

ECHoS

Cancer Mission Hubs

Dissemination and Communication Plan

www.cancermissionhubs.eu



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1. Introduction

1.1 Overview

Strategically planning content, formats, timing, and targets, supports an efficient communication that potentiates the overall objectives of the project. This document defines the basis for ECHoS' communication across all required levels, internally, for project coordination (in cooperation with other Work Packages (WPs)), across the cancer ecosystem in line with the overall ambition of the project to mobilise and connect diverse stakeholders around the shared goals of the Cancer Mission, and externally, to ensure Cancer Mission (CM) and National Cancer Mission Hubs (NCMHs) visibility.

The Dissemination and Communication Plan (DCP) is an evolving document, it will be adjusted to the needs of the project, ensuring open, interactive, and timely communication. The communication strategy will be regularly evaluated in relation to the predefined objectives and further developed based on the findings of this evaluation. Content and messages will be adapted according to the target audience. All project communication and dissemination materials will be produced in English (United Kingdom), the official language of ECHoS. Notwithstanding, different documents, such as reports, surveys and guidelines may be translated to official MS/AC languages for improved dissemination. Likewise, material intended to communicate the project or disseminate project results in the media (Television, Newspapers, Radio, etc.) such as press-releases and interviews may be produced in any of the official MS/AC languages to better communicate with the audience. In these cases, a short summary in ENG should be produced and combined with the document for improved archiving practices. The visibility of EU funding is ensured in all communication materials.

For an efficient and productive way of working, a communications network will be established with participants from each thematic work package. This DCP is developed within the scope of WP6, led by Karolinska Comprehensive Cancer Centre (KCCC) - joint initiative between the Karolinska University Hospital (KHU, Sweden) and the Karolinska Institute (KI, Sweden), part of Task 6.1 – Dissemination and Communication led by Agency for Clinical Research and Biomedical Innovation (AICIB).

1.2 Principles for Communication

ECHoS content dissemination will be implemented according to the following principles, based on The Principles of Communication ([article](#) by Simon Hudson, Microsoft Community Content) to ensure successful communication:

- Effective: clear objective(s) must be established. Consistency and language, means of delivery and a structured message should be considered.
- Comprehensive: the information communicated should be adequate and complete.
- Clarity: each content and message should be adapted to the target and media where it is communicated.
- Coherency: since different platforms will be used to effectively communicate with each target group, an effort should be made to maintain its logical, well-planned, and coherency across different communication pieces and channels.
- Timeliness and priorities: each content should be done at the proper time and with the appropriate level of impact and urgency, to ensure that messages can be understood and acted upon.
- Feedback: as means to understand how successfully communication is undergoing, and to solve challenges and clarify actions, feedback is recommended for main documents before, and after publishing when appropriate.

2. Purpose and Scope

2.1 Communication Objectives and Evaluation

The objectives of ECHO S communication strategy are:

- Communication: Share cancer related content across all required levels to support top-down/bottom-up mission approach.
- Citizen engagement and participation: Ensure broad citizen engagement and participation.
- Dissemination and Awareness Events: Facilitate ‘added European dimension’ to national events and effectively disseminate information about local cancer-related events as well as organise cross-cutting events.
- Impact: Ensure the long-term impact of the action by establishing a ‘roadmap to impact’, including but not limited to a self-sustaining hubs ecosystem, tools, and training to support NCMHs on the way to get there and the exploitation of results and resources obtained during the project

The specific objectives of this Dissemination and Communication plan are:

- Identify objectives of communication, and its agenda.
- Recognise key messages and target audiences (particular attention to the stakeholder groups identified in WP3).
- Define strategies to engage with relevant stakeholders identified in WP3.
- Develop strategies, including channels and tools, to disseminate the results and maximise their impact.
- Create strategies for effective communications between partners.

Outputs will include an awareness-raising logo, a website, and a social media strategy in addition to other communication tools and formats that will include press releases, opinion articles, key opinion leaders (KOL) interviews, flyers, and infographics.

Communication will be regularly evaluated in relation to the set objectives and key performance indicators and adjusted based on the findings of the evaluation. These indicators will be described in the specific communication format description, further on in this document. The evaluation combines qualitative and quantitative methods, besides expected feedback from partners.

