

HORIZON-MISS-2023-CANCER-01-01

GLIOMATCH

Project No. 101136670

The malignant Glioma immuno-oncology matchmaker: towards data-driven precision medicine using spatially resolved radio-multiomics

Deliverable D7.3

Stakeholder involvement, communication and dissemination plan

WP 7 – Stakeholder involvement, communication and dissemination

Version 1.0

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Partner short names

Short name	Partner
KUL	Katholieke Universiteit Leuven
KUL-LISCO	Dept. of Imaging and Pathology/Dept. of Human genetics/Leuven Institute for single-cell omics
KUL-CMM	Department of Cellular & Molecular Medicine
KUL-UZL	University Hospitals Leuven
EMC	Erasmus Universitair Medisch Centrum Rotterdam
UM	Universiteit Maastricht
OUS	Oslo Universitetssykehus HF
FSJD	Sant Joan de Déu Research Foundation
HSJD	Hospital Sant Joan De Deu
RMC	The Health Corporation - Rambam
UDUS	Heinrich-Heine Universität Düsseldorf
FINCB	Fondazione IRCCS Istituto Neuro-logico "Carlo Besta"
UU	Uppsala Universitet
AA	Aspect Analytics NV
CPE	Cancer Patients Europe
Timelex	Timelex BV/SRL
accelCH	accelopment Schweiz AG
UEDIN	The University of Edinburgh
UEDIN-a	Edinburgh Medical School
UEDIN-b	Edinburgh Cancer Research Centre

Abbreviations

Abbreviation	Term
CA	Consortium Agreement
C-DMP	Clinical Data Management Plan
CM	Cancer Mission
D	Deliverable
DoA	Description of Action
EC	European Commission
EU	European Union
GA	Grant Agreement
GBM	Glioblastoma Multiforme
HaDEA	European Health and Digital Executive Agency
HEU	Horizon Europe
KPI	Key Performance Indicator
M	Month
P-DMP	Project Data Management Plan
pHGG	Paediatric High-Grade Glioma
PO	Project Officer
RfE	Roadmap for Exploitation
RIA	Research and Innovation Action
SERI	State Secretariat for Education, Research and Innovation
SICD	Stakeholder involvement, communication, and dissemination
SICDP	Stakeholder involvement, communication, and dissemination plan
UClust	Understanding (tumour-host interactions) cluster
UKRI	UK Research and Innovation
WG	Working Group
WP	Work Package

Executive summary

Background

This deliverable, D7.3, is part of Work Package (WP) 7, "Stakeholder involvement, communication, and dissemination". The goal of D7.3 is to develop a plan defining the GLIOMATCH strategy and implementation steps for stakeholder involvement, communication, and dissemination (SICD) activities.

Objectives

The overarching aim of the stakeholder involvement, communication, and dissemination Plan (SICDP) is to provide a detailed strategy for GLIOMATCH's SICD activities. Specifically, we aim to:

- ✓ Set clear goals for the project's outreach activities
- ✓ Define the target groups for GLIOMATCH communication
- ✓ Identify the tools and channels to reach target groups
- ✓ Outline SICD activities
- ✓ Plan the evaluation of these activities to ensure quality and continuous improvement

Methodology and implementation

A cyclical approach was used to develop a realistic strategy and set of outreach measures for the SICDP. Based on the SICD objectives, we established a strategy for the project's duration. Specific stakeholders and the implementation of these measures were discussed and defined with key project consortium members and input from all partners. To ensure the defined activities align with our objectives, we selected key metrics to evaluate each activity. These targets will be evaluated regularly, and measures to increase outreach will be added or adapted to maximise the impact of the GLIOMATCH project.

Outcomes

This deliverable documents the key components of the SICDP. It was created by accelopment Schweiz AG (accelCH) with support from the project coordinator and input from all partners. The SICDP will be updated throughout the project to ensure the quality of the proposed actions and related information. Overall, the chosen approach has proven effective in presenting a coherent and feasible plan for GLIOMATCH's SICD activities. The plan uses a modular structure, allowing for adaptation and updates throughout the project. The SICDP timeline for WP7 in section 7 offers an overview of all planned and implemented activities.

Next steps

The GLIOMATCH SICDP will serve as a guideline for further tasks under WP7. This document will be made public and used to inform all partners and interested stakeholders of the intended actions, supporting the relevant partners in carrying out their planned tasks in WP7.

1 Introduction

PROJECT FACTS

Funding Programme: Horizon Europe

Call Topic: HORIZON-MISS-2024-CANCER-01-01

Budget: 12.59 million euro

Duration: 01.01.2024 – 31.12.2028

Project website: www.gliomatch.eu

Project LinkedIn: @gliomatch

The GLIOMATCH project is a Horizon Europe (HEU) Research and Innovation Action (RIA) aimed at improving the clinical outcomes of malignant brain tumours in adults and children through tailored immunotherapy treatments. Glioblastoma Multiforme (GBM) and Paediatric High-Grade Glioma (pHGG) are highly malignant, intrinsically resistant, and inevitably recurring brain tumours. The survival rates for these tumours are extremely low, with less than 2% of patients surviving long-term (>10 years). Despite intensive research, the incidence and mortality rates have not changed over the past 30 years. GLIO-

MATCH aims to change this by using state-of-the-art technology to develop a treatment selection platform, enabling clinicians to better match GBM and pHGG patients with tailored immunotherapy treatments. This will be achieved through prospective and retrospective clinical trials and data-driven precision medicine using spatially resolved radio-miomics. The project brings together 14 multidisciplinary partners (Figure 1) from 10 European and non-European countries, started in January 2024, and will run for 5 years.



Figure 1 GLIOMATCH consortium at the project kick-off meeting in Leuven, Belgium

1.1 Approach

This deliverable is a plan for the GLIOMATCH strategy and implementation steps for stakeholder involvement, communication, and dissemination (SICD) activities. It is part of WP7 “Stakeholder involvement, communication, and dissemination” led by accelopment Schweiz AG (accelCH) and Cancer Patients Europe (CPE). This section outlines the scope of the stakeholder involvement, communication, and dissemination plan (SICDP), relevant definitions, SICD objectives, and strategy.

1.1.1 Scope

The strategy and implementation of the GLIOMATCH outreach activities under WP7 will be laid out in the SICDP (D7.3) and the roadmap for exploitation (RfE) (D7.17). Communication, dissemination, and exploitation activities will unfold throughout the project, partially overlapping or complementing each other. SICD activities have been ongoing since the start of the project and will be complemented by dissemination measures, which can only begin after the first results are available. Exploitation of results will take place towards the end of the project. **Error! Reference source not found.** shows the timing and scope of both plans.

