



Deliverable No. 12.2

Dissemination Kit

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Dissemination Level		
PU	Public	X
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:

According to Annex I to the CHIC Grant Agreement, the Dissemination Kit should include a project logo, a public presentation for the CHIC consortium members, leaflets and other multimedia material as required. The Dissemination Kit used in CHIC also comprises templates for deliverables, presentations and posters. These materials are available to all partners to be used for project communication and dissemination purposes.

KEYWORD LIST:

Dissemination, leaflet, logo, project corporate identity

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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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1 Introduction: Objectives and 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.

Based on the Description of Work (Annex I to the CHIC Grant Agreement) the Dissemination Kit should include templates for deliverables and presentations, leaflets, project brochures/leaflets, public presentations and other dissemination materials/ multimedia material as required.

The templates and dissemination materials should be made available to all partners through the management platform (ProjectAngel), so that all work and results produced within CHIC carry the project logo and/or have a uniform, recognizable design. A set of dissemination materials should be produced which partners will distribute on the occasion of conferences, fairs and meetings. The goal is to inform the scientific community, European policy makers, and the general public about the project’s results.

The following report accompanies the dissemination kit and offers a short description of the dissemination material prepared so far. The kit will be continuously updated and integrated with new material as long as the production of the CHIC results during the project. Many sections of this report have been taken from the first version of D12.1, Dissemination Plan, submitted to the EC on 30.09.2013.

2 Description of the Dissemination Materials

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 1) consisting of a textual and a visual part to ensure that the logo is more easily recognised and remembered.

The logo was designed well before the start of the project so that it could be used as soon as the project officially began.



Figure 1: 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 2) used for the rest of the tools and material provided in the CHIC dissemination kit.

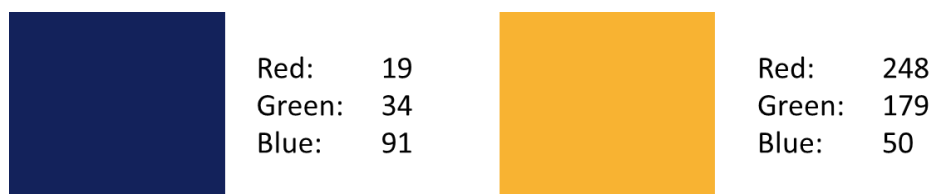


Figure 2: CHIC colours

The CHIC logo is not only featured at the CHIC website (<http://www.chic-vph.eu>), which was designed according to the project colour code, but also on the bi-monthly e-mail newsletters which have been regularly distributed via a subscription mailing list (<http://chic-vph.eu/newsletter/>).

Apart from the CHIC logo, Eurice produced template slides for power point presentations (Figure 3) 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.

