



CHERRIES
RESPONSIBLE HEALTHCARE ECOSYSTEMS

D7.1 Communication & Dissemination Strategy

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Authors: Chiara Davalli and Marta Gómez Andrés - EBN



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Author(s) Email	Chiara.Davalli@ebn.eu
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Executive summary	The following strategy guides the creation and implementation of the framework conditions for mobilizing stakeholders and disseminating and communicating the territorial activities and the outcomes achieved under the project. It includes clear indicators and all the planned promotional actions to be developed for project activities, especially in the context of the pilots actions in each territory, being implemented throughout the life span of the project, with a special emphasis on mobilising stakeholders and raising awareness.



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1. CHERRIES Communication & Dissemination Plan – Introduction

The CHERRIES project aims to support Responsible Research and Innovation (RRI) policy experiments in the healthcare sector in three European territories - in Murcia (ES), Örebro (SE) and the Republic of Cyprus (CY). These processes, their outcomes and the policy frameworks the experiments are embedded in will be



mapped, monitored, evaluated and serve as evidence-base for revision of sectoral policies, strategies and innovation support instruments.

Thereby, CHERRIES will engage the territorial stakeholder ecosystems in participatory agenda setting, need articulation and institutional reflection processes. These will serve as starting point for collective approaches with shared responsibilities aiming to create more open, inclusive and self sustaining territorial research and innovation (R&I) ecosystems.

For CHERRIES project to have a large and positive impact on European territories it is key to involve a wide range of stakeholders in the definition of social challenges in the health sector, while implementing a demand driven approach towards the co-creation of innovative solutions.

Moreover, CHERRIES aims to move from a territorial dimension to a wider European one, therefore opening up its community to other European territories and stakeholders interested in our experimental approach.

In this framework the following strategy is an important tool for each project partner and the consortium as a whole to achieve the expected outcomes and impact through the timely and effective communication of the project activities and dissemination of CHERRIES' results.

The main aim of the Communication and Dissemination Strategy is to ensure a strong outreach and mobilisation campaign and to secure all non-confidential results reach the proper audiences and stakeholders, making the most out of them and delivering a benefit for European society.

The Communication and Dissemination Strategy (focussing the WP7 activities) is developed in close collaboration with the Exploitation Strategy (focussing on WP8 activities) to outline and guide the implementation of those measures designed to increase the outreach of the project at the European and at the territorial level at the same time. For the whole duration of the project, a strong collaboration between the dissemination and exploitation leaders (EBN for WP7 and TBM for WP8) is envisaged in order to harmonise activities and save resources.

The strategy therefore outlines:

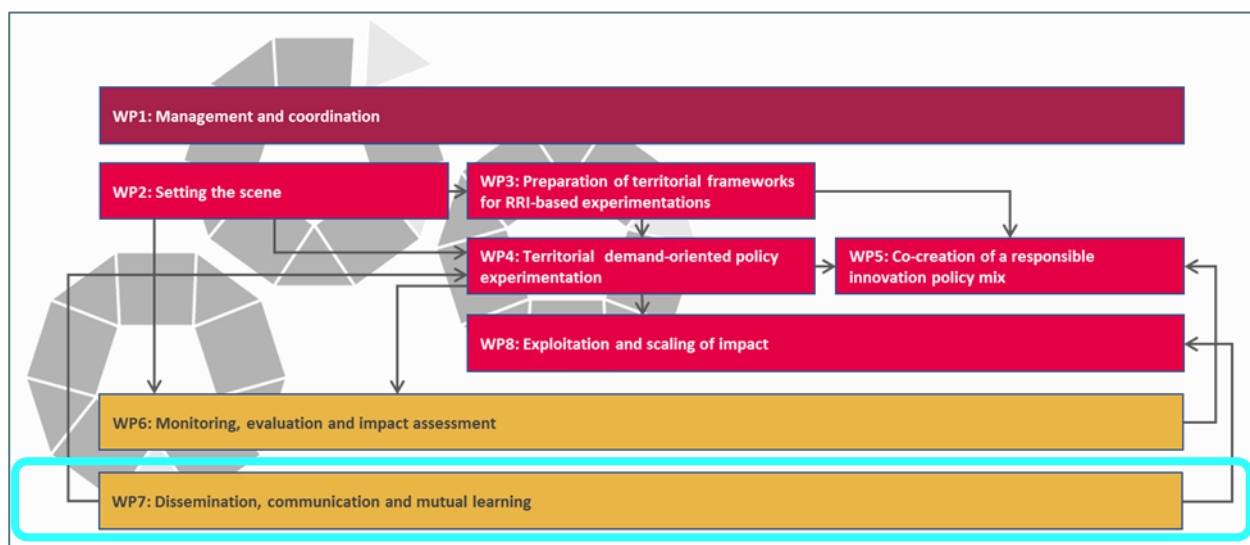
- Communication and dissemination objectives
- Communication and dissemination approach
- Target audiences for communication and dissemination
- Dissemination channels and communication tools
- Guidelines for implementing communication actions (use of visual identity, presentations, documents and other templates, press releases, events...)
- Procedure for monitoring the impact of the dissemination and communication strategy using Key Performance Indicators (KPIs).



2. CHERRIES Communication & Dissemination approach, objectives and target groups

The CHERRIES Communication and Dissemination Strategy is a lively guiding document that will evolve together with the evolution of the project itself: a “file rouge” steering all activities in this aspect from the very beginning of the project and during the whole phase of its execution.

Figure 1: CHERRIES Gantt Chart_WP7 focus



This first edition will be updated at mid-term of the project lifetime (M18) to properly and timely address the project objectives, according to the evolution of the activities and the actors involved.

All Communication and Dissemination activities in CHERRIES follow the standards and guidelines for dissemination and exploitation in Horizon 2020 projects.

Table 1: CHERRIES: Working definitions for communication, dissemination

Communication: To present project activities in general to stakeholders concerned and to the general public, including physical and online forms of presentations.

Dissemination: To specifically disseminate project results to stakeholders concerned and to the general public, in order to allow for their exploitation and in accordance with regulations in the field of EC data protection, IPR and commercialisation rights.

During the first two years of the project, partners will be mainly focussing on the communication about the regional experiments (workshops and calls) and reaching out and mobilizing the relevant actors who can contribute in making them a successful instrument for the definition of regional RDI processes and policies in the healthcare sector.



During the second half of the project, partners will focus on the dissemination and exploitation of the consolidated outcomes (both at regional and European level).

2.1 Communication and dissemination objectives

CHERRIES Communication and Dissemination objectives can be summarized as follows:

- Create the conditions for an effective mobilisation and engagement of territorial stakeholders to involve them in the territorial pilots.
- Increase the public visibility and awareness of the pilot calls in the target territories/countries and beyond, including targeted communication and promotion actions for potential applicants.
- Effectively communicate the results and achievements of CHERRIES across Europe to develop a larger community of practice around demand-driven approaches towards RRI.
- Exploring feasibilities to communicate and disseminate results also beyond the core targeted territories, in particular to European Neighbourhood countries/EU Third Countries.
- Creating influence on the policy-making level by sharing and transferring relevant R&I policy conclusions derived from the CHERRIES activities.

2.2 Communication and dissemination approach

To meet the objectives above, CHERRIES dissemination activities are designed for two different levels:

- **Project Level** – related with internal communication among consortium partners, and external dissemination and communication of CHERRIES project as whole. Focus is set on actors with central roles in or connections to the European public healthcare system and/or innovation economy.
- **Territorial Level** – related with the outreach, awareness raising and stakeholder mobilization towards the different activities and calls for solutions in the three pilot territories. Focus is set on actors with strong affiliation to the territorial environment in the healthcare and innovation sector. Also, on this dissemination level CHERRIES partners involved in the stakeholder interaction/engagement and in the territorial dissemination will be cooperating closely and under the guidance of the dissemination leaders.

The project will interact with the target groups in an INFORM and ENGAGE manner.

