



REVERT

DELIVERABLE 7.2

Dissemination & Communication Activity Report - 1



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 848098.

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Contributing partner(s)	All
Work Package	WP7 Dissemination and Exploitation of the research results
Deliverable type	Report
Contractual delivery date	31.12.2020
Actual delivery date	
Dissemination level	Public
Version	1

ABSTRACT

The 1st Communication and Dissemination activity report is the main document outlining the communication and dissemination activities occurring in the first year of the REVERT project.

STATEMENT OF ORIGINALITY

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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EXECUTIVE SUMMARY

The focus of REVERT's Work Package 7 (WP7) – "Dissemination and the Exploitation of the research results of the project" is on sharing the project's results with health, social care, research and support organisations within the participating countries and other stakeholders beyond the REVERT consortium who are interested in innovative, alternative and personalized therapy for the treatment of mCRC.

This deliverable represents the 1st Communication and Dissemination activity report is the main document outlining the communication and dissemination activities occurring in the first year of the REVERT project, as described in Milestone 7.1 (Communication and Dissemination Plan).

Overall, the dissemination activities during the first year of the project have been a slow achievement across the different channels used and the REVERT project has already been able to reach a wide audience. In a nutshell, the activities carried out include:

- Production of dissemination material including the REVERT leaflet, brochure etc.
- Production of dissemination and communication guidance material as well as several templates for internal use within the consortium;
- Circulation of the first REVERT newsletter in a digital format;
- Launch of the REVERT website;
- Launch of the REVERT social media profiles and promotion of the project via these channels;
- Publication of interesting news related to the project achievements and related topics both on the project website and social media.

1. INTRODUCTION

Colorectal cancer (CRC) is among the most frequent causes of cancer deaths (<https://seer.cancer.gov/statfacts/>). About 50% of CRC patients with local or regional disease will develop distant metastases, while almost 21% of CRC patients have metastases already at the time of diagnosis, with a 5-year survival of 13.8% (<https://seer.cancer.gov/statfacts/>). The selection of the optimal first-line treatment therefore represents a crucial step in the therapeutic pathway of patients with metastatic CRC (mCRC), allowing a significant improvement in both the objective response rate (RR) and overall survival (OS) thanks to the development and combination of different drugs, both cytotoxic (fluoropyrimidine, oxaliplatin, irinotecan) and biological (cetuximab, panitumumab, bevacizumab).

In this context, the REVERT project will address the specific challenge of understanding at the system level the pathophysiology of mCRC cancer in patients who respond well or poorly to therapies, in order to design an optimal strategy for mCRC on a case by case basis, with therapeutic interventions modulated according to the characteristics of the patient. As a result, REVERT will develop an innovative artificial intelligence (AI) based decision support system using the real world experience and data of experienced general hospitals operating in the EU health system, ultimately in order to develop an improved model of combinatorial therapy - based on a personalized medical approach - which identifies the most efficient and economical therapeutic intervention for patients with unresectable mCRC. This objective will be pursued through the construction of REVERT-DataBase (RDB) thanks to a large number of standardized biobank samples with related structured data and clinical databases (including known clinical and biological aspects, as well as new, potential prognostic / predictive biomarkers) from different important European clinical centers. The RDB, in turn, will be used to build a sophisticated computational framework based on artificial intelligence to evaluate its impact on survival and quality of life in a prospective clinical trial by testing new treatment sequences of available molecular drugs authorized for mCRC patients. In the end, the REVERT will also generate an EU- network among SMEs, Research Institutions, Clinical Centres and Biobanks focused on R&D in the field of AI-Health for the development of personalised medicine.

In this framework, the importance of timely and effective communication of project activities and results is inherent to the success and the overall impact of the REVERT project.

Dedicated dissemination and communication activities are to be pursued throughout the entire life cycle of the REVERT project to achieve the widest possible impact in Europe (and beyond). This deliverable represents the 1st Communication and Dissemination activity report and outlines the dissemination and communication activities that have occurred in the first project year (M1-M12) of the project as described in Deliverable D7.1 (Communication and Dissemination Plan).

1.1 The focus and objectives of the first project year

During the first project year (M1-M12), Work Package 7 (WP7) focused its efforts on developing and implementing the appropriate dissemination and communication strategy and activities that would result in the best, most effective promotion of the project at the local, national and European levels. For the first year of project's implementation, the main objectives and strategy of the work plan were to:

- Design and launch the REVERT website;
- Design and create the promotional material of the project (logo, overall brand presentation, newsletter, project leaflet, social media channels);
- Monitor the project website and social media profiles;
- Participate in events at national and European level to raise awareness and visibility for the project;
- Establish, maintain and enhance collaboration with related EU projects and other relevant initiatives;
- Support to partners in the dissemination of peer reviews and scientific articles

1.2 Type of audience targeted

Addressing the target audiences of a research project is a crucial factor in the uptake and use of the research results. Targeting these audiences through appropriate dissemination means and communication activities is one of the main objectives of WP7.

REVERT partners have identified the following 4 main groups of stakeholders likely to be interested by the project outputs, and therefore targeted by the consortium for dissemination activities.

Regional, National and EU policy leads: at the local, regional, national and European level, policy makers are of primary interest for the REVERT consortium, given that they are responsible for decisions in policy making and policy implementation with regard to prevention, good health and artificial intelligence on national and regional levels. Interaction with different policy and networking groups will ensure that REVERT results are exploited at EU level and inform policy making and other related projects. This target group includes high level national representative bodies as ministries of health, EU Office of Public Health, EU Social Insurance Office, the European Economic and Social Committee and national/regional public health institutions. As the support of policy making processes on supra-national level will be one of REVERT key dissemination goals, discussions, debates and promotion of project's findings and products developed, will be organised through international conferences and targeted round-table discussions.

Scientific community, Professionals of the Health and Social, Academic and Research sector (public and private), SMEs & Industry: health professionals will be involved in the dissemination of knowledge within the basic and continued medical education (CME). In particular, this target group is formed by those in charge of implementing interventions of health care, promotion and prevention of health at different levels of the system. It includes relevant stakeholders from both the health and digital sectors (public and private), clinicians and medical practitioners in hospitals, such as physicians and nurses, local associations, local governmental and nongovernmental sectors and hospitals at EU, national, regional and local level. Moreover, specific groups within the scientific community are expected to show the highest interest; in particular, scientific audience in the field of health promotion, prevention, oncology and health technologies. As the involvement of scientific audience from related fields and wider is one of the key challenges of the dissemination of the REVERT project's results, scientists will have free and open access to publications. In fact, the purpose of addressing these groups is to generate grants, collaboration opportunities, technological development and translation to health services. Links with specialised research centres and communities around key European and national funded projects involved in activities related to REVERT will also be established in order to exchange research results and experiences in the field of mutual interest, avoid replication of work and maximise dissemination results. Furthermore, it is in the interest of the scientific community to make use of the data produced by REVERT to further advance science and technology.

