



Deliverable No. 12.1

Dissemination Plan

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PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



COVER AND CONTROL PAGE OF DOCUMENT	
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ABSTRACT:

During the CHIC project dissemination activities will have a central role in order to foster the widespread awareness as well as strong cooperation and exchange with research communities inside and outside of the EU.

The wider dissemination activities will embrace informing all relevant target groups about the project results and the implications that these results might have for clinical, industrial and societal users as well as for the research community. It will also aim for increasing awareness among other target groups, namely “all stakeholders” in general, the scientific community, industry, clinical practice and the public at large.

This document summarises the CHIC dissemination strategic plan and, in particular, the communication model, the target groups, the dissemination channels and the associated responsibilities. This document is a living document as part of the dissemination activities will be updated and adapted according to the achieved technical and scientific results. The dissemination outputs will be collected and reported annually.

KEYWORD LIST:

Dissemination, web presence, communication, strategic plan

¹ R=Report, P=Prototype, D=Demonstrator, O=Other

² PU=Public, PP=Restricted to other programme participants (including the Commission Services), RE=Restricted to a group specified by the consortium (including the Commission Services), CO=Confidential, only for members of the consortium (including the Commission Services)

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Contents

1	EXECUTIVE SUMMARY.....	6
2	INTRODUCTION	7
2.1	PURPOSE OF THIS DOCUMENT	7
2.2	STRUCTURE OF THE DELIVERABLE.....	7
3	DISSEMINATION STRATEGY	8
3.1	COMMUNICATION MODEL.....	9
3.1.1	<i>Sources</i>	10
3.1.2	<i>Receivers/targets</i>	10
3.1.3	<i>Content</i>	12
3.1.4	<i>Channels</i>	13
4	CHIC PROJECT IDENTITY	15
5	CHIC DISSEMINATION CHANNELS	18
5.1	PRINT.....	18
5.1.1	<i>Peer-reviewed journals</i>	18
5.2	ORAL	20
5.2.1	<i>Participation in conferences</i>	20
5.2.2	<i>Workshops/Summer schools</i>	20
5.3	WEB CONTENT	21
5.3.1	<i>Public Website</i>	21
5.3.2	<i>VPH-related web platforms</i>	25
5.3.3	<i>Social media</i>	25
5.3.4	<i>Newsletters</i>	25
6	DISSEMINATION PROCESS.....	30
6.1	DISSEMINATION PROCESS.....	30
6.2	RESPONSIBILITIES WITH RESPECT TO TARGET GROUPS.....	30
6.3	DISSEMINATION REPORTING	31
7	CONCLUSION	33

1 Executive Summary

During the CHIC project, dissemination activities will have a central role in order to foster the widespread awareness as well as strong cooperation and exchange with research communities inside and outside of the EU.

The wider dissemination activities will embrace informing all relevant target groups about the project results and the implications that these results might have for clinical, industrial and societal users as well as for the research community. They will also aim for increasing awareness among other target groups, namely “all stakeholders” in general, the scientific community, industry, clinical practice and the public at large.

This document summarises the CHIC dissemination strategic plan and, in particular, the communication model, the target groups, the dissemination channels, and the associated partners’ responsibilities.

This document is a living document, and, as part of the dissemination activities will be updated and adapted according to the achieved technical and scientific results. The dissemination outputs will be collected and reported annually to the EC services.

2 Introduction

2.1 Purpose of this document

This document is part of the WP12 activities whose objectives are to coordinate the dissemination and exploitation of the CHIC outputs to target groups, to establish relationships and seek synergies with other projects or initiatives, and to coordinate training activities.

This deliverable, as output of SubTask12.1a, aims at providing a vision of the strategy the CHIC consortium is going to put in place in order to increase awareness and promote the use of its scientific and technical results to the major stakeholders and to the wider audience.

To achieve a successful dissemination, activities require early planning and proper identification of the necessary tools to be used during the whole life span of the project. Thus, the purpose of this deliverable (being the first formal document of WP12) is to provide the description of the CHIC dissemination plan. This will be then be complemented by the Dissemination kit (D12.2 due at M12), which will provide all partners with the tools needed to support their dissemination efforts.

D12.1 and D12.2 will then form the basis for the activities to be performed in the next years by the consortium. Information on the events carried out will be collected annually from partners and will be then reported together with deviations or additions to the plan in the annual periodic reports and in the Plan for the Use and Dissemination of Foreground (which will include also exploitation activities).

The structure of WP12 with the highlighted task, which is covered by this deliverable, and its relationship with the other WP12 activities is described in the scheme in Figure 1.

The following reference documentation represents the normative and legal basis for the respective activities to be carried out: the CHIC Grant Agreement including its Annexes and in particular,

- The Description of Work/Annex I to the Grant Agreement (version dated 27/03/2013)
- The General Conditions/Annex II to the Grant Agreement

2.2 Structure of the Deliverable

The document is organised as follows:

- section 3 contains a description of the dissemination strategy and model chosen for the CHIC project, and its main components;
- in section 4, a uniform and coherent project presentation is important when addressing general audience, thus a project identity has been created and is presented in this section;
- section 5 provides the description of the channels that will be used during the project to promote awareness with special attention to scientific and technical outputs and to internet-based tools;
- section 6 reports on the process that will be in place to monitor on the different dissemination and training activities that will be achieved and on how those will be reported periodically to the EC services.

3 Dissemination strategy

The overall target of the CHIC dissemination strategy is to spread awareness about the project outputs to specific target groups that are directly or indirectly involved in the cancer modelling and its clinical translation, as well as the VPH modelling community as a whole, since a number of the technologies developed within the project will be of general use for any biomedical research on cancer.

As reported in the WP12 section in the Description of Work, the main goals of the dissemination activities include: a) the dissemination of its objectives, its approaches and results to target groups and communities, b) the exchange information with other initiatives and projects relevant for cancer modelling, and c) the promotion of the use of tools and methods created by CHIC in clinical practice.

To achieve a significant level of dissemination both in terms of number and quality of events, the consortium needs to formalise tools for a continued flow of information from the project consortium to the main target groups so to ensure a considerable impact of the project within communities through the establishment of links with various networks, and to increase and maintain the stakeholders' interest in the project results in terms of awareness, understanding and action. At the same time, formal collection of information of the different dissemination events has to be in place so to be able to evaluate the quantity and quality of the pursued dissemination activities and take necessary actions if needed.

