

# B2-INF BE BETTER INFORMED ABOUT FERTILITY

**GRANT AGREEMENT ID: 872706**

## D4.3 - REPORT OUTREACH PERIOD 1

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<b>Abstract</b>	Report on dissemination, communication, exploitation and community building activities carried out from M6 to M18 and future planned activities.
<b>Keywords</b>	Dissemination, communication, exploitation, fertility, infertility awareness

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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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The main scope of this deliverable is to outline the actions implemented and the outcomes achieved with them in the first period of the project (M6-M19) in terms of the engagement, dissemination, communication and exploitation strategies and to present the plan for the next period.

During the first 18 months of the project, WP4 invested considerable effort to make B2-InF known in the European ecosystem of fertility/infertility, carrying out a well structured and planned series of activities.

Some key results that underlie this effort are:

In terms of **ENGAGEMENT**, we identified our primary stakeholders, created our internal database with more than 250 contacts (GDPR compliant), selected several H2020 projects dealing with the same topic, and built up a solid strategy to engage them, as explained in Section 2.

In terms of **DISSEMINATION AND COMMUNICATION ACTIVITIES**, the main results can be summarised as follows:

- Publications of more than 10 blog posts/news/articles on the website;
- Participation in 6 events, 3 events already confirmed in the next couple of months;
- Creation of several Promotional and multimedia material elements (brochures, poster, one animated banner for the website, one video);
- Reinforcement of our presence on social media, with more than 750 followers on Twitter and 120 followers on LinkedIn;
- Preparation of 3 project newsletters and participation in two external newsletters.

In terms of **EXPLOITATION**, we participate in the Horizon Results booster, a service provided by the European Commission, which helped us strengthen our exploitation plan and lay the foundation for our final exploitation plan, due at M36.



As per the following steps, the last year and half of the project will be dedicated to reinforcing the activities mentioned above to reach our stakeholders and transfer the knowledge acquired thanks to the project's activities.



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# 1. INTRODUCTION

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## RELATIONSHIP WITH THE DoA

The efforts described in this deliverable are directly linked to the execution of WP4 - Building awareness, as described in the DoA.

This document details the activities of ecosystem building, communication, dissemination, and exploitation carried out during the first year and a half of the project as part of the master plan to maximise the project's impact, outlining the schedule for the next period (Y3).

It comprises the following sections:

- Ecosystem building and stakeholders management activities, where we present the strategy put in place to engage with our stakeholders;
- Dissemination activities & Next steps, where we report the dissemination activities carried out by the project and the future actions;
- Communication activities & Next steps, where we detailed the communication and promotional activities realised and the plan for the remaining part of the project;
- Exploitation plan, where we explain the Horizon Results Booster service and the well-structured exploitation plan ideated with the HRB experts.



## 2. ECOSYSTEM BUILDING AND STAKEHOLDERS MANAGEMENT ACTIVITIES

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### ▪ B2-InF COMMUNITY BUILDING

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Building a solid community around B2-InF and keeping the stakeholders informed and interested in the project activities and achievements is essential for the success of our initiative.

During the first project's half, T4.1 and T4.2 focused their efforts on the following activities, and regrouped in three phases.

#### PHASE (M1-M6)

- Identification of the relevant stakeholders
- Scouting relevant initiatives and other funded projects dealing with similar topics

#### PHASE 2 (M7-M8)

- Build the strategy to engage and inform the stakeholders and to transfer the knowledge acquired during the first stage of the project

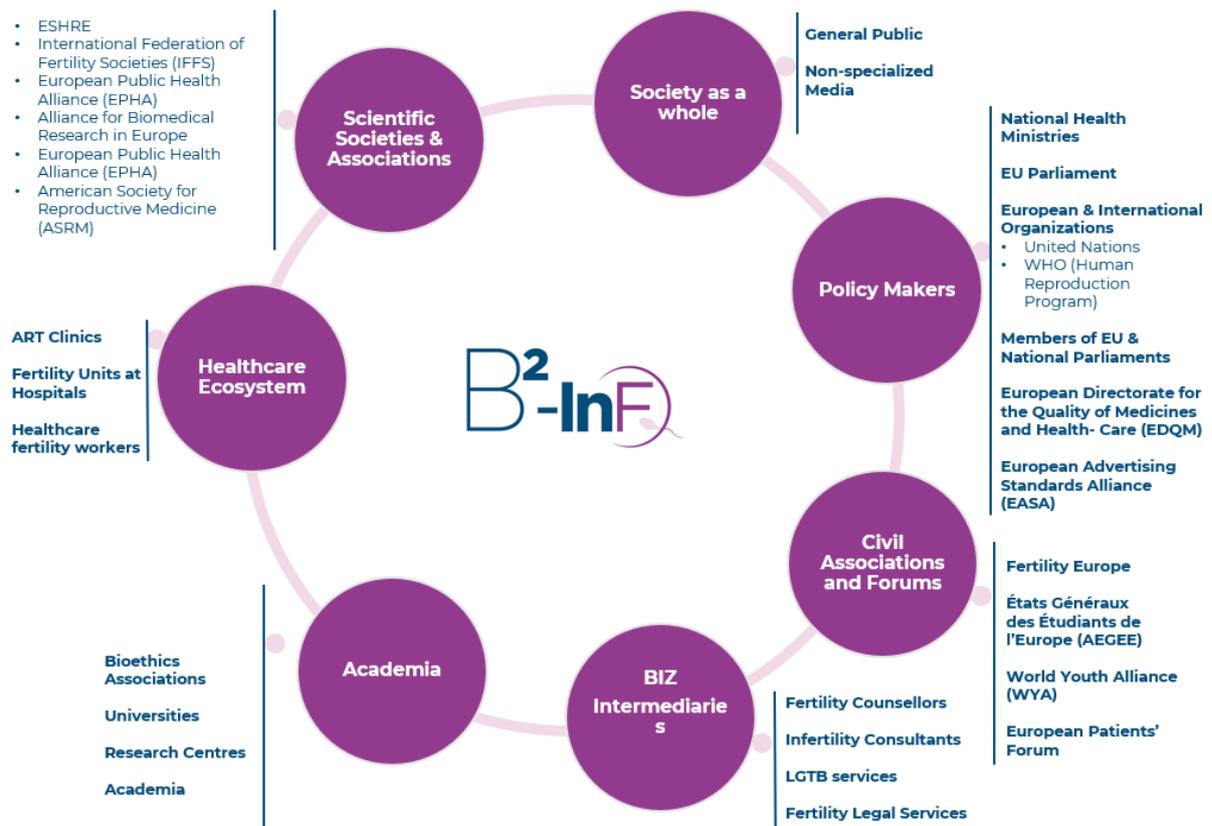
#### PHASE 3 (M9-M18)

- Implement the strategy and contact the stakeholders
- Gather their feedback
- At the time of writing this deliverable, we concluded the first “sprint”, composed of all three phases.
- During the second half of the project, we will focus our effort on actually engaging the stakeholders with a set of defined activities, as explained below.



## STAKEHOLDERS IDENTIFICATION

As already reported in D4.1 Plans Outreach, at M6, we published the Stakeholder map, a map that graphically summarises all the identified stakeholders at this stage.



