D6.3 Communication Strategy

Project Title (grant agreement No)	Beyond One Million Genomes (B1MG) Grant Agreement 951724
Project Acronym	B1MG
WP No & Title	WP6 - Coordination Office: Project Management, Communication, Governance and Sustainability
WP Leaders	Juan Arenas (ELIXIR Hub), Esther Rodriguez (ISCIII)
Deliverable Lead Beneficiary	1 - ELIXIR / EMBL / EBI
Deliverable	D6.3 - Communication Strategy
Contractual delivery date	30/11/2020
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Delayed	No
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Acknowledgements (not grant participants)	
Deliverable type	Report
Dissemination level	Public

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Document history

Date	Mvm	Who	Description
11/10/2020	0v1	Xenia Perez Sitja (ELIXIR Hub)	Initial draft circulated to WP participants for feedback
12/11/2020	0v2	Juan Arenas (ELIXIR Hub)	WP comments addressed. Version circulated to B1MG-OG for feedback
13/11/2020	0v3	Juan Arenas (ELIXIR Hub)	[B1MG-OG comments addressed. Version circulated to B1MG-GB for feedback]
23/11/2020	1v0	Juan Arenas (ELIXIR Hub)	Final version uploaded to the EC portal after addressing Operational groups and Governing Board feedback
23/06/2021	1v1	Xenia Perez, Juan Arenas & Nikki Coutts (ELIXIR Hub)	Template issue fixed. Reformatted final version resubmitted to EC and Zenodo

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1. Executive summary

The B1MG project Communication Strategy provides guidance and resources to support the effective communication of the project. Its objective is to act as a reference point for all aspects of B1MG communications, providing guidelines to partners internally, and harmonising communications to users externally.

Through the document we present and discuss:

- Communication channels,
- branding,
- communication assets,
- evaluation,
- and communication guidance.

2. Contribution towards project objectives

The Communication Strategy is a key deliverable (D6.3) that impacts all project areas. It provides the assets, tools and processes for the internal and external communication, key for the accomplishment of all project objectives and key results.

	Key Result No and description	Contributed
Objective 1 Engage local, regional, national and European stakeholders to define the requirements for cross-border access to genomics and personalised medicine data	**1.** B1MG assembles key local, national, European and global actors in the field of Personalised Medicine within a B1MG Stakeholder Coordination Group (WP1) by M6.	Yes
	2. B1MG drives broad engagement around European access to personalised medicine data via the B1MG Stakeholder Coordination Portal (WP1) following the B1MG Communication Strategy (WP6) by M12.	Yes
	3. B1MG establishes awareness and dialogue with a broad set of societal actors via a continuously monitored and refined communications strategy (WP1, WP6) by M12, M18, M24 & M30.	Yes
	4. The open B1MG Summit (M18) engages and ensures that the views of all relevant stakeholders are captured in B1MG requirements and guidelines (WP1, WP6).	Yes
Objective 2 Translate requirements for data quality, standards, technical infrastructure, and ELSI into technical specifications and implementation guidelines that captures European best practice	**Legal & Ethical Key Results**	
	1. Establish relevant best practice in ethics of cross-border access to genome and phenotypic data (WP2) by M36	Yes
	2. Analysis of legal framework and development of common minimum standard (WP2) by M36.	Yes
	3. Cross-border Data Access and Use Governance Toolkit Framework (WP2) by M36.	Yes
	Technical Key Results	
	4. Quality metrics for sequencing (WP3) by M12.	Yes
	5. Best practices for Next Generation Sequencing (WP3) by M24.	Yes
	6. Phenotypic and clinical metadata framework (WP3) by M12, M24 & M36.	Yes
	7. Best practices in sharing and linking phenotypic and genetic data (WP3) by M12 & M24.	Yes
	8. Data analysis challenge (WP3) by M36.	Yes
	Infrastructure Key Results	
	9. Secure cross-border data access roadmap (WP4) by M12 & M36.	Yes
	10. Secure cross-border data access demonstrator (WP4) by M24.	Yes

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| Objective 3	1. The B1MG maturity level model (WP5) by M24.	Yes
Drive adoption and support long-term operation by organisations at local, regional, national and European level by providing guidance on phased development (via the B1MG maturity level model), and a methodology for economic evaluation	2. Roadmap and guidance tools for countries for effective implementation of Personalised Medicine (WP5) by M36.	Yes
	3. Economic evaluation models for Personalised Medicine and case studies (WP5) by M30.	Yes
	4. Guidance principles for national mirror groups and cross-border Personalised Medicine governance (WP6) by M30.	Yes
	5. Long-term sustainability design and funding routes for cross-border Personalised Medicine delivery (WP6) by M34.	Yes

# 3. Method

To define the communication strategy we build on:

- The experience of the ELIXIR external relations team
- The lesson learnt on the delivery of the ELIXIR Hub portfolio of projects
- The specific project needs identified through the interaction with the different WPs, the 1+MG Coordination Group, the 1+MG Working Groups and the National Mirror groups.

