



CHERRIES
RESPONSIBLE HEALTHCARE ECOSYSTEMS

D7.5 Communication and Dissemination Activity Report

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Executive Summary

This document builds on the CHERRIES Communication and Dissemination Strategy (D7.1 and D7.2) developed at the beginning of the project lifetime and updated in M18 to outline the dissemination strategy to best communicate the project's concept, methodology, calls (for needs, for solutions, for Mirror Regions) and the results.

The document aims at presenting the results the Communication and Dissemination plan achieved through a series of activities organised throughout the project lifetime.

Based on the structure of the CHERRIES Communication and Dissemination Strategy, the report presents the activities and the results achieved in the project (with major emphasis on the second reporting period):

- Communication and dissemination objectives and approach
- Target audiences for communication and dissemination
- Dissemination channels and communication tools
- Communication and Dissemination KPIs

The report builds on the information collected by EBN from project communication and dissemination channels and events, and from consortium partners throughout the project lifetime. While during the first 18 months the consortium followed a more structured monitoring process (reporting main activities to EBN every 6 months), during the second part of the project partners followed a less structured process counting on the constant communication flow between project partners and the WP7 lead (EBN) via email and during the monthly consortium calls.

1. CHERRIES Communication & Dissemination Plan – Introduction

The objective of CHERRIES project has been 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 embedded in have been mapped, monitored, evaluated and serve as evidence-base for revision of sectoral policies, strategies and innovation support instruments. Thereby, **CHERRIES partners constantly engaged 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 has been 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, as of October 2021, CHERRIES opened up its community to other European territories and stakeholders interested in adopting and adapting the project experimental approach (2021-2022).

The Communication and Dissemination Strategy has 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 has been to ensure a strong outreach and mobilisation campaign and to secure all non-confidential results reached 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 was 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 on WP7 activities) was developed in close collaboration with the Exploitation Strategy (focussing on WP8 activities) to outline and guide the implementation of those valorisation and exploitation measures designed to increase the outreach and the impact of the project both at European and territorial level.

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

The CHERRIES Communication and Dissemination Strategy has been a lively guiding document that evolved together with the evolution of the project itself.

During the first 18 months of the project, partners were mainly focussed on the communication about the regional experiments (workshops and calls) and reaching out and mobilising the relevant actors who could 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 have focused 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.

Consortium partners adopted a twofold dissemination approach, always considering both the project and the territorial level also to make sure the communication and dissemination activities served the exploitation strategy set in WP8.

CHERRIES consortium confirmed the following core target groups for its dissemination activities: policy makers, CSOs, NGOs, healthcare providers, patients, researchers, funders/investors, businesses, business support organisations/intermediaries, European citizens.

CHERRIES project could count on the partners' communication channels and platforms to reach out to regional ecosystems, specific target groups and multiply the project outreach capacity.

At the same time CHERRIES have established contacts and interacted with other EC funded projects to disseminate project results and the calls:

- The SwafS 14 working group by SuperMoRRI – where CHERRIES is being represented by K&I and CWTS – has been a very useful channel for mutual exchange among SwafS-14 funded projects.



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

As mentioned in several occasions, the engagement of stakeholders has been the key to success for CHERRIES overall mission. Partners confirmed 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 the territorial and EU stakeholders, and WP8 with a focus on exploitation of our results).

The project has been interacting with the target groups in an INFORM and ENGAGE manner.

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

Moreover, to ensure key-stakeholders have been involved during the whole project duration, CHERRIES has followed a co-creation-inspired and impact-oriented dissemination strategy that has been based on the organisation of a set of different online and face-to-face events addressing territorial and European audiences (see D7.3). This principle ensured that the solutions developed for the healthcare sector in the target territories has been appropriated and met the specific needs of the locally embedded beneficiaries. At the same time this principle guided the interaction between CHERRIES consortium and the selected Mirror Regions (=ENGAGE).

3. CHERRIES Dissemination channels and communication tools

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

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

Moreover, these tools have supported 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 was important that pilot territories aligned visuals and messages as much as possible to ensure coherence and consistency across all regions and a clear connection with CHERRIES "umbrella" programme. To that scope, the CHERRIES visual and brand identity was adopted by all partners.