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FIGURE 1 B2-INF STAKEHOLDERS MAP

In addition to these stakeholders, we identified other initiatives and EU funded projects which might be interested in our activities:

1. ERC Grant: Medically assisted reproduction: the effects on children, adults and families
2. ERC Grant: BIC.LATE - Biological, Individual and Contextual Factors of Fertility Recovery.
3. ERC Grant: Innovative Training Network in female reproductive care



4. ERC Grant: ECONOMIC UNCERTAINTY AND FERTILITY IN EUROPE
5. ERC Grant: <https://www.fhi.no/en/more/research-centres/Centre-for-fertility-and-health/news/erc-starting-grant-to-examine-the-relationship-between-infertility-and-cardiovascula-disease/>
6. H2020 Project: Innovative Training Network in Female Reproductive Care (MATER)
7. H2020 Project: Emergent Biopolitics of Kinship, Gender and Reproduction: Trialogues from the South
8. H2020 Project: ALLINTERACT - “Widening and diversifying citizen engagement in science”
9. H2020 Project FaMART: “Fertility and Mental health: the impact of Assisted Reproductive Technology and fertility intentions on adults’ mental health.”
10. Special Interest Group of ESHRE is the Global and Sociocultural Aspects of Infertility (SIG)

As a result of this scouting activity, we built our initial database of more than 250 contacts (GDPR compliant).

## ▪ BUILD & IMPLEMENT THE STRATEGY

After the identification of our main stakeholders, we built up a strategy composed of three lines of activities (direct engagement, dissemination and communication activities) and we implemented it, as described in the table below.

TABLE 1 B2-INF STAKEHOLDERS ENGAGEMENT ACTIVITIES

Activity	Implementation (M9-M18) & Next steps	Stakeholders engaged (M9-M18)
<b>Direct engagement</b>	<p>AUSTRALO, the partner in charge of this activity, prepared different emails to our stakeholders. We tailored the content of each email to the specific message we wanted to share with the particular stakeholder.</p> <p>We briefly explained our project and its main objectives in these emails, and we gave them the link to subscribe to our newsletter. Plus, we concluded the email with an invitation to organize a meeting with our Project Coordinator.</p>	<ul style="list-style-type: none"> <li>• Academia</li> <li>• H2020 related projects</li> <li>• Scientific societies &amp; Associations</li> <li>• Healthcare Ecosystem</li> <li>• Civil associations (via Fertility Europe)</li> </ul>



	<p>In the first 18 months of the project, we sent around +200 emails, thanks to our partners' commitment.</p> <p>It is worth noting that our partner MEDISTELLA contacted all clinics in their database informing them about the project, and Fertility Europe informed all their members about the project (26 members in 24 countries)</p> <p>As results, we had almost 100 subscribers to our newsletter and we organized meetings with the following stakeholders:</p> <ul style="list-style-type: none"> <li>● ERC Grant BIC.LATE - Biological, Individual and Contextual Factors of Fertility Recovery.</li> <li>● B2-InF presentation to European Fertility Society</li> <li>● B2-InF presentation via email to International Committee Monitoring ART (ICMART)</li> <li>● Online Meeting with the Chairperson of COST Action CA18117 Gynocare European Network for Gynocare</li> <li>● Meetings with Fertility services (such as Letyourself.com, Fertilitas.com and Noralab.com)</li> </ul> <p>In the second half of the project, the Consortium will strengthen this activity since it has been proven to be an effective way to engage our stakeholders. Plus, it will focus also on the engagement with Policy makers and civil associations</p>	
<p><b>Dissemination activities</b></p>	<p>Thanks to a structured dissemination plan, we make our activities and first results available to many stakeholders, as detailed in the paragraphs below.</p> <p>Since the first period of the project was dedicated to the data collection, the first results were available after M12. However, the Consortium (especially the scientific and academic partners) were able to present the activities mainly to the Healthcare ecosystem and academia in different contexts (events, poster presentations, meetings etc.)</p>	<ul style="list-style-type: none"> <li>● Academia</li> <li>● H2020 related projects</li> <li>● Scientific societies &amp; Associations</li> <li>● Healthcare Ecosystem</li> <li>● Fertility services</li> </ul>



	In the second half of the project, the Consortium will focus its effort on publishing more scientific papers and participating in events to reinforce the engagement with academia, the healthcare ecosystem, scientific associations and policymakers.	
<b>Communication activities</b>	To inform and reach out different stakeholders – including general public and media - about the project, we studied a detailed communication strategy and implemented several successful activities, as explained in the chapters below. During the first period, we invested effort in increasing the number of our followers on social media, the number of subscribers to our newsletter and a structured editorial plan. In the second period of the project we will also focus on specific activities to reach the general public and the media, as explained below.	<ul style="list-style-type: none"> <li>● Academia</li> <li>● H2020 related projects</li> <li>● Scientific societies &amp; Associations</li> <li>● Healthcare Ecosystem</li> <li>● Civil associations (via Fertility Europe)</li> <li>● General public</li> </ul>
<b>Transfer of Knowledge</b> <i>(Activities planned towards the end of the project, after M24)</i>	<p>Some of our main stakeholders will be engaged also via a set of dedicated activities, with the primary objective of transferring the knowledge of the project. These activities are scheduled for the coming period, and can be summarised as follow:</p> <ul style="list-style-type: none"> <li>● A final workshop to be held during a relevant ART-related conference that will serve to increase awareness in the academic community and among clinics</li> <li>● Preparation of nine policy briefs: eight tailored to local languages and needs of participating countries; and one generic brief, targeting high-level European policy makers and international health organizations</li> </ul>	<ul style="list-style-type: none"> <li>● Policy makers</li> <li>● Academia</li> <li>● Healthcare ecosystem</li> </ul>

In addition to the activities reported in the table, we invested/will invest special effort **to engage with citizens**.

As the first activity, we organised several validation workshops to gather the feedback from citizens and validation of results (details reported in D4.2).



In the coming months, we are going to organise the Second validation workshop, to gather feedback from civil society and stakeholders regarding the national guidelines.

Comments, criticisms and suggestions from citizens will be considered and discussed for incorporation into guidelines.

In addition, we are going to organise openly available public courses and seminars (more details in the dissemination chapter) to increase the awareness about the key recommendations contained in the guidelines.



### 3. DISSEMINATION ACTIVITIES & NEXT STEPS

Following the dissemination strategy reported in D4.1, the B2-InF team carried out several activities with the objectives of 1)making our results available and 2)informing the target stakeholders about the results.

The dissemination activities carried out in the first period were structured following the order of:

- WHAT: the activities planned
- TO WHOM: the target audience
- HOW: the dissemination performed

#### ▪ CHANNELS AND MEASURES: INFORMING ABOUT RESULTS & MAKING RESULTS AVAILABLE FOR USE

TABLE 2 DISSEMINATION ACTIVITIES AND PLAN

WHAT	TO WHOM	HOW	PARTNER IN CHARGE
Scientific publications	<ul style="list-style-type: none"> <li>• Academia</li> <li>• H2020 related projects</li> <li>• Scientific societies &amp; Associations</li> <li>• Healthcare Ecosystem</li> </ul>	Publications of scientific papers in conferences, events, scientific journals etc... KPIs to be reached: 6 publications  Status at M19: see details below	UNAV
Guidelines & Policy Briefs	<ul style="list-style-type: none"> <li>• Policy makers</li> <li>• Scientific society</li> <li>• Healthcare ecosystem</li> </ul>	Publication of nine policy briefs: eight tailored to local languages and needs of participating countries; and one generic brief, targeting high-level European policy makers and international health organizations; Publication of Guidelines (M24-36)  Status at M19: preparatory	UNAV + scientific partners



		dissemination plan and activities ongoing, especially via the emailing campaigns explained in chapter 2.	
Events	<ul style="list-style-type: none"> <li>All</li> </ul>	<p>Participation in scientific events in order to present the project activities and results.</p> <p>KPIs to be reached: 10 events</p> <p>Status at M19: 6 events already attended, 3 to be attended in the coming months.</p>	UNAV + all partners
Workshops, interviews and open available courses	All stakeholders, with dedicated effort to citizen's engagement	<p>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.</p> <p>KPIs to be reached:</p> <ul style="list-style-type: none"> <li>First validation workshops (done at M15)</li> <li>Second validation workshops (M24)</li> <li>Open available courses (from M24 to M36). The Consortium will organise openly available public courses and dissemination 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 Fertility Europe. FE will organize at least one event in each country for disseminate the guidelines for their associates, and will be open to society</li> </ul>	UNAV + scientific partners



		<ul style="list-style-type: none"> <li>Final event (M36)</li> </ul>	
B2-InF repository and project documentation	All stakeholders	All public documents available in the Zenodo repository dedicated to the project: <a href="https://zenodo.org/communities/b2inf_h2020">https://zenodo.org/communities/b2inf_h2020</a>	AUSTRALO

## ▪ SCIENTIFIC PUBLICATIONS

During the first half of the project the Consortium focused its effort in the Data collection phase, and the first results were achieved after M16. For this reason, we planned to work on the publications during the second half of the project, taking advantage of the findings of our work.