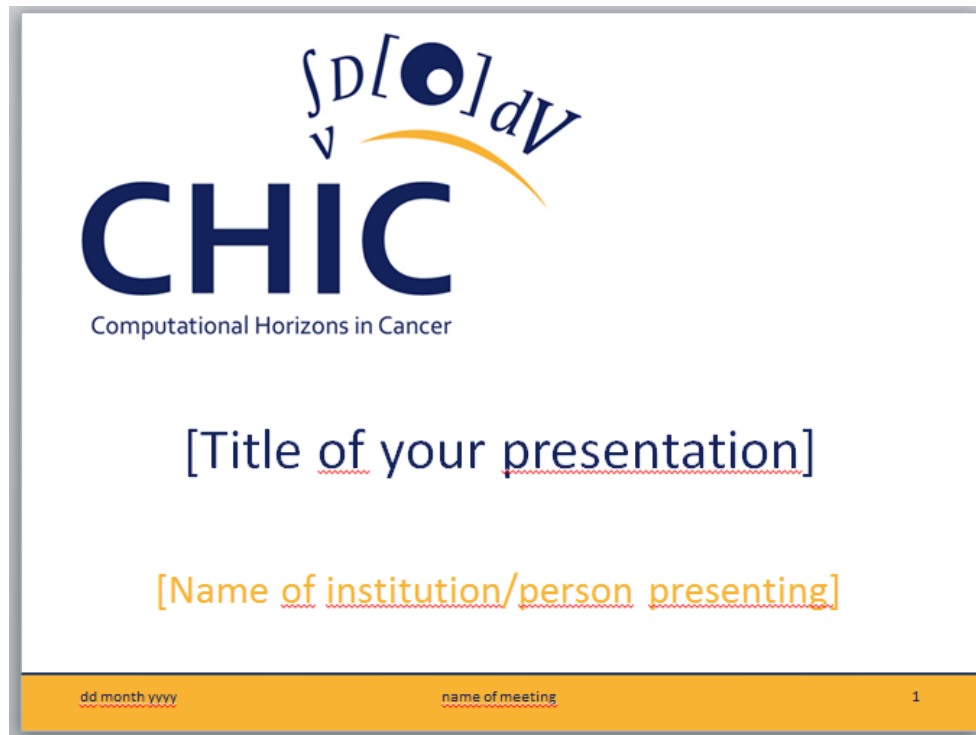


Figure 3: The CHIC power point template

A presentation informing about the general outline and characteristics of CHIC was also put together by Eurice. The presentation called “CHIC – at a glance” contains a scientific overview of the work done in CHIC, the project objectives and goals, the consortium, the funding scheme, the project structure, related partner projects and contacts. Like the power point template, the general CHIC presentation is accessible for each consortium member via the project intranet ProjectAngel, but it is also publicly available on the project website (<http://chic-vph.eu/downloads/>). The presentation will be updated according the progress made over time in CHIC.

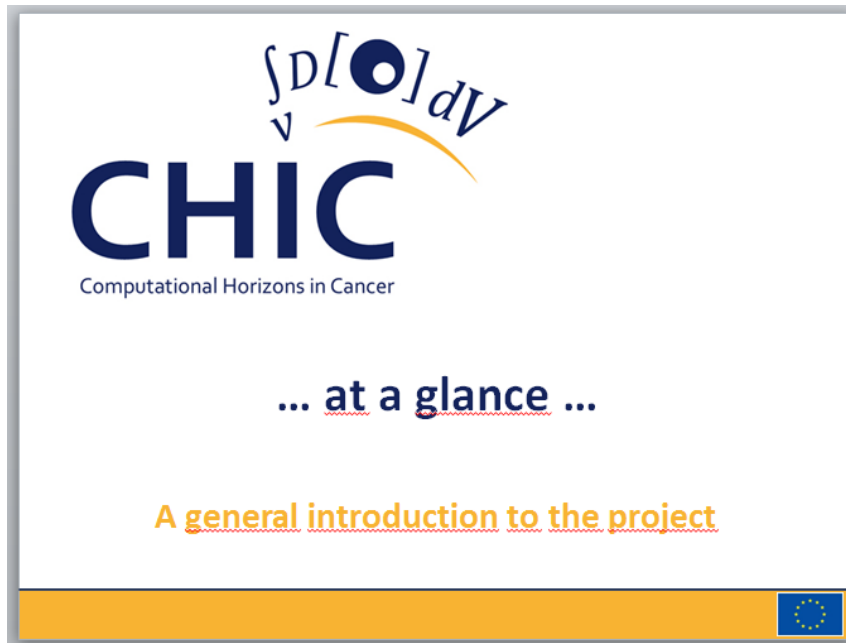


Figure 4: The general CHIC presentation: cover slide



 Facts and figures	
Acronym:	CHIC
Full title:	Computational Horizons in Cancer: Developing Meta- and Hyper-Multiscale Models and Repositories for In Silico Oncology
Duration:	48 months (start date: April 2013)
Project funding:	10,582,000.00 €
Programme:	7th Framework Programme of the European Commission – ICT – Large-scale Integrating Project (IP)
Coordinator:	Institute of Communication and Computer Systems, National Technical University of Athens, In Silico Oncology Group
Website:	www.chic-vph.eu

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Figure 5: The general CHIC presentation: Facts and Figures



Figure 6: The general CHIC presentation: The CHIC Consortium

The CHIC partners are kindly asked to use and adapt this general presentation for introduction of the project at conferences, fairs, workshops and so on.