In CHIC, this will be done by adopting a communication model that has proved to work effectively in other IP projects, like VPH-OP³ and VPH-Share⁴; this model has been slightly adapted to the CHIC needs and specificities and it described in detail in Section 3.1.

³ <http://www.vphop.eu>

⁴ <http://www.vph-share.eu>

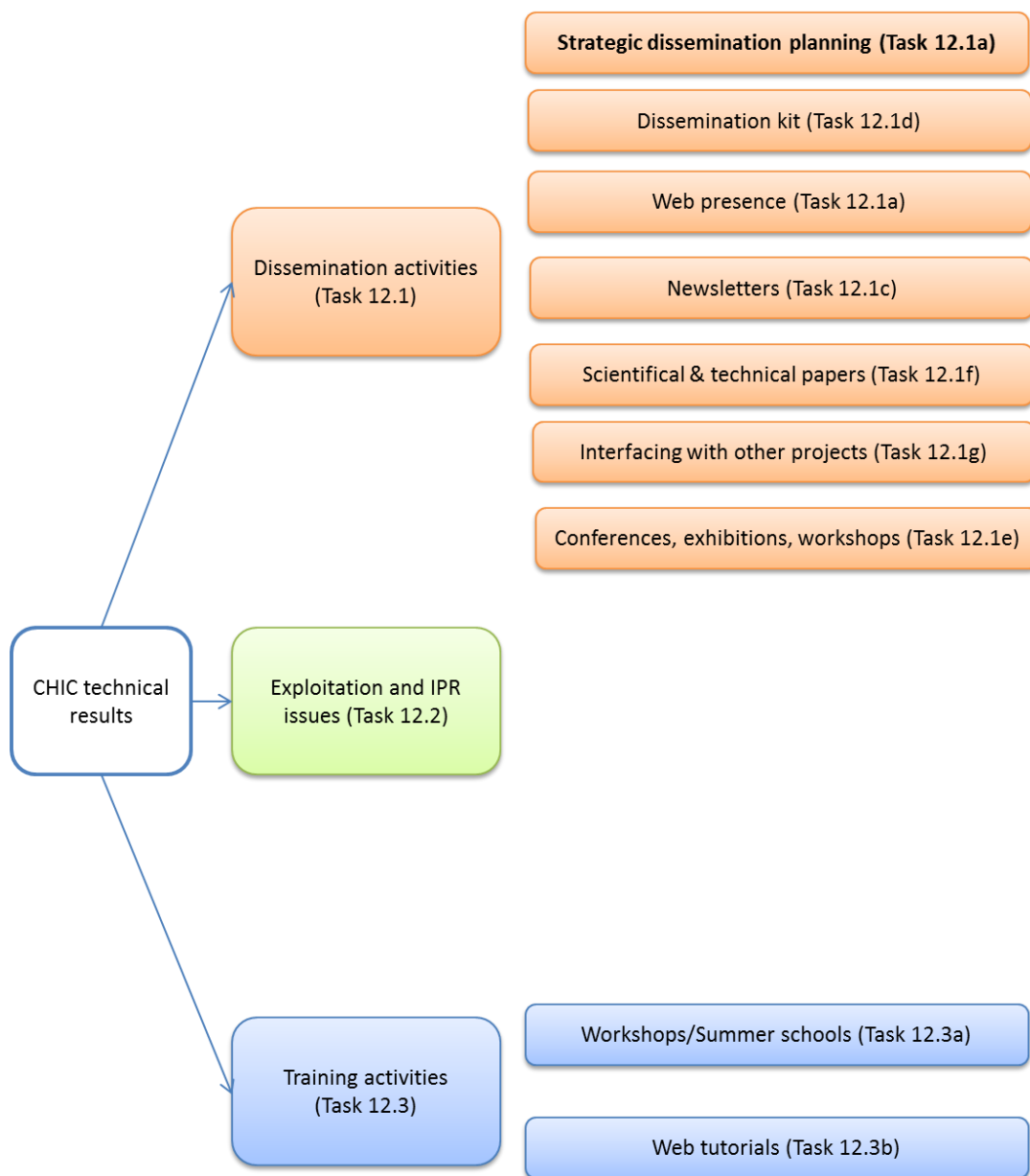


Figure 1: CHIC dissemination and exploitation WP12 structure

3.1 Communication model

In order to define a communication model, the term “dissemination” has to be clarified first. As reported from Wikipedia⁵, to ‘disseminate’ means to broadcast an idea or message on a large scale to make it reach a wide audience, and it takes on the theory of the traditional view of communication, which involves a sender and receiver.

This common conception of communication simply considers communication as a mean of sending and receiving information and the associated basic model is composed by three main parts: sender, channel, and receiver; to those have been more recently added also information or content. The strengths of this model are its simplicity, generality, and quantifiability.

The definition of a specific communication model, like the one in CHIC, implies the identification of the main characteristics for each of the composing elements:

⁵ <http://en.wikipedia.org/wiki/Dissemination>

- 1- the information *source*, which produces the message,
- 2- the *content*, which encodes the message into signals,
- 3- the *channel*, to which signals are adapted for transmission,
- 4- the *receiver*, which 'decodes' (reconstructs) the message from the signal.

In each of the following sections, we will now detail each of the above components in relation to the CHIC activities and aims, as it is summarised in Figure 2.

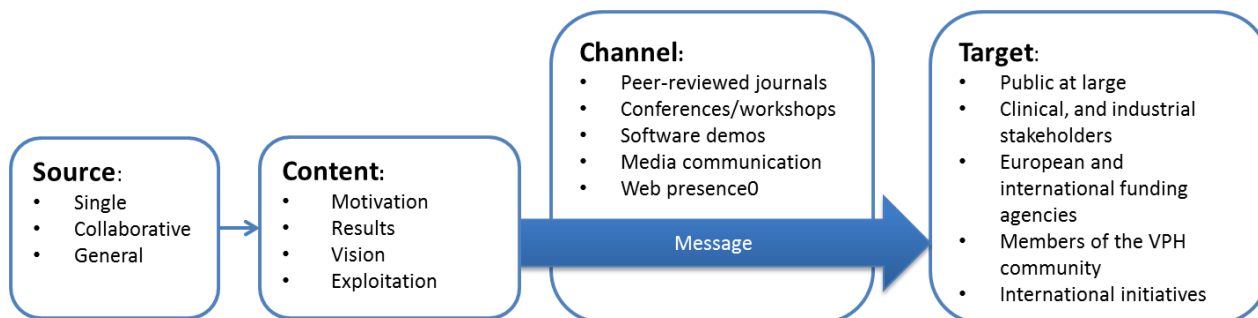


Figure 2: CHIC dissemination model overview

3.1.1 Sources

The source of all material, information, and results for dissemination purposes will be the CHIC consortium members from all the technical WPs during the project. More precisely, we can classify the sources of dissemination into three types:

1. *Single*: the source is a single partner disseminating the results achieved by its institution;
2. *Collaborative*: the source is a group of partners working together in the same work package (WP) or jointly on specific research objectives;
3. *General*: the source is the all consortium.

