project's topics. This can help to establish the project as a thought leader in the field and attract more followers who are interested in the same topics.
- Driving traffic to the project website: By including links to the project website in tweets, DIOPTRA can drive more traffic to the website and increase the chances of visitors engaging with the project's content and becoming more interested in the project.

As a Horizon Europe project, DIOPTRA also follows the official Twitter account of the Horizon Europe programme @HorizonEU and @EU\_HaDEA, joining the community of projects on social media. In compliance with the EC guidelines, we will tag @HorizonEU and @EU\_Commission and @EU\_HaDEA in our posts whenever we announce important news that clearly demonstrate the real impact of our research.

We will also use relevant hashtags, to expand the visibility of our communication and generate interactions of DIOPTRA's addressed topics. In addition, we will use other hashtags and accounts based on the content of the posts, including hashtags relevant to the project partners' organisations and representatives, hashtags of initiatives and events related to the project and the content, accounts of important participants in events, accounts of the Project Officer of the EC, and more.

To increase the reach and engagement of our Twitter channel, we will also implement the following activities:

- Regularly post updates, news, and insights related to the project.
- Engage with other relevant Twitter accounts and participate in relevant Twitter chats and conversations.
- Use multimedia content such as images, videos, and infographics to make our posts more engaging and visually appealing.
- Share updates and posts from other related accounts to foster a sense of community and collaboration within the field.
- Promote the Twitter channel on other project communication channels, such as the website and newsletter, to encourage more followers.

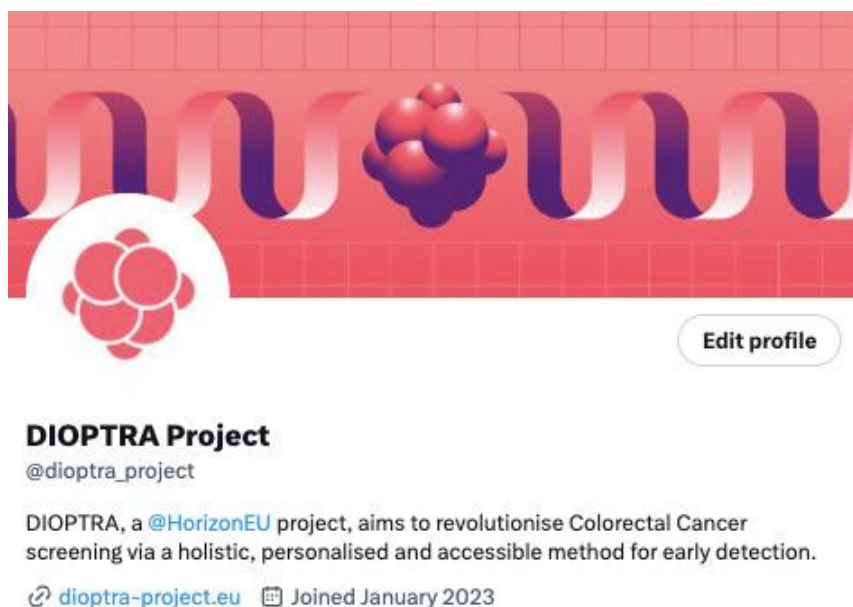


Figure 7: DIOPTRA Twitter channel

## Facebook

The DIOPTRA Facebook page is a social media hub established to boost the visibility of the project's activities and findings, while promoting engagement with our target audiences. Facebook's versatility as a platform allows for the sharing of diverse content, from short updates to photo albums and longer-form posts. The DIOPTRA Facebook page, launched in January 2023 (M1), has already reported on project kick-off meeting.

The key outcomes anticipated from using Facebook for DIOPTRA include:

- Increasing visibility and awareness: Facebook's broad user base and algorithmic amplification of engaging content provide opportunities to raise awareness and visibility of DIOPTRA. Regular posts about the project's activities and results will help to expand our reach.
- Community building: The Facebook page serves as a platform for fostering a community interested in DIOPTRA's work. It allows for two-way communication and interaction, making it easier to address comments, queries, and insights from our audience.
- Sharing relevant content: The DIOPTRA Facebook page will feature a mix of original posts and shared content relevant to the project's themes. This will include news articles, scientific studies, and thought leadership pieces, further establishing DIOPTRA's presence in the field.
- Driving website traffic: Posts on the Facebook page will include links to the project's website, guiding more users to engage with our extensive online content and learn more about the project.



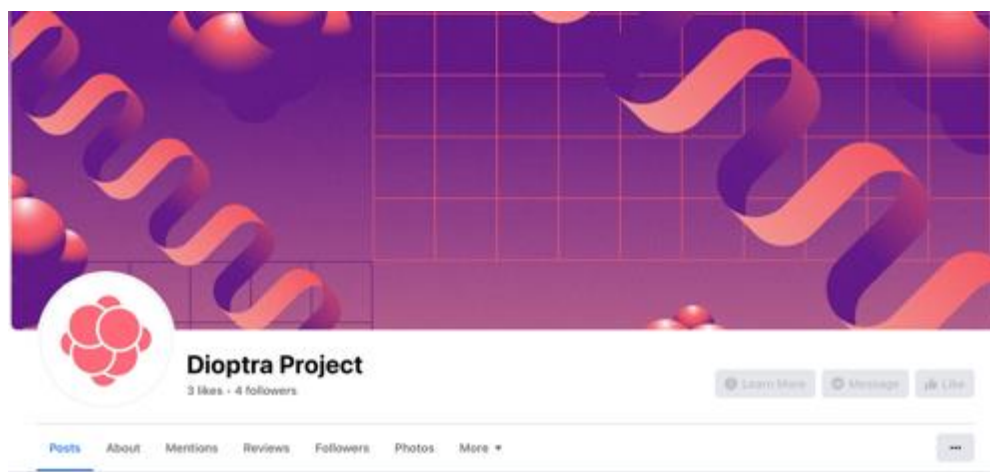


Figure 8: DIOPTRA Facebook page

## ResearchGate

From Year 2 of the project, DIOPTRA will also have a ResearchGate account. ResearchGate is an online network where researchers can share papers, ask and answer questions, and find collaborators. It serves as a crucial platform for academics and professionals across various disciplines and sectors. Having a DIOPTRA project page on ResearchGate offers the following advantages:

1. **Enhancing Research Accessibility:** DIOPTRA's presence on ResearchGate can significantly improve the project's visibility within the scientific community. By sharing research papers, articles, findings, and technical reports associated with the project, DIOPTRA can ensure that its research is easily accessible to those interested in the field.
2. **Collaboration Opportunities:** ResearchGate facilitates professional networking and promotes the formation of research collaborations. By being active on ResearchGate, DIOPTRA can identify and connect with individuals, research groups, and organisations with overlapping research interests, potentially leading to fruitful collaborations.
3. **Engaging with the Scientific Community:** ResearchGate allows DIOPTRA to engage directly with the scientific community. It provides an opportunity for the project's researchers to participate in discussions, answer questions, and provide insights related to their research area, thereby establishing a positive rapport within the academic community.
4. **Keeping Up with Recent Developments:** Having a ResearchGate account also ensures that DIOPTRA can stay abreast of the latest research trends, updates, and advancements in the field. This can contribute to the ongoing refinement of the project's research methodology and focus.
5. **Feedback and Improvement:** Through ResearchGate, DIOPTRA's research output can receive feedback from other researchers worldwide. This feedback can be instrumental in refining the project's research and enhancing its quality and impact.



Overall, a DIOPTRA ResearchGate account aligns well with the project's emphasis on high-quality research and collaboration, contributing significantly to its scientific outreach strategy.

