

DREAMS project

[D7.1] Plan for the Exploitation, Communication and Dissemination of Results (PEDR)

Project co-funded by the European Commission		
DISSEMINATION LEVEL		
PU	Public	☒
PP	Restricted to other programme participants	☐
RE	Restricted to a group specified by the consortium	☐
CO	Confidential, only for members of the consortium	☐

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LIST OF ABBREVIATIONS

Abbreviation /Acronym	Definition
AI	Artificial Intelligence
EC	European Comission
EFPIA	European Federation of Pharmaceutical Industries and Associations
EMA	European Medicines Agency
EP	European Parlament
EU	European Union
iPSC	Induced pluripotent stem cells
NMD	Neuromuscular Disease
NME	New molecular entities
PEDR	Plan for Exploitation and Dissemination of Results
RD	Rare Disease
SOP	Standard operating procedure
TG	Target Groups

1 EXECUTIVE SUMMARY

The present document represents Deliverable 7.1 – Dissemination, Communication and Exploitation Plan. It has been developed as part of Work Package 7 coordinated with all other project Work Packages.

Set to span five years, the DREAMS consortium is paving the way for a novel approach to treating neuromuscular diseases. This transformative project merges the power of artificial intelligence, pluripotent stem cells, and cutting-edge pharmacological screening techniques to seek out therapeutic solutions for five debilitating conditions affecting more than 400 000 people worldwide.

The DREAMS consortium unites a highly skilled and complementary consortium of nine European partners, encompassing clinicians, patients, academic researchers, and private stakeholders. These organizations include: As coordinator, CECS-ISTem (France), Kantify (Belgium), The Institute of Myology (France), Center for Neuroscience and Cell Biology – University of Coimbra (Portugal), The Technion – Israel Institute of Technology (Israel), Samsara Therapeutics (UK), Assistance Publique – Hôpitaux de Paris (France), AFM-Telethon (France) and Zabala Innovation (Spain)

One person out of ten in the world is affected by a rare disease. DREAMS will strive to tackle the core challenges of rare disease drug discovery, opening doors to a brighter future for countless patients worldwide.

The plan sets the general background and defines the objectives and identifies the target audiences, key for formulating the strategy. It then explains the tools, messages, and tactics that will be used to reach those goals and stakeholders, as well as the operational plan for all activities during the project, providing a five-year general planning, and the moments when the actions will be implemented. Finally, the deliverable describes how the actions will be evaluated for ensuring the quality of all the activities.

2 OBJECTIVES OF THE PEDR PLAN

The primary aim of the strategy is to optimize the impact of activities conducted by the DREAMS project. This involves identifying additional stakeholders and potential end-users, as well as formulating clear strategies to engage each target group. The objective is to ensure that the research outcomes and findings generated during the project are effectively

communicated to key stakeholders, thereby creating value within the target communities and initiatives in the EU. This approach guarantees that public funding will drive progress and position the EU as benchmark players in the global marketplace.

The specific objectives of the Dissemination and Communication strategy include:

- Supporting the communication needs of the DREAMS project and its partners.
- Promoting activities related to other Work Packages, with a specific focus on various engagement activities, participative workshops, and encouraging participation in the milestones.
- Developing a communication and dissemination strategy to achieve significant impact among target groups and deliver project messages to all identified and relevant audiences.
- Implementing an attractive brand and communication tools that embody the project's identity to maximize its impact.
- Establishing efficient and visible communication and marketing activities to support the project's general goals and communicate its economic, social, and environmental benefits.
- Disseminating project results to create value within target European initiatives.
- Engaging with other European initiatives and fostering cooperation and interaction with relevant initiatives at EU, national, and regional levels.

To achieve these goals, the plan outlines a detailed methodology for transmitting knowledge according to the needs of targeted audiences. It serves as an internal communication tool within the consortium. The project will:

1. Identify target audiences and stakeholders, defining concrete and measurable objectives for each group.
2. Implement an innovative and effective communication strategy, accompanied by a realistic plan to achieve the stated objectives.
3. Establish different dissemination and communication channels and tools to implement the strategy and engage targeted audiences.
4. Monitor the impact of the communication strategy to apply corrective actions when necessary and identify opportunities to maximize the impact and visibility of project results.

The general and specific objectives of the Plan align with the project's overall goals.

ZABALA will be responsible for the Dissemination and Communication strategy. Leveraging its background, ZABALA will coordinate its actions with the project communication team to disseminate actions and results through available channels. Furthermore, all partners have an

unquestionable positioning and the capacity to influence and integrate internal dissemination strategies by involving complementary research and communication departments, thereby enhancing the project's impact.

2.1 Target Audience

The project encompasses a diverse array of stakeholders operating at different levels: European, local, and regional. Additionally, tailored dissemination or communication actions will be directed to specific audiences based on their characteristics.