As planned in the proposal phase, we committed to submit six scientific publications by the end of the project.

In the first period of the project, the partner HealthGrouper and UNAV published an article in the Macedonian Journal of Medicine, available here <https://mld.mk/13613720212022-2/>

In December 2022 UNAV - the partner in charge for the scientific publications, will organise, together with the academic and scientific partners, a dedicated workshop to schedule the papers to be submitted in the last period of the project.

## ▪ EVENTS

In the table below we reported the events attended in the first 19 months of the project and the participation already confirmed in some upcoming events.

TABLE 3 EVENTS ATTENDED

Event	Scope of the event	Stakeholders involved
FE Members meeting, March 2021	Fertility Europe 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	Healthcare ecosystem Policy makers Academia Scientific associations Patients



	years and becomes significant outreach and information operation.	
Best of ASRM & ESHRE Congress - 8th-10th April 2021	Fertility Europe presented the B2-InF project as part of their exhibitor booth	Healthcare ecosystem Policy makers Academia Scientific associations
31st ART Congress (National Conference), 9th-10th November 2021, Brno Czech Republic	Poster presentation by Medistella	Healthcare ecosystem Policy makers Academia Scientific associations
Presentation at the Faculty of social and legal sciences. University Rey Juan Carlos	Presentation of B2-InF	Academia
Round table "Vulnerabilidad e Infertilidad" in the context of the cycle of round tables entitled "Vulnerability, Person and Bioethics", 24th March, 2022, Madrid	Organised at the University of Rey Juan Carlos, URJC and UNAV partners as speakers. UNAV introduced briefly to the audience (210 persons) the goals of B2-InF.	Academia
ESHRE Virtual campus, April 1st, 2022	Presentation of B2-InF by <a href="#">Kristien Hens</a>	Healthcare ecosystem Academia
Virtual seminar on medically assisted reproduction and fertility awareness, 28th April 2022, online	Organised by University of Copenhagen, Department of Public Health. Presentation of B2-InF to: <ul style="list-style-type: none"> <li>• The International Fertility Education Initiative (IFEI) under ESHRE, led by professor Joyce Harper, UK. <a href="http://www.eshre.eu/ifei">www.eshre.eu/ifei</a></li> <li>• The Danish-Swedish research collaboration ReproUnion 2.0, the Challenge 5 group focusing on fertility awareness. And the local Reproductive Health research group at University of Copenhagen.</li> <li>• Professors from the University of Porto</li> </ul>	Academia



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### Future short-term planned events:

- Abstract sent to ESHRE 38th Annual Meeting - ACCEPTED [Oral presentation - 3-6 July 2022]

*Title: B2-INF. Giving voice to citizens towards improving assisted reproduction technologies for society. Gaps between young people's perceptions and the information offered by ART providers*

*Authors: M. López Toribio, J.A. Ramón-Soria, A.M. García-Navas, A. Dostálová, M. Novotná, J. Melovska, V. Dimitrievska, V. Rozée, K. Hens, S. March, M.M. Albert, G. Pastor, W. Ombelet, F. Guell, J.M. Carrasco.*

- Symposium “Journée de découverte et d’échange”, Czech Republic, Prague - Introduction to IVF world in the Czech Republic ( French audience). Medistella will have a presentation about the project (possibility of a poster presentation to be discussed).

- Abstract sent to Annual Scientific Meeting of the Spanish Society of Epidemiology - ACCEPTED [Oral presentation - September 2022]

*Title: Percepciones, conocimientos y expectativas de la población joven europea sobre las técnicas de reproducción asistida: un estudio cualitativo multicéntrico.*

*Authors: María López-Toribio, Jana Melovska, Vera Dimitrievska, Virgine Rozée, Kristien Hens, Sebatià March, Giulia Pastor, Francisco Guell, José Miguel Carrasco*

- 32nd ART Congress (National Conference), 8th-9th November 2022, Brno Czech Republic (<https://www.kongressar.cz>), POSTER or TALK about B 2-InF first results - TO BE CONFIRMED

During the second half of the project, the B2-InF scientific and academic partners will continue presenting the work and the project's results in several national and international events, according to the opportunities that will arise, such as the ESHRE 39th Annual Meeting, courses and conferences organised by Special Interest Groups (SIG's) of ESHRE,, Fertility Week 2023, the 2023 European Public Health Conference and many others.



## 4. COMMUNICATION ACTIVITIES & NEXT STEPS

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The communication strategy and activities are developed based on the project's target groups: the policymakers, the healthcare ecosystem, the civil associations, and, last but not least, the society.

We will engage with each of these stakeholder groups through tools such as social media strategy, email campaigns, PR material, website and much more.

It is important to note that the project identity is set based on the Communication Strategy. In fact, through this process, the visual and public identity of the project is designed in detail, taking into consideration the context of our consortium, our topic, and engaged stakeholders.

This is especially important for a project such as B2-InF, where the people involved may be sensitive to many details of the issue or the complex context the topic is placed in, including difficult subjects such as homosexual couples, religion, single mothers and so on.

The communication objectives settled in the deliverable D4.1 will be achieved by a coordinated effort of all consortium partners, mainly directed by AUSTRALO, the responsible partner for such activities. The chapter below reports the main activities carried out from April 2021 until May 2022.



## ▪ CHANNELS AND MEASURES: INFORMING ABOUT PROJECT & INFORMING ABOUT RESULTS

TABLE 4 COMMUNICATION ACTIVITIES

WHAT	TO WHOM	RESULTS	PARTNER IN CHARGE
Brochures / Flyers	B2-InF consortium network / policy makers / healthcare providers/ civil associations/ society at large	<ul style="list-style-type: none"> <li>KPIs to be reached: at the end of the project: 1000+ printed copies</li> <li>Current number: 100 printed</li> </ul> <p><i>We prefer printing less copies than planned and re-use what we already had for environmental sustainability</i></p>	AUSTRALO
Promo videos	B2-InF consortium network / policy makers / healthcare providers/ civil associations/ society at large	<ul style="list-style-type: none"> <li>KPIs to be reached at the end of the project: 3</li> <li>Published: 2 videos</li> </ul>	AUSTRALO + UNAV
Articles/ Blog posts/ Press Releases	B2-InF consortium network / policy makers / healthcare providers/ civil associations/ society at large	<ul style="list-style-type: none"> <li>KPIs to be reached at the end of the project: 8</li> <li>Current press release: 1 (translated in 8 languages)</li> <li>Future press releases: 1 at the end of the project to present the results of the project - to be translated in at least 8 languages and to be sent to specialised and non-specialised media in at least 8 countries</li> <li>Current articles/blog posts: 12</li> </ul>	AUSTRALO + UNAV



