

Dissemination, Exploitation and Communication Plan

Deliverable 7.2



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DISSEMINATION LEVEL

CO Confidential, only for members of the consortium and the Commission Services

REVISION HISTORY

This deliverable is an updated version V2, taking into consideration project changes in the partner in charge of the developpement of MyCare_{e-QuoL}. All updates in the deliverable are highlighted in green. In addition, previous contents no longer relevant are barred.

REVISION	DATE	AUTHOR	ORGANISATION	DESCRIPTION
V.01	25.06.2024	Y Moya-Angeler	12 - ISGlobal	Description of strategy for dissemination, exploitation and communication
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The project e-Quol, number 101136549, is 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 nor the granting authority can be held responsible for them.

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e-QuoL objective

The overall goal of e-QuoL is to use e-health tools to promote equality in quality of life for children, adolescents and young adult cancer survivors (CAYACS) in Europe. The project is identifying CAYACS unmet needs and those of their families, and adapting accessible and affordable tools to address these needs. Ultimately, e-QuoL will improve their quality of life by enabling them to actively engage in their care and better self-manage their health and well-being.

Communication objectives

The ultimate objective of the DEC plan is to maximise e-QuoL's visibility and impact by:

- Raising awareness about the project and the challenges it addresses
- Engaging and educating target groups on the benefits and use of e-health tools
- Fostering collaboration among stakeholders in implementing and refining the e-health tools, together with PanCare and HARMONIC consortia
- Sharing the project's progress, results and challenges
- Addressing an exploitation plan together with Epiconcept

Target audiences

e-QuoL's key target audiences include:

- End-users (CAYACS, patients and their families, as well as health care professionals and other professionals)
- Associations (of CAYACS, patients and parents, as well as professional or medical)
- Supportive networks (of parents/families, as well as education providers or work colleagues)

- Research community (social scientists, cancer researchers, epidemiologists)
- Public health authorities /policy makers (National health authorities of partners and/or EU countries)
- European platforms
- General public

Tools and channels

In order to reach the different target audiences mentioned above, e-QuoL website (www.equolproject.eu / www.equolproject.com M6) is a key tool for providing information about the project's goals, updates on project progress and results for a wide public. The information regarding Life Expectancy and Long Term Follow Up care will be hosted at PanCare website as developed in WP2, WP3 and WP4.

We are also using or will use the following tools and channels to inform on the project's activities and results:

- Communication materials:
 - A leaflet and a slideshow with general information (brief explanation of the what, why, how and who of the project, MONTH 9)
 - ~~A series of content produced by Résilience to share project aims and findings (YEAR 2)~~ A series of contents produced by the Consortium partners to share projects aims and findings (YEAR3).
 - Annual newsletters (YEARS 2, 3 and 4). To provide information on progress, news on relevant developments, training activities, etc. It will be made available on the website, communicated via social media, and sent out to the database of stakeholders and partners in accordance with GDPR legislation.
 - Teasers from the electronic MyCare_{e-QuoL} (Personalised Supportive Care Tool _ e-PSCT) produced by Consortium partner, in YEAR 3 and from the films focusing on medical screening, produced by Résilience (YEAR 3)
 - A demo film produced by Epicconcept the passports partners (EPICONCEPT / CINECA in YEAR 4). A short demonstration video to present the different selected tool(s) at the end of the project. This video will guide potential users through the different functionalities offered by the application(s) in order to show its added value and to promote its use.

- An infographic with key messages addressed to end-users, associations and supportive networks (YEAR 4)
- Policy brief (translating key results for policy makers, YEAR 4). Building on the consortium's collective experience, a 2–3 pages document with results, messages and recommendations concerning the e-health tools, addressed to public health authorities and regulatory bodies. It will promote evidence-based actions to improve the quality of life of CAYACs in Europe.
- Blog posts in the Health is Global site (<https://www.isglobal.org/en/healthisglobal>) written by ISGlobal's Communication officer, patients, healthcare providers and researchers involved in the project. We have already published one on occasion of the Childhood Cancer Day (February 2025)
- Social media (M1–48), when justified, to share information and foster discussions with different target groups. Existing discussion groups and communities, including Pancare, YCE and other partner's social media channels or networks supporting e-QuoL, will be used to actively post news and topics for discussion. The hashtag #equolproject is used to monitor social media activity
- Press releases, when justified. They will be prepared at strategic times (it was prepared at the launch and will be prepared end of the project and when results are deemed relevant enough) and shared with national or specialised media with help from the different partners. Interviews with experts and opinion editorials may also be prepared and proposed to the media.
- Opinion editorials by experts in the consortium proposed to different media
- Presentations and posters at relevant conferences, workshops and congresses
- Scientific publications (4 already published).