Associations of patients, Non-governmental organizations, Associations for CRC research: All of the project's dissemination activities will target this group, in order to contribute to raise awareness, and to foster knowledge sharing and participation to the project assessment. In this sense, the use of social media that clarify the project concepts and the innovations possible in CRC care is a key communication means.

General national and international audience: Even if this audience is considered not to have a scientific or technical background, any organization or individual interested in health promotion, prevention, oncology and health technologies (Artificial intelligence) as key aspects of health and social care reform would find information within the REVERT project website, as well as social media.

Depending on the target group, different communication and dissemination tools and materials will be produced, as shown by the following table:

Table 1 - Dissemination tools adapted to the target population

Target groups	Dissemination tools
<ul style="list-style-type: none"> Professionals of the Health and Social, Academic and Research sector (public and private) SMEs & Industry 	<ul style="list-style-type: none"> Periodic Newsletter Website Publications Brochure and Poster and Totem Social Media
<ul style="list-style-type: none"> Associations of patients Non-governmental organizations Associations for CRC cancer research 	<ul style="list-style-type: none"> Public media (press release) Periodic Newsletter Website Brochure and Poster and Totem Social Media
<ul style="list-style-type: none"> Local, regional, national and European Policy makers 	<ul style="list-style-type: none"> Participation in political meetings Stakeholder meetings Project Reports Social Media
<ul style="list-style-type: none"> General national and international audience 	<ul style="list-style-type: none"> Website Publications Social Media

2. DISSEMINATION & COMMUNICATION ACTIVITIES CARRIED OUT DURING THE FIRST YEAR OF THE PROJECT

2.1 Visual identity

A common brand was created in M3 in order to transmit internally and externally an idea of global presence, a way of being and doing things, the values and strengths and in order to establish a strong and effective visual identity.

The establishment of a visual identity for the project at the very beginning included, first of all a logo design (Figure 1) and colour scheme.

Figure 1 – REVERT project logo



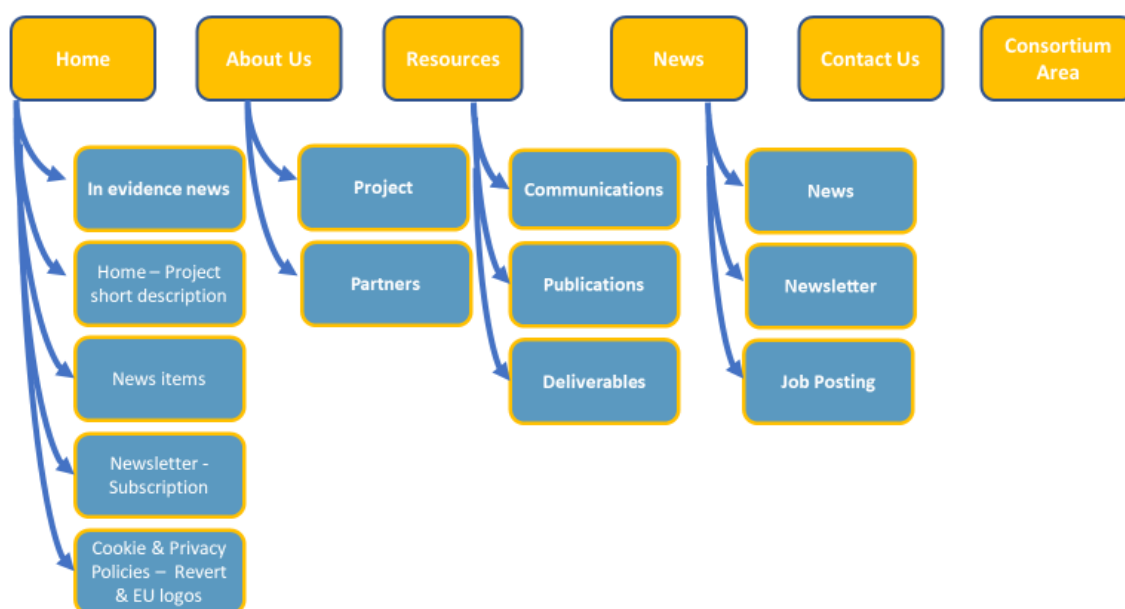
In order to ensure a consistent appearance of the project, various templates have already been and will be professionally designed as the project develops, including: word templates for project reports, meeting agendas, minutes, news stories, and News Feed/Social Media messages, as well as a power point presentation template, and templates for both the project leaflet and brochure. A strong corporate design has an impact on the project members and improves the target groups' awareness of the project. It presents a professional image of the project and helps to increase its trustworthiness. Therefore, all the partners are asked to adhere to the brand for all REVERT communications across the lifetime of the project.

2.2 Website

The REVERT project website was launched in project month 3 (first news was published March, 8, 2020) and can be directly accessed using the URL www.revert-project.eu. The website represents one of the most important dissemination and working tools of the project communication strategy. The REVERT project website is be one of the most important dissemination and working tool of the project communication strategy. It is an interactive and strategic contact tool, where stakeholders can find hypertexts and information, upcoming REVERT events, intermediate and final reports, layman reports, newsletters (and the possibility to subscribe for the newsletter) and any published article or communication material. The website also includes information for the press and general public as well as job postings of the partners. Content and language will be carefully tailored according to the specific target audience.

The page has been built on WordPress, an open-source content management system, and uses a responsive layout thereby allowing seamless output on different types of user agents (e.g., mobile phones or tablets). It follows the project’s overall visual identity and was designed to guide visitors’ attention to content matter in an appealing way. Figure 1 displays the current structure of the REVERT website as implemented at the beginning of the project.