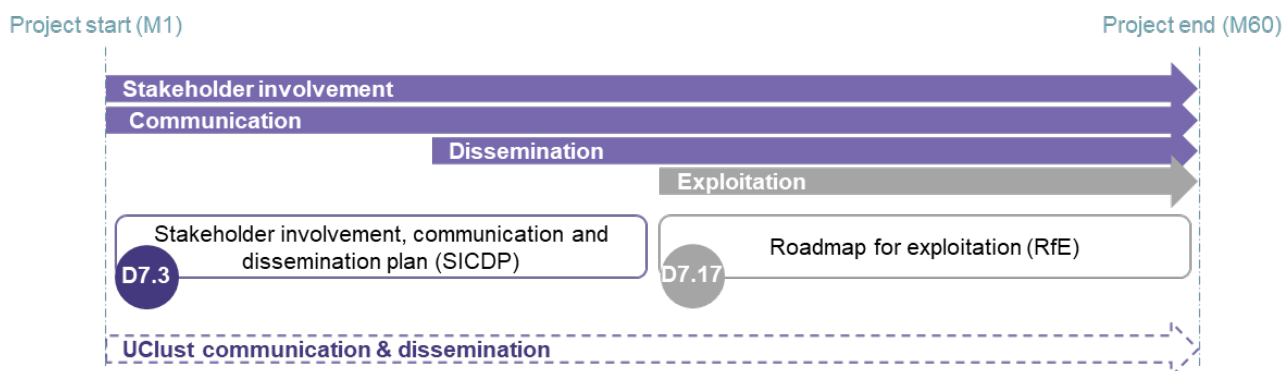


Figure 2 Overview of Stakeholder involvement, communication, dissemination and exploitation in WP7

This plan addresses SICD activities. GLIOMATCH is part of the “Understanding (tumour-host interactions) cluster” (UClust), an EU initiative bringing together research projects in similar fields, and will also engage in joint communication and dissemination activities at the UClust level (see section 6 for more information). The scope of the SICDP is limited to defining the GLIOMATCH strategy and implementation steps for SICD activities. This is ensured by the following:

- ✓ Setting clear goals for the project’s outreach activities
- ✓ Establishing a multi-channel SICD strategy with input from all partners
- ✓ Categorising target audiences
- ✓ Determining the tools and channels for carrying out activities
- ✓ Defining stakeholder involvement measures tailored to specific groups
- ✓ Determining communication and dissemination measures
- ✓ Setting up monitoring processes to evaluate the progress of activities
- ✓ Determining key performance indicators and metrics to evaluate activities

1.1.2 Definitions

Defining SICD measures is the basis for setting up an effective strategy as part of the SIDCP. According to the European Commission (EC), communication refers to informing, promoting, and communicating project

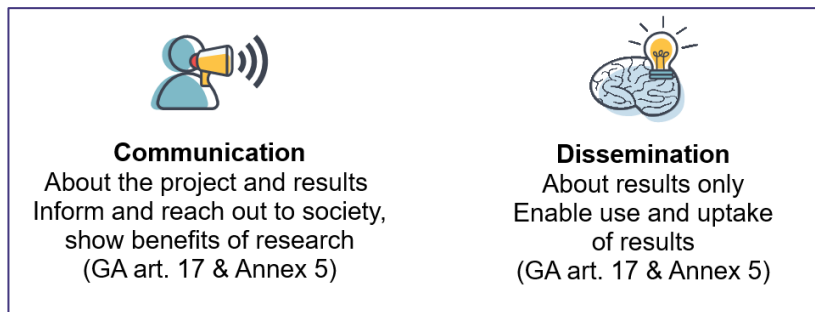


Figure 3 Overview of communication and dissemination in the context of the GLIOMATCH project

activities and results. Dissemination is about making the project's knowledge and results public and free of charge for others to use (see Figure 3). Both measures should target all project stakeholders¹. When referring to project management, stakeholders are defined by the European Union (EU) as "individuals or groups of people, institutions or companies that may be significantly affected, positively or negatively, by the success or failure of an intervention"².

1.1.3 Objectives

The overarching objective of WP7 is to maximise the impact of the project's results. This will be achieved by enhancing SICD measures. Specific objectives have been defined for each type of activity addressed in the current plan.

Stakeholder involvement objectives

- ✓ Ongoing monitoring and adjustment of project stakeholders
- ✓ Implementing measures tailored to the specific needs of different groups
- ✓ Establishing and engaging with stakeholder groups
- ✓ Incorporating feedback from stakeholder groups, especially patients, for all scientific WPs

Communication objectives

- ✓ Increasing the visibility and impact of the project
- ✓ Delivering messages about the project and its results to all relevant audiences
- ✓ Raising awareness of current challenges in brain cancer treatment being addressed by GLIOMATCH
- ✓ Conveying knowledge about immunotherapy for brain cancer
- ✓ Reaching various target groups and generating interest in project activities and results
- ✓ Supporting the communication needs of GLIOMATCH partners
- ✓ Promoting activities related to other WPs

Dissemination objectives

- ✓ Sharing knowledge about implementation science and practical aspects of research and clinical trials (e.g. data collection and management, ethical issues)
- ✓ Disseminating the results of the project: Creating value within target European initiatives
- ✓ Facilitating the uptake of project results by the scientific community, policymakers, and industry
- ✓ Ensuring collaboration for follow-up R&I initiatives
- ✓ Contributing to strengthening European R&I capacity
- ✓ Engaging with other European initiatives and fostering cooperation and interaction with relevant initiatives at EU and national levels

1.1.4 Strategy

To achieve the objectives defined in 1.1.3, the project will adopt a cyclical approach to SICD (SICD), as shown in the SICD cycle depicted in Figure 4. The SICD objectives serve as the basis for setting up realistic outreach measures, appropriate implementation approaches, and relevant targets for evaluating the measures. This approach is fitting, as it allows for continuous evaluation and adjustment of measures to meet the project's objectives. For communication and dissemination activities, the project adopts a classical approach with evaluation and feedback as a key strategic element. As stakeholder involvement and a patient-centric approach are at the core of GLIOMATCH, feedback from project stakeholders and partners will flow into the evaluation of the activities (Figure 5). The sender of the message refers to partners from the GLIOMATCH consortium. Partners are assigned as leads and co-leads of a specific activity (e.g. section 4). The message itself is the activity or output in question, conveyed using project channels and tools. The receiver of the message is one or several stakeholder groups, including the general public or anyone interested in the project. The meaning is the result of the activity as perceived by the target groups and will be evaluated on an ongoing basis by the GLIOMATCH partners to assess whether it aligns with the defined objectives. The next sections of this plan provide more details on SICD measures, implementation strategies and the approach to evaluation.

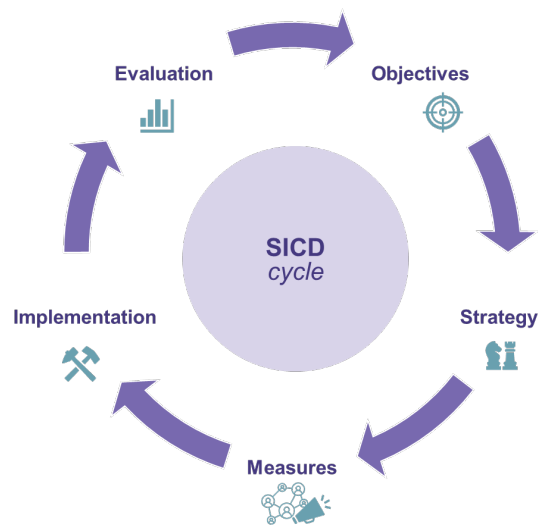


Figure 4 Strategic cycle for stakeholder involvement, communication and dissemination in GLIOMATCH

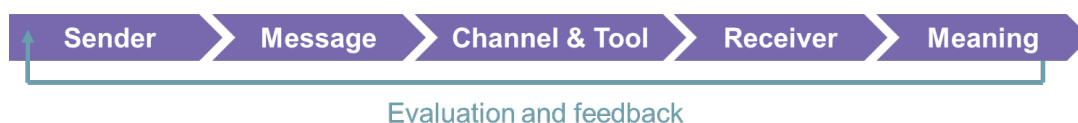


Figure 5 GLIOMATCH communication and dissemination strategy

2 Framework

This chapter provides an overview of the project's regulatory framework. This refers to contractual obligations and best practices that have been established before the start of the project, including, but not limited to, those outlined in the Description of Action (DoA).

