

## ALTERNATIVE Deliverable D8.1

### Initial dissemination and communication plan

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#### ***Abstract***

This report presents the plan of the ALTERNATIVE project for its dissemination and communication activities and related results over the whole project period of 36 months, with a special focus on the planning for the first 18 months.

[End of abstract]

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## Executive summary

This report presents the plan of the ALTERNATIVE project for its dissemination and communication activities and related results over the whole project period of 36 months, with a special focus on the planning for the first 18 months.

The dissemination and communication activities are driven by a set of goals, which include promoting ALTERNATIVE activities and results to relevant target audiences in order to create interest in using the ALTERNATIVE platform.

Target audiences include:

- Policymakers and regulators on EC level and EU member state level
- National health services in Europe
- Pharma companies
- Agricultural industry
- Environmental and health- related Non-Governmental Organisations (NGOs) and citizen initiatives in Europe
- Scientific community
- Media
- Citizens

To effectively reach these target audiences, ALTERNATIVE will employ a mix of communication and dissemination activities.

The channels and activities used include:

- Online and offline publications: website, newsletter, social media (Twitter, LinkedIn, YouTube), scientific papers, white papers and guidelines, press releases, flyers and brochures.
- Events: active presence at third-party events as well as workshops and webinars organised by ALTERNATIVE.

For all these activities, ALTERNATIVE has defined key performance indicators (KPIs), which are to be continuously monitored.

## List of authors

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|-----------|-------------------|-------------------------------|
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## Abbreviations

|             |   |
|-------------|---|
| ALTERNATIVE | environmentAL Toxicology of chEmical mixtuRes through aN innovATIVE platform based on aged cardiac tissue model (the project) |
| ALTEX       | Alternative to Animal Experimentation   |
| B2B         | Business-to-Business  |
| B2C         | Business-to-Customer  |
| CfP         | Call for Papers   |
| EC          | European Commission   |
| ESB         | European Society for Biomaterials   |
| ESTIV       | European Society of Toxicology In Vitro   |
| EU          | European Union  |
| KPI         | Key Performance Indicator   |
| NGO         | Non-Governmental Organisation   |
| OOC         | Organ-on-Chip   |
| PDCA        | Plan – Do – Check – Act   |
| PLOS        | Public Library of Science   |
| PM          | Person-Month  |
| SETAC       | Society of Environmental Toxicology and Chemistry   |
| SOT         | Society of Toxicology   |
| TPC         | Technical Programme Committee   |
| WP          | Work Package  |

# 1 Introduction

## 1.1 Purpose and structure of this report

The purpose of this report is to provide a coherent plan for dissemination and communication in the ALTERNATIVE project. This plan will define the project's goals and target audiences for dissemination and communication as well as the activities and results to achieve these goals. Thus, this document will provide the roadmap for the project's dissemination and communication activities and the methodology and metrics for monitoring progress.

This document is divided into two main parts: the dissemination plan (section 2) and the communication plan (section 3). Both parts follow a similar structure: goals and target audiences are provided first, followed by the description of the activities planned to achieve them.

## 1.2 Methodology

The methodology of this report is based on three elements: 1. agreed definitions of key terms related to the subjects of this document, 2. a coherent approach to the dissemination and communication of knowledge, and 3. an effective planning approach. These three elements are explained below.

### 1.2.1 Definitions

The terms "Communication", "Dissemination" and "Impact" are defined by the EC in the Horizon 2020 Rules for Participation as follows:

**Communication** – "is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."

**Dissemination** – "means the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium".

**Impact** – is generated on technological, economic, and societal level through the combined effects of communication, dissemination, and exploitation, including standardisation as a hybrid concept consisting of both dissemination and exploitation activities

### 1.2.2 Approach to the dissemination and use of knowledge

The project consortium considers the dissemination of results and communication with target audiences to be of core importance for creating technological, economic, regulatory and societal impact. Thus, we regard the sharing of results in an open dialogue with our target audiences as crucial for achieving impact.

We believe that dissemination and communication activities are complementary elements in our endeavour to positively impact society in a sustainable way. In this report, we focus on the planning of dissemination and communication activities over the full project duration with a focus on the first half of the project including month 18.



