



D2.3 WP 2 Final Report

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1. EXECUTIVE SUMMARY

This final report highlights the achievements of the communication and dissemination efforts undertaken as part of the OriON JA project.

Through its communication efforts, the project has engaged the public with its objectives, emphasizing the significance of addressing cancer inequalities, while fostering synergies across Europe to promote collaboration.

The Dissemination and Communication Plan was successfully implemented to communicate the project's objectives, structure, and outcomes to a diverse audience.

A comprehensive website functioned to serve as the project's primary dissemination platform, providing categorized information. In addition, an interactive forum for project partners served to engage in thematic discussions, share insights, and foster collaboration. Social media outlets were also utilized to engage a broader audience and provide a more dynamic, real-time platform for updates. Moreover, events to engage policymakers, researchers, and health professionals, promoting active discussion and awareness of cancer inequalities were organized.

2. INTRODUCTION

The Dissemination and Communication team was staffed with the recruitment of an expert in European program dissemination with extensive experience in event organization, website management, and result dissemination. IT experts, graphic and video designers cooperated to create content needed to promote the project goals.

A comprehensive website was developed to serve as the project's primary dissemination platform, providing categorized information, event registration, and newsletter subscription capabilities. The website for the JA OriON has been integrated with the existing IDIKA website, allowing for the project knowledge and results to be disseminated.

An interactive forum was launched, fully integrated into the JA OriON project website, accessible through a dedicated link from the homepage. The forum was designed to be scalable, and accommodate additional functionalities and user demands as the project evolves.

Social media channels were set up to amplify the reach of project activities, with the capability to disseminate scientific knowledge, results, and updates. A dedicated LinkedIn page, featuring the OriON JA logo and strategic hashtags, to engage professional audiences was launched in January 2024, while an X (former Twitter) account was created in August 2024 to broaden audience engagement through real-time updates and dynamic interaction.

The Communication and Dissemination Team has engaged stakeholders to communicate the project goals. Stakeholder categories included patients' bodies, specialists' colleges, oncology hospitals (public and private), healthcare organizations, NGOs, and the pharmaceutical industry.



3. DISSEMINATION ACTIVITIES

- The RAM (RASCI) is a responsibility assignment matrix that clarifies the roles and responsibilities of project participants in various tasks. The table below delineates roles and responsibilities for key activities associated with the JA Orion Forum and dissemination efforts.
- Key Definitions:
 Responsible (R): The partner performing the task and ensuring its completion.
 Accountable (A): The consortium answerable for the task's completion and outcomes.
 Support (S): Partners providing assistance or expertise to aid in task execution.
 Consulted (C): Partners who offer input, advice, or feedback during the task.
 Informed (I): Partners kept up to date on task progress and outcomes.

Table 1: Communication and dissemination tasks

RAM (RASCI)	MoH GR	NIJZ	Sciensano	CIPH	MOH	OOI	NCRI	ISS	NCI	MFH	IKNL	OUS	MZ	INSP	NCZI	FISABIO	NBHW	CONSORTIUM
Dissemination Plan and stakeholders engagement strategy and coordination of communication activities	R	C	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	A
Setup project website and Forum for web debate	R	C	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	A



Disseminate results	R	C	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	A
Organize stakeholder fora	R	R	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	A
Preparation of formal reports	R	C	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	A



4. DELIVERABLES, TASKS AND MILESTONES

4.1. Dissemination and Communication Plan JA OriON

Task 2.1 concerned the development of the Dissemination and Communication Plan (D2.1), which was finalized in April 2024 and represented the first milestone of WP2.

From its inception, the dissemination strategy has been designed as a systematic, step-by-step approach to connect the Joint Action's methodology, structure, and findings with all interested parties.

The Dissemination and Communication Plan (D2.1) was developed in April 2024, marking a first milestone in WP2. The first part, the Communication Plan, was comprehensive, outlining the communication channels, types, and actions to be used throughout the project lifecycle. The second part, the Dissemination plan, was created to promote engagement and awareness among stakeholders and enable stakeholders to leverage project results effectively.