2.2 Targets

For the purposes of ECHO S communication, the target audience has three main levels, each with its target groups:

1. Internally for project coordination (hereafter referred to as “internal targets”), which includes all participants of the consortium, organised or not in clusters such as WPs, tasks, committees and other working groups.
2. Across the full cancer ecosystem, including different stakeholders (hereafter referred to as “ecosystem targets”), which will include the participating ECHO S organisations, but also main groups from the Penta Helix model for multi-stakeholder collaboration, an effective strategy widely used in social innovation (Calzada, 2020). These include:
 - 2.1 **Public Administration**, including policy makers, authorities, regulators, government, etc. Sample message in a formal, data-driven tone: "Cancer prevention represents a critical lever in reducing national cancer burden, both at the healthcare and the economical levels. With approximately 40% of cancer deaths preventable, strategic policy interventions are imperative."
 - 2.2 **Health and Care**, representing public and private hospitals, oncology centres, pharmacies, diagnostic centres and laboratories, etc. Sample message in a professional, informative tone: "During our daily interactions, we have a vital role in emphasizing prevention. The statistic that 40% of cancer deaths are preventable underscores the importance of proactive interventions."
 - 2.3 **Knowledge and Academia**, representing both academic and non-academic research centres, knowledge hubs, innovation clusters, higher

education institutions, etc. Sample message in an analytical, evidence-based tone: “Rigorous research and knowledge dissemination have shown the potential to prevent 40% of cancer deaths. Collaborative efforts across disciplines are crucial to accelerate progress.”

- 2.4 **Business sector**, representing pharmaceutical and medical devices industry, employers, media, banks, commercial sector, etc. Sample message in a pragmatic, responsible tone: “Cancer prevention is not only a public health imperative but also a matter of corporate responsibility. Promoting healthy workplaces, and supporting community initiatives, can contribute significantly to employee wellbeing.”
3. Beyond internal and ecosystem targets (hereafter referred to as “external targets”), which will include the society at large. These are represented in the Penta Helix model as **Citizens and Civil Society**, representing patients (and patient associations), citizens, charities, non-profit organisations, entities from the social and education sectors, other entities with vested interest in cancer, etc. Sample message in an empowering, accessible tone: “Your choices matter. Every action counts, and together, we can reduce the impact of cancer.”

A mapping of key stakeholders will be conducted, and an interactive tool on the website will be established (D3.1) for stakeholder interactions/engagement. Additionally, for the Synergies Toolkit (D4.1), a mapping of different initiatives and ambassadors will also be performed and integrated.

2.3 Key Messages

In line with ECHO S purpose to contribute for the implementation of EU Cancer Mission in each MS/AC, ECHO S communication activities will mainly focus on 4 key areas:

1. ECHO S activities, outputs, events, milestones, synergies, and other project-related content.

2. Mission on Cancer objectives, to improve the lives of more than 3 million people by 2030 through prevention, cure and for those affected by cancer including their families, to live longer and better.
3. Europe's Beating Cancer Plan and its four key action areas: 1) prevention; 2) early detection; 3) diagnosis and treatment; and 4) quality of life of cancer patients and survivors.
4. Other network activities: to establish and strengthen a European cancer mission community, focus will be on 1) amplifying local initiatives beyond national scope to share learnings and serve as inspiration for others and 2) facilitate cross-border collaboration and networking, e.g., resulting in joint applications for European projects.

Due to the evolving and dynamic nature of the project, tailor made future key messages are going to be defined and adapted.

3. Communication Strategy and Tools

Several strategies and tools will be explored, developed, and implemented to efficiently communicate internally among consortium members and stakeholders (internal and ecosystem targets), but also to enhance communication contents in a more broadly manner (external targets), using an omnichannel approach whenever possible. Both tools and strategies must be adapted to the needs of the target audiences and national or transnational contexts. The strategy and tools described below is a non-exhaustive list of preferential tools, coordinators of specific activities may choose to use other tools and strategies to improve communication efficiency.

3.1 Branding & Guidelines

For an easy and lasting identification, and to ensure a consistent and effective communication at all levels, project visuals such as logo usage, fonts, colours, and guidelines need to be defined. Other recommended and mandatory features of communication will be explored in the subsequent sections when describing specific tools and strategies.