Once any type of output, result or formal deliverable is ready to disseminate, partners will inform individuals and institutions concerned in various ways and through different online and offline channels (=INFORM).

Moreover, to ensure key-stakeholders are involved during the whole project duration, CHERRIES follows a co-creation-inspired and impact-oriented dissemination strategy that is based on the organisation of a set of different online and face-to-face events addressing territorial and European audiences. This principle ensures that the solutions developed for the healthcare sector in the target territories (and the mirroring territories as a result of our mirroring task, WP8) are appropriate and meet the specific needs of the locally embedded beneficiaries (=ENGAGE).



2.3 Target audiences for communication and dissemination

The engagement of stakeholders is the key to success for CHERRIES overall mission. Not to mention that it is one of the European Commission six RRI “keys”: the major mechanism for bringing together diverse sets of societal actors and let them work together during the whole R&I process aligning both the process and its outcomes with the values, needs and expectations of society.

The project strategy is therefore addressing stakeholder engagement with primary importance and engagement activities have been organised as a continuous work with implications to each of CHERRIES’ work packages (and in particular WP2 with the stakeholder mapping, WP4 with the regional experiments, WP7 with the related dissemination to our stakeholders and WP8 with a focus on exploitation of our results).

For the activities carried out in WP7 (and WP8) the stakeholder engagement plays an even more specific role. The most promising tasks in regard to creating fertile soil for any future sustainability of the project after its end are chiefly involving stakeholders and depend on their successful engagement in our activities.

CHERRIES has therefore identified the following core target groups for its dissemination activities.

Table 2: CHERRIES dissemination target groups

Policy makers

As the main objective of CHERRIES project is to propose and pilot RRI and demand-driven approaches to shape regional R&I policies in the healthcare sector, we aim to involve policy makers to give them access to the results and recommendations of CHERRIES as inputs to improve their Research & Innovation policies and support measures.

- CHERRIES primarily addresses the EC and its related services (in particular DG RTD, DG GROW and DG Regio) on the project (European) level.
- On the territorial level, results will be disseminated to the public authorities in the area of health and innovation policies.

CSOs and NGOs

In CHERRIES CSOs and NGOs representing relevant stakeholders in the healthcare sector are an important interlocutor throughout the whole project lifetime, as they represent groups of interest allowing the project to reach out wider communities at European and regional level.

- The most relevant for dissemination on the project level are European-wide alliances in the health and health innovation sector, such as the European Public Health Association (EUPHA) and the European Public Health Alliance (EPHA).
- On the territorial level, the CHERRIES territorial partners have helped to identify the most important stakeholders - amongst them the Alfred Nobel Science Park or the Partnership for Social Innovation in Örebro.

Healthcare providers



This dissemination target group is mostly relevant for the territorial level in the CHERRIES framework as they will be involved in the definition of the needs and the co-creation of the possible solutions.

- Territorial partners have helped to establish contacts to this target group for CHERRIES, namely the main public healthcare providers in the territories of Murcia, Örebro and Cyprus.

Patients

They represent an important source of needs and every potential solution must meet the needs of patients directly or indirectly via an increase capacity of the healthcare providers. This group is particularly relevant at territorial level, but it is also interesting to approach relevant organisations at EU level in the exploitation phase of CHERRIES project.

- At European level we have so far identified the following umbrella organisations: the European Patients Forum and the European Patients Academy
- Regional partners will engage with patients too during the experimentation phase. Moreover national patients associations have been identified for dissemination purposes, such as the Pancyprian Federation Of Patients Associations and Friends in Cyprus and the FEP - Spanish Patients' Forum in Spain.

Funders and investors

Crucial to address both on the European and territorial level as they operationalise the financial elements of the policy framework. These players need to be actively involved to also ensure the mid-term and long-term sustainability of the selected solutions to regional healthcare challenges

- On the European level we will target networks such as EBAN (European Business Angels Network), Invest Europe or EVPA (Europe Venture Philanthropy Association).
- On the territorial level, each territory has specific institutions when it comes to the provision of (venture) capital. The Regional Development Agency in Murcia, Inkubera and Activa foundation in Örebro or CyRIC and Gravity Ventures in Cyprus to name only a few.

Research Performing Organisations

Research Performing Organisations and universities create new knowledge and transform it into economic opportunities, they can therefore join regional pilots both at the challenges' definition and at the solution's proposition stage.

Moreover, research organisations and universities are usually in charge of the monitoring and assessment of SwafS projects and R&I policies and CHERRIES aims at sharing its methods and results with them to enhance mutual learning and best practices exchange at European level.

- At European level, CHERRIES joined the SwafS Ecosystem group, led by University of Leiden and enabling regular exchanges on RRI monitoring and assessment methods and tools.
- At territorial level, regional partners will activate and engage relevant universities and RPOs. As an example, the UCLAN University Campus in Cyprus has already been identified as an actor.



Intermediary / Business Support Organisations

Intermediary organisations are crucial elements of any innovation system as they work as boundary organisations engaging in relational work to connect and bridge different actors. They possess unique sectoral knowledge and can facilitate dialogue, providing guidance, bridge gaps, or pioneering novel forms of interaction.

- European networks such as IASP, EURADA or ERRIN will be reached out to present both project activities and outcomes.
- In the CHERRIES project each territory is represented by at least one intermediary organisation (CEEIM, TBM, CyRIC, Activa) while other territorial players such as the scientific park in Murcia, or the Örebro University Innovation office will be involved in specific actions.

Companies and start-ups

CHERRIES support the hypothesis that by applying RRI methods in the innovation process, one is not only contributing to more innovative territorial environments but also to more suitable single innovations that therefore have a higher chance of being widely adopted and establish them successfully on the market. European start-ups and SMEs will be therefore invited to join the regional pilots by proposing impactful solutions to the proposed societal challenges in the health and healthcare sectors.

- At European level companies will be reached out through relevant networks (EBN, f6S, Startup Europe, FIWARE, EEN, INSME etc.)
- In the territories, they will be reached out through local Chamber of Commerces, Business Support Organisations (EU|BICs like CEEI Murcia and CyRIC), Tech Parks.

Media/multipliers

Media groups will be engaged to provide a wider coverage of the regional calls for solutions and the overall CHERRIES initiative. In addition, they may be useful in further communicating the results of the project.

- At European level we will be targeting relevant sectorial platform and media channels dealing with R&I policies (healthparliament.eu, eithealth.eu, healtheurope.eu)
- At territorial level partners will engage regional media groups to reach out regional communities and stakeholders and invite them to participate in the experiments (at different stages).

European society

Project results will be delivered to European public using non-scientific language, highlighting the relevance of RRI and demand driven innovation approaches for joint development of innovative solutions.

On a practical note, the mapping exercise run in WP2 will enable CHERRIES partners to clearly identify and regularly update the regional and European actors relevant for both the experimentation activities (therefore the related communication actions) and the dissemination of the project and territorial outcomes.



CHERRIES partners will use the dissemination channels of the associations and platforms where they participate, while at the same time CHERRIES will establish contact and joint actions with other projects funded by the EC to disseminate project results and the calls.

A database of representative organisations of each of these target groups will be developed in order to leverage on the consortium's internal network regarding each category.

This database - included in the Dissemination & Communication Toolkit (see below) - will be revised throughout the project's lifetime and will respect the European standards on privacy and personal data protection. It will allow partners to organise the distribution of work, by understanding where contacts are already established and available, and where they need to be built.

3. CHERRIES Dissemination channels and communication tools

CHERRIES communication activities feed the project's dissemination and exploitation strategies as of M1. The following section outline the channels and tools chosen by the consortium to implement these strategies.