3.1.2 Receivers/targets

Already in the proposal writing phase, the CHIC consortium has identified different target groups for dissemination activities, which include stakeholders in research, scientific, clinical or industrial fields, who will be continuously informed about the progress, as well as intermediate and final results of the project. The identification of the target groups was based on the type and level of the involvement in the project (internal, connected, or external). For each of the groups, an analytical description is provided together with the stakeholders already identified as part of each group. Specific names and references have been added where contact has been already established. See Table 1 for all details.

It is evident from the table that CHIC can have a high potential impact on many stakeholders and CHIC has already started developing an international dissemination network with preliminary contact with many individuals and associations.

This network will form a unique opportunity to promote the cancer modelling achievements within the wider cancer community, in order to enhance awareness and accelerate clinical translation and adoption.

Target group	Description	Stakeholders
Internal	<p>It includes all institutions or associations, which are part of the CHIC project effort. Even if each of them has access to specific information and material, it is important to make sure that all the results and the activities of the project are well known. Awareness is important for cross-fertilization among WPs and partners' activities, increase synergies and capitalise on each other results. The specificity of the target and of the content (i.e. information with access restricted to the consortium) will require the use of specific channels (i.e. private mailing lists).</p>	<ul style="list-style-type: none"> • CHIC consortium • Institutional observers (departments involved) • CHIC external advisory board: <ul style="list-style-type: none"> ○ David Ingram, Professor of Health Informatics and Director of the Centre for Health Informatics and Multiprofessional Education, University College London, UK ○ Metin Akay, Professor of Biomedical Engineering, University of Houston, Texas, USA and IEEE Press Series Editor for the IEEE Press Series in Biomedical Engineering ○ Françoise Meunier, Director General of the European Organisation for Research and Treatment of Cancer (EORTC) ○ Trachette Jackson, Professor of Mathematics at the University of Michigan, USA; Senior editor of Cancer Research ○ Yuri Nikolksy, Chief Executive Officer GeneGo (a Thomson Reuters company)
Connected	<p>It includes all stakeholders that might already have some connection with the CHIC activities but not actively be part of them (i.e. EC services or potential users). This group needs to access public information from CHIC but they can be provided with more technical and scientific details than the general public.</p>	<ul style="list-style-type: none"> • EC community and related services • Media/journalist • Specialised media • Political stakeholders • Potential users
External	<p>This group is composed of stakeholders who are completely external to the project activities. They most probably have not heard of CHIC before or might not have any technical or clinical background. They should receive general information on the project, written in an easily understandable way with more emphasis on the impact and the vision of the project than on its technical aspects.</p>	<ul style="list-style-type: none"> • Related projects from the VPH: <ul style="list-style-type: none"> ○ p-medicine ○ VPH-Share ○ TUMOR ○ dr Therapat ○ myhealthavatar ○ VPH-PRISM ○ Go-Smart • Individual researchers (both within and outside the VPH community) • Research institution or universities • Scientific communities or associations <ul style="list-style-type: none"> ○ National Cancer Institute, Division of Cancer Biology

		<ul style="list-style-type: none"> ○ European Clinical Research Infrastructures Network (ECRIN) ○ The European Platform for Patients Organisations Science & Industry (EPPOSI) ○ The Meg Jones Crain Cancer charity (brainstrust) ○ International Confederation of Childhood Cancer Patient Organisation ○ IEEE ○ VPH-Institute ● Clinicians ● Patients ● Industries <ul style="list-style-type: none"> ○ Pharmaceuticals ○ Healthcare service providers ○ Others ● Public at large
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Table 1: CHIC target groups

3.1.3 Content

The content of the message to be disseminated can be classified into four different categories:

- a) *Motivation*: This message aims to justify the funding received in terms of returns for the European Economy and the European Society, and to inform the taxpayers and their representatives on how the CHIC project uses the money received and the impact its results might have on the citizens. This type of content can be produced any time during the project duration.
- b) *Results*: This type of message has the scope to disseminate the fundamental research and scientific results of the CHIC project toward academic, industrial and clinical researchers so as to contribute to the collective knowledge building. For its nature, it can be produced when results are obtained from a research point of view, so we will expect to have less of this content type at the project start but more and more as the project activities progress.

Here is a preliminary list (not exhaustive) of the type of result contents that the CHIC consortium plans to disseminate:

- Applications of new technologies for analysis of complex, multi-source data in oncology for modelling,
- Meta- and Hyper-Multiscale Models and Repositories for In Silico Oncology,
- Meta- and Hyper-Multiscale workflow execution software environment,
- Strategies for optimisation of cancer treatment and for enhancement of prognosis of patients suffering from cancer as a whole,
- Clinical translation and wider adoption of models and hypermodels,
- The use of the models/hypermodels and the associated tools as a decision support mechanism for optimising individualised cancer treatment.

- c) *Vision*: This type of content represents research results of the CHIC project in a strategic development perspective toward clinical, industrial, and societal stakeholders. It takes place when the research results compose possible and plausible strategic scenarios that can be worth to be known by key stakeholders in order to plan future developments and investments.
- d) *Exploitation*: It is very important for any research project not only to produce good quality results and to inform stakeholders of their existence and value, but also to drive an effective social, clinical and industrial exploitation of the project results so to be able to create a sustainability plan for the developed tools and services even after the end of the project. This will have to be carried out (in collaboration with Task12.2 activities) as soon as we have sufficiently validated results to justify a further industrial, clinical, or structural exploitation.
1. For industrial targets, exploitation might mean incorporation of CHIC results into new products and services, which produce greater wealth;
 2. For clinical targets, exploitation might mean adoption of products based on CHIC results into clinical procedures, which yield better clinical results in terms of risk-benefit and cost-benefit;
 3. For institutional targets, exploitation might mean provision of solutions based on procedures involving CHIC results, which produce longer and better quality of life for European Citizens.

