



CHERRIES
RESPONSIBLE HEALTHCARE ECOSYSTEMS

D7.2 Updated Communication & Dissemination Strategy

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Executive summary	The following document builds on the CHERRIES Communication and Dissemination Strategy developed at the beginning of the project. Half-way to the project completion, the strategy is revised to better mirror the current state of the art, and better serve the project objectives in the second part of its implementation phase. Particular attention is to the way this strategy can support the exploitation of project results.



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Table of Contents

1.	Executive Summary.....	3
2.	CHERRIES Communication & Dissemination Plan – Introduction	3
3.	Overview of CHERRIES Communication & Dissemination outputs & main considerations for period 1 (M1-M18).....	4
4.	CHERRIES Communication & Dissemination approach, objectives and target groups	10
4.1	Communication and dissemination objectives	10
4.2	Communication and dissemination approach	10
4.3	Target audiences for communication and dissemination	11
5.	CHERRIES Dissemination channels and communication tools	13
5.1	CHERRIES Logo and brand identity.....	14
5.2	CHERRIES online tools.....	15
	Project website.....	15
	Social networks	17
	E-newsletter and news release.....	17
	Videos	20
5.3	CHERRIES off-line tools.....	20
	Project leaflet	20
	Power Point Presentation	20
	Project Roll-up.....	20
	Factsheets.....	21
	Academic Publications & Policy Briefings.....	21
5.4	CHERRIES online and face-to-face events	21
	Webinars	21
	Regional workshops for CHERRIES pilot results.....	21
	European workshop.....	22
	Mutual Learning Events.....	22
	Final Conference	22
	Other events and workshops.....	23
5.5	CHERRIES Communication Campaigns	23
5.6	CHERRIES Communication Toolkit for Consortium Partners	24
6.	CHERRIES Communication and Dissemination targets, partners' role and monitoring and reporting procedures	25



6.1 CHERRIES communication and dissemination KPIs 25

6.2 Partners’ role 28

6.3 Dissemination Monitoring and Reporting procedures 31

6.4 Risk Management 32

6.5 CHERRIES Communication and Dissemination timeline 34

CHERRIES Partners 35

Figures

Figure 1: CHERRIES website statistics - Top 10 Pages 6

Tables

Table 1: Suggested C&D actions based on the outcomes of the first project implementation period - Promotional materials 5

Table 2: CHERRIES website KPIs 6

Table 3: CHERRIES website statistics - Top 10 Pages 6

Table 4: Twitter KPIs 6

Table 5: LinkedIn KPIs 7

Table 6: Suggested C&D actions based on the outcomes of the first project implementation period – Website and Social Media 7

Table 7: Suggested C&D actions based on the outcomes of the first project implementation period – Events 9

Table 8: CHERRIES dissemination target groups 11

Table 9: CHERRIES dissemination dimensions 14

Table 10: Accessibility of CHERRIES website - analysis carried out in June 2021 through webaccessibility.com 16

Table 11: News releases on CHERRIES website 17

Table 12: CHERRIES Communication Campaign #3 23

Table 13: CHERRIES Communication and Dissemination KPIs – updated to May 2021 25

Table 14: CHERRIES Partners’ Communication and Dissemination Outreach 28

Table 15: C&D Partners’ role 29

Table 16: CHERRIES partners’ outreach by groups of interest 30

Table 17: Dissemination Reporting Procedures - reporting periods 31

Table 18: Internal dissemination reporting guidelines 32

Table 19: CHERRIES Communication & Dissemination Timeline – updated to May 2021 34



1. Executive Summary

This document builds on the CHERRIES Communication and Dissemination Strategy (D 7.1) developed at the beginning of the project lifetime to outline the dissemination strategy to best communicate the project's concept, methodology, calls (for needs and for solutions) and results.

The first edition of the Strategy presented:

- 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).

This document is an integration of D7.1: it builds on the results of the first year and a half of project dissemination activities and it outlines the Communication and Dissemination strategy for the 2nd project period.

The document is indeed aimed at presenting specific dissemination objectives, targets, activities and tools, and actions the project will implement between July 2021 and December 2022 to properly and timely address the project objectives, according to the evolution of the activities and the actors involved.

2. 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 are mapped, monitored, evaluated and serve as evidence-base for revision of sectoral policies, strategies and innovation support instruments. Thereby, CHERRIES partners constantly engaged and still engage the territorial stakeholder ecosystems in participatory agenda setting, need articulation and institutional reflection processes.

For CHERRIES project to have a large and positive impact on European territories it is key to involve a wide range of stakeholders throughout the whole experimentation phase, from the definition of social challenges in the healthcare sector (2020), to the selection of the innovative pilots (2021), to the co-creation of innovative solutions (2021-2022).

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 (2021-2022).



During the first 18 months of project implementation, partners have carried out the preparatory work that is now leading to the start of the actual piloting phase of the regional experiments, and the creation of a wider European community of territories willing to adopt the CHERRIES methodology.

The Communication and Dissemination Strategy proved to be 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 remains 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.

At project mid-term, the CHERRIES Communication and Dissemination Plan is revised to better meet the specific objectives of the second half of the project lifetime and provide further guidance to the project partners and other relevant stakeholders. Also in this case, 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.

Following a short assessment of the outputs and results of the first project implementation period, the current document retraced the following aspects – providing relevant updates, corrections and integrations from the original strategy:

- 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).