Moreover, in accordance with the coordinator’s ideas and suggestions, Eurice designed a foldable CHIC flyer, which has also been frequently used by the consortium members for distribution at conferences, meetings, workshops, press conferences or other events within and outside of the scientific community (Figure 7, Figure 8). 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. The electronic version of the flyer is publicly available on the project website (<http://chic-vph.eu/downloads/>).



Figure 7: CHIC flyer, part 1

Project Summary

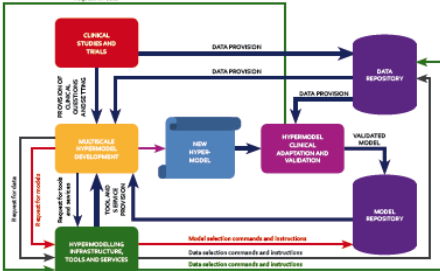
Developing robust, reproducible, interoperable and collaborative hyper-models of diseases and normal physiology is a sine qua non necessity if rational, coherent and comprehensive exploitation of the invaluable information hidden within human multiscale biological data is envisaged.

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.



The diagram illustrates the CHIC workflow. It starts with 'CLINICAL TRIALS AND TRIALS' providing 'DATA PROVISION' to a 'DATA REPOSITORY'. Simultaneously, 'MULTISCALE HYPERMODEL DEVELOPMENT' receives 'Request for data' and 'Request for models' from the 'DATA REPOSITORY' and provides 'Model selection commands and instructions' back to it. The development phase involves 'HYPERMODELING INFRASTRUCTURE, TOOLS AND SERVICES'. The resulting 'HYPERMODEL' undergoes 'HYPERMODEL CLINICAL ADAPTATION AND VALIDATION' to become a 'VALIDATED MODEL', which is then stored in a 'MODEL REPOSITORY'. The 'MODEL REPOSITORY' provides 'Data selection commands and instructions' back to the development phase. The 'VALIDATED MODEL' is used for 'IN SILICO TRIALS' and 'IN SILICO TRIAL REPOSITORY'.

Duration
48 months (start date: April 2013)

Project Funding
40,584,000.00 €

Acronym
CHIC

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

Programme
7th Framework Programme of the European Commission - ICT - Large-scale Integrating Project (IP)

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Figure 8: CHIC flyer, part 2

A first version of a poster to be presented at scientific conferences and workshops has been designed for the CHIC Kick-Off Meeting. Like the general CHIC ppt presentation, the poster includes a general outline of the scientific aspects of CHIC as well as graphical elements illustrating the most important workflows within the project. Like the rest of the dissemination materials, the poster can also be downloaded from the project intranet platform.

Given the fact that various training events will be organized in the context of the CHIC project, the poster will, however, be edited in the coming weeks. The communications department at Eurice will support the coordinator and CINECA as leader of WP12 in the choice and layout of appropriate content for the poster as well as in its overall design.

