

# IMPORTANT

## Horizon Project IMPORTANT

**IM**plementing geriatric assessment for dose  
**O**ptimization of CDK 4/6-inhibitors in older **b**Reas**T**  
**c**Ancer patie**NT**s

**Research and Innovation Action**  
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4	UNIVERSITA DEGLI STUDI DI FIRENZE	UNIFI	IT
5	AZIENDAUNITA SANITARIA LOCALE TOSCANA CENTRO	LHUTC	IT
6	HELSINGIN JA UUDENMAAN SAIRAANHOITOPUIRIN	HUS	FI
7	INSTITUTE FOR MEDICAL TECHNOLOGY ASSESSMENT BV	IMTA	NL
8	SECURITY LABS CONSULTING LIMITE	SLC	IE
9	Circular Economy Foundation	CEF	BE
10	UNIVERSIDAD NACIONAL DE EDUCACION A DISTANCIA	UNED	ES
11	Elliniki Sinergazomeni Oykologiki Omada	HECOG	GR
12	AKERSHUS UNIVERSITETSSYKEHUS HF	AHUS	NO
13	REGION UPPSALA	RUL	SE
14	FUNDACIO CLINIC PER A LA RECERCA BIOMEDICA	FCRB	ES
15	HOSPITAL CLINIC DE BARCELONA	HCB	ES
16	FACHHOCHSCHULE NORDWESTSCHWEIZ	FHNW	CH
17	Phaze Clinical Research & Pharma Consulting S.A.	PHAZE	GR
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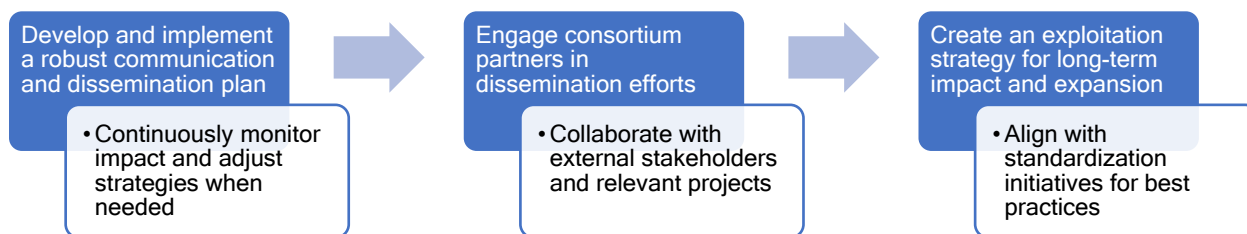
## Executive Summary

This task will focus on refining and executing the communication and dissemination plan for the IMPORTANT project, supporting all project phases, from patient recruitment to the dissemination of results and project impacts to inform and if possible, influence clinical practice and public health policies. Associated activities will be planned and monitored through periodic monitoring reports, specific dissemination KPIs and plan updates. These updates will also document refinements to the communication and dissemination plan, both at the project and partner-specific levels, as needed. T6.1 is closely connected with T6.2. which focuses on Stakeholder Engagement, Healthcare Community & EC Initiatives' Liaisons and WP5 - Results analysis, all contributing to clinical practice and the overall dissemination and communication of the project with key stakeholders.

This plan is designed to formulate an actionable strategy, along with associated methodologies, for the effective execution of dissemination, communication, impact creation, exploitation and standardisation activities. Its overarching goal is to maximize the influence and reach of the IMPORTANT project. The plan stipulates that dissemination and exploitation activities will be synchronized in terms of intensity and timing with the progress of the IMPORTANT project's primary objectives and anticipated accomplishments.

To ensure extensive project dissemination and secure its lasting impact, outreach, and sustainability, the plan encompasses the following key activities:

1. Development and implementation of a communication and dissemination plan aimed at guaranteeing that all project outputs are delivered to the appropriate audience and yield the anticipated impact.
2. Ongoing monitoring of the achieved impact of dissemination efforts and the adjustment of methodologies as deemed necessary.
3. Organization of partner involvement to ensure the correct implementation of the dissemination strategy across the consortium.
4. Coordination with external stakeholders, including patients, healthcare providers and decision-makers, in addition to collaboration with other relevant projects and institutions to expand the reach of communication activities.
5. Formulation of a project exploitation strategy and related activities to ensure that project results can extend beyond the project's duration, expand to new geographical areas and influence future policies and practices.
6. Alignment with and contribution to pertinent standardisation initiatives to harmonize and promote best practices within the field.



*Figure 1 - Strategic Roadmap for Project Communication, Dissemination and Long-Term Impact*



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## List of Acronyms

The following is a comprehensive Table of Acronyms and Abbreviations specifically tailored for this deliverable. This table serves as a reference guide to assist readers in understanding the abbreviated terms and acronyms used throughout the document. By providing a centralized list, it aims to enhance clarity and facilitate effective communication. The table is organized alphabetically for ease of use and quick reference.

LIST OF ACRONYMS AND ABBREVIATIONS	
ACT	Advanced Clinical Trials
ASCO	American Society of Clinical Oncology
BMC	BioMedCentral
CGA	Comprehensive Geriatric Assessment
CTCG	Clinical Trials Coordination Group
CTEG	Clinical Trials Expert Group
CTR	Clinical Trials Regulation
DCT	Decentralized Clinical Trials
DECP	Dissemination Exploitation and Communication Plan
DOI	Digital Object Identifier
ECIBC	European Commission Initiative on Breast Cancer
ECIBC	European Commission Initiative on Breast Cancer
eCRF	Electronic Case Report Form
EMA	European Medicines Agency
EMRN	European Medicines Regulatory Network
ESMO	European Society for Medical Oncology.
EU	European Union
ICER	Incremental Cost Effectiveness Ratio
ICHI	International Conference on Healthcare Informatics
IEEE	International Requirements Engineering Conference
JAMA	Journal of American Medical Association
KPI	Key Performance Indicators
npj	Nature Partner Journals
OoL	Outcomes of Life
PROM	Patient Reported Outcome Measures
QoL	Quality of Life
RCT	Randomised Control Trial
REDA	Regulation and enforcement in the Digital Age
REFSQ	Requirements Engineering for Software Quality
REWBAH	Requirements Engineering for Well-Being, Aging and Health
SCENE	Name of Workshop "International Workshop on Safeguarding Cybersecurity in Healthcare"
SEOM	Spanish National Oncology Congress
SIOG	International Society of Geriatric Oncology
SWOT	Strengths, Weaknesses, Opportunities and Threats
WP	Work Package

*Table 1– List of Acronyms and Abbreviations*



## 1. Introduction to the IMPORTANT project

The vision of the IMPORTANT project is to revolutionize the treatment and care of older patients with refractory advanced HR+/HER2-negative breast cancer. The project aims to generate high-level evidence (level I) through a pragmatic clinical study with a decentralized approach, leading to changes in current clinical practice.

One of the key innovations of the project is the implementation of an individualized shared decision-making approach for dose optimization. This involves tailoring the initial dose of CDK 4/6-inhibitors based on the frailty status of each patient. By combining CDK 4/6-inhibitors with endocrine therapy as the initial treatment strategy, in line with clinical guidelines and incorporating a comprehensive geriatric assessment (CGA), the project aims to explore potential correlations between the patients' frailty status, quality of life (QoL) aspects, and treatment outcomes. The ultimate goal is to develop a combined geriatric assessment tool that can improve treatment interventions and enhance patients' quality of life.

The project also focuses on optimizing the recruitment methodology for clinical trials, specifically targeting older patients and individuals who may be less tech-savvy. By leveraging multidisciplinary collaboration, including experts from psychology, user interface/experience (UI/UX) design and other relevant fields, the project aims to address the challenges that contribute to the underrepresentation of these groups in clinical studies. This involves utilizing implicit and explicit data collection methods and transitioning towards digital tools and services within the healthcare ecosystem.

Furthermore, the IMPORTANT project recognizes the importance of addressing healthcare costs. It aims to develop a financial model that optimizes resource utilization to alleviate the burden on the healthcare system, minimize financial toxicity for older patients and reduce side-effect toxicity. Through health technology assessment processes, the project will identify correlations and quantify them appropriately, leading to the formulation of a valuable financial model. This model can subsequently be provided as a service or as a consulting initiative for researchers, clinicians, regulators and policymakers.

Finally, the project envisions the creation of a Geriatric cancer registry as an indirect outcome. This registry would not only focus on cancer but also consider the requirements of geriatric patients in general. By advancing the state of the art in terms of requirements, design and architecture, the registry could significantly contribute to improving the care and treatment of geriatric patients across various medical conditions.

Overall, the IMPORTANT project seeks to generate robust evidence, optimize treatment interventions, enhance patient quality of life, address recruitment challenges, optimize healthcare costs and contribute to the development of a geriatric cancer registry. These innovations aim to revolutionize the approach to refractory advanced HR+/HER2-negative breast cancer treatment in older patients and have broader implications for geriatric patient care and research.



## 2. The IMPORTANT Consortium

The IMPORTANT Project consortium, is united by a common vision, to design and execute a pragmatic clinical study that adopts a decentralized approach specifically targeting older patients, both male and female, who are diagnosed with refractory advanced HR+/HER2-negative breast cancer. The ultimate goal of this study is to generate a high level of evidence, specifically Level I evidence, which is widely regarded as the strongest type of evidence in clinical research. Through the collaborative efforts of the consortium partners, including their collective expertise, resources and regional perspectives, the IMPORTANT Project consortium seeks to advance the field of oncology and contribute to improving the care and outcomes for older patients with refractory breast cancer.

Num.	Partner Name	Short Name	Country
1 (C)	OREBRO LANS LANDSTING	ORB	SE
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5	AZIENDAUNITA SANITARIA LOCALE TOSCANA CENTRO	LHUTC	IT
6	HELSINGIN JA UUDENMAAN SAIRAANHOITOPAIIRIN	HUS	FI
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12	AKERSHUS UNIVERSITETSSYKEHUS HF	AHUS	NO
13	REGION UPPSALA	RUL	SE
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15	HOSPITAL CLINIC DE BARCELONA	HCB	ES
16	FACHHOCHSCHULE NORDWESTSCHWEIZ	FHNW	CH
17	Phaze Clinical Research & Pharma Consulting S.A.	PHAZE	GR
18	Bröstcancerförbundet	BRO	SE
19	EUNOMIA LIMITED	EUNL	IE

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*Table 2 - The IMPORTANT Project Consortium*

The consortium is comprised of 19 organizations, including clinical and cancer medical domain experts, academics specializing in social sciences and humanities, a circular economy foundation non-profit, and non-healthcare SMEs responsible for legal, ethical, technical, security and privacy aspects.

Each partner brings a unique set of skills and experience, which makes them complementary to one another. This diversity minimizes the chances of project setbacks and ensures that all critical tasks, from patient recruitment and clinical study monitoring to regulatory compliance and innovation, are handled efficiently. In essence, the partners' diverse expertise and resources come together to form a well-rounded team that can successfully execute the IMPORTANT Project.

### 3. Deliverable Description

The Deliverable 6.1 serves as a comprehensive framework for the dissemination and exploitation actions of the IMPORTANT project. It plays a vital role in outlining the project's target audiences, formulating a well-defined communication strategy and identifying key messages that effectively convey the project's objectives. Moreover, it identifies suitable communication tools and channels to promote the project at various levels, including European, national, regional and local contexts.

In addition to its focus on dissemination, the document also emphasizes the importance of exploiting and transferring the project results to relevant actors. It establishes a European strategy, as well as individual strategies tailored to each partner, with the goal of maximizing the impact and utilization of the project's outcomes. Furthermore, the document offers guidance on aligning and contributing to relevant standards, ensuring that the project's efforts align with established benchmarks and industry norms. Overall, Deliverable 6.1 serves as a comprehensive roadmap, providing a clear direction for the dissemination and exploitation activities of the IMPORTANT project. By defining target audiences, communication strategies and exploitation plans, the document plays a crucial role in maximizing the project's visibility and impact while ensuring the transfer of valuable results to key stakeholders.

#### 3.1 Intended Audience

Deliverable 6.1 is a public document (PU) and is therefore intended for the European Commission, the IMPORTANT Project Officer, members of other H2020-funded projects and a diverse range of other target audiences.

The intended audience for this project includes the following groups:

Healthcare Professionals
Regulatory Authorities and Policymakers
Healthcare system administrators
Patient Advocacy Groups
Academic Research Community
General Public
Patient Recruiters
Users of IMPortant Results
Extend patient advocacy groups

*Table 3 - IMPORTANT Project Intended Audience*

**Healthcare Professionals:** This includes clinicians, oncologists, geriatric specialists and researchers involved in the treatment and care of older patients with refractory advanced



HR+/HER2-negative breast cancer. They will benefit from the study's findings and insights into individualized shared decision-making approaches and optimized treatment interventions.

Regulatory Authorities and Policymakers: Regulatory bodies and policymakers in the healthcare sector will be interested in the project's outcomes, particularly in relation to the implementation of Comprehensive Geriatric Assessments (CGA) and the development of a combined geriatric Outcomes of Life (OoL) assessment tool. The project's financial model for optimizing resource utilization and addressing healthcare costs will also be relevant to these stakeholders.

Healthcare System Administrators: Administrators responsible for managing healthcare systems and allocating resources can benefit from the project's financial model for optimizing resource utilization. The identification of correlations through Health Technology Assessment processes can help inform decision-making and improve the financial burden on healthcare systems.

Patient Advocacy Groups: Advocacy groups representing older patients, specifically those with refractory advanced HR+/HER2-negative breast cancer, will be interested in the project's focus on improving patient outcomes, quality of life and reducing financial toxicity and side effects. The project's emphasis on individualized shared decision-making and patient-centered care aligns with the interests of these groups.