The targeted audiences and stakeholders are outlined below:

Table 1. Targeted audiences and stakeholders

Target Group (TG)	Description of their interest
1) Biomedical Research community	SOP, data, and publications obtained will be of key interest for the future advances in autophagy, desmin, NMDs, rare diseases, new therapies.
2) AI developers/ Biomedical engineers	AI tools and models will open new avenues for the therapeutic approaches using novel target identification, hit prediction, repurposing, NME.
3) Patients and Patients advocacy group	New options are found for unmet needs in rare diseases, engagement, and inclusion in decision of future therapeutic and development strategies.
4) Healthcare professionals including clinical societies	New therapeutic options are found for patients, with an impact on models of clinical and guidelines for clinical trials.
5) Policy makers/Regulators Healthcare providers	Time and cost of therapies for rare diseases can be reduced (NME, repurposing), Innovative clinical trials are emerging.
6) Biotech and pharma companies	Costs, time, and risks can be decreased in the development of rare diseases therapies for NME and repurposing.
7) Scientific field: early-stage researchers, other projects	Breakthrough discoveries are made in stem cells, -omics combined with AI for future researchers and other areas.
8) Students	New curricula subjects are relevant for biomedical students: new platforms are worth to be studied.
9) Citizens/Society at large	Rare diseases are a societal challenge and technology provides solutions.
10) Media Outlet, general/specialised magazines	Research and impact of rare diseases, new treatments, cells, data and IA in biomedical research, innovative clinical trials

3 DISSEMINATION STRATEGY

WP7 focuses on maximising the project outcomes and its transformation into wider impacts.

Table 2. Target message and dissemination tools

TG	Target message	Dissemination tools
TG1	Platform and methodology to tackle challenging projects	Scientific conferences, scientific publications, webinars, videos, social media (LinkedIn), specialised media (tech).
TG2	AI tools for new targets	Scientific conferences, scientific publications, webinars, specialised media (tech).
TG3	Promising new therapies, new models of research and collaboration	DREAMS website, social media, webinar, participation in events of large patients' organisations focus on RD, generalist media.
TG4	New biomarkers discovered for NMD and available for use.	Scientific conferences, scientific publications, webinars, specialised media (medical).
TG5	New tools and clinical trials guidelines for reducing the burden of RD in Europe.	Meetings with decision makers at European Parliament, EC, Council of EU responsible for the revision of the Orphan Drug Regulation; EMA specialized working groups; National authorities; specialised media (regulatory).
TG6	Innovative platform for cost-effective development of therapies; new models clinical trials.	DREAMS website (news, pipeline); Specialised press (biotech, economic); Direct contacts (pharma companies in table 2-1), EFPIA, pharma fairs; Scientific journals.
TG7	AI and cells/data for advances in innovative therapies,	DREAMS website, webinars, conferences, EU events, networking events; workshops.
TG8	Students should learn how to use novel AI and trial approaches in their curricula	DREAM's website, webinars, specialised students' associations, specialised Masters and PhD programmes, social media.
TG9, TG10	AI and iPSC help diagnose/discover cures for RD	Specialised media (healthcare, economic) and generalist webinars, Social media.

4 COMMUNICATION STRATEGY

Communication within the DREAMS project is targeted at diverse audiences beyond the project's immediate community, encompassing media and the public. The communication process spans the entirety of the project, including its results. DREAMS aims to employ communication as a tool to inform and engage with society, illustrating how individuals can benefit from the project's research while also providing updates on project progress.

Members of the DREAMS consortium will actively utilize all available communication channels to effectively promote the project and ensure that its results garner proper visibility. These communication measures are intricately linked with various dissemination activities, with a focus on creating awareness by introducing the project to key communities.

The communication activities encompass:

- Development of a visual identity, including logos and styles in various formats, aligned with the project's key messages.
- Design, development, and operation of the project website with diverse tools to showcase results, success stories, and visually represent stakeholder mapping and achievements.
- Public communication for DREAMS through journalistic articles, news releases, and social media campaigns.
- Production of communication materials in different formats suitable for various channels, including supporting materials for visibility and marketing at events, along with technical information.
- Creation and establishment of Social Media profiles on platforms such as X (former Twitter), LinkedIn, and YouTube.

4.1 Communication tools and actions

DREAMS consortium members will be equipped with created materials to actively promote the project, with these resources posted in the project's internal repository accessible to all consortium members. Materials will be produced in English and select items like press releases will be translated into Spanish by ZABALA. Partners are encouraged to translate materials into their local languages, informing ZABALA's Communication team accordingly. Translation, especially for reaching local communities, is strongly encouraged among the partners.