The choices of communication channels, branding, communication assets, evaluation metrics, and guidance are aiming to fulfil the project objectives and to target the internal and external stakeholders that are defined in Figure 1 and Figure 2
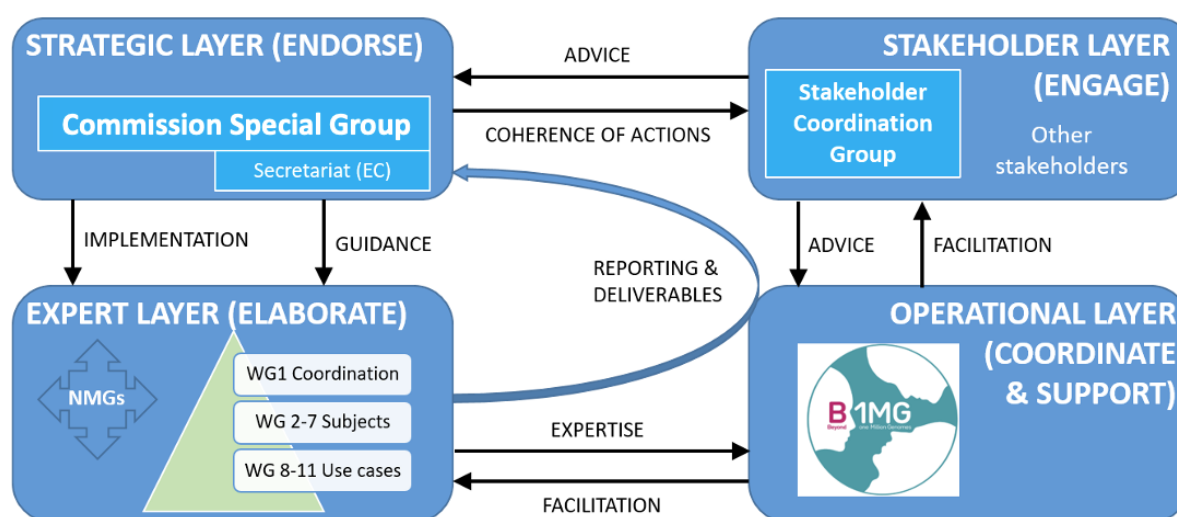
Figure 1. Model of the layers and interactions between the 1+MG initiative, the B1MG project, the EC and relevant stakeholders

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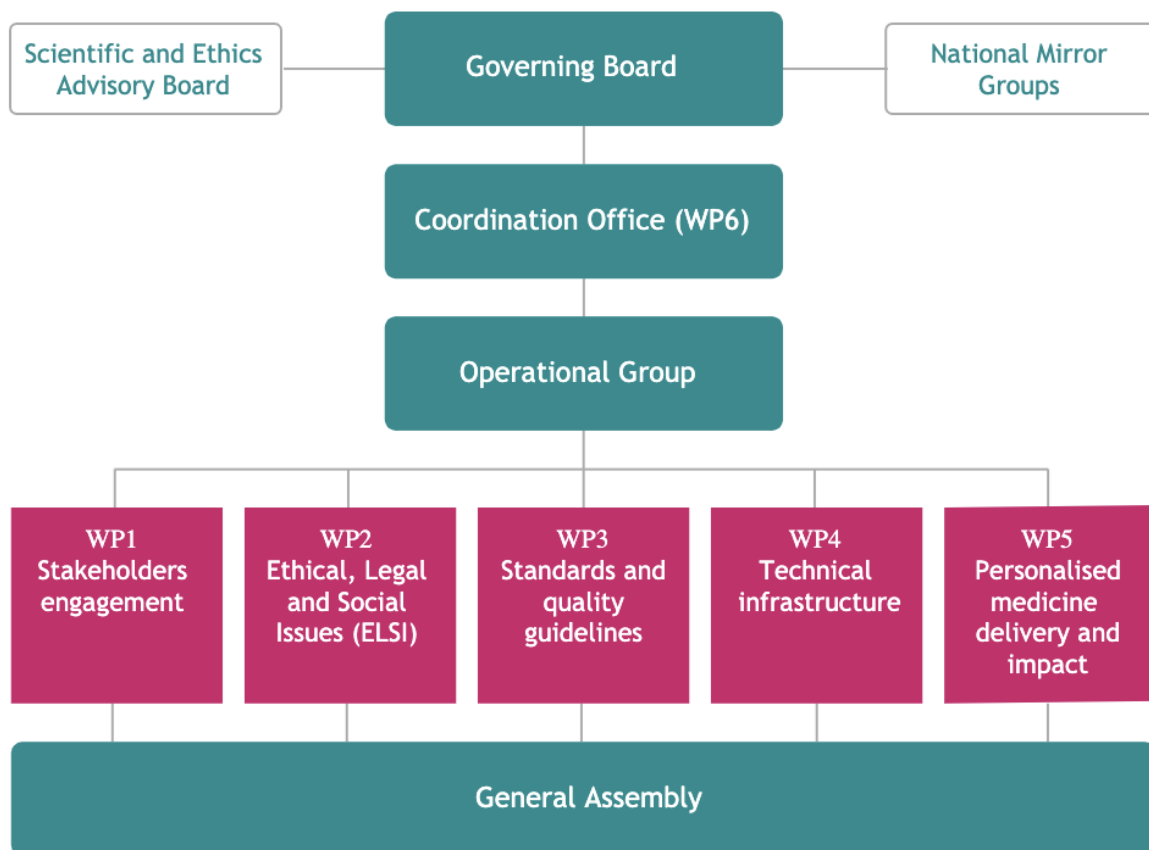
Figure 2. Project governance model

Tracking and monitoring activities will take place during the execution of the project to ensure that the communication strategy remains fit for purpose.