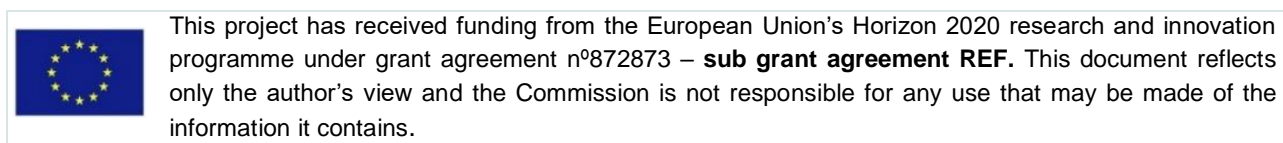
3.1 CHERRIES Logo and brand identity

The project visual identity is clear and well recognisable. All partners 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 involved new stakeholders that benefit from the project and the EC grant, partners invited 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 have promoted/communicated about the pilot carried out in the framework of CHERRIES project, have included the project logo and the EU flag together with the following disclaimer:**



The three solutions providers were 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 was 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 communication and dissemination materials developed and used in the project are 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) were requested to share them with EBN 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 website www.cherries2020.eu launched in May 2020 has acted 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.

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

The website structure was 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.

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. We here report the overall number of total visits as of 27 February 2023.



Table 1: CHERRIES website KPIs

#News items	67
#Events posted	45
#Total individual visitors	42.652
#Total visits	109.291

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

Looking at the website statistics we would highlight how among the 10 most visited pages of the website is the CHERRIES TOOLBOX with almost 1500 visits.

Top 10 Pages 🔗 🔄 ⬆️ ⬇️ ⬆️

ID	Title	Link	Visits
1	Home Page	/	27,937
2	Contacts	/contacts/	13,362
3	CHERRIES Murcia Jornada identificación retos salud 1	/cherries-murcia-jornada-identificacion-retos-salud-1/	2,673
4	About CHERRIES	/about-cherries/	2,320
5	CHERRIES Team	/cherries-team/	2,251
6	News	/news/	2,115
7	Toolbox	/resources/toolbox/	1,555
8	CHERRIES Murcia Open Call for Solutions	/calls/cherries-murcia-open-call-for-solutions/	1,281
9	CHERRIES Cyprus Open Call for Solutions	/calls/cherries-cyprus-open-call-for-solutions/	1,216
10	itadmin	/?author=1	1,100

Table 2: CHERRIES website statistics - Top 10 Pages

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

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](https://www.webaccessibility.com) online tool, the site is accessible in all of its parts.

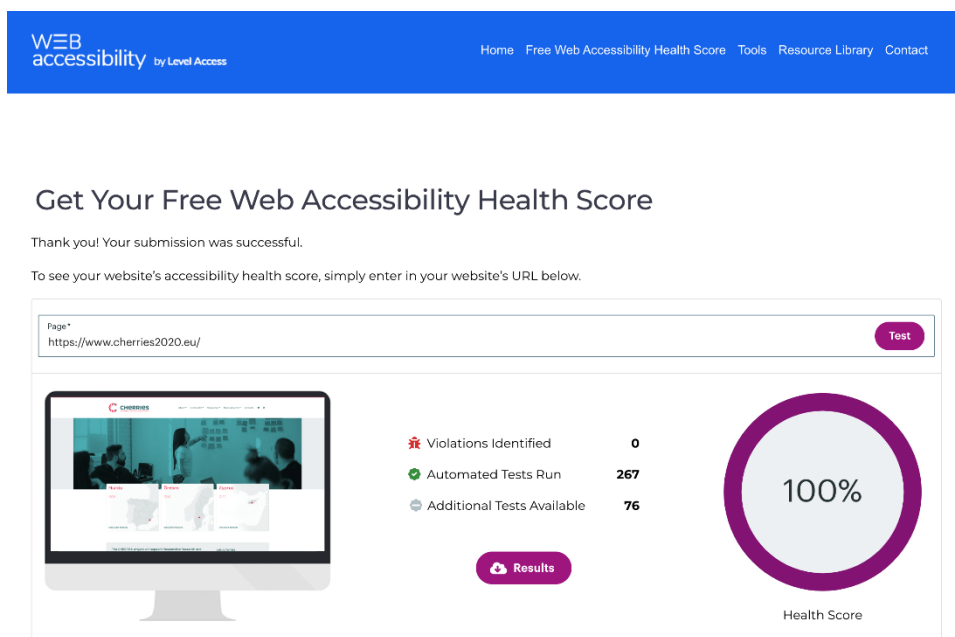


Table 3: Accessibility of CHERRIES website - analysis carried out in February 2023 through webaccessibility.com

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 host some contents in the national languages (Spanish and Swedish – the Cypriot ecosystem uses English as working language).