Task 2.2 focused on the creation of the project website and the establishment of a forum for web debate, with IDIKA SA as the lead partner and NIJZ as the involved partner. Within the first six months of the project, a dedicated website for the OriON Joint Action was developed and integrated into the existing IDIKA platform. This website became a central hub of the dissemination strategy, providing structured sections, search capabilities, and classification options to facilitate access to project knowledge and deliverables. An electronic AI bot was incorporated to guide users, while visitors were offered the opportunity to subscribe to newsletters, declare participation in events, and register for activities. The website was complemented by active use of social media channels, including LinkedIn and X, to extend outreach and foster dialogue. In parallel, the forum for web debate was established to encourage open discussion among project partners, particularly on the potential and benefits of the Registry development.

Task 2.3 addressed the dissemination of results and the organization of stakeholder fora, coordinated by IDIKA SA with the involvement of all partners. Dissemination activities and participation in relevant conferences and events were carried out throughout the project duration, while two major stakeholder events were organized. The first Stakeholder Dialogue took place online on 26 June 2025 and brought together a wide range of stakeholders from across the European Union to discuss cancer control and inequalities. The final events were held in Brussels and was available for live online attendance on 16 December 2025 at TownHall Europe, consisting of the OriON JA Stakeholder Forum entitled "15 years of Progress on National Cancer Control Programmes: How to Continue Reducing Cancer Inequalities" and the OriON JA Final Conference, "Spotlight on Reduction of Cancer Inequalities Throughout Europe." These events provided important platforms for knowledge exchange, policy dialogue, and dissemination of project results to both extended and key EU-level stakeholders.

Task 2.4 involved the preparation of formal reports, led by IDIKA SA with the involvement of NIJZ. Throughout the project, the interim report was compiled to capture progress, activities, and preliminary outcomes, ensuring transparency and accountability. The final report consolidates key messages, achievements, and metrics across WP2, documenting the communication and dissemination efforts, stakeholder engagement activities, and the overall impact of the project's outputs. This reporting process ensured that results were



communicated effectively to the European Commission, stakeholders, and the wider scientific community.

All communication and dissemination activities related to the acknowledged EU support and displayed the European flag and funding statement. The emblem was displayed as prominently and visibly as the other logos.

4.2. Graphic identity

The OriON Joint Action team established in April 2024 a cohesive visual identity, including the design and approval of the project logo in collaboration with the Work Package Leaders team. Key document templates were created to ensure consistency across project communications to provide a unified and professional representation of the project, supporting effective dissemination efforts.

4.3. Leaflet for dissemination

A visually appealing, four-page leaflet summarizing the project's objectives and structure was developed and distributed across all partner countries for use at conferences, workshops, and public outreach events. The leaflet was available in various contexts to disseminate information about the project and its objectives, serving as a versatile tool for communication and promotion, helping to increase awareness, engage stakeholders, and showcase the project's goals. (Figure 1)

Figure 1



4.4. Website creation

A website for the Joint Action OriON has been created and integrated into the existing IDIKA website in July 2024, to disseminate project knowledge and results to project stakeholders and the scientific community. The website facilitates easy location of relevant information through different sections, search capabilities, classification options. Visitors could subscribe to project newsletters and access communication channels (LinkedIn, X), declare participation in events, and register for events. Milestones, deliverables and news about the development of the Joint Action were regularly added. **(Figure 2)** Until December 2025, the OriON JA website had 1.725 visitors from 49 countries and 3.097 page views. **(Figure 3)**

The website of the project is scheduled to remain active for at least 3 years after the completion of the project.

Figure 2



Figure 3

 The image shows a screenshot of a website with a list of events. The events are listed in a table with columns for 'Event', 'Date', 'Time', and 'Location'. The events are organized into two main sections: 'Final Conference' and 'Stakeholder Forum'. The 'Final Conference' section lists events for December 10, 11, and 12, 2025. The 'Stakeholder Forum' section lists events for December 10, 11, and 12, 2025. The events are listed in a table with columns for 'Event', 'Date', 'Time', and 'Location'.