4. Description of work accomplished

In the following sections we describe the work accomplished related to:

- Communication channels,
- branding,
- communication assets,
- evaluation,
- and communication guidance.

4.1 Communication Channels

4.1.1 Website

The primary communications channel for B1MG is the main website: b1mg-project.eu, which provides comprehensive information about all activities in the project. The three primary goals of the website are:

1. To communicate clearly the B1MG project, its objectives and its organisation

2. To promote activities and achievements of the project (including events)

3. To communicate the impact of B1MG to policy-makers, funders and other experts who work with life science data.

4.1.1.1 Website content

The ELIXIR Hub communication team is part of the B1MG Coordination Office (WP6) and has full editorial control over the website content. However, in developing new content, ELIXIR Hub will regularly consult project partners and other relevant groups within the project as well as external stakeholders. All materials to be published on the website should be sent to xenia.sitja@elixir-europe.org

4.1.1.2 Spelling conventions

The following conventions have been applied to the B1MG website as well as to other communication optus.

- B1MG, always capitalised
- Use English EC style guide

4.1.2 Stakeholder Portal

As described in Task 1.2: Creating a stakeholder portal to efficiently deliver, to the operational WPs (2, 3, 4 and 5), a timely analysis of challenges, opportunities and solutions resulting from the activities of the SCG " ..WP1 will create, within the B1MG domain and in close collaboration with WP6 (see Task 6.4), a stakeholder portal..".

The portal will make use of B1MG branding, spelling conventions (section 4.1.1.2) to ensure consistency and will be developed in close collaboration between WP1 and WP6.

The portal provides the means for the virtual consultation process with diverse stakeholders. These can contribute to B1MG key deliverables to ensure the wide adoption of the projects' recommendations.

4.1.2.1 Consultation process

The consultation process required defines the interaction with the stakeholders defining the initial set of requirements that will be further developed by WP1 (D1.1).

The Stakeholder portal will not carry the entire consultation process but will support the virtual interaction with external stakeholders. This process does not prevent additional consultation activities (e.g sharing documents hard copies during workshops) but defines the general

workflow to be supported. The workflow (see Table 1) has been developed together by WP6 Task 1.2 (EATRIS) and the B1MG Coordination Office (ELIXIR Hub)

Table 1. Consultation Workflow, initial definition

WP (Work Packages) | WPL (Work Package Leaders)
WG (Working Groups) | WGL (Working group Leaders)

STAGE	DESCRIPTION
1. Initial draft Actors: WP members. B1MG-OG (WP Leaders / 1+MG WG Leaders)	B1MG WPs will produce an initial draft of the deliverables that will require further consultation. The draft will be written following the WP plan and gathering inputs from selected WG members. Once the WP draft reaches a certain level of maturity (to be decided by the WP), it will be brought to the next B1MG-OG meeting (WPL/WGL monthly TC) before it progresses to the next stage.
2. Second draft **Actors:** Key Stakeholder, WP members. B1MG-OG (WP Leaders / 1+MG WG Leaders)	At this stage, a selected group of stakeholders (and other WPs members) will provide feedback for a limited period (e.g. one month). After the established period lapses, the WP will produce a new version of the deliverable (2nd Draft) and showcase it at the next B1MG-OG (WPL/WGL monthly TC) meeting before it can progress to the next stage.
3. Third draft **Wider consultation.** Actors: Stakeholder, WP members. B1MG-OG (WP Leaders / 1+MG WG Leaders)	At this stage, the document will be open to wider consultation and thus, made available to all external stakeholders to provide feedback for a limited period (e.g. one month). After the established period lapses, the WP will produce the third version of the deliverable and showcase it at the next B1MG-OG (WPL/WGL monthly TC) to provide final comments before the deliverable is presented to the B1MG-GB for approval.
4. Final Version Actors: WP members. B1MG-OG (WP Leaders / 1+MG WG Leaders)	At this stage, WP members will produce the final version of the documents and submit it to the B1MG-GB (via the B1MG-CO) for approval before it is uploaded onto the EC portal.
5. Endorsement Actors: The 1+MG Commission Expert Group (Signatories).	Key deliverables will be brought to the 1+MG Commission Expert Groups to endorse national adoption. Note: this step is currently outside of the B1MG scope and therefore it is an external process.

4.1.2.2 Implementation strategy

ELIXIR Hub has built and will support and maintain the intranet implemented using Google site containing different links for each output category, which will contain the documents for consultation (in Google Drive) as well as the communication channel and the repository of project resources. An overview of the latest version of the intranet (1v2) is available in section 9.2) . EATRIS will be in charge of building a vibrant stakeholders community taking care of the

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onboarding and management of the stakeholders and facilitating their communication with the relevant WPs.

Alongside Google pages, Google Chat will support further discussions between stakeholders and with the WP leaders. Each output category can have its own chat channel to exchange ideas, documents or initiate small videoconferences, although initially a single communication channel will be used.

Both the Google site and Chat will be replicated as needed for the different iterations of the consultations process.