### **1.2.3 Planning approach**

The consortium partners apply the proven PDCA method for ensuring high quality and effectiveness of the ALTERNATIVE dissemination and communication activities and outputs. This iterative management method consists of four steps:

1. Plan – Based on the general project goals and the respective impact goals, the consortium will define the specific implementation steps for communication, dissemination and standardisation activities as well as KPIs and target values for measuring success.
2. Do – The consortium will perform the planned communication, dissemination and standardisation activities to achieve the envisaged results.
3. Check – The consortium will analyse performance and results against the KPIs and target values defined in the planning phase.
4. Act – If the previous step reveals a gap between planned and actual performance, the consortium will analyse possible causes and develop measures for corrective action, which will feed into the next iteration of the planning step.

The iterations will correspond to the points in the process where measurable outcomes are to be expected. While the completion of activities (Do) and related monitoring (Check) are ongoing, corrective action (Act) and re-planning (Plan) will be driven by corrective needs identified while monitoring.

## 2 Dissemination plan

This section describes the dissemination plan of ALTERNATIVE. It includes the goals, target audiences, audience-specific objectives as well as the communication and dissemination measures employed to reach these objectives. The dissemination plan includes a) objectives, b) activities to achieve them, and c) KPIs for measuring the impact of the activities.

### 2.1 Dissemination objectives and implementation approach

ALTERNATIVE pursues three main **dissemination objectives**:

1. Create widespread awareness of the ALTERNATIVE results among regulators and policy-makers, industry, the research community and other target audiences.
2. Stimulate discussions and engagement with regulators, the research community and relevant industry stakeholders related to the development and use of the ALTERNATIVE results.
3. Motivate target audiences to use the ALTERNATIVE results commercially and for further research and innovation activities leading to a better, faster and cheaper assessment of the cardiotoxicity of chemical and pharmaceutical substances in the technosphere and ecosphere.

These objectives will be achieved through a complementary set of dissemination activities. The dissemination activities will be designed to effectively reach target audiences and raise their interest in using ALTERNATIVE results. The results will be shared with target audiences via a mix of dissemination channels.

The ALTERNATIVE dissemination activities will create and raise awareness for the ALTERNATIVE results among target audiences. This will be achieved by regularly publicising the project's activities, events and achieved project results, notably to key target audiences. Each partner will engage in dissemination activities. EUR as leader of T8.1 will coordinate these activities. To effectively reach the target audiences, the project will perform a number of tailor-made dissemination activities using an effective mix of online and offline dissemination channels. ALTERNATIVE is particularly aiming to present and publish the project results at the events and journals listed below to reach the defined target audiences and make them aware of and interested in the results.

For each dissemination and communication activity, and to ensure the successful deployment and delivery of the customised message to the target audiences, ALTERNATIVE will use specific channels. A list of dissemination channels is presented in Table 1.

**Table 1: Dissemination channels and expected level of reach and impact towards target audiences**

| <b>Dissemination channel</b>                     | <b>Policy-makers and regulators</b> | <b>National health services</b> | <b>Pharma companies</b> | <b>Agri-cultural industry</b> | <b>Environmental and health-related NGOs</b> | <b>Scientific community</b> |
|--|-------------------------------------|---------------------------------|-------------------------|-------------------------------|--|-----------------------------|
| <b>Website repository of ALTERNATIVE results</b> | Medium                              | Medium                          | Medium                  | Medium                        | Medium                                       | High                        |
| <b>Scientific papers</b>                         | Medium                              | Medium                          | Medium                  | Medium                        | Low  | High                        |
| <b>White Papers</b>                              | High                                | Medium                          | High                    | High                          | Medium                                       | High                        |
| <b>ALTERNATIVE Newsletter</b>                    | High                                | Medium                          | High                    | High                          | Medium                                       | High                        |
| <b>Conferences &amp; workshops</b>               | High                                | Medium                          | Medium                  | Medium                        | Low  | High                        |
| <b>Events organised by ALTERNATIVE</b>           | High                                | High                            | High                    | High                          | Low  | High                        |

## 2.2 Target audiences

Targeted dissemination is realized based on each identified target group's needs and characteristics, thus enabling us to deliver maximum impact at every step/activity performed in line with the dissemination strategy. Table 2 presents each target audience and their respective interest in the ALTERNATIVE outcomes and services and how the project aims to engage with each target audience.