Table 8: Social media accounts of the DIOPTRA consortium partners

Partner	Twitter	LinkedIn	Facebook
Institute of Communication and Computer Systems	<a href="#">@IccsNtua</a>	<a href="#">ICCS - NTUA</a>	
Martel GmbH	<a href="#">@Martel_Innovate</a>	<a href="#">Martel Innovate</a>	<a href="#">Martel Innovate</a>
Tecreando BV		<a href="#">TECREANDO</a>	
SPHYNX Technology Solutions	<a href="#">@SPHYNXTS</a>	<a href="#">Sphynx Technology Solutions</a>	<a href="#">Sphynx Technology Solutions</a>
Panepistimio Ioanninon	<a href="#">@UOIResComm</a>	<a href="#">University of Ioannina</a>	<a href="#">Πανεπιστήμιο Ιωαννίνων - Ειδικός Λογαριασμός Κονδυλίων Έρευνας</a>
Smartsol SIA		<a href="#">SmartSol, SIA</a>	
Netcompany-Intrasoft SA	<a href="#">@NetCo_Intra</a>	<a href="#">Netcompany-Intrasoft</a>	<a href="#">Netcompany-Intrasoft SA</a>
Protavio		<a href="#">Protavio</a>	<a href="#">Protavio</a>
Blocks Health and Social Care		<a href="#">Blocks Health and Social Care</a>	<a href="#">Blocks Group</a>
Computer Solutions Cyprus		<a href="#">Computer Solutions Cyprus</a>	<a href="#">Computer Solutions Cyprus</a>
Centre Hospitalier Universitaire De Liege	<a href="#">@CHULiege</a>	<a href="#">CHU de Liège</a>	<a href="#">CHU de Liège</a>
TeraGlobus	<a href="#">@TeraGlobus</a>	<a href="#">TeraGlobus</a>	
Vilabs	<a href="#">@vilabs_eu</a>	<a href="#">ViLabs</a>	<a href="#">ViLabs</a>
Randers Regional Hospital, Central, Denmark Region	<a href="#">@Region_Midt</a>	<a href="#">Region Midtjylland</a>	<a href="#">Region Midtjylland</a>
Univerzitetni Klinicni Center Maribor	<a href="#">@UKCMaribor</a>		<a href="#">UKC Maribor</a>
The Danish Committee for Health Education	<a href="#">@KomSundDK</a>	<a href="#">Komiteen for Sundhedsoplysning</a>	<a href="#">Komiteen for Sundhedsoplysning</a>

Federation Europeenne des Hopitaux et des Soins de Sante	<a href="#">@euhospitals</a>	<a href="#">HOPE - European Hospital and Healthcare Federation</a>	<a href="#">HOPE Exchange Programme</a>
Novelcore	<a href="#">@novelcore_eu</a>	<a href="#">Novelcore Research and Innovation</a>	<a href="#">Novelcore Serv</a>
German Oncology Center	<a href="#">@goc_cy</a>		<a href="#">German Oncology Center</a>
Ειδικός Λογαριασμός Κονδυλίων Έρευνας Ε.Κ.Π.Α.	<a href="#">@ELKE_UoA</a>		<a href="#">Πανεπιστήμιο Αθηνών - Ειδικός Λογαριασμός Κονδυλίων Έρευνας</a>
Biobank Graz of the Medical University of Graz	<a href="#">@MedUniGraz</a>	<a href="#">Medizinische Universität Graz</a>	<a href="#">Medizinische Universität Graz</a>
Cambridge Medical Academy			<a href="#">Cambridge Medical Academy - UKeMED</a>
I2Grow	<a href="#">i2Grow</a>	<a href="#">i2Grow</a>	
Center for Social Innovation (CSI)			<a href="#">Center for Social Innovation (CSI)</a>

Table 9: List of the EU related Twitter and LinkedIn accounts

Organisation	Twitter account	LinkedIn account
Directorate-General for Health and Food Safety (DG Sante)	@EU_Health	
Horizon Europe programme	@HorizonEU	
Joint Research Centre (JRC)	@EUScienceInnov	EU Science, Research and Innovation
European Health and Digital Executive Agency (HaDEA)	@EU_HaDEA	European Health and Digital Executive Agency (HaDEA)
European Institute of Innovation and Technology EIT Health	@EITHealth	EIT Health

### 2.6.2.3 The DIOPTRA newsletter

Regular updates about the DIOPTRA project's activities and progress will be shared with the public through our dedicated news channel hosted on the DIOPTRA website. Our team will issue a newsletter every 6 month and, if needed, newsflashes to keep our audience updated on the latest developments, major outcomes, and dissemination activities.

The newsletters will also include information about upcoming events and how to get in touch with the project and connected initiatives. The newsletter will be a collaborative effort with project partners contributing information and ensuring the content is accurate. All newsletters will be available on the project website, and a mailing list is being created based on subscription. The DIOPTRA team will use GDPR-compliant and European-based solutions with a double opt-in feature to ensure data privacy. Interested visitors can already subscribe to the newsletter through the registration functionality available on the DIOPTRA website.

The first newsletter will be released in June 2023 and will be published also on the project website.

## 2.6.3 Offline tools and channels

### 2.6.3.1 Publications

Significant project developments, news and announcements, white papers, but also articles introducing DIOPTRA will be published on third-party portals, including professional and specialised platforms, publications, Cordis, relevant thematic blogs and collaboration platforms, partners' websites, as well as through several freely accessible tools. Some of the people involved in this project have an academic background and have published several publications, in national and international publications. For scientific publications, depending on the nature of the publication, the articles will be made available immediately through open access publishing on the basis of a **'gold' open access model** (e.g., by an open access journal) or within a period of 6 months through self-archiving (**'green' open access**).

Table 10: Dissemination targets for publications

Peer-reviewed magazines/journals
<ul style="list-style-type: none"> <li>Computers in Biology and Medicine</li> <li>IEEE Journal of Translational Engineering in Health and Medicine</li> <li>IEEE Open Journal of Engineering in Medicine and Biology</li> <li>Cancers (MDPI)</li> <li>Advances in Experimental Medicine and Biology (Book Series)</li> <li>International Journal of Molecular Sciences</li> </ul> <p>Overall: Journals related to medical image processing, machine learning, biomedical engineering, biological analysis &amp; biomarkers, big data analysis</p>
Publications in Conference
<ul style="list-style-type: none"> <li>IEEE International Conference on Engineering in Medicine and Biology Society (EMBC)</li> </ul>

- IEEE International Conference on E-Health and Bioengineering (EHB)
- IEEE International Conference on Big Data
- IEEE International Conference on BioInformatics and BioEngineering (BIBE)
- IEEE International Conference on Biomedical and Health Informatics (BHI)

**Overall:** Conferences related to medical image processing, machine learning, biomedical engineering, biological analysis & biomarkers, big data analysis

### 2.6.3.2 Press releases

As a Horizon Europe project, DIOPTRA will develop press releases to highlight major project achievements such as the organisation of significant events and the implementation of key project activities. These press releases will be disseminated in both national and European media outlets to increase the project's visibility. Each partner will be responsible for engaging with their local media to ensure wider coverage of the press release. All published press releases will also be available on the project website.

