

# B2-INF BE BETTER INFORMED ABOUT FERTILITY

**GRANT AGREEMENT ID: 872706**

## D4.1 - PLANS OUTREACH

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<b>CO</b>	Confidential project and Commission Services	

\* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.



## EXECUTIVE SUMMARY

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B2-InF represents an opportunity to enhance the standard of living of our society, democratising knowledge. It is therefore important to ensure that the knowledge generated by B2-InF is properly diffused and that the means through which such knowledge can be delivered to society are being effectively explored. Furthermore, dissemination activities, such as participation in workshops or webinars or publication of information in websites, enables the project to engage with the primary stakeholders. It is this open conversation that will allow maximizing the efficiency of the Assisted Reproduction Technology industry.

The current document, B2-InF Plans Outreach, provides a concrete and practical timeline to follow in support of the overall project dissemination, communication and exploitation strategies of the project, guaranteeing effectiveness.

The plan is the result of a coordinated effort among partners, considering stakeholders' categories and needs as well as partners' communication channels and tools. In this sense, it is a supporting tool for each partner in maximizing the impact of their own dissemination actions while providing means to ensure high visibility of activities and outcomes of the project as a whole. The consortium considers this plan a living document, reflecting an open, ongoing dialogue with potential infertility patients and other identified stakeholders in this context, while also educating society as a whole on the importance of fertility and the ART health sector.

It contains:

- **Ecosystem Building and Stakeholder Management Activities**, which have been one of the main focuses of this first period, utilizing the **Agile Stakeholder Engagement Framework**, allowing an effective pooling of relevant stakeholders in an ever-changing industry. The main result in this particular aspect has been the design and implementation of a **Preliminary Stakeholder Picture**. This is a live document that portrays the main categories and subcategories of stakeholders in a visually effective and intuitive way. Assessing the relative levels of each supports the decision on whom to spend time and effort to realize the greatest benefits for the project and its cause..
- **Dissemination Plan and Activities** - in this regard a strategy has been developed, focused on maximising the impact of the project and raising its awareness at a global scale. This includes three phases to guide development over the lifetime of the B2-



InF project, which are Analysis, Increase Impact and Adoption. In addition, channels and measures to carry this strategy out have been defined, together with a preliminary list of events that the Consortium can participate in in order to maximize dissemination even further. An important step taken has been the development of a Dissemination and Communication guideline for the Consortium members. This is a useful live document that functions as a point of reference when it comes to unifying under the B2-InF brand.

- A plan of the specific **communication activities** that will evolve in line with the development of the overall project work and activities. This chapter will extensively talk about the activities done so far in terms of communication, focusing on the website and its structure, Press Release translated in 8 European Languages, first set of PR Material including one and two pagers and social media, specifically strategy implemented and statistics.
- It will then explore **next steps**, including a plan for identifying, maintaining and growing the B2-InF community, future articles and news pieces and special initiatives in terms of social media content, all meant to maximize the outreach of the project.



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# INTRODUCTION

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This document describes the initial version of the B2-InF Community Building, Dissemination, Exploitation and Communications strategies, and it also introduces the plan to coordinate efforts throughout the project to identify and interact with the right stakeholders and communities. This plan represents the present and future coordinated efforts of the B2-InF in growing a community that comes together under a shared vision: bringing together society and the ART industry to effectively improve this sector.

Sections below describe the dissemination, communication and community building plans that will be followed during the course of the project and they also report the activities carried out since the beginning of B2-InF and the project's first achievements. In Section 1 a complete explanation on the strategy utilized to carry out an extensive Stakeholder Analysis is described, together with a preliminary version of Stakeholder Picture, fundamental to distribute effort and grow the B2-InF community on which the core of the project depends on. Section 3 establishes a clear strategy for maximum results in terms of dissemination for the course of the project, defining measures, channels and listing actions that can be taken by all consortium members to aid this purpose. Section 4 offers a complete summary of all material produced and disseminated to effectively communicate to the target audience about the project, including a description of the website, PR material, infographics and so on. Section 5 outlines the preliminary Exploitation plan (which will be further analysed in D4.2 due at M19) and, finally, in section 6 concrete activities foreseen in the following year are presented.





# 1. ECOSYSTEM BUILDING AND STAKEHOLDERS MANAGEMENT ACTIVITIES

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## ▪ B2-InF COMMUNITY BUILDING STRATEGY

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Identifying and engaging with the most relevant stakeholders is an activity often referred to as ‘community building’ and it is a key aspect of B2-InF. Indeed, the programme relies on communities, initiatives and projects that will either use the outcomes or relate and possibly liaise with its activities along its course. Creating and nurturing an ecosystem of key players around an initiative is always a crucial factor in the outcomes and success of its value stream. The stakeholder’s impact on a project depends on its potential power -the ability to influence the value proposition- and the interest in exercising that power. Assessing the relative levels of each supports the decision on whom to spend time and effort to realize the greatest benefits.

When it comes to addressing fundamental challenges in research, multiple initiatives often work in a standalone manner to address the same issue from multiple directions, incurring inefficiencies and being incapable of delivering their full potential. By adopting an open framework of collaboration with peers and groups that can benefit and contribute to the impact of the project, B2-InF will be able to reach a deeper understanding of the requirements and benefits from aligning efforts with similar task forces.

The project will develop a mechanism that enables systematic and responsive management of the ever- changing pool of organisations, initiatives and players with a position to influence the value streams of the project. With this objective in mind, the project will implement an Agile Stakeholder Engagement Framework: a methodology designed for continuous development and strengthening of relationships with significant target audiences.

This framework follows an iterative operating structure based on Sprints: time-frames of 6 months with 3 phases where the main goal is to incrementally increase and reinforce engagement.

- **Phase 1 - Scouting.** Building upon the objectives of B2-InF and the findings from previous Sprints, this phase focuses on exploring, mapping and assessing the types of stakeholders with different degrees of relevance for the scope and impact of the project. The key result at M6 is the first version of the ‘Stakeholder Map’, a graphical instrument to 1) list key actors and specify candidates within these groups; 2)



thoughtfully organise and correlate these audiences; 3) define a common terminology to be used in all the project's references;

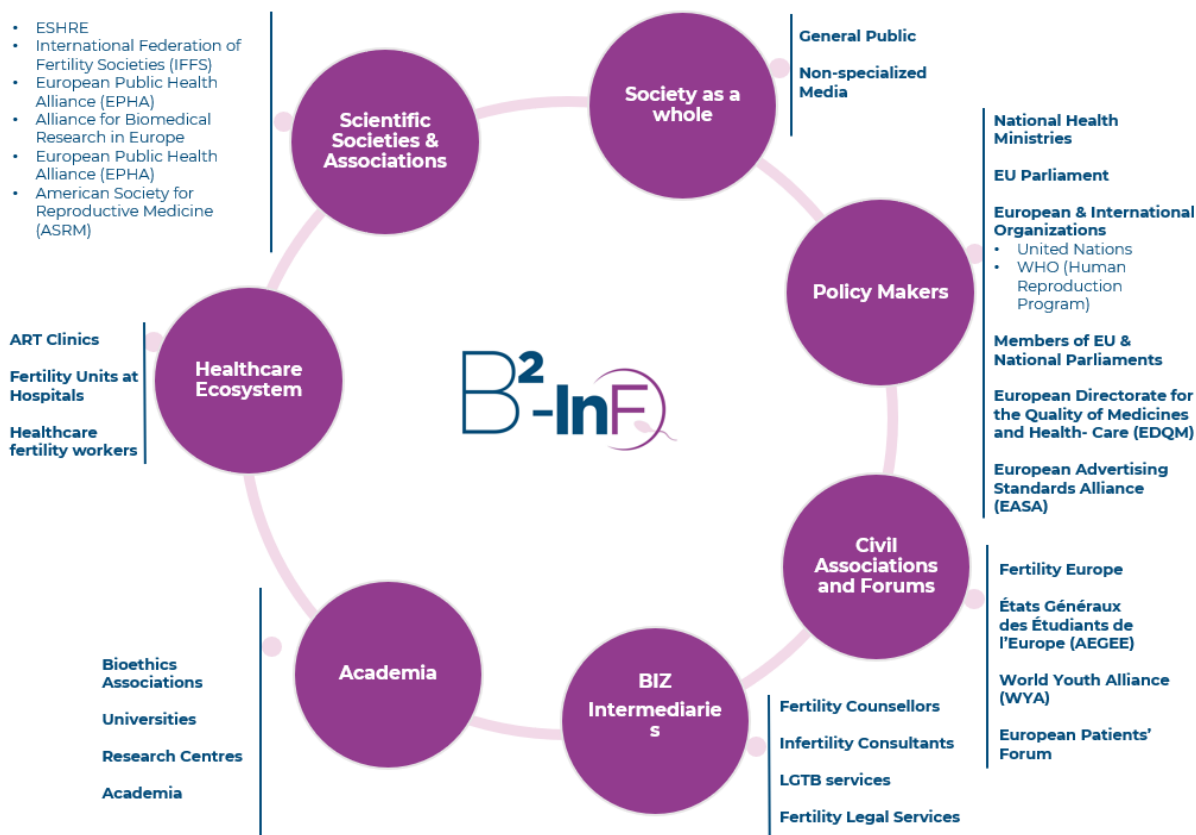
- **Phase 2 - Interaction.** This stage targets the actual engagement with the stakeholders, so it will be synchronised with the activities planned in the Dissemination, Communication and Exploitation strategies.
- **Phase 3 - Learning.** From the actions performed in the life-cycle the consortium will learn lessons that will support the refinement of the next Sprint. Such phase will include insights obtained from consulting stakeholders (e.g. in the form of questionnaires or dedicated interviews), gathering valuable feedback about the project; a review on the engagement activities performed so far and its impact; a more efficient way to assess the stakeholders, among others.

## STAKEHOLDER MAP

The first stage of the strategy requires understanding which stakeholders B2-InF will engage with and for what purpose.

Figure 1. below contains a preliminary version of the B2-InF STAKEHOLDER MAP that graphically summarises all the identified stakeholders at this stage. Such a diagram has been defined by taking into consideration the stakeholders identified in the proposal stage, exploring more carefully the importance of each of them and organising them in a more structured and reasoned way.





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FIGURE 1 B2-INF STAKEHOLDER MAP

In the sections below, it is explained how the project intends to engage with them and the activities foreseen to achieve this goal.

## COLLABORATION WITH OTHER INITIATIVES

B2-Inf is linked with national and international initiatives and projects and it will work to build synergies with them. The Consortium will invite representatives of these project to its workshops and events and will share with them the relevant news. In addition, some joint workshops can be envisaged. At M6, the following initiatives have been selected by the project:

*The WHO's Department of Reproductive Health and Research includes the UNDP-UNFPA-UNICEF-WHO-World Bank Special Program of Research, Development, and Research Training in Human Reproduction* -: is the main instrument within the United Nations system for research in human reproduction, bringing together policy-makers,



scientists, health care providers, clinicians, consumers and community representatives to identify and address priorities for research to improve sexual and reproductive health.

***Special Interest Group of ESHRE is the Global and Sociocultural Aspects of Infertility (SIG)*** - : B2-InF is in line with the issues explored by SIG (one coordinator, Willem Ombelet, and a board member of the SIG, Virginie Rozeé, are members of B2-InF): the influence of cultural elements on access to ART and on representations and attitudes in the general population, and new developments as symptoms of societal changes. B2-InF will further explore this issue by “giving voice to the population,” while the experience and knowledge of the SIG will feed into B2-InF’s project and analysis.

***ERC - Medically Assisted Reproduction: The Effects on Children, Adults, and Families (MARTE)*** - : This project develops a programme of research that goes beyond the current state of the field by analysing the effects of ART on children, adults, and families comprehensively.

***ERC - Biological, Individual and Contextual Factors of Fertility Recovery (BIC.LATE)***- (ONGOING): The age at which people have their children has increased tremendously since the 1970s in the low fertility countries. The reasons for delayed reproduction have been explored extensively, but very little attention has been given to the factors that facilitate and constrain fertility at later ages (from age 30). Yet, the desire and ability of those who did not have children in their 20s to have them later (“fertility recuperation”) is decisive for future fertility levels, and for life satisfaction among those who wish children. BIC.LATE will fill this gap by studying the biological, individual and contextual factors of later reproduction in the low-fertility countries, and possible catch-up behaviour of those who did not have a child earlier.