**Table 2: Target audiences of ALTERNATIVE**

| <b>Target audience</b>  | <b>Interest in ALTERNATIVE results</b>   | <b>Objectives</b>  | <b>Focus</b>   |
|---|--|--|--|
| <b>Policy-makers and regulators on EC level and EU member state level</b> | Support policies of European Green Deal, in order to transform the EU into a fair and prosperous society, with a modern, resource-efficient and competitive economy<br><br>Better understanding and monitoring of the cardiotoxicity of substances in the ecosphere and technosphere | Protect, conserve and enhance the natural capital, and protect the health and wellbeing of citizens from environment-related risks and impacts<br><br>Kickstart a European renovation wave and make the EU/States leaders in the circular economy. | Improve chemical regulations to ensure that Europe remains on track to meet its environmental objectives.<br><br>Improve environmental regulation and legislation to reduce toxic substances in the ecosphere and technosphere<br><br>Engage & Interact, Diffuse & Promote |
| <b>National health services in Europe</b>                                 | Prevent cardiac pathologies, especially in older people  | Decrease healthcare cost (surgical procedures as pharmacological treatments)<br><br>Improve population medical condition   | Identify health hazards caused by cardiotoxic substances   |
| <b>Pharma companies</b>   | Achieve more precise prediction of drugs side effects  | Avoid drugs withdraw   | Drug safety  |

|  |   |   |   |
|--|---|---|---|
|  | Reduce the cost of pharmacovigilance  | Identification of risk group  |   |
| <b>Agricultural industry</b>   | Get tools for product toxicity prediction<br><br>Achieve affordable costs for product commercialization<br><br>Get green approach tool  | Reach zero environmental impact<br><br>Increase citizen trust in the agricultural industry  | Product safety  |
| <b>Environmental and health-related NGOs and citizen initiatives in Europe</b> | Reduce Earth pollution<br>Give citizens a voice and role in environmental and health policies<br>Reduce toxic substances in oceans, seas, coastal and inland waters<br>Fight cancer | Promote people's health and wellbeing<br>Clean marine and freshwaters, restore degraded ecosystems and habitats<br><br>Reduce the number of cancer patients | Engagement in pollution monitoring<br><br>Toxicity prediction |
| <b>Scientific community</b>  | Advancements on cardiac models<br><br>Discovery of toxicity biomarkers  | New tools to predict the cardiotoxic effects of chemicals and chemical mixtures   | Biomimesis of cardiac tissue<br><br>Cardiotoxicity biomarker  |

### Engagement strategy for target audiences

Guaranteeing a dynamic interaction with the ALTERNATIVE target audiences is fundamental to ensure a long-term impact and market-uptake of the project outcomes, allowing access to audiences' categories. The access through the partner networks will ensure the success of dissemination activities into the different target audiences. The main target audience, which are chemical companies, will be invited to participate and be actively engaged in the project through the "Lighthouse customers" group, being the first users of ALTERNATIVE. Their active

engagement and interaction within the project aim at generating positive perceptions derived by the recognition of ALTERNATIVE economic benefits. This will allow the creation of ALTERNATIVE's pool of possible future customers. Reaching out to target audiences and feeding necessary information will prepare the ground for commercialising the device and its use as a cardiotoxicity testing method.

### 2.2.1 Dissemination KPIs and impact evaluation

To successfully implement communication and dissemination activities, and achieve the relevant objectives, systematic monitoring will be carried out throughout the project implementation. The monitoring will be performed internally on a monthly basis, to be reviewed at monthly WP8 calls. Regular monitoring will allow identifying possible risks and deviations as well as corrective action. Internal reporting of dissemination activities as the basis for monitoring will be done via EuresTools® Tracker, a cloud-based tool for planning, monitoring and documenting dissemination and communication activities.

Table 3 presents the Key Performance Indicators (KPI), which will evaluate the effectiveness of the dissemination activities.

**Table 3: Key performance indicators for dissemination channels**

| Dissemination channel                     | Key Performance indicators                                    | Target value   | Means of verification           |
|---|---|--|---------------------------------|
| Website repository of ALTERNATIVE results | Number of document downloads                                  | 2,000 per year   | Google analytics                |
| Scientific papers                         | Number of published papers                                    | 20 per year  | Publication list on the website |
| White Papers                              | Number of published White Papers                              | 2 per year   | Publication list on the website |
| ALTERNATIVE Newsletter                    | Newsletter subscribers  | 400  | Subscriber list                 |
| Scientific conferences & workshops        | Number of presentations at events and audience number reached | 30 presentations / av. 100 audience reached per event p.a. | Event list on the website       |
| Events organised by ALTERNATIVE           | The average number of audience participants reached per event | 100 participants   | Event list on the website       |

**Evaluation of dissemination impact:** ALTERNATIVE has a clearly defined process for monitoring and evaluating dissemination activities and their impact. The dissemination monitoring will be done by the aid of the cloud-based EuresTools® Tracker.