Table 3. Communication and Dissemination activities

Activities	Description	KPIs
Logo and presentations	Logo and presentation template for all partners.	N/A
Project website and web positioning	Project's website, providing information about the project, results and advances forward therapy on RDs, showcasing project's news, and acting as a communication hub.	5,000 visits during the project

Videos and multimedia	Promotional videos to communicate about the project approach through interviews and portraits of researchers, and patients willing to contribute and raise awareness about their journey. It will be presented at events, sent through the newsletter, and shared across social networks to gain followers, increase visits to the site and thus strengthen the communication strategy.	500 views on average for the 3–4 videos.
Social media channels	X account (information, general domain news & communicating with parties); LinkedIn community group to gather all interested stakeholders.	+300 followers, >1,000 interactions/shares in social media
Communication materials	Project posters/Rollups; Brochures/Flyers/Leaflets/Postcards that will contain general project information, and ad-hoc information for events.	5 infographics, 1flyer, 2 factsheets, 1 roll-up and 1 generic poster.
Written content	Press releases, journalistic articles, and quick-fire interviews will be produced to communicate about the key milestones of the project to the core target communities: industry, patients, and regulatory authorities. Articles visibility will be amplified through the social media accounts and partners webpages.	10 Press releases. Initial and final press dossier
Scientific publications	Open access scientific articles in high-impact journals. 3 Scientific and clinical/medical conferences. 4 Seminar talks at major events reaching in total.	12 peer-reviewed publications; 100 scientist > 240 citations; 22 posters/ presentations at various events; > 600 scientists and clinical experts
DREAMS workshops	Webinars, workshops, meetings.	5 webinars to different TG attracting 100–300 participants in average.
DREAMS events	EU Events, Trade Fairs, Projects & initiative. 1 final event at the EU/international level.	3 events/year; > 12 presentations in events; > 1000 people reached; 1 Event at European Parliament.

5 DREAMS BRAND

DREAMS will start the implementation of the Dissemination and Communication activities through the development of the brand, that will provide the project its visual identity that

reflects the key aspects of the project. The brand is composed by the name of the project and the logo.

5.1 Name

DREAMS is the branding name of the project title: “Drug REpurposing with Artificial intelligence for Muscular disorderS”. The abbreviation DREAMS can be found in two different uses depending on the specific situation: DREAMS or Dreams. The uppercase font will facilitate and serve as highlight in long texts.

5.2 Logo

The logo is a combination of the concept of AI plus the shape of a pill. The logo should always maintain its proportions. It should always keep a clear space around.

Brand concept:

This proposal focuses on the word ‘Drugs’, the first letter that forms the ‘Dreams’ acronym. We used the most frequent shapes of pills to elaborate the logo: the oval and the circle. We gave these shapes a new life following the company’s idea of using what we already know to create something new. The chosen typography combines right and rounded angles, giving the logo a technological air and linking it with the concept of innovation.



Figure 1. DREAMS logo

Logo versions
Negative version

DREAMS Identity Guidelines



Figure 2. Logo negative version

Logo versions
**Positive version
on background
or image**

DREAMS Identity Guidelines

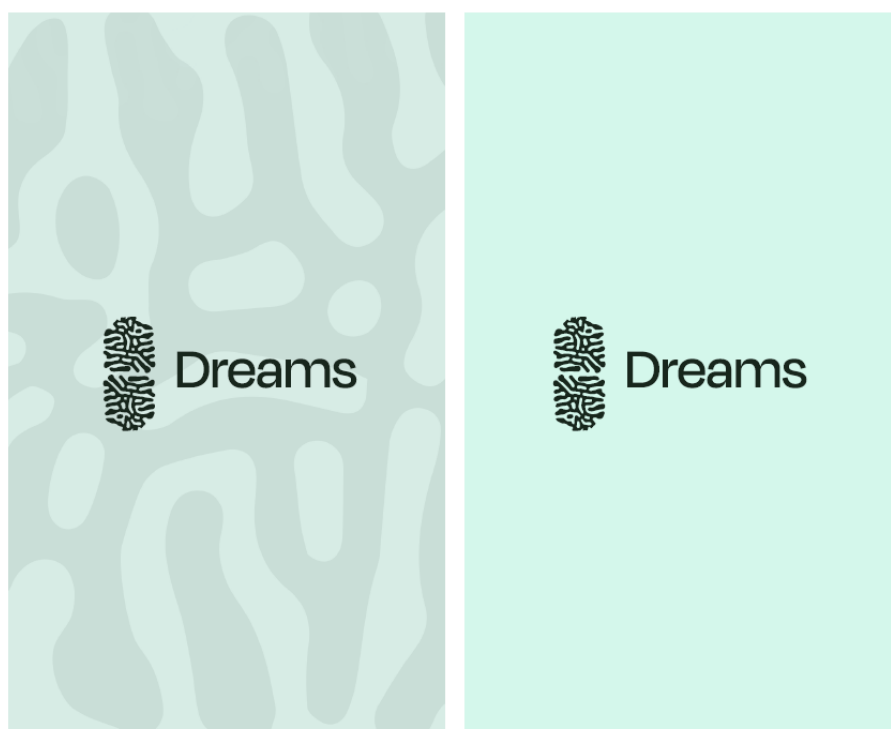


Figure 3. Logo with coloured backgrounds (1)