As already mentioned above, the number of events disseminating the different types of content will evolve during the project lifetime. In particular, it is expected that at the beginning, vision and motivation will be the most frequent contents; then, while motivation will continue to be pursued along the whole project life, results and exploitation content will increase after the first year as soon as the first technical and scientific objectives will be achieved delivered (Figure 3).

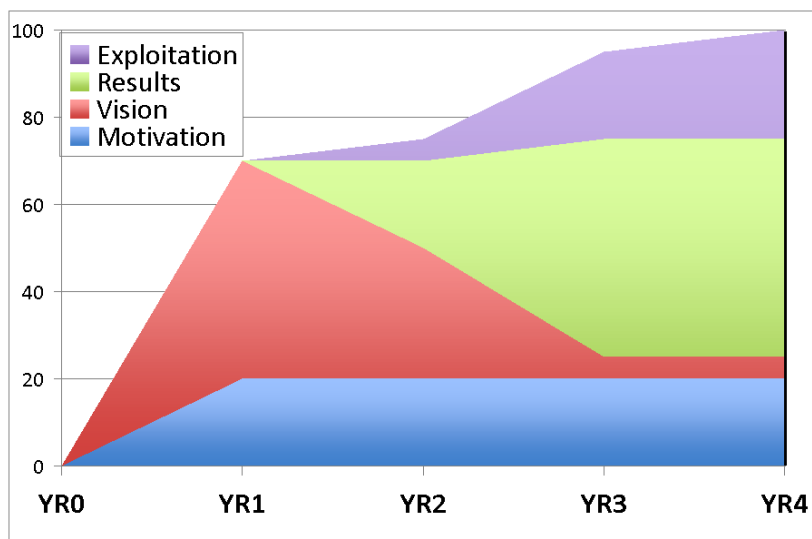


Figure 3: Dissemination content types evolution during the project lifetime

3.1.4 Channels

The channels used to convey the message to the target groups are different according not only to the target group but also to the type of information to be disseminated.

A range of different dissemination channels and tools will be used to ensure the highest visibility of the project progress and its results. In general,

- Scientific and technical results will be disseminated via peer-reviewed papers or specialised conferences.
- For software results, apart from technological and scientific results above, demonstrations will be organised both for specific groups of stakeholders in conjunction to bigger events (such as conferences) and the organisation of instructional courses on the developed infrastructure within major worldwide events will be evaluated.
- General tools: strongly based on the experience gained by all CHIC partners, the consortium will exploit a well-established set of dissemination processes, which includes web presence and media material preparation.
- Web presence: a strong and highly visible web presence has been set up from the very beginning of the project.

The dissemination tools can be grouped according to the type of dissemination activities they are used for, as it is shown in the following table (Table 2).

Type of content	Channel	Examples	Target group
Motivation, Results, Vision, Exploitation	Oral	Presentation on external scientific conferences/exhibitions/workshops, project conference, summer schools/workshop/meeting/briefing, report, face-to-face communication	Connected, External
Results, Exploitation	Demo	Webinar, e-based consultancies, online video tutorials	Internal, Connected
Results, Vision, Exploitation	Print	Report, scientific article on peer-reviewed journals, set of promotional materials (fact sheet, flyer, leaflet, brochure, posters, roll outs), information package	Internal, Connected, External
Motivation, Results, Vision	Web content	Project website, links/presence to/in other websites, e-newsletter, mailing list, e-bulletin, e-form of a set of promotional materials, information database	Internal, Connected, External
Motivation, Vision	Media (generalist and specialised)	Press-release, interviews, panel discussion, project video	Connected, External

Table 2: Overview of CHIC dissemination tools and activities Type of activity

More details on the specific tools, which are being put in place as CHIC channels, are provided in Section 5.

4 CHIC project identity

As part of Task 12.1.d “Dissemination kit”, the first dissemination activities undertaken by Eurice at the very start of CHIC included the development of a corporate identity to guarantee the visibility of the project from the beginning. A professionally developed, coherent corporate identity has several important features from which CHIC will greatly profit:

- It conveys the project’s professional character,
- It ensures cohesion within the project,
- It clearly distinguishes CHIC from other related research projects by creating a unique and recognizable brand. Brand recognition will be an advantage especially for marketing and exploitation of results obtained in the project.

This unique corporate identity contains a professionally designed project logo (Figure 4) consisting of a textual and a visual part to ensure that the logo is more easily recognised and remembered.



Figure 4: CHIC logo

The textual part includes the project’s short title and subtitle. The visual part contains graphical representations of the computational and mathematical components of CHIC. Moreover, a stylized yellow horizon was added to the logo to allude to the full title of the project and to place emphasis on the seminal character of the research done in CHIC. The logo also determined the CHIC signature colours dark blue and yellow (Figure 5) used for the rest of the tools and material provided in the CHIC dissemination kit.

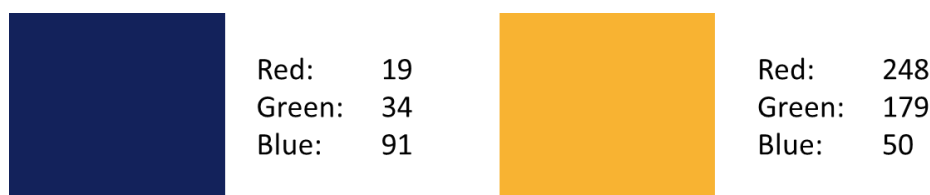


Figure 5: CHIC colours

Apart from the CHIC logo, Eurice produced template slides for power point presentations to be used by the consortium members at meetings and conferences when giving a talk about the project or presenting research directly resulting from their work in CHIC. The templates are kept in the CHIC colour scheme and contain the CHIC logo. They were made available to the consortium via the CHIC intranet, accessible via the official project website. The project website and its features are described in more detail in subsection 5.3 of this deliverable.

In accordance with the coordinator’s ideas and suggestions, Eurice designed a foldable CHIC flyer for distribution at conferences, meetings, workshops, press conferences or other events within and

outside of the scientific community (Figure 6, Figure 7). The flyer outlines the scientific objectives of CHIC and lists key facts such as the duration of the project, the full project title, the funding programme, the total amount of funding, the website URL and information about the coordinating institution ICCS. What is more, the flyer also incorporates a list of the rest of the consortium partners including the partner logos and the main point of contact for each institution. Flyers were distributed during the CHIC Kick-Off Meeting, and during

- the 2nd Summer School in Computational Oncology held by the project p-medicine⁶,
- the workshop on “The Role of Multiscale Modelling in Systems Medicine” organised by CASYM (Coordinating Action Systems Medicine, Implementation of Systems Medicine across Europe), Heidelberg, 11 June 2013.
- the 35th Annual International Conference of the IEEE Engineering in Medicine and Biology Society held in Osaka, Japan July 3-7, 2013.