DIOPTRA's [first press release](#) was released in March 2023. The release was distributed throughout Europe, with particular focus on the consortium partner countries. The press release has garnered significant attention and has been featured across multiple media outlets. This broad coverage is a proof of the project's relevance and potential impact:

- **Revolutionising Colorectal Cancer Screening with DIOPTRA: Holistic, Personalised, Accessible (Open PR, Global):** <https://www.openpr.com/news/2966823/revolutionising-colorectal-cancer-screening-with-dioptra>
- **European Project to Develop Multiplex Panel for Early-Stage Colorectal Cancer Detection (Genome Web, USA):** <https://www.genomeweb.com/molecular-diagnostics/european-project-develop-multiplex-panel-early-stage-colorectal-cancer>
- **European Project to Develop Multiplex Panel for Early-Stage Colorectal Cancer Detection (360DX, USA):** <https://www.360dx.com/molecular-diagnostics/european-project-develop-multiplex-panel-early-stage-colorectal-cancer>
- **Dioptra, il progetto che punta a rivoluzionare lo screening del tumore del colon-retto (AboutPharma, Italy):** <https://www.aboutpharma.com/scienza-ricerca/dioptra-il-progetto-che-punta-a-rivoluzionare-lo-screening-del-tumore-del-colon-retto/>
- **Kunstig intelligens skal forbedre det danske screeningsprogram for tarmkræft (Dagens Medicin, Denmark):** <https://dagensmedicin.dk/kunstig-intelligens-skal-forbedre-det-danske-screeningsprogram-for-tarmkraeft/>
- **Findes der fællestræk mellem dem, der rammes af tarmkræft? Det skal Randersforskere finde svar på (JP Randers, Denmark):** <https://jyllands->

[posten.dk/jplokajpranders/ECE15197522/finde-der-faellestraek-mellem-dem-der-rammes-af-tarmkraeftdet-skal-randersforskere-finde-svar-paa/](https://posten.dk/jplokajpranders/ECE15197522/finde-der-faellestraek-mellem-dem-der-rammes-af-tarmkraeftdet-skal-randersforskere-finde-svar-paa/)

- **Danske forskere bidrager til EU-projekt om at forbedre tarmkræftscreeningen (Medicinske Tidsskrifter, Denmark):**  
<https://medicinsktidsskrift.dk/behandlinger/mave-og-tarm/4494-danske-forskere-bidrager-til-eu-projekt-om-at-forbedre-tarmkraeftscreeningen.html>
- **Danske forskere bidrager til EU-projekt om at forbedre tarmkræftscreeningen (Onkologisk Tidsskrifter, Denmark):**  
<https://onkologisktidsskrift.dk/behandlinger/tarmkraeft/2880-danske-forskere-bidrager-til-eu-projekt-om-at-forbedre-tarmkraeftscreeningen.html>
- **Afføringsprøven er på vej ud: Randersforskere er med til at gøre det lettere at finde tegn på tarmkræft (Amtsavisen, Denmark):**  
<https://amtsavisen.dk/randers/affoeringsproeven-er-paa-vej-ud-randersforskere-er-med-til-at-goere-det-lettere-at-finde-tegn-paa-tarmkraeft>
- **Randers-forskere bidrager til udvikling af nye teknologier til tarmkræftscreening (Randers Netavis, Denmark):** <https://randers-netavis.dk/randers-forskere-bidrager-til-udvikling-af-nye-teknologier-til-tarmkraeftscreening/>

According to Meltwater monitoring tool, all these articles published in the media had a total potential estimated reach of more than 1,060,000 readers.

In the future, media relations will cover a range of general and specialised media outlets, with a focus on those related to health and technology.

### 2.6.3.3 Events

DIOPTRA's participation in events serves several critical purposes, all aiming to enhance the project's impact, visibility, and collaborative potential. Whether it's international conferences, workshops, or technical demonstrations, each event participation is a strategic step in achieving the project's overall objectives.

1. **Promotion and visibility:** Attending events provides a platform to showcase the project's work, progress, and results, enhancing DIOPTRA's visibility within its field. This can lead to increased recognition, driving interest among potential collaborators, funders, and beneficiaries.
2. **Knowledge exchange:** Events allow the DIOPTRA team to learn from and share insights with experts, peers, and stakeholders. This mutual exchange of knowledge can contribute to the refinement of the project's methodology, objectives, and outcomes, ensuring they remain aligned with current trends and best practices in the field.
3. **Networking and collaboration:** Events bring together diverse groups of individuals and organisations. For DIOPTRA, these provide excellent networking opportunities, potentially leading to collaborations that can enrich the project and extend its impact.

4. **Dissemination of findings:** Through presentations and discussions, DIOPTRA can disseminate its findings and innovations to a broader audience, contributing to the knowledge base of the field and promoting the application of its research outcomes.
5. **Engagement and dialogue:** By participating in events, DIOPTRA fosters a dialogue with stakeholders, beneficiaries, and the public. This interaction can enhance understanding of the project's relevance and potential impact, encouraging broader engagement and support.
6. **Feedback and improvement:** Feedback received during events can provide invaluable insights for improving the project. This feedback, whether it comes from peer discussions or formal reviews, can lead to adaptations and enhancements in the project's subsequent stages.

By actively participating in a range of events, DIOPTRA continues to contribute to and benefit from the vibrant, global dialogue surrounding its research field. The Consortium has already identified some key events to participate towards awareness, promotion and attraction of stakeholders.

Table 11: Health-related events

Targeted events	Date	Link
International Cancer Screening Network (ICSN) Meeting	21 – 23 June 2023	<a href="https://icsn.global/icsn-2023/">https://icsn.global/icsn-2023/</a>
Policy Festival Moen	18 – 19 August 2023	<a href="https://folkemoedemoen.dk/">https://folkemoedemoen.dk/</a>
Danske Kræftforskningsdage 2023 (National conference Danish Cancer Research Days)	31 August – 1 September 2023	<a href="https://www.conferencemanager.dk/danskekraefftforskningsdage2023/conference">https://www.conferencemanager.dk/danskekraefftforskningsdage2023/conference</a>
European Health Forum Gastein	26 – 29 September 2023	<a href="https://www.ehfg.org/">https://www.ehfg.org/</a>
PIVAC 2023 23rd International Conference on Progress in Vaccination Against Cancer	28 – 30 September 2023	<a href="https://scep.gr/en/events/event/pivac2023/">https://scep.gr/en/events/event/pivac2023/</a>
UEG (United European Gastroenterology) week	14 – 15 October 2023	<a href="https://ueg.eu/week">https://ueg.eu/week</a>
42nd Congress of the European Society of Surgical Oncology	25-27 October 2023	<a href="https://www.esso42.org">https://www.esso42.org</a>

EHIN	7 – 8 November 2023	<a href="https://ehin.no/2023/">https://ehin.no/2023/</a>
European Public Health Conference	8 – 11 November 2023	<a href="https://ephconference.eu/">https://ephconference.eu/</a>
ISPOR Europe 2023	12-15 November 2023	<a href="https://www.ispor.org/conferences-education/conferences/upcoming-conferences/isor-europe-2023">https://www.ispor.org/conferences-education/conferences/upcoming-conferences/isor-europe-2023</a>
Medica Fair	13 – 16 November 2023	<a href="https://www.medica-tradefair.com">https://www.medica-tradefair.com</a>
European Cancer Summit	15 – 16 November 2023	<a href="https://www.europeancancer.org/summit">https://www.europeancancer.org/summit</a>
Self-Care Week Europe	13 – 19 November 2023	<a href="https://www.scie.eu/scwe">https://www.scie.eu/scwe</a>
International Conference on Health Informatics	21 – 23 February 2024	<a href="https://healthinf.scitevents.org/Home.aspx">https://healthinf.scitevents.org/Home.aspx</a>
World Health Day	7 April 2024	<a href="https://www.who.int/campaigns/world-health-day">https://www.who.int/campaigns/world-health-day</a>
EAU Congress 2024	5 – 8 April 2024	<a href="https://eaucongress.uroweb.org/announcing-eau24/">https://eaucongress.uroweb.org/announcing-eau24/</a>
Vitalis	13 – 16 May 2024	<a href="https://en.vitalis.nu/home/about-vitalis/">https://en.vitalis.nu/home/about-vitalis/</a>
European Week Against Cancer	25 – 31 May 2024	<a href="https://www.cancer.eu/european-week-against-cancer-european-week-against-cancer/">https://www.cancer.eu/european-week-against-cancer-european-week-against-cancer/</a>
34th Medical Informatics Europe Conference (#MIE2024) – Athens, Greece, 25 to 28 August 2024	25 – 28 August 2024	<a href="https://efmi.org/conferences-journals/mie-conference/">https://efmi.org/conferences-journals/mie-conference/</a>
World Cancer Congress	17 – 19 September 2024	<a href="https://www.worldcancercongress.org">https://www.worldcancercongress.org</a>
European Public Health WEEK	12 – 15 November 2024	<a href="https://ephconference.eu/future-conferences-24">https://ephconference.eu/future-conferences-24</a>
European Association of Cancer Research EACR 2024	Date TBA, 2024	
International Symposium on Computer Based Medical Systems (CBMS)	Date TBA, 2024	

The IEEE International Symposium on Biomedical Imaging (ISBI)	Date TBA, 2024	
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Since the beginning of the project, several partners already took part in some events:

#### TERAGLOBUS:

- **Horizon Europe Health & SSH Brokerage event** (Paris, France) on 5 June 2023 (<https://horizon-europe-health-ssh-brokerage.b2match.io>)
- **LOGIN conference** (Vilnius, Lithuania) on 11-12 May 2023 (<https://konferencija.login.lt/en/>). This event is the largest **innovation** gathering in the Baltics with over 4,000 participants.

