



Plan for Communication and Dissemination (PCD) /D6.1

WP 6, T 6.1

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List of Acronyms

	Definition
PCD	Plan for Communication and Dissemination
SH	Stakeholder
D&C	Dissemination and Communication
KER	Key Exploitable Result

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Executive Summary

The **Plan for Communication and Dissemination (PCD)** defines a comprehensive and **integrated approach** to managing and implementing FLAVIVACCINE's communication and dissemination strategy. It aims to **ensure a lasting impact** on the designated target audiences by carefully crafting the actions, materials, and formats that will support the project in the pursuit of its goals. The design of the strategy considers the **preliminary identification of Key Exploitable Results** and lays the groundwork for the exploitation strategy.

Below the main features of the strategy are described:

Stakeholders (SH) and key messages

Project SHs and target audiences are identified, here some examples of key messages and the project payoff.

Stakeholders	Key messages project level and payoff
Vaccine developers	<p>FLAVIVACCINE unites Europe against rising mosquito -borne threats due to climate change.</p> <p>FLAVIVACCINE: a safe and effective solution against multiple mosquito -borne diseases.</p> <p>FLAVIVACCINE will develop a new approach to protect against emerging epidemic and pandemic threats.</p> <p style="text-align: center;">↓</p> <p>FLAVIVACCINE safely protecting against mosquito -borne diseases</p>
Public authorities and regulatory agencies	
Clinical community	
Research and academia	
Civil society	
Initiatives and clusters	
Media	

Dissemination& Communication(D&C)

The D&C strategy is defined, with its actions, materials, formats.

VISUAL IDENTITY



CHANNELS flavivaccine.eu



DISSEMINATION FORMATS

- Scientific papers
- Final Innovation dossier
- Policy brief

COMMUNICATION FORMATS

- Communication Kit
- Flyer/leaflet
- Short video statements
- Final video news release

EDITORIAL

- Newsletters
- Press releases
- Journalistic articles

SHs DIALOGUE

- Events
- Webinars
- Clustering, etc.

The impacts and effectiveness of the strategy will be monitored and measured through a proprietary methodology developed by ICONS.

KERs and Exploitation strategies

Identification of the **preliminary KER categories** for FLAVIVACCINE, further detailing of the results will be provided in future sensitive releases:

- **D5.3** - Exploitation plan at M24
- **D5.4** - Exploitation 2 at M48

4 preliminary exploitation pathways identified:

- Vaccine development through clinical evaluation
- Further research and upscaling
- Academic and research exploitation
- Continuous dissemination and advocacy



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FLAVIVACCINE's strategy will evolve over time, with a focus on building brand identity and community in its initial phase, enhancing communication products, and promoting results and exploitation activities in subsequent years.

The **next iteration of the PCD (D6.2 in M24)** will provide an update on the activities and delve deeper into dissemination products and their roles in supporting future exploitation.



1. Introduction to the Plan

The **FLAVIVACCINE's Plan for Communication and Dissemination (PCD)** serves as the **project's blueprint** for developing, managing, and implementing an effective D&C strategy, while also laying the foundation for the exploitation strategy (WP5, T 5.3). This introductory chapter outlines the primary goals of the project and details the Plan's strategic approach.

1.1. Overview of the project

Climate change and human environmental impact are expanding mosquito habitats, increasing the risk of mosquito-borne viral infections, which affect 400 million people and cause 250,000 deaths annually. These infections are particularly challenging for countries already dealing with respiratory and enteric diseases. **FLAVIVACCINE aims to provide a safe, cost-effective solution** to reduce the burden of diseases such as dengue, yellow fever, Zika, and West Nile viruses.

Understanding the **needs addressed by FLAVIVACCINE and its expected outcomes** is central to the **project's communication, dissemination, and exploitation strategy**.

Table 1: Main needs addressed by the project and expected results

Needs	Expected results
<ul style="list-style-type: none"> Enhance knowledge on problems/future perspectives of flaviviruses vaccines. Define the immunogenicity of the pan-flavivirus target. 	<ul style="list-style-type: none"> A novel scientific approach that focuses on the initial infection resulting from contact with mosquito.
<ul style="list-style-type: none"> Anticipate possible flaviviruses emergence with the development of a new vaccine. Translate scientific data in a safe and efficient pan-flaviviruses vaccine candidate. 	<ul style="list-style-type: none"> A possible vaccine candidate against several flaviviruses ready for clinical trial.
<ul style="list-style-type: none"> Discussing regulatory and ethical aspects. 	<ul style="list-style-type: none"> Ex-novo regulatory paths.

To **ensure FLAVIVACCINE's visibility and to raise awareness of its goals**, it is crucial to adopt an integrated communication and dissemination approach that **also considers the future exploitation** of the project's results.

1.2. An integrated approach

Although the exploitation task formally falls under WP5, **FLAVIVACCINE's Communication (C), Dissemination (D), and Exploitation (E) activities** will be highly integrated and executed in synergy. The goal of this holistic approach is to generate **meaningful and lasting impacts among the project's target audiences within the vaccine value chain** by creatin awareness and understanding (C); acceptance (D); uptake and upscale of the project's results beyond its end (E).



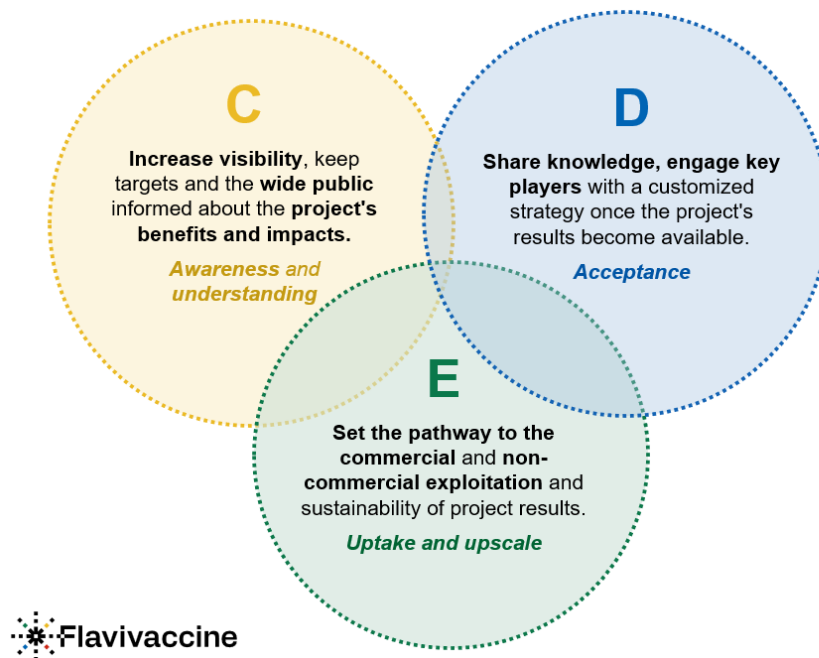


Figure 1: Integrated approach to Communication (C), Dissemination (D), and Exploitation (E)

The **impacts and effectiveness of the strategy will be continuously monitored and measured** through a proprietary methodology developed by ICONS ([chapter 4](#)).