2.1 EC requirements

GLIOMATCH will comply with the contractual requirements and best practices defined at an EU level and ensure that these are addressed throughout the project and while carrying out SICD measures.

2.1.1 Funding acknowledgement

The legal basis for communication, dissemination and visibility of the project is defined in art. 17 and Annex 5 of the project's GA, a contract between the European Health and Digital Executive Agency (HaDEA) and the project partners. The requirements of UK and Swiss funding authorities are covered in the UK Research and Innovation (UKRI) and State Secretariat for Education, Research and Innovation (SERI) contracts respectively. According to the Grant Agreement (GA), **communication activities** – promoting the project (including media relations, website, social media, information material, such as brochures, leaflets, etc., in electronic form or traditional), **dissemination activities** – public disclosure of results (presentations, conferences, seminars, workshops, publications etc.), and **any infrastructure** (equipment, vehicles, supplies) or **major result** funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement.

In GLIOMATCH, this requirement is harmonised with those of the funding authorities of Swiss and UK partners. As a result, the emblems and statements below will be used throughout the project as agreed upon with the Project Officer (PO). The texts and funding authority logos are available to all partners on the project's internal secured online platform.



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.



This work is supported by Innovate UK [grant number 10113516].



This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

2.1.2 Open science and FAIR principles

According to the EU's open science policy, open science practices are implemented as an integral part of the proposed methodology. As defined by the EC "open science is an approach based on open cooperative work and systematic sharing of knowledge and tools as early and widely as possible in the process"³. All GLIOMATCH partners will follow the practices listed below, in line with the DoA, section 1.2.6 and the GA, Annex 5, art. 17.

- ✓ **Open methodology:** GLIOMATCH will follow an open methodology approach to research by not only sharing the research results of scientific Work Packages (WP), but also the methods and data openly. This will make the project's research comprehensible and reproducible for externals.
- ✓ **Open source:** The algorithms developed as part of the project will build on existing open source software and will be made available by the project's partners for possible modification and redistribution via the open-source platform [GitHub](#).
- ✓ **Open data:** GLIOMATCH will participate in the [EU Open Research Data scheme](#) adhering to the EC's rules to facilitate open research data as well as publicly sharing data via the [UNCAN](#) data hub. Two data management plans, the Project Data Management Plan (P-DMP) and the Clinical Data Management Plan (C-DMP) will be set up by M6 and M12 of the project, respectively. In these plans, the consortium will clearly define the rules for data management to be followed by all beneficiaries while taking care to apply the FAIR principles to the data collected within the project.
- ✓ **Open access and review:** This approach includes adhering to the EC's open access rules and guaranteeing free access to all peer-reviewed publications by either paying (gold) or placing them in an accessible repository (green). All publications will also be shared on the project website to facilitate access.
- ✓ **Open educational resources:** Training material will be developed as part of the clinical trials WPs to train local implementation study facilitators. The developed training material will be made open, to facilitate clinical sites in the adoption, implementation and uptake of the new technology.
- ✓ **Scientific social network:** GLIOMATCH is dedicated to supporting [Europe's Beating Cancer](#) plan by actively participating in the [Cancer Mission](#) (CM) UClust (see section 6). This will ensure effective and efficient involvement in the cluster with other researchers and support the CM's objectives, create added value and increase the impact of EU funding.
- ✓ **Citizen science:** In GLIOMATCH, the involvement of stakeholders, especially patients, is a key factor of success. CPE, as WP7 co-leader and patient representative, and the GLIOMATCH partners' extended and well-established network, connects researchers, clinicians, policymakers, patients and other stakeholders to achieve the widest possible outreach and engagement.

FAIR principles

The GLIOMATCH consortium is committed to making its research data 'as open as possible, as closed as necessary' following the FAIR (findable, accessible, interoperable, reusable) principles and the [Horizon Europe Research Data Management guidelines](#). As described in the previous section, the project will ensure accessibility and re-usability of GLIOMATCH data, algorithms, tools and technology to support the development of the [UNCAN data hub](#). The implementation of the project's data policy will be defined in the P-DMP (M6) and the C-DMP (M12).

Findable



GLIOMATCH intends to assign a unique and persistent Digital Object Identifier (DOI) to the items in the repository, thus making them easily searchable. The consortium also plans to make the metadata available through the same repository in which the data will be stored and use trusted repositories.

Accessible



GLIOMATCH (meta)data will be retrievable by its identifier and all beneficiaries will ensure open access to the deposited data as soon as possible, following the principle: 'as open as possible as closed as necessary'. If open access is not provided to the data needed to validate scientific conclusions, the respective beneficiary will provide the access – digital or physical – needed for validation purposes.

Interoperable



GLIOMATCH (meta)data will use a formal, accessible, shared, and broadly applicable language for knowledge representation, and it will include qualified references to other (meta)data. Interoperability resources such as FAIR sharing will be applied.

Reusable




The conditions under which the data can be used will be made transparent through easy-to-use copyright licenses, such as Creative Commons, that is, the Creative Commons Attribution International Public License (CC BY) or Creative Commons Public Domain Dedication (CC 0).


2.1.3 Dissemination procedure

All consortium members must follow the dissemination procedure, which is defined in detail in the Consortium Agreement (CA) and ensures open access to all peer-reviewed publications, associated data and metadata, as per Annex 5 of the GA.

1 
Notify
the consortium

2 
Refer
to funding

3 
Ensure
open access

4 
Report
key details



Any communication or dissemination activity related to the action must include the EU **funding acknowledgment and disclaimer** statement.

2.2 Communication guidelines

To complement EU requirements, GLIOMATCH has defined communication guidelines. Their goal is to harmonise project communication in a way that is in line with EU requirements and the project’s objectives. This overview document is available to partners on the project’s internal secured online platform and ensures that the brand identity is consistent throughout different activities carried out as part of the project.

2.2.1 Project logo

All joint communication measures are to be marked with the GLIOMATCH logo (Figure 6). The GLIOMATCH favicon (Figure 6) can be used as a separate element and is also available on the internally secured online platform. To be visible, the logo must be at least 25 mm in width when printed in A4 and adapted in size for larger print formats. The different versions (white background, transparent background, white version of the logo) are available on the internally secured online platform in the following formats:

- ✓ **jpg**, suitable for Word, Excel, or PowerPoint documents
- ✓ **eps**, suitable for professional print applications, e.g., InDesign, Photoshop
- ✓ **png**, for online use only







Figure 6 GLIOMATCH colour logo (top left) and white logo (top right) and GLIOMATCH favicon (bottom)

As agreed by all partners and in line with the contractual obligations of the GA, all project-related public information, as well as content on websites should, whenever possible, include the logo as well as the EU emblem in a prominent and appropriate position and always acknowledge the EC funding (see section 2.1.1).




2.2.2 Colour scheme and typography

The following colours are used for all GLIOMATCH communication material:

Main colours

	CMYK 46, 56, 0, 50 RGB 68, 56, 127 HEX #44387F
	CMYK 31, 40, 0, 31 RGB 120, 105, 175 HEX #7869AF
	CMYK 0, 0, 0, 35 RGB 165, 165, 165 HEX #A5A5A5
	CMYK 0, 0, 0, 9 RGB 231, 230, 230 HEX #E7E6E6

Additional colours

	CMYK 7,9,0,9 RGB 216,211,233 HEX #D8D3E9
	CMYK 40, 9, 0, 31 RGB 105, 160, 175 HEX #69A0AF
	CMYK 0, 17, 48, 1 RGB 253, 211, 132 HEX #FDD384

The font 'Arial' is used in GLIOMATCH documents and follows the standards below.