Logo versions
Negative version
on background
or image

DREAMS Identity Guidelines

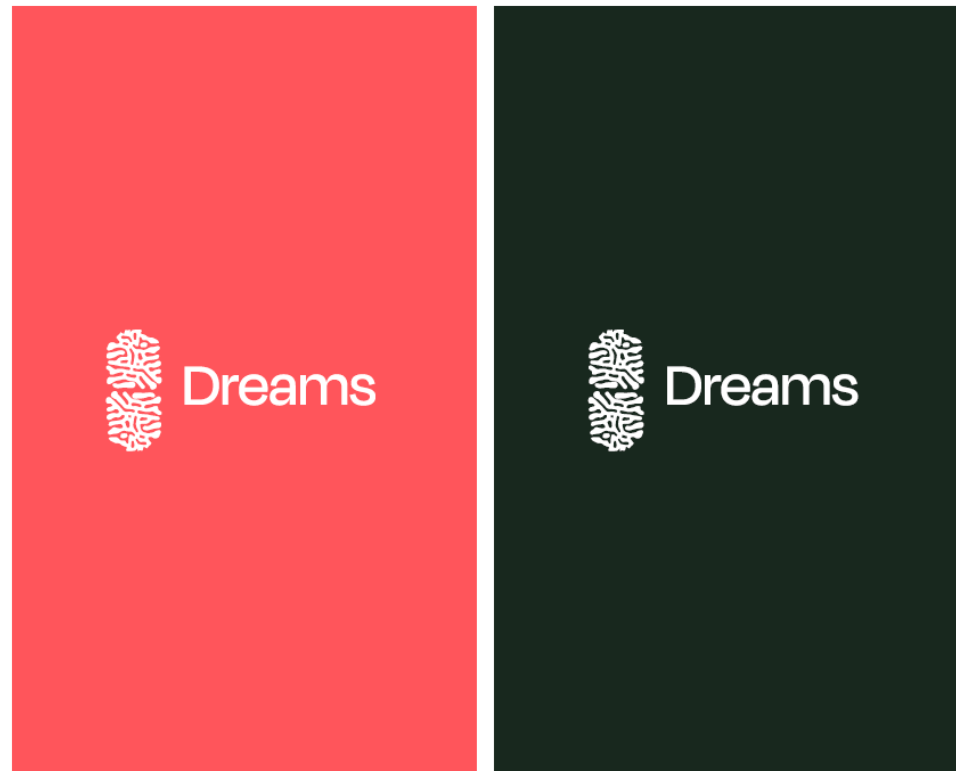


Figure 4. Logo with coloured backgrounds (2)

Color palette:

DREAMS **three main colors** are Geen Aquamarine (web #d4f7eb, RGB 212 247 235), Dark Green (web #18281e, RGB 24 40 30), and Pink (web #ff555b, RGB 255 85 91).

DREAMS **complementary colors** are Raw (web #f8f7f2, RGB 248 247 242), Ivy Green (web #4b9b9a, RGB 75 155 154), Nori Green (web #2d5b50, RGB 45 91 80).

5.3 Typography

DM Sans is the chosen typography for DREAMS project, both for document and web typography. DM Sans is an accessible Google font that works nicely both on big sizes, as well as on the fine print. The project's brandbook or visual identity guideliness includes criteria for use in different formats, coexistence with other brands, correct and incorrect uses, etc.

To encourage the partners to use the visual identity of the project and ensure that the common identity remains consistent during the whole project, two templates have been created in Power Point and Word formats. The Power Point template will be mainly used for private or

public presentations such as meetings, events, or conferences. The Word template is mainly for the submission of deliverables, press releases or all internal documents of the consortium.

Both the official brand guidelines manual and the templates have been published and released between the partners.

6 DIGITAL MARKETING STRATEGY

The Digital Marketing Strategy within the DREAMS project is rooted in the Inbound Marketing Strategy, a methodology that draws people in by delivering valuable content and tailored experiences. This approach establishes connections and addresses the problems or questions individuals may already have, fostering a pull strategy that encourages bidirectionality, message acceptance, and increased traffic to the project's website.

To achieve this objective, the strategy can be delineated into two primary lines of work: consistently creating high-quality content aligned with stakeholder interests and establishing connections across all communication channels to drive the audience to the project's website. Additionally, social media channels will be leveraged as a complementary tool to redirect traffic to the website.

6.1 Website

The project's website serves as the centralized repository for all official project information. It acts as the gateway for external stakeholders seeking information about the project's ongoing activities and serves as a virtual meeting place for all stakeholders. The development of the DREAMS website commenced in month 1 of the project and will officially launch on month 3, following a presentation to the partners during a private meeting.

The main pillars of the digital strategy related to the website include:

1. Search Engine Optimization (SEO) and Quality Content: This involves optimizing the website for search engines and regularly updating the news section with quality content to enhance visibility in organic search results (Content Marketing).
2. Stakeholder Engagement and Community Building: Encouraging stakeholder engagement and fostering the creation of a community around the project.
3. Social Networks: Utilizing social media channels to complement the website and drive traffic.

