



REVERT

DELIVERABLE 7.4

Dissemination & Communication Activity Report - 3



AUTHORS

Lisa Leonardini	ProMIS	Monica Manfrin	ProMIS
Nicola Scomparin	ProMIS	Francesca Gastaldon	ProMIS
Giovanni Viganò	ProMIS	Lola Patumi	ProMIS
Paola Semisa	ProMIS	Claudio Grassano	ProMIS
Sandita Florea	ProMIS		

Deliverable lead partner	ProMIS
Contributing partner(s)	All
Work Package	WP7 Dissemination and Exploitation of the research results
Deliverable type	Report
Contractual delivery date	31.12.2022
Actual delivery date	30.12.2022
Dissemination level	Public
Version	1

ABSTRACT

The 3rd Communication and Dissemination activity report is the main document outlining the communication and dissemination activities occurring in the third 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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

DISCLAIMER

Disclaimer: The content of this Dissemination & Communication Activity Report represents the views of the authors only and is their sole responsibility; it cannot be considered to reflect the views of the European Commission. The European Commission do not accept any responsibility for use that may be made of the information it contains.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
1. INTRODUCTION	6
1.1 The focus and objectives of the third project year	7
1.2 Type of audience targeted	7
2. DISSEMINATION & COMMUNICATION ACTIVITIES OF THE 2° YEAR OF THE PROJECT.....	9
2.1 Website update	10
2.2 Social media.....	11
2.3 Newsletter	13
2.4 Publications	14
2.5 Events	18
2.5.1 International & national events	19
2.6 Local stakeholders' engagement.....	21
2.7 Contribution of the partners to the C&D of REVERT activities	22
3. LESSONS LEARNT FROM THE 2° PERIOD	25

LIST OF FIGURES

Figure 1 – Percentage of the Project Website visitors	11
Figure 2 - Twitter Profile	122
Figure 3 – LinkedIn profile	13
Figure 4 – UNITOV and San Raffaele publication.....	15

LIST OF TABLES

Table 1 - Dissemination tools adapted to the target population	8
Table 2 - Website statistical data	10
Table 3 – Visitors' origins	11
Table 4 - Twitter statistical data.....	12
Table 5 - LinkedIn statistical data.....	13
Table 6 – 2nd Year publications	16
Table 7 - International events participation	18
Table 8 - Local stakeholders' engagement.....	21
Table 9 - C&D activities of partners.....	23

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 3rd Communication and Dissemination activity report is the main document outlining the communication and dissemination activities occurring in the third year of the REVERT project, as described in Milestone 8 (Dissemination and communication plan).

Overall, the dissemination activities during the third 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:

- Update of the project website;
- Update of the REVERT social media profiles and promotion of the project via these channels;
- Distribution of the third and third REVERT newsletter in a digital format;
- Publication of interesting news related to the project achievements and related topics both on the project website and social media;
- Publication in scientific reviews and peer journals, general and specialized press and blogs;
- Organisation of events where presenting the REVERT outcomes;
- Organisation of meetings by partners with their local, regional, national, and EU key stakeholders.

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 3rd Communication and Dissemination activity report and outlines the dissemination and communication activities that have occurred in the third project year (M25-M36) of the project as described in the Communication and Dissemination Plan (MS8).

1.1 The focus and objectives of the third project year

During the third project year (M25-M36), 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 third year of project's implementation, the main objectives and strategy of the work plan were to:

- Update the REVERT website with news and information regarding the activities, initiatives and publications realised by the REVERT partners along the 2022;
- Monitor the social media profiles of REVERT partners and EU/national institutions/organisations which promote the clinical use of artificial intelligence;
- Participate physically and online 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.

Ongoing interactions are key to ensuring that feedback and evolving user needs are acknowledged and addressed in the most appropriate way throughout the life of the project.

As precisely described in the REVERT Milestone 8 Dissemination and Communication Plan, target groups were defined and subsequently divided into four major groups likely to be interested by the project outputs, and therefore targeted by the consortium for dissemination activities.

In particular, the **first target** group comprises Regional, National and EU policy leads, 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. 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. The **second target group** is composed of Scientific community, Professionals of the Health and Social, Academic and Research sector (public and private), SMEs & Industry. 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. Finally, the **third target group** is made of Associations of

patients, non-governmental organizations, Associations for CRC research, while the **fourth target group** includes general national and international audience.