4.5. Dialogue Forum

A web forum was fully integrated into the JA OriON project website and made accessible through a dedicated link from the homepage. The OriON platform (<https://www.idika.gr/JAorion/>) was designed to provide an open and inclusive space where ideas, insights, and perspectives on the potential and benefits of the Cancer Registry development could be exchanged, with active engagement from stakeholders. The forum went online in November 2024 and became fully operational in December 2024. All project partners were registered and contributed to the dissemination of findings with relevant entities and stakeholders.

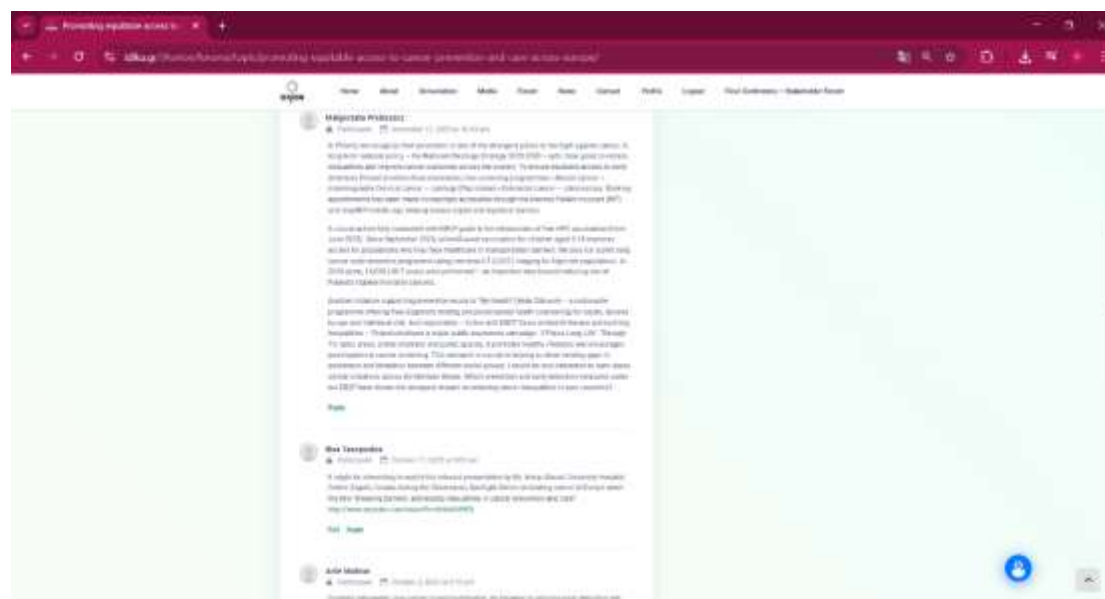
The OriON Joint Action Forum functioned as an interactive platform for dialogue among all partner countries. Partners shared their national perspectives, experiences, and insights on key topics shaping the future of cancer prevention and care. Contributions covered a wide range of themes, including the European Beating Cancer Plan (EBCP), Digital Solutions and Artificial Intelligence in Cancer Care, Equitable Access to Cancer Prevention and Care, and the European Cancer Inequalities Registry. These discussions facilitated the collection of opinions,



recommendations, and good practices from across Europe, ensuring that diverse national experiences were represented.

Several of the contributions were highlighted during the Final Conference and Stakeholder Forum held on 16 December 2025 in Brussels and were also disseminated through the project's social media channels. In this way, the Forum achieved its objective of fostering collaborative approaches and strengthening evidence-based dialogue at the European level, thereby enhancing the overall impact of the Joint Action. (Figure 4)

Figure 4



4.6. Social Media

A dedicated LinkedIn account for the Joint Action OriON and a X (former Twitter) account had been created since August 2024, incorporating its logo and relevant hashtags to inform the public about the project's development. Consortium member involvement is encouraged, as members of the consortium can share events, news, or actions related to the project's goals into their professional profiles.