Social networks

Partners confirmed Twitter (https://twitter.com/CHERRIES_eu) and LinkedIn (<https://www.linkedin.com/company/cherries-eu/>) social networks and kept 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 has been indeed one of the main channels through which visitors accessed it.

The accounts have been managed by EBN following the objectives and plan set in the Communication and Dissemination Strategy, and further detailed in the social media campaigns partners developed to boost and properly promote key moments, actions and results of CHERRIES project.

To foster synergies and enhance the potential of dissemination, partners used the social network accounts already available in their organisations (LinkedIn, Facebook, Twitter, etc.), as this allowed the dissemination and awareness-raising through already existing and engaged contacts.

Twitter: https://twitter.com/CHERRIES_eu

Table 4: Twitter KPIs

Tweets	301 (117 in May 2021)
Impressions	218.557 (216.751 in May 2021)
Profile visits	14.025 (4.749 in May 2021)



Mentions	594 (277 in May 2021)
Followers	558 (333 in May 2021)

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

Table 5: LinkedIn KPIs

Posts	107 (46 in May 2021)
Views <i>*Due to some changes on the LinkedIn platform, we couldn't access this info for the period June 2021-January 2022. While we periodically reported on the number of posts, we didn't record this info. The info is therefore underestimated.</i>	15.609 (7.241 in May 2021)*
Engagement (reactions, comments, clicks, shares) <i>*Due to some changes on the LinkedIn platform, we couldn't access this info for the period June 2021-January 2022. While we periodically reported on the number of posts, we didn't record this info. The info is therefore underestimated.</i>	1.379 (678 in May 2021)*
Followers	478

Both social media profiles have been very active, and especially Twitter has proved to be key in referring visitors to the project website. With a total of 1028 social media followers, partners have achieved the KPI of 1000 social media followers by the end of the project lifetime.

E-newsletter and news release

CHERRIES has released 14 issues of the project Newsletter. The newsletter counts today 100 subscribers and overall, 976 recipients reached out with 14 issues.

- Newsletter #1, 20 July 2020 (16 recipients, 85,7% openers)
- Newsletter #2, 11 September 2020 (25 recipients, 64% openers)
- Newsletter #3, 10 November 2020 (39 recipients, 48,7% openers)
- Newsletter #4, 21 December 2020 (50 recipients, 48% openers)
- Newsletter #5, 17 February 2021 (54 recipients, 48,1% openers)
- Newsletter #6, 02 April 2021 (63 recipients, 42,9% openers)
- Newsletter #7, 14 September 2021 (79 recipients, 45,6% openers)
- Newsletter #8, 11 February 2022 (91 recipients, 32,6% openers)
- Newsletter #9, 07 March 2022 (91 recipients, 38,2% openers)
- Newsletter #10, 06 May 2022 (91 recipients, 36,7% openers)
- Newsletter #11, 04 August 2022 (92 recipients, 41,6% openers)
- Newsletter #12, 29 September 2022 (92 recipients, 36,4% openers)
- Newsletter #13, 10 January 2023 (93 recipients, 36,3% openers)
- Newsletter #14, 24 February 2023 (100 recipients, 38,9% openers)

All issues have been promoted on CHERRIES social media and are available on CHERRIES project website for download: <https://www.cherries2020.eu/resources/cherries-outcomes/>



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) and social media posts have been created to invite more people to subscribe.

Despite some actions were taken to increase the number of subscribers, the CHERRIES list didn't grow beyond the 100 units.

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.

Table 6: News releases on CHERRIES website

CHERRIES website goes live	https://www.cherries2020.eu/cherrieswebsitegoeslive/	28/05/2020
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 ecosystems in Murcia, Örebro and Cyprus	https://www.cherries2020.eu/cherries-regional-call-for-needs-are-open-have-your-say/	09/11/2020
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	https://www.cherries2020.eu/results-of-the-cherries-open-call-breaking-and-preventing-involuntary-loneliness-among-elderly-orebro-challenge/	04/06/2021