Figure 6: CHIC flyer, part 1

⁶ The 2nd Summer School in Computational Oncology was held from 24-28 June 2013 at Leibniz Centre for Informatics, Schloss Dagstuhl, Wadern/ Germany. For more information, please visit www.computationaloncology.org

Project Summary

Developing robust, reproducible, interoperable and collaborative hyper-models of diseases and normal physiology is a sine qua non necessity if rational, coherent and comprehensive exploitation of the invaluable information hidden within human multiscale biological data is envisaged.

Responding to this imperative in the context of both the broad Virtual Physiological Human (VPH) initiative and the paradigmatic cancer domain, the transatlantic project CHIC proposes the development of a suite of tools, services and secure infrastructure that will support accessibility and reusability of VPH mathematical and computational hypermodels. These will include a hypermodelling infrastructure consisting primarily of a hypermodelling editor and a hypermodelling execution environment, an infrastructure for semantic metadata management, a hypermodel repository, a hypermodel-driven clinical data repository, a distributed metadata repository and an in silico trial repository for the storage of executed simulation scenarios. Multiscale models and data will be semantically annotated using the ontological and annotating tools to be developed. An image processing and visualization toolkit as well as cloud and virtualization services will also be developed. The CHIC tools, services, infrastructure and repositories will provide the community with a collaborative interface for exchanging knowledge and sharing work in an

effective and standardized way. A number of open source features and tools will enhance usability and accessibility.

In order to ensure clinical relevance and foster clinical acceptance of hypermodelling in the future, the whole endeavour will be driven by the clinical partners of the consortium. Cancer hypermodels to be collaboratively developed by the consortium cancer modellers will provide the framework and the testbed for the development of the CHIC technologies. Clinical adaptation and partial clinical validation of hypermodels and hypermodel oncosimulators will be undertaken.

Experimentation in silico is expected to serve as both a patient individualized treatment optimizer by using the patient's own multiscale data and a fundamental science based suggestion generator in designing the branches of new prospective clinical trials.

Duration
48 months (start date: April 2013)

Project Funding
10,581,000.00 €

Acronym
CHIC

Full Title
"Computational Horizons In Cancer (CHIC): Developing Meta- and Hyper-Multiscale Models and Repositories for In Silico Oncology"

Programme
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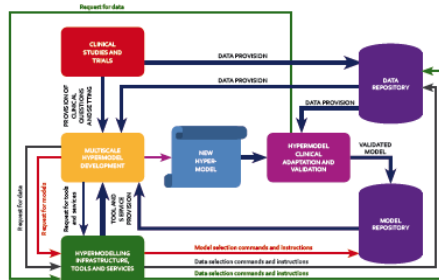


Figure 7: CHIC flyer, part 2

5 CHIC dissemination channels

The general channels, to be used during the project in relationship to the target groups and type of content, have been presented already in Section 3.1.4. In this section, we will provide more information on some of the most relevant channels and on their set-up.

5.1 Print

As part of the paper-based written communication, the general public will be addressed with promotional material that will be part of the dissemination kit (D12.2), while the technical and scientific results will be mostly presented in article and papers published on peer-reviewed journals.

5.1.1 Peer-reviewed journals

The CHIC partners have already identified a number of clinical and research journals on which they will be willing to publish the scientific outputs of the project. The list does not mean to be exhaustive as other opportunities might appear in the future but it aims to provide an overview of the targets that have been identified for the scientific publications (Table 3).

The journals are listed in alphabetical order and with the associated Impact Factor to show the high impact of the dissemination activities planned by the consortium.

Journal name	Impact factor
ACM Transactions	1.4
Acta Oncologica	2.8
Briefings in Bioinformatics	5.3
British Journal of Cancer	5.1
BMC Bioinformatics	3.0
BMC Medical Informatics and Decision Making	1.6
Bulletin of Mathematical Biology	2.0
Cancer	5.2
Cancer Research	8.6
Computers and Mathematics with Applications	1.9
European Urology	10.4
Future Generation Computer Systems	1.8
IEEE Journal of Biomedical and Health Informatics	2.3
Interface, A Journal of the Royal Society	4.9
International Journal of Multiscale Computational Engineering	0.7

International Journal of Radiation Oncology Biology Physics	4.7
Journal of Biomedical Informatics	2.1
Journal of Clinical Oncology	18.0
Journal of Computational Science	N/A
Journal of Mathematical Biology	2.3
Journal of Neuro-Oncology	3.1
Journal of Pathology	7.5
Journal of Theoretical Biology	2.3
Klinische Pädiatrie	1.9
Lancet	39.0
La radiologia medica	1.4
Mathematical Biosciences	1.8
Medical Physics	2.9
Neoplasia	5.5
Pediatric Blood and Cancer	2.3
Philosophical Transanction of the Royal Society A	3.1
PLoS Computational Biology	4.8
PLOS ONE	3.7
Prostate	3.8
Radiotherapy and Oncology	4.4
Radiation Research	2.6
Strahlentherapie und Onkologie	4.1
Tumori	0.9
Urology	2.4

Table 3: List of peer-reviewed journals which might be selected for publishing the CHIC scientific results

5.2 Oral

5.2.1 Participation in conferences

The CHIC partners seek to actively present the project results to the research and the clinical communities by participating in the most relevant conference.

A list of events of interest for the project partners has been defined. Some events have already taken place and the dissemination activities have started from the very beginning of the project.

- 2nd Summer School in Computational Oncology/1st p-medicine Summer School: 24-28 June 2013, Leibniz Center for Informatics, Schloss Dagstuhl, Wadern/Germany
- Annual Conference of Pediatric Oncology (SIPO: International Society of Pediatric Oncology)
- Bi-annual conference of German Society of Pediatric Oncology
- Annual meeting of the Society for Mathematical Biology (<http://www.smb.org/meetings/annual.shtml>)
- European Conference on Mathematical and Theoretical Biology, Sweden, June 2014 (<http://ecmtb2014.org/>)
- Workshops associated with the MBI with emphasis on cancer and its environment (2014-2015)
- Ohio State University, MBI Emphasis Year on Cancer and Its Environment 2014-2015 (<http://mbi.osu.edu/2014-15/scientific2014-15.html>)
- British Applied Mathematics Colloquium (annual applied maths meeting in UK)
- Annual meeting of the National Cancer Research Institute (UK-based meeting on cancer)
- Annual meeting of the American Association for Cancer Research
- International Conference on Computational Science
- European Complex Systems Conference
- European Association of Urology
- European Society for Radiotherapy and Oncology
- Annual International Conference of the IEEE Engineering in Medicine and Biology Society
- IEEE International Conference on Bioinformatics and BioEngineering
- Symposium of Mechanisms and Models of Cancer (<http://www.salk.edu/MechModels2013/index.php>)
- European Cancer Congress
- International Conference and Exhibition on Biochemical and Molecular Engineering

5.2.2 Workshops/Summer schools

A specific task (Task 12.3) in the WP is devoted to the organisation of workshops and summer schools, which will be used specifically to train potential users on the use of the CHIC platform and get feedback from them from early on in the project's lifetime.