The following indicators have been set to assess the effectiveness of communication strategies and ensure that project goals are being met:

1) Audience engagement

- 80 followers: The number of people following the project's social media accounts (e.g. LinkedIn).
- 200 interaction including all media platforms in 2 years.

2) Expected audience reach

- Geographic reach [3 countries at least]: The number of countries or regions where the project's message has been disseminated.
- Media reach [3 in 2 years at least]: The number of media outlets that have covered or mentioned the project.



Multimedia material was being created on a regular basis, both for the LinkedIn and X accounts, to engage diverse and selected audiences. In addition, informative content is being posted in selected time frames, based on global or sectoral initiatives or relevant social media campaigns related to European Union goals. Since January 2024, the OriON LinkedIn account has gathered 15.652 impressions, 457 reactions, 3 comments and 35 reposts (Figure 5) while being followed by 178 profiles, steadily growing as time passes (from 73 followers in 2024). (Figure 6)

Figure 5. Social Media metrics. LinkedIn impressions and interactions



Figure 6. Social Media metrics. LinkedIn followers by region



The X account was used to provide live updates during JA OriON's events. More than 172 posts were created, which collected 2.252 impressions and 28 reactions. (See Figure 7)



Figure 7. X posts

The social media of the project are scheduled to remain online for at least 3 years after the completion of the project.

4.7. Dissemination Events

The Communication and Dissemination Team engaged stakeholders identified by the project partners. Partners have identified stakeholders from their respective countries and beyond, including patients' bodies, specialists' colleges, oncology hospitals (public and private), healthcare organizations, NGOs, and the pharmaceutical industry, as a database of stakeholders has been compiled. Apart from participation in dissemination events, several newsletters were sent to interested stakeholders, as well as meetings were held to inform them about the programme's goals.

Two major events, a concluding online webinar aimed at a broad stakeholder audience and an in-person Stakeholder Forum in Brussels, targeting key EU-level stakeholders, were organized in 2025. A wide range of stakeholders, including policymakers, public health experts, patient organisation representatives and researchers from across the European Union attended the first Stakeholder Dialogue that took place online on 26 June 2025 and the second on-site and online Stakeholder Forum in December 2025.

5. SUMMARY

This final report highlights the achievements of the OriON JA project in advancing its communication and dissemination goals. Key achievements include the dissemination of project results and the organization of stakeholder fora at both EU and national levels. The dissemination activities ensured that the outcomes of the Joint Action were communicated widely and effectively, reaching diverse audiences and fostering awareness of the project's impact. Two major stakeholder events were organized as part of this effort. The first was a final online webinar, which engaged an extended list of stakeholders across Europe and provided an inclusive platform for dialogue and knowledge exchange. The second was an in-person Stakeholder Forum held in Brussels, which brought together key stakeholders at the EU level to discuss the project's findings, share perspectives, and explore future directions in cancer prevention and care. Together, these events strengthened stakeholder engagement, amplified the visibility of the Joint Action, and contributed to building collaborative approaches for reducing cancer inequalities across Europe.

The WP2 team has actively implemented the integrated dissemination and exploitation measures recommended by the European Commission. During this period, the focus has been on reaching society as a whole to demonstrate the vital role of EU funding in addressing societal challenges. Social media platforms were successfully leveraged to broaden outreach, while a visually engaging leaflet was created and distributed to amplify awareness at events.



APPENDIX 1: REFERENCES AND RELATED DOCUMENTS

ID	Reference or Related Document	Source or Link/Location
1	Deliverable 2.2	Submitted to F&T portal – Continues reporting
2	Project website	https://www.idika.gr/JAorion/
3	LinkedIn account	https://www.linkedin.com/company/ja-orion
4	X account	https://x.com/JA_OriON
5	Europe's Beating Cancer Plan	https://health.ec.europa.eu/system/files/2022-02/eu_cancer-plan_en_0.pdf