PREVENTING INVOLUNTARY LONELINESS 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
Invitation to Join the CHERRIES Community	https://www.cherries2020.eu/join-the-cherries-community/	06/09/2021
CHERRIES solutions to regional healthcare challenges	https://www.cherries2020.eu/cherries-solutions-to-regional-healthcare-challenges/	09/09/2021
Örebro launches a second call for solutions	https://www.cherries2020.eu/orebro-launches-a-second-call-for-solutions/	24/09/2021
CHERRIES launches a new webinar series – Shaping Responsible Healthcare Systems in Europe	https://www.cherries2020.eu/cherries-launches-a-new-webinar-series-shaping-responsible-healthcare-systems-in-europe/	28/09/2021
Call for European regions wanting to join the CHERRIES Community for innovation	https://www.cherries2020.eu/european-regions-wanted-to-join-the-cherries-community-for-innovation/	08/10/2021
CHERRIES at EBN Congress 2021	https://www.cherries2020.eu/cherries-featured-at-ebn-congress-2021-using-challenge-driven-approaches-co-creation-and-co-design-methodologies-for-a-green-digital-and-fair-transition/	09/10/2021
CHERRIES Evaluation Committee announces the four CHERRIES Mirror Regions	https://www.cherries2020.eu/cherries-evaluation-committee-announces-the-four-cherries-mirror-regions/	27/12/2021
Discover CHERRIES Healthcare Systems with the recordings from our webinar series 2021	https://www.cherries2020.eu/discover-cherries-healthcare-systems-with-the-recordings-from-our-webinar-series-2021/	08/01/2022
Call for video providers	https://www.cherries2020.eu/call-for-video-providers/	13/01/2022
Latest updates from CHERRIES regional pilots	https://www.cherries2020.eu/latest-updates-from-cherries-regional-pilots/	08/02/2022
Presentation of the selected CHERRIES Mirror Regions	https://www.cherries2020.eu/cherries-mirror-regions-at-the-starting-blocks/	08/02/2022



CHERRIES is among the inspiring examples of societal engagement for Horizon Europe	https://www.cherries2020.eu/citizen-science-cherries-is-among-the-inspiring-examples-of-societal-engagement-for-horizon-europe/	11/04/2022
Applications are open for the eHealth Awards 2022	https://www.cherries2020.eu/ehealth-awards-2022-applications-are-open/	11/04/2022
Finding modern solutions to modern health care issues using RRI Stefan Philipps shares CHERRIES insights at ResBios Podcast	https://www.cherries2020.eu/finding-modern-solutions-to-modern-health-care-issues-using-rri-stefan-philipps-shares-cherries-insights-at-resbios-podcast/	12/04/2022
Pilot Action on Partnerships for Regional Innovation: Your region can apply now	https://www.cherries2020.eu/pilot-action-on-partnerships-for-regional-innovation-your-region-can-apply-now/	14/04/2022
In the framework of the “Conference on the Future of Europe”, CHERRIES organised an event aimed at shaping recommendations on how to best involve citizens in the R&I processes: “Every voice counts. The role of citizens in shaping European R&I.”	https://www.cherries2020.eu/citizen-engagement-how-can-we-move-from-ad-hoc-consultations-to-long-lasting-partnerships-for-ri/	14/04/2022
EU-Africa pharma and healthcare marketplace & matchmaking events	https://www.cherries2020.eu/eu-africa-pharma-and-healthcare-marketplace-matchmaking-events/	23/06/2022
CHERRIES Crush Course for Mirror Regions	https://www.cherries2020.eu/cherriescrushcourse/	05/07/2022
Highlights from CHERRIES Conference 2022	https://www.cherries2020.eu/connecting-responsible-innovation-ecosystems-highlights-from-cherries-conference-2022/	27/07/2022
CHERRIES is an official partner of the 2022 European Week Regions and Cities	https://www.cherries2020.eu/shaping-the-next-generation-of-regional-innovation-policies-open-responsible-and-inclusive/	06/09/2022
Highlights and reflections form the closing conference of #CHERRIESÖrebro	https://www.cherries2020.eu/highlights-and-reflections-form-the-closing-conference-of-cherriesorebro/	22/09/2022
CHERRIES IS... watch our brand new video presenting the project and its consortium	https://www.cherries2020.eu/cherries-is-watch-our-brand-new-video-presenting-the-project-and-its-consortium/	27/09/2022
CHERRIES Murcia final workshop	https://www.cherries2020.eu/cherries-murcia-final-workshop-the-rri-bet-in-the-regional-healthcare-sector/	06/10/2022