Academic and Research Community: Researchers and academics working in the fields of oncology, geriatrics, health economics and health technology assessment will find the project's findings and methodologies valuable for advancing knowledge in their respective areas. The optimized clinical trial recruitment methodology and the preparation of a geriatric cancer registry will contribute to the scientific community's understanding of research methodologies and data collection in older patient populations.

General Public: The wider public, including patients, caregivers and individuals interested in healthcare advancements, may have an interest in the project's outcomes and its potential impact on clinical practice. The project's focus on improving patient outcomes, quality of life and healthcare resource utilization is of broader societal relevance.

Patient Recruiters: These are individuals or groups responsible for recruiting patients to participate in the project. Their role is essential in ensuring that the project can collect relevant data or involve patients in various research or awareness activities

Users of IMPORTANT Results: This part suggests that the project aims to engage academic researchers and commercially-oriented innovation communities, particularly those in the field of digital health. These stakeholders are likely to benefit from the important results generated by the project.

Extend Patient Advocacy Groups with Patients and Caregivers (Family Members): The project intends to expand the reach and influence of patient advocacy groups by involving not only patients but also their caregivers or family members. This broader involvement could lead to a more comprehensive understanding of patients' needs and concerns. This part indicates that the project will interact with or contribute to other European Union (EU) projects.





### 3.2 Role of this Deliverable

As part of Work Project 6, led by Circular Economy Foundation (CEF), the role of this deliverable is to provide a structured overview of the dissemination action's key targets, goals and channels. It offers project partners practices and guidelines on reaching stakeholder groups, crafting tailored messages for different audiences and selecting appropriate channels for dissemination activities. The plan also assigns roles and responsibilities to ensure the smooth execution of dissemination and communication activities across various areas. By raising public awareness about the project's objectives, lessons learned and results, the dynamic communication approach outlined in the plan aims to prepare for the exploitation of project outcomes. This includes identifying value propositions and key resources for exploiting results after the project concludes. The document also outlines standardisation methodologies and activities to establish strong connections with relevant standardisation bodies.

### 3.3 Relationship to other IMPORTANT deliverables

The Communication, Dissemination, Impact Creation, Exploitation and Stakeholder engagement plan is closely linked to all the project's work packages and related deliverables. It draws input from the overall project's activities and provides output in the form of increased awareness among key stakeholders, experts and the general public. Furthermore, it offers guidance to facilitate the

sustainability and broader adoption of the project's exploitable results while establishing connections with relevant stakeholders.

T6.1 is strongly connected with T6.2 (D6.4), which focuses on Stakeholder Engagement, Healthcare Community & EC Initiatives' Liaisons, as well as WP5 Results analysis and contributions to clinical practice. These components contribute significantly to the overall dissemination and communication efforts of the project.



## 4. IMPORTANT Project's Objectives and Principles of Dissemination and Communication Strategy

The IMPORTANT Project's objectives and principles of dissemination and communication strategy are deeply rooted in the mission to revolutionize the treatment of refractory advanced HR+/HER2-negative breast cancer for older patients. The overarching goals encompass the generation of robust evidence, optimization of treatment interventions, enhancement of patient quality of life, solutions for recruitment challenges, cost optimization and the establishment of a comprehensive geriatric cancer registry. These objectives are guided by the principles of providing precise, reliable and adaptable information to all stakeholders. The mission is to make this information readily available and easily accessible, customized to the diverse needs of different user groups.

The objectives of the communication Strategy are:

1. Foster a comprehensive internal understanding of how the activities outlined in this deliverable can align with the overarching project goals.
2. Establish a strong and easily recognizable project identity, complete with key messages and branding elements for use in all dissemination materials. This includes creating a professional toolkit comprising logos and templates for external communications and promotional materials.
3. Develop a robust communication and dissemination support system (e.g., visibility on social media) that adapts continuously to meet evolving requirements related to events, target audiences and communication channels.
4. Raise awareness, both on an individual and organizational level, regarding the potential of big data technologies and extreme-scale analytics, as well as their impact on modern cities.
5. Ensure that a sufficient number of stakeholders and the broader research community are informed about the project's novel concepts, services and findings.
6. Persuade an ample number of stakeholders and the wider research community to embrace and adopt the IMPORTANT solution.
7. Strategically plan the production of articles and scientific publications to disseminate project results through relevant events and internationally recognized scientific journals.

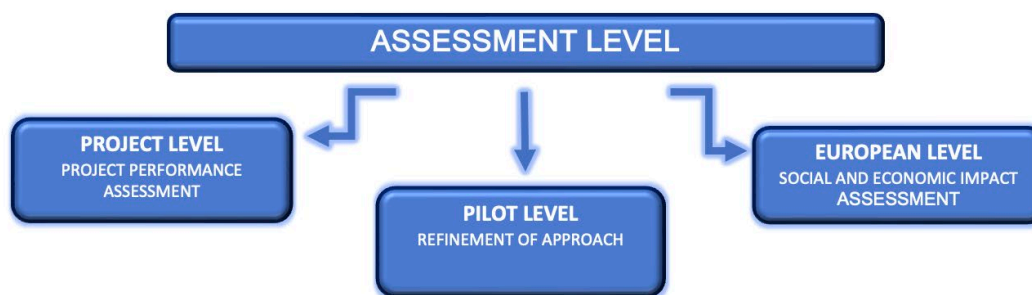
Guiding the dissemination activities for the IMPORTANT project should be driven by the aim of providing precise and reliable information to all interested parties regarding the project's overarching goals. This is crucial to facilitate the extended utilization of the project's outcomes beyond its completion. It is imperative to ensure that stakeholders are well-informed about the motivation behind the IMPORTANT project and the rationale underpinning its specific results. This information offers a clear understanding of the IMPORTANT project's mission, its beneficiaries and how it stands to benefit them. It is essential that individuals, organizations and relevant stakeholders fully comprehend the significance of the IMPORTANT project and its relevance to their specific needs and interests. It goes beyond merely making target groups aware of the project; the dissemination activities should tailor the information to address their unique requirements. Effectively explaining the usability and benefits of the IMPORTANT project to various stakeholders is pivotal in persuading them to embrace it, as outlined in the third objective. The success of dissemination actions depends on their ability to disseminate the technological achievements and knowledge of the IMPORTANT project widely, ensuring that this information reaches and benefits a diverse range of stakeholders.

To accomplish the stated objectives for the IMPORTANT project, the consortium has outlined a set of actions. The planning and execution of these actions should align with the project's ongoing progress and current status. Consequently, an effective dissemination strategy must also encompass the following principles:

- Information should be readily available, easily accessible, adaptable and diversified. Dissemination activities and tools should be continuously updated to cater to various purposes, target audiences and cultural backgrounds.
- Information should be pertinent to and compatible with the diverse user groups to ensure maximum comprehension and impact.

## 5. IMPORTANT Impact creation and maximization

The document outlines specific measures to maximize the project's impact on various fronts. It addresses how the project outcomes can be applied and utilized to generate meaningful changes and advancements. IMPORTANT project will employ a comprehensive three-stage impact assessment approach throughout its implementation to ensure the fulfillment of its ambitious objectives and the realization of expected outcomes. This approach involves impact assessments taking place at different levels:



*Figure 2 - Stage Impact Assessment for the IMPORTANT Project*

At the project level, the focus is on ensuring that project partners deliver the necessary outputs to effectively test the proposed approach of IMPORTANT project. This assessment aims to monitor the progress and performance of the partners in meeting their obligations.

At the pilot level, active involvement of local and national stakeholders allows for the generation of outcomes that not only test and enhance the value proposition of IMPORTANT project, but also improve the overall business case. This assessment helps refine the approach by incorporating valuable feedback and insights from the stakeholders.

At the European level, the impact assessment encompasses a broader society, aiming to aggregate and disseminate the social and economic benefits resulting from the successful implementation of IMPORTANT project. This assessment focuses on the wider impact of IMPORTANT, spreading its advantages throughout society.

Level	Focus and Objective	Key Activities	Key Metrics/Indicators
Project Level	Ensure delivery of project outputs	Monitor partner progress and performance	Completion of project milestones
		Assess partner obligations	Quality of delivered outputs
		Evaluate adherence to project plan	Timeliness of deliverables
		Identify and address issues and risks	Budget adherence and cost-effectiveness
Pilot Level	Test and enhance value proposition	Ensure project milestones are met	Stakeholder satisfaction with progress
		Involve stakeholders	Stakeholder feedback and suggestions
	Improve overall business case	Generate outcomes that refine approach	Demonstrated value proposition
		Incorporate stakeholder feedback	Business case improvement
European Level	Aggregate and disseminate social and economic benefits resulting from the project	Identify areas for improvement	Enhanced stakeholder engagement
		Assess broader societal impact	Social and economic benefits
		Disseminate benefits throughout society	Wider societal acceptance of the project
		Analyze economic advantages	Job creation and economic growth
		Promote project's positive effects	Increased awareness and support

Table 4 - Assessment Framework for the IMPORTANT Project

By adopting this three-stage impact assessment approach, IMPORTANT project ensures that it remains on track to achieve its objectives and maximizes its positive impact at various levels of implementation.

To maximize the impact of the IMPORTANT project and ensure its sustainability a robust methodology has been devised. The project will undertake various actions throughout its lifespan to raise awareness about its achievements and promote their long-term viability.

Dissemination, communication, stakeholders' engagement, exploitation and contribution to standardisation are the key strategies employed by the IMPORTANT Consortium to enhance the project's impact within its stakeholders' community. The consortium will leverage its resources and capabilities to effectively utilize these tools and maximize the project's reach and influence.

### 5.1 IMPORTANT Project's Pathways towards Impact-Objectives

The outcomes of the IMPORTANT project will be disseminated to a wide range of stakeholders, including patients, caregivers, healthcare professionals such as clinicians and nurses, healthcare providers, financial organizations (e.g., national health systems and health insurance providers), and technology providers.

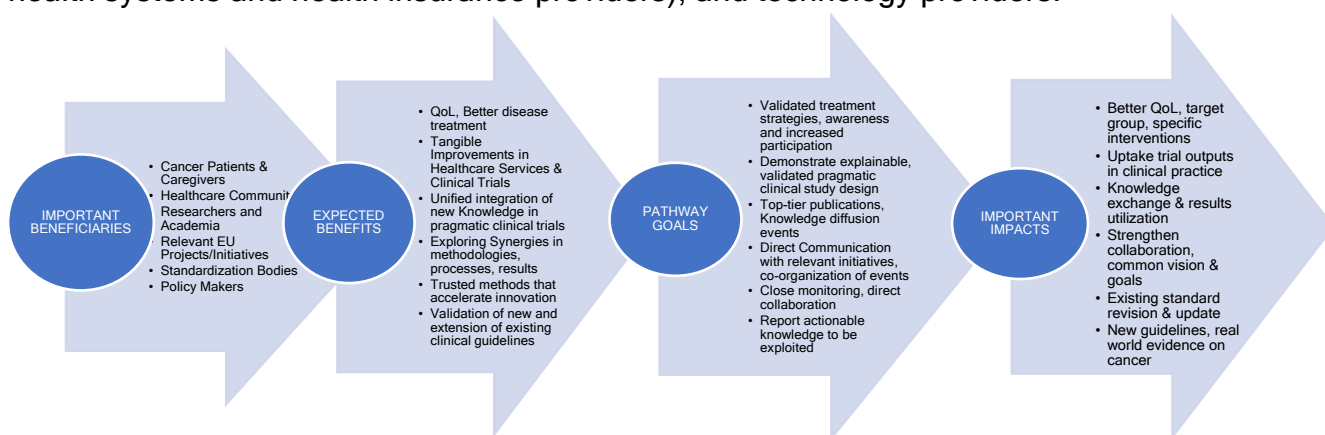


Figure 3 - IMPORTANT Project's Pathways to expected Impact - Objectives



The above figure illustrates the complete realization of an essential vision, encompassing the targeted stakeholders and the pathways to achieve expected impacts. The IMPORTANT consortium has devised an Impact Maximization strategy, built on four fundamental arrows:

**Arrow 1: Objective 1 - IMPORTANT Beneficiaries - Mission-Oriented Approach** This arrow emphasizes the importance of setting specific objectives and KPIs to guide their efforts. A mission-oriented approach implies a clear focus on defined goals, ensuring that the project remains on track and accountable.

**Arrow 2: Objective 2 - Expected Benefits - Novel Value** Within this arrow, the consortium introduces several assets aimed at creating unique value. These assets include a Decentralized Clinical Trial (DCT) protocol, a Comprehensive Geriatric Assessment (CGA) approach and an online platform featuring personalized trial-related material. This arrow suggests a commitment to innovation and the development of practical tools and resources to support their mission.

**Arrow 3: Objective 3 - Pathway Goals - Clinical Trial Validation Design** Rigorous validation is at the heart of this arrow. It highlights the importance of conducting a pragmatic clinical trial to assess the applicability, evaluation and impact of the project. This indicates a commitment to evidence-based decision-making and ensuring that their efforts are effective and meaningful.

**Arrow 4: Objective 4 - IMPORTANT Impacts - Knowledge Transfer** This arrow focuses on actively promoting breakthrough innovation and transferring the knowledge gained to other domains and initiatives that can benefit from the project's outcomes. It underscores the consortium's commitment to knowledge sharing, collaboration and broader impact beyond their immediate mission.

The IMPORTANT project's focus on cancer research and treatment is poised to deliver significant benefits to a wide array of stakeholders. Among the most pivotal beneficiaries are cancer patients and their dedicated caregivers. Their well-being stands to be enhanced through improved quality of life (QoL) and tailored disease treatments designed to meet their specific needs. This aspiration is underpinned by the project's commitment to validating treatment strategies and increasing awareness, fostering active participation within this demographic. The expected outcome is not only an improved QoL but also the development of interventions precisely tailored to the unique requirements of this target group.