Newsletters	B2-InF consortium network / policy makers / fertility clinics / general society	KPIs to be reached at the end of the project: 8 newsletters (produced and participated)  Status: 3 projects newsletters published + participation in 2 partners' newsletters as reported in D4.1	
Website	B2-InF consortium network / policy makers / fertility clinics / general society	KPIs to be reached at the end of the project:: Number of website visitors (monthly average) 1500+  <ul style="list-style-type: none"> <li>• Current website visitors 457</li> <li>• Current pageviews 1586</li> <li>• Bounce rate 50.76%</li> </ul>	AUSTRALO
Social Media	B2-InF consortium network / policy makers / healthcare providers/ civil associations/ society at large	<ul style="list-style-type: none"> <li>• KPIs to be reached: Number of online community by the end of the project 2000+</li> <li>• Number of current online community 876</li> </ul> <p><i>Our posts on social media are also reposted by our partners, reaching a community of +3500</i></p>	AUSTRALO + all partners
Email Campaigns	B2-InF consortium network / policy makers / healthcare providers/ civil associations	More than 200 emails sent to our stakeholders	AUSTRALO + all partners

## ▪ WEBSITE



The website has been built keeping in mind our primary stakeholders, which have different backgrounds: i) specialists in fertility/infertility ii) patients suffering from infertility iii) policymakers, and iv) society at large and media (specialised and non-specialised). To make the information available comprehensible also to a non-specialised audience, we use a simple and clear language.

Since April 2021, many modifications and updates have been made. The table below summarizes them:

**TABLE 5 WEBSITE CHANGES**

CHANGES	PURPOSE/SCOPE
The static landing page banner has been replaced with Promo Video 0	<ul style="list-style-type: none"> <li>● Increase interactive engagement with our audience</li> <li>● Increase retention</li> <li>● Create interest about B2-InF within the broader audience</li> </ul>
Created a news page, titled “What’s new”, accessible through the menu bar.	Latest updates about the project are published here and heavily promoted on social media channels to create traction and boost project awareness among the broader audience.
Newsletter subscription section	A call to action section to boost the number of our newsletter subscribers on every page of our website, inviting visitors to keep up to date and subscribe to our periodic newsletter.

Since its publication in M2, the website analytics has registered a total number of 8.5K views with 5.800 unique visitors.



## Website statistics

Figures below show some relevant statistics registered from the performance of the website during

**THE MONTH WITH THE HIGHEST ACTIVITY** was noticed between April and May 2021. The highest activity after that has been recorded in the last month, May 2022. This corresponds to the publication and promotion of results and multimedia material related to STAGE 1 results.

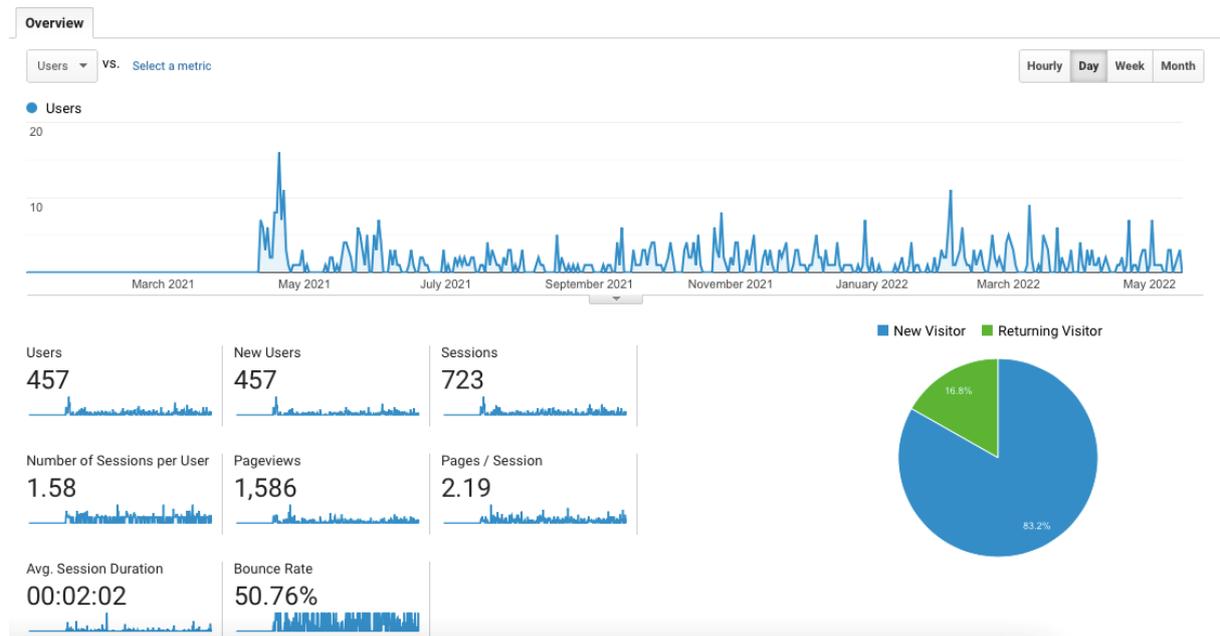


FIGURE 2 MONTH WITH THE HIGHEST ACTIVITIES

**THE BROAD GEOGRAPHICAL SPECTRUM OF THE AUDIENCE-** this is a particularly interesting statistical element that represents the effort that the team is investing in community building activities and potential subscribers identification and communication. In fact, the reason why our audience is also located in the USA is because we have contacted associations of different nature in the country, with the intention of increasing our newsletter subscribers and in the future, disseminate our guidelines across international borders.