## 2.3 Events

### 2.3.1 Targeted scientific conferences and workshops

For engaging with its target audiences and disseminating results via presentations and demonstrations, ALTERNATIVE will target relevant scientific conferences, including the preliminary selection in Table 4:

**Table 4: Targeted events**

| Event title   | Subject area  | Target audiences  |
|---|---|---|
| Annual Meeting<br>European Organ-on-<br>Chip Society                          | OOC   | Scientists, regulators,<br>pharmaceutical companies   |
| Society of<br>Environmental<br>Toxicology and<br>Chemistry<br>- SETAC Meeting | Environmental toxicology<br>and chemistry   | Scientists, regulators, managers<br>from academia, business and<br>government                                 |
| Society of Toxicology<br>SOT Annual Meeting                                   | toxicology  | Scientists, regulators  |
| World Congress on<br>Alternatives and Animal<br>Use in the Life Sciences      | Alternative testing   | Scientists, regulators  |
| Conference of the<br>European Society for<br>Biomaterials-ESB2025             | All aspects of biomaterial<br>research  | Scientists, biomedical companies  |
| Biomarkers and Clinical<br>Research Congress                                  | Biomarkers and clinical<br>research   | Clinical research organisations,<br>scientists, pharmaceutical<br>companies, and medical devices<br>companies |
| European Society of<br>Toxicology (Eurotox)<br>conference                     | Drugs and environmental<br>chemicals, new and<br>emerging technologies,<br>human health effects | Scientists, regulators,<br>pharmaceutical companies and<br>medical industries                                 |

|   |  |   |
|---|--|---|
|   | caused by exposure to chemicals  |   |
| Congress of the European Society of Toxicology In Vitro (ESTIV) | <i>In vitro</i> and <i>in silico</i> approaches on toxicology            | Scientists, regulators, pharmaceutical companies and medical industries |
| Termis World Congress   | Biofabrication; Biomaterials; Preclinical validation; Regulatory affairs | Scientist, biomedical companies   |
| MicroTAS - Conference   | Microfluidics  | Scientists, industry  |
| SelectBIO - Conference and Workshops                            | Organ on chip & Tissue on Chip   | Scientists, industry  |

In the current events planning for 2022-2023, we have particularly targeted the events listed in Table 5.

**Table 5: Selected targeted events for 2022-2023**

| Event Name  | Start Date | End Date  | Location           | Submission Deadline  | Website   |
|---|------------|-----------|--------------------|--|---|
| LOPEC - exhibition and conference on printed electronics                    | 22-Mar-22  | 24-Mar-22 | Munich, Germany    | Call for Papers (CfP) closed, poster submission open by January 17, 2022 | <a href="https://www.lopec.com/en/">https://www.lopec.com/en/</a>           |
| 2022 Society For Biomaterials (SFB) Annual Meeting & Exposition             | 27-Apr-22  | 30-Apr-22 | Baltimore, MD, USA | Call for abstracts closed  | <a href="https://2022.biomaterials.org/">https://2022.biomaterials.org/</a> |
| 27 <sup>th</sup> Congress of the European Society of Biomechanics, ESB 2022 | 26-Jun-22  | 29-Jun-22 | Porto, Portugal    | Call for abstracts closes on 31/01/2022                                  | <a href="https://esbio-mech2022.org/">https://esbio-mech2022.org/</a>       |