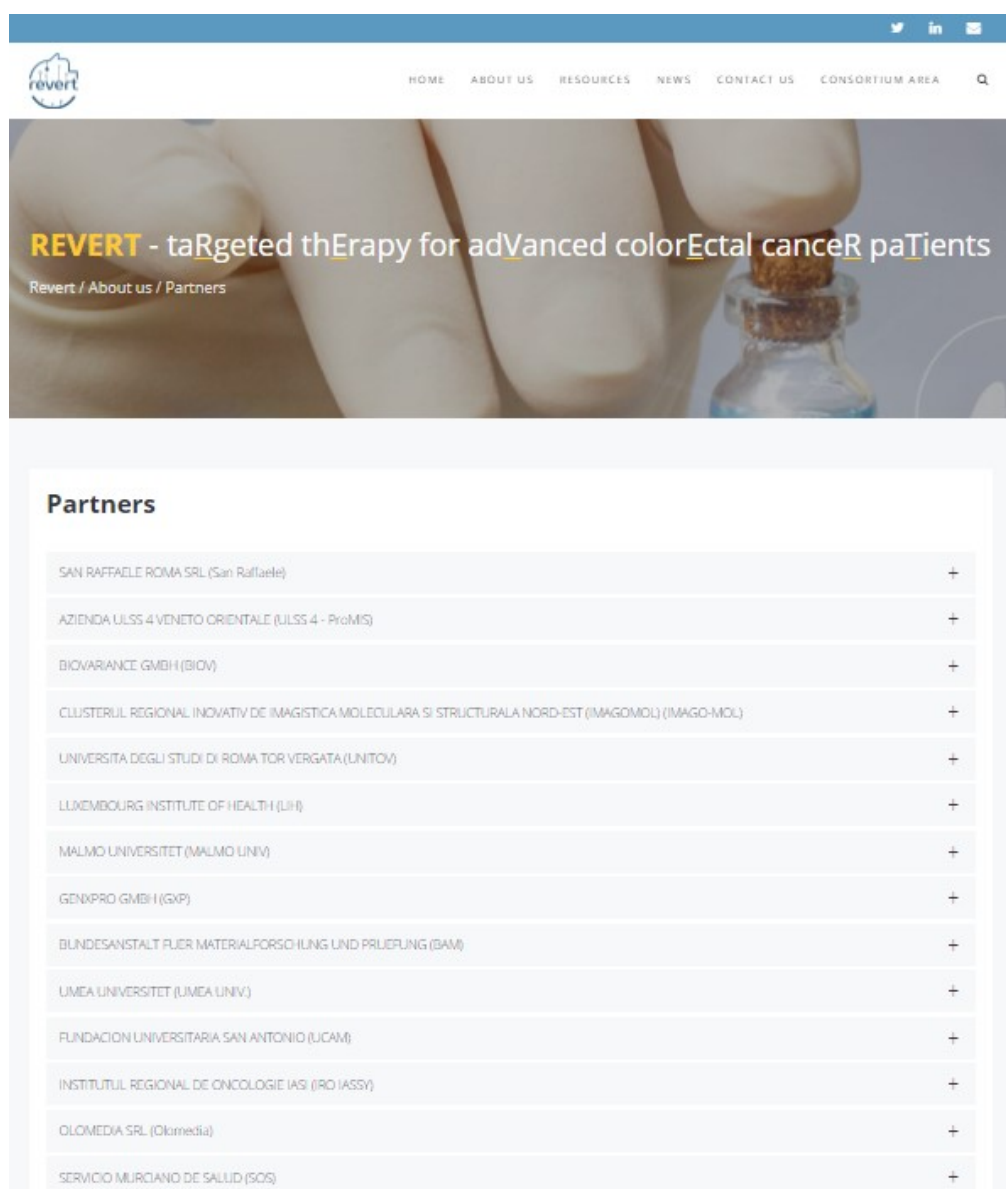
Figure 2 – REVERT project website structure



The “About us” section includes the description of the background of REVERT, in order to inform the different categories of stakeholders and website visitors in relation to the context in which the project has been created. Likewise, all the actors of the consortium collaborated by supplying a brief presentation of their own organisation, in order to populate the website with partners’ profiles, to provide not only visibility for the countries participating in the project but also to inform interested

website visitors about different local contexts. For illustrative purpose, a screenshot of the partner profiles page is presented in Figure 3.

Figure 3 – ABOUT US – Partners page



Moreover, the “Resources” section has been implemented with downloadable web versions (PDF) of promotional material produced in the first project year, such as the REVERT brochure. The Publications section was defined and relevant public deliverables will be added to this section as they become available. The search function is intended to support users in targeting information relevant to them.

During the first project year the main focus of the website as a dissemination channel has been on maintaining a sustained interest in project activities among a broad audience. It has been regularly updated bi-weekly after the first-wave pandemic period and the summer with news items

highlighting partners’ project activities in the framework of the project and or about fighting cancer and colorectal cancer in Europe. The six most recent news items are always automatically presented on the homepage of the website, causing its appearance to change regularly thus motivating visitors to further explore and come back to the website. In total, 10 news items have been published on the website in the first project year. It includes all the periodic newsletters shared among partners, participants, key stakeholders and their networks of affiliates. A specific area was set up in order to subscribe and receive it its edition every six months (see Figure 4)

Figure 4 – Newsletter section



The screenshot shows a newsletter subscription form titled "Newsletter" and "SUBSCRIBE TO OUR NEWSLETTER". It contains four input fields: "First Name", "Last Name", "Organization", and "Your email". Below these fields is a blue "Subscribe" button and a checkbox labeled "I have read and agree to the terms & conditions".

Furthermore, the “Job posting” button was included in order to dedicate a specific area for partner organisations willing to hire experts, post-docs or PhD students. Each job position will be linked to the dedicated page created by the REVERT partner interested in employing personnel. During 2021 the section will be populated (see section 3).

Furthermore, a specific Consortium (reserved) area was established by M3 with the main purpose to better disseminate the final version of deliverables among the partners. Each partner can directly update and contribute to the content’s definition of the website, thanks to a password-protected reserved area.

The update of the website content, layout and design is ongoing throughout the implementation of the project.

Statistical data on traffic volumes and visitor information for the website is gathered via the evaluation tool Google Analytics. Details are presented in the tables below:

Table 2 - Website statistical data

Field	Data
Number of visits	944
Number of pageviews	2372
Number of visitors	563

In the period from February 2020 to 11th December 2020, the official REVERT website attracted almost a thousand visits, generating around 3000 pageviews. With reference to the number of visitors, additional details on both returning and new visitors and the country origins of the visitors are reported below.