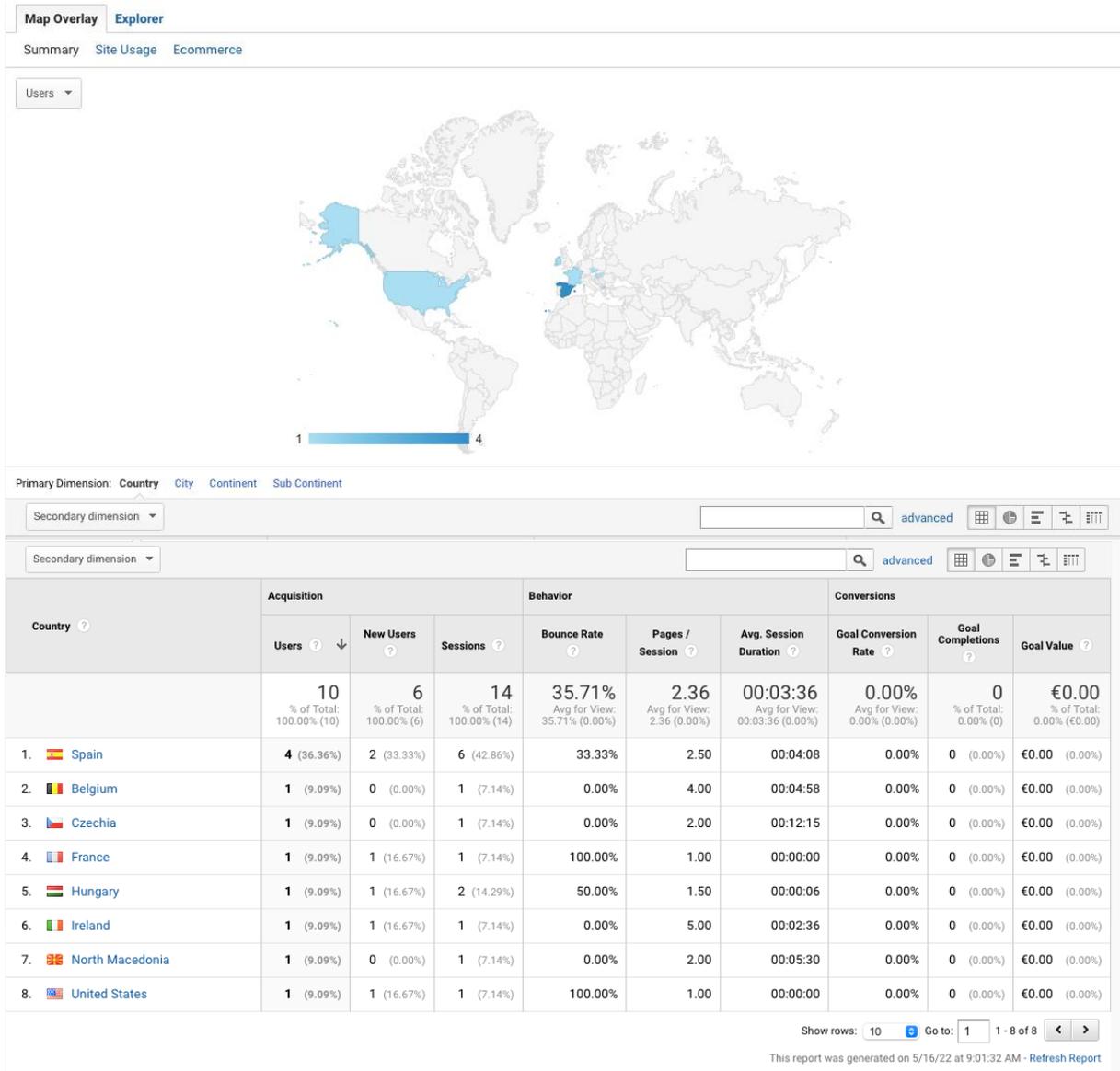


FIGURE 3 GEOGRAPHICAL COVERAGE

In the next period, we will implement further changes and updates for our website, with the aim of boosting visitors numbers, retention rate and eventually even the number of newsletter subscribers. The changes can be summarized as follows:

- The “Project” page will be split into “PROJECT” page and “METHODOLOGY”.
- The redesigned “Project” page will include an improved explanation of the project and its purpose, with a highlight on the problem addressed. It will also include a better explanation of the results the project will deliver, namely the guidelines and the toolkit together with a clear definition of target stakeholder groups.



- A “PUBLIC DELIVERABLES” page will be added following the same layout as the “What’s new” page. This way, public deliverables will be more easily accessible and a more consistent traction will occur for our Zenodo channel.

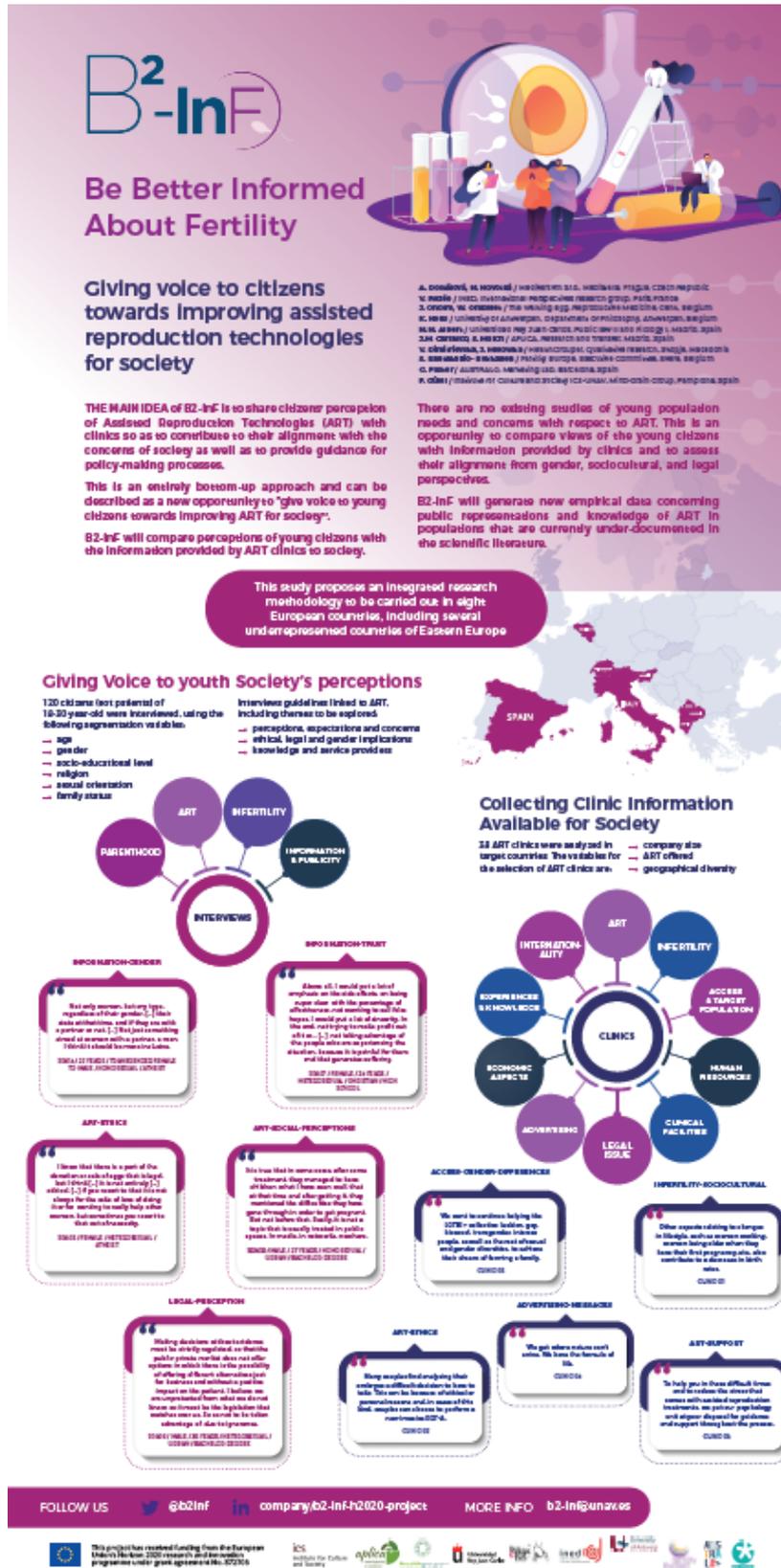
## • PR MATERIAL

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Since April 2021, two main PR material elements were produced, along with the 2 videos that will be discussed in the VIDEO chapter later in this document:

- **31st National IVF Conference Poster**  
(<https://zenodo.org/record/5704475#.Yn5TxuhBy3B>), this is a scientific poster that summarizes all key facts of the B2-InF project in a the most appealing visual combination , presented MEDISTELLA co-founders Anna Dostalova and Michaela Novotna at the 31st ART Congress (National Conference), 9th-10th November 2021, Brno Czech Republic.





In addition to the poster, we also printed +100 copies of our B2-InF flyer to be distributed during the event (B2-InF flyer for 31st national IVF conference - Brno, Czech Republic)



- **38th ESHRE Annual Meeting participation Banner**, which is a banner for digital marketing purposes. In addition, at the time of writing this document, we are working on a new version of our B2-InF flyer to be printed and distributed at the conference, summarising the first achievements of the project.





FIGURE 5 ESHRE PARTICIPATION BANNER

## ▪ ARTICLES & BLOG POSTS

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The “What’s new” page of our website includes news, articles, publications and events. The layout of the page is such that an image accompanies every blogpost we publish, with the intention of improving UX and engagement with our broader audience that we redirect to our website through social media channels.

We have made an editorial plan that schedules a blogpost of different nature and with original content once every month.