***H2020 - Innovative Training Network in Female Reproductive Care (MATER)*** (ONGOING) MATER consortium will establish Innovative Training Network (ITN) of five academia and five industry partners from 7 European countries with the aim to train a new generation of 14 creative, entrepreneurial, innovative and ethically sensitive early-stage researchers (ESRs) in the field of female reproductive care. The consortium plans research covering the female fertility from oocyte to a birth of a healthy baby, and related innovation training programme. Research aim of the project is to contribute solving some of the most pressing challenges in female reproductive care and their ethical dilemmas, by targeting the delicate issues like infertility and pregnancy complications, and devising novel ideas to treat them, avoid miscarriages and implement genetic technologies in prenatal diagnostics.

***H2020- Emergent Biopolitics of Kinship, Gender and Reproduction: Dialogues from the South*** (ONGOING) Gender and queer studies focus on the social production and



regulation of sexuality and gender. The EU-funded TRIALOGUES project will explore the overlapping fields of kinship, gender and reproduction through the prism of emerging regulations of non-monogamous relationships and third-party-assisted reproduction.

***FINISEHD ON April 2021 H2020: WoMoGeS*** - : WoMoGeS aims to promote dialogue between Women's Movements and Gestational surrogacy (GS) stakeholders, to catalyse European policy-making on GS that takes a diversity of perspectives into account, and to propose mature reflections on assisted reproduction based on scientific information.

***FINISHED IN 2019 - H2020: QTReproART*** -: Although B2-InF is interested in young populations who are not yet conscious of their fertility needs, this project shares the concern of QTReproART for the gender dimension. Indeed, one social group mainly affected by ART policies are queer and transgender people. QTReproART project aims to promote a common European framework for ART. B2-InF wants to build on QTReproART efforts to further progress, by giving voice to citizens towards improving ART for society.

***FINISHED ON 31 MARCH 2021. H2020: I-CONSENT (SwafS-17-2016)*** : An informed consent process (IC) must include all stakeholders' perceptions and favours the engagement of citizens with the IC, and this must be done with particular attention to gender and ethics considerations. The IC process should also improve health literacy among citizens. Deliverables will be available at initiating time (expected at 2020).



## 2. DISSEMINATION PLAN AND ACTIVITIES

### ▪ DISSEMINATION STRATEGY AND PHASES

The objectives of the dissemination strategy are as follows:

- **To set up the information** dissemination mechanisms and priorities of B2-InF.
- **To establish, maintain and grow a community** around B2-InF in coordination with the stakeholder management framework.
- **To create visibility and promote the work and results** for target stakeholders by creating promotional material and information campaigns.
- **To disseminate the project and its outcomes** to the widest possible community through various channels and instruments. External participation and knowledge sharing will be encouraged through networking activities and events aimed at increasing the impact potential and enriching the contribution to the project.
- **To conduct liaison with other EU, national and international initiatives** to maximise the impact.

Dissemination activities will be carried out in three main phases. Each phase has specific objectives and will perform correspondingly specific actions using appropriate channels. These phases have been presented and discussed during the B2-InF monthly calls and have been refined accordingly to match the priorities of B2- InF.

An efficient impact of B2-InF must be supported by the development and implementation of a Dissemination strategy.

The B2- InF dissemination strategy is twofold. On the one hand, it will establish and pursue highly effective activities to promote the project and the adoption of its outcomes also beyond project's lifetime by identifying in advance for each activity the following aspects:

- **Part I:** Definition and analysis of the target audience - To whom
- **Part II:** Development of the message we want to promote – The what
- **Part III:** Selection of the right types of dissemination means – The how.

In parallel, it will establish a synergic coordination with other initiatives related to the subject of the project (see chapter xxx), in order to amplify the outreach of the project.

The dissemination activities related to the first aspect of the dissemination strategy will be carried out using three main phases following the different phases of the project.



Each of these has specific objectives and target audiences and will therefore perform specific actions using specific channels during the different phases.

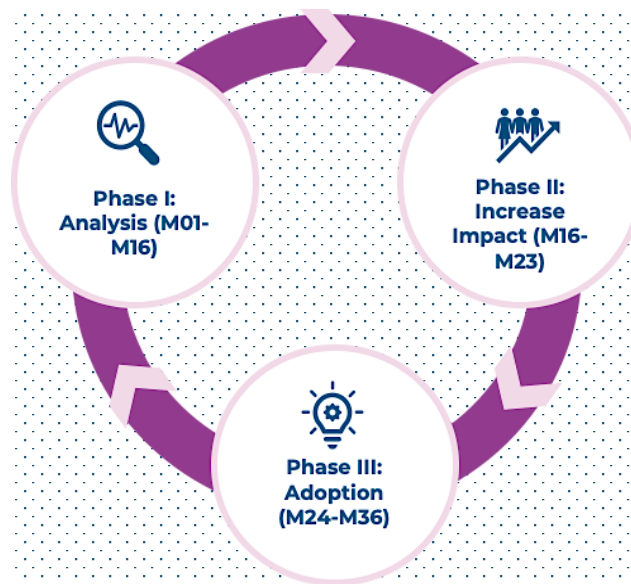


FIGURE 2 B2-INF DISSEMINATION PHASES

Figure 2. shows how B2-Inf intends to maximise its impact through the following key phases:

**Phase I Analysis (M1-M16 - Status: Ongoing):** In this preliminary phase, the Consortium analysed the project's framework with a special attention to internal and external barriers and obstacles that could slow dissemination activities. We defined the priorities and actions for the first year of the project, reported in this deliverable. In addition to this, during the first six months of the project, the consortium identified the right stakeholders to be engaged in the project's activities.

Then, the objectives for the remaining months will be 1) to create awareness and ensure that as many stakeholders know about the project, in order to create awareness about the project's objectives and expected results, 2) coordinate the engagement activities by building awareness, by working to align dissemination activities with the needs of the stakeholders identified, creating general and specific awareness about the project's objectives and expected results.

To this purpose, the Consortium created the first set of promotional materials, produced in the frame of B2-Inf communication plan at M5.

**Phase II: Increase impact (M16-M23).** The main objective of Phase II is to increase impact and awareness generated during Phase I and mainly to prepare the B2-Inf reports and

guides. The communication and dissemination team will adapt the channels and measures identified in the proposal phase (and refined during Phase I) to the specific needs of Phase II, and it will work to find the right means to engage and collaborate with targeted groups to create synergies as well as engage with stakeholders and build awareness around the project and its reports and guides. This will help increase the potential impact of the project's results. Participation in events, organisations of ad hoc workshops, as well as organisation of a public course will boost the dissemination process. Specific PR material will also be produced.

**Phase III: Adoption (M24-M36).** This phase will leverage the general awareness raised in Phase I and Phase II, attracting more stakeholders of B2-InF. The dissemination and communication team will evaluate the outcomes of Phase II, the national and international guidelines and, if needed, it will refine the priorities, channels and measures previously determined, in coordination with the agile stakeholder management activities. Secondly, it will define the main activities that could prolong impact also beyond the project's lifetime, such as continuing use of events, participation in workshops and conferences, contributions to publications in targeted specific media online and printed trade and research journals. The preliminary version of this plan will be consolidated in M06 and will be updated throughout the project.

## ▪ CHANNELS AND MEASURES

To cope with the objectives described above, the project leveraged an effective and comprehensive set of channels and measures, presenting its plan for the duration of the project and the preliminary results achieved at M06.

TABLE 1 DISSEMINATION CHANNELS

Measure	Target audience	Plan to reach the audience / status at M6
<b>Material</b>		
Project documentation	All	<b>PLAN:</b> Documentation material in the form of public deliverables containing all the results achieved by the Consortium, as well





		<p>as other kinds of public references, will be made available through the project website and CORDIS, the primary source of results from EU-funded projects. The material will be publicly available for anyone interested in the outcomes of the project; however, B2-InF anticipates that it will be of special relevance for members in the healthcare ecosystems working on similar concepts for further bibliography and references, plus the policy makers at national, European and international level.</p> <p><b>STATUS AT M6:</b></p> <p>The deliverables submitted in the first period of the project are confidential, <u>except</u> the check list perception info drafts (D1.1) and Check list clinics info Draft (D1.4), which are public. These deliverables will be uploaded soon on the project website and Zenodo account</p>
Reports and guidelines	<p>Policy makers</p> <p>International institutions</p> <p>Healthcare ecosystem</p>	<p><b>PLAN:</b></p> <p>B2-InF will produce national and international guidelines in order to provide the scientific information offered by ART clinics to society from different perspectives (sociocultural, legal and gender). Guidelines will be available for clinics, industry and policy makers in order to: Provide information to policymakers responsible for the legal conditions of ART, allowing them to create legislation in line with the citizens' needs and expectations; Collect, analyse and transfer social scientific knowledge, expectations, and concerns about ART to clinics and industry- Special effort will be dedicated to broad dissemination of these guidelines, via 1) direct contacts with clinics, industries and policymakers; 2) Advocacy; 3) participation in scientific events and conferences; 4) organization of workshops to increase awareness and educate citizens</p> <p><b>STATUS AT M6:</b></p> <p>no activities at M6. The guidelines will be delivered in the third year of the project.</p>
Scientific Publications	<p>Academics</p> <p>Healthcare</p>	<p><b>PLAN:</b></p> <p>B2-InF aims at publishing and contributing to scientific</p>



	Ecosystem International institutions	<p>publications in top refereed scientific journals and conferences, and to collaborate with and be a reference for stakeholders working in this domain. As a Research and Innovation Action, one of the primary objectives is to ensure the scientific findings of the project will be known and exploited by the larger research community and related scientific domains. Publication opportunities will be evaluated throughout the project and the most appropriate publication channel will be selected. The project will pursue well-known scientific and industrial journals/magazines, white papers and newspapers of primary importance.</p> <p><b>STATUS AT M6:</b></p> <p>The project identified a list of conferences and journals where publications can be foreseen. However, due to the project's timeline and its activities, the Consortium will work on scientific publications in the second period of the project.</p> <p><b>Conferences:</b> ESHRE Annual Meeting, Fertility Week, and International Solidarity Forum at the United Nation at 2022</p> <p><b>Journals:</b> +5 papers Indexed (JCR/SJR) at the categories of Reproductive Biology (for example, Human Reproduction or Reproductive Biomedicine Online) and/or Health care science and services (for example, Health Affairs), and/or Social Sciences and interdisciplinarity (for example, Journal of Gender Studies), and/or Public, environmental and occupational health (fo example, Social Science &amp; Medicine) and/or Sociology (for example, Gender &amp; Society).</p> <p>+ 1 paper at Facts, Views and Vision in Obstetrics and Gynecology</p> <p>The Consortium also managed to have a publication related to the project and its first achievements on the scientific journal with impact factor Czech Gynecology - the 5th issue 2021 (September).</p> <p>All publications will be Open Access and published on Zenodo.</p>
Articles, blog	All	<b>PLAN</b>