3.1.1 Logo, signature, and tagline

Symmetry, propagation, and disruption are keywords of our logo (Fig. 1). A community united by one idea: the spread of ECHO S messages in a single symbol. At the intersection of the concepts of “echo” and “defragmentation”, the shapes were carefully designed following a perfect geometry, resulting in a modern feel, and conveying the idea of **precision** and **innovation**, essential values to the success of a project of this nature. The symbol explores a representation of the impact of NCHMs on different societal groups and should be included in all communication materials. Special attention should be taken regarding distortion, or changes in the elements, typography, or colours. These changes are not accepted for official ECHO S communication materials.



Figure 1. The ECHO S project logo.

The signature, Cancer Mission Hubs, directly reflects the main objective of the project. This signature can be adapted, in the future, with the development of each NCMH, to include national identity of each hub. Additionally, a tagline for the main communication materials was developed:

ECHO S of Now, Breaking Through Cancer

This tagline is a play on the expression “breakthrough” as a verb and a synonym of disruption, with an expression that is familiar to the scientific/research and medical fields. It feels action-oriented, determined, proactive, and future focused. Just like the ECHO S project.

3.1.2 Colour palette

The colours play a significant role in ECHO S' visual identity, and their strategic use optimises public recognition. These colours are to be used in all communication materials, and their specific standards in RGB (for digital materials), CMYK, and Pantone (for printed materials), along with the exact colour codes are provided below (Fig. 2).



Hexadecimal
#04d07e

R:4 G:208 B:126
C:69 M:0 Y:71 K:0

Pantone
Solid Coated P 136-C



Hexadecimal
#023d41

R:2 G:61 B:65
C:93 M:58 Y:59 K:49

Pantone
Solid Coated P 126-16 C



Hexadecimal
#e3e5e5

R:227 G:229 B:229
C:10 M:6 Y:7 K:0

Pantone
Solid Coated P 179-2 C



Hexadecimal
#ffffff

R: 255 G:255 B:255
C:0 M:0 Y:0 K:0

Pantone
White

Figure 2. The ECHO S main colours, with respective Hexadecimal, RGB, CMYK and Pantone codes.



Figure 3. Logo applications in brand colours.

3.1.3 Language and typeface

The official language for all ECHO S communications is English (United Kingdom). The primary typeface (font) for the project, present in visual and communication materials, is **Montserrat** (Fig. 4). This font is mandatory for digital materials such as websites and Microsoft PowerPoint presentations. Its use is mandatory, and it contributes to creating consistent and standardised communication across all digital materials, reinforcing the ECHO S professional image.

Montserrat
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Figure 4. The main font for all ECHO S communication, Montserrat.

3.1.4 Other mandatory features of communication

In addition to aforementioned project-specific guidelines, ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY of the Grant Agreement (refer to p. 39) states that communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, brochures, leaflets, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (Fig. 5) and funding statement (translated into local languages, where appropriate). This logo can be downloaded [here](#). Apart from the emblem (Fig. 5), no other visual identity or logo should be used to highlight the EU support. Other remarks can be found in the document.



**Funded by
the European Union**

Figure 5. The Funded by the European Union logo.

Regarding Quality of Information, any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.” If a beneficiary breaches any of its obligations under this Article, the grant may be reduced.

The coordination and granting authority must be informed beforehand about any activity that is expected to have a major media impact (media coverage in online and printed press, broadcast media, social media, etc.) that goes beyond having a local impact and which has the potential for national and international outreach.

3.1.5 Graphic Applications (examples)

The Exclusion Zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance; in most cases, the logo should have even more breathing space. The Exclusion Zone is equal to the dimension of the first shape of the Icon (marked as × in the diagram) (Fig. 6).



Figure 6. Logo exclusion zone.

Regardless of the format, dimensions, or platform, the Logo can be placed in five locations (Fig. 7). This approach ensures a simple and consistent placement while allowing enough flexibility to accommodate a dynamic graphic system. Below, several materials are presented as examples of good ECHO S logo, EU logo and disclaimer placement (Fig. 8 and Fig. 9).