Figure 5 – Percentage of the Project Website visitors

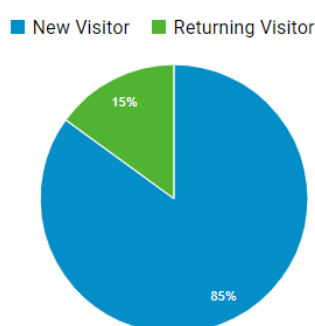


Table 3 - Visitors origins

Country	Visitors
1. Italy	157 27,89%
2. Spain	94 16,70%
3. United States	48 8,53%
4. Sweden	38 6,75%
5. Germany	37 6,57%
6. Romania	36 6,39%
7. Netherlands	32 5,68%
8. United Arab Emirates	20 3,55%
9. Finland	20 3,55%
10. China	18 3,20%

2.3 Social media

Social networks seek to facilitate open and updated information on project progress to a broad spectrum of stakeholders and a general audience. As they allow a rapid information flow, they have

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been employed to elicit feedback and comments from key stakeholders and to facilitate synergies with other initiatives, projects and/or organisations at national and European level. To exploit the opportunities potentially generated by social media, REVERT is present on Twitter and LinkedIn. Further interaction with REVERT tweets and the engagement of the new stakeholders has been achieved by:

- using the following hashtags #europeanproject #revertproject #europeanproject #revert #colorectalancer #CRC #mCRC #H2020 #artificialintelligence #AI
- tagging relevant profiles (European Commission, EU Health, etc.);
- re-tweets;
- informative posts promoting interesting content coming from the UNICORN consortium, as well as outside.

Twitter

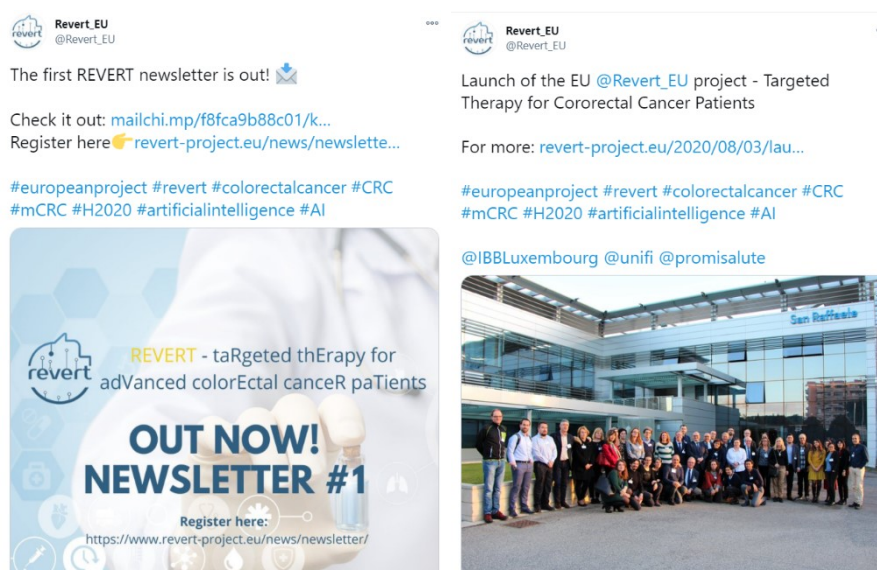
REVERT twitter profile has been launched in M1 of the project; screenshot of the profile is following reported:

Figure 6 - Twitter Profile



The REVERT Twitter profile focuses on promoting the project to a broad European public, advertising key concepts related to REVERT and keeping up news about its project partners, related initiatives as well as EU profiles. In addition, whenever applicable, posts and tweets have been supported by visuals and linked to the project website. Tweet have been also shared by the project partners of their twitter profiles, enabling a better communication of the project at local level. For illustrative purposes, two examples of tweets are included below:

Figure 7 – Project Tweets



Through the publishing of tweets, the project Twitter profile has so far collected 26 followers while. Selected statistical data provided by the built-in tool Twitter Analytics are included in the following table:

Table 4 - Twitter statistical data

Field	Data
Number of tweets of Revert profile	16
Number of visits of Revert profile	369
Number of partners' posts	46
Number of impressions of Revert profile	7959
Number of impressions of partners' profile	7326

LinkedIn

As a networking site for professionals, LinkedIn can be used reach out to a more specialised audience when compared to Twitter. The REVERT LinkedIn profile has been launched in M3 of the project and by 10th December 2020 has so far collected 19 followers. As a dissemination channel, LinkedIn will become more important at a later stage at the project, when tangible outputs have been produced by the project which can then be presented to a dedicated network.

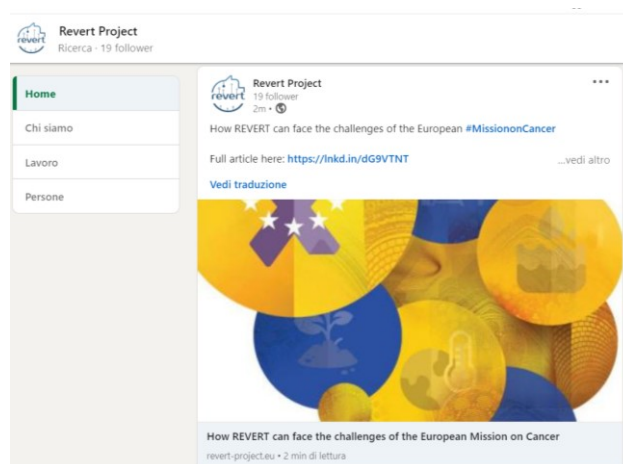
Selected statistical data are provided below.

Table 5 - LinkedIn statistical data

Field	Data
Number of posts of Revert profile	11
Number of visits of Revert profile	84
Number of partners' posts	16
Number of impressions of Revert profile	650
Number of impressions of partners' posts	1096

Finally, for illustrative purposes, an example of post is following reported:

Figure 8 – LinkedIn profile



2.4 Newsletter

The REVERT newsletter represents an essential and powerful tool for disseminating information on events, as well as on the upcoming activities of the project. The newsletter is produced and circulated in electronic format using the Mailchimp marketing service and a registration form has been integrated on the REVERT website.

The newsletter is a valuable opportunity for all stakeholders, as well as for the wider public, to learn more about the activities carried out by the project.

The 1st newsletter issue of the REVERT project was launched in October 2020 presenting, for instance, the launch of the project in Rome in January 2020 and, in particular, the interview of Fiorella Guadagni, Scientific Institute for Research, Hospitalization and Health Care (IRCCS) San Raffaele Pisana, the REVERT Project Manager who presented the project strategy and the approach chosen for targeting correct treatment for metastatic CRC patients.

Creation of the first preliminary mailing list for the REVERT project has been carried out by filling in the stakeholders mapping tool, distributed by ProMIS to all partners in M4.

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A total of 304 contacts have been collected. Thus, the first newsletter of the project has been distributed to all the REVERT subscribers. Furthermore, it has been circulated by email to the ProMIS database, reaching 4760+ subscribers. This was to give the project's first email campaign as wide a spread as possible and to assist in growing the REVERT newsletter mailing list.