1.3. Objectives

The PCD aims to achieve the following objectives

- Identify the project's preliminary KER categories and related Exploitation pathways
- Identify the key stakeholders and target audiences understanding their potential interest and impact in the project
- Outline the key messages which will be used to **increase awareness** and inform stakeholders about the aims and results of the project.
- Define the activities, channels, formats and materials to reach the expected impacts.
- Definition of the monitoring process and the impact assessment.
- Identify a roadmap of activities until M24.

Two additional releases of the document are planned:

- At **M24**: Second iteration of the Plan for Communication and Dissemination (**D6.2**).
- At **M48**: Final report and Impact assessment (**D6.3**).

The document refers to and it is completed by:

- deliverable **D6.5** – Project website.
- **Consortium Guidance Note**, which provides specific information for project partners (the document is available for consortium only [at this link](#)).



2. Foundation of the strategy

The first six months of activity are important for establishing a strong foundation of the strategy. This is based on the analysis of the project's **preliminary results, related exploitation pathways** and the definition of **key stakeholders and target audiences** as outlined in this chapter. During this period, **essential D&C elements** have been established. These include the project landing page, social media channels, and document template, all aligned with the visual identity developed in M1.

2.1. Preliminary Key Exploitable Results

A preliminary identification of FLAVIVACCINE Key Exploitable Results (KERs) is the ground base of the project exploitation also guiding D&C activities. Clearly defining the nature of the results and the type of organisations involved in their development will help develop dedicated exploitation strategies, thus defining how results will be further used to create an impact beyond the project's implementation period. As a fundamental element of the exploitation planning and support to partners in capitalizing on their research output, FLAVIVACCINE's results are continuously mapped and monitored throughout the project. Further exploitation activities will be carried on in the scope of WP5, culminating with the releases of the D5.3 - Exploitation plan at M24 and D5.4 – Exploitation 2 at M48.

The European Commission defines results as: “any tangible or intangible output of the action such as models, tools, data, knowledge, or information - whatever its form or nature, whether it can be protected or not - that is generated in the action, as well as any rights attached to it, including IP rights.” A KER is a result that has been selected and prioritized due to its high potential to be “exploited,” i.e., make use and derive benefits downstream the value chain of a product, process, or solution, or act as an important input to policy, further research, or education.

KERs may be either individual or joint: individual results are produced by a single partner and exploited independently by that entity after the project, whereas collaborative results are co-created by two or more partners and necessitate agreements among the parties for future exploitation activities. KERs and their exploitation strategies can have either commercial or non-commercial intentions, whether aimed at market commercialisation for direct profit (e.g., new products or services) or for non-profit purposes such as policy-making or further research activities.

Preliminary KERs

The main goal of the FLAVIVACCINE project is to develop an innovative broad-spectrum vaccine candidate to combat multiple mosquito-borne flaviviruses, including dengue (DENV), Zika (ZIKV), yellow fever (YFV), and West Nile virus (WNV). Therefore, the main KER to be produced in the project course is a vaccine candidate ready for the clinical trial phase. This main KER derives from the integration of a series of other heterogeneous results that have their own potential to be individually exploited from the project partners or third parties. Those include relevant tools, data generated, models and protocols essential to the vaccine development. These results will be further defined and characterized during the



project course and relevant information will be available for the project partners later on, in the confidential releases of the D5.3 - Exploitation plan at M24 and D5.4 – Exploitation 2 at M48.

Furthermore, open access KERs are foreseen in FLAVIVACCINE:

- **Regulatory path for a pan-flavivirus vaccine:** involves outlining the necessary steps and requirements to navigate the regulatory landscape for bringing the vaccine from development to market. The regulatory path will include detailed guidelines on preclinical and clinical trial phases, necessary documentation and compliance with regulatory standards, engagement with regulatory bodies, and addressing any potential regulatory challenges. This comprehensive roadmap is intended to streamline the approval process, ensuring that the vaccine meets all safety, efficacy, and quality standards required by regulatory agencies.
- **Matrix of ethical consideration by flavivirus vaccine development and vaccination:** is the creation of a matrix of ethical considerations for the development of flavivirus vaccines and vaccination. This matrix will identify and address various ethical issues that may arise during the vaccine's development and deployment. It will cover topics such as informed consent, equitable access to the vaccine, ethical conduct of clinical trials, considerations for vulnerable populations, and the potential societal impacts of vaccination programs. The matrix aims to provide a framework for ethical decision-making, ensuring that the development and distribution of the vaccine are conducted in a manner that respects human rights and promotes social justice.

Preliminary Exploitation strategies

FLAVIVACCINE consortium fosters an impact driven approach in the utilization of the results in the post project phase, thus enabling the clinical evaluation for the vaccine candidate and the general sustainability and applicability of the project outcomes. Establishing an exploitation strategy early in the project helps guide activities and decisions to achieve the intended objectives. It involves identifying how the exploitation will be executed, thus defining what will be exploited, by whom (IP ownership), who will benefit from these activities.

Following there are **4 main exploitation pathways** for FLAVIVACCINE results:

1. **Vaccine development through clinical evaluation:** progress the vaccine candidate with the aid of vaccine developers to reach the clinical trials phase. Focus on meeting regulatory requirements and demonstrating the vaccine's efficacy and safety to move it closer to market readiness.
2. **Further research and upscaling:** seek funding from organisations like the French National Research Agency (ANR), the French National Agency for Research on AIDS, viral hepatitis and emerging infectious diseases (ANRS-MIE), the National Institutes of Health (NIH), or the Biomedical Advanced Research and Development Authority (BARDA) to continue research. Aim to expand and refine findings, enhancing the vaccine's efficacy and applicability for broader use.
3. **Academic and research exploitation:** utilize project results in PhD programs, university courses, and training modules. Produce scientific publications and integrate findings into other research projects to strengthen EU leadership in flavivirus research.