#### DCHE:

- **Radical Health Festival Helsinki** on 12-14 June 2023.

#### 2.6.3.4 DIOPTRA promotional materials

A comprehensive set of communication and promotional mechanisms and tools will be established early on to properly support all the impact creation activities, tailored to the specific DIOPTRA objectives and targeted stakeholders.

Promo materials, both online and offline, will be produced for communication and dissemination purposes, presenting the project and its achievements, e.g. slides, posters, roll-ups, press releases, news, flyers, multimedia content, videos, photo galleries and giveaways.

## 2.7 SYNERGIES AND INTERACTION WITH EXTERNAL INITIATIVES

Dedicated efforts will focus on the establishment of partnerships with relevant ongoing initiatives and networks, engaging key players from all groups of the defined stakeholders across the relevant domains of health and cybersecurity. The ambition is to ensure awareness creation and engagement of target stakeholders into the uptake of DIOPTRA technologies and concepts. A special focus will be given to Horizon Europe ongoing projects funded under the same topic call (HORIZON-MISS-2021-CANCER-02-01).

Projects working funded under the same call:

- **ONCOSCREEN:** A European “shield” against colorectal cancer based on novel, more precise and affordable risk-based screening
- **MammoScreen:** Innovative and safe microwave-based imaging technology to make breast cancer screening more accurate, inclusive and female-friendly



- **LUCIA:** Understanding Lung Cancer related risk factors and their Impact
- **PANCAID:** PANcreatic CANcer Initial Detection via liquid biopsy
- **ThermoBreast:** An innovative non-contact and harmless screening modality set to change the course of breast cancer detection and patient monitoring
- **SANGUINE:** Early Detection and Screening of Hematological Malignancies

The collaboration with these projects will happen on several levels including, but not limited to:

- Co-organisation of events.
- Exchange of information related to project achievements.
- Mutual promotion: dissemination and communication using social media and online presence tools.
- Interviews with key stakeholders.
- Invitation for participation in DIOPTRA events, and vice versa.
- Collaboration on other publications.

A first step in this regard was already taken, through the participation of DIOPTRA partners in the cluster meetings and made detailed plans about **joint dissemination actions**:

- A video presentation of the projects of the Mission on prevention will be prepared and published on the projects' websites. Similar activities will be carried out by PANCAID for the creation of a joint brochure.

DIOPTRA organised the first meeting of Dissemination sub-cluster that was held online the 15<sup>th</sup> of May 2023 to coordinate partners for the joint video production that will be a short video (max 3 min) for the general public (patients and citizens). DIOPTRA is collecting information from all the projects to create a first draft of the script. The partners agreed to have an animated narrative-driven video with an explainer approach.

The video will not present the projects but rather the strategies each project employs to develop new screening methods and how these will improve the detection of cancer. It will focus on the complementarity of the technologies and the solutions and less on the single cluster components.

Parallely, PANCAID oversees developing an 8-page brochure, one for each project, which contents will be decided at a later stage (also based on the information collected for the video).

A ready for print version will be shared with all the projects but partners mainly aim for an online version to contribute to the reduction of the environmental impact of printed documents.

As appropriate, the partners are also planning to participate in key/flagship events presenting the project results and networking and invite representatives of such players to the workshops and events being organised by the project.

Thanks to participation of many partners to several ongoing projects, associations, initiatives and networks, targeted liaisons and synergies will be fostered to ensure DIOPTRA's broad outreach, fostering effective DIOPTRA uptake and validation. These initiatives and organisations will constitute the basis of the broader DIOPTRA ecosystem. DIOPTRA will build synergies starting early in the project and throughout the entire implementation, following the designed dissemination and communication strategy and plan, taking advantage from partners memberships to and synergies.

## 2.8 COMMUNICATION AND DISSEMINATION IMPACT ASSESSMENT

By implementing the DIOPTRA Communication and Dissemination plan and strategy we expect to communicate certain relevant knowledge and outcomes to each of the target groups, as well as to attract their interest and generate engagement that will influence the overall impact of the project. The complete set of communication and dissemination activities will be closely monitored and evaluated by the WP7 lead in order to keep track of all ongoing activities.

The evaluation of the communication strategy uses a set of metrics that will be used to monitor and assess the progress of the communication activities and measure their impact by WP7, as summarised in the table below. This will allow corrective measures to be taken and enforced, whenever needed – notice this list might be enriched at project run-time. Process evaluation will involve examining the progress of the strategy's implementation and will refer to an outreach activity that is quantifiable through the attendance of persons present from the audiences, number of events participated in, the development and dissemination of messages and materials, media presence and traffic created in social media.

There are various key issues associated with measuring and controlling the outreach and impact creation strategy and plan. Achievement is often more difficult to measure and compare, and thus needs to be carefully quantified and measured according to the specific type of action involved. The objectives chosen must be realistic, clearly defined, relevant, and coherent; the means of measurement must be objective, clearly defined and quantified, and the measurement process must not involve significant levels of cost relative to the objectives themselves. The evaluation needs to be continuous or incremental as much as possible, in particular for non-repetitive actions. Finally, the measurement of different actions must allow some degree of comparison with other actions and/or alternatives.

In full accordance with the DIOPTRA needs, we take on a five-step measurement cycle model, spanning from objective identification to data driven optimisation:

- We identify our core objectives (e.g., raise awareness, increase engagement – i.e., acquire more contacts, acquire more participants to our events).
- We set goals for our promotional tactics. We concentrate on how to accomplish our objectives (e.g., inform visitors through the content of our website, intensify events promotion, etc.).
- We identify our Key Performance Indicators (KPIs) – the metrics that play a crucial role to the success of the aforementioned utilised tactics and set the expected achievable targets.
- We measure the progress and impact of the conducted activities based on these metrics on a regular basis. Such metrics will allow us to have a constant view of the amount and the effectiveness of the dissemination activities conducted.
- We adjust and optimise the communication strategy towards achieving the expected outcomes and maximising visibility.

The tools, products and activities outlined in this strategy will be monitored, measured, evaluated and realigned on an ongoing basis.