In Word documents

Main Heading	(22 pt)
Main Subheading	(14 pt)
Heading 1	(16 pt)
Heading 2	(14 pt)
Heading 3	(12 pt)
Normal text	(10 pt)
Table text	(10 pt)
Footer	(8 pt)

In PowerPoint documents

Presentation title (cover)	(40 pt)
Subtitle (cover)	(30 pt)
Slide header	(36 pt)
Slide subtitle	(32 pt)
Slide text	(14-28 pt)
Footer	(12 pt)

2.2.3 Templates

To support the consortium in applying the project’s visual identity, accelCH prepared the following templates which are available to the consortium via the internally secured online platform (see examples in Figure 7) and should be used by all partners for project internal meetings and, in the case of presentations and posters, also externally.

- ✓ Deliverable template
- ✓ Meeting agenda template
- ✓ Meeting minutes template
- ✓ PowerPoint presentation template
- ✓ Research poster template

If there is a need for further templates, accelCH will provide suitable solutions to the GLIOMATCH consortium.

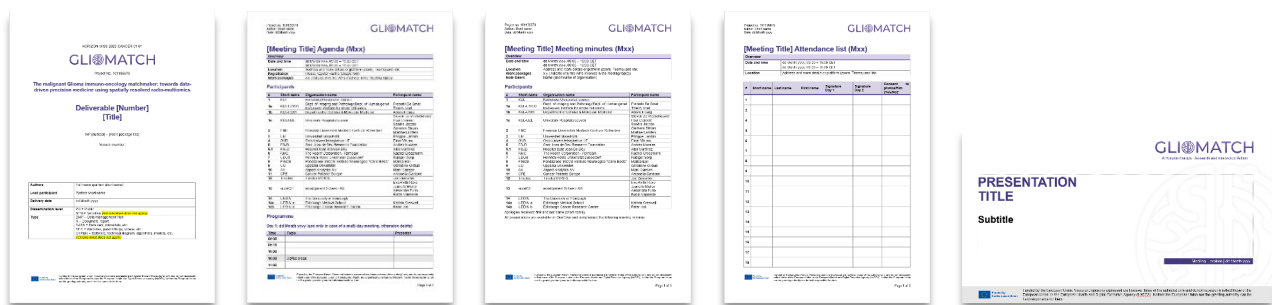


Figure 7 Examples of GLIOMATCH templates. From left to right: deliverable template, meeting agenda template, meeting minutes template, attendance list template, powerpoint template

2.3 Stakeholders

Any SICD strategy can only be effective if it is clear in what it wants to achieve and who it wants to reach. Therefore, the consortium must define the key stakeholders who form the target audience for all SICD activities.

2.3.1 Target groups

The GLIOMATCH consortium has categorised project stakeholders into six main project target groups depicted in Figure 8 and described in the DoA. During the first in-person project meeting, CPE organised an activity with partners to collect additional input on project stakeholders.

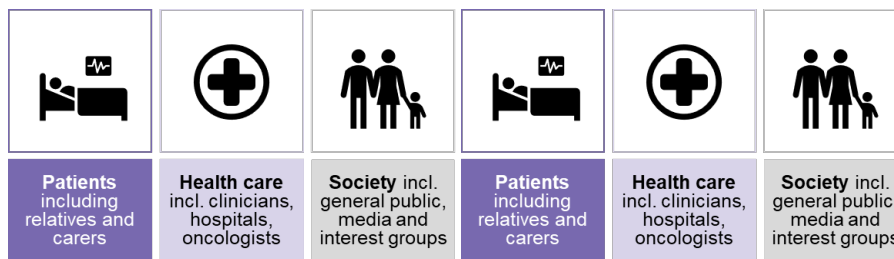


Figure 8 GLIOMATCH project stakeholders

2.3.2 Stakeholder analysis

A stakeholder analysis comprises a set of techniques based on qualitative data to assess the interest of each stakeholder in the intervention's success/failure and that stakeholder's power (influence) to support or obstruct the intervention⁴. CPE and accelCH conducted a stakeholder analysis based on input gathered from GLIOMATCH partners and CPE's expertise. This was done using the accelCH stakeholder matrix template. This tool distinguishes key stakeholder groups critical to GLIOMATCH, assessing their interest and influence on project performance. Based on CPE's ratings and input from partners, the groups were mapped on an influence/interest matrix (Figure 9). Patients, healthcare personnel, and academic/research communities require close management through information, consultation, and collaboration. Policy-makers should be kept informed and consulted, while for industry and society, the focus is on information sharing. This initial stakeholder positioning guides activities outlined in the following sections of this plan. This tool is being used to identify and rate stakeholder sub-groups and individual stakeholders (e.g. specific institutions or organisations). The tool includes an assessment of the priority of engaging relevant target audiences as well as a section for gathering ideas on how to reach individual stakeholders. Understanding stakeholders and their preferred communication methods will help tailor messages effectively across diverse audiences as the project progresses.

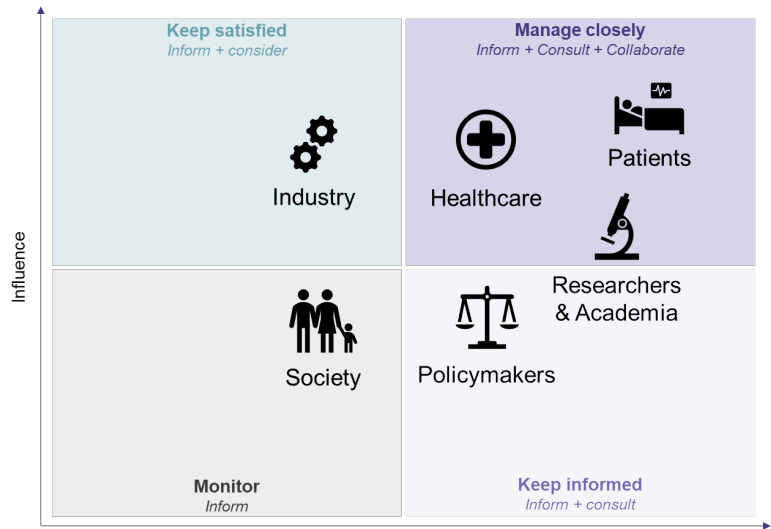








Figure 9 Influence/Interest matrix for GLIOMATCH project stakeholders

2.4 Tools and channels

The GLIOMATCH project will utilise a variety of tools and channels to reach the project stakeholders. The use of tools and channels for specific activities is defined based on the available budget and time resources to maximise the project's impact. The suitability of each tool and channel and its impact on the target group(s) will be evaluated as part of the periodic monitoring and evaluation strategy described in section 8.2. If needed, the tools and channels employed will be adjusted in accordance with the project's SICD goals. Table 1 provides an overview of the relevance of project tools and channels by target groups.