posts and press releases		<p>B2-InF aims at widespread impact, adoption and validation of guidelines throughout the value chain, reinforcing public policies and increasing trust among ART professionals, citizens and patients. The project will publish blog posts and contribute to articles, catalogues or books published by the associated communities. The project plans for two publications on public media (BioNews, The Conversation)</p> <p><b>STATUS AT M6</b></p> <p>Press release: The beginning of the B2-InF project was marked by the publication of its Press Release, on January 26th, 2021, which encompasses a summary of all key steps that the Consortium must follow in order to reach the ambitious project's objectives.</p> <p>Thanks to the outstanding skills and diversity of the consortium, the Press Release in question was translated in eight languages: English, Spanish, Italian, French, German, Dutch, Albanian, Macedonian. Thus, dissemination of the document among the most relevant scientific, Medical and European Research press was carried out effectively, receiving great endorsement and support.</p> <p>The press release has been sent to more than 200 contacts (journalists, dedicated press, blogs and published in the partners's websites,, ESHRE SIG Global and Socio-cultural Aspects of Infertility Facebook page and promoted on social media (especially LinkedIn and Twitter). Healthgrouper published the press release as a promotion in Medical Journal, the link to the pdf format of the publication is here: <a href="https://mld.mk/1262021-2/">https://mld.mk/1262021-2/</a> (page 8 in the corner)</p> <p>The press releases are available for download in the project website (<a href="https://b2-inf.eu/press-release-publication/">https://b2-inf.eu/press-release-publication/</a>) and in Zenodo (<a href="https://zenodo.org/record/4575481#.YG8Gzy0QOLO">https://zenodo.org/record/4575481#.YG8Gzy0QOLO</a>)</p> <p>Blog posts: :</p> <p><b>The B2-InF Story</b> : This interesting article describes the story behind the idea of B2-InF and its purpose. A personal story of</p>
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		<p>our project coordinator (<a href="https://zenodo.org/record/4618299#.YHBT9ugzZPY">https://zenodo.org/record/4618299#.YHBT9ugzZPY</a>)</p> <p><b>What B2-InF About:</b> This article explained the project in-depth, especially concentrating on the social importance it holds in the healthcare industry of Europe. It also talks about the expected results and the concrete guidelines for the ART industry that we aim to develop (<a href="https://zenodo.org/record/4576540#.YHBVpugzZPY">https://zenodo.org/record/4576540#.YHBVpugzZPY</a>)</p> <p><b>B2-InF Step-by-Step :</b> Here the methodology used by B2-InF is broken down and explained step-by-step (<a href="https://zenodo.org/record/4576460#.YHBVjugzZPY">https://zenodo.org/record/4576460#.YHBVjugzZPY</a>)</p>
Policy briefs	<p>Policy makers</p> <p>International Institutions</p>	<p><b>PLAN:</b></p> <p>The project will elaborate nine policy briefs. Eight of them will be tailored to fit the local languages and needs of each target country, and one generic brief will outline the most relevant recommendations to engage the rest of the EU countries, high/level European policy makers and international health organizations (European Commission, WHO, and the European Directorate for the Quality of Medicines and Health Care (EDQM), as well the International Federation of Fertility Societies (IFFS).</p> <p><b>STATUS AT M6:</b></p> <p>no activities at this stage</p>
<b>Online channels</b>		
B2-InF Library	All	<p>The Library is an online repository to openly publish material produced by the project.</p> <p>The project makes use of Zenodo for this purpose: <a href="https://zenodo.org/communities/b2inf_h2020">https://zenodo.org/communities/b2inf_h2020</a></p> <p><b>STATUS AT M6:</b></p> <p>The following documents can be downloaded in the B2-InF Zenodo page (average download per publication: 15 downloads)</p> <ul style="list-style-type: none"> <li>• B2-InF Banners for social media;</li> </ul>



		<ul style="list-style-type: none"> <li>• B2-InF logos;</li> <li>• B2-InF first set of PR Material;</li> <li>• The B2-InF Story (blog post);</li> <li>• What is B2-InF about (blog post);</li> <li>• B2-InF step by step (blog post);</li> <li>• B2-InF first press releases</li> </ul>
Feedback	Society Academics Healthcare Ecosystem	<p><b>PLAN:</b> B2-InF will organise online measures such as surveys and opinion polls among external experts -see the advisory board- to gather feedback about critical issues of the project, such as validation of priorities and execution of services.</p> <p><b>STATUS AT M6:</b> No activities</p>
<b>Events</b>		
On-site workshops, interviews and openly available public course	Healthcare Ecosystem Policy makers Academics	<p><b>PLAN:</b> B2-InF will conduct workshops and interviews designed to collect feedback, validate reports, develop national guidelines, and provide specialized training for dissemination purposes. The project will organise an openly available public course to make the general public aware of the key recommendations. The project will also organise the following workshops:</p> <ol style="list-style-type: none"> <li>1. First validation workshop: feedback from citizens and validation of results <b>(M15)</b></li> <li>2. Second validation workshop: feedback from civil society and stakeholders regarding the national guidelines. Comments, recommendations and suggestions from citizens will be considered and discussed for incorporation into guidelines. Participants in this workshop include: citizens interviewed in WP1, members and volunteers associated with FE and / or youth associated with the WYA , plus stakeholders from academia, industry and policymakers <b>(M24)</b></li> </ol>



		<p><b>STATUS AT M6:</b></p> <p>In the first period of the project we identified some relevant events to attend, as reported in the Event table.</p>
Conferences	All	<p><b>PLAN:</b></p> <p>Participating in conferences is a strategic mechanism to interact with a broad spectrum of stakeholders. Through presentations and personal engagement, the Consortium will disseminate outcomes achieved by the project. The project will identify the best opportunities to reach out to specific target groups in the most efficient way.</p> <p><b>STATUS AT M6:</b></p> <p>On February 1st, the Consortium submitted an abstract to the <a href="#">ESHRE's 37th Annual Meeting</a>, which will take place as an online congress from 26 June to 1 July 2021. If accepted, the Consortium will have the chance to present the project during the world's leading event in reproductive science and medicine. The meeting will feature the latest research from world experts in the field.</p> <p><u>Abstract submitted 20th January. A few days before the submission of this deliverable, the Consortium was informed about the rejection of the abstract.</u></p> <p>The project will also be presented at the 31st national IVF conference in Brno 9-10 November 2021, <a href="https://www.sarcgps.cz/article/kongres-asistovane-reprodukce">https://www.sarcgps.cz/article/kongres-asistovane-reprodukce</a></p> <p>In addition to this, during the first six months of the project, the Consortium identified a series of conferences of high relevance, as reported in the table 2</p> <p><b>Fertility Europe</b> presented the project to the Members at the Members meeting in March 2021, as the project is an important part of the activities in the coming years and becomes significant outreach and information operation.</p>



Direct contacts		
Email engagement	All	<p><b>PLAN:</b></p> <p>Sending a standard introductory email to a pool of contacts is an effective measure as initial engagement, especially for disseminating project findings, and for making sure the right stakeholders are aware of the reports and guidelines produced by the project. The project will define a template to be shared with the network so they can amplify outreach.</p> <p><b>STATUS AT M6:</b></p> <p>The press release has been sent to more than 200 contacts (journalists, dedicated press, blogs. A standard introductory email has been created, summarising the main points of the press release.</p>

The events listed below target specific opportunities in Europe to be considered during the implementation of the project.

TABLE 2 B2-INF TABLE OF EVENTS

Event	Description	Date
Best of ASRM & ESHRE Congress	Fertility Europe presented the B2-Inf project as part of their exhibitor booth	8-10 April 2021



<p><b>ESHRE Annual Meeting</b></p>	<p>The Consortium will participate in the annual meeting of the European Society of Human Reproduction and Embryology. In 2020 we will present the project to the research community, and in 2022 we will present in a pre-congress course or in a Workshop inside the meeting the B2-InF outcomes.</p>	<p>26 June to 1 July 2021 / 2022 and 2023</p>
<p>Scientific meeting at University of Navarra</p>	<p>The Institute Culture and Society at University of Navarra will organise a scientific meeting in order to explain the first steps of the project, including the presentation of the handbooks, to all the academic community</p>	<p>September 2021</p>
<p>31st national IVF conference - Brno, Czech Republic</p>	<p>The project will be presented during this event by the partner MEDISTELLA.</p>	<p>9-10 November 2021</p>
<p>Studium Generale – ‘Science and Society’ lecture cycle at University of Antwerp (Belgium)</p>	<p>Every autumn, the University of Antwerp organises eight free lectures on current social developments. Each evening starts with a one-hour lecture, which is followed by a Q&amp;A round and a moderated debate among guest speakers and the audience. Participation is free and everyone is welcome to attend. This is one example of an event identified in which B2-InF will participate</p>	<p>Autumn 2021</p>
<p>Scientific Seminar at Universidad Francisco de Vitoria</p>	<p>The Instituto de Bioética of the Universidad Francisco de Vitoria will hold a Seminar in order to present the Project to the academic community, including the presentation of the handbooks, to all the academic community</p>	<p>Winter 2022</p>





<p>Scientific meetings organised by INED (France)</p>	<p>INED plays an active role in organizing scientific meetings. B2-InF methodology and outcomes will be presented in a meeting at the largest demography institute in Europe. They will present the project in the unit research “Sexual and reproductive health and rights” in autumn 2021</p> <p>Once with have some results (in 2022), INED could present the project into the “Lundis de l’Ined”, a short weekly seminar for general audience</p> <p><a href="https://www.ined.fr/en/news/scientific-meetings/ined_mondays/">https://www.ined.fr/en/news/scientific-meetings/ined_mondays/</a></p>	<p>November 2021</p>
<p>Online seminar for the Department of Public Health of University of Copenhagen</p>	<p>The Project Coordinator will present B2-InF project and its progress to the Department of Public Health of University of Copenhagen, directed by Lone Smith (Advisory Board of B2-InF). Fertility/infertility and assisted reproduction professionals and international research collaborators of that Department will be invited to that seminar.</p>	<p>May 2022</p>
<p>European Society of Contraception Congress (ESC Congress)</p>	<p>This Congress is an innovative approach to integrating the science and research of reproductive health care with the cultural and ethical mores of a broad-based service. The Congress will facilitate and encourage debate on a wide range of subjects from classical contraceptive topics to gender fluidity.</p>	<p>25-28 May 2022</p>
<p>European Public Health Conference</p>	<p>Every year the European Public Health Association (EUPHA) organises a scientific conference engaging public health professionals and representatives of national public health associations from all over the world.</p>	<p>9 – 12 November 2022</p>



Congress of Gynaecologists and Obstetricians in Macedonia	The association of gynaecologists organizes an annual congress in Macedonia with international participants. B2-InF methodology and results will be disseminated among the largest group of gynaecologists in the region.	2022
WYA Training program (all over Europe)	As indicated in the letter of support, WYA is open to include B2-InF findings in its Certificated Training Program. In any case, the project has an open channel to study the possibility of including B2-InF findings in many of the programs that WYA conducts (for example, in its Summer Camp).	2022
Seminar for the Department of Public Health of University of Copenhagen	The Project Coordinator will present B2-InF results to the Department of Public Health of University of Copenhagen, directed by Lone Smith (Advisory Board of B2-InF). Fertility/infertility and assisted reproduction professionals and international research collaborators of that Department will be invited to that seminar.	Spring 2023
Fertility Europe– Periodic events all over Europe	The Consortium will organise openly available public courses and communication events to make the general public aware of the key recommendations contained in the guides. The project will target and leverage the periodic meetings organized by FE. FE doesn't yet have a calendar for the meetings of 2023.	2023
Communication event at Faculty of Medical Technical Sciences in Elbasan (Albania)	The faculty of Medical Technical Sciences will disseminate the B2-InF results through their Department of Health Rehabilitation Diagnostics and Nursing in Surgery and Nursing in Obstetric Gynaecology directly to the students and future young doctors in Albania.	Last year of the project (from M22 to M36)



Seminar at University of Ljubljana (Slovenia)	University of Ljubljana (Slovenia) is the oldest and largest higher education and scientific research institution in Slovenia. The University of Ljubljana (Slovenia) has explained their commitment to host a seminar of B2-InF outcomes and also disseminate the Slovenia Guideline in the university	Last year of the project (from M22 to M36)
Regular events with the Association des États Généraux des Étudiants de l'Europe. (AEGEE)	The working groups "Civic education" (aims at learning the competences, i.e. skills, knowledge and attitudes, required to be an active, democratic, responsible and critical citizen) and "Equal Rights" can be good channels to fulfil their commitment of collaborating in the dissemination of the B2-InF findings (see letter of support annexed).	TBD
Open class in the framework of Bioethics at URJC (Spain)	Every spring, URJC organizes an open class within the framework of a Bioethics Master Degree which is dedicated to a current and controversial bioethical issue. Usually two experts are invited, the act begins with two 45 min lectures followed by a moderate debate with the audience. It is an open class targeted not only for students but also for the general public interested in the subject, and transmitted by streaming broadcast.	TBD
Question Time Project in Youth Association of Kosovo	Question Time is a project of George William's Youth Association that aims to give young people a voice and empower them by giving them a chance to question decision makers in their cities on various topics. Really felt concerns about fertility will be one of the panels.	TBD
Scientific meeting of the Spanish Association of Bioethics (AEBI)	The Spanish Association of Bioethics (AEBI) has also express the support in collaborating in the dissemination of the B2-InF findings and receiving the B2-InF newsletter and news	TBD



## ▪ **B2-Inf DISSEMINATION AND COMMUNICATION GUIDELINES**

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As part of the dissemination and communication strategies, B2-Inf released a three-page “Dissemination and communication guidelines” at the very beginning of the project. These guidelines are intended to encourage, guide and support the B2-Inf partners in their dissemination and communication activities during the project’s lifetime.