The selection of the current platform was decided in a join meeting of WP1 and WP6 (ELIXIR Hub) after evaluation different solution, the pros and cons of the adopted solution are listed in Table 2

Table 2. Analysis of the technical solution.

DESCRIPTION	PROS	CONS
Shared drive + Google site + Google Chat	- Slack-like channels - No limits on channel members numbers - Access to G Suite functionality - Easy to admin intranet - Access control - EU Data Zone - No additional cost - Easy integration with website - No developer skills required - Ready to GO	- not fully integrated in the project's website - Participation in channels require a gmail account - Limited options for customization of the intranet

4.1.3 B1MG Newsletter

The B1MG newsletter for internal and external stakeholders will be sent out quarterly. It will present an overview of the past activities in the form of short stories. Although all content published in the newsletter must be directly related to B1MG, some announcements from third parties will be considered as long as they are relevant to the mission and/or activities of the project.

In addition to news and updates from the project, each issue will also feature one BM1G consortium partner—presenting the partner's core activities and their role in the project. The newsletter will be promoted via the B1MG website and social media and the newsletter will be managed and created via the email marketing platform Mailchimp.

A link off to register for the B1MG Newsletter>>

While ELIXIR Hub is responsible for creating and managing the newsletter and the mailing list, the content for the newsletter is developed in consultation with Work Package Leaders. In this context, ELIXIR Hub offers:

- Signup form for the mailing list for all other partners and ensure external stakeholders can subscribe

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- Extensive communications coverage to gather new subscribers on social media, mailing lists, ELIXIR's website and the B1MG website.
- Provide a newsletter archive via the website
- Create a planning sheet (see Table 3) and editorial calendar to programme the newsletter after a key date for the project.

Table 3. Planning Sheet Content

4.1.4 Social Media

In addition to promoting specific activities of B1MG and driving more visitors to its website, the project's social media strategy focuses on community building and networking. The new Twitter and Linkedin accounts are named B1MG project and are managed and monitored by ELIXIR's Communications Team.

4.1.4.1 Hashtags

The desired hashtag for all project-related information is #1Mgenomes, which also brings up existing tweets from the European Commission referring to the 1+MG working groups.

4.1.4.2 Tagging

Whenever possible and relevant, social media posts should tag partners and/or projects groups whose work is being communicated, such as the following accounts:

- @ELIXIREurope
- @EatrisEric
- @EU_Commission
- @EU_H2020
- @BBMRINL
- @CRGenomica
- @CSCfi
- @euapmbrussels

- @ECRIN_ERIC
- @DTL_nl
- @karolinskainst
- @emblebi
- @embl

4.1.5 Events, merchandise and promotional materials
4.1.5.1 List of conferences
List of conferences that the project partners will attend or sponsor in the context of B1MG will be listed in the planning sheet (see Table 3)

4.1.5.2 Merchandise materials
ELIXIR Hub will provide the B1MG branded materials for the first face to face meetings and related internal and external events. Both the Communications Officer and the Events Officer will work together to provide these merchandise materials following the branding guidelines.

4.2. Branding

4.2.1 Logo
The logo presents a distinguishable identity from the ELIXIR branding and mirrors existing concepts from the 1+MG workgroups. ELIXIR Hub designed the logo, pre-selected it from a range of options, sent it to all B1MG partners, and confirmed the decision (see section 9.3).

A 1+MG logo has been designed too as part of the process.

4.2.2 Branding guidelines
ELIXIR Hub provides a comprehensive, yet brief document, with all colour, typography and use cases guidelines to be used in all external and internal communications of the project.

Additionally, ELIXIR Hub offers an extensive gallery of stock images and dedicated icons to create a consistent and coordinated message across all partners. Should the partners need further visual materials, they must contact the Communications officer at ELIXIR Hub (xenia.sitja@elixir-europe.org)

A link off to the branding guidelines (requires access to project repository, screenshots available in section 9.1)

A link off to the project communications materials (requires access to project repository)

4.2.3 Templates

ELIXIR Hub provided templates for a range of situations following the branding guidelines. All B1MG presentations should use the official templates. The templates include:

- PowerPoint and Google Slides dedicated templates

- Poster Templates

- Google doc templates for deliverables, agendas...

Additionally, the ELIXIR Hub may also provide additional support in creating presentations, brochures, leaflets and more, aimed at specific audiences and with a clear focus. An example of this is available in section 9.4 National Mirror Groups Factsheet.

4.3. Communications assets

4.3.1 Graphics, Icons and Stock images

B1MG has a distinctive visual identity and therefore, all internal and external materials must use the appropriate graphic elements and follow the B1MG branding guidelines. To use the B1MG logo, iconography and imagery in any third-party materials, you should contact the ELIXIR Hub (xenia.sitja@elixir-europe.org)

A link off to the project communications materials (requires access to the project repository)>>

4.3.2 Boilerplate text

The boilerplate text can be reused in new contexts or applications without any significant changes. Examples of use include websites of the project partners, news and press releases and publications.

Beyond One Million Genomes (B1MG), an EU Horizon 2020 project, aims to create a network of genetic and clinical data across Europe by coordinating and supporting the implementation of the 1+ Million Genomes Initiative (1+MG). This initiative is a commitment of 21 European Member States and Norway to give cross-border access to one million sequenced genomes by 2022.