Key messages

The main messages to be conveyed at the start of the project included:

- e-QuoL aims to improve the quality of life for CAYACS, patients, and their families through e-health tools
- e-health tools have the potential to promote equity and to support care, providing accessible resources for symptom management, emotional support, and education to empower patients, as well as improving the productivity and mental well-being of caregivers thanks to optimized workflow an enhanced support

- e-QuoL invites stakeholders to contribute to the project's development and improvement, ensuring that the tools are effective and relevant
- The project is a collaborative effort supported by the PanCare network and Harmonic consortium and involving experts from various fields

Additional key messages will be developed as project results become available.

The main audiences, tools and channels to deliver e-QuoL messages are summarised in the following table:

Audience		Objectives	Channels & Tools
End-users	CAYACS, Patients, Families	<ul style="list-style-type: none"> • Provide support material and information • Engage CAYACS in the development and evaluation of the e-health tools • Inform them on the benefit of using the e-health tools • Encourage adoption of the e-health tools • Identify challenges or barriers for implementation 	Film, Demo, Brochures, Website, Social Media
	Health care professionals	Encourage the use of the e-health tools for efficient communication and follow-up of patients	See above
Associations	Patients, Parents	Involve them as one of the main channels of communication with survivors at national and international level	See above
	Professional / medical	Promote the benefit of using e-health tools for patient follow-up and understanding of quality of life determinants	See above
Supportive Network	Parents, Families	Provide material and information to better	See above

		understand and support CAYACS, patients and their families	
	Education providers or work colleagues	Explain the challenges of patients and survivors and how to support them	Website, Social Media
Research Community	Social scientists, Cancer researchers, Epidemiologists	<ul style="list-style-type: none"> Better understand the impact of patient empowerment by e-health tools and living lab experience Further understand long-term effects of cancer and its treatments, including second cancer, fertility, mental health and well-being Provide information on the socio-economic determinants of quality of life in CAYACS and mitigation strategies 	Publications in peer-reviewed, open access journals, Presentations at (inter)national meetings
Public Health Authorities /Policy Makers	National health authorities of partner's and/or EU countries	<ul style="list-style-type: none"> Implement the e-health tools as part of the healthcare system to contribute to patient care Ensure the e-health tools are accessible and affordable or free of cost 	Policy brief, Demo, Website, Social Media
European Platforms		Develop European guidelines that include the use of the selected practices and digital tools	See above
General Public		Raise awareness on challenges faced by cancer survivors	Press, Website, Social Media

Language and tone

The project language is English. Some messages on social media are developed in local languages. The project leaflet, the demo film and the final infographic will be also translated to the language of the participating institutions.

Language will be adapted to the target audiences described in this plan. When targeting children, adolescents and young adults, we will use age-appropriate language to encourage participation and engagement, and support messages by visual resources to facilitate their understanding. We will take an optimistic approach and use a positive tone.

Strategy

Branding

A branding approach for all documents and materials related to the project have been developed during the first 9 months.

- Project's logo (M3). It was designed to match the project values and characteristics and is used in all project materials and in the project website.
- Word templates (M6) for project documents. It has been shared with all partners.
- Project's website (M6). It presents the goal of the project, its components, the partners involved, news on the project's progress and results, reports on the latest events, as well as publications and resources resulting from the project
- Slideshow (M9). It was developed to present the project in an easy-to-understand way, addressing potential end users at large.
- Powerpoint (M9) for presenting the project and any related results. It was shared with all partners.

The visual identity manual ensures that e-QuoL is identified with a unified corporate image. All activities include the EU flag and the supporting statement "Funded by the European Union", as well as the following paragraph:

"The project e-QuoL, number 101136549, is 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 or Horizon Europe, granting authority. Neither the European Union nor the granting authority can be held responsible for them."

Dissemination materials

A project leaflet with general information on the project, for non-specialised audiences was designed in M9 and distributed at key events and meetings as well as uploaded on the website.

One or more infographics will be developed throughout the project to visually summarise key results/messages.