4. **Continuous dissemination and advocacy:** engage with vaccine regulators, NGOs, and policymakers through presentations, workshops, and policy briefs. Advocate for a supportive regulatory environment to facilitate the vaccine's approval and deployment.

2.2. Key stakeholders and target audiences

2.2.1. Preliminary Stakeholder identification and profiling

Stakeholders Identification

FLAVIVACCINE stakeholders are individuals, organisations, or businesses with a vested interest in the project results as the vaccine candidate, regulatory path and matrix of ethical considerations. A preliminary identification of these stakeholders is then fundamental to effectively drive the Communication and Dissemination activities and the initial Exploitation roadmap definition. In order to do so, seven macro categories of stakeholders were identified and presented in the table below:

Table 2: FLAVIVACCINE's stakeholders

Stakeholder macro-group	Sub-category of stakeholders
<i>Vaccine Developers</i>	<ul style="list-style-type: none"> • Pharmaceutical companies • Biotech companies
<i>Public Authorities and Regulatory Agencies</i>	<ul style="list-style-type: none"> • International, EU and national governmental institutions • Public health institutions at International, EU, national levels • Public health regulatory agencies
<i>Clinical Community</i>	<ul style="list-style-type: none"> • Public and private healthcare structures • Public health providers • Healthcare professionals
<i>Research And Academia</i>	<ul style="list-style-type: none"> • Universities • Teaching hospitals • Research institutions • R&D departments of private companies
<i>Civil Society</i>	<ul style="list-style-type: none"> • General public • NGOs
<i>Initiatives And Clusters</i>	<ul style="list-style-type: none"> • Other EU-funded projects, initiatives and partnerships
<i>Media</i>	<ul style="list-style-type: none"> • European, national, and local journalists and media

Stakeholders Profiling

This section describes the categories presented above, outlining their operational context and main interests in FLAVIVACCINE.

Vaccine developers



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Vaccine developers are entities of the healthcare industry primarily focused on the R&D and commercialisation of vaccines. They often collaborate with academia or other research institutions to implement their scientific knowledge and to launch a new pharmaceutical product on the market. For these reasons, they could be interested in the scientific results obtained by FLAVIVACCINE, thus, to update their pipeline with a new possible vaccine against several flaviviruses. These stakeholders should be monitored all along the project because they can also be competitors of FLAVIVACCINE consortium. With these entities, the C&D should engage new collaboration and avoid conflicts of interest along the project. Possible competitors should be controlled also after the end of the project during the clinical trials that FLAVIVACCINE want/hope to undertake.

The following subcategories were identified:

- **Pharmaceutical companies:** they are companies that heavily invest in R&D to discover and commercialise new pharmaceutical drugs. They can also be responsible for complex regulatory paths and the dialogue with public health institutions for vaccine approval. Once a vaccine candidate is approved, these companies could scale up production ensuring a quality product and, thus, responding to global demand.
- **Biotech companies:** they are specialized companies that develop pharmaceutical products exploiting new biotechnological techniques. They are especially experts in fields like molecular and synthetic biology, bioinformatics, and immunology. Their strong scientific knowledge and the exploitation of cutting-edge techniques facilitate and accelerate the translation of scientific results in a vaccine candidate.

Public authorities and regulatory agencies

Public authorities involved in the improvement of public health, ensuring fair access to healthcare services. Regulatory agencies are essential stakeholders in a project such as FLAVIVACCINE because they ensure that vaccine candidate will be safe, and effective, and will respect quality standards before the market launch. These agencies could oversee the entire lifecycle of vaccine development, from preclinical research to post-market surveillance. They provide regulatory guidance, review clinical trial protocols, and marketing authorization for the vaccine candidate that FLAVIVACCINE is generating. Thus, their involvement ensures that vaccine undergoes rigorous evaluation and could be essential for a complete and secure co-created roadmap for the regulatory path of the FLAVIVACCINE that should follow a faster development and commercialisation. A matrix of ethical considerations will be drafted and the development of FLAVIVACCINE could become an example of best practice for future drug/vaccine production.

The following subcategories were identified:

- **International, EU and national governmental institutions:** are key stakeholders in vaccine development projects because of their commitment to public health and disease prevention. On the international stage, organisations like the United Nations (UN) are constantly aware of possible health threats and, thus, they are interested in possible vaccines that prevent world-wide health dangers. Similarly, European institutions (e.g. European Commission) and national ministries of health could show interest in a safe and efficient prevention tool for a possible flavivirus pandemic. These institutions could play a role in funding vaccine research, providing financial support



to facilitate FLAVIVACCINE production and/or distribution. Indeed, flaviviruses are becoming always more expanded. The threat of a possible epidemic or pandemic is every day more serious and governmental institutions constantly monitor their spread and invest in fighting them.

- **Public health institutions at International, EU, and national levels:** are organisations promoting the health of populations within a specific geographic area, operating at national, and international levels. They focus on disease prevention, health promotion, and response to public health emergencies. Importantly. Currently, a single vaccine against multiple flaviviruses does not exist, and for some of these viruses, such as Zika and West Nile virus, no vaccine is available yet. Moreover, some commercialised vaccines against flaviviruses are difficult to produce (e.g. YF-VAX for yellow fever) but others do not reach a protection against all serotypes (e.g. Qdenga for Dengue). For these reasons, public institutions could be key stakeholders in the FLAVIVACCINE project, and they could play a crucial role in promoting the vaccine candidate. Examples of possible public health institutions that could be interested in FLAVIVACCINE results, are: European Centre for Disease Prevention and Control (ECDC) at EU level, World Health Organization (WHO) at international level, and Istituto Superiore di Sanità (ISS) - The National Institute of Health at national level.
- **Public health regulatory agencies** play a crucial role in ensuring the safety, efficacy, and quality of vaccines before they reach the market. As a pivotal regulatory body, the European Medicines Agency (EMA) is deeply committed in the entire lifecycle of vaccine development. It offers scientific guidance during development, reviews clinical trial protocols for safety and efficacy, and rigorously assesses trial data finally granting market authorization and monitoring vaccine safety through pharmacovigilance. Importantly, it promotes crucial collaborations with national regulatory bodies harmonizing vaccine regulation across Europe.