When defining channels and tools, partners considered three dissemination dimensions:

Table 3: CHERRIES dissemination dimensions

<p>Online dissemination</p> <p>A set of online tools and channels enabling a two-way communication between the consortium and CHERRIES target groups.</p>
<p>Offline dissemination</p> <p>A set of printable communication and promotion related materials (e.g. leaflets, factsheets, etc.) developed for the project as a whole and for presenting the results achieved as well as for each call launched under the project.</p> <p>The content of these physical materials (including their language) may be adjusted and adapted taking into consideration the different territories for outreach. These materials will be also downloadable from the website and will maximize the results of the project's activities to be made accessible to the public.</p>
<p>Online and face-to-face events</p> <p>A set of interactive sessions run throughout the whole project lifetime to directly engage with our target audiences, both at territorial and European level. Webinar and workshop series will support the active engagement of CHERRIES stakeholders and a more effective dissemination of the project outcomes.</p>

Partners will be constantly communicating about the overall CHERRIES initiative to the wide European audience and all relevant project stakeholders through online tools, printable materials and face to face events to keep them informed about project activities, opportunities and results.



These tools and channels have been chosen and designed to convey key messages to CHERRIES stakeholders (i.e. EU involvement in improving citizens' lives through innovation, potential of public-private collaboration, etc.) and are made available to project partners to disseminate the findings and outcomes on a regular basis and involve all stakeholders, from policy makers to citizens as final consumers of the content.

Moreover, these tools will support the communication and dissemination of the territorial experimentations throughout the whole piloting process (from the launch of territorial co-creation workshops, to the launch of the territorial calls, recruitment of potential applicants, communication about selection results and the communication about implementation of the solutions).

Table 4: CHERRIES pilot phases and foreseen communication and dissemination actions

Phase	Tools	Target group	Goal
Experiments' preparation	Internal communication tools (emails, Dropbox, monthly e-meetings, WP calls)	CHERRIES partners	Ensure all project partners have the same level of information on the experiments' preparation and planning
Territorial co-creation workshops	Online tools Face-to-Face events Printable materials	Territorial stakeholders (policy makers, research performing organisations, healthcare providers, CSOs and NGOs, intermediary organisations, citizens)	Reach out the widest audience possible to inform about the participatory approach and involve them in the definition of the social challenges in the health sector
Call for solutions	Online tools Face-to-Face events Printable materials	Regional SMEs and start-ups European SMEs Intermediary organisations Regional and European media	Announce regional calls Clarify call-related doubts of potential applicants Support the engagement of potential applicants



Solutions evaluation and approval	Internal communication tools Online tools	CHERRIES partners and regional evaluators proposals European SMEs and start-ups	Progress in the proposals' evaluation Ensure a widespread publicity of the calls' results
Solutions implementation	Internal communication tools Online tools Videos	CHERRIES partners Territorial stakeholders (policy makers, healthcare professionals, SMEs and start-ups, NGOs and CSOs, intermediary organisations) European intermediary organisations and sectorial platforms, policy makers Territorial funders and investors	Full assistance and support to the selected solution providers in the execution of the activities in collaboration with territorial stakeholders Widespread dissemination of information on the progress of the territorial experiments
Territorial impact assessment	Online tools Face-to-Face events Printable materials Videos	European and territorial policy-related stakeholders European and territorial funders and investors Mirror regions Media groups	Awareness raising Evidence-based information to enhance EU and regional R&I policies in the healthcare sector through responsible and demand driven R&I methodologies

For each phase of the territorial pilots, dedicated communication campaigns will be developed so to harmonise and coordinate CHERRIES messages to the target audiences and provide all consortium partners and relevant stakeholders with communication guidelines and materials.

Due to its two-level communication and dissemination approach, it is important that pilot territories align visuals and messages as much as possible to ensure coherence and consistency across all regions and a clear connection with CHERRIES “umbrella” programme.



3.1 CHERRIES Logo and brand identity

A common visual entity has been created, composed by a logo, a set of templates and commonly used documents where same fonts, colours and designs are included.

For this work, CHERRIES consortium relies on an expert graphic designer who developed the logo in “dialogue” with the project partners.

Figure 2: CHERRIES logo



Project logo has been made available in different formats + black & white version + transparent background.

The selected font is LetoSans, which is open source and easy downloadable by all partners. This will be used for titles and “tags” only, while main text will be displayed in Arial.

Being funded by the European Commission, **every time partners promote/communicate about the CHERRIES project, MUST include the project logo and the EU flag together with the following disclaimer:**



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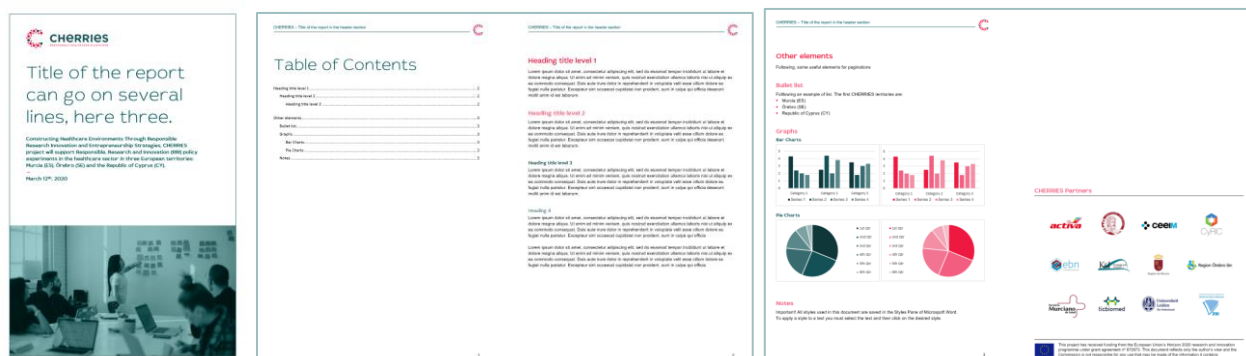
The EU flag can be downloaded at the following link in different formats and colours (blue and yellow; blue and white; black and white): https://europa.eu/european-union/about-eu/symbols/flag_e. All graphic rules regarding the EU emblem are available here: <http://publications.europa.eu/code/en/en-5000100.htm>.

This information is made available to project partners in a dedicated document: “CHERRIES Communication Guidelines”.

All dissemination materials to be developed and used in the project will be based in this project branding.



Figure 3: CHERRIES reporting template



All communication and dissemination material developed and used in the project will be made available on a shared folder for consortium members and partners: *CHERRIES communication toolkit*.

The folder includes updated communication materials, including the project logo and font, reporting templates, visuals, videos, etc.

Partners developing dedicated materials for communication and dissemination at territorial level (in local languages for example) are requested to upload them on this folder too so to keep track of ongoing activities and to use the materials for the social media channels (whenever appropriate).

3.2 CHERRIES online tools

Project website

The project will launch its website in M4: www.cherries2020.eu

The website is designed to act as a hub for different information developed under the project (posts, newsletters, toolbox, etc.) as well as to inform external parties of upcoming events and activities that serve the purpose of supporting the communication of territorial calls for proposals.

Table 5: CHERRIES website structure

HOME	About	Ecosystems	Resources	News&Events	Contacts
Cover image/banner	CHERRIES obj. & activities	Pilot Regions	Toolbox <ul style="list-style-type: none"> RRI in Healthcare Pilot action 	News	Contacts: <ul style="list-style-type: none"> Project regions
Highlights about regions	Partners	Mirror Regions	Policy briefs	Events	Helpdesk
News & Events highlights	Advisory board	Other stakeholders (other EU projects, Health org. Etc.)	CHERRIES outcomes <ul style="list-style-type: none"> Infographics One pager Videos Publications 	Newsletters + Subscribe	Data protection policy



Social media feed			Deliverables		
Partner logos					
Subscribe tab					
Disclaimer (EU funded project + link to data protection policy)					

Partners aim at providing visibility to the key information and latest updates from the territories on the homepage. The other sections are aimed at:

- providing standard information about the project objectives and partnership;
- showcasing the territories involved in the pilot actions (including providing info about the different pilot phases in each territory) and the wider community we aim at creating through the involvement of the so called “mirror regions” and other relevant RRI and healthcare platforms at European level;
- organizing relevant resources both about CHERRIES experiments and RRI in the healthcare sector in an online toolbox allowing others to replicate our experience, and about project’s outcomes (policy briefings, infographics, videos, and deliverables);
- sharing relevant news and events for our community;
- offering support and direct connection to the consortium both at wider project level and at regional level.