The first newsletter of the REVERT is available as a PDF document online and are accessible via the REVERT website under the section "News". The full version of the newsletter is also included in Appendix I.

Newsletters are published on a six-monthly basis with the second issue of the newsletter to be released by the end of February 2020.

2.5 Promotional material

Dissemination promotional materials were generated in the first project year in order to create and maintain the common identity of the project, raise its visibility, inform stakeholders about the objectives of the project, and support project partners with their promotional activities in workshops, face-to-face meetings, etc. All the material was produced in English by the dissemination team and includes both digital and print options and was tailored for different target audiences. Specifically, during Y1 a project brochure has been created and uploaded to the project's website and a leaflet template has been made available to all partners.

The layout of all promotional material includes the REVERT logo, the disclaimer according to the grant agreement and the EU emblem. For environmental purposes it was decided that the printing of both brochure and leaflet would be each project partner's own responsibility.

Brochure

The project brochure aims at generating interest in the research project amongst the broadest possible audience (mass distribution). Project brochure has been made available both digitally and as a hardcover for promotion at relevant meetings and conferences. The REVERT brochure has been produced in English and it is also available for downloading it on the REVERT website under the "Resource" section. Figure 9 shows the REVERT brochure.

Figure 9 – Revert project brochure



Leaflet

The leaflet has the objective to introduce the project, its objectives, background and list of partners in an attractive, user-friendly way, while also aiming to raise interest and stimulate motivation among its recipients to further explore and follow the progress of the project. Hence, it includes the project's social media profiles and the link to the REVERT website. During the first year of the project a leaflet template was created (see figure n. X). Its format is an A4 paper sheet folded into a Z-like shape, printed on two sides.

Figure 10 – Leaflet template





2.6 Publications

Following the REVERT Dissemination and Communication Plan, several publications has been released in scientific reviews and peer journals, general and specialised press and blogs. In particular, during the first year of the project a total of 6 publications helped to strengthen the awareness and knowledge of REVERT and enhances the discussion and knowledge exchange with external experts. Partners have contributed to the production of peer reviews and scientific articles. The full list of publication is included in table 6 and for an illustrative purpose a screenshot of a publication is reported below:

Figure 11 – IMAGO MOL publication

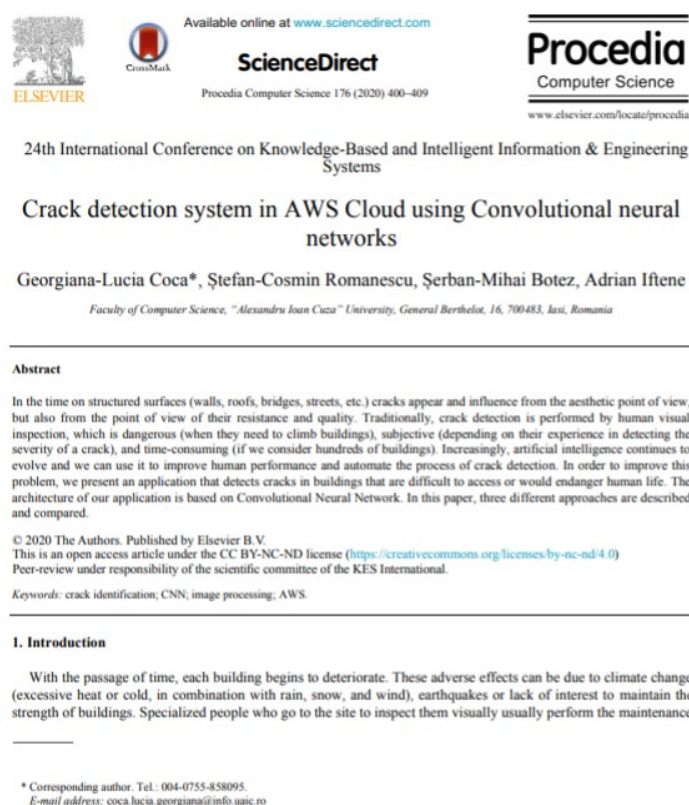


Table 6 - 1st Year publications

Title of the publication	Date of the publication	Topic of the publication	Journals and/or open access platforms	Type of audience reached	Other (Please, specify)	REVERT partner
When will the mist clear? On the Interpretability of Machine Learning for Medical Applications: a survey.	2/10/20	In this survey, current machine learning models, frameworks, databases and other related tools as applied to medicine - specifically, to cancer research - are analysed and related interpretability, performance and the necessary input data are discussed.	Arxiv	large public	https://arxiv.org/ftp/arxiv/papers/2010/2010.00353.pdf	IMAGO MOL/UCAM
UAICS at SemEval-2020 Task 4: Using a bidirectional transformer for Task A.	12/12/20	Cușmuliuc, C. G., Coca, L. G., Iftene, A. 2020. UAICS at SemEval-2020 Task 4: Using a bidirectional transformer for Task A. Proceedings of the Fourteenth Workshop on Semantic Evaluation. International Committee for Computational Linguistics. Barcelona, Spain (online) pp. 609-613, December 12, 2020	Association for Computational Linguistic - ACL	large public	https://www.aclweb.org/anthology/2020.semeval-1.77.pdf	IMAGO MOL
Crack detection system in AWS Cloud using Convolutional neural networks	16-18/2020	Coca, G.L., Romanescu, S.C., Botez, S.M., Iftene, A. 2020. Crack detection system in AWS Cloud using Convolutional neural networks. In 24rd International Conference on Knowledge-Based and Intelligent Information & Engineering Systems. 16-18 September. Procedia Computer Science, vol. 176, pp. 400-409.	Procedia Computer Science - Journal - Elsevier	large public	https://www.sciencedirect.com/science/article/pii/S1877050920318652	IMAGO MOL
Learn Chemistry with Augmented Reality	16-18/2020	Macariu, C., Iftene, A., Gîfu, D. 2020. Learn Chemistry with Augmented Reality. In 24rd International Conference on Knowledge-Based and Intelligent	Procedia Computer Science - Journal - Elsevier	large public	https://www.sciencedirect.com/science	IMAGO MOL