To achieve high search results and drive traffic, it is crucial to create quality content in the news section. ZABALA's communication team will periodically update this section with expert opinion articles, news, press releases, progress updates, European policy-related content, news about project-involved organizations, reports on technical issues, expert interviews, specialized publications, videos, infographics, and webinars. Social media channels will be employed to promote this content.

Visual content creation is paramount to capture user attention and encourage prolonged stays on the DREAMS website, encompassing photographs, videos, infographics, etc. All such material will be shared on Social Media profiles to attract new users. The website will also be actively promoted by partners on their respective website homepages and across their communication channels, including social media profiles and newsletters. Partners will actively promote website content, such as press releases and published articles.

Consortium members are encouraged to identify communication opportunities and provide information for the creation of articles on the website. Each partner is expected to contribute complementary materials (e.g., news snippets, workshop/event photos) that can be utilized for communication activities.

6.1.1 Website management and updates

ZABALA has managed the purchase of the domain (www.dreamshorizon.eu) and hosting and will oversee the design and development of the website of the project and will oversee the management of the website and the maintenance. The graphic chart and web design will be in line with DREAMS identity guidelines.

The web development plan will be agreed with DREAMS Communication team (made up of one member from each of the partners), the steering committee, and the coordinator of the project and it will be reviewed periodically.

6.2 Social Media Strategy

Social media channels constitute the second pillar of the digital strategy and play a crucial role in attracting visitors to the website. Their primary function is to inform the audience about new updates, ensuring that all public outputs of the project, published on the website, reach their full online dissemination potential.

These channels are instrumental in creating a community around the project, providing an environment for stakeholder interaction. They serve as platforms where individuals can

contribute to the project's posts, engage in conversations among partners and stakeholders, and gain insights into the audience.

Furthermore, these social media channels facilitate interaction with various entities, including European institutions, relevant professionals, local authorities, policymakers, and scientific/technical communities. They serve as valuable tools for informing and establishing connections with these stakeholders, as well as reaching out to an interested public and the media.

To broaden the reach, partners will leverage their own communication and marketing departments and channels. ZABALA takes responsibility for managing the social media channels for the DREAMS project and will consistently update the accounts. The project is already present on X, LinkedIn, and soon with a channel on YouTube, with each serving specific objectives and adhering to distinct rules, and we are having a discussion open if to implement other channels.

Moreover, the use of hashtags will be incorporated to better categorize key topics related to the project and enhance visibility on social media. Recommended hashtags associated with the project's topic include #DREAMSproject and #DREAMS. Hashtags serve the dual purpose of categorizing information on a specific topic and consolidating it for users who click on the hashtag. Partners are encouraged to contribute to their communication and marketing departments and channels to further amplify the project's outreach to a broader audience.

6.2.1 X (former Twitter)

X credentials are as follows:

- @DreamsPjt_EU – handler
- #DREAMSProjectEU– hashtag

The project's X account will serve the following purposes:

- Engaging with influencers such as journalists, policy makers, investors, relevant bodies of the European Commission, other projects, and media in the field of science and other pertinent experts.
- Disseminating concise project updates, including new publications, documents, and developments. If the tweet references content available on the website, a link to the full version will always be included to direct traffic.
- Promoting events and providing updates on their progress. For events organized by the project, specific tags will be created for each case. When participating in other events, the official hashtag will be used.

- Sharing information of interest from the project's perspective, such as relevant government policy changes, reports, or journal articles.

X can no longer be analysed since metrics are now a part of the premium package and you must pay for it.

6.2.2 LinkedIn

The credentials for LinkedIn are the following:

- @DREAMS Project– LinkedIn handler
- #DREAMSProjectEU– hashtag

LinkedIn serves as the professional facet of social networking, providing a platform for a distinct type of online connection— a professional one. The project page establishes a public image on a global professional scale, positioning itself as a reputable and reliable endeavour.

The LinkedIn professional online community fosters networking opportunities with individuals and groups. Given that most stakeholders and individuals interested in the project maintain accounts on this social media channel, it presents a valuable opportunity for establishing connections and cultivating referral relationships. The primary objective of the LinkedIn account is to maintain proximity to stakeholders and ensure that project news reaches the DREAMS community. This approach facilitates content sharing, enhances audience engagement, and enables the project to broaden its global influence.

6.2.3 YouTube

For YouTube, a dedicated platform will be established to showcase technical results achieved by the project, along with other pertinent videos related to the project. This user-friendly platform, accessible across multiple devices, will be leveraged to upload project videos that will subsequently be shared across various social media channels. This repository of videos will encompass a diverse range of content, including project presentations, result-oriented videos, webinars, workshops, pilots, and more.

6.3 Supporting communication materials

A comprehensive Communication Materials package will be developed to present the project in an engaging and visually appealing manner. All materials will consistently incorporate the visual identity of the project. These communication materials will be readily available on the project's website and shared with partners through the project's repository.

Partners can also request these materials via email. The purpose of these materials is to support consortium partners during events, conferences, or workshops, allowing them to distribute and promote the project effectively. ZABALA will lead the creation of these materials, ensuring thorough review by the Communication Team before publication.