As far as this last aspect is concerned, the project website will host the *Online Helpdesk service* enabling potential applicants to raise questions about the territorial calls. Through this one entry point, partners will then distribute the requests to the relevant partners/territories and will ensure a timely reaction. It is expected that the questions received will be collected as Frequently Asked Questions (FAQs) and made available in the project website.

The website will follow the GDPR indications on data treatment and management.

The content displayed online will be written in English avoiding the “project jargon” as much as possible and making it usable to a wide range of stakeholders.

Moreover, when developing CHERRIES project website both EBN and the web-developer took into account accessibility criteria to enable “digital inclusion” of all potential users of our website. Accessible ICT, making ICT more accessible for all, is indeed a guiding principle of project partners with regards to the design and development of the project website.

The web developer will run tests from online tools like webaccessibility.com to constantly check the accessibility of the website and keep improving it.

Social networks

CHERRIES will also deploy its Communication and Dissemination Strategy through **social media**, which will help project partners to amplify their dissemination activities.

The social media tools are seen as a complement to the website, enabling stakeholders to interact with the CHERRIES consortium and to engage in the project activities: a two-way dissemination tools, to spread



information and get feedback. They aim at increasing the reach of the actions led by CHERRIES consortium promoting both the overall project initiative and the regional pilots in order to attract as many participants as possible during the different experimentation phases.

The social media programme should therefore run in conjunction with, and always relating to, the content on the CHERRIES website in order to draw attention and traffic directly into the website. This content can differ in style and content as outlined above but will need to include links to the relevant articles, websites and information.

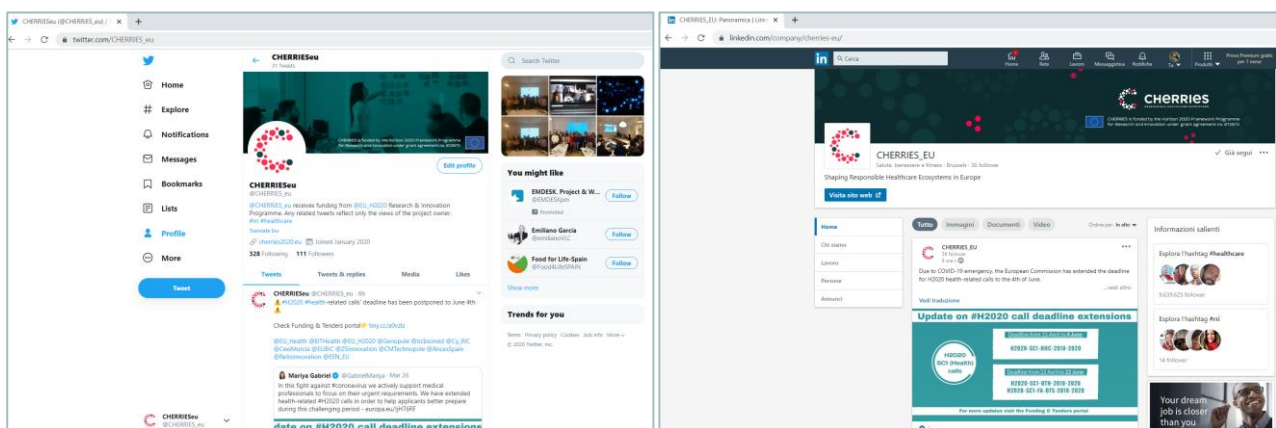
Partners agreed to focus on Twitter and LinkedIn which reflect the characteristics mentioned above enabling direct, light, and quick exchanges among CHERRIES and its followers in Europe:

- https://twitter.com/CHERRIES_eu
- <https://www.linkedin.com/company/cherries-eu/>

The Twitter account was open already in January 2020, prior to the kick-off meeting and after 2 months counts more than 100 followers.

The LinkedIn page was open in mid-March, when the branding identity of CHERRIES project was finalised.

Figure 4: CHERRIES social media profiles



During the kick-off meeting partners agreed not to open a Facebook page as it is not an effective network anymore due to the changed rules and to the fact that it is less and less used in several European countries. Still, in Sweden it remains an important communication channel and it was agreed to use the pages of consortium partners in the region (already well consolidated) to spread CHERRIES messages through Facebook as well.

The accounts are managed by project partners (EBN) following the objectives and plan proposed in this document, and further detailed in the social media campaigns partners will develop to boost and properly promote key moments and actions of CHERRIES project.



Appropriate hashtags provide better management of the spread of content within and across social media platforms. The following hashtags demonstrate a non-exhaustive list of options for the CHERRIES project:

- #cherries2020; #H2020
- #RRI; #SwafS
- #healthcare; #health; #digitalhealth
- #EUregions; #EUlocal
- #RIS3; #innovation
- #funding
- #impact; #changemaker

In order to foster synergies and enhance the potential of dissemination, partners will use the social network accounts already available in their organisations (LinkedIn, Facebook, Twitter, etc.), as this will allow the dissemination and awareness-raising through already existing and engaged contacts.

E-newsletter and press release

9 e-newsletters will be developed to update CHERRIES stakeholders on ongoing activities (relevant news and events, highlights on open calls and achieved results). CHERRIES quarterly e-newsletter will be managed using Mail Chimp and sent out to the stakeholders registered to the platform. A .pdf version of the e-newsletter will be available for download at the project website.

9 press releases will be developed by CHERRIES during the project lifetime to inform the press and the relevant institutions and multipliers about key project activities and will be distributed by project partners through their own communication channels (websites, newsletters, social media). We foresee that some press releases will have specific regional focus and will be therefore produced in local languages.

Videos

Acknowledging the importance of disseminating the outcomes of the regional experiments to a wide audience, CHERRIES will realise three short videos (approximately 3 minutes videos) to present territorial experiences and main success stories, presenting the impact the CHERRIES methodology can bring to European territories (from policy makers to citizens). Videos will be displayed on the project website and will be disseminated through CHERRIES social media too.

3.3 CHERRIES off-line tools

Project leaflet

A project leaflet will be developed to present overall project activities and goals.

In a format that will be decided together with the graphic designer, the leaflet also presents an overview about CHERRIES consortium partners and the project contact details. It will be available both as a printable document and a PDF downloadable from the project website. All partners are invited to print some copies and distribute it through their networks.

Moreover, CHERRIES will develop a template to let all partners develop project flyers promoting specific activities and opportunities both at territorial and European level. The template will include the project logo and the EC disclaimer and EU flag.



Power Point Presentation

A template Power Point Presentation will be produced, and a standard presentation will be developed to help partners and stakeholders communicate and disseminate the CHERRIES project during events and workshops.

Project Roll-up

A roll-up will be designed to present main information about CHERRIES project: scope, main activities, consortium partners and EC disclaimer.

Factsheets

Three factsheets will be developed to present main outcomes of the territorial pilots, presenting the process and the outcomes through testimonials and graphics.

Academic Publications & Policy Briefings

Two publications will be developed during the CHERRIES project to present main outcomes and policy recommendations derived from the experimentations in the pilot and mirror territories. Even if these do not fall under WP7 tasks, we list them here as these are key instruments for the effective dissemination of CHERRIES outcomes.

3.4 CHERRIES online and face-to-face events

As extensively explained, the mobilisation of relevant stakeholders both at regional and European level is key for the success of the project. A series of events is planned to ensure proper outreach and engagement of CHERRIES target audiences.

A quality assessment of the CHERRIES events will be set up to collect feedback and suggest improvements, as well as to investigate follow-up opportunities at territorial and European level.

Webinars

Webinars are cost-effective and interactive way of disseminating to a wide European audience main opportunities, activities and outcomes of CHERRIES project.