|  |           |           |                         |  |   |
|--|-----------|-----------|-------------------------|--|---|
| Tissue Engineering and Regenerative Medicine International Society (TERMIS) European Chapter Conference 2022, TERMIS-EU 2022 | 28-Jun-22 | 01-Jul-22 | Kraków, Poland          | Call for symposia closes on 15/12/2021<br><br>Abstract Submission deadline: 31 January 2022  | <a href="https://eu2022.termis.org/">https://eu2022.termis.org/</a>   |
| Annual Meeting European Organ-on-Chip Society  | 04-Jul-22 | 05-Jul-22 | Grenoble, France        | no CfP info as of Dec 21   | <a href="https://euroocs.eu/annual-meeting/">https://euroocs.eu/annual-meeting/</a>   |
| European Society for Alternatives to Animal Testing (EUSAAT) Conference  | 26-Jul-22 | 28-Jul-22 | Linz, Austria           | no CfP info as of Dec 21   | <a href="https://eusaat.eu/eusaat-congress/congress-information/">https://eusaat.eu/eusaat-congress/congress-information/</a>   |
| 32nd Annual Conference of the European Society of Biomaterials, ESB 2022   | 4-Sep-22  | 8-Sep-22  | Bordeaux, France        | Call for symposia closes on 31/01/2022<br><br>Abstract Submission deadline: 28 February 2022 | <a href="https://www.esbbordeaux2022.org/index.php?langue=en&amp;onglet=7&amp;accses=&amp;idUser=&amp;emailUser=&amp;messageConfirmation=">https://www.esbbordeaux2022.org/index.php?langue=en&amp;onglet=7&amp;accses=&amp;idUser=&amp;emailUser=&amp;messageConfirmation=</a> |
| ICT 2022 – XVIth International Congress of Toxicology  | 18-Sep-22 | 21-Sep-22 | Maastricht, Netherlands | March 31, 2022   | <a href="https://www.ict2022.com/">https://www.ict2022.com/</a>   |
| Conference on Miniaturized Systems for Chemistry and Life Sciences - MicroTAS 2022   | 23-Oct-22 | 27-Oct-22 | Hangzhou, China         | Form for Technical Programme Committee (TPC) application open, no CfP yet                    | <a href="https://www.microtas2022.org/">https://www.microtas2022.org/</a>   |

|  |           |           |                           |                                     |   |
|--|-----------|-----------|---------------------------|-------------------------------------|---|
| Congress of the European Society of Toxicology In Vitro (ESTIV)                | 21-Nov-22 | 25-Nov-22 | Sitges (Barcelona), Spain | CfP submission deadline: 1 May 22   | <a href="https://estiv.org/congress2022/">https://estiv.org/congress2022/</a>   |
| 12th World Congress on Alternatives and Animal Use in the Life Sciences (WC12) | 23-Jul-23 | 27-Jul-23 | Niagara Falls, Canada     | no CfP info as of Dec 21            | <a href="https://www.hdmt.technology/event/15414/12th-World-Congress-on-Alternatives-and-Animal-Use-in-the-Life-Sciences-WC12-">https://www.hdmt.technology/event/15414/12th-World-Congress-on-Alternatives-and-Animal-Use-in-the-Life-Sciences-WC12-</a> |
| European Society of Toxicology Conference - Eurotox 2023                       | 10-Sep-23 | 13-Sep-23 | Ljubljana, Slovenia       | CfP submission deadline: 1 March 22 | <a href="https://www.eurotox.com/">https://www.eurotox.com/</a>   |

An extended version of this table is in the online workspace of ALTERNATIVE, where it is regularly updated via live editing. This procedure facilitates the planning of dissemination activities at targeted events.

### 2.3.2 Events organised by ALTERNATIVE

ALTERNATIVE coordinator POLITO will organise **the 34th Conference of the European Society for Biomaterials in 2025 (ESB2025)**, at which over 1,000 delegates from Europe and abroad are expected. A special session on tissue and human models for biomedical and toxicological investigation will be organised, to illustrate the project's achievements in its almost final phase.

The consortium will organise symposia for other major conferences, in order to maximise the impact towards target audiences. The first one is the session “Tissue Engineering Inspired Organ Models for the Testing of the Toxicity of Chemicals” at the 2022 Society For Biomaterials (SFB) Annual Meeting & Exposition, which will be organized by Gianluca Ciardelli (POLITO) and Federico Vozzi (CNR).

Furthermore, ALTERNATIVE will organise two workshops.

The **1st ALTERNATIVE workshop** will be organised around month 18 (March 2023). The event's main purpose is to demonstrate intermediate ALTERNATIVE results to regulators, researchers, industry and other stakeholders and initiate a dialogue with them on their requirements for using the ALTERNATIVE results. Politecnico di Torino will organise this first workshop in Turin. The working title is “Materials and Technologies enabling 3D Models for standardised in-vitro toxicology studies”.

The detailed planning for the first workshop will start in fall 2022.