6.4 Media relations

Establishing relationships with media at different levels (European, national, and local) is crucial for reaching all target groups. The DREAMS project holds scientific value that can capture media interest, contributing positively to awareness, stakeholder participation, result dissemination, and the provision of project information to society.

Media relationships will be managed through the DREAMS Press Office, led by ZABALA with support from all partners. Partners play a vital role in distributing project press releases and establishing media relations. The process involves ZABALA creating press releases in English, which are then reviewed by the Communication Team before translation by partners into their local languages. ZABALA will handle the Spanish translation. Partners will share the press releases with their media contacts, adapting them into stories for their websites and social media accounts. The impacts of press releases will be tracked and reported in the project's document repository.

Press releases will coincide with project milestones and significant events. Additionally, efforts will be made to promote interviews and articles in specialized media.

6.5 Networking

Specific activities will be undertaken to strengthen the project's positioning and foster cooperation with relevant ongoing initiatives, clustering with national or international research and innovation activities. A common framework for the dissemination of project results will be established, covering all involved communities to enhance the project's positioning.

6.5.1 Networking actions

The DREAMS consortium will actively participate in diverse EU-level groups to share experiences and collaborate with other projects. Partners will also undertake specific actions to establish synergies with ongoing initiatives at local, national, or international levels.

6.6 Events

Participation in events, including international conferences, congresses, workshops, exhibitions, fairs, and webinars, is pivotal to the Dissemination and Communication Strategy. Throughout project implementation, events will be organized to foster stakeholder engagement, involving local authorities, researchers, and the general audience.

Table 4. Technical workshops programmed

Target Group/Stakeholders	Exemplary key events
International key events	• AFM-Telethon will organise 2 international scientific meetings: Myology 2024 and Myology 2027 • Dedicated workshop in European NeuroMuscular Center (ENMC) • Collaborative event with EMBL (European Molecular Biology Laboratory)
Workshop with Members of the European Parliament	• Workshop with Members of the EP during the legislative debate on the orphan drug regulation revision to present the DREAMS project
Webinar to healthcare professionals	• How to combine AI and data for new therapies in rare diseases?
Webinar to educate the general public	• How is Artificial Intelligence impacting the discovery of cures for everyone? • Use of stem cells and AI to cure rare diseases
Webinar to students	• Pimping your curricula with technologies that are changing biology
Webinar with European Reference Networks (ERNs)	• Webinar with European Reference Networks (ERNs) for rare diseases to share learnings and define a possible common position paper to policy makers
Online workshop with other projects	• Online workshop with other projects funded under call HORIZONHLTH-2022-DISEASE-06-two-stage) or under IMI to share learnings to identify complementarities
Webinar to industry	• Webinar to industry on the methodology and results of DREAMS • Webinar to industry on the AI/iPSC platform

In addition, DREAMS will participate in networking and joint activities on topics of common interest with the other projects selected for funding under TOPIC ID: HORIZON-HLTH-2022-DISEASE-06-04-two-stage: "Development of new effective therapies for rare disease" as appropriate. These joint activities could, for example, involve participation in joint workshops,

exchanging knowledge, developing, and adopting best practices, or common communication activities.

Table 5. Future participation European Events

Type of event	Participation in events
EU events	• EU Biotech Week
Patient advocacy events	• AFM-Telethon • EURORDIS • MARATHON – Verein von Eltern und Angehörigen gegen Muskelerkrankungen bei Kindern
Industry	• EFPIA • Pharma Fairs (Bio Europe, Bio US)
Expert Groups	• European Parliament Committee responsible for the revision of the Orphan Drug Regulation • EMA specialised working groups (big data working group, Committee for Orphan Medicinal Products) • EFPIA experts to the EMA

Results on scientific achievements in field test site validations will be disseminated among scientific community, industry, and further stakeholders in specific events. Events organised and co-organised, and that are expected to attend to are the following:

Table 6. Scientific and Medical/Clinical Conferences targeted

Project Topic	Scientific and Medical/Clinical Conferences
NMD and biology projects and stakeholders	• EMBL • Treat-NMD project • NMD clinical trial platform i-Motion • ERN • EuroNMD working groups • Members of IRDiRC • Orphanet • European • NeuroMuscular Center

iPSC	• ISSCR annual meetings and symposia • ESCGCT congress
Bioinformatics/machine learning	• International Conference on Computational Biology and Bioinformatics (ICCB) • International Conference on Machine Learning (ICML) • VIB Applied Bioinformatics in Life Science • European Conference on Computational Biology (ECCB) • International Conference on Machine Learning • NeurIPS • ICLR
NMD	• Myology 2024 and 2027 • Yearly World Muscle Society congress • TreatNMD international conference
Rare Diseases	• AFM groups of patients • Association of glycogenosis • RDs foundation meetings • IGSD

6.7 Publications

The publications disseminate to stakeholders the main results of the project. Thus, academia partners will dedicate strong efforts in publishing scientific papers under the framework of globally recognized scientific conferences and journals that count with a high impact index.