Equally crucial is the engagement of the healthcare community. Tangible advancements in healthcare services and clinical trials are anticipated. The project's pathway goals include the demonstration of explainable, validated pragmatic clinical study designs. This approach aims to bridge the gap between research and practice, ensuring that the outputs of these trials are readily adopted and integrated into clinical care. The resulting impact is the potential for more effective healthcare services, ultimately benefiting patients and the broader medical community.

Researchers and academia form another vital segment of project stakeholders. Through the unified integration of new knowledge into pragmatic clinical trials, the project aspires to elevate research standards. This will be achieved through the publication of top-tier research findings and the facilitation of knowledge diffusion events. The ultimate impact is envisioned as an enhanced exchange of knowledge



and the practical utilization of research results within the scientific community, propelling advancements in cancer research and treatment.

Collaboration and synergies are at the forefront of the project's engagement with relevant European Union projects and initiatives. By exploring common methodologies, processes and results, the project seeks to strengthen collaboration and cultivate a shared vision and objectives. This strategic alignment is anticipated to lead to a more harmonized and impactful approach to addressing cancer-related challenges, harnessing the collective power of European efforts.

The engagement with standardisation bodies underscores the project's commitment to innovation in cancer care. By providing trusted methods that accelerate innovation and working closely with these bodies, the project aims to influence the revision and update of existing standards. This, in turn, has the potential to drive the adoption of state-of-the-art practices in the field, expediting progress and ensuring the highest standards of care for patients.

Lastly, the project's engagement with policymakers holds promise for the validation of new and extension of existing clinical guidelines. By reporting actionable knowledge that can inform policy decisions, the project aims to contribute to the development of new guidelines and the generation of real-world evidence on cancer. These outcomes can have a profound impact on healthcare policies, ensuring they are evidence-based and aligned with the evolving landscape of cancer treatment and care.

Overall, this strategic framework reflects a well-thought-out approach to achieving the vision, ensuring accountability, innovation, evidence-based practices and a commitment to sharing knowledge for the greater good. It demonstrates a holistic approach to addressing the targeted stakeholders and pathways to achieving their expected impacts.





## 6. IMPORTANT Project Dissemination, Exploitation, Communication, Standardisation and Sustainability Plan

Dissemination involves sharing project information, results and knowledge with a wide range of stakeholders. The plan outlines various dissemination channels, such as research publications, reports, conferences, workshops and digital platforms. By disseminating project findings, the plan aims to foster transparency, build credibility and contribute to the broader knowledge base in the field.

Effective dissemination ensures that relevant stakeholders are aware of the project's objectives, progress and outcomes.

The IMPORTANT consortium has developed a comprehensive plan to effectively communicate and disseminate the project and its results. The aim is to engage various target audiences, including the healthcare community, research and expert communities and the general public. The dissemination and communication plan ensures that appropriate activities are implemented to inform, engage, raise awareness and promote information about IMPORTANT project. This includes its objectives, outcomes and the broader societal implications of the project.

IMPORTANT is a multidisciplinary project that encompasses technology research, clinical innovation, policy considerations, harmonization of business workflows, standardisation, efficiency aspects, as well as safety, security and privacy. Due to its multidisciplinary nature, the dissemination planning involves different types of target audiences and channels. The consortium consists of three distinct groups of partners: Academic and Research, Healthcare and Business and Legal. Each group has its own interests and plans for exploitation and dissemination, which have been taken into account in the planning process.

The promotion and dissemination of IMPORTANT project will follow various concepts, with different routes for dissemination depending on the type of access granted to external parties, such as through media, on-demand access, or events. Dissemination will also involve leveraging the contributions of IMPORTANT project actors in specific sectors, particularly through group-based promotion in the medical community. However, the dissemination concepts are dependent on the production of initial results by the work packages, as sufficient content and information are necessary for effective dissemination.

In terms of organization, the academic and research partners will be involved in the scientific evaluation of project results by their peers and in dissemination through events such as conferences and seminars. The clinical partners will primarily engage in group-based promotion within the medical community and to a lesser extent, participate in dissemination through events and media. The business partners will focus on dissemination on demand, utilizing their own access channels to media for promoting the IMPORTANT project system.

The communication and dissemination strategy of the project revolves around three main goals: ensuring widespread understanding of the project's vision, objectives, activities and outcomes within scientific and stakeholder communities; promoting clear and concise

messages to stakeholders, policymakers and end-users; and facilitating the exploitation of project outcomes beyond the IMPORTANT consortium.

While the dissemination strategy primarily targets the scientific and expert community, the communication strategy is geared towards end-users and the general public. Dissemination and communication activities are planned from the early stages of the project. The dissemination, communication and exploitation strategies for IMPORTANT are depicted in Figure below

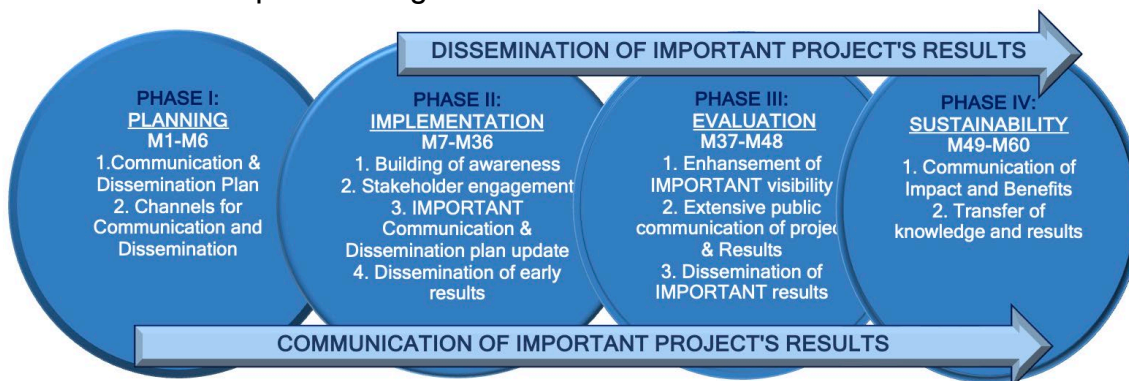


Figure 4 - Communication and Dissemination of IMPORTANT project's results

IMPORTANT Project Phases:

**Phase 1 M1-M6 (Planning):** Establishing the foundation with a Communication & Dissemination Plan and defining Channels for Communication and Dissemination.

**Phase 2 M7-M36 (Implementation):** Taking action by Building Awareness, Engaging Stakeholders, Updating the IMPORTANT Communication & Dissemination Plan and Disseminating Early Results.

**Phase 3 M-37-M57 (Evaluation):** Evaluating progress through Enhanced Visibility, Extensive Public Communication of Project & Results and Further Dissemination of IMPORTANT Results.

**Phase 4 M58-M60 (Sustainability):** Ensuring long-term impact with Communication of Impact and Benefits and the Transfer of Knowledge and Results for the IMPORTANT Project.



**6.1 Dissemination and Communication Plan**

IMPORTANT project will actively use heterogeneous channels for its dissemination and communication activities. These will leverage electronic (online) channels, non-electronic (traditional) channels, as well as highly interactive and impactful dissemination channels such as social media.

Dissemination and communication activities will be updated to follow the developments in the IMPORTANT project. After reaching a significant progress step (milestone or deliverable), dissemination and communication activities will be intensified and the impact assessment of each action will be monitored and analyzed. The analysis of the results will be fed back to the evaluation and streamline mechanisms for the dynamic adaptation of future activities for the delivery of promised impact to targeted stakeholders

The specific objectives, methods and KPIs are summarized below:

DISSEMINATION PLAN			
Scientific Publications	S&T community	Jurnal Publications	≥ 6 peer-reviewed publications
	Researchers	International Conferences	≥ 10 peer-reviewed publications
	Academics	Special Issues	≥3 special issues/book chapters
International Events	S&T community	Workshops/Special Sessions	≥3 special issues / book chapters
	Industry	EU-focused event	≥2 workshops / special sessions with >= 40 attendees
	Health Institutions, Policy Makers	Technical Academic Clinical Events	≥3 webinars & training events
Networking / Outreach	Academic, Researchers, Industry	Interactive face-to-face networking	≥4 interactive face-to-face networking EU event
	Research peers	Collaboration with other projects	≥4 synergies established with pertinent EU project
	Policy Makers	Collaboration with Policy Makers	≥1 meeting with health policy makers per clinical trial country ≥2 meetings with EU healthcare and/or patient associations



*Table 5 - IMPORTANT Project Dissemination Plan and KPI's*

To effectively disseminate IMPORTANT project's findings, various channels and methods targeting different audiences will be employed, with clear KPIs to measure the success of the project.

**Scientific Publications:** The primary audience here is the Science and Technology (S&T) community, including researchers and academics. The aim is to publish a minimum of six peer-reviewed publications in reputable journals to ensure widespread dissemination of the research. Additionally, there will be contribution to at least ten peer-reviewed publications presented at international conferences, enhancing global reach. Furthermore, a minimum of three special issues or book chapters will be produced to delve deeper into specific topics.

**International Events:** These events will cater to the S&T community, industry professionals, health institutions, academics, policymakers and researchers. The plan is to organize at least three workshops or special sessions that delve into critical aspects of our research, allowing for in-depth discussions. For events focused on the European Union (EU), the plan is to hold a minimum of two workshops or special sessions with no fewer than 40 attendees. To broaden the reach and accessibility, host at least three webinars and training events will be hosted, ensuring that both academic and healthcare professionals can benefit from these opportunities.

**Networking / Outreach:** To foster collaboration and knowledge sharing, synergies with other relevant EU projects will be established, aiming for at least four such collaborations. Understanding the importance of engaging with policymakers, at least one meeting with health policy makers will be conducted in each clinical trial country, along with a minimum of two meetings with EU healthcare and/or patient associations to ensure the research informs policy decisions.

By setting these clear methods and KPIs for each channel the aim is to maximize the impact of IMPORTANT project's dissemination efforts and ensure that the research reaches and benefits a diverse range of stakeholders.

COMMUNICATION PLAN			
Electronic Devices	General Public Breast Cancer patients	Project Website	Deployed in Month 2 ≥1.000 visits annually ≥100 downloads (deliverables, results and Materials)
		Social Media	Twitter account Facebook account ≥50 posts per year ≥2 user groups on Twitter (Experts and Patients) ≥4 social Innovation Activities
	Industry	Press Releases	≥8 press Releases
	Health Administrators	Newsletters	≥8 Newsletters
	Academics	S&T Communities	Researchgate account with ≥ 100 connections and ≥30 posts per year
		Research Networks	LinkedIn account with ≥100 connections and ≥30 posts per year
Non electronic Devices	Industry Health Institutions Policy Makers	Presentation Material	≥8 flyers/brochures (recruitment ones in local languages) ≥3 posters ≥2k hard copies First version at Month 3 to assist recruitment process
	General Public	Traditional Media	> 6 articles/interviews in magazines and/or newspaper

CHANNELS
TARGET AUDIENCES
METHODS
COMMUNICATION KPIs

*Table 6 - IMPORTANT Project Communication Plan and KPIs*

**Electronic Activities:** To reach the General Public and Breast Cancer Patients, the project website (launched in month 2) with the goal of achieving at least 1,000 annual visits and facilitating over 100 downloads of deliverables, results and materials. Additionally, a presence on two social media platforms (Facebook and Twitter) will be maintained, each with a minimum of 200 connections or followers, along with over 50 annual posts. On Twitter, at least two user groups (Experts & Patients) will be established and at least four social innovation activities to foster engagement and interaction will be organised. For Industry stakeholders, a minimum of eight press releases and newsletters will be issued. For Health Administrators, regular newsletters will be provided. Academics and S&T Communities will be reached through two project accounts on platforms like ResearchGate and LinkedIn, with over 100 connections or followers on each and at least 30 annual posts.

**Non-Electronic Activities:** For Industry, the plan is to create at least eight flyers/brochures in local languages, as well as three posters and distribute over 2,000 hard copies starting in Month 3 to assist in the recruitment process. Health Institutions and Policy Makers will receive presentation materials tailored to their needs. Finally, to reach the General Public, the aim is to secure more than six articles or interviews in magazines and/or newspapers, providing additional exposure for the project.

These strategies and KPIs will ensure effective dissemination and communication efforts to diverse audiences through both electronic and non-electronic means.

**3 training and awareness workshops with patients, family members and professionals:**

These workshops are an integral part of the dissemination and communication plan, aimed at promoting knowledge sharing and awareness. These events will be organized and conducted as part of the comprehensive approach to ensure widespread dissemination. Patients, family members and professionals will be actively engaged in these workshops to promote understanding and collaboration. The continuous evaluation and monitoring mentioned in the plan will be used to refine the content and effectiveness of these workshops, ensuring they align with our objectives.

**3 scientific workshops (2 with other EU projects, 1 with healthcare policy makers):**

Scientific workshops are crucial for sharing research findings, best practices and aligning with EU projects and healthcare policy makers. These workshops are embedded in the exploitation and standardisation plan. By collaborating with other EU projects, we ensure the integration of the latest research and practices into the IMPORTANT project. Engaging with healthcare policy makers directly contributes to the advancement of policies and standards in the field, aligning with our broader sustainability goals. The comprehensive approach and diverse communication channels mentioned in the plan will be utilized to promote and maximize the impact of these scientific workshops, benefiting the broader scientific community and policy landscape.

Once significant milestones or deliverables are achieved, the dissemination and communication efforts will be intensified, with a specific focus on targeting indicative conferences and journals. In addition, the project will aim to publish in scientific journals that prioritize open access publishing and will actively engage with EU initiatives that promote open access and the dissemination of knowledge.