Clinical community

The clinical community is highly interested in the generation of a new vaccine against pan-flavivirus due to its profound impact on improving healthcare efficiency and patient outcomes. An effective vaccine can significantly reduce the incidence of infectious diseases, decreasing the patient load in hospitals and clinics. This is particularly necessary in those countries where the management of public health is not well-organized and where flaviviruses are more spread but, the ongoing global spread of mosquitoes and the looming threat of potential epidemics could strain healthcare systems worldwide. Overall, FLAVIVACCINE could enhance the healthcare system's ability to deliver timely and effective care.

The following subcategories were identified:

- **Private and public healthcare structures:** could be interested in the generation and commercialisation of an effective vaccine against flaviviruses. This kind of vaccine could drastically decrease the costs incurred by these structures facilitating and shortening the hospitalisation of the infected patients.
- **Public health providers:** healthcare providers, particularly virologists and epidemiologists, have a profound interest in vaccine development due to their critical



role in controlling flavivirus diseases and safeguarding public health. Virologists are particularly interested in the study of viruses, the mechanisms through which they cause illnesses, and in the understanding of the immune response promoted by FLAVIVACCINE's candidate vaccine. On the other hand, epidemiologists monitor the spread of infections through the population making vaccines a crucial tool in their work to prevent and manage epidemics/pandemics.

- **Healthcare professional:** are mainly physicians and nurses and they focus on diagnosing, treating, and managing patients' medical conditions. The introduction of a new effective vaccine against multiple flaviviruses could significantly help these professionals mainly for two reasons: 1) the vaccine should limit and decrease the number of infections and hospitalisations, consequently, should be reduced, 2) the vaccinated infected patients should manifest less severe symptoms and the management of these patients should become faster and easier.

Research and academia

The methodology that FLAVIVACCINE will develop along the project could be applied in other vaccine development or other R&D fields. Research institutions and universities could be interested in acquiring and learning that methodology to apply it in their research field. Moreover, these research entities could contribute to the further development of FLAVIVACCINE once the project ends.

The following subcategories were identified:

- **Universities:** Based on the methodology used to discover the vaccine candidate in this project, universities could be interested in opening and sponsoring new PhD programs to exploit the new approach that FLAVIVACCINE discovered and to implement it to further research in same or different fields.
- **Teaching hospitals:** are affiliated with universities, providing access to interdisciplinary expertise and advanced research resources. They could be interested in the FLAVIVACCINE research post-project, especially in taking part in clinical trial. As teaching hospitals are dedicated to advancing medical knowledge, conducting clinical trials is essential for their reputation and for improving medical practice.
- **Research institutions:** research institutions could be interested in methodological and practical results obtained in FLAVIVACCINE. These institutions are always aware of the novelty in many scientific fields, and they are interested in sponsoring new and deeper research about these themes opening new job positions.
- **R&D departments of private companies:** Their interest in the project is directed both towards the new methodologies that FLAVIVACCINE implements, and the specific vaccine results that the collaboration between the partners is creating. Indeed, they may be interested in the acquisition of the FLAVIVACCINE candidate to implement it if recognized worthy of scientific attention and marketable.

Civil society



All the civil society is highly interested in FLAVIVACCINE, both citizens and NGOs, due to its potential significant impact on public health. Indeed, an effective vaccine against pan-flaviviruses could drastically reduce mosquito-borne infections in those countries where 1) mosquitoes (vectors) are more present and/or 2) HIV/AIDS, malaria, tuberculosis and other respiratory and enteric infections are endemic and/or 3) hospitalisations and healthcare are not always provided due to management or economic problems. However, due to the continuous mosquito distribution all over the world, the threat of a possible epidemic or pandemic increases and, thus, the distribution of an effective and safe vaccine against multiple flaviviruses is made more urgent.

The following subcategories were identified:

- **General public:** the general public will be the target of the vaccination campaign while the vaccine candidate will be ready and commercialised. Citizens all over the world are highly affected by the availability of a single vaccine against multiple flaviviruses which could significantly enhance quality of life.
- **NGOs:** aim to ensure public health and equal access to healthcare. Their interest in the project goes beyond the scientific knowledge that FLAVIVACCINE will produce, focusing on the final product, the vaccine candidate. They could support FLAVIVACCINE in raising awareness and mobilizing resources for vaccine distribution.

Initiatives and clusters

Collaborations with clusters of similar EU-funded projects and initiatives shared with other stakeholders will be valuable for the implementation of FLAVIVACCINE results and visibility. The impact of the expected results would be highly increased thanks to the sharing of information in these interdisciplinary networks and collaborative partnerships.

Media

European, national, and local journalists and media are interested in sharing information and results about FLAVIVACCINE to increase awareness about the threat of flaviviruses and potential solutions. Their dissemination work is primarily aimed at general public and then, to the healthcare sector.

2.2.2. Main target audiences

Based on the preliminary stakeholder mapping, the project's main target audiences were identified and validated by the project partners during a workshop organized by ICONS in May 2024 (M5). These key audiences and their priorities (assigned during the workshop) will be considered during the production of D&C materials.