1. The publications must always be free and open available via online with green or gold open access. Prior to publish any scientific publication, the partners involved will contact 45 days in advance the whole consortium for revision and validation of the publication. Moreover, the publications funded by the project will be uploaded to specific bibliographic social networks no later than 6 months after its original date of publication.
2. The project partners will have to provide open access to all scientific peer-reviewed publications relating to its results and will be stored in an Open Access repository according to *Article 16: Intellectual property rights (IPR) – Background and results. Access rights and rights of use.* These publications will be uploaded to the open-access repository.

The Open Access publications will be available on the project website, including articles summarizing the scientific publications in a divulged way and shared through social channels.

Exemple journals:

- Neuromuscular Disorders
- Science Translational Medicine
- PNAS
- EMBO Molecular medicine
- Nature Medicine
- Nature Communication
- Cell Reports
- Cell Stem cells
- Stem cells Reports (ISSCR journal)
- Briefings in Bioinformatics
- Bioinformatics
- PloS Computational Biology
- IEEE Transactions on Pattern Analysis and Machine Intelligence (TPAMI)
- Pattern Recognition
- Journal of Machine Learning Research (JMLR)
- Expert Systems with Applications
- Information Sciences
- Journal of Artificial Intelligence (AIJ)

7 KPI'S AND MONITORING

Analytics are an essential source of information for measuring the impact of Communication and Dissemination actions. Monitoring and analytics will be incorporated in the DREAMS Communication strategy to analyse and measure the Return of Investment (ROI) in communications.

ZABALA will coordinate the actions related to measuring the impact of the communication activities, with the collaboration of all the partners in the project. The analytics will be incorporated on the website, social media, and other communication processes as a source of essential information for monitoring key indicators (KPIs).

Each member of the consortium, that make use of the communication tools and channels, must provide feedback about the impact achieved with their efforts. This information is essential to test and update the strategy and to fill the **Dissemination and Communication Activities Reports** once a year and since the start of the project. The indicators will be systematically analysed and shared in all dissemination updates and project meetings. To keep track of the

evolution of the Communication Strategy, the following Key Performance Indicators (KPI's) will be considered:

Table 7. Expected KPIs

Activity	KPIs
Publishing open access scientific articles in high-impact journals	12 peer-reviewed scientific/technical publications Reaching 100 scientist and > 240 citations
Participating in scientific and clinical/medical conferences	3 conferences/academic partner, 22 presentations / posters at various events; 4 seminar talks at major events reaching in total > 600 scientists and clinical experts
EU Events, Trade Fairs, Projects & initiative	3 events/year, > 12 presentations in events, > 10000 people reached
DREAMS events: Webinars, workshops, meetings	Organisation of >5 DREAMS webinars to different TG attracting 100–300 participants in average. 1 Event at European Parliament.
Project website and web positioning	5,000 visits during the project
Videos and multimedia	500 views on average for the 3–4 videos.
Social media channels	+300 followers, >1,000 interactions/shares
Written content	10 Press releases. Initial and final press dossier
Scientific publications	12 peer-reviewed publications; 100 scientist > 240 citations; 22 posters/ presentations at various events; > 600 scientists and clinical experts
DREAMS workshops	5 webinars to different TG attracting 100–300 participants in average.
DREAMS events	3 events/year; > 12 presentations in events; > 1000 people reached; 1 Event at European Parliament.

7.1 Tracking tools

With the aim of evaluating and measuring the different actions, the following monitoring tools will be defined in the Communication Plan:

- **Google Analytics:** Google Analytics is a platform that collects data from the websites and applications to create reports that provide statistics about your business.

- **Google Alerts:** Google organic search and the partners feedback will give the project information about the news that have been published in media (press clipping), so that we can test the effectiveness of the press releases and networking.
- **Social Media Analytics** are essential to get to know the DREAMS community and their behaviour towards the project.

8 MANAGEMENT OF COMUNICATION

8.1 Communication team

DREAMS partners play a key role in the execution of the Plan as they represent the most important ambassadors and multipliers for disseminating and communicating messages, achievements, and results towards stakeholders. **All partners are required by the Grant Agreements to disseminate their generated results**, and all are requested to contribute to communication and awareness raising activities.

The collaboration between the partners, the Communication teams and ZABALA is essential to ensure timely and accurate publication of project information on the project website and social media channels, as well as maximising the impact of the communication strategy and reaching the targeted audience.

Table 8. Communication team

Partner	Person designated
CECS-ISTEM	Xavier Nissan (xnissan@istem.fr) Yann Guivarch (yguivarch@istem.fr)
KANTIFY	Segolene Martin (segolene@kantify.com)
UC	Lino Ferreira (lino.ferreira@uc.pt)
INSERM	Antoine Muchir (a.muchir@institut-myologie.org)
APHP	Teresinha Evangelista (t.evangelista@institut-myologie.org)
TECHNION	Shenhav Cohen (shenhavc@technion.ac.il)
AFM	Alexandre Méjat (amejat@afm-telethon.fr)
ZABALA	Carla Sala (csala@zabala.es) Mónica Pérez (monicaperez@zabala.es)
SAMSARA	John Blackwood (john@samsaratherapeutics.com)

8.2 The external communication procedure

8.2.1 Production of DREAMS communication materials

At project level, ZABALA is responsible for producing communication material such as press releases, general project presentation, project leaflets, website text, posters and banners, contributions to social media discussions and similar material. All materials will be in English.