Since April 2021 we have published the following blog posts:

1. Handbooks for data collection (<https://b2-inf.eu/b2-inf-handbooks-for-data-collection/>)
2. B2-InF's FIRST Newsletter is out! (<https://b2-inf.eu/b2-infs-first-newsletter-is-out/>)
3. The economic burden of ART (<https://b2-inf.eu/the-economic-burden-of-art/>)



4. B2-Inf at the 31st Congress of Assisted Reproduction (<https://b2-inf.eu/b2-inf-at-the-31st-congress-of-assisted-reproduction/>)
5. B2-Inf Newsletter #2 (<https://b2-inf.eu/b2-inf-newsletter-2/>)
6. Validation workshop (<https://b2-inf.eu/validation-workshop/>)
7. B2-Inf in Spain: Context related to ART and fieldwork description (<https://b2-inf.eu/b2-inf-in-spain-context-related-to-art-and-fieldwork-description/>)
8. B2-Inf in Belgium: Context related to ART and fieldwork description (<https://b2-inf.eu/b2-inf-in-belgium-context-related-to-art-and-fieldwork-description/>)
9. B2-Inf Phase 1: The Journey (<https://b2-inf.eu/b2-inf-phase-1-the-journey/>)
10. B2-Inf newsletter #3 is out (<https://b2-inf.eu/b2-inf-newsletter-3-is-out/>)

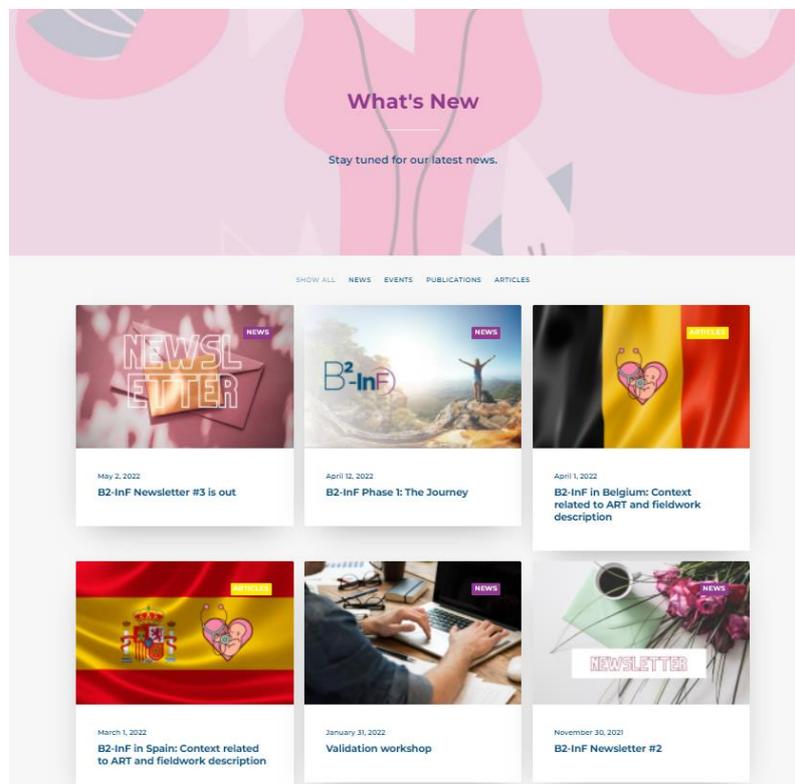


FIGURE 6 WHAT'S NEW WEBPAGE

Each blogpost is strategically planned with a specific purpose. At times it is to increase the number of newsletter subscribers, boost project awareness, highlight the participation to an event and so on.



We have planned a well-rounded editorial for the coming months. This will include the publication of interviews done with Anita Fincham from Fertility Europe and Virginie Rozée from INED. These we included in Newsletter #2 and #3, but considering the importance of the content we will publish them as single blog posts and promote them on social media with a strategic campaign targeted to leverage on Fertility Europe and INED networks.

In addition we have planned further articles explaining the context of ART and fieldwork description of sample countries Italy, Switzerland, Kosovo, Albania, North Macedonia and Slovenia to complete our series explaining the data collection process by country done in Stage 1 of the project.

We will also carry out an interview with Willem Ombelet, founder of the Walking Egg and publish this article as part of our newsletter #4 and also as an exclusive article on our website.

The general plan is to interview a key person from each consortium partner, in order to highlight the well-rounded skill, set and knowledge making up the B2-InF project that will ultimately deliver the best possible results.

In addition, this will serve to leverage the networks of each company or institution of our partners through social media channels, creating a solid community around B2-InF.

## ▪ **SOCIAL MEDIA**

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The activities carried out on social media channels have been planned according to a social media strategy, developed to deliver certain goals that are meant to gain the project awareness necessary to carry out an effective dissemination of our final international and national guidelines in Stage 3 of the project. These goals are the following:

- Increase newsletter subscribers
- Increase website visitors
- Increase Zenodo visits
- Increase social media followers (total target 2000+)



Strategy 2 (April-May-June-July-August-September)							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:00	About the Project (Linking Website)	External	Project Article (Linking Zenodo)	About the Project (Linking Website)	Project Article (Linking Zenodo)	External	
15:00	Video 0	Newsletter (Invitation to subscribe)	Partner Miniseries				
Strategy 3 (October-November-December-January)							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
10:00	Newsletter with invitation to subscribe (Subtle Call to Action Series)			Project Article (Linking Zenodo)			
13:00		External	About Project with a focus on why Young people are important (Direct to Website)		External	About the Project focusing on creating a sense of "Us, Together" (Linking Website)	
16:00	Project Facts (Direct to Website)	Project Article (Direct to Zenodo)		Newsletter with invitation to Subscribe			
Strategy 4 (February, March, April)							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
10:00	External	Newsletter with invitation to subscribe (Subtle Call to Action Series)	Project Facts	Newsletter with invitation to Subscribe (Strong Call to Action series)	External		
13:00							
16:00	Project Article				Project Article		

FIGURE 7 SOCIAL MEDIA STRATEGY

As can be seen in the table above, the strategy was based on key elements of social media engagement, using all available variables to our advantage in reaching a broad audience and bringing our message across our target stakeholders, namely, the fertility clinics, the academic sphere of the fertility industry, the policy makers and the broader audience. The key elements of engagement are the following:

