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1. EXECUTIVE SUMMARY

This interim report highlights the progress, achievements and challenges of the communication and dissemination efforts undertaken as part of the OriON JA project.

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

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

Further, a comprehensive website was developed to serve as the project's primary dissemination platform, providing categorized information. In addition, an interactive forum for project partners was launched 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, a visually appealing, four-page leaflet summarizing the project's objectives and structure was developed and distributed it to all partners for use at conferences, workshops, and public outreach events. Finally, planning for events to engage policymakers, researchers, and health professionals, promoting active discussion and awareness of cancer inequalities was initiated.

2. INTRODUCTION

The Dissemination and Communication team was additionally staffed with the recruitment of an expert in European program dissemination with extensive experience in event organization, website management, and result dissemination. The recruitment took place after a competitive selection process, by IDIKA SA, the WP2 leader, since it is a public company, subject to intricate procedures, mandated by Greek laws.

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 integrated AI chatbot has been made available to enhance user engagement and accessibility.

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 made progress in initiating the stakeholder engagement process. Stakeholder categories included patients' bodies, specialists' colleges, oncology hospitals (public and private), healthcare organizations, NGOs, and the pharmaceutical industry. Collaboration with project partners for identifying and engaging relevant stakeholders started, while regular communication with project partners to clarify expectations and support the stakeholder identification process took place.



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	A														
Organize stakeholder fora	R	S	C	A														
Preparation of formal reports	R	C	I	A														



4. DELIVERABLES AND MILESTONES

4.1. Dissemination and Communication Plan JA OriON

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.

The dissemination strategy outlined in the Dissemination and Communication Plan has emphasized essential communication and outreach activities aimed at informing, promoting, and engaging stakeholders. The strategy was designed to achieve several key objectives:

- Effectively communicating the primary objectives, framework, and outcomes of the OriON JA to stakeholders to inform, advocate for, and involve them in leveraging the project's results. A dedicated website has been established as the cornerstone of these dissemination efforts.
- Sharing scientific knowledge, insights, and findings with professionals and specialized audiences to ensure awareness, uptake, and guidance on utilizing the JA's outcomes. Social media platforms play a vital role in achieving this goal.
- Engaging targeted audiences through interactive platforms, webinars and organized events, to facilitate active dialogue.

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 can be used 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 achievements. (Figure 1)

The leaflet was designed to serve as a versatile communication tool, ensuring stakeholders across diverse regions understood the OriON JA project's scope, objectives, and anticipated outcomes. Developed as a visually engaging four-page document, it combines key project information with accessible language, making it suitable for both professional and public audiences, with the below-mentioned characteristics:



- Clear articulation of the OriON JA project's mission to address cancer inequalities.
- Overview of project objectives, structure, and the development of the Cancer Inequalities Registry.
- Professional yet visually appealing layout to ensure accessibility and engagement.
- Use of project branding, including the OriON JA logo and color scheme, for consistent visual identity.

Figure 1



4.4. Website creation

A website for the Joint Action OriON has been created and integrated into the existing IDIKA website, 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, having incorporated an electronic AI bot to guide users. Stakeholders can 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 are regularly added.

The website underwent paperwork finalization with the subcontractor, resulting in a delay, attributed to IDIKA SA, the WP2 leader, being a public non-profit organization subject to intricate subcontracting procedures mandated by Greek laws, adhering to regulations guarantees transparency standards for Greek citizens.

As the website went online on July 2024 and became fully functional in August 2024, being incorporated in the IDIKA website, efforts need to be intensified to meet website traffic and engagement targets.

4.5. Dialogue Forum

A web forum has been fully integrated into the JA OriON project website, accessible through a dedicated link from the homepage. The OriON platform (<https://www.idika.gr/JAorion/>) has been designed to foster an open and inclusive space where ideas, insights, and perspectives on the potential and benefits of the Cancer Registry development can be exchanged, including the engagement of stakeholders.

The forum underwent paperwork finalization with the subcontractor, resulting in a delay, attributed to IDIKA SA, the WP2 leader, being a public non-profit organization subject to

intricate subcontracting procedures mandated by Greek laws, adhering to regulations guarantees transparency standards for Greek citizens.

As the forum went online on November 2024 and became fully functional in December 2024, project partners are going to be registered firstly and can share findings with relevant entities and stakeholders.

The forum strictly adheres to GDPR regulations, ensuring users can request a copy of their personal data stored on the platform and the deletion of their data, guaranteeing privacy and compliance with EU standards. Thematic sections and threads allow users to navigate topics of interest, while users can create, follow, and contribute to discussions in an organized manner, following necessary security protocols. A private messaging feature enables one-on-one or group chats for direct communication.