3. Overview of CHERRIES Communication & Dissemination outputs & main considerations for period 1 (M1-M18)

Before entering into the definition of the Communication and Dissemination Strategy of the second project period, we here recapitulate the state of the art of CHERRIES dissemination actions and tools at the end of May 2021.

CHERRIES Brand ID and Dissemination Materials

With the support of a graphic designer, CHERRIES has developed the project brand ID and communication materials that have been made available on the shared Dropbox folder. A project flyer has been developed and a downloadable version is available on the project website:

https://www.cherries2020.eu/wp-content/uploads/2021/01/CHERRIES-Flyer-2020_A5_download.pdf



The following templates have been developed to ensure consistent communication of CHERRIES activities and results across consortium partners: Word.doc template, Power Point Presentation template, project roll-up in different formats, events' flyer template, social media covers.

CHERRIES has released 6 issues of the project Newsletter. The newsletter counts today 66 subscribers (average campaigns performance - open rate: 55.7%).

All issues are available on CHERRIES project website too: <https://www.cherries2020.eu/resources/cherries-outcomes/>

In this case, partners are progressing well in terms of items released (6 out of 9), but are lagging behind in terms of subscribers (final KPI is 500 subscribers).

A first policy brief has been released in April 2021, but no major dissemination actions have been carried out so far as partners were waiting for feedback from the project officer and the reviewers appointed for the mid-term project review.

Table 1: Suggested C&D actions based on the outcomes of the first project implementation period - Promotional materials

Promotional materials will continue to be shared and disseminated, provided with the following actions for the second period:

- A new flyer will be drafted and shared with partners to promote the call for mirror regions;
- Dedicated dissemination materials (factsheets and videos) will be developed to promote outcomes of the 3 regional experiments;
- Each partner should actively share and disseminate the produced materials in their digital version, among their individual networks;
- Preparation of the regular CHERRIES newsletter with relevant information about the pilots and the exploitation path of CHERRIES project – also promoting the project's upcoming events and including any other relevant information;
- Efforts from the project team should be put together with the aim of increasing the number of subscribers to CHERRIES newsletter.

CHERRIES Website and Social Media

The same graphic designer, has developed the graphic layout and structure of the project website which has been released in May 2020: www.cherries2020.eu

The website -hosted on ZSI server- is managed by EBN and it is constantly updated with new content – in particular, the news and events section, and the resources area. Moreover, the Ecosystems section is updated with the support of regional partners.

The website structure has been conceived as a flexible structure that will grow together with the project activities and outcomes. The website has been progressively revised and improved to better meet the project needs. For example, in January 2021 partners have created dedicated “call for solutions pages” under each “Ecosystem” page and are currently developing the CHERRIES toolbox online.



Project website statistics were recorded by ZSI in 2020, and in 2021 partners agreed to add a plug-in in the back-end of the project website so to be able to monitor the website performances on a regular basis. The number of total visits is available as of February 2021.

Table 2: CHERRIES website KPIs

#News items	35
#Events posted	26
#Total individual visitors*	8552
#Total visits	13843 (2021 only)

Statistics tell us that the KPI of 1000 website individual visits over the project lifetime is fully met already at this stage.

Looking at the website statistics, the regional calls for solutions collected a high number of visits (more than 500 each).

Top 10 Pages 🔗 ↻ ⤴ ⤵

ID	Title	Link	Visits
1	Home Page	/	4,110
2	Contacts	/contacts/	1,165
3	CHERRIES Murcia Open Call for Solutions	/calls/cherries-murcia-open-call-for-solutions/	852
4	CHERRIES Cyprus Open Call for Solutions	/calls/cherries-cyprus-open-call-for-solutions/	755
5	CHERRIES Murcia Jornada identificación retos salud 1	/cherries-murcia-jornada-identificacion-retos-salud-1/	567
6	CHERRIES Örebro Open Call for Solutions	/calls/cherries-orebro-open-call-for-solutions/	527
7	Murcia	/ecosystems/murcia/	427
8	About CHERRIES	/about-cherries/	310
9	Cyprus	/ecosystems/cyprus/	293
10	CHERRIES Team	/cherries-team/	281

Table 3: CHERRIES website statistics - Top 10 Pages

The home page is the most visited one, confirming the importance of this virtual window in communicating with CHERRIES audience online.

Coming to the presence of the project on social networks, CHERRIES is present on Twitter and LinkedIn as of January 2020.

Twitter: https://twitter.com/CHERRIES_eu

Table 4: Twitter KPIs

Tweets	117
Impressions	216751
Profile visits	3643



Mentions	277
Followers	333

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

Table 5: LinkedIn KPIs

Posts	46
Views	7241
Engagement (reactions, comments, clicks, shares)	678
Followers	308

Both social media profiles are quite active, and especially Twitter is proving to be key in referring visitors to the project website. Partners are progressing well towards the KPI of 1000 social media followers by the end of the project lifetime.

Table 6: Suggested C&D actions based on the outcomes of the first project implementation period – Website and Social Media

Partners agree that keeping these platforms (website and social media) up to date regarding relevant information on the 3 regional pilots, the growing CHERRIES community and the different project events is of key importance. In this way, close monitoring and updates should be done on the website regarding:

- Tell stories from the three CHERRIES territories to attract more regions to join the CHERRIES community and adopt the methodology (videos, factsheets);
- Call for Mirror Regions information: uploading informative documents (Call text, guidelines and FAQ’s) and sharing the Call’s timeline;
- Events: uploading information about current and upcoming events (webinars, conferences and external events attended by the partners) aimed at promoting project outcomes and reaching out more stakeholders;
- Maintain and update the tools / sections that are available on the website (Ecosystems and Resources areas).