The guidelines are composed of six sections:

- Internal Communication, where it is explained how to interact within WP4;
- Social media, where it is explained how to deal with Twitter and LinkedIn;
- Participation in events, where the procedures to be followed before/during and after an event are underlined;
- Project website, where it is indicated how to contribute to populate the project website;
- Scientific Dissemination, where it is explained how to identify, propose and keep track of the scientific publications identified and submitted by the Consortium;
- The project in a nutshell; the Consortium can find in the guidelines an introductory text explaining the project, which can be used for different purposes: brief presentation of the project, brief description of the project to be inserted in their websites, etc...
- Open Access repository, where the link to the project Zenodo repository is available, as well as a brief explanation on how to deal with the publications;
- Brand guidelines, where it is explained how to use the logo, the font types to be used in documents and presentations, the main graphical elements of the project, the EU reference and acknowledgement to be inserted in all presentations and material related to the project;
- Images, a chapter dedicated to the best way to use images associated with our project in order to avoid problems with the copyright of the images. The suggestion is to take some Creative Commons licenses images or Free for commercial use/No attribution required images from repositories.

The dissemination and communication guidelines are intended as a “living document”, meaning that it could be updated during the course of the project, taking into consideration the evolution of the dissemination and communication plans.



These guidelines are available in **Annex I “Dissemination and Communication Guidelines”** at the end of this document.



### 3. COMMUNICATION PLAN AND ACTIVITIES

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Communication activities involve specific measures for promoting the project itself and the results attained. The communication plan has the mission to reach out to a broader audience, beyond the B2-InF's core community.

The **objectives** of the communication strategy are as follows:

- Set up internal communication mechanisms among the partners of the consortium.
- Support the external promotion of B2-InF and its outcomes, managing the branding.
- Deliver top level messages about the project to all identified and relevant stakeholders.
- Raise awareness to non-specialised audiences of the added value of B2-InF.
- Increase awareness and interest about B2-InF.

#### ▪ CHANNELS AND MEASURES

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To cope with these objectives, the project leveraged an effective and comprehensive set of channels and measures, presented in the table below the plan and the preliminary results achieved at M06, while in the following paragraphs more details about the project website, PR materials and social media are reported.

TABLE 3 COMMUNICATION CHANNELS AND MEASURES

Measure	Target Audience	Plan to reach the audience
Website	All	<p><b>PLAN:</b></p> <p>The main resource for generic promotion of the project activities and results to all target audiences. The site will provide comprehensive information about B2-InF, including its objectives, Consortium partners and contributions from the onset. All the public deliverables and publications will be accessible here, providing necessary information about the project process and its results.</p>



		<p><b>STATUS AT M6:</b></p> <p>Website up and running since M2. More details in the paragraphs below.</p>
Social media	All	<p><b>PLAN:</b></p> <p>The project will create and maintain its presence in a number of social media channels, with particular focus on Twitter and LinkedIn as they have proven to be the most effective tools when engaging with technology communities. These online channels help to promote new publications and participation in different kinds of events, while interacting with our target audience.</p> <p>Given their popularity, they are also a great channel to engage with the general public and raise awareness among a broader audience.</p> <p><b>STATUS AT M6: S</b></p> <p>strong presence on Twitter with 400 followers and almost 150 tweets. Active presence on LinkedIn as well. More details in the paragraphs below.</p>
Multimedia Material	All	<p><b>PLAN:</b></p> <p>The project will count on multimedia material to have a self-explanatory and appealing presentation of the project, leveraging other available distribution channels of promotion (e.g. YouTube, Vimeo).</p> <p>The team will organise a set of video interviews throughout the project to collect inputs, taking advantage of Validation Workshops, Internal Workshop and events of relevance. The final results will be edited to mix such interviews with animations.</p> <p>At the end of the project, a final video on the results of the project will be produced. The final video will target policy-makers, researchers, stakeholders, industries, clinics, etc. at large so that they can identify, understand and begin to apply the results of the project with a special focus on the National and International guidelines. The aim of the final video is to become an important tool for the exploitation of the project's results and it will be used by the Consortium</p>




		<p>well beyond the end of the project, continuing engagement activities in the ART sector.</p> <p><b>STATUS AT M6:</b></p> <p>The project prepared a very brief introductory video during the first week of the project, to be presented at the Fertility Week. In this video, Medistella briefly explained the project and the role of the clinics in it:</p> <p><a href="https://www.youtube.com/watch?v=-l3l_v2lvwc">https://www.youtube.com/watch?v=-l3l_v2lvwc</a></p> <p>In addition to this, at the time of writing this deliverable, the Consortium is working on an animated banner for the website, summarising the project. This banner will also be used as the basis for the next project videos.</p>
PR MATERIAL	ALL	<p><b>PLAN:</b></p> <p>Reference promotional instrument when participating in events. The most common items include brochures, catalogues, posters and any other laid-out paper-based resource. The project will prepare 3 sets (iterations) of each version to select the best one. Most of the PR material will be available as e-documents and printing will occur as required (e.g. for events, workshops, etc.).</p> <p>The first set of materials will focus on explaining the objectives of the project in a consistent manner, showing the potential achievements and impact; the second set will show the more advanced results; and the third set will highlight the final result. If needed, these sets will be released with two or three different contents, tailored to each of the stakeholder categories the project aims to reach.</p> <p>B2-InF will also explore other innovative alternatives to the traditional informative material. Labelled gadgets and merchandise have turned out to be effective means of promoting initiatives among a less specialised audience, at the same time they encourage a more sustainable approach when considering long-lasting items.</p> <p>In addition, to explain complex information effectively and</p>





		<p>in an eye- catching format infographic will be designed demonstrating key concepts, interoperability issues, best practices and results. These are highly useful in many scenarios, including Twitter, presentations, postcard flyers and posters.</p> <p><b>STATUS AT M6:</b></p> <p>First set of PR material ready. The infographics presenting the three phases of the project have been modified at M3, in order to make them more user-friendly and adaptable to be promoted. More information in the sections below.</p>
Newsletters	All	<p><b>PLAN:</b></p> <p>Online newsletters will provide a snapshot of the main activities and achievements of B2-InF in a given period of time, and will be oriented especially to ART clinics and communities.</p> <p>Professional marketing platforms (e.g. MailChimp) will be used to automate the distribution among a wide pool of contact points.</p> <p>At least three electronic newsletters per year will be released and will be distributed via relevant mailing lists associated with the project. If relevant, specific newsletters could also be printed to be handed over at relevant events.</p> <p><b>STATUS AT M6:</b></p> <p>The project decided to use the SendingBlue platform for preparing the newsletter. A call to Action on the website has been put in place to collect subscribers. The project will also participate in third party newsletters, in order to reach more audiences (e.g. partners newsletters, other related projects and initiatives newsletters, etc...). During the first period of the project, B2-InF has been presented in the Fertility Europe internal newsletter, which has been sent to 25 European countries.</p>



		 <p><b>NEWSLETTER 1/2021</b></p> <p><b>Dear FE Members and Friends</b></p> <p>New Year 2021 is well settled and quite a lot of our plans are setting in as well, despite all the ongoing COVID-19 complications and restrictions. In this edition of our Newsletter we are going to tell you about:</p> <ul style="list-style-type: none"> <li>• Extraordinary General Meeting 2021</li> <li>• Fertility Awareness project</li> <li>• B2-InF project</li> <li>• Allies of Access to Fertility Treatment in Europe</li> <li>• The best of ESHRE &amp; ASRM: 8-10 April 2021</li> <li>• ESHRE Congress 2021 virtual</li> <li>• Fertility Europe Annual General Meeting 2021</li> <li>• European Fertility Week 2021</li> </ul> <hr/> <p>It has also been published on the INED Newsletter: and in INED Newsletter (February)</p> <p><a href="https://www.ined.fr/en/newsletter/newsletter_export-31">https://www.ined.fr/en/newsletter/newsletter_export-31</a></p> <p>The first newsletter is foreseen between M8 and M12, depending on the actual outcomes of the project.</p>
<p>Brand and templates</p>	<p>All</p>	<p><b>PLAN:</b></p> <p>B2-InF holds a brand that will be used, refined and protected throughout the project. A recognizable visual identity is provided at the proposal stage, but it will be complemented by other graphical means.</p> <p><b>STATUS AT M6:</b></p> <p>A set of templates for project-related resources (MS PowerPoint for presentations, MS Word for deliverables and documents, e-newsletter) has been created at M02 in accordance to the brand defined. A set of banners for social media with a very well-defined identity has been also provided.</p>

▪ **WEBSITE**



The project website is a key element for the B2-InF Dissemination and Communication strategy. In fact, it is a hub of all generic information about the project, including its purpose and the consortium behind it (<https://b2-inf.eu/>)

It has been designed following all B2-InF formatting requirements, affirming the project's digital identity and brand. On the top the logo and the menu can be found, together with hyperlinks that lead to the various social media channels of the project. At the bottom of every page the European Union disclaimer is included, together with copyright information of the project in regards to the website and its content and social media links.

The project website is online from M2, as detailed in the proposal and in the Grant Agreement.

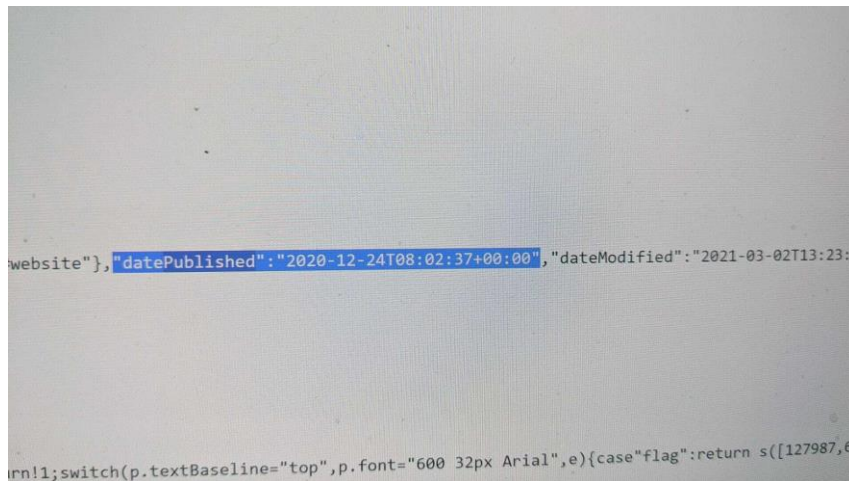


FIGURE 3 WEBSITE PUBLICATION DATE

The structure of the website follows a clear logic, meant to create interest across all segments of our audience, both the scientific community and the general public. It includes the following pages:

- 1) **Landing page, “HOME”**, highlights all essential information in an orderly and summarized manner. It describes the project, its expected results, its methodology and the relevance it holds in the Assisted Reproduction Technologies industry and the Healthcare industry of the European Union.
- 2) **The “PROJECT” page** describes the project in depth, going through all its objectives and the various stages that make up its methodology: Stage 1 - Data Collection, Stage 2 - Building Guidelines and Stage 3 - Data awareness. All infographics found



on the website are a simplified version compared to the original infographics included in the proposal of the project. This was a decision made by the consortium to better reach the general population with B2-InF. These will be described in detail in the PR Material chapter of this document.