Rank our main target audiences

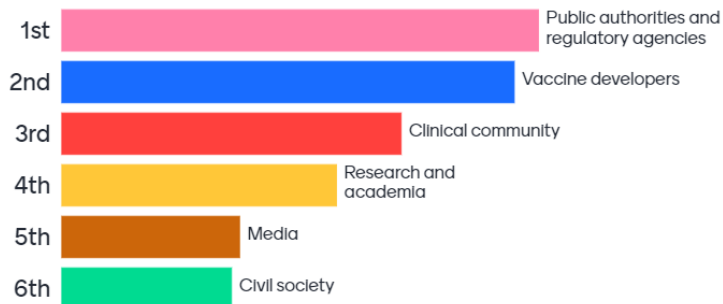
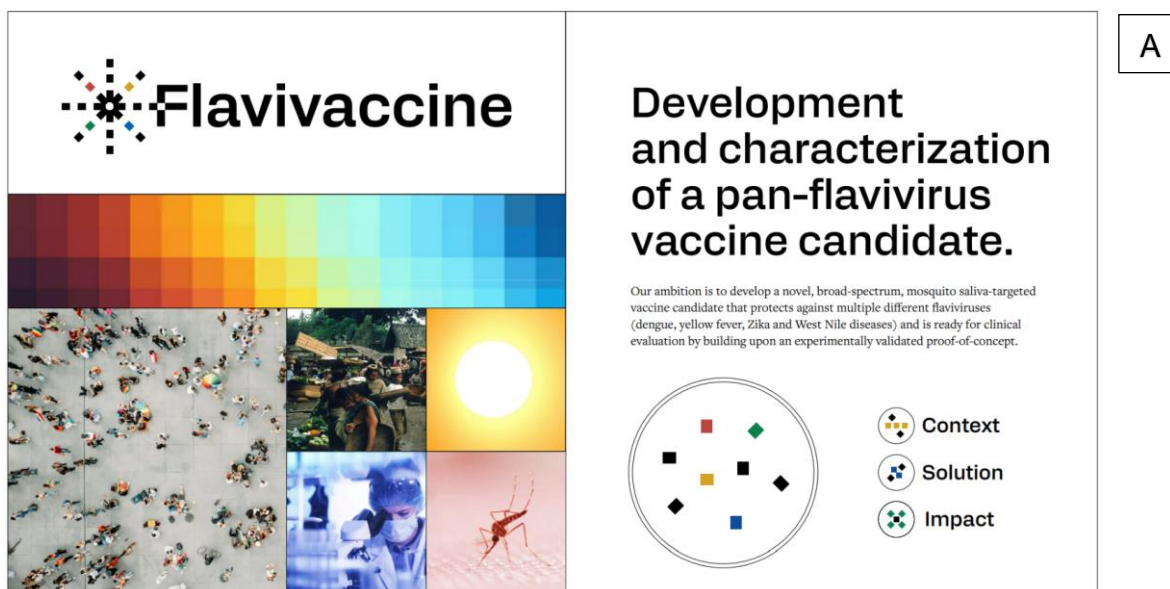


Figure 2: FLAVIVACCINE target audiences

2.3. Visual identity

A **unified public image and branding** make the project easier to identify, providing greater visibility, coherence, and recognition. A consistent, appealing visual identity is crucial for engaging stakeholders and enhancing the project's impact.

FLAVIVACCINE's visual identity is based on a **brand personality exercise** organized by ICONS and attended by the project coordinator in January 2024 (M1). The ensuing discussions helped to identify the project's **key 'personality traits'**. Beyond providing the graphic designer with valuable insights for developing the visuals, these characteristics guide the communication team on how the project should be presented: points to highlight, 'tone of voice' and the preferred language for C&D materials. Following the exercise, ICONS graphic designers developed several alternative options, which were presented to and voted on by the project coordinator and partners. Options A and B are shown in the image below. Ultimately, option A was selected.



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Figure 3: Visual identity options A and B

Building on this, a distinctive project logo and consistent design elements for all project-related materials was established. This includes two templates distributed at M3:

- **PowerPoint presentation template:** designed for project partners to use in both internal and external meetings.
- **Word document template:** developed for project deliverables and other documentation.

A detailed description of the visual identity and guidelines is provided in the **project's brand book**. This document was published and distributed to project members in M5, after the graphic designer had the opportunity to test the application of graphic elements on various products and the project website.



Figure 4: Application of the visual identity in the project's landing page



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All project dissemination materials and publications will align with this visual identity and indicate that the project received funding from the European Union, with the EU emblem. Each publication will include this disclaimer (**Grant Agreement 17.3**):

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2.4. Key messages

The key messages **clearly convey the essential aspects of the project**, including its mission, values, goals, and anticipated outcomes. They provide a simplified entry point into the project's complex topics, with content adjusted according to the target audience.

Given that FLAVIVACCINE addresses a diverse array of stakeholders across the vaccine value chain, **key messages are crafted to address the unique needs of each stakeholder type**.

To create these tailored messages, the project partners participated in a workshop organized by ICONS in May 2024 (M5). The attendees shared their knowledge about the project and its stakeholders. **For each audience, specific needs and keywords** were identified (an example of the steps taken to draft the message is showcased in the table below). Starting from the analysis of needs and the keywords, specific messages were developed by partners in a ‘brainstorming’ exercise. Finally, ICONS reworked the key messages drafted, adjusting them to the ‘tone of voice’ of the project.

Table 3 shows the key messages drafted with the partners ‘at project level’, to address a non-technical audience, i.e., the wide public, including media and civil society.

The overall project ‘**payoff**’ is **FLAVIVACCINE: Safely protecting against mosquito-borne diseases**.

Table 3: Needs, keywords and key messages at project level

Needs	Keywords	Key Messages
<ul style="list-style-type: none"> • Awareness of mosquito-borne diseases and rising threat of flaviviruses in EU • Awareness of the health impacts of climate change • Vaccinology: provide basic knowledge about how vaccines work and their role in preventing diseases 	<ul style="list-style-type: none"> • Protection • Safety • Vaccine • Global warming • Epidemic • Innovative • Global solution 	<ul style="list-style-type: none"> • FLAVIVACCINE unites Europe against rising mosquito-borne threats due to climate change. • FLAVIVACCINE will provide single protection against multiple life-threatening viruses. • FLAVIVACCINE will develop a new approach to protect against emerging epidemic and pandemic threats. • FLAVIVACCINE: a safe and effective solution against mosquito-borne diseases.

Table 4 shows the key messages to be included in target-specific D&C products.



Table 4: Key messages addressing stakeholders

Main targets	Key Messages
<i>Public authorities/ Reg. agencies</i>	<ul style="list-style-type: none"> • FLAVIVACCINE will enhance EU preparedness and response to future epidemic/pandemic threats by delivering a safe and cost-effective vaccine. • FLAVIVACCINE takes a universal, science-grounded approach to protect EU citizens from emerging risks, providing an all-in-one solution to flavivirus diseases.
<i>Vaccine developers</i>	<ul style="list-style-type: none"> • FLAVIVACCINE offers a global market opportunity by developing a single vaccine that protects against multiple arboviruses. • A novel mosquito-borne disease vaccine, FLAVIVACCINE, has multi-market potential as both a travel and epidemic/pandemic response strategy. • FLAVIVACCINE, driven by a global team of experts, aims to create a safe, effective, and universal vaccine against emerging global threats, ensuring competitiveness in the market.
<i>Clinical community</i>	<ul style="list-style-type: none"> • FLAVIVACCINE offers a preventative strategy designed to reduce hospitalisation and lift healthcare burdens. • FLAVIVACCINE will provide prophylactic solutions against multiple diseases. • An innovative and ambitious project, FLAVIVACCINE aims to protect the global community from diseases caused by the rapid spread of mosquito-borne viruses. • FLAVIVACCINE is developing a safe, effective, and broad-spectrum vaccine, offering essential protection against flavivirus infections.
<i>Research and Academia</i>	<ul style="list-style-type: none"> • FLAVIVACCINE is a global collaboration aiming to create a groundbreaking vaccine targeting multiple mosquito-borne viruses through innovative, multidisciplinary research. • With an interdisciplinary consortium of excellence, FLAVIVACCINE is developing a novel strategy against emerging global health threats from flaviviruses. • FLAVIVACCINE works on a novel vaccine approach to fight flavivirus infections and transform global health.