Concerning social media:

- Update Twitter and LinkedIn regularly with relevant information about the Call for mirror regions and promote project events;
- Efforts from the project team should be put together with the aim of increasing the number of followers through each organization’s social media.

CHERRIES Regional Helpdesk Service

CHERRIES provided regional facilities to calls’ applicants with dedicated contact persons in charge of answering questions from potential applicants. Partners met the set KPI of at least 10 contacts for each regional helpdesk service:

- CHERRIES Cyprus > 17 unique requests - followed up 2 times per applicant on average = 34
- CHERRIES Murcia > 41 requests
- CHERRIES Orebro > 12 requests



Moreover, the FAQ documents available on the project website for the regional calls in Murcia and Orebro were updated with most common questions and made available for the wider public. In the case of Cyprus, no FAQ document was created, as questions received were already addressed in the call for solution.

CHERRIES webinars and events

During the first half of the project lifetime, COVID-19 strongly impacted the organization of regional and European in-person events originally foreseen in the Description of Activities. Nevertheless, partners managed to mitigate this risk by moving most of the events to a virtual environment.

Events (even if run online) proved to be a key activity to promote the regional call for needs first and the open calls for solutions then, and to start communicating about the CHERRIES methodology to both regional and European stakeholders.

Some of the events took place in regional languages, while others were specifically thought and designed for a European audience: for example, on March 4th, a webinar has been organised to promote the 3 territorial calls for solution to a wider EU audience.

In 2020, CHERRIES set up a first series of online sessions dedicated to responsible healthcare ecosystems in Europe: 4 modules where academic experts and practitioners exchanged around different aspects of Responsible Innovation in the healthcare sector. <https://www.cherries2020.eu/the-importance-of-communication-in-the-healthcare-sectors-complexity-take-home-messages-from-cherries-webinar-series-2020/>

A European Workshop has been organised in the framework of the EBN congress 2020: “Mission-driven Health Ecosystems - From abstract RRI to concrete action”. EBN Congress was attended by 480+ participants and 73 participants attended the CHERRIES workshop. Link: https://www.youtube.com/watch?v=_iWlJ2is2c&list=PLmPBxQF-AXhmAgOk6DAgSQyP1AvYjFOpM&index=10

The session has been inspired by the work EBN and EBN members CyRIC and CEEI Murcia are carrying out in the framework of CHERRIES project, which aims at testing RRI and demand driven approaches to inform and shape regional (smart specialisation) innovation strategies in the healthcare sector. The workshop outlined how the CHERRIES project is very well aligned with the current challenges healthcare innovation ecosystems are facing in Europe, which call for new regional innovation policies able to better respond to these needs, not only in an emergency framework but in a (eco)systemic manner.

In this framework, the role of intermediaries such as EU|BICs – due to their capacity to act as brokers within regional innovation ecosystems - is fundamental to facilitate the mobilisation of both the demand and supply side of the innovation chain and engage.

In this session we invited speakers who enriched the discussion on how the healthcare innovation ecosystems are changing from different perspectives. Organised by EBN, the workshop was chaired by Moyses Moyses, CyRIC and saw the contribution of Magda Krakowiak (EIT Health), Lydia Montandon (Atos Spain), John Rigby (University of Manchester | Bibliometrica and Advisory Board member of CHERRIES project).

Several presentations about CHERRIES have been carried out by project partners in different contexts and international conferences/events to further support the dissemination of project opportunities and preliminary outcomes.



The series of events that suffered the COVID-19 pandemic the most are the CHERRIES mutual learning events, planned to enable an exchange of experiences between the territories by facilitating onsite visits and p2p learning exchange. These events were originally planned to be back-to-back to the General Assemblies of the consortium, due to COVID-19 it was not possible to organise them in this first period. Partners are planning virtual exchanges for the second semester of 2021 that might either replace or complement the onsite exchanges (depending on the evolution of the COVID-19 pandemic).

Table 7: Suggested C&D actions based on the outcomes of the first project implementation period – Events

For the second period, the consortium needs to define a clear strategy to recover the mutual learning events, and programme the other dissemination events foreseen in the Description of Activities (final conference, webinars for the promotion of pilots' results, European workshop). The following steps will serve as orientation:

- Plan the events on a 6-month basis;
- Promote the scheduled webinars and events (through the website, social media and newsletter);
- Draft a strategy to target participants from other European;
- Ensure enough time for the preparation of CHERRIES main dissemination conference,
- Partners should also keep including presentations about the project in external events.

CHERRIES Communication Campaigns and monitoring framework

Partners developed different communication campaigns that ensure timely and focussed communication and dissemination of the different implementation phases of CHERRIES project.

Each campaign covers a 6-month period and outlines specific objectives, clear timeline and KPIs, main target audience(s), key messages, dedicated support materials (visuals, videos, pictures, links), draft editorial plan for project website and social media. So far 3 campaigns have been developed and implemented.

The same period (6 months) is covered by the internal monitoring exercise project partners do in order to keep track of the communication and dissemination activities carried out by partners in addition to the activities carried out at "project level".

Inputs from project partners allowed EBN and the coordinator to provide the requested information on the participant portal on project dissemination, showing the leverage and multiplier effect the consortium can play.

For the second project period, the same approach will be followed.

Starting from this brief analysis of the main communication and dissemination activities and outputs, we can now review the CHERRIES Communication and Dissemination Strategy.