Digital channels

- Website: the www.equolproject.eu website was developed during the first semester to provide background and information on the project (goals, activities, progress and results) to the targeted audiences and general public. It includes a section addressed to participants. The web content is continually updated by ISGlobal in close collaboration with the rest of the partners.
- Blog: Team members from different partner institutions will be offered to contribute with posts for the Health is Global blog. (<https://www.isglobal.org/en/healthisglobal>) throughout the entire duration of the project. This blog allows to share more personal experiences of the work conducted throughout the project. At least 2 post are planned.
- Annual newsletters: they will be distributed through electronic mailing lists to relevant stakeholders (See stakeholder engagement strategy), to share updates and highlight milestones, outcomes, and key events related to the project.
- Social media: project updates, activities, and any other material related to the project and/or published on the website or blog are shared via social networks. The project has not develop its own social media accounts but exploits ISGlobal's and other partners' strong presence on social media platforms (X, LinkedIn, YouTube, Instagram, Facebook). The hashtag #equolproject is being used to monitor social media activity (See Annex 1). When considered relevant enough, social media toolkits are being developed and shared with all partners in order to align messages and increase impact.
- Video(s): If and when deemed relevant, one or more simple video(s) summarising key messages or results will be prepared and shared on the website and through social media.
- A policy brief: It will be prepared at the end of the project, with the aim of translating key results into messages useful for relevant policy and decision makers.
- Workshops: Two workshops for end users (including clinicians and patient associations) will be held, coinciding with PanCare meetings (M18, M48).

Media relations

Press releases for local, national and international media will be considered when results justify a wider reach. The press release will be prepared by WP7 and shared with all partners for sending to local journalists and/or posting on their corresponding websites, in addition to the e-QuoL website. Press releases on peer-reviewed papers will also be uploaded on the Eurekalert site (<https://www.eurekalert.org/>).

Reporting

All partners are asked to communicate the name, event and date of all oral and written presentations of the project and its results, as well as any other dissemination activities related to the project.

Scientific publication strategy

A scientific publication plan (See the e-QuoL Publication Policy later in this document) was established by the end of YEAR 1 in collaboration with all partners to outline responsibilities for data management and sharing, and an internal approval process for publications, oral presentations and posters. Published papers will be open access either through publication in an open access journal or by purchasing open access rights.

*WP7 will oversee establishing the scientific publication strategy, as well as rules and procedures to avoid any potential breach of IP and to address any potential conflict of interests between academia and industry when disclosing information.

Annex 1. Social media accounts

X		
HASHTAGS	Project	#equolproject
	Related	#cancersurvivors #ChildhoodCancer #followupcare #LTFU #supportchildrenwithcancer #EUCancerPlan #EU4Health #HARMONICproject
HANDLES	Partners with active X accounts	
	ISGlobal	@ISGLOBALorg
	Pancare	@PanCareNetwork@pancarelife @pancaresurfup @PanCareFollowUp and @pancaresurpass
	GCS HUGO	@HUGrandOuest, @chu_angers
	Les Aguerris	@LesAguerris
	University of Lucerne	@UniLuzern
	Centre Léon Bérard	@CLCCLeonBerard
	Tyks	@TyksAUCS
	Funders	@HorizonEU, @EU_Commission, @EU_Health
OTHER RELEVANT ORGANISATIONS		@CancerEurope

Instagram		
HASHTAGS	Project	#equolproject
	Related	#EUCAYASNET #EUCancerPlan, #Childhoodcancer #childhoodcancersurvivor #beatcancer
HANDLES	Partners	
	ISGlobal	isglobalorg
	Pancare	PanCare
	Resilience	Resilience
	University of	uniluzern

	Lucerne	
	Little People Romania	asociatialelittlepeople
	Centre Léon Bérard	centreleonberard
	Varsinais-Suomen hyvinvointialue	varhahyvinvointi
	WPE Essen	proton_essen

Facebook		
HANDLES	ISGlobal	https://www.facebook.com/isglobal
	Partners	
	University of Lucerne	https://www.facebook.com/UniLuzern
	Centre Léon Bérard	https://www.facebook.com/CentreLeonBerard/
	PanCare	https://www.facebook.com/pancare.eu

Linkedin		
HANDLES	ISGlobal	https://www.linkedin.com/company/1992859/
	Partners	
	CHU	https://www.linkedin.com/company/centre-hospitalier-universitaire-dangers/
	GCS-HUGO	https://www.linkedin.com/in/gcs-hugo-869895201/
	Epiconcept	https://www.linkedin.com/company/epiconcept/
	Pancare	https://www.linkedin.com/company/pancare
	University of Lucerne	https://www.linkedin.com/school/university-of-lucerne/
	Little People Romania	https://www.linkedin.com/company/the-little-people-romania/
	Centre Léon Bérard	https://www.linkedin.com/company/centre-léon-bérard/