The aim of the following table is to illustrate the specific Communication and Disseminations tools used for the different target groups.

Table 1 - Dissemination tools adapted to the target groups

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 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"> Periodic Newsletter Website Brochure Social Media
<ul style="list-style-type: none"> Local, regional, national and European Policy makers 	<ul style="list-style-type: none"> Stakeholder meetings Social Media Website
<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 OF THE 3° YEAR OF THE PROJECT

This part of the document is intended to provide an overview of the dissemination tools, materials, channels created and activities performed by REVERT partners in order to raise awareness and increase visibility of the project during the period of implementation M25-M36.

Before going through the description of the activities carried out by REVERT in the framework of dissemination of the project from month 25 to month 36, it's worth mentioning in a nutshell what was finalised during the second year and already fully described in **"D7.3 – Dissemination & Communication Activity"**:

- Further development of the **project website** – <https://www.revert-project.eu/> – one of the most important dissemination and working tools of the project communication strategy (M3);
- Consolidation of **social networks** and posting activity to facilitate open and updated information on project progress to a broad spectrum of stakeholders and a general audience (Twitter and LinkedIn);
- Issue of the 2nd Newsletter in May 2021 with a presentation of the article published in the Nature Research Journal, discussing the central concepts of explainable AI (XAI) in the emerging field of Drug Discovery. In addition, the results of the webinar organized by the Catholic University of Murcia (UCAM) entitled "Computational Methods for Drug Discovery". The 2nd Newsletter also included a specific article on the Europe's Beating Cancer Plan, as one of the main health priorities of the Von der Leyen Commission and a key pillar for a strong European Health Union.
- Issue of the 3rd Newsletter in December 2021 containing news on the new position published in the Revert Job posting and information on the new Spanish Podcast – created by Horacio Pérez-Sánchez, from the partner Fundacion Universitaria San Antonio, UCAM – called "Investigando la investigación (Researching the research)". The 3rd Newsletter also included a specific article on the webinar organised by the partner Programma Mattone Internazionale Salute – ProMIS, the last 26th April 2021 entitled "European Actions to fight Cancer: a new EU approach to prevention, treatment and care".
- Production of 1 publications for strengthening the awareness and knowledge of REVERT and enhancing the discussion and knowledge exchange with external experts;
- Participation in online **international events** for the promotion of REVERT objectives and goals;
- **Local stakeholder analysis and engagement with relevant national stakeholders** interested in taking parting in the REVERT community and participating in local and national events;

2.1 Website update

During the third 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 although the only one in-person event was organised in Rome in November 2022.

In total, 6 news items have been published on the website during this third phase of the project.

It has been regularly updated with news items highlighting project and partners activities in the framework of REVERT, like: a) the publishing of the fourth REVERT newsletter; b) the promotion of REVERT in the latest issue of the HiPEACH network newsletter on the latest EU-funded research in the area of advanced computing.

Even during the third 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 (in many months).

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

Moreover, other topics related to project content have been focused on, as: a) the fact that the European Parliament published a study on Artificial intelligence in healthcare; b) the fact that the Council of Europe published a new report on the impact of artificial intelligence on the doctor-patient relationship”.

The “About us” section is updated constantly, since all the actors of the consortium collaborated by supplying revised presentations of their own organisations, 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.

Statistical data on traffic volumes and visitor information for the website (from January 2022 to December 2022) is gathered via the analytics tool Google Analytics. Details are presented in the table below.

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:

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	1972
Number of pageviews	3048
Number of visitors	1540

In the period from January 2022 to 20th December 2022, the official REVERT website attracted almost two thousand visits, generating around 3048 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 1 – Percentage of the Project Website visitors



Table 3 - Visitor's origins

Paese	Utenti	% Utenti
1.  United States	220	 14,51%
2.  Italy	213	 14,05%
3.  Spain	120	 7,92%
4.  Netherlands	86	 5,67%
5.  Romania	71	 4,68%
6.  Germany	69	 4,55%
7.  Finland	69	 4,55%
8.  United Kingdom	59	 3,89%
9.  France	56	 3,69%
10.  Sweden	54	 3,56%

2.2 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 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

D7.4 – Dissemination & Communication Activity Report – 3

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 constantly updated with news from the project and related fields. A screenshot of the profile is following reported:

Figure 2 - 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.