Type	Targeted Conferences and Journals
Conferences	ASCO Annual Meeting
	San Antonio Breast Cancer Symposium
	ESMO Congress
	ESMO Breast Cancer
	International Society of Geriatric Oncology Annual Conference
Journals	Lancet Oncology
	JAMA Oncology
	Journal of Clinical Oncology
	Annals of Oncology
	European Journal of Cancer
	npj Breast Cancer
	Breast Cancer Research and Treatment
	Journal of Geriatric Oncology
The Breast	
Scientific and Innovation Communities in Engineering Sciences and SHH	Digital Health Journal
	EEE International Requirements Engineering Conference (A-level)
EU Initiatives	
European Health Data Space	
Knowledge Centre on Cancer	
European Cancer Information System	
DARWIN	
European Commission Initiative on Breast Cancer (ECIBC)	

*Table 7 - Targeted Conferences, Journals, Scientific and Innovation Communities and EU Initiatives*

The project's dissemination plan is carefully tailored to address a diverse range of target audiences, each with distinct needs and interests in the project's findings and outcomes. The primary audience comprises healthcare institutions, especially those in Europe, who are keen to adopt the IMPORTANT methodology for pragmatic clinical trials.

Additionally, the significance of reaching out to cancer patients and caregivers is acknowledged, as they stand to benefit directly from tailored interventions based on their unique needs and disease status. Moreover, the aim is to engage with scientific communities, academia and research institutions in the fields of healthcare and cancer, fostering knowledge exchange and collaboration opportunities.

Technology providers seeking to enhance their products and services in the realm of cancer, as well as relevant projects and cancer initiatives in search of knowledge exchange and proven clinical benefits, also fall within the outreach scope. Furthermore, the objective is to collaborate with standardisation bodies, encouraging them to adopt best practices established by the project. Finally, policy makers who play a crucial role in incorporating updates into clinical practice will be kept informed of the project's advancements. By addressing this diverse array of stakeholders, the mission is to maximize the impact and relevance of the project's outcomes across the healthcare and cancer research landscape.

Target Audiences
Healthcare Institutions
Cancer Patients and Caregivers
Scientific Communities, Academia, and Research Institutions
Technology Providers
Relevant Projects and Cancer Initiatives
Standardization Bodies
Policy Makers

Table 8 – IMPORTANT Project Target Audiences

## 6.2 Dissemination Activities

The IMPORTANT project's dissemination strategy encompasses a multifaceted approach aimed at effectively sharing its knowledge and outcomes. Participation in conferences and events stands as a dynamic method to engage with diverse audiences, providing a platform for presenting project findings to professionals from various backgrounds. Simultaneously, publishing scientific papers in reputable journals and conferences, with a strong focus on high-impact publications, reinforces the project's credibility within the scientific community, ensuring that its findings reach a broader and specialized audience. Moreover, the project emphasizes collaboration by forging partnerships and synergies with European initiatives and scientific communities, fostering knowledge sharing and support.

The organization of workshops further enriches the strategy, allowing for the exchange of insights, collection of valuable feedback and collaborative efforts with pertinent stakeholders. Lastly, the project places a strong emphasis on inclusivity by collaborating with patient associations, guaranteeing that evaluation reports incorporate the vital perspectives and experiences of patients, thereby ensuring the project's relevance and applicability within the healthcare landscape.

Activity
Participation in conferences and events
Publishing scientific papers
Establishing collaborations and synergies
Organizing workshops
Delivering evaluation reports

Table 9 – IMPORTANT Project Activities

### 6.3 Communication Channels

The IMPORTANT project's communication strategy incorporates several essential elements designed to effectively disseminate information and engage with a diverse range of stakeholders. At significant project milestones, international press releases will be deployed to inform a global audience about key achievements, ensuring that project progress is widely recognized.

Digital and print media, including the project website, brochures, posters and presentations, will be utilized to convey comprehensive project information, objectives and ongoing developments to stakeholders. Leveraging the power of social media platforms and the creation of informative videos will further expand the project's reach, engaging a broader audience and facilitating the promotion of project updates and results. A pivotal component of the strategy is the establishment of a knowledge hub within the project website, serving as a centralized repository for valuable assets relevant to the healthcare domain and industry. This hub will simplify access to essential resources and information, enhancing collaboration and knowledge sharing within the project's target audience.

Communication Channel	
Communication Element	Description
International press releases at major milestones	Timely press releases issued at significant project milestones to inform a global audience about key achievements.
Website, brochure, poster, presentation	Utilizing various digital and print media such as the project website, brochures, posters, and presentations to convey project information, objectives and progress to stakeholders.
Social Media and videos	Leveraging social media platforms and creating informative videos to engage a wider audience and promote project updates and results.
Developing a knowledge hub within the project website	Establishing a dedicated section on the project website as a knowledge hub to showcase assets relevant to the healthcare domain and industry, facilitating easy access to valuable resources and information.

Table 10 - IMPORTANT Project Communication Channels and Descriptions

Together, these communication elements form a robust strategy for effective outreach and engagement throughout the IMPORTANT project's lifecycle.



## 6.4 Exploitation Plan

The aim is to establish the groundwork for the development of the exploitation strategy for the IMPORTANT project, ensuring the sustainability of project outcomes over the long term and the potential for future commercialization.

The exploitation strategy constitutes an integral element of the project, facilitating effective sharing of results with the scientific and healthcare community while fostering valuable synergies and partnerships. The development of the IMPORTANT exploitation strategy is driven by the objective of optimizing the visibility of project outcomes, raising public awareness about both the challenges addressed by the IMPORTANT project and the innovative solutions it provides.

Exploitation Strategy	
Exploitation Element	Description
Identification of at least 3 exploitable assets	Identifying a minimum of three project assets with potential for exploitation, contingent upon market analysis and potential ad-hoc EU funding opportunities.
At least 3 synergies established with other relevant EU projects	Establishing synergistic relationships with a minimum of three other relevant European Union projects to leverage shared resources and expertise.
At least 4 potential innovations	Identifying and nurturing at least four potential innovations within the project that can contribute to advancements in the healthcare domain and beyond.

*Table 11 - IMPORTANT Project Exploitation Strategy and Elements*

The IMPORTANT project's exploitation strategy is strategically designed to capitalize on its assets and innovations while fostering collaboration within the broader European Union research landscape. To begin with, the identification of a minimum of three exploitable assets is a key focus, subject to rigorous market analysis and potential ad-hoc EU funding opportunities. This ensures that valuable project outputs can be leveraged effectively for further development and market impact.

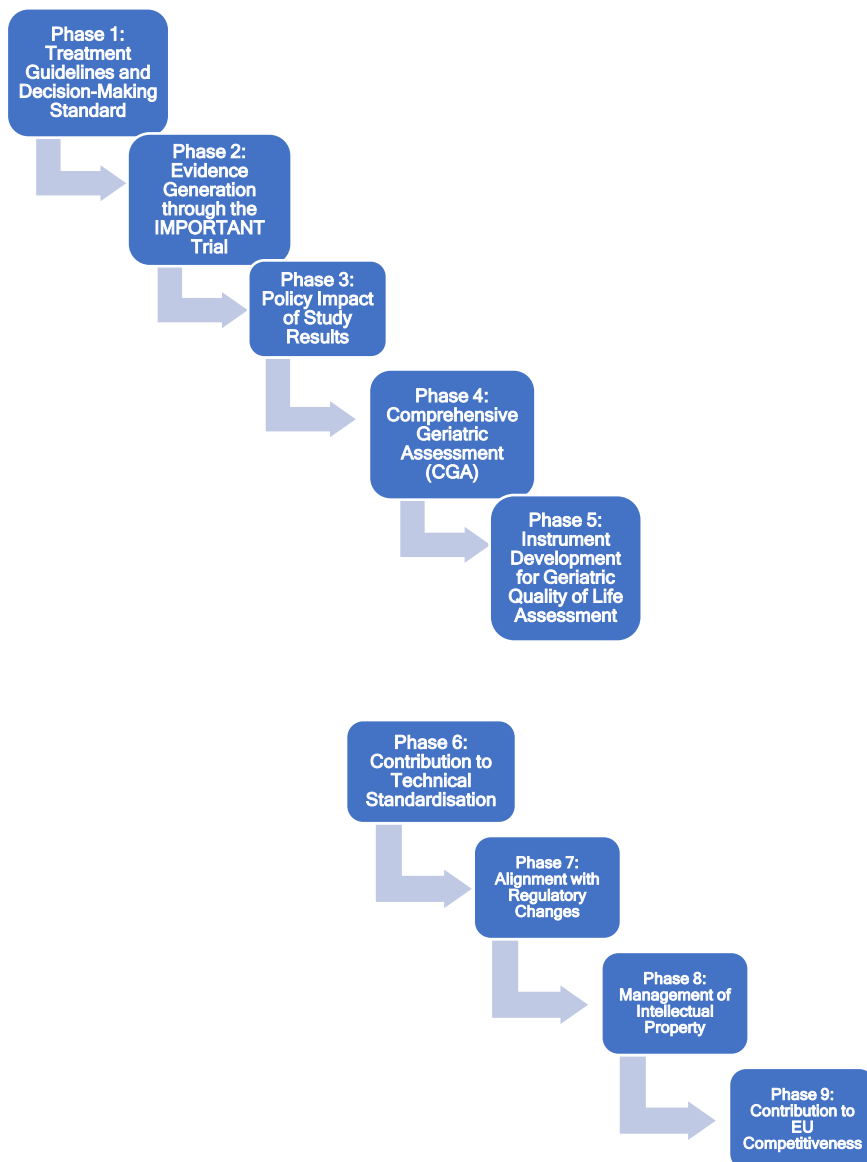
Moreover, the establishment of at least three synergies with other relevant EU projects is essential. This fosters the exchange of information, the sharing of resources and the joint effort toward shared objectives.

Lastly, the project aims to generate at least four potential innovations, fostering creativity and ingenuity within the project team while contributing to advancements in the healthcare domain and beyond. This comprehensive approach to exploitation underscores the project's commitment to maximizing its influence and contributions within the EU research and innovation ecosystem.



## 6.5 Standardization and Sustainability Plan

A standardization plan is a crucial component of our project, ensuring that we adhere to established norms, practices and quality benchmarks. It encompasses the development and maintenance of uniform processes, guidelines and documentation to streamline our project's execution. By standardising key elements such as data formats, communication protocols and performance metrics, we enhance efficiency, collaboration and quality control throughout the project lifecycle. This plan will be regularly reviewed and updated to incorporate evolving industry standards and best practices, ensuring our project remains at the forefront of excellence and aligns with global benchmarks. Additionally, our standardisation efforts will facilitate knowledge transfer, minimize errors and enhance scalability, ultimately contributing to the overall success of our initiative.



*Figure 5 - Standardisation and Sustainability Plan*

### Phase 1: Treatment Guidelines and Decision-Making Standards

- Adherence to established policies and standards that address both treatment guidelines and the decision-making process for older breast cancer patients.



**Phase 2: Evidence Generation through the IMPORTANT Trial**

- The goal is to generate robust evidence for updating clinical practice.
- The pragmatic study design of the IMPORTANT trial, focusing on dose optimization based on patients' frailty status, provides a unique opportunity.
- Comprehensive data analysis is planned to contribute directly or indirectly to the policy-making process.

**Phase 3: Policy Impact of Study Results**

- If the study confirms the hypothesis of non-inferiority for dose optimization, it becomes an attractive strategy for adoption by policy makers.

**Phase 4: Comprehensive Geriatric Assessment (CGA)**

- Implementation of CGA in the trial aims to offer insights into its practical use and influence policymaking.

**Phase 5: Instrument Development for Geriatric Quality of Life Assessment**

- The trial envisions developing a new instrument for geriatric quality of life assessment, which can significantly influence the decision-making process and policy development.

**Phase 6: Contribution to Technical Standardisation**

- The IMPORTANT trial incorporates Decentralized Clinical Trials methodologies to align with the evolving Clinical Trials landscape.
- Aims to provide input to key bodies such as EMA, ACT EU program, CTCG, CTEG, and EMRN, influencing DCT recommendation papers.

**Phase 7: Alignment with Regulatory Changes**

- Recognition of the evolving Clinical Trials Regulation (CTR) and alignment with emerging policies and standards.
- Anticipation of impact on electronic Case Report Form (eCRF) standards and best practices.

**Phase 8: Management of Intellectual Property**

- A separate strategy for the management of intellectual property should be outlined, ensuring protection and appropriate utilization of research findings.

**Phase 9: Contribution to EU Competitiveness**

- By adhering to evolving standards and policies, the project aims to establish a clear, unambiguous, and future-proof framework.
- This commitment ensures the EU remains open, competitive, and respectful of patients' rights and needs in the dynamic field of clinical research and development.

In Phase 1, the aim is to prioritize adherence to established treatment guidelines and decision-making standards, underlining the dedication to evidence-based practices.

Phase 2 emphasizes the generation of robust evidence through the IMPORTANT trial, with a focus on pragmatic study design and comprehensive data analysis, contributing to the evolution of clinical practice.



As we move into Phase 3, the goal is to impact policy-making by providing data that supports the hypothesis of non-inferiority for dose optimization, making the approach more attractive to policy makers.

Phase 4 involves the implementation of Comprehensive Geriatric Assessment (CGA), offering insights into its practical use and policy influence.

Phase 5 showcases the commitment to innovation, with the development of a new instrument for geriatric quality of life assessment, enhancing the decision-making process and policy development. Phase 6 focuses on technical standardisation, aligning with evolving clinical trials methodologies and providing input to key bodies, thus influencing recommendations in the realm of Decentralized Clinical Trials.

In Phase 7, the aim is to anticipate and align with regulatory changes, including the impact on electronic Case Report Form (eCRF) standards and best practices, to ensure compliance and adaptability.