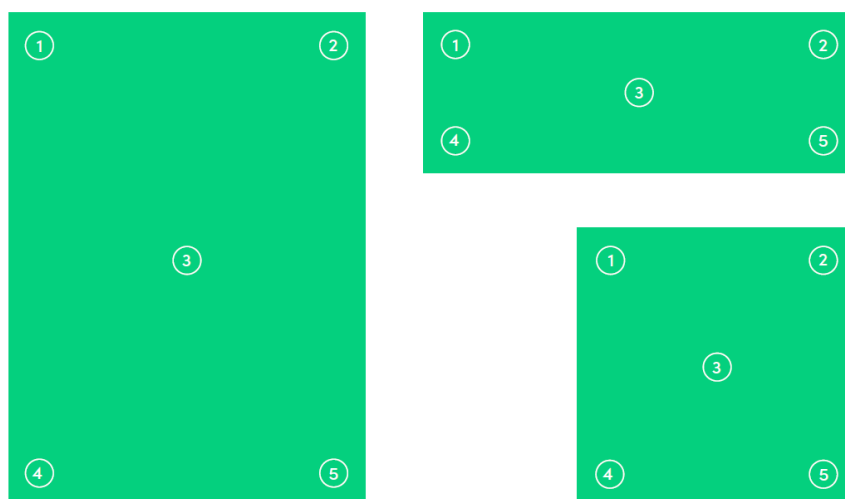


Figure 7. Logo exclusion zone and placement on 1. Top left corner, 2. Top right corner, 3. Centred, 4. Bottom left corner, and 5. Bottom right corner.



Figure 8. Cover and cover verso of the Project Booklet (digital piece).



Figure 9. Rollup and ECHOs folder (physical pieces).

3.2 Communication channels & strategy (Internal Targets)

The ECHO S communication structure is comprised of processes and tools, which will provide guidance for efficient communication during the project and can be adjusted if different needs arise. The Coordination Team will play a key and proactive role in ensuring efficient communication and smooth execution of the workplan.

3.2.1 ECHO S Team Document Repository

A Microsoft Teams Channel - ECHO S (hereafter ECHO S Teams) will be the central repository for the project where all partners will be able to share documents files. The ECHO S Teams will be restricted to consortium members. To facilitate the communication and the identification process of documents and versions, partners are advised to use the following standardised approach: ECHO S_[name of the document]_V#_date.FileExtension. The name of the document shall be as concise and self-explanatory as possible i.e., ECHO S_Kick off meeting_minutes_02052023 or ECHO S_D1.1_Project Management Plan_V1.3_03072023. Financial documents will be shared via e-mail. The following structure will be implemented and shared:

ECHO S Teams Structure:

--- Open Groups ---

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. <u>General</u> <ol style="list-style-type: none"> a. Proposal b. Grant Agreement c. Consortium Agreement d. EC Reporting e. Logos and Templates f. Financial g. Contact List h. Consortium Meetings | <ol style="list-style-type: none"> 2. <u>WP1</u> <ol style="list-style-type: none"> a. Deliverables b. Milestones c. Meetings and Events d. Others 3. <u>WP2</u> – follows the same structure as WP1 4. <u>WP3</u> – follows the same structure as WP1 5. <u>WP4</u> – follows the same structure as WP1 6. <u>WP5</u> – follows the same structure as WP1 7. <u>WP6</u> – follows the same structure as WP1 |
|---|---|

Closed Groups: Coordination, Executive Board and General Assembly.

3.2.2 E-mails and Mailing lists

E-mail will be the main communication tool to share project information and manage daily project-related tasks. To facilitate efficient communication the e-mail coordination@cancermissionhubs.eu will be the main contact to communicate with coordination team. Furthermore, different distribution lists will be created for the different governance bodies, work packages and thematic content such as financial or communication.

To ensure optimal use of the mailing lists, it is strongly advised to limit their usage to relevant topics within each specific domain. Since personnel changes are anticipated, the e-mail lists will be regularly updated to reflect changes in consortium members. To facilitate the communication and its identification, partners are advised to use the following standardised approach for e-mails subject: [ECHoS] category | email subject. Where category can be replaced by several options, such as Financial, WP1, Coordination, Management or Communication, as an example: *[ECHoS] Communication | Logos for Press Release in Spain*.

3.2.3 Online Meetings Platform

For effective communication among the partners, periodic online calls are recommended. The standardised platform to hold consortium meetings will be Microsoft Teams, however, partners may choose other platforms i.e., [Webex](#) or [Zoom](#). Meetings of ECHoS governing bodies such as Executive Board, General Assembly and Strategic Advisory Boards, organised by the Coordination Team, will be held over Microsoft Teams.