- 3) **The “TEAM” page** offers an overview of the consortium behind B2-InF, utilizing a map of Europe to highlight the nationalities of members and their diversity.

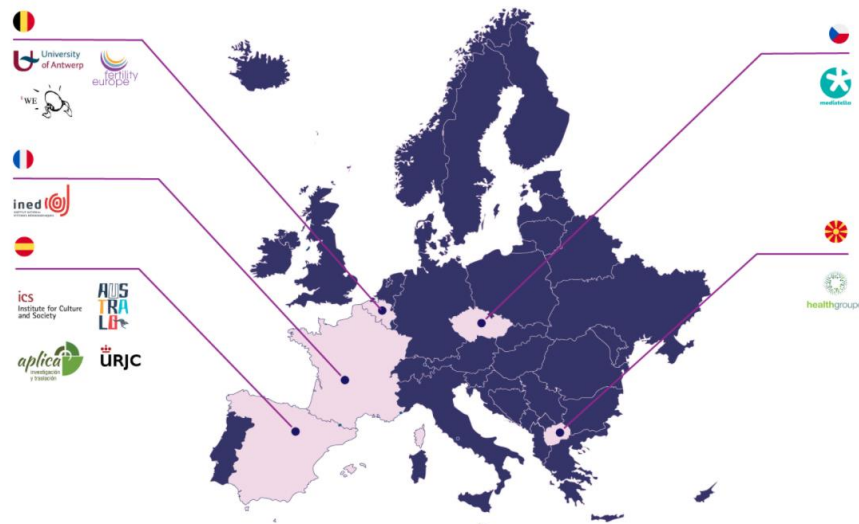


FIGURE 4 THE TEAM MAP

- 4) **The “WHAT’S NEW” page** includes “News” and “Publications” posts that are updated over time as the project progresses and material is created for the public. At the moment five such posts are present, including the first set of PR material, an article about the B2-InF story, an article explaining the purpose of the project, an article about the methodology of the project and the Press Release. This material will be discussed further in the section dedicated to PR Material. The purpose of this page is to create appealing information regarding the project and its purpose to attract a consistent audience.

All pages include a clear invitation to contact the consortium to learn more or receive our guidelines about ART. In addition, at the bottom of every page an invitation to subscribe to our newsletter is presented, with a user-friendly custom button.

## ▪ PR MATERIAL



***One and two pagers*** (<https://zenodo.org/record/4596368#.YHBRT0gqZPY>)

The B2-InF consortium is now embarking on the first stages of its research and analysis. In relation to these first steps, we have published the first set of PR material, which is meant to introduce the purpose of this noble project to the general public, leading it to stay informed about developments. These are great instruments to quickly share the vision and objectives of the project, replacing in some cases the website as reference.

Considering the global situation brought by the COVID-19 virus and the social distancing that has now become the norm, these documents have been disseminated only digitally with the help of our partners and their networks on all available platforms.

In both documents the design has been carefully studied to maximize visual appeal, utilizing the standard formatting of the project with a twist of creativity. Graphical elements are clear, simple and intuitive.

The one-pager is a useful tool for mass dissemination, that will be used both virtual and offline, when the Global health situation allows. It is a summary of all essential information, written with language that is meant to connect with the general public.

It provides a very dry but complete summary of the project, making sure to highlight three main questions: Why what we do is important, how will we do it and what are we working to achieve.

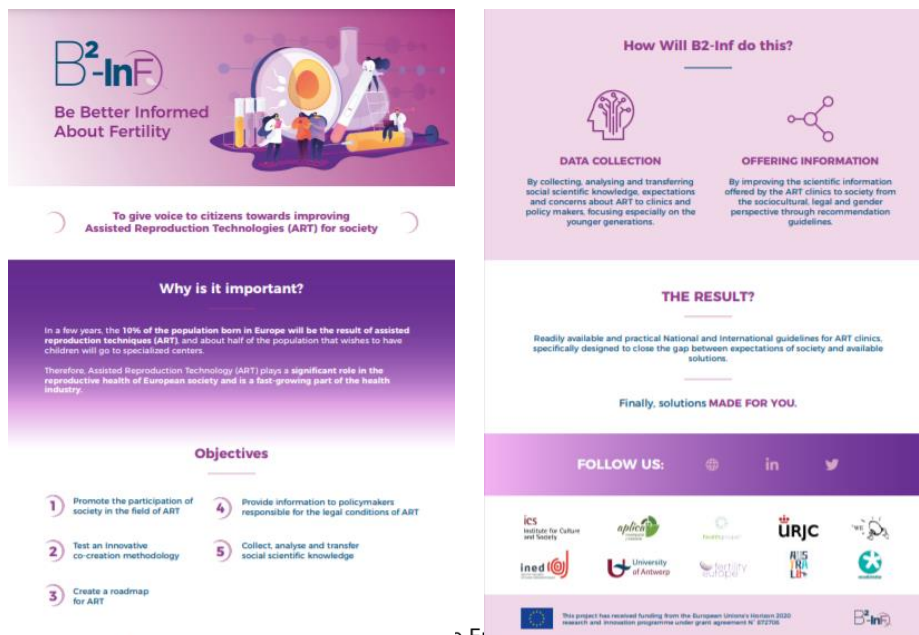
It is important to notice the phrasing and the direct language such as “Finally, solutions MADE FOR YOU”. This compels the reader to be called to action.





FIGURE 5 B2-INF ONE PAGER

The two-pager proposes a more complete overview of the project compared to the one-pager, because it includes all summarized B2-InF project objectives and the logos of all consortium members.



*FIGURE 6 B2-INF TWO PAGER*

## **Infographics**

Infographics are meant to thoughtfully explain the project visually and therefore by nature these should be self-explanatory. For this reason, we have decided to implement some changes to the original infographics presented in the B2-InF proposal, so as to simplify them and make them clear and understandable by a broader audience. In fact the original version of the infographics include a layer of information regarding who is in charge of the different steps to be undertaken within the consortium. They also include additional information regarding the number of guidelines that we aim to publish, the target countries and additional steps within the process. This information complicates the visual explanation; these infographics are meant to convey and hinder intuitive understanding by the audience. All three infographics describing the three stages of the project's methodology, have been used in the project website on the page "PROJECT" as mentioned previously in this document. They have also been used on our "B2-InF Step-by-Step" blog post and have been disseminated on social media channels.



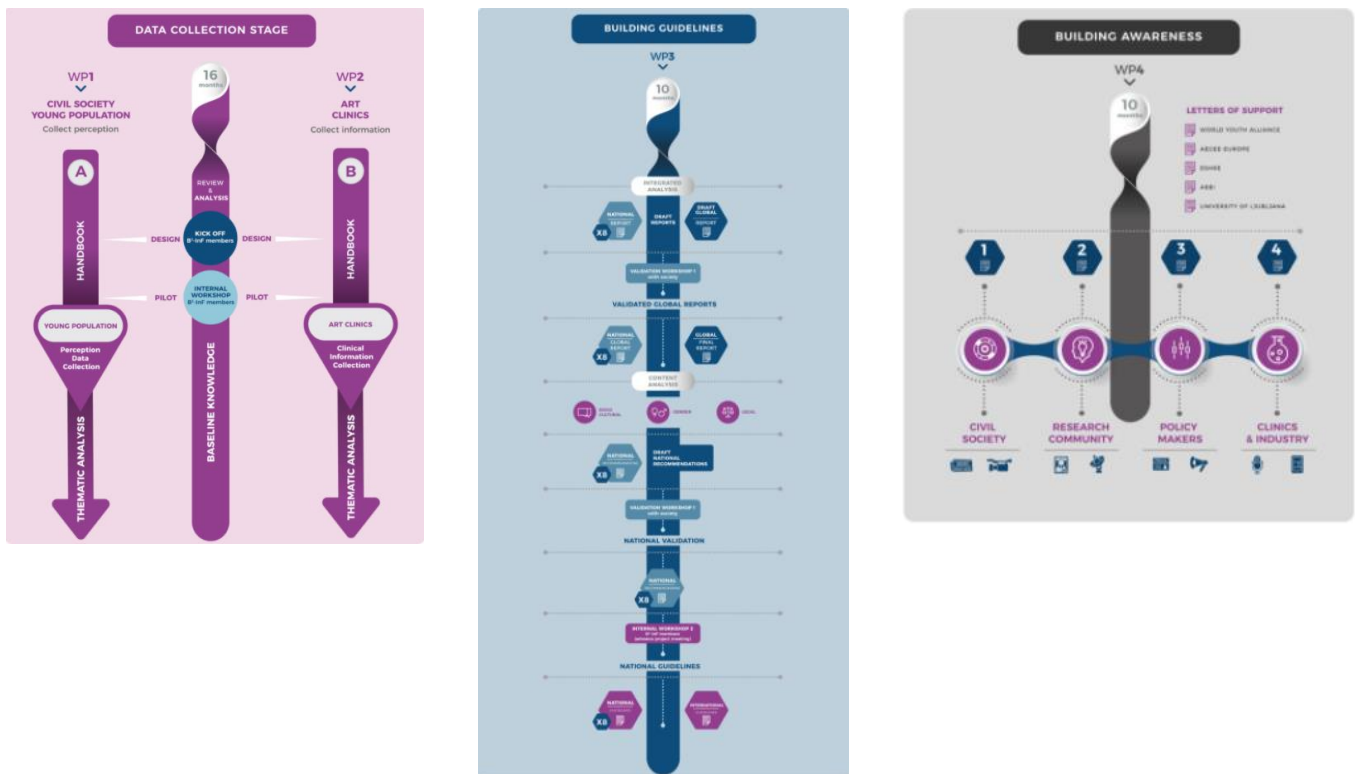


FIGURE 7 B2-INF INFOGRAPHICS

### Banners for social media (<https://zenodo.org/record/4627133#.YG8MTS0QOLO>)

Four versions of social media banners have been created in the standards set by the B2-InF brand. Each of them include the phrase “Be better informed about Fertility”, which highlights the purpose of the project. In addition all banners contain a graphical artwork that attempts to visually showcase the project.







FIGURE 8 BANNERS FOR SOCIAL MEDIA

## ▪ SOCIAL MEDIA

B2-InF has created and is now maintaining an active presence on two social media channels, Twitter and LinkedIn, as they have proven to be the most effective tools when engaging with scientific and healthcare communities. These online channels help to promote new publications and participation in different kinds of events, while interacting with our target audience.

Both channels have been managed through the platform Hootsuite, a social media management online software that allows optimized scheduling of posts. The posting times are the following: 9:00 am OR 5:00 pm AND 12:00 pm. A shared strategy has been implemented to ensure engaging content is always available to our audience and new followers keep flowing in. Two posts a day are made on both LinkedIn and Twitter. One of these posts is related to the project, strictly promotional, meant to direct the audience towards the website. The second post shares facts of interest related to the project and its industry. Topics include: fertility, women and men self-care for fertility issues, endometriosis and other health issues leading to infertility, stories of people with these issues or going through artificial reproduction, male infertility awareness (not the main focus), inspirational quotes to help women fighting this. Images used are taken from a free stock image website ([www.unsplash.com](http://www.unsplash.com)) and usually depict pregnancy, children or medical equipment. Language, imagery and tone are kept neutral, considering that the topic at hand is sensitive to political and religious opinions.

*Hashtags have been selected to use on both channels and optimize visibility: #fertility #infertility #righttoknow #h2020 #fertilityeducation #infertilityawareness #ART #assistedreproductiontechnology #IVF #artificialinsemination.*

In addition to this strategy we have added a weekly miniseries, “Partner of the week”. These posts include a short description of one of our partners every week and the main contributions they give to B2-InF. This is meant to create synergies between B2-InF social media channels and our consortium members, growing our audience organically.



FIGURE 9 B2-INF MEET OUR TEAM

## LINKEDIN

We have posted 146 times over the first period of the project, with a total of organic post impressions of 482. We have collected 55 followers.