Table 1 Tools/Channels by relevance for project target groups

Tools/Channels	Patients 	Healthcare 	Society 	Researchers 	Policymakers 	Industry 
Brand identity	✓	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓	✓
News articles	✓	✓	✓	✓	✓	✓
Social media content	✓	✓	✓	✓		✓
Press releases	✓	✓	✓	✓	✓	✓
Factsheet and Infographics	✓		✓			
Brochure	✓		✓			✓
Roll-up banner		✓		✓		
Posters	✓	✓	✓	✓		
Presentations		✓		✓	✓	✓
Publications		✓		✓	✓	
Policy briefs		✓			✓	✓
Training toolkits		✓				
Survey	✓			✓		
Stakeholder map				✓		
Social media	✓	✓	✓	✓		✓
Scientific events				✓		✓
Glioblastoma awareness day	✓	✓	✓	✓	✓	
Focus groups	✓	✓	✓	✓		
Cluster events				✓	✓	
Conferences		✓		✓		✓
Webinars	✓	✓	✓	✓		✓

3 Stakeholder involvement activities

This section provides an overview of all ongoing and planned stakeholder involvement activities, as well as their target audience, Key Performance Indicators (KPIs), timing, impact and the responsible partner for the activity.

3.1 Stakeholder mapping

Stakeholder mapping is a **project internal activity**. At the initial consortium meeting, CPE initiated a stakeholder mapping exercise through a workshop involving all partners. This activity provides the groundwork for the stakeholder map and, importantly, will raise awareness among all partners about their roles in communication and dissemination activities. The stakeholder map will be regularly updated throughout the project's duration. Together with the stakeholder analysis (see section 2.3.2), it will serve as a basis for understanding the target groups of the project's SICD activities. This activity was initiated internally at the first in-person project meeting and will continue throughout the project.

Target audience

Internal project stakeholders

KPI

Comprehensive and up-to-date stakeholder map throughout the project

Responsibility

Lead: CPE

Contribution: all partners

Impact

Identifying and clustering all project stakeholders to ensure that communication, dissemination and exploitation measures successfully target appropriate stakeholder groups and thereby maximise their impact.

3.2 Cancer Mission Understanding cluster (annual meetings)

GLIOMATCH will contribute to the annual UClust meeting with other EU projects funded under the CM. The annual meetings aim to collaboratively address common scientific challenges in knowledge exchange; data management, research & innovation, communication & dissemination, citizen engagement addressing inequalities and research capacity building. Projects will take turns in the organisation of the UClust annual meetings. Depending on the UClust's needs, GLIOMATCH will lead or support the organisation of one of the annual meetings. For a detailed overview of the planned UClust activities refer to section 6. This activity is currently in the planning phase. The UClust's activities were initiated by the cluster's PO during M4 of the project. The first annual meeting is currently in the planning phase and will be organised by THRIVE, one of the cluster projects.

Target audience

EC, UClust and other related EU-funded projects, relevant national ministries, agencies and policy-makers

KPI

1 meeting per year

Responsibility

Lead: KUL

Contribution: all partners

Impact

Knowledge sharing, identifying synergies, finding solutions to common challenges

3.2.1 User focus groups

CPE will organise user focus groups in moderated webinars. In the first year, CPE will set up a survey through an online questionnaire to their network to collect feedback and additional requirements based on patient priorities and expectations. These will be collected for another deliverable, the Implementation study plan, and results will be taken up in the WP6. The survey consists of an online questionnaire which will be linked to the GLIOMATCH website and advertised through the project's social media posts. The questionnaire will be shared with the target audience through the project's channels and partners' networks. The focus groups will be held as online webinars for which participants will be recruited from the cohorts of survey respondents or from other sources based on CPE's recommendation. Registration for and participation in the webinars will also be advertised through the project's channels and the partners' networks. This activity is in the **planning phase**. It has been initiated in M3 by CPE, the University of Edinburgh (UEDIN) and accelCH. The survey is planned for the second year of the project and will be ongoing throughout the project until M60.

Target audience

Clinicians, medical and hospital staff, patients and families or relatives of patients

KPI

1 online survey
3 online conferences with 10-20 participants

Responsibility

Lead: CPE
Contribution: UEDIN (requirements), accelCH (communication)

Impact

Collecting feedback on GLIOMATCH clinical trials and on the technology being developed as part of the project

3.3 Final event

CPE will organise the final project event. Key stakeholders will be invited to attend the final event of the project to facilitate networking and collaborations and ensure the uptake of results after the end of the project. The event will consist of plenary presentations and workshops, during which GLIOMATCH's final results and future plans for after the project will be presented. This is a planned activity. The event will take place at the end of the project, in M60.

Target audience

Policymakers, clinicians, patients, academia

KPI

In-person event organised with 50-100 participants

Responsibility

Lead: CPE
Contribution: all partners (and their networks)

Impact

Share GLIOMATCH results with the relevant stakeholders to maximise their impact and engagement and ensure uptake of the results after the end of the project

4 Communication activities

The project's communication activities are aimed at complementing the suggested dissemination and exploitation measures. They target a broader audience than the dissemination activities, aiming to raise awareness among GLIOMATCH's main stakeholder groups and inform the general public about the project and its future potential. To achieve these aims, the project has planned the communication activities shown below. This section provides an overview of all ongoing and planned communication activities, as well as their target audience, timing, KPIs, impact, and the responsible partner for the activity.

4.1 Website

accelCH will set up and maintain the [project website](#) which will be used to inform all stakeholder groups about the project’s aim and objectives, present the partners, disseminate the project results and outcomes and regular updates. The content on the website is communicated in line with the objectives set in section 1 and the guidelines, such as brand identity and EU requirements. The landing page (Figure 10) provides an overview of the project’s key goals and facts. During the first months of the project, the website was populated with an overview of the consortium including an interactive map (Figure 11), as well as individual partner profiles. It also has a media corner featuring a news section, a materials section and a photo and video gallery. The website redirects users towards the project’s social media channels and offers the possibility to reach out to the project consortium through the project’s contact e-mail. It has been live since January 2024 and is updated on an ongoing basis. To ensure that information remains accessible after the project has ended, the website will be maintained beyond the duration of the project.

Target audience

Researchers, health care providers, industry, policy makers, patients, general public

KPI

An average of 100 monthly users over the whole duration of the project, 150 engaged sessions per month on the website

Patient specific content will be evaluated based on feedback from this stakeholder group collected by CPE

Responsibility

Lead: accelCH

Contribution: all partners

Impact

Keeping stakeholders updated on project developments, raising general awareness of the project in interest groups

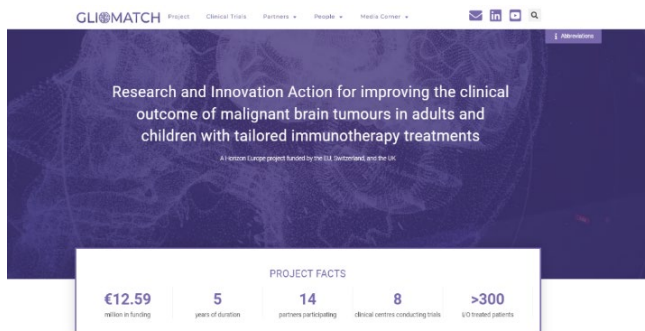


Figure 10 GLIOMATCH landing page excerpt



Figure 11 GLIOMATCH partners map excerpt

4.1.1 Website: patient focus

In addition to the general website activity, GLIOMATCH will also ensure that the website offers relevant information for patients, as this stakeholder group is highly relevant to the success of the project. CPE will provide input on the type of information that is interesting and useful for this stakeholder group, based on their extensive expertise in advocating for patients' needs. Based on CPE's input, we have defined the following elements as essential for ensuring that patients are informed about the project and can share their feedback.