Youtube		
HANDLES	ISGlobal	https://www.youtube.com/user/ISGLOBALorg
	Partners	

	GCS HUGO	https://www.youtube.com/@gcshugo8056
	Les Aguerris	https://www.youtube.com/@lesaguerris6528
	Resilience	https://www.youtube.com/@resilience6964
	University of Lucerne	https://www.youtube.com/uniluzern
	Centre Léon Bérard	https://www.youtube.com/user/CentreLeonBerard

Exploitation activities and intellectual property management

The objective of the exploitation plan is to set the ground for approaching the market and guarantee the uniqueness of the project.

The exploitation pathways plan will be led by Resilience EPICONCEPT, in close collaboration with ISGlobal and other partners.

- It will analyse opportunities to establish a new market with a differentiated approach according to individual countries
- The market will be continuously monitored to reveal competitors, European regulations, scientific papers, IP, as well as published statistics.

The plan will also ensure that fair and reasonable conditions are agreed within the consortium for the dissemination and exploitation of the project results. To that end, partners will be in close contact with their IP and legal experts within their organisation to form and ad-hoc IP/exploitation plan.

~~Exploitation Manager (Arlindo Ferreira, Resilience) and IP manager will oversee the project, providing guidance to the researchers and propose possible use of the generated knowledge.~~

~~The e-PSCT by Resilience is expected to establish a new market for 30 000 CAYACS patient (around 30 M-EUR).~~

General Dissemination and contents exploitation will be define by 24 – PANCARE with the following principles guiding the consortium:

- Free use for health care professionals, CAYACS and their families

Each passports developpers will be in charge to propose a sustainability strategy (SurPass by 15 – CINECA and LOG-After by 1.1 – CHU Angers & EPICONCEPT).

The consortium, under the leadership of 1.1 – CHUA, will develop a sustainable strategy for the newly created MyCare e-QuoL (e-PSCT).

Stakeholder engagement strategy

Engagement of relevant stakeholders at the national, regional and international level is key to promote the knowledge exchange, networking and development and implementation of e-health tools. To this end, PanCare will lead the stakeholder strategy in close collaboration with ISGlobal and other partners. We will engage with stakeholders and connect other projects and initiatives with similar activities.

In order to exploit the network, we will:

- Bring stakeholders together at PanCare meetings to uptake e-QuoL results.
 - Connect with existing activities to exchange knowledge and best practices that are linked to this project and CAYACS in general (projects funded under other clusters and pillars of Horizon Europe, or other EU programmes e.g. PanCareSurPass, EU-CAYAS-NET, smartCARE and any new projects coming up during the project).
 - Communicate about the project in relevant meetings organised in related projects or targeting CAYACS and involved healthcare professionals in general.
- Stakeholder list:

With the help of all partners, we will establish a list with names and emails of relevant contact persons in international, regional and national organisations and associations relevant to the project. These include patients and survivors associations and medical and professional associations (in particular oncology paediatricians) (See Stakeholder List). Stakeholders will be targeted via online and offline communications to inform about the project aims and outcomes.

- Stakeholder contact:

A first contact will be established by e-mail, with a letter explaining the project, a link to the first newsletter, and an invitation to sign up to receive additional information related to the project. The e-QuoL website also offers the possibility of signing up for and downloading newsletters. National medical and patient associations will be directly contacted by project partners in the country.

- Sending of newsletters:

At the end of this year 2, and of years 3 and 4, we will send a newsletter to all persons having signed up. We will also share them via ISGlobal's and PanCare social platforms.

- Stakeholder event:

Towards the end of the project, the e-QuoL consortium will invite selected stakeholders to a key event such as the PanCare Meeting, where e-QuoL results will be shared and the outcomes like selected e-health tools will be presented. It is aimed to organise this event at a meeting where various stakeholders come together including survivors, families, medical doctors, nurses, researchers and other healthcare professionals.

Relevant stakeholders will also receive an infographic with key messages / results / new e-tools and a policy brief that should help develop European evidence-based policies.

This communication and stakeholder engagement plan will be open to changes over time, in order to adapt to possible changes in both the external and internal scenarios and better respond to communication requirements from experts and the general public.

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