These events will be organised starting from the second year of the project (with a minimum of three events) and whenever possible they will be taking place in association to bigger events or conferences relevant to the CHIC objectives, i.e. Summer School on Computational Oncology series

and the International Advanced Research Workshop on In Silico Oncology and Cancer Investigation (IARWISOCI) workshop series.

The first event has been already identified by the project partners (as reported also into the DoW).

The 6th IARWISOCI (International Advanced Research Workshop on In Silico Oncology and Cancer Investigation), organized by ICCS, will take place in autumn 2014. ICCS will include in the workshop's programme a dedicated section for the dissemination of CHIC-related work achieved by that time and the training of interested researchers. The IARWISOCI workshop series are held every other year.

The possibility to organise the summer schools close or in association to bigger events will be evaluated so to increase participation and visibility of the events.

5.3 Web content

SubTask 12.1.b “Web presence” addresses the presentation of CHIC via Internet. A number of online platforms were chosen for this continuing task.

5.3.1 Public Website

A public website was designed and launched by Eurice to provide a central and public source of continuous and up-to-date information on the project as well as relevant links to the Seventh EU Framework Programme. The website will also be cross-linked wherever possible to the partners' institutional websites so as to increase visibility and awareness. The features of the websites are not intended as an ultimate solution, but will instead be constantly revised, up-dated and modified to adapt it to the project consortium's requirements. The website is available at www.chic-vph.eu. The website presented in this document is the version that went online in June 2013 (Figure 8) and has continuously been updated with information that became available (last update on 10th September, 2013).

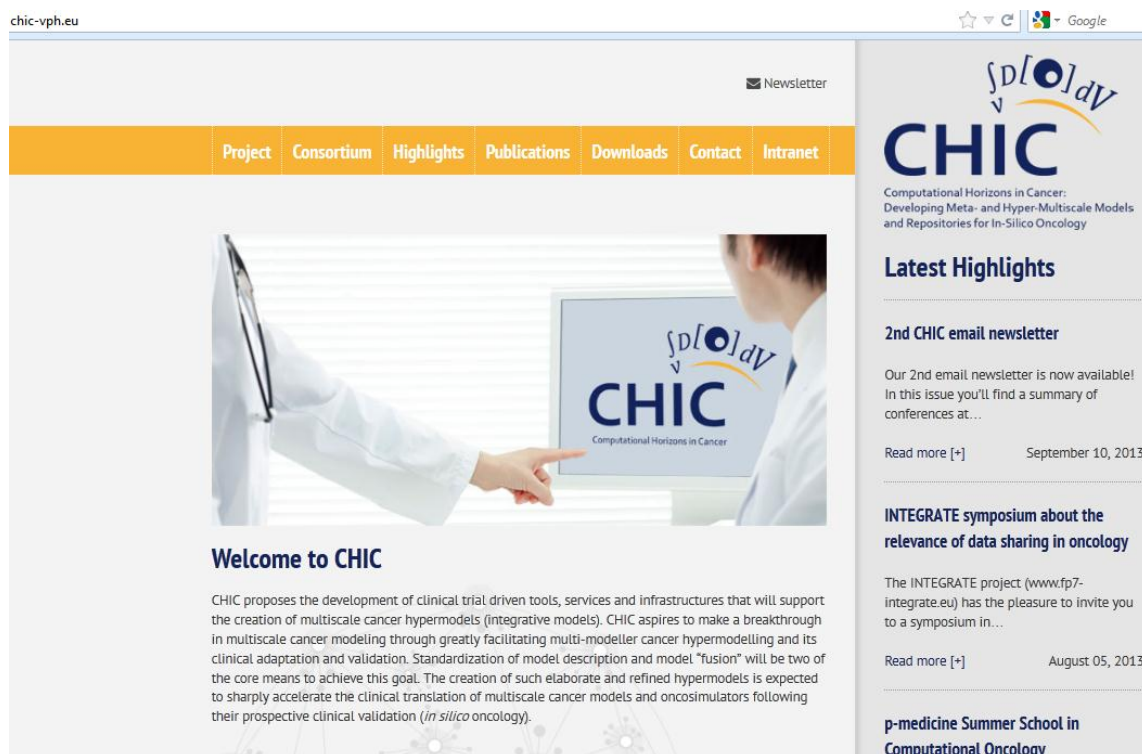


Figure 8: CHIC website

The website's public area informs visitors about:

- Project
- Consortium (Institutions, contact person, e-mail and phone numbers)
- Highlights
- Publications
- Downloads
- Contact
- Intranet

These features are clearly visible on the tabs in the main navigation on the upper part of the website to guide the user through the website. All areas are working and the consortium as well as the public are able to easily receive relevant information about the project from the website.

Project

While the start page of the website contains only a very brief summary of CHIC, the subsection "Project" informs visitors about CHIC objectives, strategy and general project structure (Figure 9). For a first version of the website, the content in this subsection has been taken from the Description of Work. To make the text more attractive and easier to understand for the wider scientific community as well as the public, a revision of these sections is in progress based on a stakeholder analysis, which is also currently being carried out by Eurice.



Figure 9: CHIC website - project objectives, strategy and structure

Consortium

This subsection features detailed descriptions of all 17 partner institutions of CHIC, outlining the scientific excellence each partner brings to the consortium as well as their respective tasks in the project. Moreover, the people working in CHIC are featured on these sites with a picture and their contact details (Figure 11). To highlight the transnational character of CHIC, a map has been included in this subsection which shows the location of each partner institution in Europe as well as the headquarters of our American partner, the University of Pennsylvania (Figure 10).