4.4. Evaluation

The evaluation of B1MG communications will be carried out continuously. It will summarise and analyse the impact of each communication channel and — if necessary — adjust the strategy or individual communications actions. Reports on B1MG communications activities and their evaluation will be shared with the project consortium regularly.

4.4.1 Communications metrics

The communications metrics will measure the engagement rate, the quality of those communications and the reach of these outside the B1MG project.

- Web traffic metrics

- Performance of B1MG newsletter provided by Mail Chimp
  - Subscriber Variation
  - Click Rate
  - Opening rate
  - Benchmark with other comparable newsletters
- Clicks on mail to b1mg-coordination@elixir-europe.org, people reaching out to the coordination team
- Twitter analytics (https://analytics.twitter.com)
- LinkedIn analytics
- Loomly analytics

Project dissemination activities should be logged in this planning spreadsheet (requires access to the project repository, snapshot available in Table 3) to report to the EC and capture additional metrics. Project publications under preparation should also be logged in this spreadsheet. The file will be accessible to all B1MG partners to fulfil the obligation of informing project partners and give them the opportunity to comment/contribute.

4.5. Communications Guidance

4.5.1 Public communications
As part of the communication strategy, B1MG will collect best practices from all B1MG country members on how to communicate the 1+MG initiative to the general public and provide guidance on efficient communication for B1MG and 1+MG country members.

The ELIXIR Hub communication team will be circulating a survey to B1MG and 1+MG (via the National Mirror Grous) during the first year of the project to understand how each country is approaching public dissemination. Following the survey, we will distil the best practices from the answers and create recommendations that will be embedded in the B1MG Public Communication Guidelines Document to be produced and incorporated to the B1MG Communication Strategy.

5. Results

The Communication strategy defines the communication channels, the B1MG branding, the communication assets, the evaluation criteria and the communication guidance that together provides the means for effective internal and external communication. The evaluation criteria will be used to monitor the effectiveness of the communication strategy providing the means to act and ensure that the communication strategy remains fit for the purpose along the project lifetime.

In addition to the website and the social media channels we need to highlight the progress made on the development of the stakeholder portal with the first version publicly presented at the stakeholder meeting (21/10/22) while the related milestone was due in December 2020.

6. Discussion

At the moment of writing this deliverable the communication strategy is already in place and being used across all WPS (e.g. WP meetings, Kick-off meetings, meetings with stakeholders, ...)

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In the coming months we will proceed to the fist evaluation of the effectiveness of the communication channels, this information will be used to improve the current strategy. Additional work is required to produce the public communication guidelines as it requires inputs from the National Mirror Groups.

7. Conclusions

The communication strategy is in place and being used across all WPs for internal and external communications, the outputs of the monitoring process (periodic assessment of the evaluation criteria) will provide the means for the continuous realignment of the communication strategy.

8. Next steps

- Monitor and control effectiveness of the communication strategy

- Define together with Task 6.5 Guidelines for National Mirror groups (ISCIII) the process to understand the current status and needs of the National Mirror Groups in order to produce the public communication guidelines.

9. Appendix 1

9.1 B1MG branding

The current B1MG branding guidelines are available in the project repository through this link. The content is copied below for completion

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about
B1MG Branding

The information contained in this document offers a complete guide to the B1MG branding — from colours to templates, and from imagery to iconography.

For any doubts related to the branding, or on how to obtain logos, images or icons, contact ELIXIR Hub at info@elixir-europe.org. If you need guidance or have a request, do reach out to the ELIXIR Hub as well.

logo
identity
Final Logo

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Logo Variations

A. Blank Logo
Used for dark backgrounds to obtain contrast

B. 1+MG logo
For specific communications, materials and work related to the
1+Million Genomes Initiative

C. Simplified version for dark backgrounds
For smaller options of the logo or when a horizontal display is required
on dark backgrounds

D. Simplified version
For smaller options of the logo or when a horizontal display is required
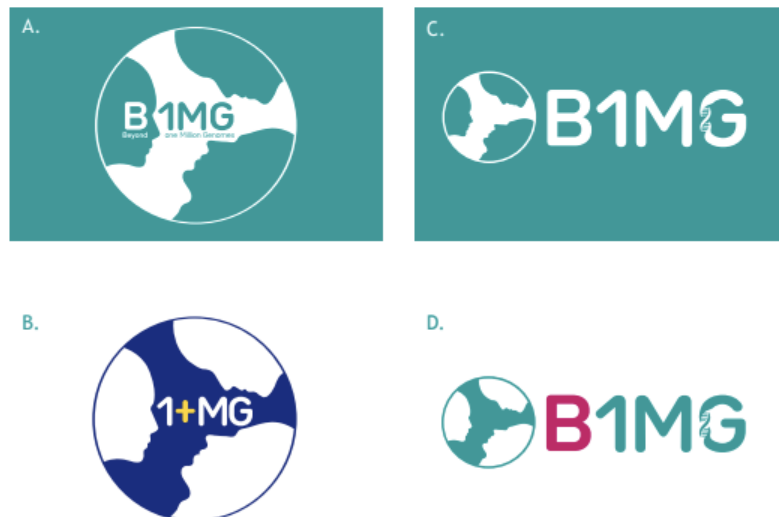
5

Sizing

Minimum Height

Please, use the logo with a minimum height of 25 mm or 1 inch. For a smaller version of the logo use the simplified version.