CHERRIES workshop at the EU Week of the Regions and Cities	https://www.cherries2020.eu/cherries-workshop-at-the-eu-week-of-the-regions-and-cities-how-does-the-next-generation-of-regional-innovation-policies-look-like/	31/10/2022
CHERRIES Cyprus final workshop	https://www.cherries2020.eu/cherries-cyprus-final-workshop-the-impact-of-demand-driven-approaches-in-meeting-today-societal-needs/	16/11/2022
RRI steering the Provincial R&I strategy 2021-2025 in Burgos	https://www.cherries2020.eu/rri-steering-the-provincial-ri-strategy-2021-2025-in-burgos/	22/11/2022
Providing high quality healthcare service delivery to a dispersed rural population in the West of Ireland	https://www.cherries2020.eu/co-designing-a-telemedicine-solution-for-the-remote-rural-areas-in-the-west-of-ireland/	13/12/2022
Developing a telemedicine solution for monitoring chronic patients from distance in the Northeast region of Romania	https://www.cherries2020.eu/developing-a-telemedicine-solution-for-monitoring-chronical-patients-from-distance-in-the-northeast-region-of-romania/	20/12/2022
The new CHERRIES Model is out!	https://www.cherries2020.eu/the-new-cherries-model-is-out/	27/02/2023

Videos

In order to disseminate the CHERRIES activities and outcomes, two videos have been developed with the support of an external provider and published online.

Video 1. CHERRIES Project | Discover RRI driven approaches to regional innovation policies

The objective of the first video was to present an overview of the CHERRIES objectives and the methodology developed by the project.

The interviews and background images were recorded during the CHERRIES conference that took place in Brussels on the 24th and 25th of May 2022.

The video starts with an introduction in which partners describe CHERRIES in one word followed by the presentation of Stefan Philip (ZSI) on CHERRIES project activities and methodology.

The second part of the video includes testimonials of the representatives of the three CHERRIES pilot regions:

- Laure Raso (EU|BIC CEEIM - Murcia): Co-creation processes (RRI), benefits for innovation.
- Moyses Moysesos (EU|BIC CyRIC - Republic of Cyprus): Demand driven solutions and the importance of involving final users from the very beginning the case of Cyprus.
- Lena Uvhagen (Örebro Region): Factors to foster the sustainability of the co-created processes.

The video is available in three different lengths:

Video short version – for social media (52 views): [CHERRIES is.. the voice of CHERRIES project partners](#)



CHERRIES
RESPONSIBLE HEALTHCARE ECOSYSTEMS



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Video teaser version (15 views): [CHERRIES Responsible Healthcare Ecosystems TEASER](#)





Video long version (232 views): [CHERRIES Project | Discover RRI driven approaches to regional innovation policies](#)



Video 2. CHERRIES H2020 Project - Learnings and the way forward

The objective of the second CHERRIES video was to present the main lessons learnt, the impact the project has had, the wide CHERRIES community, and the perspective of different stakeholders on the CHERRIES experience(s) and their plans for the future.

The interviews and background images were recorded during the CHERRIES partners meeting that took place in Cartagena on the 8th and 9th of November 2022.

The video included the following testimonials from partners:

Introduction

- Stefan Philipp (ZSI): Overall conclusions on CHERRIES project.
- Claudia Colonnello (K&I): Impact at regional level of the CHERRIES methodology.
- Myriam Martín (Ticbiomed): the experience of working with the mirror regions.

Main learning/take away from the perspective of different stakeholders

- Adrián Zittelli (Murcia Region): Policy makers:
- Covadonga Rayón (EBN): Business Support Organizations, Intermediaries.
- Ingebord Meijer (CWTS): Universities.
- Gorka Sánchez (SMS): Healthcare professionals.
- Charlotta Karlsson-Andersson (Activa Foundation): Associations.

[CHERRIES H2020 Project - Learnings and the way forward](#)



Other videos

Over the last three years, CHERRIES has run several online events and info sessions that were recorded and (in some cases) edited to be then made available for the wider audience. Overall, 24 videos have been published online.

Among these videos are the recordings of the two CHERRIES webinar series on Healthcare Innovation Ecosystems (2020 and 2021), the CHERRIES info-sessions on the open calls for needs and for solutions, the CHERRIES sessions at the EBN Congresses 2020 and 2021, the CHERRIES event organised in the framework of the Conference on the Future of Europe, the training sessions on CHERRIES methodology, and the interviews to CHERRIES Mirror Regions.

The videos are displayed on the project website (<https://www.cherries2020.eu/resources/cherries-outcomes/#video-library>) and a dedicated CHERRIES playlist has been created on the EBN YouTube channel: [CHERRIES | Responsible Healthcare Ecosystems](#).

3.3 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 were invited to distribute it through their networks. The leaflet was widely disseminated during the



communication campaign aimed at attracting CHERRIES Mirror Regions and to invite participants and speakers to the CHERRIES Conference in May 2022.