Figure 10: Project website - map of the CHIC consortium



Figure 11: Project website - individual partner pages

Highlights

This section features recent news from the CHIC project as well as from the wider VPH community, including conference and workshop announcements, articles about project meetings, newsletter announcements, etc. Future results of the CHIC research will also be published here. For more effective dissemination, the most recent news from this section are also featured on the right hand side of the CHIC website which remains visible in almost all subsections.

Publications

The scientific publications made in CHIC will be listed in this section. This part of the website is still under construction and will be updated continuously as more papers are published.

Downloads

At the beginning of the project, the Download section contains a power point presentation giving a general overview of CHIC as well as the CHIC flyer. Further dissemination material produced in the course of the project, e.g. posters, other flyers or conference announcements, will also be available here. The CHIC newsletters can be downloaded via their own subpage “Newsletter”. More information on the newsletters is provided in section 5.4.3 of this report.

Intranet

To ensure flawless communication and smooth organisation within the CHIC consortium, an intranet, a password-protected project area for the management of the project, has been set up by Eurice.

5.3.2 VPH-related web platforms

Apart from its own website, whenever possible and meaningful, links will be created to relevant external websites.

In particular, a CHIC space has been established within the Biomed Town portal⁷, which has high visibility in the VPH and biomedical community in general as it hosts other EU funded projects. The dedicated space, called “building”, contains a specific area to post news and events (of general interest for the VPH community) and it also provides links to the project website and newsletters archive.

In the future, cross-fertilisation and re-linking of information will be sought also with the VPH portal and with the VPH Institute web site.

5.3.3 Social media

The communication and diffusion of information over the Internet sees an increasing role of social media not only for personal but also for business and work-related issues. However, social media channels are of effect only if there is a constant flux of information. For this reason, CINECA will, after the second year of the project, when more dissemination material will be available, create and maintain a web presence on the most important social media channels: Facebook, Twitter, Google+. On each of these platforms the project page will be personalised with the logo and the project colour so to make it more easily connectable to the other project resources.

5.3.4 Newsletters

Newsletters are regularly distributed publications addressing specific audiences of subscribers via print or email. Newsletters can be used to advertise or to simply communicate new ideas and events

⁷ http://www.biomedtown.org/biomed_town/chic

to subscribers. They are an easy source to get and share information and to communicate with the different target groups of the CHIC project. The idea of an e-mail newsletter is not only a modern means of communication but also has the advantage of being cost-effective, i.e. it can be distributed instantly to a broad audience with very little cost. Moreover, professional and entertaining newsletters help engage the public (scientific and non-scientific) with the CHIC project and make its aims, goals and progress tangible for those outside CHIC. However, newsletters also provide a great source of information for the consortium members.

In Work Package 12, SubTask 12.1.c “Newsletter” describes the aim to create two types of newsletters:

- a) An annual, full-size newsletter, a yearly deliverable which will be ready together with the annual reporting documents at the end of each reporting period (D12.6 a, b, c, d). This newsletter will be designed in line with the CHIC corporate identity and distributed via a special mailing list, to which interested users can subscribe on the CHIC website. As stated before, the newsletters will be available as PDF files also on the CHIC website (but copies might be printed out to be distributed in occasion of important events). Regarding content, these full-size newsletters not only give an overview of the project’s progress and publications, but also include in-depth articles and more detailed information on various aspects of the project, including pictures, diagrams, partner profiles, conference and workshop reports, etc. A section for conference announcements is also foreseen. The contents of the newsletters will be closely coordinated between the partners, i.e. they may all contribute to it. The first annual newsletter will be issued at the end of March/beginning of April 2014.
- b) A bi-monthly newsletter, to be sent out by e-mail to the subscribers. This more frequent communication will provide a short and concise overview of news and events related to CHIC, allowing the readers to not only follow the project’s immediate progress but also to participate in the “project life”.

CINECA has carried out a review of the available tools for the preparation and distribution of this electronic newsletter. Particular attention was paid to open-source or free tools, and after analysis of features and some preliminary testing MailChimp⁸ has been selected for use in the CHIC project. The system has a web interface, which allows us to manage the subscriber list, to format and edit the content, and to send it. Another nice feature, which MailChimp provides, is a periodic reporting on the accesses to the newsletter content/links and on the changes in the subscribers (leaving users and new ones) and the archive of the past issues. To provide the easiest possible availability of the newsletter, however, an archive was also set up on the official project website together with a subscription panel (Figure 12).

⁸ <http://mailchimp.com/>



Figure 12: Project website - newsletter subscription and archive

Regarding design and content of the bi-monthly newsletter, CINECA and Eurice opted for the simplest layout possible. Since the newsletter is to be distributed via e-mail only and not as a PDF file, it is essential that the news entries are displayed correctly. Therefore, the bi-monthly newsletter only features the CHIC logo for easy visual recognition and branding as well as the dark blue CHIC signature colour for the headings of the various sections.

As far as the content of the bi-monthly newsletter is concerned, the following structure was developed:

- Most important news from the period: this section highlights one or more key events which have taken place during the past two months of the project.
- News from CHIC: this section covers other noteworthy information apart from the key events/news.
- News from the VPH community: this section emphasises the importance of the wider VPH community for CHIC by informing about related research projects, initiatives, conferences and other important issues.
- Forthcoming events: a list of interesting conferences, workshops and other meetings is given in this last section.

Given the fact that e-mails with long text passages are usually not read completely, the CHIC partners involved in the editing of the bi-monthly newsletter decided to keep the information provided as short and comprehensible as possible. Wherever necessary, teaser texts are provided featuring links to more detailed information on other websites.

A first issue of the bi-monthly newsletter was produced by CINECA and distributed in early July 2013, while a second one was produced and distributed in September 2013.

The first issue of the bi-monthly newsletter focused on the CHIC Kick-off Meeting. Apart from a short note about the meeting itself, the newsletter included links to official press articles about the Kick-off Meeting published in Athenian newspapers (Figure 13). The second issue focused on the first dissemination events carried out by the consortium and on a number of important conferences and events taking place in autumn (Figure 14).