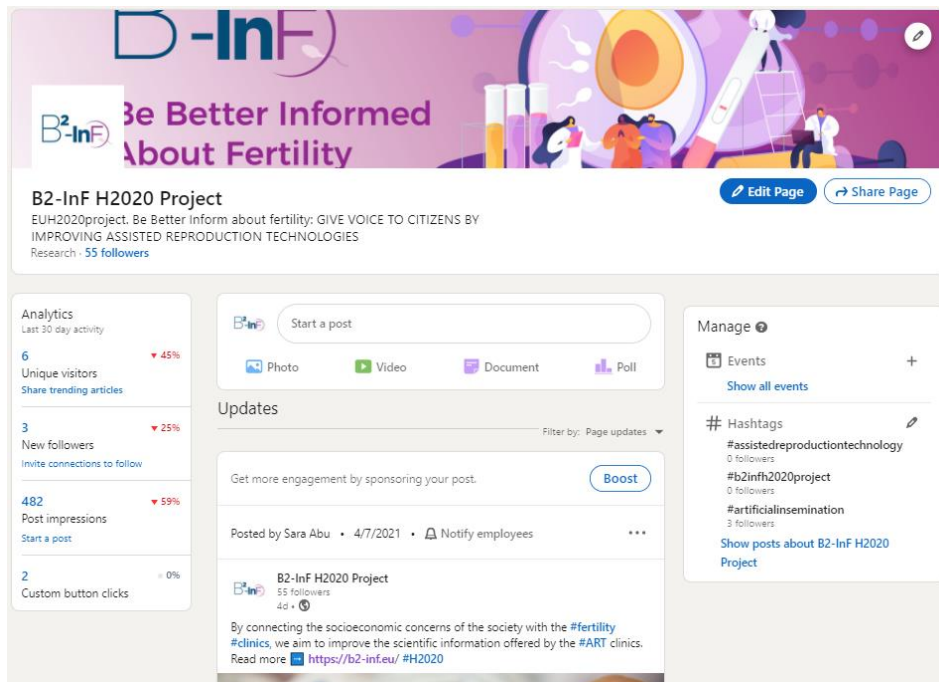


FIGURE 10 B2-INF LINKEDIN PAGE

## TWITTER

We have tweeted 146 times and collected 400 followers.

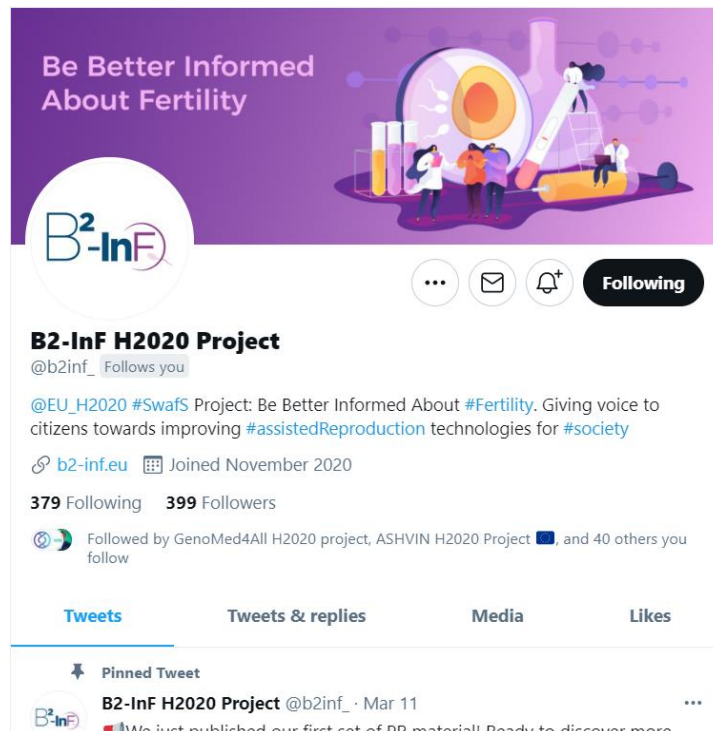


FIGURE 11 B2-INF TWITTER PAGE



During the period November 2020 and April 2021, the project’s Twitter page has achieved remarkable results. First of all, the 146 tweets have earned 22.5 K of organic impressions over the 3-month period. Posts have been retweeted 40 times and links shared have been clicked on 72 times. Considering that the project is merely in its first work period and its social media channels have been active for only 3 months, with no paid campaigns so far, these numbers are impressive.

Your Tweets earned **22.5K impressions** over this **91 day** period

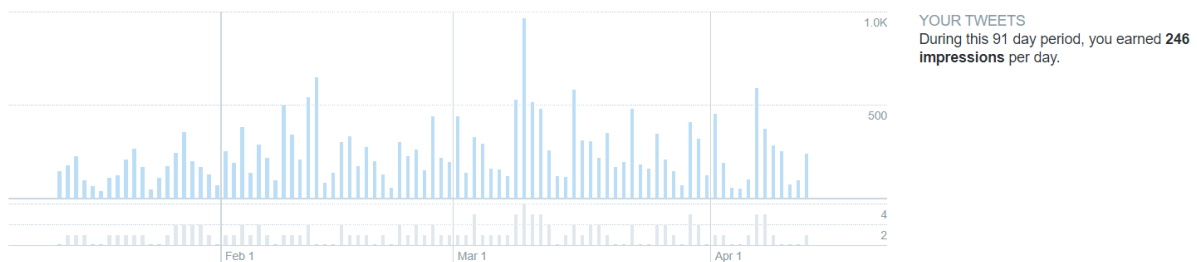


FIGURE 12 TWITTER IMPRESSIONS

The Tweet with the best result highlights the success of our Press Release with 1201 impressions, 6 likes, 6 link clicks and 3 retweets. All our consortium members have been tagged on this post and hashtags carefully selected for maximum results.



FIGURE 13 MOST POPULAR TWEET





## 3. EXPLOITATION PLAN

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Under Horizon 2020, beneficiaries should engage in dissemination and exploitation activities. As Horizon 2020 is financed by EU citizens, it should benefit the largest number of them and the fruits of the research shall reach society as a whole. Dissemination means sharing research results with potential users - peers in the research field, ART industry, citizens and policy makers.

By sharing your research results with the rest of the scientific community, you are contributing to the progress of science in general. Whereas exploitation is the use of results for commercial purposes or in public policymaking and scientific routes.

Therefore, B2-InF is working towards creating a solid exploitation plan that includes activities and actions to be implemented throughout the whole lifespan of the project, aiming on defining the most suitable exploitation scenario(s). Having a big innovative idea like B2-InF is not the end of the journey.

The exploitation strategy will differ for every partner according to their main focus, but the Consortium will make use of necessary mechanisms to set out and deliver a [Joint Exploitation Plan](#), incorporating the following aspects:

- B2-InF Exploitation routes;
- B2-InF Key Exploitable Results;
- B2-InF Exploitation stakeholders;
- B2-InF Value proposition and services (M18).

The current chapter aims to introduce the initial exploitation plan, to be refined throughout the project, in order to ensure that key findings and lessons learned in this project can help scale up B2-InF's outcomes after the project ends.

### ▪ B2-InF Exploitation Routes

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In B2-InF, exploitation will be tackled in a multidimensional way, aiming to take advantage of all innovative outcomes of the project. Different exploitation routes will be examined throughout the project for identifying the most promising exploitation path for each tangible or intangible asset.

B2-InF recognises three main Exploitation routes for all project results:



The **research exploitation route**, which implies the reutilization of the research know-how acquired in future research activities;

The **scientific exploitation route**, which implies the reutilization of the scientific know-how acquired for the development of innovative results and the provision of advanced services built on top of them;

The **commercial exploitation route**, which implies the paid provision of the project results to the stakeholders

All three routes will be explored independently as the project evolves.

It is important to highlight that B2-Inf will not produce only one exploitable result but many. All exploitable results will be treated on equal terms therefore the most appropriate model for each one will be proposed. These Exploitable results are presented in the section below.

## ▪ B2-Inf Key Exploitable Assets

The following table provides an overview of the Key Exploitable Results (KERs) that have been defined in the early stage of the project. However, as the project evolves, an additional or a refined list of exploitable assets will be elaborated.

TABLE 4 B2-INF EXPLOITABLE ASSETS

Tentative KER	Target audience	Exploitation intention (M=Make/sell; U=Use; O: Other services/consultancy)
A pool of interviews translated into English	ART Clinics	<b>M</b> : these interviews carried out by Aplica and Healthgrouper can benefit from these interviews to adapt their services.
A pool of data collected from information offered by clinics to potential users and clients	ART users, ART consultants, BIZ intermediaries and policy makers	<b>M/O</b> : The pool of data collected from information offered by clinics (Medistella) can be integrated as service to be offered to potential users and clients
Recommandation guidelines	ART Clinics, policy makers, BIZ intermediaries	<b>U/O</b> : The guidelines are the main outcome of the project. The methodology used to write these guidelines can be replicated after the end of the project and expanded to other countries and to different sectors, allowing the Consortium to exploit the result of the project following the <b>RESEARCH AND SCIENTIFIC EXPLOITATION ROUTES</b> . In addition to this, the guidelines represent an outstanding tool for the clinics: thanks to the



		findings of the project, clinics will be able to align their services to the needs of their future customers. This can represent an additional exploitable asset to the Consortium: a new consultancy service for ART clinics and healthcare ecosystem.
Policy briefs	Policy makers	<b>O:</b> Policy briefs represent one of the main results expected by the project and an incomparable tool for the Policy makers. The consortium can benefit from the methodology implemented in the project and replicate it after the project ends, enlarging the number of Countries and clinics analysed. this and present it as a service to the Policy makers

## ▪ B2-InF Exploitation stakeholders

B2-InF identifies three main stakeholders categories that may be interested in the exploitation of the project results:

1) **The Healthcare ecosystem** (clinics, hospitals etc) and **ART USERS**, with a commercialisation interest of services and/or products that may be developed and delivered on top of the project results, 2) The research and academic community, including universities and other research organisations, and 3) **The policy makers**, interested in the results of the project to align their policies with the expectations of society

Figure 14 below categorises the B2-InF stakeholders, as these have been presented in the Exploitation stakeholders section, under the three exploitation related categories.





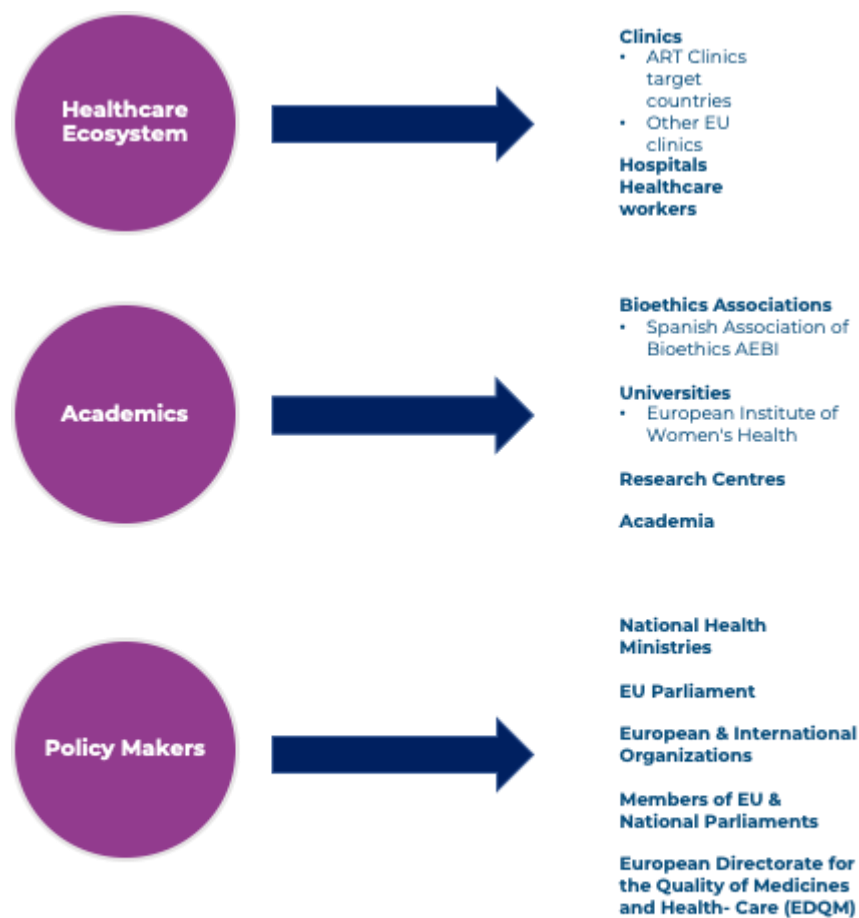


FIGURE 14 B2-INF EXPLOITATION STAKEHOLDERS

## ▪ Individual partners exploitation plan

Due to their different nature, for each B2-InF partner, an optimal individual exploitation is presented, and for each of these a more detailed exploitation plan will be developed in the next months. In addition, in the second phase of the project, potential joint exploitation post-project will also be investigated.