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		Information & Engineering Systems. 16-18 September. Procedia Computer Science, vol. 176, pp. 2133-2142.			e/article/pii/S1877050920321542	
Exploiting Social Networks. Technological Trends. Habilitation	1/10/20	Iftene, A. 2020. Exploiting Social Networks. Technological Trends. Habilitation Thesis submitted at "Alexandru Ioan Cuza" University, December 2019. The thesis was presented on January 13, 2020, Iasi, Romania. Technical Reports, TR 20-01, ISSN 2668-1765, ISSN-L 1224-9327	Arxiv	academia	https://arxiv.org/ftp/arxiv/papers/2004/2004.14386.pdf	IMAGO MOL
Prehospital Cerebrovascular Accident Detection using Artificial Intelligence Powered Mobile Devices,	4/12/20	Cristian Simionescu, Madalina Insuratelu, Robert Herscovici. (2020) Prehospital Cerebrovascular Accident Detection using Artificial Intelligence Powered Mobile Devices, Procedia Computer Science, Volume 176, 2020, Pages 2773-2782, ISSN 1877-0509,	Procedia Computer Science - Journal - Elsevier	large public	https://www.sciencedirect.com/science/article/pii/S1877050920321839	IMAGO MOL

2.7 Events

During the first project year, few partners have organised dissemination actions to spread information at different selected events, supported by a series of documents such as the ppt template, the poster template, the leaflet, policy briefs and publications.

Due to the COVID-19 pandemic, not all partners started organising meetings with practitioners, pharmaceutical, diagnostic and IT companies, policy makers, commissioners, social sector professionals and service users to inform about aims and activities of the project and to start creating awareness at the European level. By the way the opportunities of REVERT have been explained to many kinds of target groups. The table 7 describes international events participated in and attended by REVERT partners in the first project year.

2.7.1 International & national events

Table 7 - International events participation

Name of the event	Date of the event	Type of event	Partners	Number of participants	Communication material used	Type of audience reached	Objectives	Outcomes
"Artificial Intelligence: applications and implications for precision medicine benefit"	19/08/2020	online conference	IMAGO-MOL	60	PPT (including REVERT project presentation)	researchers, PhD students, professors, medical doctors	Presentation of the experience of using artificial intelligence algorithms in the medical field, starting from the concerns of the academic members of the Cluster and reaching the experience from the clinical practice of using an IA application in the field of lung radiography analysis, presented by the Clinical Hospital of Pneumoftiziologia Iasi. REVERT objectives were also presented.	larger visibility for different IA application in healthcare
C2C Medellin Columbia Cluster and IMAGO-MOL Cluster	18/09/2020	online meeting	IMAGO-MOL	5	PPT (including REVERT project presentation)	cluster managers, project managers, medical doctors	identification of common areas of interest for developing projects	cooperation agreement signed
Internationalisation meeting -ACCIÓ/Catalonia Trade & Investment, the Government of Catalonia's Agency for business competitiveness and IMAGO-MOL Cluster	01/10/2020	online meeting	IMAGO-MOL	5	PPT (including REVERT project presentation)	cluster managers, project managers, medical doctors	identification of common areas of interest for developing projects in medical field	future contacts



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Annual Meeting of the TG Clusters - E-Cluster Days 2020	14/10/2020	webinar	IMAGO-MOL	20	PPT (including REVERT project presentation)	cluster managers, project managers, EEN representatives	presentation of projects implemented during 2020 by the cluster	
Intra-European Cluster Matchmaking Event	11-12/11/2020	online matchmaking	IMAGO-MOL	7	PPT (including REVERT project presentation)	cluster managers, project managers, business organization representatives	identification of areas of collaboration between clusters	potential cooperation projects
Métodos computacionales para el descubrimiento de fármacos	05/11/2020	Webinar	UCAM		Slides	Medical doctors	Introduce medical doctors the benefits of REVERT	
Deep learning, sobrepasando la frontera del Machine Learning	01/12/2020	Webinar	UCAM	70	Slides	Companies and general public	Introduce to deep learning techniques	

2.7.2. Local stakeholders' engagement

The stakeholder analysis will be performed from the next programming period in order to identify the key actors in line with the Cancer Mission. Moreover, due to COVID-19 pandemic, it was difficult to start up defining the approaches for engaging stakeholders available to cooperate in the project activities.

Each partner should identify and then contact their local, regional, national, and EU key stakeholders to obtain their feedback on the level of participation they desire, frequency and type of communication, and any concerns or conflicting interests they have. A stakeholders' analysis will be performed, to identify contexts, interests and drivers and fine-tune the communication strategy. The analysis will also highlight the differences at EU level from MS/regional levels and across MS. Only one partner organised a meeting as described in table 8.



Table 8 - Local stakeholders' engagement

Name of the event	Date of the event	Type of event	Partners	Number of participants	Communication material used	Type of audience reached	Objectives
AI in Medicine	04/12/2020	Optional course for 5th years medical students within University of Medicine and Pharmacy "Grigore T.Popa" from Iasi	IMAGO-MOL	50	PPT (https://docs.google.com/presentation/d/e/2PACX-1vQzrruTwfT8cJcmZkwQlyqy5NTQoYb8FaIFrPRPkxpDgUICLssQvylvFIAsfyN7AaeNiA5jEpgFxHw/pub?start=false&loop=false&delayms=3000)	medical students	To popularize IA concept and applications in healthcare among medical students

2.8 Contribution of the partners to the communication and dissemination of REVERT activities

Almost all the partners in this first year have collaborated in disseminating information and project initiatives through their online communication channels (websites, newspapers, media) in order to create awareness around REVERT.

Since January 2020 the kick-off meeting was shared in many partner websites and many of the partners defined a specific webpage where including the most important elements of REVERT.

Table 9, indeed, lists chronologically all the activities put in place by each of the partner in order to inform all the kinds of target audiences about the Revert objectives.

Table 9 – C&D activities of partners

Title of the content	Date of the publication	Topic of the publication	Partners	Dissemination level	Communication material used	Type of audience reached	Link web page in which the content has been published
taRgeted thErapy for adVanced colorEctal cancer paTients (REVERT)	14/01/2020	Basic information about project / SMS - FFIS partner participation on project resume	Servicio Murciano del Salud	Public	Partner website	Healthcare professionals / researchers	https://ibipo.imib.es/ibipo/encurso.jsf?id_valor=13483&padre=13483
ProMIS partner del progetto Revert – taRgeted thErapy for adVanced cororEctal cancerR patienTs	14/02/2020	Promotion of the project	ProMIS	Public	Partner website & partner newsletter	Healthcare professionals / researchers / general public	https://www.promisalute.it/servizi/notizie/notizie_fase02.aspx?ID=6824
HORIZON 2020 – REVERT	17/02/2020	EU project REVERT for personalized colorectal cancer therapie starts	Biovariance GmbH	Public	Partner website	general public	https://www.biovariance.com/en/blog/press-releases/biovariance-implementing-state-of-