The **2nd ALTERNATIVE workshop** will be organised towards the end of the project around month 28 (January 2024). The event's main purpose is to demonstrate almost final ALTERNATIVE results to regulators, researchers, industry and other stakeholders and continue the dialogue with them on their requirements and concrete plans for using the ALTERNATIVE results. IVT will organize this second workshop.

In addition to these in-person events, ALTERNATIVE will organise a series of **12 webinars** for presenting its results to target audiences. The first two webinars will be organised by CNR and IVT between month 10 (July 2022) and month 15 (December 2022). The detailed planning for these webinars will start in spring 2022.

## 2.4 Publications

ALTERNATIVE will target selected scientific, peer-reviewed journals for disseminating project results (see the selection in Table 6).

**Table 6: Targeted scientific journals**

| Journal title  | Subject area   | Target audiences                         |
|--|--|--|
| ALTEX - Alternative to Animal Experimentation                        | Alternative Methods to Animal Testing, multidisciplinary | Regulators, scientists                   |
| Journal of Cheminformatics   | Computational methods                                    | Scientists                               |
| Biomaterials   | Tissue Engineering, Biomaterials                         | Scientists                               |
| Chemical Research in Toxicology                                      | Toxicology (including computational toxicology)          | Regulators, scientists                   |
| Journal of Biomedical Materials-Part B: Applied Biomaterials         | Tissue Engineering, Biomaterials                         | Scientists                               |
| Acta Biomaterialia   | Tissue Engineering, Biomaterials                         | Scientists                               |
| Journal of Material Science: Materials in Medicine                   | Biomaterials, Biomedical device, Tissue Engineering      | Scientists                               |
| Applied <i>in Vitro</i> Toxicology; open access (required for H2020) | Alternative Methods to Animal Testing                    | Regulators, Scientists, Pharma companies |
| Regulatory Toxicology and Pharmacology (open access)                 | Regulatory toxicology and pharmacology                   | Regulators, Scientists                   |
| Toxicology Letters (open access)                                     | Toxicology   | Scientists                               |
| Archives of Toxicology (open access)                                 | Toxicology   | Scientists                               |

|                               |   |                      |
|-------------------------------|---|----------------------|
| Lab on a Chip                 | Devices and Applications in microfluidics           | Scientists, Industry |
| Biosensors and Bioelectronics | Biological materials, biosensors and Bioelectronics | Scientists           |
| PLoS One                      | Generalist science journal                          | Scientists           |
| Nature Scientific Reports     | Generalist science journal                          | Scientists           |
| Frontiers in Toxicology       | Toxicology  | Scientists           |

The consortium will submit high-quality papers based on ALTERNATIVE results to these journals.

#### **2.4.1 Open Access policy for project publications**

ALTERNATIVE will fully comply with Horizon 2020 guidelines on Open Access. We will publish scientific results to the research community through open access. To ensure impact and cost-efficiency, we will use Gold Open Access publishing in renowned journals and Green Open Access via self-archiving. By default, we will make published scientific articles available at no cost via Green Open Access, using the Zenodo repository, ensuring the long-term accessibility of publications. ALTERNATIVE has reserved budget for a limited number of Gold Open Access publications in selected renowned peer-reviewed journals. ALTERNATIVE pursues openness by making all its public results freely available via its website. The implementation of our Open Access policy will be closely monitored by the Task 8.1 leader in order to ensure full compliance with Open Access requirements.

#### **2.5 Clustering activities**

In addition to these planned activities, ALTERNATIVE will participate in clustering activities with other projects under Call Topic LC-GD-8-2-2020. Such coordinated cross-project activities aim at creating synergies to increase impact via promoting dialogue and exchange of good practices between key stakeholders involved. Envisaged joint dissemination activities under the clustering activities include joint publications and events as well as mutual exchange and coordinated deliverables.

### 3 Communication Plan

The consortium will perform a mix of communication activities to meet the expected impacts. ALTERNATIVE will follow the communication approach defined below.

#### 3.1 Communication objectives and implementation approach

The communication activities of ALTERNATIVE will be guided by the following goals: (i) Communicate the benefits of the ALTERNATIVE results, including its strong potential impact on mitigation of co-exposure to pharmaceuticals and industrial chemicals. (ii) Establish a two-way communication with the target audiences defined in section 2.2.1 – ALTERNATIVE aims to get feedback from these target audiences, especially from regulators and industry, to adapt the ALTERNATIVE results to their requirements and increase the adoption of project results. (iii) Foster the uptake of the ALTERNATIVE results by regulators and industry in Europe and beyond.