Phase 8 emphasizes the responsible management of intellectual property, safeguarding our research findings and their appropriate utilization.

Finally, in Phase 9, the commitment to EU competitiveness is underlined by adhering to evolving standards and policies, ensuring a clear and future-proof framework that respects patient rights and needs in the ever-evolving field of clinical research and development.

The standardisation and sustainability plan for the IMPORTANT trial embodies a dynamic and comprehensive approach, ensuring the project's longevity while making a significant positive impact on the wider clinical research landscape. It progresses through various phases, encompassing clinical, technical and regulatory aspects, with a central focus on generating impactful evidence and advancing policies and standards in the field, ensuring long-term excellence and influence.

## 6.6 Evaluation and Monitoring

The importance of evaluating the effectiveness of disseminating, communicating and exploitation efforts is recognized. A monitoring system will be implemented to assess the reach, engagement and impact of the activities. This will involve tracking website traffic, social media analytics, gathering feedback from conferences and events and measuring the uptake of knowledge assets by the target audience.

## 6.7 Conclusion

In conclusion, the dissemination, communication, exploitation, standardisation and sustainability plan for the IMPORTANT project is a comprehensive framework designed to promote the broad dissemination of project knowledge and outcomes, ultimately delivering substantial advantages to the intended stakeholders and audience. This strategy employs a diverse range of communication channels and a comprehensive approach to maximize the influence and accessibility of the project's findings. The plan underscores a commitment to continuous improvement, incorporating ongoing evaluation and monitoring to refine methods and ensure ongoing effectiveness. Through these integrated efforts, the IMPORTANT project is well-positioned to not only generate impactful outcomes but also to share and utilize them effectively, furthering the project's overarching goals and leaving a lasting mark in the field.

## 7. Strategies to Maximize Communication, Dissemination, Impact Creation and Exploitation

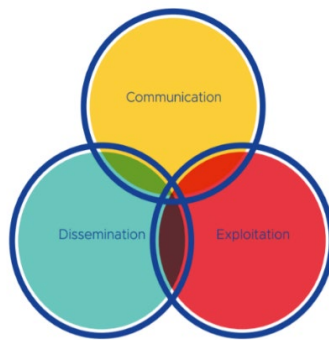


Figure 6 - Dissemination, Communication and Exploitation

### 7.1 Strategy for Business and Exploitation Planning

Beyond its role as an innovative and practical trial and project supporting decision making and patient outcomes, IMPORTANT project also offers significant prospects. These opportunities can be broadly categorized as:

- (i) enhancing clinical trial design and execution,
- (ii) engaging and supporting older cancer patients,
- (iii) health economics and financial modeling and
- (iv) optimizing clinical practice using real-world data.

To leverage these opportunities, the model may involve creating services, developing and deploying service components, establishing consulting arrangements and other approaches. However, the consortium acknowledges the need for adaptability as the healthcare field and corresponding industry and ecosystem evolve. As a result, IMPORTANT project will adopt the Plan-Do-Check-Act methodology, reflected in specific deliverables and project milestones. It will actively explore the potential for joint collaborations among partners and strive for long-term sustainability by monitoring innovation potential and engaging in strategic planning.

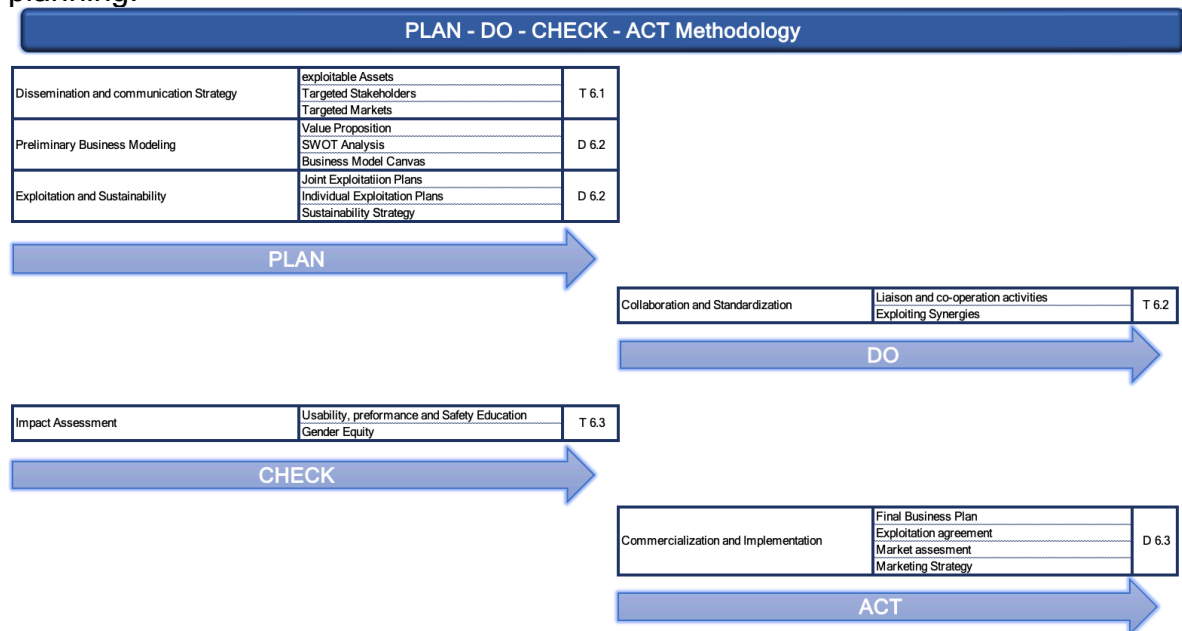


Figure 7 - IMPORTANT Project's Plan-Do-Check-Act Methodology



## 8. Stakeholders Mapping

There exists an extensive network of valuable ventures, encompassing public and private institutions, scientific organizations, SMEs and more, which together form a comprehensive ecosystem dedicated to cancer treatment and care. These various stakeholders strive for collaboration by engaging in joint initiatives for cancer services. However, due to the intricate nature of the disease and its profound societal and economic impact, their endeavors tend to concentrate on narrow aspects of the problem, unintentionally fostering isolated activities and promoting fragmentation. It is imperative to enhance collaboration for cancer services by adopting a holistic approach that encompasses additional elements such as engagement, behavioral and psychological considerations, costs and more.

Audience Group	Objectives
Wide cancer community stakeholders	Promote the results of the project
Experts from interdisciplinary fields	Provide expertise and insights in scientific fields
Individuals and institutes involved in EU regulations and policies	Ensure compliance with relevant regulations and policies
Consortium partners	Engage in project activities and contribute to its success
Older patients	Increase awareness and representation in clinical studies

*Table 12 - IMPORTANT Project Audience Groups and Objectives*



## 9. Individual Dissemination Plans

Given the constantly changing landscape of effective dissemination, which must be flexible enough to respond to evolving stakeholder requirements, external influences and the lessons learned from ongoing pilot and evaluation efforts, it is essential for all consortium partners to actively engage in dissemination activities, in accordance with their prescribed roles and duties. Effective communication, both internally among consortium members and externally with relevant parties, emerges as a critical factor in ensuring the success of the IMPORTANT Project. To accomplish this, authentic collaborative efforts are necessary to cultivate a shared understanding among all stakeholders. It becomes of utmost importance that each participant in the project is kept well-informed about the ongoing dissemination endeavors and is empowered to derive maximum benefit from the resulting positive exposure.

INDIVIDUAL DISSEMINATION PLANS	
ORB	Responsible for dissemination activities: Antonis Valachis; responsible for communication activities: Helena Hansson-Nylund; core team for dissemination and communication activities: Mukhrizah Othman, Annette Oskarsson. ORB is the Coordinator of the project and will monitor and support the communication and dissemination activities in general.
UPAT	Responsible: Kostas Lampropoulos. UPAT will disseminate the scientific and technical knowledge generated within the context of the project. This will take place through publications and presentations in conferences, participation in relevant groups and organizations, organization of workshops, monitoring (and in collaboration with other partners possible contribution) to standardization activities. Through its dissemination activities, UPAT aims at reaching scientists, researchers, and also technical personnel (e.g. developers working in relevant areas). The content of our dissemination activities will be mainly academic publications but it will also include technical reports, semi-technical articles etc. in a format that can be published in relevant media.
CARE	Responsible: Thanos Kosmidis. CARE will focus on disseminating and communicating about the digital health aspects of the project, protocol and study, as well as the overall experience of the participants through their lens, especially regarding the Decentralised aspects. The target audience will be patients, caregivers, healthcare professionals, researchers, as well as health technology companies, clinical research companies and others. Where applicable, this will be achieved through scientific publications or proceedings, although due to the nature of the communication and the audience, the method may include more direct or online communication.
LHUTC	Responsible for dissemination activities: Laura Biganzoli Core team for dissemination and communication activities: Emanuela Risi, Valeria Emma Palmieri, Giuseppe Mottino LHUTC will contribute to the dissemination of the IMPORTANT project promoting it during presentations at conferences and congresses. It will organize workshops and will involve scientific partners with whom it has long-standing relationships. Publications will be the main mean to disseminate achieved results to the entire scientific community, with the main aim of contributing to the identification of the best standards of care, in the interest of patients and of the entire health system. Additionally, LHUTC will disclose results through channels made available by non profit organizations with which it cooperates.



INDIVIDUAL DISSEMINATION PLANS	
IMTA	IMTA is responsible for writing and publishing scientific paper presenting the economic evaluation of the trial. Additionally, IMTA will publisize the publication through our own channels (newsletter, twitter)
SLC	Responsible: Thanos Karantjias will be responsible for the management of the project's webpage, while Theo Fotis will be responsible for the management of the project's twitter account. Both accounts will be utilised for dissemination and engagement with relevant stakeholders and online communities through regular posts of the project's updates and activities and other relevant to the project subject, content.
CEF	Responsible: Kalliopi Mastoraki. The Circular Economy Foundation (CEF) holds the pivotal role of Exploitation & Innovation Manager and serves as the leader of Work Package 6 (WP6). CEF's leadership encompasses the effective dissemination of project findings, ensuring that valuable insights are shared with relevant stakeholders. As the WP6 leader, CEF coordinates activities within this work package and takes charge of exploitation activities, seeking avenues to maximize the project's impact and integrate its outcomes into broader practices and policies. CEF will also manage the project's Facebook and LinkedIn accounts, enhancing its outreach and communication efforts.
HECOG	Responsible for dissemination activities: Elena Fountzila; responsible for communication activities: Thalia Papavavlou; core team for dissemination and communication activities
RUL	Responsible for dissemination activities: Henrik Lindman, Aglaia Schiza; responsible for communication activities: Tora Sundin, KFUE
FCRB	<ul style="list-style-type: none"> <li>•Responsible for dissemination activities: Montserrat Muñoz Mateu, Raquel Gómez Bravo;</li> <li>•Responsible for communication activities: Iván Martínez Ballesteró.</li> <li>•Core team for dissemination and communication activities: Iván Martínez Ballesteró.</li> </ul>
HCB	FCRB and HCB will disseminate the scientific and technical knowledge generated within the context of the project via national (SEOM) and international journals and conferences (ESMO, within others). Our target audience will mostly be healthcare professionals, specially oncologists and breast cancer-specialized nurses. The content of our dissemination activities will be mainly academic publications, but it will also include technical reports and/or semi-technical articles. With this, the expected outcome is to reduce the dose in older breast cancer patients so we can administrate it in a safe way to avoid or mitigate its secondary effects, but maintaining its efficacy.
PHAZE	Phaze will disseminate IMPORTANT trial through the approved/selected social media as required. No publication or events are planned.
BCF	BCFs overall role is to provide a patient-view throughout the whole process of the project. Mainly BCF will be engaged in the Trial steering committee, providing a patient-view and expertise to the study protocol. Through the Privacy and Ethics committee, they will put extra effort to ensure that, from a patient perspective, the project follows ethical requirements. In the Advisory Board BCF will provide feedback during study design, provide insight on study related information and educational material, provide insight on final study results, potential implications and dissemination channels. BCFs targets of publication is mainly our 33 local branches and 11.000 thousand members, mainly women with breast cancer och previous patients. BCF will link the projects website their own website and depending on the project results they will spread information about the project through their social media channels and write about the project in their member magazine





INDIVIDUAL DISSEMINATION PLANS	
EUNL	<p>Responsible for dissemination and communication activities: Christiana Markou, Christina Nanou, Maria Crociani. Responsible for dissemination and communication activities: Christiana Markou, Christina Nanou, Maria Crociani.</p> <p>EUNOMIA Ltd, based in Cork, Ireland, specializes in business and legal consultancy services, particularly in information technology (IT), privacy, and data protection. In the context of the IMPORTANT project, EUNOMIA focuses on ensuring ethical and legal compliance in research activities involving personal data and clinical trials. Their contributions include in-depth analysis of ethical and legal frameworks and the advancement of evidence-based compliance monitoring tools. The target audience includes the private sector, academia, policymakers, and EU-funded projects.</p> <p>EUNOMIA's dissemination strategy involves using their website, social media, conferences, and publications to share content related to ethical aspects of clinical trials and the IMPORTANT project's progress. Collaboration with project partners is integral, with the aim of making project results accessible to the scientific community, industry, and policymakers, ultimately supporting future research and innovation funding efforts.</p>
FHNW	<p>FHNW targets students, local Swiss industry, and global scientific communities related to digital health, engineering, and SSH. Key actions will be to seek cooperation and exchange with Swiss and European consortia in digital health with an interest in patient recruitment and retention. As the FHNW patient companion implementation, validation, and evaluation unfold, FHNW will participate in relevant conferences and workshops, including IEEE International Requirements Engineering Conference, for the presentation and discussion of recruitment and retention-related project results. FHNW will also assist the medical partners to reach and motivate patients, family members, and professionals to join the IMPORTANT trials, including through FHNW-participation in training and awareness workshops. Key evaluation results are intended to be published by FHNW in a leading journal of the digital health domain.</p>
AHUS	<p>Responsible for communication activities and dissemination in Norway: Prof. Jürgen Geisler (PI) and Consultant Kamilla Fjermeros (CO-PI); The center will mainly enroll norwegian patients in the IMPORTANT trial</p>
UNED	<p>PI: José M. Reales</p> <p>UNED Team: Soledad Ballesteros, Pilar Jiménez, and Pilar Toril.</p> <p>UNED is the National Distance Open University in Spain. UNED team will build, present and evaluate the effect of a mindful and compassionate online training program for older patients with breast cancer on their psychological response to the treatment (self-compassion, quality of life, emotional distress and rate of attrition from the study). The planning and results of the IMPORTANT project will be presented in publications, national and international conferences, scientific meetings, and social media (UNED's website, blogs, social media platforms, National TV, and radio). They are preparing seminars and a Summer School dedicated to the IMPORTANT clinical trial and the study on mindful compassion. They will also explore other social media as valuable platforms to disseminate their work (blogs, promotional videos, and press releases). At the moment, they are preparing a video on the subject. The audience will be professionals in the field.</p>