Power Point Presentation

A Power Point Presentation template was produced, and a standard presentation developed to help partners and stakeholders communicate and disseminate the CHERRIES project during events and workshops. This was adapted to different project phases and territorial contexts to better meet the addressed audiences.

Project Roll-up

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

Factsheets and CHERRIES New Model booklet

Three factsheets have been developed to present main outcomes of the territorial pilots, presenting the process and the outcomes, and highlighting key learnings and recommendations for other territories willing to replicate the methodology.

- [Cherries factsheet Cyprus](#)
- [Cherries factsheet Murcia](#)
- [Cherries factsheet Orebro](#)



These have been published on CHERRIES website and social media and included in the last CHERRIES newsletter.

In addition to the factsheets, partners produced a final publication presenting the CHERRIES methodology, the project learnings and the “New CHERRIES model” as emerged from the peer learning and policy workshops held in 2022.

[The new CHERRIES Model – final](#)

Testimonials from project partners and inspiring practices are embedded in the publication too. This booklet addresses a broad audience of policy makers, healthcare professional and stakeholders, researchers, business support organisations, civil society organisations and innovation players.

Academic Publications & Policy Briefings

Two manuscripts were developed during the CHERRIES project to present main outcomes and policy recommendations derived from the experimentations. Even if these do not fall under WP7 tasks, we list them here as these are key instruments for the effective scientific dissemination of CHERRIES outcomes.

Other academic outputs are:



- A collective paper prepared under the lead of UL and that involved our partner K&I, focussing on the SwafS14 Monitoring and Evaluation Ecosystem results, “Evaluative conversations: Translating between diverse stakeholders in regional RRI projects”. https://www.academia.edu/81537467/Evaluative_conversations_Translating_between_diverse_stakeholders_in_regional_RRI_projects
- Conference paper: Mena Jara, Sonia and Meijer, Ingeborg and Heimeriks, Gaston and Willemse, Tim (2022) Driving the innovation process by connecting regional knowledge bases to local needs. *fteval Journal for Research and Technology Policy Evaluation* (53). pp. 69-76. ISSN 1726-6629 DOI:10.22163/fteval.2022.543
- Anestis Amantidis (CWTS, Leiden University) is preparing a research paper that reflects on the researchers’ role in the translation between idea and action in RRI and how one (as researcher) is unavoidably implicated. The paper suggests to engage in critical proximity, rather than critical distance, to attend to the local specificities in the act of translating RRI.
- Blogpost September 2022: <https://www.leidenmadtrics.nl/articles/cherries-and-ripeet-cwts-traveling-the-science-society-interface>
- Blogpost October 2022: <https://www.leidenmadtrics.nl/articles/cocreating-science-that-society-needs-introducing-the-explore-approach>

3.4 CHERRIES online and face-to-face events

The mobilisation of relevant stakeholders both at regional and European level has been key for the success of the project.

Partners organised more than 25 events (different size) to promote and disseminate project opportunities and results. These events aimed to mobilise and involve different stakeholder groups throughout the project implementation phases.

CHERRIES main events can be clustered as follows:

- **CHERRIES call and community webinars:** webinars organised to first promote the 3 territorial calls for solution to a wider EU audience, and then present main outcomes and results of the 3 territorial pilots and grow the CHERRIES community.
 - CHERRIES webinar series 2020 | Exploring Responsible Healthcare Ecosystems
 - CHERRIES webinar March 2021
 - CHERRIES webinar series 2021 | Shaping Responsible Healthcare Ecosystems
- **CHERRIES Territorial Workshops:** workshops organised in each pilot territory by local partner organisations to launch the territorial call for needs, to promote the call for solutions aiming at attracting potential applicants, and to present the final outcomes of the experimentation phase to territorial R&I actors.
 - CHERRIES Territorial Workshops in Cyprus
 - CHERRIES Territorial Workshops in Murcia
 - CHERRIES Territorial Workshops in Örebro
- **CHERRIES European Workshop(s):** to present to a European audience the CHERRIES methodology and some concrete examples of its application in the 3 pilot territories. The workshops addressed European R&I actors from different sectors to discuss adaptability and scalability of the



methodology to other geographical and sectoral contexts. The workshops run in the framework of wide European events like the EBN annual congresses and the European Week of Regions.