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 is 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 6.637 impressions, 195 reactions, 1 comment and 6 reposts (Figure 2) while being followed by 73 profiles, steadily growing in the first year. (Figure 3)

Figure 2. Social Media metrics. LinkedIn impressions and interactions

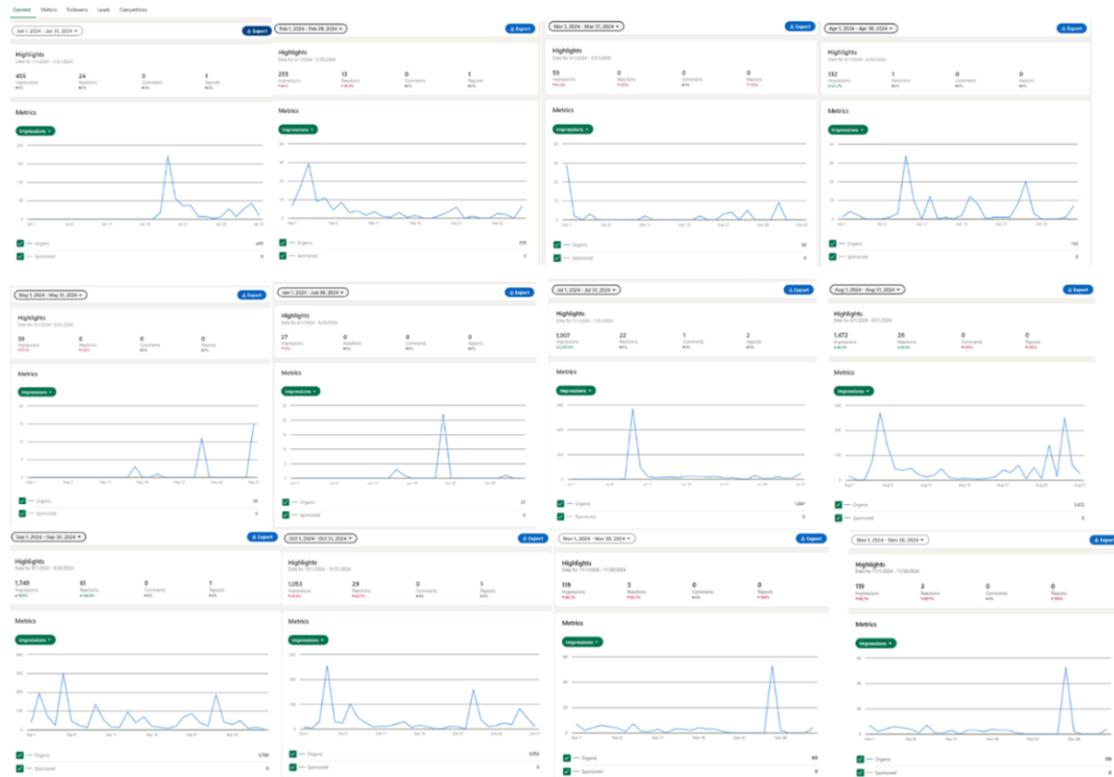


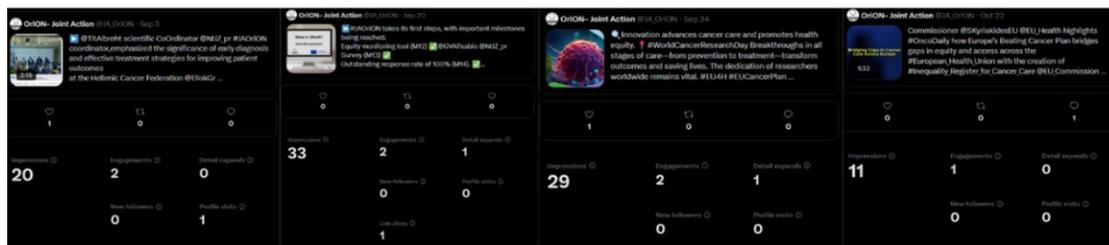
Figure 3. Social Media metrics. LinkedIn followers by region



On the other hand, the X account is still in its beginning stages and has collected 267 impressions and 2 reactions. It doesn't have a steady follower base, as the platform underwent a rebranding (from Twitter to X), involving significant changes in functionality and user base. Therefore, more effort is needed to meet the engagement targets in the second year, that is crucial for the dissemination of the results. (See Figure 4)



Figure 4. X posts and interactions



4.7. Dissemination Events

The Communication and Dissemination Team has initiated the stakeholder engagement process in December 2024. Regular communication with project partners has been established to clarify expectations and support the stakeholder identification process. As 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, a growing database of potential stakeholders has been compiled.

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, are planned for the second year of the project.

5. SUMMARY

This interim report highlights the progress of the OriON JA project in advancing its communication and dissemination goals. Key achievements include the development of a Dissemination and Communication Plan, the launch of a comprehensive website, and the establishment of an interactive forum for collaborative discussions. Social media platforms were successfully leveraged to broaden outreach, while a visually engaging leaflet was created and distributed to amplify awareness at events. Initial planning for webinars aimed at engaging policymakers, researchers, and health professionals underscores the project's commitment to fostering dialogue and raising awareness about cancer inequalities, as a growing database of potential stakeholders has been compiled.

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. Concurrently, efforts are underway to ensure the optimal circulation of knowledge and results, paving the way for achieving the best possible outcomes.



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	Internet Resource	URL
3	YYY	xxx
4	Europe's Beating Cancer Plan	https://health.ec.europa.eu/system/files/2022-02/eu_cancer-plan_en_0.pdf
5	...	