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

The CHERRIES Communication and Dissemination Strategy is a lively guiding document that keeps evolving 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.

During the first 18 months of the project, partners have been mainly focussing on the communication about the regional experiments (workshops and calls) and reaching out and mobilising the relevant actors who can contribute 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) paying specific attention to communicate the outcomes of the three regional pilot projects, and to grow the community of European territories willing to implement the CHERRIES methodology.

4.1 Communication and dissemination objectives

CHERRIES Communication and Dissemination specific objectives for the second period of the CHERRIES project are to:

- Effectively communicate the results and achievements of CHERRIES across Europe to develop a larger community of practice around demand-driven approaches towards RRI.
- Explore 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.

4.2 Communication and dissemination approach

To meet the objectives above, CHERRIES twofold dissemination approach is confirmed also for this second period:

- **Project Level** – related with internal communication among consortium partners, and external dissemination and communication of CHERRIES project as whole. Focus is on disseminating project outcomes and establish a wider European community of regions/territories willing to test and adopt the CHERRIES methodology.
- **Territorial Level** – related with the outreach, awareness raising and stakeholder mobilisation towards the different regional activities and the outcomes of the experimentation phase in the three pilot territories. Focus is set on actors with strong affiliation to the territorial environment in the healthcare and innovation sector.

Both levels will make sure the communication and dissemination activities will serve the exploitation strategy set in WP8.



The project will keep interacting 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).

4.3 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.

Partners confirm the necessity of 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).

CHERRIES consortium confirms the following core target groups for its dissemination activities.

Table 8: 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 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

This group is particularly relevant at territorial level as far as dissemination of regional experiments' results are concerned, 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.

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 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 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. EBN members will be also addressed.
- 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.

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, healthurope.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.

CHERRIES partners will use the dissemination channels of the associations and platforms where they participate, while at the same time CHERRIES will keep establishing contact and joint actions with other projects funded by the EC to disseminate project results and the calls. The SwafS 14 working group – where CHERRIES is represented by K&I and CWTS - is indeed a very useful channel for mutual exchange among SwafS-14 funded projects.

Some specific mutual-promotion and dissemination activities have been carried out with the following projects: SISCODE, SeeRRI, TeRRItoria, DigiTeRRI, RRING, LIV-IN projects.

5. CHERRIES Dissemination channels and communication tools

The following section outline the channels and tools chosen by the consortium to implement both the communication, dissemination and exploitations strategies.



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

Table 9: 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 keep 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.

Moreover, these tools will support the communication and dissemination of the territorial experimentations' implementation phase and final results of the territorial impact assessment.

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.

5.1 CHERRIES Logo and brand identity

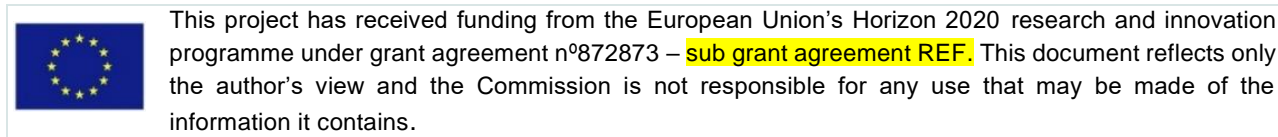
The project visual identity is clear and well recognisable. All partners have adopted it in their communications related to the CHERRIES activities and results, therefore contributing to grow the positioning of the brand in their respective territories and networks.

As the project is now involving new stakeholders that benefit from the project and the EC grant, partners will invite the selected solution providers to embed the CHERRIES logo and the following disclaimer in their communication channels – especially when referring to activities related to the project itself.

Being funded by the European Commission through a third-parties funding scheme under CHERRIES project, **every time solution providers promote/communicate about the pilot carried out in the**



framework of CHERRIES project, MUST include the project logo and the EU flag together with the following disclaimer:



The three solutions providers will be contacted by project partners and provided with a simple communication toolkit, providing them with main communication guidelines and materials.

A dedicated folder on the CHERRIES shared Dropbox has been created for the regional pilots and relevant partners:

https://www.dropbox.com/home/Cherries/09_WP7%20Communication/CHERRIES%20comms%20toolkit%20for%20pilots%20and%20other%20partners

All dissemination materials that will be further developed and used in the project during its second period will be based in the current project branding. 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).

5.2 CHERRIES online tools

Project website

The project website www.cherries2020.eu launched in May 2020 is acting as the main information channel of CHERRIES project. It is constantly evolving to better serve the needs and objectives of the project and its partners/stakeholders.

In this second phase of project implementation, the work on the project website will include:

- The finalisation of the CHERRIES online toolbox, therefore making available the resources collected in D3.1 directly through the website pages.

The CHERRIES toolbox will be made available on the project website under the “Resources” section:

<https://www.cherries2020.eu/resources/toolbox/>

With the support of the CHERRIES web-designer, K&I and EBN have prepared the online layout of the toolbox which is organised into 2 main areas, following the structure of the deliverable:

1. RRI IN HEALTHCARE
2. PILOT TOOLKIT

While the first section consists of a downloadable document outlining the general resources for understanding and framing RRI in the healthcare sector, the second part gives direct access to all



the resources collected in this document and providing concrete examples on how to apply RRI demand-driven innovation approaches.

This second part presents all the selected resources organised in 5 sections and related subsections, to ease the search by toolbox users.

Each resource is presented online with: its title, a short description, an indication of the relevant part of the document, the target audience and a direct link to the original source. Whether the link is not working anymore, partners will upload the PDF version of that resource – having previously contacted the author/owner.