<25 mm / 1 inch

>25 mm / 1 inch

6

Logo Usage

Isolation Zone

Do always leave blank space around the logo, unless the template indicates it or the logo used as a transparency for design purposes.

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Colour palette

Primary Colours

The B1MG colour palette contains two opposite colours, being a dark turquoise the primary colour of the project and a dark pink the secondary one.

B1MG Blue

FOR WEB USE
Red: 000 Green: 153 Blue: 153
Hex: #009999

FOR PRINTING USE
Cyan: 100 Magenta: 0 Yellow: 41 Key: 0

PANTONE: 3541 C

B1MG Pink

FOR WEB USE
Red: 204 Green: 000 Blue: 102
Hex: #CC0066

FOR PRINTING USE
Cyan: 1 Magenta: 100 Yellow: 14 Key: 3

PANTONE: 214 C

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Breakdown

No's & Tints

The primary colour palette is comprised of blues and pinks. These colours are present across all materials and, together with the neutral white and greys, they represent all the colours in every B1MG layout. Use these colours and tints to create consistency and a strong visual hierarchy.

B1MG turquoise #009999		
	B1MG blue 150	#004d4d
	B1MG blue 130	#006b6b
	B1MG blue 110	#008a8a
	B1MG blue 90	#1aa3a3
	B1MG blue 70	#4db8b8
	B1MG blue 50	#80cccc
	B1MG blue 30	#b3e0e0
	B1MG blue 10	#e6f5f5

B1MG Pink #CC0066		
	B1MG pink 150	#660033
	B1MG pink 130	#8f0047
	B1MG pink 110	#b8005c
	B1MG pink 90	#d11a75
	B1MG pink 70	#db4d94
	B1MG pink 50	#e680b3
	B1MG pink 30	#f0b3d1
	B1MG pink 10	#fae6f0

B1MG Gray #404040		
	B1MG gray 100	#404040
	B1MG gray 70	#797979
	B1MG gray 50	#a0a0a0
	B1MG gray 30	#c6c6c6
	B1MG gray 20	#d9d9d9
	B1MG gray 10	#ececec
	B1MG gray 0	#ffffff

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typography

Typeface

All B1MG documents must use **Trebuchet**, a sans serif, open, versatile and elegant typeface.

The secondary typeface **BW Seido Round** should be used only for the letters of the logo.

PRIMARY FONT

Trebuchet MS
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@$%

SECONDARY FONT

Bw Seido Round
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@$%

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Text Hierarchy

All documents of the B1MG project should use the
following text hierarchy to ensure a clear differentiation
of sections and paragraphs.

TITLE

Lorem Ipsum

Subtitle

Neque porro quisquam est qui dolorem ipsum quia dolor sit
amet, consectetur, adipisci velit

Heading 1

Lorem ipsum dolor

Heading 2

Consectetur adipiscing elit

Heading 3
Body/Paragraph

Pellentesque ut fringilla tellus

Nunc justo risus, consequat id vulputate id, porttitor at
risus. Interdum et malesuada fames ac ante ipsum primis in
faucibus.Morbi mollis, mauris in mollis sollicitudin, dolor urna
sagittis nisl, non commodo sapien magna vitae enim. Cras
elementum lorem odio, sed mattis libero ullamcorper et.
Praesent auctor ultrices vehicula.

Donec egestas ac nisi quis scelerisque. Suspendisse odio felis,
blandit vitae faucibus et, vehicula non ante. Curabitur ut erat
magna. Suspendisse sit amet quam non dui porta vestibulum
in eu tellus. Cras finibus justo auctor interdum cursus. Integer
tempor, ligula sed rhoncus lobortis, ante ipsum mollis ligula,
sit amet rhoncus tellus sem sed arcu. Sed sit amet aliquet
tellus, vel gravida mi.

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Templates

B1MG has a comprehensive list of template for all project partners, including milestones documents and slides,and dedicated presentation and poster templates.

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iconography

Illustrated Icons

There is a large offer of coordinated icons for all B1MG project partners. In this document, you will find a selection of the icon gallery. If you need unique symbols, do not hesitate to contact ELIXIR HUB.

Do not use these icons for other projects unrelated to B1MG.

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imagery

Stock Images

If you need stock pictures to communicate the outputs of the project, you have a selection of images to share a coordinated message across Work Packages. You can also contact ELIXIR Hub should you need further images.