- ✓ Patient testimonials: If possible and appropriate, CPE and other partners will collect testimonials from glioblastoma patients including those participating in the clinical trials. accelCH will ensure that these are featured on the website.
- ✓ Links to resources relevant for patients: Together with CPE, accelCH plans to compile a list of links and resources relevant to patients and make those available on the project website.
- ✓ Media library section: To ensure transparency, accelCH has set up a media library section where patients (and other interested stakeholders) can see the project's work through photos and videos documenting key milestones. This section also allows interested stakeholders to download materials which have been developed within the project.
- ✓ Publications section: We plan to make publications on the project's progress and results accessible through the GLIOMATCH website.
- ✓ Partner profiles for each organisation: To further increase transparency, accelCH has set up partner profiles on the website with input from all partners. This allows users to better understand the role of each organisation in the project and to see the people involved on behalf of each partner institution.
- ✓ Online survey for patients: As part of the user focus group activity led by CPE (see section 3.1.2), accelCH will promote an online survey on the website through which patients can share their feedback. This input will be used to maximise the impact of scientific WPs.
- ✓ FAQs: With the input of CPE and other key partners, accelCH will compile a list of relevant questions and answers to be featured on the website.

These measures are geared towards increasing transparency and ensuring that patients are informed about and included in the development of the GLIOMATCH platform. Part of these measures have already been implemented. In the future, dedicated pages (e.g. a patient corner, an FAQ page and a publications section) will be created and maintained by accelCH.

4.2 Social media

[LinkedIn](#) and [YouTube](#) accounts have been created in line with the GLIOMATCH brand identity. These platforms will allow us to reach the appropriate target audiences for the GLIOMATCH project. The LinkedIn account will be updated regularly throughout the project to communicate (in a two-way exchange) about the project and its results to different audiences. The GLIOMATCH LinkedIn account is used to share posts and visuals about project events and milestones as well as about relevant events that are of interest to our followers (see examples in Figure 12 and Figure 13). The YouTube account will also be maintained to upload video materials, such as explainer videos and partner interviews to reach the relevant stakeholders. Both accounts are accessible through the project website. These accounts were set up at the start of the project and will be maintained throughout the project. Depending on the project's need and on the appropriate social media platforms to reach the target audience, accelCH will set up further social media accounts.

Target audience

General public, patients, researchers, health care providers, industry, and policy makers

KPI

400 LinkedIn followers and 1000 YouTube views by the end of the project

Responsibility

Lead: accelCH

Contribution: all partners (and their networks)

Impact

Raising awareness about the GLIOMATCH project, creating a platform for a two-way exchange, creating and maintaining key contacts with relevant stakeholders



Figure 12 Example of a LinkedIn post for the GLIOMATCH kick-off meeting



Figure 13 Example of a LinkedIn post for the European Week Against Cancer

4.3 Digital and print material

accelCH will develop various print materials, including, but not limited to:

- ✓ Flyers
- ✓ Factsheets
- ✓ Roll-up banners
- ✓ Press releases

These will be available to the relevant stakeholders to download from the website and for partners to share with their networks. These materials can also be translated into partner's languages and distributed through their networks or used and distributed at events depending on the project's needs. Based on the project's needs, the materials will be distributed digitally, as printed versions, or both. This activity has already started and will be carried out continuously throughout the project. We have printed a GLIOMATCH roll-up banner (Figure 14), which was used at the 1st GLIOMATCH consortium meeting to raise awareness about key project facts and redirect people towards the GLIOMATCH website and social media channels. The first press release titled 'GLIOMATCH: Pioneering hope for malignant glioma, a deadly brain cancer' (Figure 15) has been distributed electronically through our partner's networks. Both are available for download on the project website.

Target audience
 All audiences, depending on material required

KPI
 Min.3 press releases, 100 cumulative downloads
 Roll-up banners displayed at 5 events
 Other print materials distributed at min. 3 events

Responsibility
 Lead: accelCH
 Contribution: all partners

Impact
 Spreading knowledge on the project, informing patients and healthcare providers

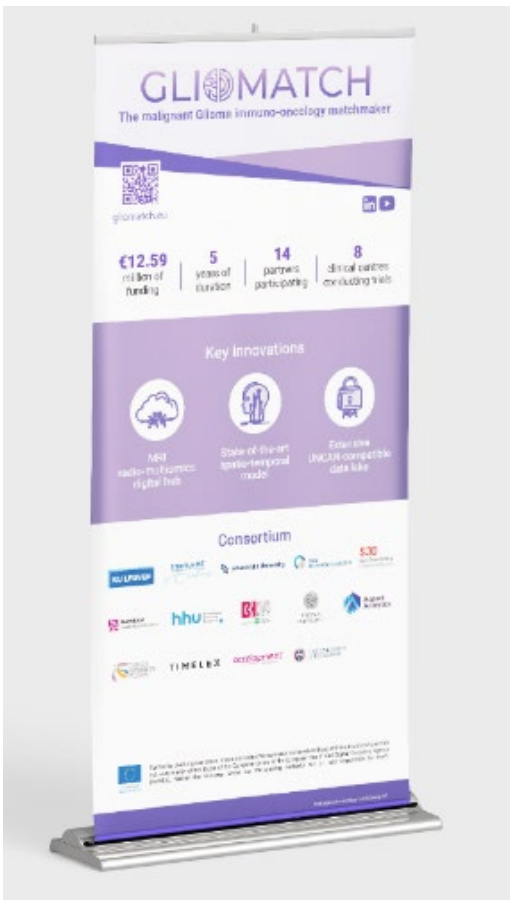


Figure 14 GLIOMATCH roll-up banner



Figure 15 1st GLIOMATCH press release, January 2024

4.4 Audio-visual material

Interactive audio-visual material will be created including videos presenting the project activities, interviews with key partners and infographics to visualise complex information in a simple way. The digital media will be shared via the project website, social media channels and existing partner networks.

During in-person meetings, interviews will be recorded with partners to share details on the project's milestones and goals. Additionally, parts of these videos will be used to create an explainer video which will be featured on the project website and provide an overview of GLIOMATCH to the project's stakeholders. This is an ongoing activity; the first video interview material with partners was recorded at the project's first in-person meeting and further material will be collected throughout the project.

Target audience

General public, society, health care providers

KPI

300 views of partner interviews and 500 views of the project explainer video by the end of the project

Responsibility

Lead: accelCH

Contribution: all partners

Impact

Raising awareness and interest on the project's objectives and strategy

5 Dissemination activities

The GLIOMATCH consortium will implement dissemination activities tailored to the needs and interests of the project's stakeholders. As the main focus of dissemination is on the distribution and uptake of results, most activities will focus on the scientific community, healthcare providers and policymakers. This section provides an overview of the planned dissemination activities for project results, as well as their target audience, KPIs, timings, impact and the responsible partner for the activity.

5.1 Peer-reviewed publications

This activity includes publishing in peer-reviewed journals, e.g., Frontiers in Oncology and Neuro-Oncology following the EU guidelines on open access (see section 2.1.2). The activity will start after the first project results are available (from M12 onwards) and will continue throughout the project (until M60).

Target audience

Scientific community

KPI

Min. 7 publications

Responsibility

All scientific partners

Impact

Knowledge sharing, stimulating future research and potential collaborations

5.2 Conference presentations

The academic partners will present their results and outcomes to the scientific community at key international and European conferences such as the meetings from the European Association of neuro-oncology (EANO), the Society for Neuro-oncology (SNO), and through each member's state national neurooncology and neurosurgical organisation. Knowledge sharing and the wide uptake of project results will foster future research and collaborations. Relevant conferences will be collected in an event calendar format. CPE has identified a list of potentially relevant conferences at which GLIOMATCH results could be disseminated. This activity will start after the first project results are available (from M12 onwards) and continue throughout the project (until M60).