Through the regular publishing of tweets, the project's Twitter profile has collected 53 followers. Selected statistical data provided by the built-in tool Twitter Analytics are included in the following table (January 2022 – December 2022):

Table 4 - Twitter statistical data

Field	Data
Number of tweets of Revert profile	8
Number of visits of Revert profile	1545
Number of partners' posts	2
Number of impressions of Revert profile	3270

LinkedIn

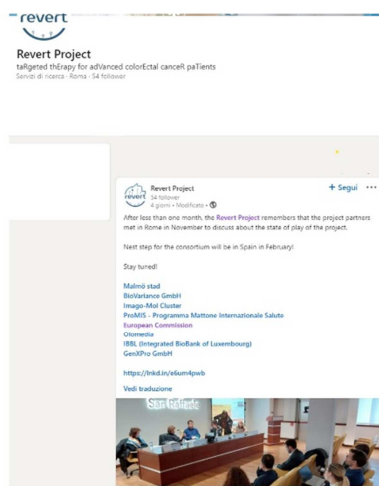
As a networking site for professionals, LinkedIn can be used reach out to a more specialised audience when compared to Twitter. As a dissemination channel, LinkedIn will become more important at a later stage at the project, when tangible outputs have been produced by the project which can then be presented to a dedicated network. The REVERT LinkedIn profile, through the regular publishing of tweets, has so far collected 54 followers. Selected statistical data are provided below.

Table 5 - LinkedIn statistical data

Field	Data
Number of posts of Revert profile	8
Number of visits of Revert profile	95
Number of partners' posts	11
Number of impressions of Revert profile	1293

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

Figure 3 – LinkedIn profile



2.3 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.

During the third project period (January 2022 – December 2022) 2 newsletters were produced. The Project Revert newsletter features articles, news, events/webinars on project activities and outcomes, and cancer-specific articles.

The [4th newsletter](#) issue of the REVERT project was launched in August 2022.

The fourth newsletter included an update of the Spanish partner UCAM which has deposited a preprint, submitted to a journal, on the machine learning tool they have been developing, SIBILA. SIBILA has been developed with the aim of becoming a useful and powerful decision-making tool for clinicians; the news that The Council of Europe's Steering Committee for Human Rights in the fields of Biomedicine and Health (CDBIO) the last 7th June issued a new report on the impact of artificial intelligence on the doctor-patient relationship. Finally, a news was reported that the European Parliament published a study on Artificial intelligence in healthcare

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.

A total of 300 contacts have been collected (December 2022). Thus, the 4th newsletter of the project has been distributed to all the REVERT subscribers. Furthermore, they have been translated in Italian and circulated by email to the ProMIS database, reaching 4200 international subscribers (December 2022). Newsletters including the REVERT related events have also been disseminated to the IMAGO-MOL mailchimp data base including 300 contacts (medical doctors, researchers, teaching professors, students, project managers).



REVERT' newsletters are available as a PDF document online and are accessible via the REVERT website under the section "News". Newsletters are published on a six-monthly basis.

2.4 Publications

Following the REVERT Dissemination and Communication Plan, one publication has been released in the year 2022 in scientific reviews and peer journals, general and specialised press and blogs. This helped to strengthen the awareness and knowledge of REVERT and enhances the discussion and knowledge exchange with external experts.

For an illustrative purpose a screenshot of the publication is reported below:

Figure 4 – UNITOV publication

Article

Immune Response in Vitamin D Deficient Metastatic Colorectal Cancer Patients: A Player That Should Be Considered for Targeted Vitamin D Supplementation

Cristina Morelli ^{1,†}, Michela Rofei ^{1,†}, Silvia Riondino ¹, Daniela Fraboni ², Francesco Torino ¹, Augusto Orlandi ³, Manfredi Tesaro ⁴, Giovanna Del Vecchio Blanco ⁵, Massimo Federici ⁶, Hendrik-Tobias Arkenau ⁷, Vincenzo Formica ^{1,*} and Mario Roselli ^{1,†}

¹ Medical Oncology Unit, Department of Systems Medicine, Tor Vergata University Hospital, 00133 Rome, Italy; cristina.morelli89@gmail.com (C.M.); rofei.michela@gmail.com (M.R.); silviariondino2@gmail.com (S.R.); torino.med.uniroma2.it (F.T.); mario.roselli@uniroma2.it (M.R.)