- CHERRIES at EBN Congress 2020
- CHERRIES at EBN Congress 2021
- CHERRIES session at European Week of the Regions 2022
- **CHERRIES mutual learning events:** to enable an exchange of experiences between the CHERRIES territories about their eco-systems, strategies and instruments. These events were originally planned to be organised back-to-back to the GAs and each territory had budget to invite territorial stakeholders to accompany them to these events. COVID-19 highly impacted this activity, which was postponed and re-thought to mitigate the impact of the pandemic on its implementation while keeping the original goal of the task.
 - CHERRIES GA in Nicosia, Republic of Cyprus, 2022
 - CHERRIES Voices of EU 2022
 - CHERRIES at EBN Congress 2022
 - CHERRIES GA in Cartagena, Spain, 2022
- **CHERRIES Conference 2022 | Connecting Responsible Innovation Ecosystems:** to offer a space for the broad project community to meet and exchange and reaching out to relevant European stakeholders and sharing key project outcomes and results of the project through engaging and innovative sessions, where best practices and concrete cases were at the core of the debate. CHERRIES event consisted of 2 “chapters”:
 - the first one on May 24, addressing CHERRIES community, namely the consortium partners and the stakeholders from both the Pilot and Mirror regions involved in the project activities.
 - The second one being a full day public event (25 May), open to a wider audience, consisted of a first part full of interactive workshops and a second part where CHERRIES conference merged with the EBN Annual Conference organising the keynote speech and discussion panels of the afternoon programme.

Moreover, partners participated in **other relevant events** (territorial and European ones) to reach out a wider audience and disseminate project activities and results.

It is also important to mention the series of **online trainings and sessions organised by CHERRIES consortium partners with and for the Mirror Regions**. The dedicated series of online and in-person events allowed partners to grow the CHERRIES community and mobilise more European territories and their stakeholders.

All details about the CHERRIES events are available in *D7.3 Stakeholders engagement events report* and *D7.4 CHERRIES Conference*.

General observations about CHERRIES 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 calls for needs first and the open calls for solutions then, and to start communicating about the CHERRIES methodology to both regional and European stakeholders.



Despite the cost-efficiency (and the reduced impact on environment) of organising online events, over the time partners encountered more and more difficulties in engaging the audience(s) and gathering good critical mass attending the sessions. Nevertheless, the recordings of the online sessions represent valuable dissemination materials offering information, capacity building and peer learning opportunities available “à la carte”: displayed in the resources area of the project website, videos from these events received so far almost 300 views.

As soon as conditions allowed, partners re-started in person events (first at regional/national level, then at transnational level) which resulted into valuable exchanges and interactions. CHERRIES partners, guided by EBN, ZSI, CWTS, K&I and Ticbiomed designed “safe and engaging spaces” for mutual learning activities that looked at previous pilot experiences to draw key learning outcomes on how to replicate and enhance the model further. In this regard, the CHERRIES Conference and Community Event “Connecting Responsible Innovation Ecosystems” organised in Brussels on May 24-25, 2022, represented a fundamental project milestone offering consortium partners the opportunity to share project results on time to collect feedback and reactions from other European territories (CHERRIES Mirror Regions, representatives of the Embedding Responsible Research and Innovation in Western Balkan Countries project, Regional Innovation/Development Agencies part of the EBN Network), from other pan-European networks (such as EBAN, ENoLL, EURADA), other SwafS-14 projects (MOSAIC, TRANSFORM, TeRRItoria, TetRRIs, SuperMoRRI), and use this feedback to finalise the “new CHERRIES Model”, taking onto account RRI and transformative strategies.

We would also stress that whenever relevant and possible partners organised both online and in-person sessions back-to-back to other wider European events to reach out to an international audience while addressing different stakeholders. It is worth mentioning that both in 2021 and in 2022, CHERRIES was featured in the European Week of the Regions and Cities programme: the first year the CHERRIES Webinar Series “Shaping Responsible Healthcare Ecosystems” was selected to be part of the side events, while in 2022 CHERRIES was selected as official partner of the event and organised the workshop “Shaping the Next Generation of Regional Innovation Policies: Open, Responsible and Inclusive”.

3.5 CHERRIES Communication Campaigns

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

Each campaign was 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

Throughout the project lifetime the following campaigns were implemented:



1. Promotion of CHERRIES project: focus on the project objectives and activities, the consortium and the methodology applied in the three pilot regions.
2. Announcement and promotion of CHERRIES regional calls for needs: in this case the regional dimension was stronger than the project's one, regional partners played a fundamental role in this phase.
3. Announcement and promotion of CHERRIES calls for solutions and its results: the campaign was run both at territorial and European level.
4. Dissemination of CHERRIES regional pilots' results.
5. Promotion of CHERRIES Mirror Regions: announcement and promotion of the call for territories, dissemination of Mirror Regions' activities and preliminary results.
6. Promotion of CHERRIES events: online series and main project workshops in the pilot territories and at European level
7. Communication and dissemination of CHERRIES' results through the promotion of projects' videos, factsheets and methodological and policy briefs.

