

**ECHO**

Cancer Mission Hubs

**Toolkit section on the website linking to relevant initiatives, events, and materials**

[www.cancermissionhubs.eu](http://www.cancermissionhubs.eu)



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# 1. Toolkit on Synergies

## 1.1 Toolkit Objectives

The creation of a Synergy Toolkit within the ECHO S project aims to define and provide a set of tools for identifying initiatives and projects that share objectives and purposes with the implementation of National Cancer Mission Hubs and helps to strategically plan the development of synergistic activities with some of them. To achieve this goal, a dedicated section has been established on the ECHO S website (<https://cancermissionhubs.eu>) with the following objectives:

- Presenting an overview of initiatives, events, and projects with which ECHO S has been establishing synergies. (A separate intensive mapping exercise has been undertaken in the first months of the project)
- Promoting the inclusion of new stakeholders in ECHO S activities through a quick contact section with the Coordination Team and WP4 (Synergies).
- Showcasing the key outcomes of the synergies undertaken.
- Information on the nominated Ambassadors to each initiative/project.

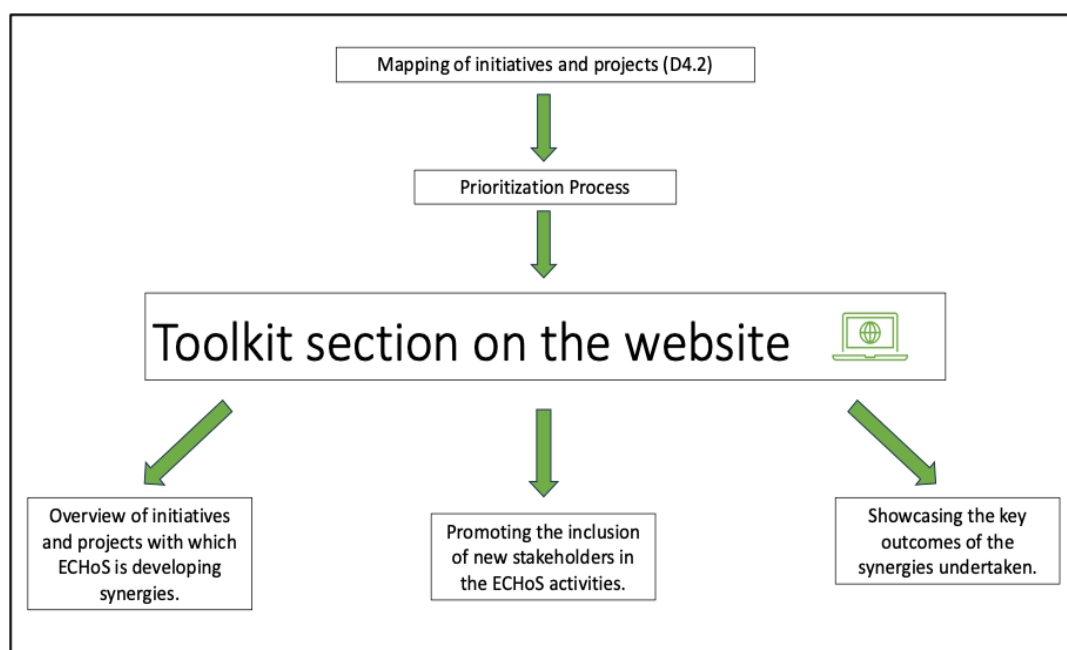


Figure 1 Toolkit section framework

## 1.2 Horizon scanning of initiatives

One of the main objectives of the Synergy Toolkit developed within the ECHO S project is to showcase key initiatives and projects with which ECHO S has initiated dialogue aimed at achieving synergistic collaborations. Initially, a comprehensive mapping exercise was conducted through a detailed survey disseminated among ECHO S consortium members. This activity was designed to capture insights on ongoing European projects, identifying potential points of intersection with ECHO S objectives, assessing possible synergistic activities, and appointing ambassadors who could facilitate ongoing communication. As a result, 68 relevant initiatives were initially identified, and ambassadors were nominated for 43 of these.

Further details of this extensive mapping exercise, including the methodology employed and specific characteristics of the identified initiatives, can be found in the deliverable D4.2, titled "List of Initiatives with Envisioned Synergies."

Following this comprehensive mapping, a structured prioritization process was undertaken to strategically select initiatives deemed most critical for developing meaningful synergies with ECHO S. This prioritization was guided by multiple explicit criteria:

- Primary emphasis was placed on projects exhibiting strong thematic and strategic alignment with the overarching goals of ECHO S, particularly prioritizing those coordinated by consortium partners. These initiatives promised clearer paths to collaboration given existing organizational ties.
- The prioritization was extended to other initiatives identified during the preliminary phase, considering broader potential impact and compatibility with ECHO S strategic objectives.
- Furthermore, initiatives highlighted by the European Commission Tool on Synergies were integrated into the prioritization, as these are recognized as holding significant value from a European perspective and providing robust potential for beneficial cooperation.

This systematic, criteria-based prioritization enabled the selection of initiatives with the highest probability of yielding tangible, measurable outcomes, while ensuring effective use of consortium resources.