Table 12: Communication and dissemination KPIs

Measure	Indicators and Target (M48)	Results at M06
Project website	≥1.000 accesses annually ≥100 downloads (deliverables, results & materials)	2,183 pageviews 32 downloads
Video clips	≥ 2 online video clips; ≥ 1000 views	Later in the project
Social media	2 project accounts in Facebook and Twitter: ≥100connections/followers ≥50 social networks posts	34 followers 16 posts
Press releases	≥4 press releases	1
Newsletters	≥8 newsletters	1
Research networks	2 project accounts in ResearchGate, LinkedIn ≥100 connections/followers ≥50 posts on social networks	53 followers 8 posts

Presentation materials	≥2 flyers ≥2 brochures ≥2 posters ≥2.000 hard copies	Later in the project
Traditional media	≥1 articles/interviews to national magazines &/or newspapers per participating country	2
Interactive face-to-face networking EU event	≥3 interactive face-to-face networking EU event	Later in the project
Collaboration with other projects	≥2 synergies established with pertinent EU project	5
Collaboration with Policy Makers	≥1 meeting with health policy makers per clinical trial country ≥2 meetings with EU healthcare and/or patient associations	Later in the project
Journal publications	≥5 peer-reviewed publications	Later in the project
International conferences	≥12 participations/publications	Later in the project
Workshops	≥2 workshops/special sessions ≥40 attendees	Later in the project
EU-focused events	≥1 demonstration	Later in the project
Technical/Academic events	≥2 demonstrations	Later in the project

### 3 EXPLOITATION STRATEGY AND PLAN

Exploitation by the European Commission is described as “the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.”

In accordance the Grant Agreement, each beneficiary must – up to four years after the period end of the project – take measures aiming to ensure ‘exploitation’ of its results (either directly or indirectly, in particular through transfer or licensing).

Most DIOPTRA partners have documented experience on exploitation and sustainability of innovative solutions in real settings, for advocating transformation of SoC via new evidence-based screening guidelines. DIOPTRA has aimed for strong knowledge on big data and AI analytics, for validating clinical interpretation through explainable modelling.

The DIOPTRA consortium recognises 3 main exploitation models for the project results: 1) Commercial exploitation model, which implies the paid provision of the project results to the end users, complying with a licensing scheme which will be defined in the DIOPTRA business plan, 2) Research exploitation model, which implies the re-utilisation of the research know-how acquired in future research activities, and 3) Technological exploitation model, which implies the re-utilisation of the technological know-how acquired for the development of innovative products and the provision of advanced services built on top of them. However, not all project partners and interested stakeholders may exploit all project results using the three models defined above.

In the present deliverable D7.1 the initial exploitation strategy and activities envisaged to assess the commercialisation and applicability of the concepts and ideas central to the evolution of the project results. The final findings, guidelines and recommendations will be compiled in the deliverable D7.5 together with business modelling.



Figure 9: Project Results

There are several major components of DIOPTRA considered to serve as a base for key exploitable results (KERs) to be generated in the project, directly and indirectly. Key results

are the outputs generated during the project which can be used and create impact, either by the project partners or by other stakeholders. Project partners can exploit results themselves or facilitate exploitation by others (e.g. through making results available under open licenses).

The direct KERs of DIOPTRA solution consist of:

- Blood Protein Biomarker Analysis,
- Protein-Based CRC Screening,
- Risk Factor CRC Evaluation,
- AI in Protein Biomarkers,
- Mobile App for Risk Factor Monitoring & Healthy Lifestyle Fostering.

Moreover, the project execution produces a set of indirect KERs which are results of clinical trials, the infrastructure that supports the development, i.e., data management, and the methodology framework, i.e., expertise for co-creation, interdisciplinary research, Agile management, DMP.

All KERs constitute the project's value proposition and form a value chain. The KERs are interrelated and can be reusable and exploitable (e.g., inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation. It also covers the direct benefits for beneficiaries (internships, professional development and impact reviews, improvement in services and training, or other project activities).

Maintaining the exploitation activities helps an entity to attract new talent to join the team, carry on international and interdisciplinary collaboration opportunities, improve access to new funding opportunities and to receive new source of income in case of commercial exploitation. Exploitation activities help as well to contribute to societal goals, thereby providing more visibility/prestige to the researcher/institution.

The individual exploitation does not only regard financing and sales but also means investing in research, i.e., increasing scientific impact, extending network and future research funding pursuit. The individual exploitation plans will be gathered by the means of online-based questionnaires, the data will be analysed and presented in the final report for Exploitation & Business Modelling (D7.5).

The questionnaire will gather information on type of the exploitable results, exploitable intentions, TRL and IPR statuses, ownership, level of innovation, external/internal bottleneck which compromise the ability to exploit results, time to market and impact on job sustainability and society.

The project uses a four-step operating strategy that is based on dialogue, reflection, and consensus on what products and/or services can be used as a legacy of the project.

To systemise exploitation intentions, the partners will be grouped according to their field of activity (academic/clinical/industrial/technical).



Figure 10: Business Model Canvas for DIOPTRA Solution

Projects' exploitation strategy consists of the following steps:

- 1) Project partners identify **key project use products** at the level of work packages and project partnerships as a whole to support the development of their current operations and to enable new releases where possible. This is done by identifying potential valuable and exploitable results, explaining the types of results and potential users.
- 2) The measures to ensure the exploitation of projects **results are identified** as:
  - a. Usable in further research activities (outside the action);
  - b. Products, Process Designs, Services, etc.
- 3) Consortium **discusses** how the use of DIOPTRA results could be carried out directly by individual partners (e.g., for further research or commercial or industrial use in its own activities) or by others (other beneficiaries or third parties, such as by licensing or transferring ownership of the results).
- 4) The project **seeks expert advice** on how to get to the most appropriate routes for the expected results and how to deploy them.



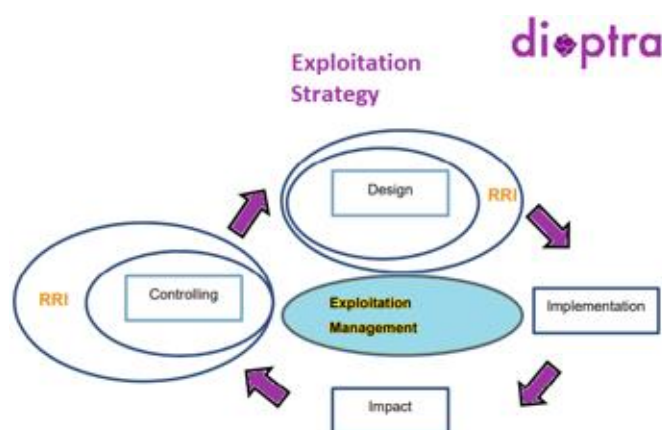


Figure 11: Exploitation Management process

Based on consultation activities between involved partners, an appointed Innovation Manager and key external stakeholders, the resulting exploitation plan will be elaborated in close cooperation with all partners and incorporating strategic feedback from external experts from industry, healthcare and academia.

Led by industry and SME partners, the consortium will specify the exploitable assets and develop joint and individual exploitation paths, based on thorough socio-economic/market analyses and agreed IPRs. Partners with knowledge of the regulatory framework, through timely liaison with concerned bodies and in close collaboration with clinical and technical partners, will consult on the roadmap for regulatory approval of the MVPs.

Regarding exploitation, an in-depth socioeconomic and market analysis will be performed, focusing on the landscape of available technology-based solutions for colorectal cancer management. Further, in collaboration with WP5 exploitable outcomes of the project will be identified and the means for their concrete use and delivery to the market will be explored, through definition of individual exploitation plans and development of joint exploitation schemes, including detailed business plans.

Finally, the cost effectiveness of the DIOPTRA digital tools will be evaluated within T7.2.

### 3.1 INITIAL GUIDELINES FOR EXPLOITATION

The DIOPTRA consortium consists of different stakeholders that can take advantage of the DIOPTRA results and services such as Education and Research organisations, Industry/Companies, Policy-makers/governments and professionals. Enterprises are looking to improve specific technology solutions and expand or enrich their portfolio in. Some will bring solutions from other domains in healthcare, while others will enhance their existing innovation ecosystem or create new ones. Hospitals want to improve standards and patient/service flow and retain leadership in their fields. Universities are looking to strengthen their R&D portfolio and capacity, and fuel their academic programs. Other research organisations will try to improve their services to their customers and ecosystem, while also looking for commercialisation opportunities through spinoffs.

As mentioned before, the data on exploitation plans and activities will be collected from the partners by the means of surveys. It is planned to group the partners for better systematisation of the information collected.