Figure 13: CHIC bi-monthly newsletter - issue 1

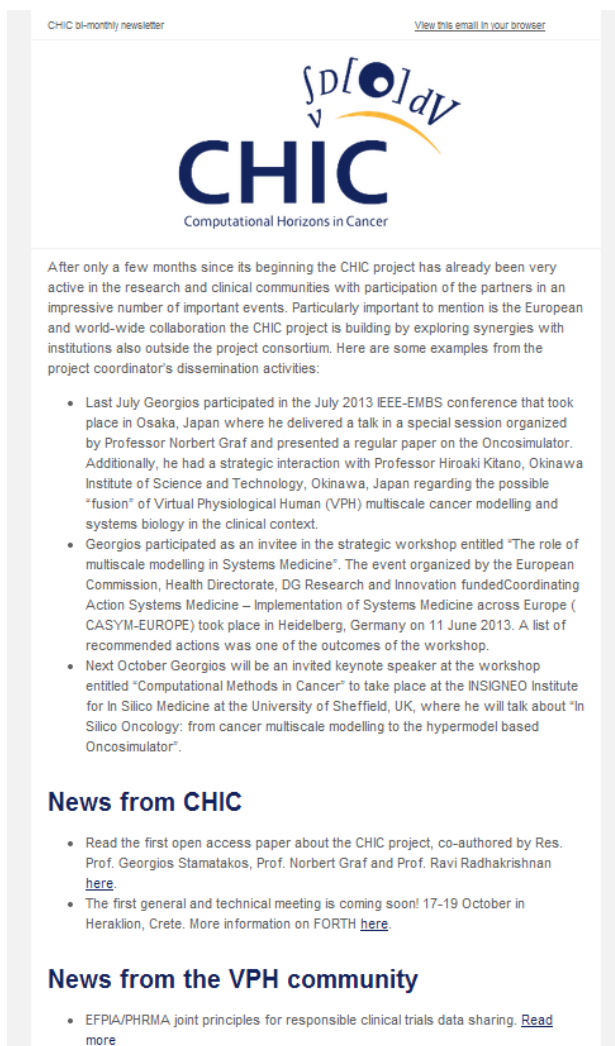


Figure 14: CHIC bi-monthly newsletter - issue 2

6 Dissemination process

6.1 Dissemination process

According to the dissemination types described above, the identified stakeholders have been classified into three main target groups as described in Section 3.1.2 of this document. A special set of appropriate dissemination methods/tools and benefits from the dissemination activities to be applied have been already summed up in Table 2.

This information, together with the dissemination kit (D12.2, which will contain material to be used by all partners in the dissemination process) will be the base for starting the dissemination activities, which will be carried out by the individual partners and whole consortium.

In order to be effective in performing these activities and in their reporting to the EC services, responsibilities in coordinating the activities have been identified together with a formal reporting process. Both of these aspects are described in more detail in the next sections.

6.2 Responsibilities with respect to target groups

As the channels and target groups of the CHIC project are many, it has been decided to have some of the partners responsible to guide the specific dissemination (as reposted in Table 4). This does not mean however that the other partners are excluded or not contributing to all the dissemination project activities.

Target group	Stakeholders	Channel	Partner in charge
External	Political	Web content (website, newsletters) Paper (promo material)	USAAR, KU LEUVEN
External	General public	Web content (website, newsletters) Paper (promo material)	USAAR, KU LEUVEN
Connected	European Commission	Web content (website, newsletter) Paper (promo material)	Project Management team
Connected	Institutional observers	Web content Paper Oral	All partners
Connected	Users	Oral (conferences and summer schools) Web content Paper	USAAR, KU LEUVEN, BED, ICCS

External	VPH community	Oral Web content Paper	USFD, UCL, ICCS, FORTH, UOXF, CINECA, BED
External	Healthcare ICT	Oral Web content Paper	Philips, FORTH, UCL, BED, USFD, CUSTODIX, CINECA, BED, ICCS
External	Mathematical modelling	Oral Web content Paper	ICCS, UPENN, BED

Table 4: Main partners' responsibilities in the dissemination process

6.3 Dissemination reporting

Every year CINECA will collect in a structured form from all partners the list of the dissemination events that took place. Each CHIC dissemination event will be characterised by nine information keys:

1. **Date:** The data of the event.
2. **Location:** The location of the event or of the communication source.
3. **Source:** Who starts the communication (as from section 3.1.1):
 - a) *Single*
 - b) *Collaborative*
 - c) *General*
4. **Target:** Who it is intended to reach with the communication.
 - d) *Internal:* members of the CHIC consortium;
 - e) *Clinical:* clinical stakeholders;
 - f) *Industrial:* industrial stakeholders;
 - g) *Research:* research stakeholders (i.e. researchers, officers, research managers, etc.);
 - h) *Institutional:* institutional stakeholders (i.e. National, European and extra-European governmental organisations, including Health Authorities, Ministries of research, industry, and health, etc.);
 - i) *Public:* citizens of Europe, European taxpayers, European patients, general public;
5. **Content:** The message of the communication (as described in section 3.1.3):
 - a) *Motivation*
 - b) *Results*
 - c) *Vision*

d) *Exploitation*

6. **Channel:** The media used to perform the communication (as described in section 3.1.4):

- a) *Paper*
- b) *Oral*
- c) *Demo*
- d) *Event* for selected stakeholder groups
- e) *Specialist* media
- f) *Generalist* media
- g) *Web Content*

7. **Impact:** For public events, estimate the audience size. It can take values:

- a) 1-10 persons
- b) 10-100 persons
- c) 100-1000 persons
- d) 1000-10000 persons.

8. **Outreach:** National, European, or World dimension.

9. **Citation:** Detailed citation of the event or of the paper for future reference.

This information collected yearly will be used to create a detailed report on the dissemination activities, to monitor the quality of the events and to check that all target groups are well reached. This will also allow taking necessary actions if the dissemination indicators should show lower results than expected.

7 Conclusion

This document describes the output of the activities carried out so far in WP12; in particular, it provides a detailed definition of the strategic dissemination plan, which includes the identification of the target groups and the dissemination channels to be used.

In particular, for the target groups, an effort has been made not only to define their overall categories but also to identify the stakeholders who are part of them. This will allow the consortium to start addressing them from the very beginning of the project.

An important part of the document was also devoted to the description of the dissemination channels that have been already put into place or that have been selected for future use. Special attention was posed to the identification of relevant peer-reviewed journals and conferences for the presentation of the scientific outputs of the project and to the web content. The last one was put into place from the very beginning with a dedicated website which will be soon connected to other web resources and social media.

The output for WP12 summarised in this document will be complemented by D12.2 (the dissemination kit) and together they will provide all the tools for the project partners to actively engage in various dissemination activities.

The same information used for the definition of the dissemination model will be later on collected with details of the dissemination events from all partners and they will provide the base for the report to be submitted to the EC at the end of every reporting period. The quantitative indicators on the dissemination events carried out will also allow the consortium to identify if any target group which is not well addressed.