INDIVIDUAL DISSEMINATION PLANS	
HUS	<p>Responsible: Peeter Karihtala</p> <p>HUS will disseminate the scientific and technical knowledge generated within the context of the project via national organizations (the Finnish Breast Cancer Group) and in the international journals and conferences. Our target audience will mostly be breast and general oncologists.</p>
UNIFI	<p>Responsible for dissemination activities: Luca Visani</p> <p>UNIFI will contribute to the dissemination of the IMPORTANT project promoting it during presentation at national and international meetings, through participation in relevant scientific groups and patient advocate conferences.</p> <p>Publications will be the main means to disseminate achieved results to the entire scientific community, although the method may include more direct or online communication, through the approved social media.</p> <p>The audience will be both healthcare professional and patients</p>

*Table 13 - IMPORTANT Project Individual Dissemination Plan*





9.1 PUBLICATIONS TARGET	PARTNER
1 edited book "Requirements Engineering for Digital Health" (2nd revised edition), Springer. To be published until the end of 2024.	FHNW
2 papers for peer-reviewed scientific A-level conferences or journals	FHNW
ESMO Congress	ORB, all
San Antonio Breast Cancer Symposium	ORB, all
ASCO Annual Meeting	ORB, all
Publication of study protocol to BMC Cancer (under 2023)	ORB, all
Publication of study protocol to clinicaltrials.gov (2023)	ORB
Publication on perspectives in designing RCTs in older patients (2024)	ORB, HUS, clinical partners
Publication of interim analysis results (2026)	ORB, all
Publication of final results (end of study); more than one publications	ORB; all
Publication on ethical and/or legal aspects in practice of trials based on the IMPORTANT experience (2026)	EUNL
REDA: Regulation and Enforcement in the Digital Age' Conference (2025) Cyprus EUNL	EUNL
International Multithematic Scientific Biomedical Congress (2024) Cyprus	EUNL
ESMO Breast Cancer (annually, May; usually in Berlin)	CARE can coordinate
International Society of Geriatric Oncology (SIOG) annual congress (2024)	CARE can coordinate
Publication of the results of the economic evaluation	iMTA
IEEE - International Conference on Healthcare Informatics (ICHI)	UPAT
SCENE - International Workshop on Safeguarding Cybersecurity in Healthcare	UPAT

Table 14 – Publications Target

9.2 PUBLICATIONS OUTPUT						
Authors	Title	Journal	Volume	Pages	Year	DOI
Kioskli, K., Papastergiou, S., Fotis, T.	A Swarm-Based Clinical Validation Framework of Artificial Intelligence Solutions for Non-Communicable Diseases	Journal of Engineering Research and Sciences	2	1-11	2023	<a href="https://doi.org/10.55708/js0209001">https://doi.org/10.55708/js0209001</a>

Table 15 – Publications Output

9.3 EVENTS PLANNED		
Partner	Month	Type of Event (e.g. Workshop, Open Day, Info Day, Demonstration, Webinar)
FHNW	SEPT 2023	REWBAH: Requirements Engineering for Well-Being, Aging, and Health, Workshop held in Hannover, Germany, Sept 3, 2023.
FHNW	SEPT 2023	iStar Celebration Symposium in Hannover, Germany, Sept 2, 2023
FHNW	SEPT 2023	iStar Workshop in Hannover, Germany, Sept 3, 2023.
FHNW	SEPT 2023	REWBAH: Requirements Engineering for Well-Being, Aging, and Health, Workshop held in Hannover, Germany, Sept 5, 2023.
FHNW	SEPT 2023	31st IEEE International Requirments Engineering Conference in Hannover, Germany, Sept 4-8, 2023
FHNW	APRIL 2024	30st Intl. Working Conference on Requirements Engineering: Foundation for Software Quality (REFSQ 2024). Winterthur, Switzerland, April 8, 2024.
ALL	ANNUAL	Annual meetings within "Diagnostic and Treatment" cluster where IMPORTANT project will participate
BCF	2024	Nordic conference for the Nordic breast cancer associations in Copenhagen
BCF	NOV 2023	Europa Donna conference in Zagreb
FCRB	2023	Presentation at the Spanish National Oncology Congress, SEOM.And it could also be of interest at ESMO Breast.

Table 16 - Events Planned

## 10. IMPORTANT visual identity

The visual identity for the IMPORTANT project, which focuses on breast cancer awareness for both women and men, is designed to reflect the importance of the cause while being inclusive and appealing to a wide audience.

### 10.1 IMPORTANT Logo

The logo for the IMPORTANT project, which focuses on both female and male breast cancer, incorporates the word "Important" with a unique design element to symbolize the cause. Here's a description of the logo:



*Figure 8 - IMPORTANT Project Logo*

**Typography:** The word "Important" is the main focus of the logo. It is written in a clear, bold and legible font to ensure readability.

**Letter "O" Replacement:** The letter "o" in the word "Important" is replaced with a circular shape to create a distinct visual element. This circular shape represents a universal symbol for both female and male breast cancer awareness.

**Cross in the middle of the circular shape:** Within the circular shape, place a cross at the center. The cross symbolizes medical care, support and hope.

**Dual Representation:** The circular shape consists of a combination of pink dots and blue dots, representing the two colors associated with breast cancer awareness. Pink traditionally symbolizes women's breast cancer, while blue reflects men's breast cancer.

**Pink Dots:** Within the circular shape, some dots are colored pink. These pink dots specifically represent women's breast cancer awareness and serve as a visual reminder of the importance of early detection, support and treatment for women affected by breast cancer.

**Blue Dots:** Additionally, some dots within the circular shape are colored blue, representing men's breast cancer awareness. The blue dots raise awareness about the presence of breast cancer among men, emphasizing the need for education, support and resources for male individuals affected by the disease.

The combination of the pink and blue dots within the circular shape signifies the inclusive nature of the IMPORTANT project, focusing on both genders affected by breast cancer. This logo aims to raise awareness, promote early detection and foster a sense of unity and support for individuals facing breast cancer, regardless of gender.

## 10.2 IMPORTANT Project Website

The IMPORTANT project website serves as a vital hub for project-related information, providing a comprehensive platform that houses essential project details. It stands as a central repository that will be continuously updated with various materials, including news, photos and more, ensuring stakeholders are well-informed about the project's developments. One of the key roles of the website is to facilitate effective communication among all entities involved in the project. By serving as a conduit for collaboration and knowledge-sharing, the platform enhances coordination and engagement among project partners, stakeholders and the broader audience. The website plays a pivotal role in showcasing the project's advancements and outcomes to scientific, academic, technical communities and the general public. This visibility not only promotes the project's goals and achievements but also fosters interest and support from diverse audiences.

The official website of the IMPORTANT project can be found at the following link: <https://important-project.com/>

WEBSITE	LINK	KPI's
IMPORTANT EU PROJECT	<a href="https://important-project.com/">https://important-project.com/</a>	≥1.000 visits annually ≥100 downloads(deliverables, Results and Materials)

*Table 17 - IMPORTANT Project Website and KPI's*

Partner SLC, the developer of the IMPORTANT project website, has ensured that it boasts a user-friendly design and easy accessibility for all stakeholders. This emphasis on user experience ensures that individuals from various backgrounds can easily navigate the website and access pertinent information. One of the primary objectives of the website is to disseminate project-related information promptly and efficiently. Regular updates and the publication of all dissemination materials keep stakeholders abreast of the project's progress and outcomes.

Moreover, the website offers a comprehensive overview of the project's Work Packages and Deliverables. This feature enables visitors to stay well-informed about the different stages and milestones of the project, further enhancing transparency and understanding.

Overall, the IMPORTANT project website serves as an indispensable tool for the project's success. By providing up-to-date information, fostering collaboration and promoting project visibility, it plays a crucial role in ensuring the project's objectives are achieved and that its impact reaches a wide and diverse audience.

The Deliverables Dissemination Page is a dedicated online space where the tangible outcomes and insights of the IMPORTANT project will be shared with stakeholders and the wider community.



### WPI – Project Management

**DI.1: Project handbook including management, quality, ethics and innovation plan** -

Status: Submitted  
Dissemination Level: Confidential  
Summary: This document is a companion to the Grant Agreement Project 101104589 – IMPORTANT and the IMPORTANT Consortium Agreement. The use of the presented guidelines can ensure better collaboration among the Consortium partners. This deliverable is intended to be used by all the project partners, to ensure quality assurance of project processes and outputs and prevent possible deviations from the project work plan.

**DI.2: IMPORTANT data management plan** +

**DI.3: Interim Data Management Plan** +



Figure 9 - IMPORTANT Project's Webpage screenshot - Deliverables Dissemination Page

The Project Meetings and Events Dissemination Page is the gateway to staying informed and engaged with all the vital gatherings and milestones within the IMPORTANT project. Here, a comprehensive overview of upcoming project meetings, conferences, workshops and other significant events is provided.



- 2023** Orebro, Sweden, 10-11 May  
**Kick Off Meeting**  
The Kick-Off-Meeting of the project was successfully held in Orebron University. All WPs and individual tasks were introduced and presented, while next steps were organized.
- 2023** Hannover, Germany, 3-4 September  
**The 16th International I\* Workshop**  
FHNW participates at iStar'23 to network and exchange techniques for runtime requirements, self-adaptation, and evolution of systems and services to meet needs better. The symposium and workshop contribute with new ideas from the research community and feedback on the IMPORTANT approach.
- 2023** Hannover, Germany, 5 September

Figure 10 - IMPORTANT Project's Webpage Screenshot - Events Dissemination Page



The front page of the IMPORTANT Project website is a dynamic and inviting digital gateway that introduces visitors to the project's ground breaking work in the field of geriatric oncology. It conveys a sense of innovation, collaboration and impact, reflecting the project's vision to revolutionize the treatment landscape for refractory advanced HR+/HER2-negative breast cancer in older patients.