Therefore, we have compiled the two lists of very general exploitation points to prelude each partner's exploitation strategy. We categorise these points in two broad approaches, one oriented towards the industrial partners and one addressing the academic partners.

### 3.1.1 Guideline for Industrial Partner

#### General strategy

- Focus on the main results from the project (products, services, ...) and their commercial viability.
- Consider new business and operating models that become possible with the project for bringing the project results to customers. Explore the role of 3rd parties (not participating in the project) in this scenario.
- Identify drivers for successful exploitation and consider how those drivers can be harnessed and strengthened.
- If there are obstacles to the successful exploitation of the project from today's perspective, address them early on.
- Put a strong focus on how European stakeholders (supply chain related to healthcare) can profit from the exploitation of the results.
- Develop a timeline for exploitation, showing how the exploitation can be structured in phases. Identify the prospective time frame after the end of the project to bring the results to the market.
- Identify concrete customer needs that are addressed with the solution and product and describe ways to measure the success quantitatively.
- Involve marketing, product-management, and sales departments early in the process.
- If possible, start the exploitation of intermediate results already during the project.
- Consider synergies for exploitation with other projects, possibly also funded ones.

#### Economic factors

- Address the market for exploitation today (market analysis, prognoses, technical developments).
- Assess the competition for the developed results in Europe and worldwide.

- Provide innovation in project results and ensure there are advantages compared to competitors.

### **Scientific and technical goals**

- Assess the impact of general technological progress on the exploitation scenarios.
- Pay attention to non-technical developments (legal aspects, privacy aspects, ...) and their influence on exploitation.

### **Intellectual property**

- Consider protecting intellectual property, for example, through patents.

### **3.1.2 Guideline for Academic Partner**

#### **General strategy**

- Identify drivers for successful exploitation and consider how those drivers can be harnessed and strengthened.
- If there are obstacles to the successful exploitation of the project from today's perspective, address them early on.
- Put a strong focus on how European stakeholders (supply chain related to healthcare) can profit from the exploitation of the results.
- Develop a timeline for exploitation, showing how the exploitation can be structured in phases. Identify the prospective time frame after the end of the project to bring the results to the market.
- Identify any concrete student and staff need that may be addressed with the solution and product;
- If possible, start the exploitation of intermediate results already during the project.
- Consider synergies for exploitation with other projects, possibly also funded ones.

### **Scientific and technical goals**

- Assess the impact of general technological progress on the exploitation scenarios.
- Pay attention to non-technical developments (legal aspects, privacy aspects, ...) and their influence on exploitation.
- Pay attention to the competition for the developed results in Europe and worldwide.
- Provide innovation in project results and ensure there are advantages compared to competitors.

### Intellectual property

- Consider protecting intellectual property, for example, through patents.

### Academic impact and education

- Offer seminars, lectures, lab courses and the-like topics related to the project. Let the results of the project influence and/or improve education and training.
- Consider exploiting the research in the project for improving the contributions to European research, like building scientific communities and organising or participating in workshops and conferences. The project should help to attract new researchers and students.
- Engage in improved dissemination activities through the project, for presenting work in conferences (industrial and academic), journals, and so on.
- Explore new scientific communities or try to get into other relevant communities.

### Sustainability

- Make the results of the project work available as open-source (considering IPRs when applicable).
- Invest in maintaining the project results after the project ended.
- Plan follow-up projects that build on the results.
- Form new relations during the duration of the project and engage with new partners in future collaborations.
- Exploit the project for acquiring new projects and further funding.

### Technology transfer

- Trigger interest in the industry for your project results.
- Ensure that students gain valuable knowledge through their project work, which they will take to industry.

To ensure the sustainability of the project's results beyond the project end and to demonstrate how DIOPTRA has influenced the EU landscape it is important to take into account, that exploitation as such can be extended to multiple forms:

- Financial exploitation, building products, projects, or services based on the project results.
- Research & development, by engaging new projects (EU-funded or sponsored by other sources), based on the experiences gained in the project.

- Education, e.g. courses, at the university level or in continuing education, etc.
- Community-building around the topics of the project, raising awareness for the addressed problems and the proposed solutions.
- Knowledge transfer, from academia to industry, by collaboration or via employees.
- Contributions to standardisation and encouraging broad adoption of results in commercial and public systems for interested parties.

According to the role assigned and developments projected, each partner needs to find the best way to exploit the results gained during the project. Some partners have already devised indicative exploitation plans as presented below:

Table 13: Partners' individual exploitation plans

Partner	Individual exploitation plan
VILABS	<p>In DIOPTRA, VILABS will pursue the following exploitation goals:</p> <ul style="list-style-type: none"> <li>• Improve the know-how on software development with new technologies developed within the project.</li> <li>• Exploit the possibility to develop new business models from the Key Exploitable Results that VILABS will participate (mainly in WP5).</li> <li>• Exploit clients list and network to commercialise the project outcomes: VILABS in Greece and Cyprus is located in the heart of business centers that promote innovation and entrepreneurship. This brings VIL closer to innovative stakeholder communities to support the demonstration of project results and the diffusion of new technologies and services to the market.</li> <li>• Expand its, notably in terms of Mobile application development, frontend development and AI related services: VILABS aims to exploit the project outcomes and especially the AI tools produced within the project, in order to expand its service portfolio.</li> <li>• Enlarge VILABS network of partners with major organisations participating in the project: Two of the most important drivers of innovation are connectedness and competence, which are closely related to networking and enhancing collaborations and partnerships on a local, regional and national level. To this end VILABS aims to take up the opportunities provided within the framework of</li> </ul>

	<p>DIOPTRA and expand its network of partners with the potential of more fruitful future collaboration instances.</p> <ul style="list-style-type: none"> <li>• Increase of customer base and revenues by expanding and improve its services portfolio: In DIOPTRA, VILABS sees great potential in incorporating part of the key exploitable results of the project in its service portfolio, in order to broaden its clientele and gain more leads and revenue for the company.</li> </ul>
Innovation to Grow (i2G)	<p>The main goal of i2G exploitation strategy in the DIOPTRA project is to enhance our knowledge of the digital health industry and to learn from the best practices and methodologies that can help us create high-quality solutions that add value and make a difference for our clients. By conducting the Health Technology Assessment activities in the project, we will be able to strengthen our internal skills and expertise and to provide better advice and guidance on topics such as innovation, growth, digital transformation, user experience, and organisational development in the Healthcare sector. We will focus especially on the area of primary prevention support through innovative technologies, which is a key aspect of improving health outcomes and quality of life.</p> <p>Additionally, I2G is the only partner that handles the Italian market and, thanks to the access to a network of Associations in the oncological domain, it will be possible to explore, discover and exploit new opportunities and markets scenarios for DIOPTRA system .</p>
INTRA	<p>Netcompany-Intrasoft's exploitation plan focuses on strengthening its position &amp; collaborations in the European medical/healthcare IT ecosystem, while further developing its DataOps platform &amp; assets. A preliminary roadmap towards exploitation follows, which of course will be reassessed along with the progress of the project and its results:</p> <ul style="list-style-type: none"> <li>• Realisation of a robust prototype for extended data harmonisation/annotation and unified data model, secure data sharing, data cataloguing (own background/foreground IPRs) and interoperable data access and build a federated and distributed data</li> </ul>