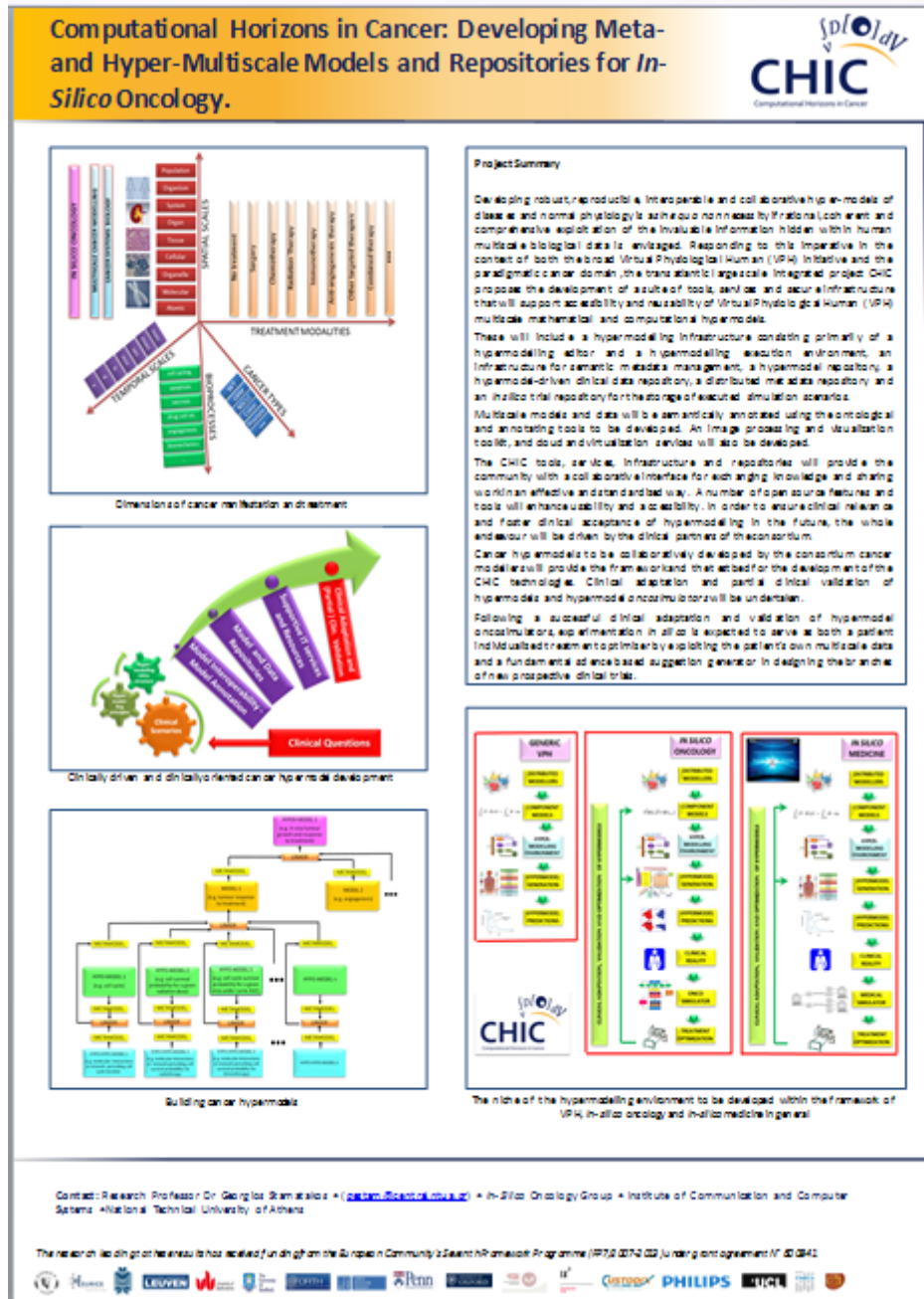


Figure 9: 1st version of the CHIC poster

A blank template version for scientific posters is currently in preparation. This poster template will enable the partners to present their group’s individual results obtained in the context of CHIC at conferences, fairs and workshops, thereby enhancing the visibility of the project.

3 Conclusion

D12.2, Dissemination Kit, completes deliverable D12.1, Dissemination Plan. This report, which accompanies the dissemination material subsumed under the header “Dissemination Kit”, provides a short and concise description of the dissemination material presently available.

Further dissemination material will be planned within the second year of the CHIC project, taking into account results achieved so far and the means to disseminate and communicate these results to the appropriate audiences.