- The development of the “Mirror Territories” area, dedicated to the call for mirror regions and its outcomes > <https://www.cherries2020.eu/ecosystems/mirror-territories/>
EBN is currently working with Ticbiomed on the communication campaign that will support the call for mirror regions. Among other aspects, partners are also developing the related section of the project website, so to serve as main interface between consortium partners and applicants, first, and to showcase selected territories later on.
- The constant update of the news and events section, ensuring the website is dynamic and offers relevant info and inputs to its audience – also going beyond the project activities when relevant and possible.
- The regular update of the regional ecosystem pages with info related to the 3 CHERRIES pilot territories, and the project resources area. EBN will work in partnership with the regional actors and the wider consortium to improve these pages.

The website follows the GDPR indications on data treatment and management, and it has been designed according to accessibility criteria. According to the webaccessibility.com online tool, the site is accessible in almost all of its parts.

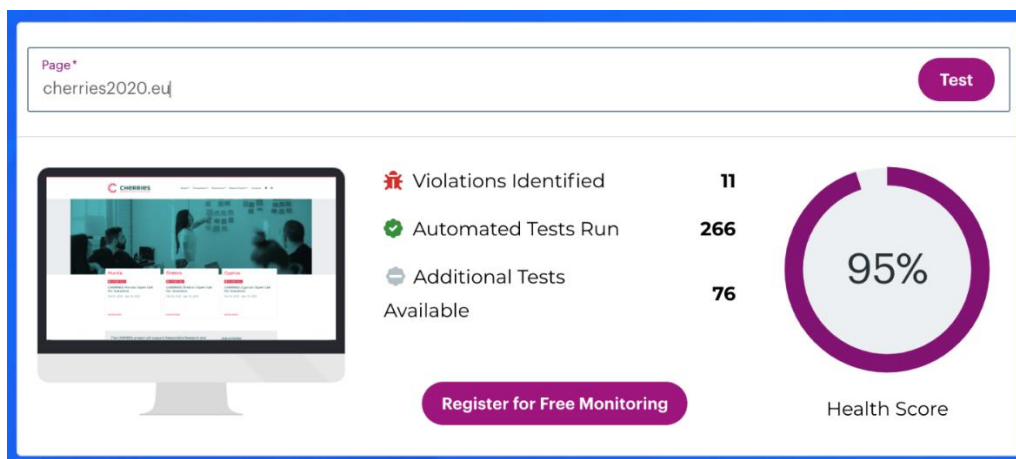


Table 10: Accessibility of CHERRIES website - analysis carried out in June 2021 through webaccessibility.com

The content displayed online is written in English avoiding the “project jargon” as much as possible and making it usable to a wide range of stakeholders. Only the Ecosystems’ pages can host some contents in the national languages (Spanish and Swedish – the Cypriot ecosystem uses English as working language).



Social networks

CHERRIES **social media**, do confirm their strategic contribution to the project communication and dissemination strategy.

Partners confirm Twitter (https://twitter.com/CHERRIES_eu) and LinkedIn (<https://www.linkedin.com/company/cherries-eu/>) social networks and will keep feeding the two profiles by relating them to the content on the CHERRIES website in order to draw attention and traffic directly into the website. As showed by website analytics, Twitter is indeed one of the main channels through which visitors access it.

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

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 allows the dissemination and awareness-raising through already existing and engaged contacts.

E-newsletter and news release

In this case, partners will first focus on attracting more subscribers to the project newsletter. While the consortium is doing well in terms of issues published (6 out of the 9 originally foreseen), the number of subscribers is still too low compared with the expected final target (66 out of 500).

First of all, we would reconsider the suggested KPI, lowering it down to 300 subscribers. Still efforts need to be invested in a “recruitment” campaign which is aimed at doubling the number of subscribers by the end of 2021 and then further increase the audience during the last year of project activities.

Partners set up a dedicated sign-up form, so to be able to share a direct link instead of redirecting potential subscribers to the footer of the project website only: www.cherries2020.eu/newsletter

Partners will also develop ad hoc posts and visuals to support the recruitment campaign through social media.

A .pdf version of the e-newsletter is available for download at the project website.

Several news releases are developed and published on the website by CHERRIES during the project lifetime to inform the relevant institutions and multipliers about key project activities and are distributed by project partners through their own communication channels (websites, newsletters, social media). Some news releases have specific regional focus.

Below a list of main news releases appeared on our website in between May 2020 and June 2021.