6. CHERRIES Communication and Dissemination KPIs

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

Table 7: CHERRIES Communication and Dissemination KPIs – updated to 27 February 2023

Channel Activity Event	Dissemination Level (Project, P; Regional, R) Target Groups	KPIs	Outcome/Impact	Achieved KPIs
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.	ACHIEVED
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.	ACHIEVED 42.652+ individual visitors
Regional helpdesk service	P, R SMEs, startups, intermediaries	10 requests per region	Increase number of potential applicants to the regional calls for solutions.	ACHIEVED 70 requests
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.	ACHIEVED 1039+ followers (Twitter + LinkedIn)



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	Provide insights from the project to media and general public.	PARTIALLY ACHIEVED 14 e-newsletters 35+ posts/news 100 subscribers (lower than original KPI), overall 976 recipients
Videos	P, R General public	3 short videos (3 minutes videos)	Communicate to the general public how RRI approaches can improve regional health ecosystems.	ACHIEVED 2 long videos 2 short videos
Project leaflet	P, R All target groups	1000 distributed	Inform general public about project objectives and activities, and grow the CHERRIES community.	ACHIEVED 355 distributed by partners 97 received it in the project newsletter 20 distributed with invitations to attend CHERRIES conference 885 views of the resources area of the website
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.	ACHIEVED 3 factsheets produced and share with 97 newsletter subscribers 40 Business support organisations
Webinar and Events				
Calls Webinars	P, R Intermediaries and SMEs	1 webinar 20 participants	Increase number of applicants to regional calls.	ACHIEVED 1 webinar 04/03/2021 13 +19 attendees and 40 views on YouTube
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.	ACHIEVED Webinar series Sept-Oct 2020: 4 sessions, 59+15 participants on GoToWebinar and 125 views of the recordings on YouTube Webinar Series Sept-Oct 2021: 4 sessions, 110 views on YouTube



<p>Regional workshops for CHERRIES promo</p>	<p>R Entrepreneurs , health professionals, NGOs, intermediaries , media</p>	<p>3 events (1 per region) 60 participants (20 per region)</p>	<p>Increase number of regional stakeholders involved in territorial activities and increase number of applicants.</p>	<p>ACHIEVED</p> <p>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.</p> <p>3 workshops in Murcia, 12 bilat meetings in Cyprus, 5 events in Örebro.</p> <p>Overall, more than 170 people attended the regional workshops.</p>
<p>Regional workshops for pilot results</p>	<p>R Policy makers, funders, health professionals, researchers, entrepreneurs , media</p>	<p>3 events (1 per region) 60 participants (20 per region)</p>	<p>Disseminate outcomes of regional experiments and encourage take up of main results.</p>	<p>ACHIEVED</p> <p>Each region organised a final workshop. Overall, more than 125 people attended the events.</p>
<p>Mutual Learning Events</p>	<p>R Health professionals. Intermediaries , Policy makers/funders</p>	<p>3 events (1 per region) 60 participants (20 per regional event)</p>	<p>Exchange of best practices between CHERRIES territories. The events will involve project partners and a few relevant regional stakeholders.</p>	<p>ACHIEVED</p> <p>3 events were organised (Cyprus, Brussels, Cartagena) involving 75+ attendees</p>
<p>European workshop</p>	<p>P Intermediaries , investors, funders, policy makers, entrepreneurs , researchers</p>	<p>1 event 25 participants</p>	<p>Grow the CHERRIES community and encourage the adoption of the piloted approach.</p>	<p>ACHIEVED</p> <p>CHERRIES Session at EBN congress 2020 > 73 participants. CHERRIES at EBN Congress 2021 > 46 registered participants CHERRIES workshop organised in the framework of the #EURegionsWeek 2022 > 27 participants</p>



<p>Final Conference</p>	<p>P Intermediaries , investors, funders, policy makers, entrepreneurs , researchers, media</p>	<p>70 participants</p>	<p>Disseminate CHERRIES results to European and international R&I players.</p>	<p>ACHIEVED 50 participants in the morning that then merged with the wider audience of EBN Congress 2022 (200 participants – excluding CHERRIES crowd)</p>
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CHERRIES Partners



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