Target audience

Researchers, health care providers, policy makers, industry

KPI

Min. 7 conferences attended

Min. 2 presentations per academic partner

Responsibility

All academic partners

Impact

Peer scrutiny, validation of results, and knowledge sharing

5.3 Special sessions

The GLIOMATCH partners will organise satellite sessions during key conferences to facilitate networking with interested stakeholder groups, in particular within the research community. Members of the EU CM clusters and other related EU-funded projects will be invited to participate to ensure a better understanding of cancer and to address common scientific challenges in the field.

Target audience

Researchers, UClust, related EU projects

KPI

Min. 2 special sessions

Responsibility

All academic partners

Impact

Networking, transfer of results, expert review and feedback

5.4 Training toolkit

A training toolkit for clinicians will be developed by KUL to facilitate the effective and efficient implementation of the GLIOMATCH clinical study (WP3). During the project, the training materials will be used to prepare clinicians on the tools and processes required to effectively implement the study. The developed materials will be made openly available at the end of the project to ensure access for all healthcare providers, facilitate stratification of GBM patients and define the most beneficial immune-oncology approach(es). Training sessions will be organised at the meetings from the European Association of Neurooncology (EANO), the Society for Neurooncology (SNO), and through each member's state national neurooncology and neurosurgical organisation. During the project, training will be organised at the participating centres.

Target audience

Clinicians, medical staff and hospital management

KPI

Min. 5-8 training sessions

Responsibility

KUL

Impact

Ensure access and proper understanding of the MRI Radiomultiomics HUB

6 Understanding (tumour-host interactions) cluster

The GLIOMATCH project is part of the Understanding (tumour-host interactions) cluster (UClust) and will engage in SICD activities jointly with other cancer projects under this cluster. The section below provides background information on the EU CM, and the UClust, and outlines the joint communication strategy at the UClust level which will complement the SICD measures addressed in the previous sections.

6.1 EU Mission: Cancer

Five EU Missions have been launched under the HEU research and innovation programme (2021-2027) to deliver concrete results by 2023 in the EC's priority topics (climate change, cancer, ocean and waters, climate-neutral cities, soil health)⁵. Based on the International Agency for Research on Cancer's observations, the World Health Organisation expects a 77% increase in cancer cases from an estimated 20 million new cancer cases in 2022 to over 25 million new cases in 2050⁶. In Europe alone, each year 2,7 million people are diagnosed with cancer and 1,3 million lose their lives due to this disease⁷. The rapidly growing societal burden of cancer calls for an increased need for cancer research and services. The EU CM is aligned with Europe's Beating Cancer Plan - a political commitment to a more resilient Union⁸. The EU CM aims 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". To achieve its ambitious goals by 2030, the EU CM pursues four objectives⁹:

1. Understanding of cancer
2. Prevention and early detection
3. Diagnosis and treatment
4. Quality of life for patients and their families

The EU CM 2021-2023 (see logo in Figure 16) brings together around 50 EU-financed projects. These are split into 8 clusters depending on which CM objectives they are most closely aligned with. Within each cluster, the EU projects work together in collaboration areas, or "cluster strands of work", which are pre-defined by the EC. The areas of collaboration are determined by the EC, however, it is up to the projects to decide on the effective organisation of the internal processes of cooperation.

6.2 UClust projects

The UClust includes the ARTURO, [GLIOMATCH](#), HIT-GLIO, [MULTIR](#), [THRIVE](#) and SPACETIME projects, which are all part of the HORIZON-MISS-2023-CANCER-01-01 call as depicted in Figure 17.



Figure 16 EU Mission Cancer emblem

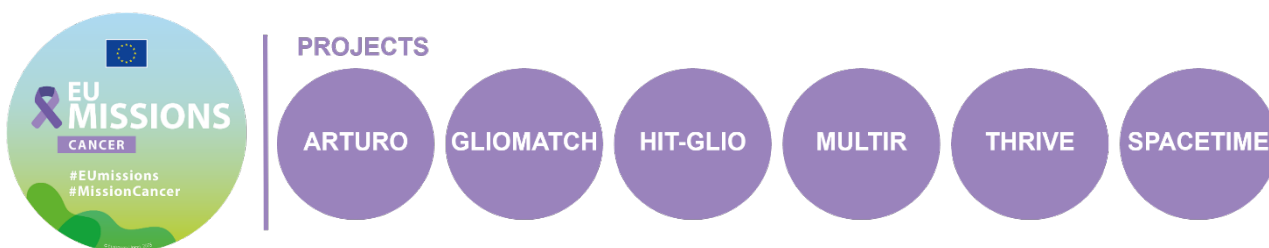


Figure 17 Overview of the Understanding Cluster projects

6.3 Strategy and organisation

The UClust will contribute to the EU's CM and avoid duplication of efforts amongst EU-funded projects by:

- ✓ Identifying common challenges
- ✓ Finding synergies
- ✓ Sharing best practices
- ✓ Reducing overlaps

The six EU-funded RIAs are expected to collaborate in the five UClust strands of work below defined by the EC throughout the duration of their projects.

1. Data management
2. Communication and Dissemination
3. Research and Innovation
4. Addressing inequalities
5. Citizen engagement

Based on these five work strands, UClust has collaboratively defined Working Groups (WGs) to implement UClust activities, as shown in Table 2. Each WG will include at least one representative from each of the UClust projects, with one (or two) projects leading the WG. The WG lead is responsible for organizing cooperation within the group; however, all projects are jointly responsible for planning, carrying out activities, and making decisions within the WG.

Table 2 Overview of UClust Working Groups

#	Topic	Purpose	Lead
1	Data management	The purpose of this WG is to harmonise data standards, foster data exchange, data validation, and potentially division of labour to achieve economy of scale. Of particular interest will be to discuss the implementation of the future UNCAN.eu research and data platform.	GLIOMATCH
2	Communication and Dissemination	The purpose of this WG is to develop a joint communication and dissemination strategy. The goal of such a strategy is to inform relevant stakeholders about the mission of the UClust as a whole.	MULTIR
3	Research and Innovation	The goal of this WG will be to reduce overlaps, harmonise research methods and models to enhance science and policy outcomes, working together on research capacity building.	SPACETIME
4	Addressing inequalities	The goal of this WG is to develop common ideas on how the projects can contribute to reducing inequalities of care and improving access to care. In addition, common challenges will be addressed in the uptake of the projects in terms of improved screening methods and technologies into national health systems.	GLIOMATCH, ARTURO (co-lead)
5	Citizen engagement	The purpose of this WG is to organise exchanges with citizens, including patients, to engage them and to address their views.	HIT-GLIO
6	Annual meetings and events	UClust projects will meet yearly. The project will agree in advance on one organiser for each yearly meeting which can be held in person or online. The organisation of the 1 st and 2 nd annual meetings has already been discussed by the UClust. These annual meetings will provide a platform to address the WG topics with a focus on identifying common challenges, finding synergies and sharing best practices in each of the five cluster strands.	THRIVE (year 1) HIT-GLIO (year 2)

6.4 Joint communication efforts

The UClust has been developed to foster exchange with other projects and jointly contribute towards maximising the impact of EU funding. As explained above, there is a specific UClust WG dedicated to developing and implementing communication and dissemination activities. GLIOMATCH will contribute to this working group and promote a communication and dissemination strategy which is in line with the project’s goal and the EU Mission’s overarching purpose. As part of WG2 Communication and Dissemination, the projects will inform relevant stakeholders about UClust’s mission. The following initial activities have been planned and will be refined during the UClust’s WG meetings.