3.2.4 Organisation of Meetings

To eliminate unnecessary exchange of emails, the use of a scheduling platform for meetings is recommended. Online platforms, such [Doodle](#), can be used to determine the meeting's schedule by assessing the availability of the participants. Meetings of governing boards will be scheduled at early-stage of project implementation for the full duration of the project.

3.2.5 Project Meetings

Several mandatory meetings will be held during the implementation of the project. Table I presents the type of meetings, their schedule, organisers, participants, location, and related documents and outputs. Other meetings, such as Status Points for each WP, can be defined within each team and will not be described in this document.

Table I. Scheduled group meetings within the ECHO S groups.

Meeting	Time	Organiser	Participants	Location	Deliverables
General Assembly (GA)	M3 M15 M27	Coordination Team	All project participants	F2F / Virtual	Agenda, Meeting presentations. Minutes- Action Plan
Executive Board (EB)	M6 M12 M18 M24 M30 M36	Coordination Team	Work package and task leaders	F2F / Virtual	Agenda, Meeting presentations, Minutes- Action Plan
Strategic Advisory Board (SAB)	M10 M18 M30	Coordination Team	EB members + SAB members + Guests	F2F	Agenda, Meeting presentations, Minutes- Action Plan
Financial and administrative meetings	M6 M12 M24 M36	Coordination Team	All project participants	Virtual	Agenda, Meeting presentations, Minutes- Action Plan

3.3 Communication channels & strategy (Ecosystem and External targets)

The following section aims to define guidelines to ensure effective communication with both the ecosystem and external targets. A set of communication channels and strategies will be deployed to ensure a positive and dynamic interaction with all target types. Moreover, tailored content can be envisioned, and promoted via the appropriate channel and tone, to enhance ECHO S communications.

3.3.1 ECHO S Website

The ECHO S website will be the project's central communication platform for external audiences, such as individual citizens and organised stakeholders who are not in the ECHO S consortium. The website will be made available at www.cancermissionhubs.eu. The chosen domain reflects a higher search ranking position on Google for news and content related with the project.

ECHO S website deployment will be staged, and will include:

- First stage: latest news, public calendar, project overview, outputs, and consortium.
- Second stage: Repository of documents, videos, and tools envisioned in the ECHO S proposal.
- Third stage: A social forum where all consortium partners and external stakeholders can participate with the objective to create a place that promotes discussion, creates engagement, and facilitates knowledge transfer.

As the project develops, the website will host deliverables and milestones, news items and events. The alpha version of the website was published on May 2nd, 2023, and the updated version with a navigation menu and contents is expected to

be available in July 2023. Afterwards, new content will be published regularly. The website will also serve as a communication anchor for the other communication channels described below. If possible, via a BackOffice, access will be provided to designated individual partners with the ability to create news that are validated and published by the T6.1 Leader. Sharing to social media, and the ability to provide a feed integrated on the website, will also be explored.

The initial Key Performance Indicators (KPIs) for the website are as follows:

- Number of visits and other key metrics (e.g., Google Analytics).
- Number of downloads of published deliverables.

3.3.2 Social Networks

ECHO S will establish the necessary means and processes to ensure that the key target groups previously defined are in line and updated with the work developed within the project framework. To improve and closely involve citizens, health professionals, researchers, and any previously identified stakeholders and initiatives, it is key to expand our digital footprint by creating X (former Twitter) and LinkedIn accounts (Fig. 10) as a complement to the website.

These channels were chosen due to their individual advantages. LinkedIn is currently the largest business-oriented networking platform geared specifically towards professionals, allowing a quick and easier reach of several groups of organised stakeholders, such as Associations, Authorities, and Research Centres, among others. X, on the other hand, complements LinkedIn in its reach and, also, provides the ability to create more cohesive communities and in reaching individual stakeholders (citizens, patients, and society at large) with the latest news and developments. These will ensure the effective communication of ECHO S content and milestones and the dissemination of Cancer Mission related content across the cancer ecosystem and society beyond health and research communities.