Despite the identification of ambassadors for numerous initiatives, early experiences highlighted a critical insight: the mere appointment of ambassadors alone was insufficient to establish and sustain meaningful and effective synergies.

Ambassadors undoubtedly play an essential role in initiating dialogue and facilitating preliminary exchanges; however, establishing productive and sustained synergies necessitates a deeper level of engagement. It requires the active involvement of both the WP4 team and the ECHO S Coordination Team in clearly articulating shared objectives, pinpointing precise areas of mutual interest, and jointly developing expectations and deliverables. In essence, effective synergy goes beyond initial communication to encompass continuous and engaged collaboration.

Given these realities, and the practical limitations imposed by available resources, the consortium concluded that publishing an extensive list of all initiatives, especially those without established active dialogues, would be counterproductive. Such an extensive, yet superficial approach could dilute efforts and resources without generating meaningful outcomes. Instead, the consortium deemed it more strategic and beneficial to selectively focus on those initiatives for which concrete and ongoing engagement is demonstrable. This targeted approach allows ECHO S to allocate its limited resources effectively, emphasizing depth and quality of interactions over quantity, ultimately ensuring that the initiatives featured within the online Toolkit contribute substantially and directly to the project's core objectives and overall mission success.

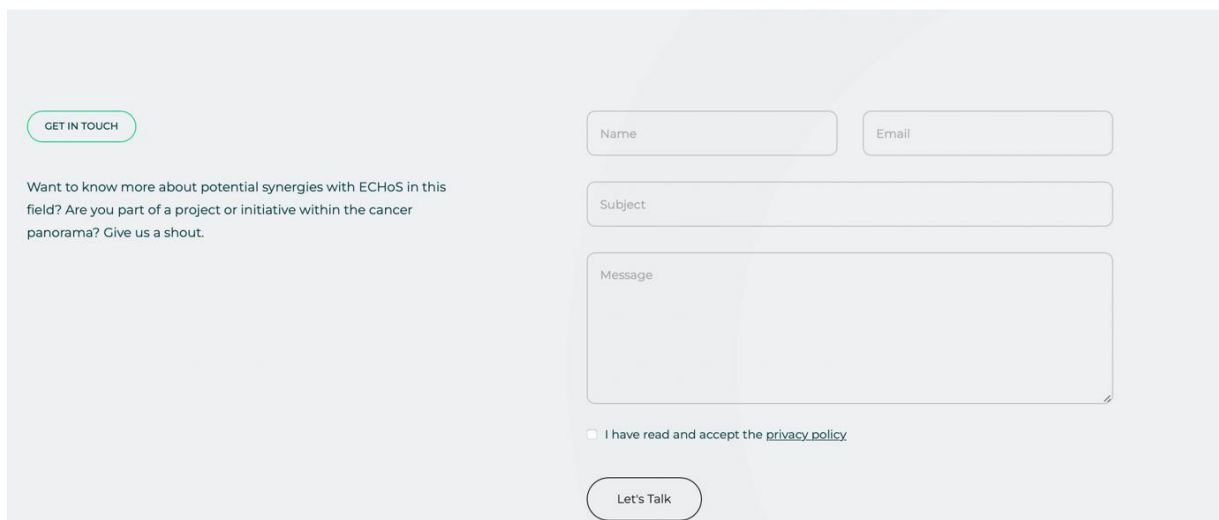
### 1.3 Including new stakeholders

The mapping of initiatives, however, is not a static one-time event within the ECHO S project but rather an ongoing process that relies on periodic contributions from partners to the list and engagement with potential external stakeholders through the project's website interface within the dedicated section of the Synergy Toolkit. This dynamic approach ensures that the initiative mapping remains current and responsive to evolving needs and opportunities throughout the project's duration.

• GETTING INVOLVED

## Let's Build Synergies, Together.

Fighting against cancer can no longer be an isolated endeavour. Research, innovation, and healthcare initiatives are still largely siloed. **ECHO S aims at breaking existing silos to facilitate the creation of synergies** amongst key EU initiatives, Programs and Strategic Plans, both transversal, related with cancer and with health and horizontal, beyond research and health.



GET IN TOUCH

Want to know more about potential synergies with ECHO S in this field? Are you part of a project or initiative within the cancer panorama? Give us a shout.

Name

Email

Subject

Message

☐ I have read and accept the [privacy policy](#)

Let's Talk

Figure 2 Open Call section on the website

## 1.4 Presenting results

The results will be presented using dedicated graphics within the Toolkit section to highlight the primary opportunities and enrichments offered by collaboration for both involved parties. This visual representation aims to effectively showcase the significant benefits derived from this mutual cooperation.

## **2. State of the art of the Toolkit section of the Website**

It is crucial to highlight that the development of a dedicated Synergy Toolkit section within the ECHO S project website is an ongoing activity, subject to technical timelines dictated by the periodic collection and uploading of information. Priority has been explicitly given to the section involving the engagement of new stakeholders. This strategic choice ensures that external stakeholders who wish to engage with the ECHO S project can immediately establish initial contact, thereby facilitating interaction and potential future collaboration without waiting for the complete population of all toolkit sections.