² Department of Biomedicine and Prevention, University of Rome "Tor Vergata", 00133 Rome, Italy; danielafraboni@virgilio.it

³ Anatomic Pathology, Department of Biomedicine and Prevention, University of Rome "Tor Vergata", 00133 Rome, Italy; orlandi@uniroma2.it

⁴ Department of Internal Medicine, University of Rome "Tor Vergata", 00133 Rome, Italy; mtesaro@tiscali.it

⁵ Gastroenterology Unit, Department of Systems Medicine, University of Rome "Tor Vergata", 00133 Rome, Italy; giovanna.del.vecchio.blanco@uniroma2.it

⁶ Department of Systems Medicine, University of Rome "Tor Vergata", 00133 Rome, Italy; federici@uniroma2.it


⁷ Sarah Cannon Research Institute, Cancer Institute, University College London, London W1G 6AD, UK; tobias.arkenau@hcahealthcare.co.uk

* Correspondence: v.formica1@gmail.com

† These authors contributed equally to this work.

‡ These authors contributed equally to this work.

Simple Summary: In this study, we investigated the role of vitamin D levels and the impact on immune response in patients with mCRC and propose a vitamin D cut-off level. Among several hema-



Citation: Morelli, C.; Rofei, M.; Riondino, S.; Fraboni, D.; Torino, F.; Orlandi, A.; Tesaro, M.; Del Vecchio Blanco, G.; Federici, M.; Arkenau, H.-T.; et al. Immune Response in

Table 6 – 3rd Year publications

Title of the publication	Date of the publication	Topic of the publication	Journals and/or open access platforms	Type of audience reached	REVERT partner	Other
Circulating tumor cell models mimicking metastasizing cells in vitro: discrimination of colorectal cancer cells and white blood cells using digital holographic cytometry	07/12/2022	Experimental discrimination of circulating CRC cells and blood cells using digital holographic microscopy	Photonics 2022, 9, 955.	Researchers, oncologists, pathologists	Malmö University	https://www.mdpi.com/2304-6732/9/12/955



D7.4 – Dissemination & Communication Activity Report – 3

Special Issue "From Biobanking to Artificial Intelligence for Personalized Medicine of Cancer Therapy"	NA	"From Biobanking to Artificial Intelligence for Personalized Medicine of Cancer Therapy"	Cancer Informatics and Big Data.	Scientific community.	San Raffaele	https://www.mdpi.com/si/cancers/Biobanking_Artificial_Intelligence_Cancer
Immune Response in Vitamin D Deficient Metastatic Colorectal Cancer Patients: A Player That Should Be Considered for Targeted Vitamin D Supplementation	24/05/2022	Colorectal cancer	Cancers 2022, 14, 2594	Researchers, oncologists, pathologists	UNITOV	https://www.mdpi.com/2072-6694/14/11/2594
Gene-Mutation-Based Algorithm for Prediction of Treatment Response in Colorectal Cancer Patients	18/04/2022	Gene-mutation-based algorithms	International Journal of Molecular Sciences	Large public	UMEA University	https://www.mdpi.com/1422-0067/22/9/4394
Thiourea- and Amino-Substituted Benzoxadiazole Dyes with Large Stokes Shifts as Red-Emitting Probe Monomers for Imprinted Polymer Layers Targeting Carboxylate Containing Antibiotics	15/03/2022	Molecular imprinting	Chemistry—A European Journal	Researchers, professors and students	Chemical and Optical Sensing Division Bundesanstalt für Materialforschung und -prüfung (BAM)	https://chemistry-europe.onlinelibrary.wiley.com/doi/10.1002/chem.202104525



Red-Emitting Polymerizable Guanidinium Dyes as Fluorescent Probes in Molecularly Imprinted Polymers for Glyphosate Detection	03/03/2022	Molecular imprinting	Chemosensors 2022, 10, 99.	Researchers, professors and students	Chemical and Optical Sensing Division Bundesanstalt für Materialforschung und -prüfung (BAM)	https://doi.org/10.3390/chemosensors10030099
--	------------	----------------------	-------------------------------	--	--	---

2.5 Events

During the third 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 third project year.