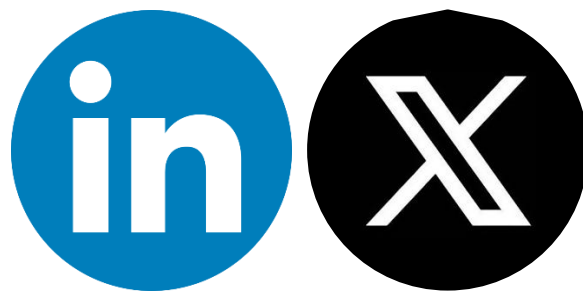


Figure 10. X and LinkedIn logos.

An implementation strategy is essential for a bigger impact:

1. Create a X account for ECHO S and a LinkedIn ECHO S Page.
2. Create guidelines to be available to all partners, presenting the social media pages, coupled with visual/content for them to publish in their respective profiles.
3. Disseminate the hashtags #ECHO S and #cancermissionhubs that will be mandatory for all the published contents.
4. Develop a tailored visual, cohesive with ECHO S branding, for social media pages.
5. Create three signatures for the different posted content:
 - a. ECHO S Journey – to communicate deliverables, milestones, and key moments.
 - b. Getting Involved – to communicate ECHO S and Mission Cancer events and engagement initiatives.
 - c. Building Synergies - to communicate networks and synergies created during the project.
6. Develop a Content Plan, with International and European cancer awareness days, and schedule 1-3 posts per week. During important events, initiatives, milestones, or other relevant content for communication, publish at least 5 posts/news. Content should be mostly

mirrored, between channels, but adapted to the specific media and targets (whenever possible).

7. Follow and share relevant content, within the cancer topic, from the following accounts: 1. Partner organisations and entities (e.g., ECO), 2. Organised and Non-organised stakeholders to enhance their mobilisation and participation, 3. Key EU initiatives and programs (e.g., JaNE, EBCP, ICPeMed).

The Key Performance Indicators (KPIs) for the social networks are the following:

- Social media general statistics (engagement and reach).
- Number of followers.

3.3.3 Newsletter

The ECHoS newsletter (ECHoS News) is scheduled to be published eight times during the project (M6, M10, M14, M18, M22, M26, M30, M36). The aim of the newsletter is to share news about ECHoS to all interested parties that are subscribers. Anyone interested in the ECHoS and the Cancer Mission can subscribe the newsletter via the website (with a call to action (CTA) over social media, which is also integrated in the newsletter)

The newsletter is envisioned to contain:

- A Header with logo, signature, and tagline
- Body:
 - Short forewords “ECHoS of...” related with the main topic of the newsletter provided by the main topic addressed in the communication.
 - “Breaking News”, with the latest activities related with the project.
 - “ECHoS Updates” with a short description of each WP updated work in the timeframe of the project.

- “On the Horizon” which will contain upcoming events, activities, and CTAs regarding both the ECHO S project and Mission on Cancer.
- Other major related initiatives will also be communicated in the newsletter, such as EBCP.
- Footer that reinforces the website and social media, ECHO S logo, EU Funding logo and disclaimer. Additionally, the ability to unsubscribe.

Moreover, other sections - such as “Networks and Synergies” - can be included into the newsletter, adapting the communication to the target audience and context.

All consortium members are expected to contribute with contents to the newsletter. Requests should be directed to the coordination team 15 days prior to the newsletter release to guarantee proper analysis and formatting. The Newsletter implementation will be evaluated and explored according to the platform used for all other digital communication (e.g., via website BackOffice or Mailchimp).

3.3.4 Project Book and Leaflet

The ECHO S Project Book (Fig. 7) is a dynamic document aiming to provide an overview of the project. This document will include brief descriptions of ECHO S’ objectives, structure, WPs, and consortium partners. This is an evolving communication piece which will, in the future, contain links to the main ECHO S outputs. It will be available on the website and, also, linked in the project leaflet (Fig. 11).

A leaflet has been drafted to describe the project in short. It is a tryptic with simplified information to support ECHO S partners and stakeholders as they communicate about ECHO S in face-to-face meetings and events. Translation of the leaflet is possible, to share in local and national events, if the translation is provided by the partner. The leaflet also contains a flexible section that can be tailored to different activities. ECHO S leaflet will be available on the ECHO S website and MS Teams for general use.