8.2.1.1 Review and approval procedure

ZABALA will initiate all approval procedures for communication material, either upon own initiative, or upon request from a consortium partner who would like his/her communication material approved. Moreover, ZABALA will consult with the relevant partners on the content of the communication material to ensure the accuracy of the message.

- ZABALA sends out requests for review and validation of general communication material by email to the Communication Team.
- The Communication Team responds by email to ZABALA within the fixed deadline (depending on the nature of the material) with specific comments (in track changes) and feedback on the proposed material.
- The designated media representatives will react to the proposed communication material according to the following deadlines:

Normal deadline: 5 working days. The normal deadline applies to general communication material.

Urgent consultation: 2 working days. The urgent procedure applies to press material, as well as in cases where urgent input on some specific type of short publications/articles is required. When urgent input is required, this should be clearly indicated by the person initiating the approval procedure (i.e., in the email subject).

- Even in the case of no issues/comments, partners are kindly asked to respond to the request stating their approval and lack of comments.
- If no feedback is given within the allocated time by any of the partners, it is assumed that no objections are raised by the respective partner.

ZABALA consolidates feedback, resolves outstanding issues, finalises material for use and distributes it to all partners, in accordance with deadlines specified in the Description of Action. Media representatives from each partner are responsible for local dissemination and translation if needed.

8.2.2 Communication resources of project partners

As planned in the proposal, the partners are encouraged to involve their marketing and communication departments in the Project Dissemination and Communication Plan: links from their organization's website to the DREAMS website when it is ready, mentions in the accounts of Social Media Channels or translation of press releases. In the case of the press releases the members of the consortium are asked to translate them into their local language and send them to ZABALA, as well as the impact on the media to build the project's press clipping.

8.2.3 Production of communication material in connection with the DREAMS project by the partners

1. Partners of the project may wish to publish information regarding DREAMS on their own websites, make presentations at relevant events and issue own press material that might contain information about the project.
2. All material produced by project partners must follow the review and approval procedure described above and should follow the guidelines below:
 - a. Project partners are asked to follow the corporate identity of DREAMS, comprising both a written identity and a visual identity, making it compatible with the own partner corporate identity.
 - b. Project partners should include in the communication produced the EU flag with the disclaimer.
 - c. Project partners are asked to ensure the accuracy of the information by always consulting the Description of Action.
3. Whenever possible project partners should use available material previously approved.
4. Partners are asked to send ZABALA a copy of the published document and press clippings to keep track of all dissemination activities.
5. Project partners should provide their contact details at the end of their presentations, articles, and press releases, but also present the ZABALA contact details.

8.2.4 Production of scientific communication material

To ensure that the visual identity of the project is respected in scientific communication material and to make sure that there is no conflict between communication and partners' intellectual property rights, the partners willing to produce a scientific publication will have to follow the present procedure:

1. The partner informs the rest of the Technical Committee.

2. Once it has acceptance from the Technical Committee, the partner in charge of the publication sends to the Committee and ZABALA the draft publication at least 20 working days before sending it for publication / 10 working days if the partner was the only one involved in the research.
3. CECS–ISTEM circulates the document to all the partners that have participated to the research. Partners have 10 working days to send back their comments. If there is only one partner involved in the research, the partner just needs the approval of CECS–ISTEM.
4. After making sure that all the comments are considered that there is no conflict with partners' intellectual property rights and that the visual identity of the project is respected, CECS–ISTEM gives their approval to the partner for the publication.

8.2.5 Visibility of EU funding

According to the EC Grant Agreement participants agree to:

- Promote **the action and its results, by providing targeted information** to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.
- **Disseminate results** — as soon as possible — through appropriate means, including in scientific publications.
- **Ensure Open Access** (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results.
- **Acknowledge EU funding** in all communication, dissemination, and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement.
- Additionally, DREAMS project will establish close links to the communication team of the European Commission to make the results of the project visible in the EC Media Outlet, and interaction on the Social Media channels.

8.2.6 Support of the European Union

The support to the DREAMS project by the European Commission must be recognised in all the dissemination and communication tools and materials including this disclaimer:

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

For more information, please refer to [articles 14 and 16 of the Grant Agreement](#), which includes these and other considerations regarding the dissemination of the project and the Open Access. All the beneficiaries of the project are committed to follow the guidelines about the use of the EU emblem using it in their communication to acknowledge the support received under EU programmes.

Scientific and research publications must include the paragraph below:

“The dissemination of results herein reflects only the author's view, and the European Commission is not responsible for any use that may be made of the information it contains”.