These goals will be achieved through a mix of communication activities that will be guided by two main principles: a) their effectiveness in reaching the target audiences; b) their return on investment and cost-effectiveness regarding the expected impacts. For implementing these principles, ALTERNATIVE will pursue a dynamic communication planning approach based on KPIs and target values. ALTERNATIVE's communication activities include the promotion of ALTERNATIVE concepts and results through scientific publications, workshops, booths at major events (when and where possible), as well as the project's website and complementary Social Media activities. ALTERNATIVE will proactively communicate with target audiences in the EU and beyond from the start of the project.

ALTERNATIVE will implement a cost-effective mix of communication activities in order to reach its target audiences in a way that meets their needs, as outlined in Table 7.

**Table 7: Communication measures and expected impact**

| Activity                            | Description  | Expected Impact   | Target Audience      | KPIs   |
|-------------------------------------|--|---|----------------------|--|
| Design logo, presentation templates | Professional logo, presentation template to be used by partners    | Visual identity of the project; Unified experience for the targeted audiences | All Target Audiences | Logo and templates available by M2                   |
| Project factsheet                   | Double-sided A4 page containing basic project information          | Provision of instant information about the project                            | All Target Audiences | 500 readers reached                                  |
| Project website                     | Website providing information about the project, demos and results | Main online information point; Communication of project news, events, results | All Target Audiences | An average of 200 viewers per month across 36 months |

|   |   |   |  |  |
|---|---|---|--|--|
| Social Media channels                       | Regular sharing of news on activities and results and interaction with target audiences | Increasing visibility to stakeholders; Direct communication mechanism                         | All Target Audiences                                     | 200+ followers on Twitter; 20+ tweets/retweets per month |
| Printed and electronic information material | Posters/banners; Flyers with general project information;                               | Communication of results and information provision at events; Ad-hoc diffusion of information | Research communities, regulators, policymakers, industry | 2,000 readers reached via printed and electronic copies  |
| Workshops, panel sessions                   | Events co-organised with targeted stakeholders or third-party events                    | Information exchange and dissemination; Increase awareness                                    | Research communities, regulators, policymakers, industry | 500 participants reached in total over 36 months         |
| Demos and Exhibitions                       | Events where ALTERNATIVE will communicate its results                                   | Attraction of target audiences and making them aware of the ALTERNATIVE solutions' benefits   | Research communities, regulators, policymakers, industry | 2,000 visitors reached in total over 36 months           |

### 3.2 ALTERNATIVE logo

The ALTERNATIVE logo (Figure 1) was created at the start of the project. It is the central visual element in all communication materials produced by ALTERNATIVE.



Figure 1: ALTERNATIVE logo

### 3.3 Website

The project website is not only the central hub for disseminating project results. It is also the central hub for communication with ALTERNATIVE's target audiences. The website was set up in project month 3 (milestone 1) at <https://alternative-project.eu> (see home page screenshot in Figure 2)



Figure 2: Home page of the ALTERNATIVE project website

### 3.4 Social media

In its communication approach, ALTERNATIVE will pay special attention to social media: ALTERNATIVE aims to have an active presence in social media, enhancing its reach-out to target audiences and citizens and ensuring a dynamic interaction with them. Social media used by ALTERNATIVE include:

**LinkedIn group:** The dedicated ALTERNATIVE LinkedIn group will be extensively used for networking purposes, enabling the promotion of ALTERNATIVE, especially among industry and other target audiences.

The LinkedIn account has been already established at the start of the project at <https://www.linkedin.com/in/project-alternative-732943223/>

**Twitter account:** The ALTERNATIVE Twitter account will be used to amplify communications (both B2B and B2C) to a large community of active stakeholders and propagate news and project developments. Regular twitter chats will focus on attracting and engaging with target audiences, leading to establishing a trusted ALTERNATIVE network, enlarging the outreach to broad and targeted audiences.