Figure 11. ECHO S brochure

3.3.5 Events

- During the project, ECHO S partners will organise and participate in several national and international events such as conferences and forums. A series of communication materials will be made available to communicate in a more cohesive and efficient manner. PowerPoint Template – as a speaker, this template will provide the means to share ECHO S' work, messages, and results. Additionally, modular content will be added to the template, to facilitate access to the main ECHO S messages and outputs.
- Project Book and Leaflet – a digital and a physical piece, that communicate ECHO S objectives, outputs, and milestones.
- Logo and visual aids – to produce materials within the project's branding guidelines.
- Rollups and Folder – production ready files are made available for décor and support of face-to-face events.

The abovementioned material will be produced in EN nonetheless, to enhance the project's reach, partners may choose to translate these to their native language when attending national events.

All consortium members are expected to communicate beforehand with both Communication and Coordination Teams, at least 30 days prior to the event, so that:

- The Coordination keeps track of all the project's related presence in events.
- Communication can enhance its engagement via the appropriate channel (website/calendar, social media and/or newsletter).
- Enough time is given to address and discuss any need, objective and opportunity that arises from the event (e.g., short interviews with KOLs).

Quick reminder: The coordination and granting authority must be informed beforehand about any activity that is expected to have a major media impact (media coverage in online and printed press, broadcast media, social media, etc.) that will go beyond having a local impact and which has the potential for national and international outreach.

3.3.6 Media relations

All partners are encouraged to inform WP6 about media inquiries and activities as soon as possible. Planned or envisioned interactions with the media, such as those in the scope of a predefined event, should be communicated, beforehand to WP6 and Coordination to ensure alignment, and updated dissemination by the project.

3.3.7 Open access publications

As stated in the D1.2 Data Management Platform, ECHO S adheres to established principles outlined in the guidelines for Open Access to Scientific Publications and Research Data in Horizon 2020, as well as the Horizon 2020 FAIR Data Management Plan. All results, deliverables, publications, and reports produced within ECHO S will be made available to all consortium partners in the project repository, where results can be identifiable and locatable by means of a persistent Uniform Resource Locator (URL). All public project results will be published on the project website and will be linked to an URL and keywords.

To further improve ECHoS outputs findability and exploitation, all public results and other relevant information will also be made available on the Open Access platforms such the [EU Open Research Repository Zenodo](#)¹ and the [Horizon Results Platform](#)² (HRP) to enhance results visibility.

Furthermore, Milestones and Deliverables, as well as other outputs, will be analysed and the consortium will be encouraged to produce open access articles in peer-reviewed indexed journals. These articles will conform with the Open Access obligations from Horizon Europe, and platforms like [Open Research Europe](#) or [Journal Checker Tool](#) will be explored.

3.3.8 Other communication formats and opportunities

Other tools, methodology and specific communication formats will be explored, for each opportunity/need during the project, to enhance communication with all target groups. These include Design Thinking, Opinion Articles, Reports from Events, Workshops and Trainings, Discussion Forums, Toolkits, Short Videos and Webinars.

3.3.9 Communication channels of participating partners

To widen the reach of the ECHoS communication activities, it is essential that all partners act as multipliers and share ECHoS content on their communication channels. Due to the different national contexts and specific needs for each partner, WP6 is contingent on the active cooperation and contribution of the other WPs in timely planning and executing communication.

4. Key communication prospects

Communication activities are either directly or indirectly connected to the progress of the overall project and the WPs. As ECHoS progresses, communication

¹ Zenodo helps researchers receive credit by making the research results citable and through OpenAIRE integrates them into existing reporting lines to funding agencies like the European Commission. Citation information is also passed to DataCite and onto the scholarly aggregators - [Zenodo Platform](#)

² A tool for beneficiaries in disseminating their Key Exploitable Results, for stakeholders to engage with beneficiaries, directly or through NCP, and for the EC to learn from project results. - [Horizon Results Platform](#)

should also evolve by receiving input and feedback from different WPs on their needs, objectives, and expectations. Key prospects for ECHoS first year are schematised below, with cancer awareness days to be communicated.