Do not use these images for other projects unrelated to B1MG

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ELIXIR HUB

South Buliding

Wellcome Genome Campus

Hinxton, CB10 1SD, UK

info@elixir-europe.org

9.2 Stakeholder Portal

The Stakeholder Portal acts as an intranet where outputs of the projects can be shared with external stakeholders not directly involved in the project activities to gather additional feedback that will facilitate wider adoption of the project recommendations and guidelines. Screenshots of the stakeholder portal are provided below for completeness:

Figure 3. Stakeholders Portal home page
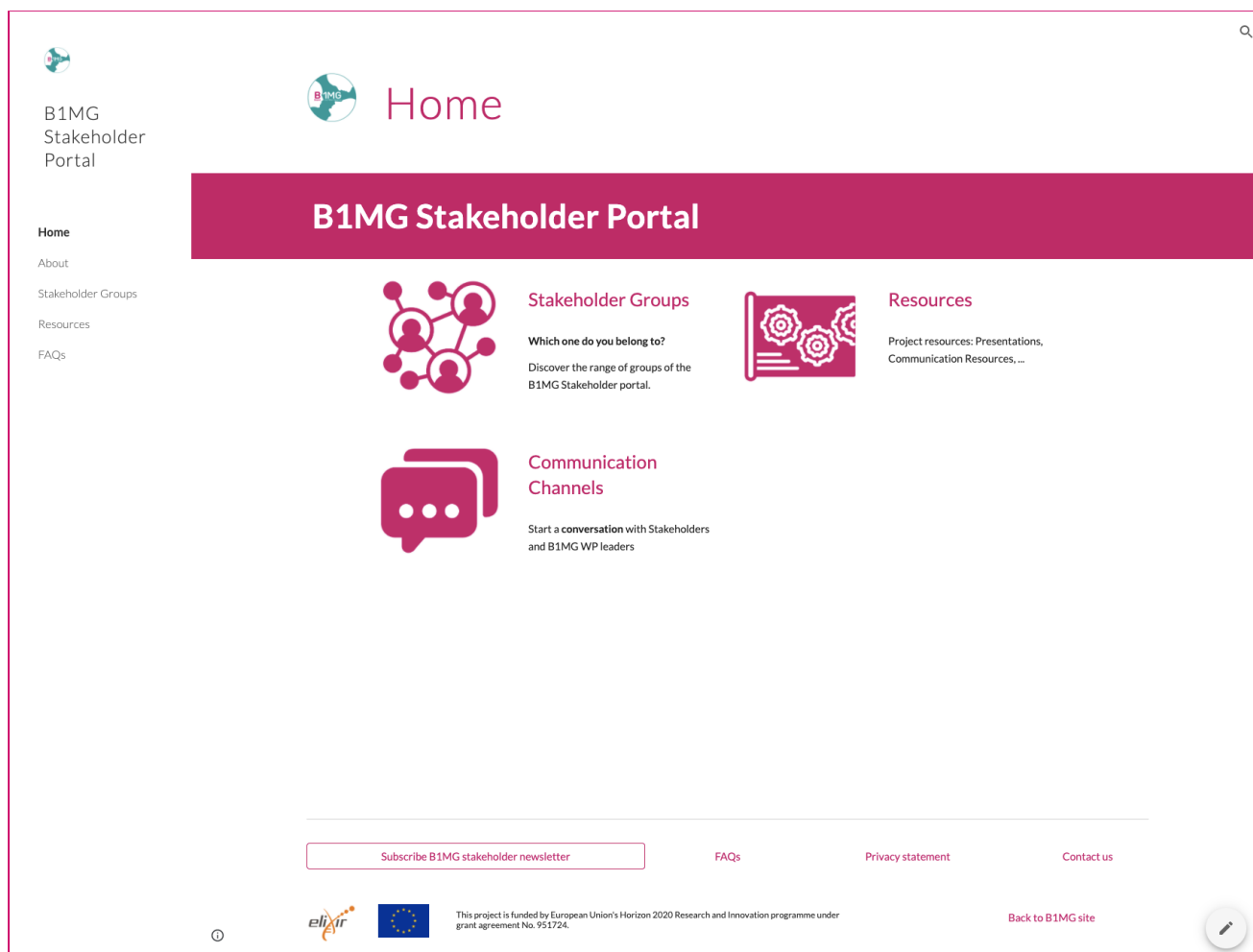
Figure 4. Stakeholders Groups

Beyond One Million Genomes
B1MG has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 951724

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Figure 5. Stakeholders Portal resources page

Figure 6. Stakeholders Portal communication channel

9.3 Design process for the B1MG logo

B1MG Logo design
1st draft

The first thought was to play with the "Beyond" letter. So the B goes beyond the concept of 1 million Genomes

Pros: It can easily harmonise the +1MG logo and B1MG logos

Cons: It does not offer a clear feeling of genomes or health data, etc. We lose context
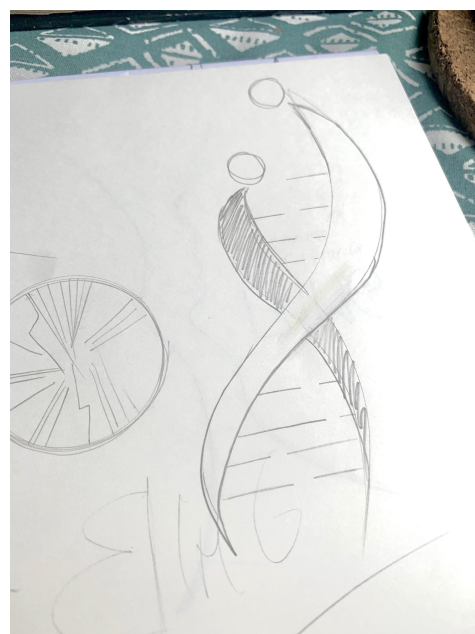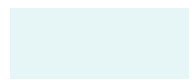

2nd draft

I then tried to expand the idea of genome or health data and I only came up with an overused idea of the double helix