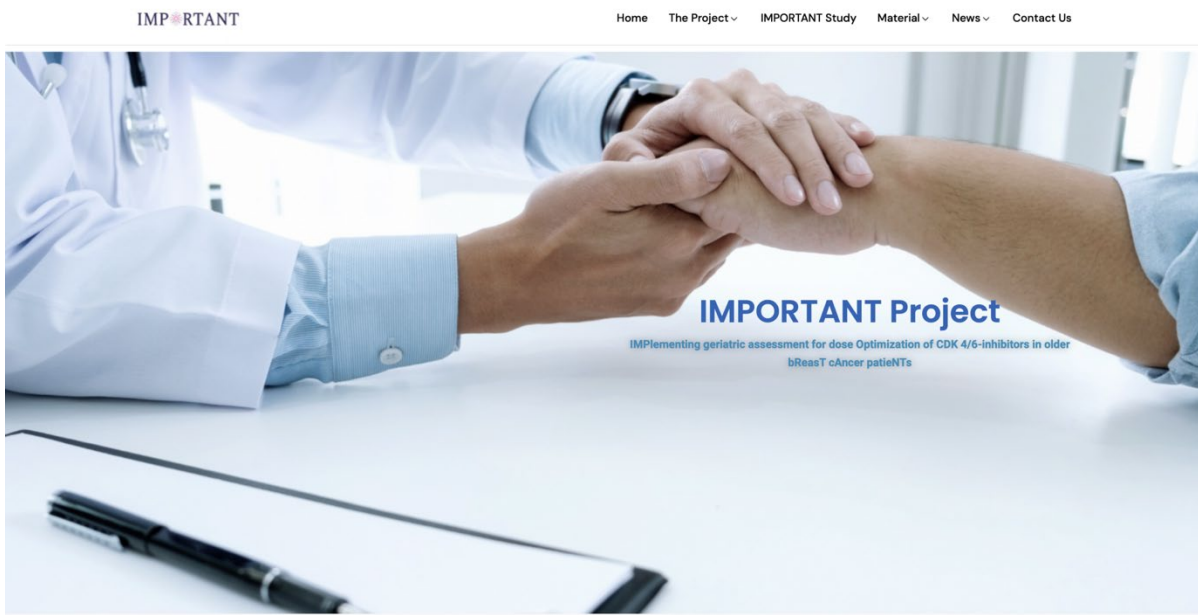


Figure 11 - IMPORTANT Project's Homepage Screenshot

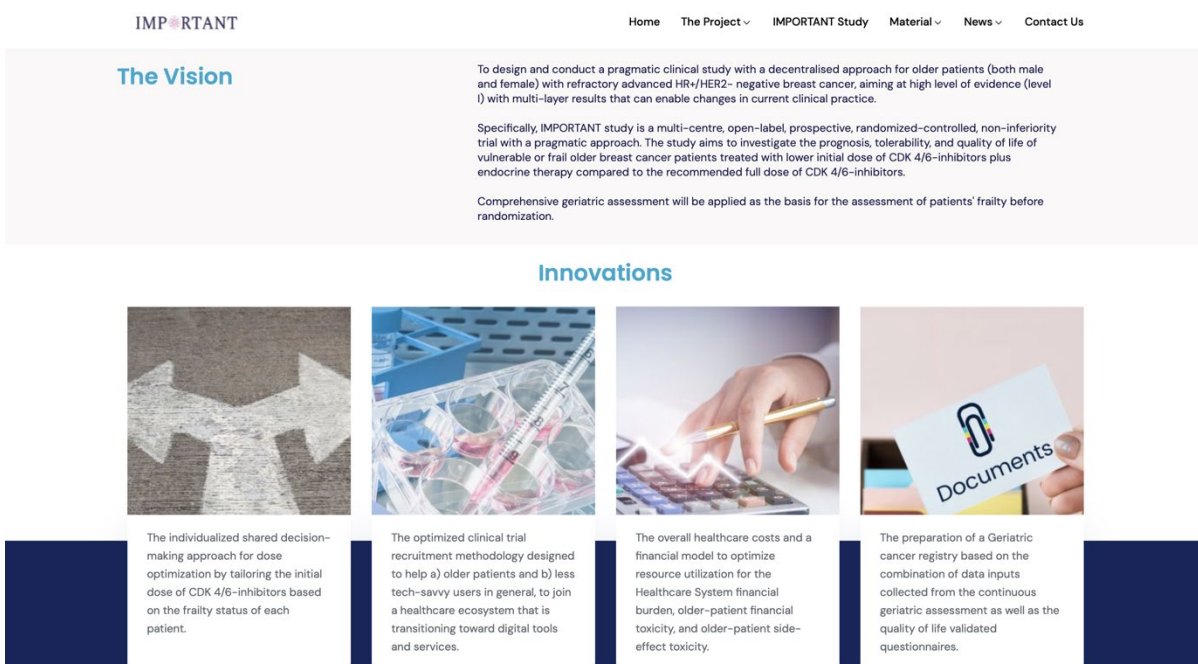


Figure 12 - IMPORTANT Project's Homepage Screenshot-Vision



### Identified Challenges



No randomized evidence exists on initiating with a lower dose of CDK 4/6-inhibitors for patients with advanced HR+/HER2-negative breast cancer



There is a paucity of evidence on how to overcome the under-representation of older cancer patients in clinical trials.



Additional relevant outcomes and metrics have been recognised as essential for an unbiased and reliable assessment of the clinical utility of a treatment strategy and should be ideally adopted in clinical trials along with cancer-specific endpoints.



Cancer care usually focuses on specific aspects of the problem and not the continuum of care, providing solutions on different timescales and focus areas.



Even though technological tools can provide innovative solutions, the healthcare sector needs time to incorporate them inside the existing practices and operations.

[Read More](#)

IMPORTANT Project

### In Brief

**HORIZON-MISS-2022-CANCER-01**  
Call

**1 May 2023**  
Project Starting Date

**€ 5.415.012,50**  
Overall Budget

**HORIZON-MISS-2022-CANCER-01-03**  
Topic

**30 April 2028**  
Project End Date

**101104589**  
Grant Agreement ID

**HORIZON Research And Innovation Actions**  
Type Of Action

**European Health & Digital Executive Agency**  
Granting Authority

**OREBRO LANS LANDSTING (ORB)**  
Coordinator



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No. 101104589.

Follow us:

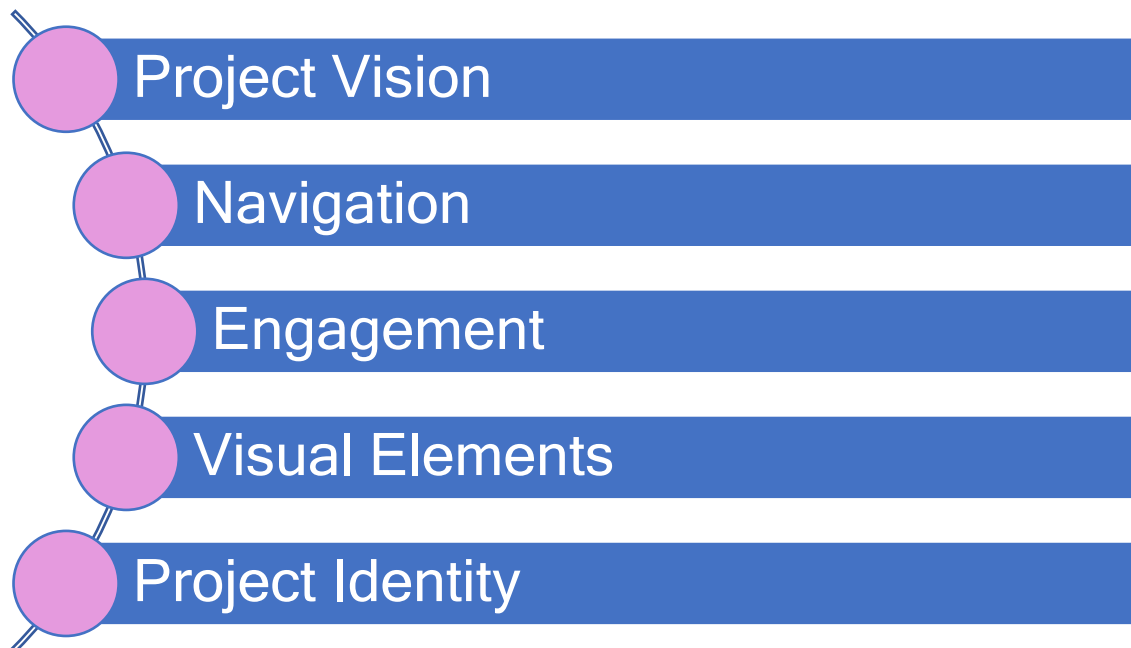


### Quick Links

- Challenges
- Objectives
- Partners
- Events
- Contact Us

Figure 13 - IMPORTANT Project's webpage Screenshot - Footage

The IMPORTANT Project webpage includes:



*Figure 14 - IMPORTANT Project Website Design Elements*

**Project Vision:** A concise statement of the project’s overarching vision, which is to provide older patients facing breast cancer with a brighter, healthier future through evidence generation, treatment optimization and improved quality of life.

**Navigation:** Accessible links to key sections of the website, allowing visitors to explore the project’s deliverables, stay informed about meetings and events and find opportunities to get involved.

**Engagement:** Calls to action that encourage visitors to subscribe to newsletters for updates and to actively participate in the project’s mission.

**Visual Elements:** Engaging visuals, potentially including images of the project team, patients and researchers in action, conveying the human side of healthcare innovation.

**Project Identity:** Consistent use of branding elements, such as project logos and colour schemes, to reinforce the project’s identity and recognition.

Overall, the front page is designed to captivate visitors, communicate the project’s mission and values and guide them toward deeper engagement with the IMPORTANT Project’s work. It serves as a welcoming entry point into the world of ground breaking research and advancements in geriatric oncology.



### 10.3 IMPORTANT Social Media Accounts

To diversify and target a wider audience, the IMPORTANT project has established four social media channels: Facebook, Twitter, LinkedIn and ResearchGate. This decision was made to broaden the project’s reach and engage different audience segments. The content created for each social media platform will vary in terms of tone, mood and messaging. All project consortium partners are committed to following and sharing content from these official IMPORTANT project channels, using relevant mentions and hashtags aligned with the project’s goals.

On their respective social media accounts, project partners will follow each other’s profiles, reshare relevant content and tag or mention the IMPORTANT profile. Icons for all social media platforms have been strategically placed in the footer of the IMPORTANT project website. These profiles feature official logos as profile images and comprehensive logo elements in their cover images, also referencing the project’s mission keywords, linking to the infographic homepage of the website. The profiles have been consistently customized to ensure immediate recognition.

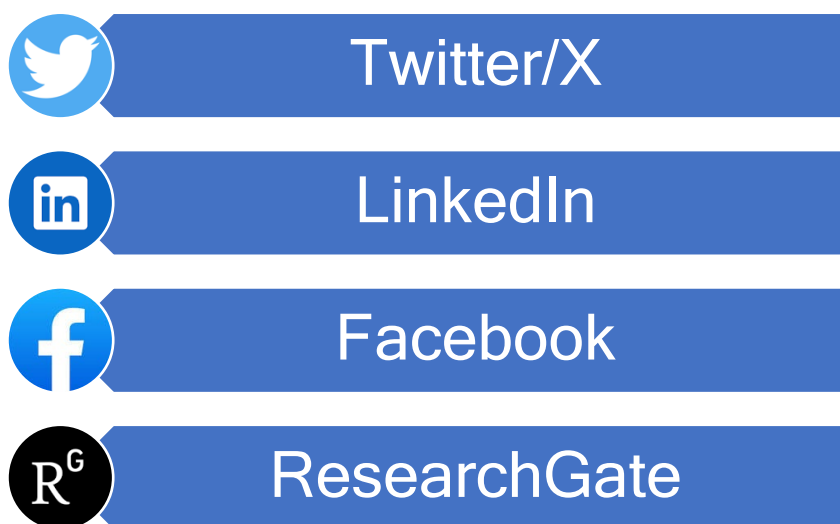


Figure 15 - IMPORTANT Project Social Media Accounts

SOCIAL MEDIA	LINK	KPI's
X/TWITTER	<a href="https://twitter.com/IMPORTANTTrial">https://twitter.com/IMPORTANTTrial</a>	≥50 posts per year ≥2 user groups (Experts and Patients) ≥4 social Innovation Activities
LINKEDIN	<a href="https://www.linkedin.com/company/99949012/admin/feed/posts/?feedType=following">https://www.linkedin.com/company/99949012/admin/feed/posts/?feedType=following</a>	≥ 100 connections ≥30 posts per year
FACEBOOK	<a href="https://www.facebook.com/profile.php?id=61551619572029">https://www.facebook.com/profile.php?id=61551619572029</a>	≥50 posts per year ≥4 social Innovation Activities
RESEARCHGATE		≥ 100 connections ≥30 posts per year

Table 18 - IMPORTANT Project Social Media Links and KPI's

**Official Name:** IMPORTANT EU Project

**Official Hashtags:** #ImportantEUProject #HorizonEU #EURResearch

#ResearchCollaboration #ClinicalTrials #BreastCancerResearch #Health

### 10.3.1 IMPORTANT Social Platform - X



Figure 16 - IMPORTANT Project X/Twitter Social Media Account Front Page

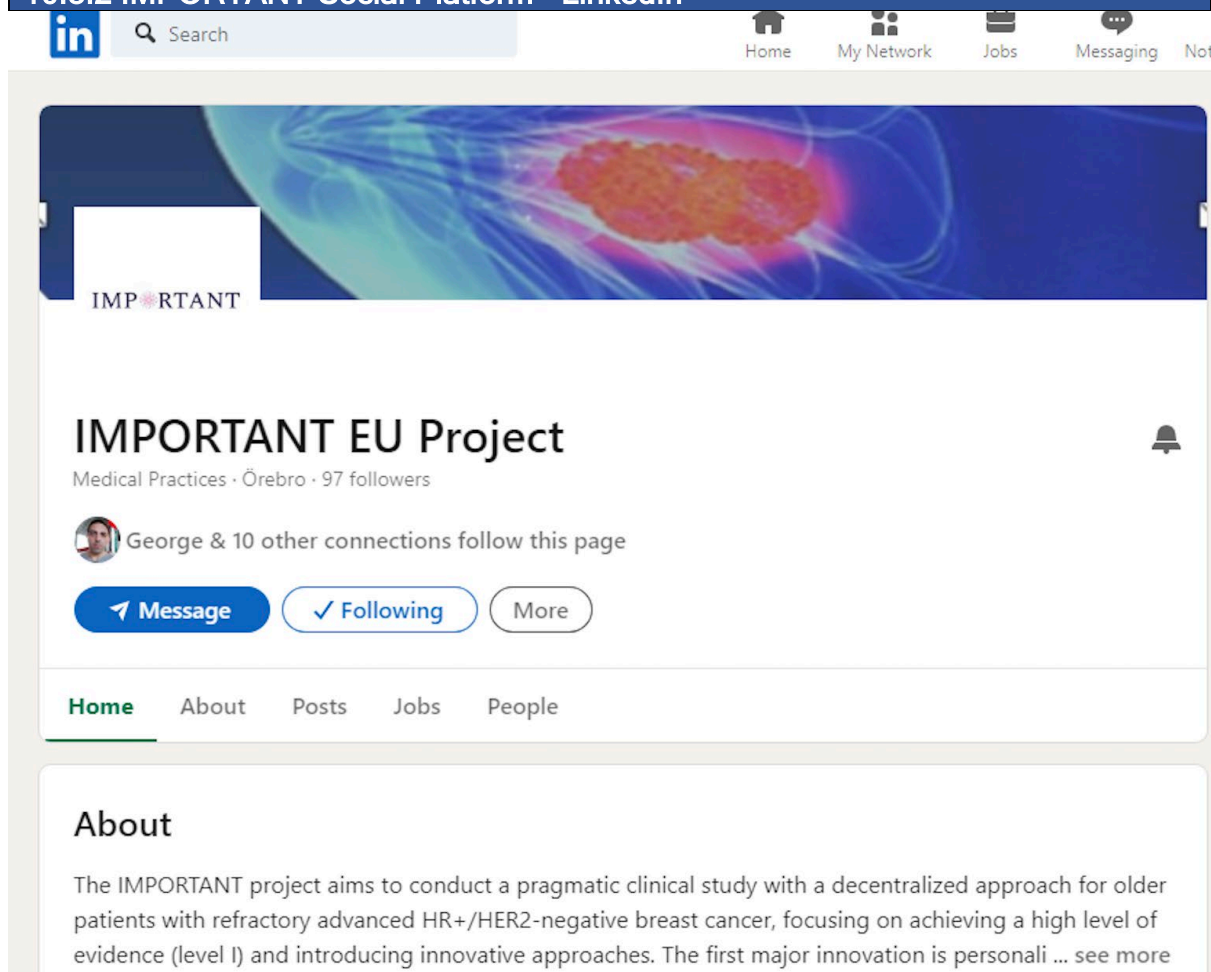
#### Target Audience:

X/Twitter serves as a dynamic social network and microblogging platform, facilitating real-time communication for a vast user base comprising individuals and businesses alike. Users on Twitter remain interconnected through their posts, referred to as 'tweets,' enabling them to share, exchange and access information or news on a wide array of topics, spanning from leisure and politics to professional interests. Tweets are limited to a maximum length of 140 characters and can encompass diverse forms of content, including photos, videos and article links. Twitter operates as a swift and efficient news outlet. Twitter fosters close and immediate engagement with the audience, nurturing friendly and direct interactions with users through concise messages. By utilizing topic-specific hashtags, you can connect with users who align with both professional and personal interests. Collaborating partners in the IMPORTANT Project will actively engage with the official Twitter profile, either by reposting or commenting on its content. This collaborative effort aids in identifying an ideal user profile that resonates with the project's goals and related subject matters.