Partners will run 4 webinars to promote the regional call for solutions (Call promotion webinar), present the experience of the territories involved in the pilots and ensure exchange among CHERRIES Community members (Community webinar).

Webinars will follow a standard 1-hour format and will see the participation of RRI experts and healthcare practitioners. The goal is to present the CHERRIES methodology through concrete examples and let other European players interact with them.

EBN is responsible for the organisation of the webinars that will be run in English on the GoToWebinar platform, enabling recording of the sessions and therefore allowing to share them with the wider CHERRIES audience.



Regional workshops for CHERRIES kick off at territorial level and for pilot results

In Spring 2020 each pilot territory will run regional workshops to present the overall CHERRIES initiative and collect expressions of interest of those local stakeholders willing to join the regional actions.

The scope of the local kick off events is twofold:

1. To gather all relevant stakeholders (that are already identified) and raise awareness about the project and their potential involvement and
2. Receive quantitative and qualitative feedback on how they would see and measure their potential involvement in our workshops, in which subtopics they see the biggest potential for the CHERRIES model and subsequently what could be a thematic focus of the experimentation.

Main target groups for these workshops are key stakeholders of the regional health and care system (healthcare professionals, interest groups, administrative personnel).

The suggested format is a semi- informal event with a total duration of around 2 hours. Depending on the regional framework conditions, the local language or English could be used.

At the end of the experimentation phase, CHERRIES territories will run another workshop to disseminate main outcomes and encourage take up of main results. In this case the target audience will include potential funders and investors and policy makers.

Each territory will decide upon the opportunity/necessity of running ad hoc events or participate in other regional events to promote the call for solutions and increase number of applicants (solution providers).

European workshop

An interactive workshop will be organised for a European audience to present the CHERRIES methodology and some concrete examples of its application in the 3 pilot territories.

The workshop will be addressed to European R&I actors from different sectors to discuss adaptability and scalability of the methodology to other geographical and sectoral contexts. Expected outcome of this action, is to grow the CHERRIES community and encourage the adoption of the piloted approach.

If possible, the workshop will be run in the framework of a wide European event like the EBN annual congress or the European Week of Regions.

Mutual Learning Events

CHERRIES mutual learning events will enable an exchange of experiences between the territories.

The territorial partners will invite each other and present their eco-systems, strategies and instruments.

These events will be back-to-back to the General Assemblies and each territory has budget to invite territorial stakeholders to accompany them to these events.



Final Conference

As a final networking event, the CHERRIES final conference will be organised to present CHERRIES outcomes and main results. This 1-day event will present final results of the project through engaging and innovative sessions, where best practices and concrete cases will be at the core of the debate.

In this event investors will be invited too to discuss RRI based criteria for companies' selection and investment - with a focus on the health sector. Solution providers from the pilot territories and the mirror regions will be invited to present their solutions and experiences.

Other events and workshops

On top of the above-mentioned events, partners will run other workshops which are formally linked to other work packages, but that all respond to the engagement and mutual learning practices expressed in this Communication & Dissemination Strategy. The WP7 team will support partners with the promotion and organisation of the events, whether needed.

Table 6: CHERRIES other events and workshops

A cycle of regional workshops will be aimed at validating outcomes of the mapping exercise regarding the territorial health innovation ecosystem (Territorial Focus Group Workshop, WP2); then each territory will host training workshops on RRI and demand-driven innovation approaches to help regional stakeholders define needs and propose health related challenges based on a bottom-up approach (Training workshops on needs articulation, WP3).
At European level, a training and networking event will be organised for the Mirror Regions to secure an in-depth knowledge transfer of the CHERRIES model. The workshop (organised back to back to one of the partner meetings) will be very practical, mainly based on case studies and promising practises and will secure enough time for networking to favour the personal exchange among the participants to build up a community (Mirrors Workshop, WP8).
Over CHERRIES project lifetime, consortium partners will meet six times to ensure smooth internal communications and coordination of project activities (Partner meetings, WP1). As mentioned above, to maximise the use of available resources (costs and time), the mutual learning events and the mirrors workshop will be organised back-to-back to Consortium meetings.

Partners will consider participating in other relevant events (territorial and European ones) to reach out a wider audience.

3.5 CHERRIES Communication Campaigns

The presented tools and activities (online and off-line ones) will feed the different communication campaigns that will ensure timely and focussed communication and dissemination of the different implementation phases of CHERRIES project.

Each campaign will be designed and run according to the following elements:

- a. Definition of specific objectives



- b. Definition of clear timeline and KPIs
- c. Identification of main target audience(s)
- d. Definition of key messages
- e. Design/use of dedicated support materials (visuals, videos, pictures, links)
- f. Preparation and implementation of an editorial plan for project website and social media

For example, in this initial phase of CHERRIES project partners have defined the following campaign (considering that many communication tools are still under development).

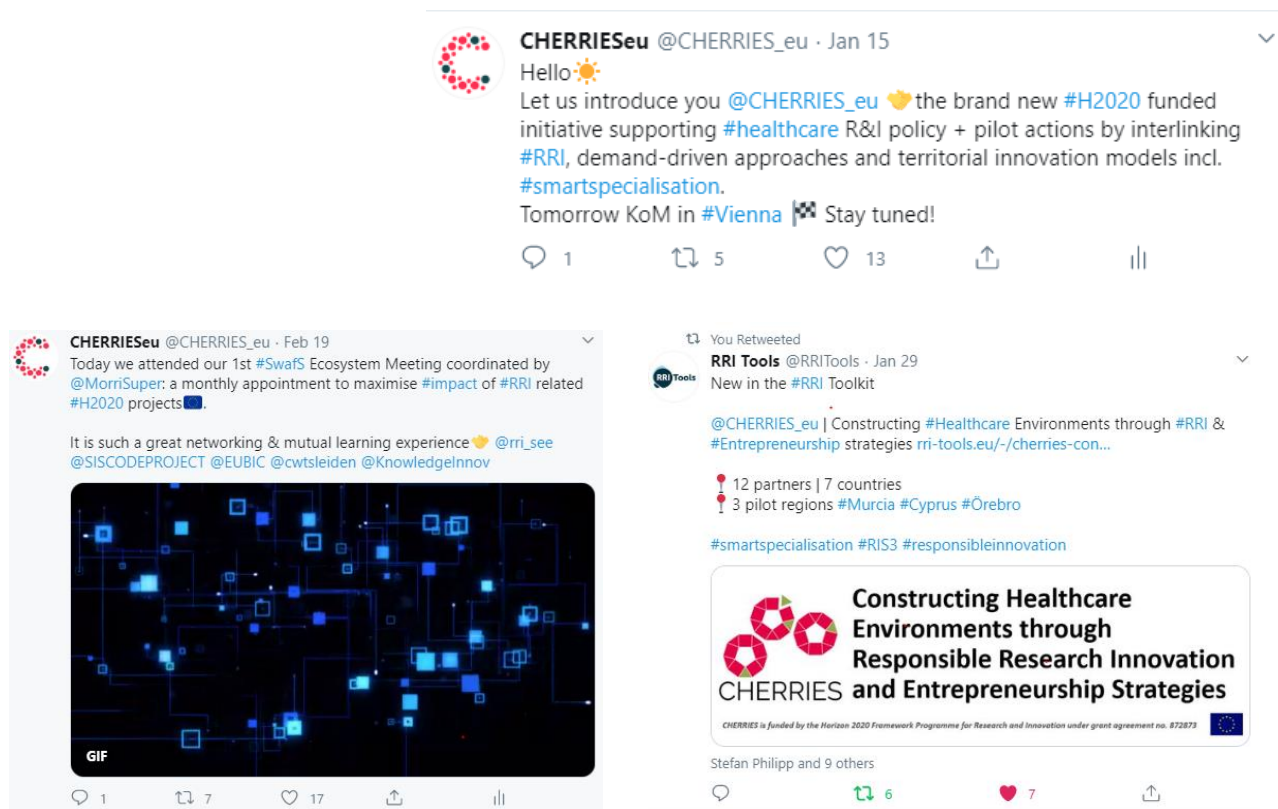
Table 7: CHERRIES Communication Campaign #1