	<p>ecosystem, capitalising further on work/results from the DIOPTRA project</p> <ul style="list-style-type: none"> <li>• Building of customised visualisation dashboards according to relevant needs of customers</li> <li>• Provision of Development/Integration environment and CI/CD tools for software integration and local deployment</li> <li>• Infrastructure provision, hosting and maintenance</li> <li>• Technical Support for data ingestion, software integration, customisation of services, user/roles management, local deployment</li> <li>• Technical training and consulting</li> <li>• Detailed definition and protection of IPR among IPR holders and with external IPR/Data providers (such as customer solution providers and Clinical partners / early adopters)</li> <li>• Commercialisation agreements among DIOPTRA IPR holders and with customers (solution providers and data providers)</li> <li>• Elaboration of market analysis and business plan</li> <li>• Fund raising</li> <li>• Setting up sales force and sales activities for the years following the completion of the DIOPTRA project</li> </ul>
ICCS	<p>ICCS is characterised by a wide education and research activity range, utilising its close link to the School of Electrical and Computer Engineering (ECE) of the National Technical University of Athens (NTUA), including individual laboratories of multiple specialties. Moreover, ICCS has formed over the years a large interdisciplinary network that includes public and private entities from education, health, industry and other sectors. Within this scope, the exploitation plan of ICCS includes the following components:</p> <ul style="list-style-type: none"> <li>• <b>Exploitation for Education:</b> Outcomes from reviewing existing knowledge as well as new knowledge created within DIOPTRA will be presented during academic classes, strengthening the capacity of students, who will be informed on latest activities on cutting-edge sectors. Moreover, incorporation of relevant activities (course presentations, tasks, thesis topics, seminars) will be propelled based on DIOPTRA activities, encouraging collaboration with third party entities that are</li> </ul>



	<p>participating in DIOPTRA. This bears the additional potential to create significant opportunities for graduates. Relevant activities are estimated to begin after the 2<sup>nd</sup> half of the project lifetime.</p> <ul style="list-style-type: none"> <li>• <b>Exploitation for Research:</b> ICCS has a wide research activity, with the Biomedical Engineering Laboratory participating in DIOPTRA engaging with multiple aspects of the health sector, data analytics and general interdisciplinary health-related engineering. Evidently, DIOPTRA research greatly overlaps with BEL's research and publication fields, hence creating multiple opportunities. Relevant activity is expected to occur after the 3<sup>rd</sup> year of the project lifetime.</li> <li>• <b>Exploitation for Positioning:</b> Based on the above, the education activities, research profile and personnel experience &amp; expertise can be enhanced via participation in DIOPTRA. Moreover, the related liaisons developed with consortium entities and third parties (either via DIOPTRA channels or via external collaborations) will strengthen the existing network of ICCS. The overall benefits gained by ICCS and BEL via DIOPTRA activities are expected to enhance their positioning in the research market with regard to participation in future projects and other external collaborations that are associated with the scientific fields relevant to DIOPTRA. More importantly, participation in initiatives launched by research funding organisations comprise more than 95% of ICCS's financial resources, hence the improvement of the institute's profile and positioning via such activities is a key exploitation aspect. Initial impact is expected to occur shortly after the start of the project via creation of liaisons and collaboration within new research proposals and projects.</li> </ul>
DCHE	<p>Our organisation has previously worked with a national cancer rehabilitation project, a national chronic disease self-management program, and various projects to work with group-based initiatives for mental health promotion and mentalisation skills – all of these in municipal settings. DIOPTRA allows the DCHE to work towards a better direct collaboration of communication and empowerment initiatives in clinical settings and thus add an entirely new type of integrated care initiatives in Denmark. This will</p>

	potentially significantly add to existing activities in Denmark and better explore health literacy in cancer (and other chronic conditions) as a means towards better health and wellbeing in Denmark.
CMA	CMA will contribute to the exploitation activities by integrating new curricula in its online ecosystem, specially dedicated to CRC. The number of end users is significantly high as, on our platform we already deliver numerous courses dedicated to cancer and addressed in healthcare professionals in various countries in EU and non-EU countries.
UOI	UOI will utilise the results obtained from the DIOPTRA project to drive cutting-edge research initiatives in collaboration with clinical sites, academic institutions and healthcare professionals. Furthermore, the UOI recognises the significance of disseminating knowledge and raising awareness about CRC screening. The findings of the project will serve as vital material for lectures, courses and training programs covering a broad range of topics, including processing and analysis of clinical data, software development on clinical data along with ML & DL models integration, among others. Overall, the results of the DIOPTRA project not only serve as a valuable resource for further research but also provide a foundation for educational initiatives at the UOI.
SIA	<p>SIA will adapt its current end-user surveying tool to facilitate information gathering from medical technology and healthcare providers. SIA experts will use this information to develop an exploitation plan to properly introduce the technologies to interested stakeholders and the public at large.</p> <p>SIA will design and develop a systematic and supply chain-based commercialisation track and exploitation plans to be deployed to further the exploitation of the project results and the formation of new advanced collaborations in the framework of H2020 and KDT JU. SIA will use know-how in ongoing and foreseen projects (target number is 4 research and development projects until 2025).</p>
RM-RHH	Depending on the results from DIOPTRA, we will explore how this can be used to optimise the existing colorectal cancer screening program in Denmark, e.g. by testing

	interventions in the general population and engaging national stakeholders.
CHUL	The ICAB is a Comprehensive Cancer Center located at the Liège University Hospital Center (CHUL). It is an 8-storey building dedicated solely to cancer where its main goal is to fight cancer and increase the quality of life of oncology patients. With nearly 8,000 new cases in Belgium each year, CRC is one of the most common. As CRC can go unnoticed for a long period, it is therefore necessary to track it down before symptoms emerge! The participation of CHUL in the early detection offered by DIOPTRA can save the lives of many people. This screening based on a single blood test will be easily accepted by people including those under the recommended national screening age of 50. In addition, the mobile application of DIOPTRA can be a very useful tool in promoting both the awareness of CRC and its early screening. DIOPTRA solution could be used by visitors of CHUL and other hospitals in the region.
Center for Social Innovation (CSI)	<p>CSI Exploitation strategy applied early on during the lifespan on the DIOPTRA project, will aim to create synergies between other projects related to life sciences and promote the products and services produced during DIOPTRA project.</p> <p>CSI will pursue targeting stakeholders that already exist in the organisation's network to promote the novel knowledge produced during the project and amplify its impact. Activities such as info days will aim to inform the public on the current state of CRC diagnosis, to make known the objectives of the DIOPTRA project to the public and to promote services, results, products and app produced during the project.</p>

In a next step, however, we must deliberate about how to create impact from exploitation. Regarding exploitation as a proxy for impact is not correct, since exploitation is a short-term effect, whereas impact is characterised as a long-lasting and observable change in/at/onto the desired object. Impact is often not predictable, as it depends on multiple variables that influence its likelihood to occur. With a view on this deliverable and the rather early phase of the project's implementation when it is written (M6), we provide a list of EC services to support exploitation in HORIZON projects.

Usually, these services are free of charge for beneficiaries and are on offer both for individual projects or project groups, in case several projects can be accommodated under a joint topic. Depending on the type of service, these are the most common ways of support offered:

- Providing support in effective dissemination and raising the exploitation potential of research results generated, in particular what concerns project strategies on dissemination, business plan development or going-to-the-market.
- Providing a platform to publish and promote research results targeting a broad range of stakeholders (from business to academia).
- Providing advice on how to spark thinking in an “innovation mindset” within a project context and support in identification of innovation actors relevant to the project.

With a view on our specific needs (some of which might only arise at a later stage of the project), it is important to be aware of them first. Whether the project will in fact request support from any or more of these services, remains to be seen. We consider it more useful to access these services just in case a real need emerges from our dissemination and exploitation actions, so to allow us receiving tailored support, rather than to send very general requests without any further context.

## 1. Horizon Results Booster

Mission statement: “Horizon Results Booster – Steering research towards strong societal impact, concretising the value of R&I activity for societal challenges”.

Type: Support to strategy development in dissemination and exploitation, business development and go- to-market Management: META Group with further partners

Website: <https://www.horizonresultsbooster.eu/>

For DIOPTRA, the following services are on offer:

- For single projects support in exploitation of research results;
- For project groups support in disseminating research results;
- Support in the development of a business plan and to attract additional funding for implementing project results after the project’s end;
- Support in preparing project results for commercialisation.