#### Posts/Messages:

Twitter stands out as a highly content-centric social network. Its primary focus revolves around the swiftness of message delivery and visual impact. Up to 10 users in post's content can be mentioned, directly involving individuals interested in the message, who can subsequently amplify its reach. Regular updates regarding the IMPORTANT project and noteworthy news will be disseminated. The objective of these posts is to disseminate essential project information concisely yet effectively, underpinned by attention-grabbing visuals and engaging, brief text.

## 10.3.2 IMPORTANT Social Platform - LinkedIn



*Figure 17 - IMPORTANT Project LinkedIn Social Media Account Front Page*

### Target Audience:

LinkedIn stands as the premier social network for the business world, attracting a daily thousands of professionals. Its core mission is to foster connections among individuals operating within the business sphere, serving as a virtual meeting place where professionals engage for business-related endeavors.

LinkedIn's primary audience encompasses professionals, major corporations, thought leaders, influencers and recruitment agencies, all converging to connect and exchange within this specialized platform. LinkedIn serves as a conduit for marketers and salespeople to establish relationships with professionals, with users crafting their profiles around their career specifics and displaying a keen interest in comprehensive industry updates. The IMPORTANT Project's LinkedIn page will actively follow the profiles of affiliated partners, facilitating the exchange of project updates. This approach enables the project to target a discerning audience with shared interests.

### Posts/Messages:

Given the highly specialized nature and interests of this social network, the content generated will adopt a tone that aligns seamlessly with the platform's context. This entails sharing updates, even those rich in technical detail, regarding the IMPORTANT project's progress and research endeavors, particularly within the technological and healthcare domains. While LinkedIn maintains a serious and professional atmosphere, it remains pivotal to captivate users' attention through visually appealing imagery.

### 10.3.3 IMPORTANT Social Platform - Facebook

Facebook boasts an extensive and diverse user base. Its user community encompasses individuals with a wide spectrum of interests, seeking content that is lighthearted, casual and easy to digest.



Figure 18 - IMPORTANT Project Facebook Social Media Account Front Page

#### Target Audience:

Facebook serves as a social media platform that unites individuals looking for accessible, spontaneous and playful information. It draws in a vast and evenly distributed user base with a broad array of interests, regardless of gender. These users are inclined towards content that incorporates visual elements and emoticons. Recognizing the nature of this social channel and the preferences of its users, the Facebook IMPORTANT page will generate content tailored to this audience, capitalizing on the platform's visual and emotional aspects.

#### Posts/Messages:

The content crafted for Facebook will adopt an informal and light communication style. It will deliver updates regarding the IMPORTANT project, infusing emoticons to enhance its appeal to the typical Facebook audience. The objective is to assemble a more finely tuned user base based on their interests, cultivating a sense of community around the IMPORTANT project's core. The Facebook IMPORTANT page will also follow all project partners, subsequently sharing each post to create engagement and buzz around the page. Through these efforts, the content on this page will be disseminated to users with well-defined interests. Social campaigns will further enable the molding of a "typical" user profile, taking into account factors such as gender, interests, location and abundance.



#### 10.3.4 IMPORTANT Social Platform - ResearchGate

The ResearchGate media channel, a professional network where scientists and researchers can share and access scientific content, knowledge and expertise, will be activated in a later stage of the project to properly showcase and share the innovative results achieved by IMPORTANT.

ResearchGate acts as an information hub for academic events, with users sharing announcements about upcoming conferences, seminars and other gatherings relevant to their respective fields.

Research highlights, succinct summaries of recent findings, are frequently posted, often enhanced with visual aids like graphs and figures to enhance engagement.

##### **Target Audience:**

ResearchGate primarily serves as a professional networking platform tailored to the specific needs of researchers, scientists, academics and professionals across diverse fields. It acts as a virtual nexus for individuals deeply entrenched in the world of research and academia. This includes researchers and scientists from various disciplines, graduate and postgraduate students seeking academic resources and research opportunities, academic institutions keen on showcasing their research output and professionals in science and technology industries eager to stay abreast of the latest scientific developments.

##### **Posts/Messages:**

Within the ResearchGate community, a rich tapestry of posts and messages weaves together to fulfill the varied needs and interests of its professional and academic audience. Researchers and academics frequently share updates regarding their published papers, conference presentations, and research discoveries. These updates often feature links to full-text articles or abstracts, allowing for easy access to their work.

## 10.4 IMPORTANT Printable Materials

In addition to the digital content, the IMPORTANT Project places a significant emphasis on the creation of tangible, printed materials to facilitate public engagement and enhance the dissemination of project information. These physical materials will be designed to effectively communicate the research, goals and findings to a broader audience, fostering greater awareness and understanding. The following printable materials will be developed as part of the Dissemination, Impact Creation and Stakeholder Engagement Plan:

Printable Materials	
Posters	Visually engaging tools to showcase project information at events and conferences
Leaflets and Brochures	Concise overviews detailing project significance, objectives, and achievements
Newsletters	Periodic updates on project progress, developments, and upcoming activities
Fact Sheets	Clear and concise presentation of critical project facts and figures
Flyers	One-page promotional materials for announcing project-related events, workshops, or activities
Stickers	Creative and engaging tools for raising awareness about the IMPORTANT Project, featuring the project logo

*Table 19 - IMPORTANT Project Printable Materials*

### Posters

Posters will serve as visually engaging tools to showcase essential project information at events, conferences and public gatherings. They will be a powerful means of conveying project objectives and key messages to a wide audience.

### Leaflets and Brochures

Leaflets and brochures will provide concise and informative overviews of the IMPORTANT Project, detailing its significance, objectives and achievements. These materials will be distributed at public events, workshops or mailed to key stakeholders.

### Newsletters

The project's periodic newsletters keep stakeholders and the public informed about the project's progress, recent developments and upcoming activities. They will serve as a valuable tool for maintaining ongoing engagement and awareness.

### Fact Sheets

Fact sheets will be designed to present critical project facts and figures in a clear and concise format. These documents will be useful for communicating statistical or technical information effectively.

### Flyers

Flyers will be one-page promotional materials used to announce project-related events, workshops or activities. They include essential event details, dates and contact information.

### Stickers

Stickers can offer a creative and engaging way to raise awareness about the IMPORTANT Project. Featuring project logo, it can be distributed at events or provided to project supporters.



### 10.4.1 IMPORTANT PDF Deliverable Templates

To maintain consistency in branding and formatting across all project materials and to streamline the design and reporting processes, we have developed PDF deliverable templates. These templates serve as standardised frameworks for creating printable materials and organizing project documentation.

IMPORTANT Doc Title

**Horizon Project IMPORTANT**

**IM**plementing geriatric assessment for dose  
**Optimization of CDK 4/6-inhibitors in older b**ReasT  
**c**ancer patients

**Research and Innovation Action**  
**HORIZON-MISS-2020-CANCER-01**  
**GA 101104589**

**Duration: 60 months**  
**Start date: 01/05/2023**

Deliverable ID:	
Planned delivery date:	
Actual delivery date:	
Deliverable leader:	
Contributing partners:	
Dissemination Level:	<input type="checkbox"/> PU = Public <input type="checkbox"/> CO = Confidential <input type="checkbox"/> CI = Classified

This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101104589.  
 This deliverable reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

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IMPORTANT Doc Title

Project Partners

Num.	Partner Name	Short Name	Country
1 (C)	OREBRO LANS LANDSTING	ORB	SE
2	PANEPSTIM PATRON	UPAT	GR
3	CARE ACROSS LTD	CARE	UK
4	UNIVERSITA DEGLI STUDI DI FIRENZE	UNFI	IT
5	AZIENDAUNTA SANITARIA LOCALE TOSCANA CENTRO	LHUTC	IT
6	HELSINKIN JA LUUTENMAAN SAIRAANKUUTI OPHIN	HGS	FI
7	INSTITUTE FOR MEDICAL TECHNOLOGY ASSESSMENT BV	IMTA	NL
8	SECURITY LABS CONSULTING LIMITED	SLC	IE
9	Circular Economy Foundation	CEF	BE
10	UNIVERSIDAD NACIONAL DE EDUCACION A DISTANCIA	UNED	ES
11	Εθνική Σιτηγαρονική Ογκολογική Ομάδα	HECOG	GR
12	AKERSHUS UNIVERSITETSSYKEHUS HF	AHUS	NO
13	REGION UPPSALA	ROL	SE
14	FUNDACIO CLINIC PER A LA RECERCA BIOMEDICA	FCRB	ES
15	HOSPITAL CLINIC DE BARCELONA	HCB	ES
16	FACHKROCHSCHULE NORDWESTSCHWEZ	FNW	CH
17	Pharma Clinical Research & Pharma Consulting S.A	PHCZ	GR
18	BritecancerFoundation	BCF	SE
19	EUNOMIA LIMITED	EUNL	IE
20	Orebro university	ORU	SE

Project Coordinator: Dr Antonio Valacchi - Orebro Lans Landsting (ORB)

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IMPORTANT Doc Title

List of Authors

Name(s)	Partner

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Revision History

Date	Ver.	Author(s)	Summary of main changes

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HORIZON-MISS-2022-CANCER-01

IMPORTANT

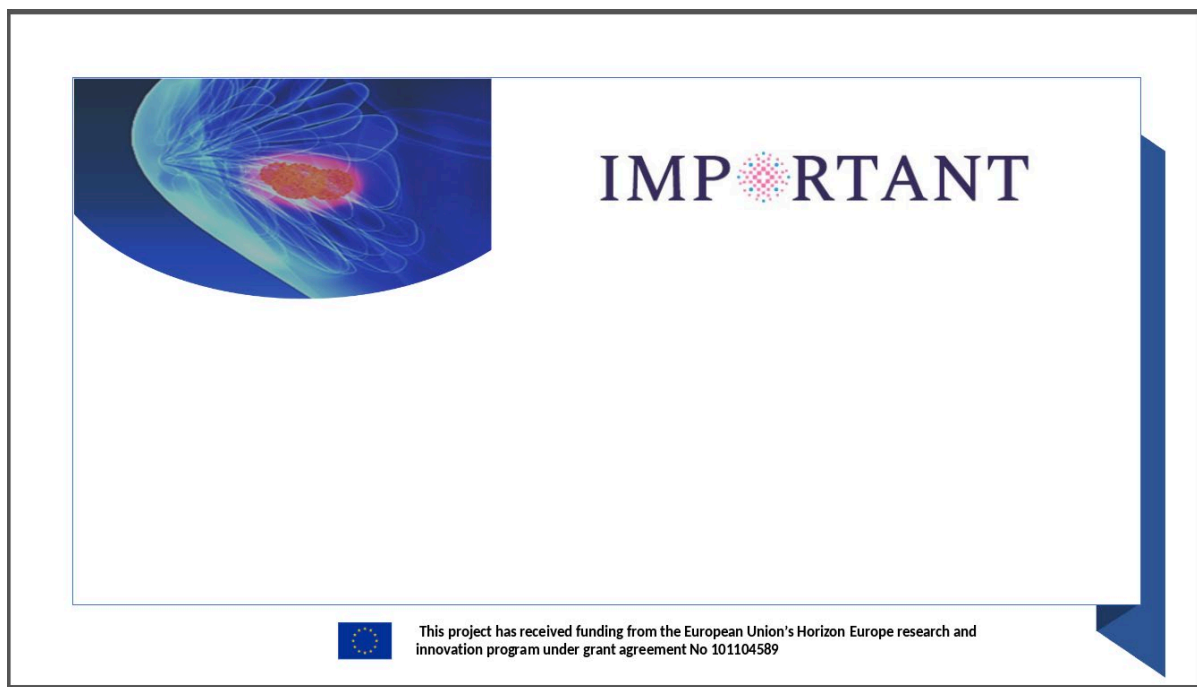
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Deliverable D.X.X - Page X of XX

Figure 19 - IMPORTANT Project Deliverable template



## 10.4.2 IMPORTANT PPT Template



*Figure 20 - IMPORTANT Project PPT Template*

By utilizing these templates, a cohesive and professional image throughout the communication efforts is ensured and the creation of high-quality materials and deliverables for public engagement and project documentation is facilitated.