Specific objectives	Create awareness about the brand-new CHERRIES project and promote involved territories
Timeline and KPIs	January-May 2020 <ul style="list-style-type: none"> • Reach 150 followers on Twitter • Reach 50 followers on LinkedIn
Main target audience(s)	<ul style="list-style-type: none"> • Relevant EU platforms on health and healthcare • EC funded projects > SwafS and healthcare related ones • EU intermediaries (i.e. Business Support Organisations) • Regional healthcare stakeholders • Regional media
Messages	<ul style="list-style-type: none"> • CHERRIES is a H2020 funded project focussing on RRI Healthcare Ecosystems – SwafS family • CHERRIES will pilot test Responsible and Demand Driven approaches to regional innovation policies and practices in the healthcare sectors (Smart Specialisation Strategy). • CHERRIES sectorial focus is on health, healthcare and digital health. • CHERRIES territories are Murcia Region in Spain, Örebro Region in Sweden, Cyprus. • CHERRIES is on Twitter and LinkedIn, join us and be active part of our community.
Support materials	<ul style="list-style-type: none"> • Consortium pictures • Social media covers and images • Links to relevant initiatives/articles/posts
Editorial plan	Mid January 2020 > open Twitter account Weekly posts (organic posts > original content by CHERRIES) + retweets Mid March 2020 > open LinkedIn account Weekly posts (organic posts > original content by CHERRIES)

We present below a few examples of the dissemination actions partners are undertaking in this initial stage of the project implementation, both at project and at organisation level.



Figure 5: Examples of CHERRIES communication actions under the first communication campaign (Twitter, local media, partner's websites)





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Inicio > Región > La Comunidad participa en un proyecto europeo de investigación e innovación responsable...

La Comunidad participa en un proyecto europeo de investigación e innovación responsable en Sanidad

Por cartagenadiario - 2 febrero, 2020

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Foto: Reunión en Austria de los socios del proyecto europeo 'Cherries'.

La iniciativa, denominada 'Cherries', cuenta con trabajos basados en los valores y las necesidades más demandadas por la sociedad

La Comunidad participa en un proyecto europeo de investigación e innovación responsable sobre sanidad. Las consejerías de Empresa y Salud, junto a la asociación empresarial Ticbiomed, que impulsa la salud digital en el ámbito europeo, colaboran en la elaboración de buenas prácticas en salud a implantar en el territorio comunitario.

La novedad de la iniciativa es que los trabajos deberán estar alineados con los valores y las necesidades más demandadas desde la sociedad, con la participación ciudadana, además de seguir el modelo liderado por Murcia 'inDemand' que se está extendiendo a más de 13 regiones europeas.

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CONSTRUCTING HEALTHCARE ENVIRONMENTS THROUGH RESPONSIBLE RESEARCH INNOVATION AND ENTREPRENEURSHIP STRATEGIES

CHERRIES project aims to have a large and positive impact on European territories by involving a wide range of stakeholders in the definition of social challenges in the health sector, while implementing a demand driven approach towards the co-creation of innovative solutions.

The CHERRIES model will support healthcare research and innovation policy and pilot actions by interlinking RRI, demand-side policy and territorial innovation models including smart specialisation.

This pilot innovation process will be implemented and tested in the territories of Murcia (ES), Örebro (SW) and the Republic of Cyprus (CY). Subsequently, three additional Mirror territories will be supported in adopting the CHERRIES model.

The model applies RRI methods in the innovation process, not only contributing to more innovative territorial environments but also to more suitable single innovations that therefore have a higher chance of being widely adopted and establish them successfully on the market. With this innovative design processes, the project contributes to more open, transparent and democratic R&I systems in the engaged territories and beyond, creating societal, democratic, environmental, economic and scientific impacts as well as tackling transformation processes of the organisations involved.

OBJECTIVES

The CHERRIES project will support Responsible, Research and Innovation (RRI) policy experiments in the healthcare sector in three European territories - in Murcia (ES), Örebro (SE) and the Republic of Cyprus (CY).

These processes, their outcomes and the policy frameworks the experiments are embedded in will be mapped, monitored, evaluated and serve as evidence-base for revision of sectoral policies, strategies and innovation support instruments. Thereby, CHERRIES will engage the territorial stakeholder ecosystems in participatory agenda setting, need articulation and institutional reflection processes.

These will serve as starting point for collective approaches with shared responsibilities aiming to create more open, inclusive and selfsustaining territorial research and innovation (R&I) ecosystems.

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CHERRIES- Responsible Healthcare Ecosystems



CHERRIES supports healthcare research and innovation policy and pilot actions by interlinking RRI, demand-side policy and territorial innovation models incl. smart specialisation.

CHERRIES will run experiments in the healthcare sector in three European territories - in Murcia (ES), Orebro (SE) and the Republic of Cyprus (CY).

Project Description	CyRIC Role
CHERRIES supports healthcare research and innovation policy and pilot actions by interlinking RRI, demand-side policy and territorial innovation models incl. smart specialisation.	
CHERRIES will run experiments in the healthcare sector in three European territories - in Murcia (ES), Orebro (SE) and the Republic of Cyprus (CY).	
The processes, their outcomes and the policy frameworks the experiments are embedded in will be mapped, monitored, evaluated and serve as evidence-base for revision of sectoral policies, strategies and innovation support instruments.	
CHERRIES will engage the territorial stakeholder ecosystems in participatory agenda setting, need articulation and institutional reflection processes. These will serve as starting point for collective approaches with shared responsibilities aiming to create more open, inclusive and self-sustaining territorial research and innovation (R&I) ecosystems.	
CHERRIES receives funding from the EU H2020 Research & Innovation Programme. Any related posts reflect only the views of the project owner.	



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CHERRIES - CONSTRUCTING HEALTHCARE ENVIRONMENTS THROUGH RESPONSIBLE RESEARCH INNOVATION AND ENTREPRENEURSHIP STRATEGIES

The CHERRIES project supports RRI policy experiments in the healthcare sector in three European territories

The CHERRIES project supports Responsible, Research and Innovation (RRI) policy experiments in the healthcare sector in three European territories - in Murcia (ES), Orebro (SE) and the Republic of Cyprus (CY). These processes, their outcomes and the policy frameworks are mapped, monitored, evaluated and serve as evidence-base for revision of sectoral policies, strategies and innovation support instruments. Thereby, CHERRIES engage the territorial stakeholder ecosystems in participatory agenda setting, need articulation and institutional reflection processes. These serve as starting point for collective approaches with shared responsibilities aiming to create more open, inclusive and self-sustaining territorial research and innovation (R&I) ecosystems.

CHERRIES builds on the state's changing role in the processes of knowledge creation, diffusion and learning as well as the exploitation of economically valuable knowledge in innovation actions. Rather than addressing market and system failures by supporting the capability and connectivity of and within innovation systems, the state is (again) increasingly seen as a major actor in shaping the directionality of innovation. Thus modern R&I policies are a multi-scalar endeavour in which supranational, national and subnational institutions are involved.

The CHERRIES experiments address opportunities and challenges that are associated with the role of demand at the crossroads of challenge-oriented, economy-enhancing, and sector-specific policy making within the healthcare sector. By addressing the SGC of health, demographic change and wellbeing, the CHERRIES project is placed right in the middle of a cross-cutting challenge and demand-side innovation policy.

ZSI is the Coordinator of the project and is responsible also for leading the work package on Co-creation of a responsible innovation policy mix.