TABLE 5 B2-INF INDIVIDUAL EXPLOITATION PLAN

Individual Exploitation plan and Engagement strategy	
UNAV	<p>Feedback from stakeholders regarding RRI (D 5.7), preparation for training in RRI (see Task 5.7), along with other resources will provide UNAV with valuable information that will allow it to continue after B2-InF comes to an end (that is, the anticipated continuation SOFAR). UNAV has a University Clinic with facilities in Pamplona and Madrid that is planning to offer ART services. B2-InF outcomes will allow UNAV to align the exercise of these services with concerns and expectations of society and improve the information offered, becoming national and international point of reference. UNAV has an on-going project called "YOUTH IN TRANSITION", an interdisciplinary research group in search of a deeper understanding of the challenges facing young people today during the transition from adolescence to adulthood. The B2-InF outcomes will give this project new information in order to add another promising line of research. Although B2-InF will focus on assisted human reproduction, the same social methodology will be used to investigate public attitudes toward Palliative Care, another important research line at UNAV.</p>
APLICA	<p>APLICA is a company devoted to Public Health and Social Welfare and focussed on social impact and advocacy. The APLICA's role in the data collection and dissemination actions will contribute to consolidate APLICA in the international arena, expanding their networks. In addition, B2-InF will allow it to work on topics not well developed in Spain or Europe, encouraging APLICA to develop a new line of activities.</p>
HG	<p>HG is a public health research organisation devoted to improve the access of healthcare to both patients and health providers. The results of this project will enable us to learn more about youth attitudes towards ART and thus improve and promote the link between patients and healthcare providers. B2-InF outcomes will be of great significance to future work applied to similar topics and fields of healthcare.</p>
MDI	<p>The main goal of MDI is to provide the most correct and reliable information for patients and to facilitate access to treatment abroad. MDI will benefit from expanded knowledge and access to different points of view with respect to ART and its social impact. When B2-InF ends, they can apply its data and outcomes when providing guidance and advocacy for their patients. The B2-InF outcomes can significantly help in their mission to provide the best and most comprehensive care.</p>



URJC	<p>URJC is a research centre that will benefit from the results of the project in various ways. The project will contribute to its consolidation as a reference for research in social sciences. In particular, the research group involved in the project will contribute to its consolidation as an international reference in studies related to ART from legal perspective. The same methodological scheme will be extended to other areas of research. The URJC team will be ready to open new lines of research related to areas such as transgender or people with intellectual disabilities, areas of special interest to the researchers of URJC insofar as vulnerable situations of Europeans citizens are involved.</p> <p>The results will also be of interests to the Gender Observatory of URJC, given that a gender perspective is central to the analysis carried out by on the project. Finally, when a new course in “Biolaw” is offered at URJC, students could benefit from the results of the project through teaching responsibilities of researchers involved in the project.</p>
TWE	<p>One of the goals of TWE is global access to fertility. Fertility care can only be implemented and sustained if it is supported by local policymakers and the international community. All the institutional and personal networking established for B2-InF implementation purposes will provide channels for the implementation of future actions for TWE.</p>
INED	<p>INED has a research unit, “Sexual and Reproductive Health and Rights,” which focuses on different dimensions of health (physical, mental and social) but also gender, particularly in connection with gender relations and sexuality. B2-InF outcomes will provide key information and documentation supporting the creation of new research lines inside this unit.</p> <p>INED has also a survey department with renowned expertise in quantitative as well as qualitative data collection, and in particular in questionnaire design. The “Clinics info collection handbook’ (D1.2) and the “Interview handbook” (D2.2) will be studied and may be developed into other research tools after B2-InF. The Documentation Department and Legal Department of INED will use all the intermediate outcomes and scientific publications of B2-InF for research purposes.</p>
UA	<p>The knowledge generated by the Gender Analysis will increase knowledge about the impact of gender-specific issues on thinking about fertility. This will result in a publication to be published in a peer-reviewed journal. Moreover, it will shed valuable insights into gender-specific issues in general. This knowledge will be disseminated at the UA and will help to guide its policies: enhancing knowledge for gender sensitivity will ensure that this aspect is implemented in future research proposals as well.</p>



FE	<p>One of the missions of FE is to engage the public sector in providing better information about fertility and infertility. After B2-InF ends, the national guidelines will help FE to counsel individuals better, taking her/his nationality into account. The national guidelines will provide relevant materials for informational website of the association. B2-InF outcomes will provide core materials for communication campaigns after B2-InF ends.</p>
AUS	<p>AUS will leverage the outcomes of the project in its mission to bridge the divide between the Research and Innovation and the market, in this particular case with special emphasis on ART and the healthcare sector. This will be achieved by exploiting the knowledge acquired in previous and ongoing projects with a focus on marketing services and ecosystem dynamization. Participating in the project is an opportunity to contribute to the uptake and validation of ART in Europe, reinforcing and enlarging our portfolio of scientific partners. This will allow the organization to expand our range of services towards other customers and partners, at European and international range.</p>



## 4. NEXT STEPS (M7-M18)

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Over the course of this project much else will be done in terms of dissemination, communication, exploitation and community building activities, but focusing on the coming working period and therefore the year ahead, here we list some activities that will be carried out in the next year of the project. The plan for the entire length of the project is already available in the tables above. **In this section, we will focus on concrete activities that will be carried out in the next year.**

According to the **DISSEMINATION PLAN** presented in section 2, during the second period the main objective will be to improve the awareness about the project by increasing the exposure of the objective, achievements and added value for the stakeholders. Participation in events, publication of articles and blog posts and organisation of events will be intensified. During the next months, the partners committed to organise at their institutions' premises at least one event explaining the project and their objectives/outcomes. In addition to this, the Consortium will identify concrete opportunities to submit scientific papers to journals and conferences.

In terms of **COMMUNICATION ACTIVITIES**, the B2-InF Website will be updated constantly as the project moves forward and results are reached at the end of each of the three stages to undertake. While waiting on milestones and achievements, our team is working to create interesting content to share as blog posts or news items on the "WHAT'S NEW" page of the B2-InF project, so as to maintain a constant level of engagement with our audience and grow it organically, utilizing mainly our social media channels to lead them to the website.

- 1) **Multimedia Banner** - The design of the website is made so as to catch the attention of the reader which is the number one priority in order to later disseminate our final results. To this end, we are working on creating a dynamic banner for the website. This banner will consist of a 30 second video clip to maximize the viewer's attention, that will not include any musical background as this is often deemed unpleasant and inappropriate in certain situations the viewer might find himself into. The video clip will have a professional, yet emotive value. meant to entice the audience and call attention to the issue at hand, namely fertility issues that are quickly becoming paramount in the European Union.



Our graphic designer is working on collecting the raw material from free video stocks and creating graphical elements. He will later proceed with making a wholesome video that will then be uploaded on the banner of the website. The results of this process will be useful throughout the lifetime of the project as video clips, animations, layouts and all other graphical elements will then be used for the next videos we will be creating for B2-Inf. This will allow maximum efficiency in terms of costs and efforts.

2) **Social media** - B2-Inf's goal depends much on reaching a broad spectrum of the general public, disseminating knowledge and guidelines about a pressing threat in the future of the EU. To do this, the best channels are social media platforms, and for this reason, the consortium will improve and implement specific best practises to make its profiles more effective.

- Follow more followers. Studies show there is a tight relationship between the number of followers and the number you followed. Tools like Twiends can help connecting to more users;
- Promoting social media accounts in all kinds of marketing material. Although this action has been put in place already, it is important to highlight the available channels;
- Use references and keywords in the posts. Links to other accounts and trending hashtags, especially from the European Commission, Fertility Europe and ESHRE, which have a large following, will provide a wider outreach, leveraging the existing audience from their accounts. Tweets with hashtags get at least 2x more engagement, and help attract new followers who are searching for those keywords. However, it will be important not to overload the number of references or there is a risk to be seen as spam;
- Repeat a post a number of times, during a certain time-frame to gain more visibility.
- Share actively content from the community. The more you share people's content, the more likely you are to be referenced, and the more followers you're likely to attract.
- Switching hashtags in order to tap into new target audiences. This requires consistent A/B testing throughout the life of the project, in order to truly maximize visibility.



- As for the strategy, both LinkedIn and Twitter will follow the one used in period one of the project, namely two posts a day, of which one regarding the ART industry and infertility in general and one specific to the B2-InF project. In the near future, when the consortium reaches concrete results in relation to the different stages of the process, these results will be published and highlighted dutifully.
- 3) **PR Material** - If required, the B2-InF Consortium will update the existing PR material with the first achievements of the project. The idea is to have revised versions of the ONE PAGER and TWO PAGER so that they reflect the project's summary in the most efficient manner, highlighting the main updates over time. In addition, new articles and blog posts will be published each time the project reaches a milestone and concrete results are reached. The aim is to engage our audience with the purpose of the project, truly including society in every step of the way, being transparent about all that is taking place in the course of the project.
  - 4) **Video M17** - As the project continues reaching new achievements and milestones, the promotional material must be adequate to the latest outcomes. To enhance dissemination and reach new untapped potential audiences, the B2-InF consortium will create and distribute a well-rounded promotional video that will include highlights of the project until then, such as interviews carried out and animations. The video will have the purpose of increasing engagement with our audience, sparking interest in the project and the cause.
  - 5) **Newsletters** - H2020 projects newsletters are – most of the time – referring just to the results achieved by the Consortium within the project. The information provided in each newsletter is quite similar: 1. Project achievements; 2. Events; 3. Next steps. This often simply resembles and repeats the content on the project's website. Receiving several newsletters with the “same” content can tempt our stakeholders to unsubscribe to our newsletter, and this is something we want to avoid. Our new approach would avoid this from happening and allow us to get closer to a “good email open rate” which meets an average of 20.94%. How? We will try to make the content of our newsletters more appealing and interesting to the general public, by integrating



content that is of "common interest" and not specific to the project, but related to its purpose and industry, such as women's reproductive health or a brief article about the importance of raising awareness about male Infertility. In addition, considering that our project is part of something bigger, it would be valuable to add news about the vision and progress of the Horizon program in general and the most relevant European Commission news related to the subject of the project. This could be also made more Interesting and engaging by Inviting our more prominent partners to provide an opinion or speculation on topics of relevance.

The structure should then be turned into :

- General public appealing article
- project achievements
- Events and why they could be of Interest
- Next steps of the project
- European Union facts and news

The newsletter will then be heavily promoted on our channels to reach maximum visibility.

In terms of **EXPLOITATION**, the next period of the project will be dedicated to:

1. Evaluate the impact generated by the project during the first 18 months of work.
2. Refine the individual exploitation plans, in order to align them with the first achievements of the project.
3. Investigate the potential B2-InF services (e.g., services to clinics and policy makers), present the project's value proposition and detail them.
4. Refine - if needed- the exploitation stakeholders.

All this information will be analysed in D4.3





# ANNEX I DISSEMINATION AND COMMUNICATION GUIDELINES

## B2-InF Dissemination and communication guidelines

Dissemination and communication efforts are essential for the success of B2-InF, by promoting the project's objectives, activities and achievements. Given its relevance, **every single partner in the consortium has a dedicated effort in this task** (T4.3).

These guidelines will support such contribution.