These key messages will be used and further elaborated on when necessary to formulate the content of the project communication and dissemination channels and products.



3. Communication and Dissemination activities

As anticipated in the [introduction](#), the project's **communication** aims at spreading awareness and understanding about the project. By using a simple and accessible language, communication activities contribute to increasing the project's public visibility **from its inception** and thought its course. **Dissemination activities**, on the other hand, start **as soon as first results are available**. These activities make sure that the results reach professional target groups who can learn and benefit from them. This approach facilitates scientific reuse of the results and a long-term impact.

Table 5: Communication and Dissemination comparison

	Communication	Dissemination
<i>Objectives</i>	Promotion of the project	Public disclosure of scientific results
<i>Audience</i>	General public, EU citizens, civil society	Professional target groups
<i>Language</i>	Non-specialised/plain	Scientific/technical
<i>Channels</i>	Websites, social networks, newspapers, TV channels, radio etc.	Peer-reviewed journals, scientific conferences, sector events etc.
<i>Timing</i>	From the start of the project	Focused on the project's second half

The **Plan's integrated approach foresees strong alignment with exploitation activities**, which aim to prepare the ground for developed solutions post-project. For this reason, FLAVIVACCINE aligns its D&C formats with the needs of its intended audience to support exploitation among the different stakeholder groups.

Timing-wise, while the first year is more communication-oriented, as the project matures, its results production will become more technical and target-specific.

- **Year 1: building brand identity, awareness, and community online.** The primary focus of the strategy is establishing strong brand awareness and fostering a vibrant community. This foundational phase is crucial for creating a solid base of engaged stakeholders and supporters.
- **From Year 2: enhancing dissemination products and promoting results and exploitation activities.** This phase shifts towards developing high-quality communication products and actively promoting our project results. It aims to maximize the impact and reach of our achievements, ensuring broad dissemination and effective exploitation of our work.

For this, the second iteration of the PCD (**D6.2**) will provide a more in-depth analysis of dissemination products and their role in supporting exploitation.



The tables in this chapter include a detailed **description of activities, channels, formats** with their **timeline, KPI and assigner partners' responsibility**.

For a complete **overview of responsibility**, and other C&D and E management aspects, partners can refer to the **Consortium Guidance Note**.

3.1. Channels

FLAVIVACCINE will make use of **dedicated channels** to maximise impact of D&C formats in terms of awareness, acceptance, and uptake.

Table 6: Channels

	Description	M	KPIs	Responsibility
<i>Website</i>	<p>The main online channel to communicate and disseminate information and results of the project to the General public. The first release (landing page) was launched at M4.</p> <p>Target: General public.</p> <p>Online Reference: https://flavivaccine.eu/</p>	M5	>50.000 visitors by M48	ICONS is responsible for creating the website as detailed in D6.5 .
<i>Social Media</i>	<p>Social media are a valuable tool for raising awareness and engaging with different audiences.</p> <p>Target on X: all, incl. media, journalists, institutions, civil society. Target on LinkedIn: mainly research, academia, policymakers, professionals in health industry.</p> <p>Additionally, ICONS has activated a YouTube account as a repository for the project audio-visual contents.</p> <p>Online Reference: LinkedIn: <u>FLAVIVACCINE</u> X: <u>@flavivaccine</u></p>	M3	> 400 total followers	ICONS is responsible for regularly posting and updating the channels. All partners are encouraged to follow and share approved news about the project on their institutional channels, as well as invite their contacts to follow the project's pages.
<i>Multipliers</i>	<p>External media platforms used for broadier distribution of the project's contents (journalistic articles, press releases and selected news). FLAVIVACCINE's multipliers are Alpha, EU Agenda e ScienceX.</p>	-	-	ICONS is responsible for distributing selected contents to multipliers. The consortium partners are encouraged to re-distribute contents within their networks.



3.1.1. Note on social media strategy

FLAVIVACCINE **actively engages with its online community** through social networks to enhance communication outreach and dissemination efforts, reaching audiences that may be inaccessible through traditional channels. The project is active on **Twitter/X** and **LinkedIn** since March 2024. Moreover, a **YouTube** channel has been established. The accounts (described in table 6) will be maintained throughout the project, **catering to different audiences with unique tones of voice**.

To track social media performance, ICONS created the hashtag **#Flavivaccine** to monitor online mentions of the project and analyse quantitative and qualitative impacts.

At least one social media campaign per year will be launched during the project, in line with the media agenda and the relevant EU/world celebrations (e.g. World Health Day on April 7th, EU public health week on May 13th–17th, World Immunization Week April 24th-30th etc.). In addition to the project campaigns, FLAVIVACCINE will also potentially launch **social media campaigns with the sister projects**.

Audio-visual products are the most direct and effective communication storytelling tools on the web and social media. The social media strategy will highlight this production (see Table 7) **by disseminating the videos through the social media channels**.

3.2. D&C production

3.2.1. Materials and formats

ICONS oversees the production of **content-specific D&C materials and formats**. Unless otherwise indicated in the responsibility column, the production follows the internal process detailed in the **Consortium Guidance Note**.

Table 7: Communication materials and formats

	Description	M	KPIs	Responsibility
<i>Comm. kit</i>	<p>The Communication Kit is an asset to facilitate the partners' communication about the project and engage external parties. It is available for partners in the IRD SharePoint folder. It is also published on the project's website.</p> <p>Target: all, incl. media and press.</p> <p>The Communication Kit includes:</p> <p>1) First press release (<u>published</u> at M1, Jan. 2024)</p> <p><i>Moreover, three other formats are included and described below.</i></p>	M6	1 Kit	ICONS will be responsible to produce the kit and materials included.