Type: Research

Program: H2020

Project Status: In progress

Submission Date: 04/2019

Project Duration: 36 months

Start/End: 01/2020 - 12/2022

Website: <https://www.cherries2020.eu>

knowledge-innovation.org/ki-srls/cherries/



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Notizie

Avvio del progetto CHERRIES con il Kick-off Meeting di Vienna

Il 16 e il 17 gennaio 2020 si è tenuto a Vienna, organizzato dallo ZSI, il Kick-off Meeting, del progetto CHERRIES (Constructing Healthcare Environments through Responsible Research Innovation and Entrepreneurship Strategies). L'incontro ha permesso ai partner del consorzio provenienti dal Belgio, da Cipro, dall'Italia, dai Paesi Bassi, dalla Spagna e dalla Svezia di incontrarsi per la prima volta e di confrontarsi sulle modalità di lavoro e sul contributo di ciascuno al progetto. Cristina Marcone, Project's Officer dell'Agenzia Esecutiva di Ricerca della Commissione Europea, nella sua presentazione iniziale nel dare il benvenuto ai partecipanti ha sottolineato il ruolo di CHERRIES nel contesto del programma Horizon 2020.

Alla sua presentazione, è seguita la illustrazione e discussione dei Work-package nei quali si articola il progetto. Obiettivo dell'incontro è stato quello di fornire a tutti i partner una comprensione profonda degli obiettivi e delle interconnessioni del progetto, in modo da assicurarne l'avvio e l'inizio delle attività previste nel primo anno nel modo più veloce e migliore possibile.





Figure 6: CHERRIES editorial plan

Salvataggio automatico

3.6 CHERRIES Communication Toolkit

All the above-mentioned communication activities and tools will be further developed, improved and customised during the different phases of the project lifetime.

In order to support consortium partners implementing them, a dedicated Communication Toolkit has been created to:

1. Give easy access to CHERRIES printable materials, visuals and videos
2. Collect new additional materials developed by project partners to promote CHERRIES project and initiatives in different languages
3. Organise guidelines, templates and suggested content for the different activities/channels (events, communication campaigns, etc.)
4. Host centralised databases of relevant conferences and events, and stakeholders that partners can easily update
5. Stock evidences of partners' dissemination activities and biannual dissemination reports (every 6 months)

The CHERRIES Communication Toolkit is available at:

<https://www.dropbox.com/sh/h6wlq6mszimogc1/AAAYtIKC7jBqoHn3u1pG5FqLa?dl=0>



4. CHERRIES Communication and Dissemination targets, partners' role and monitoring and reporting procedures

This chapter presents an operational framework outlining CHERRIES dissemination performance indicators and targets, partners' role, a timeline for all forecasted activities and the monitoring and reporting procedures.

4.1 CHERRIES communication and dissemination KPIs

An overview of communication activities, KPIs and the total targets foreseen in the project is provided.

Table 8: CHERRIES Communication and Dissemination KPIs

Channel Activity Event	Dissemination Level (Project, P; Regional, R) Target Groups	KPIs	Expected Outcomes/Impact
Project branding and communication toolkit	P, R All target groups	CHERRIES C/D toolkit online	Make CHERRIES easily recognisable and well known in Europe, especially with reference to the health sector and RRI framework.
Project website	P, R All target groups	1K+ individual views	Present CHERRIES to a wide range of players across Europe through success stories, testimonials and concrete opportunities in the health sector.
Regional helpdesk service	P, R SMEs, startups, intermediaries.	10 requests per region	Increase number of potential applicants to the regional calls for solutions.
Social media	P, R All target groups	1000 followers	Engage on a regular basis with CHERRIES followers, establishing a 2-way communication channel between the project and the general public.
e-newsletters and press releases (every 4 months)	P, R General public and media	9 e-newsletter 9 press releases 500 subscribers by the end of the project	Provide insights from the project to media and general public.
Videos	P, R General public	3 short videos (3 minutes videos)	Communicate to the general public how RRI approaches can improve regional health ecosystems.
Project leaflet	P, R All target groups	1000 distributed	Inform general public about project objectives and activities, and grow the CHERRIES community.



CHERRIES factsheet	P, R Policy makers, funders, health professional and CSOs.	3 factsheets distributed to at least 50 contacts (each)	Disseminate main outcomes of CHERRIES pilot activities.
Webinar and Events			
Calls Webinars	P, R Intermediaries and SMEs	1 webinar 20 participants	Increase number of applicants to regional calls.
Community Webinars	P, R Policy makers, funders, health sector professionals, CSOs, NGOs, intermediaries	3 webinars 15 participants per webinar	Facilitate CHERRIES community interactions and promote exchange of best practices across Europe and beyond.
Regional workshops for CHERRIES promo	R Entrepreneurs, health professionals, NGOs, intermediaries, media	3 events (1 per region) 60 participants (20 per region)	Increase number of regional stakeholders involved in territorial activities and increase number of applicants.
Regional workshops for pilot results	R Policy makers, funders, health professionals, researchers, entrepreneurs, media	3 events (1 per region) 60 participants (20 per region)	Disseminate outcomes of regional experiments and encourage take up of main results.
Mutual Learning Events	R Health professionals. Intermediaries, Policy makers/funders	3 events (1 per region) 60 participants (20 per regional event)	Exchange of best practices between CHERRIES territories. The events will involve project partners and a few relevant regional stakeholders.
European workshop	P Intermediaries, investors, funders, policy makers, entrepreneurs, researchers	1 event 25 participants	Grow the CHERRIES community and encourage the adoption of the piloted approach.
Final Conference	P Intermediaries, investors, funders, policy makers, entrepreneurs, researchers, media	70 participants	Disseminate CHERRIES results to European and international R&I players.

4.2 Partners' role

All consortium partners will actively contribute to the implementation of CHERRIES Communication and Dissemination Strategy.

All partners will have a role to play in order to ensure that:

- the project has strong impact when it is developed and supported by timely and relevant dissemination activities;
- the two dissemination levels (territorial and European) are enabled through dedicated actions and resources – including using regional/national languages when needed;



- the target audience(s) – regional and sectorial - are fully aware of the project and that the key messages are designed to meet their needs;
- the required expertise is involved in the project before any dissemination takes place, to avoid wasted effort;
- the outcomes of the dissemination process are widely spread in their networks.

Looking at the dissemination and communication tasks described in the Description of Activities (DoA), this is the main distribution of responsibilities and roles among consortium partners.

Table 9: C&D Partners' role

ZSI	<ul style="list-style-type: none"> • C&D Strategic support • C&D Implementation at project level > technical development & management of CHERRIES website • C&D internal reporting (every 6 months)
UL	<ul style="list-style-type: none"> • C&D Implementation at project level > general support (participation and contribution to relevant webinars and events, development of C&D content for CHERRIES channels, C&D through organisation channels) • C&D internal reporting (every 6 months)
EBN	<ul style="list-style-type: none"> • WP leader • C&D Strategy & Coordination • C&D Implementation at project level > content development of CHERRIES website, social media management, e-newsletter and press releases development, coordination of video making and territorial factsheets • STK engagement and mutual learning coordination • Organisation of European workshop and CHERRIES final conference • Coordination of internal reporting exercise
K&I	<ul style="list-style-type: none"> • C&D Implementation at project level > general support (participation and contribution to relevant webinars and events, development of C&D content for CHERRIES channels, C&D through organisation channels) • C&D internal reporting (every 6 months)
TBM	<ul style="list-style-type: none"> • C&D Strategic support & liaison with Exploitation Strategy • STKs engagement at EU level • Support organisation of CHERRIES final conference • C&D internal reporting (every 6 months)
SMS	<ul style="list-style-type: none"> • C&D Implementation at territorial level > support video making and development of territorial factsheets, regional helpdesk • C&D internal reporting (every 6 months)
CEEIM	<ul style="list-style-type: none"> • C&D Strategic support • C&D Implementation at territorial level > support video making and development of territorial factsheets, regional helpdesk • STKs engagement at territorial level > Organisation of Territorial Workshops, organisation of mutual learning events, participation in community webinars, contribution to European workshop and final conference