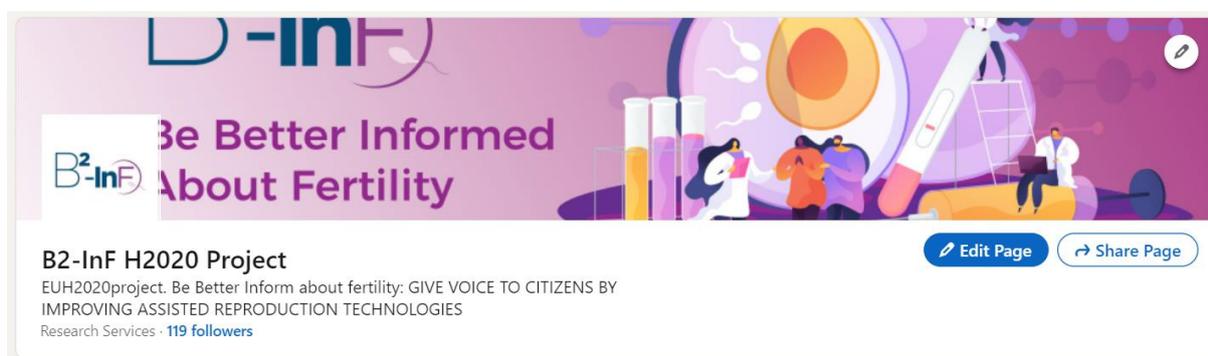


- Posted regularly- Over time it has become clear that the perfect formula regarding posting time on social media is a consistent three key day times. These are the times of the day that most traffic on Twitter and LinkedIn occurs for our target audience. Posts were made with a careful consistency to maintain engagement.
- Used references and keywords in the posts. We linked our tweets to other accounts and trending hashtags, especially our partners, trying to leverage on their networks. This helped us to provide a wider outreach, leveraging the existing audience from their accounts.
- Shared actively content from the community. We shared news and information not just related to our project, but also relevant to our community, to attract more followers and gain more traction. These consisted in gathering news of scientific, academic or legal nature from news channels across Europe. These are posted around 3 times a week.
- Differentiate posts between Twitter and LinkedIn. It came to our attention that in order to increase subscribers to our newsletter it was fundamental to leverage more on LinkedIn as a primary social platform. This is because the platform is perceived as “serious” and information there tends to be reliable. This automatically means that individuals with genuine interest in the topics that B2-InF deal with, will eventually invest more time reading what we share on this platform. For this reason, the information shared on LinkedIn has been fine-tuned, with longer text, more detailed information and more specific hashtags. Twitter posts are snippets of these, even though they bring across the same message.
- Boost promotion of project content. We have created and included a variety of project content in our social media strategy with the goal of raising awareness about B2-InF across channels. For this reason, project articles are often posted with the link on social media channels, together with different project facts that are accompanied by creative and appealing visual images and call to action messages.



**LINKEDIN** - has been identified as the platform to invest the most effort in in order to raise awareness about the project, and as such, as explained above, the posts in this platform have been more informative in the last strategy created. These longer messages make sure to share a 360 degree snippet of information about the news at hand and is always accompanied by a summary of what the B2-InF project is about.

At the moment we have 119 followers on this platform. We expect a faster growth from now as the first concrete results of our research are being produced.



*FIGURE 8 B2-INF LINKEDIN HOMEPAGE*

**TWITTER** – our Twitter followers have been increasing steadily with a focus on raising awareness among the general public about the project and the problem the project addresses.

Posts have followed the main social media strategy, with 472 posts until today, posted consistently throughout the week. These posts are a snippet of the longer LinkedIn post, but they utilize a language that is meant to raise interest among the general public and lead them to our website to know more.





FIGURE 9 B2-INF TWITTER

Social media channels are a powerful tool to disseminate information to the general public, allowing them to grow interest and engage with the content that we provide. The general public is in fact an important part of our stakeholders and essential in establishing the full potential of the results that the B2-InF will obtain at the end of our journey. In fact, the fundamental part of B2-InF is “giving voice to society” and our material will be created greatly based on the material gathered through interviews with the general population, and then shared with the public. The purpose is to empower society and create the fertility journey that they need and expect, with our help to bridge their needs to the services provided and laws implemented across the EU.



## ▪ NEWSLETTERS

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We have published three newsletters since April 2021 and have increased our newsletter subscribers, reaching more than 70 subscribers.

We shall also underline that each newsletter is also sent by our partners to their contacts, multiplying the people reading it (we estimate that more than 1000 people received our three newsletters).

The content of each of our newsletters is well balanced between information about the B2-InF project itself and information regarding the infertility healthcare sector. This is to interact and be of interest to audiences with no technical or scientific background in the topics but who are looking for information related to their infertility journeys or worries. These particular target stakeholders are led to our newsletter publications through social media channels, where a specific campaign has been designed and implemented to increase newsletter subscribers.

Each newsletter is published on Zenodo and linked to a designated blog post on our website on the "What's new" page, under the " Publication " tag. This is then heavily promoted on social media, with a schedule of at least three times a week for four weeks after the newsletter's official publication, both on Twitter and LinkedIn. We will explain more in the Social media section of this document.

Each newsletter includes 5 to 6 articles. They have in common a project update article, meant to define a clear timeline through our methodology divided into stages 1, 2 and 3; and a "Next steps" article to clearly define the upcoming milestones of the project and action points.

The newsletters are officially published and sent out to newsletter subscribers through Sendinblue. This is targeted mainly at stakeholders in the consortium partner networks, such as policymakers around the EU, fertility clinics and academic experts.



The topics covered in our past newsletters are:

- NEWSLETTER #1, published July 2021– "Project in a nutshell", "Meet the consortium", "Who is Professor Güell", "Why does it matter?", "General state of the industry now and next steps" (<https://b2-inf.eu/b2-infs-first-newsletter-is-out/>)
- NEWSLETTER #2, published November 2021 – "B2-Inf progress report", "Fertility Europe & B2-Inf: a powerful synergy", "The importance of Fertility awareness", "31st National IVF Conference", "What's next" (<https://b2-inf.eu/b2-inf-newsletter-2/>)
- NEWSLETTER #3, published May 2022 – "Interview with Virginie Rozée: Permanent Researcher at INED", "B2-Inf Stage 1: Complete", "Kristien Hens: The Ethics of Comprehensive Chromosome Screening", "Add-ons and "therapeutic illusion", "Next Steps" (<https://zenodo.org/record/6510947#.Yn5K3-hBy3A>)



FIGURE 10 B2-INF NEWSLETTERS

As described in the project proposal, we have planned to publish 10 total newsletters in our project, with 8 required. We expect to participate in at least 2 external well-established newsletters in the course of the project, leveraging on our partners who already have a consistent subscriber base for their own newsletters. A good start will be that of Fertility Europe, which is well known across the EU for being the biggest infertility patient association. This way we will reach a much larger audience and all target stakeholders.



Now that we are entering Stage 2 of the project, we will plan the editorial of the articles included in the following three publications, working to increase the number of subscribers to our newsletters through different tools. These will highlight the proceedings and milestones of Stage 2 of the project, continuing with exciting interviews with key team members in our consortium.

We will plan the remaining three newsletters throughout Stage 3 of the project to disseminate our final guidelines and results to the broadest audience possible. In this stage, newsletters become extremely fundamental to directly contact critical stakeholders with the final results of the project.

The entire B2-InF newsletter strategy is designed to increase newsletter subscribers in preparation for the project's third phase. In addition, the objective is to efficiently and widely disseminate the final B2-InF guidelines. Towards the achievement of this goal, we will take several actions:

- Utilize hashtags that are most popular in the industry, differentiating between LinkedIn and Twitter.
- Differentiate posts, making more prolonged and more depth-posts on LinkedIn and shorter ones on Twitter. This will help target potential users better.
- Research critical stakeholders in the industry and mention them or their organization in posts.
- Call to action posts that lead directly to the link for subscribing to the newsletter.
- Make the subscription more practical and more evident on the website.

## ▪ VIDEOS

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Since the beginning of the B2-InF project, the team has created two videos to simplify the information we want to share about our project to reach a broader audience, raising awareness about our goals and objectives and the problem we are working to solve.



This multimedia material has been carefully put together by investing effort in finding stock videos that are as neutral as possible in terms of political connotations or personal beliefs. The language used is informative and clean, with no emotional device placed at risk of enticing emotional reactions from our sensitive audience.

Our first video, Video 0, has been created to summarize B2-InF through coordinated facts, visualized with background videos pertinent to the topic we work with. This video begins with a brief introduction to B2-InF, continuing with its objectives and results. It has been placed on our website landing page, as discussed above, for maximum impact when a new visitor is redirected to it. In addition, it has been widely promoted through our social media channels and shared among the networks of our consortium partners, approaching all stakeholder target groups: the general public, policymakers, fertility clinics and academic experts.



*FIGURE 11 B2-INF ANIMATED BANNER*

Our second video, Video 1, marks the conclusion of Stage 1 of the project, namely the data collection phase.