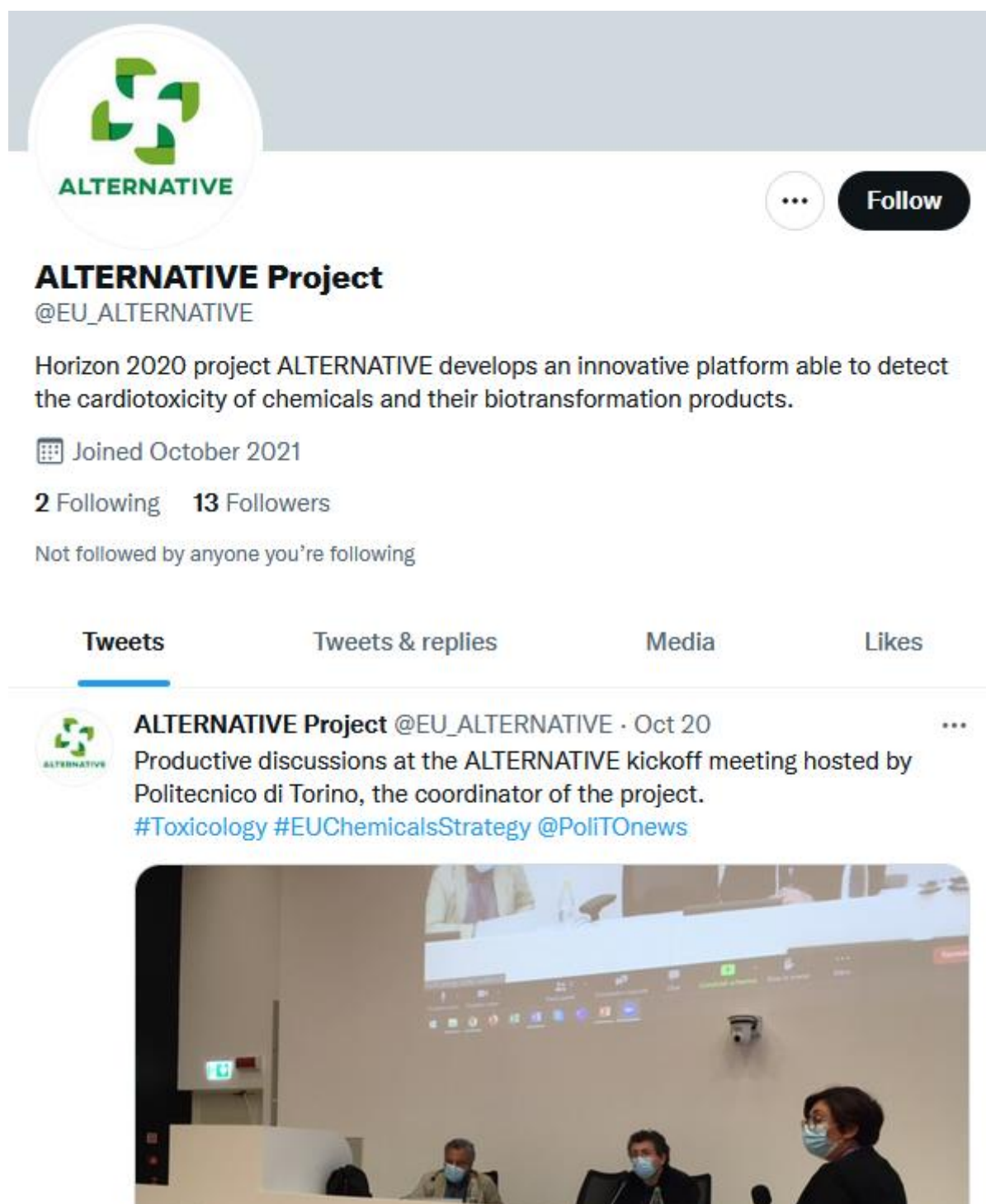


Figure 3: Twitter account of the ALTERNATIVE project – @EU\_ALTERNATIVE

The Twitter account has been already established at the start of the project at [https://twitter.com/EU\\_ALTERNATIVE](https://twitter.com/EU_ALTERNATIVE) which has already attracted a few followers. Starting in 2022, ALTERNATIVE will expand its Twitter activities, in parallel to the increasing dissemination activities.

**YouTube:** Due to information overload and limited attention spans, explaining the concepts, activities and results of ALTERNATIVE through videos will be important. We plan to produce two professional explainer videos and a number of other videos on presentations and talks to be distributed via YouTube.



The YouTube account will be created in the first half of 2022 between project months 4 and 9 in parallel to the production of the first ALTERNATIVE videos.

[End of document]