2.5.1 International & national events

Table 7 - International & National 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
EFR Cancer	2-4/10/2022	Conference	Malmö University	50	Presentation	Surgeons, researchers, medical doctors	Presenting a poster, learning from others	Reached out to a new audience
XXIV Congresso Nazionale AIOM	1-3/10/2022	National Event	San Raffaele	Over 2400	Onsite slide presentation	Italian Association of Medical Oncology	Open dialogue between the scientific community with patient associations, caregivers and the media	Relazione su "Certificazione dei dispositivi medici e diagnostici: il regolamento europeo"
Convegno Nazionale CINI sull'Intelligenza Artificiale	1-11 February 2022	National Event	San Raffaele	NA	Online slide presentation	The conference is organized by the National Laboratory "Artificial Intelligence and Intelligent Systems" (AIIS), created by CINI (National Interuniversity Consortium for Computer	To develop common objectives between public institutions, Italian industry and the scientific research of universities and national research centres	Relazione su "NLP per Electronic Health Record, un booster per la cartella clinica"

Roundtable	25 May 2022	International event	San Raffaele	NA	Mixed event	H2020 funded projects participants	<p>a) Sharing Personal Data within EU-funded Projects</p> <p>b) Informed Consent in Health Research Projects</p> <p>c) Involving Participants/Patients in Pilots to Validate the Proposed Tools</p>	
Meeting at the Department of Pathology and Laboratory Medicine, Weill Cornell Medical Center, New York (USA)	22/03/2022	Meeting	FFIS / IMIB	4	Presentation	Research group members	<p>To present the REVERT project in the context of the present collaboration with the American group members in terms of their interest in establishing the molecular pathways involved in the carcinogenesis of different histological subtypes of colorectal cancer.</p>	Interests in the REVERT database and in collaborating with our group
Oncology courses at the Faculty of Pharmacy of University of Strasbourg - Institut of Cancerology Strasbourg Europe (ICANS)	01/04/2022	Web conference	FFIS / IMIB	30	Presentation	Erasmus + exchange program students on Faculty of Pharmacy of University of Strasbourg	<p>To inform about REVERT, its methods and objectives as well as the distribution of work packages</p>	Interests in the REVERT database and in the application of artificial intelligence



D7.4 – Dissemination & Communication Activity Report – 3

Conference in the Conjoint Gastroenterology Laboratory at the QIMR Berghofer Medical Research Institute (Australia)	11/08/2022	Laboratory	FFIS / IMIB	25	Presentation	Research group members and staff from the Pathology Department of the Royal Birsbane and Women's Hospital	To present the REVERT project in the context of the present collaboration with the Australian group which also deals with the molecular and histological characterization of colorectal cancers.	Interests in the REVERT database and in collaborating with our group
--	------------	------------	-------------	----	--------------	---	--	--

2.6 Local stakeholders' engagement

Below an overview of meetings organised by partners with their local, regional, national, and EU key stakeholders.

Table 8 - Local stakeholders' engagement

Name of the event	Type of event	Date of the event	Partners	Number of participants	Communication material used	Type of audience reached	Objectives
Malmö Cancer Center Retreat	Conference	1-2/09/2022	Malmö University	80	Poster presentation	Researchers, clinicians	Presenting a poster, learning from others
On-line seminar	On-line seminar	26/05/2022	IMIB-UCAM	26	PPT Presentation	Healthcare researchers from Murcian Institute for Biosanitary Research Pascual Parrilla (IMIB)	To inform about REVERT, its objectives, WPs, etc.



D7.4 – Dissemination & Communication Activity Report – 3

Meeting of ProMIS Technical Operational Committee (Italian Regions, Ministry of Health, National Agency for Regional Health Services)	Face to face Meeting	28-29/03/2022	ProMIS	25	PPT Presentation	Italian Regional representatives of the health directorates	Update on the REVERT project activities
ProMIS' Winter School "Transformation and innovation of the health system in the EU 2021-2027 Programming period"	Face to face Meetings	24-25-26/02/2022	ProMIS	70	PPT Presentation, brochure	People working in the healthcare sector, such as doctors, nurses	Presentation of the objectives and main activities of the REVERT project.
ProMIS' Summer School "The internationalisation of health systems: which evolution for the Country System?"	Face to face meeting	22-23-24/06/2022	ProMIS	70	PPT Presentation	Italian Regional representatives of the health directorates	Presentation of REVERT project as successful case of transfer of EU best practice
Meeting of ProMIS Technical Operational Committee (Italian Regions, Ministry of Health, National Agency for Regional Health Services)	Face to face meeting	1-2/12/2022	ProMIS	30	PPT Presentation	Italian Regional representatives of the health directorates	Update on the REVERT project activities

2.7 Contribution of the partners to the C&D of REVERT activities

Almost all the partners in this third 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 2022 the second issue of the Project newsletter was shared in many partner websites.