	<ul style="list-style-type: none"> • C&D internal reporting (every 6 months)
DGM	<ul style="list-style-type: none"> • C&D Implementation at territorial level > general support (participation and contribution to relevant webinars and events, development of C&D content for CHERRIES channels, C&D through organisation channels) • C&D internal reporting (every 6 months)
OLL	<ul style="list-style-type: none"> • C&D Strategic support • C&D Implementation at territorial level > support video making and development of territorial factsheets, regional helpdesk • STKs engagement at territorial level > Organisation of Territorial Workshops, organisation of mutual learning events, participation in community webinars, contribution to European workshop and final conference • C&D internal reporting (every 6 months)
ACTIVA	<ul style="list-style-type: none"> • C&D Implementation at territorial level > support video making and development of territorial factsheets, regional helpdesk • C&D internal reporting (every 6 months)
CYRIC	<ul style="list-style-type: none"> • C&D Strategic support • C&D Implementation at territorial level > support video making and development of territorial factsheets, regional helpdesk • STKs engagement at territorial level > Organisation of Territorial Workshops, organisation of mutual learning events, participation in community webinars, contribution to European workshop and final conference • C&D internal reporting (every 6 months)
AIK	<ul style="list-style-type: none"> • C&D Implementation at territorial level > support video making and development of territorial factsheets, regional helpdesk • C&D internal reporting (every 6 months)

All partners will be responsible for disseminating project results and activities, by promoting CHERRIES opportunities, news and events through their own communication and dissemination channels. Territorial partners will adopt the project communication as it seems appropriate, in order to safeguard that the communication and dissemination activities at territorial level deliver the expected results.

The active participation of the whole consortium will allow CHERRIES project to meet the set KPIs and to reach out the wide spectrum of stakeholders' groups interested by the project activities.

Table 10: CHERRIES partners' outreach by groups of interest

Research and Concept partners > ZSI, UL, K&I, TBM

CHERRIES will enable them to further build their expertise in RRI, demand-driven innovation and healthcare and support them in shaping the discourse on those topics by academically exploiting the results (e.g. scientific papers). With their expertise they support policy makers and stakeholders of the innovation and the healthcare system to integrate RRI as a cross-cutting principle. Moreover, they will



disseminate the results generated among their wide networks in the European Neighbourhood countries/EU Third countries.

EU|BICs and intermediaries > EBN, CEEIM, CyRIC

CHERRIES will enable EU|BICs through the acquisition of competences, knowledge and skills to contribute to their local (CEEIM, CYRIC) or transnational (EBN) of strategy of RRI and demand-driven innovation. Through the learnings and the tools developed in CHERRIES the capacity of EU|BICs will be further strengthened, which will enable them to better support SMEs and start-ups in RRI-based and demand-driven innovation processes. Additionally, the EU|BICs will engage with territorial and transnational investors to show how CHERRIES methodology could benefit them by generating qualitative deal-flow and health providers to further support the pilots even after the completion of CHERRIES in order to create a role model for that would lead to further application of such policies.

Territorial actors in healthcare > SMS, DGM, OLL, Activa, AIK

The approach and methodology of CHERRIES will support territorial actors in healthcare to further strengthen the collaboration between and among the actors of the healthcare system (payors, providers, policymakers, practitioners, patients) the civil society, innovative businesses and start-ups, intermediary organisations, as well as with professional (healthcare) groups on how to continuously develop the quality of the healthcare based on RRI principles. The project will enable them to engage in a continuous collaboration with the solution provider and other innovation actors to further drive the innovative capacity of the respective territorial healthcare system

Moreover, partners will be asked to suggest or prepare contents for the project website and will be involved in the design and deployment of project events (on the basis of the distribution of work foreseen in DOA).

4.3 Dissemination Monitoring and Reporting procedures

Over its 3-years duration, CHERRIES will implement a series of activities and events for disseminating its results. In order to monitor the ongoing communication and dissemination flow and related outputs and outcomes, partners will be asked to provide internal dissemination reports every 6 months, so to allow EBN keeping track of the progresses done by the consortium against the objectives and the targets set in this Communication and Dissemination Strategy.

Table 11: Dissemination Reporting Procedures - reporting periods

# reporting	M	Reporting Period
1st reporting	M6	Report and provide evidences of dissemination activities covering the period 01/01/2020 to 30/06/2020



2nd reporting	M12	Report and provide evidences of dissemination activities covering the period 01/07/2020 to 31/12/2020
3rd reporting	M18	Report and provide evidences of dissemination activities covering the period 01/01/2021 to 30/06/2021
4th reporting	M24	Report and provide evidences of dissemination activities covering the period 01/07/2021 to 31/12/2021
5th reporting	M30	Report and provide evidences of dissemination activities covering the period 01/01/2022 to 30/06/2022
6th reporting	M36	Report and provide evidences of dissemination activities covering the period 01/07/2022 to 31/12/2022

EBN will collect inputs and merge them in one single document to check progresses against the KPIs and targets set above.

An excel form (*CHERRIES_DR_template*) has been developed following the dissemination activities report format of Horizon 2020. Partners need to clearly specify the undertaken and accomplished activities of each reporting period and send it to EBN 3 weeks after the end of each reporting period. Each partner should fill in the information required and provide the appropriate evidence for each activity.

The provided template does not ask for too many details, therefore it is required to partners to be as precise as possible when reporting about the number and type of target audience reached out with specific dissemination actions. Below some reporting guidelines to ensure consistency among the data provided by each project partner.

Table 12: Internal dissemination reporting guidelines

When reporting about a post on a partner organisation's website about CHERRIES > report the specific number of views about that post.
When reporting about social media posts > report the number of impressions received by each relevant post.
When reporting about newsletter items > report either the number of opens (of that issue) or the number of clicks received by the relevant link in the newsletter
When reporting about events and webinars > report number of participants. Whether possible please specify to which STKs group they belong to.
When reporting about distributed brochures and flyers > report the number of printed copies and then of how many copies were distributed. For PDF version shared online > report number how many people received it or number of downloads



The reporting tool and other documents/evidences can be uploaded online using the "CHERRIES Communication Toolkit" and/or sent by email to EBN.

In addition, narrative reports will be requested to project partners that organise CHERRIES webinars and events. Dedicated reporting templates will be made available in the online Toolkit.

When reporting about events and webinars will be also requested to provide an overview about participants' feedback. It is therefore foreseen that partners will develop together with K&I a standard feedback form to be distributed to CHERRIES' webinars and events participants, forms that can be customised by each partner to better respond to each specific situation.

The information collected will also inform the updated CHERRIES Communication and Dissemination Strategy in M18, allowing partners to adjust their communication activities and the overall dissemination strategy (if needed).

4.4 Risk Management

As we produce this strategy (March 2020), in Europe governments and citizens are facing the COVID-19 outbreak which is inevitably impacting CHERRIES project too.

As CHERRIES project sectorial focus is on health, all policy makers and healthcare professionals are now focussing their priorities on keeping citizens healthy. Moreover, provided the pandemic nature of this disease, in most European countries public gatherings and events are forbidden as well as national and international travels are not allowed to avoid the spreading of the virus.

Depending on how long this unexpected situation will last, it might affect the overall project implementation and therefore have an impact on the communication and dissemination activities.

For the time being, partners do not expect to cancel any of the activities presented in this document, but to only postpone them to when it will be possible. In worst cases, some of the face-to-face events (such as territorial workshops) might be run online. Still, most of the relevant stakeholders are now busy with this health and economic crisis, therefore less keen and available to participate in actions like CHERRIES one.

Depending on how the situation will evolve in the coming months, partners will re-assess viability and feasibility of the forecasted Communication and Dissemination activities in close collaboration with the project officer. The Communication and Dissemination activities timeline that follows doesn't take into account the current situation as it is still too unclear the actual effect it will have on the calendar of activities.

4.5 CHERRIES Communication and Dissemination timeline

The following table reflects the original planning, according to the DoA. It might be reviewed to match the overall project implementation timeline and to make sure communication and dissemination tools and activities support other tasks and WPs in a timely and efficient manner.

Table 13: CHERRIES Communication & Dissemination Timeline

[illegible]

CHERRIES Partners



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