D7.2 – Dissemination & Communication Activity Report - 1

							the-art-artificial-intelligence-to-optimize-colorectal-cancer-therapies/
Article on REVERT kick-off meeting on IMAGO-MOL website	February 2020	Promotion of the project	IMAGO-MOL	Public	Partner website	general public	
News on REVERT kick-off meeting in IMAGO-MOL newsletter February 2020 edition	February 2020	Promotion of the project	IMAGO-MOL	Public	newsletter section	general public	
Kick off meeting launch	February 2020	Promotion of the project	UCAM	Public	Partner website	general public	http://investigacion.ucam.edu/noticias/investigadores-de-la-universidad-catolica-participan-en-un-proyecto-europeo-que
Researchers Group Website	February 2020	Promotion of aims and results of the project	UCAM	Public	Partner website	general public	http://investigacion.ucam.edu/grupos/bio-hpc/uk/scientific-production/r-d-competitive-projects
Tratamientos personalizados para la intervención terapéutica del cáncer colorrectal	February 2020	Promotion of the project	UCAM	Public	Newspaper	General Public	http://lavoz.ucam.edu/documentos/lavoz-febrero-2020.pdf
Article Artificial intelligence in oncology: European REVERT project kicks off REVERT	February 2020	Promotion of the project	LIH	Public	Partner website	National and international, specialised and lay audience	https://www.ibbl.lu/2020/02/05/artificial-intelligence-in-oncology-european-revert-project-kicks-off/





D7.2 – Dissemination & Communication Activity Report - 1

Proyecto REVERT - taRgeted thERapy for adVanced colorEctal canceR paTients	02/03/2020	To inform about the project and Kick off meeting Rome	Servicio Murciano del Salud	Public	Partner newsletter	Healthcare professionals / researchers / general public	http://www.imib.es/portal/noticia.jsf?subentrada_actual_web=13484&padre=13484
Project description	May 2020	REVERT website section on Imago-Mol webpage	ProMIS	Public	Partner website	General public	https://www.promisalute.it/servizi/Menu/dinamica.aspx?idSezione=17227&idArea=23987&idCat=23995&ID=23995&TipoElemento=categoria
Project description	May 2020	REVERT website section on Imago-Mol webpage	IMAGO-MOL	Public	Partner website	General public	https://www.imago-mol.ro/revert-targeted-therapy-for-advanced-colorectal-cancer-patients/?lang=en
International Project Office website (Spanish version)	June 2020	Promotion of aims and results of the project	UCAM	Public	Partner website	General public	http://investigacion.ucam.edu/opri/proyectos
International Project Office website (English version)	June 2020	Promotion of aims and results of the project	UCAM	Public	Partner website	General public	http://investigacion.ucam.edu/en/opri-office/projects
REVERT	11/09/2020	REVERT - Targeted therapy for patients with advanced colon cancer	Bayfor	Public	Partner website	general public	https://www.bayfor.org/en/projects/projects-with-thematic-filter/revert.html
Il progetto REVERT sul cancro metastatico del colon retto pubblica la prima newsletter	27/10/2020	Promotion of 1° project Newsletter	ProMIS	Public	Partner website & partner newsletter	Healthcare professionals / researchers / general public	https://www.promisalute.it/servizi/notizie/notizie_fase02.aspx?ID=9429





D7.2 – Dissemination & Communication Activity Report - 1

Article on Interview with Fiorella Guadagni, REVERT project coordinator description	October 2020	Article	IMAGO-MOL	Public	Partner website	General public	https://www.imago-mol.ro/interview-with-fiorella-guadagni-revert-project-coordinator/?lang=en
News on Interview with Fiorella Guadagni, project coordinator in IMAGO-MOL newsletter October 2020 edition	October 2020	Article	IMAGO-MOL	Public	newsletter section	general public	
Summary of Revert and the associated links on the homepage of the website of our Institution	November 2020	Promotion of project	ULSS 3	Public	Partner website	External Users of the website, Internal Staff/Collaborators	https://www.aulss3.veneto.it/Progetti-europei
Boletín informativo del proyecto europeo REVERT - targeted thERapy for adVanced colorEctal cancer paTients	30/11/2020	To inform about the project newsletter, subscription link and social media project accounts	Servicio Murciano del Salud	Public	Partner newsletter	Healthcare professionals / researchers / general public	https://www.imib.es/portal/noticia.jsf?subentrada_actual_web=14255&padre=14255
2020 - A full and rewarding year	December 2020	Promotion of project	LIH	Public	Partner website	National and international, specialised and lay audience	https://www.lih.lu/blog/our-news-1/post/2020-a-full-and-rewarding-year-375
Project presentation	December 2020	Promotion of project	IRO INSTITUTUL REGIONAL DE ONCOLOGIE	Public	Partner website	General public, all patients with cancer	https://www.iroiasi.ro/proiecte-eu



3. LESSONS LEARNT FROM THE FIRST PERIOD IN MOVING THE NEXT 6-12 MONTHS' DISSEMINATION

The utility and power of the First Communication and Dissemination report is to take stock of the situation, highlighting the critical issues and/or activities that need to be better developed.

In this sense, we need to specify that the advancement of the first-year actions of the Revert project has been affected by the Covid-19 emergency which has engaged at the forefront both different project partners and their stakeholders. Indeed, the general slowdown of the planned activities caused a re-programming of the timing and in particular of communication and dissemination activities.

In this framework, the involvement of local/national and European stakeholders was limited due to the pandemic restrictions, as they did not allow the organization of face-to-face events, workshops and general opportunities to disseminate and present the REVERT project, its activities and/or its preliminary results. Starting from this, during the next 6/12 months of the project, the communication and dissemination team will guide its partners in an initial mapping activity which aims to identify potential networks, initiatives, projects interested in establishing collaborations and synergies. Following this first mapping phase, the representatives of networks, initiatives, projects will be contacted and opportunities for the promotion of the REVERT project at both national and European level will be investigated.

Considering the current situation in terms of pandemic health emergency, the Communication team is channelling its efforts into exploring ways to transform this troublesome situation into an opportunity. Hence, activities could be arranged and performed digitally, exploiting the use of videoconference platforms and digital promotional material.

The analysis of this first period of the project has also shown that many tools, such as the REVERT website, social media and promotional material, have been created and further developed, however it is time to boost them. In this sense, partners are encouraged to consider more ways to extend and involve their stakeholders and the wider community, by strengthening their presence and work through online tools.

The Communication and Dissemination team will also start developing the "Job Postings" section of the REVERT project website, asking partners to contribute if they wish to include job postings from experts, post-docs or PhD students.