## 2. Innovation Radar

Mission statement: “Our goal is to allow every citizen, public official, professional and businessperson to discover the outputs of EU innovation funding and give them a chance to seek out innovators who could follow in the footsteps of companies such as Skype, TomTom, ARM Holdings, all of whom received EU funding in their early days”.

Type: Providing advice on how to spark thinking in an “innovation mindset” within a project context and support in identification of innovation actors relevant to the project; Identification of high-potential innovations and innovators in EU-funded R&I projects.

Website: <https://www.innoradar.eu/>

For DIOPTRA, the Innovation Radar might be interesting because of three main reasons:

- To understand how real innovations emerge from EU funded projects: what are typical patterns leading to innovations in EU-funded projects? What are drivers, enablers, obstacles?
- To get an idea where the innovators are located, and about their features on the market → get-in-touch for creation of synergies, knowledge transfer, fostering European networks.
- To search for innovations and partners related to it in the field of colorectal cancer → get-in-touch for creation of synergies, knowledge transfer, fostering European networks.

### 3. Open Research Europe platform

Type: An open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article.

Website: <https://open-research-europe.ec.europa.eu/for-authors/publish-your-research>

### 4. Horizon Results platform

Mission: “Turning Europe's research results into innovations which generate value for economy, society and contribute to a sustainable future”.

Type: A platform for showcasing your research results, finding collaboration opportunities and getting inspired by the results of others. Publishing results is part of the project execution for which all partners are responsible.

Website: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>



Figure 12: Horizon Results Platform

## 5. European Standardisation Booster Service for EU Projects

Mission: To support EU Research and Innovation projects to valorise results through standardisation and address urgencies identified in the EU Strategy on Standardisation.

Type: Provides consultancy services to guide and support beneficiaries and consortia of R&I projects to make sure they take the right strategic approach and contribute efficiently to the Standardisation process and to make them active players in the development of Standards in the corresponding area or domain.

Website: <http://hsbooster.eu/>

## 3.2 INTELLECTUAL PROPERTY RIGHTS

Exploitation, business planning and IPR management activities will leverage consortium technological leadership and business networks in the AI and technology sector, as well as technology transfer offices of technical academic partners.

All rules on intellectual property generated within the project, including access rights, exploitation and dissemination activities are specified in a grant agreement and a consortium agreement was signed by all partners before the start of the project.

To get a protected IP resulting from DIOPTRA into the marketplace there are several common practices that partners can take into consideration at the project end:

- Internal Product Development: this form requires that the organisation has the necessary skills and resources for manufacturing and supplying the products/services and may lead to its possible business growth.
- License agreement: the organisation allows a third party to have access and utilise its IP for a certain time in return for financial compensation (e.g., royalties on products sales or payment of a lump sum), under specific conditions and terms (exclusivity or non-exclusivity of the licensed technology, restriction to a particular purpose, like development or selling purposes, etc.).
- Transfer of ownership of the IP asset or assignment: the ownership of the IP asset is permanently transferred to an assignee in return for a payment of a lump sum, royalties, or a combination of both. The assignee acquires the full rights to dispose of it. It may also happen that the assignor is licensed back.
- Spin-off Company, in the meaning of separate legal entities created to exploit IP assets, which are transferred or licensed to the spin-off company to commercialise them.
- Joint Venture, in the general meaning of model of business association between two or more partners, to undertake a common project or to achieve a certain goal. IP assets are usually brought by the partners for further R&D advancements, production, marketing, and commercialisation.

**Basic principles of the IPR management:**

- Each partner owns their background knowledge and intellectual property in the manner before this partner entered this project, as described in the Consortium Agreement.
- Any newly generated intellectual property during the project is owned by all the partners who have worked on this topic during its generation and contributed to the generation of the new intellectual property.

All consortium participants, including the Project Management Team, are responsible for identifying the foreground for commercial exploitation and taking appropriate action for IPR protection, usually via applying for a patent.



## 4 CONCLUSIONS AND NEXT STEPS

The Communication and Dissemination Strategy and Plan outlined in this document provides a clear roadmap for spreading awareness and promoting the outcomes of the DIOPTRA project to a variety of stakeholders. It leverages a multi-faceted approach, employing different channels and tools to effectively engage with target audiences and generate interest and support for the project's objectives.

The next steps involve implementing this strategy, as work will begin on the production of promotional materials and the planning of events, publications, and press releases. Regular monitoring and evaluation will be key to assess the effectiveness of the communication and dissemination activities and adjust the strategy as needed.

The Exploitation Strategy and Plan detailed in this document focuses on maximising the use of DIOPTRA's results, both during and after the project. It provides a structured approach for identifying and leveraging key exploitable results (KERs), including technological innovations, research findings, methodologies, and networks.

The immediate next steps involve the implementation of the initial guidelines for exploitation by the project partners, grouped according to their field of activity. Following this, a survey will be conducted to gather detailed information on each partner's individual exploitation plans. The Innovation Manager, in cooperation with all partners and external experts, will then refine these plans and incorporate them into a comprehensive exploitation strategy. This strategy will guide the partners in effectively utilising the project's results, whether for further research, commercial applications, or other uses, thereby creating lasting impact and value from the DIOPTRA project.

## APPENDIX A

### Brand guidelines



## What is a brand identity?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.

This document lists and explains the visual identity elements of DIOPTRA project.

These are rules and values to help you create and compose visual designs using its identity.

Examples of DIOPTRA's brand identity across different outlets (Twitter and LinkedIn accounts):



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1

## Logo

Main version of the DIOPTRA logo with some basic recommendations.

Main version

dioptra

Safe area



Icon version (for social media outlets)



Minimum size

dioptra

35 mm

© 2023-2026 DIOPTRA

2

## Logo

Main version of the DIOPTRA logo with some basic recommendations.

Main version



Safe area



Icon version (for social media outlets)



Minimum size



© 2023-2026 DIOPTRA

2

## Logo variations

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Greyscale version



Negative version



Black&White version



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## Dos and don'ts

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

### Dos



Negative version on high contrasted background.



Main version on background assuring high contrast.

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### Don'ts



Not enough contrasted background.



Not enough contrasted background.

4

## Corporate colours

A main palette of 2 colours based on the logo colour scheme.  
In combination with the main colours palette, two more greyscale colours can be used.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

To change colours (icons or additional text), editors will find the corporate colour palette in the templates.

### Palette of corporate colors



C76 M100 Y9 K2  
R99 G26 B134  
HEX #631a86



C0 M74 Y38 K0  
R225 G105 B120  
HEX #f697b8



C75 M68 Y67 K90  
R0 G0 B0  
HEX #000000



C50 M41 Y42 K5  
R133 G134 B134  
HEX #858686

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## Font types

DIOPTRA's brand uses Google Fonts' open source font Hind for both headings (Bold version) and body copy (Regular and Bold versions). This applies to the website and all other promotional materials.

For deliverables and presentations, the system font Calibri (only Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments.

### Headings

(website and all promotional materials)

#### Hind bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Alternative body copy and headings

(for deliverables and presentations)

#### Calibri regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Calibri bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Body copy

(website, other promotional materials)

#### Hind regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Hind bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

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## General EC Acknowledgement

All the EC funded projects **should clearly show** the acknowledgement to the EC funding in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, website, etc). Here below we present examples of the elements to show - and their required arrangement - in different contexts.

The assets featured in this page are available in the project repository.

### Normal version



Funded by  
the European Union

### Negative version (for darker backgrounds)



Funded by  
the European Union

© 2023-2026 DIOPTRA

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## EC Acknowledgement - Scientific publications/press releases/blogs/deliverables

The following disclaimer **must be used** in scientific publications/press releases/blogs/deliverables (which feature authors and in which opinions/comments/conclusions are stated). All alignments presented here below are permitted.

**Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.**

**Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.**

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