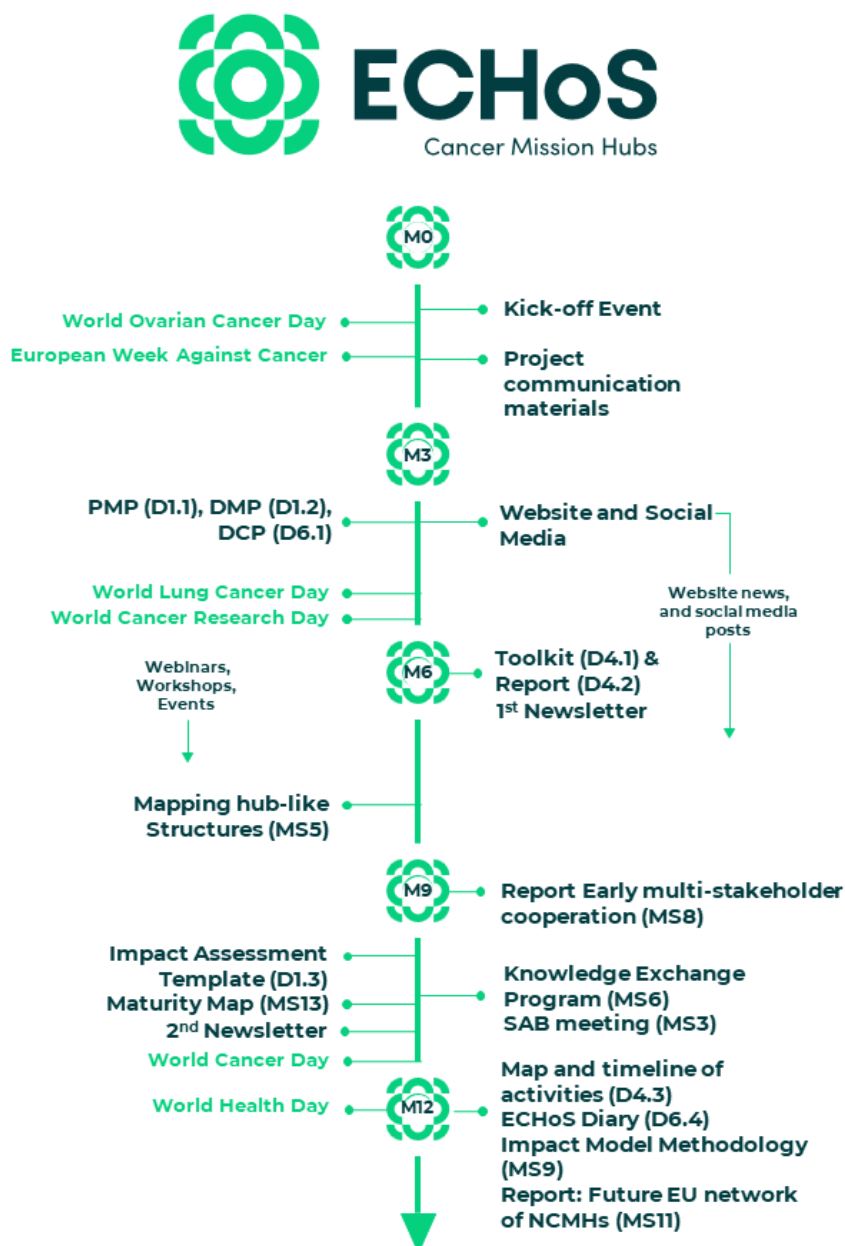


Figure 12. Communication schematics proposal for the first year of ECHoS.

5. Risk Assessment

Throughout ECHO S communication course, drawbacks might occur. To anticipate potential risks, ongoing media monitoring and analysis will be conducted at periodic timepoints. New channels, tools and adjustments can be explored to address these drawbacks.

All materials are to be communicated in standard language i.e., avoiding technical terminology. If needed, a Q&A section on the website can be developed to complement communication and other outcomes from the project.

Although quantitative methods may give an indication on how the communication activities are performing, qualitative methods supplement them. While the first methods can be useful for the website, or social media, the later methods are needed for other dynamics. Other evaluation methods can include, for instance, the number of participants at ECHO S main events or an analysis of proactive media activities and news.

Potential risks can be found on D1.1 Project Management Plan, chapter 7. Risk Management, subchapter 7.2 Identified risks.

6. References

Calzada, I. (2020). Democratising Smart Cities? Penta-Helix Multistakeholder Social Innovation Framework. *Smart Cities*, 3(4), 1145-1172. Retrieved from <https://doi.org/10.3390/smartcities3040057>



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