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.

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
Webpage of the project REVERT on the institutional website of Azienda ULSS 3 Serenissima		Summary of Revert Project and the associated links on the homepage of the website of our Institution, Azienda ULSS 3 Serenissima/LHA3 at the following link: https://www.aulss3.veneto.it/Progetti-europei	Azienda ULSS 3 Serenissima	Public	Partner website	Internal Staff/Collaborators and External Users of the website	https://www.aulss3.veneto.it/Progetti-europei
Seminario IMIB: Proyecto europeo REVERT: 26 de mayo 2022	19/05/2022	Information about the IMIB seminar that will take place on 26/05/2022 (1:00 p.m.) and will focus on the European project targeted thErapy for adVanced colorEctal cancer paTients (REVERT).	IMIB - IBiPO	Public	Partner websites (IMIB / IBiPO)	Healthcare professionals / researchers	https://ibipo.imib.es/ibipo/masmurcia_individual.jsf?id_valor=16615&padre=16615



D7.4 – Dissemination & Communication Activity Report – 3

SIBILA: High performance computing and interpretable machine learning unite their efforts towards personalized medicine in a novel decision-making tool	27/07/2022	Inform that the Spanish partner UCAM has deposited a preprint, which has been sent to a journal, about the machine learning tool they have been developing, SIBILA.	IMIB - IBiPO	Public	Partner websites (IMIB / IBiPO)	Healthcare professionals / researchers	https://ibipo.imib.es/ibipo/masmurcia_individual.jsf?id_valor=16826&padre=16826
SIBILA: High performance computing and interpretable machine learning unite their efforts towards personalized medicine in a novel decision-making tool	02/08/2022	Inform that the Spanish partner UCAM has deposited a preprint, which has been sent to a journal, about the machine learning tool they have been developing, SIBILA.	IMIB - IBiPO	Public	Partner websites (IMIB / IBiPO) - newsletter nº 8 August 2022	Healthcare professionals / researchers	https://ibipo.imib.es/ibipo/noticia.jsf?suben_trada_actual_web=16864&padre=16864 https://ibipo.imib.es/ibipo/eboletines.jsf?ew=15346
Fourth newsletter of the european Project “Revert - taRgeted thErapy for adVanced colorEctal cancer paTients” published	25/08/2022	Promotion of 3° project Newsletter	ProMIS	Public	Partner website & partner newsletter	Healthcare professionals / researchers / general public	https://www.promisalute.it/servizi/notizie/notizie_fase02.aspx?ID=18922&categoriaVisualizzata=7



3. LESSONS LEARNT FROM THE 3° PERIOD

The utility and power of the third 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 the analysis of the C&D activities carried out in 2022, it is important to understand the different kinds of actions undertaken by the REVERT partners compared to 2021

While during the second-year actions the Covid-19 emergency has affected the organisation of meetings, workshops and general events in presence, during 2022 many of the partners organised/participated in national/international events not only to present the project itself and its objectives for enlarging the audience, but also to start up collaborations with:

- the associations of patients in order to validate the REVERT tools;
- the industry sector and research centres in order to discuss about technology development and transfer

With reference to publications in scientific reviews, peer journals (with open access) and general and specialized press and blogs, partners have continued publishing also in 2022. Papers were published in different platforms which deal with: cancers, big data, chemistry in general, chemosensors and photonics.

During 2022, a few partners involved local/national and European stakeholders both in face-to-face meetings and in presence in order to update them over the project activities. This is also the result of the mapping activity undertaken during the first project year and described in the first report

In general, many partners relaunched in their institutional websites the C&D of the projects and social networks. Looking at the social accounts, the analyses of overall data explains that the news clinical related have more impressions and stimulate more curiosity in who follow the REVERT social channels

Finally, another sizeable result of the project is synergy of ULSS 3 Serenissima with the Veneto Institute of Oncology IOV-IRCCS that has been activated for the comparison of the STANDARD OPERATING PROCEDURES (SOPs) of the REVERT Project [REVERT DELIVERABLE - D4.1 - Report on SOPs for sample collection, processing and storage, including indicators to monitor quality of samples] and those used at the IOV-IRCCS, for the purpose of evaluating if the SOPs developed through the Project are consistent, or can be harmonized, with the standardized and shared procedures adopted in a Comprehensive Cancer Centre.

End of Deliverable 7.4