With reference to publications in scientific reviews, peer journals (with open access) and general and specialized press and blogs, partners will be supported with the dissemination of their articles once they will be published. This will strengthen the awareness and knowledge of REVERT and enhances the discussion and knowledge exchange with external experts. Every partner is therefore encouraged to contribute in publishing in the fields of oncologic, diagnostic and IT research, guaranteeing that the results of REVERT will be made available in high-impact scientific journals with open access.

Appendix I



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 848098"

REVERT - taRgeted theRapy for adVanced colorEctal cancer paTients



All the news from the REVERT project, directly in your inbox

The [REVERT project](#) will publish twice a year news, events, webinar, original articles on the project results and on Cancer's theme.

Want to know more about Revert project's work?

[Sign up](#) for our newsletter for hand-picked articles, news, and more.



Launch of the new Horizon 2020 Project focused on Targeted Therapy for Colorectal Cancer Patients

In January 2020 the European [REVERT](#) (Targeted Therapy for Colorectal Cancer Patients) Project, funded by the European Union's Horizon 2020 research and innovation programme was launched. The project, which kicked-off the last 30th - 31st January in Rome, is coordinated by IRCSS San Raffaele of Rome. It will address the specific challenge of understanding at system level the pathophysiology of mCRC cancer in patients responding well or poorly to therapies, in order to...

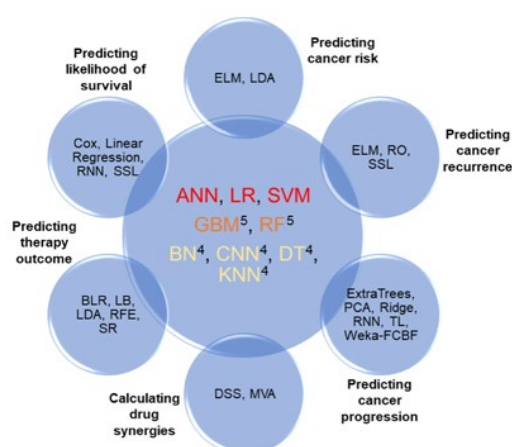
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Insights from REVERT: how to cope with the Colorectal Cancer Patients

The REVERT consortium involves top performing research institutes, SME, as well as long established biobanks in all participating Member States, which will guarantee the access to a very large amount of data and the involvement of many clinical centres. Partners are highly skilled in AI models, data management, biomarkers discovery, and clinical oncology settings. In this context, IRCCS San Raffaele Pisana will function as Project Coordinator ensuring...

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“When will the mist clear? On the Interpretability of Machine Learning for Medical Applications: a survey”

Artificial Intelligence is providing astonishing results, with medicine being one of its favourite playgrounds. In the short-term future, computers may be capable of formulating diagnoses and choosing the correct treatment, while robots may perform surgical operations, and conversational agents could interact with patients as virtual coaches.

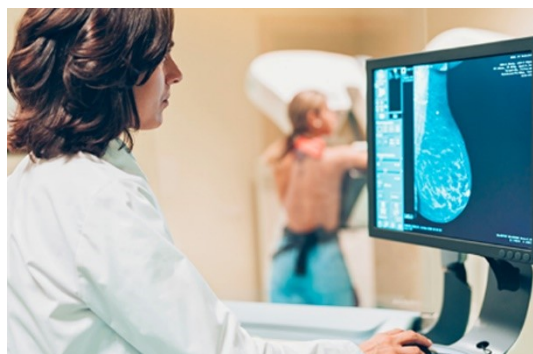
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How REVERT can face the challenges of the European Mission on Cancer

“Conquering Cancer: Mission Possible” is one of Europe’s top five major societal challenges. In line with the Revert approach, the Board recommend to “advance and implement personalised medicine approaches for all cancer patients in Europe”, since, nowadays, many cancer patients still do not benefit from personalised medicine approaches. Moreover the Board also recommend to..

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1,4 fewer screenings for cancers in the first 5 months of 2020 as a result of the outbreak

As a result of the Covid-19 pandemic, in the first 5 months of 2020, approximately one million and four hundred thousand fewer screening tests for cancer were performed in Italy than in the same period of 2019. These neoplasms have not disappeared, but will be identified at a later stage, with lower chances of recovery and, consequently, more resources for treatment...

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European Cancer Leagues vision for beating the cancer

Cancer is one of the main priorities of the European Commission on the health domain! Therefore, the last March 2020, the European Cancer Leagues (ECL) has published the Europe's Beating Cancer Plan Position Paper 2020 - Towards providing better cancer control, improved cancer care and tackling inequalities throughout the EU. The paper sets the framework of cancer leagues' understanding of cancer policy and what is required to reverse the increase in cancer...

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Challenge Cancer Intergroup: the first and only EU Parliamentary Intergroup on cancer

The first and only EU Parliamentary Intergroup was conceived by ECPC as a result of its ongoing commitment and involvement in supporting the “Mission” concept in Research and Innovation, adopted by the European Commission, together with prominent scientists, physicians and researchers, members of the European Academy of Cancer Sciences (EACS). It will serve as a forum for MEPs from all political parties to engage in dialogue with...

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The European Code of Cancer Practice: how to implement good clinical practices

Cancer prevention and screening are a vital and cost-effective part of any initiative to control many cancers and reduce the number of deaths from cancer across Europe. In order to improve outcomes for all of Europe's cancer patients, the European Code of Cancer Practice (The Code) sets the core requirements for good clinical cancer practice..

[Read more »](#)

Why this Revert mail is reaching you?

One key focus of REVERT project is to disseminate project result to relevant policy makers and the identify target group (scientific and professional community, public health policy makers, general public) in the participants MSs and at EU level as part of a comprehensive program for health promotion and prevention of cardiovascular diseases. Timely and effective communication of activities, learning, outcomes and results is crucial for the uptake and ultimate success of REVERT. In this first months of the project, all partners have contributed to identify and contact key stakeholders at local, regional, national and international level. Particularly, in order to encourage this phase, the brochure has been drafted and uploaded in the specific [communications](#) page of the project website. Moreover, LinkedIn and Twitter profiles have been set up during the third month of the project and with the purpose of better disseminate and communicate REVERT to the wider public.

Let us know

If there is something you want to make us know, we would appreciate your feedback.

Feel free to write here:

Coordinator: Scientific Institute for Research, Hospitalization and Health Care (IRCCS) San Raffaele Pisana

info@revert-project.eu

For more on this and to be kept updated on the **REVERT Project** activities remember to **subscribe to our newsletter**

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End of Deliverable 7.2