Table 11: News releases on CHERRIES website

CHERRIES website goes live	https://www.cherries2020.eu/cherrieswebsitewaslive/	28/05/2020
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CHERRIES consortium e-meeting #2	https://www.cherries2020.eu/cherries-consortium-e-meeting-2/	28/05/2020
Challenges of taking an innovation system perspective on health	https://www.cherries2020.eu/challenges-of-taking-an-innovation-system-perspective-on-health/	04/06/2021
Insights from CHERRIES General Assembly #2	https://www.cherries2020.eu/insights-from-cherries-general-assembly-2/	25/06/2020
Mapping science in the context of CHERRIES project	https://www.cherries2020.eu/mapping-science-in-the-context-of-cherries-project/	08/07/2020
CyRIC EU BIC and Aretaio Hospital working together to improve Responsible Healthcare Ecosystems in Cyprus	https://www.cherries2020.eu/cyric-eubic-and-aretaio-hospital-working-together-to-improve-responsible-healthcare-ecosystems-in-cyprus/	16/07/2020
Explore Responsible Healthcare Ecosystems in Europe with CHERRIES Webinar Series 2020	https://www.cherries2020.eu/explore-responsible-healthcare-ecosystems-in-europe-with-cherries-webinar-series-2020/	10/09/2020
CHERRIES Murcia Jornada identificación retos salud 1	https://www.cherries2020.eu/cherries-murcia-jornada-identificacion-retos-salud-1/	02/11/2020
The importance of communication in the healthcare sector's complexity Take-home messages from CHERRIES webinar series 2020	https://www.cherries2020.eu/the-importance-of-communication-in-the-healthcare-sectors-complexity-take-home-messages-from-cherries-webinar-series-2020/	02/11/2020
Mission-driven Health Ecosystems CHERRIES session at EBN Congress 2020	https://www.cherries2020.eu/mission-driven-health-ecosystems-cherries-session-at-ebn-congress-2020/	05/11/2020
CHERRIES Murcia Jornada identificación retos salud 2	https://www.cherries2020.eu/cherries-murcia-jornada-identificacion-retos-salud-2/	05/11/2020
CHERRIES regional calls for needs are open! Shape responsible healthcare	https://www.cherries2020.eu/cherries-regional-call-for-needs-are-open-have-your-say/	09/11/2020



ecosystems in Murcia, Örebro and Cyprus		
CHERRIES Regional Training Workshops what's happening in #CHERRIESregions?	https://www.cherries2020.eu/cherries-regional-training-workshops-whats-happening-in-cherriesregions/	15/12/2020
CHERRIES Murcia Insights from the regional call for needs	https://www.cherries2020.eu/cherries-murcia-insights-from-the-regional-call-for-needs/	21/12/2020
CHERRIES Cyprus Insights from the regional call for needs	https://www.cherries2020.eu/cherriescyprus-insights-from-the-regional-call-for-needs/	21/12/2020
CHERRIES Murcia Territorial training on RRI	https://www.cherries2020.eu/cherries-murcia-territorial-training-on-rri/	22/12/2020
CHERRIES at a glance what's in it for you	https://www.cherries2020.eu/cherries-at-glance/	04/01/2021
CHERRIES calls for solutions are online!	https://www.cherries2020.eu/cherries-calls-for-solutions-are-online/	16/02/2021
CHERRIES “RRI and Experiment Toolbox”	https://www.cherries2020.eu/cherries-rri-and-experiment-toolbox/	16/02/2021
Discover CHERRIES open calls for solutions check recordings and presentations from CHERRIES info-webinar	https://www.cherries2020.eu/discover-cherries-open-calls-for-solutions-check-recordings-and-presentations-from-cherries-info-webinar/	11/03/2021
CHERRIES Territorial Mapping Reports are available online	https://www.cherries2020.eu/cherries-territorial-mapping-reports-are-available-online/	30/03/2021
RESULTS OF THE CHERRIES OPEN CALL “EARLY DETECTION OF PROGRESSION IN MULTIPLE SCLEROSIS” – MURCIA CHALLENGE	https://www.cherries2020.eu/results-of-the-cherries-open-call-early-detection-of-progression-in-multiple-sclerosis-murcia-challenge/	28/05/2021
RESULTS OF THE CHERRIES OPEN CALL “BREAKING AND PREVENTING INVOLUNTARY LONELINESS	https://www.cherries2020.eu/results-of-the-cherries-open-call-breaking-and-preventing-involuntary-loneliness-among-elderly-orebro-challenge/	04/06/2021



AMONG ELDERLY” – ÖREBRO CHALLENGE		
RESULTS OF THE CHERRIES OPEN CALL “Provision of medical services to the Cypriot citizens that live in rural and remote areas and do not have easy access to healthcare services and prescribed medicines” – CYPRUS CHALLENGE	https://www.cherries2020.eu/results-of-the-cherries-open-call-provision-of-medical-services-to-the-cypriot-citizens-that-live-in-rural-and-remote-areas-and-do-not-have-easy-access-to-healthcare-services-and-prescribed-medicine/	17/06/2021

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 and newsletter too.

Partners already started sharing ideas on how to best implement them, considering different options: shoot one video in each region or taking advantage of the final conference and do the video(s) in that occasion.

5.3 CHERRIES off-line tools

Project leaflet

A project leaflet has been developed to present overall project activities and goals.

https://www.cherries2020.eu/wp-content/uploads/2021/01/CHERRIES-Flyer-2020_A5_download.pdf

It is available both as a printable document and a PDF downloadable from the project website. All partners are invited to distribute it through their networks. The leaflet will be widely disseminated during the communication campaign aimed at attracting CHERRIES mirror regions.

Power Point Presentation

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

Project Roll-up

A roll-up has designed to present main information about CHERRIES project and a printable version has been distributed to all partners. The roll-up is available in different formats (size), so to best meet the needs (and usual practices) of each territory.



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.

5.4 CHERRIES online and face-to-face events

The mobilisation of relevant stakeholders both at regional and European level is key for the success of the project. Partners organised more than 20 regional and European events (different size) to promote and disseminate project opportunities and preliminary results. Events will continue in this second project period to ensure proper outreach and engagement of CHERRIES target audiences.

Webinars

Webinars are a cost-effective and interactive way of disseminating to a wide European audience main opportunities, activities and outcomes of CHERRIES project. Due to COVID-19, this format has been extensively used during the first project period and proved to be quite successful.

To compensate the delay in the organisation of the so called “mutual learning events” (see below), in late 2021, partners will run a new webinar series to present the experience of the territories involved in the pilots and ensure exchange among CHERRIES Community members (Community webinar).