The other sections of the toolkit, particularly those related to showcasing initiatives and results, will be populated based on the preliminary outcomes derived from the mapping and prioritization activities detailed in deliverable D4.2. These sections will be gradually enriched and updated as the project progresses, and as substantive results and meaningful engagements become available.

This approach avoids potential delays that would have arisen from awaiting finalized data before making the toolkit accessible. Consequently, the toolkit serves both as an immediate contact gateway for interested external stakeholders and as a structured, evolving resource designed to reflect ongoing synergies and collaborative activities undertaken throughout the project's lifecycle.

## **3. Toolkit Promotion and Sustainability**

### **3.1 Objectives**

The promotion and sustainability plan for the Synergy Toolkit aims to enhance visibility of the toolkit and its content among relevant stakeholders, foster long-term engagement by encouraging continuous updates and stakeholder participation, facilitate cross-promotion with synergized projects to broaden the outreach and amplify the impact of the toolkit, and ensure sustainable use of the toolkit beyond the project's duration by embedding it into the broader European cancer prevention and treatment landscape.

## 3.2 Promotion

The promotion strategy focuses on increasing the reach and impact of the Synergy Toolkit through targeted outreach and strategic communication. The primary **target audiences** include the European Commission and EU-funded projects to encourage institutional alignment and shared learning, National Cancer Mission Hubs to facilitate the replication of successful models and enhance local implementation, healthcare professionals, researchers, and policymakers to support evidence-based decision-making, and patient advocacy groups to enhance public engagement and incorporate patient-centric perspectives.

The toolkit will be promoted using a range of **communication channels**. The ECHO S website will feature the toolkit prominently with regular updates and news. Targeted social media campaigns on LinkedIn will aim to reach both professional and scientific communities. Regular newsletters and press releases will highlight key results and collaboration opportunities. The toolkit and its outcomes will be presented at major conferences and events, such as the policy dialogues, knowledge exchange events, cancer mission fair, cancer forums. Consortium partners will leverage their networks to promote the toolkit within their professional and academic circles.

**Mutual promotion** with projects identified in the mapping exercise will ensure broader dissemination and shared benefits. For instance, several synergised projects have developed valuable toolkits and resources that align with the ECHO S objectives and offer significant opportunities for cross-promotion. For instance, **CAN.HEAL** is building the EU Cancer and Public Health Genomics Platform to enhance equity in cancer care through next-generation sequencing (NGS) technology and genomic profiling. The project focuses on developing clinical utility, decision support tools, and implementing innovative diagnostics like liquid biopsy, with a strong emphasis on legal and ethical frameworks, education, and stakeholder engagement. **ONCODIR** focuses on improving colorectal cancer (CRC) prevention through a personalized, AI-powered approach that integrates multidisciplinary research and engages citizens, clinicians, and policymakers. It aims to establish risk-based stratification and intelligent monitoring tools through pilot studies in five EU countries. **PROPHET** is developing a Strategic Research and Innovation Agenda (SRIA) to support sustainable, innovative strategies for preventing chronic diseases. Through genomics, individual behavior, and environmental factors, PROPHET's personalized prevention model aims to enhance health system resilience and empower citizens. **MyPath** is enhancing cancer care through a digital eHealth platform that integrates clinical and patient-

reported data, facilitating shared decision-making and improving symptom management and quality of life. **EUonQoL** is developing the European Oncology Quality of Life Toolkit (EUonQoL-Kit), a patient-centered tool for assessing quality of life among cancer patients and survivors, co-designed with patients and stakeholders, and validated through large-scale European surveys. **OACCUs** (Outdoor Against Cancer Connects Us) is creating a sustainable network for young cancer survivors through healthy lifestyle programs, outdoor sports, and peer support.

By embedding links to these projects' toolkits, videos, and reports within the ECHoS toolkit section and encouraging reciprocal linking, both visibility and impact will be enhanced. Co-branded communication, joint webinars, and collaborative events will further strengthen these synergies, creating a more connected and impactful ecosystem for cancer prevention and care.

### 3.3 Sustainability

The sustainability strategy ensures that the toolkit remains **relevant and accessible** over the long term. Continuous stakeholder engagement will be maintained through periodic updates, incorporating new insights and evolving stakeholder needs. A standing open call will be established for stakeholders to propose new initiatives and provide feedback. The Ambassador Program will maintain active communication with appointed ambassadors to ensure continuous exchange of information and cooperation.

**Technical sustainability** will be ensured by maintaining a dedicated section on the ECHoS website for long-term accessibility. Proper archiving of toolkit data will allow future access and updates. Resource allocation for toolkit maintenance and promotion will be included in ECHoS future funding proposals to ensure long-term financial support.

### 3.4 Monitoring and Evaluation

Monitoring and evaluation will assess the effectiveness of the promotion and sustainability plan. Engagement metrics, including website visits, downloads, and social media engagement, will be tracked regularly. The overall impact of the

toolkit-based collaborations on cancer prevention and treatment outcomes will be measured to evaluate the success of the initiative.



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