- ✓ An outline for a common cluster webpage which each project can adapt and integrate onto their website
- ✓ Joint templates depending on the needs of the projects
- ✓ Joint communication guidelines
- ✓ Joint events calendar
- ✓ Common video
- ✓ Common cluster brochure
- ✓ Common stakeholder mapping

6.5 UClust deliverables

Table 3 summarises the joint UClust deliverables and deliverables directly related to the UClust’s activities as outlined in the GLIOMATCH DoA. The deliverable number in the left column refers to the number system in the GLIOMATCH DoA and can differ for each cluster project for the joint deliverables. These cover some of the joint communication activities described in section 6.4 and also include further relevant activities, such as regular policy briefs, which are aimed at influencing regulatory agencies and EU decision-makers on behalf of the GLIOMATCH and UClust stakeholders. The joint communication measures and activities will run in parallel to the project’s outreach measures and complement the project’s work in terms of SICD. Where appropriate, GLIOMATCH will align the timings on its outreach activities to match the timing of the joint deliverables or of related cluster activities. One example of this is D7.4, the “Common video and/or a common cluster brochure”. In this case, the GLIOMATCH digital and print materials (section 4.3) and audiovisual materials (section 4.4), such as infographics and video interviews with partners recorded during project meetings, will be used to contribute towards this joint UClust activity.

Table 3 Overview of joint UClust deliverables (according to GLIOMATCH DoA)

No.	Deliverable title
D7.2	Common work plan for scientific collaboration under the “Understanding (tumour-host interactions)” cluster
D7.4	Common video and/or a common cluster brochure
D7.5	First conclusions of common annual meeting of the “Understanding (tumour-host interactions)” cluster
D7.6	First policy brief
D7.7	Second conclusions of common annual meeting of the “Understanding (tumour-host interactions)” cluster
D7.8	Second policy brief
D7.9	Third conclusions of common annual meeting of the “Understanding (tumour-host interactions)” cluster
D7.10	Third policy brief
D7.11	Conclusions of common annual meeting of the “Understanding (tumour-host interactions)” cluster
D7.12	Fourth policy brief
D7.13	Addressing inequalities recommendations

D7.14	Citizen engagement summary report
D7.15	Final conclusions of common annual meeting of the “Understanding (tumour-host interactions)” cluster
D7.15	Final policy brief

8 Monitoring and evaluation

One of the goals of the GLIOMATCH SICD measures is to maximise the project's impact through the implementation of tailored activities. To increase the efficiency and ensure that activities are effective, accelCH will monitor and evaluate the activities outlined in this SICDP. The activities will be tracked throughout the project and assessed against the quantitative and qualitative success criteria, or KPIs, defined for each activity in the previous sections. The evaluation will occur throughout the project, either after relevant milestones or periodically.

8.1 Tools

The **accelCOCKPIT Communications Collector** is available to all project partners the project's internal secured online platform. Partners directly update this file continuously and accelCH is responsible for monitoring this process and offering support when needed. This collector streamlines data collection and supports continuous reporting to the EU. By keeping this document up to date, the consortium stays informed about all outreach activities and their effectiveness. Additionally, accelCH monitors the project's online presence, including the website and social media channels.

The collected data is transferred by accelCH to the **accelCOCKPIT Project Communications** tool, which has been used effectively in many EU-funded projects. This tool complements the communications collector and is designed to help track communication and dissemination activities, assess them, and plan corrective actions. The following streams of information are collected and evaluated using this tool:

- ✓ Information from all project partners collected using the accelCOCKPIT Communications collector
- ✓ Data from Google Analytics 4 (GA4) on the project website's performance
- ✓ Data from social media analytics on GLIOMATCH channels' performance
- ✓ Data from relevant online management platforms
- ✓ Feedback from events, conferences, webinars, etc.

Additionally, the tool aligns with the [EU Funding and Tenders Portal](#), making it easy to collect the information required for periodic reporting of the GLIOMATCH project. The tool's automated integration simplifies data collection, supports continuous reporting to the EU, and enhances the assessment of outreach activities, aiding in the development of impact or technical reports. Using the accelCH tools and GA4 will allow to monitor engagement rates, impressions, and page views, as well as the performance of individual posts. This data-driven approach helps collect insights into for evaluation and adjusting outreach measures throughout the project.

8.2 Evaluation

A qualitative and/or quantitative evaluation will take place after reaching a milestone, key event, or implementing a specific activity. For ongoing activities, the evaluation will occur at regular intervals. The results of these evaluations will be shared at project meetings where partners can share their input on potential improvements or adjustments. Where appropriate, the timing, scope, target group of SICD measures will be adjusted based on this evaluation to better meet the project's goals. Table 4 provides an overview of the planned evaluation measures and timing of all activities described in the previous sections.

Table 4 Overview of GLIOMATCH SICD activities and evaluation strategy

Activity	Indicator	Method	Target	Timing
Stakeholder involvement activities				
UClust annual meeting	Number of meetings	Registrations Partners' feedback	1 yearly meeting	After each meeting
User focus groups	Number of sessions Number of participants	Completed surveys Registrations	1 online survey 3 online conferences, 10-20 participants each	M12-48, every 6 months or after each event
Stakeholder mapping	Partners' feedback	Collecting partner input	3 exercises to collect partner input	M12-48, every 12 months
Final event	Number of participants	Registrations	50-100 participants	After the event
Communication activities				
Website	Number of visitors, number of engaged sessions	Google Analytics	100 visitors per month 150 engaged sessions per month	Every 6 months
Website: patient focus	Number of visitors	Stakeholders' feedback	User focus groups	After each online session
Social media	Number of followers Number of posts	Social media analytics	300 followers (cumulative) min. 1 monthly post	Every 6 months
YouTube	Number of views	YouTube analytics	min 10 videos 1000 views (cumulative)	Every 6 months
Press release	Number of press releases Number of downloads	Partners' feedback Google Analytics	min 3 press releases 100 downloads (cumulative)	1 month after release
Roll-up banner	Number of events where used Number of views online	Partners' feedback Google Analytics	Displayed at 5 events	After each use
Infographic	Number of views	Google Analytics Social media analytics	100 views/downloads	Every 6 months
Partner interviews	Number of views	YouTube analytics Google Analytics Social media analytics	300 views	Every 6 months

Stakeholder newsletter	Partners' feedback Social media analytics Google Analytics	min 5 newsletters 60 recipients	1 month after release	Partners' feedback Social media analytics Google Analytics
Explainer video	Number of views	Google Analytics Social media analytics	500 views	Every 6 months
Dissemination activities				
Scientific publications	Number of publications	Partners' feedback Google search	Min 7 publications	M12-M48, every 3 months
International conferences	Number of conferences attended Number of presentations	Partners' feedback	Min. 7 conferences attended 2 presentations per academic partner	After each participation/organised session
Special sessions	Number of sessions organised/number of participants	Partners' feedback Registrations	Min. 2 special sessions	After each session
Training toolkit	Number of toolkits distributed/Number of training sessions	Partners' feedback Registrations	Min. 5-8 training sessions	After each session

9 References

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