A webinar will be organised in 2022 to present main outcomes of the 3 CHERRIES pilot projects to a wider European audience and share some reflections on the project methodology.

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, enabling recording of the sessions and therefore allowing to share them with the wider CHERRIES audience.

Regional workshops for CHERRIES pilot results

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

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.



European workshop

Postponed due to the delays of the implementation of the regional pilots due to COVID-19 pandemic, 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.

Partners will try to arrange it as an in-person event run in the framework of a wide European event like the European Week of Regions or other RRI /RIS3 related events, but if not possible they will organise it online. The workshop is strategic for the development of the CHERRIES community.

Mutual Learning Events

CHERRIES mutual learning events are meant to enable an exchange of experiences between the territories that will present their eco-systems, strategies and instruments.

Originally planned to take place back-to-back to the General Assemblies (each territory has budget to invite territorial stakeholders to accompany them to these events), the mutual learning events have been suspended due to COVID-19.

A first occasion for mutual learning has been proposed in the framework of WP2 on March 17 2021, when all the pilot regions attended the inter-regional Reflection Workshop “Toward Responsible Healthcare Ecosystems. It was co-designed and co-organised among K&I, UL and regional Experimental teams. The aim was to engage a broader number of key territorial stakeholders (according the 4P model in health) in the analysis of the actual regional R&I ecosystem and in the validation of the main results achieved from the regional mapping exercise promoted within the WP2. Furthermore, the purpose was to foster a collective reflection about possible potential for improvements of the regional R&I healthcare ecosystems.

As mentioned above, a series of 3 webinars will be organised in late 2021 to showcase the 3 territorial experiments and allow for mutual learning and exchange. The online format will allow project partners to open this mutual learning opportunity to other regions in Europe.

Together with the regional teams, EBN will design a programme that meets their needs and expectations from the mutual learning activities.

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.

EBN has started looking into possible options for the organisation of this event and are assessing the possibility of anticipating the conference to Spring 2022, so to organise it back-to-back to the EBN Annual Congress in Brussels (24-25 May 2022, The Square, Brussels). COVID-19 has highly affected the availability of events venues in Brussels, and many of them are fully booked for the period September-November 2022.



If the event is anticipated to mid-2022, a final dissemination session will be organised either online or in the framework of the European Week of Regions to disclose final project results and disseminate them to a wide European audience.

Other events and workshops

On top of the above-mentioned events, partners will keep running 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. Partners will also continue to participate in other relevant events (territorial and European ones) to reach out a wider audience.

5.5 CHERRIES Communication Campaigns

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

Organised over 6-months periods, each campaign is 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, for the third semester of CHERRIES project, partners have defined the following campaign.

Table 12: CHERRIES Communication Campaign #3

Specific objectives	Create awareness about the CHERRIES calls for solutions & results
Timeline and KPIs	<p><u>January-June 2021</u></p> <ul style="list-style-type: none"> • Reach 350 followers on Twitter • Reach 320 followers on LinkedIn • Reach 80 newsletter subscribers • Receive at least 10 helpdesk requests in each region
Main target audience(s)	<ul style="list-style-type: none"> • European SMEs • 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 looking for innovative solutions in the healthcare sector • Open call for solutions in 3 EU regions • CHERRIES Murcia > e-health & IoT • CHERRIES Orebro > healthy active aging • CHERRIES Cyprus > e-health & remote medicine • Outcomes of the CHERRIES calls for solution
Materials & activities	<ul style="list-style-type: none"> • Challenges covers /visuals • Website posts • Website > dedicated calls pages under regional ecosystem areas • Regional events/webinars • EU webinar • Social media campaign
Editorial plan	<p>Mid February 2021 – March 2021> opening of the calls for solutions</p> <ul style="list-style-type: none"> • <i>Weekly posts (organic posts > original content by CHERRIES) + retweets</i> • <i>Develop call pages on CHERRIES website</i> • <i>Update ecosystems pages</i> • <i>Website posts</i> • <i>Newsletter #5</i> • <i>Regional webinars and info sessions</i> <p>March 2021 - Mid April 2021 > reminder about open calls + end of submission period</p> <ul style="list-style-type: none"> • <i>Webinars – country level and EU level</i> • <i>Website posts</i> • <i>Regular posts (organic posts > original content by CHERRIES)</i> • <i>Regional helpdesk and FAQ documents online</i> • <i>Newsletter #6</i>

In the upcoming semester (July-December 2021) the CHERRIES communication campaign will mainly focus on the call for mirror territories that partners will launch in September 2021.

The first semester of 2022 will focus on the results of the 3 pilot projects, and the last semester will be dedicated to the dissemination of CHERRIES outcomes and findings.

5.6 CHERRIES Communication Toolkit for Consortium Partners

All the above-mentioned communication activities and tools are constantly updated, 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. 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/h6wlg6mszimogc1/AAAYtIKC7jBqoHn3u1pG5FqLa?dl=0>

As mentioned above, a dedicated toolkit online has been created for pilots and relevant partners too.

This simpler toolkit includes basic communication guidelines outlining:

- the project objectives and key activities (brief overview),
- the brand ID and the use of the EU flag and the disclaimer about the EU funding received under the Horizon 2020 programme,
- the communication channels and materials available for pilots to further communicate and disseminate their activities and results, and
- the contact details of CHERRIES communication team.