Pros: It states clearly what we are working on

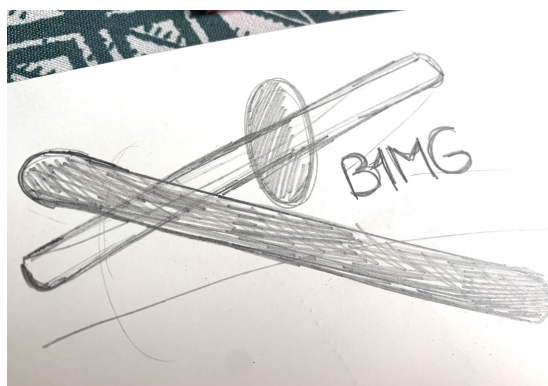Cons: Overused, weak logo and not easily recognisable nor memorable

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3rd draft

Because of the "overused helix" issue, I tried to come up with a less common representation of genome/genes/DNA. The following represents the DNA polymerase while replicating.

Pros: different, memorable, scalable and minimalistic.
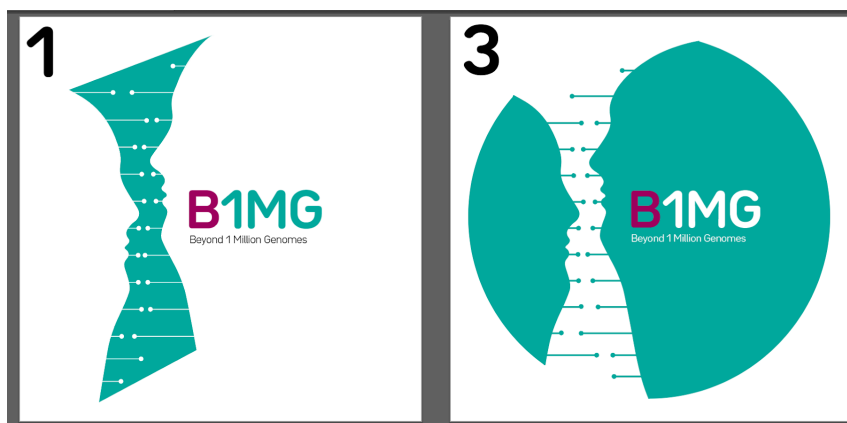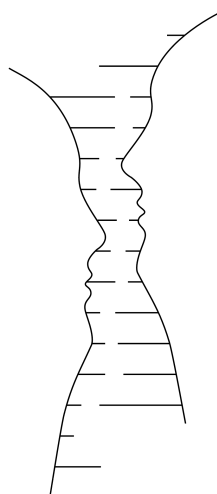
Cons: cryptic, not easily understood.

4th draft

My last attempt tried to bring back the concept of human data with a more original design.

Pros: It states clearly what we are working on, original and memorable

Cons: might need refining due to the deformation of the DNA helix

*readapted with the two confronting faces (below)

B1MG

5th draft

We move from the last one

Pros: It shows collaboration, resembles a globe and shows the human side. Plus, it is easy to integrate the 1+MG logo.

Cons: It is not clear that we are talking about genomics.

9.4 National Mirror Groups Factsheet

NATIONAL MIRROR GROUPS
NMGs at glance

COMPOSITION & PROFILE

5-12 members

1 Scientific Coordinator

1 National Contact Point (NCP)
Nominated by each NMG, they work as interlocutors between the EC and their group.

5-12 members
Depending on the configuration at the national level.

Adequate gender balance

Wide geographical representation
in each country

A diverse representation of stakeholders
Research/university/clinical/IT/data communities, ministry/agency/executive/policy maker, industry/private sector, ELSI, funding agencies, patient organisations.

The 1+MG National Mirror Groups (NMGs) feed their national experience into the 1+ Million Genomes Initiative.

These national instances will ensure the effective implementation of the roadmap at a national and local level by 2022.

MISSION

Improve quality of life
> To improve EU citizens quality of life by enabling transnational access to genomics data

Facilitate access to the initiative's information
For national experts and policymakers to ensure the alignment of Member States with the initiative's objectives.

Promote national adoption and sustainability
To ensure synergistic implementation in each National Health System and provide recommendations to local and European funders.

ROLE

National contributors
The NMG experts will provide advice and support in implementing the initiative's objectives.

*It is expected that a representative of the NMGs, designated by the Member States, participates in the initiative's annual meetings and provides feedback on the outcomes of the B1MG project that support the initiative.

Initiative multipliers
As national representatives, their role will also be to receive and transmit information to their national initiatives to encourage adoption.

TASKS

NMGs, alongside stakeholders, will create a space for dialogue to:

Build a decision-making framework
For public-private participation and increased health literacy among stakeholders.

Envision a future framework
For integrating emerging health technologies into health systems.

Identify prospective mechanisms
For stakeholder cooperation — inside and outside the EU.

About B1MG
Beyond One Million Genomes (B1MG) aims to create a network of genetic and clinical data across Europe by coordinating and supporting the implementation of the 1+MG Initiative. This initiative is a commitment of 21 European Member States and Norway to give cross-border access to one million sequenced genomes by 2022.

B1MG has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 951724

About this fact sheet
This fact sheet will evolve at the same rate as the initiative itself and the development of the NMGs.

B1MG