	2) Standard presentation to introduce the project to external audiences. The PPT will be updated through the project with new contents and highlight.	M6	1 PPT	<i>The text was approved following the process in Consortium Guidance Note (the same text as the landing page).</i>
	3) The flyer is an easy to distribute 'business card' for the project. It includes straight forward information, and the website's QR code. It can either be downloaded from the website or printed.	M6	>200 downloads from the website >500 prints	<i>The text was approved following the process in Consortium Guidance Note.</i>
	4) The presentation video is a short, engaging format addressing to the wide public. It provides insights about the needs and the expected results of the project.	M9 final (see note after the table)	1 video	<i>The script will be approved following the process in Consortium Guidance Note.</i>
Short videos	A set of short videos (no more than 1 min.) will be produced and shared through social media. These videos will contain statements of the partners and will cover the project's key messages Target: all.	-	Set of videos (2 produced)	ICONS will interview partners and handle the editing and sharing of the videos on social media. Interviews cover the project's key messages (<u>not</u> subject to process in Consortium Guidance Note).
Final Video News Release	One final video will be produced for the broad public and disseminated through TV. It will be distributed via the EBU/Eurovision satellite channel Target: all.	End of project	1 video	ICONS will create the final video. The script will be approved following the process in Consortium Guidance Note.

NOTE: By M6 the communication kit is available to partners in the IRD SharePoint. In the Kit, a short video of the coordinator presenting the project is included. The official presentation video will be available at M9 (internal deadline) and it will be included in the homepage of the project website.

Table 8: Dissemination materials and formats

	Description	M	KPIs	Responsibility
Scientific papers	Scientific publications on open-access, highly ranked peer-reviewed journals in Biology, Vaccinology, Virology, Immunology, Public Health and Emerging Diseases-oriented. Target: research/academia, clinical community, vaccine developers, public authorities and regulatory agency.	Along project	20 publ.	IRD oversees the production and process for the approval of scientific materials. All partners will collaborate in submitting and publishing the project results. ICONS is



				responsible for the dissemination.
<i>Policy brief</i>	The policy brief aims to summarize the key recommendations for policy implementation and future strategies on vaccine & mosquito borne diseases. Target: public authorities, regulatory agency and policy makers.	Towards the end	1 issue. >100 downloads	IRD oversees the production, with support from ICONS . Once approved (see process in in Consortium Guidance Note), ICONS will disseminate.
<i>Final Innovation Dossier</i>	The main results and insights from the project will be presented to different stakeholders through this final dossier, also available on the website Target: vaccine developers and clinical community.	Towards the end	>120 downloads and mail-out >100 subscribers	IRD oversees the production, with support from ICONS . Once approved (see process in in Consortium Guidance Note), ICONS will disseminate.

Information on scientific and technical publications should be shared through a regular communication flow within the consortium. ICONS will collect the necessary information for monitoring purposes using a dedicated template (see **Annex 3 – Publications template in the Consortium Guidance Note**).

3.2.2. Editorial production

The following editorial contents have been identified to maximise the impact of the action:

Table 9: Editorial contents

	Description	M	KPIs	Responsibility
<i>Journalistic articles and interviews</i>	Independent articles and/or interviews written and conducted by professional journalists and distributed to online media. They have an outreach of thousands of online readers. Target: wide public.	Along project	2 articles.	Produced by a professional journalist, it is approved and distributed by ICONS (<u>not</u> subject to process in Consortium Guidance Note).
<i>Press and news release and project updates</i>	PR are published at the beginning and end of the project. News releases published on the website will focus on project's updates, publications or events. Target: media and scientific community.	Along project	2 PRs >1,000 online users	Produced by ICONS . When content covers specifics about the project, it must be approved following the process (except for generic news releases and project updates)



Newsletter	One newsletter per year will be disseminated to update all subscribers about the newest results of the project. This will also be openly available on the website. Target: subscribers.	1/year	4 issues >100 subscr. >300 outreach	ICONS gathers the content to be featured in the newsletters with all partners' inputs. They are distributed by ICONS.
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ICONS will be collecting and monitoring any news and press releases released by partners through a dedicated template, so to track and report their own dissemination activities (see **Annex 1 – Communication Activities template** in the **Consortium Guidance Note**).

3.2.3. Stakeholder dialogue activities

Several dissemination activities are foreseen to **engage a dialogue with the stakeholders**. These activities include public events, participation in conferences, and clustering. **Each partner participating in events or media activities is responsible for ensuring that confidentiality is not breached**. The process detailed in the Note can be activated by the relevant partner to review the content.

Table 10: Stakeholder dialogue activities and dissemination

	Description	M	KPIs	Responsibility
Scientific conferences participation	Partners will participate in scientific conferences such as KeyStone, Gordon or EMBO conferences, International Society of Vaccines meeting, European Congress of Virology, etc. Target: mainly research and academia and clinical community.	Along the project	20 events	All partners participate in scientific conferences. The activity is coordinated by IRD . ICONS must be informed of partners' participation in event for D&C activity.
Industrial conferences participation	Active participations with exhibition booth at targeted conferences such as Terrapin Conference, World Vaccine Congress. Target: vaccine developers.	Last 2 years	2 events	Activity managed and coordinated by IRD , with support of partner for content and of ICONS on D&C aspects.
Popularisation events participation	Events such as EU Researchers Night, Pint of Science, ESOF, etc. Target: wide public.	Along the project	10 events Outreach: hundreds of citizens	All partners participate with IRD coordination. ICONS must be informed of partners' participation



				in event for D&C activity.
<i>Public webinar</i>	<p>Presentation of the project developments to a wide public to get feedback on project approach and for identification of ethical and social aspects.</p> <p>Target: all.</p>	mid-term	1 webinar. >60 participants.	Activity managed and coordinated by IRD , with support of all partners for content and of ICONS on D&C aspects.
<i>Seminar/workshop</i>	<p>Event to present project approach and findings.</p> <p>Target: key stakeholders within international and national public health institutions.</p>	M36	1 event >50 participants	Activity managed and coordinated by IRD , with support of all partners for content and of ICONS on D&C aspects.
<i>Bilateral exploitation-oriented meetings</i>	<p>1-to-1 meetings</p> <p>Target: key enablers and investors interested in taking over the innovation, including vaccine developers.</p>	M36 and M48	>20 meetings at EU level	Activity managed and coordinated by IRD , with support of all partners for content.
<i>Media appearances</i>	<p>Participation in regional, national and EU media to communicate with the public.</p> <p>Target: General public.</p>	Along the project	> 10 (reg/national/EU)	All partners are responsible for the sharing of contents to media and the achievement of these KPIs.
<i>Networking and clustering with other EU projects</i>	<p>Joint actions organized with other EU projects. These events will help in the formation of strong international scientific networks.</p> <p>Target: other EU projects and relevant stakeholders.</p>	-	3 initiatives	Activity managed and coordinated by IRD , with support of all partners for content and of ICONS on D&C aspects.
<i>Media appearances</i>	<p>They consist in several forms of participation in media to communicate with the public,</p> <p>Target: General public.</p>	Along the project	> 10 (reg/national/EU)	All partners are responsible for sharing non-confidential contents and achievement with media
<i>Final event</i>	<p>Physical event to present the project's results.</p> <p>Target: all</p>	M48	> 50 ppl.	Activity managed and coordinated by IRD , with support of all partners for content





and of **ICONS** on D&C aspects.