Our project coordinator created the content of this video, Professor Güell, who walks the viewer through an introductory explanation of Stage 1 and the process of data collection among the youth in the 8 sample countries (Spain, Belgium, Italy, Switzerland, Kosovo, Albania, Macedonia, Slovenia). In addition, consortium partner



Medistella, adds an enthusiastic explanation of the clinic's data collection process, presented by Anna Dostalova and Michaela Novotná. The editing was done by AUSTRALO, maintaining the B2-InF identity and highlighting important information, such as names and titles of speakers, critical data and perceptive animation.

The video has been published on various channels. Firstly, on our website as news on the "What's new" page (<https://b2-inf.eu/b2-inf-phase-1-the-journey/>). It has been published as a blog post with an explanatory summary to help the viewer understand the content better.

It has also been heavily promoted on social media, redirecting those interested to the project's website.

This video is meant to raise awareness about the project and explain what we do as a team to reach our goal to the general public. These may be people who have encountered the topic of infertility before, but not necessarily.

This is why the information in this video is explained in straightforward language, always accompanied with a first statement that briefly presents the reason and purpose of B2-InF.

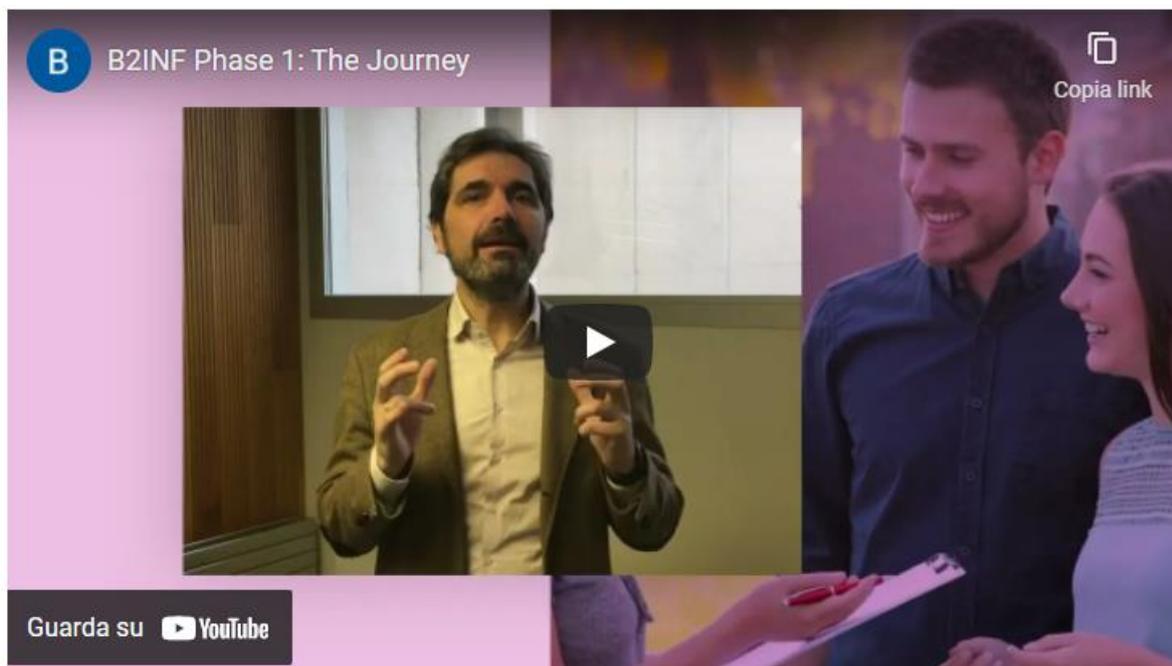


FIGURE 12 B2-INF FIRST EXPLANATORY VIDEO

The next two videos are scheduled for the year 2023, ideally, one to mark the end of Stage 2: Building Guidelines, scheduled for M26 and one at the end of the life of the project, scheduled for M36.

These will be of growing importance, and we aim by then to have created a strong community around B2-InF.



## 5. EXPLOITATION PLAN

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After submitting D4.1 with our preliminary Exploitation plan, we contacted the Horizon Results Booster service, a service from the European Commission that helps the H2020 projects boost their exploitation activities and make comprehensible and compelling exploitation plans.

Thanks to this service and the experts assigned to our project, we could re-organise our exploitation plan and activities in a more coordinated way.

As the first step, the expert suggested focusing on two or a maximum of three Key Exploitable Results (KERs).

The Consortium identified two Key Exploitable Results (KERs): the guidelines and the toolkit.

We participated in the first workshop organised by our HBooster expert - where she presented the service and assigned the “homework” to the Consortium.

Then, the Consortium worked on the first version of the tables:

- Exploitation intentions summary
- Characterisation table
- Risks assessment and priority
- Use options
- Exploitation roadmap

We sent the table to the experts who provided the first comments and hints in the Preliminary Report.

As a final step of the service, the expert organised two workshops (one per KER) to discuss in detail the Exploitation plan of each KER.

The complete result of these two intensive workshops is the Final Report (available [here](#)), which comprises the B2-InF Exploitation Plan.



In brief, the expert walked us through different aspects of the KERs chosen that concretely define our added value as a project. The key in both workshops was to identify and clearly define the problem our solutions address, the means to deliver them, and the consequences they produce for each of our stakeholders.

The workshops were fundamental for us as a consortium because they helped us better understand the elements that we must work on together to achieve the best results, especially in the third phase of the project, entirely dedicated to disseminating the final results produced by B2-InF.

Thanks to the workshops, we could quickly define action points that will help us create the optimal conditions to prepare the community around B2-InF to welcome our final results. In addition, we now have a clearer idea of the potential that our KERs hold.

During the last period of the project, we will follow the recommendations included in the report to prepare our final Exploitation plan due at M36.

Due to the size and length of the Final report, we decided to provide the link to directly download the file and not add it as Annex in the document.

The Final report with the B2-InF Exploitation plan can be downloaded [here](#).



## 6. NEXT STEPS (M19-M36)

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The community building, dissemination and communication activities are the main pillars of Phase 3 of the project - Building Awareness.

For this reason, in the last part of the project, when the results will be available, we will strengthen our effort as follows:

### 1. **Community building and stakeholders engagement:**

our main focus in the last period of the project will be the intensification of the engagement activities, as reported in Section 2, by:

- Organising one to one and group meetings with our stakeholders to present the guidelines, the policy briefs and the other findings of the project.
- Organizing validation workshops with society and other stakeholders;
- Continuing with the one-to-one emailing campaigns to present in detail the guidelines and the policy briefs;
- Contacting policymakers at the national and European levels to present the policy briefs, with a special effort to reach the policymakers in the eight countries involved in our research;
- Organizing ad hoc-activities to transfer the knowledge.
- Leveraging the partners network to reach as many stakeholders as possible

### 2. **Dissemination:**

our main effort will be dedicated to:

- Continue participating in national, European, and international events to present the guidelines and the project's results;
- Publish at least six scientific papers with the main findings of the project;
- Organize openly public courses and seminars with the content of the recommended guidelines. At least one system in each target country for all stakeholders



3. **Communication:**

We will continue working on reinforcing our presence on social media and gathering more subscribers to our newsletter. In addition to this, we will produce ad hoc PR material for events when needed and we will produce some factsheets summarising the guidelines and the policy briefs. In addition, we will produce two explanatory videos, as reported in section 4.

To promote the main findings of our project (especially the guidelines) we will prepare a Press release which will be translated in several languages (at least eight) and sent to different specialised and non specialised media across Europe.

4. **Exploitation:**

Starting from intermediary exploitation plan worked with the Horizon Results Booster experts, we will organize at least two meetings to discuss and finalise our exploitation plan, which will be included in D4.4 at M36.

