



**Be Better Informed
About Fertility**



Assisted Reproduction Technology (ART) is crucial for the reproductive health of European Society, and it is a fast growing sector part of the health industry.

B2-InF is a H2020 Science with and for Society project which aims to give voice to citizens towards improving Assisted Reproduction Technologies (ART) for society.

Our research explores how young people perceive and think about ART and how ART clinics can better align their information, services and research with the views, concerns and expectations of citizens.

HOW?



DATA COLLECTION

Data collection in 8 European countries: Albania, Belgium, Italy, Kosovo, Macedonia, Slovenia, Spain and Switzerland.

98 interviews carried out with youth (10-15 per country)

38 fertility clinics' websites explored (3-5 per country)



IN-DEPTH ANALYSIS

Multiple analysis approaches and perspectives (sociocultural, legal, gender).

10 partners with 360 degrees expertise and skill on the topic



GUIDELINES

Development of guides and recommendations for fertility clinics and policy-makers.

8 national and **1** international guidelines with recommendations

VALIDATION → DISSEMINATION

The analysis and the guidelines are planned to be validated by citizens, users and stakeholders.

THE RESULTS?

Readily available and practical National and International guidelines for ART clinics and policy-makers, specifically designed to close the gap between the expectations of society and available solutions.



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 872706