Partners will notify ICONS and the consortium of the upcoming networking and clustering events they wish to participate on behalf of FLAVIVACCINE. These events will be monitored through a regular communication flow happening within the consortium and necessary information will be collected by ICONS through a dedicated template (see **Annex 2 – Dissemination activities template** in the **Consortium Guidance Note**). Number of attendees and feedback at the end of each event must also be transmitted for monitoring purposes.



4. Management and monitoring

Information about management for the FLAVIVACCINE partners can be found in the **Consortium Guidance Note** (available for project partners only at [this link](#)). The Note establishes the consortium's internal process for approval of D&C production and the partners' responsibilities in dissemination, exploitation, communication.

The sections below focus on monitoring the impact and effectiveness of the strategy, overseen by ICONS.

4.1. ICONS Monitoring process

The **impacts and effectiveness of the products** developed within FLAVIVACCINE's will be continuously **monitored and measured** through a **proprietary methodology developed by ICONS**.

ICONS will study **product engagement with target audiences**, using **state-of-the-art monitoring tools** (i.e., Matomo; Twitter Analytics; LinkedIn Insights; other platforms), to collect reliable statistics and data. Online media outreach will be measured through these tools, which track the diffusion of content, website visitors, social media reach.

The collected outreach data will quantify user reach through C&D activities, serving as key inputs for **C&D indexes to measure community engagement**. Workshops and webinars will also be monitored based on attendance and feedback collected after each event.

4.2. Engagement indexes

Engagement can be regarded as the state in which stakeholders interact actively with the project itself and its outcomes. The ability to assess the effectiveness of communication and engagement is therefore crucial.

To track and analyse stakeholder engagement, ICONS developed a methodology for continuous monitoring of content distribution and engagement across all communication channels, tracking visualizations and interactions with the project's content:

- **Outreach indicators** measure the size of the audience reached by the content, aiming to strengthen stakeholders' awareness. While these indicators provide a basic assessment, they do not fully capture the project's communication effectiveness and serve as a starting point for further analysis.
- **Engagement indicators** help understand how effective a project's content is in generating interest and boosting acceptance from target stakeholders. Engagement metrics measure if and how stakeholders engage with the content, via e.g. online interactions.



These two indicators have been integrated creating a composite engagement index for each area¹. In addition, the project may produce further indexes (i.e., to monitor the engagement generated by events/webinars and/or outreach and engagement produced by the newsletter). The first presentation of the monitoring is foreseen in one year from the start of the project, during the in-presence GA meeting.

¹ Folco Giuliana, Gaboardi Elena, Lischetti Serena, Martinoli Mario, Mazzolo Giulio, & Schmid Elisabeth (2022). Two new tools for science communication assessment: the community engagement index and communication effectiveness quadrants. Zenodo. <https://doi.org/10.5281/zenodo.6985584>



5. Roadmap

The first months (M1-M6) focused on setting up of the visual identity, social media accounts, website, and other outreach materials. In the same period, a preliminary identification of FLAVIVACCINE KERs and the main stakeholder groups was carried out based on the project proposal and further inputs arriving from all the partners. The activities carried out between M1 and 6 have been detailed and timed in Chapter 2 – Foundation of the strategy. Thus, the roadmap below covers the **main activities for WP6 from M6**, when the Plan for Communication and Dissemination is established, **to M24**, when the second iteration of the Plan (Deliverable D6.2) is due. Further indication regarding timing, also beyond M24, is available in Annex 4.

Table 11: Roadmap M6-M24

	Activity	Who
By M8	Second release of FLAVIVACCINE Website	ICONS , upon approval of Website content (process in section 4.1. See also D6.5)
M9	Project video is created	ICONS , upon approval of video script (process in section 4.1)
By M12	First project's newsletter	ICONS , with content provided and approved by IRD and partners
M8-10	Introductory exploitation workshop	All partners
M15	Partners' short interviews	Organised by ICONS , during the in-presence GA meeting
M15	Monitoring presented to partners	ICONS , during the in-presence GA meeting
M8-24	Update of website and social media with relevant news and events	ICONS , with active support from IRD and partners.
M8-24	Social media strategy, campaigns and community building	ICONS , with active support of all partners
M7-24	Partake in the stakeholder dialogue activities (as per section 3.2.3, i.e., scientific conference participation etc.)	All technical partners with IRD coordination and ICONS D&C support
From M20	Scientific publications and other technical dissemination formats can start	All technical partners with IRD coordination and ICONS D&C support
By M24	Second project's newsletter	ICONS , with content provided and approved by IRD and partners



Conclusions

The **first version of the Plan for Communication and Dissemination (PCD)** serves as a comprehensive blueprint for managing FLAVIVACCINE's communication and dissemination efforts, laying the groundwork for the exploitation strategy (WP5, T 5.3). It encompasses the project's primary objectives, integrating strategies to effectively communicate and disseminate project results.

The PCD outlines how the **integrated approach of Communication, Dissemination, and Exploitation activities is crucial to the project's success**, as it aims to create **lasting impacts among target audiences** within the vaccine value chain. The document also refers to the **Consortium Guidance Note**, which contains **details on the management** of dissemination, communication, and exploitation, including **internal processes for product approval and defining the consortium's responsibilities**, crucial for producing effective and scientifically accurate content.

FLAVIVACCINE's **strategy evolves over time**, with a focus on building brand identity and community in its initial phase and enhancing communication products and promoting results and exploitation activities in subsequent years.

The future iteration of the PCD (M24) will delve deeper into dissemination products and their role in supporting exploitation. As FLAVIVACCINE progresses, **ongoing monitoring and evaluation will assess the effectiveness of communication and dissemination efforts**, guiding future strategies for maximum impact.