### Internal Communication

The channel for internal communication is the **Project mailing list** [b2inf@googlegroups.com](mailto:b2inf@googlegroups.com)

- All information related to dissemination & communication activities will be shared in this mailing list.

At least one person per organisation should be registered and must attend the WP4 conference calls.

Direct contact: [giulia@australo.org](mailto:giulia@australo.org)

### Social media

- **Twitter Account:** the official B2-InF account is [@b2inf](https://twitter.com/b2inf)
- **LinkedIn:** <https://www.linkedin.com/company/b2-inf-h2020-project>

### Twitter

Tweets related to any B2.Inf activity (e.g. meetings, events, news) must refer to [@b2inf](https://twitter.com/b2inf). The hashtags **#Fertility #infertility #fertilityeducation #right2know #infertilityawareness #society #scienceforsociety #h2020** should also be used.

It is important to talk about the project in a concise, informal and positive way. Talk engagingly, and use hashtags where possible in:

- Clear and simple language
- Innovative and different
- Speak personally

✓ And don't be afraid to use humour to be entertaining.

### LinkedIn page

All partners are kindly invited to follow the [B2-InF LinkedIn page](#) to share and to comment the posts published. In addition, if you find an interesting article or you publish something on LinkedIn related to project, please, mention the project LinkedIn page in your post.

### Participation in events



**A partner participating in an event with impact on B2-InF should inform the Consortium in advance** (at least two weeks prior the event, if possible) via the project mailing list in order to prepare a proper dissemination and communication campaign.

a. BEFORE THE EVENT

- i. Inform the communication team ([giulia@australo.org](mailto:giulia@australo.org); [sara@australo.org](mailto:sara@australo.org))

Use [B2-InF PPT template](#) if you are representing the project. If you are just mentioning the project in your presentation, you can use your company template but you must indicate that you are part of the B2-InF project and you must add the B2-InF logo and the EU Flag logo with the acknowledgement “B2-InF has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 872706.

b. DURING THE EVENT

- i. Tweet and mention [@b2inf](https://twitter.com/b2inf)  
 ii. In case you do not have a Twitter account, you should send the text you want to be published on Twitter and some pictures to [giulia@australo.org](mailto:giulia@australo.org)

c. AFTER THE EVENT

- i. Prepare a blog post summarizing your participation in the event

Send the blog post to [giulia@australo.org](mailto:giulia@australo.org) who will take care of publishing it on the B2-InF website.

The participation in events must be reported in the [Table of Events](#), available in the Project repository

### Project website

B2-InF Project Website: <https://b2-inf.eu>

Each partner should actively contribute to populate the project website by sending periodic contributions to [giulia@australo.org](mailto:giulia@australo.org) . Content can include:

- Participation in events, conferences, scientific publications, awards, etc.
- Brief recap of main scientific achievements of the project
- News related to a given WP/ Task.

### PR Material

B2-InF PR Material, Logos and Templates are available in the Project Repository in [Gdrive](#) and in [Zenodo \(https://zenodo.org/communities/b2inf\\_h2020\)](https://zenodo.org/communities/b2inf_h2020)

The PR material will be available as e-documents, printing will occur as required (e.g. for events, workshops, etc.). AUSTRALO is in charge of this activity.



All PR material whether in electronic or paper form (as well as videos) will use the specific project logo.

**Mandatory in all PR material:**

- B2-InF Logo
- European Commission Logo
- B2-InF social media and website links
- Mention: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 872706.

**Scientific dissemination**

**All partners are welcomed to identify and propose opportunities to publish technical outcomes** (articles, workshops, congresses) via the Project mailing list

The scientific dissemination plan is available in the [Project Repository](#)



## OPEN ACCESS REPOSITORY

The B2-Inf Open Access repository is available at:  
[https://zenodo.org/communities/b2inf\\_h2020](https://zenodo.org/communities/b2inf_h2020)

Please, send to [GIULIA@AUSTRALO.ORG](mailto:GIULIA@AUSTRALO.ORG) the papers, articles, blogs, etc you published in the context of the project. The project communication manager will publish it on [Zenodo](#), an open access repository.

\*The European Commission has now officially launched [Open Research Europe \(ORE\)](#), the **open access publishing platform for scientific articles** that present the results of research funded by Horizon 2020, and soon Horizon Europe. The first articles submitted have already been published. We invite you to see for yourself how the research community has embraced this new publishing venue.

ORE champions open science principles by immediately publishing articles, followed by transparent, invited and open peer review with the inclusion of all supporting data and materials. The names of the reviewers are open, as well as their reviews, which are also citable. Article-level metrics will continuously track the scientific and social impact of publications. Ultimately, ORE will give everyone, researchers and citizens alike, free-of-charge access to the latest scientific discoveries.

## Brand guidelines

### LOGO



Please find the logo available here: <https://zenodo.org/record/4627124>

#### USAGE OF THE LOGO

As part of the project, you can use the logo in your communication and dissemination activity and material.

The logo of the B2-Inf Project must be visible in its entirety and placed on a background which does not compromise its integrity. The logo is unalterable and inseparable in all its component elements. Modifying the logo in any way is strictly prohibited. For reasons

### COLORS



CMYK 49/91/6/0  
 RGB 146/59/142  
 HEX #923B8E



CMYK 100/75/9/12  
 RGB 2/75/122  
 HEX #024B7A



CMYK 3/16/0/0  
 RGB 242/217/232  
 HEX #F2D9E8



of integrity and visibility, it should always be surrounded by a clear space, or “protection area”, which no other element (text, image, drawing, figure...) can infringe upon.

If your company wants to add the logo to the website, please link the logo to the B2-Inf Project website. The B2-Inf logo can be placed on your website footer, among your project’s credits or in the area where you list the funding institutions which supported you.

Please note that the logo must appear before any user interaction (click, scroll, input, etc.). The logo does not need to appear on pop-ups or redirected pages.

In case you want to add text, please find an example message to do so: B2-Inf Project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 872706. Please link to the project website and add the EU flag.

## TYPOGRAPHY

MONTERRAT  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789@&!?=()<>+/\u20ac

**MONTERRAT Bold**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789@&!?=()<>+/\u20ac

***Please download and install the Montserrat font:***  
<https://fonts.google.com/specimen/Montserrat>  
***NO OTHER FONTS ARE ALLOWED***

## GRAPHICAL ELEMENTS

Main graphical element

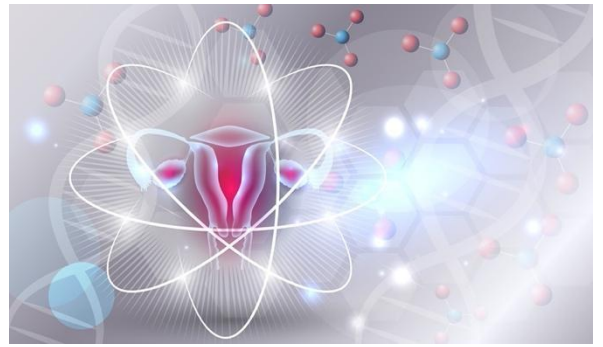
## EU REFERENCE



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 872706

Supporting graphical elements





## Images

The best thing to avoid problems with the copyright of the images is to take some Creative Commons licenses images or Free for commercial use/No attribution required images from repositories.

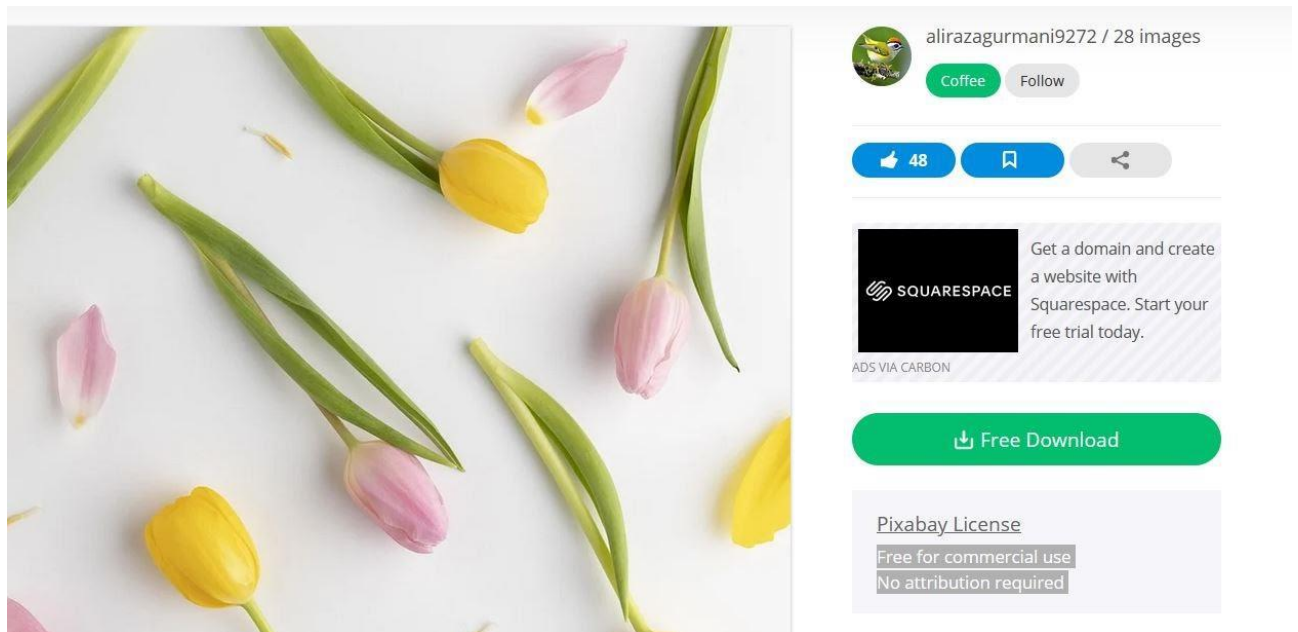
1. **Created Commons licenses images** is a set of copyright licenses that offer the creator of a work an easy way to give the public permission to share and use their work under the terms and conditions of their choice. Creative Commons licenses are made up of four characteristics:
  - Attribution / (BY), requires the reference to the original author.
  - Share Alike / (SA), allows derivative works under the same or similar license.
  - Non-Commercial / (NC), obliges that the work is not used for commercial purposes.
  - No Derivative Works / (ND), does not allow to modify the work in any way.

If you want to freely use free images for commercial use on your website / blog and you don't want to have legal problems, you can only use these two types of images:

- Images whose author has given you written permission.
- Images that have a Creative Commons 0 or CC0 License. The CC0 License indicates that they are public domain images and that you can freely use them for commercial use, modifying them and without the need to refer to their author.

1. **When using an image repository make sure that it says Free for commercial use / No attribution required**, like here:

Pixabay license: Free for commercial use / No attribution required, like here:



If you have doubts about the attribution or if the images fit with the topic, you can create a folder and insert the pictures to validate:

**REPOSITORIES** can help us provide nice and free images to use on social networks, blogs, etc.

- **GOOGLE images:**

[Google Advanced Image Search](#)

Google is a good place to start a search for images, since results will include photos from Flickr and other stock photography sites.

To start, go to Advanced Image Search. Fill in your keywords and specify the size, ratio, and other details as you wish.

At the end of the form, select the usage rights that apply. That's either "Creative commons licenses". Once you've found an image you like, click through to the page to double check the license.

- **Unsplash**

<https://unsplash.com/>

- **Gratisography**

<https://gratisography.com/>

- **Death to the Stock Photo**

<https://deathtothestockphoto.com/>

- **thestocks.im**

<http://thestocks.im/>

- **reshot.com**

<https://www.reshot.com/>



- **ISO Republic**

<https://isorepublic.com/>

- **FOCA Stock**

<https://focastock.com/>

- **Pixabay**

<https://pixabay.com/>

- **Canva**

<https://www.canva.com>

- **Shotstash**

<https://shotstash.com/>

- **Piscpree**

<https://picspree.com/en>

- **Freephotos**

<https://freephotos.cc/en>

- **PicJumbo**

<https://picjumbo.com/>

- **Pexels**

<https://www.pexels.com/es-es/>

- **Barnimages**

<https://barnimages.com/>