The toolkit for pilots and relevant partners is available here:

https://www.dropbox.com/home/Cherries/09_WP7%20Communication/CHERRIES%20comms%20toolkit%20for%20pilots%20and%20other%20partners

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

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

6.1 CHERRIES communication and dissemination KPIs

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

Table 13: CHERRIES Communication and Dissemination KPIs – updated to May 2021

Channel Activity Event	Dissemination Level (Project, P; Regional, R) Target Groups	KPIs	Expected Outcomes/Impact
Project branding and	P, R All target groups	CHERRIES C/D toolkit online	Make CHERRIES easily recognisable and well known in Europe, especially with



communication toolkit		ACHIEVED	reference to the health sector and RRI framework.
Project website	P, R All target groups	1K+ individual views ACHIEVED 8552 individual visitors	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 ACHIEVED 70 requests	Increase number of potential applicants to the regional calls for solutions.
Social media	P, R All target groups	1000 followers IN PROGRESS 641 followers (Twitter + LinkedIn)	Engage on a regular basis with CHERRIES followers, establishing a 2-way communication channel between the project and the general public.
e-newsletters and news releases (every 4 months)	P, R General public and media	9 e-newsletter 9 news releases 500 subscribers by the end of the project IN PROGRESS 6 e-newsletters 35 posts/news 66 subscribers	Provide insights from the project to media and general public.
Videos	P, R General public	3 short videos (3 minutes videos) START FORESEEN END OF 2021	Communicate to the general public how RRI approaches can improve regional health ecosystems.
Project leaflet	P, R All target groups	1000 distributed IN PROGRESS 354 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) START FORESEEN END OF 2021	Disseminate main outcomes of CHERRIES pilot activities.
Webinar and Events			
Calls Webinars	P, R Intermediaries and SMEs	1 webinar 20 participants ACHIEVED 1 webinar 04/03/2021 13 +19 attendees	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 ACHIEVED Webinar series Sept-Oct 2020: 4 sessions, 72 participants	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) ACHIEVED Each region held a series of workshops to promote the project and offer training opportunities to regional stakeholders, promote the call for needs and the call for solutions. 3 workshops in Murcia, 12 bilat meetings in Cyprus, 5 events in Örebro.	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) FORESEEN FOR 2022	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) IN PROGRESS. First inter-regional workshop held on 17 March 2021 > 36 participants	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 CHERRIES Session at EBN congress 2020 > 73 participants. Another workshop is foreseen for early 2022.	Grow the CHERRIES community and encourage the adoption of the piloted approach.
Final Conference	P Intermediaries, investors, funders, policy makers,	70 participants FORESEEN IN 2022	Disseminate CHERRIES results to European and international R&I players.



	entrepreneurs, researchers, media		
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6.2 Partners’ role

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

All partners 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 communication and dissemination activities carried out by project partners in the first official reporting period (M1-M15), this is the outreach achieved thanks to the support of all partner organisations. Figures are sourced from the internal monitoring report all partners submit to EBN every six months.

Table 14: CHERRIES Partners’ Communication and Dissemination Outreach

PARTNERS’ ACTIVITY	Number of items	Views/participants
News/Articles (including newsletters, press releases, mailings, website posts)	37	approx. 21.000 recipients/views in total
Events	20 (workshops organised or during which CHERRIES was presented by partners)	339
Social Media (FB, Twitter, LinkedIn)	101	approx. 40.000 views
Flyers	1 project flyer	354
Videos	1	56



According to the dissemination and communication tasks described in the Description of Activities (DoA), this is the main distribution of responsibilities and roles among consortium partners for this second period of project implementation.

Table 15: C&D Partners' role

ZSI	<ul style="list-style-type: none"> • C&D Strategic support • C&D Implementation at project level > technical 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 and management of CHERRIES website, social media management, e-newsletter and news 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 • 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 • 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)
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



	<ul style="list-style-type: none"> • C&D Implementation at territorial level > support video making and development of territorial factsheets • 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 • 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 • 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 • C&D internal reporting (every 6 months)

All partners are responsible for disseminating project results and activities, by promoting CHERRIES opportunities, news and events through their own communication and dissemination channels. Territorial partners 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 allows CHERRIES project to meet the set KPIs and to reach out the wide spectrum of stakeholders' groups interested by the project activities.

Table 16: CHERRIES partners' outreach by groups of interest

<p>Research and Concept partners > ZSI, UL, K&I, TBM</p> <p>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.</p>
<p>EU BICs and intermediaries > EBN, CEEIM, CyRIC</p> <p>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</p>



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

6.3 Dissemination Monitoring and Reporting procedures

In order to monitor the ongoing communication and dissemination flow and related outputs and outcomes, partners are 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 17: Dissemination Reporting Procedures - reporting periods

# reporting	M	Reporting Period
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
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EBN collects inputs and merges 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 18: 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/evidence can be uploaded online using the "CHERRIES Communication Toolkit" and/or sent by email to EBN.

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

6.4 Risk Management

The first project implementation period has been strongly affected by the COVID-19 outbreak.

We expect the upcoming 18 months to be still somehow affected and influenced by COVID-19 pandemic. The vaccination campaign carried out across all Europe should enable partners to re-start some in person activities, but we still do not know the exact evolution of the disease in the coming months.



Partners are therefore keeping organising all the planned activities and events, being ready to move them from an in-person setting to a virtual one. Partners will have to catch-up with some delayed activities (for example the mutual learning on site visits) and reconsider the format, so to ensure the proposed mitigation action does still meet the original scope and objectives.

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.

CHERRIES Partners



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